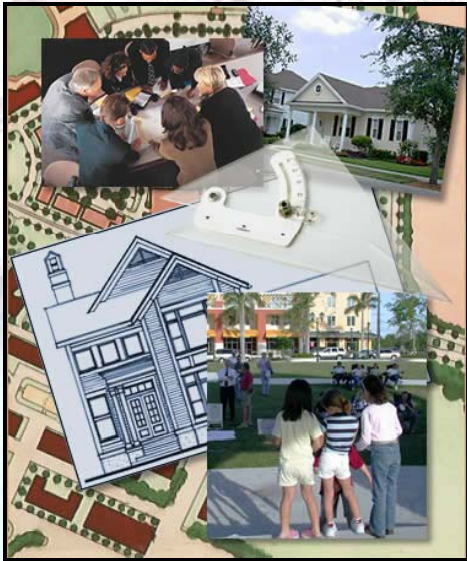


Designing Better Places: Hands-On Design Training for Public Officials

**Marie L. York, FAICP
Florida Atlantic University**



Wouldn't it be great if...

So we did

Team of community leaders

Nine months gestation

Trained 40 elected officials

Transformed 33

communities

Healed wounds

Won three state awards

Design Institute Mission: to improve communities by offering elected officials training in smart growth and design—to inspire.



Each biannual Design Institute session provides in-depth design training for four elected officials from four communities.

Where's the Money?

Foundations

Universities

Sponsors

FREE TO PARTICIPANTS



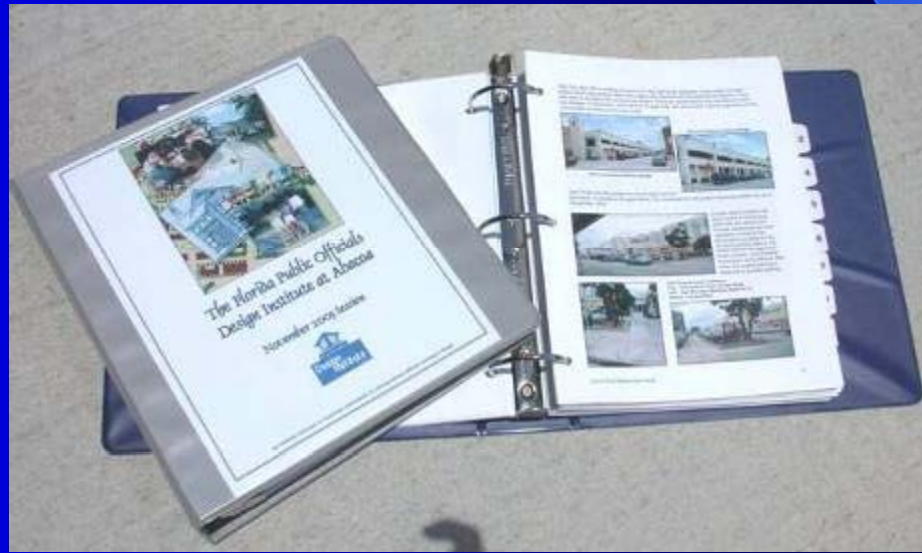
First Steps

Issue invitations

Meet with each of 4

Select 4 study sites

Prepare briefing book



Briefing Book—Tell the Story



Coconut Creek Main Street Study

Identify Resource Team

Urban designers

Architects

Developers

Landscape architects

Public officials

Finance/economics

Public policy

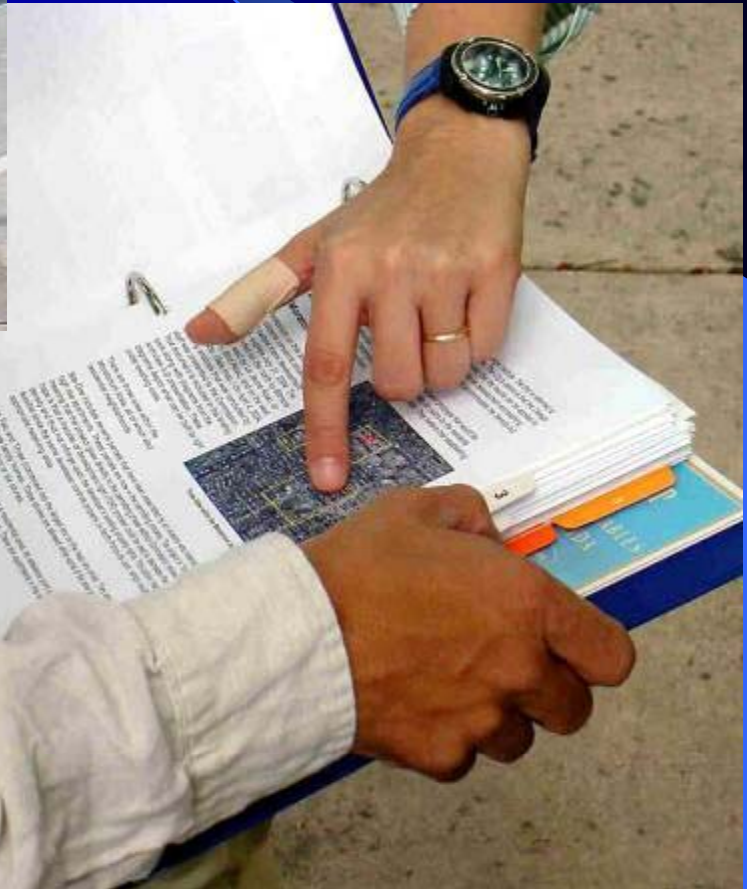
Attorneys

Specialty (TDRs)



**Send
them out
for site
visits**





Coral Gables site visit

Feed Them Well





The pleasure of your company is requested by
Frank T. Brogan, President, FAU
and
Kristen O. Murtaugh, Vice President
MacArthur Campus, FAU
to enjoy the warm breezes and tropical
setting at the home of:
Rick Gonzalez, AIA Architect
and
Karen Gonzalez, Interior Designer
for a reception honoring the
Public Officials and Resource Team of the
Florida Public Officials Design Institute at Abacoa
Thursday, May 13th, 2004
from 4:30 until 6:30
at 461 Olympus Drive
Juno Beach

RSVP to: Tammy @ REG 659-2383
See reverse side for directions



**Dinner with
FAU President
Brogan**

Public Lecture National Expert



National Experts-Speakers

- **Ed McMahon** : *Sustainability: What Does It Mean and Why Is It Important?*
- **Kathy Madden** : *Placemaking: Principles Needed For Communities In Creating A Great Place To Live*
- **John McIlwain** : *Designing For Housing Choice: How Communities Can Provide Housing For Everyone*
- **Michael Wallwork**: *Transportation & A Sense Of Place*
- **John Classe**: *Baldwin Park: New Life for Old Places*
- **Walter Kulash**: *Good Bones: Pretty Faces, Great Places*
- **Dr. Charles Bohl**: *Place Making: Developing Town Centers, Main Streets & Urban Villages.*
- **Jonathon Barnett**: *Redesigning Cities: Principles, Practice, Implementation*
- **Charles Jordan**: *Urban Parks and Places*
- **Robert Gibbs**: *The Essentials of Retail: What Works and Why*
- **Honorable Joe Riley**: *Urban Design Vision & Realization*

A Good Night's Sleep

Inaugural Class of October 2002



Mara Giuliani



Michael DiTerlizzi



Rodney Romano



Katy Sorenson

**Hollywood
Martin County
Lake Worth
Miami-Dade**

Regional Connection

**Working sessions
are facilitated by
program director &
design experts**



Day long working sessions facilitated by Director & design team.





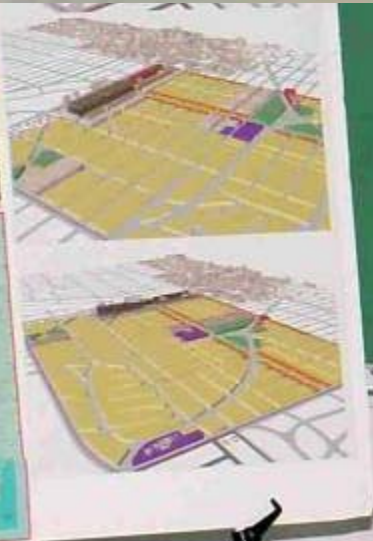
**Design team
selected to match
issues. Shown here
-- developer and
transportation
designer**

Speakers -- Resource Team









Give Them Breaks

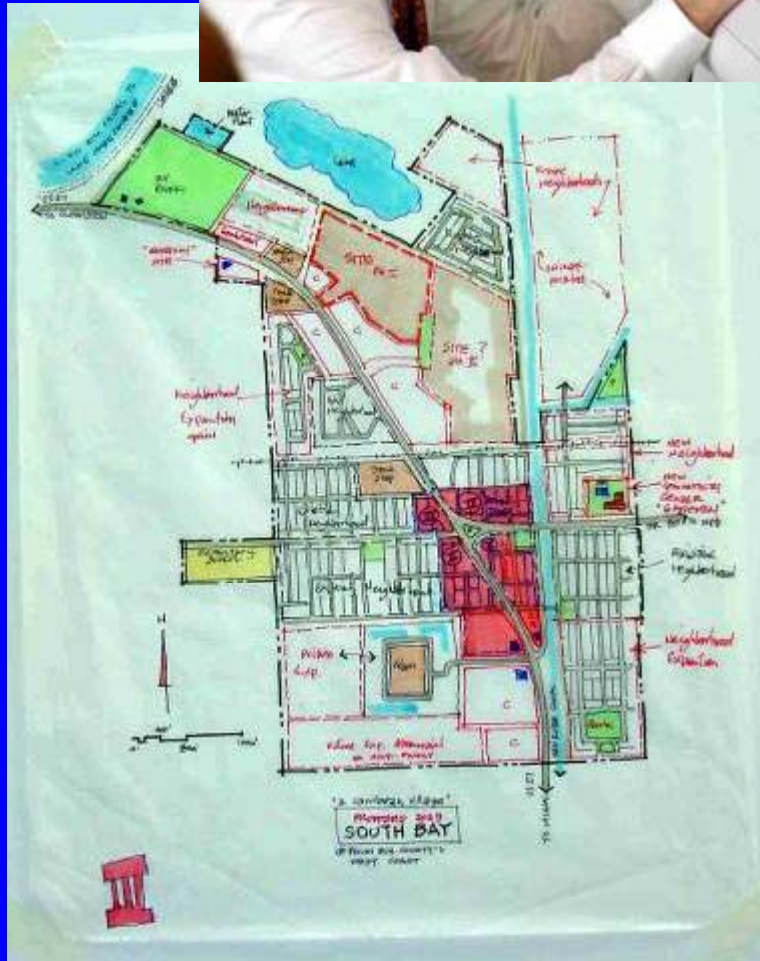


Class of April 2003



**Keynote address --
Retail Analyst Robert
Gibbs, Michigan**

NJ expert on TDRs Memphis designer South Bay detail



Acknowledge Them for Their Leadership



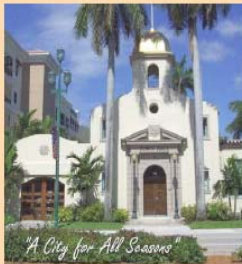
Document the Outcomes

Provide Feedback to Staffs

Address Community Leaders

Final Reports on Website

Design Institute Report



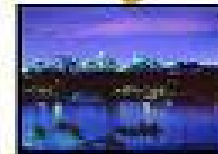
PARTICIPATING OFFICIALS:

COUNCIL MEMBER SUSAN HAYNIE, CITY OF BOCA RATON
COMMISSIONER SYLVIA POITIER, CITY OF DEERFIELD BEACH
COUNCILWOMAN LYNDA BELL, CITY OF HOMESTEAD
VICE-MAYOR STEVE LOSNER, CITY OF HOMESTEAD
MAYOR SHIRLEY GIBSON, CITY OF MIAMI GARDENS

FLORIDA PUBLIC OFFICIALS DESIGN INSTITUTE AT AIAA 00A

DECEMBER 2004

Design Institute Report



PARTICIPATING OFFICIALS:

DEALER JEFF FOWLER, CITY OF GULFWAY BEACH
COMMISSIONER DON MITCHELL, CITY OF FORT LAUDERDALE
COUNCILMAN ROBERT YAMMILL, CITY OF DORAL

Results: Coconut Creek

The City Commission unanimously approved the Design Standards in 2004, ensuring that future development is cohesive, well designed with a mix of uses and a sense of place. In 2006 City approved mixed-used “green LEED” project.

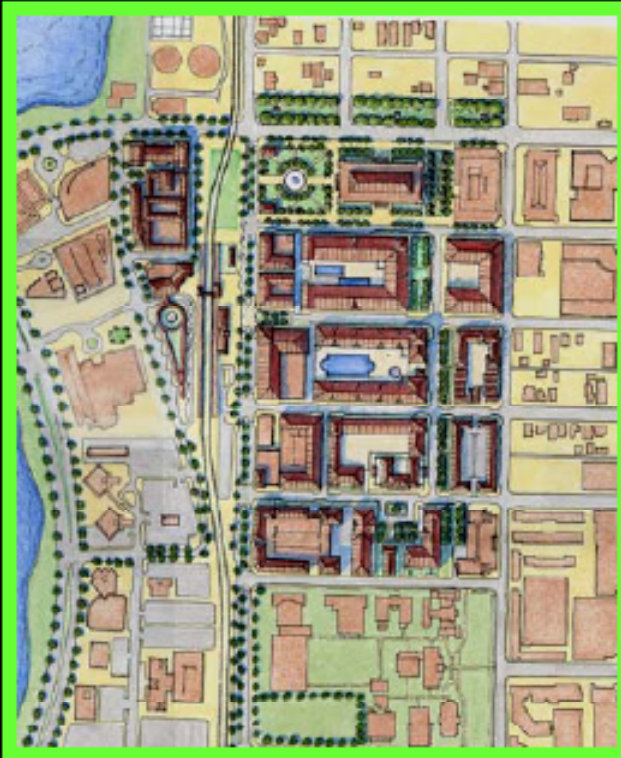


Night Time Rendering – NE Bird's Eye View



In 2005, the Coconut Creek Main Street Design Standards received an Award of Excellence in Planning from the Florida Chapter of the American Planning Association.

Downtown West Palm Beach TOD



- **2,000 New Residential Units**
Min. 20% workforce = 400 units
- **1 Million SF Non-Residential Uses**
Federal Block: New Courthouse & Plaza
Other Blocks: Mixed-Use
 - Ground Floor: Retail at Key Locations
 - Upper Stories – mostly Residential
- **Improve Tamarind**
Streetscape, Building Placement, Uses
- **Create new North/South Street**
- **Increase Private Ownership**
From 90% public to 90% private

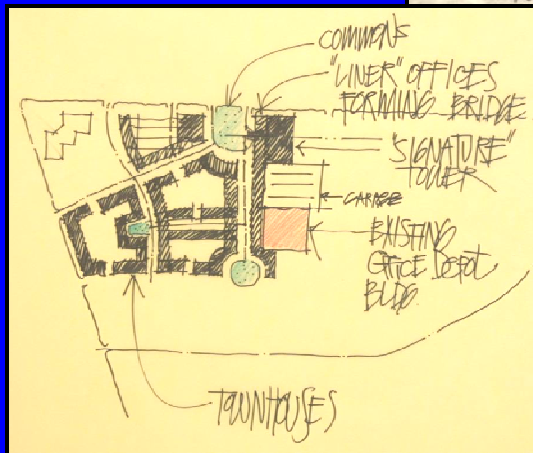
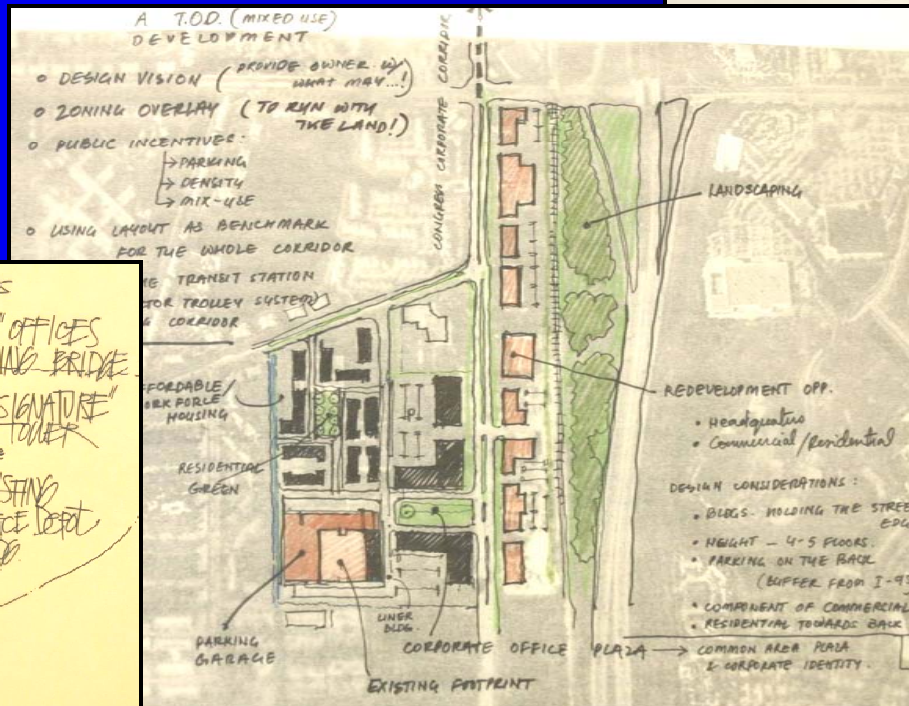
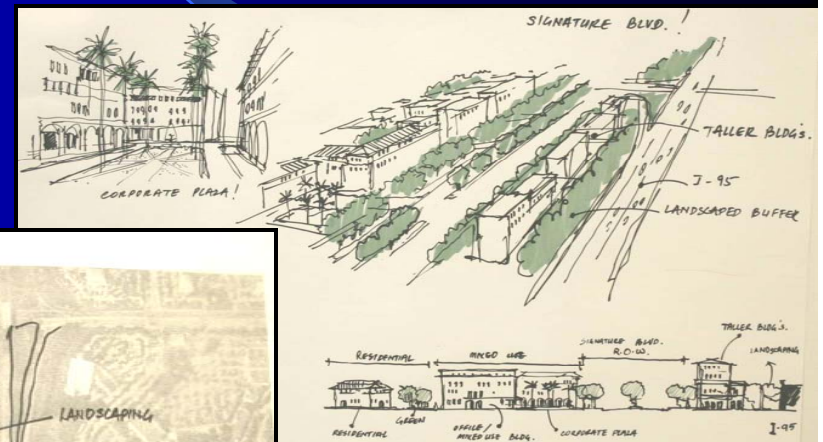
"When we do this we're going after the Nobel Peace Prize, then we'll address world peace and then we're going to the Middle East," PBC Commissioner Jeff Koons said of the complex process of trying to get numerous government agencies and private interests who own land in the 34-acre area to agree.



Delray Beach

Redevelopment efforts in a city that is 90% built out.

A thriving business corridor was conceived which resulted in a new overlay district for 225 acres along Congress Avenue.



**New development codes spur
North Miami Beach Fulford's
City Center (FCC)
development – over \$3.5
million -- Wal-Mart Custom
Design facing 15th Ave; 95
THs, infrastructure & design
improvements.**

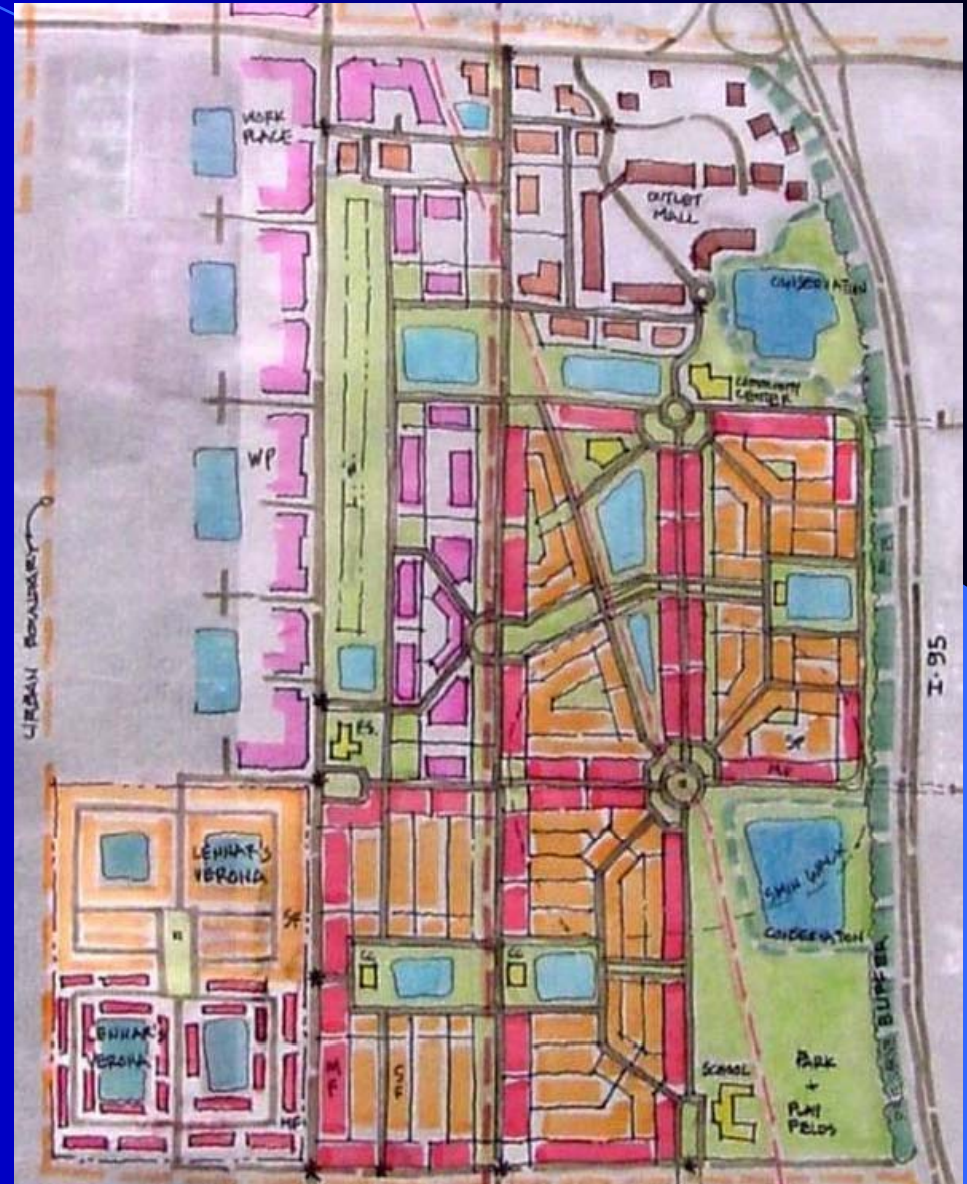


Deerfield Beach Redevelopment: Cove Shopping Center



Indian River County

The Challenge: To create a vision for a rural western area larger than the City of Vero Beach



Florida Design Institute has Won Three State-Wide Awards

*Council For Sustainable Florida's Governmental Award
Florida Chapter of Am. Planning Association Award of Merit
1000 Friends of Florida Better Community Award*



Taking Applications for South Florida program

December 4 & 5, 2008

Spring 2009

Expansion Plans???

Looking for partners
Will come to your town
Will train your team

Additional information:

www.floridadesigninstitute.org

myork@fau.edu

561-799-8689