

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

Convening the Van Alen International Council
&
Mayors' Institute on City Design

A/D/O 29 Norman Ave, Brooklyn, NY 11.2.2019

MAYORS INSTITUTE FOR CITY DESIGN CASE STUDY

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

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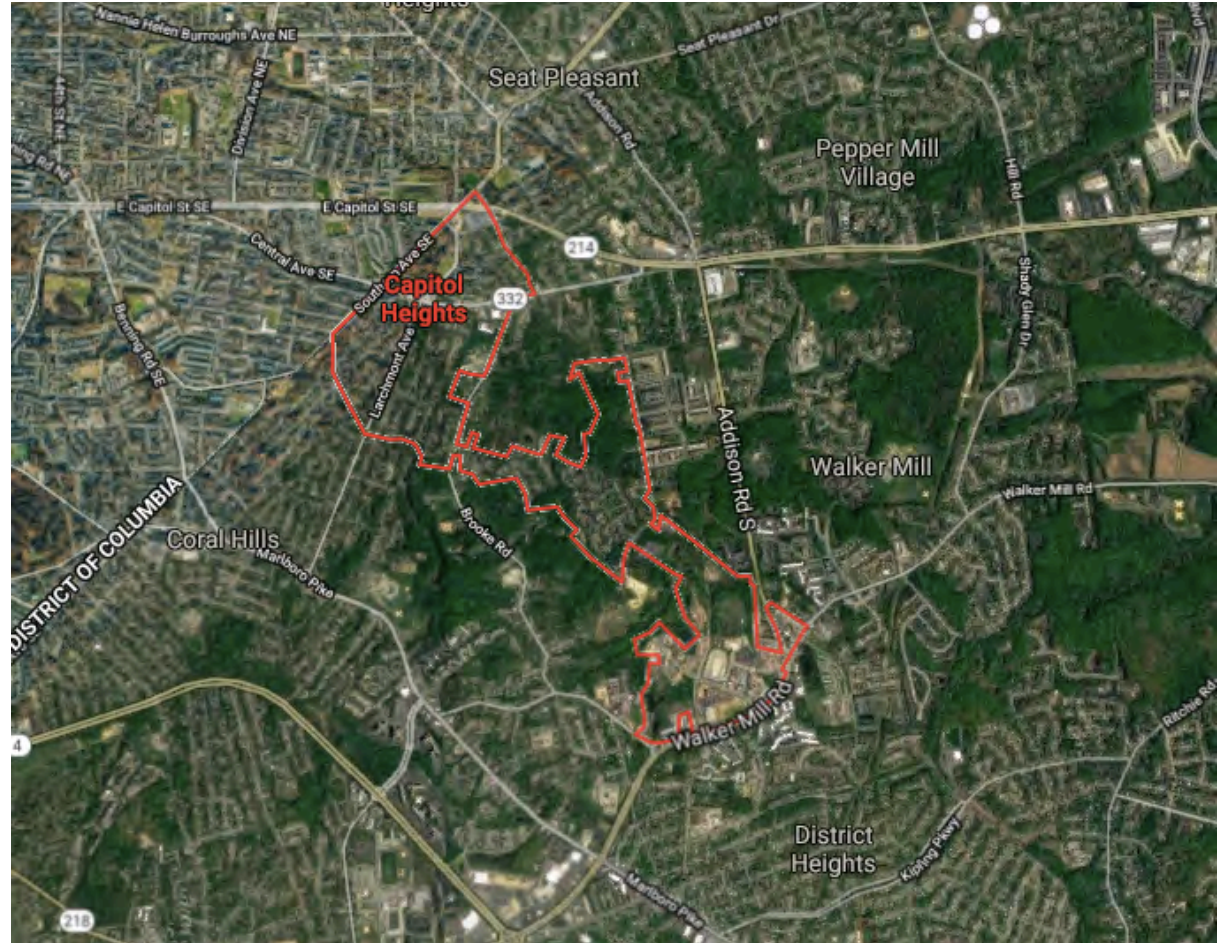
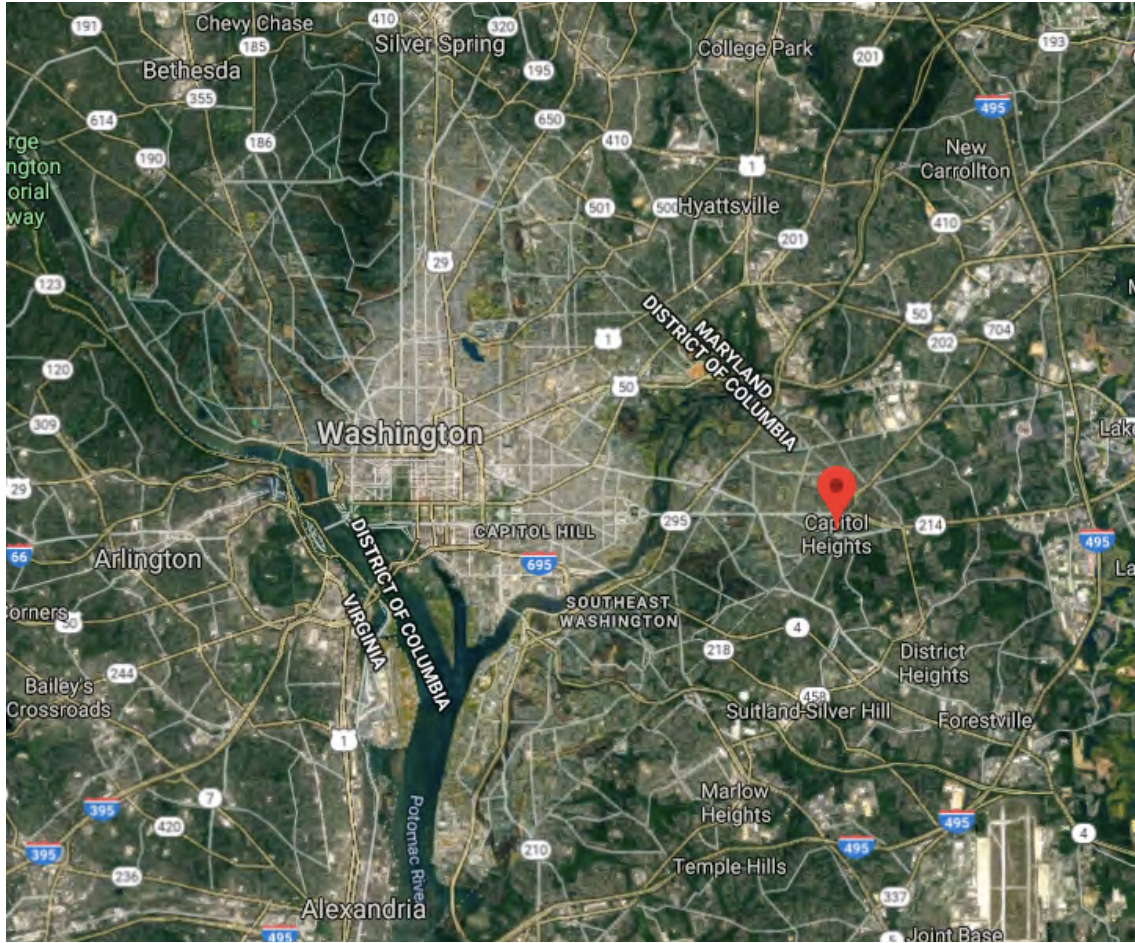
Directly across the northwestern boundary of Washington D.C., Capitol Heights is a small suburban city of over 4,300 people. Incorporated as a “whites-only” suburb in 1910, the city’s population is now over 90% African-American. Many residents commute to Washington via the Capitol Heights Metro Station, 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.

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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%

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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

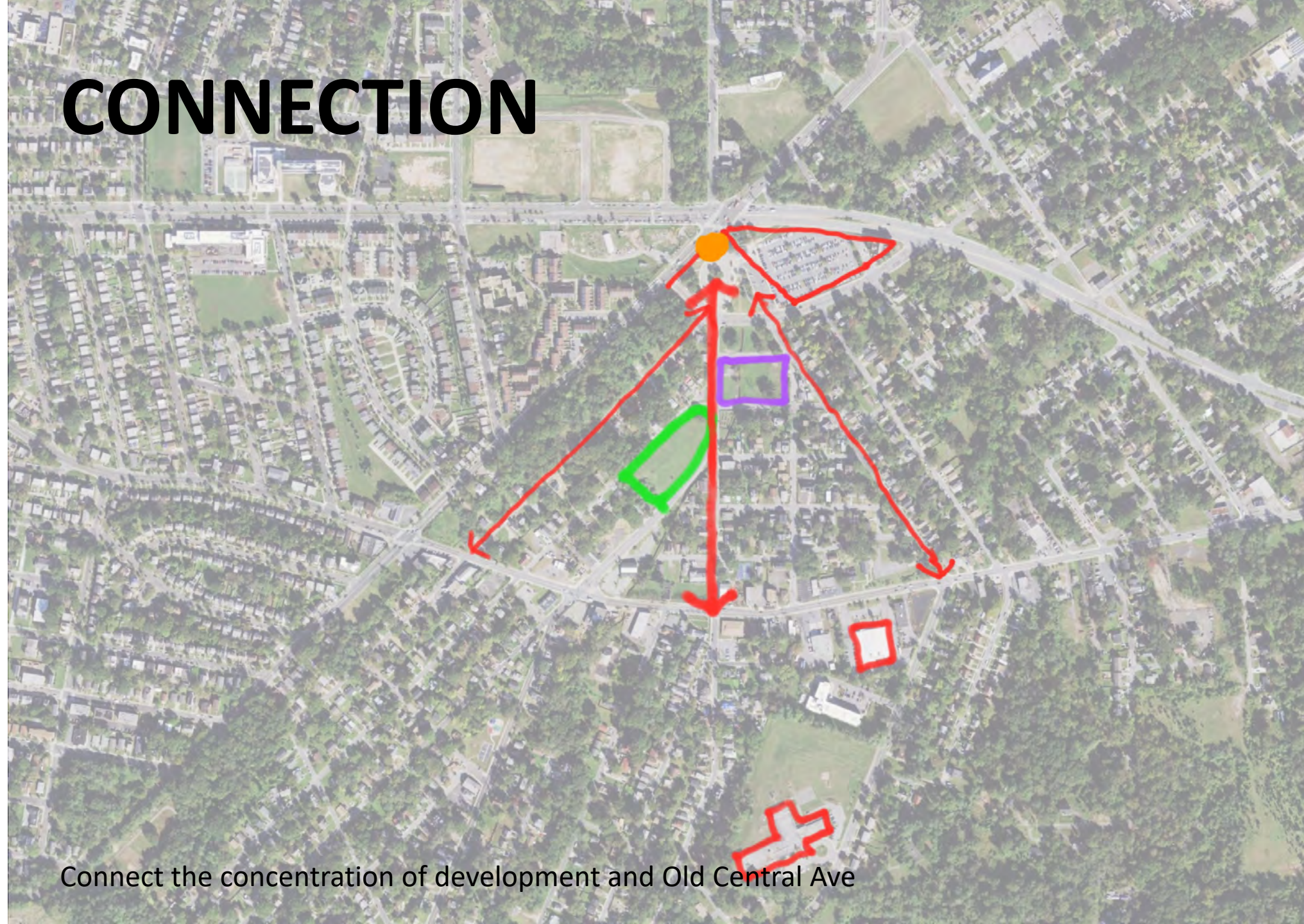


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CONNECTION

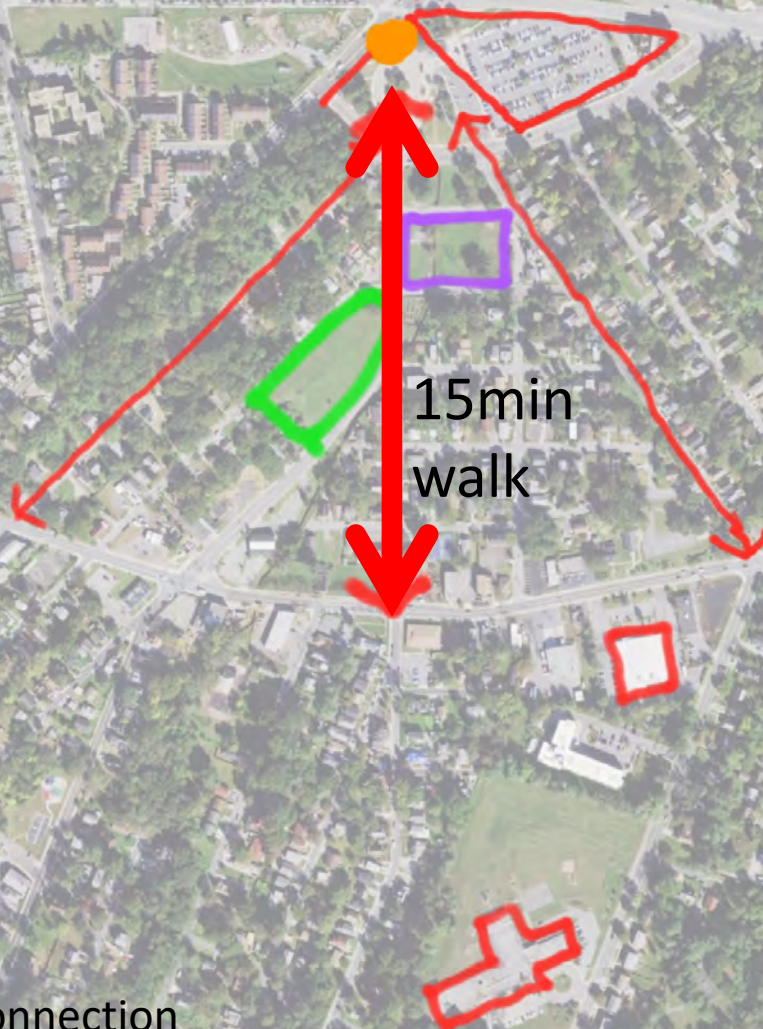


Connect the concentration of development and Old Central Ave

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DEFINITION

1. Facilitate walking and cycling



Create a strong identity for the connection

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DEFINITION

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

Create a strong identity for the connection

DEFINITION

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



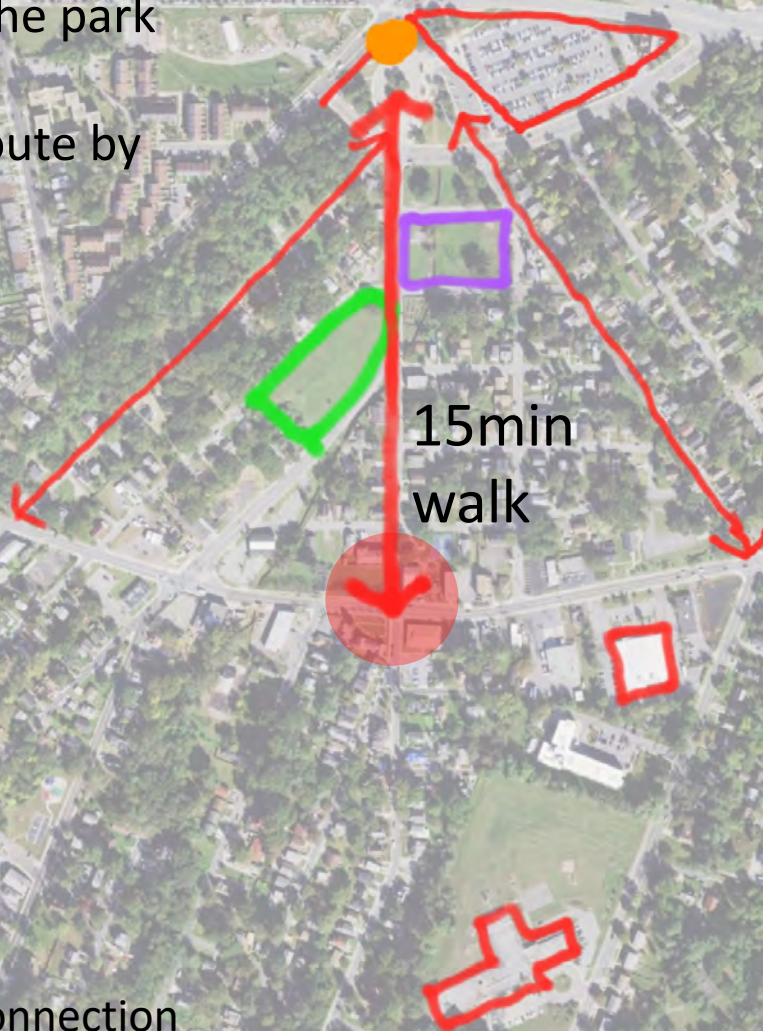
Create a strong identity for the connection



Local food market

DEFINITION

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



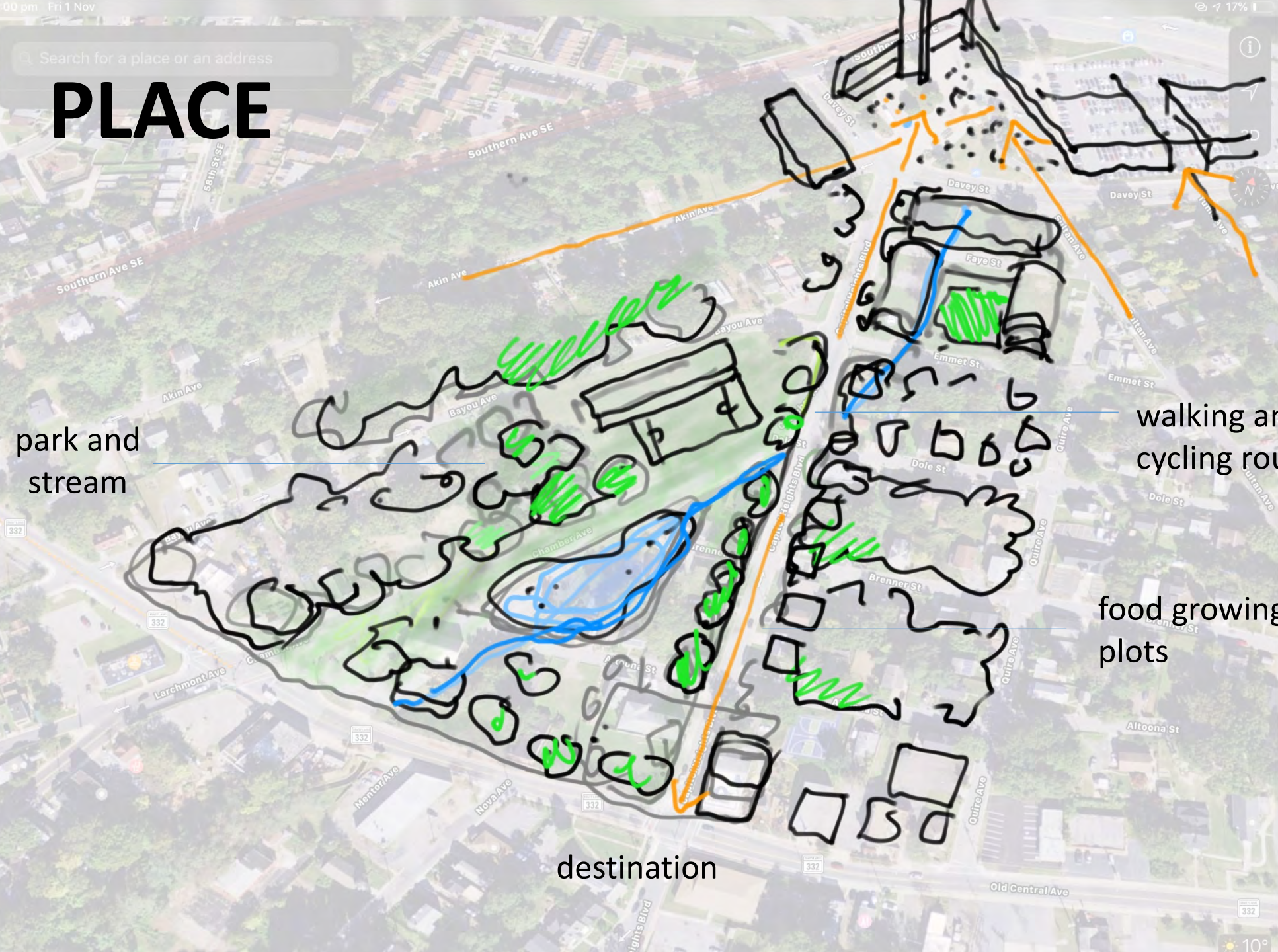
Create a strong identity for the connection



Community gathering place / events

Search for a place or an address

PLACE



park and
stream

walking and
cycling route

food growing
plots

destination

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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

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MAYORS INSTITUTE FOR CITY DESIGN CASE STUDY

West Hollywood, CA

Mayor John D'Amico

A small but bustling city contained within just two square miles, West Hollywood is situated in the heart of the Los Angeles basin - bordering Beverly Hills to the west, Hollywood to the east, 9 miles west of downtown Los Angeles, and 9 miles east of the Pacific Ocean in Santa Monica. This city is home to the world-famous Sunset Strip - the stretch of Sunset Boulevard that includes some of the most recognizable and iconic sights in the greater Los Angeles area. While the official population is approximately 37,000, the city's job centers, nightlife, music venues, LGBTQ scene, and historic connection to classic Hollywood draw another 50,000 to 75,000 people every day. The Sunset Strip is only about a mile and a half long, and sits elevated on a hillside, giving sweeping views of the Los Angeles Basin. As a result of major identity shifts over the past hundred years, and its zig-zag route, the street can feel disjointed.

Four generalized clusters of uses have formed along the street: Hotel, retail, nightclub, and general offices. Additionally, the Strip serves, to varying degrees of success, several overlapping populations: residents, visitors to the historic music/comedy venues, the workers in the creative office building, and hotel guests. While this organic clustering has advantages, businesses in each "zone" report a misalignment between their respective customer bases.

The city's goal is to create a more walkable, and cohesive sense of place, knitting together the discrete sections and serving the overlapping populations that have formed along the strip, and to increase walkability and lingering spaces along the boulevard. Additionally West Hollywood seeks to maintain the important historic and culture legacy of Sunset as a place that continued to inspire and define culture, create activity at the street through improvements to the public realm and through exceptional building design.

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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

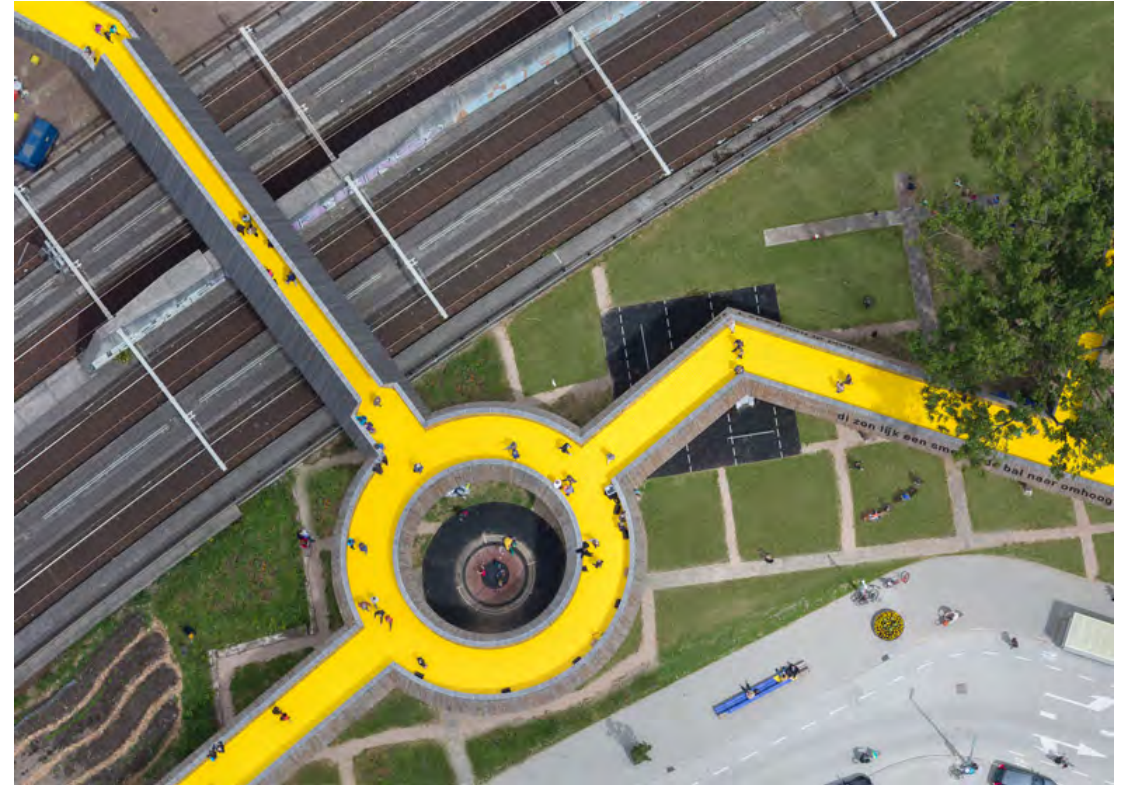


Vancouver

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

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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.

What changed from 2003 to 2010?

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Why people are moving to Maricopa?

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Will the current growth carry on for the foreseeable future?

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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...**

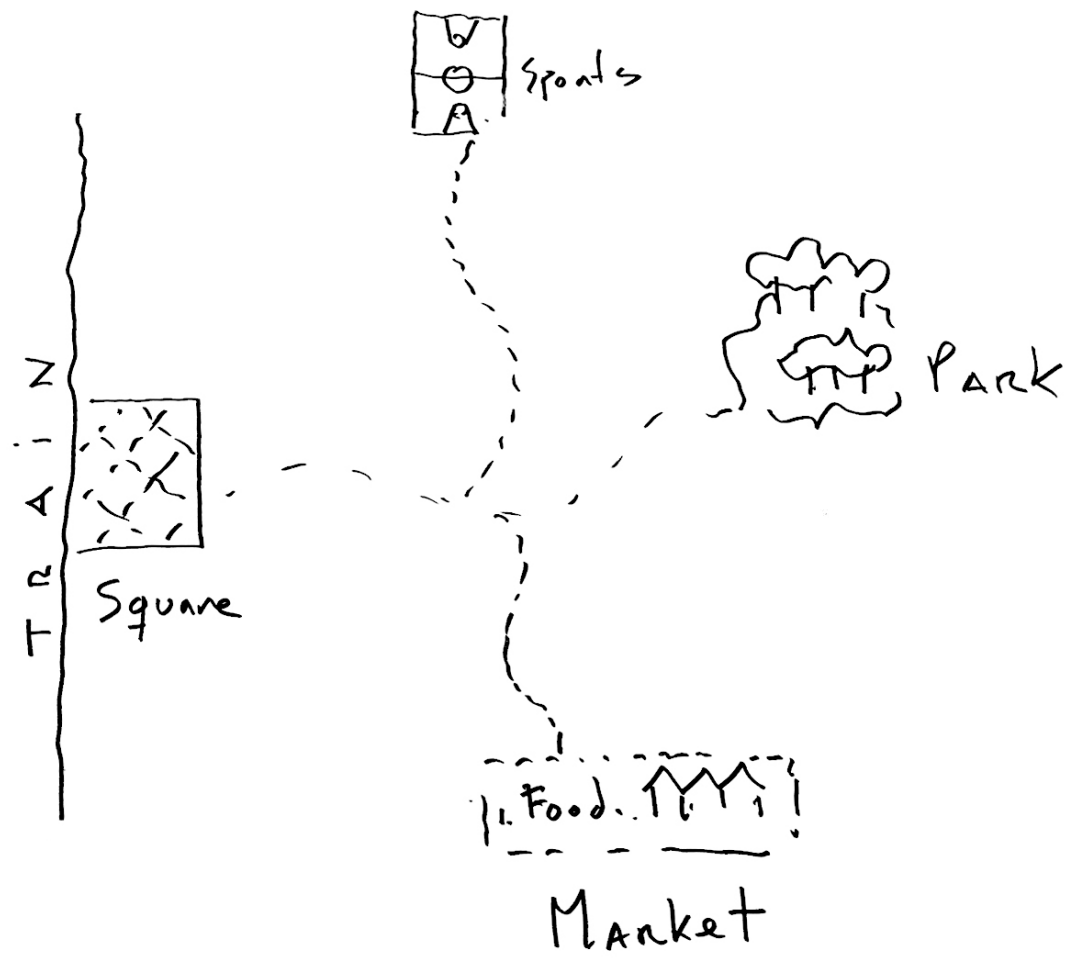
...shaping the public realm

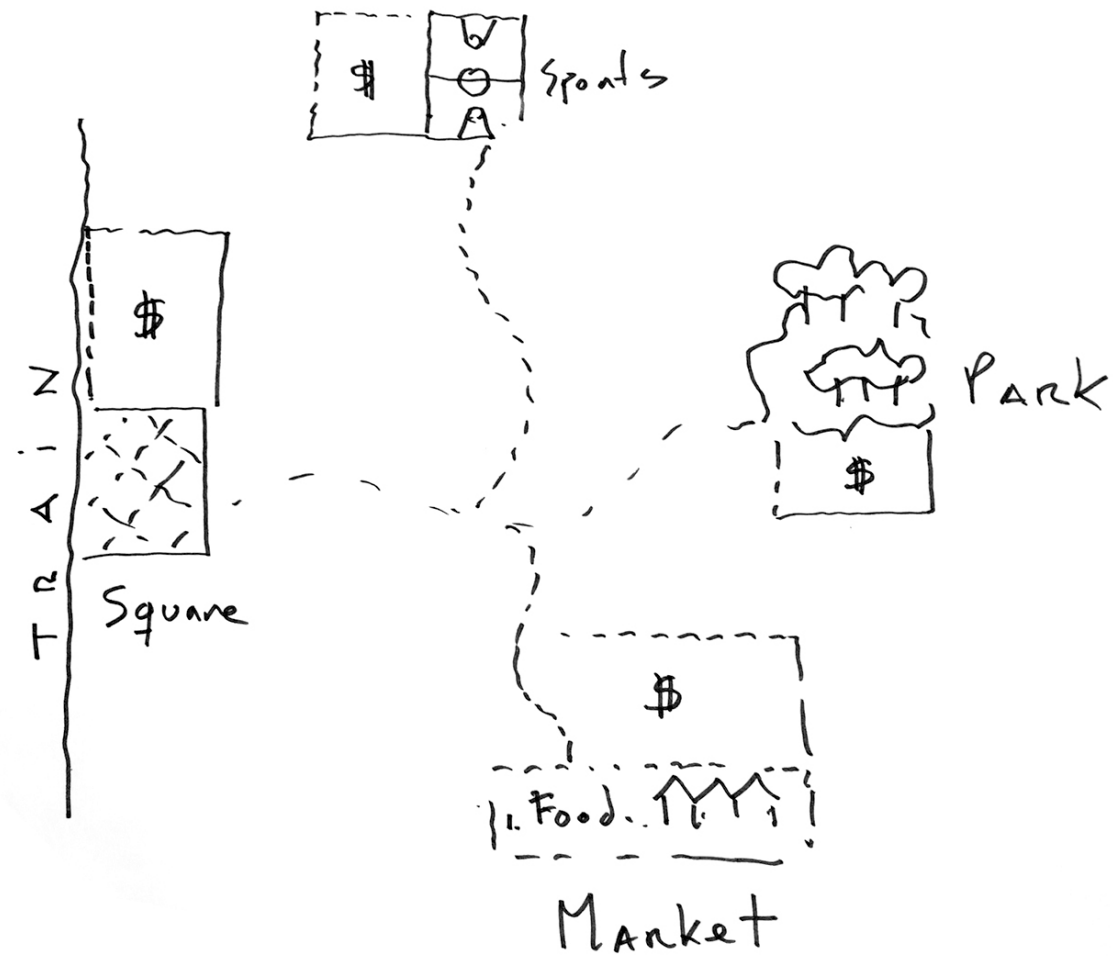
...an incremental strategy...

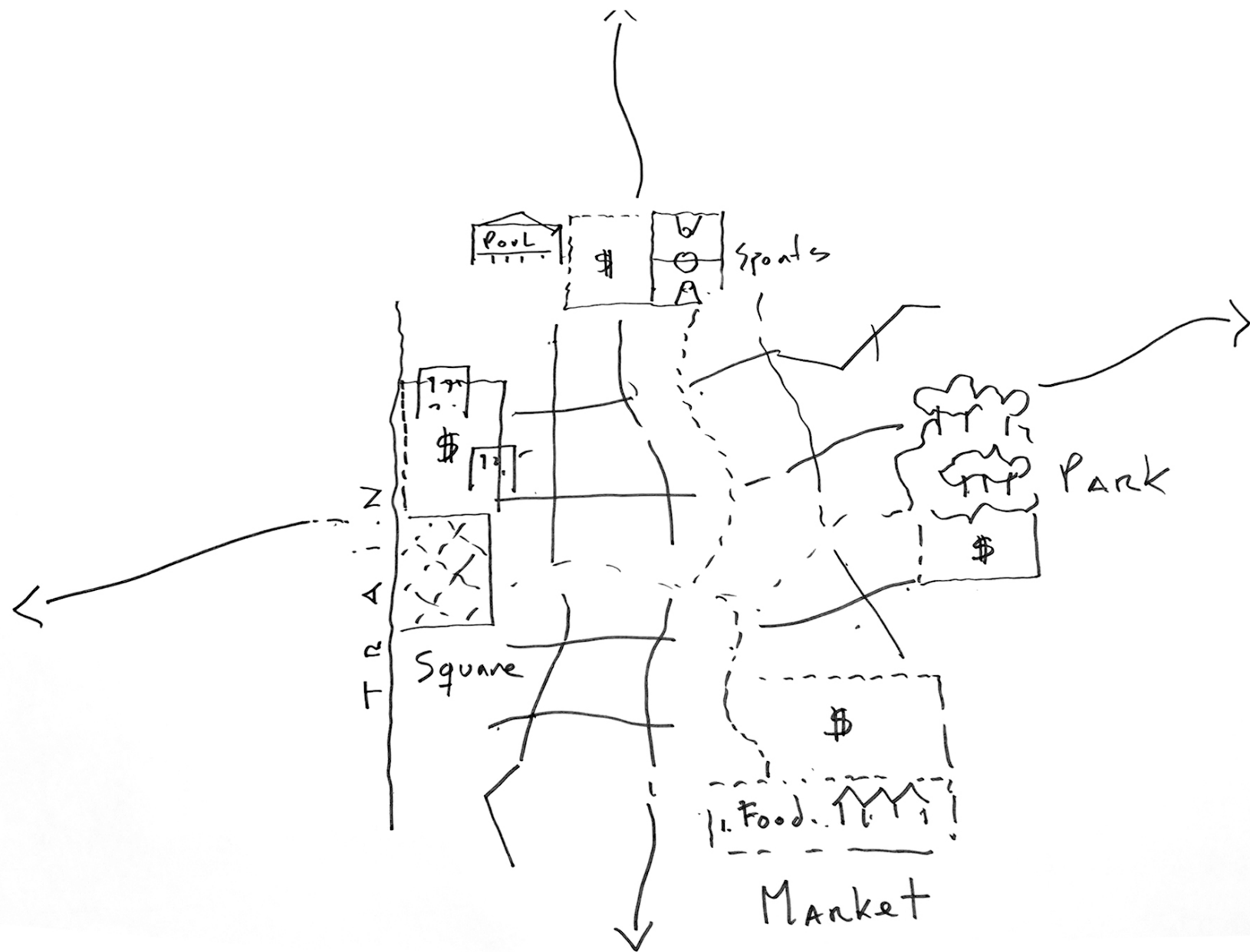
...an incremental strategy...

Extending beyond the center

...giving a clear sense of place











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

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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.

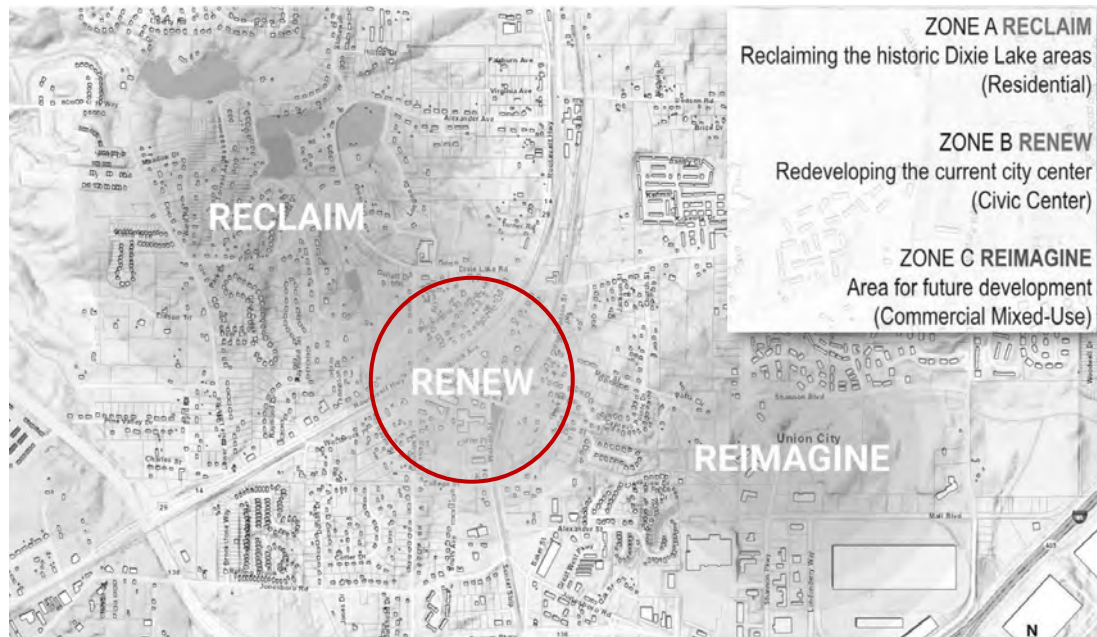
As Union City prepares for the next steps in its city center renewal, it welcomes advice on its conceptual planning to date. Leaders hope the Union City's center can be better connected to newly revitalized public amenities, attract workers from geographically-dispersed businesses, and become an exciting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

Union City Georgia

10 actions

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.



Arnhem,
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



Source: ACI

Forbes statista



8

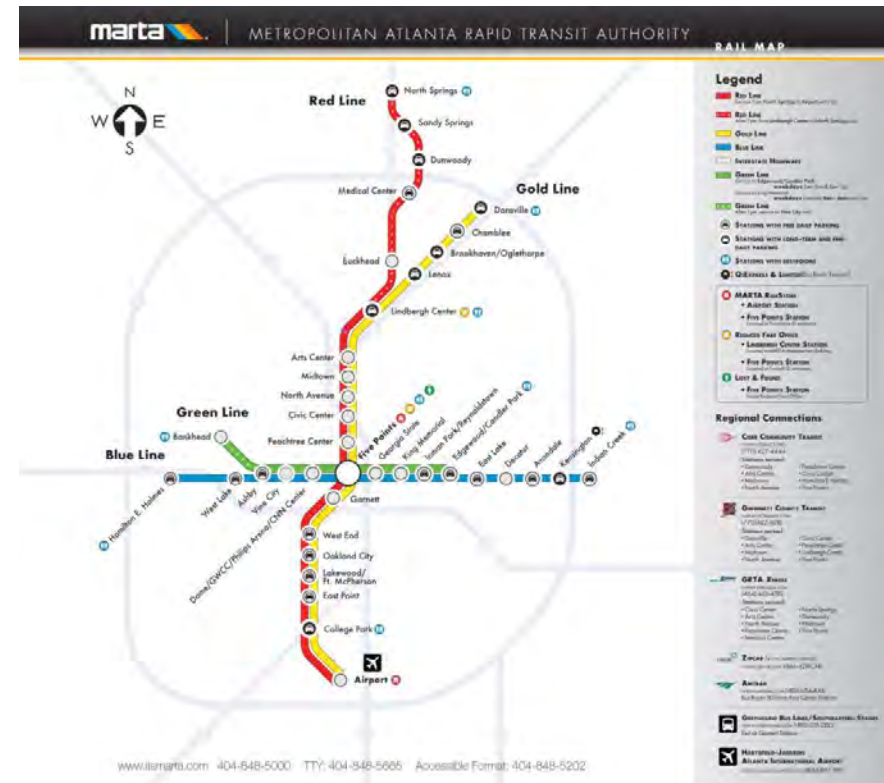
Activate center with low-budget pop-ups.



Calvert Avenue Parklet, London



Reactivate rail?



10

Forget about architecture.