



NATIONAL TRENDS IN STRIP REDEVELOPMENT

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RETROFITTING SUBURBIA

URBAN DESIGN SOLUTIONS for REDESIGNING SUBURBS

UPDATED
EDITION



WITH A NEW UPDATE BY THE AUTHORS AND A FOREWORD BY RICHARD FLORIDA

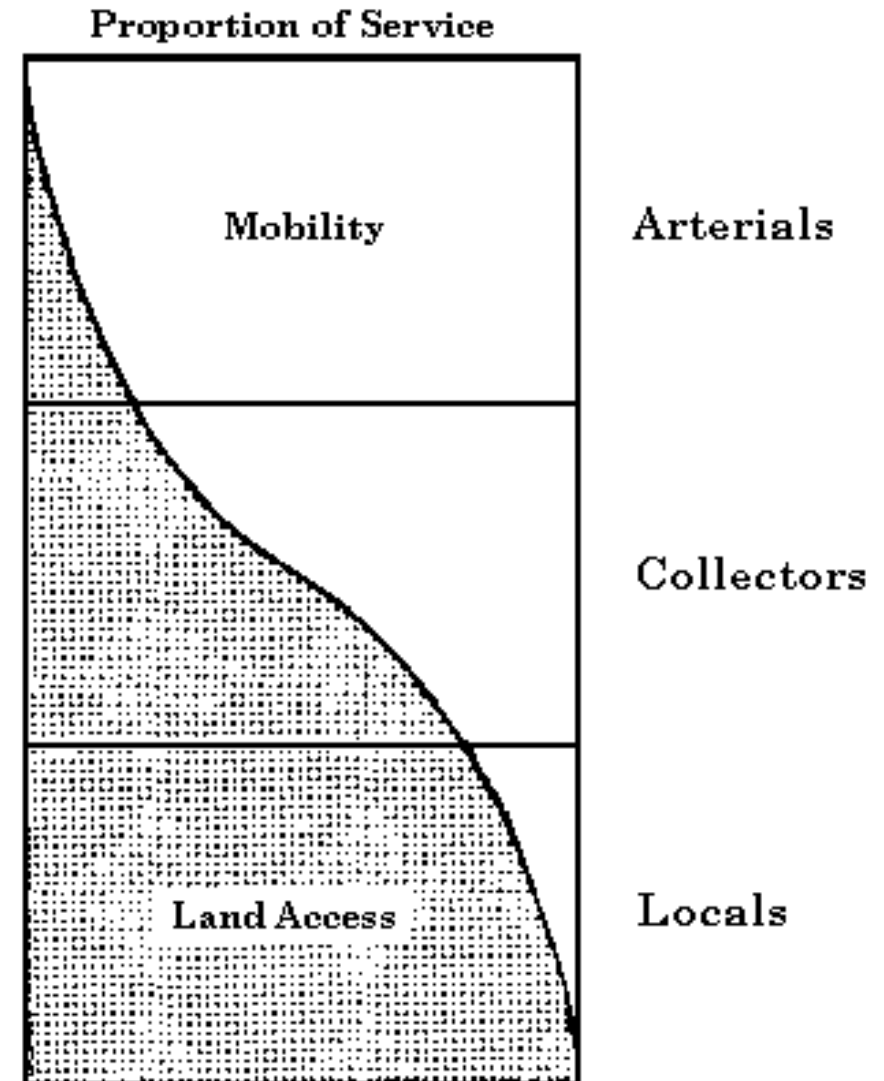
Problems of the Commercial Strip Corridor:

The “Stroad”

- Designed for Mobility, but zoned for Access, commercial strip corridors serve neither function well while perpetuating auto-dependency
- Part of a dendritic system that results in under-used local streets and over-used arterials
- Based on a system of access to cheap land that results in:
 - A degraded public realm
 - Land consumption
 - Fragmented sprawl
 - Affordable housing with unaffordable transportation costs

Figure II-4

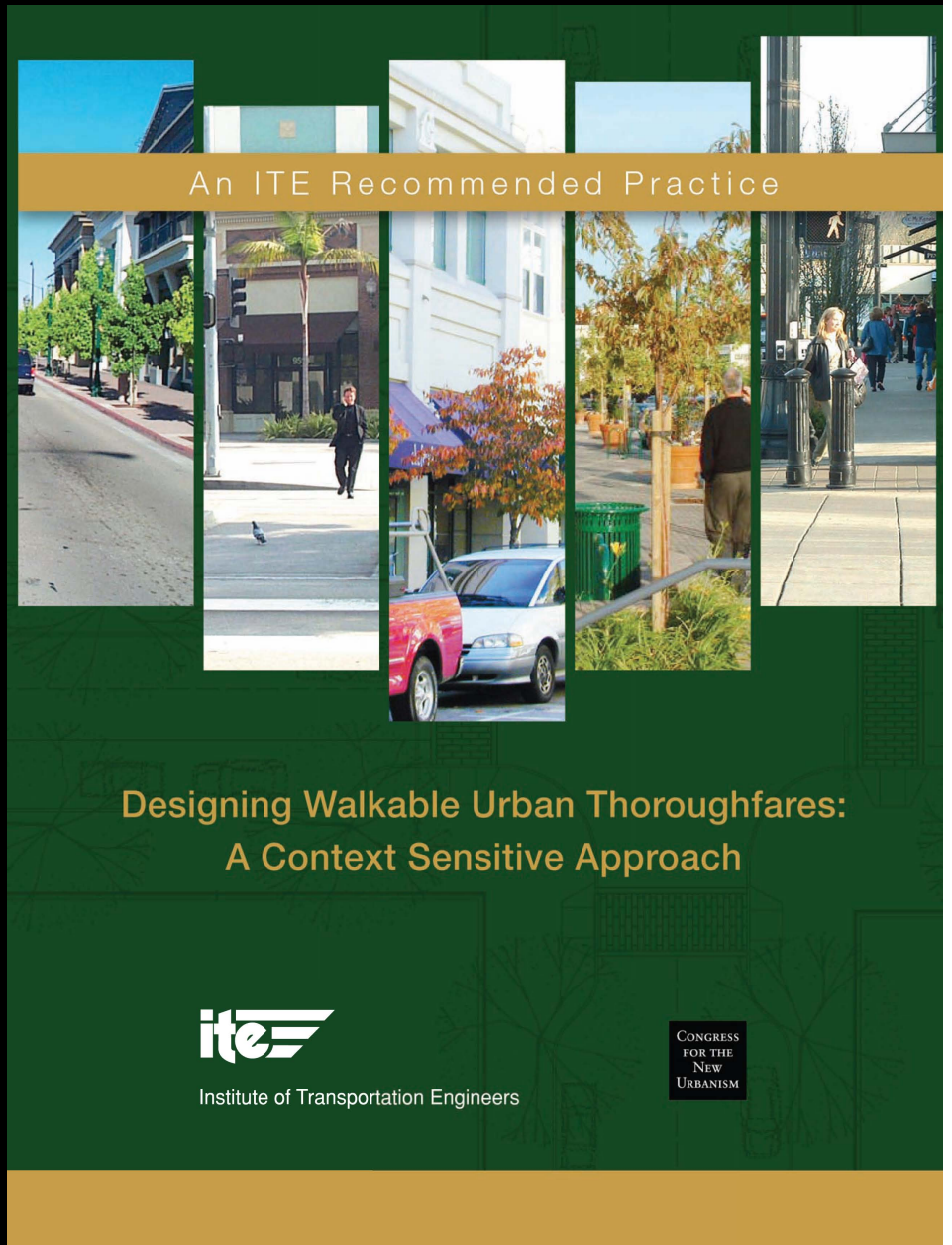
Relationship of functionally Classified Systems in Serving Traffic Mobility and Land Access



Opportunities of the Commercial Strip Corridor:

Rethink the R.O.W.

- Intersection repair
- Complete Streets and Streetscaping
- Transit Boulevards
- Road Diets and Re-Striping
- Green infrastructure
- Integration of District Systems



An ITE Recommended Practice

Designing Walkable Urban Thoroughfares:
A Context Sensitive Approach

ite

Institute of Transportation Engineers

CONGRESS
FOR THE
NEW
URBANISM

from commercial strip to multi-way boulevard and new downtown

Palm Canyon Drive, Cathedral City, CA; Freedman, Tung & Bottomley source: Dunham-Jones, Williamson, 2009



***From wide 5-lane arterial to 4-narrow lanes w sidewalks, BRT, and BAT
Aurora Corridor, Shoreline, WA***



Planning to retrofit Shoreline's Main St w/ 40,000 cars/day started in 1998. Construction started in 2005. First phase is complete with streetscaping, u.g. utilities, crosswalks & sidewalks. BAT (Business Access and Transit lanes) restricted to BRT and right turns

The system it's a part of has seen 56% jump in ridership over the bus lines it replaced. 2009-2013: not much TOD evidence yet. It's improved – but is it a great place?



From 5-lane arterial to 2-lane Main Street with multi-use parking Ramblas & solar
Lancaster, CA (pop 157k): CT/KDF Community Development Partners, Moule & Polyzoides
Since revitalization started in 2009: \$106mil in New Markets Tax Credits for redevelopment for local entrepreneurs; 50 new businesses; 10% increase in downtown property values; 50% cut in traffic collisions

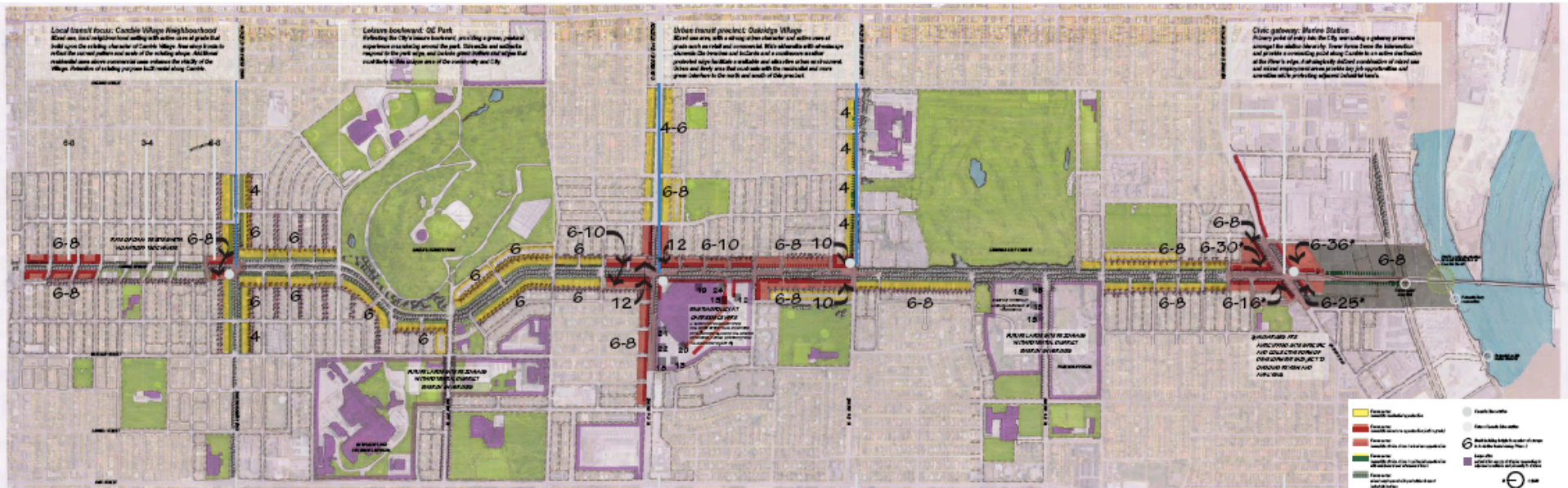


Photos: G. Komar



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retrofitting land use, transportation and energy on a commercial corridor
Cambie Corridor, Vancouver, BC, Vancouver City Planning Department



Opportunities of the Commercial Strip Corridor:

Nodes & Networks

- Completer Street Networks
- Retrofitting aging greyfield sites into walkable town centers
- Reinhabitation with more community-serving uses and liner buildings
- Form-Based Codes
- Anticipatory retrofitting
- Connecting affordable housing to affordable transportation



Padre Boulevard: Gateway Planning, Dover Kohl, Kimley Horn

Liner buildings, park sequence, and new streets urbanize strip malls

Four Corners, Farmers Branch, TX: City of Farmers Branch, Torti Gallas and Partners
Adopted 2008, little redevelopment since

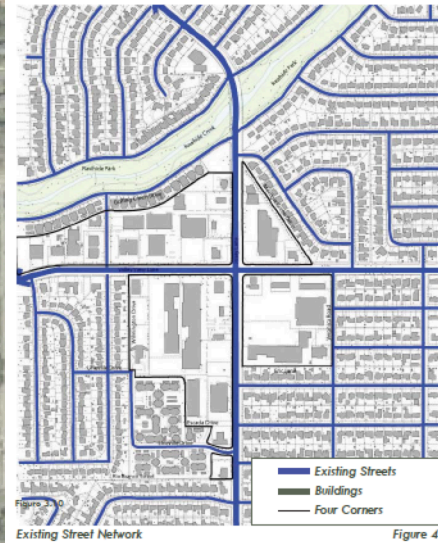


Figure 4.1



Figure 4.2

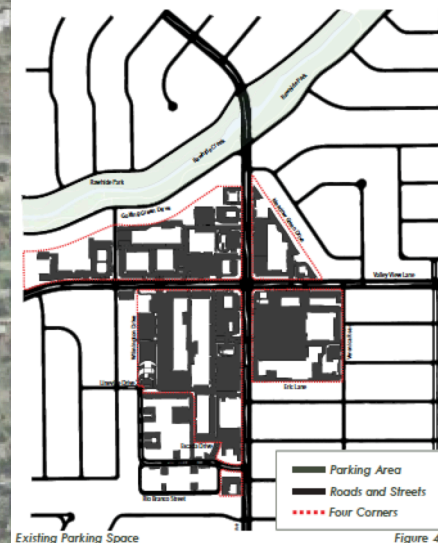


Figure 4.7

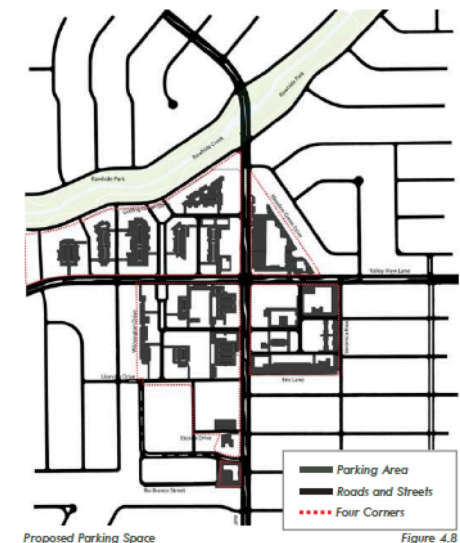


Figure 4.8

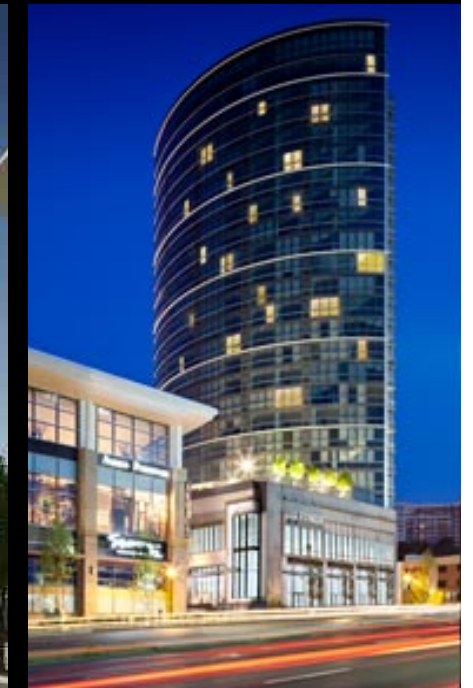
transit-served nodes and a form-based code support a streetcar

Columbia Pike, Arlington County, VA, Ferrell Madden Associates, Dover Kohl & Partners



Developer-led 430-acre BRT-extended TOD centered on boulevard

White Flint, MD: White Flint Partnership, Montgomery County, Glattig Jackson, var designers
-new high-rise downtown over 20 years, \$6-7 bil tax revenue, 10k residents – 25% affordable



Artists initiate the transformation of an industrial corridor into an arts district
Brighton Boulevard, RiNO, Denver, CO: FHWA CSS program, PPS, Street Plans

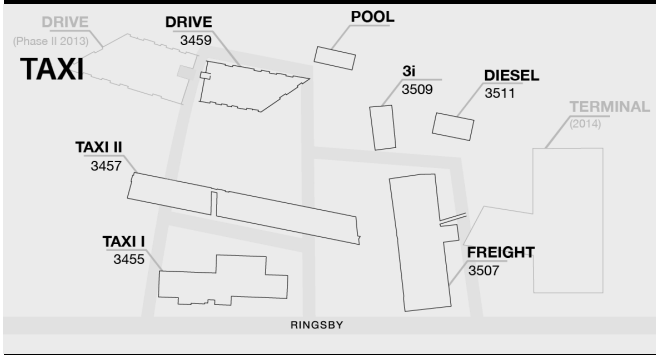


Brighton Boulevard :
Ideas for Improvement



Brighton Boulevard :
Ideas for Improvement

from taxi distributor to small mixed-use TOD w daycare and container pool
TAXI, Riverfront North, Denver, CO: Zeppelin Development, Will Bruder, David Baker



From 2.6 acre strip mall to city hall to mixed-use town center in 2 phases

DeSoto Town Center, DeSoto, TX (pop. 50K): TCC High Street, JHP Architecture Urban Design



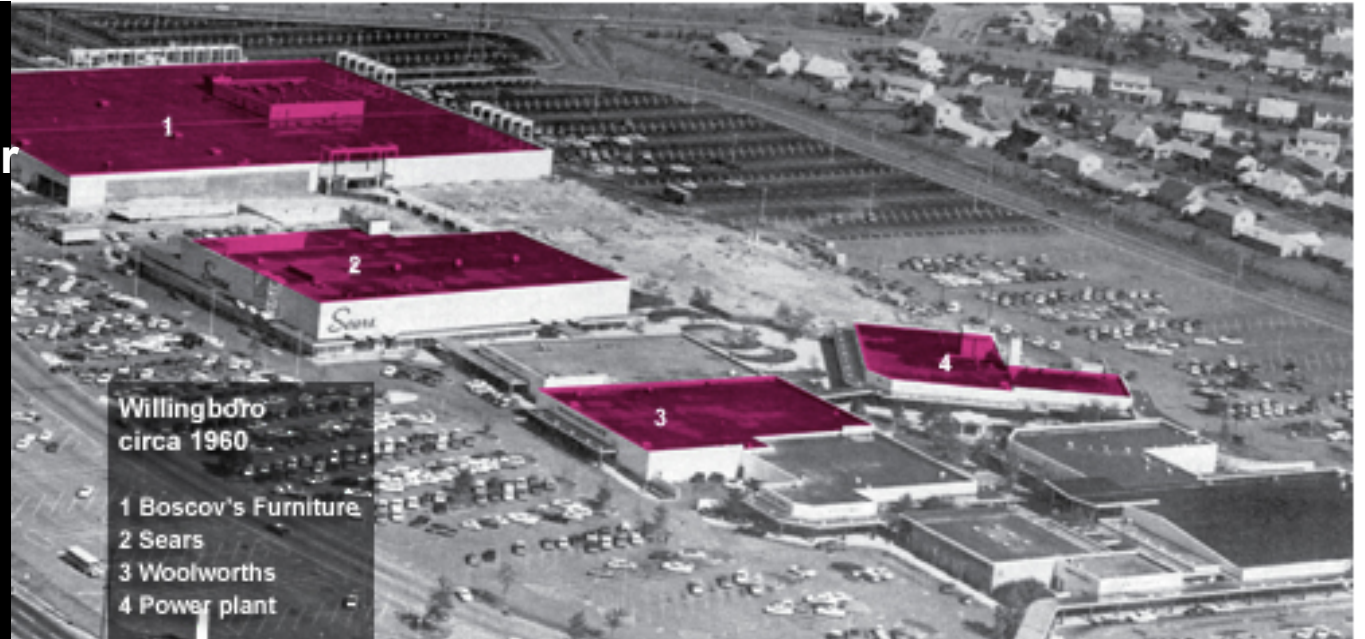
From retail strip to job and town center

Willingboro Town Center

Willingboro, NJ (pop. 32K)
Delco Development, Croxton Collaborative Architects

1960

1. Boscov's Furniture
2. Sears
3. Woolworths
4. Power plant



Courtesy Croxton Collaborative Architects

MTC Aerial Photography

2009

1. Mail-service pharmacy
2. Office building
3. Public library w/ retail
4. Community College
5. Town Commons
6. Townhouses
7. Planted swales



From 3-story regional mall to affordable TOD w/ anticipatory growth

Englewood CityCenter, City of Englewood, Miller Weingarten Realty, Trammell Crow Residential, David Owen Tryba Architects, Calthorpe Associates

Sources unverified



Englewood CityCenter Site Plan



tool: Anticipatory Retrofitting:

Lay out parking lots as future building sites with utilities and street trees

Opportunities of the Commercial Strip Corridor:

Future Trends & ?s

- Lipstick on a pig?
- Overzoning for mixed-use?
- Transfer of Development Rights?
- Return of the Master Street Plan?
- Return of the Connectivity Index?
- Health impacts of particulates vs benefits of walkability?
- Trampoline lanes?

