



November 17, 2010

Getting the Love We Want

UNDERSTANDING DEVELOPMENT ISSUES

Caleb Racicot, AICP, LEED AP
Tunnell-Spangler-Walsh & Associates





Better transit service

A place to grow my small company

A place to down-size

An apartment near MARTA

A "green" community

More places to shop locally

More customers at my shop

Lively street life

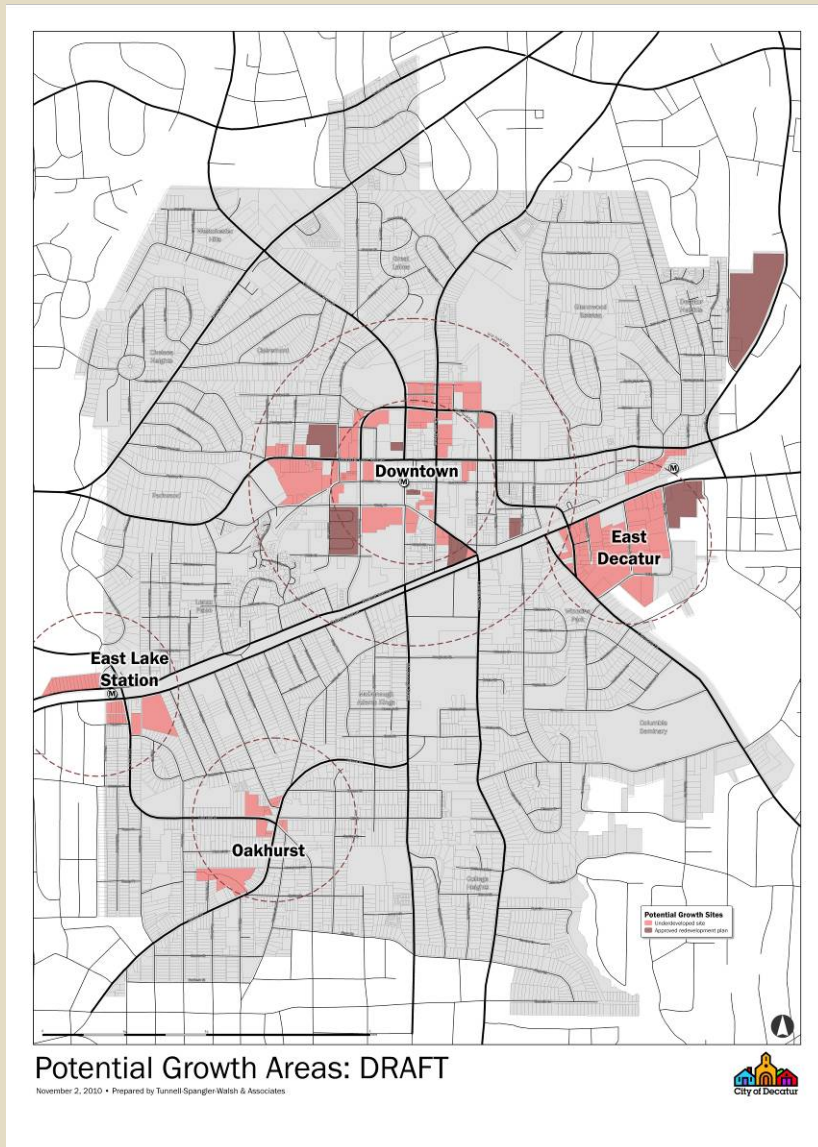
More things to walk to

No tax increases!

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Limited Room to Grow



- 165 under-developed acres (4% city land area)
 - Unbuilt, approved projects: 46 acres
 - Potential growth: 119 acres

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Where does it all lead?



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Limited Room to Grow



- 165 under-developed acres

- Unbuilt, approved projects: 46 acres
- Potential growth: 119 acres

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More Density

(in certain areas)



Previous Plans: Vision



Several earlier efforts have identified the need for greater density in key areas:

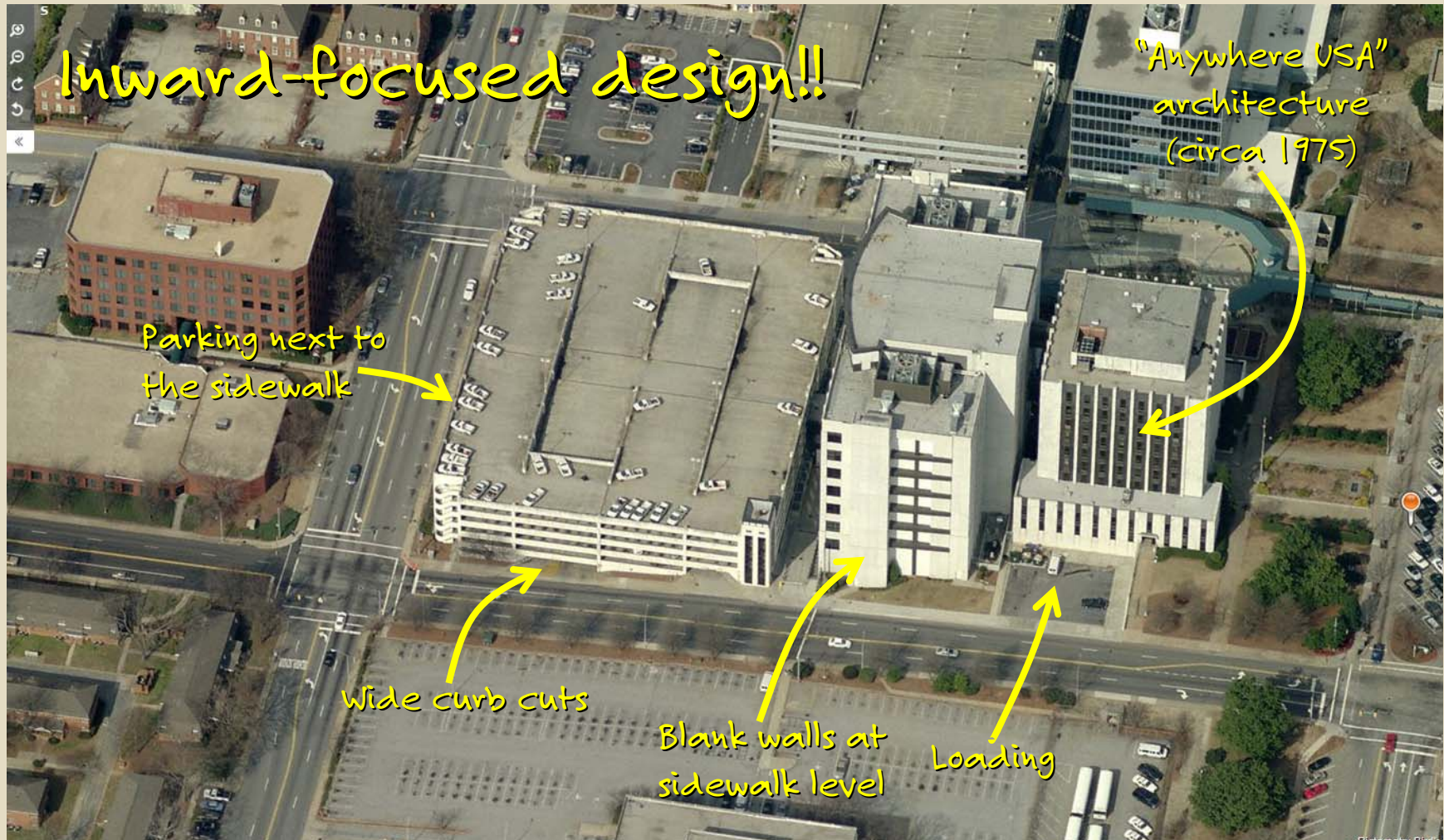
- Downtown TSADS (1973)
- Town Center Plan (1982)
- Strategic Plan (2000)
- Avondale MARTA LCI (2002)

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1960's-style Development



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1960's-style Development



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Current Planning



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Current Planning



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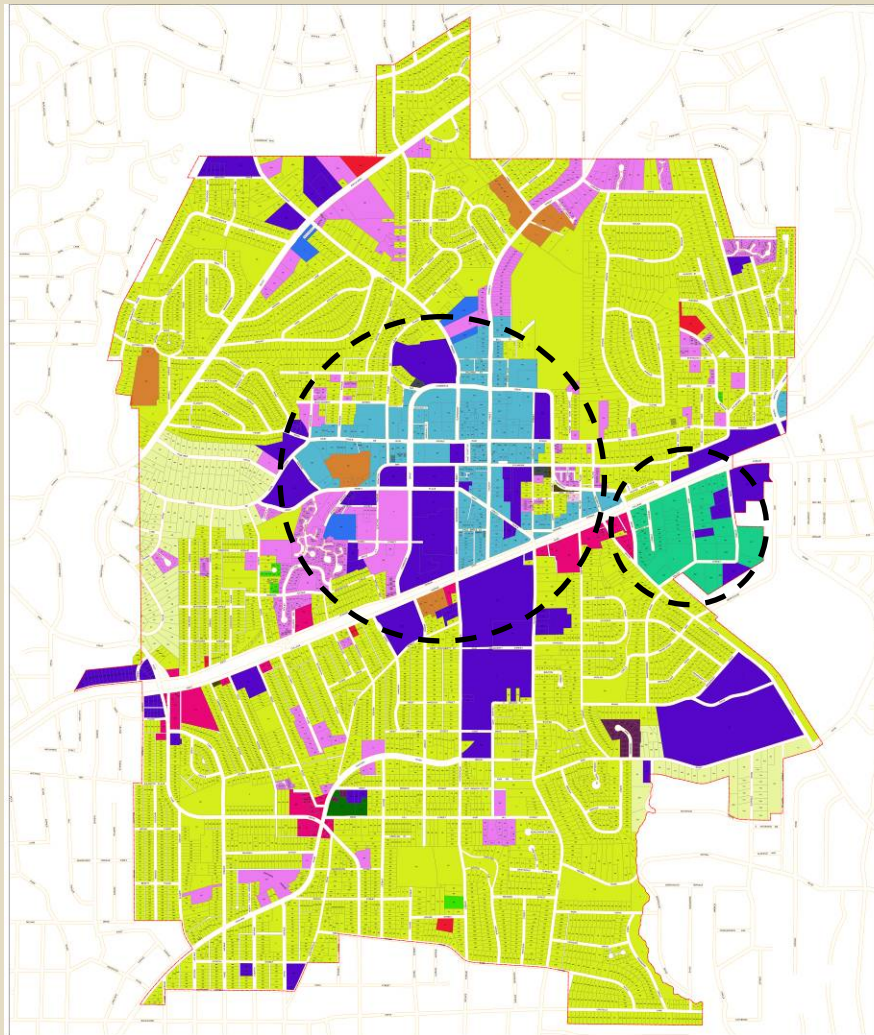
Current Planning



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Under-Developed Land: By-Right Zoning



Downtown

- C-2, C-1, I zoning
- 57.2 acres
- 80 ft; 70 units/acre

East Decatur Station

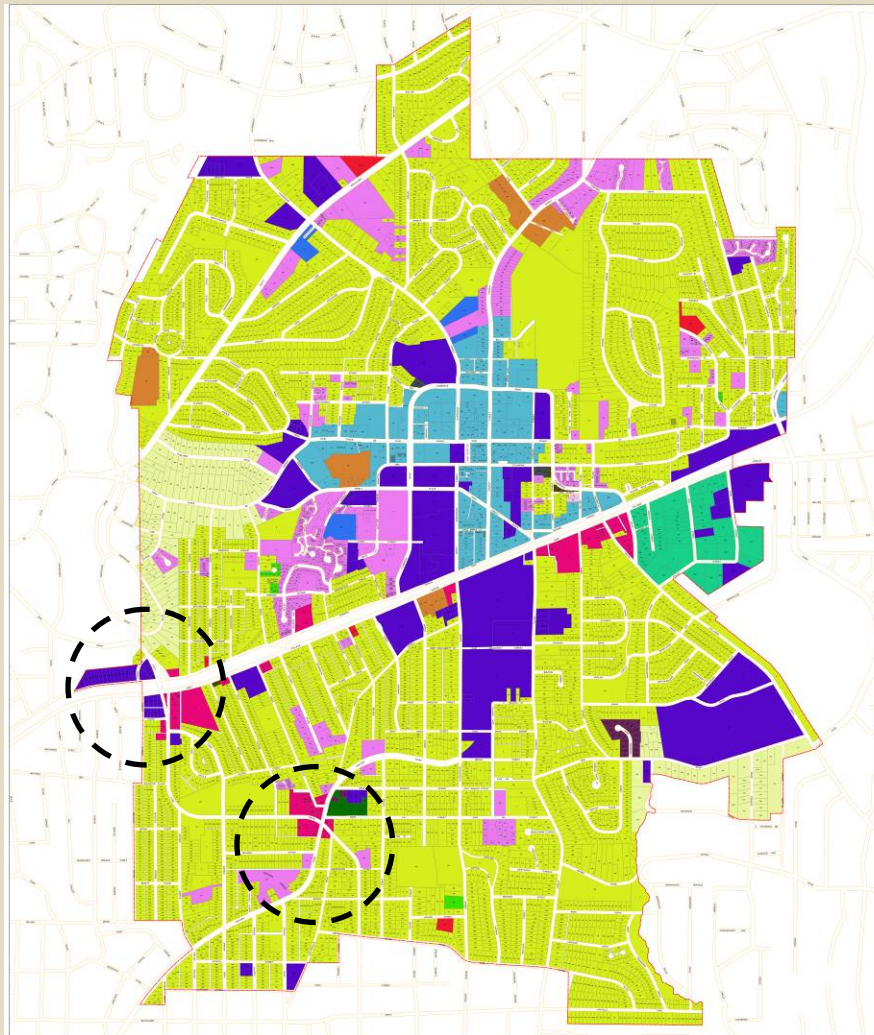
- C-3, C-1, I zoning
- 45 acres
- 40-45 ft; 43 units/acre

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Under-Developed Land: By-Right Zoning



NO.	ISSUE	DATE
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

DATE: 01/11/2011
DRAWN BY: JAMES GIBSON
REVISIONS: 001/11/11

East Lake MARTA

- I zoning
- 6.9 acres
- 40 ft; 0 units/acre

Oakhurst

- C-1, HDSF zoning
- 10.4 acres
- 40 ft; 17.4/43 units/acre

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Nothing's being built!

The Opportunity

- Economic slowdown
- Pro-active vision for growth
 - Scale and massing
 - Site design
 - Residential transitions
 - Architecture
 - Other objectives

Benefits:

- *Define what you want to be up-front!*
- *Greater certainty can attract developers who share Decatur's vision.*



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Financial Viewpoint

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Ponce de Leon Ave

Commerce Dr

401 ft

33°46'31.61" N 84°17'54.87" W

Data SIO, NOAA, U.S. Navy, NGA, GEBCO
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Apr 9, 2010

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Google

Eye alt 1389 ft

Decatur, GA

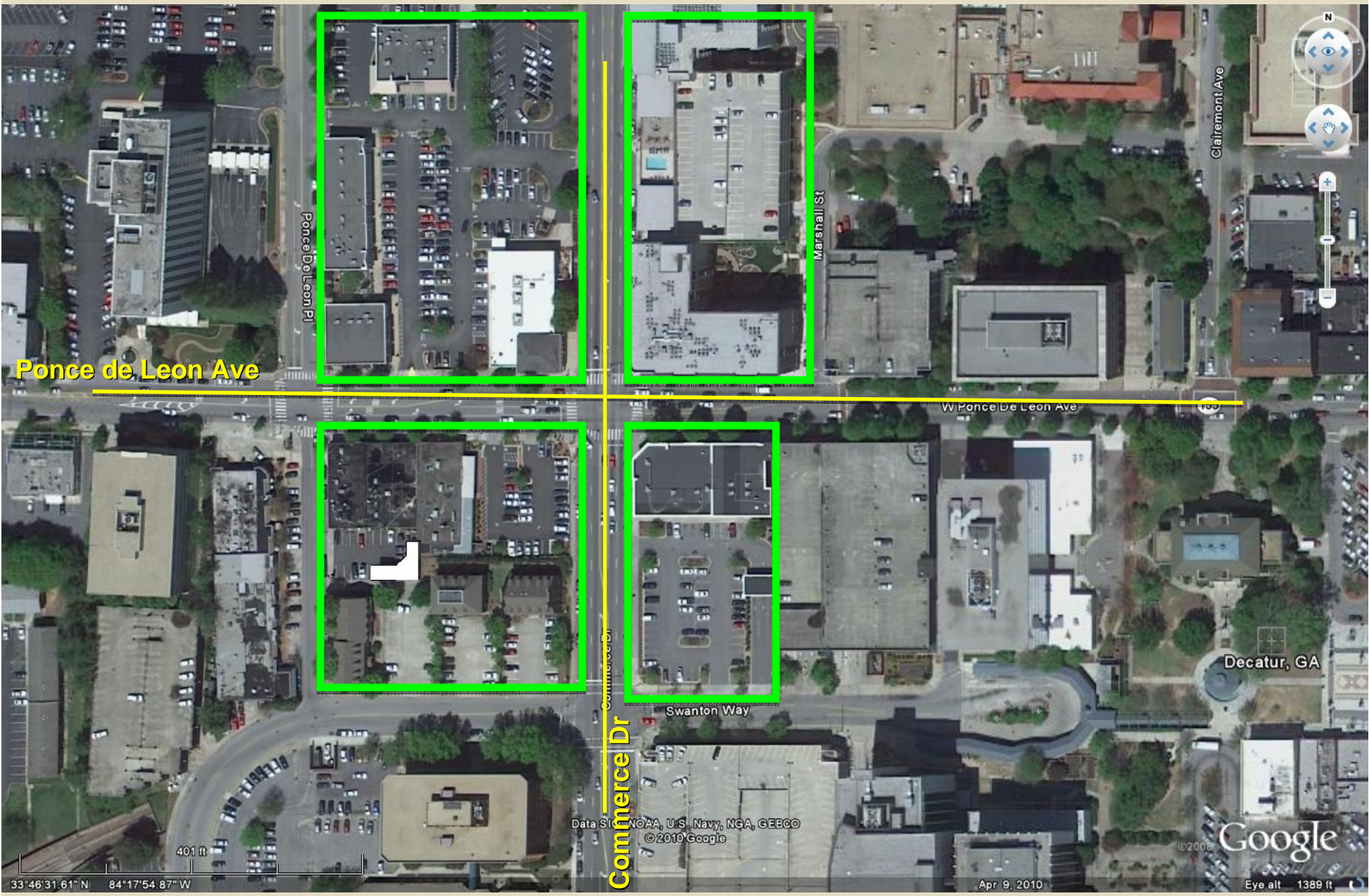
W Ponce De Leon Ave

Swanton Way

Marshall St

Clairmont Ave

Ponce De Leon Pl



Ponce de Leon Ave

Ponce De Leon Pl

Marshall St

Clairmont Ave

W Ponce De Leon Ave

Decatur, GA

Swanton Way

Commerce Dr

Data Sourced from NOAA, U.S. Navy, NGA, GEBCO
© 2010 Google

Google

Apr 9, 2010

Eye alt 1389 ft

33°46'31.61" N 84°17'54.87" W

401 ft





Risk: Mid
Return: Mid



Risk: High
Return: High



Risk: Low
Return: Low to Mid



Risk: Mid
Return: Mid



\$1,300,000



\$44,540,000



\$230,000



\$2,800,000



\$1,300,000



\$4,540,000

Likelihood of long-term
redevelopment??

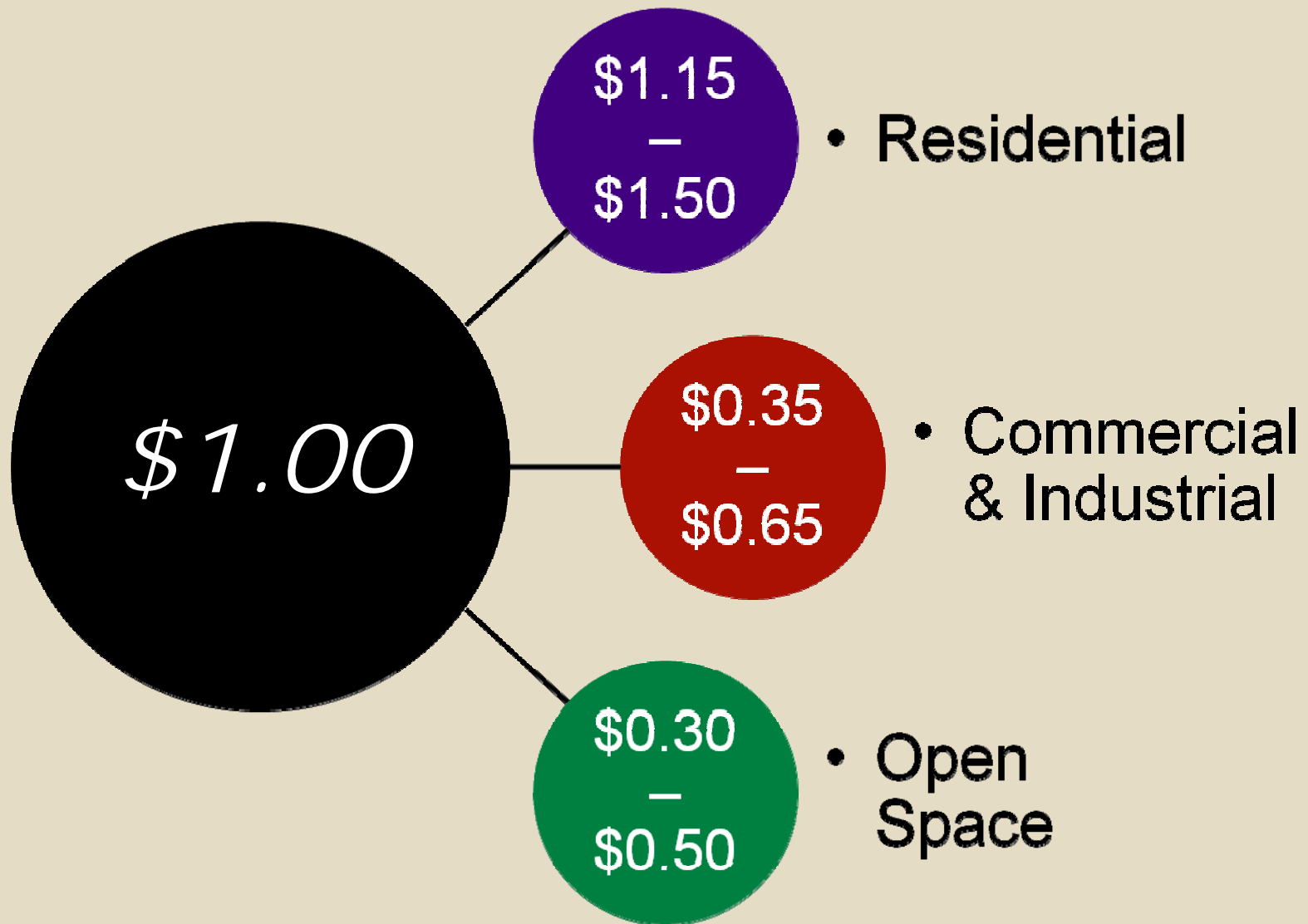


\$230,000



\$2,800,000

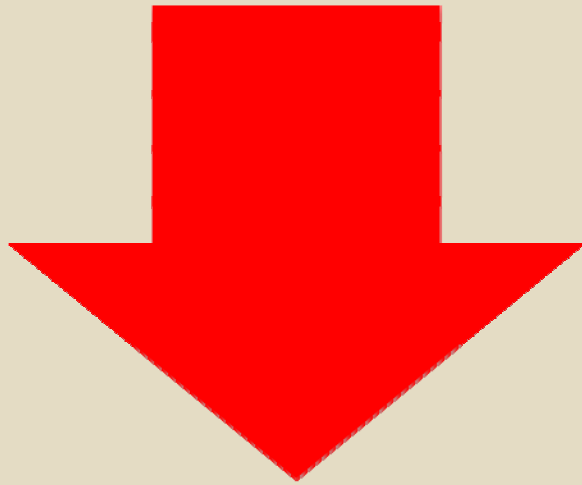
Costs of Community Services



MUNICIPALITY	DEVELOPMENT TYPE (LAND USE)	SCHOOL DISTRICT
+	Research Office Parks	+
+	Office Parks	+
+	Industrial Development	+
+	High-Rise/Garden Apartments (studio/1 bedroom)	+
+	Age-Restricted Housing	+
+	Garden Condominiums (1-2 bedrooms)	+
+	Open Space	+
BREAKEVEN POINT FOR MUNICIPALITY		
-	Retail Facilities	+
-	Townhouses (2-3 bedrooms)	+
-	Expensive Single-Family Homes (3-4 bedrooms)	+
BREAKEVEN POINT FOR SCHOOL DISTRICT		
-	Townhouses (3-4 bedrooms)	-
-	Inexpensive Single-Family Homes (3-4 bedrooms)	-
-	Garden Apartments (3+ bedrooms)	-
-	Mobile Homes (unrestricted as to occupancy locally)	-

Source: The Center for Urban Policy Research

Development Math



Costs:
land, market feasibility,
design (site & building),
loans, construction
(materials & labor),
transactional, legal, RE
agents, marketing,
operations



Revenues:
sales, leasing

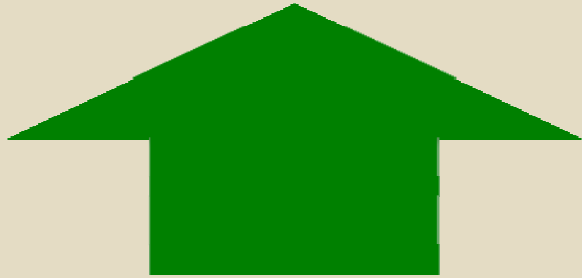


High Quality Design
Affordable Housing
Open Space
Roadway Improvements
Infrastructure Improvements
Green Building
Specialized Materials
Street Connections
Additional Amenities

Costs:

land, market feasibility,
design (site & building),
construction
(materials & labor),
transactional legal, RE,
advertising, marketing,
operations

Revenues:
sales, leasing



Infrastructure Improvements

High Quality Design
Affordable Housing
Open Space
Roadway Improvements

Costs:
land, market feasibility,
design (site & building),
loans, construction
(materials & labor),
transactional, legal, RE
marketing,
operations

Green Building
Specialized Materials

Street Connections
Additional Amenities

Revenues:
MORE sales,
MORE leasing



Potential Planning Techniques

(or how to make sure development benefits the community)

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What is density?

Density is the amount of stuff (usually floor area, dwelling units, or people) per amount of land.



Why can it be so controversial?

Because poorly-planned development benefits nobody.



Comparison of "Density"



Tysons Corner, VA



Charleston, SC

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Why can it be so controversial?

Density requires urbanism!



Urbanism: General

- Communities that are:
 - Compact,
 - Connected, and
 - Complex
- Quality sidewalks
 - Street trees and furnishings
- Street-oriented buildings
 - Storefronts
 - Stoops and porches
 - Outdoor dining
- Active ground floor uses
- Discrete parking



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Urbanism: Parking Decks

- Parking decks should behave like any other building
 - Sidewalk orientation
 - Active ground floor-uses
 - Contextual design



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Mixed-Use Development

- Vertical mixed-use
- Horizontal mixed-use
- Less driving, more walking
- Reduced spending on transportation, resulting in more affordable housing
- Healthier lifestyle
- Environmentally sustainable

Horizontal mixed-use development is the historic model for most southern small towns



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Transit Oriented Development (TOD)

- Development that is
 - Near transit
 - Walkable
 - Mixed-use
- Includes public space
- Reduces and manages parking



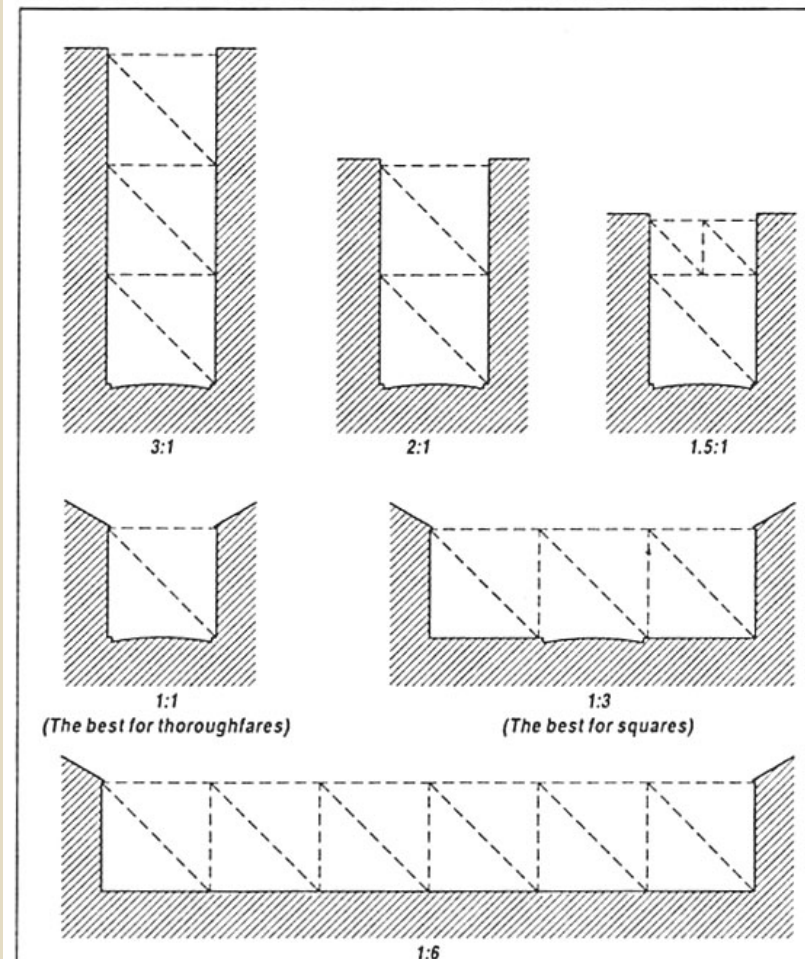
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Building Scale

- Scale is more about proportions than height
 - 1:1 ideal for streets
- Taller buildings on wider streets

SPATIAL DEFINITION BY HEIGHT-TO-WIDTH RATIO



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Charleston, South Carolina

2 and 3 story buildings, 40 ft building-to-building distance

1:1 ratio

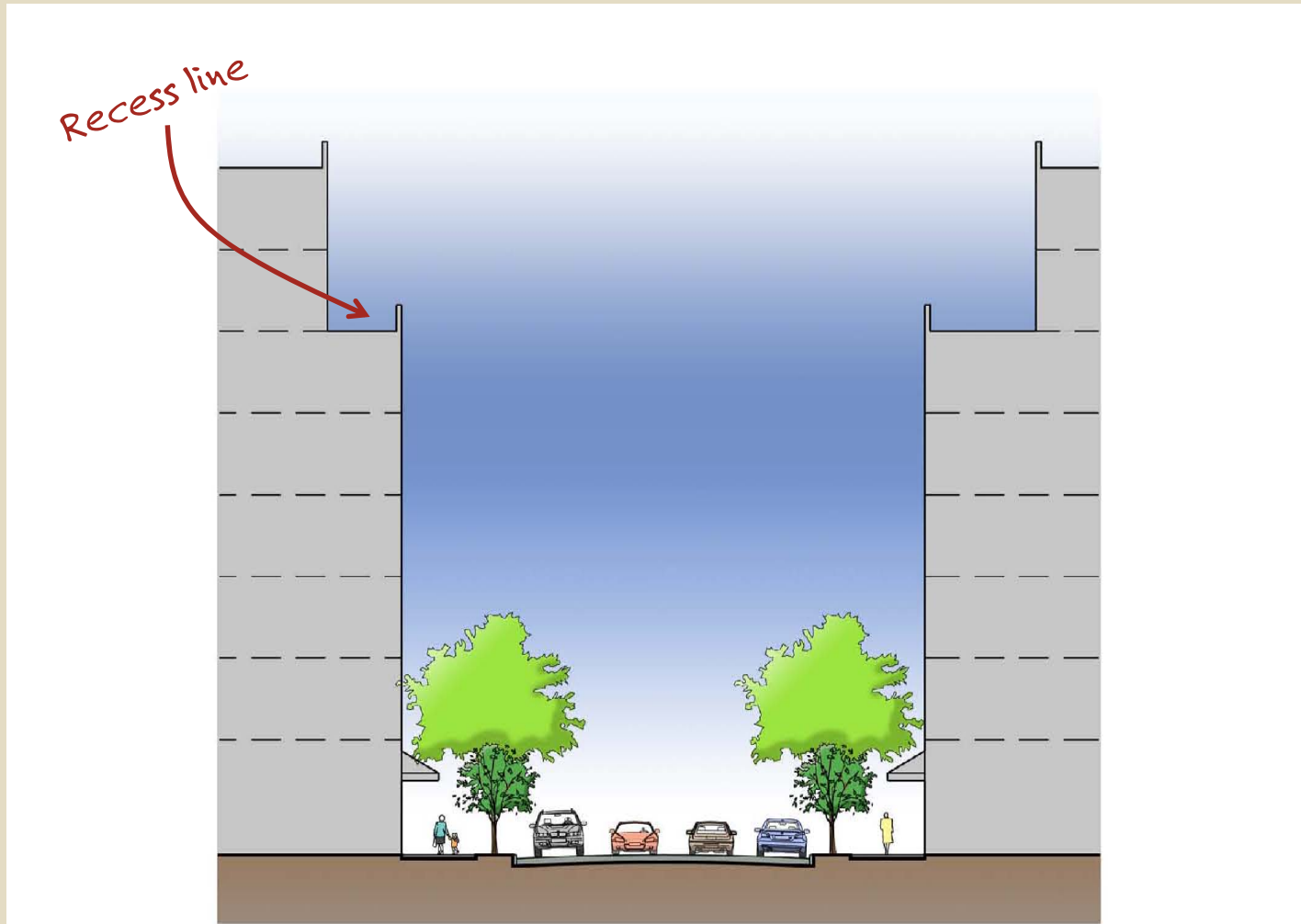


Boston, Massachusetts

6 to 8 story buildings, 100 ft building-to-building distance

1:1 ratio

Building Scale



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Building Scale



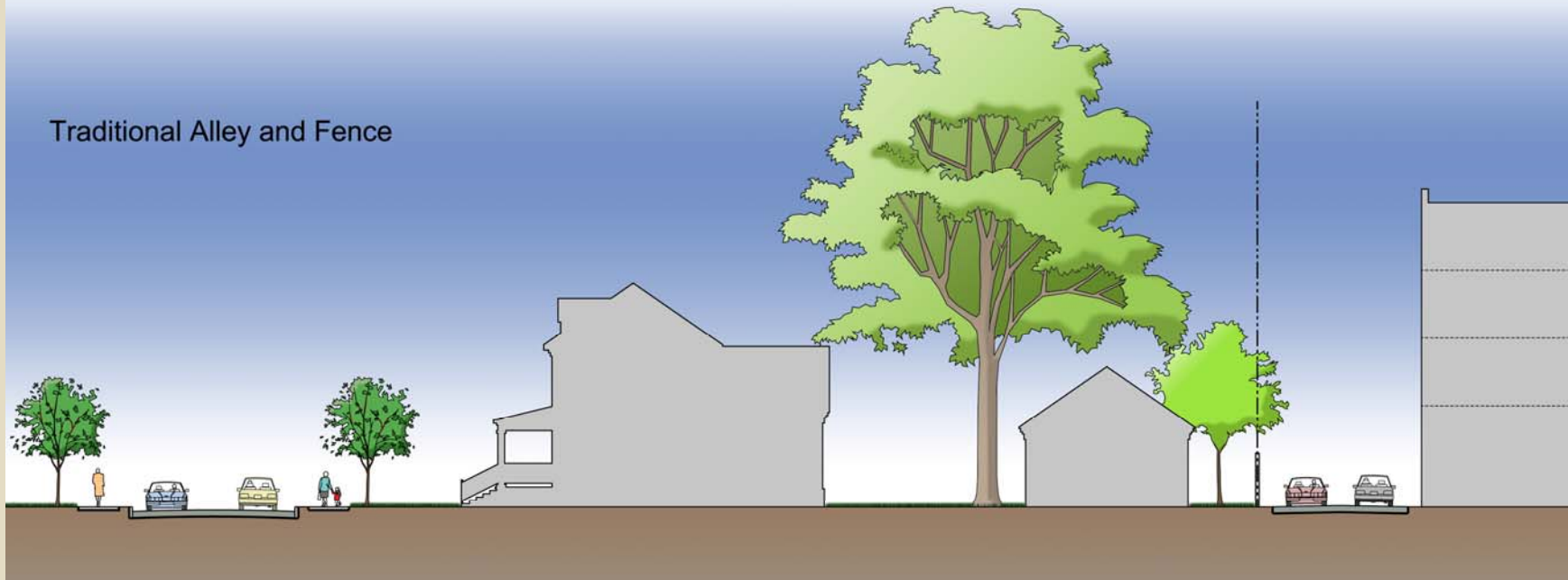
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Transitions: Historic

Alley or lane

Traditional Alley and Fence

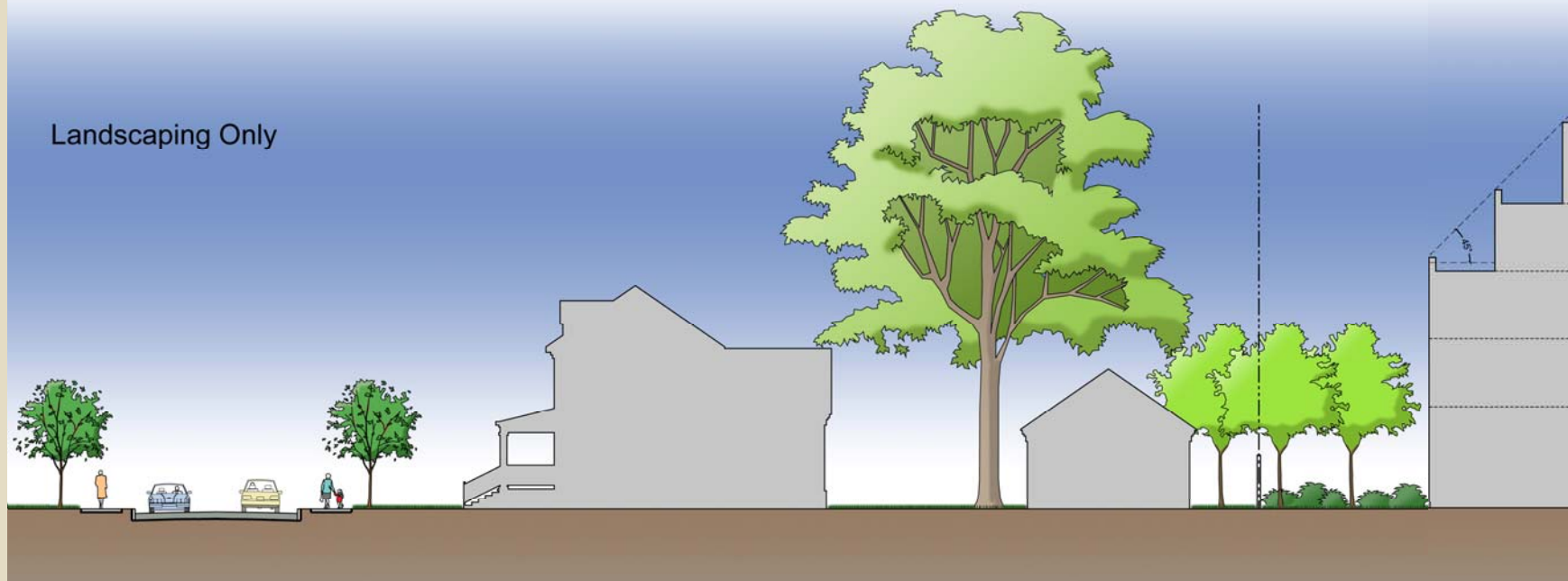


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Transitions: Current

Height limiting plane and landscaping



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Height Limiting Plane



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Transitions: Potential options

Townhouse scale

Transitional Uses - Townhome



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Working Groups

(how do we get the love we want?)

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