HOW DO WE DO IT HERE?
CITY-MAKING AT ALL SCALES

11.2.2019

Capitol Heights, MD   Mayor Shawn Maldon

Carmen Pereira, Mecano
Monica von Schmalensee, White
Tony Grist, HASSELL
Niklas Carlin, Wingårdhs Arkitektkontor
Casey Jones, Perkins+Will
Morten Schmidt, Schmidt Hammer Lassen

MAYORS INSTITUTE FOR CITY DESIGN CASE STUDY
Capitol Heights, MD   Mayor Shawn Maldon

Directly across the northwestern boundary of Washington D.C., Capitol Heights is a small suburban city of over 4,300 people. Incorporated as a "whites-only" suburb in 1910, the city's population is now over 90% African-American. Many residents commute to Washington via the Capitol Heights Metro Station, located roughly 15 minutes by foot from the city's old business district along Old Central Avenue. While the city has grown steadily for several decades, many of the city's homes—bungalow-style houses built between the 1930s and 1960s—are either vacant or in need of extensive repair.
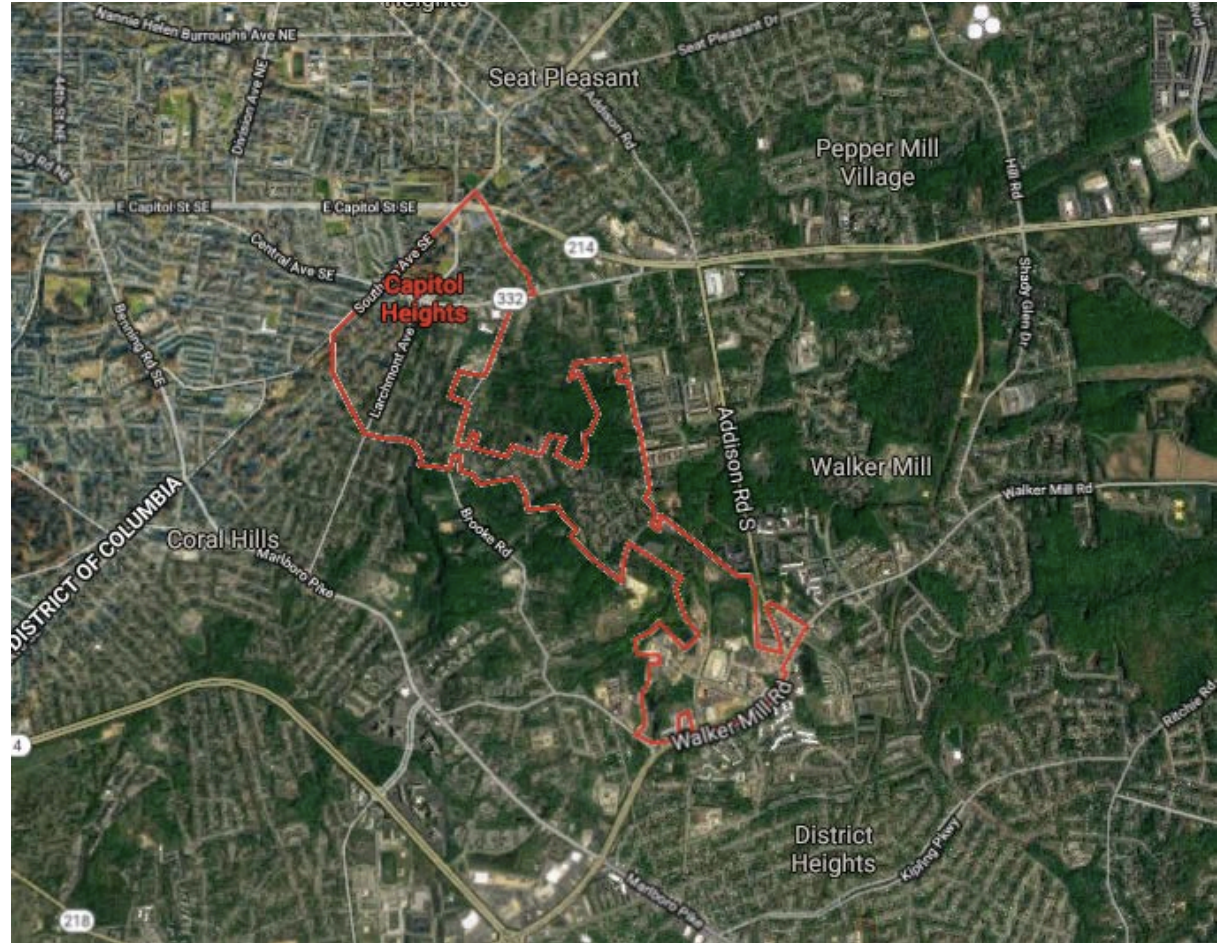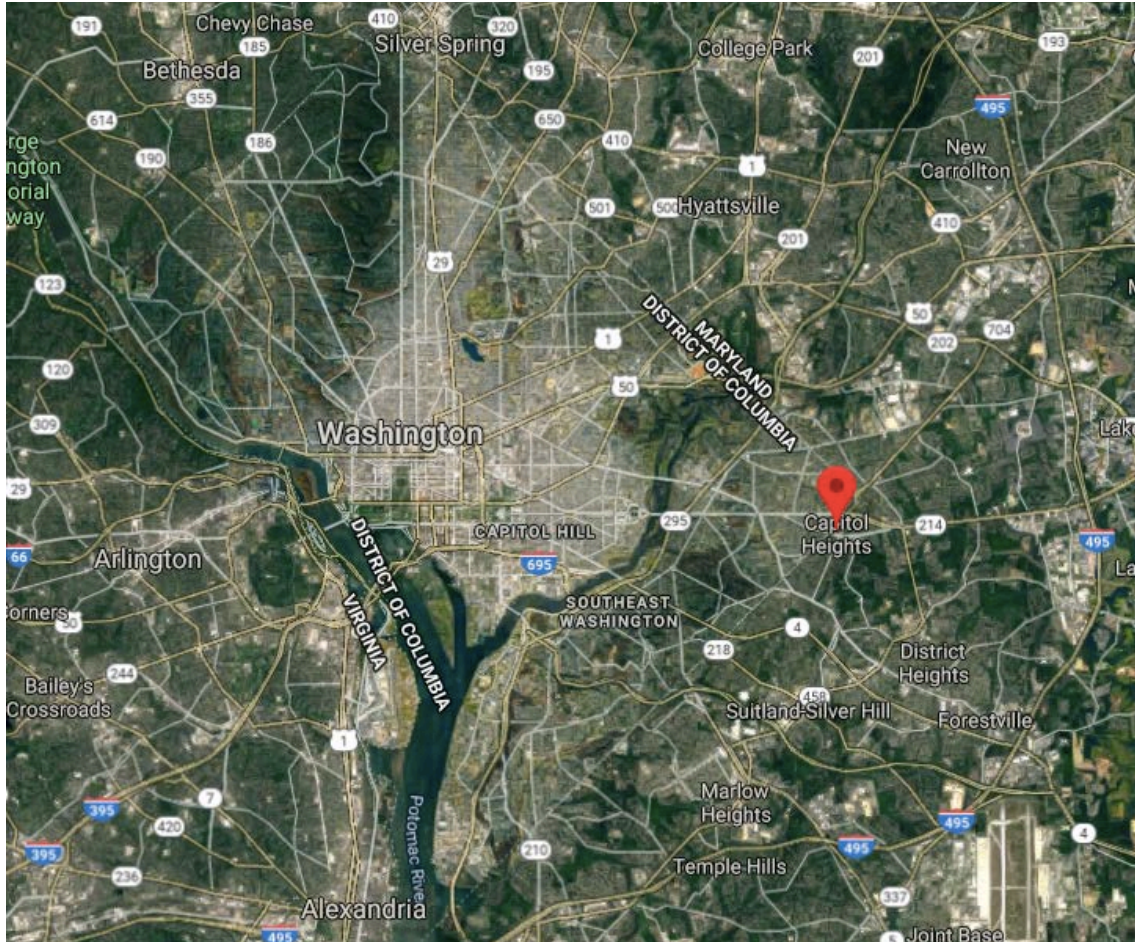
Even as Capitol Heights continues to grow, the city's "main street," Old Central Avenue, continues to struggle. In the 1970s Maryland state authorities built a "new" Central Avenue that bypassed Capitol Heights, and lured away potential investment and economic development away from downtown. City leaders are seeking strategies and ideas for intervention at all scales that might revitalize the district.

City leaders hope the revival of the Old Central Avenue district can help ensure that new growth around its Metro station and in more upscale neighboring towns along Capitol Heights border will not skip over the city's long-time residents. Addressing generations of disinvestment and blight are top priorities. While gentrification and displacement are concerns for city leaders they are mostly optimistic that with vibrant connections, new urban amenities, and careful planning, new growth in and around Capitol Heights can bring life and vitality back to struggling parts of the community.

Van Alen International Council   11.2.2019

Directly across the northwestern boundary of Washington D.C., Capitol Heights is a small suburban city of over **4,300 people.** Incorporated as a "whites-only" suburb in 1910, the city's population is now over 90% African-American. Many residents commute to Washington via the Capitol Heights Metro Station, located roughly **15 minutes by foot** from the city's old business district along Old Central Avenue. While the city has grown steadily for several decades, many of the city's homes—bungalow-style houses built between the 1930s and 1960s—are either **vacant or in need of extensive repair.** Even as Capitol Heights continues to grow, the city's "main street," **Old Central Avenue, continues to struggle.** In the 1970s Maryland state authorities built a "new" Central Avenue that bypassed Capitol Heights, and lured away potential investment and economic development away from downtown.

City leaders are seeking strategies and ideas for intervention at all scales that **might revitalize the district.** City leaders hope the revival of the Old Central Avenue district can help ensure that new growth around its Metro station and in more upscale neighboring towns along Capitol Heights border will not skip over the city's long-time residents. Addressing generations of disinvestment and blight are top priorities. While gentrification and displacement are concerns for city leaders they are mostly optimistic that with **vibrant connections, new urban amenities,** and **careful planning, new growth** in and around Capitol Heights **can bring life and vitality back** to struggling **parts of the community**

Historical population		
Census	Pop.	%±
1920	1,194	—
1930	1,611	34.9%
1940	2,036	26.4%
1950	2,729	34.0%
1960	3,138	15.0%
1970	3,835	22.2%
1980	3,271	−14.7%
1990	3,633	11.1%
2000	4,138	13.9%
2010	4,337	4.8%
Est. 2018	4,524 [4]	4.3%

VAN
ALEN

health and well-being

- Facilitate Agenda 2030
- Use Sustainable Development Goals (SDG)
- Promote healthy living
- Walkability, cycle-ability
- Cultivate and provide local organic food as a business
    model and place making for community
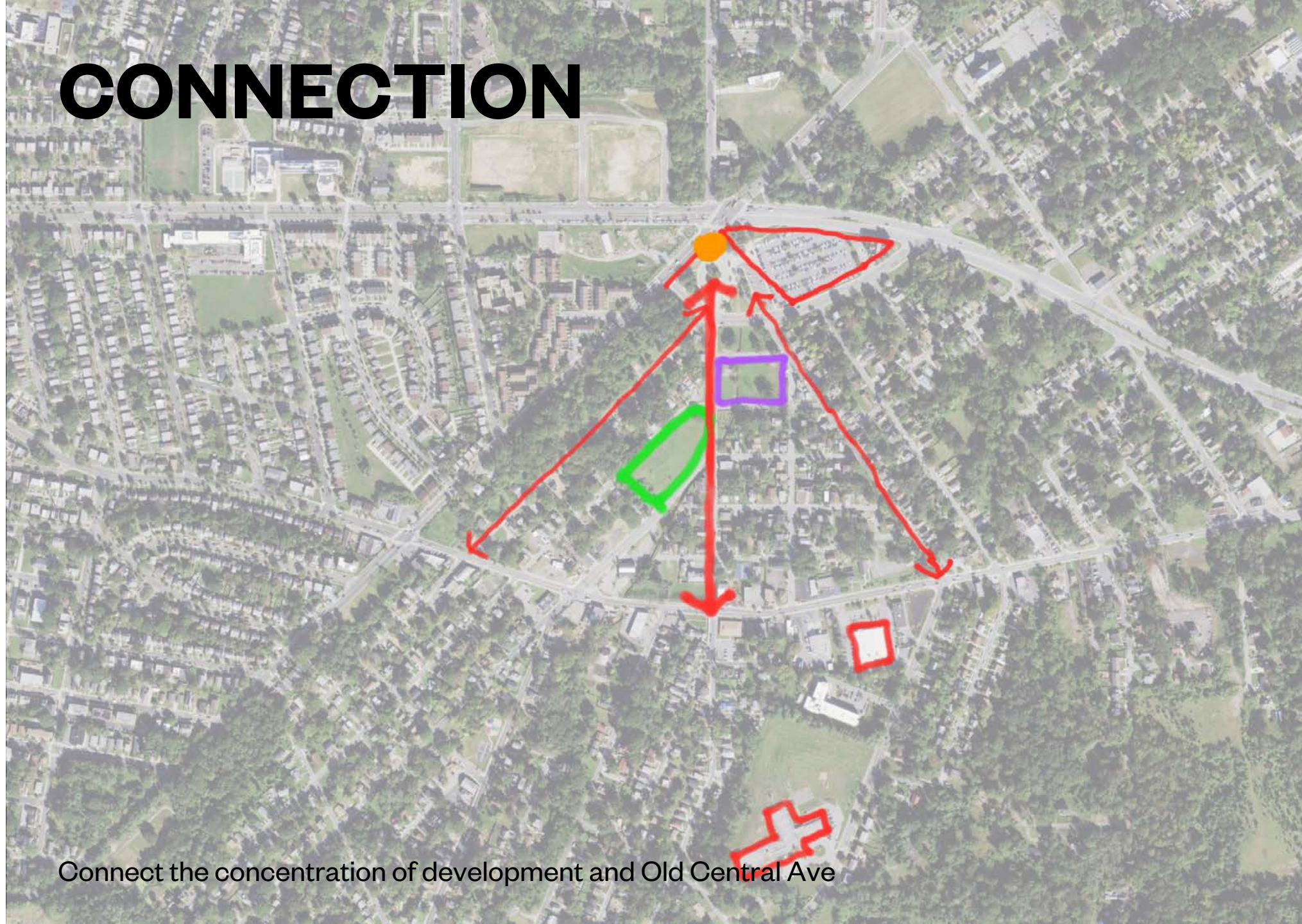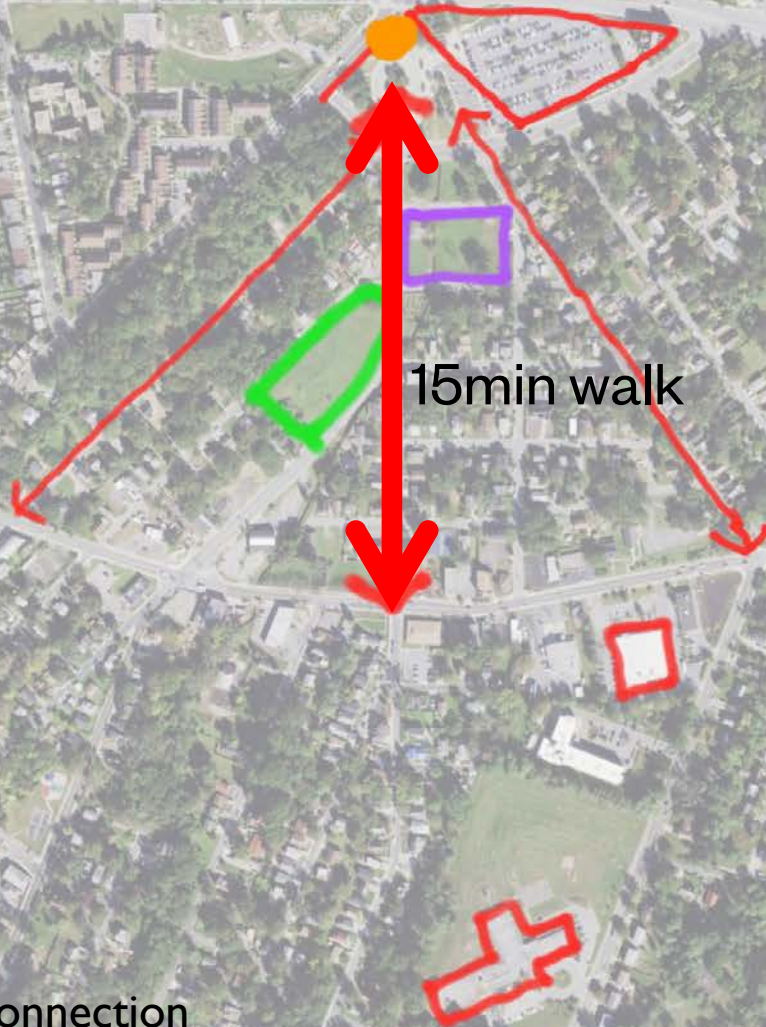- Create well defined district

VAN
ALEN

CONNECTION

Connect the concentration of development and Old Central Ave

VAN
ALEN

DEFINITION

1. Facilitate walking and cycling

15min walk

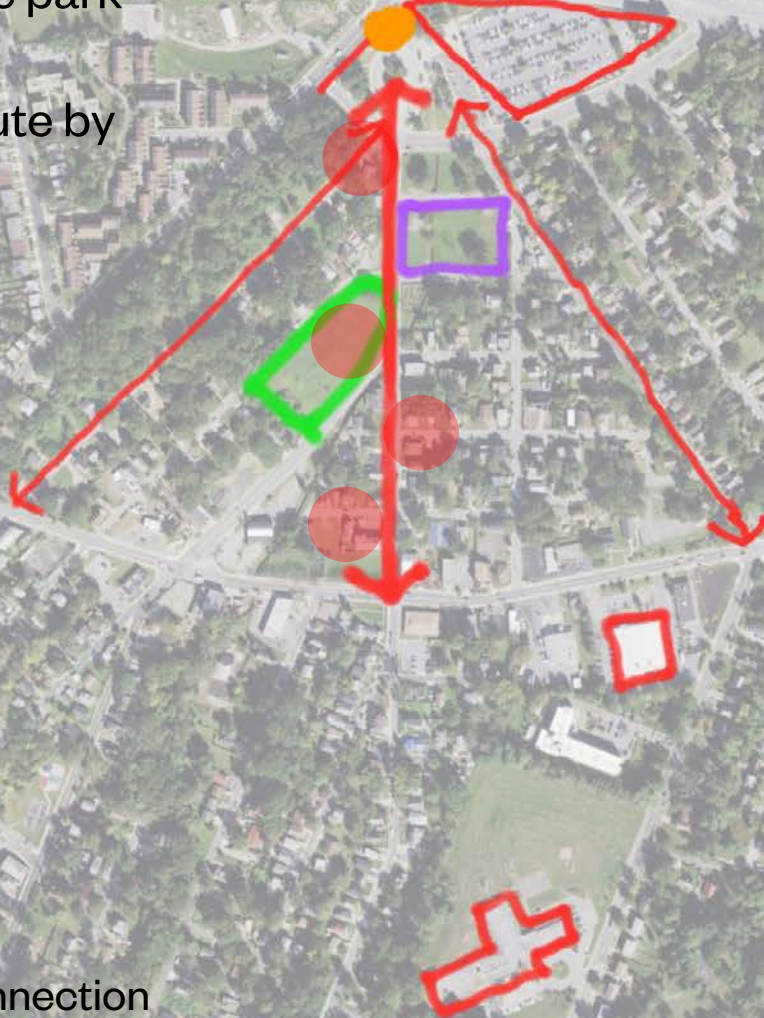Create a strong identity for the connection

VAN
ALEN

DEFINITION

1. Facilitate walking and cycling
2. Use the natural assets of the park and stream

Create a strong identity for the connection

VAN
ALEN

DEFINITION

1. Facilitate walking and cycling
2. Use the natural assets of the park and stream
3. Create events along this route by using under utilized spaces
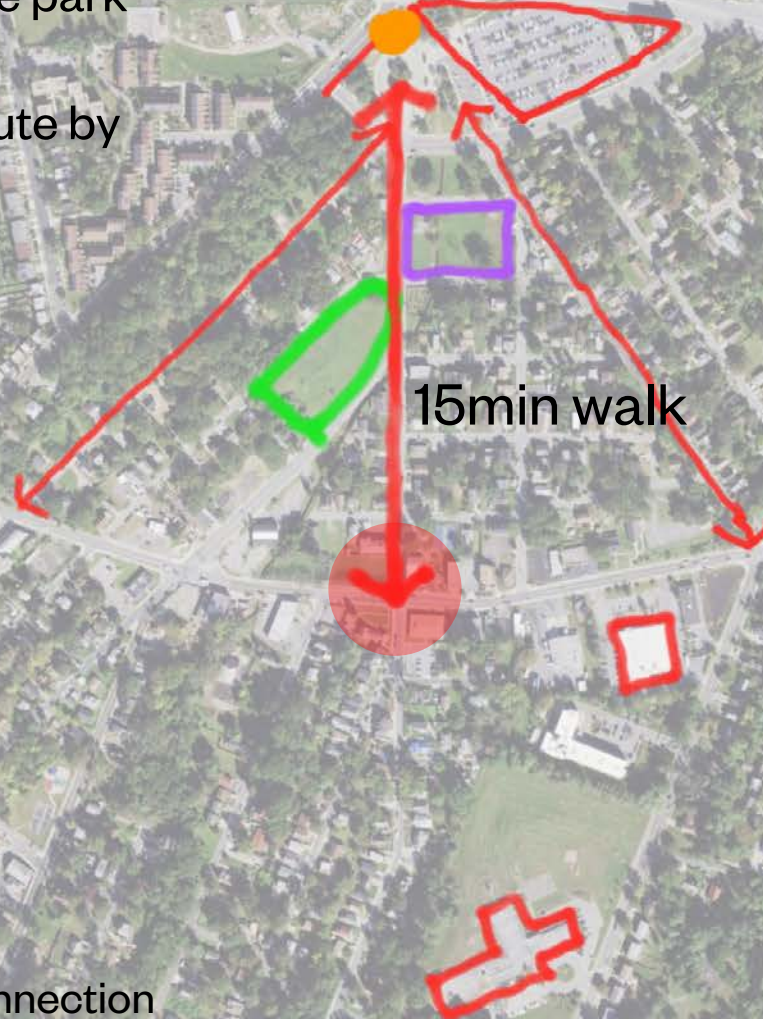
Create a strong identity for the connection

VAN
ALEN

Local food market

VAN
ALEN

DEFINITION

1. Facilitate walking and cycling
2. Use the natural assets of the park and stream
3. Create events along this route by using under utilized spaces
4. Create a destination

15min walk

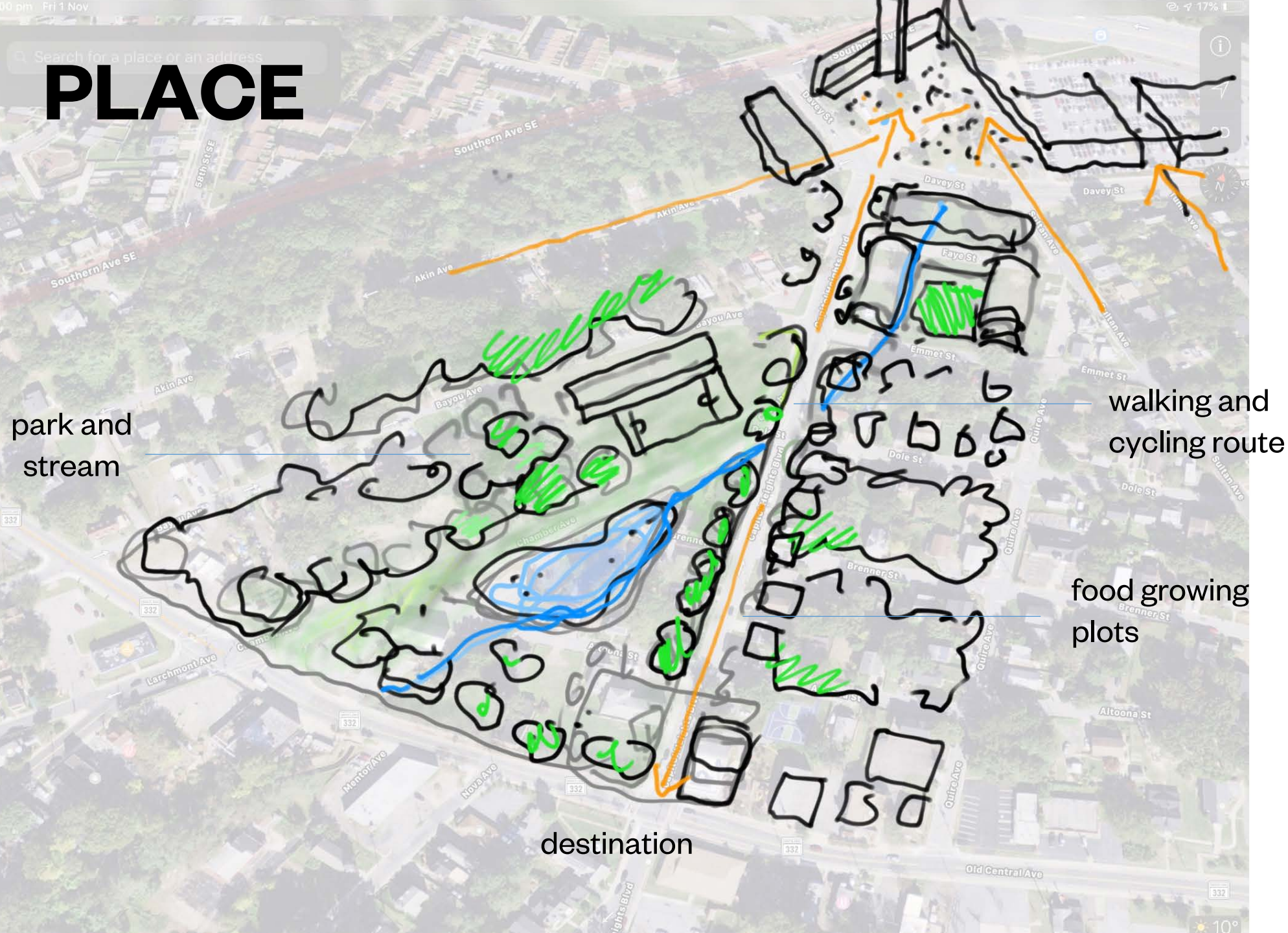Create a strong identity for the connection

VAN
ALEN

Community gathering place / events

VAN
ALEN

PLACE

park and stream

walking and cycling route

food growing plots

destination

VAN ALEN

MAYORS INSTITUTE FOR CITY DESIGN CASE STUDY

West Hollywood, CA   Mayor John D'Amico

Benjamin Garcia Saxe, Studio Saxe
Sara Navrady, Mecanoo
Lucie Murray, New London Architecture
Carl Backstrand, White
Nat Oppenheimer, Silman

MAYORS INSTITUTE FOR CITY DESIGN CASE STUDY

West Hollywood, CA   Mayor John D'Amico

Benjamin Garcia Saxe, Studio Saxe
Sara Navrady, Mecanoo
Lucie Murray, New London Architecture
Carl Backstrand, White
Nat Oppenheimer, Silman

Van Alen International Council   11.2.2019

Key objective: create a walkable destination

Key objective: Building on history and legacy...

... to curate a distinct yet cohesive identity

Case study: Times Square, NYC

Case study: Times Square, NYC

- Gradual transformation
- 'Temporary' interventions
- Added cohesion from streetscape
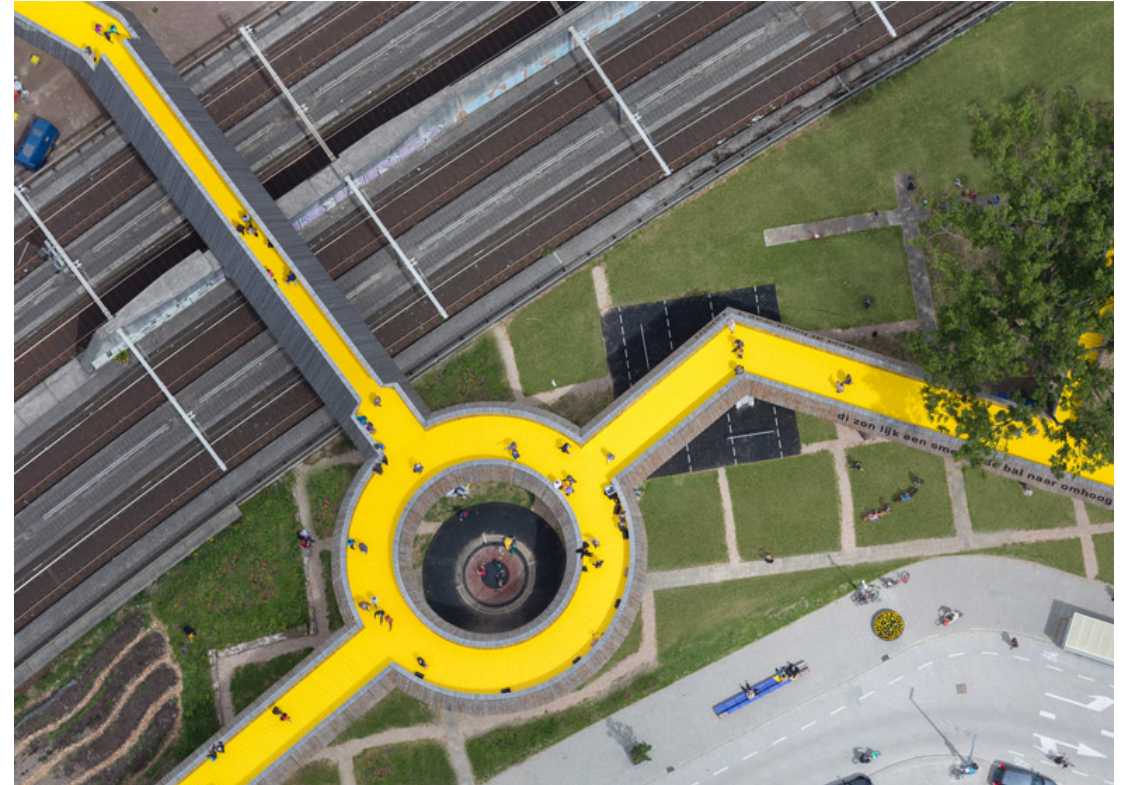
Case study: car free days (various cities)

Jakarta

Vancouver

Case study:
alternatively funded community initiatives

Luchtsingel, Rotterdam: crowdfunded pedestrian bridge

Establish a vision plan for West Hollywood

- Building on Sunset Experience Project, studies
- Developing a vision and identity with the community
- Precedent studies (locally and internationally)
- Street and landscape design for a pedestrian scale
- Traffic strategy: transition from car to cycle/ pedestrian
- Strategic densification aligned with mobility
- Financial plan & incentives
- Political courage

Consensus building

- Community engagement
- Stakeholder & end user engagement
  - Residents (local & broader Los Angeles)
  - Local business owners
  - Property owners
  - Tourists

Mid & long-term goals

- Streetscape design taking into account environmental impact

- Identity building with physical and digital platforms

- Local ecosystem services addressing climate change

- Diversification of users=diversification of interests

  - Community initiatives

  - Culture & education

  - Attracting new business

Governance

- Organization of a bid for the area or similar entity for renewal
- Potential funding sources
- Advertising as a source of revenue

MAYORS INSTITUTE FOR CITY DESIGN CASE STUDY
Maricopa, AZ   Mayor Christian Price

Alfredo Caraballo, Allies and Morrison
Denzil Gallagher, BuroHappold Engineering
Sara Rubenstein, Henning Larsen Architects
Jared Della Valle, Alloy
Carl Swickerath, Studio Libeskind

Van Alen International Council   11.2.2019

MAYORS INSTITUTE FOR CITY DESIGN CASE STUDY
Maricopa, AZ   Mayor Christian Price

Located in the Sonoran Desert approximately 34 miles south of Phoenix, Maricopa is a rapidly growing suburb of about 50,000. In 2003 the city had just over 1000 residents; by 2010, there were 43,000 people living in Maricopa. Today, city officials estimate the population at over 53,000. By the city's estimates Maricopa added over 150 single-family homes in July 2019. Maricopa has also attracted a highly educated workforce, claiming Arizona's second highest rate of workers with secondary education. Income levels are higher than the national average.

City leaders are eager to catch up with the break-neck pace of growth, and provide more parks, schools, recreational centers and other important amenities to meet increased demand. As they set development priorities for the future, city leaders seek to develop sites in ways that: create places where new arrivals to Maricopa can connect with longer-term, more established residents; establish a distinctive "gateway" to serve as the city's "living room," enable lower-income residents to share in and benefit from future growth.

To these ends, the city is interested in revitalizing its downtown. The city is seeking advice on how to best transform the area into a compact, vibrant urban district, that serves as a "gateway" to Maricopa, and features new uses such as hotels, restaurants and retail, office space, and housing.

Van Alen International Council   11.2.2019

What changed from 2003 to 2010?

What changed from 2003 to 2010?
Why people are moving to Maricopa?

What changed from 2003 to 2010?

Why people are moving to Maricopa?

Will the current growth carry on for the foreseeable future?

What changed from 2003 to 2010?

Why people are moving to Maricopa?

Will the current growth carry on for the foreseeable future?

Control growth? Promote growth? Define growth?

What changed from 2003 to 2010?

Why people are moving to Maricopa?

Will the current growth carry on for the foreseeable future?

Control growth? Promote growth? Define growth?

How to define a plan of action for development to happen?

TAX RELIEF?

TAX RELIEF?

...not really possible

TAX RELIEF?

...not really possible

How to catch up with the break-neck pace of growth?

Starting with the land

Starting with the land

Is it possible to think of 'land relief' instead?

A network of public spaces...

A network of public spaces...

...before any building

...and an investment strategy

...and an investment strategy

Using the public assets

...with quick, cost effective interventions...
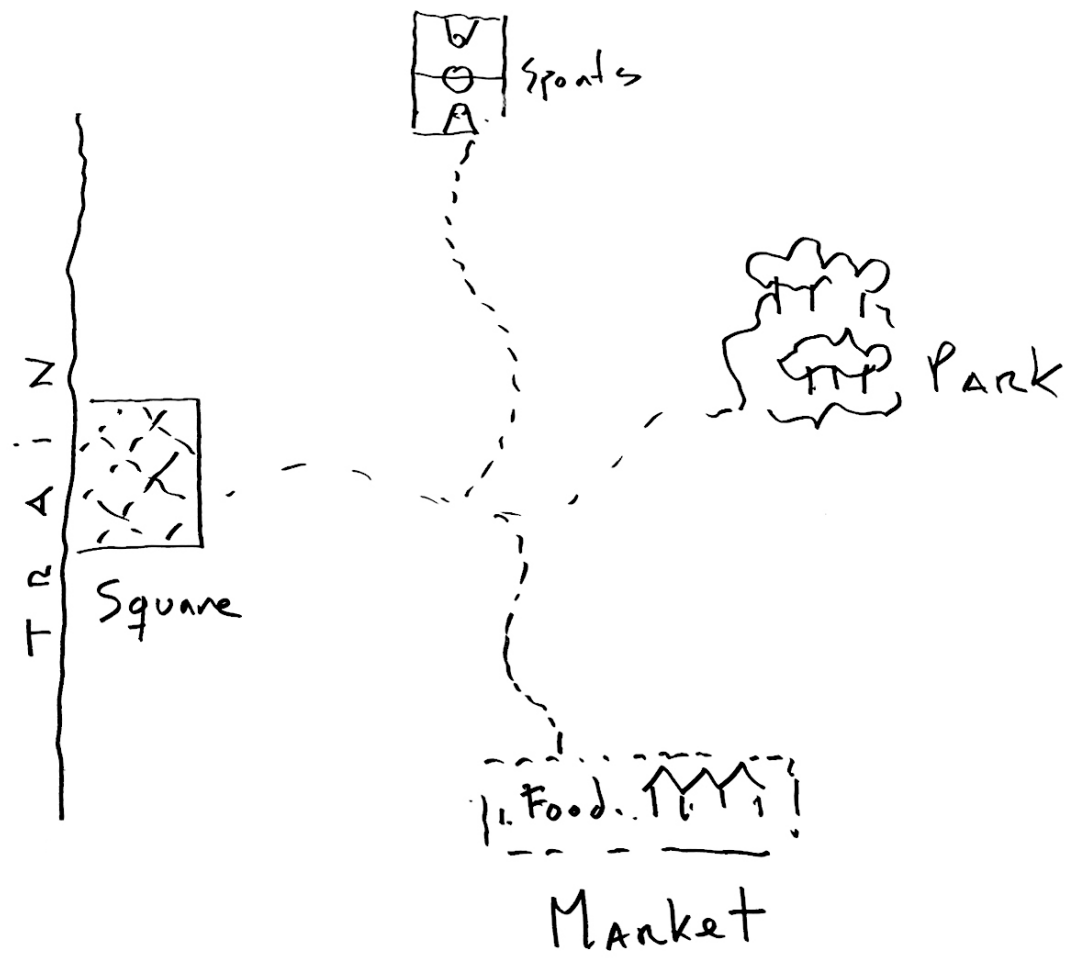
...with quick, cost effective interventions...

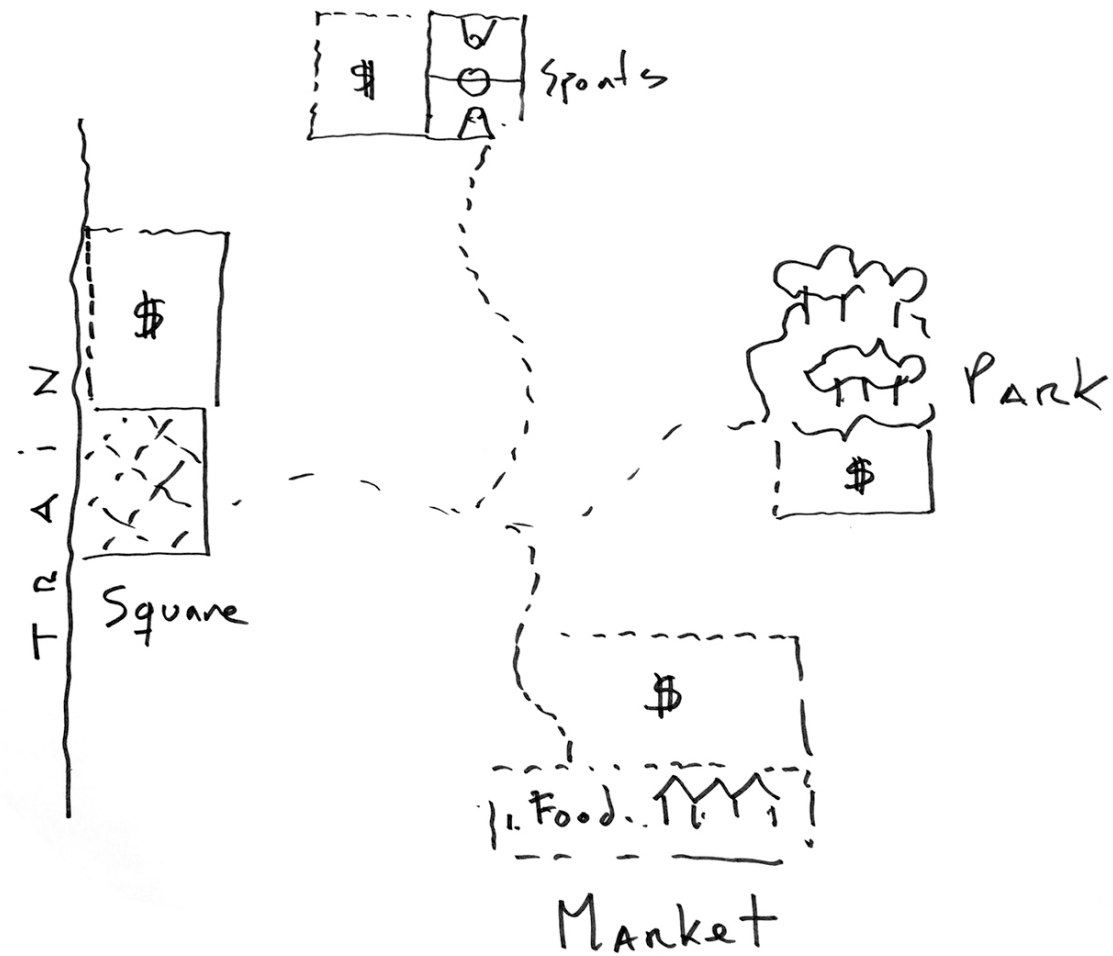...shaping the public realm

...an incremental strategy...

...an incremental strategy...

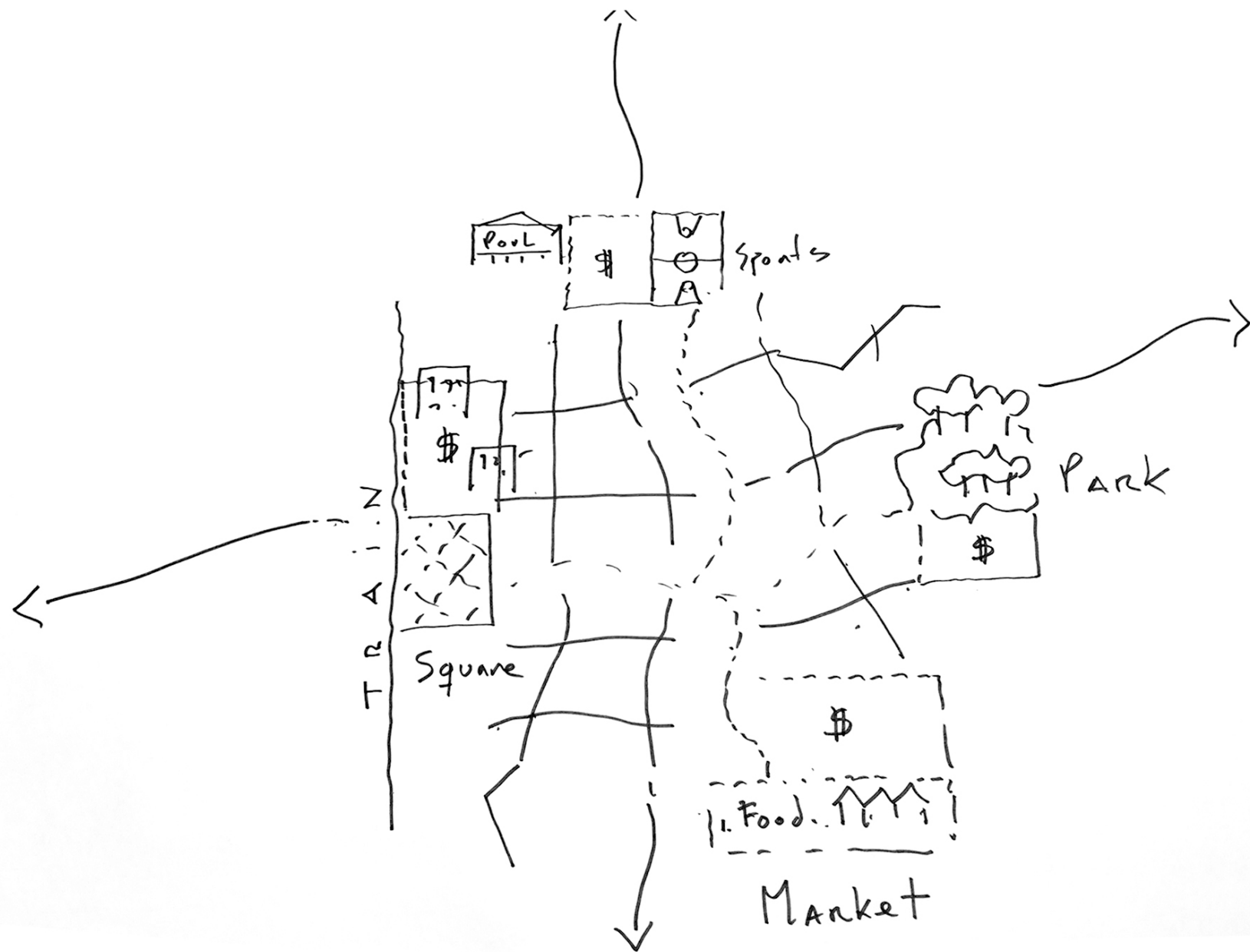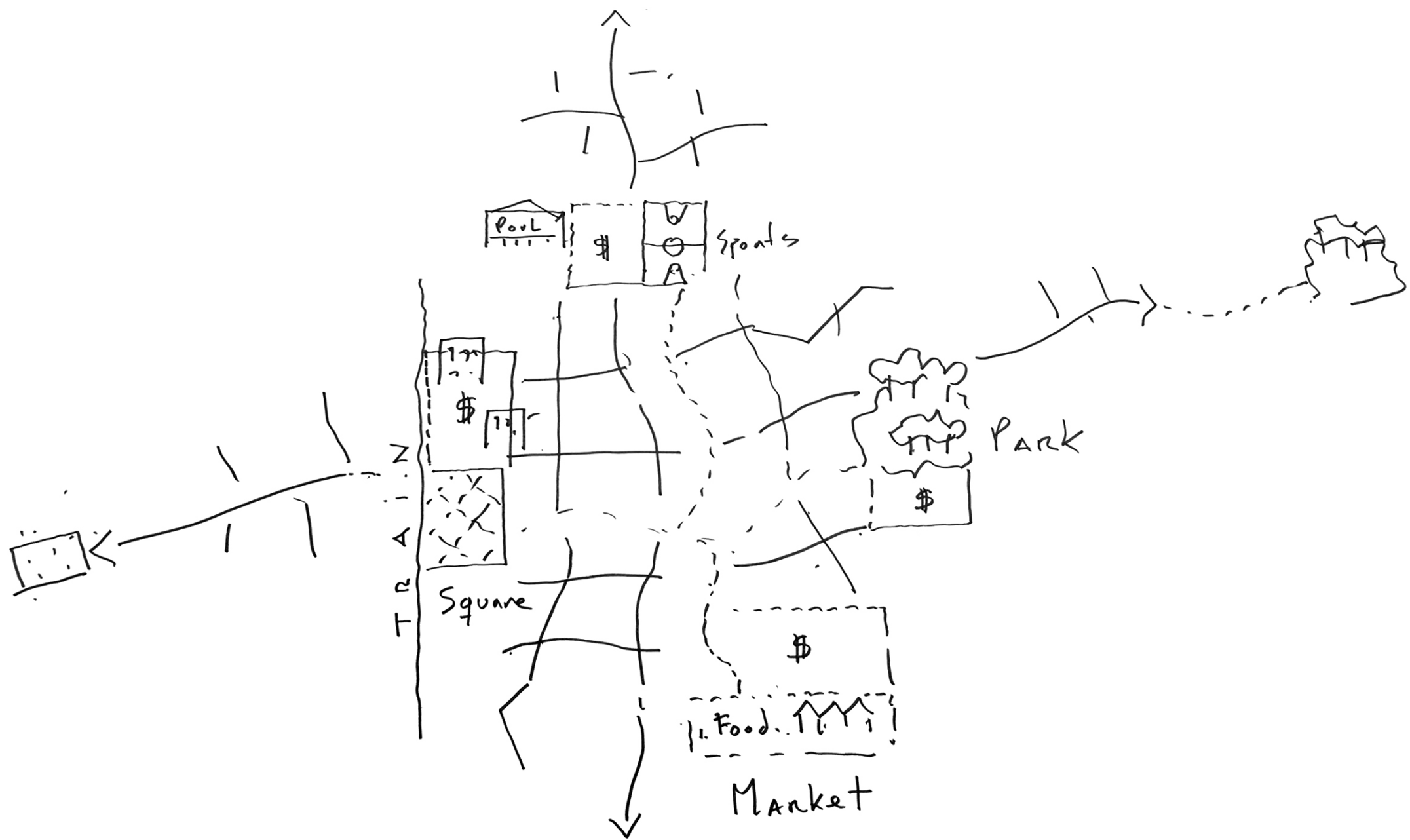Extending beyond the center

...giving a clear sense of place

Sports

Park

N
i
A
R
T

Square

Food

Market

Pool

$

Sports

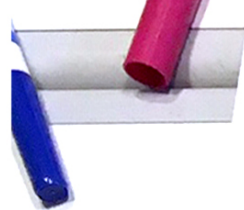TRAIN

Square

Park

$

$

Food

Market

MAYORS INSTITUTE FOR CITY DESIGN CASE STUDY

Union City, GA

Mayor Vince Williams

Jonas Edblad, Wingårdhs Arkitektkontor
Daniel Elsea, Allies and Morrison
Louis Becker, Henning Larsen Architects
Thomas Stokke, Haptic

Van Alen International Council

11.2.2019

MAYORS INSTITUTE FOR CITY DESIGN CASE STUDY
## Union City, GA
Mayor Vince Williams

Located 26 miles south of downtown Atlanta, Union City is a suburban community of about 20,000 residents. The city's proximity to Atlanta (and position as a "gateway" to South Fulton County) has long been a draw for business and industry. Today, Union City's economy is comprised of a diverse mix of light industry, biotechnology, media and film production, ecommerce, and logistics. Firms are establishing themselves throughout the city, revitalizing the site of the old Union Station Mall near Interstate 85 (now a distribution center, movie production studio, and fully-leased business center), areas along the South Fulton Parkway, and other parcels zoned for office and industrial development.

City leaders believe that renewing its city center with uses like restaurants, stores, parks and places for recreation, may help Union City better harness the benefits of new investment and workers coming into the city. To the district, city leaders hope to add space for restaurants and retail, new police and fire stations, a new cultural heritage museum, public recreation facilities, a library, an open-air market, and better access for pedestrians, cyclists, and riders of public transit. City leaders engaged consultants to propose a master plan for the city, one which includes plans for the district's renewal. The proposal was shared with City Council this October.

As Union City prepares for the next steps in its city center renewal, it welcomes advice on its conceptual planning to date. Leaders hope the Union City's center can be better connected to newly revitalized public amenities, attract workers from geographically-dispersed businesses, and become an exciting destination for newcomers and long-time residents alike.

Van Alen International Council
11.2.2019

1

Focus on a forgotten center.
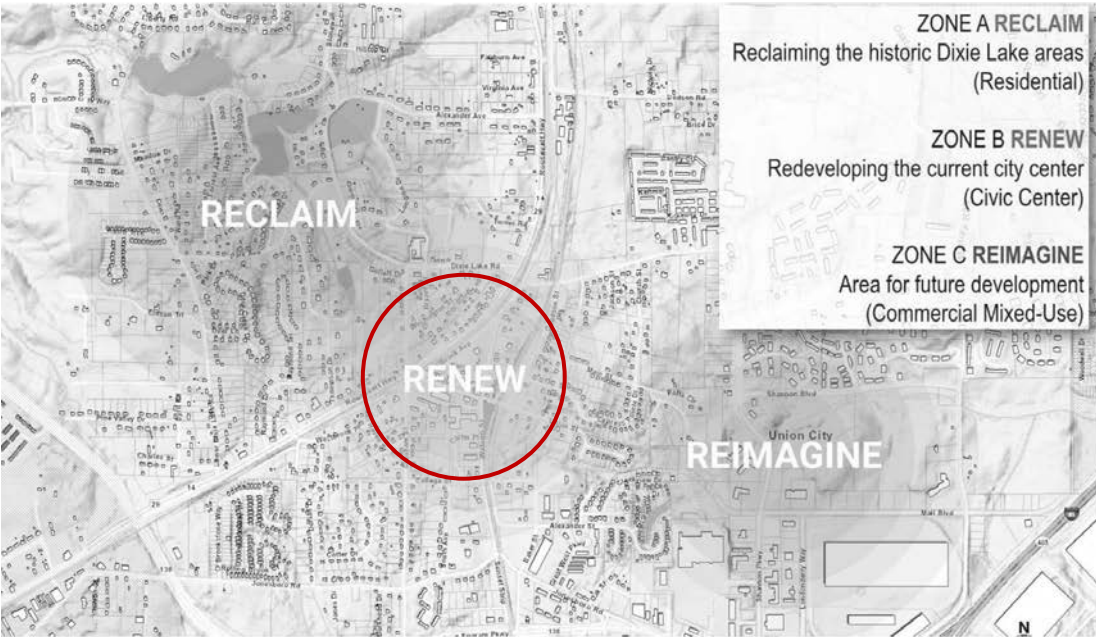
2

Place housing there.

Northwest Cambridge, UK
Wilkinson Eyre

Northwest Cambridge, UK
Stanton Williams

3

For new buildings, 2 storey minimum.

Franklin, TN

4

Buildings line 'at the street.'

New Roads, LA

Toccoa, GA

5

Don't rely on one developer.

Arnnem,
The Netherlands

6

Build your next school in a busy center.

Arlington Elementary School, Tacoma, WA
Mahlum Architects

St Thomas the Apostle College, Peckham, London, UK
Allies and Morrison

7

Take advantage of the airport location.

The World's Top Ten Busiest Airports
Total passenger traffic at airports worldwide in 2015

Airport	Passengers
Atlanta Hartsfield Jackson International 🇺🇸	101.5m
Beijing Capital International 🇨🇳	89.9m
Dubai International 🇦🇪	78.0m
Chicago O'Hare International 🇺🇸	76.9m
Tokyo Haneda 🇯🇵	75.3m
London Heathrow 🇬🇧	75.0m
Los Angeles International 🇺🇸	74.9m
Hong Kong International 🇭🇰	68.3m
Paris Charles de Gaulle 🇫🇷	65.8m
Dallas Fort-Worth International 🇺🇸	64.1m

Source: ACI

Forbes statista

8

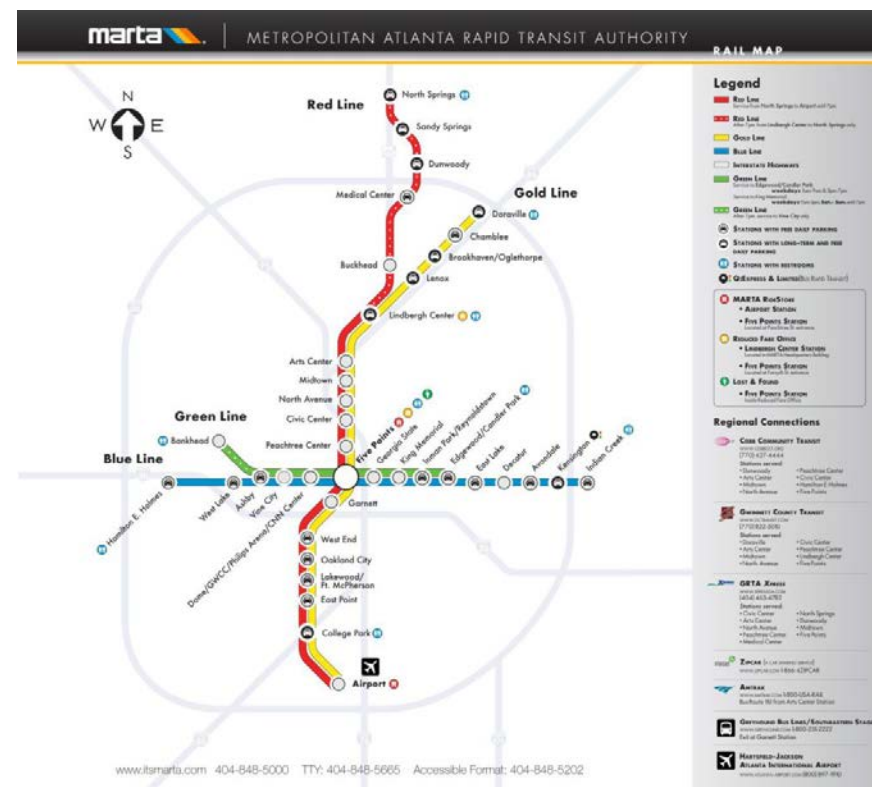# Activate center with low-budget pop-ups.

Calvert Avenue Parklet, London

9

Reactivate rail?

10

Forget about architecture.