

Florida Redevelopment Association Conference
Redevelopment: Growing Communities and Building Opportunities
October 18-20, 2017

CRA Master Planning:

A Story of Two Communities From Vision to Implementation

10:30 a.m. – 11:30 a.m.



What is the Florida Center?

The Florida Center is an interdisciplinary research center within the School of Architecture and Community Design, part of the College of The Arts at the University of South Florida. It was founded in 1986 as a statewide research center to address urban and regional problems related to both natural and built environments and to provide design expertise, technical assistance, and applied research to assist Florida's growing communities.

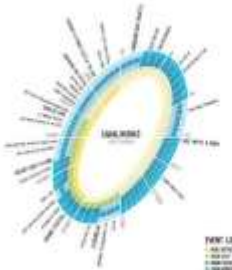


INTRODUCTION

The Center's work currently includes feasibility studies, urban design and redevelopment plans, resiliency analyses, needs assessments and community assessment surveys, and community engagement.



FCCDR Work | Master & Vision Planning



PROJECT LOCATION
 - CANAL WORKS
 - CANAL WORKS
 - CANAL WORKS



PROJECT OVERVIEW



SITE PLAN

- 1 CANAL CIRCUS / SPORTS FIELDS
- 2 ARCADE & OPEN FARM
- 3 SCULPTURE GARDEN
- 4 KAYAK & BOAT RENTAL
- 5 WATERFRONT CAFE
- 6 NORTH MARINA
- 7 RESTAURANT GARDENS & WILLOW WALK
- 8 AMPHITHEATER
- 9 MOVIE THEATER
- 10 PUBLIC PARKING GARAGE
- 11 BOAT SLIPS
- 12 CHILDREN'S PLAYGROUND
- 13 MIDDLE SCHOOL
- 14 PUBLIC LIBRARY
- 15 TRANSIT HUB
- 16 BARN HEDGES PARK
- 17 FARMERS MARKET
- 18 PUBLIC PARKING GARAGE
- 19 HEALTH & WELLNESS CENTER
- 20 BOUTIQUE HOTEL & CRAFT BREWERY
- 21 OBSERVATION TOWER
- 22 BOARDWALK
- 23 ART MUSEUM
- 24 CHILDREN'S ART MUSEUM
- 25 PUBLIC PARKING GARAGE
- 26 ORGANIC GARDEN CITY
- 27 FOUNTAIN SQUARE
- 28 KAYAK RENTAL STATION
- 29 SOUTH MARINA



BLOCK DEVELOPMENT STRATEGY

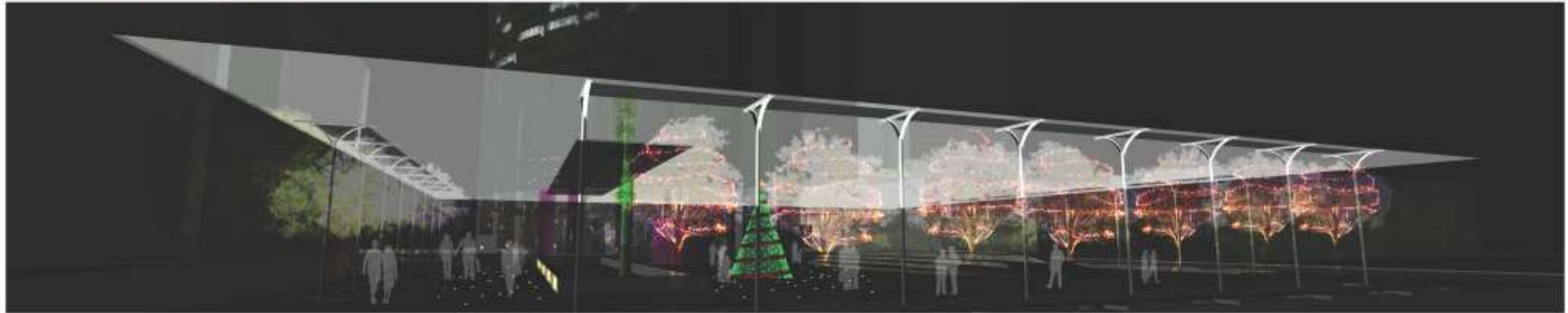


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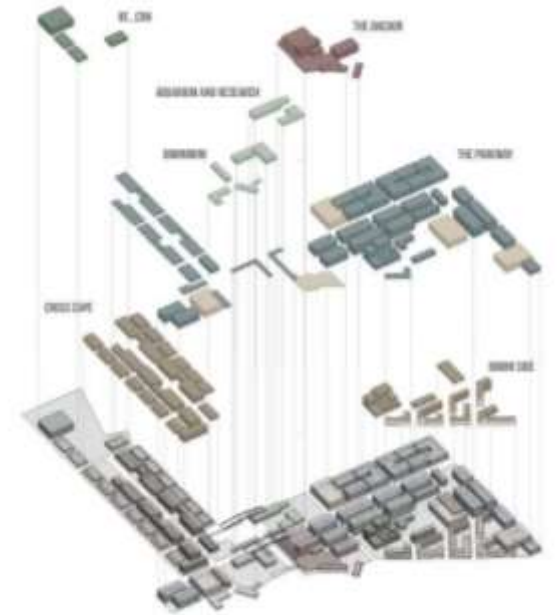
FCCDR Work | Architecture & Urban Design

CHILLURA SQUARE



- Programmed activities and public amenities allow for daily and nightly park activity.
- A large overhead canopy allows for maximum shade during the day and dynamic underlighting at night.
- The water tower and reflecting pool anchor the park and display the amount of water captured by the Square real-time.

Previous Work | Digital & Physical Modeling



FCCDR Work | Conferences & Events



FCCDR Work | Conferences & Demonstrations



DA VIN



DA VIN



FCCDR Work | Community Engagement



City of Cape Coral

Bimini Basin Nodal Development

Each of the three graduate student teams developed an urban design “vision” plan with accompanying drawings, digital and physical model that define an urban design framework. Each framework establishes and urban form with distinct visual character that is unique for Cape Coral. Place-making is identified through public realm features and “new” vernacular architecture with guiding design principles. Students carefully considered pedestrian access, the waterfront, transportation modes including water borne, parking, housing, commercial and retail space, office space, hospitality, public amenity, storm water management, and use.



FCCDR Work | City of Cape Coral



THE GREEN THREAD THAT WEAVES THROUGHOUT THE PLAN IS THE LIFELOOD OF JIMINI BASIN. THIS LINEAR PARK PUMPS THROUGH EVERY SPACE PROVIDING SHADE, CLEAN OXYGEN, AND WATER FEATURES. THESE WATER FEATURES COLLECT AND FILTER THE ABUNDANT FLORIDA RAINFALL, AS WELL AS ADDING PEACEFUL SOUNDS AND OPPORTUNITIES FOR PLAY. THE WALKABILITY OF THE GREEN THREAD CUTS DOWN ON AUTOMOBILE DEPENDENCY, REDUCING NOISE AND AIR POLLUTION, ALL WHILE PROVIDING A HEALTHIER LIFESTYLE.



The city of Cape Coral has a great opportunity to not only create a beautiful addition to their city but also incorporate sustainable features into all levels of construction. By layering these systems into the fabric of the urban environment the citizens of Cape Coral can enjoy downtown living without getting lost in a sea of concrete and asphalt. The Cape Coral life could include relaxing on a rooftop garden and a fresh BLT from the local coffee shop where they grow the lettuce and tomato on their roof all while reducing ground water consumption and energy use.

Integration of Sustainability
throughout the city of Cape Coral



Roof Gardens

Some of the hottest surfaces in a city are the black rooftops found on many of our buildings. These surfaces amplify the Urban Heat Island (UHI) effect. This can be mitigated by replacing these surfaces with roof gardens. Some of the effects include a cooler city and building, improved air quality, storm-water management, waste diversion, and the building provides a new amenity space.



Rain Gardens

These small gardens can be incorporated into the city in various locations, which includes along sidewalks, planters where they collect water from gutter systems and as features in parks. Stormwater runoff can contain concentrations of nutrients including Nitrogen and Phosphorus along with many other contaminants. These small gardens not only beautify the city but act as a natural filtration system before these pollutants make it to the water table. Water catchment systems can be incorporated or the water can be allowed to drain back into the ground.



Shading Devices

(Water Catchment Systems & Electronic Vehicle Charging Stations)

Distributed throughout the public spaces in the city, shading devices provide a more pleasant pedestrian experience along sidewalks and seating areas. These systems can also provide opportunities for water catchment systems and electronic vehicle charging stations.

Water Catchment Systems - Benefits include water source for irrigation, less demand on ground water, and a reduction of soil erosion.

Electronic Vehicle Charging Station - Placed in surface parking lots located in the center of several city blocks residents will benefit from free sources of energy for golf carts and electric cars saving them money at the pumps.



Bird Safe Glass

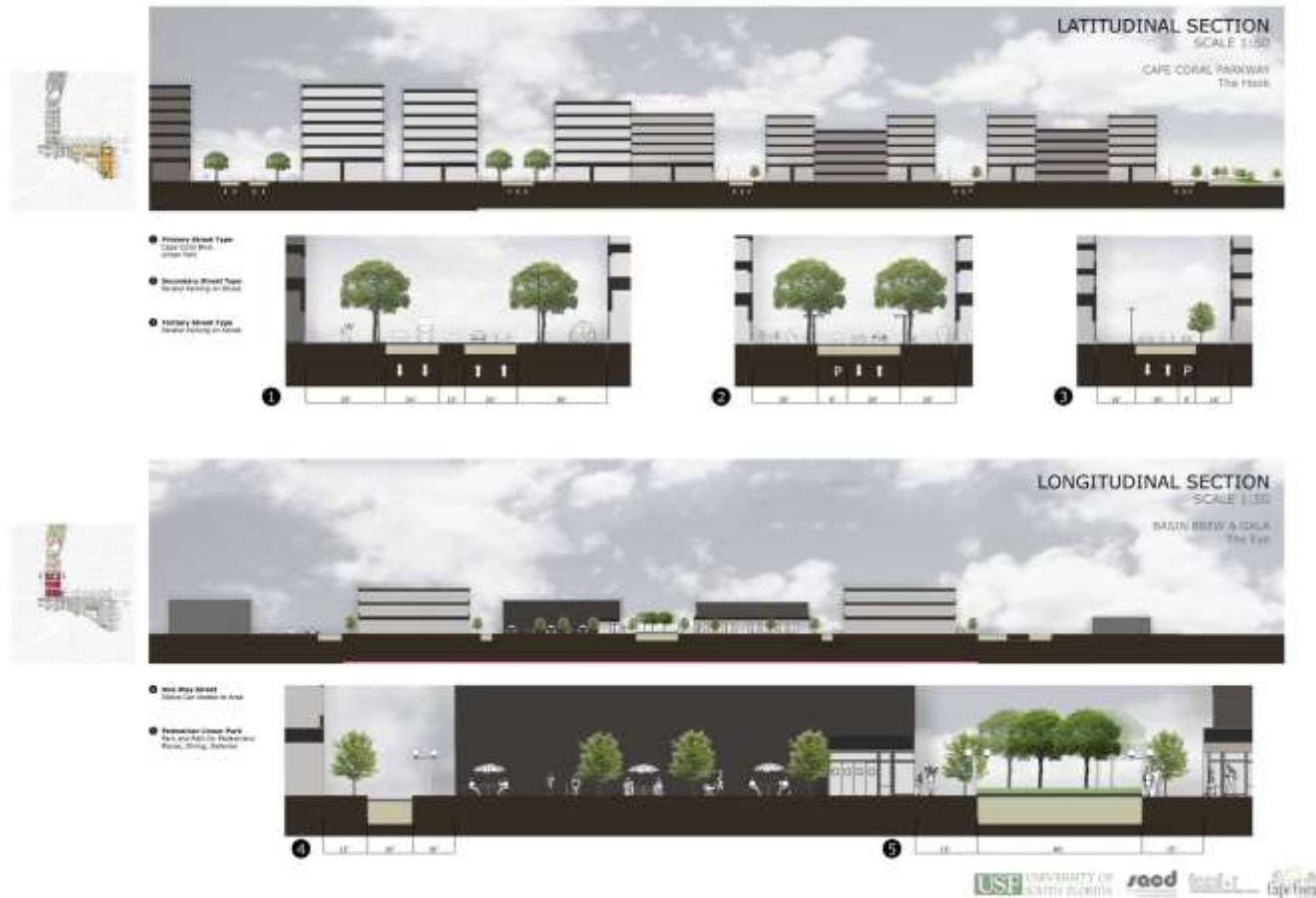
It is estimated that hundreds of millions of birds are killed in North America due to collisions with glass on buildings. Bird safe glass is a solution to this issue that uses a UV reflective coating which is visible to birds but remains transparent to the human eye.



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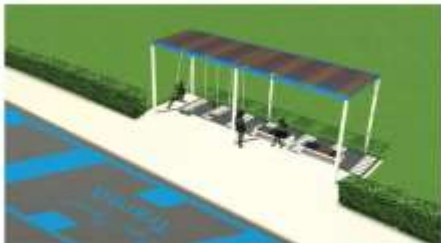
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ONE OF THE MOST INFLUENTIAL FACTORS WITHIN AN URBAN ENVIRONMENT IS THE MEANS BY WHICH YOU TRAVEL THROUGHOUT THE CITY. BMMI HAS THE TRANSIT HUB IS JUST THAT SOLUTION. THE TRANSIT HUB HOUSES MULTIPLE FORMS OF TRANSPORTATION THAT FEED THIS AREA OF CAPE CORAL. RESIDENTS, VISITORS, OR THE BUSINESS PERSON WILL FIND TAXI SERVICES, RENTAL CARS, AND BKE SERVICES. THE BUS LOOP, TROLLEY STATION, AND SECURE RESERVED PARKING FOR CUSTOMERS.

ENJOY WAITING FOR THE BUS OR TROLLEY WITH PUBLIC SWINGS OR YOU CAN JUST SWING WITH A FRIEND WHILE YOU ARE SPENDING THE WALKING THE GREEN THREAD. THESE SHARED ALTERNATIVES TO BENCHES ARE A FUN WAY TO HANG OUT. THEY ARE ALSO EQUIPPED WITH SOLAR PANELS TO PROVIDE THEIR OWN LIGHTING AT NIGHT.



VIEW OF **TRANSIT HUB**
FACING EAST, CAPE CORAL PARKWAY



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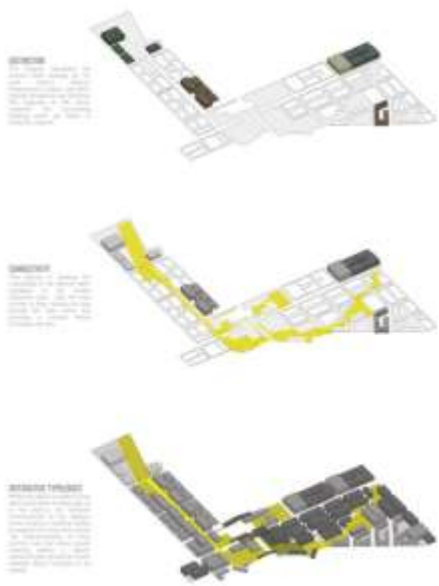
FCCDR Work | City of Cape Coral

ASHLEY BARKLEY CRAIG DANIEL ERICK MCDARTLAND CHRISTINE SCHORR
BRIDGING the GAP
PLACEMAKING STRATEGY @CapeCoral

DEFINING SPACES TO CREATE PLACES

After analyzing what Cape Coral currently has, strategies were developed in order to help identify Cape Coral as a place. Placemaking is an incredibly difficult feature to tackle, sampling block types, building styles, street room amenities and vernacular all into one.

INTERACTIVE TYPOLOGY ABANDONING



TYPICAL BLOCK TYPOLOGIES



VERNACULAR



FCCDR Work | City of Cape Coral



FCCDR Work | City of Cape Coral

ASHLEY BARKLEY CHRIS DANIEL ERICK MCARTLAND CHRISTINE SCHMIDT

BRIDGING the GAP

RESIDENTIAL

TOTALS

- Potential for 1,758,000 sqft of High-Density Housing: Luxury Apartments and Townhome Living

BIMINI SIDE

- Potential for \$56,100 sqft of Multi-Family Housing: Living on the Green

CROSS CAPE

- Potential for 1,201,900 sqft of Specified Housing: Live, Work, Play
- 337,400 sqft available for Live, Work Housing
- 1,202,000 sqft additional High-Density Housing

BIMINI SIDE



THE GAP APP

1. NO GREY
2. TOWNHOMES
3. THE HOME
4. LIVE TO CONNECT

MASTER PLAN

CROSS CAPE



MCARTLAND

SCHMIDT

DANIEL

BARKLEY



THE GAP APP

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MASTER PLAN

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MASTER PLAN



FCCDR Work | City of Cape Coral



FCCDR Work | City of Cape Coral

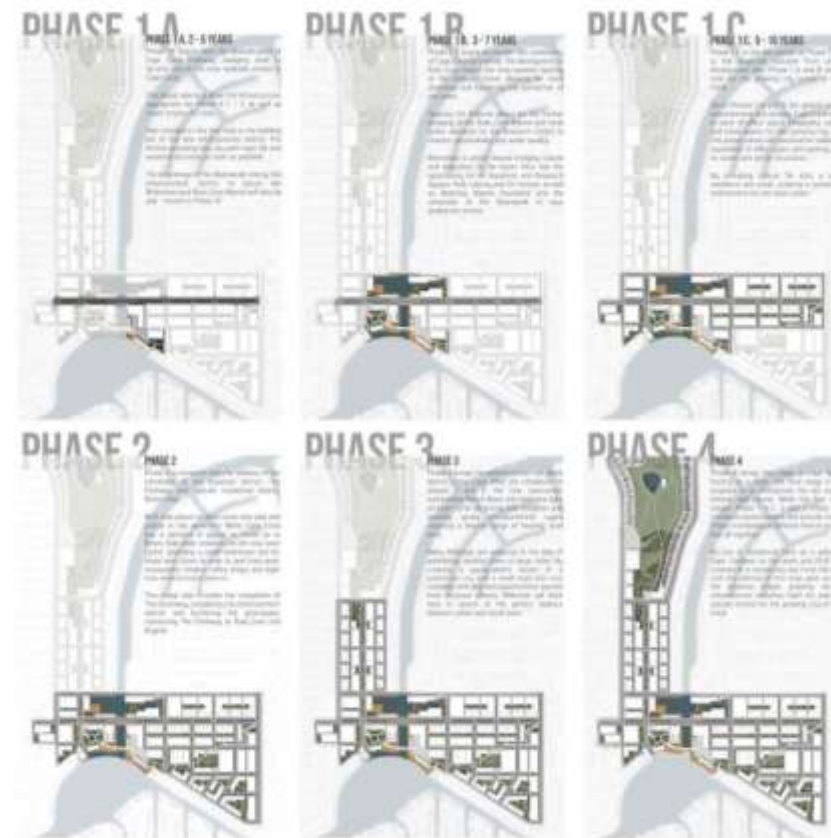


FCCDR Work | City of Cape Coral

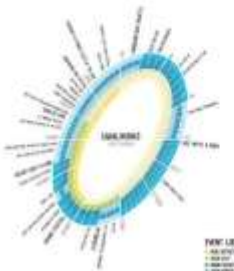


FCCDR Work | City of Cape Coral

ASHLEY BARKLEY CRAIG DARVEL ERIK MCARDLAND CHRISTINE SCHORR
BRIDGING the GAP
PHASING STRATEGY
City of Cape Coral



FCCDR Work | City of Cape Coral



THINK LOCATION
- ALL STREETS
- CANAL WORKS
- CANAL WORKS
- CANAL WORKS



NSI road

PROJECT OVERVIEW



CAPE CORAL IS A YOUNG, THRIVING CITY WITH TREMENDOUS ROOM FOR GROWTH. HOWEVER, WHAT CAPE CORAL MAY HAVE IN POTENTIAL, IT SEVERELY LACKS IN IDENTITY. CAPE CORAL NEEDS A SPECIAL PLACE THAT DIFFERENTIATES ITSELF FROM THE TYPICAL FLORIDIAN SUBURBAN ENVIRONMENT.

CANALWORKS LEVERAGES THE REVITALIZATION OF THE BAYVIEW AREA NEARBY ITS POTENTIAL FOR GROWTH CITY. WITH CLEAR INTENT THAT THE CANALWORKS PROJECT CANALWORKS PROVIDES THE OPPORTUNITY FOR THE CITY OF CAPE CORAL TO CREATE AND FOSTER ITS OWN UNIQUE IDENTITY AND TO ALSO SET PRECEDENT FOR OTHER FLORIDIAN CITIES IN CONSTRUCTING A COMPREHENSIVE URBAN FORM.

FCCDR Work | City of Cape Coral

SITE PLAN

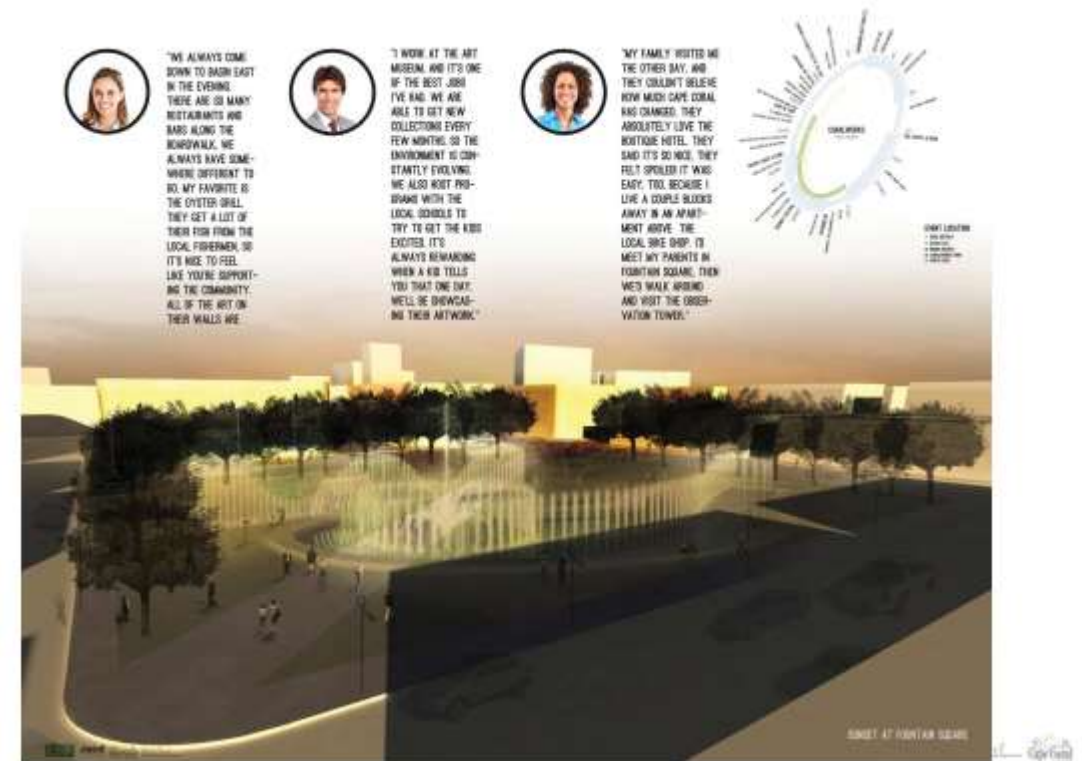
- 1 CAPE CORAL COMMONS / SPORTS FIELDS
- 2 ARBORETUM & URBAN FARM
- 3 SCULPTURE GARDENS
- 4 KAYAK & BIKE RENTAL
- 5 WATERSIDE CAFE
- 6 NORTH MARINA
- 7 BOTANICAL GARDENS & WILDFLOWER WALK
- 8 AMPHITHEATER
- 9 MOVIE THEATER
- 10 PUBLIC PARKING GARAGE
- 11 DOG PARK
- 12 BOAT SLIPS
- 13 CHILDREN'S PLAYGROUND
- 14 MIDDLE SCHOOL
- 15 PUBLIC LIBRARY
- 16 TRANSIT HUB
- 17 BIRNIE HEIGHTS PARK
- 18 FARMERS MARKET
- 19 PUBLIC PARKING GARAGE
- 20 HEALTH & WELLNESS CENTER
- 21 BOUTIQUE HOTEL & CRAFT BREWERY
- 22 OBSERVATION TOWER
- 23 BOARDWALK
- 24 ART MUSEUM
- 25 CHILDREN'S ART MUSEUM
- 26 PUBLIC PARKING GARAGE
- 27 ORGANIC GROCERY STORE
- 28 FOUNTAIN SQUARE
- 29 KAYAK RENTAL STATION
- 30 SOUTH MARINA



BLOCK DEVELOPMENT STRATEGY



FCCDR Work | City of Cape Coral



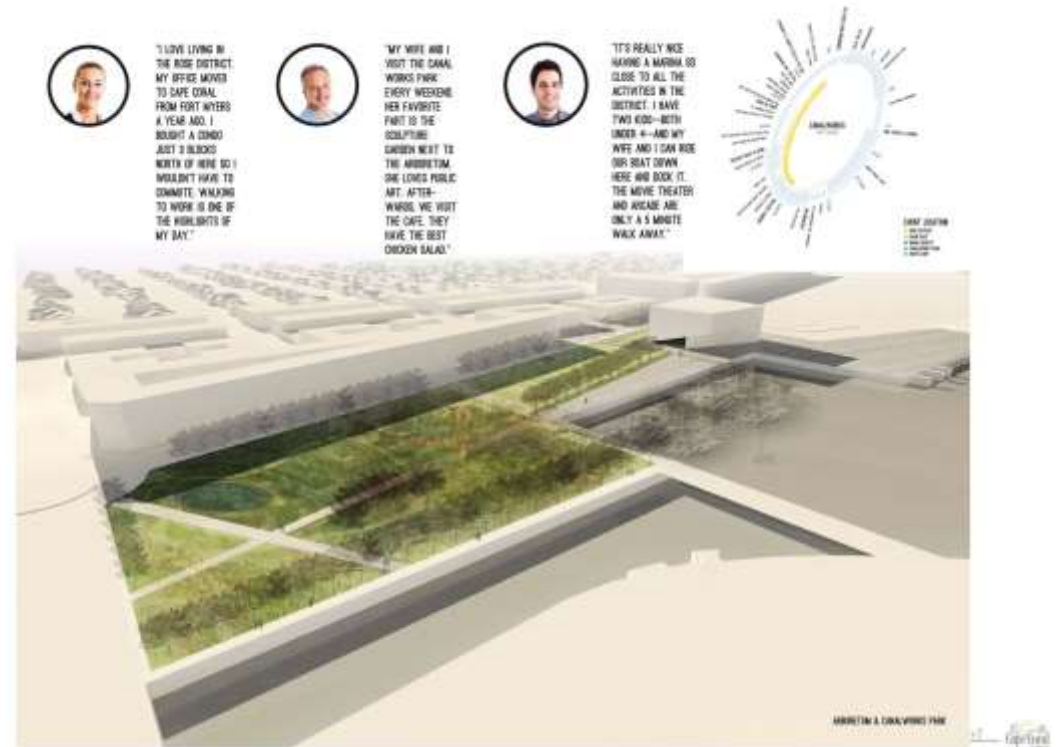
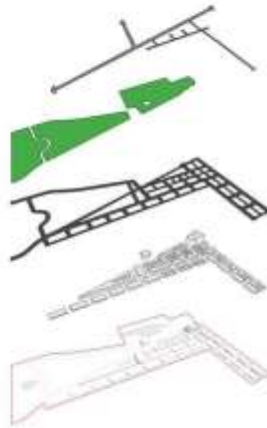
FCCDR Work | City of Cape Coral



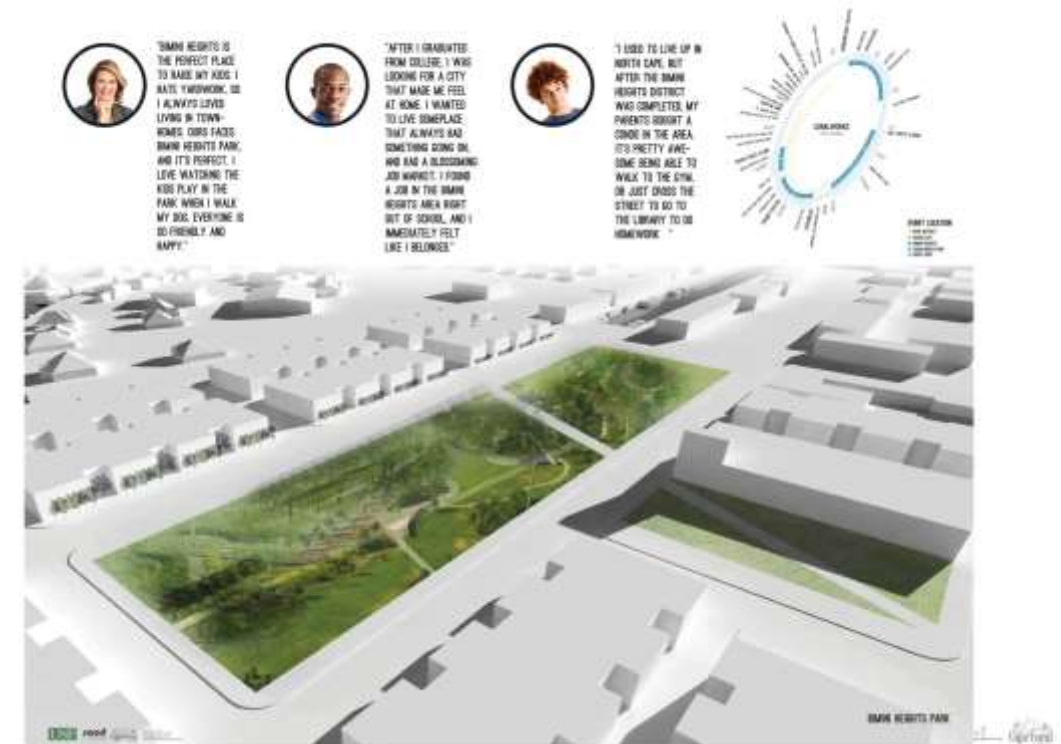
THE ROSE DISTRICT

THE ROSE DISTRICT WILL BE THE KEY COMMERCIAL STRIP WITH A "MAIN STREET" FEEL THAT PROVIDES A SIMPLE THRESHOLD BETWEEN THE ACTIVE URBAN CORE AND THE QUIET, SINGLE-FAMILY NEIGHBORHOODS. THE ROSE DISTRICT RUNS ALONG THE NEIGHBORHOOD CORRIDOR AND WILL HAVE INCREASED DENSITY WITH 2-3 STORY BUILDINGS THAT HOUSE RESTAURANTS, LOCAL OFFICES, AND OTHER AMENITIES FOR THE RESIDENTS. THE ROSE DISTRICT IS DIRECTLY CONNECTED TO THE CANAL WORKS PARK. THE CANAL IS WIDENED NORTH OF 47TH STREET TO ACCOMMODATE A NEW MARINA THAT ALLOWS QUICKER ACCESS TO AMENITIES FOR BOATERS. THE CANAL WORKS PARK INCLUDES AN ARBORETUM, BOTANICAL AND BUTTERFLY GARDENS, A SCULPTURE GARDEN, CAFE, AND SPORTS FACILITIES.

- 1 SPORTS COMPLEX / THE COMMONS
- 2 ARBORETUM & URBAN FARM
- 3 SCULPTURE GARDENS
- 4 KAYAK & BIKE RENTAL
- 5 WATERSIDE CAFE
- 6 NORTH MARINA
- 7 BOTANICAL GARDEN & WILDFLOWER WALK
- 8 AMPHITHEATER
- 9 OFFICE SPACE
- 10 MOVIE THEATER
- 11 ARCADE
- 12 PUBLIC PARKING GARAGE

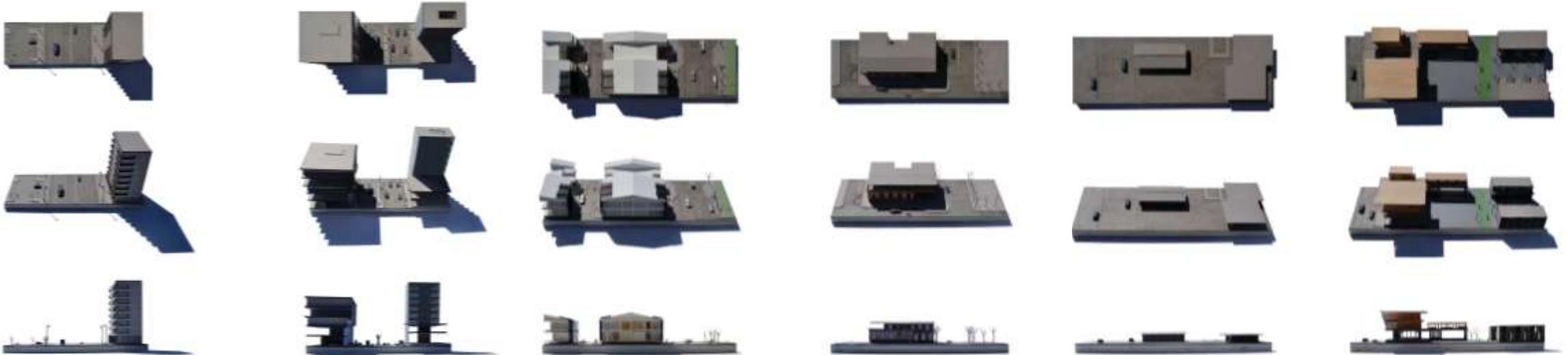


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ARCHITECTURAL IDENTITY



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PHASING STRATEGY

PHASE ONE PROJECT STATISTICS

- 1. LAND AREA: 107.7 ACRES
- 2. DEVELOPMENT PROGRAM:
 - A. OFFICE SPACE: 54.3 ACRES
 - B. RETAIL: 12.2 ACRES
 - C. RESIDENTIAL:
 - 1. CONDOMINIUMS: 77 UNITS
 - 2. HOUSING: 285 UNITS
 - D. ENTERTAINMENT: 1.50 ACRES
- 3. INFRASTRUCTURE AND IMPROVEMENTS:
 - A. PUBLIC MARINA: 40 SLIPS
 - B. MUNICIPAL PERMITS: 100
- 4. PARKING SPACES:
 - A. ON-STREET: 2.0 ACRES (100 SPACES)
 - B. GARAGE: 1.4 ACRES (100 SPACES)
- 5. SUSTAINABLE / RESILIENCE FEATURES:
 - A. PERMANENT ADO: 10.0 ACRES
- 6. OPEN SPACE: 1.0 ACRES
- 7. TRAILS & GREEN SPACES: 8.0 ACRES
- 8. OTHER OPEN SPACE:
 - A. TRAIL: 1.0 ACRES (1.00 ACRES)
 - B. BUFFER CANAL: 1.00 ACRES (1.00 ACRES)



PHASE TWO PROJECT STATISTICS

- 1. LAND AREA: 111 ACRES
- 2. DEVELOPMENT PROGRAM:
 - A. OFFICE SPACE: 6.50 ACRES
 - B. RETAIL: 11.00 ACRES
 - C. RESIDENTIAL:
 - 1. CONDOMINIUMS: 20.0 ACRES
 - 2. HOUSING: 10.0 ACRES
 - D. ENTERTAINMENT: 1.00 ACRES
- 3. PARKING SPACES:
 - A. ON-STREET: 1.00 ACRES (100 SPACES)
 - B. GARAGE: 1.00 ACRES (100 SPACES)
- 4. SUSTAINABLE / RESILIENCE FEATURES:
 - A. PERMANENT ADO: 10.0 ACRES
- 5. OPEN SPACE: 1.0 ACRES
- 6. TRAILS & GREEN SPACES: 8.0 ACRES
- 7. OTHER OPEN SPACE:
 - A. TRAIL: 1.0 ACRES (1.00 ACRES)
 - B. BUFFER CANAL: 1.00 ACRES (1.00 ACRES)



PHASE THREE PROJECT STATISTICS

- 1. LAND AREA: 121 ACRES
- 2. DEVELOPMENT PROGRAM:
 - A. OFFICE SPACE: 1.00 ACRES
 - B. RETAIL: 1.00 ACRES
 - C. RESIDENTIAL:
 - 1. CONDOMINIUMS: 1.00 ACRES
 - 2. HOUSING: 1.00 ACRES
 - D. ENTERTAINMENT: 1.00 ACRES
- 3. PARKING SPACES:
 - A. ON-STREET: 1.00 ACRES (100 SPACES)
 - B. GARAGE: 1.00 ACRES (100 SPACES)
- 4. SUSTAINABLE / RESILIENCE FEATURES:
 - A. PERMANENT ADO: 10.0 ACRES
- 5. OPEN SPACE: 1.0 ACRES
- 6. TRAILS & GREEN SPACES: 8.0 ACRES
- 7. OTHER OPEN SPACE:
 - A. TRAIL: 1.0 ACRES (1.00 ACRES)
 - B. BUFFER CANAL: 1.00 ACRES (1.00 ACRES)



FCCDR Work | City of Cape Coral

Cape Coral Bimini Basin Survey

1. Which of the 3 proposals did you like best?

- ☐ Threading the Needle
- ☐ Canalworks
- ☐ Bridging the Gap

2. Of the following attributes listed, which 3 proposed ideas did you like the best?

- ☐ 2-tiered boardwalk
- ☐ Arboretum/Urban Farm
- ☐ Art Museum & Children's Museum
- ☐ The Art Walk
- ☐ Aquarium & Research Center for Sustainable Practice and Quality of Life
- ☐ Bimini Edge (Pedestrian Bridge & Public Boardwalk)
- ☐ Canalworks Park
- ☐ Farmer's Market
- ☐ The Gap App (a phone app that keeps you up-to-date with events)
- ☐ The Green Thread (linear park)
- ☐ Observation Deck
- ☐ The Patio @ the Anchor (entertainment hub)
- ☐ RubiCove Marina + Cultural Center
- ☐ Sculpture and Botanical Gardens
- ☐ The Shoppes at CrossCape
- ☐ Transit Hub
- ☐ Urban bus stop swings
- ☐ Weaving water (public water features)

3. Please leave any specific comments about the proposals:



City of Oldsmar

State Street Vision Plan



Proposed redesign of State Street, Oldsmar, FL

REVITALIZING OLDSMAR

CRA Master Plan and State Street Vision Plan

FCCDR Work | City of Oldsmar

OLDSMAR CHARRETTE TAKEAWAYS

In January 2016, the project team met with City Council to discuss key features in Oldsmar as well as desires for the Oldsmar CRA master plan and mixed-use vision. A charrette was subsequently held where City Council members worked together during a series of team exercises to explore both the vision currently held by the City as well as visionary ideas for Oldsmar's future.



Positive Attributes :

- Community Feel
- Mixed Use
- Live / Work / Play
- Viability
- Innovative
- Potential
- Open Spaces
- Zip Line
- Creative
- Family Friendly
- Old Town Charm
- Historic
- Friendly Responsible
- Forward Thinking Leadership
- Centrally Located



Visionary Ideas:

- Family Friendly
- Walkable
- Community Spaces
- Activated Sidewalks
- Eclectic Shops
- Real Social Environment
- Mix Use Buildings
- City Hall Square
- Diverse Social Spaces
- Breweries
- Vibrant
- Unique Experience
- Gateways
- Branding CRA
- Major Anchors



Most Important Features to the City :

- Vacant street to thriving downtown
- Drive-Thru city to "Stop and Play" City
- Centrally located
- Community feel
- Viability / Opportunity
- Walkability
- Different vision is consistent consensus
- Old to New
- Lack of anchor to destination
- Vacant property downtown
- Lack of water front connection to downtown
- Public spaces that can transition throughout the day
- Adapt to different uses
- Connection of the bike trail
- Emphasis on recycling and connections of surrounding activities
- Economic sacrifice to well planned economic viability

KEY DESIGN FEATURES

RESILIENT OLDSMAR

EMERGING ARTIFACT



- PEDESTRIAN BRIDGE
- AMPHITHEATRE
- ROUND-ABOUT
- INDOOR MARKET
- TRANSIT STATION

- ENTERTAINMENT
- NIGHTLIFE
- OFFICES
- PUBLIC SPACE
- NEW URBAN LIFESTYLE
- ADDITIONAL DENSITY
- INFLUENCING PEDESTRIAN FOOT TRAFFIC
- DIVERSE PARKING INFRASTRUCTURE
- INTEGRATION OF HOUSING INTO URBAN FABRIC

- LINEAR PARK
- ACTIVATED MEDIANS
- BOARDWALK
- RELOCATED AND ADDITIONAL PARKING
- TROLLEY SYSTEM
- BIKE SHARE SYSTEM
- TRANSIT HUB

FCCDR Work | City of Oldsmar

CRA MASTER PLAN



- 1. CULTURAL INFRASTRUCTURE**
All new development should incorporate program to improve the social element of infrastructure of the area.
- 2. RESIDENTIAL**
New residential development must be integrated in the urban setting to merge the suburban area with downtown area.
- 3. ENTERTAINMENT**
Entertainment must be programmed in the new development area to enhance the social aspect of the city.
- 4. PUBLIC SPACE**
Available land must be supplied to incorporate green space, water features, and improvement of the culture of the area.
- 5. CREATE PUBLIC SQUARES**
All corners must have setbacks and have unique features.
- 6. INTEGRATE STORMWATER MITIGATION SYSTEM**
All water management system should promote low impact development, and should engage with the existing stormwater infrastructure.
- 7. FRAME THE STREET**
All development should increase public engagement.
- 8. DESIGN WITH GREEN INFRASTRUCTURE**
Every new building should have 8% of its horizontal land plot devoted to green space for public engagement, and should be part of a thorough resilient construction strategy.
- 9. CIRCULATION**
A bike share system will be incorporated throughout the area, along with a policy system to enhance circulation.
- 10. LINEAR PARK STRUCTURE**
Linear parks will be designed to enhance the view corridor and bring the community together.
- 11. STREETS AS A SHARED SYSTEM**
Biking will be created along River Boulevard as well as protected bike lanes to further enhance the street structure.
- 12. BRIDGING THE PUBLIC REALM**
Anchors and programming will be designed at major points of intersection to enhance the view corridor.

URBAN DESIGN FRAMEWORK

An Urban Design Framework is a design tool which provides a physical interpretation of both the vision and strategies used to develop a master plan. It involves the generation of ideas and the preparation of artistic design concepts based on consultation, research, and analysis. The Urban Design Framework created for the City of Oldsmar will help to ensure that the Community Redevelopment Area (CRA) reflects the community's vision and follows the proposed strategies.

FCCDR Work | City of Oldsmar

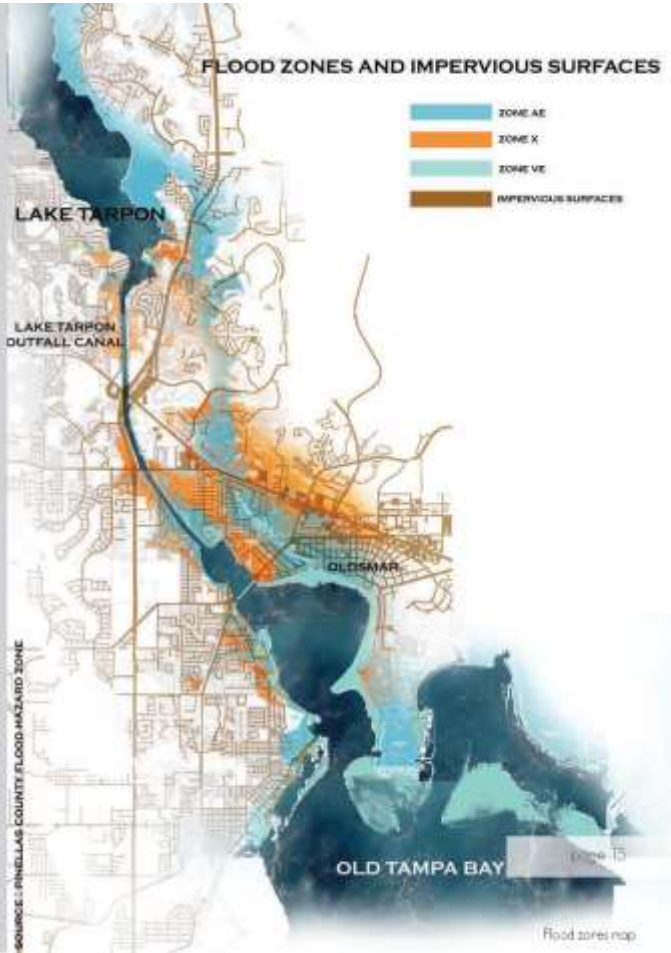
WATER AND THE ENVIRONMENT

Olderco is situated between the top of Old Tempo Bay and Lower Tempo, one of the largest cold freshwater lakes on the west coast. The Bay receives runoff from surrounding subalpine watersheds including Glacier Bay, St. Petersburg, and portions of Tempo. The Bay is renowned for pollutants, particularly during heavy rainfall when stormwater runoff may carry chemicals and residential fertilizers that harm the local environment and aquatic life.

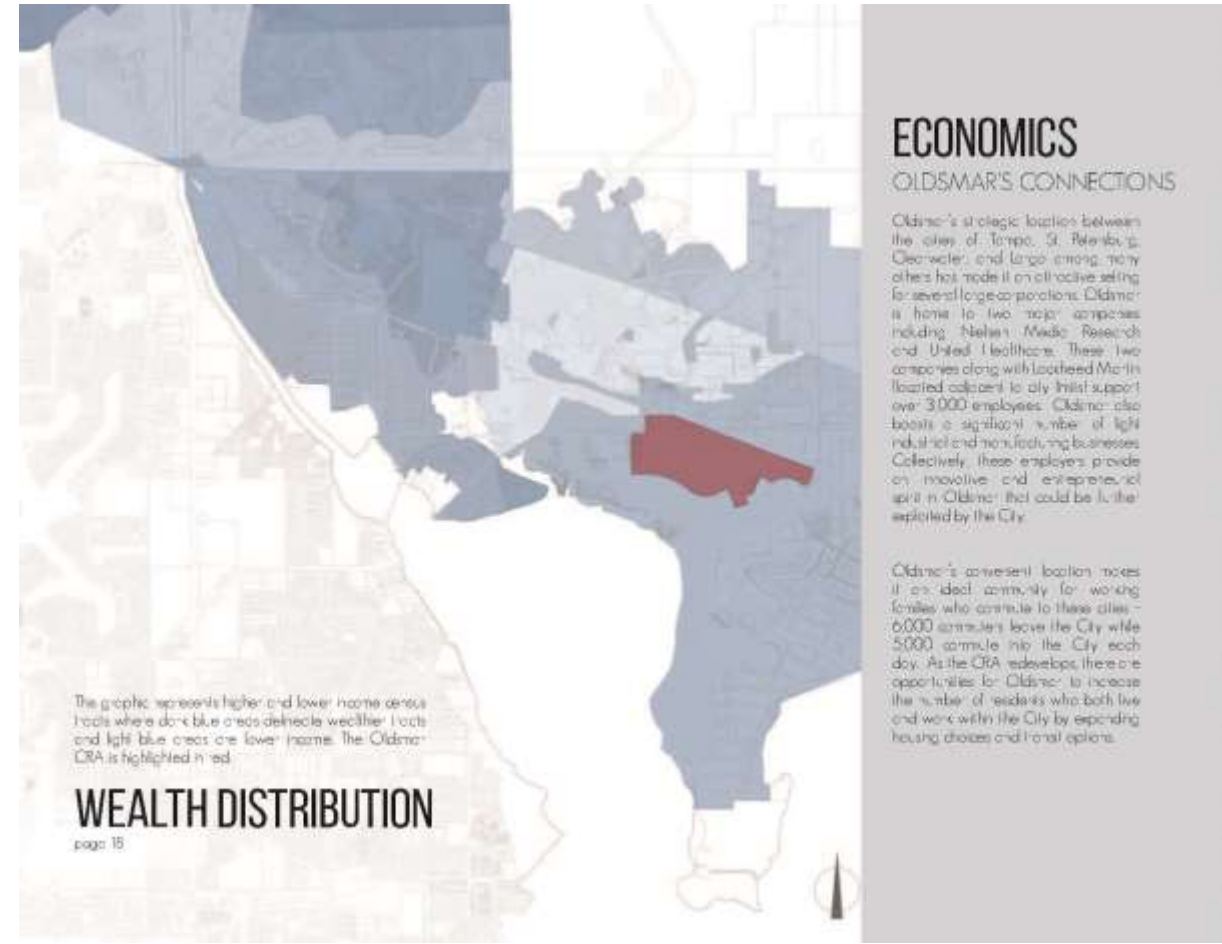
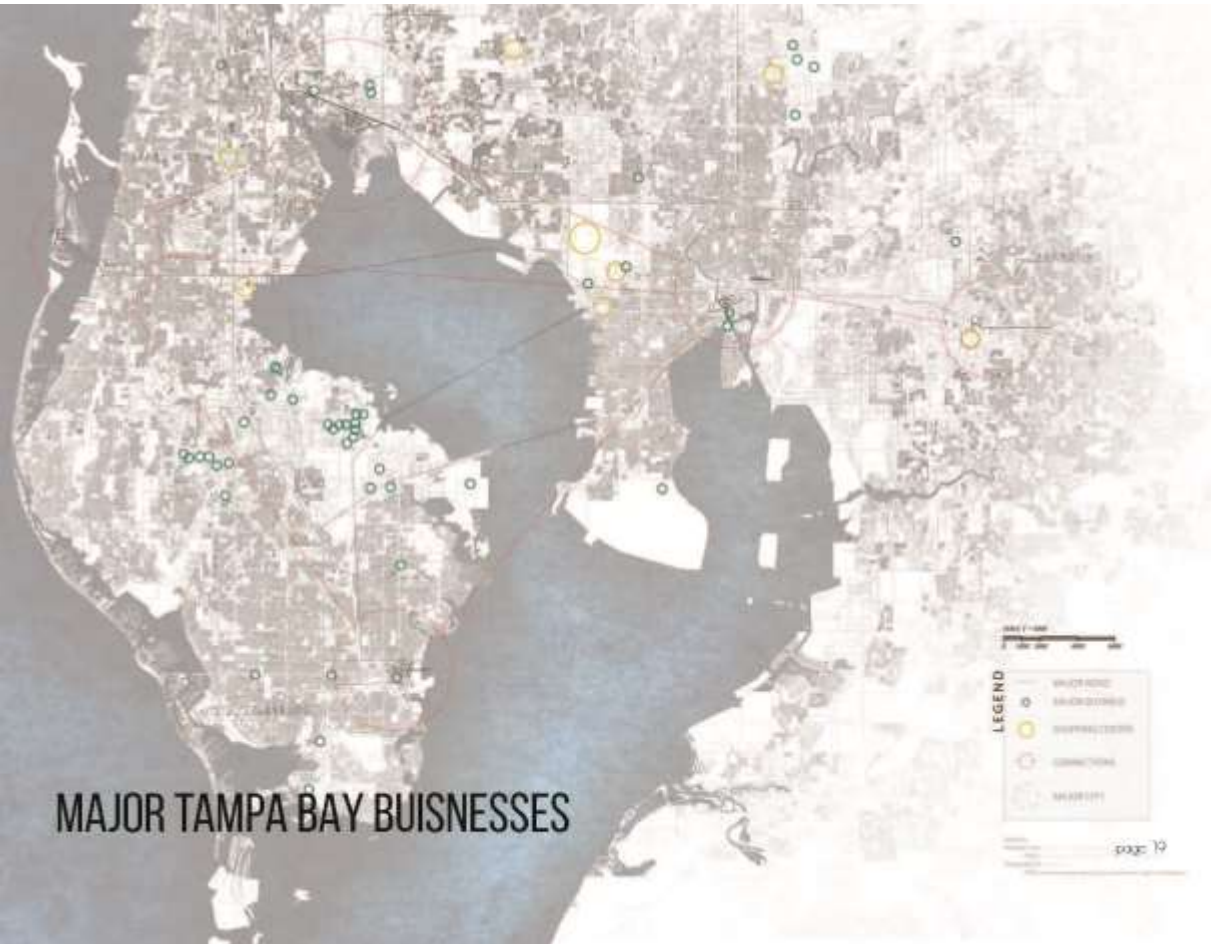
IDEAS

- Implement innovative strategies so that the city can be more resilient in the face of increasing coastal hazards.

- Having a healthy watershed is essential to protect and maintain ecosystems. A flourishing Bay and watershed has the potential to yield economic development and eco-tourism benefits.



FCCDR Work | City of Oldsmar



FCCDR Work | City of Oldsmar

TRANSPORTATION AND COMMUTING PATTERNS

Oldsmar is strategically located near Tampa, Clearwater and St. Petersburg making it a convenient commuting location to nearby employment centers. Residents of Oldsmar have an average daily commute of 27 minutes. In 2013, Oldsmar's population topped 13,000 with 2,500 residents both living and working within the City. 16,000 commuters leave the City each day and 5,000 commute into the City. There are multimodal options throughout the City including a robust sidewalk network, bike lanes, bus routes, and a community trail that crosses the length of Oldsmar. SR 584/Tampa Road is a high volume, 6-lane highway traversing the City with over 35,000 average daily traffic (ADT). CSX has an active railroad line running largely parallel to Tampa Road and the City is exploring railroad expansion options that may create opportunities for downtown.



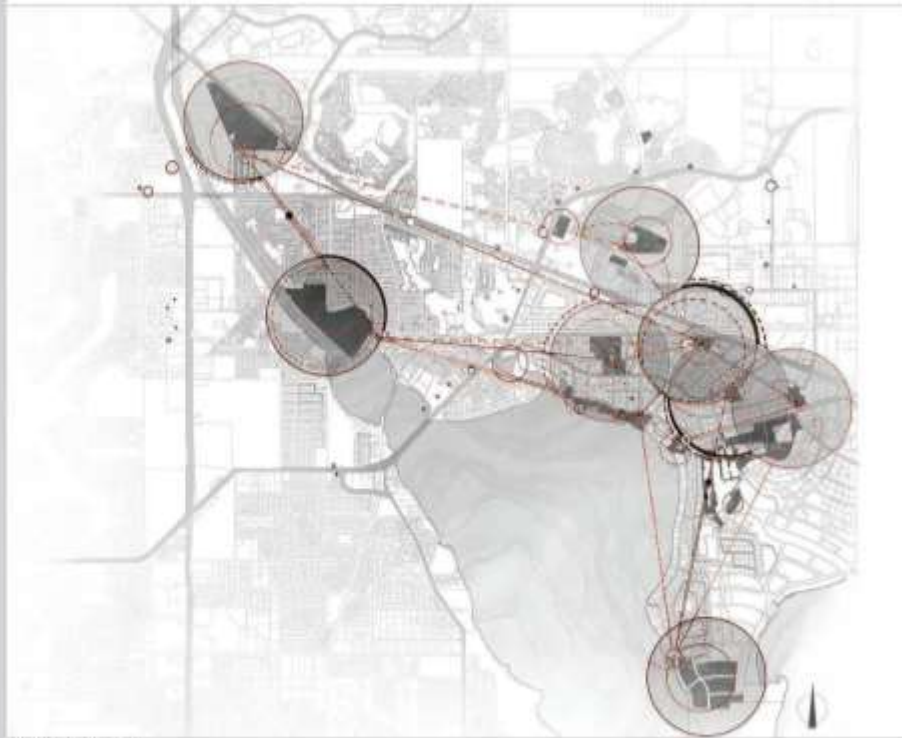
TAMPA ROAD CHALLENGES

While Tampa Road functions well carrying commuters between US19 and Tampa, the high speed traffic, wide lanes, and few intersections characteristic of the thoroughfare divides Oldsmar into two halves. All transportation modes - pedestrians, cyclists, vehicles, and buses - have a difficult time crossing Tampa Road hindering economic development opportunities across the City. The limited access nature of the roadway restricts new local road connections that could be employed to bridge the disparate parts of Oldsmar and create smaller, more walkable blocks. Tampa Road will require innovative urban design and transportation solutions to mitigate these challenges.

FCCDR Work | City of Oldsmar

WALKABILITY

One of the most integral aspects of contemporary Urban Design is that of a walkable and transit-oriented city where social and cultural activities can thrive. A walkable environment creates value where citizens live, a sense of community. Most pedestrians are willing to walk five minutes or approximately one-quarter of a mile for daily trips. Trips that require longer walks are typically completed in a vehicle or by bus. Residents of Oldsmar can reach a number of public and commercial uses within that sustainable walked. The Oldsmar Urban Library is a strategically located destination because it is within a comfortable walking distance of multiple points within the CVA.



Quarter mile walked

CITY FORM AND AMENITIES

The entire city spans approximately 10 square miles. Three primary boulevards - Park, South, Bayview, and Loydville - radiate from the Bay to State Street or Tampa Road. Cross streets connect the three boulevards to form an orderly and compact grid. Major public buildings are located along State Street including city hall and the public library. Pedestrian and bicycle enhancements, including a large pedestrian overpass over Tampa road and new bike lanes are in the planning stage.

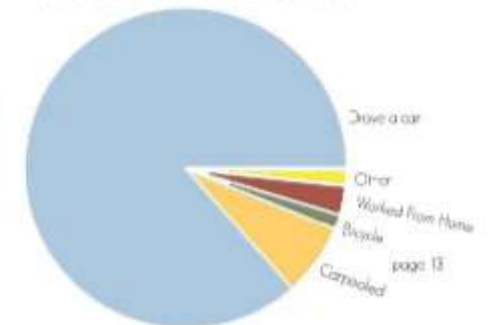


HEAVILY WITH THE STREETS

The City of Oldsmar is built on a grid that fans out from the water. The grid was originally based on the plan of Washington, D.C. Within the map, red represents major roads leading in and out of the city, while yellow are designated as secondary roads. These yellow connector roads, located within the CVA generally have less vehicular traffic and are predominately used for local trips.



MODE OF TRANSPORTATION TO WORK



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TYOLOGIES AND USES

By dissecting Oldsmar's different urban and natural layers, individual variables can be evaluated to see how they can work more in concert with each other. By thoughtfully integrating a mix of land uses, a more vibrant and sustainable community can be created.

BUILDING RESILIENCY

Demands new planning and design principles that includes increasing diversity, adding redundancy, designing for modularity, and adaptability.



Existing



Vacant Lots



Insert and Expand

BLOCK TYPOLOGY

"A city must have a form and scale appropriate for walking, cycling and have efficient public transportation with a compactness that encourages social interaction."

"The Compact City: Sustainable Urban Form"



COMMERCIAL

Most of the commercial uses are concentrated along Town Street.

Tampa Road frontage has potential for additional commercial development.

Commercial development needs to be accompanied by more public spaces and dining.



RESIDENTIAL

Commercial and residential uses are generally segregated.

Residential blocks separate parks from commercial areas near the edge of the CRA is easily walkable.

The majority of housing for seniors is in the CRA is single family. There is potential for more urbanized housing types in the area.

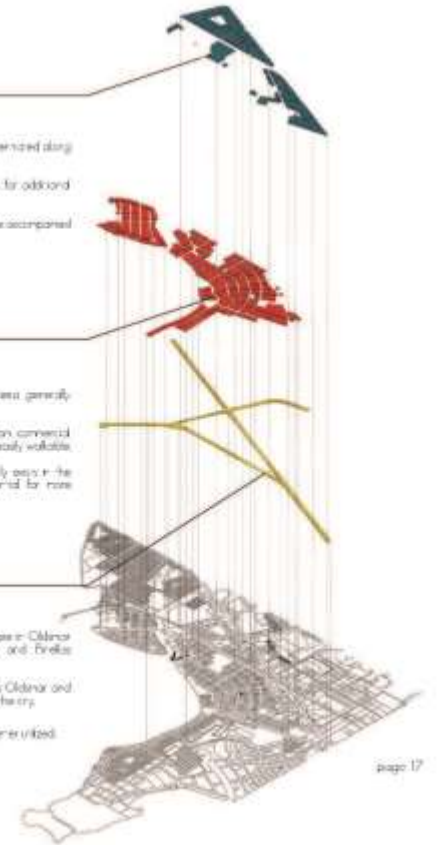


CIRCULATION

Tampa Road is the major thoroughfare in Oldsmar for connecting Hillsborough County and Pinellas County.

Tampa Road is a barrier that divides Oldsmar and separates downtown from the rest of the city.

The bus system has potential to be better utilized.



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REDEFINING OLDSMAR

DESIGN STRATEGIES AND CONCEPTS FOR THE AREAS OF STATE STREET, PARK BOULEVARD, AND ST. PETERSBURG DRIVE.

- The Greenside District
- Historic Bay Central
- Arlington Square



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THE GREENSIDE DISTRICT

URBAN DESIGN FRAMEWORK
OF STATE STREET

DESIGN WITH GREEN INFRASTRUCTURE

Every new building should have at least 25% of its site area devoted to green space for public enjoyment and should be part of a thorough, resilient construction strategy.

INTEGRATE STORMWATER MITIGATION

All water management system should promote low impact development and should engage with the existing stormwater infrastructure.

FRAME THE STREET

Inf development should increase the sense of enclosure.

CREATE PUBLIC SPACES

Small and large spaces can be created using building setbacks. Corners should be chamfered.



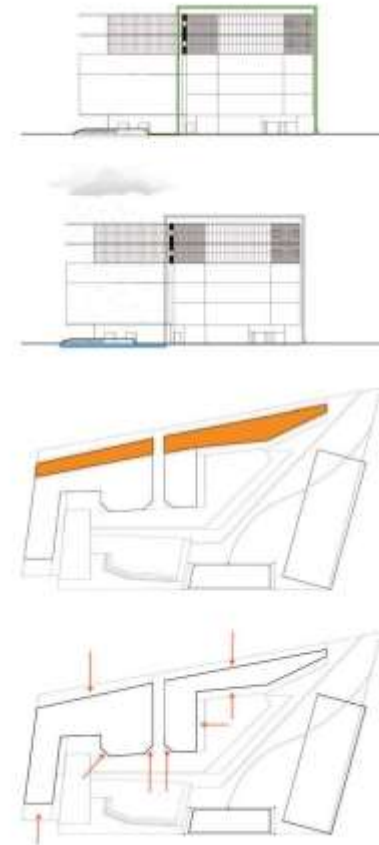
Footprint 30,000 sq ft

Office 10,000 sq ft

Footprint 30,000 sq ft

Footprint 77,532 sq ft

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DESIGN STRATEGIES

Transform Block Size

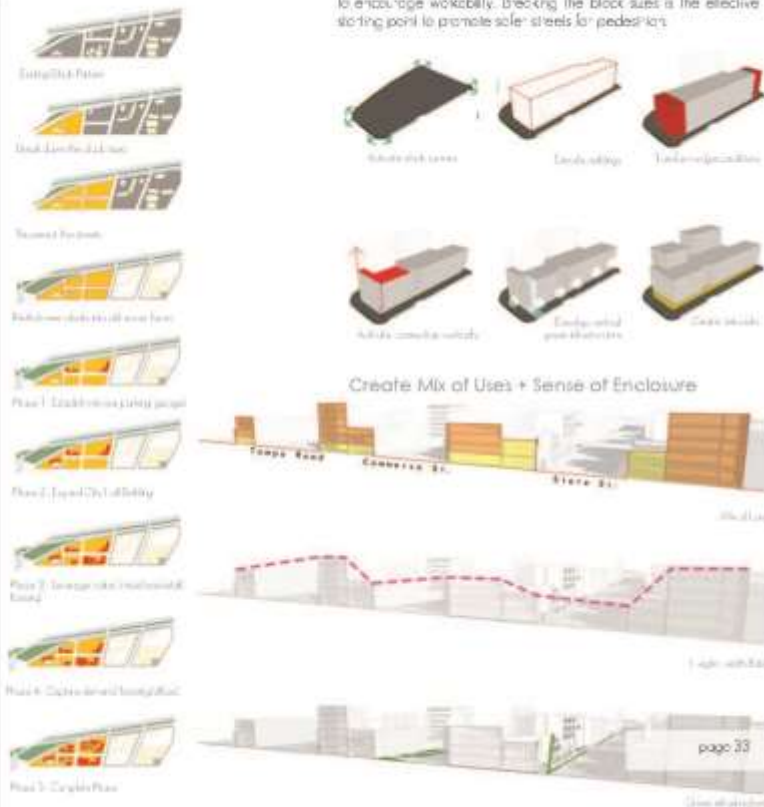
Transforming the block sizes is vital to create a resilient neighborhood. Along with mixed-use development, it provides a way to plan for growth that protects the environment and strengthens the economy.

Develop Phasing

This diagram highlights the phasing development process in the Greenside District area.

The 1st diagram suggests the infrastructure and parking garages to be developed in the 1st phase. In the 2nd diagram, expanding city hall building that has a cultural facility center function to attract people to the area.

In the 3rd and 4th diagrams we express the need to leverage the value in the area and create housing to attract different types of people.



Create Mix of Uses + Sense of Enclosure



DILEMMA : VULNERABLE TO FLOODING SOLUTION : LID APPROACH

Low Impact Development (LID) is an innovative approach for stormwater management with a principle that is designed after nature: manage runoff at the source using uniformly distributed decentralized micro-scale controls. LID's goal is to filter, store and infiltrate runoff water. Techniques are based on the premise that stormwater management should not be seen as stormwater disposal.

Instead of conveying and managing / treating stormwater in large, costly end-of-pipe facilities located at the bottom of drainage areas, LID addresses stormwater that is more cost effective than conventional sewage system. The flooding that Oldsmar has faced can be addressed with using the LID approach that can be applied to open spaces, rooftops, streetscapes, parking lots, sidewalks, and medians.

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TAMPA ROAD

MIXED USE DEVELOPMENT

Previous plans to redevelop Oldsmar included a limited amount of vertical development. The RFO station plan had a 31,250 square foot building footprint. In this design, we have expanded the footprint to over 400,000 square feet.

The plan creates varying degrees of density that taper from Tampa Road to State Street to create ample office, housing, retail, and public space while retaining a key view corridor to Old Tampa Bay. We strive to create a range of different building typologies that form the public space. 106,400 square feet of offices and 137,000 square feet of housing will not only bring people to the place, but keep them to live, work, and play in Oldsmar.



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key map



THE GREENSIDE DISTRICT

STATE STREET CORRIDOR

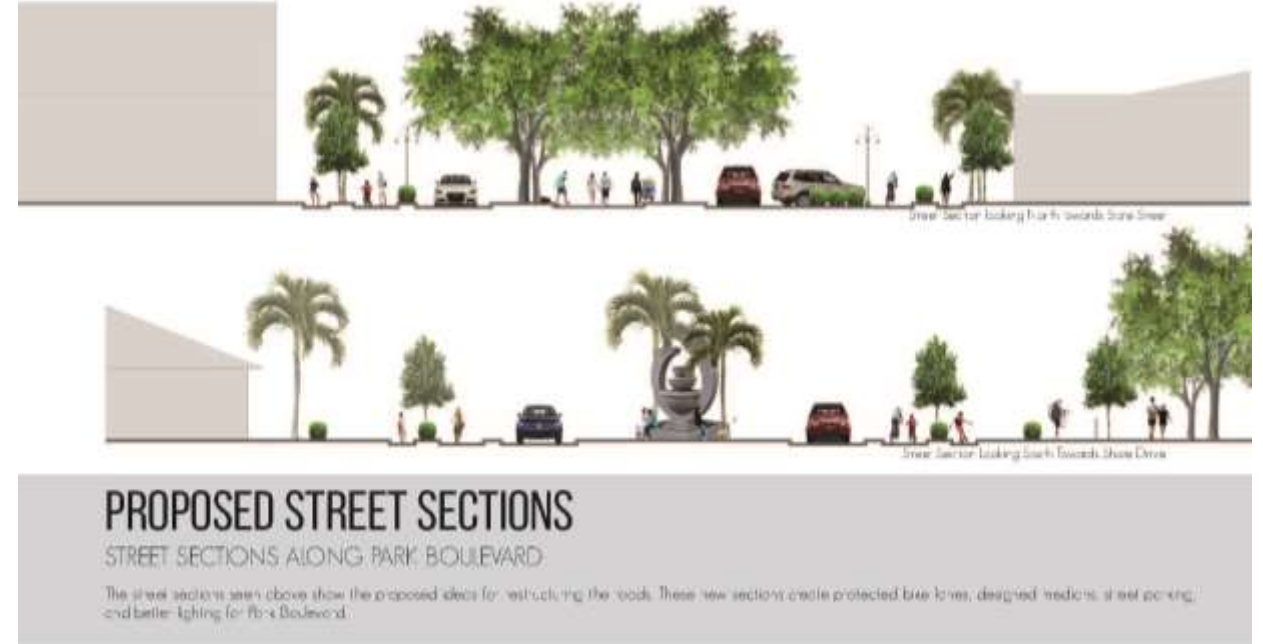
By creating a dense, walkable district, Downtown Oldsmar is now redefined as a work, play, live district. The outdoor theater allows residents and visitors to enjoy entertainment while they shop and stroll around the retail areas. Offices are now available for full-time companies to relocate, adding a large economic factor. Because the area is both self-sustaining because of its residents as well as inviting to visitors, the area would thrive with energy.

Once low impact Development (LID) is implemented, the State Street Corridor would then readily be able to handle any weather, while managing stormwater in innovative ways.

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ACTIVATED MEDIANS

VIEWS TO THE PARK

RE: Olds Park has amazing potential due to its location directly on the water. By creating more activities and activated areas within the park not only would people from all around the city of Oldsmar come to enjoy the park, but people from all around the bay area would come. A local trolley system would be created to bring people from off-site parking to the actual park during major events. This trolley would have certain routes during events in order to allow for more people to be able to access the park without needing to park their cars near the area. Better lighting would be implemented so that the park becomes more approachable after sunset and provides opportunities to activate the area at all hours of the day.



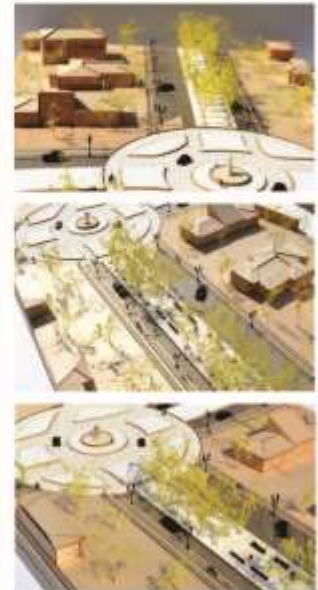
Rendering of the Community Garden



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Rendering of the Expansion of the Park



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Connecting to the Bay



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R.E. OLDS PARK

RENDERINGS THROUGHOUT THE PARK



Playground and exercise equipment is consolidated to the same area to increase public interaction in under shaded spaces.



Section perspective showing elevation of raised mound and ties to the bay with the new overwater logging path.

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MASTER PLAN ARLINGTON PLAZA

ST. PETERSBURG DRIVE

While adding new housing to the area, this would create the foundation of energy in the area. As residents go about their daily lives, they begin to engage in the plaza as they have easy access to all its amenities. With the addition of a public outdoor theatre, the cultural roots of Oldsmar begins to unfold as events regularly start to take place with affiliations to the art districts of the Greater Tampa Bay Area. The public reading area behind the theatre encourages the literary patrons to explore the plaza. Due to the surrounding resident's energy to the area, retail and restaurants are deemed appropriate as they can now be supported. Offices are placed above retail to further add energy into the plaza's public spaces as employees now have a place to mingle and explore.



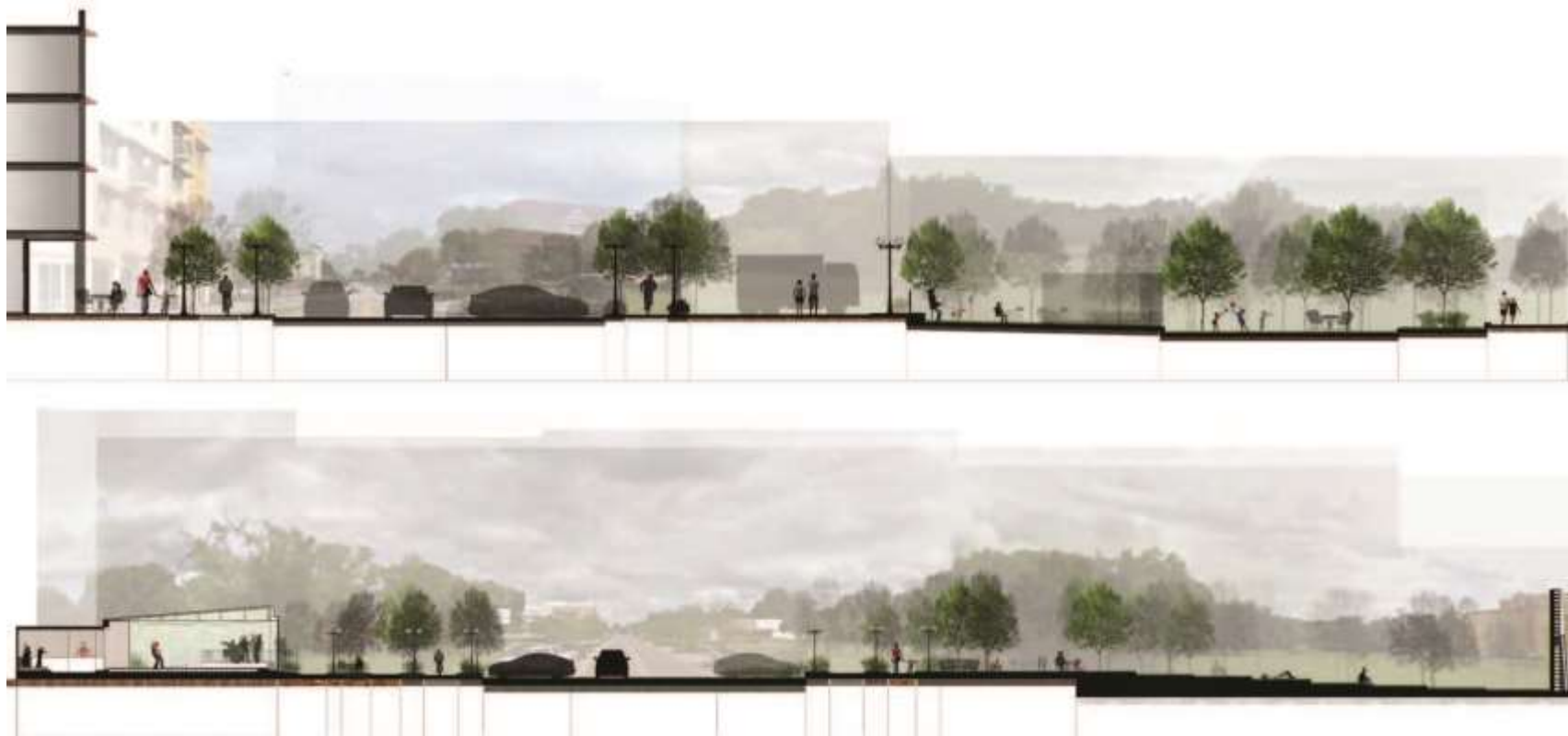
Above: Views of Arlington Plaza depicting its Offices, Low-Rise, Retail, and Theatre.

SAINT PETERSBURG DRIVE

- LIMITED BUSINESS / OFFICE STRUCTURES
- NO UNIQUE BUILDINGS
- NO PUBLIC INTERACTION
- NO DRAWING FACTOR
- LIMITED FOLIAGE
- LACK OF LANDSCAPING
- NO HISTORICAL STRUCTURES
- NO BIKE LANES
- PEDESTRIAN TRAFFIC LACKING
- SMALL ENTRANCE SIGN / NOTHING ENTICING
- SMALL SIDEWALKS
- MANY VACANT LOTS



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PROPOSED STREET SECTIONS

Protected bike lanes are used to separate pedestrians and traffic from bicyclists and create a bike-friendly space for a safer environment for everyone. With the addition of bike sidewalks, it will enhance a historical view on the city while adding to its charm. Food trucks create informal event space to attract citizens and the employees that work in the surrounding area, which will add liveliness to a space creating an active environment. Pop up cafes are permanent structures that attract customers that want to try something new, and helps create a unique feel to the city. Green Space is its close proximity to pop up cafe, which creates a public gathering for people as it brings businesses together.



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Above: Various Residential Schemes

RESIDENTIAL ST. PETERSBURG DRIVE

In dense urban areas, Row Houses are commonly used as they are easy to build, affordable, and utilize small footprints. Row Houses function as an easy resolution to housing the city's residents by providing an inexpensive form of housing that is heavily integrated into the urban fabric. In cities such as New York, Baltimore, Providence, and Washington D.C., row housing has become a success.

On St. Petersburg Dr., Proposed row houses would line Arlington Square and its surroundings. Orderly rows of six to ten houses attach at two to three stories high. Living arrangements vary from single family to multi-family, with a variety from affordable housing to market rate housing, focusing on mixing the demographic of residents. Open courtyards are placed around the row houses, which utilize and interact with the city's plaza, while adding to the properties semi-private realm. Row housing would create a new experience of living for the people of Oldsmar, which would add to the social urban fabric of the city, while adding density and creating an economic drive for the area.



Engagement Exercise



Engagement Exercise

15 minutes

Our process...

The three D's

Actively engage community members in dialog, diagraming, and drawing

Dialog

Facilitated Large Group Exercises

Large-scale **ATTRIBUTES**

Small -scale **ATTRIBUTES**

Community challenges **TRANSFORMATIONS**

Diagram

Small Group Breakouts – Build Consensus

2 Facilitators

5 **ATTRIBUTES**

3 **TRANSFORMATIONS**

Draw

Create sketches based on the **ATTRIBUTES** which address the goals from the **TRANSFORMATIONS** – *Give meaning to the plan*

Thank You



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