

Urban Design Strategies to Create the Change We Want

**SARAH LEWIS**  
**URBAN DESIGNER**



FUSS & O'NEILL



# Transit-Oriented Development

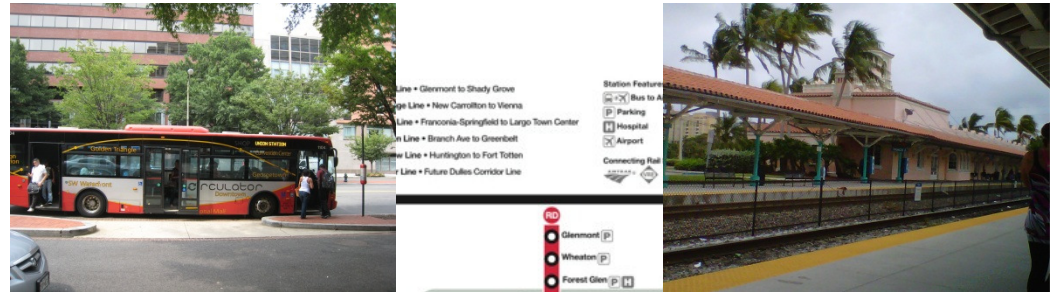
**Growing smarter** means taking advantage of and supporting our existing transportation system—our 15 Metrorail stations, 8 MARC stations, Amtrak station, and extensive bus, trail, and road network—to attract new jobs, create safer and healthier communities, protect our natural and agricultural resources, and improve our air and water quality.



# Existing Infrastructure

## Multimodal

Multimodal refers to the availability of two or more forms or modes of transportation, such as walking, biking, taking transit, or driving.





# Connections

## Mixed-use walkable development centered around transit

Characteristics:

- High Quality Pedestrian and Civic Spaces
- Bike and Pedestrian Friendly
- Parking Management
- Variety of Housing Options
- Alternative Modes of Transportation
- 5 Minute walk for daily needs





# Complete Streets

**Complete Streets are streets for everyone.**



NATIONAL  
COMPLETE STREETS  
COALITION

*let's complete america's streets*

- Designed and operated to enable **safe access** for pedestrians, bicyclists, motorists and transit riders of all ages and abilities
- Complete Streets make it easy to cross the street, walk to shops, and bicycle to work. They allow buses to run on time and make it safe for people to walk to and from train stations.



# Opportunities

## **Consumer and Employer Preferences and Transit-Oriented Development**

The Millennial and Baby Boomer generations are increasingly driving the market for greater transportation options. They are seeking alternatives to owning a car and prefer to live in walkable, transit-rich mixed-use communities, commonly referred to as transit-oriented developments. As the county's upcoming workforce, the Millennials are also influencing where employers choose to locate their businesses. Building attractive, urban environments centered around our transit hubs will help the county attract employers, retain its recent graduates and high-skilled workforce, and expand and diversify its tax base.

## **Purple Line**

The proposed \$2.2 billion Purple Line light rail transit system is the largest transportation infrastructure investment in Prince George's County since the Inter-county Connector and the Woodrow Wilson Bridge Improvement Project. As a new major east-west connector, it will enhance mobility and reduce travel times for thousands of area residents. It will serve as a critical economic driver by linking existing employment centers to emerging development areas and leveraging public investment.

## **Stimulating Job Growth through Transit Planning**

Building on the Transitway Systems Planning Study and WMATA's Momentum report, the next phase of transit planning study in Prince George's County will evaluate key transit corridors to connect residents to jobs and employment centers and implement the Plan 2035 land use vision. New transit systems can take the form of light rail, bus rapid transit (BRT), and enhanced bus service.

## **Equity, Safety, and Community Health**

By diversifying available transportation options, the county has an opportunity to ensure that the physically, economically, and socially disadvantaged have safer and more equitable access to jobs, public services, recreational facilities, and neighborhoods. Enhancing mobility does not just make communities more walkable and bikeable, it also makes them healthier.



# Opportunities

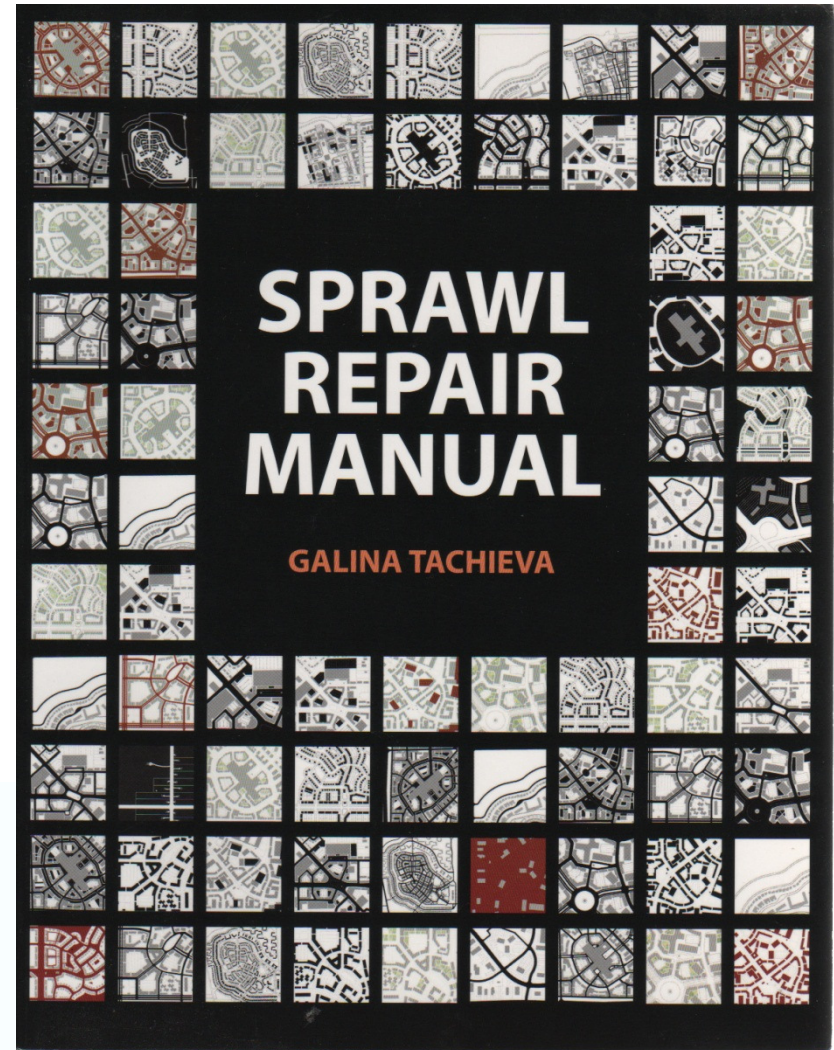
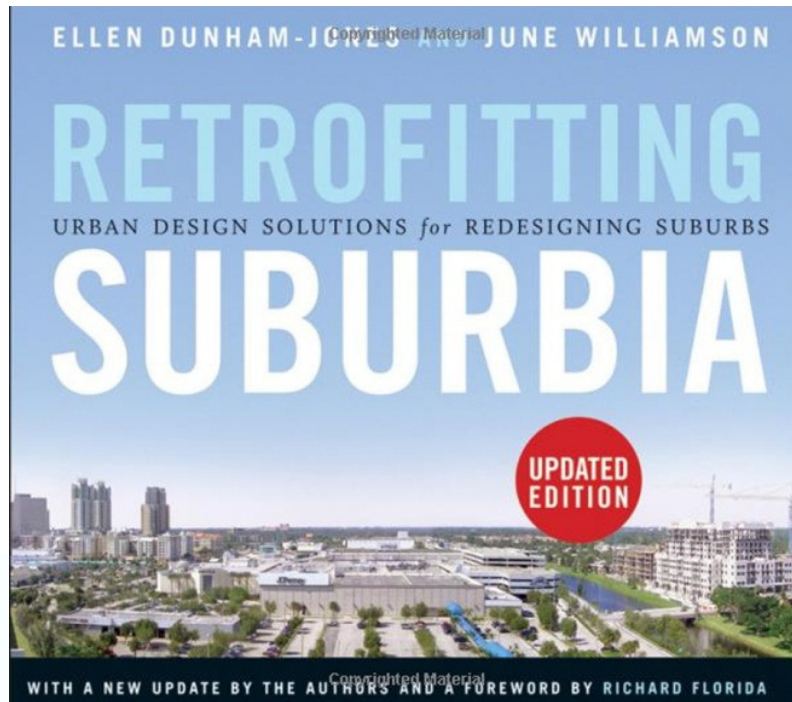
- **Consumer and Employer Preferences and Transit-Oriented Development**
- **Purple Line**
- **Stimulating Job Growth through Transit Planning**
- **Equity, Safety, and Community Health**





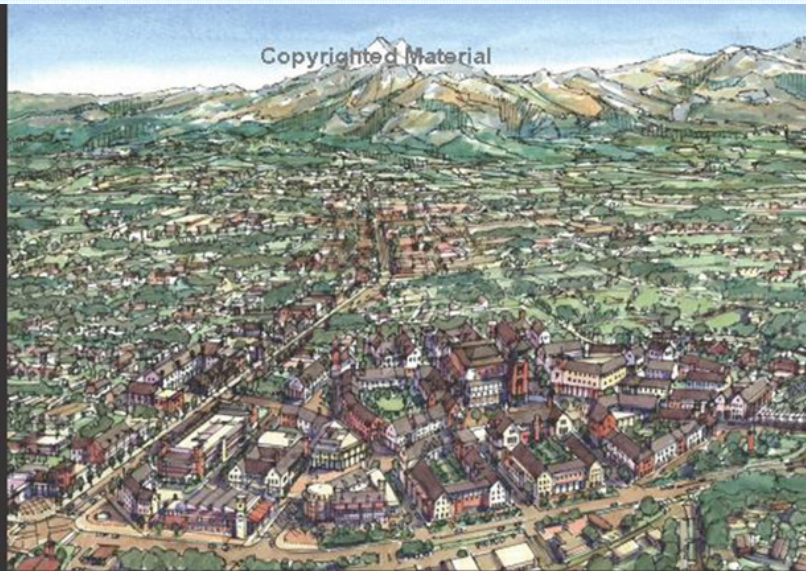
# Suburban Retrofit

Optimizing existing infrastructure for  
“Highest and Best” use





# Shopping Malls



Copyrighted Material

► Color Plate 30: "After" rendering of Cottonwood Mall looking east.

▲ Color Plate 31: "Before" view of Cottonwood Mall looking east.

**COTTONWOOD:** From Dying Mall to Mixed-Use Neighborhood

**PRINCIPAL CLIENT:** General Growth Properties  
**PRINCIPAL DESIGNERS:** Duany Plater-Zyberk & Company, RTKL, SB Architects, Sasaki Associates, Torti-Gallas and Partners  
**LOCATION:** Holladay, Utah

Retrofits have the potential to re-orient or replace generic, placeless suburban development with designs that distinguish that particular community's identity. Cottonwood is replacing a windowless mall with a mixed-use neighborhood of more than twice the density. Yet, because it is planned around very specific view corridors, uses the rural-to-urban transect, incorporates historical precedents and green design techniques, its placemaking fits it into its context at a variety of scales. This is a significant change for the second largest mall owner in the country. (See Chapter 7.)

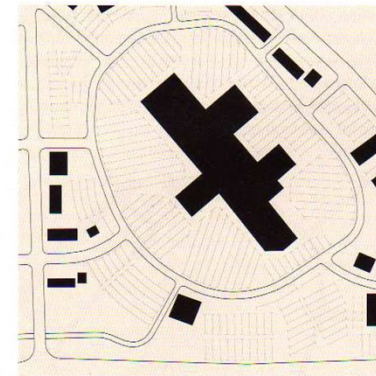


From Retrofitting Suburbia

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SHOPPING MALL

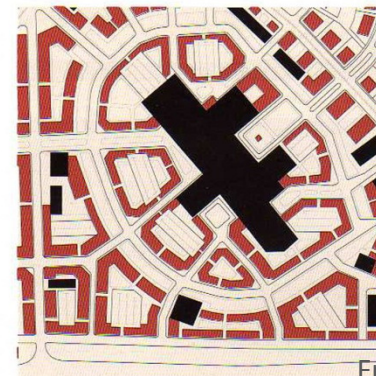
## TRANSFORMATION INTO A TOWN CENTER



4-92. Existing suburban mall

The two dominant elements within the existing site are the massive footprint of the mall structure and the overwhelming surface parking surrounding it (figure 4-92). Smaller commercial establishments mainly in the form of drive-through buildings are located along the perimeter of the parcel.

Existing buildings



4-93. Repaired town center

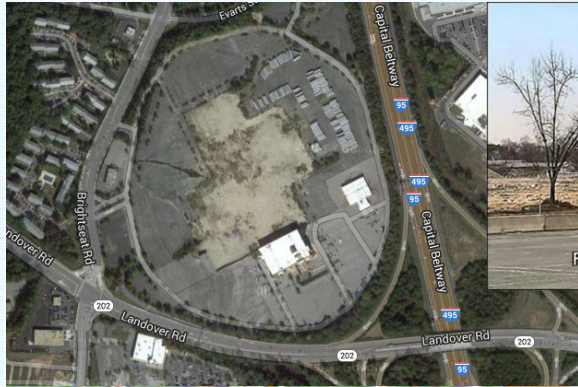
Figure 4-93 shows a hypothetical infill of the parking lots with urban fabric of perimeter blocks, some of which contain parking garages. The high percentage of red color highlighting the proposed infill structures shows the dramatic nature of this remediation. This radical intervention is justified, and required, because of the importance the repaired mall will have for the re-structuring and revitalization of the region.

Proposed buildings

From Sprawl Repair Manual



# Landover Gateway



Former Landover Mall Site







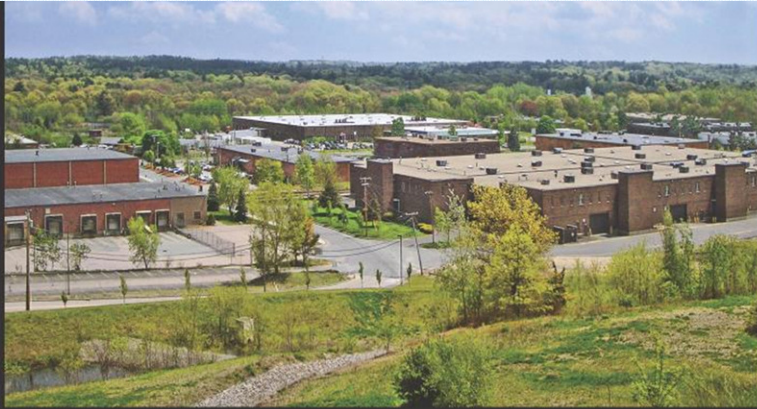


# Redeveloped





# Office and Industrial Parks



**WESTWOOD STATION:** From Industrial Park to Live-Work-Shop-Play and Ride  
**PRINCIPAL CLIENT:** City of Westwood, Cabot, Cabot & Forbes, and New England Development  
**PRINCIPAL DESIGNER:** Elkus/Manfredi Architects  
**LOCATION:** Westwood, Massachusetts

Suburbs have long relied upon industrial and office uses to augment their tax revenue while keeping them physically isolated from residents. The economy's post-industrial shift provides an opportunity to retrofit these sites into more integrated live-work-shop-play environments. Westwood Station's \$1.5 billion retrofit of an industrial park is one of the most ambitious, taking advantage of its proximity to commuter and passenger rail, as well as the Route 128 corridor. (See Chapter II.)

► Color Plate 47: "Before" view of the Westwood Industrial Park at the Route 128 Amtrak/commuter rail station.

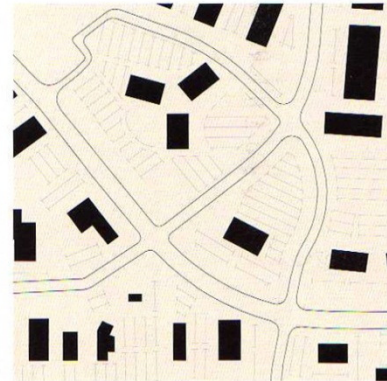


▲ Color Plate 48: "After" master plan for Westwood Station, with the rail line along the bottom of the image and Route 128 to the right.

From Retrofitting Suburbia

## BUSINESS PARK

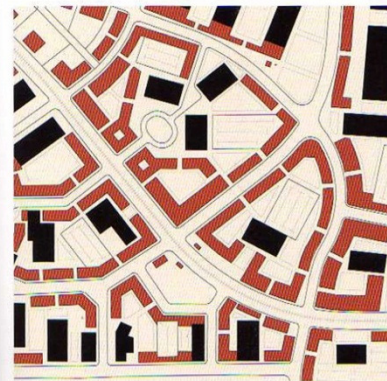
### TRANSFORMATION INTO A TOWN CENTER



4-140. Existing suburban business park

Figure 4-140 shows a typical suburban office park consisting of clusters of office buildings and some adjacent warehouse structures surrounded by parking lots. These are located on both sides of an arterial, in segregated pods, not easily accessible for pedestrians and drivers.

■ Existing buildings



4-141. Business park repaired into a town center

The plan for repair includes an aggressive infill and transformation into a transit-ready town center. The higher-intensity urbanism will support the light rail line proposed along the arterial. The new town center will become a regional generator of economic activity.

■ Proposed buildings  
 ■ Existing buildings

From Sprawl Repair Manual



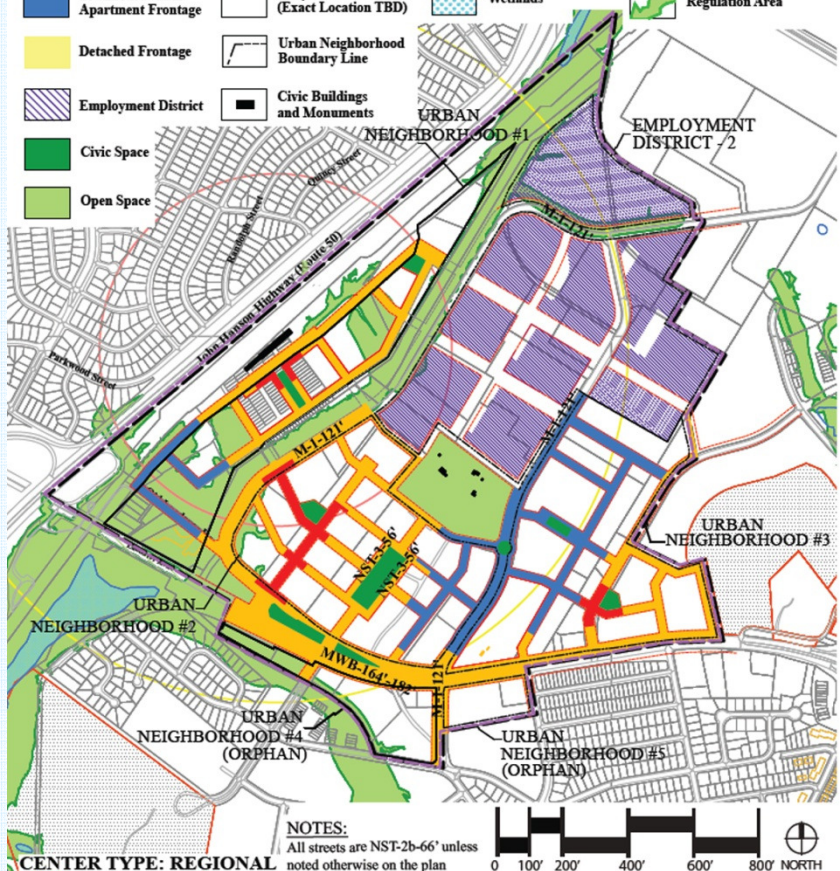
# Landover Metro



## Landover Metro Center - Conceptual Regulating Plan

### Legend

- Storefront Frontage
- General Frontage
- Townhouse/Small Apartment Frontage
- Detached Frontage
- Employment District
- Civic Space
- Open Space
- Existing Property Line
- Urban Center Boundary Line
- Alley/Access Easement (Exact Location TBD)
- Urban Neighborhood Boundary Line
- Civic Buildings and Monuments
- Build-To Line (BTL)
- Lot Building Limit (LBL)
- Wetlands
- .50 Mile Radius
- .25 Mile Radius
- Regulation Area





# Residential



## HOUSING AND NEIGHBORHOODS



Current Housing Stock:  
Single-Family 68%  
Multi-Family 32%



Future Residents Want  
Different Housing

Projected Housing Demand:  
Single-Family 39%  
Multi-Family 61%



Aging Housing Stock





# Morgan Boulevard Metro





# How can this happen?

## Good planning

- Comprehensive and regional cooperation
- Regulation rewrite
- Jobs/housing balance



# How can this happen?

## Incentives

- Open Space Bonuses and Workforce Housing Credits
- State & Federal funding for parking & transit
- Tax Increment Financing, Business Incentive Districts, or Special Purpose Sales Tax
- Transfer Development Rights
- Grants



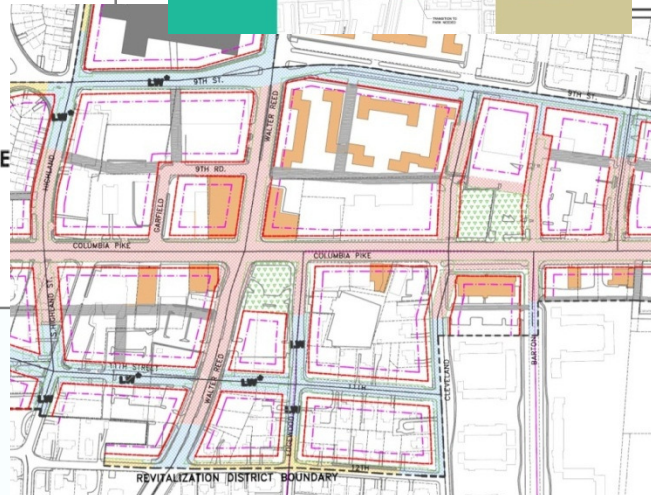
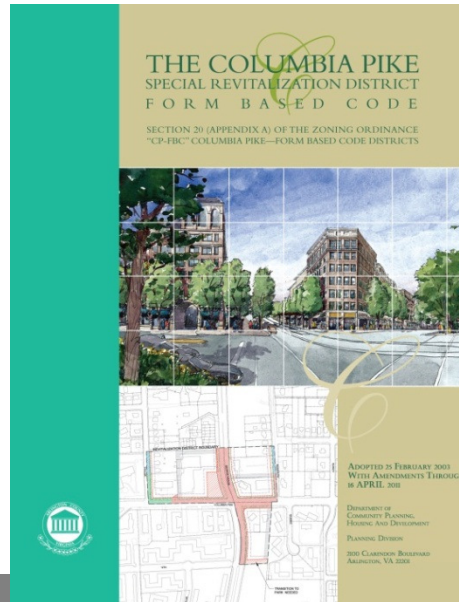
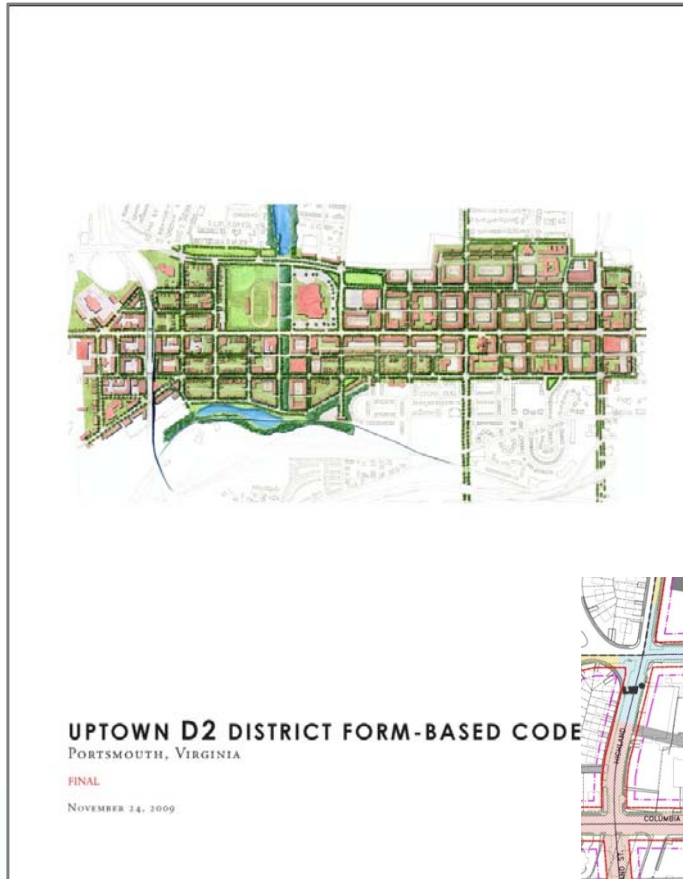
# How can this happen?

## Economic viability

- Incremental investment – smaller phases
- Facilitate aggregation of parcels
- Higher density and diversified use for higher profit margins
- Affordable housing in building conversions and accessory dwelling units



# Form-Based Codes

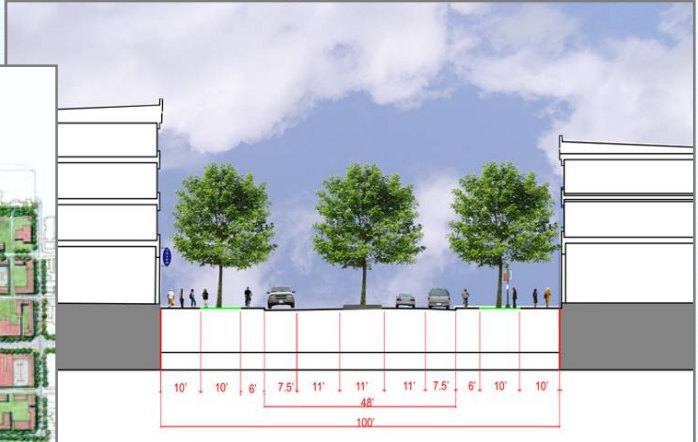


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# Vision to Regulations



## 403. General Urban Frontage

### ILLUSTRATIONS AND INTENT

These illustrations are provided for illustrative purposes only. The illustrations and annotations on this page are not intended to be used as a substitute for the applicable provisions and annotations of the Building Envelope Standard.

The General Urban Frontage provisions are intended to be used in the basic urban street frontage, except as otherwise noted. The provisions are not intended to be used in the basic urban street frontage, except as otherwise noted. The provisions are not intended to be used in the basic urban street frontage, except as otherwise noted.



**HEIGHT**

**STRING**

**Building Height**

- The building shall be a least 2 stories in height, but no greater than 5 stories or 75 feet in height.

**General Street Height Consistency**

- The average street frontage height shall be consistent with the average height of the buildings along the street.
- The street frontage height shall be at least 15 feet above the sidewalk height.
- The maximum street frontage height shall be 22 feet, measured from the sidewalk to the second-story floor.

**General Street Height Residential Units**

- The average building frontage height shall be no less than 3 feet above the street frontage height at the BBL.
- The street frontage height shall be no less than 12 feet above the sidewalk height at the BBL.
- The maximum street frontage height shall be no greater than 22 feet above the sidewalk height at the BBL.

**Upper Street Height**

- The maximum clear height above the sidewalk shall be no less than 12 feet above the sidewalk height at the BBL.
- The maximum clear height above the sidewalk shall be no less than 12 feet above the sidewalk height at the BBL.

**Street View Height**

- A street view height shall be no less than 7 feet in height or greater than 12 feet in height shall be required along any BBL frontage that is not otherwise required by the Building Envelope Standard.

**ELEMENTS**

**USE**

**Provisions**

- Blank lengths of wall exceeding 30 linear feet are prohibited on all street frontages.
- Street frontage provisions shall comply between 20% and 100% of the facade.
- Upper street frontages shall comply between 20% and 100% of the facade area per story.

**Building Provisions**

- Frontage shall provide a minimum of 15 feet to a maximum of 100 feet of back of each where there are no street views.
- 15 feet into the street (within the street view).
- Frontage shall provide a minimum of 15 feet to a maximum of 100 feet of back of each where there are no street views.
- 15 feet into the street (within the street view).

**Street Views**

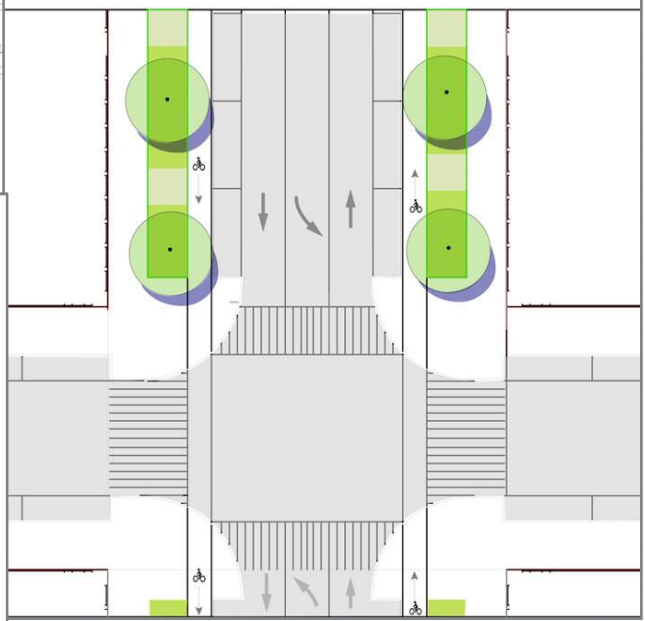
- The upper street view shall be indicated as a street view, the maximum or total view shall be allowed as upper street view when the street frontage is not a street view.
- The maximum view is provided above a street view.
- Additional building area is provided within the street view when the street is configured as an urban street.

**Minimum Street Frontage**

When designed on the street view, an urban street frontage shall be no less than 15 feet in height, except as otherwise noted.

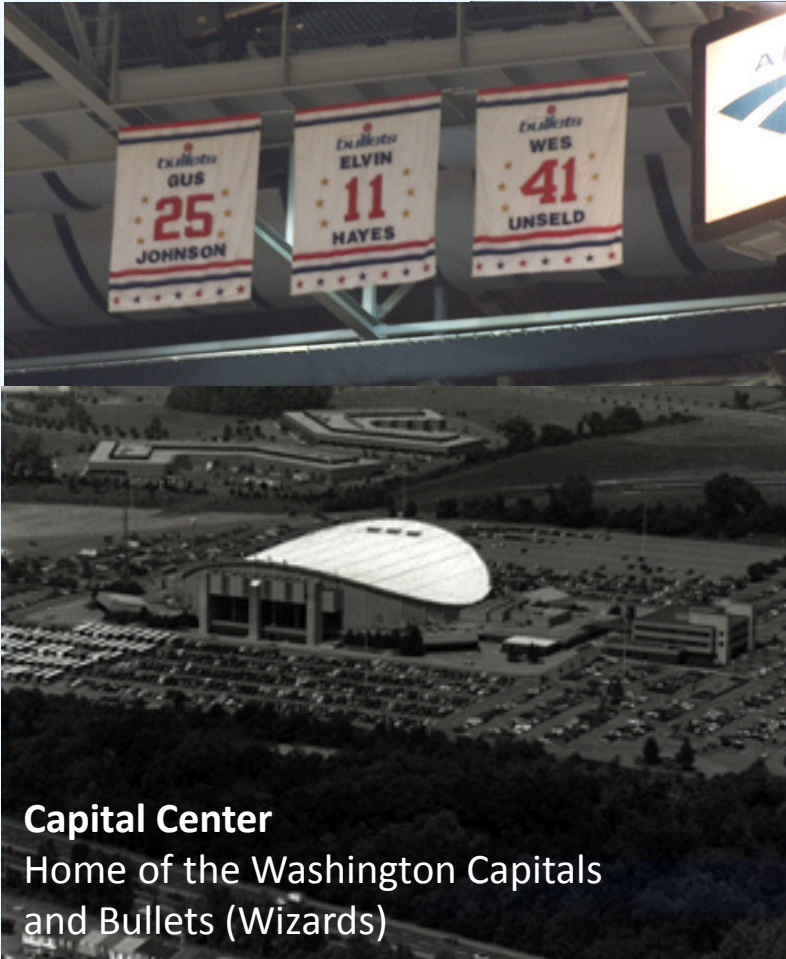
**Street Views**

- Clear view shall be no less than 12 feet and one pedestrian view per building shall be provided within any required street view.





# Transitions



**Capital Center**  
Home of the Washington Capitals  
and Bullets (Wizards)





# Largo Town Center





# Transitions





# Best Practices

- Use what you have (Assets or Opportunities)
- Improve Connections
- Good Planning
- Incentives
- Plan for Economic Viability
- Transitions from Suburban to Urban
- Form Based Codes



# QUESTIONS???

*Do you have questions?*

## Tweet With Us

*Do you have solutions? What best practices do you have to offer?*

#NPSGohmy!

