

OUR **TIME**

Ours is an era of unprecedented opportunity: advancements in technology, communication, data mining, cognitive computing and three-dimensional design present tremendous potential to effect change in the urban environment. Decision makers and planners can do more with less, addressing community needs with design solutions that are both beautiful and high-performance.

And while change is never without risk—infrastructure can be difficult to modify, community members justifiably hesitant, political structures limiting and challenging to navigate—change is also inevitable; so why not proactively anticipate and drive it?

We are not just planners and designers; we are data managers and storytellers; community members and stakeholders are our co-authors. At the heart of our approach are collaboration and adaptation.

The pages that follow showcase communities that have used strategic planning and urban design as a tool to build a brighter future, bringing about dramatic, positive change in a manner that makes the most of their resources and honors their core values.

These are their success stories.







SOCIAL ALL THE TIME

Social media presents us with a multitude of ways to gather information across generations and demographics that helps gauge success and optimize the performance of our communities. From tweets to check-ins to star-rated reviews, we have access to a wealth of information that can help determine what makes a place functional and memorable.

MULTIPLE PLATFORMS

Top-performing districts provide opportunities for social connection and experiences via Twitter, Snapchat, Facebook and Instagram. Many districts have their own apps and social platforms to keep residents and visitors in the know.

CHECK IN HERE

In our comprehensive studies of urban districts, a good gauge of success is 100 social media check-ins per FAR per month. Frequent event programming is a great way to boost this number.

CROSS-GENERATIONAL

Most top-performing districts are socially diverse with a younger median age. Multigenerational communities are higher-functioning because they have the necessary infrastructure to accommodate the needs of a wide array of people.

AMENITIES RACE

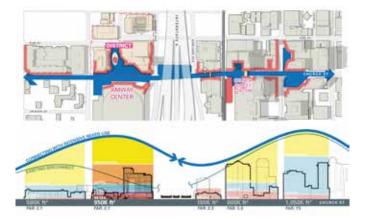
Driven by the popularity of smartwatches, fitness apps and other techrelated health monitors, the incentive to get up and get moving is further encouraged by immediate access to multifunctional plazas, parks and recreational facilities.



Orlando, FL

ORLANDO SED MASTER PLAN

Adjacent to the Amway Center, home of the Orlando Magic, the ten-acre Orlando Sports and Entertainment District was a collaborative planning effort with the City of Orlando and the DeVos family. A one-acre multifunctional event space featuring light and sound towers, a central kiosk, amphitheater style seating and a moveable canopy system anchors the district. Streetscape upgrades coupled with distinctive lighting and wayfinding improve the pedestrian experience and enhance connectivity to other downtown destinations, including Orlando City Stadium.



- SunRail commuter rail station opens adjacent to site in 2014
- Bike share program begins service
- Dr. Phillips Performance Venue opens in 2016
- "Creative Village" builds several thousand residential units and office spaces
- MLS Orlando City relocates to new stadium adjacent to site in 2017
- Magic ranked top 5 fan experience in NBA- Orlando Sentinel

Los Angeles, CA

L.A. LIVE!

The Los Angeles Sports and Entertainment District supports over 7 million GSF of development on 33 acres in the South Park area of downtown and complements the STAPLES Center and the Los Angeles Convention Center. The master plan has been largely implemented, fulfilling its mission to create a unique, mixed-use sports and entertainment hub. L.A. LIVE!, the centerpiece of the district and a premier destination for live entertainment—including the Grammy Museum, the 7,100-seat Microsoft Theatre and the highly popular Microsoft Square—has proven itself a critical catalyst to downtown revitalization and hosts 20 million visitors annually.



- Over \$15 billion in investment to date
- Over 3,000 housing units built in South Park
- \$350 million invested in Convention Center expansion
- 20 million visitors and 350 events annually
- \$1 million in tax revenue generated daily







Easy Movement



Highly visible



Common Ground



High Street



Community Heart



Green Connections









FLUID PLATFORM

When it comes to the way Americans work, the boundaries are blurred between work and home and between departments and disciplines. This fluidity, supported by structures and processes that promote seamless communication and collaboration, is changing the face of our cities as we know them. Embracing and optimizing this new reality requires creativity and a deep understanding of business needs on both individual and organizational levels.

EVERY PERSON AN ENTREPRENEUR

Flexibility and mobility are the battle cries of the modern worker, whether employed by a major corporation, a small business or self-employed. The ability to be agile and accommodate a wide-ranging set of demands for services and space is essential.

KNOWLEDGE IS POWER

The presence of learning institutions encourages a spirit of innovation and experimentation, not to mention fueling the local workforce with bright new talent and serving as incubators for new ideas and investment

EVERYTHING IN MODERATION

Smaller, pedestrian-friendly blocks and moderately-sized buildings (averaging eight stories high) are more effective not only in promoting interaction and the exchange of ideas, but also increase the amount of public space while decreasing traffic speed.

MOVING ON UP

Successful business districts often have a higher amount of housing turnover than the overall county average. Affordable housing meets workers' needs while freeing up investment income to start new businesses.

REPOSITIONING SAN FRANCISCO'S MOST ICONIC WORK ADDRESS



San Francisco, CA

EMBARCADERO CENTER

As one of the largest commercial complexes in the western United States, Embarcadero Center is a high-profile landmark and a trendsetter for office-driven developments. Composed of four high-rise office buildings supported by amenity-based, ground-level retail, the center features office lobbies and dining clustered around outdoor courtyards. The renovation

integrated warm materials, casual seating and collaborative space, wayfinding and navigation technology as well as information programming utilizing mobile apps into a space tailored for worker satisfaction. A public art program enriches the experience and pays homage to San Francisco's maritime history.



- Re-certified as LEED Gold O+M
- Previously inactive areas now utilized for holiday, sports and trade/fashion events
- Client reports higher tenant satisfaction and significant increase in retention of long-term leases



Santa Clara, CA

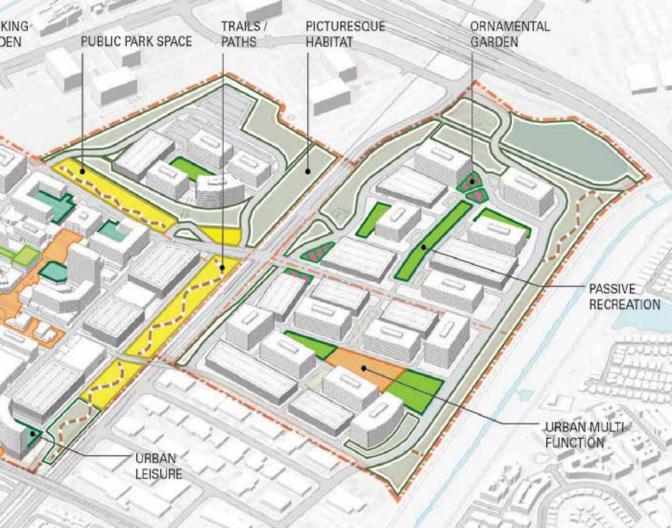
CITYPLACE MASTER COMMUNITY PLAN

In the heart of Silicon Valley, the 240-acre CityPlace mixed-use development leverages proximity to Levi's Stadium and transit to reclaim a former landfill and underutilized golf course and revive it as a regional destination. The project entitles over 9 million GSF distributed across five major parcels to be built out over multiple phases, allowing a flexible response to market conditions. The initial phases include approximately 4

million GSF of commercial retail, entertainment, office, hotel and residential uses. Subsequent phases will offer office campuses intended to attract major employers, primarily high-tech businesses and knowledge based-enterprises that seek more comprehensive amenities. An integrated network of outdoor spaces, including a 35-acre public park, rounds out the development.

- Will generate an estimated \$5 billion in construction and more than 1,600 permanent jobs
- Among three major transformational plans spurring growth in Silicon Valley (along with San Jose's Diridon Station Area Plan and Mountain View's North Bayshore Precise Plan)
- Host of SuperBowl X, PAC 12 Championship Game and World Cup qualifiers







OPTIMIZED MOBILITY



Whether it's rethinking the morning commute, providing mobility as a service or linking transit choice to personal health, alternatives to automobiles are cropping up everywhere and having a noticeable impact on the design of our streets and parking infrastructure.

MULTIPLIED MOBILITY

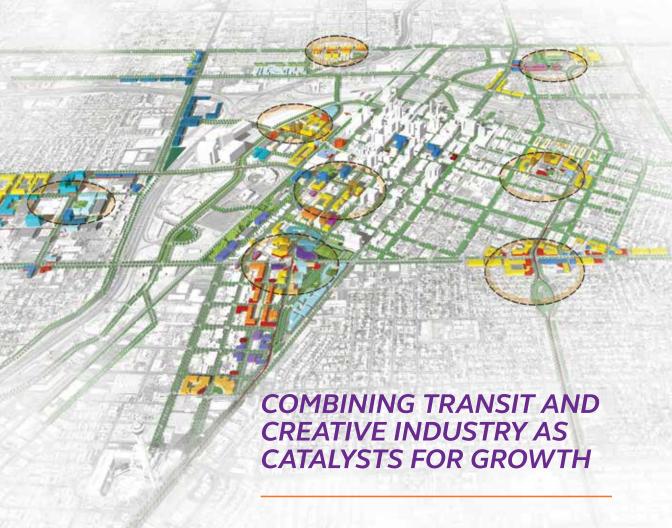
Key arterial corridors are becoming showcases for multiple modes of movement known as "complete streets." While these are gaining in popularity, a "tartan plaid" approach—where streets are dedicated or give priority to a single mode of transit—are also of merit.

SIGNAL PRIORITY

Using signal technology as a behavioral incentive and mechanism for controlling automobile speed has been around for years, but it's now being applied in innovative ways to support cyclists and other transit modes.

PARKING PLUS

With less demand for parking space, parking structures are evolving into high-performance structures with charging stations, ground-floor retail and food and beverage, refrigerated storage, concierge and car share services, bike rental, art displays and rooftop event space.



Las Vegas, NV

DOWNTOWN LAS VEGAS VISION 2045 MASTER PLAN

Rooted in findings from extensive public engagement—including stakeholder interviews, numerous outreach events and an interactive website—the Vision 2045 Master Plan addresses significant physical and social challenges facing downtown Las Vegas while charting a course for growth and redevelopment over the next three decades.

Goals include expanding the economic base and targeting emerging industries, and the plan consists of five key objectives: 1) Centers of Excellence; 2) Mixed-Use Hubs; 3) Streets for People; 4) A Greener Downtown and 5) Expedited Implementation. A series of ten mixed-use hubs are linked with public transit and a layered street network that accommodates multiple modes of transportation.

- DeBoer Award for Outstanding Planning, American Planning Association, Nevada Chapter, 2016
- Collaboration with University of Las Vegas, the City of Las Vegas, Regional Transportation Commission of Southern Nevada, Downtown Project and others
- Innovation District hosted a week-long pilot test for NAVYA ARMA, a driverless electric shuttle, in 2016
- · NFL approves the Raiders franchise move to Las Vegas







SOURCE: NAVYA.tech





New York, NY

PORT AUTHORITY MULTI-MODAL TERMINAL MASTER PLAN

Driven by a purposeful, resultsoriented design vision and regional compatibility, CallisonRTKL and Arcadis's shortlisted submission for the Port Authority of New York and New Jersey's Bus Terminal design competition outlines a comprehensive plan for sustainable, tech-savvy and efficient transit for the largest bus terminal in the United States and the busiest in the world.

Designed within a small footprint on Port Authority owned land to minimize construction time and cost, the new terminal is envisioned as an epicenter of urban life and a catalyst for future development with improved linkages to existing and planned trans-Hudson transit facilities. A dedicated double ramp system circulates buses through the building while dynamic gating

and complementary amenities in passenger waiting areas close to departure gates are supported by intuitive wayfinding and digital displays.



- Exceeded capacity for 2040 projected passenger demand by 20% upon opening
- Increased revenue streams made possible through 190,000 SF of retail space, potential for naming rights, transit fees and operating revenue
- Reduce bus congestion in and around the terminal and improved pedestrian connectivity
- Restored street network and preserved neighborhood character
- Designed to meet LEED Gold standard for sustainability





REGIONAL STORYTELLING



In today's globally connected world, we all yearn for places we can call our own. How we use, design, connect and provide public space all contributes to a larger regional narrative. The degree to which these narratives spark pride and social allegiance that can lead to long-term investment and better collective decision-making.

CULTURE

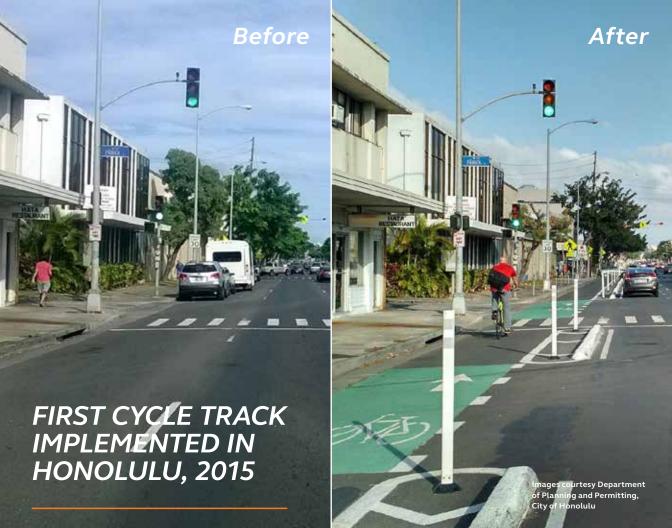
Art, events, food, connectivity—all contribute to a distinctive quality of life. In places like New York City's West Village and Venice, California's Abbott Kinney, cultural capital abounds.

WALKABILITY

Exemplary, high-performing districts range between 25 to 40 blocks with no more than five to 10-minute walking distances from end-to-end. Many have an urban population of more than 20,000 residents per square mile, a density of more than 30 people per acre.

DIVERSITY

A balanced mix of uses—four or more—in a particular area supports the ability to work and live within close proximity, which in turn promotes pedestrian activity and enlivens the streetscape. Typically, retail and food and beverage are the social glue that hold developments together while educational and cultural hubs serve as social anchors.



Honolulu, Hawaii

ALA MOANA NEIGHBORHOOD TOD PLAN

One of a series of neighborhood plans prepared in conjunction with the Honolulu Area Rail Transit (HART) project, the Ala Moana Neighborhood TOD Plan draws on findings from extensive research and responds to the area's unique setting, history and culture to serve as a guide for public and private investment.

The Ala Moana station will serve as the eastern terminus of Phase Two of HART, and the plan increases FAR and height limits accordingly to promote infill and redevelopment opportunities for underutilized commercial properties. Great care was taken to reinforce neighborhood character, protect highly valued "mauka-makai" view corridors and preserve existing housing while adding to the affordable housing stock and enhancing the public realm.



- 2015 Urban Design Award, APA Hawaii Chapter
- 8-million GSF of development entitled
- A dozen permitted projects within the study area since the plan was adopted
- 36-story luxury high-rise convention hotel under construction as the first built under the city's new permitting process, allowing flexible parking and fulfilling open space requirements mandated by community benefits agreements

San Bernardino, CA

CSU SAN BERNARDINO CAMPUS MASTER PLAN

With growth slated to increase by 150% in the next two decades, the CSU San Bernardino commuter campus will undergo a transformation into a full-service community featuring state-of-theart academic facilities, student housing and other amenities. The resulting campus will be dense, walkable and human-scaled. In order to achieve CSUSB's ambition to become a regional economic

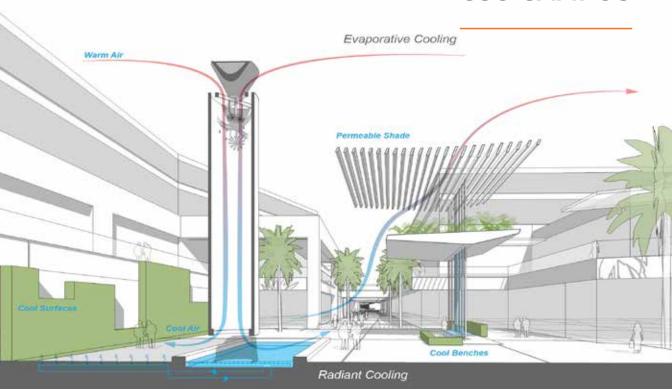
anchor, a cultural and academic center and a world-class campus, the master plan favors multi-disciplinary programming, the use of shared facilities, traffic demand management strategies, alternative modes of transportation, renewable energy use and storm water management with the ultimate goal of reaching Net Zero status.

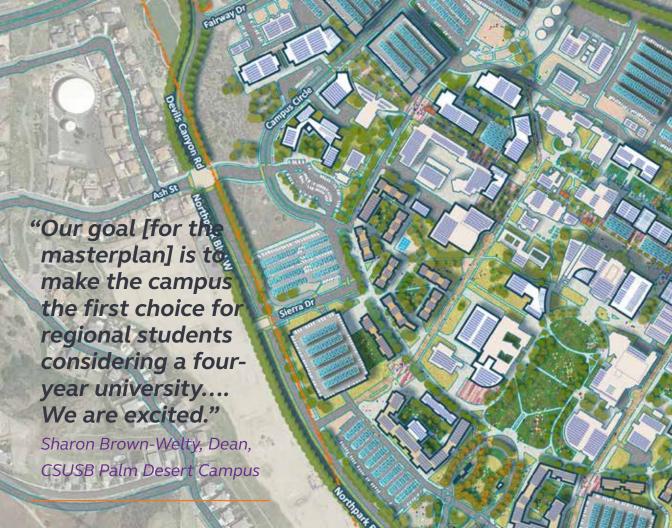


RESULTS

The College of Extended Learning (CEL), to open in late 2017
as the first building to be built as part of the overall master
plan. Supported by creative lease-back funding, the CEL will
employ innovative implementation strategies that meet
near-term demands for space while reducing public costs and
enhancing campus life.

A FLAGSHIP CSU CAMPUS









URBAN LOGISTICS

Online shopping is changing more than just retail; it is transforming urban form. Warehousing and storage are closely linked to transit networks and function best as a single, optimizable system. As such, airports and ports in particular are no longer simply peripheral land uses—they are vibrant centers of activity providing key economic and creative energy.

JUST IN TIME

Shopping behaviors emphasize the importance of online presence. Seamless warehouse operations, customer service and shipping are frequently more important to the bottom line than the traditional point-of-sale experience.

CLOSE PROXIMITY

Businesses are beginning to cluster around airports and ports in order to better compete and collaborate. As a result, these areas are becoming hubs for creative industry.

ALL IN THE DETAILS

With limited roadways dedicated to shipping, some streets connecting airports and ports to urban cores are serving as logistics corridors.

IN THE MEANTIME

Land surrounding airports and ports, often reserved for future development, is being used for shortterm food and energy production.



Memphis, Tennessee

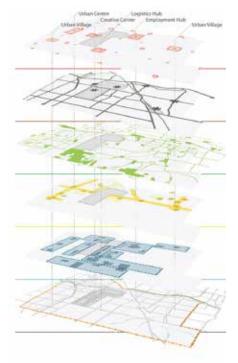
MEMPHIS AEROTROPOLIS: AIRPORT CITY MASTER PLAN

Despite its status as the largest air cargo hub in North America and the primary economic engine for the region, the area surrounding Memphis International Airport has suffered from haphazard development and subsequent decline. The master plan guides development for an area of approximately 50 square miles, creating activity nodes and

gateways, improving transit corridors and green networks, identifying neighborhood improvement zones, promoting economic development— particularly in relevant niche industries such as tourism and hospitality, logistics, research and development and advanced manufacturing—and upgrading airport infrastructure.

RESULTS

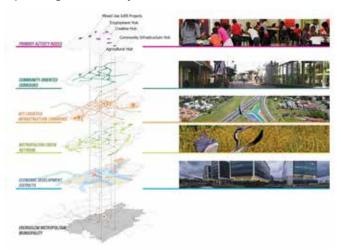
- 2014 Comprehensive Planning Award, American Planning Association, Tennessee Chapter
- Greater Whitehaven Economic Redevelopment Corp formed with seed money from the City Council to implement community-wide improvements
- Guest House at Graceland is completed, per plan recommendation for a new hotel and conference center
- Legislation passed at the state level to ensure economic competitiveness and implementation funds, per plan recommendation



Johannesburg, South Africa

EKURHULENI AEROTROPOLIS

Encompassing an 800-square mile area around Ekurhuleni's airport, the master plan aims to strengthen local communities; create concentrated, transit-oriented development; connect resources, services and people; cultivate resources to compete in the global market and promote global collaboration. The multi-faceted plan is a product of coordination between business interests and government with the ultimate goal of promoting urban resiliency.



RESULTS

- 2016 South African Planning Institute Award, Public and Private Sector
- City adopts municipality's development plan focused on roads, rail, infrastructure and stormwater drainage system
- Bus Rapid Transit expands to improve access for local communities
- Attracts new development proposals and investment, including GreenReef, Riverfields, Plumbago Business Park and Carnival Junction









REGENERATIVE RESILIENCE



Natural disasters expose the vulnerability of our cities—particularly our urban waterfronts. Much is at stake, and a responsible, responsive approach is vital to improve local ecology and water quality, increase shoreline protection, expand community access and networks of open space, while attracting appropriate growth.

PROTECT

Sea walls and levees can pull double duty, providing green space and access to the water's edge in addition to guarding against tidal surge.

COLLECT

Streets and other public rights-of-way can be configured as permeable surfaces to filter run-off and absorb excess water.

DIRECT

Retention areas incorporating a combination of native plants within washes and wetlands will slow water movement, nourish planted areas and improve water quality.

CONNECT

Integrating turbines into the design of water outflow areas provides a generative power source in the event of an emergency.

AUGMENT

New amenities such as waterfront parks, trails, community gathering areas and educational features highlighting local history and culture spur potential for further development that can help pay for muchneeded infrastructure improvements.

San Francisco, CA

MISSION CREEK ADAPTATION STUDY

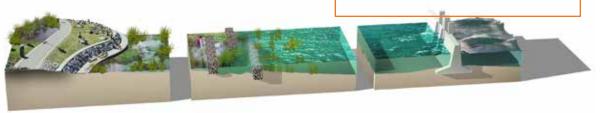
In the midst of a transformation from an industrial hub to a vibrant mixed-use district, Mission Creek's vulnerability to sea level rise was cause for concern in the larger conversation about flood risks and threats to San Francisco's waterfront. This study was an international collaboration among experts and local stakeholders with the goal of mitigating harm and promoting resilient development that responds to the city's evolving urban context.

Integrated sea walls, storm water management techniques, green infrastructure and open space and flood protection measures help to ensure long-term outcomes and provide a strong foundation for continued efforts to share research, map existing and projected flood conditions and develop resilient planning alternatives and shoreline protection strategies.

RESULTS

Ongoing outreach and engagement to address sea level rise solutions and monitoring include:

- Downtown San Francisco Ferry Terminal Expansion Project, aimed at redesigning the waterfront to endure sea level rise through 2065
- Mission Rock, a mixed-use development undertaken by the San Francisco Giants, will raise waterfront elevation by 4.5 feet



INNER LAYER Watershed Management and Public Amenities MIDDLE LAYER
Living Breakwaters
and Wetland Buffers

OUTER LAYER Hard Infrastructure for Critical Risks

A unique collaboration with the City and Port of San Francisco, SPUR and the San Francisco Giants Baseball Club.









New York, NY

LOWER MANHATTAN INTEGRATED FLOOD PROTECTION

As part of a design competition to promote resilience and innovation in the area of lower Manhattan impacted by Hurricane Sandy, CallisonRTKL and Arcadis developed flood protection strategies for 3.8 miles of coast line to guard against future storm events as well as projected sea level rise through 2050. The design solutions respond to both technical resiliency requirements

as well as community aesthetic preferences. The plan integrates natural landscaping and berms into parks and open space and uses deployable barriers and crest gates to maintain sightlines, view corridors and waterfront access. Fixed walls are seamlessly merged into the landscape as backdrops and enclosures for complementary land uses.

RESULTS

- Balanced response leverages investment in flood protection to deliver community benefits in the form of open space and recreational amenities
- Benefit/cost analysis demonstrated that a \$1 billion investment would yield benefits of over \$6 billion



Selected Projects

US EXPERIENCE

Over the last 10 years, CRTKL has entitled and designed more than 250 projects throughout North America. Clients include major municipalities, transit authorities, airports, ports, utilities, sports teams, cultural institutions, FORTUNE 500 companies and national developers.



TOD



SPORTS / ENTERTAINMENT



MIXED-USE



DOWNTOWN REVITALIZATION



AEROTROPOLIS MASTER PLANNING



INSTITUTIONAL/ CAMPUS PLANNING



ASSET MANAGEMENT



RESILIENCY



50



AWARDS

2017

APA Inland Empire Best Practices Award CSU Palm Desert Campus

APA Inland Empire Urban Design Award CSU San Bernardino Campus

TX - ASLA Honor Award Chongqing Ecology Park

TX - ASLA Merit Award Upper Proctor Creek

TX - ASLA Award of Excellence Mall of the Future - Collin Creek

TX - ASLA Classic Award Winner Addison Circle Streetscape

2016

SAPI Award- Public Sector *Ekurhuleni Aerotroplis Master Plan*

SAPI Award - Private Sector Ekurhuleni Aerotroplis Master Plan

"Award of Excellence" -Regional GCC Ministry of Housing Al Reggah District Plan

HIIUD Urban Design Award of Merit Shanghai Caoheijing Hi-Tech Park Regeneration Plan

DeBoer Award for Outstanding Planning - APA

Downtown Las Vegas Vision 2045 Master Plan

AIA International Region Special Commendation Award

CaoHeJing Regeneration Master Plan

2015

Urban Design Award - APA-HI Chapter
Ala Moana TOD Master Plan

ULI Trends Awards - "Excellence in Mixed-Use Development"

ULI Trends Awards - "Legacy Award"
Reston Town Center's Urban Core; Reston,

vA

AlA Institute Honor Award -Regional and Urban Design The Big U

MOSAIC District Master Plan

2014

Innovative Use of Technology Award -APA-LA Chapter

Urban RX

Comprehensive Planning Award -APA-TN Chapter

Memphis Aerotropol is Airport City Master Plan

NAIOP Best Building - Mixed-Use Project Award of Excellence

MOSAIC District Master Plan

Maryland Sustainable Grown Commission Sustainability Awards Gibbons Commons Mixed Use Redevelopment Master Plan AIA - Chicago Design Excellence Awards
Port Imperial South 1-3

Washington District of Columbia Water and Sewer Authority Green Infrastructure Challenge

Honor Award (Urban Design) -AIA International Region Zunyi Oasis

Award of Merit (Design Unbuilt Category)
- ASLA-TX

Wukesong Culture and Sports Complex

Award of Merit (Planning and Analysis Category) - ASLA-TX Marsa Zayed Master Plan

2013

Neighborhood Planning Award -APA LA Chapter

Washington Square Streetscape Plan

ICSC Gold Design and Gold Sustainable Design Award

MOSAIC District Master Plan

ULI Global Award of Excellence *Amazon.com Global Headquarters*

2012

Induction into AIA College of Fellows Nathan B. Cherry FAIA

Outstanding Neighborhood or Small Area Plan - APA-NCAC

MOSAIC District Master Plan



Best Innovative Infill Land Planning Award - NVBIA

MOSAIC District Master Plan

2011

SCAG Mobility Award Monrovia Station Square TOD Plan

Award of Recognition -ULI-Inland Empire City of Ontario, CA Town Architect

2010

APA - Los Angeles Implementation Award of Merit

Granada Hills Streetscape Plan

ASLA Professional Communications Award

Grid / Street / Place

Independent Publisher Book Awards, Silver Medal - Architecture Grid / Street / Place

ULI National Award of Excellence *LA LIVE Master Plan*

Hawthorne Unisource Solutions Community Impact Award

ULI Grand Award - Implementation *LA LIVE Master Plan*

LABC Community Impact Award of Excellence

LA LIVE Master Plan

IDD Award - New Project Retail Project under 150,000SF

Hill Center Nashville, Tennessee

Presidential Citation Sustainable Design -AIA Washington, DC Chapter 1225 Connecticut Avenue

Finalist Amanda Burden Urban Open Space Award - ULI Reedv River Park

Historic Resources Excellence Award -AIA Washington, DC Chapter U.S. Capitol Visitor Center

2009

SCDF Design Award (Commercial Mixed Use) LA LIVE Master Plan

Golden Nugget -Special Award of Excellence LA LIVE Master Plan

ULI Excellence in Development AwardHill Center Green Hills

Building of America Award - Real Estate Construction Review, Eastern Seaboard U.S. Capitol Visitor Center Craftsmanship Award (Multiple Categories) - Washington Building Congress

U.S. Capitol Visitor Center

Design Excellence Award -Novum Structures U.S. Capitol Visitor Center

2008

SCAG Presidents Excellence Award Pasadena Central District Specific Plan

ULI National Mixed Use Award *Paseo Colorado Mixed Use*

2008 George H. Cate Award -City of Nashville Hill Center Green Hills

Craftsmanship Award -Washington Business Congress U.S. Capitol Visitor Center

Best Development -CNBC Arabian Property Awards Qatar Entertainment City

Merit Award - Urban Design HK AIA Hong Kong Central Waterfront



Stay in touch

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