MAY 1ST, 2020
Craving Community: The Increments of Great Neighborhoods

Brian O’Looney, A.I.A., LEED-AP
JUNE 5, 2020
Tactical Urbanism: Response to Crises

Mike Lydon
Founding Principal
Street Plans
UPCOMING IN 2020

Public Art Lifecycle Series: 1 & 2

Shared Streets/Flush Streets: Accessibility Considerations

Legacy Business Initiatives
Contents

The Components of Charming Neighborhoods
The Assets of Great Neighborhoods

Disruptions to Attachable Community Fabric
Monotony (Blank Walls)
Storage (Parking, Stormwater)

Contributory Increments
Parking
Buildings

Unique Incremental Types
Residential
Commercial

Incremental Urban Design and Planning
Cases and Examples
Georgetown, Washington, DC
Short North, Columbus, OH
The architectural urban increments of charming, quaint communities. Increment is a reflection of type on the public realm.
Avalon Somerville Station, Somerville, New Jersey
One building type (Type V) – many identities.
What is community in a Post COVID-19 World?

Want-based and need-based shopping destination models. (per Yaromir Steiner)

**Needs-based shopping model**

Faster, commodity and vehicle-oriented – shopping carts.

**Wants-based shopping model**

Slower, pedestrian-oriented – shopping bags.

This was already trending before COVID-19, but now, as we crave community engagement, is accelerating.
Creating Critical Mass & Places People want to be! – composed of smaller pieces
<table>
<thead>
<tr>
<th>REGION</th>
<th>NEIGHBORHOOD</th>
<th>BLOCK</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>16,000</td>
<td>300</td>
</tr>
<tr>
<td></td>
<td>6,400</td>
<td>120</td>
</tr>
<tr>
<td></td>
<td>3,200</td>
<td>60</td>
</tr>
<tr>
<td></td>
<td>1,600</td>
<td>30</td>
</tr>
<tr>
<td></td>
<td>800</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>900,000/180,000</td>
<td>50 du/ac</td>
</tr>
<tr>
<td></td>
<td>60,000/12,000</td>
<td>20 du/ac</td>
</tr>
<tr>
<td></td>
<td>30,000/6,000</td>
<td>10 du/ac</td>
</tr>
<tr>
<td></td>
<td>15,000/3,000</td>
<td>5 du/ac</td>
</tr>
<tr>
<td></td>
<td>7,500/1,500</td>
<td>2.5 du/ac</td>
</tr>
</tbody>
</table>

1 person = 200 people
Want-based center serving as gathering place for the community
All attachable fragments of walkable urbanism.
Good Public Spaces are Designed for a variety of levels of occupancy

Bethesda Row, Bethesda, MD
Postcard analysis, Chesapeake and Ohio railroad towns within a 3-hour railroad trip to Cincinnati,
Recognizable Increments allows for participation, personal investment and ownership.

Liberty Center, Butler County, OH

King Farm, Rockville, MD

Monterey, CA

Defensible Space – Oscar Newman; Pride and ownership – even by non-capital participants.
A Compilation of Types that contribute to walkable urbanism

- Single Family Houses
- Townhouses
- Stacked Residential Units
- Multi-Family Residential
- Commercial Buildings
- Mixed-Use Buildings
- Public Buildings
- Mobility Types

Increments are types

They are symbiotic and reinforce one another; each increment has an influence on their community to a greater or lesser extent.

This is starting to be measurable; Supernormal; RCLCo Meyers Research, others

The architectural increments of charming, quaint communities.
The architectural increments of charming, quaint communities.
Key attributes – urban incremental parking service at back, great place at front, maximize frontage activity

- Occupiable
- Engagement
- Active street frontages
- Pedestrian-Oriented
- Doors
- Connectivity
- Recognizable Increments allows for participation, personal investment and ownership whether by individual or company
Disruptions and Barriers to Community
Barriers - Highways
Barriers – Blank Walls
Barriers – Overwhelming Imposed Institutional Monotony
Unfortunate ‘Missing Middle’ of Multi-family housing

Bayonne Box

Parking storage, unwelcoming wall, overscaled/underscaled architectural elements, awkward branding.

Barriers – Can be intrinsic/imbedded to a type – it is not just about adding two-plexes and four-plexes
For-Sale Housing

Income Products

Barriers The Nineteen (Plus 1) Types of Suburbia (per Christopher Leinberger)
Designed to be active 1 out of every 3652 days.

Barriers – Stormwater Ponds
Barriers – Stormwater Ponds – how they could be integrated better – Mawson Lakes, South Australia
Parking is a storage use
The majority of parking facilities are intentionally overdesigned by 15-20% to allow for space searches.

Different Uses have different times when they peak – basis of shared parking

Physical form determined by PEAK LOADS

Randy McCourt, ITE Parking Generation Chair
Understanding Peak Loads.....that set parking minimums.

Hourly Peaks

Retail – Census Sales Data

<table>
<thead>
<tr>
<th>Month</th>
<th>Restaurant</th>
<th>Grocery Store</th>
<th>Big Box Club</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>91%</td>
<td>95%</td>
<td>81%</td>
</tr>
<tr>
<td>February</td>
<td>92%</td>
<td>90%</td>
<td>80%</td>
</tr>
<tr>
<td>March</td>
<td>101%</td>
<td>99%</td>
<td>91%</td>
</tr>
<tr>
<td>April</td>
<td>99%</td>
<td>97%</td>
<td>91%</td>
</tr>
<tr>
<td>May</td>
<td>105%</td>
<td>103%</td>
<td>98%</td>
</tr>
<tr>
<td>June</td>
<td>102%</td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td>July</td>
<td>105%</td>
<td>103%</td>
<td>99%</td>
</tr>
<tr>
<td>August</td>
<td>106%</td>
<td>102%</td>
<td>102%</td>
</tr>
<tr>
<td>September</td>
<td>98%</td>
<td>99%</td>
<td>97%</td>
</tr>
<tr>
<td>October</td>
<td>102%</td>
<td>100%</td>
<td>103%</td>
</tr>
<tr>
<td>November</td>
<td>96%</td>
<td>101%</td>
<td>114%</td>
</tr>
<tr>
<td>December</td>
<td>104%</td>
<td>111%</td>
<td>147%</td>
</tr>
</tbody>
</table>

Theaters – Ticket Sales

<table>
<thead>
<tr>
<th>Holiday</th>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-Holiday</td>
<td>15%</td>
<td>15%</td>
<td>16%</td>
<td>17%</td>
<td>48%</td>
<td>67%</td>
<td>45%</td>
</tr>
<tr>
<td>Holiday</td>
<td>61%</td>
<td>68%</td>
<td>69%</td>
<td>71%</td>
<td>78%</td>
<td>100%</td>
<td>80%</td>
</tr>
</tbody>
</table>

Hospitality – Occupancy Data

<table>
<thead>
<tr>
<th>Month</th>
<th>Average Occupancy</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>51.0%</td>
</tr>
<tr>
<td>February</td>
<td>61.2%</td>
</tr>
<tr>
<td>March</td>
<td>65.9%</td>
</tr>
<tr>
<td>April</td>
<td>64.9%</td>
</tr>
<tr>
<td>May</td>
<td>66.5%</td>
</tr>
<tr>
<td>June</td>
<td>72.0%</td>
</tr>
<tr>
<td>July</td>
<td>75.0%</td>
</tr>
<tr>
<td>August</td>
<td>70.6%</td>
</tr>
<tr>
<td>September</td>
<td>66.5%</td>
</tr>
<tr>
<td>October</td>
<td>66.7%</td>
</tr>
<tr>
<td>November</td>
<td>58.7%</td>
</tr>
<tr>
<td>December</td>
<td>48.4%</td>
</tr>
</tbody>
</table>

Different Uses have different times when they peak – basis of shared parking

Physical form determined by PEAK LOADS

Randy McCourt, ITE Parking Generation Chair
Slide courtesy of Seth Goodman GraphicParking.wordpress.com
DINING SPACE VS PARKING SPACE

parking required by city governments across the United States

Slide courtesy of Seth Goodman
Slide courtesy of Seth Goodman
• What does 1 sq ft pkg/sq ft GLA mean?
The results of conservative engineering assumptions and over-conservative requirements
Parking storage in the living room
If you put what you store in your closets into your living room, you’d be called a HOARDER!

Barriers – Parking as a Storage Use
Available land +/- 400 acres translates to:

20,000 units at an avg of 50 units/acre (½ stick built res./½ townhouses/stacked units)
which supports:

- 40,000 residents
- 12 supermarkets
- 75 restaurants

What could be a far more vibrant downtown.

“Downtown” Oklahoma City

Barriers – Parking as a Storage Use
“Downtown” Oklahoma City

Barriers – Parking as a Storage Use
Contributory Parking & Mobility Solutions
<table>
<thead>
<tr>
<th>Type</th>
<th>T3: Generally, surfaced parking</th>
<th>T4: Structured parking</th>
<th>T5: Wrapped or decorated garage</th>
<th>T6: Probably underground</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>- townhouses – alley loaded</td>
<td>- Wrapped garage</td>
<td>- garage entries from secondary frontages</td>
<td>- possibly decorated garage</td>
</tr>
<tr>
<td></td>
<td>- Detached garages – alley or primary frontage loaded</td>
<td>- Integral townhouses – alley loaded</td>
<td>- Wrapped garages in 3(^\text{rd}) (4(^{th})) layer</td>
<td>- Possible parking machines</td>
</tr>
<tr>
<td></td>
<td>Surface parking possible must be screened</td>
<td>Surface parking possible as place holder</td>
<td>Garage entries from secondary frontages</td>
<td>Garage entries from secondary frontages</td>
</tr>
<tr>
<td></td>
<td>Driveways may be from primary frontage</td>
<td>Garages in 3(^{rd}) (4(^{th})) layer</td>
<td>Wrapped garages in 3(^{rd}) (4(^{th})) layer</td>
<td>Decorated garages must have ground floor retail</td>
</tr>
<tr>
<td></td>
<td>Surface Parking in 2(^{nd}) or 3(^{rd}) layer</td>
<td>Surface Parking in 2(^{nd}) or 3(^{rd}) layer</td>
<td>Decorated garages must have ground floor retail</td>
<td>Decorated garages must have ground floor retail</td>
</tr>
</tbody>
</table>
Types and Costs of Off-Street Parking

Surface - Asphalt:
$3,000 - $5,000 / space

Surface - Pavers:
$10,000 / space

Wrapped garage
$15,000 – 20,000 space
(assumes precast)

Exposed and decorated garage
$19,000 – $30,000 space

Stackers
$10,000 to $15,000 space

Underground garage
$25,000 to $45,000 space
Just like there are bad missing middle types, there are good parking solutions that promote community – on-street alleys, screened lots, stacked lots, stackers, elevator garages.

Decent Parking Solutions – service at back, great place at front, maximize frontage activity
When we try to make suburban places walkable:

- 1 story res./mixed use block at BALDWIN PARK
  - 320' x 750'

- 2 story comm. block at SOUTHLAKE
  - 420' x 420'

- 4 story commercial block at FRISCO SQUARE
  - 520' x 870'

- 4 story residential block at MONUMENT PLACE
  - 250' x 220'

- 4.5 story block at CONGRESSIONAL
  - 380' x 200'

- 4.5 story block at MIRIMAR

Direct relationship between Building type size w/parking load and block sizes – lessons learned from Fort Worth – 200’ x 200’

Decent Parking Solutions – Enclosing the block parking load
While parking is a land hog horizontally, it is quite efficient vertically:

Vertically, cars can be stored efficiently

DECENT PARKING SOLUTIONS
Decks are expensive – Don’t build until necessary – critical mass - start w/attachable urban fragment

SOUTHLAKE TWIN SQ, Southlake, TX

David M. Schwarz/Architectural Services, Inc.

Decent Parking Solutions
Decents are expensive - Don’t build until necessary – critical mass - start w/attachable urban fragment

SOUTHLAKE TOWN SQ, Southlake, TX

David M. Schwarz/Aarchitectural Services, Inc.
Costs per a unit of housing:

- Kitchen: $12,000-$17,000
- Bath: $5,000-$7,000

Off Street Parking/Traffic

Off street parking shall be required in all districts. Temporary parking may be permitted in street right-of-way, however, such parking shall be in addition to the minimum requirements of this section. When the parking standards in this Article are not sufficient in determining the required spaces for a specific land use, the most recent publication of the American Planning Association’s “Off-Street Parking Requirements” may be used.

A. Residential Districts:
- R-1: 2 spaces per dwelling unit
- R-2: 1.5 spaces per unit for one bedroom
  2 spaces per unit for two bedrooms
  2.5 spaces per unit for three bedrooms and over
- M-1: 1.5 spaces per unit for one bedroom
  2 spaces per unit for two bedrooms
  2.5 spaces per unit for three bedrooms and over
- M-2: 1.5 spaces per unit for one bedroom
  2 spaces per unit for two bedrooms
  2.5 spaces per unit for three bedrooms and over

B. Office Buildings: One space for each 200 square feet of gross floor area in the building.

C. Medical or Dental Clinics and Offices:
Four spaces for each doctor engaged at the clinic or office, plus one space for each two employees.

D. Schools: Elementary and middle schools, one space for each two employees, plus one space for each classroom; high schools and colleges, one space for each ten students based on design capacity of the school, plus one space for each two employees.

Santa Rosa, FL Zoning Code

Decent Parking Solutions – The costs of privatized mobility
Same Type, Different Densities – because of mobility solution

Type 5A
Structure Parked

Type 5A
Surface Parked

Type 5A
Transit Served

30 units/acre

55 units/acre

Up to 80 units/acre

How types influence each other – bike and transit-oriented development reduce the cost of housing – in multiple ways Raw costs and land yield costs – the parking is a double tax on the private sector.
Building Increments of Neighborhood
Matters of Type – Single Family

Sidestair Houses

Typically Alley Loaded

Center Stair Colonial

Cape Cod

Coach

Katrina
Distinctions in Townhouses

14’ - 16’ - 18’ - 20’ - 25’ - 27’ and wider

Matters of Type - Townhouses
Matters of Type – Rowhouses
Lightsview, Adelaide – 3.8m x 27.5m, 105 m² lot, $290,000 H + L
The missing middle of Multi-family housing.... “Charlestons”
The missing middle of Multi-family housing..... – 2 over 2’s
The missing middle of Multi-family housing.... “Manor Houses”
The missing middle of Multi-family housing….. – Courtyard Duplexes
The missing middle of Multi-family housing..... – English Basements

Robert Orr

Brian Kent Jones
The missing middle of Multi-family housing..... – Stacked Ranches
# Meeting the Market

## Value – Understanding the Economics of Housing

### The Naked Cost

<table>
<thead>
<tr>
<th>IRC – 3 Stories</th>
<th>IBC Type V – 55’</th>
<th>Type III – 8 stories, 85’</th>
<th>Type IB – 12 stories, 120’</th>
<th>Type IA - unlimited</th>
<th>Type IA - unlimited</th>
</tr>
</thead>
<tbody>
<tr>
<td>San Diego, CA</td>
<td>Dayton, OH</td>
<td>Washington, DC</td>
<td>Denver, CO</td>
<td>Austin, TX</td>
<td>Arlington, VA</td>
</tr>
<tr>
<td>$95/SF</td>
<td>$135/SF</td>
<td>$155/SF</td>
<td>$165/SF</td>
<td>$190/SF</td>
<td>$250/SF</td>
</tr>
</tbody>
</table>
Matters of Type – Multifamily Types –

Type IIIA Podium Building under construction

Earlier Type I Concrete Zoning Max-out scheme
Building Types of Multifamily Housing – Walk-up
Building Types of Multifamily Housing – Corridor Type 5A
Building Types of Multifamily Housing – Texas Donut
Building Types of Multifamily Housing – 5A podium
Understanding 3A podium construction
Other High-Rise Type 1 on our boards right now
Unique Types for Placemaking
Matters of Type – Lighter on the land walkable retail types (bar joist vs other types)
Unique Types for Placemaking – Live Work units
Unique Types for Placemaking – Townhouse over Wood Retail
Unique Types for Placemaking – Townhouse over Wood Retail
Unique Types for Placemaking – Townhouse over Wood Retail
Unique Types for Placemaking - Flex type - Not committing to retail/commercial
Unique Types for Placemaking – Wood Commercial
Unique Types for Placemaking – Wrap/Liner Types
Upper Floor Large-Format Retail (Smaller retailers at Ground Floor)
Incremental Urban Design and Planning
Incremental Thinking – Design Process – Celebration. FL
Typological Design

Incremental Thinking – Design Process – George Mason Housing, Fairfax, VA
Incremental Thinking – Del Mar Station, Pasadena, CA – different types assembled together makes a hybrid court district
Wyandanch, New York: Planned for no Type 1 construction and two alternates for density levels to accelerate implementation/construction

<table>
<thead>
<tr>
<th>Zone</th>
<th>Price per SF</th>
</tr>
</thead>
<tbody>
<tr>
<td>T1 Natural Zone</td>
<td>$55/SF</td>
</tr>
<tr>
<td>T2 Rural Zone</td>
<td>$70/SF</td>
</tr>
<tr>
<td>T3 Sub-Urban Zone</td>
<td>$85/SF</td>
</tr>
<tr>
<td>T4 General Urban Zone</td>
<td>$118/SF</td>
</tr>
<tr>
<td>T5 Urban Center Zone</td>
<td>$175/SF</td>
</tr>
<tr>
<td>T6 Urban Core District</td>
<td></td>
</tr>
</tbody>
</table>

[Map and images related to urban planning and architecture]
An Example.

What we are looking at in another jurisdiction to protect the retail engine.

2000 units. Maxes out 4 story zoning envelope with cost-effective wood construction 5A building type.
Typological Overlay: 5A Wood Apartment Buildings

*PLEASE NOTE: Costs on this and following slides are for relative comparison purposes ONLY. Actual Market Values vary...
Typological Overlay: Townhouses, Stacked Flats, English Basements and/or 2 over 2's

*PLEASE NOTE: Costs on this and following slides are for relative comparison purposes ONLY. Actual Market Values vary...
Typological Overlay: 3 unit/3 Garage “Charleston”

*PLEASE NOTE: Costs on this and following slides are for relative comparison purposes ONLY. Actual Market Values vary...
Typological Overlay: Walk-up, Parking Podium

*PLEASE NOTE: Costs on this and following slides are for relative comparison purposes ONLY. Actual Market Values vary...
Typological Overlay: Podium/Donut

*PLEASE NOTE: Costs on this and following slides are for relative comparison purposes ONLY. Actual Market Values vary...
Typological Overlay: Type 1 buildings

*PLEASE NOTE: Costs on this and following slides are for relative comparison purposes ONLY. Actual Market Values vary...
Meeting The Program – Phase 1 Sells the full vision –
Phase 1 building profit spreads pays for initial infrastructure costs....
Increments of Neighborhood: A Compilation of Types for walkable urbanism

Brian O’Looney with Alex Dickson Payton Chung Kelly Mangold Nat Bottigheimer

Published by ORO. Available on Amazon

Architects of Community: Torti Gallas + Partners
Published and Available from Vendome

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