

This exercise is designed to explore desirable building height and massing within certain areas of the plan area.

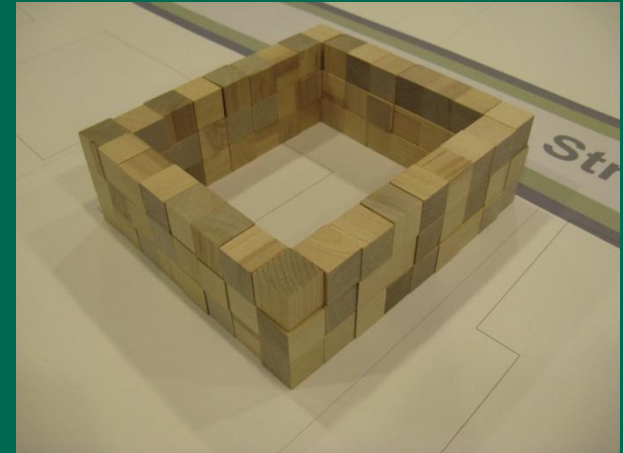
Focus Areas

1. East Seventh Street near the Pecan/Caswell intersection
2. Park Drive (around Independence Park)



Rules of Engagement

- Map scale is 1" = 10'.
- Each 1" wooden block represents a 10' x 10' x 10' cube, roughly equivalent to the height of a single building story.
- The 14' area immediately adjacent to the curb represents the minimum setback (8' planting strip and 6' sidewalk). You can set your building further back if you like but no closer to the street or curb.
- Assemble the blocks to represent the desired building height and massing.
- You may choose to either respect or ignore existing parcel boundaries, building footprints, zoning, or other constraints.
- We have 2,000 wood blocks to build with. This may seem like a lot, but we have found that one structure can use upwards of 200 blocks. It is recommended that you construct the outer walls only and not use blocks to fill in the middle unless it is necessary to support your building shape or design (stepback etc.)
- You need not do the exercise for every parcel, just parcels where there is a desire for increased density/height/massing.



This building is 80' wide x 100' deep x 3 stories tall.



What would a 6-story building feel like in this location? Try it out!

Building with Blocks: A Hands-On Exercise

March 3, 2010 Elizabeth Area Plan Citizen Advisory Group Meeting



Advisory Group members assemble blocks representing various building heights, floor area, setback, and massing for selected areas in Elizabeth.

This exercise was intended to explore development concepts and possibilities, and discover shared thoughts, ideas, and values concerning building height, form, massing, and density. It was not intended to imply or recommend actual redevelopment of existing sites or properties.

Building with Blocks: A Hands-On Exercise

March 3, 2010 Elizabeth Area Plan Citizen Advisory Group Meeting



Some worked in the Park Drive/Independence Park area while others worked along East Seventh Street from Clarice to Lamar Avenues. Several worked in both areas.

East Seventh Street



Photo 1: Beginning at Clarice Avenue, the existing 3-story condominium building on the corner has been replicated and larger 3-story buildings have been constructed along the north side of the street. The south side of the street also supports buildings of 3 stories in height.

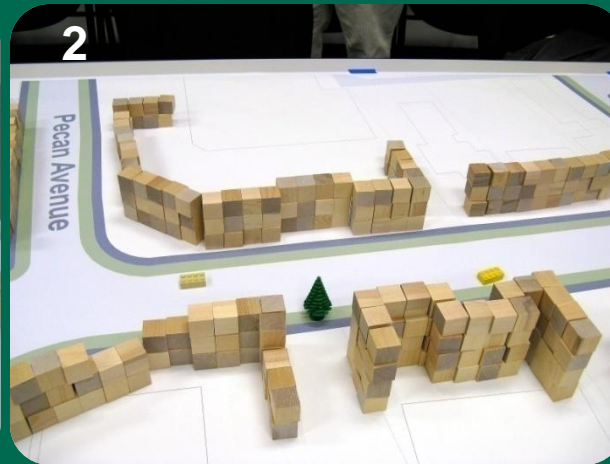


Photo 2: The single-story *Pecan Point* shopping center has been replaced with a larger 3-story structure brought nearer to the street. A 4-story building has been built on the opposite side of Seventh Street in the present location of *Friendly Mart*, with a 3-story building on the *Showmar's* site.



Photo 3: The *Starbucks/Crisp/Heroes* building at Seventh and Pecan receives a 2nd and possibly 3rd story built atop it, while retaining the original historic one-story building below. The treatment could be similar to the *Ratcliffe's Flowers* building on South Tryon Street near the Green.

East Seventh Street



Photo 4: Further up the street the existing *Dollar General/Roy White Flowers* site also receives new 3-story buildings, which have been brought closer to the street edge. Articulation and courtyards break up the long street facades. It was envisioned that neighborhood-serving retail uses should occupy the ground floor of the buildings in this area, with either residential or offices uses above.

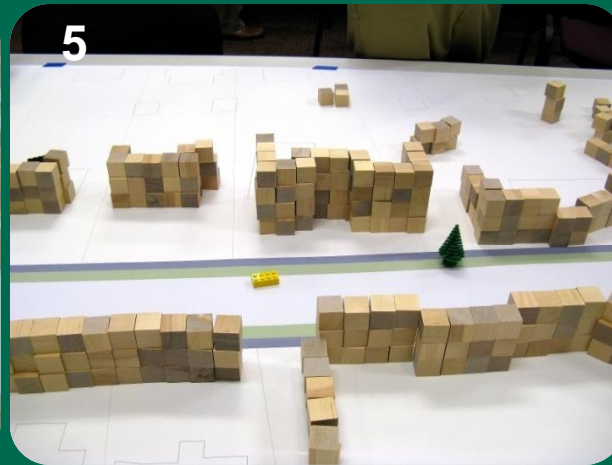


Photo 5: The *Friendly Mart* and *Showmar's* sites are shown supporting greater height and density, with buildings "stepping down" in the rear so as not to overpower homes on Greenway Avenue. The building setbacks increase as one moves further away from the Pecan/Caswell intersection.

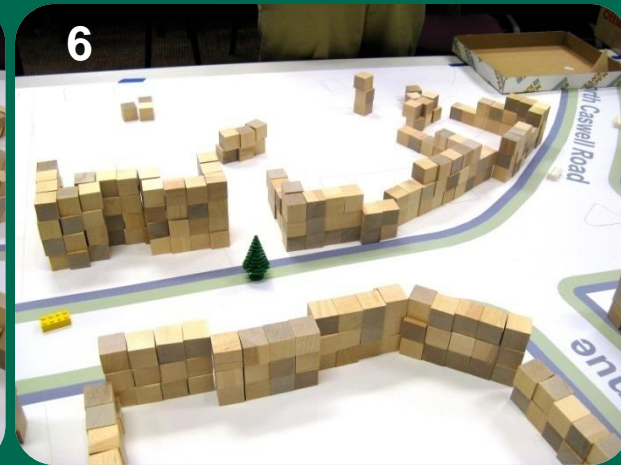


Photo 6: A new 2-3 story building wraps the corner from Seventh onto Caswell. The façade is articulated, as is the roofline, providing more visual interest for pedestrians.

East Seventh Street



Photo 7: The point at Seventh and Caswell supports a 5-story “signature” building, adjoined by 4-story buildings further along the street. Note the buildings at this intersection of Seventh/Pecan/Caswell are near the sidewalk edge, but this setback increases as one moves away from this central node.



Photo 8: 4-story buildings continue up the south side of the street in the location of the present-day *Ooh La-la's* and *Jackalope Jack's*. The facades of these 4-story buildings are articulated and feature open spaces or courtyards to provide visual interest and pedestrian amenities.



Photo 9: A mid-block pedestrian pathway would provide access from the alley to the street. A similar pedestrian path would also be located on the opposite side of the street to provide an alley-to-street connection.

East Seventh Street



Photo 10: The new development along the north side of Seventh Street in the vicinity of the *Roy White Flowers* site “steps down” in height as it approaches the existing single-family structure at the corner of East Seventh Street and Clement Avenue. The building setback also mimics the existing residential setback.

Photos 11 and 12: Additional photos of the assemblages along Seventh Street. These photos were taken prior to the completion of the block exercise.

Park Drive/Independence Park



Photo 13: The existing *Elizabeth on the Park* condominiums are shown on the corner of Park and Clement. This scenario depicts a new 3-story building on Clement and a 4-story building next door on Park Drive that would be of similar scale. Structured parking at the rear would be accessed from the alley off Clement.

Photos 14 and 15: Some of the existing office uses around the park that were once residential properties would be preserved. However, there may be opportunities for infill office/ residential development, which could be up to 3 stories tall.

NOTE: Although the exercise did not include the south side of Park Drive in the area of *Kings College*, it was discussed that perhaps any future redevelopment in this area could be from 4-6 stories in height since the park provided ample open space and the site is removed from surrounding residential areas.