

**Florida Redevelopment Association
Annual Conference
October 20, 2011**

Advancing the New Urban Paradigm

Kevin Tyjeski, AICP, LEED AP
Interim Deputy Economic Development Director
City of Orlando, Florida

What is Urban Design?

- The arrangement of buildings to define space and create opportunities for social interaction.
 - If buildings are too far apart, they are unrelated objects sitting in space.
 - If buildings are close to the street and to each other, they define space, creating memorable places.

-- Based on Allan Jacobs and Donald Appleyard, 1987,
Toward an Urban Design Manifesto.

Why is Urban Design Important?

- It can improve our quality of life; it can make us feel better.
- It can create places that we care about.

-- Based on Paul Goldberger, 2009, *Why Architecture Matters*.

Reference Projects

- **Baldwin Park Planned Development**
- **SoDo Town Center**
- **Dr. Phillips Center for the Performing Arts**

Baldwin Park Planned Development

- **Developer - Orlando NTC Partners**
- **Site - 1,096 acres, New Urbanist mixed-use neighborhood**
- **Development Program**
 - Attached Residential: 3,202 dwelling units
 - Detached Residential: 1,128 dwelling units
 - Total Residential: 4,400 dwelling units
 - Office: 614,000 sq. ft.
 - Civic: 244,000 sq. ft.
 - Village Center Retail: 190,000 sq. ft.
 - Village Center Office: 226,000 sq. ft.
- **Status**
 - PD approved July 1998
 - All development approvals in place

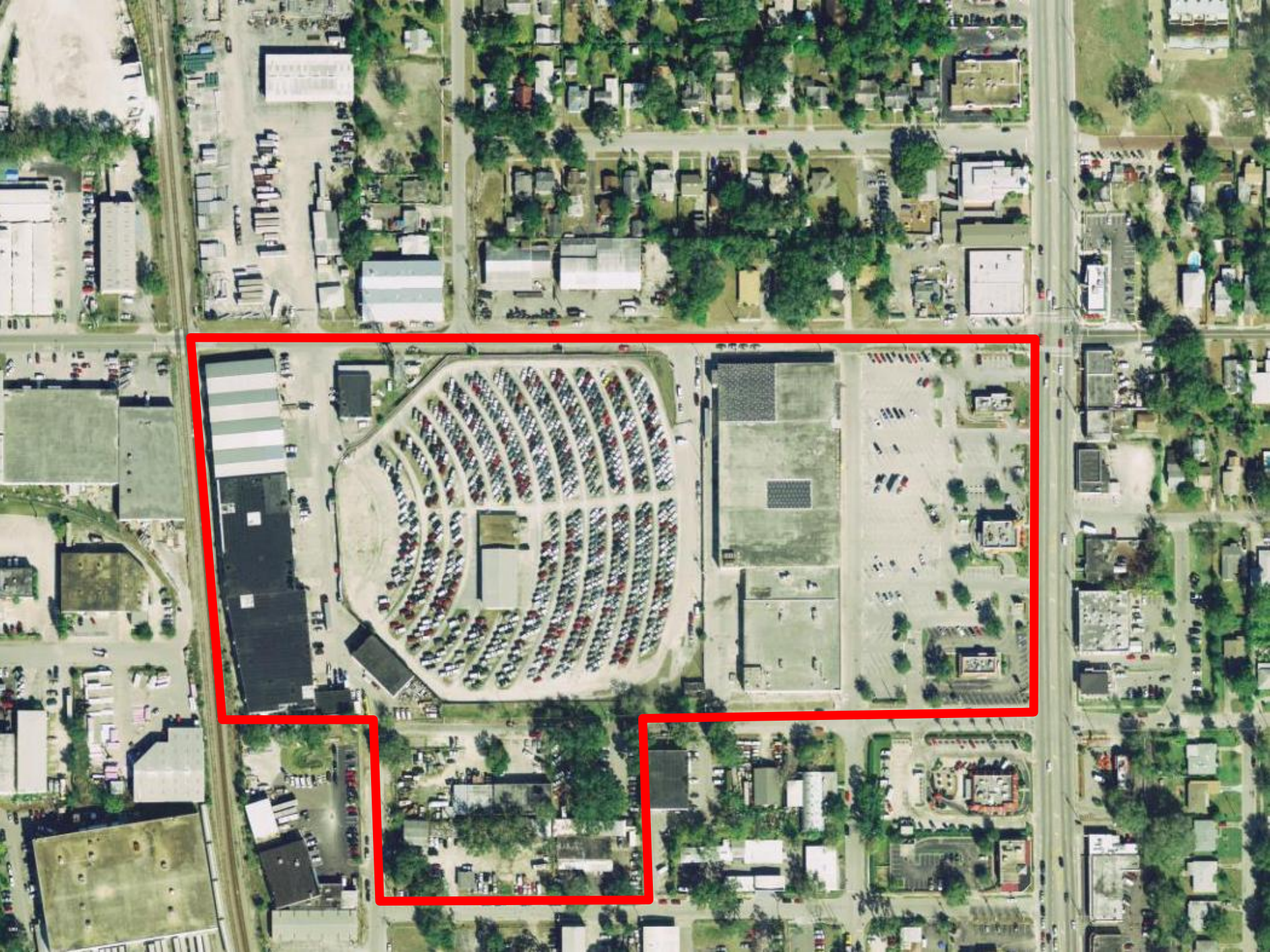






SoDo (South of Downtown Orlando)

- Developers
 - Kimco Realty Corp.
 - Wood Partners
 - North American Properties
- Site - 22 acres, urban infill main street
- Development Program
 - Office: 75,000 sq. ft.
 - Residential: 300 dwelling units
 - Retail/Restaurants: 370,000 sq. ft.
- Status
 - PD approved July 2006
 - Grand Opening October 2008







PERC TARGET


GRANDSTAFF
COMMERCIAL REAL ESTATE
FOR LEASE
CHARLOTTE MANLEY
407-302-6510
KIMCO

NO
LEFT TURN
ANYTIME
ON RED LIGHT

NO
TRUCKS
OVER
12 FEET
HIGH

NO
TRUCKS

TOW AWAY
ZONE
VEHICLES WILL BE TOWED
AT OWNER'S RISK
IF NOT MOVED WITHIN 24 HOURS



PARKING

LEFT TURN ONLY

TOW AWAIR ZONE



PARKING



EXIT DO NOT ENTER EXIT

ENTER CLEARANCE 8'-2" ENTER



EXIT

ENTER



Dr. Phillips Center for the Performing Arts

■ Development Program

- 2,700 seat Disney Theater (Amplified)
- 300 seat Community Theater
- 1,700 seat Multiform Theater (Acoustic)

■ Status

- Ground Breaking - June 2011
- Grand Opening - November 2013

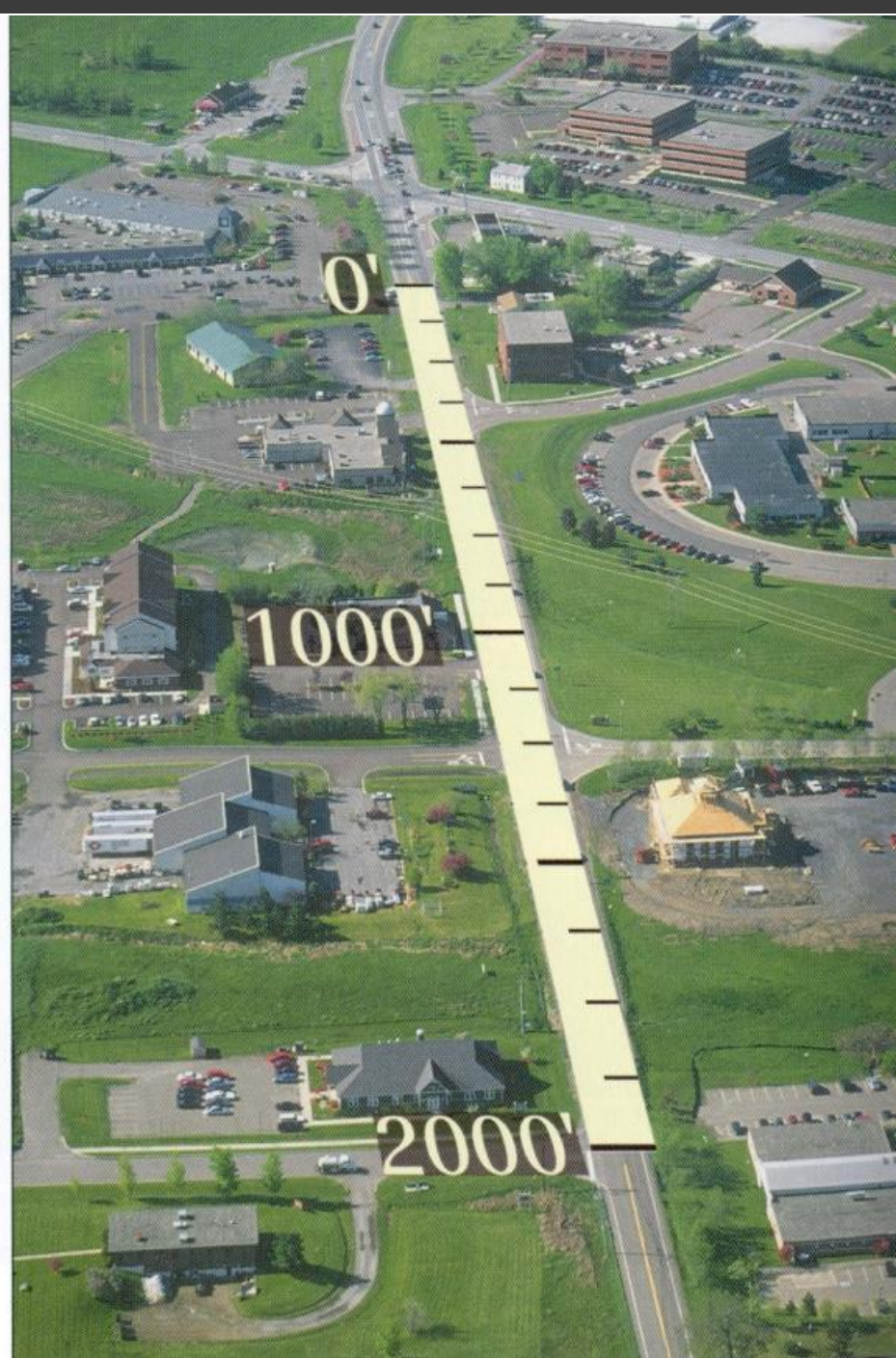
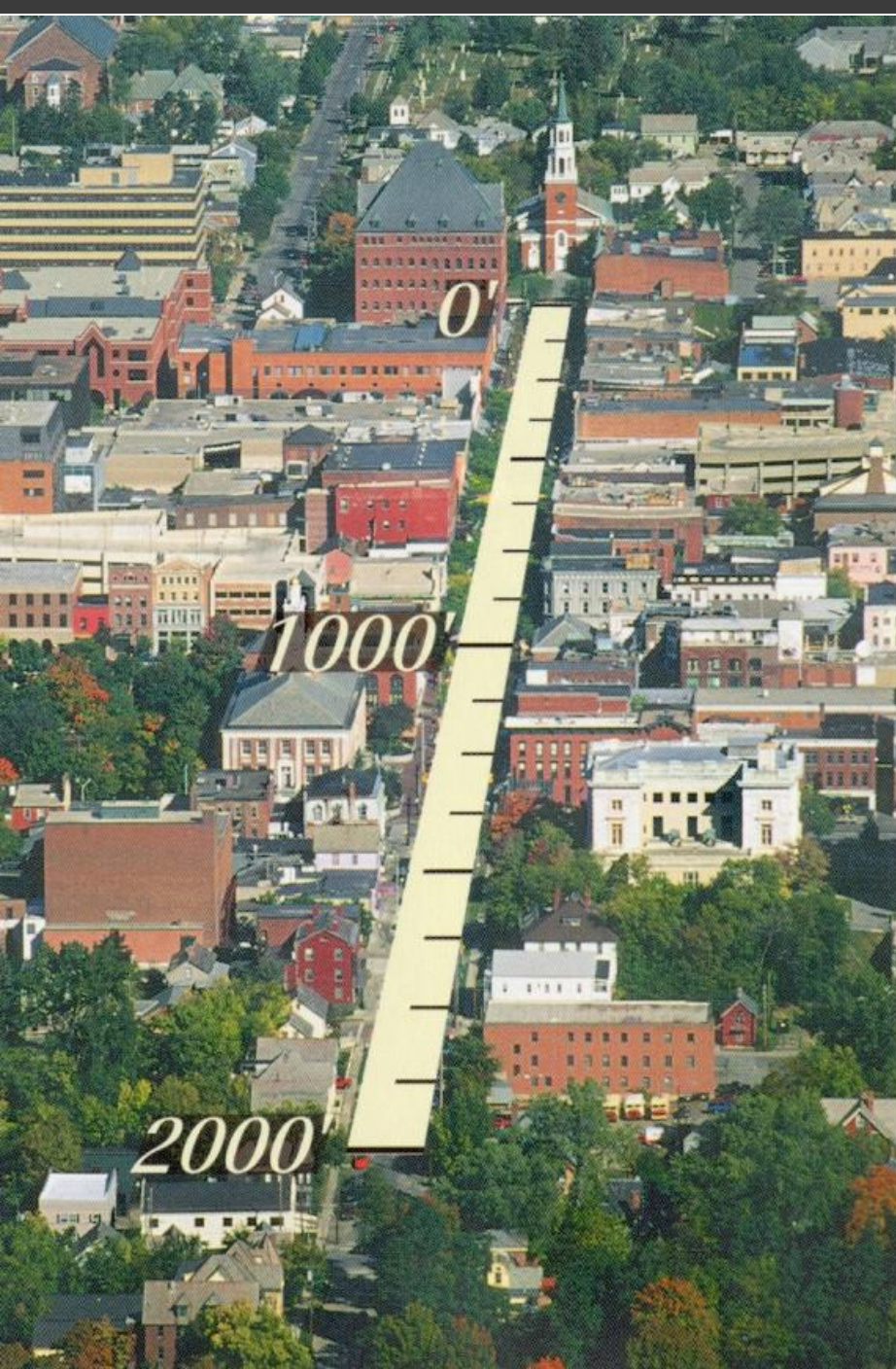


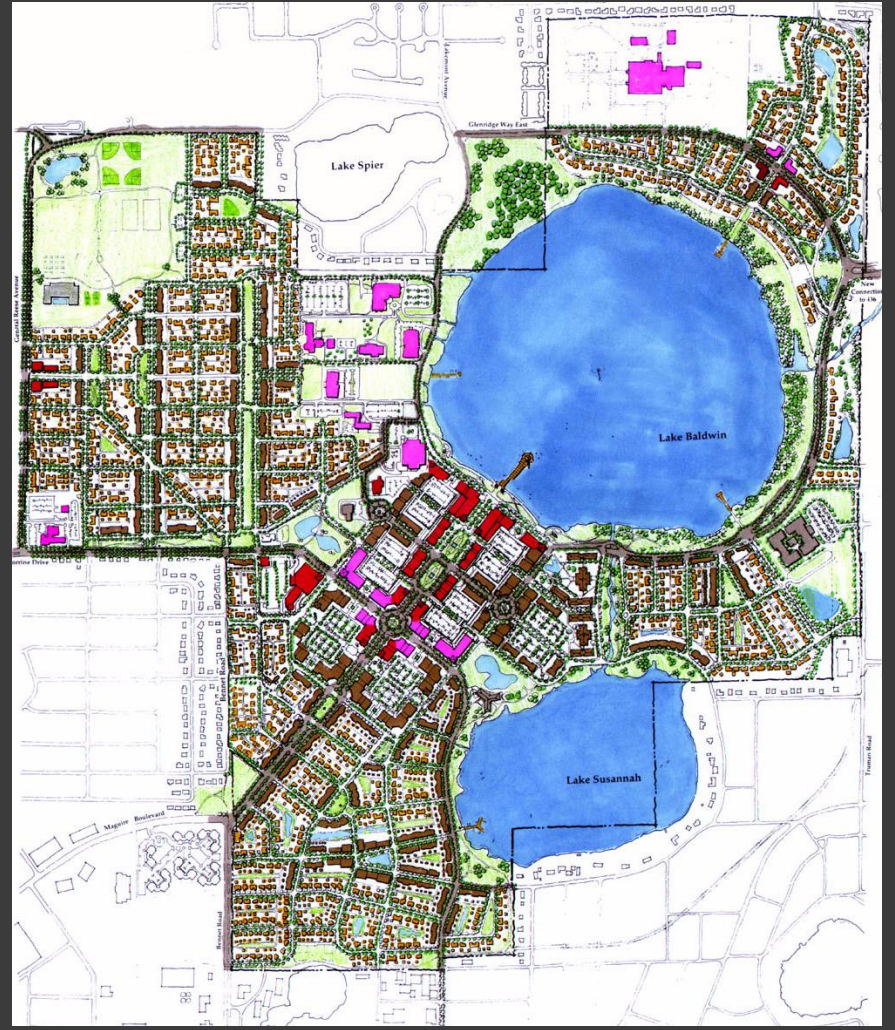
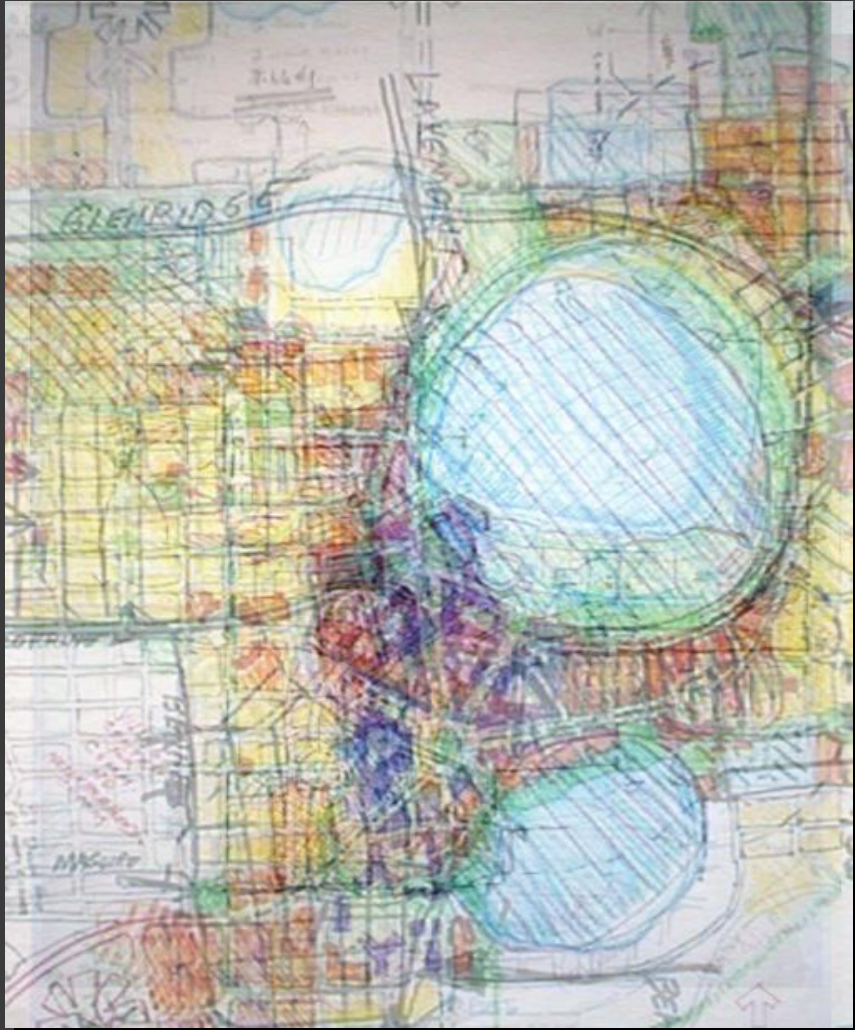
How do we advance the New Urban Paradigm?

■ Have a Vision

- A Vision is not merely a concept of an idea, it's a personal feeling.
- The vision sets the stage for everything.
- Your vision should tell a story about your project, so the designer and the client can imagine what it will become.
- That vision will dictate the design, architectural style, density, use and character of the development.
- The vision is the first step for establishing how this project will be different from others.

-- Chris Alexander, 1987, *New Theory of Urban Design*





How do we advance the New Urban Paradigm?

- **Have a Vision**
- **Establish a set of guiding principles**
 - Position statements that guide decisions regarding the design of the development



Guiding Principles Environment

- Lakes and natural features will be treated as amenities to be preserved, celebrated and protected.
- Continuous and connected open space systems will support diverse ecosystems and wildlife.

Guiding Principles Development Patterns



- A broad variety of housing types will be provided, including attached and detached housing, multifamily dwellings, and single-family homes.
- Most homes will be located within a 5 minute walk of a neighborhood green, a square or a civic use.



Guiding Principles Development Patterns

- A mix of land uses and residential densities will support a variety of lifestyle choices and needs.
- Gated communities will be prohibited.



Guiding Principles Development Patterns

- A Village Center within a 10 minute walk of most neighborhoods will promote the goal of a walkable community.
- The Village Center will be the community's commercial hub and principle public gathering place.



Guiding Principles Transportation

- Narrow streets, on-street parking, discontinuous streets, no four-lane streets, and other traffic calming measures will deter fast moving traffic.
- Multiple points of entry from surrounding neighborhoods will reduce trip lengths and maximize cycling and walking.



DPAC Design Considerations

Kevin Tyjeski, AICP
November 13, 2007





Florida is...outdoors –
tropical, sunny and clear.

Use large expanses of clear
glass to symbolize inclusion
– let everyone see in.



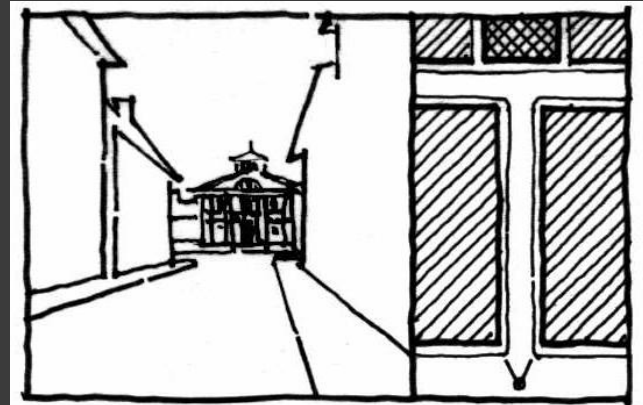
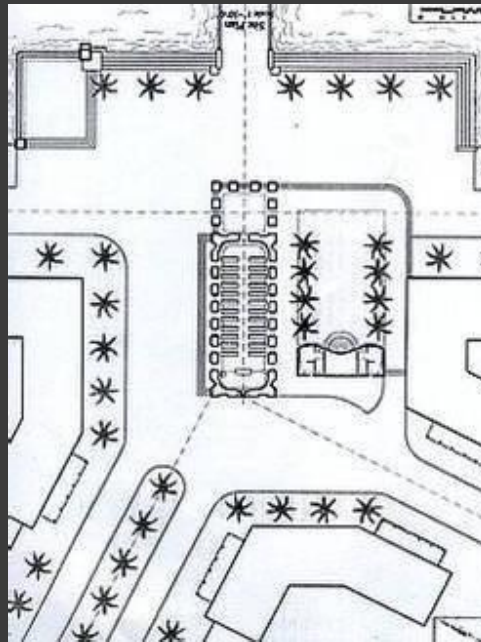
Provide generous sidewalks
so visitors feel comfortable
and welcome - not
claustrophobic.



Consider views from every direction.

Does the building terminate a vista?

How is the building perceived from a distance?



Terminated Vista



Deflected Vista



Layered Vista



Important buildings should be white, or a natural sand color - White to signify the building's importance and to appear cool and tropical; natural to symbolize timelessness.

Contrast the white or natural exterior with splashes of color. Interior walls seen through exterior glass walls can be particularly dramatic at night.



Create shade and shadow.
Shadows cast by deep overhangs provide relief from the intense Florida sun.

- Trees can filter and diffuse light, to cut down on glare and strong contrasts that are hard on the eyes.



- Silhouettes cast on building walls provide a subtle change in color and create visual interest – both during the day and at night.



Incorporate water to symbolize Florida's connection to the ocean and to the hours of relaxation Floridians spend around their swimming pools.



Brick streets, parking areas and drives provide color and human scale.









How do we advance the New Urban Paradigm?

- Have a Vision
- Establish a set of guiding principles
- Be careful



CVS/pharmacy

CVS
PHARMACY

CVS

Details Matter



1 HR
PARKING
8 AM
TO 6 PM
←

URT 38R



947



Face the Street





COLECTIVO

BMW-874

WALL
MARTIN




FIFTH THIRD BANK


FIFTH THIRD BANK

24 FITNESS
SUPERCENTER

Solo



24 FITNESS
SUPERSPORT



TACOBELL



TACOBELL



OLV café



Welcome to
Wine Country

FINE WINE
ABC
& SPIRITS





HUMAN





TWIST Asian Fusion

TWIST Asian Fusion

45



ONE WAY

Every front has a back



45
W. CENTRAL
LAKE

ONE WAY

199

SURGERY CENTER DROP OFF / PICK UP

DO NOT
ENTER

ONE WAY



LITRÉ

LITRÉ

BEARPATCH

TOOTH'S GALLE

Facial
Massage
Body Waxing

POP-OUT

The Brierpatch
Restaurant

252

WASTE PRO.
407-774-0800

CAUTION

CAUTION





214 - 216

Pannelli's Italian Restaurant




**FIRE
LANE**

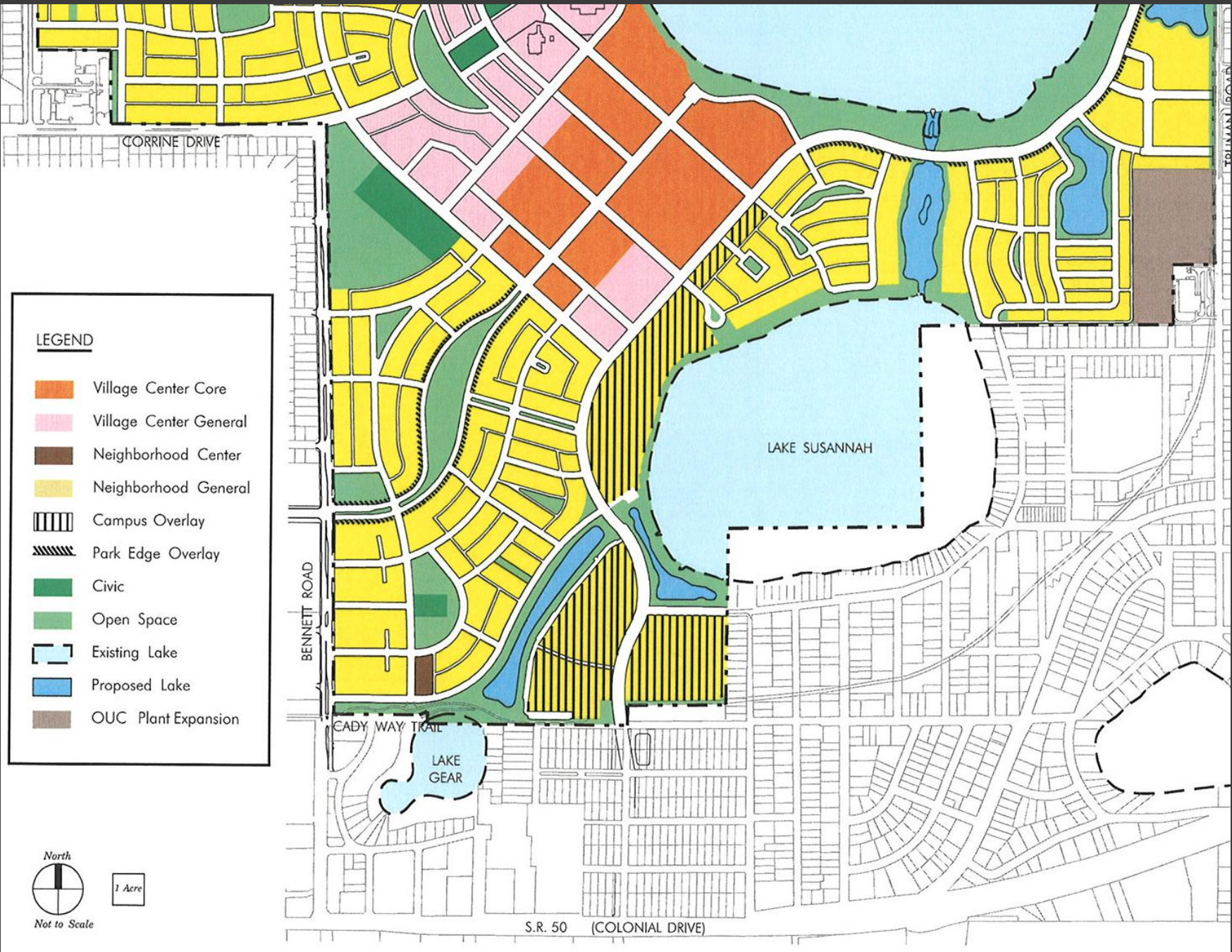
ALL...
**30 MIN
LOADING
UNLOADING
COMM. VEH.
ONLY**

PLEASE
CALL
407-638-7279
FOR SERVICE

**LOADING
AND
UNLOADING
ZONE**

How do we advance the New Urban Paradigm?

- Have a Vision
- Establish a set of guiding principles
- Be careful
- Don't be too careful



LEGEND

- Village Center Core
- Village Center General
- Neighborhood Center
- Neighborhood General
- Campus Overlay
- Park Edge Overlay
- Civic
- Open Space
- Existing Lake
- Proposed Lake
- OUC Plant Expansion

North

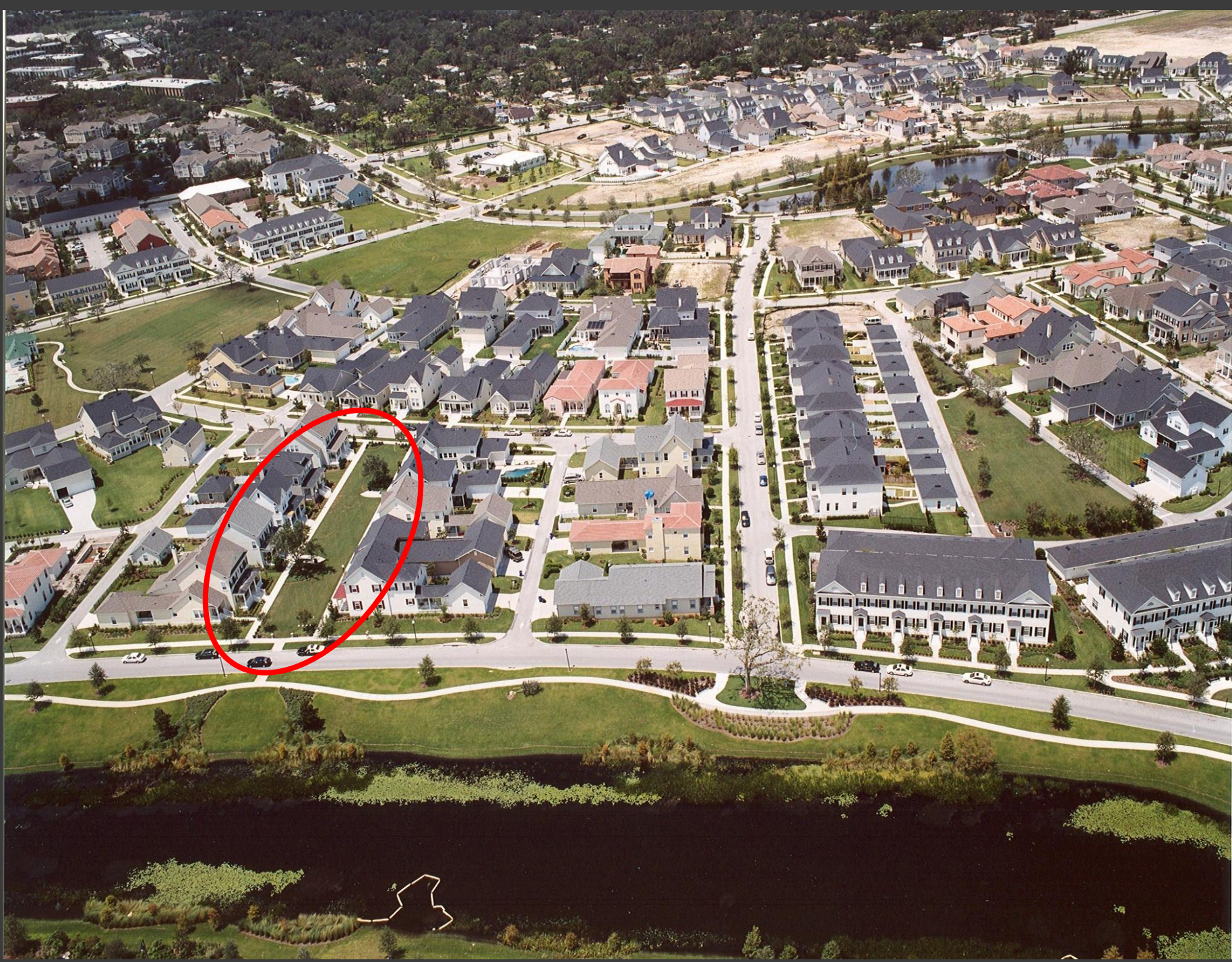
 Not to Scale

1 Acre


S.R. 50 (COLONIAL DRIVE)



Creativity Happens





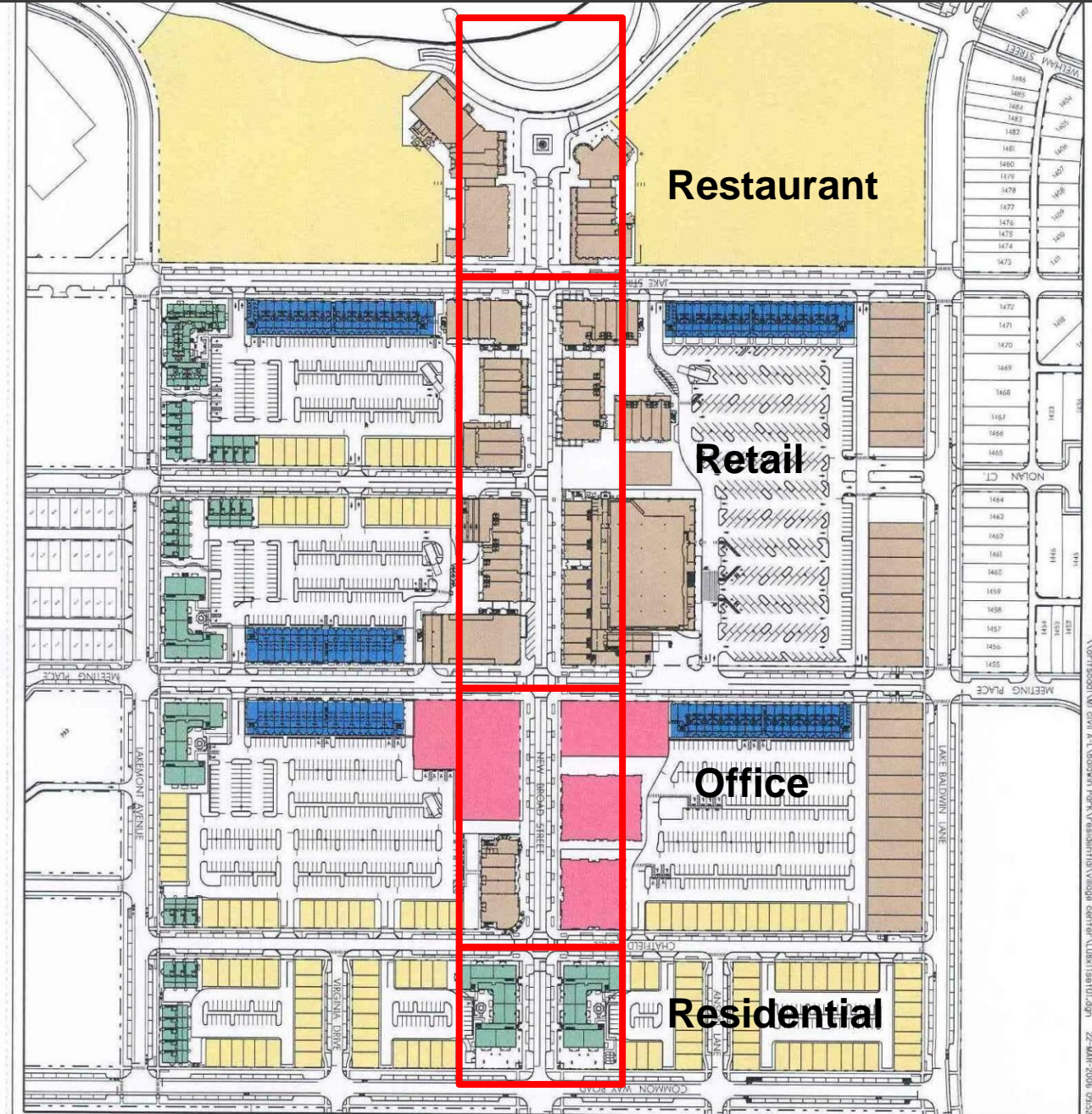
How do we advance the New Urban Paradigm?

- Have a Vision
- Establish a set of guiding principles
- Be careful
- Don't be too careful
- Remember, one size doesn't fit all



Not all sidewalks are created equal





Restaurant

Retail

Office

Residential

Northwood W. Civil & Landmark Park V. Residential/Village Center - U18x118x101.dgn 22-MAR-2006 09:52



New Broad Street Residential



New Broad Street Office



New Broad Street Retail



BALDWIN PARK

TEMPORARY
NO PARKING
9/20/19
6:00-5:00
TOWN HALL ZONE

WineS
TASTE
THE GOOD
LIFE
6
WineS

New Broad Street Retail



New Broad Street Restaurant



New Broad Street Restaurant

How do we advance the New Urban Paradigm?

- Have a Vision
- Establish a set of guiding principles
- Be careful
- Don't be too careful
- Remember, one size doesn't fit all
- 16 hours to success

Jason's deli

151

- ↑ Target
- ↑ TJ Maxx
- ↑ 24 Hour Fitness
- ↑ Orlando Orthopaedic Center

DIRECTOR



Winner:
2008
Mixed Use Development
of the Year

Live, Lunch and Play

How do we advance the New Urban Paradigm?

- Have a Vision
- Establish a set of guiding principles
- Be careful
- Don't be too careful
- Remember, one size doesn't fit all
- 16 hours to success