

Why Urban Design Matters



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Stantec – Urban Places Group



Fairview Road – Charlotte, NC
43,500 vehicles per day



Michigan Avenue – Chicago, IL
46,500 vehicles per day





Urban **ur**-*buhn*

1. of, relating to, or designating a city or town
2. living in a city

<http://www.dictionary.com>

The tide has turned towards
valuing cities and compact,
walkable places



76% are interested in a
walkable lifestyle

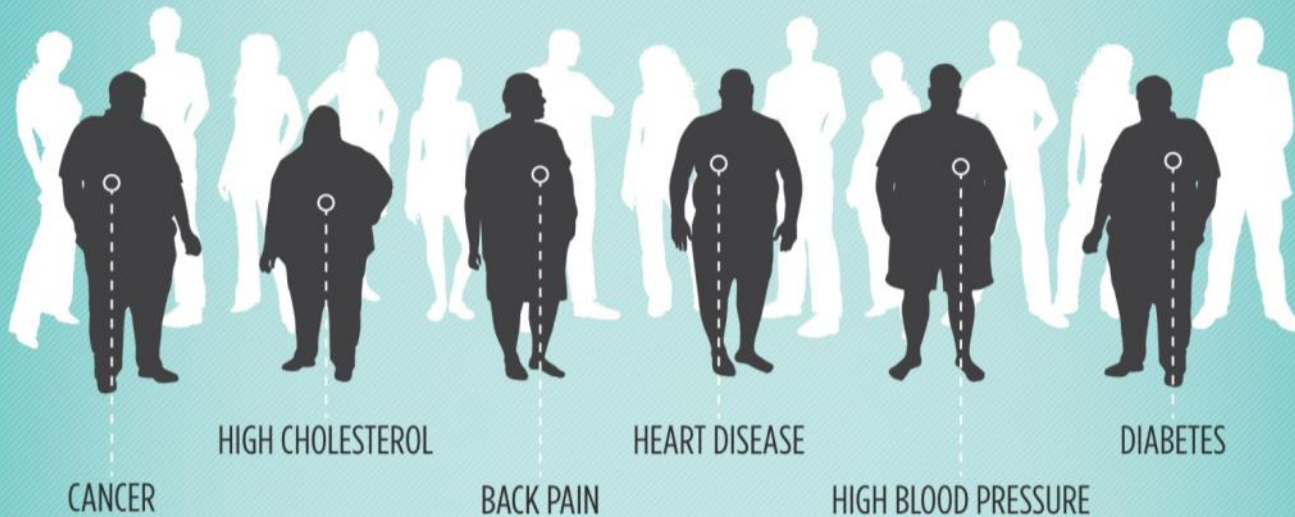
50% consider it a high
priority

-Urban Land Institute

OBESITY.

IT'S AS SERIOUS AS A HEART ATTACK.

OBESITY IS A LEADING CAUSE OF:



33% OF U.S. ADULTS ARE OBESE

100% OF EMPLOYERS ARE PAYING THE PRICE

Image Source: alerewellbeing.com

STEP IT UP!

EVERYONE CAN HELP
MAKE OUR COMMUNITIES
MORE WALKABLE



WORKSITES:

Implement workplace policies and programs to promote walking.

PARKS AND RECREATIONAL AND FITNESS FACILITIES:

Provide access to green spaces and recreation areas.

TRANSPORTATION, LAND USE, & COMMUNITY DESIGNERS:

Design safe and easy places to walk.

PUBLIC HEALTH:

Provide information to plan, implement, and evaluate walking programs.

VOLUNTEER & NONPROFIT ORGANIZATIONS:

Offer free or low-cost community walking programs.

HEALTH CARE PROFESSIONALS:

Talk to patients about physical activity.

INDIVIDUALS & FAMILIES:

Walk with friends, family, and work colleagues.

SCHOOLS:

Implement safe routes to school and daily physical education programs.

MEDIA:

Spread the word about walking and creating safe and easy places to walk.

"Being physically active is one of the most important steps that people of all ages and abilities can take to improve their health.

Increasing people's physical activity level will significantly reduce their risk of chronic disease and premature death and support positive mental health and healthy aging."

-US Surgeon General, 2015



Step it up! Help make your community more walkable. Learn how by visiting
www.SurgeonGeneral.gov



LIVABLE COMMUNITIES ARE GOOD FOR PEOPLE AND BUSINESS

Higher property values, increased economic activity and savings for communities are some of the benefits you'll learn about in **THE LIVABILITY ECONOMY**



A LIVABLE COMMUNITY ...

- Features housing choices that are suitable for people of all ages and life stages.
- Reduces automobile dependence and supports a socially vibrant public realm.
- Integrates land uses so people can live closer to or within walking distance of jobs, community activities and the services they need.
- Has transportation options that enable residents to get around even if they don't drive.

LIVABLE COMMUNITIES INCREASE PROPERTY VALUES



Homes closer to parks and open spaces have higher property values than those further away.



A WalkScore increase of one point can improve the value of a home by as much as **\$3,000**.



Demand for compact communities consistently increases property values by more than **15 percent** for office, residential and retail use.

LIVABLE COMMUNITIES INCREASE ECONOMIC ACTIVITY



Bicycling has generated more than **\$400 million** in economic activity in Iowa.

LIVABLE COMMUNITIES SAVE MONEY

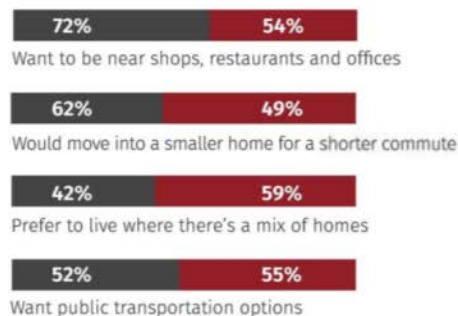


In Central Texas, compact, infill development decreased infrastructure costs by **70%** when compared to typical, more sprawling development models, resulting in a **\$7.5 billion** savings.

PEOPLE WANT LIVABLE COMMUNITIES



Boomers and **Millennials** have similar preferences for walkable, mixed-use neighborhoods.



AARP
Real Possibilities



Walkability is about the
journey and the **destination**

“...an additional one point increase in Walk Score was associated with between a \$500 and \$3,000 increase in home values.”

- Walking the Walk: How Walkability Raises Home Values in US Cities by Joe Cortright for CEOs for Cities, 2009

Walk Score Find Apartments Get Scores My Favorites

Type an address, neighborhood or city **Go**

555 Watson Street
Davidson

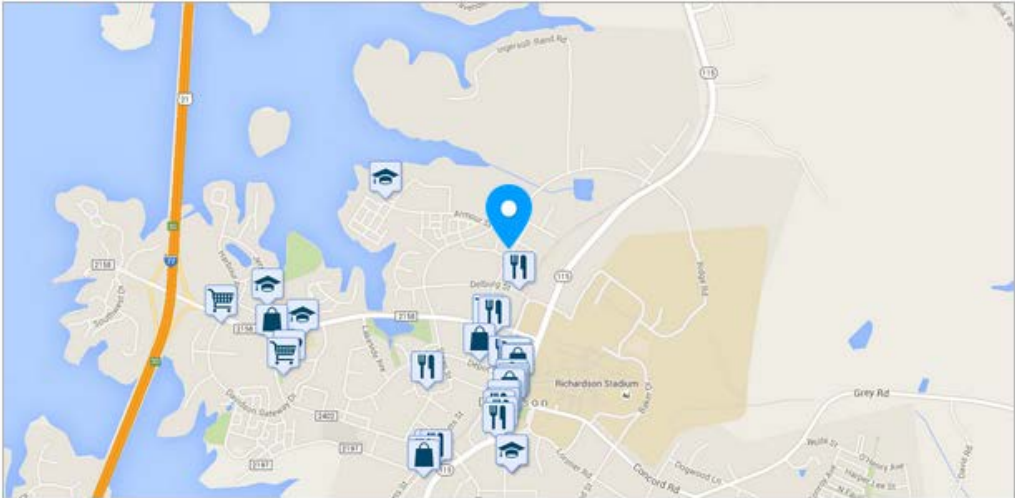
Commute to **Downtown Cornelius**
6 min 10 min 33 min View Routes

Favorite **Map** **Nearby Apartments**

[More about 555 Watson Street](#)

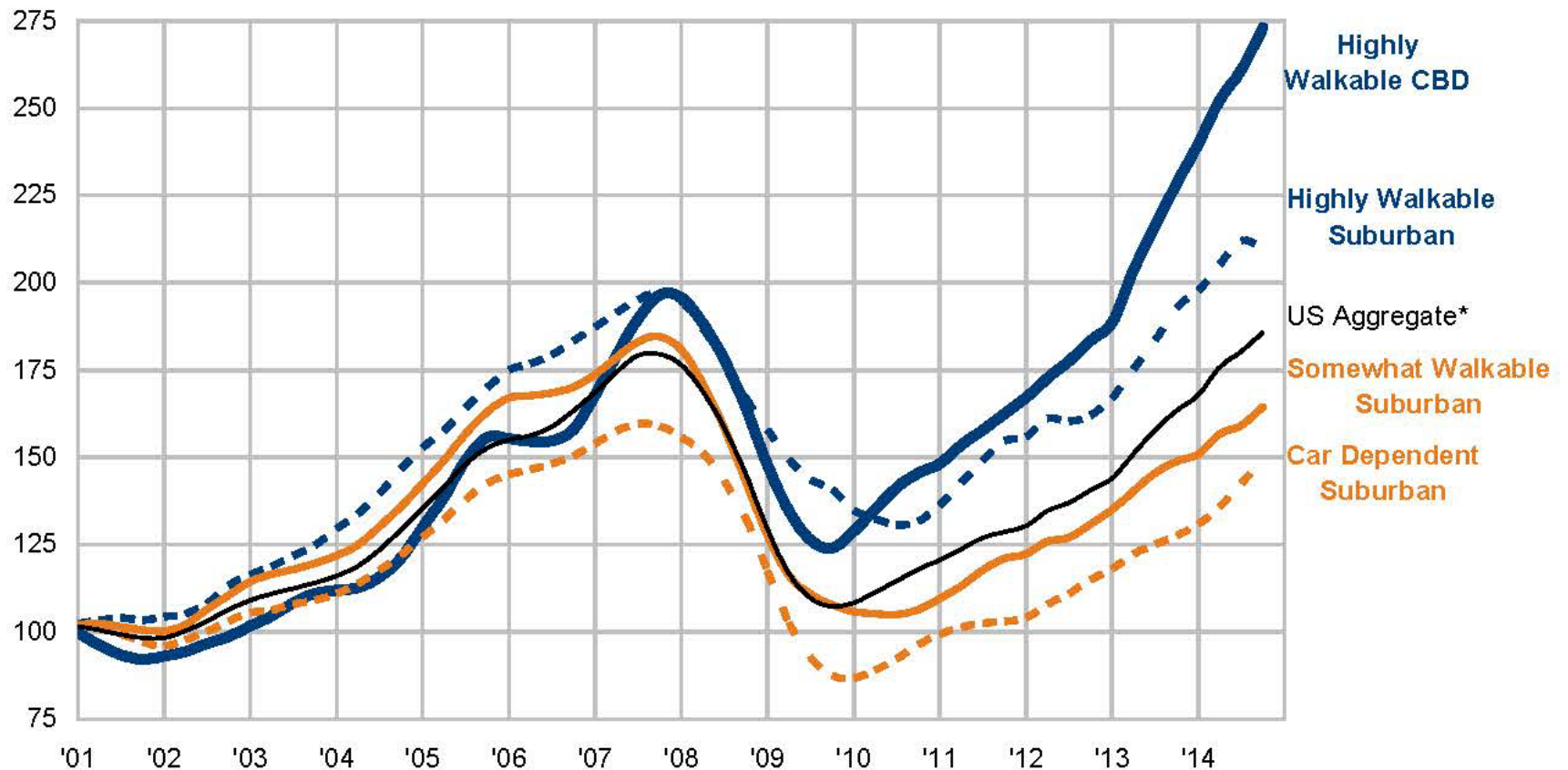
Walk Score
67
Somewhat Walkable
Some errands can be accomplished on foot.

[Score Details](#)



+ Embed this map on your site for free

RCA & Walk Score® Commercial Property Price Indices



Source: Real Capital Analytics; RCA & Walk Score® CPPI; *Moody's/RCA US National CPPI



“...it’s all about the pedestrian and how many amenities — from housing to restaurants to work — the average citizen can get to on”

How Childress Klein is adapting development to work-force trends –
July 4, 2014

Charlotte Business Journal

urbanism \ 'ər-bə- | ni-zəm \

the system of inhabitants in a city
interacting with their built environment
and with each other

Density doesn't always equal
good urbanism









urban = people

urban design

the arrangement and design of
buildings, public spaces, transport
systems, services, and amenities

<http://www.urbandesign.org/>

Urban Design = Public Infrastructure



Urban Design = Public Infrastructure +
Private Investment



Urban Design = Public Infrastructure +
Private Investment



Community **vibrancy** comes when we leverage **public infrastructure** with **private investment** to create complete blocks that **create value** and are inherently **lovable**.

Jane's Principles

- District must attract people day and night
- City blocks must be small
- Buildings must be diverse in age and form supporting a mixture of tenants
- Sufficient density of people and buildings





Development Density





Small Town
(2-4 Stories)



Urban Center
(2-6 Stories)



Metropolitan
Central Business
District
(6+ Stories)

Distance to Transit











Walkability is about the
journey and the **destination**





% of Block Face
Allocated to
Driveways



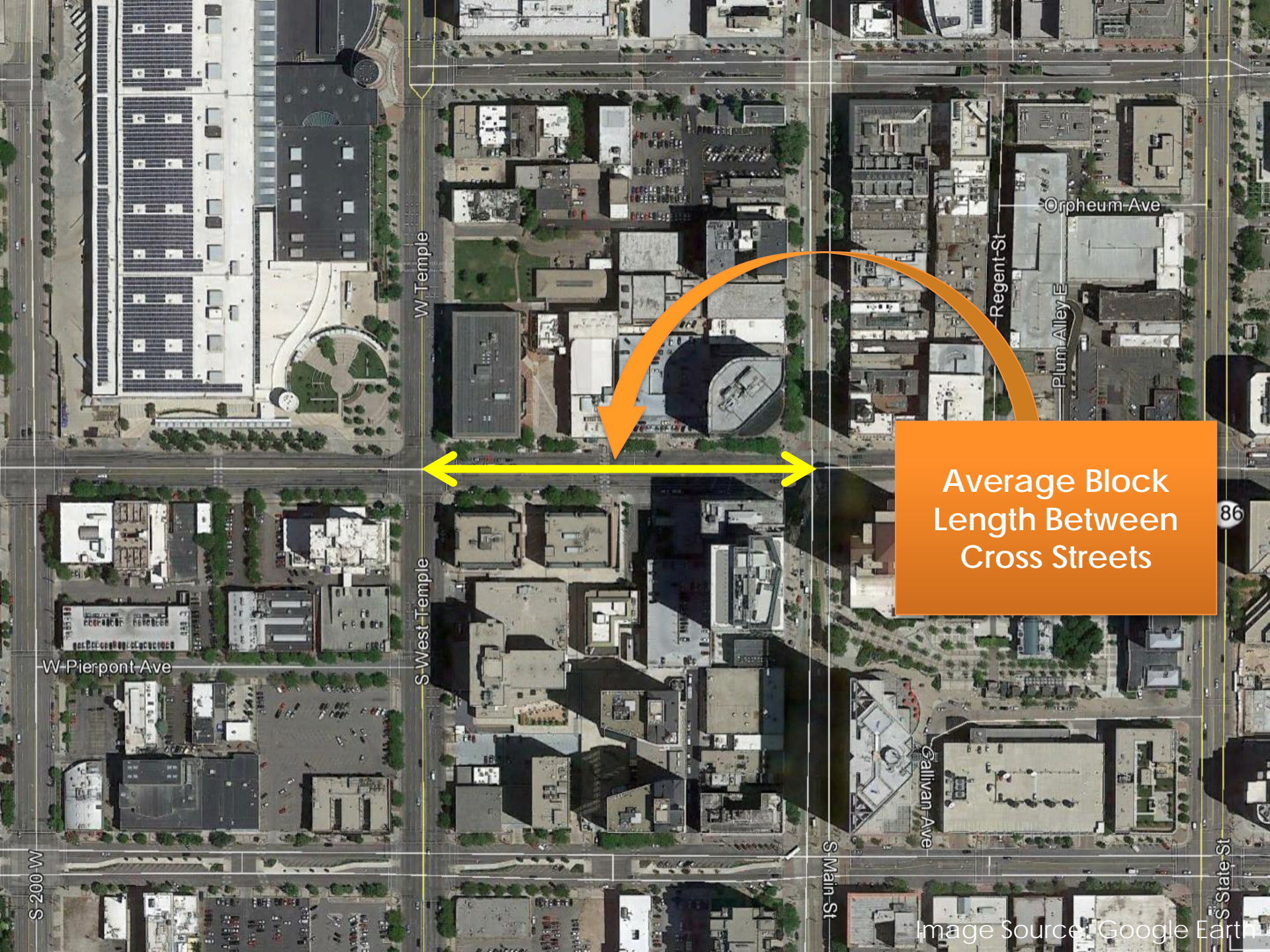
Neighborhood
Compactness +
Proximity to the
Street



FOR SALE
KELLER
WILLIAMS
REALTY
NORTH ATLANTA
770-463-1000
Bobbie Williams
770-554-8888
www.kw.com/bobbiewilliams



Average Block
Length Between
Cross Streets

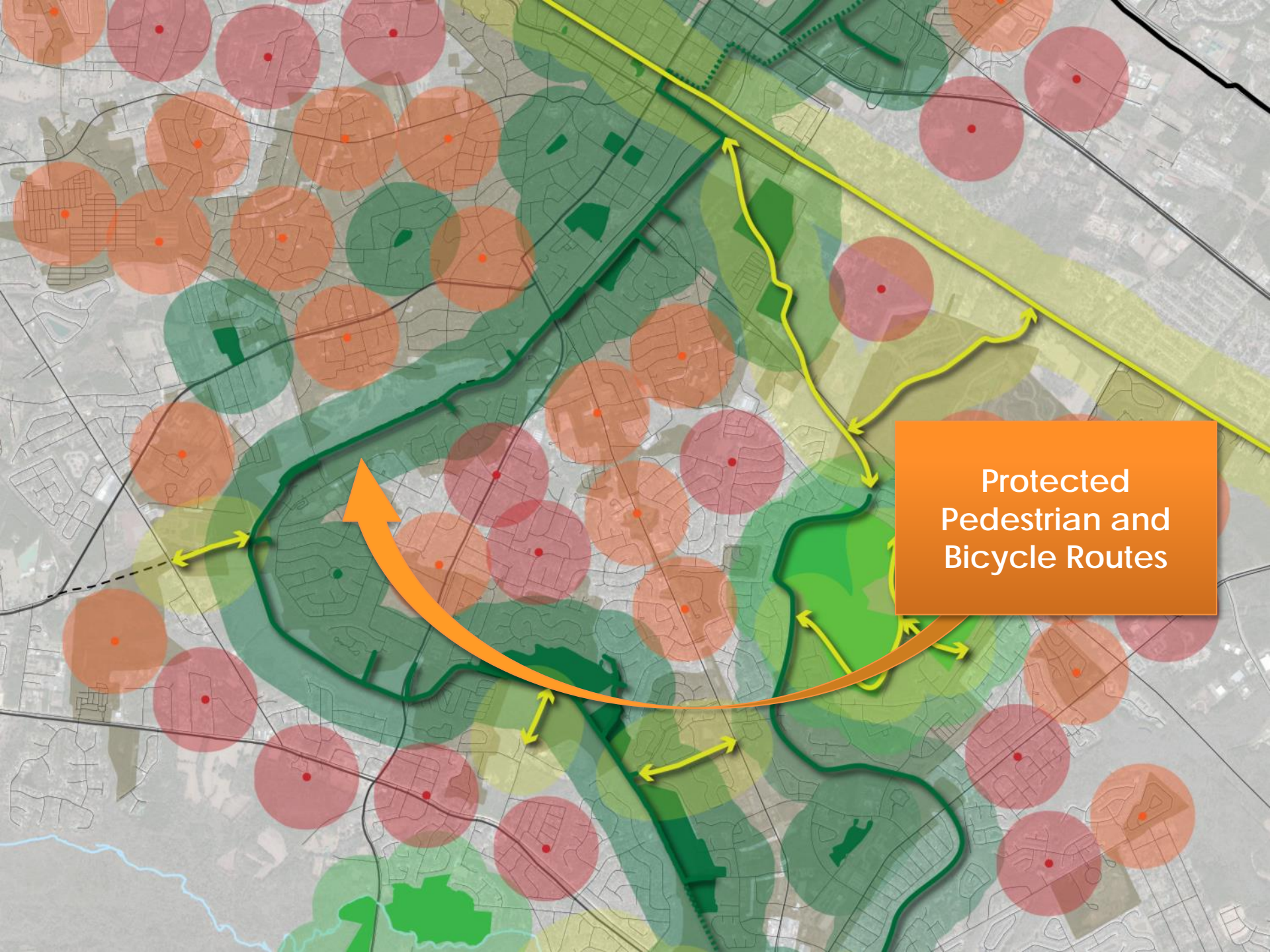


Average Block
Length Between
Cross Streets



Aerial view of a suburban neighborhood. A yellow double-headed arrow spans a block between two cross streets. An orange curved arrow points from a text box to this block. The text box contains the text: Average Block Length Between Cross Streets.

Average Block Length Between Cross Streets



Protected
Pedestrian and
Bicycle Routes



Mobility choices

Land Use Diversity



Vertically Mixed-
Use Buildings





the HIL
ON THE HILL
A RESTAURANT AT SERENBE

Number of Homes
within ¼ mile of a
Mixed-Use Center



% of Homes within
 $\frac{1}{4}$ mile of a Park or
Public Space



Variety of parks at
different scales
(bigger is usually
not better)

Street Design





nd
rs

LOAN
UNLIMITED
% Off Everything

2 HOUR
PARKING
WEDNESDAYS
1 PM - 5 PM
→

WE
BUY
GOLD

Kosch & Gray
JEWELERS

ARMOUR
A Women and
Children's Boutique

AZAAR
Ann Arbor

ESPRESSO
ROYALE
CAFFE

FOR
LEASE
761-6163

TO THE CONTRACT
ON AMERICA

CITY ORDINANCE
10-149

MAIN STREET
DOWNTOWN ANN ARBOR

verizon

CHASE

A photograph of a tree-lined street. The street is paved and has a white dashed line down the center. On the right side of the street, there is a sidewalk and a grassy area. A large tree is on the right side of the sidewalk. An orange arrow points from a text box at the bottom to this tree. In the background, a car is driving away on the street, and there are more trees and houses on the left side.

Canopy Trees in or
adjacent to the
Right-of-way



Average Building
Height to Street
Width Ratio

Not-too-wide
Streets (10 ft lanes
preferred; 11 ft
max)



Bicycle Facilities

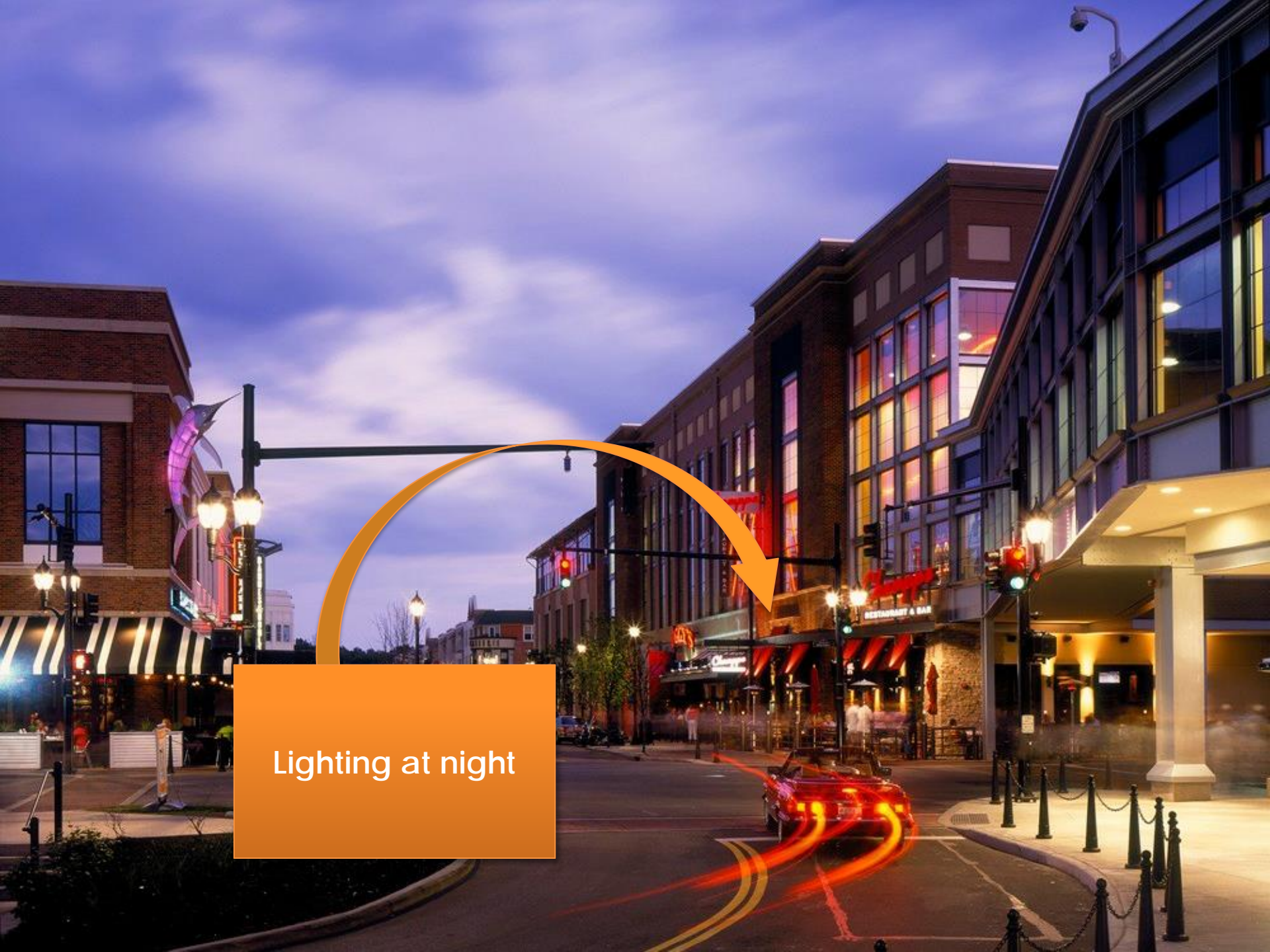


A photograph of a busy city street. In the foreground, several bicycles are parked in a rack. A woman in a black jacket and jeans stands with her arms crossed. In the background, a restaurant named 'Cosi' has outdoor seating with red umbrellas. A blue sign on a pole reads 'FREE TROLLEY STOP'. An orange arrow points from the text box to the street.

Protect Pedestrians
from the Moving
Cars



Surface Materials
(Not as Important)



Lighting at night

Character Amenities



Two Way Traffic





On-Street Parking



Well-managed
public parking

Shared Space



Human-Scaled Details



thigmotaxis \thig-*muh*-**tak**-sis\

“wall hugging” or “wall following” - the tendency to derive comfort from spaces with boundaries that also offer clear routes of advance or exit



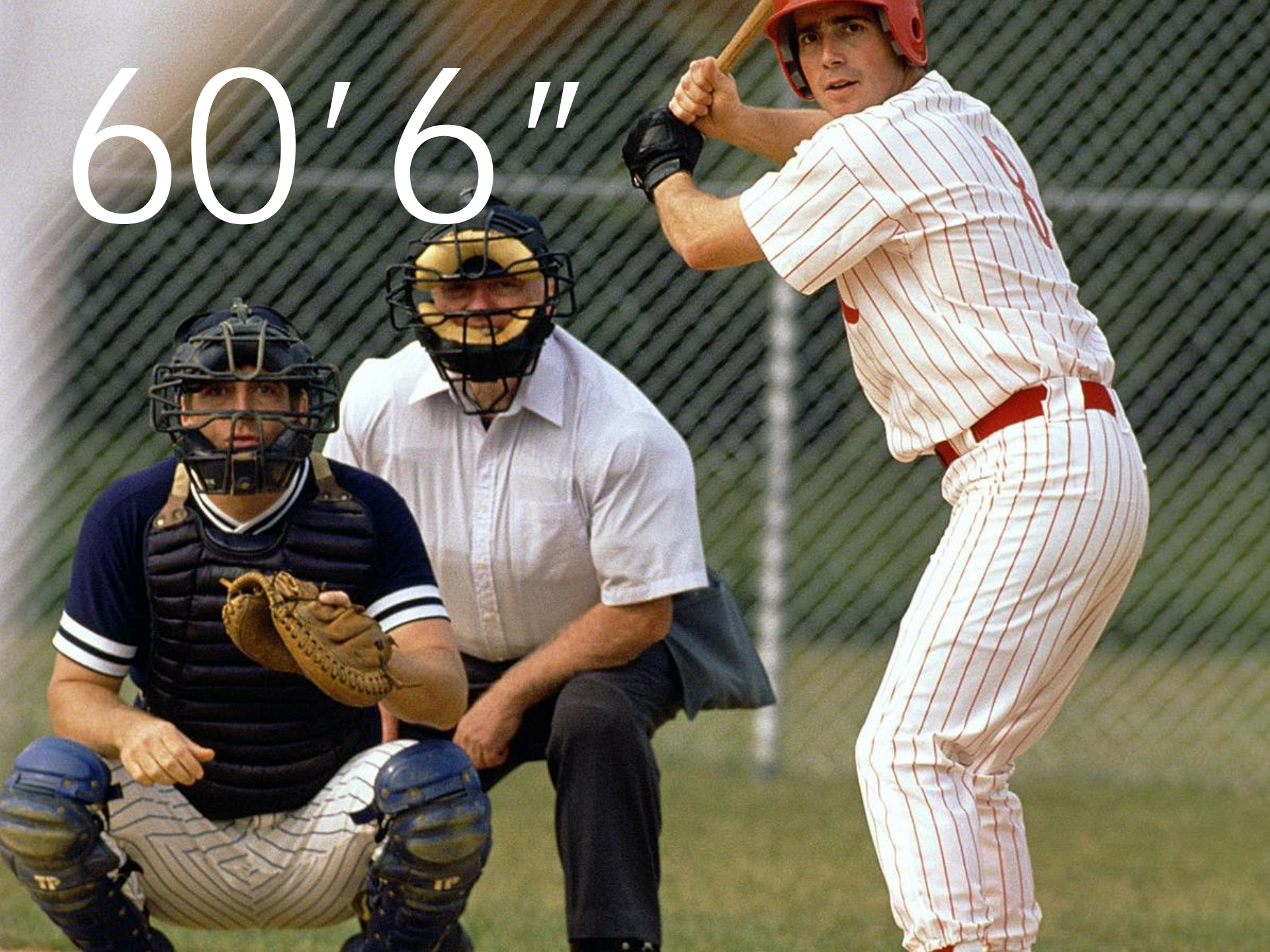
*matchstick
social*
strategy | content | media



chunking

the psychological tendency by humans to break tasks into smaller increments

60'6"







CAMDEN
MOVE IN
TODAY
STUDIO
ONE & TWO
BEDROOM
APARTMENTS
CAMDEN
SOUTHLINE
.COM

AUTO BELL

CAR WASH

14
RIDE THRU
NOW HIRING

Camden Southline Apartments

FDC

ENTRANCE TO PARKING GARAGE

cortisol – “the stress hormone”

...research suggests the lack of visual variety increases cortisol levels and leads to boredom and psychological distress...

- Collin Ellard, author of Places of the Heart



ROSSMAN CENTER PRESENTS
JULY 12 - 13
4girlstx
JULY 14 - 15
JULY 16 - 17
JULY 18 - 19
JULY 20 - 21
JULY 22 - 23
JULY 24 - 25
JULY 26 - 27
JULY 28 - 29
JULY 30 - 31

Bank of America



People and Activity

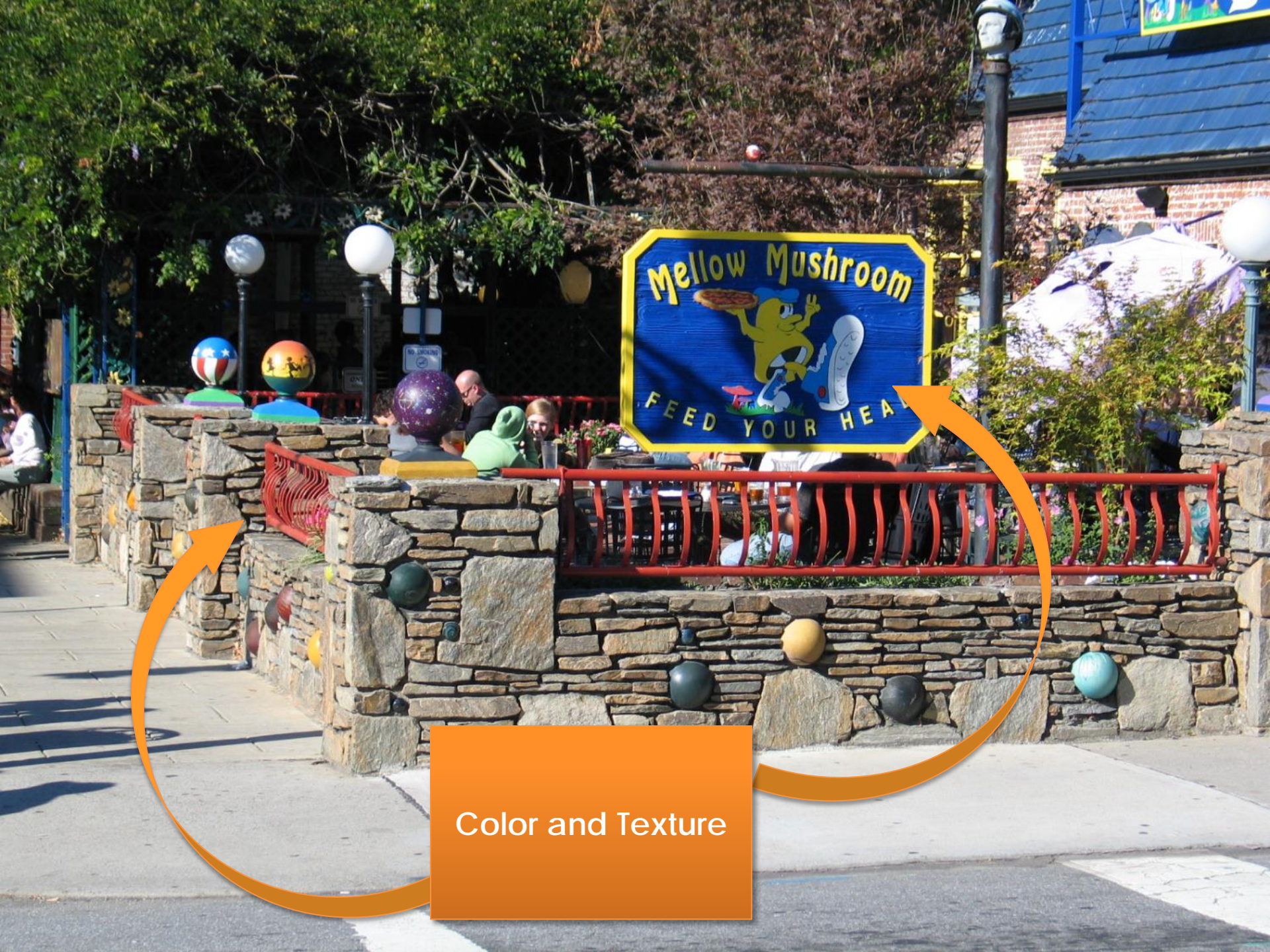
FRESH ROASTED COFFEE
CHOCOLATE
HOUSE OF ANN ARBOR

Ice Lattes
Shakes & Muffs
Peanut Butter Hot Chocolate
Blended Coffee
Housemade Treats
Come in and enjoy new products
& old favorites!!!

GZ

I

INSALATE



Color and Texture



Trees

“place cells”

Neurons in the hippocampus that help us map our surroundings and help differentiate between general environment and locations that have important meaning.

<https://www.newscientist.com/article/dn27788-rats-dream-about-the-places-they-wish-to-go/>





W 11 ST

White Horse
TAVERN

ANNO 1366
LIUVEN BELGIUM



Perceptual Qualities = Pedestrian Activity

specific micro-urban design measures of walkability while controlling for spatial autocorrelation, finding that imageability, in addition to transparency, adds significantly to walkability

<http://www.tandfonline.com/doi/full/10.1080/13574809.2015.1041894>



% of Ground Floor
Windows and
Doors (70%+
preferred)

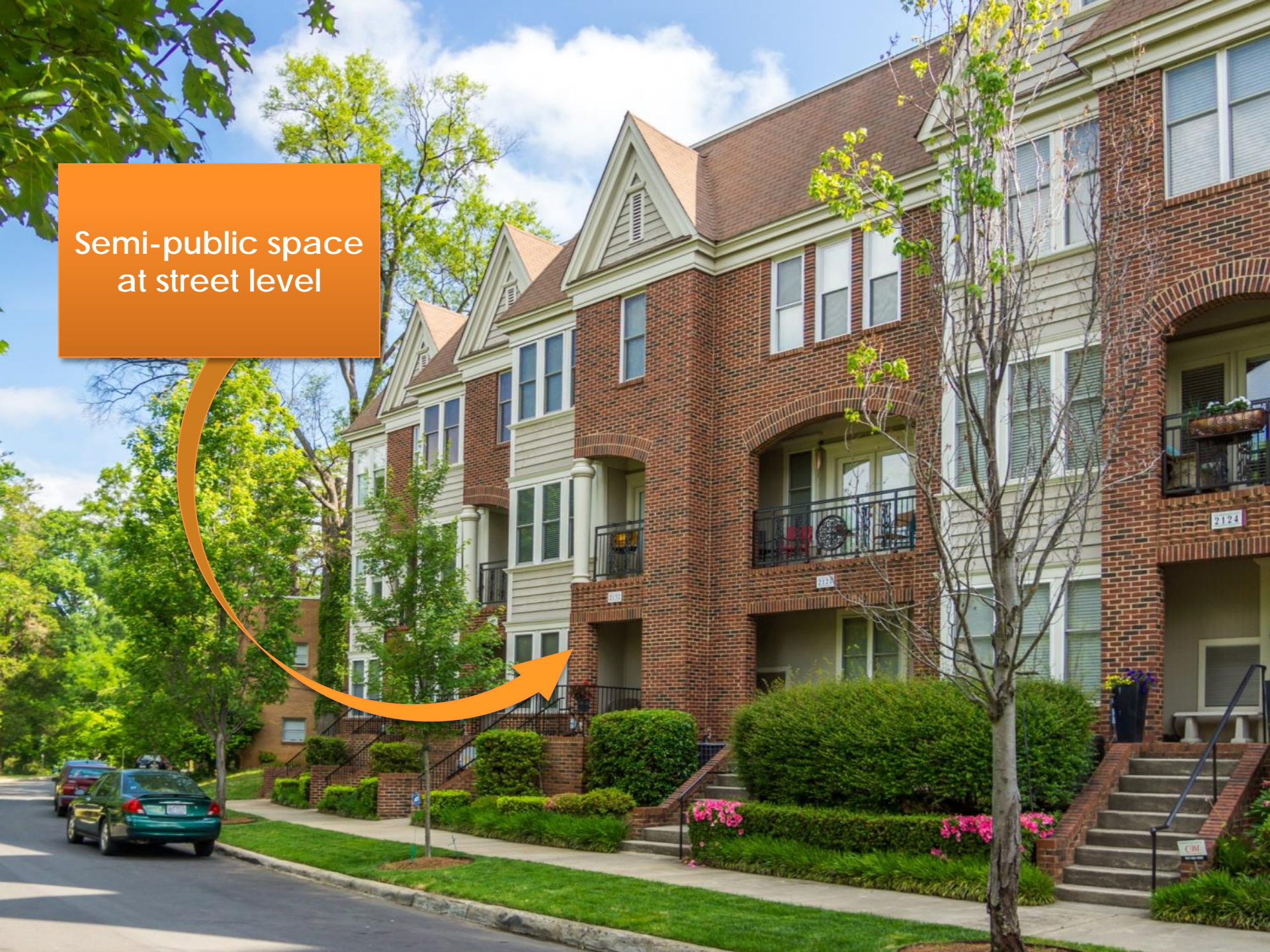
Wide, connected
sidewalks
(16 ft min)





% of Block Face
that have Active
Uses

Semi-public space
at street level



A photograph of a brick sidewalk lined with white metal benches. On the left, a large tree with green and yellowing leaves stands over the sidewalk. On the right, a stone building with large windows is visible. A black SUV is parked on the street in the background. An orange callout box with the text "Benches (Sidewalk Facing)" and an arrow points to the benches.

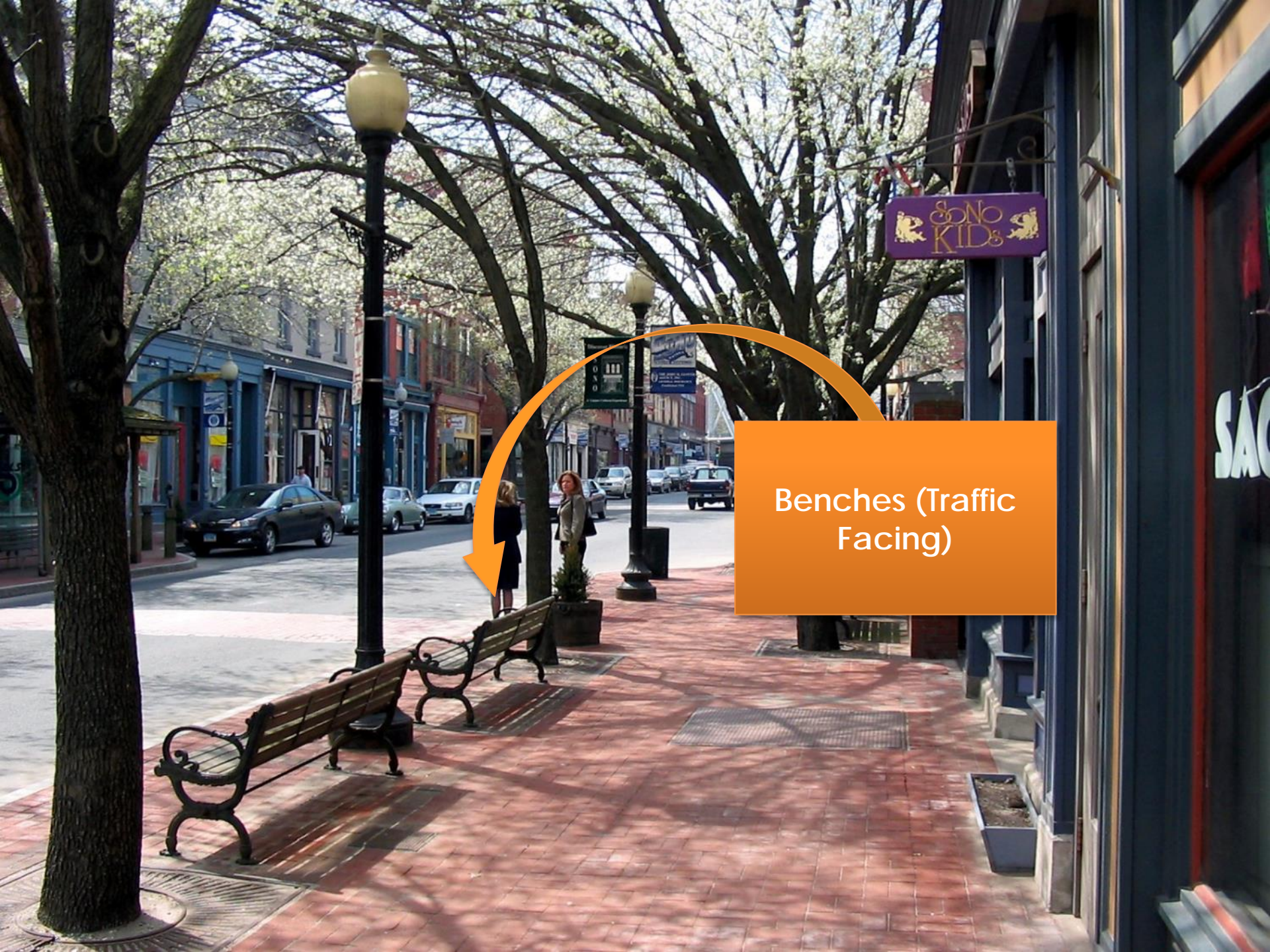
Benches (Sidewalk Facing)

Benches
(Storefront Facing)





Benches (People Facing)



Benches (Traffic
Facing)



Café Seating
(Building Side)



Café Seating
(Street Side)

Pink Lady \$12
Shrimp Tempura
roll wrapped
with spicy mayo
Salad

MURASAKI



Public Art

Wayfinding

MAIN STREET



The Ark



Chamber of Commerce
County Admin Building
County Courthouse
Bus Station
Kerrytown District
Visitor Information





Seasonal Color



Whimsey

Waste
Management



Dynamic Activity



Urban design is about
building places people love
and love to be in

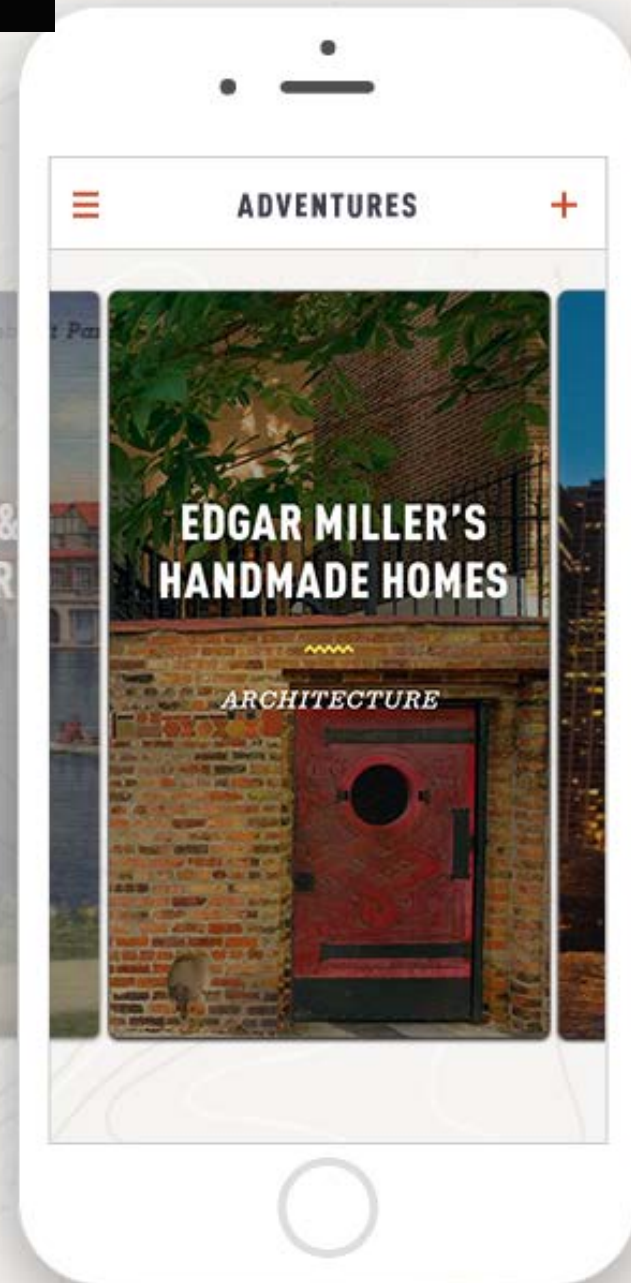
Experiential Spaces



Experiential Spaces



Augmented Spaces



Adaptable Spaces



Interactive Spaces



Communal Spaces



Seasonal Spaces



Intimate Spaces



Commercial Spaces



Social Spaces



Just Spaces



Urban design is about
building places where
people come together

"If you plan cities for cars and traffic, you get cars and traffic."

If you plan for people and places, you get people and places."

- Fred Kent, Project for Public Spaces