



URBAN Rx

What makes urban
districts *thrive*?

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Susan Clark



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AN ARCADIS COMPANY



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ACKNOWLEDGMENTS

This book is the result of significant contributions from a great number of people. It began in 2009 when as a team we began to study, document and compare land use patterns of urban districts with Kurt Nagle in *Grid / Street / Place* (published by APA Planners Press). Since then, there has been a tremendous effort put forth that has taken the initial idea of the urban district case study to a level that is much more detailed, descriptive and useful to the reader. In particular, Lance Hosey, Helen Jeffery, and Clay Starr were vital in promoting quantitative and qualitative tools (specifically environment, social, and financial metrics) to help evaluate the performance of each district. The elegant and intuitive graphic design of the book is due to the work of Cody Clark, Neha Baraskar, and Dongwei Xu. Stephen Miller was a jack of all trades, confirming case studies, assisting with editing and design, and refining the book to its current form. The website that accompanies the book was skillfully conceived and orchestrated by Ardie Aliandust, William Kwon, Tony Graves, Matthew Doll, Steven Norris, and Cory Strischek. We are also grateful for the editorial contributions of Alice Phillips and Laura Ewan. Finally, this effort would have been impossible without the vital support and vision of RTKL's chief executive officer and president, Lance Josal.

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INTRODUCTION

INTRODUCTION

“Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody.”

— Jane Jacobs

In *The Death and Life of Great American Cities*, long regarded by urban designers and planners as an essential tool in assessing urban vitality, Jane Jacobs describes the critical relationship between space and people in forming great urban places. She establishes the need for certain human-centric characteristics of the physical *built environment*, like layering spaces and building heights that create “eyes on the street.” She describes the *social* value of mixing cultures, professions and ethnicities in terms of ensuring a regular exchange of ideas and fresh viewpoints. Finally, she reveals the *economic* characteristics that make great urban districts retain value over time and in doing so, predicts the thriving knowledge-based economy we operate in today. When her book was published in 1961, Jane Jacobs was a pioneer in her study of the great urban district, and in many ways, her multi-faceted prescription for the making of successful cities still holds true. Just imagine all she would have been able to tell us if she’d had access to the tools and data we have today.

Building on the foundation first established decades ago by Jacobs, **URBAN Rx** is a research project that blends traditional empirical data with Big Data analysis to identify critical shared qualities among successful urban districts. Levering the power of new interactive tools, it analyzes 50 of the top-performing mixed-use urban places in the United States to map commonalities and differences. It creates a robust snapshot of each district composed of a broad range of physical, social and economic metrics. Most importantly, it identifies important characteristics and considerations for developers and municipalities looking to create city places with long-term viability.

Of course this research is not an attempt to create a clear-cut formula for urban places; localized context and culture remain as vital to the success of cities as ever, and quite simply, there is no single prescription for an urban environment. Instead, **URBAN Rx** aims to build on the last several decades of research into the design of cities, which has established that universal success factors exist across urban districts. Success in this case is uniquely defined by enduring vitality over time and value across the “triple bottom line” of environmental, social and economic performance.

While the research in this report is extensive and certainly should prove enlightening, **URBAN Rx** to date represents just a sample of the country's urban districts chosen by our teams. The far-reaching metrics have been carefully curated, but again represent just the beginning of the analysis we could perform to evaluate the health of a district. The intent of this document and associated study is to start to shape a baseline prescription for great urban places, and promote and guide an informed discussion among those responsible for designing, developing and building them. From our standpoint, this is a strong piece of work, and it is also a work in progress. Many possibilities exist for extending the research moving forward, and we look forward to continuing our search for new insights for the good for our clients, the industry and our cities.

MEASURING SUCCESS: THE URBAN RX METHODOLOGY

The **URBAN Rx** methodology is consistent in many ways with Urban Analytics, a growing field of study that collects Big Data to inform and evaluate cities. What is unique about **URBAN Rx** is both the fine grain of study compared to Urban Analytics, which tends to take a more macro-level view on cities, and the combination of Big Data with urban design, social science and economic metrics. The former distinction enables more actionable results, while the latter provides a more robust picture of what makes an urban district successful.

Selection of districts: The list of districts in this study was developed with the input of our clients, planning officials and fellow practitioners. It includes many of the most well-known and cherished places in North America from all standpoints, and includes a wide variety of scales and urban typologies. Although the list is by no means comprehensive, the districts are intentionally geographically dispersed to represent a significant data set for comparison and to reduce bias towards a specific climate, terrain or age of district. With time, the list could grow both in number and geographic spread to widen the discussion to urban spaces around the world.

Analysis: The districts were measured against performance indicators in three categories: a) physical design and image of the built environment, b) social connectivity and c) economic health and market response. Each of these three indicators has the potential to bring added value to the triple-bottom line of better performance, which in turn contributes to stability. A total of 65 metrics, provided by a blend of traditional empirical tools and newer more intuitive tools, were used to evaluate the success of each district within three categories.

Scoring: Following their analysis, each district was granted a score of 0 to 33 in each category and a composite score of 0 to 99. These scores establish a platform across which all urban districts may be measured, as well as highlighting areas of improvement within each district.

Conclusions: Recommendations and observations by our research team follow both the analysis of each district and the overall report.

THE LARGER CONTEXT: CITIES

Just as the heart and kidneys provide vital functions to the body, the urban district serves an important and specific function that contributes to the life of the city. An urban district can and should complement other districts around it, but it should also have its own spatial or social definition and character. In a modern, knowledge-based economy, creativity and flexibility are essential to a healthy urban district, especially as cities and their popularity ebb and flow in line with current events and investments. Major cultural events such as the Olympics or the Superbowl can raise the profile of a city and help to attract investment, and urban amenities such as Millennium Park in Chicago or Central Park in New York can catalyze growth. On the other hand, a city can also suffer from a loss of economic activity or desirability due to disinvestment or lack of diversity in uses and population and negatively affect its urban districts' viability. Planning ahead by identifying factors that contribute towards flexible, healthy urban districts can help support the health of the district, as well as ensure long-term stability for the larger city. Our research shows that all of the elements that follow are interconnected and impact the life of the urban district:

- *Transportation networks* that serve the needs of the district
- Attractive *mix of uses and amenities* that increase interactions between different segments of the population
- The presence of *leading industries* of the creative economy such as software engineering, design and construction, film-making, music, education, and other activities that stimulate discussion and exchange of ideas
- *Public spaces, events, and well-designed streets* that increase the likelihood of communications and exchange of ideas
- A *charismatic brand* that contributes to the success of the district. When one mentions the term “SOHO”, or “the Pearl” one has a very distinct image of what that district is all about. Advertising and marketing can create a sense of allegiance to a district and promote loyalty.

THE LARGER CONTEXT: RECENT TRENDS

Although urban districts remain essential to the life of the city, recent technological changes are affecting the functions of the urban district in fundamental ways. The last several decades have seen the rise of consulting and knowledge-based services as driving economic forces, with industries such as design and technology of particularly high value. The “creatives” who work in

these industries embrace knowledge, change and new ideas, and are desirable people for cities. The following trends highlight ways cities are leveraging their influence to attract and retain creatives:

SOCIAL MEDIA

Tired of traditional marketing sources such as print and radio, the prized creative is looking for unique and curated experiences that appeal to his or her intelligence and discriminating taste. Social media tools that tap into event campaigns have been highly effective over the last few years in creating strong, online communities. Pop up retail, food trucks, and art and music festivals seem to work best within the digital democracy with the instant outreach that social media provides. Social media creates the opportunity to both give and get information about a particular event to a targeted audience, and it can be easily tracked and used to direct future investment. Events and campaigns that generate buzz on social media have been proven to translate into short- and long-term sales and investments.

URBAN SHOPPING

Although urban districts have traditionally provided commercial activities such as shopping, the essential nature of retail is changing with the digital age. This change has had an impact on the urban district in fundamental ways. First of all, the urban district is no longer a place where people exclusively shop for lifestyle items. Online retailers benefit from the consumer loyalty brought about by predictable sizing and the convenience of shopping from home. Where once we would shop for records, CDs, and DVDs in movie rental and music stores, online entertainment is the new model. Conveniences such as drug store items are increasingly being cannibalized by online shopping, and even the grocery store is being challenged as the previous heart of the community: Nontraditional sources such as Amazon Fresh have become affordable alternatives to traditional grocery stores. How and where the “grocery” infrastructure exists, is warehoused, and is delivered to consumers is an important challenge to a functional urban district in the future. Memorable experiences that accompany shopping, chance encounters, unexpected events and unique one-off retailers are antidotes to the digitalization of everyday life.

THE CHANGING NATURE OF WORK

We frequently calculate gross square footage per employee to determine how many people are working within an urban district. This number has plummeted over the last decade, partially due to automation and the decreased space requirements per employee, but also due to the changing nature of work. People are working longer hours and are no longer limited to working in just the office. Increasingly, people want to work remotely; often in a public “third place” with wireless connectivity as opposed to a traditional office. Transit connections, public amenities such as pocket parks with indoor / outdoor dining, movable

tables, and benches, canopy shade trees and wireless connectivity are all elements in urban design that make good working environments within cities.

Startups within the digital economy increasingly require a highly flexible approach to office space. Incubator office space, with the ability to scale up and down quickly, is essential within most markets. Convenience retail, restaurants, and bars in close proximity to office spaces are also important to attract employees and encourage collaboration outside of the office. While collaborative and flexible office space is increasingly desirable, the need for confidentiality within tech industries has also given rise to the secured remote corporate campus, and the security requirements of these campuses can often seemingly be at odds with the desire for creative space and urban amenities. Attempting to combine the conveniences of an “authentic” urban district with the security of a corporate campus often results in a forced approach to the design of the urban district, which does not capture the financial and social diversity required for success.

URBAN RESILIENCE AND THE CONSCIOUS CONSUMER

Consumers are increasingly conscious of the interconnectedness of their decisions and now question where products come from, what they are made of, and whether the corporate practices of the manufacturer are socially and environmentally responsible. In the real estate market, there is an increasing awareness of the energy consumption, water usage and material health of buildings, and how these factors affect financial value and overall desirability. At the scale of the urban district, consumers desire choices that reflect their lifestyles and values. Multi-modal transportation options, active open spaces, creative conservation of resources, pedestrian connectivity and a variety of services help provide the range of choices that consumers desire. Urban districts that aim to maximize the “triple-bottom line” of social, economic, and environmental value will be the most successful at providing genuine choice for discerning consumers.

“We must consider not just the city as a thing in itself, but the city being perceived by its inhabitants.”...“In the process of way-finding, the strategic link is the environmental image, the generalized mental picture of the exterior physical world that is held by an individual.”...“A good environmental image gives its possessor an important sense of emotional security. He can establish a harmonious relationship between himself and the outside world..”

–Kevin Lynch

PLACE AS BRAND

Lynch's primary thesis in his singular work the *Image of the City* is that a city's image is real and measurable. Urban districts that offer a cogent story centered on a unique set of amenities and social and economic opportunities will do better than those who do not. Here are some good examples of cities that are branding themselves successfully:

- **The West Village, New York City:** The original bohemian neighborhood in North America is also the Home of Jane Jacobs, Jack Kerouac, and Stonewall. Universities and colleges nearby include NYU, FIT, and the New School, which infuse the area with young, diverse talent. The district has a tremendous stock of historic buildings, transportation connections, bikeway and parklet programs, the recent High Line elevated park, and other unique open spaces and places to gather. New economic drivers in the area include internet companies, fashion, and design. Nearby are Gansevoort Street, the High Line, the Standard Hotel, and the traditional heart of the District: the White Horse Tavern. The West Village's social networking numbers are extremely high (10,000+ check ins in one month almost an order of magnitude higher than our next most popular district-Abbott Kinney), implying that it is a memorable place for most with a high level of allegiance; people want to be identified with the West Village. Its financial numbers also reflect higher residential and commercial numbers than the county average.
- **Chattanooga, TN:** "The Gig City" is the first in the United States to offer one-gigabit-per-second fiber internet service to all residents and businesses. At 200 times the speed of the national average, the Gig opens Chattanooga to the global marketplace. Tennessee is known for its business friendly environment with no state tax (though it makes up for it with relatively high sales taxes). Chattanooga combines advanced technology infrastructure with a thriving cosmopolitan atmosphere that's just minutes from mountains, rivers and other outdoor playgrounds. Broad Street is the core of the city, with walkable blocks fronted with street oriented shopping and eating establishments. It's turning out to be a killer attraction for the city: in recent years, the city's signature lifestyle and focus on environmental stewardship has attracted \$4 billion in foreign direct investment.
- **SOMA, San Francisco:** San Francisco promotes healthy living and sustainability, and the city has set a goal of net zero post-consumer waste by 2020 (they are already at 75% recycling). SOMA was known as the epicenter of the dot com boom back in the 90s, and has become known recently as a hub for entrepreneurship and innovation. Sustainability- and tech-focused companies cluster here, and attract top talent from the nearby major universities. The area is the home of the Folsom Street Fair, a somewhat notorious event (you have to see it to believe it). Together these elements form the fertile soil for economic growth coined by

Richard Florida in his book, *The Creative Class*. Florida's term is "the 3 T's": technology, talent, and tolerance. SOMA's moderate scale, mixed use character, walkable street-oriented public environment, unique restaurants and shops, and importantly, progressive cultural attitudes promote a multi-generational allegiance to it that is essential to the district's long term viability.

These places all share vital aspects of successful urbanism:

- **Built Environment:** Whether it's the High Line in the West Village, Yerba Buena Gardens in SOMA, or Ross' Landing Park in Chattanooga, iconic gathering spaces in all districts promote community by providing a forum for the exchange of ideas. The connections within and through the urban district are also important: Gracious streets offering a variety of ways to get around, and pedestrian-oriented design contribute to active communities. Commercial "high streets" and small parks help define the district's hierarchy and unify surrounding neighborhoods.
- **Social:** Each district has a cluster of events that occur throughout the year, bringing people together both within the district and throughout the greater city. Many successful districts provide more than 250 events per year. Social media networks provide a virtual forum that can help measure how memorable a district is, as well as the strength of community allegiance.
- **Economic:** Each district has found an economic niche that fuels prosperity and investment in the area. Whether it is art and design in the West Village, electrical, healthcare and logistics companies in Chattanooga, or green and tech companies in SOMA, they each capitalize on clustering commercial uses that work in kind to create a district. That clustering can be tracked with higher property evaluations brought to the residential and commercial sectors.

RESEARCH TOOLS

This project used numerous tools and programs to evaluate districts. Each tool provided different layers of analysis with many combined to create new data sets. The tools used included:

- **ArcGIS;** utilized GIS shapefiles to confirm building footprints that informed base maps for illustrative drawing.
- **Facebook;** websites were tracked by district to quantify levels of social interaction and numbers of weekly posts.
- **Google Earth;** used to take district aerial snapshots to create a base

map for illustrative drawings. Imported geo-located .csv files from Instagram helped to determine social media local, regional, and national / international catchment areas.

- **Google Maps;** used street views to conduct thorough land use and amenity analysis within the district area.
- **Google Planimeter;** measured building footprints and block sizes.
- **Instagram;** found to be the most utilized social media platform to discuss a district area (such as “I love Santana Row! #santanarow”). Information collected from Instagram posts included number of photos collectively shared, location coordinates of people who opted in, number of likes for all photos, and time of day relative to district location, collected for a one month period.



Project team conducting on-location data collection.

- **LoopNet;** used to collect county-level office rent information as well as average commercial rents within each district.
- **Microsoft Excel;** used to synthesize social media popularity distribution between local, regional, and national / international catchment areas, as well as aggregate U.S. Census information.
- **Trulia;** used to gather zip code and county-level price “heat maps” regarding home sales prices by district.
- **Twitter;** profiles of districts were tracked (if one existed) to quantify social interaction and number of weekly tweets.

POE of 1st St Date 6/7/13 Location _____ Time of Day 10:30 Interviewer Adam

Smart Site

Do you like the location of the space?
Yes she does
 Is the site close to other things you visit frequently?
Beach, SM, shopping, dining. Trader - 10 SM
 Is the site convenient for you to visit?
Yes
 Where do you think the site starts and stops?
Venice to Main St
 Do you think the city maintains the area well?
No, not SM
Open Space

Is enough open space along the street?
No
 Are there enough parks/open spaces nearby?
I think so, so close to SM Beach
 Are there any improvements you think would make it better?
Parking, Open Space, Public, Recycling Cans.
 What's the best open space here?
California
 Is it really one crazy garden spot. Private bike path
 Are the open spaces well connected?
No.

Time of Use

When do you come to use this space? Mornings? Week? Weekend?
Avoid weekends (too crowded). Morning lunch. Younger, Kaiser crowd in evening
 When is the best time to come here?
Lunch time.
 What day of the week is the best time to come here?
Don't know weekday
 How long will you be staying here?
2 hours

Public Art

Do you have a favorite piece of art on this street? What is it?
Doose fish mural
 Do you feel like you see a lot of public art here?
Not much
 Do you feel there is any art (mural, sculpture, etc) that's missing?
Sculpture. Architecture?
 Can you name one of the artists that did a piece here?
No
 Have you ever been engaged with art here?
Electric Lodge, Music, Dance, Photo Exhibits
Foot count (do for 5-10 minutes)

10:27 - 10:37
 ? *|||||* *|||||* *|||||* *|||||* *|||||* *|||||* *|||||* *|||||*
||||| *|||||* *|||||* *|||||* *|||||* *|||||* *|||||* *|||||* *|||||* *|||||*
100 in 10 min

Typical occupancy evaluation and foot count assessing user experience.

Functional verification ensured the accuracy of data drawn from other virtual sources. For example, tree coverage had to be verified in the field and conducted through a block-by-block verification of the information collected. Building footprints of a specific block were printed as hard copies to record land uses, open spaces, circulation and other context-specific details that illustrated the urban environment surrounding the district. This collection was cross-referenced with previous data collected and discrepancies in the information were modified accordingly.

Perceptual data suggested a need to gain a deeper understanding how people perceive the district's function, which was conducted through an occupancy evaluation. A questionnaire was administered to users to gain a clear picture of what draws them to the area and establish how well the district is connected to other districts. Foot counts were conducted at specific intervals to understand peak time periods for the district (as different uses and amenities create foot traffic at different times of the day).

Overall, these evaluations helped guide, modify and add an additional layer of perception to the net scoring of a district.

DISTRICT TYPES

The districts break into eight categories and are as defined as follows:

Urban Districts: *located within 10 miles of a city center*

MIXED USE DISTRICT

A balanced mix of retail, residential, and other uses

*Broughton Street
Congress Avenue
Grand Circus Park
King Street
Pearl Street
Pioneer Square
State Street
Yerba Buena*

*Bryant Park
Distillery District
Millennium Park
Ocean Drive
Old Pasadena
San Antonio River Walk
State Street
The Gateway*

*Bethesda Row
Main Street
Market Square
Mills District*

NEIGHBORHOOD

Residential >50% of the overall land use mix

*Charles Street
Jackson Square
Pearl District
West Village*

*Piazza at Schmidt's
Abbot Kinney
Clarendon Commons*

RETAIL DISTRICT

Retail >50% of the overall land use mix

*Country Club Plaza
3rd Street Promenade
Old Pecan Street*

Suburban Districts: *located beyond 10 miles of a city center*

MIXED USE DISTRICT

A balanced mix of retail, residential, and other uses

*Reston Town Center
Worth Avenue*

*Santana Row
Port Clinton Square*

NEIGHBORHOOD

Residential >50% of the overall land use mix

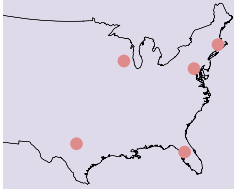
*Shaker Square
Addison Circle
Celebration Town Center*

*Harbor Town
St. Armands Circle*

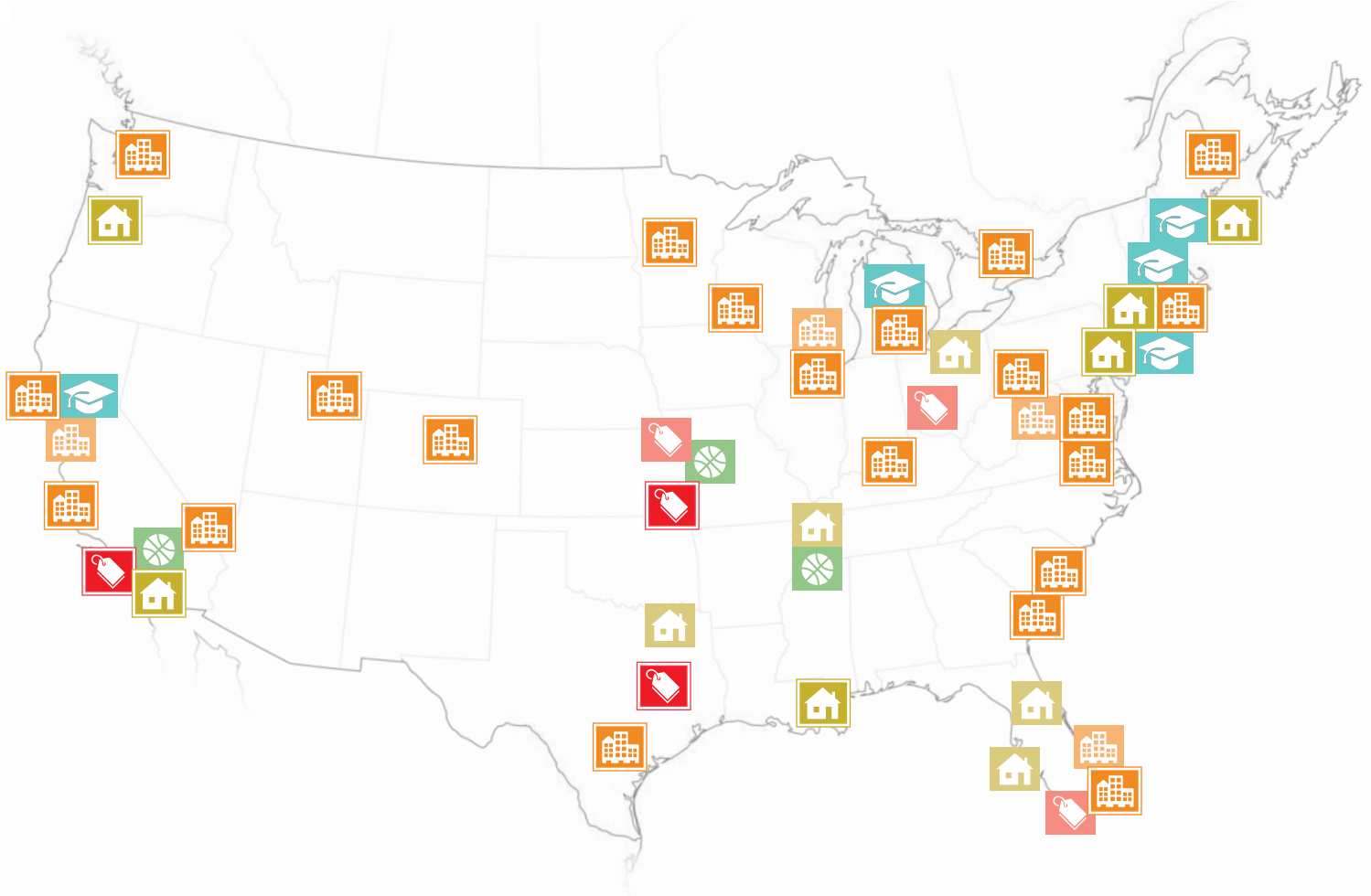
RETAIL DISTRICT

Retail >50% of the overall land use mix

*Zona Rosa
Easton Town Center
Miracle Mile*



District Types & Locations



Specialty Districts: Areas dependent on a major nearby amenity

UNIVERSITY VILLAGE

Mixed use district located within 1/2 mile of a major university campus

Telegraph Avenue
Liberty Street

Harvard Square
Palmer Square

Chapel Street

SPORTS & ENTERTAINMENT

Mixed use district with at least one major sports facility within or adjacent to it.

L.A. Live
Beale Street
Power and Light District

WHAT WE FOUND

Our research identified 65 separate metrics upon which to provide a basis for comparison. We were able to identify several key factors that were critical to the success of urban districts.

RESIDENTIAL DENSITY

Creating a local community within an urban district is essential to creating a thriving and adaptable district, particularly as residents tend to support the goods and services being produced in the area. We find there is a natural relationship and allegiance formed among residents and businesses in the same area. In general, a minimum density of 20,000 residents per square mile is necessary for a true urban district to be supportable by pedestrian and transit connections. Generally those areas with less density were reliant upon automobile traffic, and by extension cheap gas prices, to remain supportable. Examples such as Easton Town Center and Zona Rosa exemplify the challenging conditions of relying upon a catchment of several hundred miles beyond their district boundary to remain viable. As gas prices and general understanding of the real environmental cost of driving continues to increase, North America will continue to move toward more diverse forms of mobility, while integrating mixed uses in greater intensity near transit.

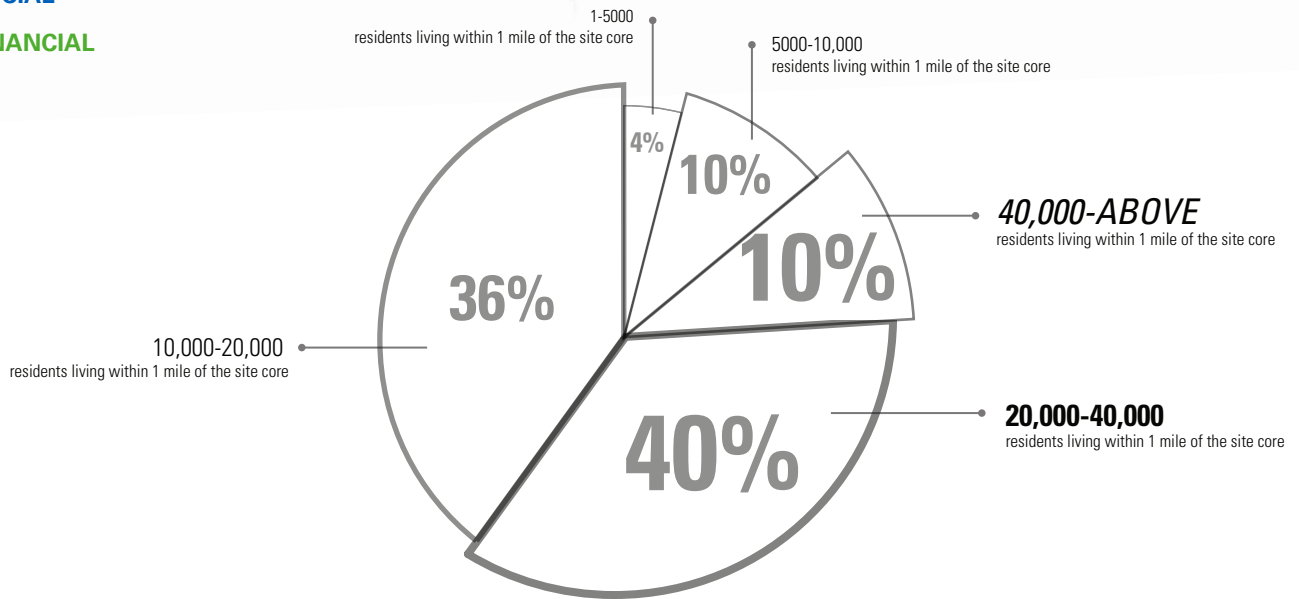
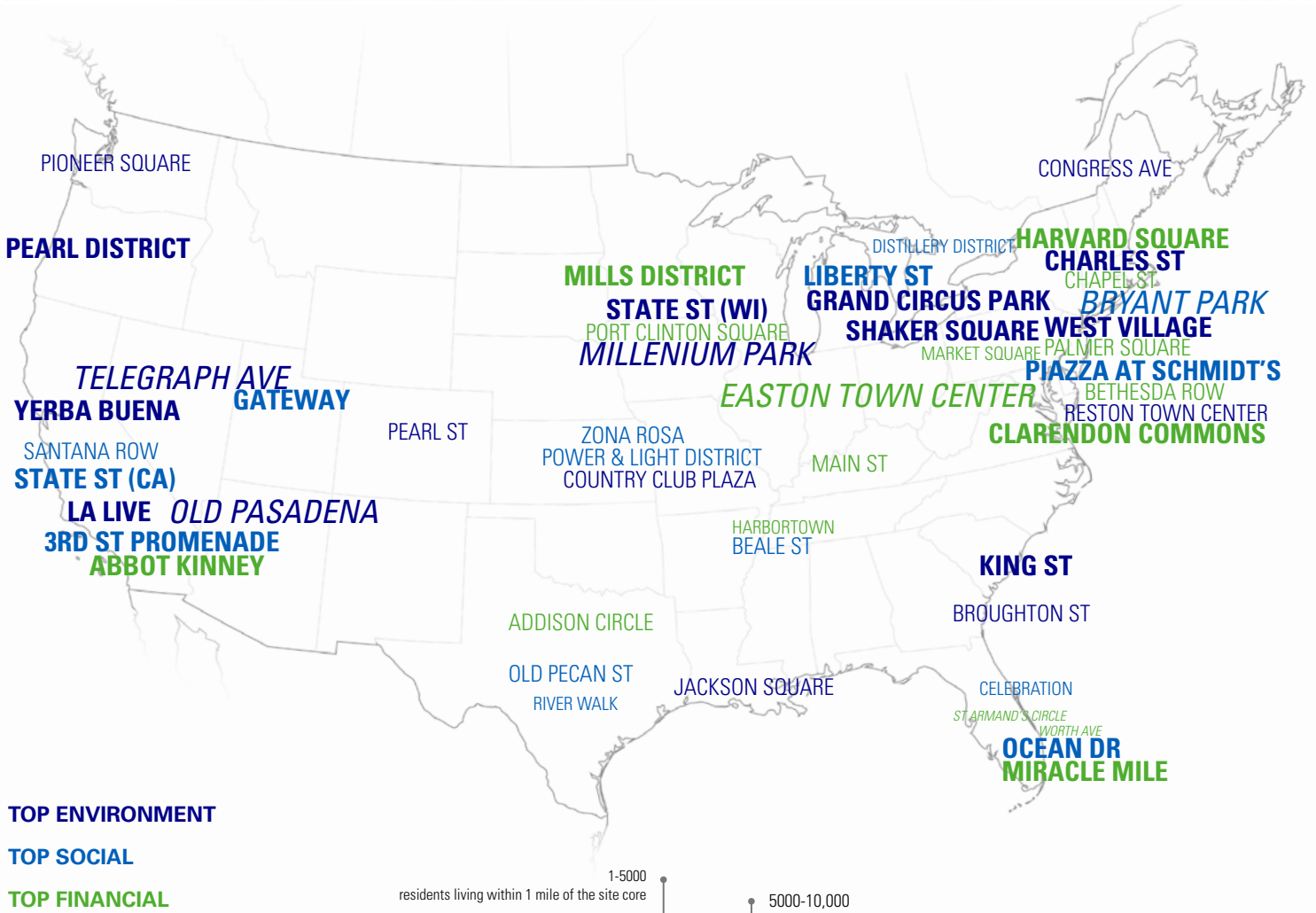
Findings

More than 70% of the districts we studied had an urban district with over 20,000 residents per square mile. Those districts that had additional proximity to an anchor use such as sports, a university, or a major amenity had a higher level of financial performance than the average of the study.



Q1

How many live within a mile of your site?



DISTRICT CORE

The walkable core of a district needs to be large enough to support a diverse mix of uses and retain interest, while being small enough to retain definition as a district. A minimum of 10 acres as a walkable core is essential. More frequently, district cores of 10 – 50 acres were the dominant prototype. This is logical because the walkable distance of these areas from end to end of a 50 acre district often is around five minutes, and generally around 25 – 40 blocks in size. Larger districts were found in two typologies:

1. Within a larger Central Business district where boundaries are somewhat blurred, and might run into other districts of slightly different character (found in State Street, Santa Barbara and Millennium Park, Chicago)
2. Suburban examples such as Country Club Plaza and Easton Town Center, where the requirements of the automobile tend to expand the district horizontally beyond comfortably walkable limits

Findings

District cores of 10-50 acres were the dominant prototype. The walkable distance of these cores was typically 5-7 minutes from end to end and a block count between 25 and 40.

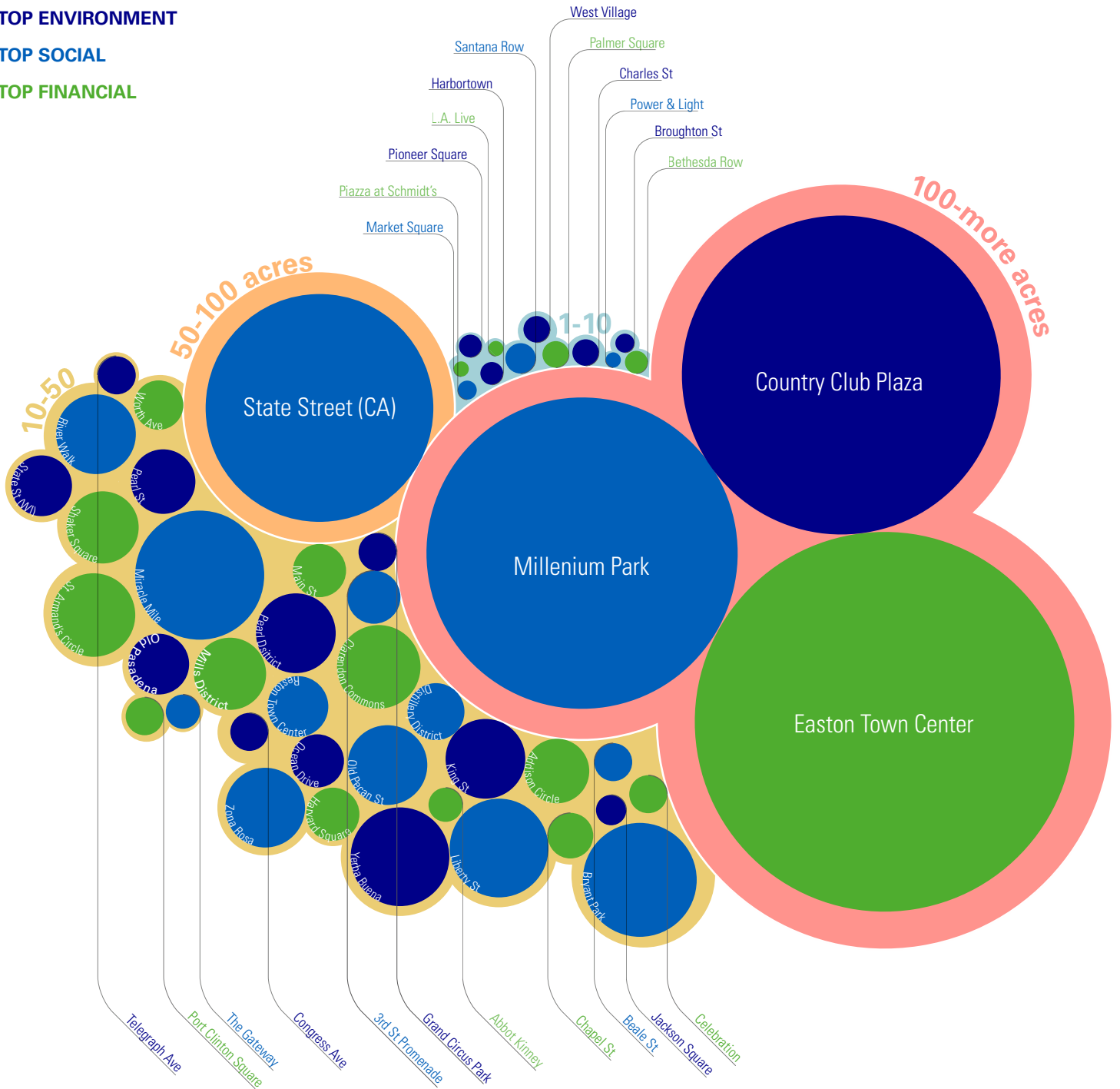
Q2

How big is your district core?

TOP ENVIRONMENT

TOP SOCIAL

TOP FINANCIAL



AVERAGE BUILDING HEIGHT

Well-functioning urban districts provide high enough levels of building density to maintain pedestrian life, while not relying on tall buildings, which can create negative effects like shadowing and windy conditions. A preponderance of the examples we studied included moderate building scale: Over 90% of the examples included buildings of an average of eight stories or less, with only the most urban examples (Chicago, Detroit, Portland, New York) including buildings of an average of more than eight stories. Vancouver provides a good example of where taller buildings can work effectively: Its buildings are often taller than 25 stories, but are spaced widely and with slender profiles.

Districts of tall buildings tend to rely on office uses during the day and become dead at night. At the opposite end of the spectrum, districts of lower density struggle to maintain pedestrian activity, especially at night. Perhaps in part for those reasons, our research showed that districts with a moderate mix of building heights have better long-term urban health. Neighborhoods like the Left Bank in Paris suggest the reasons for this success: 1) The ground floor can easily accommodate uses convenient to the users above 2) The manner in which these buildings is accessed is often much more reliant upon pedestrian traffic than auto-oriented high-rise uses, and 3) At eight stories, a resident can still yell down to the street and be heard. Even on the upper floors, a connection with the street remains. Balconies and semi-public terraces look out over the street and allow interaction to occur.

Findings

Ninety-two percent of the districts studied had an average building height of 8 stories or less. Highrises can be a desirable part of thriving urban districts, but they should be integrated within a moderate overall urban scale of development.

BLOCK SIZE

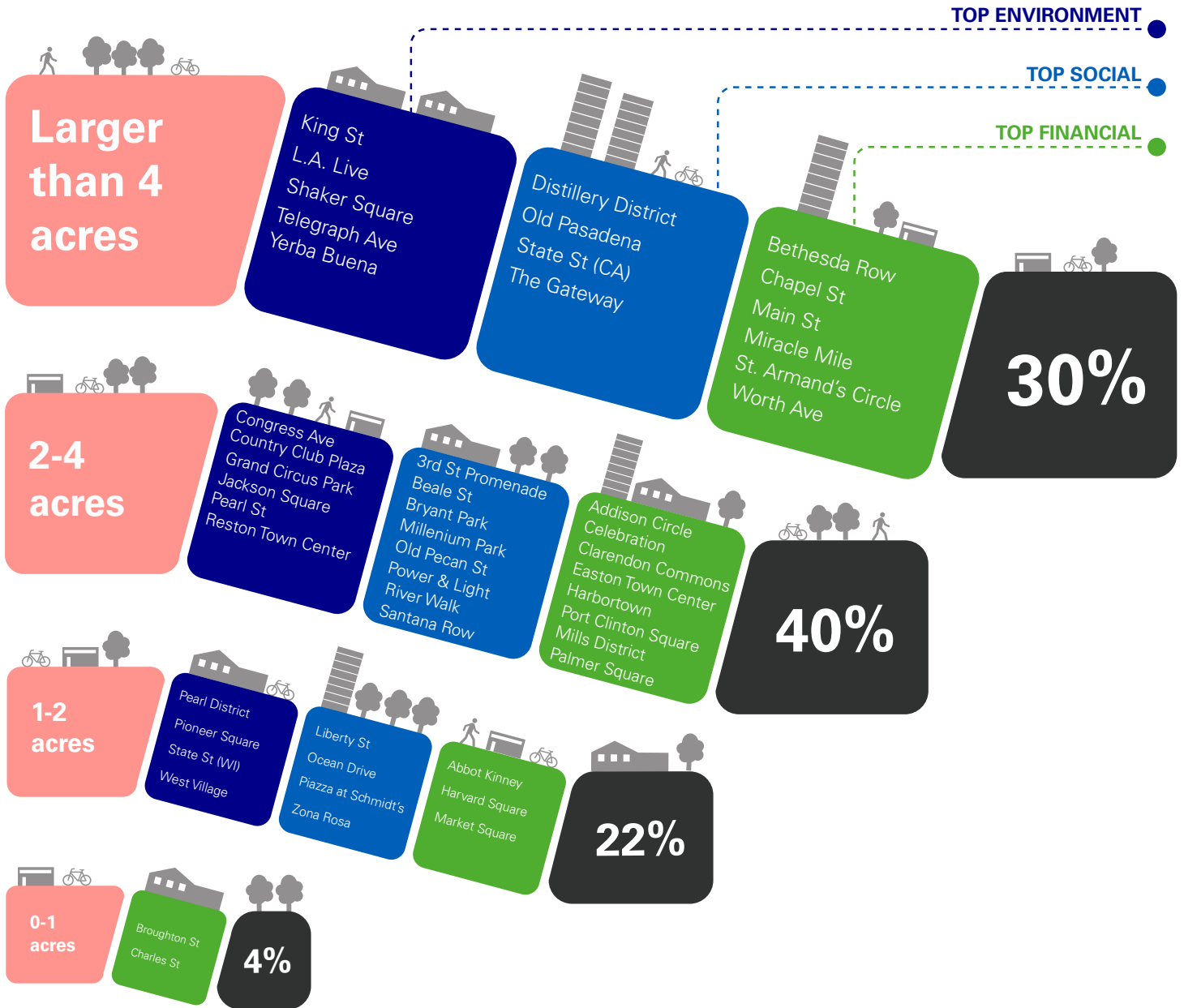
Size of blocks is important to long-term viability in that they must be large enough to accommodate a variety of densities, building types and parking requirements, depending upon use. An overly large block is flexible in terms of land use it can accommodate, but is too difficult to traverse as a pedestrian. Small blocks are great for pedestrians but do not retain enough flexibility for varying uses. Blocks of 2 – 4 acres prevailed in the research; some of the most highly rated districts (3rd Street, Bryant Park, Millennium Park) demonstrate the flexibility of a block this size to accommodate parking and a mixture of uses, while retaining the pedestrian accessibility that comes from compactness. Even when districts with blocks larger than four acres were successful, they tended to rely heavily on automobile access, resulting in larger streets surrounding the blocks and some conflicts with pedestrian access. Districts with blocks of less than two acres generally had excellent pedestrian connectivity but tended to rely upon underground parking (Pearl District) or heavy transit usage (West Village) for access.

Findings

Seventy percent of the examples we studied had blocks of over two acres in size, with the upper limit being around four acres. Some of the most socially successful projects had blocks of less than two acres, which implies that large blocks promote development flexibility while small blocks promote social interaction.

Q4

How large are your blocks on average?



ACCESS & VISIBILITY

Access and visibility metrics highlight the importance of balancing automobile access with pedestrian access. Both are necessary to make a district work. The automobile provides visibility of the district to the widest number. Our research of districts revealed that 58% of the most successful districts were adjacent to a major arterial (three lanes of traffic each way). This volume allows the greatest number of automobiles to see the district, while simultaneously controlling impact on pedestrian flow. We saw this condition repeatedly; the exceptions were districts served by local streets only (36%) like the Pearl District in Portland, which is residentially driven with only a limited amount of commercial activity. Districts with an arterial running through them (6%) tend to have frequent conflicts between vehicles and pedestrians.

Findings

Ninety-two percent of the examples in our study had perimeter arterial circulation or were adjacent to arterial roads. Urban Districts put a priority on the pedestrian experience in the core, with cars often circulating most quickly around the perimeter. Local streets emphasize a mix of modes.



Q5

How is your site accessed?

Adjacent to arterial

TOP ENVIRONMENT

Charles St
Grand Circus Park
LA Live
Pearl St
Pioneer Square
Reston Town Center
Shaker Square
State St (WI)
Telegraph Ave

TOP SOCIAL

3rd Street Promenade
Beale St
Millenium Park
Old Pecan St
Piazza at Schmidt's
Power & Light District
River Walk
Santana Row
State St (CA)
Zona Rosa

TOP FINANCIAL

Abbot Kinney
Addison Circle
Bethesda Row
Easton Town Center
Harvard Square
Main St
Mills District
Palmer Square
St. Armand's Circle
Worth Ave

58%

Arterial runs through project

TOP SOCIAL

Bryant Park
Liberty St
Old Pasadena

TOP FINANCIAL

Miracle Mile

8%

One way streets or local streets

TOP ENVIRONMENT

Broughton St
Congress Ave
Country Club Plaza
Jackson Square
King St
Pearl District
West Village
Yerba Buena

TOP SOCIAL

Distillery District
Ocean Drive
The Gateway

TOP FINANCIAL

Celebration
Chapel St
Clarendon Commons
Harbortown
Port Clinton Square
Market Square

34%

MODES OF TRAVEL

Redundancy in transit is an important aspect of urban health. A variety of modes of travel allow people to move freely without being bound to car ownership. Because young and less affluent city-dwellers tend not to own cars, transit alternatives are essential to promoting diversity in a district. Bike lanes make traveling to transit over distances much easier; of course, transit stations need to be able to accommodate bike storage for it to be effective. Tree-lined streets with wide sidewalks and wayfinding make pedestrian movement more viable throughout urban districts.

Our research concluded that 28% of all districts provide five or more modes of movement. These districts are generally within established urban centers where transit service is good and where bike lanes have been integrated into the street grid. They also tend to be close to universities, which draw young people who rely on public transit. Fifty-two percent of the districts provide four modes of travel. These areas tend to be located a bit farther out from the city center and often provide at least two modes of transit service, but struggle with bike access. The examples that provide three modes tend to be auto-oriented examples and unsurprisingly, tend to be located in older, more affluent areas of the country. We did not find a successful urban district that did not provide at least one mode of public transit.

Findings

Eighty percent of the districts studied provided four or more modes of movement. Redundant modes are critical to promoting flexibility and convenience. A rapid increase in bicycle usage is the most common recent trend.

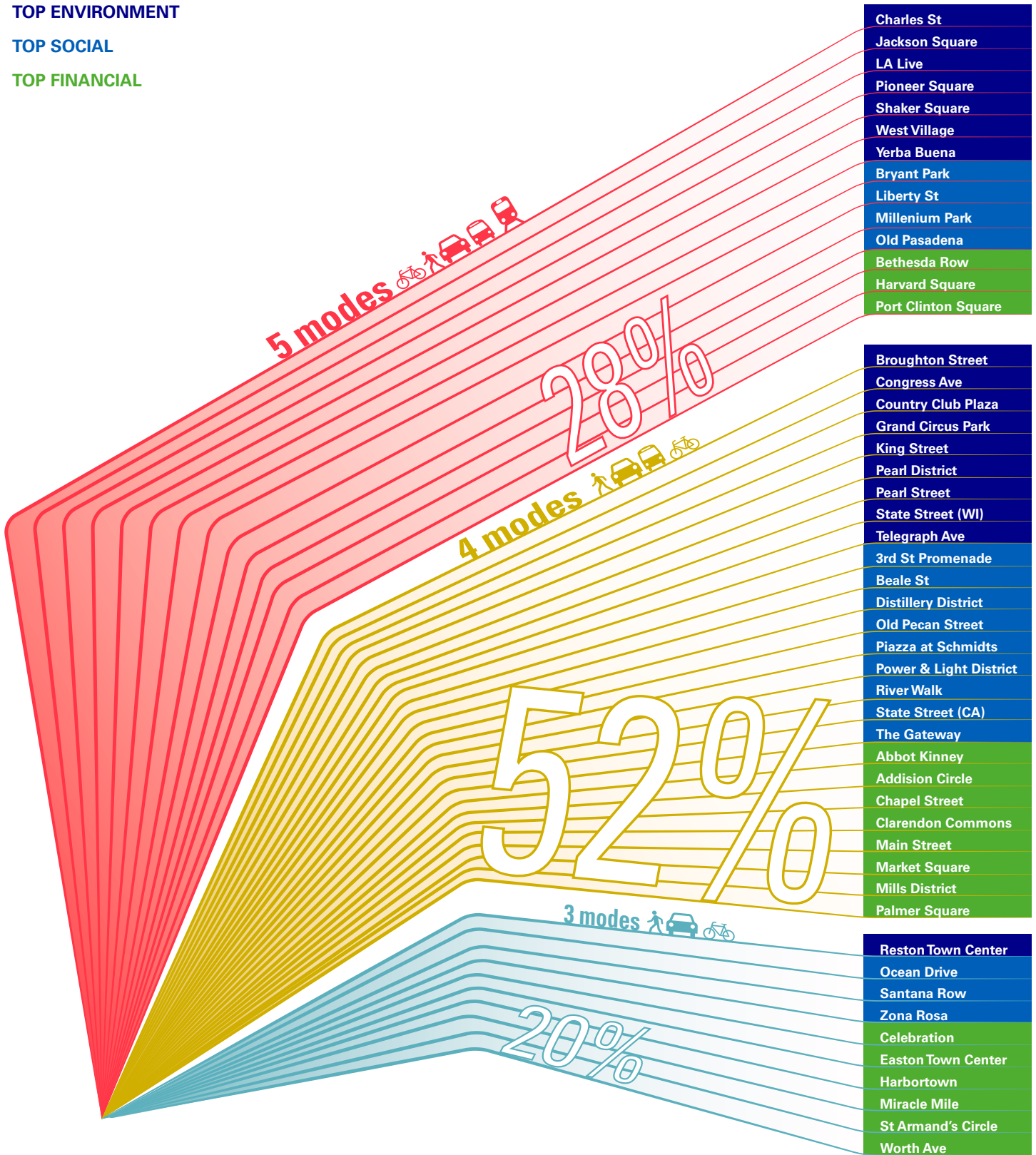


How many travel modes does your site have the potential to provide within walking distance?

TOP ENVIRONMENT

TOP SOCIAL

TOP FINANCIAL



USES WITHIN THE CORE

A fully functioning urban district should be able to accommodate a variety of activities throughout the day and into the night. Part of what makes urban districts work are the convenience and synergies among uses in close proximity. For example, office uses work well with hotel by providing business visitors with a place to stay; residents typically like the affordability and convenience of living close to work; and retail, food and beverage, cultural and entertainment uses hold everything together by providing a third place between home and office for people to meet and interact.

Our research supports these assertions. In fact, 98% of the districts we studied had four or more uses, and of that amount, nearly 74% of them had a balanced mix (1/3 office, 1/3 residential, 1/3 retail and other). Other districts emphasized one use over others, the most common of which was retail/entertainment. These districts function slightly differently from their balanced counterparts—they typically rely on a larger catchment of people and a regional transportation network to function effectively.

Findings

Ninety-eight percent of the districts studied accommodate at least four distinct uses, and these districts thrive on the unique convenience of a mixture of uses in close proximity. The closest synergy found in our study is a balanced mix of office, residential and retail.

Q7

How many uses do you have in your core area?

TOP ENVIRONMENT

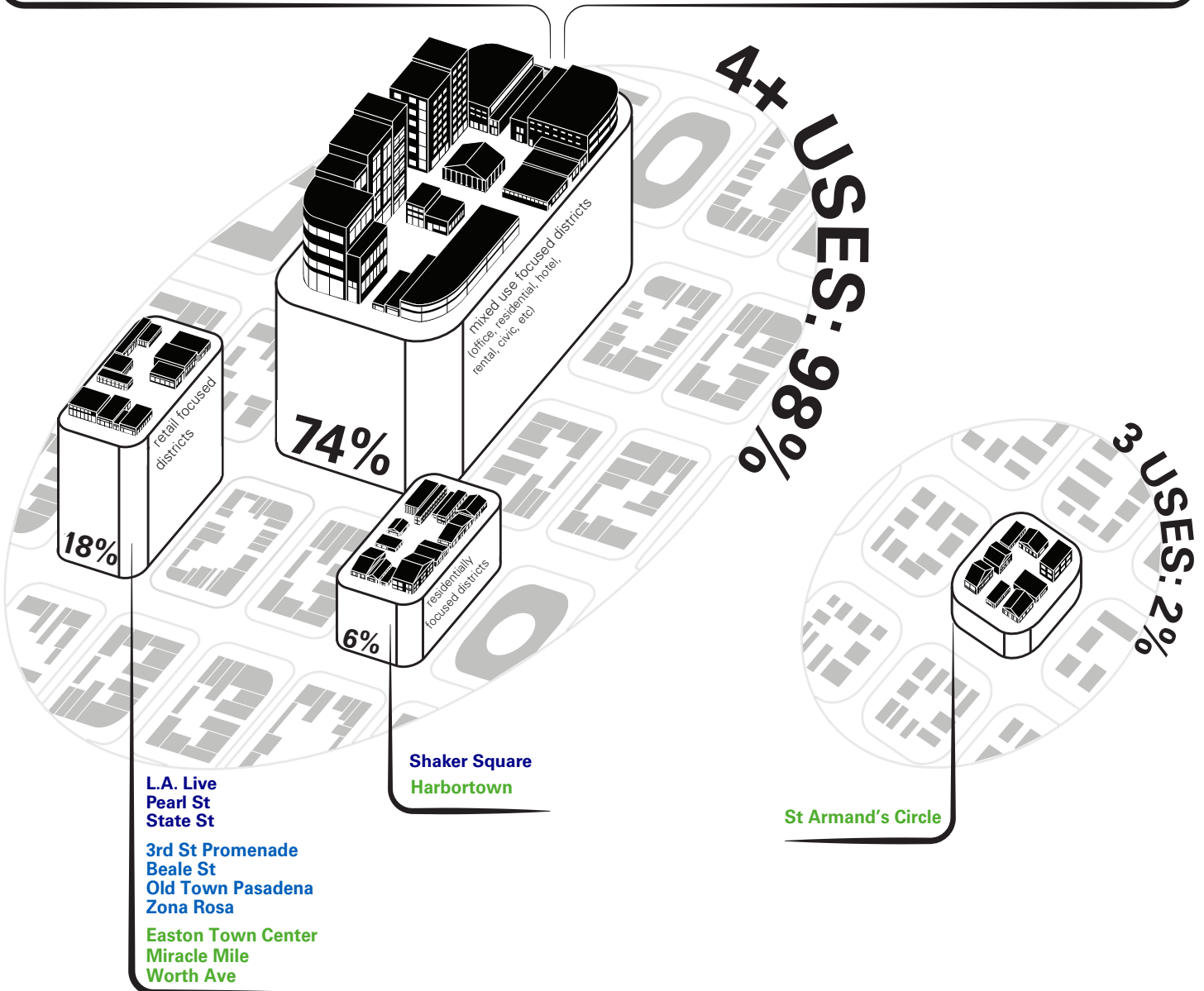
- Broughton St
- Charles St
- Congress Ave
- Country Club Plaza
- Grand Circus Park
- Jackson Square
- King St
- Pearl District
- Pioneer Square
- Reston Town Center
- Telegraph Ave
- West Village
- Yerba Buena

TOP SOCIAL

- Bryant Park
- Distillery District
- Liberty St
- Millenium Park
- Ocean Drive
- Old Pecan St
- Piazza at Schmidt's
- Power & Light District
- River Walk
- Santana Row
- The Gateway

TOP FINANCIAL

- Abbot Kinney
- Addison Circle
- Bethesda Row
- Celebration
- Chapel St
- Clarendon Commons
- Harvard Square
- Port Clinton Square
- Main St
- Market Square
- Mills District
- Palmer Square



PROXIMITY TO OPEN SPACE & INSTITUTIONS

Parks and play areas are the pressure relief valves of modern life. Parks enable outside living, provide a destination, help the population to slow down and relax, and provide visual and mental relief from the city. Civic institutions reinforce allegiance: They provide the anchor to an urban district and a reason for people to come together.

All of the districts we researched were within two miles of a major park amenity, and of those, 60% were within a 10 minute walk and 40% within a 5 minute walk. Unquestionably, public open space is vital to the design of urban districts. Some of the highest rated districts we explored (Millennium Park, Yerba Buena Gardens, Bryant Park) include both a large open space amenity and a major civic institution. When Savannah College of Art and Design opened in Savannah, Georgia, in the late 1970s, it helped to transform the downtown district. Prior to the early 2000s, West Village in New York City did not have any particular open spaces of note. When the High Line opened, real estate speculation in the area shot up.

Findings

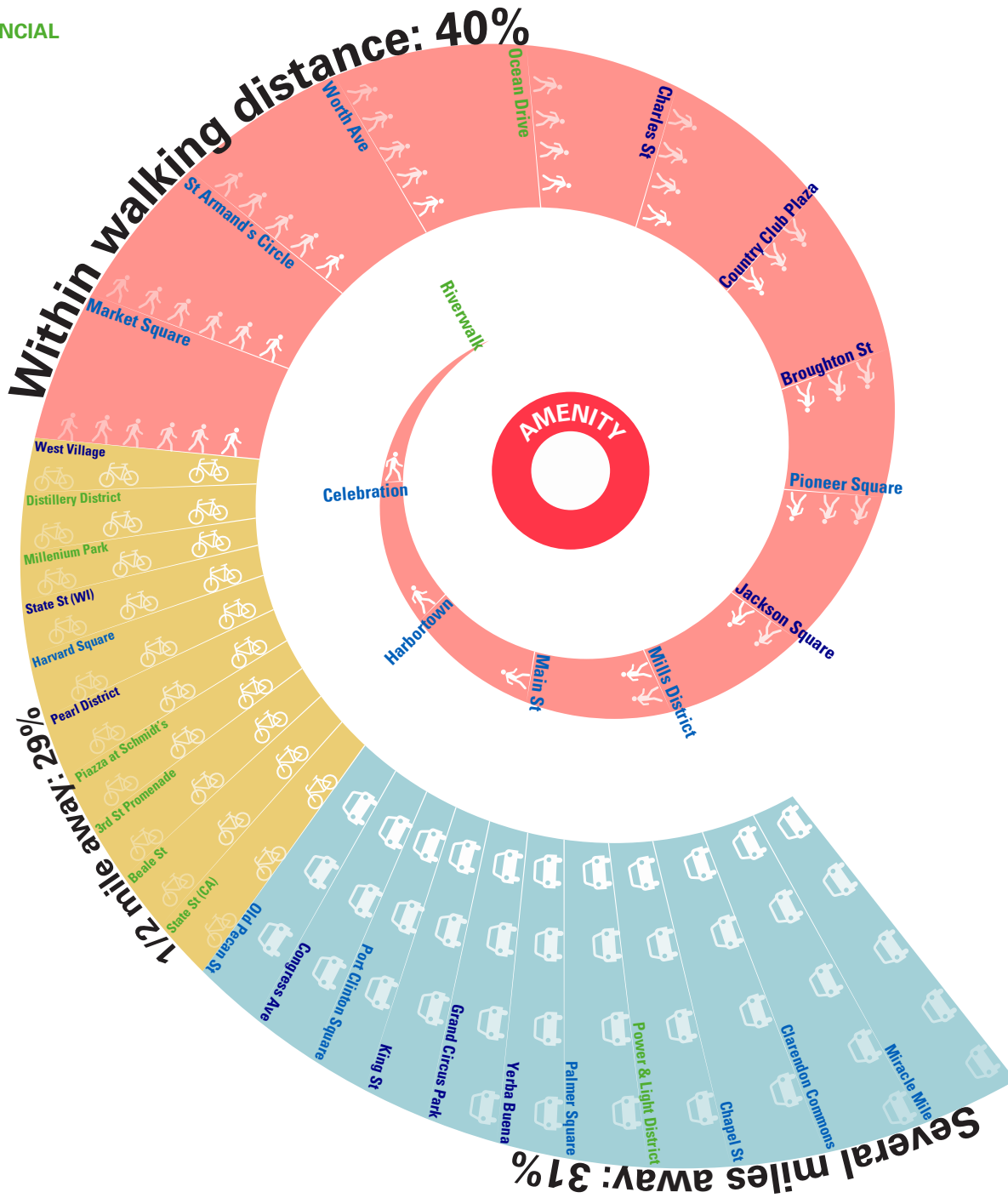
Parks and play areas provide an anchor attraction that drives the popularity of the urban district. Sixty-nine percent of the districts studied had a major amenity within a ten minute walk. Urban Districts provide unique experiences and amenities that cannot be found readily in other locations.

How close are you to a major amenity, such as a community park, river, ocean, or trail system?

TOP ENVIRONMENT

TOP SOCIAL

TOP FINANCIAL



EDUCATIONAL OPPORTUNITIES

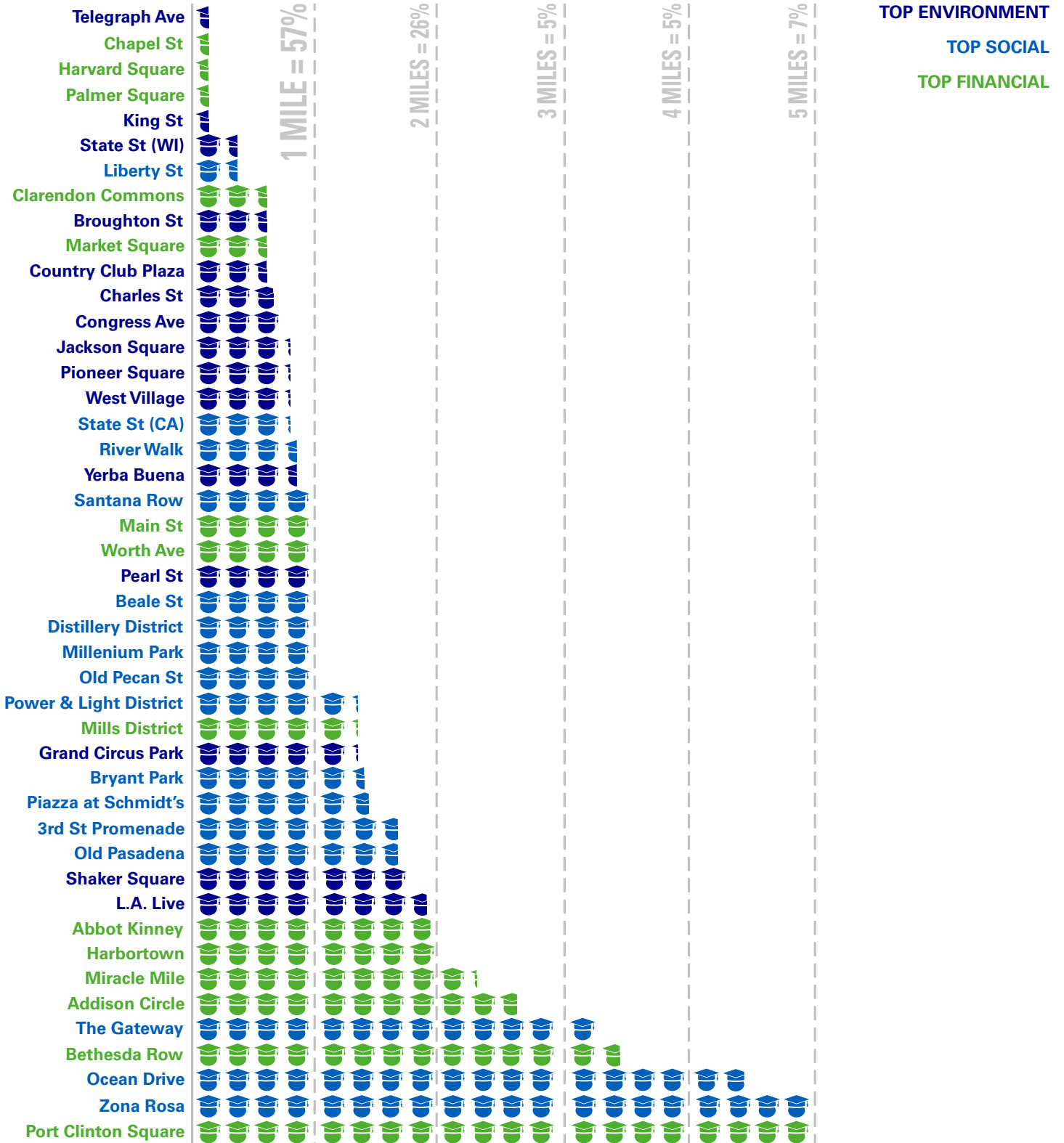
Education is the modern currency driving the economy. A functioning urban district requires access to good educational facilities at all levels of learning. Universities provide a pool of talent that supports businesses clustered within urban districts. Disciplines such as design, law, finance, accounting, business, education, and computer technologies will continue to have currency in the modern economy. Universities such as MIT and Stanford have actively worked with venture capital firms to help fund and incubate spin-off businesses that in turn support the university. Satellite urban campuses are also common within urban districts, as well as an ample supply of support amenities for working families such as daycare facilities, computer literacy and job retraining classes. Our research shows that more than 50% of the urban districts we studied were within a mile of a major university, and 75% were within two miles. Virtually all of the examples were within at least 10 miles of a college or major university.

Findings

Urban districts thrive on the exchange of ideas and high levels of interaction in educational environments. Eighty-four percent of the study sample had a college or university within two miles of the project area. These districts depend upon higher education as an engine for innovation and investment.

Q9

How near is your site to a college or university?



ETHNIC DIVERSITY

Of the districts we studied, 56% were less ethnically diverse than the county average. This is not surprising as good urban design is at a premium in the United States, and many people are willing to pay more to be near it, which has a subsequent effect on gentrifying the area. Notably, many of the more diverse districts were close to universities (Harvard Square; Liberty Street; Shaker Square; Chapel Street; State Street, WI) however some university-adjacent districts were less diverse as well (Palmer Square, West Village).

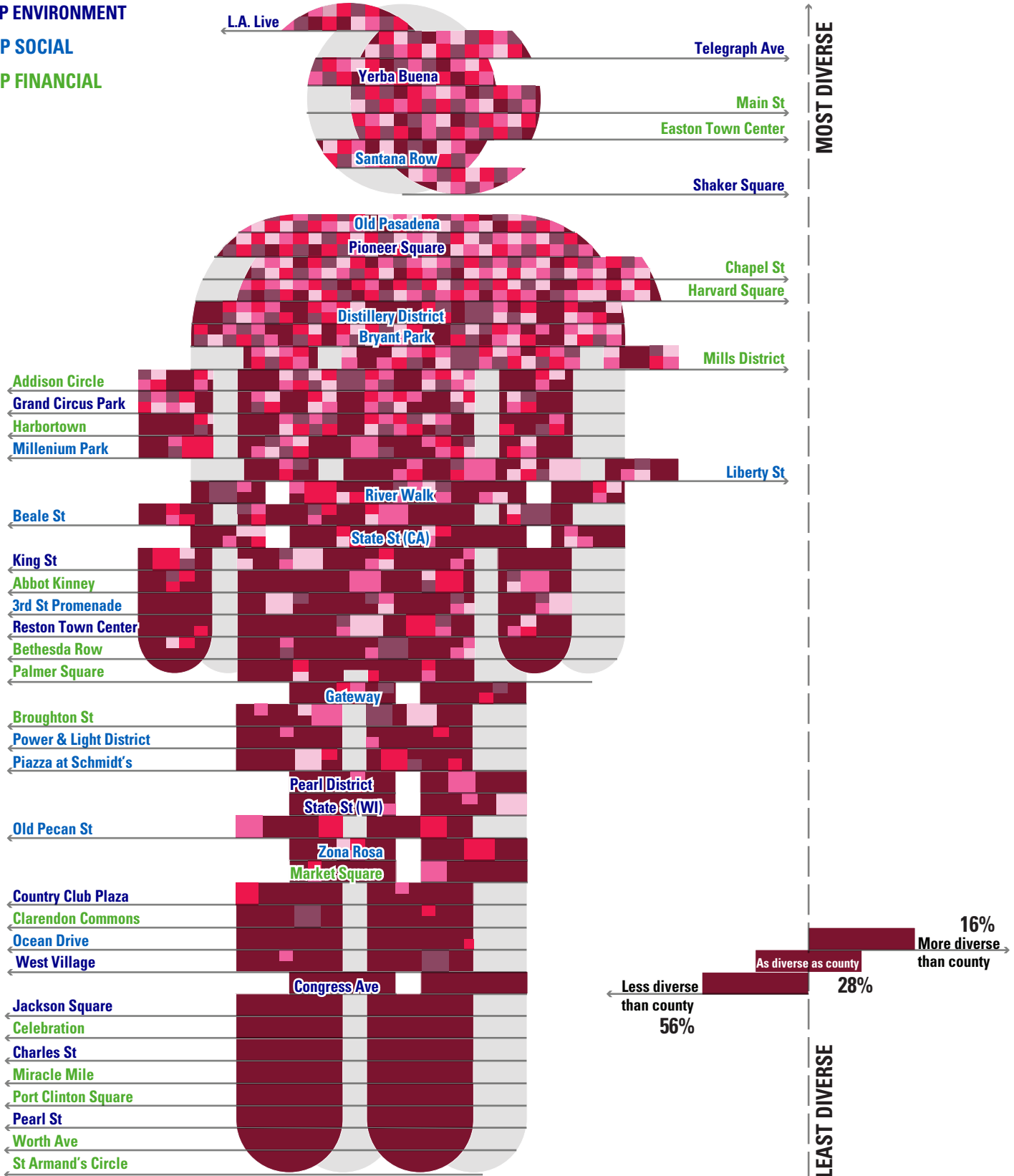
Findings

Fifty-six percent of the districts studied were less diverse than the county average. Successful urban districts tend to attract higher incomes and education levels, resulting often in a somewhat less diverse community.



Is the area around your site diverse?

TOP ENVIRONMENT
TOP SOCIAL
TOP FINANCIAL



AGE DIFFERENTIAL

The research revealed a clear trend in the tendency of urban districts to attract singles and young families. Seventy-six percent of the districts attract a majority of people under 35 years old. This is not to say that older citizens are not active participants in these districts, and in fact, as the population of the United States ages, the median age of people living in these districts will likely increase. Districts where older citizens are already the dominant cohort include Worth Avenue, St. Armand's Circle and Celebration (all in the middle of large retirement communities) and Palmer Square (an outlier next to a major university).

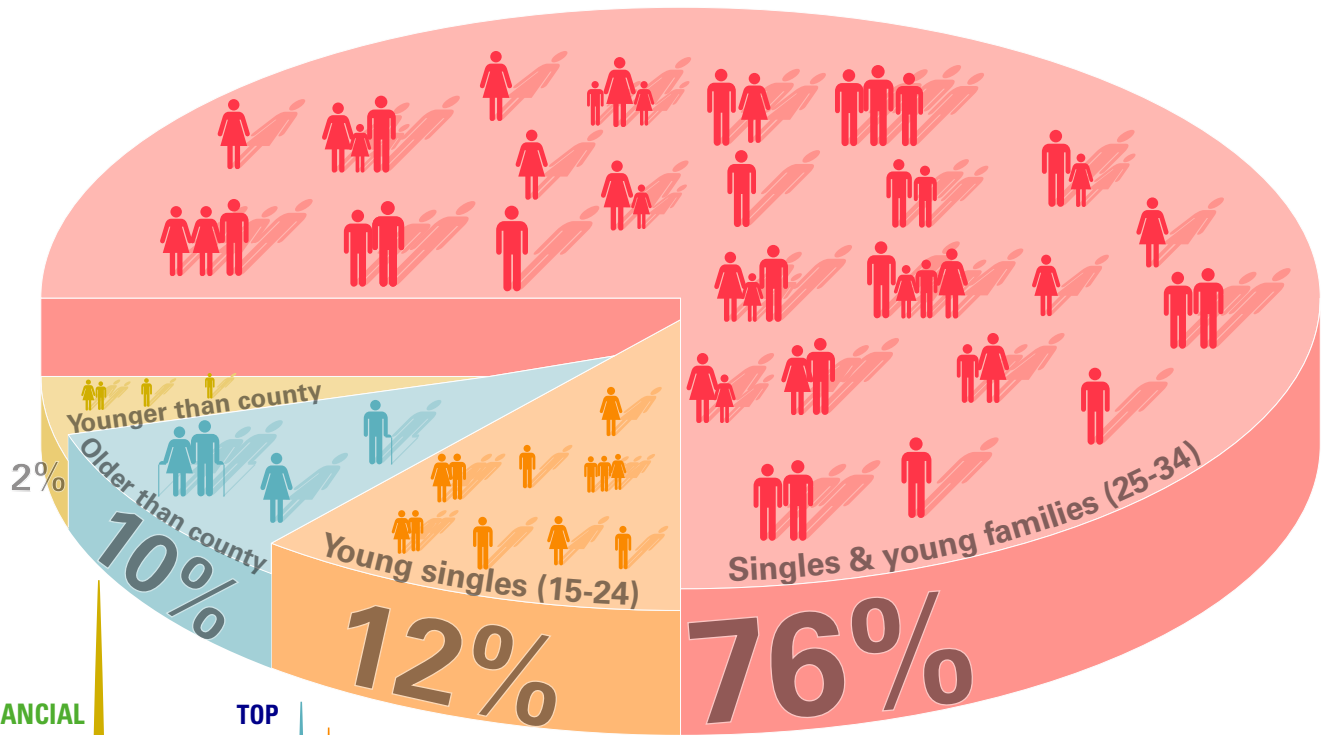
Findings

Early adopters such as singles and young families are the demographic engine needed for urban districts to succeed. In our study, 76% of the examples had a majority population of singles and young families under the age of 35, and an additional twelve percent (most were university adjacent) had a majority of young singles under the age of 24.



Q11

What is the general demographic mix of your site?



TOP FINANCIAL

Port Clinton Square

TOP ENVIRONMENT

Jackson Square

TOP FINANCIAL

Worth Ave
St. Armand's Circle
Palmer Square
Celebration

TOP ENVIRONMENT

Telegraph Ave
State St (WI)
King St

TOP SOCIAL

Liberty St

TOP FINANCIAL

Harvard Square
Chapel St

TOP ENVIRONMENT

Pioneer Square
Pearl St
Pearl District
LA Live
Grand Circus Park

TOP SOCIAL

Zona Rosa
The Gateway
State St (CA)
Santana Row

TOP FINANCIAL

Miracle Mile
Mills District
Market Square
Main St

Yerba Buena
West Village
Shaker Square
Reston Town Center
Broughton St

Power & Light District
Piazza at Schmidt's
Old Pecan St
Old Pasadena

Harbortown
Easton Town Center
Clarendon Commons
Abbot Kinney

Country Club Plaza
Congress Ave
Charles St

Millenium Park
Distillery District
Bryant Park
Beale St

Bethesda Row
Addison Circle

COMMERCIAL OFFICE RENTS

Being part of an urban district is very often a value proposition for commercial office space. Our sample set identified only 12.5% of the districts we studied as having office rents lower than the average. Many of the 25% of the districts we studied with rents below or at the same level as the rest of the county had at least one of the following issues: 1) They were not well known as office addresses (for example, Harbortown is largely a residential neighborhood, and the office space is an amenity for residents to work closer to home); 2) They had unconventional office space that would be challenging to rent (Shaker Square is a good example of this, where creative office is positioned above retail in the core. The space is too small and narrow to attract large high value tenants); and 3) Due to the proximity of the urban district, the perception of safety and confidentiality is lower relative to traditional suburban campus environments.

We predict that as the nature of working continues to change, being close to an urban district will become increasingly desirable for office tenants. Some of the most successful districts in terms of office space were near universities, where spin-off businesses and venture capital could take advantage of the creative environment and quality of collaborative public spaces.

Findings

A thriving urban district has niche industries and businesses that attract a unique workforce, evidenced by the premiums of higher office rents shown in 76% of the districts in our study.

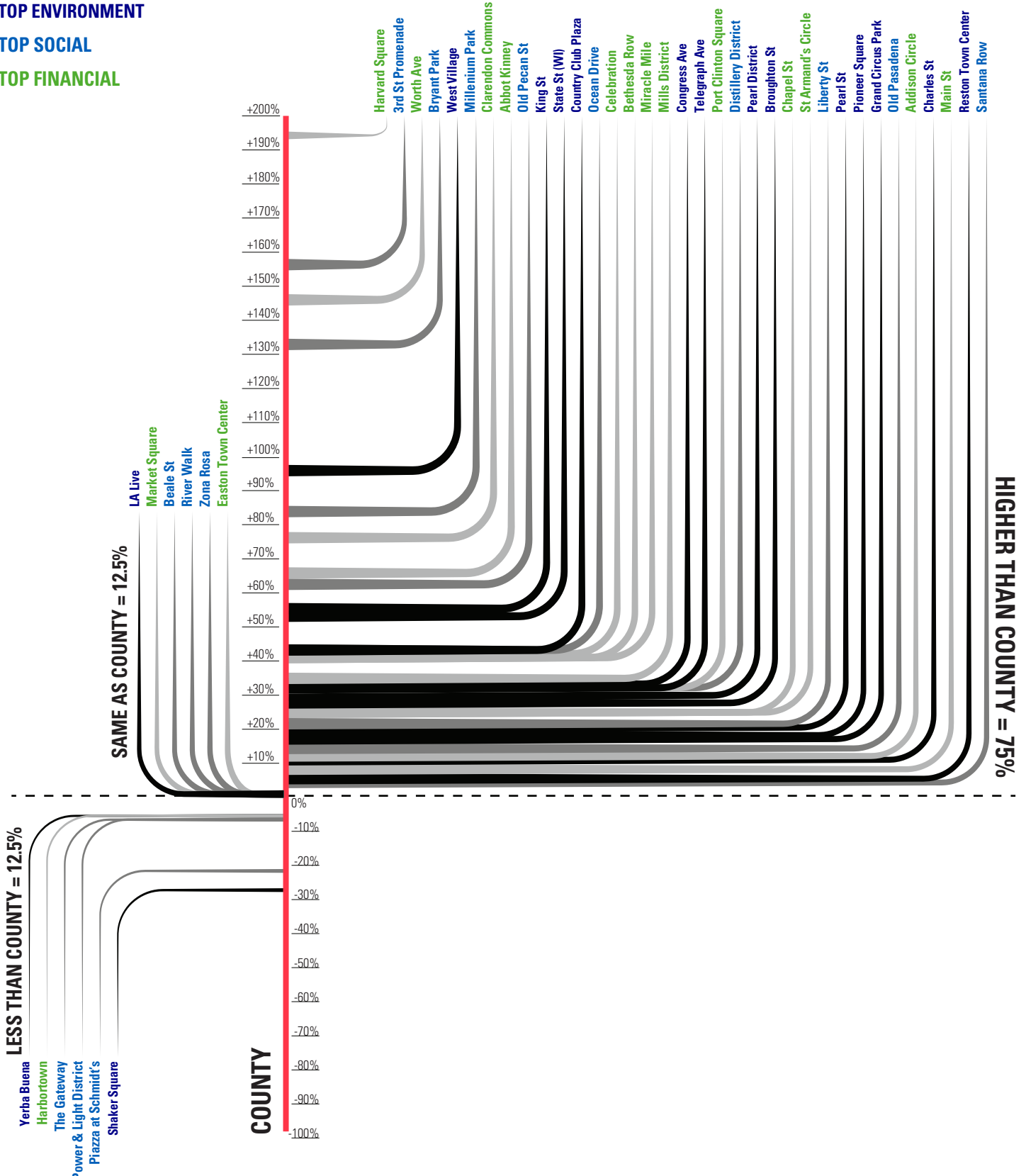


How is your site area in terms of commercial office rents?

TOP ENVIRONMENT

TOP SOCIAL

TOP FINANCIAL



RESIDENTIAL RENTS

The sample set revealed that residential is a key land use element that makes the urban district function better. It promotes street life, fuels social interaction, and supports local businesses. In 70% of districts, the residential returns are higher than the county average; however there were some examples where the residential value is lower than the county average. This could be attributable to a number of factors, such as the noise and safety of urban districts, cost per square foot compared to the county average, and availability and type of housing product.

Findings

Fifty-four percent of the districts studied showed that the combined variety of amenities, experiences, and housing types within a successful urban district results in a higher price point for residential space.



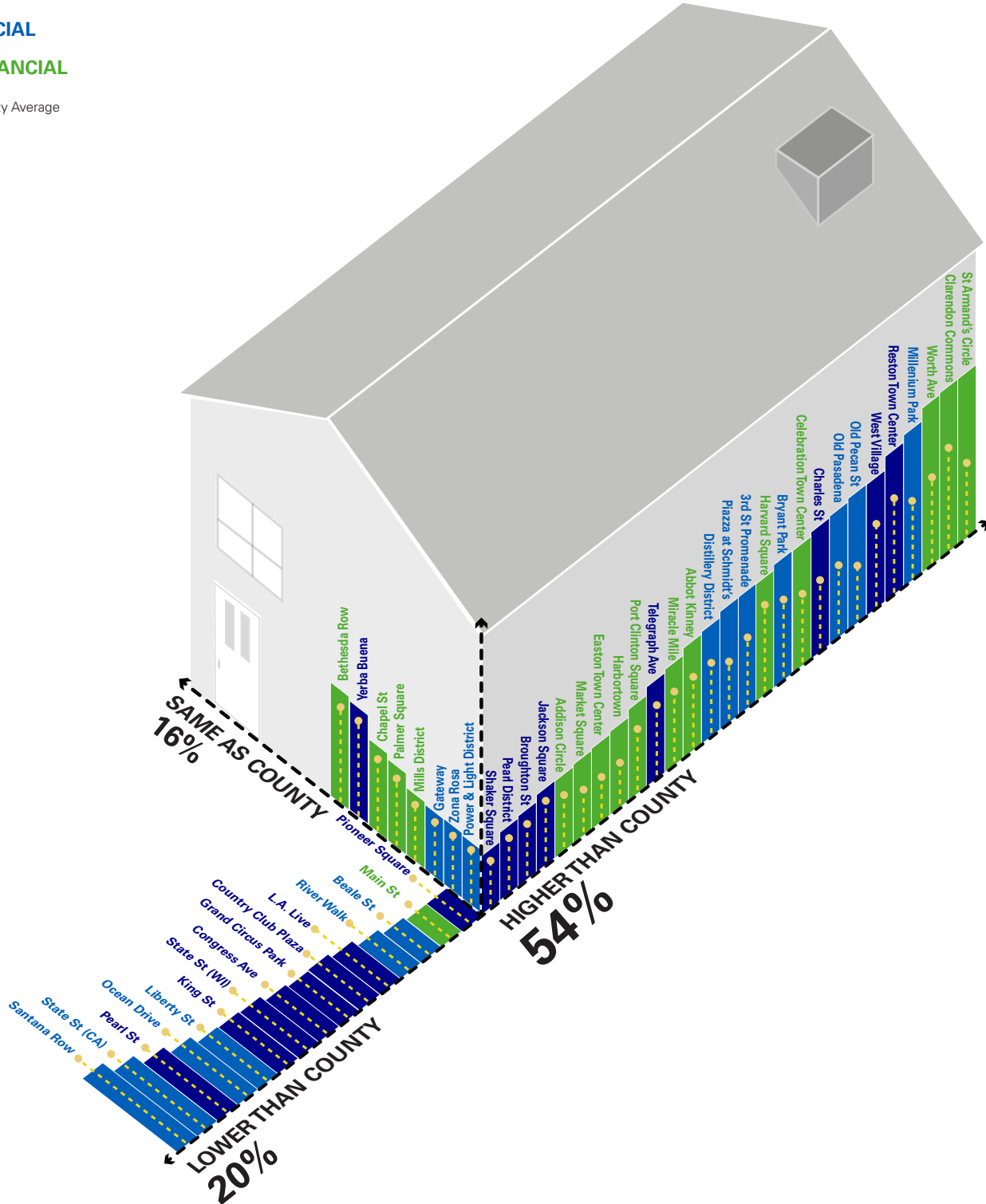
What is your site area in terms of residential rents?

TOP ENVIRONMENT

TOP SOCIAL

TOP FINANCIAL

County Average



HOUSING VACANCY

Diversity of housing type is important to the functional performance of an urban district. Often, when residents move in to a district, they start by renting then eventually purchase an apartment or house if they enjoy the area. The arc of that rental to ownership dynamic is important to building a loyal residential base within the urban district over time. The districts we studied revealed an interesting relationship: Almost all of the districts had a higher residential vacancy rate than their corresponding county average. It might have to do with the emphasis on rental product often found in urban districts, where populations tend to be more fluid than in areas where sale product is the dominant housing type. It also might have to do with the time of the study, which is still a few years post-recession. The districts with younger demographics, such as those close to a university, had generally lower vacancy rates than districts with residential uses served an older demographic. This suggests second home purchases by older residents who decided not to carry a second mortgage after the recession. Importantly, districts with a diversified housing offering (a mix of for sale and rental with different unit types to appeal to a wide demographic mix) seemed to do better than others: districts like Addison Circle, Harbortown, the West Village, Charles Street, Piazza at Schmidt's, Congress Avenue, and Harvard Square. All of these districts achieve well-performing residential due to diversification of housing product linked to nearby employment.

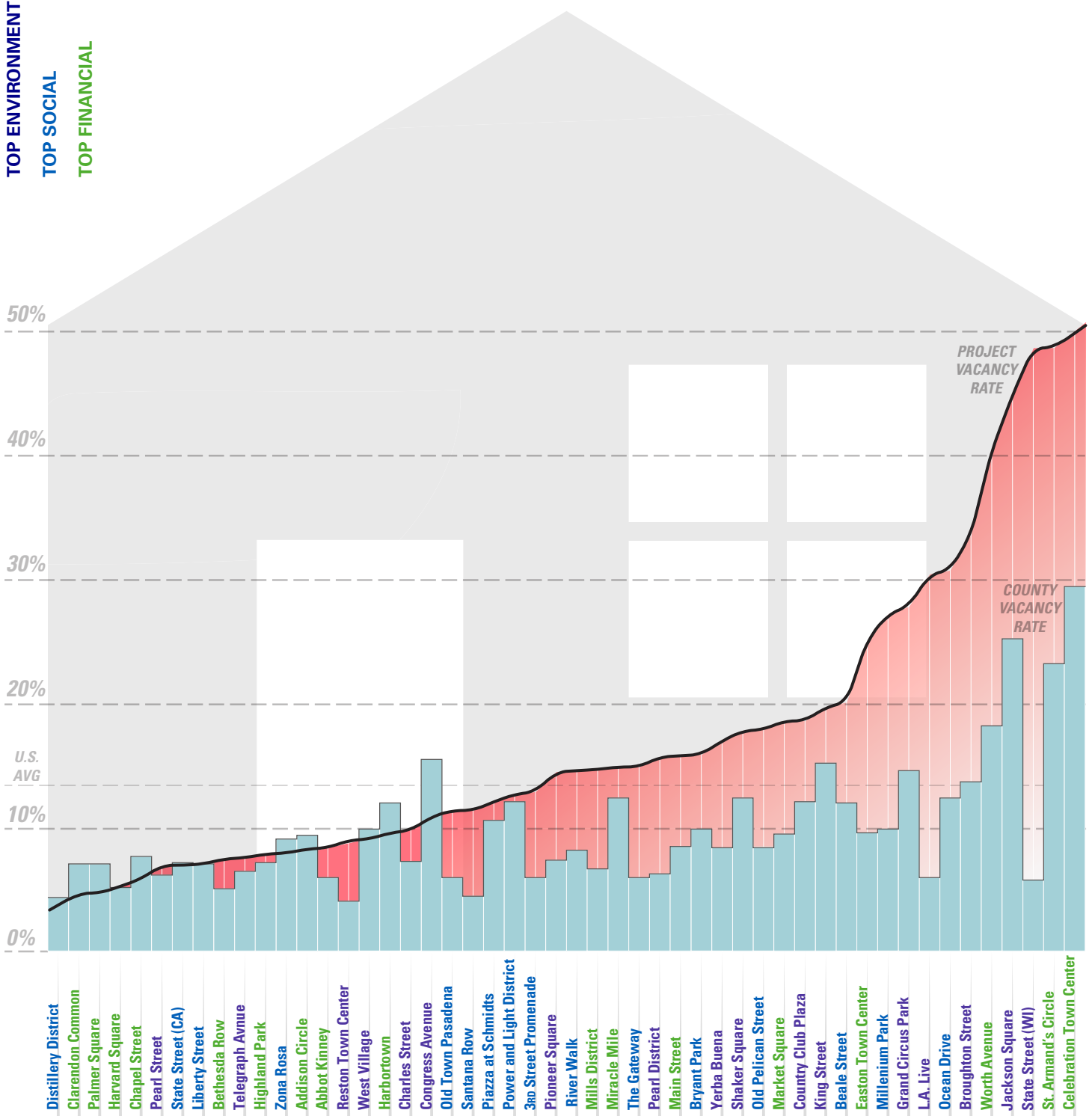
Findings

Short term housing accommodating young people and the volatility of the economy within urban districts means that the turnover of residents is typically higher. Eighty-two percent of the examples in our study showed a higher residential vacancy rate than the county average.



Q14

What is the vacancy rate of housing in the area?



SOCIAL MEDIA CONNECTIVITY

The ability to connect with people over social media introduces a new dynamic to the interaction of people with urban districts both on the ground and virtually. Text, photos, and videos locations can be shared in real time, and we found many people sharing reviews and recommendations after their visits as well. This positive feedback loop helps draw attention to urban districts as destinations.

The districts we studied illustrated the dialectic dynamic among three important points: Generate as much social media buzz as possible, know where your audience lives, and maintain a large local audience. The most successful districts did not necessarily have the highest number of hashtags but were instead able to attract a regional audience on a frequent basis. Districts that had the highest number of hashtags were entertainment districts with ultra-urban densities. However, without a local population on the ground in an urban district daily, these districts will likely struggle to utilize social media as an asset.

Those districts that had the highest level of affiliation were Abbot Kinney and the West Village, with check ins exceeding 1500 per month. Those district that were the most memorable had social media interactions from distances very far away from the district itself. Millennium Park, Bryant Park the West Village, and 3rd Street Promenade scored highly in this criteria.

Findings

Social media is an increasingly powerful tool to track community preferences. A minimum threshold for success in the use of social media within an urban district from our study is about 100 monthly check ins per 1.0 gross FAR.

Q15

What is the social connectivity in the area?

TOP IMAGE

TOP SOCIAL

TOP FINANCIAL

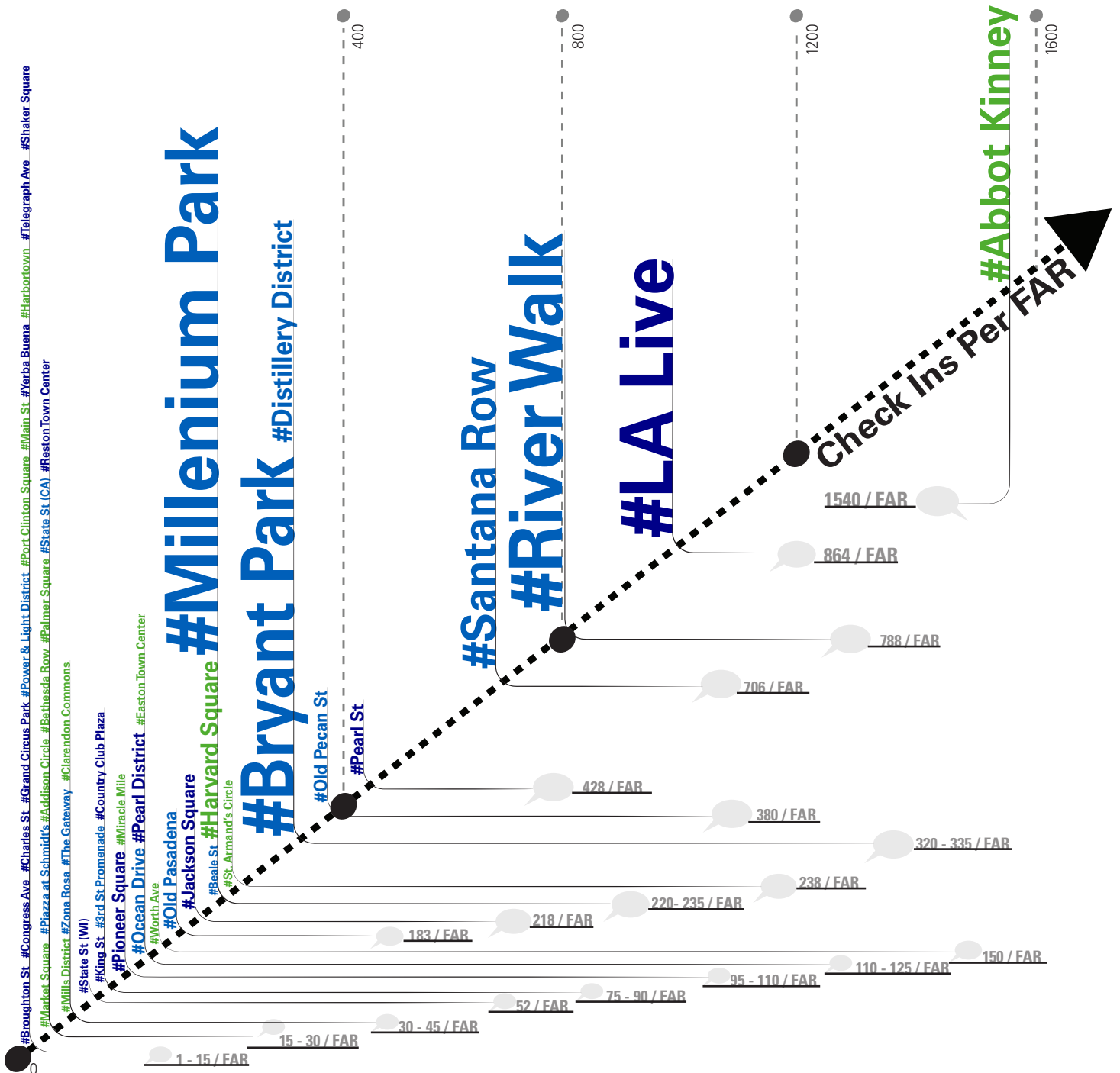
1 - 275 check ins per month

275 - 550 check ins per month

550 - 1100 check ins per month

1100 - 2200 check ins per month

2200 - 4400 check ins



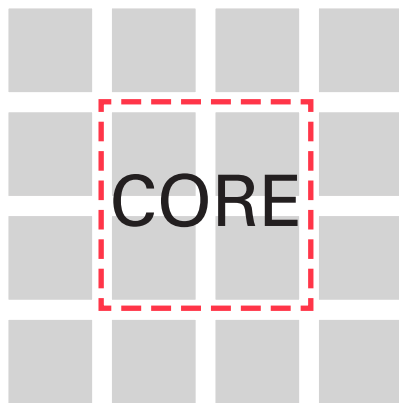
MINIMUM PERFORMANCE STANDARDS

From our research, we have been able to draw the following conclusions about the performance characteristics of the top urban districts in North America:

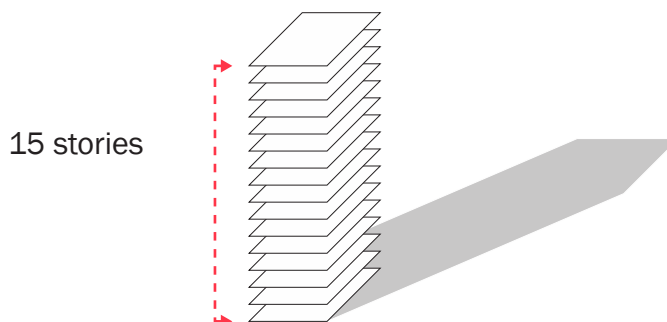
- 1. An urban district is defined by a scale and use change; where uses go from dedicated to stacked and / or horizontally and vertically integrated, the urban district boundary can be defined. The district needs to maintain a minimum gross density of 1 FAR to function effectively.*



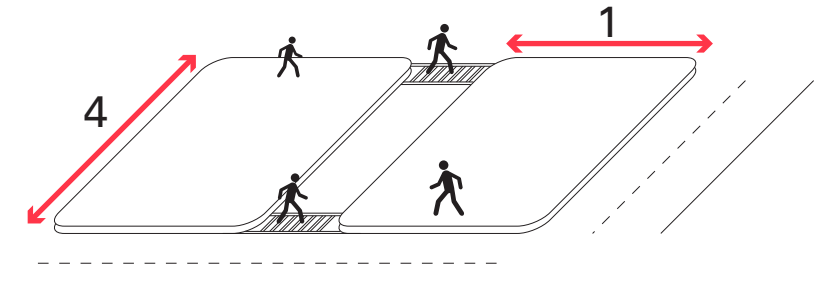
- 2. The district must support a critical mass of residents and local workers. This mass should maintain a minimum density of 20k people per square mile, and support a minimum pedestrian activity of 1,000 people per peak hour passing within the core.*



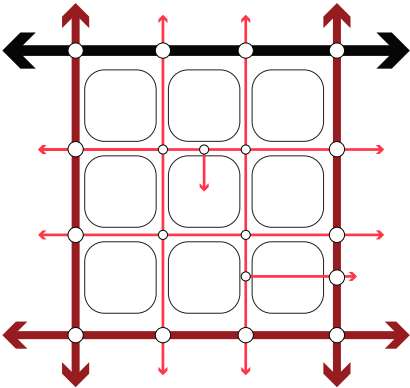
- 3. Building heights within the district can vary, but should not exceed fifteen stories overall average within the district unless carefully planned with specific intent and spatial studies.*



4. *Blocks within the district must be of a walkable dimension; typically between 1-4 acres in size with a length to width ratio of no greater than 4:1.*



5. *Districts should front arterial streets at their perimeter and be served internally by a network of collector streets, local streets, and alleys. Collectors often work best in one direction with local streets perpendicular to them.*



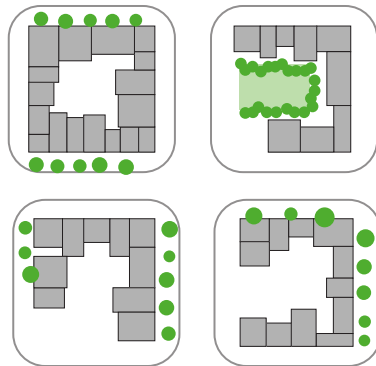
6. *A minimum of 3 alternative modes to automobile access should be integrated and prioritized within all streets in the district (bike, pedestrian, bus, rail, etc.) “Complete Street” design guidelines should be followed.*



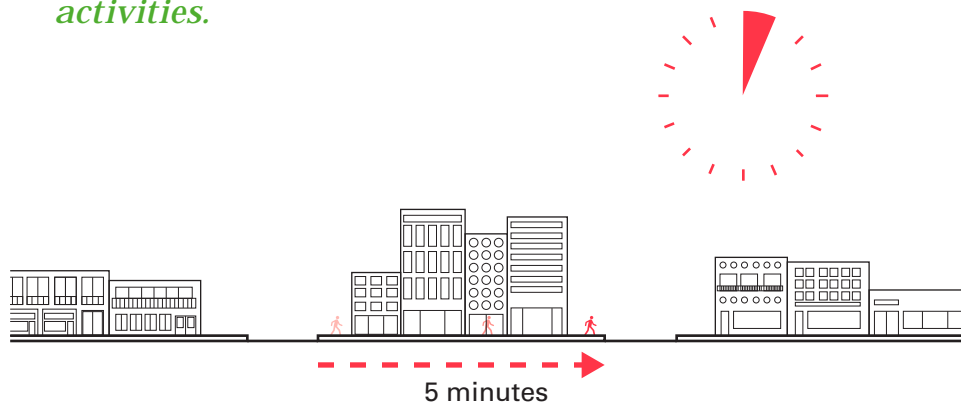
7. *At least 4 land uses should be supported within the district, residential should be at least 25% of the overall mix, and roughly a 1/3 balance between office, retail, and residential is preferred. Diversity in land uses helps to smooth out peaks and valleys in pedestrian activity and can maximize utilization of shared resources if managed effectively.*



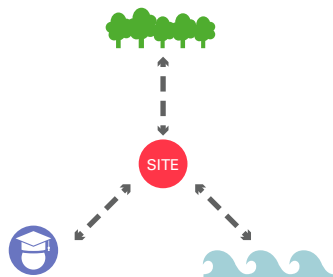
8. *The general rule of thumb for gross developable area within an urban district is roughly 50% maximum coverage of the available land. The tree canopy and general open space areas within the district need to remain at minimum 15% of the overall district area.*



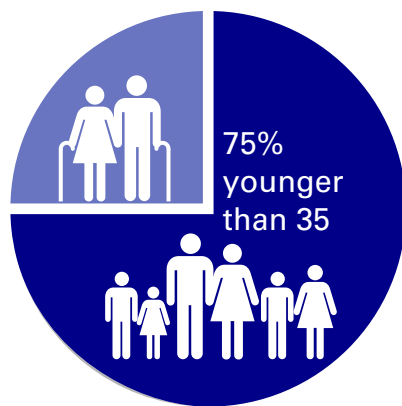
9. *The district must be defined by a walkable core of mixed use blocks that take at least 5 minutes to traverse, located roughly in the center of the district. This core should support a variety of day to day activities.*



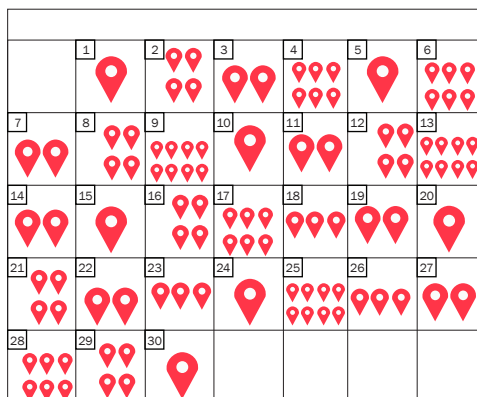
10. Quality of life amenities such as a major open space amenity (regional park, water body, trail) and educational facilities such as a major university or college should be located within walking or biking distance of the urban district; these help to feed the diversity and exchange of ideas necessary to make an urban district function.



11. Although diversity in both class and ethnicity is important, attracting younger people is essential to making an urban district function. Over 75% of an urban districts constituency is generally younger than 35 years old.



12. Social media and events drive buzz for a district; as thresholds; 100 monthly check-ins per FAR and 100 events per year are minimum thresholds for success.



CASE STUDY: PAGES 1 AND 2

The following pages describe how we structured each case study. Pages 1 and 2 map the physical layout of the district.

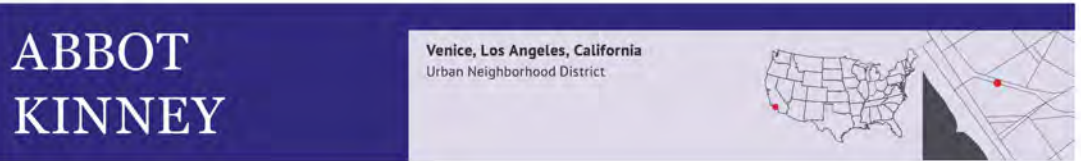


FIGURE GROUND: This diagram is important to help determine where the district begins and ends. The size of the core for the study is determined by drawing a boundary around the area where the scale break appears most obvious. Uses outside of the core tend to be less intense in terms of density and integration of a variety of uses, thereby creating a fundamental relationship with the core, in that the core provides services and activities that are not supportable to the same degree on the perimeter.



LAND USE: Identifying primary land uses by parcel is important in that it helps to determine nodes of activity as well as dynamic spatial relationships between them in an urban district. We took the composite land uses and identified them as follows: 1) Retail: retail buildings in single or multi story format. 2) Mixed Use: buildings with 2 or more of the following uses: office, retail, or residential 3) Residential 4) Hotel: buildings that are primarily hotel; could include retail, health club, spa, gallery, etc. 5) Civic / Institutional: includes government buildings, sports arenas, galleries, churches, and other buildings for public assembly. 6) Parks / Open Space: includes public and semi-public green areas, plazas, play fields, trails, and waterways. 7) Undeveloped land 8) Parking Structure: above grade parking facilities 9) surface parking.



Figure Ground

Land Use

- Retail/Office
- Mixed Use
- Residential
- Hotel (can include retail)
- Civic/Institutional
- Parks/Open Space
- Undeveloped Land
- Parking Structure
- Surface Parking



Ground-Floor Commercial Activity

Land Use-Residential

- Retail
- Hotel
- Offices
- Entertainment Uses
- Parking Structure

- Single Family
 - Townhouse
 - Apartment
 - Condo/Flat
 - Loft/Live-work
- 0 250 500 1000'

GROUND-FLOOR COMMERCIAL ACTIVITY: Ground floor uses determine where the primary activity areas are in the district. Ground floor uses include: 1) retail; which includes lifestyle based shopping, and food and beverage uses, 2) offices (important to determine employment centers within district, these uses can contribute daytime activity 3) hotels; 4) entertainment; includes sports venues, clubs, movie theaters, and other uses. 5) Parking; often a "de-facto" point of entry for visitors into the district.

LAND USE-RESIDENTIAL: A diversity of housing is important for the life of the urban district. Location type and density of housing within the core is important to understand the manner in which the district functions. Residential types were mapped as follows: 1) Single Family/ duplexes (varies in density from 4 dwelling units / 12 dwelling units per gross acre. 2) Townhouses (varies in density from 15-25 dwelling units per gross acre) typically 3-4 stories. 3) loft/live work units: similar in scale to the townhouse, but with a street level entry to accommodate commercial activity. 4) apartments: a rental product; a highly desirable entry level housing unit for the key 25-35 year old demographic, but also other age groups especially as singles and couples. 5) Condo / flats: in many districts condos are an important part of the overall mix of housing; in that they specifically attract creative workers, a key demographic in the modern economy.

Abbot Kinney is one of the greatest contradictions in our study. Despite significant shortcomings in its design (lack of parking, poor transit service, low density, and minimal open space), the district is one of the most popular, with social media close to 15 times the average. It also performs exceptionally well financially (average home sales more than twice the county average). A key element of

its success is event programming, which appeal to three key user groups: weekend beachgoers, "Silicon Beach" tech workers, and local residents. The pedestrian realm offers the greatest opportunities for improvement and should offer more amenities, green infrastructure, and wayfinding. Integrating other complementary uses such as a boutique hotel would also add greater diversity to the district's users.

CIRCULATION: We found repeated patterns where perimeter streets serve a primarily vehicular focus and inner core streets promote walking with limited vehicular access. Successful inner core pedestrian streets are rarely high capacity vehicular streets (there are exceptions which we note). In particular, we mapped the following types of streets:

- 1) Primary arterials: these are streets with 3 lanes of traffic each way, and are designed for maximum vehicular throughput.
- 2) Secondary arterials: two lanes of traffic either way. Secondary arterials can accommodate significant traffic while also remaining reasonable for pedestrian crossing, which is why the classic main street profile is often this type of street.
- 3) Local Street: one lane of traffic each way. Slow vehicle speeds make this a typical neighborhood street.
- 4) Rail right of way: can include commuter rail or light rail; multimodal transitional streets between stations and activity areas are important to the success of the district.

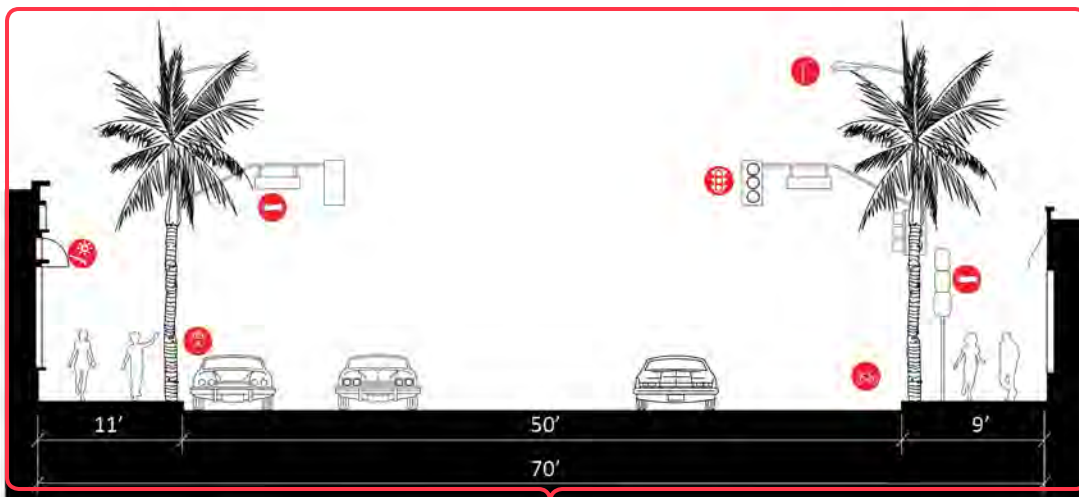


Circulation

- Primary Arterial
- Secondary Arterial
- Local Street
- Railroad
- Intersection

Open Space

- Park
- Passage
- Streetscape
- Square/Event Space
- Water Body
- Undeveloped



Section

- public park
- ground-floor retail
- public seating
- water feature
- awning
- lamppost
- tree canopy

OPEN SPACE: We wanted to define the areas of passive and active recreational activity and pedestrian connections to them within the urban district. Elements the study mapped include:

- 1) parks: defined as passive and active recreation areas with over 50% unpaved area. They could include community greens, trail networks, or a regional park.
- 2) Squares / Event spaces: public gathering spaces that act as the heart of the district. Squares typically support community events, and have active uses around and a variety of street connections around them, and are found in the center of the district.
- 3) Streetscape areas: tree lined streets typically identify primary addresses in the district and preferred pedestrian connections to and from key anchor uses within the district.
- 4) Water features; often identify primary address areas and point of gathering within the district.

SECTION: The look and feel of the district is often shown well by cutting a section through the main gathering space. One can get a sense of human scale, ratio of enclosure of the main space, and the interaction of vehicles and pedestrians. Observation tells us that pedestrians need lots of visual cues in order to feel comfortable enough to populate a public space. Those key design components which are most successful in attracting pedestrians were tracked within the section diagrams. Key elements that promote pedestrian activity include: 1) special paving, 2) ground floor retail/storefronts, 3) public bench seating, 4) pedestrian only zones, 5) passive areas, 6) tree canopy 6) metered parking/on street parking, 7) awnings, 8) outdoor dining areas, 9) pedestrian lighting, 10) signage and wayfinding, 11) transit kiosks, 12) bike parking, 13) balconies and elevated terraces, 14) raised planters, 15) public artwork, and 16) information kiosks.

CASE STUDY: PAGES 3 AND 4

These pages show key comparisons between the district and the aggregate of the study set.

ABBOT KINNEY

Venice, Los Angeles, California
Urban Neighborhood District

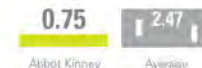
Simple **infographics** describe the most salient points of difference between the district in question and averages from the study. In the environment/image category; total district area, FAR, land coverage, block size, modes of transportation, and general orientation are of particular interest. In the social category; number of events, household size, check ins per FAR and ethnic distribution are illustrative. In the financial category; household income, employment rate, average home sale price, and commercial rental rates were closely evaluated.

ENVIRONMENT: We looked at various important categories that we compared to the average of the other districts included in the specific category (top image, top social, top financial). Comparing elements to the category's average helps us understand how the districts play out with one another in regards to such things as total district area, FAR, block size, on street parking, etc.

Environment



Total Project Area (Compared to Average)



FAR (Compared to Average)



Project Land Coverage



Block Size (Compared to Average)



Block Length (Compared to Average)



Modes of Transportation



On Street Parking (Compared to Average)



Retail/Residential Percentages of Overall Land Use



General Orientation



Percentage of New Buildings Within 10 Years



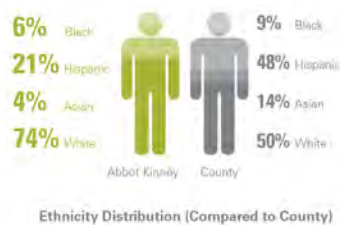
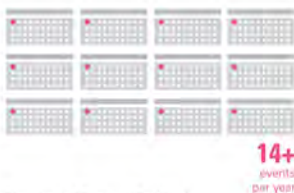
Size of Green Space (Compared to Average)



Average Tree Coverage Per Block

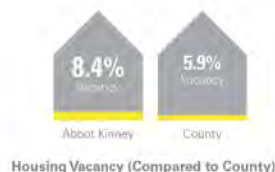
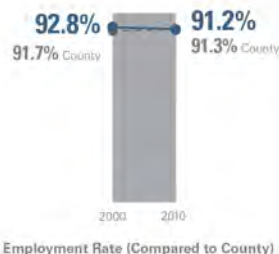
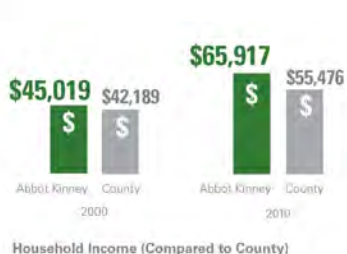


Social



SOCIAL: We compared the averages of social data with other districts included in the specific category. We looked at the districts' number of events, number of water features, seating, check ins per FAR, etc. to the average of all 16-17 districts included in this category.

Financial



FINANCIAL: We also compared household income, employment rate, housing vacancy, average home sale and rental rates to the average of the districts in this category.



CASE STUDY: PAGES 5 AND 6

These pages present the raw data compiled for each district and the scoring summary.

DISTRICT NAME: Summary observations from the scoring inventory are shown here. These observations provide the beginning of a conversation that could be had with a business improvement district board, planning commission or master developer about strengths and weaknesses of the district and potential areas to target future investment to improve the district's overall long term performance.

DISTRICT LOCATION AND TYPE: The district's geographical location, type of district, and urban setting (urban, suburban).

The **ENVIRONMENT** section is divided into 6 sections where sub tallies of data points occur according to subject matter. Each subcategory is balanced in its composite scoring according to data sets within each category. Of the subcategories, each is weighted evenly; 6.5 points per category, 6 categories total a possible score of 33 points. The subcategories include; density, blocks and streets, mobility, land use, smart site, and open space. A total score is provided at the top of the Environment Category, which is a total of all the subcategory scores previously described.

Each of the data points under the **SCORE CATEGORY** are measured similarly for every district. Depending upon on how the district scores compared to other districts of a similar type, the scoring is weighted accordingly. If, for example in the example district the average block sizes are larger than the average, the mobility options are fewer, but the land uses are greater, the example district would be scored lower under blocks and streets, lower under mobility, but higher under land use than the average. Comments on the right hand side of the page provide more detail as to the methodology of the scoring within the subcategory.

ABBOT KINNEY		Venice, Los Angeles, California Urban Neighborhood District			
	Score	Value	Units	Yes/No	Comments
ENVIRONMENT		25			
Density		5			
Project Core		26.6	acre		Little bit low scale? Encompasses Abbot Kinney Blvd blocks
Total Project Area		63.5	acre		Includes surrounding residential areas to the South
Average FAR		0.7475	#		Mainly of 1 story buildings with several 2+ story buildings
Height to Street Ratio		0.31	feet		Buildings on average 22 feet high with a 70 foot street
Land coverage %age		65	%		Buildings do not extend to cover back of lots, several parcels are parking lots
Blocks and Streets		4			
Block Size		1.66	acre		Relatively standard north block sizes, non standard block sizes
Block Length		558	feet		Relatively standard North side block length, non standard South side length
Local streets to arterials Ratio		2.2	#		Bordered by arterials with several local streets or alleyways
# of Intersections per 1/2 sq mi		50	#		Surrounding neighborhood has more intersections than site
Mobility		3			
Project Perimeter served by arterials?				yes	Venice Blvd. is at the east of Abbot Kinney and is the beginning of the core.
50% or greater has ped access to transit within 5 min?				yes	Several bus stops on Abbot Kinney, allowing for easy and fast access to transit
Number of modes within core (car, bus, rail, bike, etc)		3	#		Car, bus, bike
Sharing Strategies (bike, car, etc)?				yes	Bike share is coming to Venice area soon.
Effective District Wide Parking Strategy?				no	Plenty of street parking, however no parking structures. Some designated lots.
On street parking spaces per block		20	spaces		
Land use		5			
4 or more uses within core (retail, F&B, hotel, office)?				yes	retail, office, residential, industrial
Retail as a part of overall mix		12	%		Residential is the most prominent within the overall area around Abbot Kinney
Local serving retail (grocery store, pharmacy)		12	#		pharmacy, hair salons, massage parlors, etc.
Residential density as percentage of overall land use		80.5	%		
Number of residential types within core		3	#		Retail is prominent with residential mainly single-family homes or mixed-use.
Walk score		86	#		
Percentage of residential types within core		50	%		
Smart Site		5			
General orientation		E/W			287 degrees from azimuth
Number of registered landmarks		0	#		
Number of new buildings (less than 10 years old)		6	#		Number is taken from what was found on Abbot Kinney's core.
Designated bike lane				yes	
Number of LEED Buildings		0	#		Search through USGBC database
Open Space		3			
Size of green space		0.89	acre		Centennial Park is within site but not well connected to core
Dedicated green space as percentage of overall area		1.4	%		Very little green space throughout the project area
Average tree coverage per block by percentage		48	%		Many Palm trees but are not distributed evenly across blocks
Size of gathering space		0.14	acre		Parking lots are used as gathering spaces during Food Truck Fridays
Central gathering space as percentage of overall area		0.22	%		Very little gathering space throughout the project area
Sidewalk as a percentage of overall area		11.5	%		Small sidewalks compared to parcel size and street width
Percentage of pedestrian oriented streets		7.8	%		Very little of the pedestrian enhancements such as seating, trees, and plants

Columns of information are named value, units, yes/no, and comments. The Value column identifies the exact numeric value that has been measured according to the data point. Units describe the type of unit of measure used (feet, acres, etc.). Yes/no is a column where the information provided is a simple affirmative or negative response.

COMMENTS

- Low density
- Extremely high social numbers
- High income
- Lack of open space amenities

	Score	Value	Units	Yes/No	Comments
SOCIAL	30				
Time of Use	7				
Hours of Operation		11.4			Reviewed most popular restaurants, retail, and services within Abbot Kinney
Number of Weekly, Monthly, Yearly Events		14	#		Food Truck Fridays, Abbot Kinney Festival, Venice Music Crawl
Ratio of Men to Women		0.67	#		Women are more frequently seen using the main land uses of the area (retail)
Human Amenity	6				
Super Amenity		0	#		
Water feature		0	#		
Sculptures		0	#		
Murals		21	#		Murals and graffiti found on the walls of retail stores, residential fences
WiFi Access				yes	Coffee shops provide wi-fi access to their customers, like Intelligentsia and Toms
Health Clinic				yes	Primal Center, Gray Lucinda
Fixed and Temporary Seating		14	#		Number explains the number of areas that provide seating.
Continuing Education				yes	One institution was found on abbot kinney that was for adult education.
Daycare				yes	There is a daycare right at the end of Abbot Kinney.
Social Media	9				
District with social media?				yes	Twitter, Facebook
Frequency of use		5	/week		
District Yelp Score		4 of 5	stars		
Number of check ins in one month		1151	#		
Check ins per FAR		1540	#		
Number of likes in one month		34604	#		
AM to PM check in ratio		0.32			
% of check ins within Project Area		59	%		
% of check ins within Region		38	%		
% of check ins out of Region		4	%		
Demographics	8				
Distribution of age cohorts over time				yes	Increasingly less diverse Increase in 15-24 age cohort, decreases in 25-34 and 35-44 age cohorts
Ethnicity over time				no	White population increased, decreases in Black and Hispanic populations
Household size over time				yes	Slight decrease in household size, but remains close to 2 people per household
University within 5 miles?				yes	Santa Monica College (1.62 miles)
FINANCIAL	32				
Demographics	10				
Household income over time				yes	Median income has increased significantly (\$20k)
Employment Rate		91.2	%		Employment rate remains high but has decreased by 1%
Residential	11				
Average home sales price vs region		2.36	#		Trulia information (\$1.25M vs \$530k)
Median rental rate vs region		1.21	#		\$1349 vs \$1117
Commercial	11				
Average commercial rents vs region		1.66	#		\$38.8 vs \$23.39
TOTAL SCORE	87				

The **SOCIAL** category: The score sheet is again a composite score totaling 33 points, of which there are 4 sub categories of relatively available data sets, which include Time of use, Human Amenity, Social Media, and Demographics. Each of the subcategories have a balanced level of influence upon the outcome of the score; 4 categories at a maximum score of 8.25 points each equals 33 points possible.

On the right hand side, under **COMMENTS**, observations about the data collected are provided in smaller text format. Summary observations are provided in larger size text at the top of each subcategory. Some of the subcategories rely upon human observation in the field to determine physical examples of social interaction, such as the time of use and human amenity subcategories. Other subcategories present more data driven results, such as the social media and demographic subcategories, where information was tracked using Internet acquired data sets.

The **FINANCIAL** analysis focuses on 3 data set subcategories: financial performance against the country average by demographic, residential performance, and commercial performance. Each of the subcategories is equally weighed as a part of the composite score of 33 in the category (11 points per subcategory x 3 subcategories = 33 points). Many "external" factors can affect a districts performance which is not accounted for in this study (newsworthy events, natural disasters, etc.).

The **TOTAL SCORE** is an overall composite of the Image/Environmental, Social, and Financial categories. In general, scores in the upper 80s and low 90s exhibit tremendous overall performance in all three major categories of performance, with limited areas for improvement, often focused within one of the three categories exclusively. Districts scoring in the low 80s to mid-70s typically exhibit strength in a certain aspect of the urban life of the city, but lack fundamental diversity of offering to appeal to a wider audience.

How did the districts score?

Project Name	Environment	Social	Financial	Total
West Village	32	32	32	96
Harvard Square	32	30	31	93
Pearl District	32	29	32	93
Pearl St	31	29	31	93
Market Square	31	30	31	92
Distillery District	31	31	30	92
Millenium Park	28	30	33	91
Bryant Park	28	31	32	91
Clarendon Commons	28	30	32	90
Port Clinton Square	30	27	33	90
Harbor Town	28	29	32	89
State St (WI)	30	28	31	89
LA Live	28	31	30	89
Mills District	29	29	31	89
Palmer Square	27	30	31	88
Charles St	32	26	31	89
Pioneer Square	32	29	27	88
Piazza at Schmidt's	31	28	29	88
Reston Town Center	30	28	30	88
Worth Ave	27	27	33	87
Abbot Kinney	25	30	32	87
3rd St Promenade	26	28	32	86
Old Pasadena	27	27	32	86
Main St	29	27	30	86
Country Club Plaza	29	29	28	86

Project Name	Environment	Social	Financial	Total
Jackson Square	27	26	27	85
Grand Circus Park	31	27	27	85
Bethesda Row	28	28	29	85
Yerba Buena	28	29	27	84
Addison Circle	28	25	31	84
Congress Ave	29	26	28	83
Shaker Square	30	28	25	83
Ocean Drive	28	26	29	83
Easton Town Center	28	27	27	82
St. Armand's Circle	23	27	32	82
Santana Row	25	30	27	81
Celebration Town Center	26	23	32	81
Old Pecan St	24	26	29	81
Power & Light District	29	25	27	81
King St	28	26	26	80
Liberty St	28	24	27	79
State St (CA)	27	26	26	79
Zona Rosa	22	29	28	79
River Walk	28	29	23	78
Broughton St	31	21	27	79
The Gateway	25	25	25	75
Miracle Mile	20	22	31	73
Chapel St	25	21	27	73
Telegraph Ave	31	16	25	72
Beale St	23	26	23	72

TOP BUILT ENVIRONMENT DISTRICTS

These districts' merits can be measured through the incorporation of physical design elements such as high quality buildings, streets and paths, parks and public spaces. A variety of transportation modes are conveniently integrated into the area, limiting reliance on the automobile, and varied mixed uses create unique urban experiences and chance interactions.

BROUGHTON STREET

Savannah, Georgia
Urban Mixed Use District

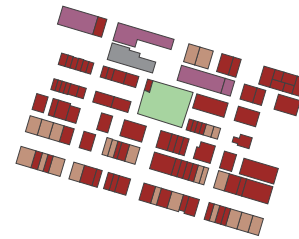
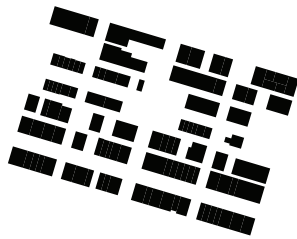
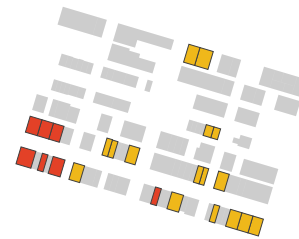
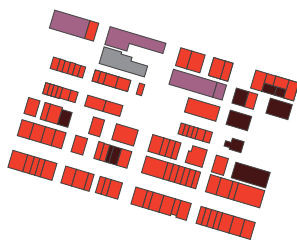


Figure Ground

Land Use

- Retail/Office
- Mixed Use
- Residential
- Hotel (can include retail)
- Civic/Institutional
- Parks/Open Space
- Undeveloped Land
- Parking Structure
- Surface Parking



Ground-Floor
Commercial Activity

- Retail
- Hotel
- Office
- Entertainment Uses
- Parking Structure

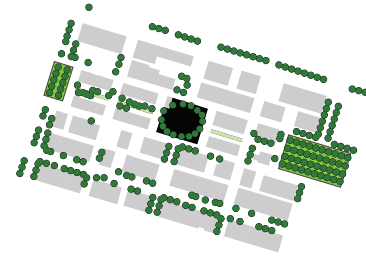
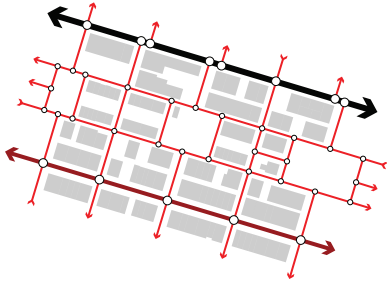
Land Use-
Residential

- Single Family
- Townhouse
- Apartment
- Condo/Flat
- Loft/Life-work



Located in Savannah, GA, Broughton Street is the commercial corridor of the city. The square scored very well on environmental criteria. Financially, the district is outperforming the county and scored well. A lack of diversity of users was an issue that affects the districts social performance. Increasing events and social media usage would improve the district significantly.

79
out of 99

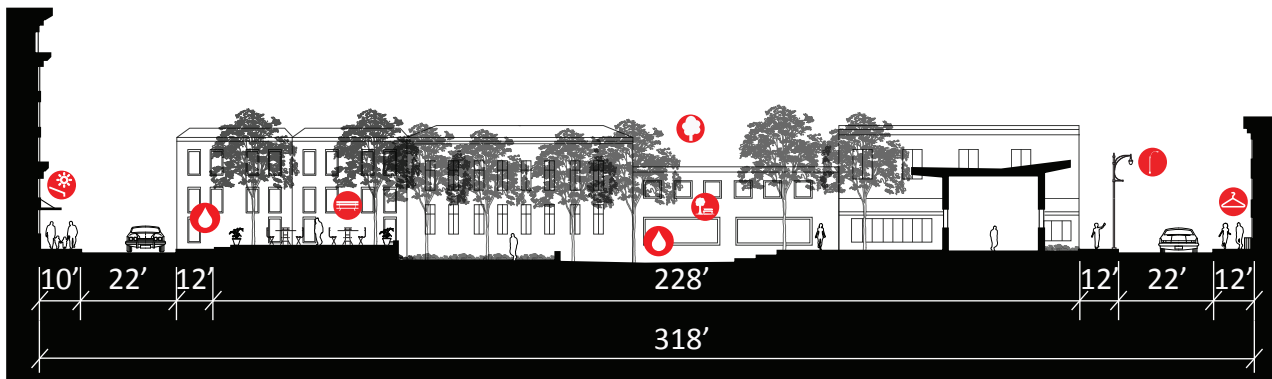


Circulation

- █ Primary Arterial
- █ Secondary Arterial
- █ Local Street
- - - Railroad
- Intersection

Open Space

- Park
- Passage
- Streetscape
- Square/Event Space
- Water Body
- Undeveloped



Section

- Ⓜ public park
- Ⓜ ground-floor retail
- Ⓜ public seating
- Ⓜ water feature
- Ⓜ awning
- Ⓜ lamppost
- Ⓜ tree canopy



BROUGHTON STREET

Savannah, Georgia
Urban Mixed Use District

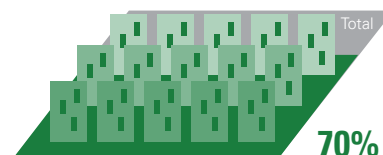
Environment



Total Project Area (Compared to Average)



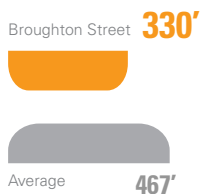
FAR (Compared to Average)



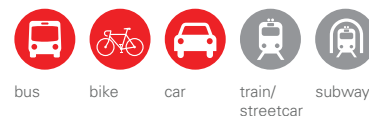
Project Land Coverage



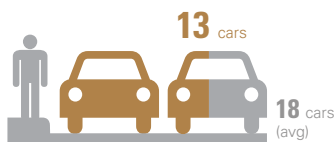
Block Size (Compared to Average)



Block Length (Compared to Average)



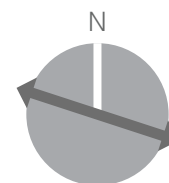
Modes of Transportation



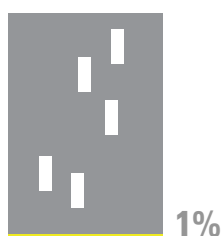
On Street Parking (Compared to Average)



Retail/Residential Percentages of Overall Land Use



General Orientation



Percentage Of New Buildings Within 10 Years

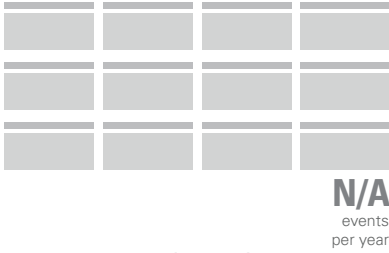


Size of green space (Compared to Average)

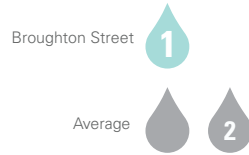


Average Tree Coverage Per Block

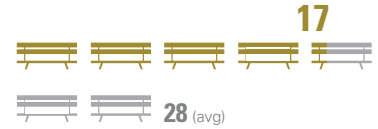
Social



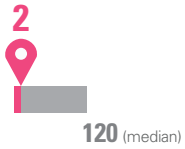
Number of Events (Per Year)



Number of Water Features (Compared to Average)



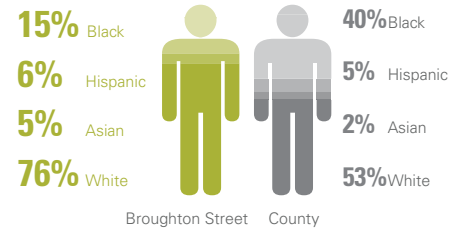
Fixed & Temporary Seating (Compared to Average)



Check ins per FAR (Compared to Median)

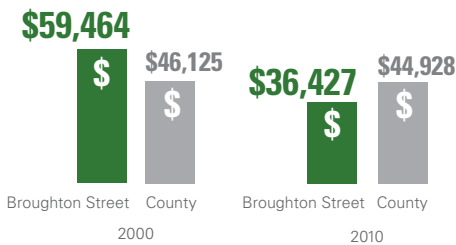


Household Size (Compared to County)

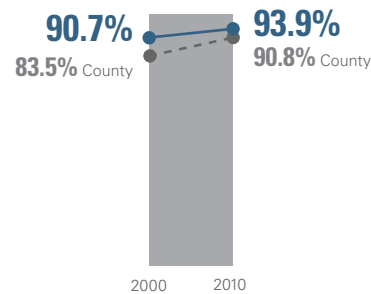


Ethnicity Distribution (Compared to County)

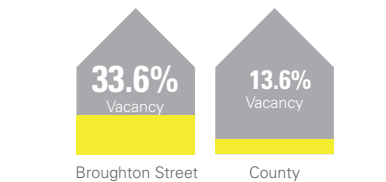
Financial



Household Income (Compared to County)



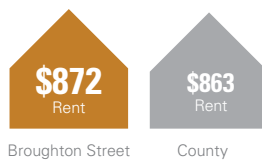
Employment Rate (Compared to County)



Housing Vacancy (Compared to County)



Avg Home Sale (Compared to County)



Median Rental Rate for Residential (Compared to County)



Avg Rental Rate for Commercial (Compared to County)

BROUGHTON STREET

Savannah, Georgia
Urban Mixed Use District

	Score	Value	Units	Yes/No	Comments
ENVIRONMENT	31				
Density	6				
Project Core		5.51	acre		Encompasses Broughton Street
Total Project Area		30.15	acre		Includes surrounding buildings, Ellis Square, Johnson Square, Franklin Square
Average FAR		1.75	#		Most buildings are between 2-3 stories with some 6+ story buildings
Height to Street Ratio		0.40	#		Average building height of 30 feet with a 75 foot wide sidewalk
Land coverage %age		70	%		
Blocks and Streets	5				Small Blocks
Block Size		0.92	acre		Non-standard, regular block size
Block Length		330	feet		Non-standard, regular block length
Local streets to arterials Ratio		9.5	#		Perimeter arterials with perimeter and internal local streets
# of intersections per 1/2 sq mi		90	#		Regular grid network of dense local streets
Mobility	4				Car Oriented
Project Perimeter served by arterials?				no	
50% or greater has ped access to transit within 5 min?				yes	Several bus stops available.
Number of modes within core (car, bus, rail, bike, etc.)		3	#		Car, bus, bike
Sharing Strategies (bike, car, etc.)?				yes	Both bike and car share available.
Effective District Wide Parking Strategy?				yes	
On street parking spaces per block		13	spaces		Taken from Barnard St between Congress and Broughton
Land use	5				Low walkscore
4 or more uses within core (retail, F&B, hotel, office)?				yes	Retail, F&B, hotel, office
Retail as a part of overall mix		33	%		
Local serving retail (grocery store, pharmacy)		6	#		Banks, shipping center, hair salon
Residential density as percentage of overall land use		22	%		
Number of residential types within core		2	#		Apartments and lofts
Walk Score		47	#		
Percentage of residential types within core		0	%		
Smart Site	6				
General orientation		NW/SE			
Number of registered landmarks		1	#		Savannah Historic District
Number of new buildings (less than 10 years old)		1	#		
Designated bike lane				yes	Only on Bernard St
Number of LEED Buildings		1	#		Ellis Square
Open Space	5				Great parks!
Size of green space		2.07	acre		Johnson and Franklin Square
Dedicated green space as percentage of overall area		6.9	%		
Average tree coverage per block by percentage		50	%		
Size of gathering space		1.20	acre		Ellis Square
Central gathering space as percentage of overall area		3.98	%		
Sidewalk as a percentage of overall area		20.9	%		
Percentage of pedestrian oriented streets		60.0	%		

COMMENTS

- Fine-grained urban plan
- Auto-oriented movement patterns
- Lower income area
- Poor social media numbers

	Score	Value	Units	Yes/No	Comments
SOCIAL	21				
Time of Use	6				
Hours of Operation		7.75	hours		Survey of top stores in the area (restaurant, jewelry, café)
Number of Weekly, Monthly, Yearly Events		N/A	#		No information available
Ratio of Men to Women		1.00	#		
Human Amenity	6				Lack of amenities
Super Amenity		1	#		Savannah River
Water feature		1	#		
Sculptures		1	#		
Murals		0	#		
WiFi Access				yes	Hotels provide wifi access
Health Clinic				no	
Fixed and Temporary Seating		17	#		Areas with seating
Continuing Education				no	
Daycare				no	
Social Media	4				Poor Social
District with social media?				no	
Frequency of use		N/A	#		
District Yelp Score		4.50	stars		
Number of check ins in one month		3	#		
Check ins per FAR		2	#		
Number of likes in one month		48	#		
AM to PM check in ratio		0.50	#		
% of check ins within Project Area		67	%		
% of check ins within Region		33	%		
% of check ins out of Region		0	%		
Demographics	5				Not diverse
Distribution of age cohorts over time				no	15-24, 25-34, 35-44 age cohorts all decreased. College community?
Ethnicity over time				no	Large White population and less diverse than county
Household size over time				yes	Stable household size
University within 5 miles?				yes	Boundary Village (2300 ft)
FINANCIAL	27				
Demographics	8				
Household income over time				no	Decreased significantly
Employment Rate		90.7	%		Increased 7 percentage points
Residential	9				
Average home sales price vs region		N/A	#		Zip code is \$168k, no county info. 7th most expensive zip code of 20.
Median rental rate vs region		1.01	#		\$872 vs \$863
Commercial	10				Better than region
Average commercial rents vs region		1.28	#		\$20.43 vs \$15.97
TOTAL SCORE	79				

CHARLES STREET

Boston, Massachusetts
Urban Neighborhood

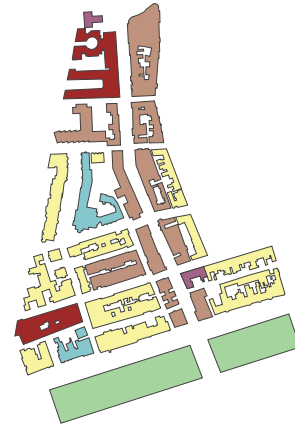
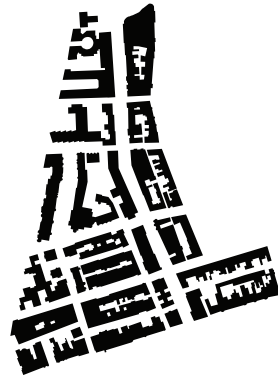
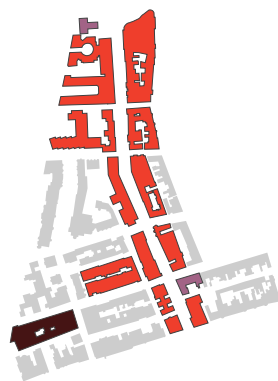


Figure Ground

Land Use

- Retail/Office
- Mixed Use
- Residential
- Hotel (can include retail)
- Civic/Institutional
- Parks/Open Space
- Undeveloped Land
- Parking Structure
- Surface Parking



Ground-Floor
Commercial Activity

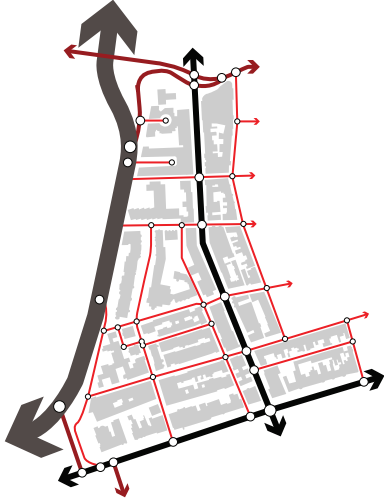
- Retail
- Hotel
- Office
- Entertainment Uses
- Parking Structure

Land Use-
Residential

- Single Family
- Townhouse
- Apartment
- Condo/Flat
- Loft/Life-work



Charles Street begins at the junction of Boston and Cambridge. It is a north/south oriented, three lane one way street, which links to the Boston public garden. Ground floor uses consist of service retail, restaurants, and shops. Upper story uses are largely residential. The district scored well on environmental and financial criteria. Low social numbers come from lack of affordability, amenity and events.



Circulation

- Primary Arterial
- Secondary Arterial
- Local Street
- - - Railroad
- Intersection

Open Space

- Park
- Passage
- Streetscape
- Square/Event Space
- Water Body
- Undeveloped



Section

- Ⓜ metered parking
- Ⓜ tree canopy
- Ⓜ ground-floor retail
- Ⓜ lamppost



CHARLES STREET

Boston, Massachusetts
Urban Neighborhood

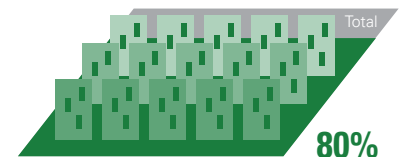
Environment



Total Project Area (Compared to Average)



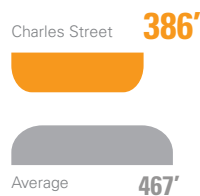
FAR (Compared to Average)



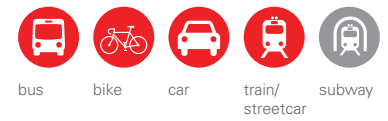
Project Land Coverage



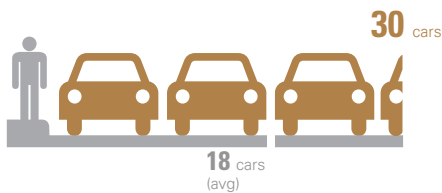
Block Size (Compared to Average)



Block Length (Compared to Average)



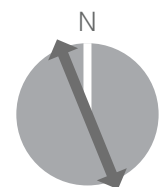
Modes of Transportation



On Street Parking (Compared to Average)



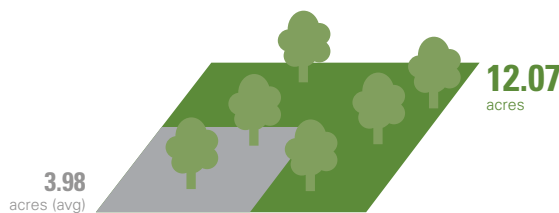
Retail/Residential Percentages of Overall Land Use



General Orientation



Percentage Of New Buildings Within 10 Years



Size of green space (Compared to Average)

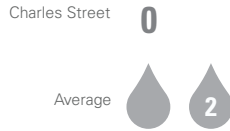


Average Tree Coverage Per Block

Social



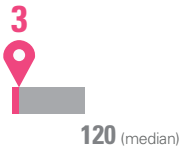
Number of Events (Per Year)



Number of Water Features (Compared to Average)



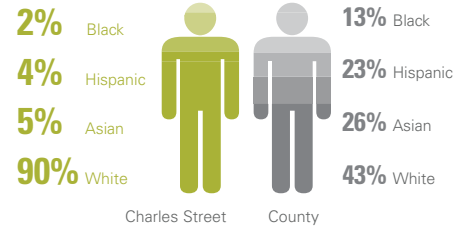
Fixed & Temporary Seating (Compared to Average)



Check ins per FAR (Compared to Median)

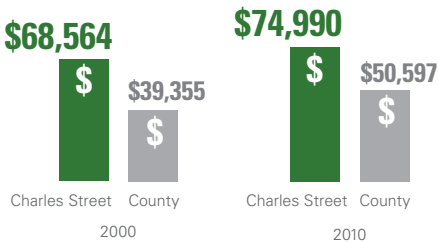


Household Size (Compared to County)

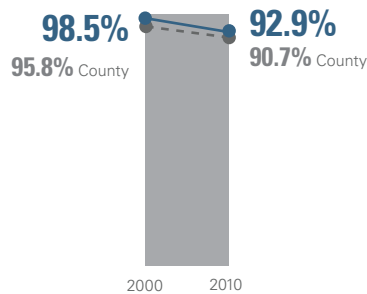


Ethnicity Distribution (Compared to County)

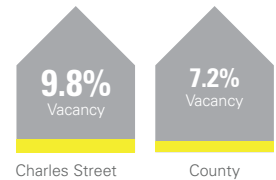
Financial



Household Income (Compared to County)



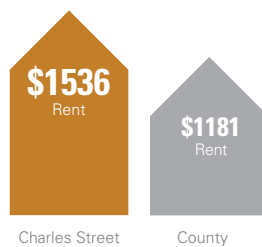
Employment Rate (Compared to County)



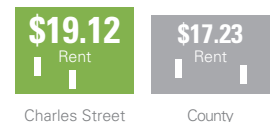
Housing Vacancy (Compared to County)



Avg Home Sale (Compared to County)



Median Rental Rate for Residential (Compared to County)



Avg Rental Rate for Commercial (Compared to County)

CHARLES STREET

Boston, Massachusetts
Urban Neighborhood

	Score	Value	Units	Yes/No	Comments
ENVIRONMENT	32				
Density	6				
Project Core		8.62	acre		Encompasses Charles St
Total Project Area		48.33	acre		Includes surrounding neighborhood around Charles St
Average FAR		2.6	#		Most buildings are 3 stories with some 4+ story buildings
Height to Street Ratio		0.54	#		Average building height of 39 feet with a 72 foot wide street
Land coverage %age		80	%		Most buildings take up the parcel with interior courtyards
Blocks and Streets	5				Excellent
Block Size		0.873	acre		Non-standard, irregular block size
Block Length		386	feet		Non-standard, irregular block length
Local streets to arterials Ratio		2.1	#		Internal and perimeter arterials with many internal local streets
# of intersections per 1/2 sq mi		72	#		Non-standard, irregular grid structure
Mobility	4				Lack of parking
Project Perimeter served by arterials?				yes	Route 28 and Charles St.
50% or greater has ped access to transit within 5 min?				no	Train station available. No bus stops found on Charles St and its surroundings
Number of modes within core (car, bus, rail, bike, etc.)		4	#		Car, bus, rail, bike
Sharing Strategies (bike, car, etc.)?				yes	Bikeshare available. Carshare not available.
Effective District Wide Parking Strategy?				no	One parking structure was found in area.
On street parking spaces per block		30	spaces		Block of Charles St that begins with Revere St and ends with Embankment Rd.
Land use	6				
4 or more uses within core (retail, F&B, hotel, office)?				yes	Retail, F&B, hotel, office
Retail as a part of overall mix		9	%		
Local serving retail (grocery store, pharmacy)		14	#		Drug store, dry cleaning, hair salon, market, tailor, post office, animal clinic, etc.
Residential density as percentage of overall land use		79	%		
Number of residential types within core		3	#		Townhouse, apartment, condo
Walk Score		95	#		
Percentage of residential types within core		92	%		
Smart Site	6				
General orientation		N/S			
Number of registered landmarks		2	#		
Number of new buildings (less than 10 years old)		0	#		
Designated bike lane				yes	
Number of LEED Buildings		0	#		
Open Space	5				
Size of green space		12.07	acre		Boston Public Garden
Dedicated green space as percentage of overall area		25.0	%		
Average tree coverage per block by percentage		50	%		Arterials and local streets are both only partially tree lined
Size of gathering space		0.01	acre		Small space at Café Vanille
Central gathering space as percentage of overall area		0.02	%		
Sidewalk as a percentage of overall area		10.6	%		
Percentage of pedestrian oriented streets		10.0	%		

COMMENTS

- Lack of community amenities
- Residentially focused
- Lack of ethnic diversity
- Parking shortage promotes walking

	Score	Value	Units	Yes/No	Comments
SOCIAL	26				
Time of Use	7				Not enough
Hours of Operation		10.6	hours		Survey of top places in the area (restaurant, liquor, stationery, salon, deli)
Number of Weekly, Monthly, Yearly Events		N/A	#		Don't have their own website
Ratio of Men to Women		0.67	#		More women as mainly shopping oriented
Human Amenity	6				Not enough
Super Amenity		1	#		Charles River
Water feature		0	#		
Sculptures		0	#		
Murals		0	#		
WiFi Access				yes	Several coffee shops offer free wifi access
Health Clinic				yes	Core de Vie Studios, Shari L. Thurer, Moer Foundation
Fixed and Temporary Seating		6	#		
Continuing Education				no	
Daycare				no	
Social Media	7				
District with social media?				no	
Frequency of use		N/A	#		
District Yelp Score		N/A	stars		
Number of check ins in one month		7	#		
Check ins per FAR		3	#		
Number of likes in one month		81	#		
AM to PM check in ratio		0.29	#		
% of check ins within Project Area		67	%		6 total
% of check ins within Region		17	%		
% of check ins out of Region		17	%		
Demographics	6				Not diverse
Distribution of age cohorts over time				yes	15-24 age cohort increased, 25-34 and 35-44 age cohort decreased
Ethnicity over time				no	Predominantly white population way above county average
Household size over time				yes	Household size relatively stable
University within 5 miles?				yes	MIT (2900 ft)
FINANCIAL	31				
Demographics	11				
Household income over time				yes	Increased by \$6k (9%)
Employment Rate		95.8	%		While employment is high, has decreased by 3 percentage points
Residential	10				
Average home sales price vs region		0.75	#		\$278k vs \$350k
Median rental rate vs region		1.30	#		\$1536 vs \$1181
Commercial	10				
Average commercial rents vs region		1.11	#		\$19.12 vs \$17.23 (metro)
TOTAL SCORE	89				

CONGRESS AVENUE

Portland, Maine
Urban Mixed Use District

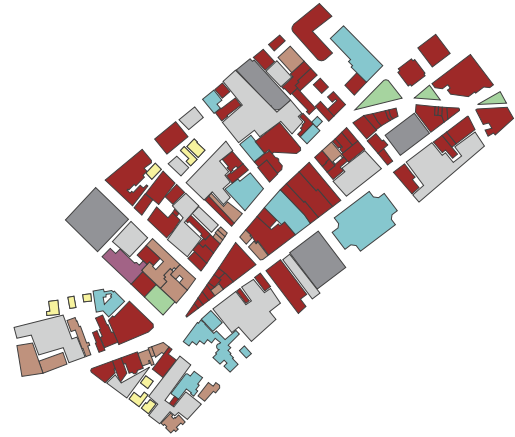
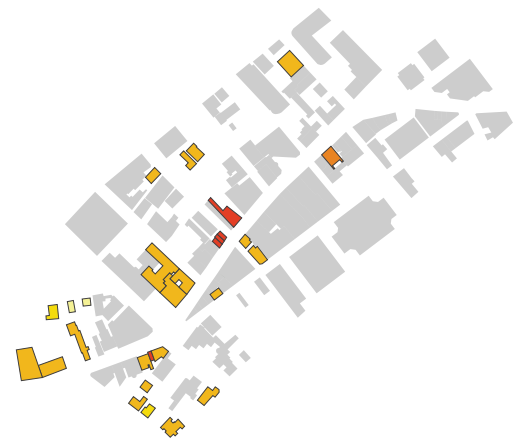
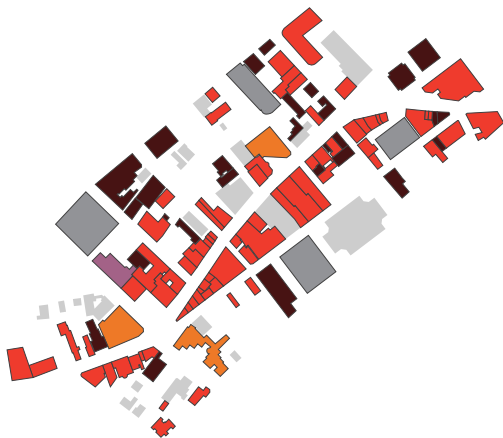


Figure Ground

Land Use

- Retail/Office
- Mixed Use
- Residential
- Hotel (can include retail)
- Civic/Institutional
- Parks/Open Space
- Undeveloped Land
- Parking Structure
- Surface Parking



Ground-Floor
Commercial Activity

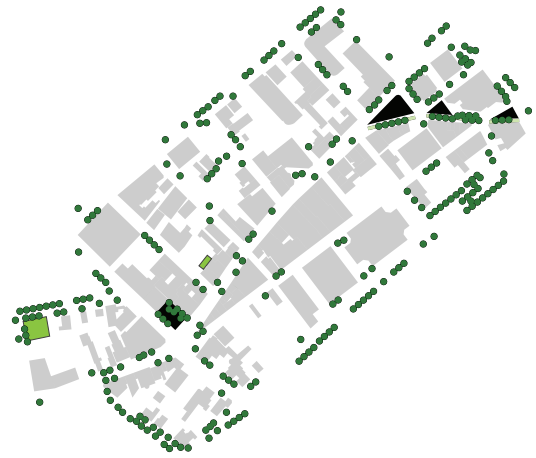
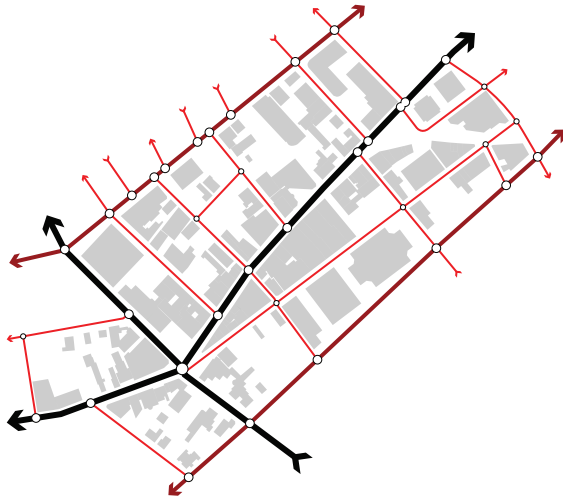
- Retail
- Hotel
- Office
- Entertainment Uses
- Parking Structure

Land Use-
Residential

- Single Family
- Townhouse
- Apartment
- Condo/Flat
- Loft/Life-work



Congress Street is the primary mixed use walking street in Portland, Maine. It includes commercial and residential buildings as well as mixed uses along its length. Retail, restaurants, and hotel areas open out to public seating and outdoor dining. At each end, small parks act as visual objectives and district gateways. Low social numbers can be improved through event programming and increased amenities.

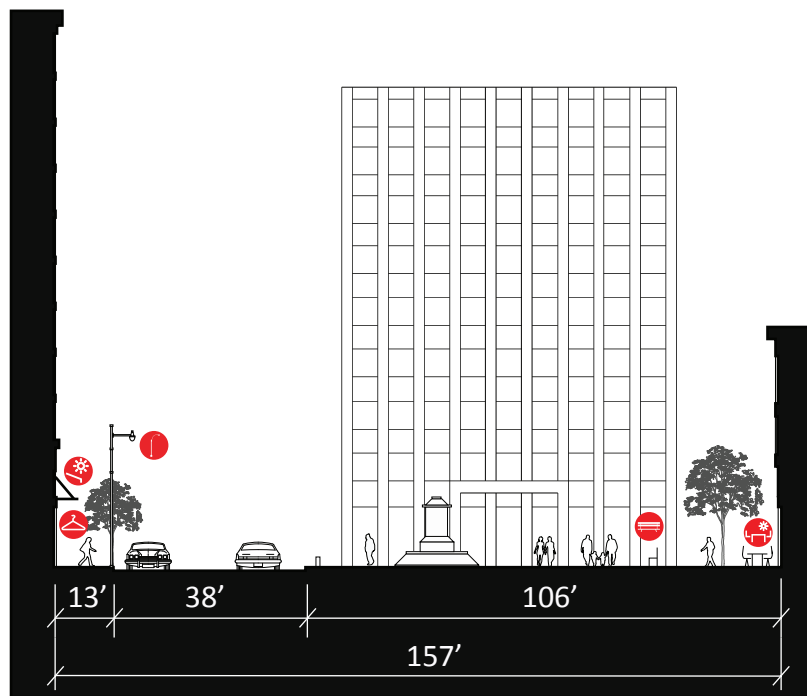


Circulation

- Primary Arterial
- Secondary Arterial
- Local Street
- Railroad
- Intersection

Open Space

- Park
- Passage
- Streetscape
- Square/Event Space
- Water Body
- Undeveloped



Section

- public seating
- awning
- lamppost
- tree canopy
- outdoor dining
- ground-floor retail



CONGRESS AVENUE

Portland, Maine
Urban Mixed Use District

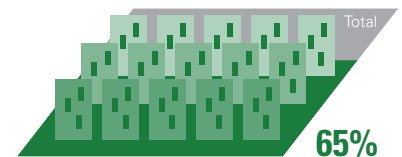
Environment



Total Project Area (Compared to Average)



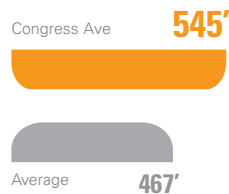
FAR (Compared to Average)



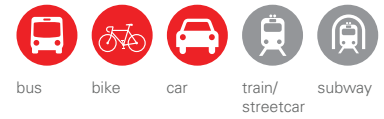
Project Land Coverage



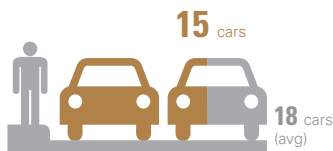
Block Size (Compared to Average)



Block Length (Compared to Average)



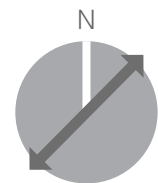
Modes of Transportation



On Street Parking (Compared to Average)



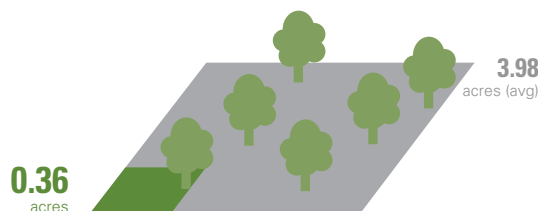
Retail/Residential Percentages of Overall Land Use



General Orientation



Percentage Of New Buildings Within 10 Years



Size of green space (Compared to Average)

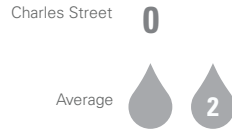


Average Tree Coverage Per Block

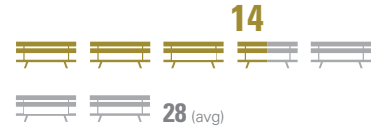
Social



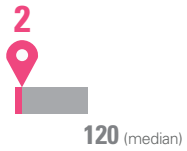
Number of Events (Per Year)



Number of Water Features (Compared to Average)



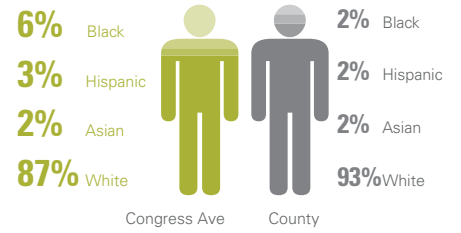
Fixed & Temporary Seating (Compared to Average)



Checks ins per FAR (Compared to Median)

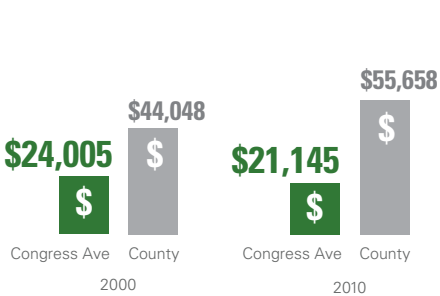


Household Size (Compared to County)

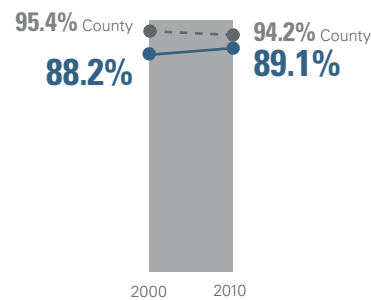


Ethnicity Distribution (Compared to County)

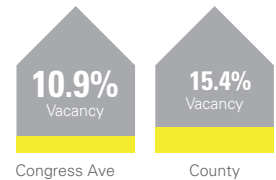
Financial



Household Income (Compared to County)



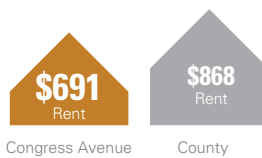
Employment Rate (Compared to County)



Housing Vacancy (Compared to County)



Avg Home Sale (Compared to County)



Median Rental Rate for Residential (Compared to County)



Avg Rental Rate for Commercial (Compared to County)

CONGRESS AVENUE

Portland, Maine
Urban Mixed Use District

	Score	Value	Units	Yes/No	Comments
ENVIRONMENT	29				
Density	5				Small core
Project Core		12.17	acre		Encompasses triangular shaped wedge of the heart of downtown Portland
Total Project Area		68.4	acre		Includes surrounding commercial and residential buildings
Average FAR		2.925	#		Most buildings are between 4-5 stories tall
Height to Street Ratio		0.64	#		48 foot tall building with a 75 foot wide street
Land coverage %age		65	%		
Blocks and Streets	5				
Block Size		2.76	acre		Non-standard, irregular block size
Block Length		545	feet		Non-standard, irregular block length
Local streets to arterials Ratio		4.3	#		Internal local streets with integral and perimeter arterials
# of intersections per 1/2 sq mi		45	#		Non-standard, irregular network grid
Mobility	4				Only 3 modes
Project Perimeter served by arterials?				no	
50% or greater has ped access to transit within 5 min?				yes	
Number of modes within core (car, bus, rail, bike, etc.)		3	#		Car, bus, bike
Sharing Strategies (bike, car, etc.)?				yes	Carshare available
Effective District Wide Parking Strategy?				yes	
On street parking spaces per block		15	spaces		Taken from Congress St between Brown St and Oak St
Land use	5				Lack of residential. Low walkscore.
4 or more uses within core (retail, F&B, hotel, office)?				yes	Retail, F&B, hotel, office
Retail as a part of overall mix		24	%		
Local serving retail (grocery store, pharmacy)		11	#		Post office, health clinic, bank, shipping center, pharmacy.
Residential density as percentage of overall land use		21	%		
Number of residential types within core		5	#		Apartment, townhouse, condo, apartment, loft
Walk Score		65	#		
Percentage of residential types within core		26	%		
Smart Site	6				
General orientation		NE/SW			
Number of registered landmarks		10	#		Includes JB Brown Memorial Block, Cathedral of the Immaculate Conception, etc.
Number of new buildings (less than 10 years old)		2	#		
Designated bike lane				yes	
Number of LEED Buildings		2	#		Oak Street Lofts and PowerPlay Offices
Open Space	4				Lack of tree canopy
Size of green space		0.36	acre		Deering Street Park
Dedicated green space as percentage of overall area		0.5	%		
Average tree coverage per block by percentage		15	%		
Size of gathering space		1.23	acre		Congress Square, Internal pedestrian only areas
Central gathering space as percentage of overall area		1.80	%		
Sidewalk as a percentage of overall area		12.3	%		
Percentage of pedestrian oriented streets		25.0	%		

COMMENTS

- Lack of event programming
- Compact core
- Low income
- Lack of amenities

Score Value Units Yes/No Comments

Score Value Units Yes/No Comments					
SOCIAL		26			
Time of Use	6				Hours of operation
Hours of Operation		8.65	hours		Survey of top stores in the area (restaurant, day spa)
Number of Weekly, Monthly, Yearly Events		N/A	#		Information not available online
Ratio of Men to Women		1.00	#		
Human Amenity	6				Lack of amenities
Super Amenity		1	#		Atlantic Ocean
Water feature		0	#		
Sculptures		2	#		
Murals		0	#		
WiFi Access				yes	Malls and hotels offer wifi access
Health Clinic				yes	
Fixed and Temporary Seating		14	#		
Continuing Education				yes	Maine College of Art
Daycare				no	
Social Media	7				Low social
District with social media?				yes	Facebook and Twitter
Frequency of use		3.5	#		Average use of Facebook and Twitter this week. Use Facebook more.
District Yelp Score		N/A	stars		
Number of check ins in one month		5	#		
Check ins per FAR		2	#		
Number of likes in one month		126	#		
AM to PM check in ratio		0.50	#		
% of check ins within Project Area		25	%		4 total
% of check ins within Region		75	%		
% of check ins out of Region		0	%		
Demographics	7				Aging population
Distribution of age cohorts over time				No	15-24 cohort did not increase, 25-24, 35-44 cohorts decreased
Ethnicity over time				No	Neither area of county is diverse
Household size over time				Yes	Stable household size
University within 5 miles?				Yes	University of Southern Maine (3700 ft)
FINANCIAL		28			
Demographics	9				Low
Household income over time				No	Decreased \$3k
Employment Rate		89.1	%		Increased 1 percentage point
Residential	9				Low
Average home sales price vs region		N/A	#		No information available at zip code or county level
Median rental rate vs region		0.80	#		\$691 vs \$868
Commercial	10				Good
Average commercial rents vs region		1.34	#		\$17.74 vs \$13.24

TOTAL SCORE 83

COUNTRY CLUB PLAZA

Kansas City, Missouri
Urban Retail District

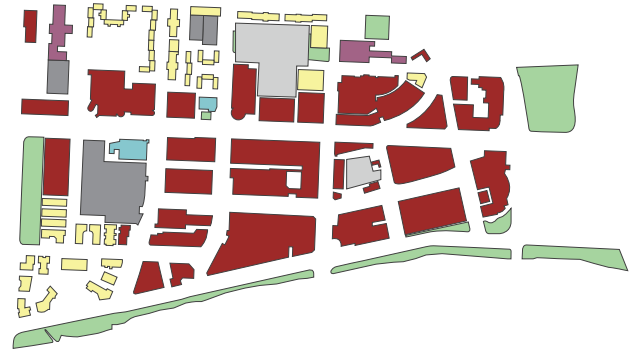
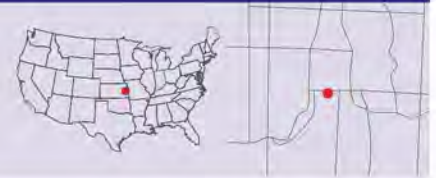


Figure Ground

Land Use

- Retail/Office
- Mixed Use
- Residential
- Hotel (can include retail)
- Civic/Institutional
- Parks/Open Space
- Undeveloped Land
- Parking Structure
- Surface Parking



Ground-Floor
Commercial Activity

- Retail
- Hotel
- Office
- Entertainment Uses
- Parking Structure



Land Use-
Residential

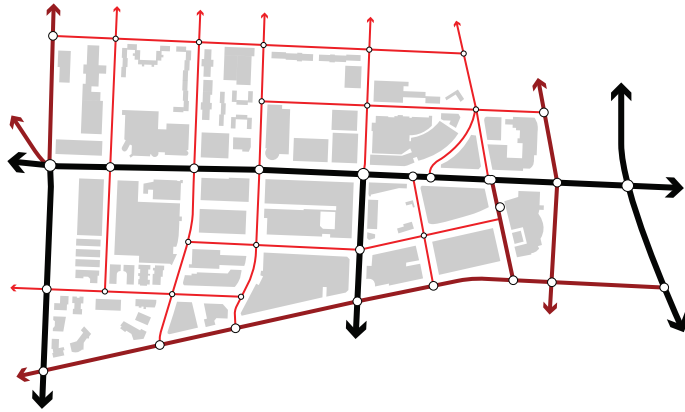
- Single Family
- Townhouse
- Apartment
- Condo/Flat
- Loft/Life-work



Although an extremely well designed public environment, Country Club Plaza has some significant issues to resolve. 47th Street is the main arterial east-west spine road and tends to create a traffic barrier for easy pedestrian crossing, which negatively impacted the

environmental score for the district. Social numbers were stable, but financial numbers surprisingly underperformed against the county average.

86
out of 99

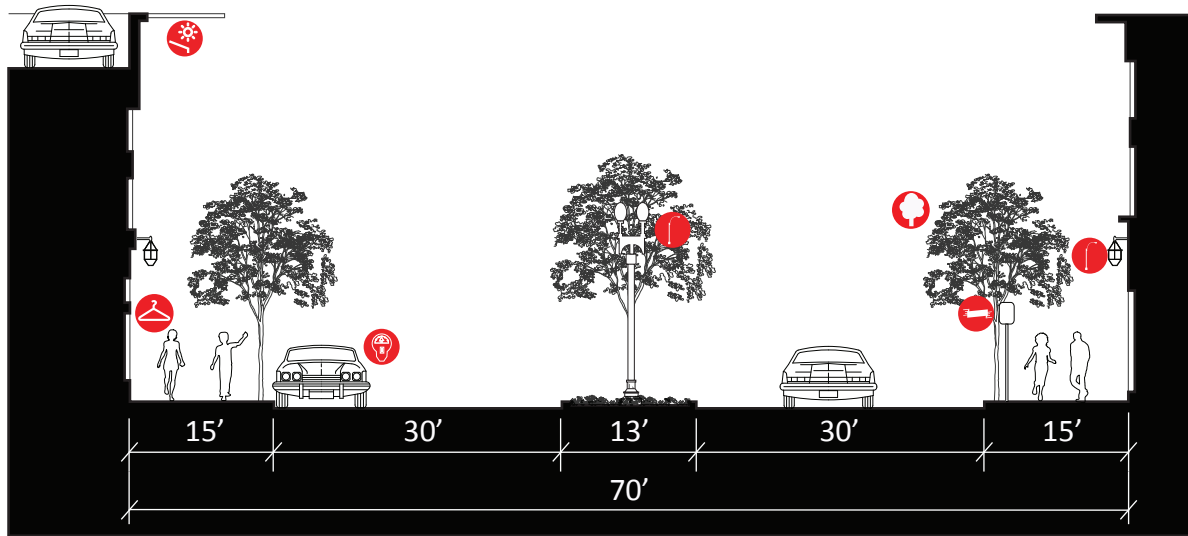


Circulation

- Primary Arterial
- Secondary Arterial
- Local Street
- - - Railroad
- Intersection

Open Space

- Park
- Passage
- Streetscape
- Square/Event Space
- Water Body
- Undeveloped



Section

- tree canopy
- lamppost
- signage
- awning
- street parking
- ground-floor retail



COUNTRY CLUB PLAZA

Kansas City, Missouri
Urban Retail District

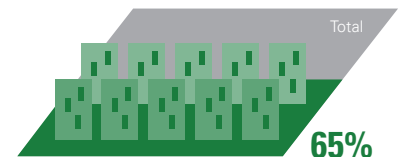
Environment



Total Project Area (Compared to Average)



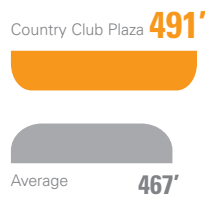
FAR (Compared to Average)



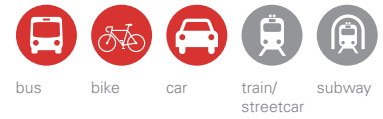
Project Land Coverage



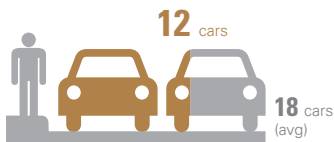
Block Size (Compared to Average)



Block Length (Compared to Average)



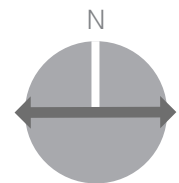
Modes of Transportation



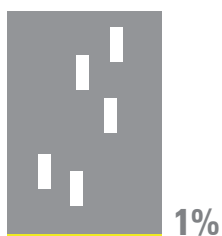
On Street Parking (Compared to Average)



Retail/Residential Percentages of Overall Land Use



General Orientation



Percentage Of New Buildings Within 10 Years

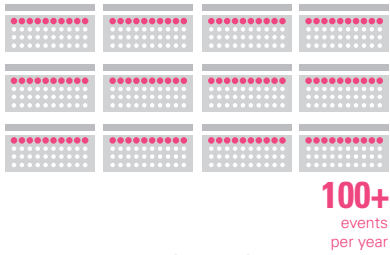


Size of green space (Compared to Average)

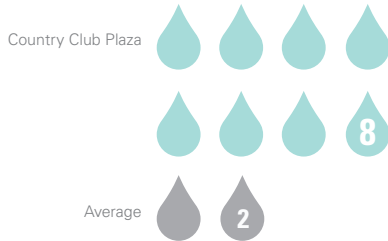


Average Tree Coverage Per Block

Social



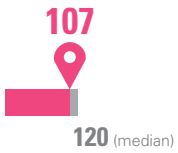
Number of Events (Per Year)



Number of Water Features (Compared to Average)



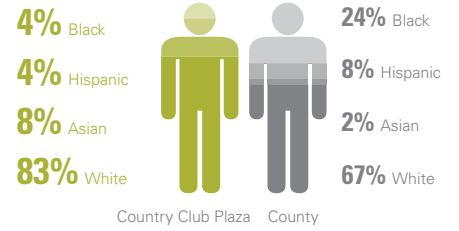
Fixed & Temporary Seating (Compared to Average)



Check ins per FAR (Compared to Median)

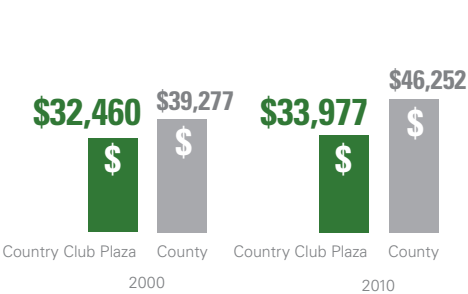


Household Size (Compared to County)

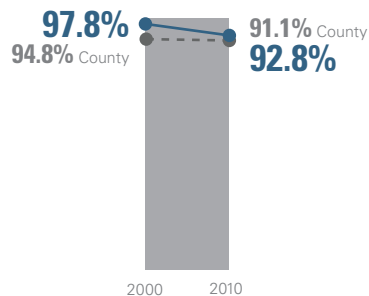


Ethnicity Distribution (Compared to County)

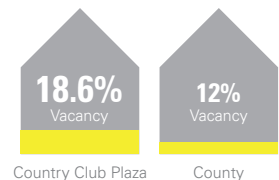
Financial



Household Income (Compared to County)



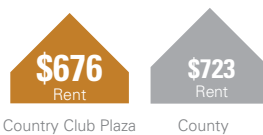
Employment Rate (Compared to County)



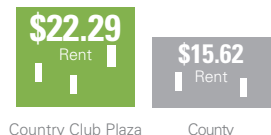
Housing Vacancy (Compared to County)



Avg Home Sale (Compared to County)



Median Rental Rate for Residential (Compared to County)



Avg Rental Rate for Commercial (Compared to County)

COUNTRY CLUB PLAZA

Kansas City, Missouri
Urban Retail District

	Score	Value	Units	Yes/No	Comments
ENVIRONMENT	29				
Density	5				
Project Core		41	acre		Encompasses Country Club Plaza
Total Project Area		105.1	acre		Includes surrounding residential and commercial buildings
Average FAR		1.4625	#		Most buildings are 2 stories tall with some 6+ story buildings and undeveloped land
Height to Street Ratio		0.22	#		24 feet tall buildings with a 110 foot wide street
Land coverage %age		65	%		Alternating buildings cover the entire parcel with buildings with lots of open space
Blocks and Streets	5				
Block Size		3.67	acre		Non-standard, regular block size
Block Length		491	feet		Standard, regular block length
Local streets to arterials Ratio		1.4	#		Internal and perimeter local streets and arterials
# of intersections per 1/2 sq mi		41	#		
Mobility	4				No sharing
Project Perimeter served by arterials?				no	
50% or greater has ped access to transit within 5 min?				yes	Several bus stops available
Number of modes within core (car, bus, rail, bike, etc.)		3	#		Bus, bike, car
Sharing Strategies (bike, car, etc.)?				no	
Effective District Wide Parking Strategy?				yes	Several parking structures and open lots available
On street parking spaces per block		12	spaces		Taken from 47th St between Pennsylvania Ave and Broadway
Land use	5				No residential in core
4 or more uses within core (retail, F&B, hotel, office)?				yes	Retail, F&B, hotel, office
Retail as a part of overall mix		56	%		
Local serving retail (grocery store, pharmacy)		5	#		Optometry, shipping center, bank
Residential density as percentage of overall land use		23	%		
Number of residential types within core		2	#		Condos and apartments
Walk Score		90	#		
Percentage of residential types within core		0	%		
Smart Site	5				Orientation is not ideal
General orientation		E/W			
Number of registered landmarks		0	#		
Number of new buildings (less than 10 years old)		1	#		
Designated bike lane				yes	
Number of LEED Buildings		0	#		
Open Space	5				Great open space
Size of green space		10.59	acre		Brush Creek, Café Corner Park, Cancer Survivors Park, Mill Creek Park
Dedicated green space as percentage of overall area		10.1	%		
Average tree coverage per block by percentage		40	%		
Size of gathering space		0.12	acre		Small Plazas throughout site
Central gathering space as percentage of overall area		0.11	%		
Sidewalk as a percentage of overall area		10.1	%		
Percentage of pedestrian oriented streets		20.0	%		

COMMENTS

- Auto-oriented street layout
- Great open spaces
- Lack of diversity
- Spine road is a barrier to pedestrian circulation

	Score	Value	Units	Yes/No	Comments
SOCIAL 29					
Time of Use	7				
Hours of Operation		9.25	hours		Survey of top stores in the area (restaurant, bakery, dog bakery, cheese shop)
Number of Weekly, Monthly, Yearly Events		100+	#		
Ratio of Men to Women		0.67	#		
Human Amenity	8				Great amenities
Super Amenity		1	#		Brush Creek
Water feature		8	#		
Sculptures		11	#		
Murals		1	#		
WiFi Access				yes	Wifi access available in hotels, restaurants, and coffee shops
Health Clinic				yes	
Fixed and Temporary Seating		27	#		
Continuing Education				no	
Daycare				yes	Global Montessori Academy
Social Media	7				Not as tech savvy regional center
District with social media?				yes	Facebook, Twitter, YouTube
Frequency of use		7.5	/week		Average of Twitter and Facebook use this week. Use both equally.
District Yelp Score		4.00	stars		
Number of check ins in one month		157	#		
Check ins per FAR		107	#		
Number of likes in one month		3519	#		
AM to PM check in ratio		0.32	#		
% of check ins within Project Area		55	%		115 total
% of check ins within Region		39	%		
% of check ins out of Region		6	%		
Demographics	7				Not diverse
Distribution of age cohorts over time				yes	15-24 age cohort increase, 25-34 and 35-44 age cohort decrease
Ethnicity over time				no	White population much higher than county although trending towards diversity
Household size over time				yes	Relatively stable household size
University within 5 miles?				yes	University of Kansas (2600 ft)
FINANCIAL 28					
Demographics	8				Housing vacancy is high
Household income over time				no	Increased \$1.5k (5%)
Employment Rate		92.8	%		Decreased 5 percentage points
Residential	9				Housing values are low
Average home sales price vs region		N/A	#		Not available at zip code level, county is \$60k
Median rental rate vs region		0.93	#		\$676 vs \$723
Commercial	11				
Average commercial rents vs region		1.43	#		\$22.29 vs \$15.62
TOTAL SCORE 86					

GRAND CIRCUS PARK

Detroit, Michigan
Urban Mixed Use District



Figure Ground

Land Use

- Retail/Office
- Mixed Use
- Residential
- Hotel (can include retail)
- Civic/Institutional
- Parks/Open Space
- Undeveloped Land
- Parking Structure
- Surface Parking



Ground-Floor
Commercial Activity

- Retail
- Hotel
- Office
- Entertainment Uses
- Parking Structure

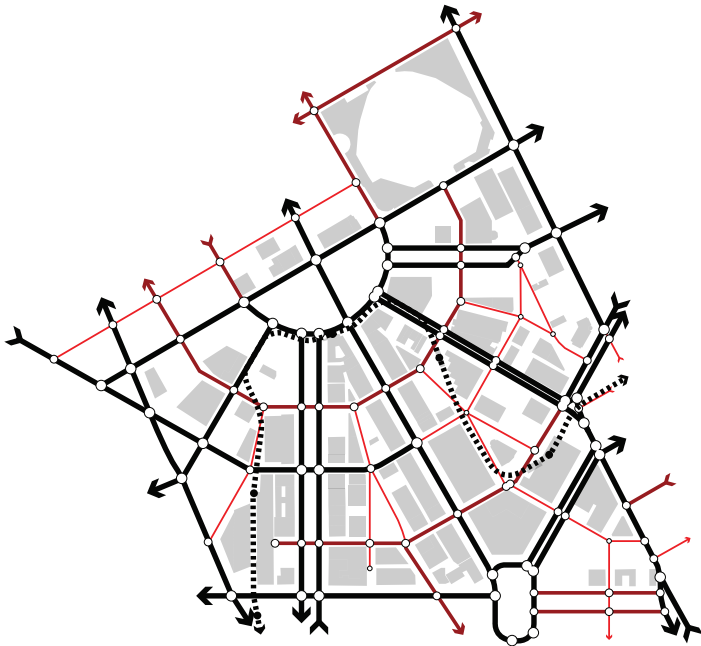
Land Use-
Residential

- Single Family
- Townhouse
- Apartment
- Condo/Flat
- Loft/Life-work



Located in Detroit, Michigan, Grand Circus Park is a mixed-use district in the heart of Detroit's central business district. High quality streets promote walking shopping and dining, however low social numbers imply the need to attract a younger demographic through events or educational resources.

85
out of 99



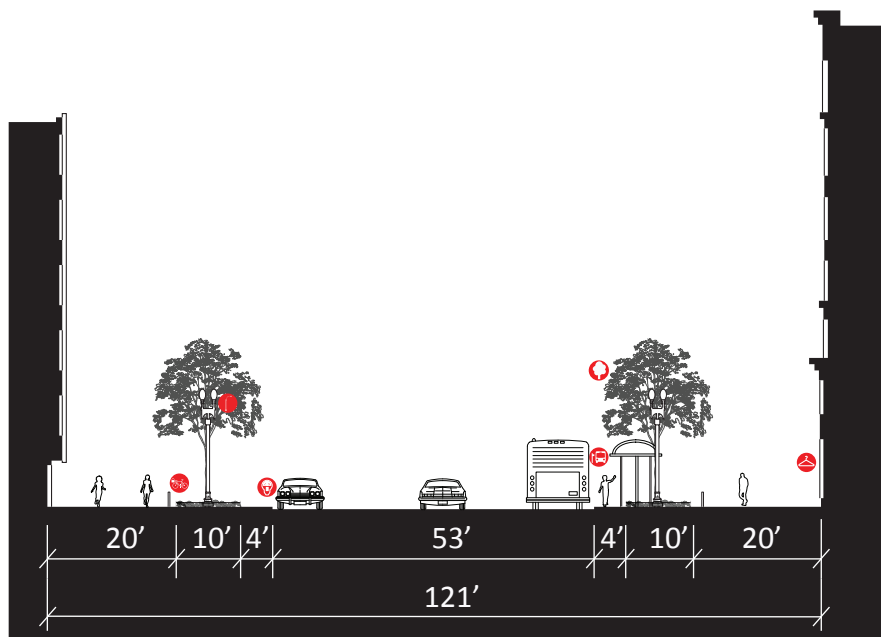
Circulation

- Primary Arterial
- Secondary Arterial
- Local Street
- Railroad
- Intersection



Open Space

- Park
- Passage
- Streetscape
- Square/Event Space
- Water Body
- Undeveloped



Section

- tree canopy
- lamppost
- bus stop
- bike parking
- street parking
- ground-floor retail



GRAND CIRCUS PARK

Detroit, Michigan
Urban Mixed Use District

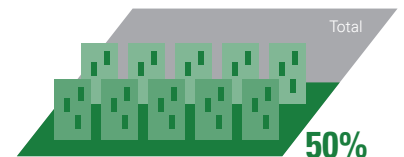
Environment



Total Project Area (Compared to Average)



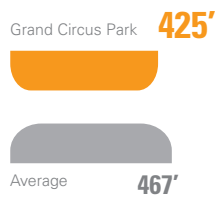
Grand Circus Park Average
FAR (Compared to Average)



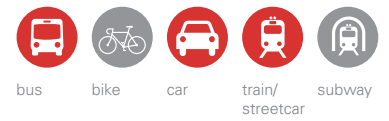
Project Land Coverage



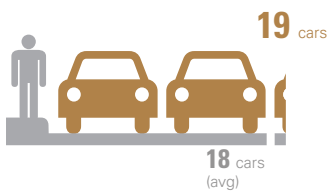
Block Size (Compared to Average)



Block Length (Compared to Average)



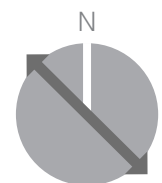
Modes of Transportation



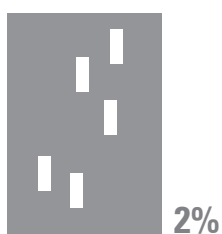
On Street Parking (Compared to Average)



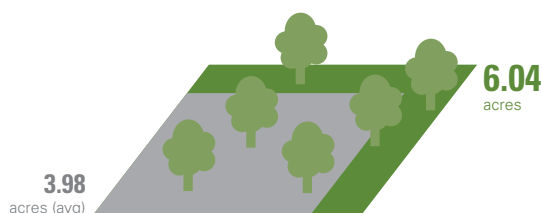
Retail/Residential Percentages of Overall Land Use



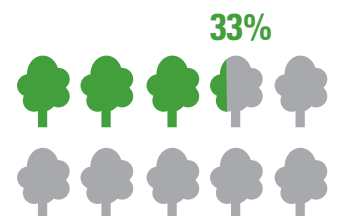
General Orientation



Percentage Of New Buildings Within 10 Years

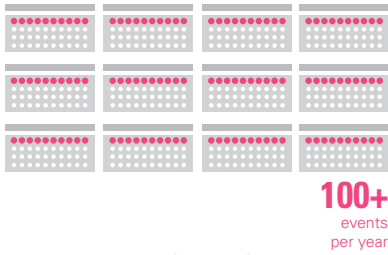


Size of green space (Compared to Average)

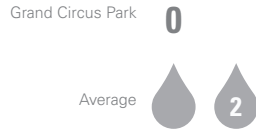


Average Tree Coverage Per Block

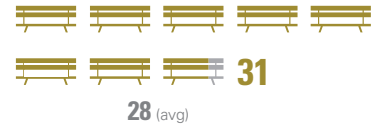
Social



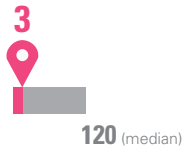
Number of Events (Per Year)



Number of Water Features (Compared to Average)



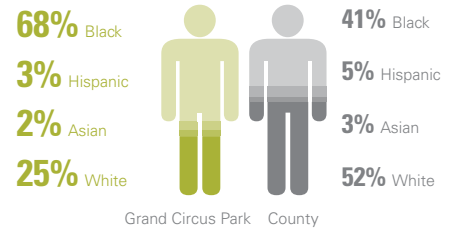
Fixed & Temporary Seating (Compared to Average)



Check ins per FAR (Compared to Median)

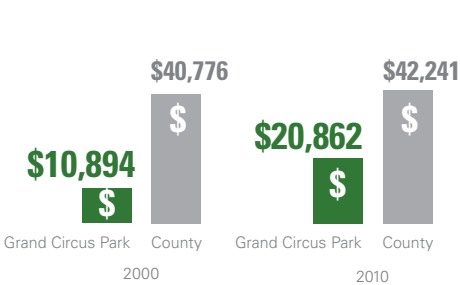


Household Size (Compared to County)

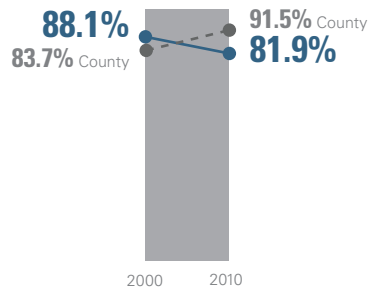


Ethnicity Distribution (Compared to County)

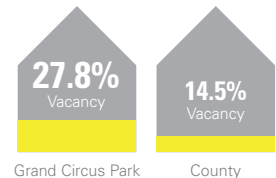
Financial



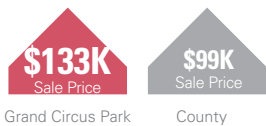
Household Income (Compared to County)



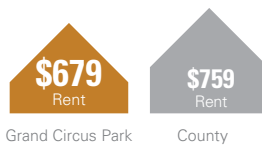
Employment Rate (Compared to County)



Housing Vacancy (Compared to County)



Avg Home Sale (Compared to County)



Median Rental Rate for Residential (Compared to County)



Avg Rental Rate for Commercial (Compared to County)

GRAND CIRCUS PARK

Detroit, Michigan
Urban Mixed Use District

	Score	Value	Units	Yes/No	Comments
ENVIRONMENT	31				
Density	5				Core too small
Project Core		11.96	acre		Encompasses Woodward Ave and surrounding commercial/residential buildings
Total Project Area		150	acre		Includes surrounding commercial and residential district
Average FAR		4	#		Most buildings are around 8 stories tall
Height to Street Ratio		0.64	#		96 feet tall building with a 150 foot wide street
Land coverage %age		50	%		
Blocks and Streets	5				Radial block pattern
Block Size		2.85	acre		Non-standard, irregular block shape
Block Length		425	feet		Standard, regular block length
Local streets to arterials Ratio		0.5	#		Internal local streets with internal and perimeter arterials
# of intersections per 1/2 sq mi		75	#		Non-standard, irregular grid network
Mobility	5				
Project Perimeter served by arterials?				yes	Fisher Fwy, Grand River Ave, Cass Ave
50% or greater has ped access to transit within 5 min?				yes	Bus and rail stops readily available.
Number of modes within core (car, bus, rail, bike, etc.)		3	#		Car, bus, rail
Sharing Strategies (bike, car, etc.)?				yes	Car share and bike share available.
Effective District Wide Parking Strategy?				yes	
On street parking spaces per block		19	spaces		Taken from W Adams St between Park Ave and Woodward Ave
Land use	4				Not enough retail, low walkscore
4 or more uses within core (retail, F&B, hotel, office)?				yes	Retail, F&B, hotel, office
Retail as a part of overall mix		26	%		
Local serving retail (grocery store, pharmacy)		5	#		Grocery store, gym, shipping center, bank, pharmacy
Residential density as percentage of overall land use		18	%		
Number of residential types within core		3	#		Loft, apartment, condo
Walk Score		50	#		
Percentage of residential types within core		25	%		
Smart Site	6				
General orientation		NW/SE			
Number of registered landmarks		0	#		
Number of new buildings (less than 10 years old)			#		
Designated bike lane				no	
Number of LEED Buildings		0	#		
Open Space	5				
Size of green space		6.04	acre		Grand Circus Park. Capitol Park, Campus Martius Park, Cadillac Park
Dedicated green space as percentage of overall area		4.0	%		
Average tree coverage per block by percentage		33	%		
Size of gathering space		2.87	acre		Cadillac Square, Campus Martius Park, Grand Circus Park, other square
Central gathering space as percentage of overall area		1.91	%		
Sidewalk as a percentage of overall area		14.0	%		
Percentage of pedestrian oriented streets		33.0	%		

COMMENTS

- Extensive year-round event programming
- Lack of activity at night
- Lack of employment nearby
- Significant recent gentrification

	Score	Value	Units	Yes/No	Comments	
SOCIAL	27					
Time of Use	8				Good events.	
Hours of Operation		11.07	hours		Survey of top stores in the area (restaurant, music, club, café)	
Number of Weekly, Monthly, Yearly Events		100+	#			
Ratio of Men to Women		1.00	#			
Human Amenity	6				Not enough amenities. No continuing education.	
Super Amenity		1	#		Detroit River	
Water feature		0	#			
Sculptures		4	#			
Murals		0	#			
WiFi Access				yes	Wifi access available at coffee shops and some restaurants	
Health Clinic				yes		
Fixed and Temporary Seating		31	#		Areas with seating	
Continuing Education				no		
Daycare				yes	Fox Tots Child Development Care and Angel Land-Woodward	
Social Media	7				Not enough check-ins per FAR	
District with social media?				yes	Facebook, Twitter, YouTube, Instagram	
Frequency of use		4	#		Average use of Facebook and Twitter this week. Use Facebook more.	
District Yelp Score		N/A	stars			
Number of check ins in one month		10	#			
Check ins per FAR		3	#			
Number of likes in one month		118	#			
AM to PM check in ratio		0.43	#			
% of check ins within Project Area		63	%			8 total
% of check ins within Region		38	%			
% of check ins out of Region		0	%			
Demographics	6				Lack of diversity	
Distribution of age cohorts over time				no	While 15-24 age cohort % increased, actual number decreased	
Ethnicity over time				no	Large Black population, small White population	
Household size over time				yes	Stable household size	
University within 5 miles?				yes	Wayne State University (1.06 miles)	
FINANCIAL	27					
Demographics	9				Low employment	
Household income over time				no	Increased \$10k (91%), but half of the county	
Employment Rate		81.9	%		Decreased 6 percentage points	
Residential	9				Low rental rate	
Average home sales price vs region		1.35	#		\$133k vs \$99k	
Median rental rate vs region		0.89	#		\$679 vs \$759	
Commercial	9				Good rents	
Average commercial rents vs region		1.17	#		\$17.23 vs \$14.77	

TOTAL SCORE 85

JACKSON SQUARE

New Orleans, Louisiana
Urban Neighborhood

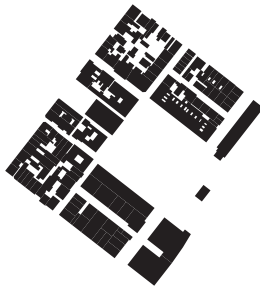
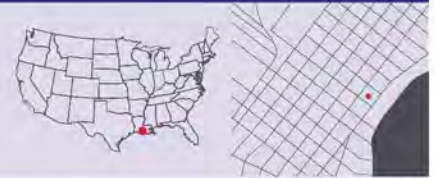


Figure Ground

Land Use

- Retail/Office
- Mixed Use
- Residential
- Hotel (can include retail)
- Civic/Institutional
- Parks/Open Space
- Undeveloped Land
- Parking Structure
- Surface Parking



Ground-Floor
Commercial Activity

- Retail
- Hotel
- Office
- Entertainment Uses
- Parking Structure

Land Use-
Residential

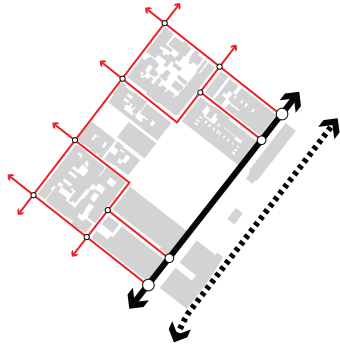
- Single Family
- Townhouse
- Apartment
- Condo/Flat
- Loft/Life-work



Declared a historic landmark in 1960, Jackson Square is the forecourt of St. Louis Cathedral and the Mississippi riverfront in New Orleans. The emphasis on pedestrian priority streets and historic building stock resulted in relatively high environmental numbers. A mix of tourists and locals and a relatively strong buzz for the district on social media resulted in good scores in the social category.

Challenges include a lack of ethnic diversity and high housing vacancy rates, which negatively affect financials.

85
out of 99



Circulation

- Primary Arterial
- Secondary Arterial
- Local Street
- - - Railroad
- Intersection

Open Space

- Park
- Passage
- Streetscape
- Square/Event Space
- Water Body
- Undeveloped



Section

- 🚶 pedestrian only
- 🌳 tree canopy
- 🚶 public park
- 🚶 ground-floor dining
- 🚶 ground-floor retail
- 🚶 lamppost



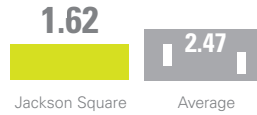
JACKSON SQUARE

New Orleans, Louisiana
Urban Neighborhood

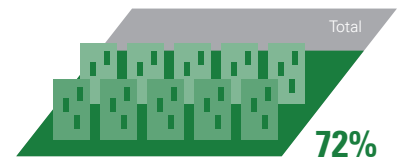
Environment



Total Project Area (Compared to Average)



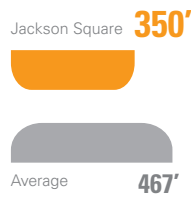
FAR (Compared to Average)



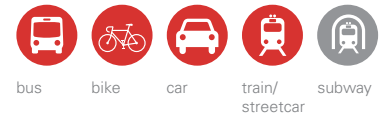
Project Land Coverage



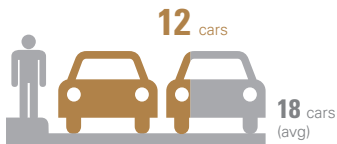
Block Size (Compared to Average)



Block Length (Compared to Average)



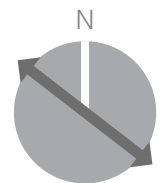
Modes of Transportation



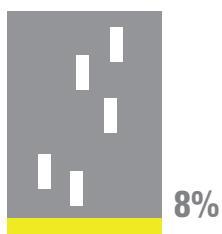
On Street Parking (Compared to Average)



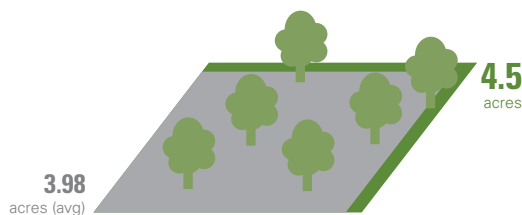
Retail/Residential Percentages of Overall Land Use



General Orientation



Percentage Of New Buildings Within 10 Years

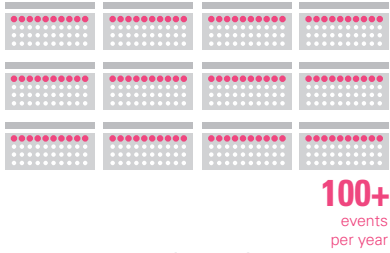


Size of green space (Compared to Average)

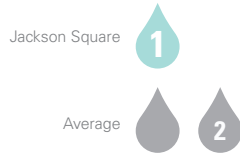


Average Tree Coverage Per Block

Social



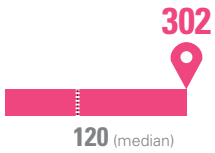
Number of Events (Per Year)



Number of Water Features (Compared to Average)



Fixed & Temporary Seating (Compared to Average)



Check ins per FAR (Compared to Median)

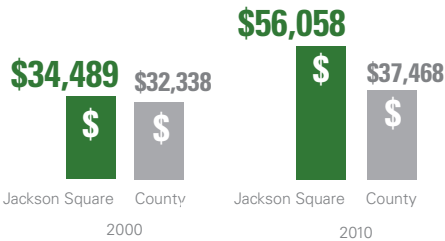


Household Size (Compared to County)

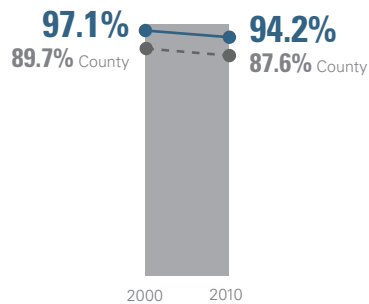


Ethnicity Distribution (Compared to County)

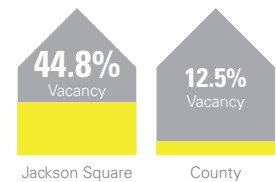
Financial



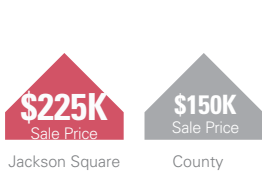
Household Income (Compared to County)



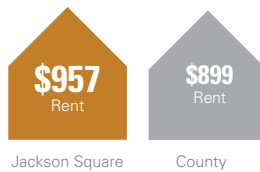
Employment Rate (Compared to County)



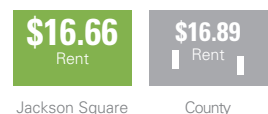
Housing Vacancy (Compared to County)



Avg Home Sale (Compared to County)



Median Rental Rate for Residential (Compared to County)



Avg Rental Rate for Commercial (Compared to County)

JACKSON SQUARE

New Orleans, Louisiana
Urban Neighborhood

	Score	Value	Units	Yes/No	Comments
ENVIRONMENT	27				
Density	6				Compact/Moderate density
Project Core		10.18	acre		Encompasses Jackson Square and surrounding buildings
Total Project Area		22.64	acre		Includes surrounding buildings beyond Jackson Square
Average FAR		1.62	#		Most buildings are 3 stories tall with some 2 story and some large open spaces
Height to Street Ratio		0.77	#		Average building height of 27 feet with a 35 foot wide street
Land coverage %age		72	%		Most buildings cover entire parcel, joint interior courtyards, large open space
Blocks and Streets	5				Small blocks
Block Size		2.89	acre		Standard, regular block size
Block Length		350	feet		Standard, regular block length
Local streets to arterials Ratio		7.0	#		Few internal local streets, predominantly internal and perimeter arterials
# of intersections per 1/2 sq mi		57	#		Standard, regular grid due to block size
Mobility	4				
Project Perimeter served by arterials?				no	Bounded by one-way, two-lane streets.
50% or greater has ped access to transit within 5 min?				no	Bus stops and streetcar stop available, but not enough for easy access in 5 min.
Number of modes within core (car, bus, rail, bike, etc.)		4	#		Car, bike, bus, streetcar
Sharing Strategies (bike, car, etc.)?				no	
Effective District Wide Parking Strategy?				yes	Open parking lots available on edge of river
On street parking spaces per block		12	spaces		Street length of Chartres St., starts with Toulouse St and ends with St Peter St.
Land use	6				
4 or more uses within core (retail, F&B, hotel, office)?				yes	Retail, F&B, hotel, office
Retail as a part of overall mix		25	%		
Local serving retail (grocery store, pharmacy)		4	#		Salon, pharmacy, spa, massage parlor
Residential density as percentage of overall land use		83	%		
Number of residential types within core		5	#		Single-family, townhouse, condo, apartment, loft
Walk Score		94	#		
Percentage of residential types within core		25	%		
Smart Site	6				
General orientation		NE/SW			
Number of registered landmarks		8	#		Includes Madam John's Legacy, Cabildo, Jackson Square, The Presbytere, etc.
Number of new buildings (less than 10 years old)		3	#		
Designated bike lane				yes	
Number of LEED Buildings		0	#		
Open Space	5				
Size of green space		4.50	acre		Jackson Square, Place de Henriette Delille
Dedicated green space as percentage of overall area		19.9	%		
Average tree coverage per block by percentage		20	%		Open spaces are tree lined, few arterials are
Size of gathering space		0.34	acre		French Quarter Visitor Center
Central gathering space as percentage of overall area		1.50	%		
Sidewalk as a percentage of overall area		10.2	%		Standard sidewalk size throughout area
Percentage of pedestrian oriented streets		75.0	%		Most streets are pedestrian enhanced (arcade)

COMMENTS

- Compact and moderate density
- Heavily tourist based
- Significant housing vacancy
- Lack of diversity amongst residents

	Score	Value	Units	Yes/No	Comments
SOCIAL	26				
Time of Use	8				
Hours of Operation		10.25	hours		Survey of top stores in the area (music, restaurant, café, bar, clothing)
Number of Weekly, Monthly, Yearly Events		100+	#		Constant amount of weekly, monthly, yearly events at Jackson Square
Ratio of Men to Women		1.00	#		Even distribution of men and women
Human Amenity	7				
Super Amenity		1	#		Mississippi River
Water feature		1	#		
Sculptures		3	#		
Murals		0	#		
WiFi Access				yes	Cafes and restaurants offer free wifi access
Health Clinic				no	
Fixed and Temporary Seating		6	#		
Continuing Education				no	
Daycare				no	
Social Media	7				Heavily tourist based
District with social media?				yes	
Frequency of use		20	#		Average of Twitter and Facebook use in a week. Uses Twitter more.
District Yelp Score		4.50	stars		
Number of check ins in one month		490	#		
Check ins per FAR		302	#		
Number of likes in one month		11401	#		
AM to PM check in ratio		0.56	#		
% of check ins within Project Area		51	%		332 total
% of check ins within Region		21	%		
% of check ins out of Region		28	%		
Demographics	4				Vacancy is high
Distribution of age cohorts over time				yes	25-34,45-54 age cohort increased; 35-44 age cohort decreased
Ethnicity over time				no	Very large white population, small minority populations
Household size over time				yes	Relatively stable household size
University within 5 miles?				yes	Tulane University (3600 ft)
FINANCIAL	27				
Demographics	9				Not enough diversity
Household income over time				yes	Increased \$22k (65% increase)
Employment Rate		94.2	%		Has decreased by 3 percentage points
Residential	9				Not enough diversity
Average home sales price vs region		1.50	#		\$225k vs \$150k
Median rental rate vs region		1.06	#		\$957 vs \$899
Commercial	9				Not enough diversity
Average commercial rents vs region		N/A	#		No commercial data available for zip code, city is \$16.66, region is \$16.89
TOTAL SCORE	85				

KING STREET

Charleston, South Carolina
Urban Mixed Use District



Figure Ground

Land Use

- Retail/Office
- Mixed Use
- Residential
- Hotel (can include retail)
- Civic/Institutional
- Parks/Open Space
- Undeveloped Land
- Parking Structure
- Surface Parking



Ground-Floor
Commercial Activity

- Retail
- Hotel
- Office
- Entertainment Uses
- Parking Structure

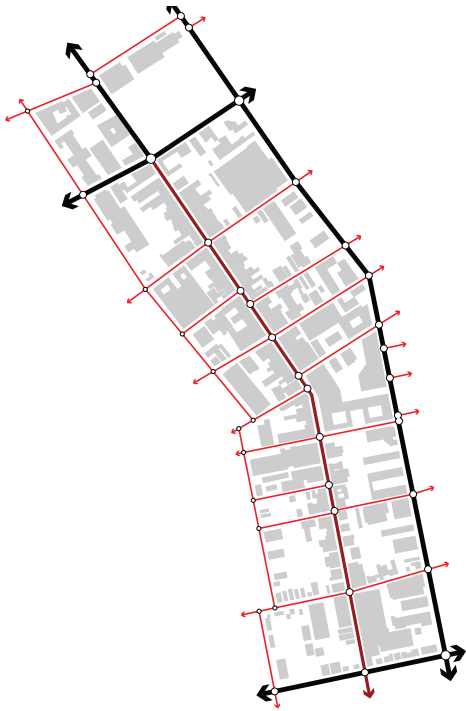
Land Use-
Residential

- Single Family
- Townhouse
- Apartment
- Condo/Flat
- Loft/Life-work



Located in Charleston, South Carolina, King Street is a mixed use corridor with residential institutional, and commercial buildings along its frontage. The College of Charleston is located along King Street and its adjacent streets, adding a youthful demographic to the mix of the district. Although the district scored well on environmental considerations, its relatively low social numbers

(despite a relatively high number of community events) and low median income per household are weaknesses that will need to be addressed in the future. One strategy is to attract more employment to the area.

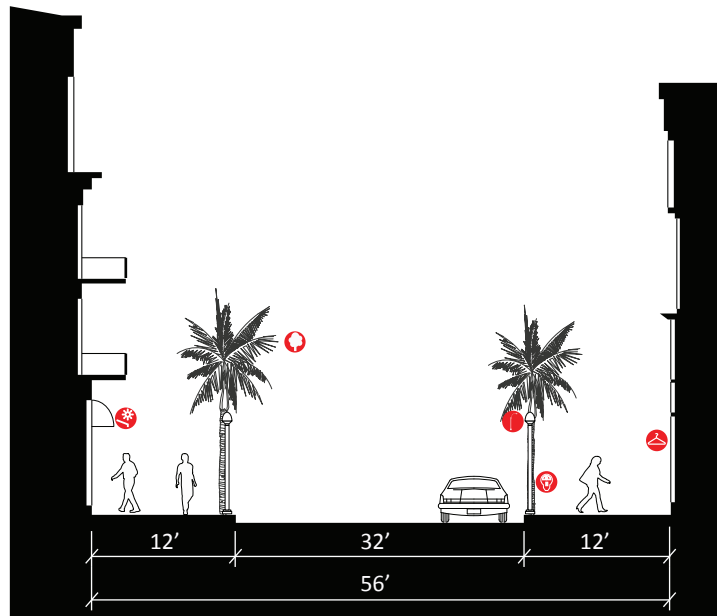


Circulation

- Primary Arterial
- Secondary Arterial
- Local Street
- - - Railroad
- Intersection

Open Space

- Park
- Passage
- Streetscape
- Square/Event Space
- Water Body
- Undeveloped



Section

- tree canopy
- ground-floor retail
- lamppost
- awning
- street parking



KING STREET

Charleston, South Carolina
Urban Mixed Use District

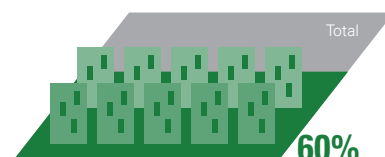
Environment



Total Project Area (Compared to Average)



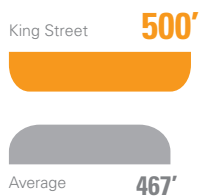
FAR (Compared to Average)



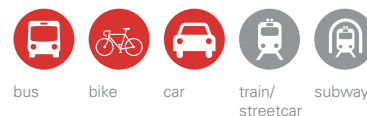
Project Land Coverage



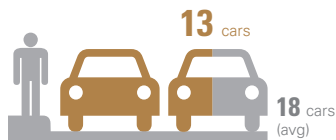
Block Size (Compared to Average)



Block Length (Compared to Average)



Modes of Transportation



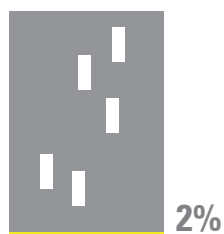
On Street Parking (Compared to Average)



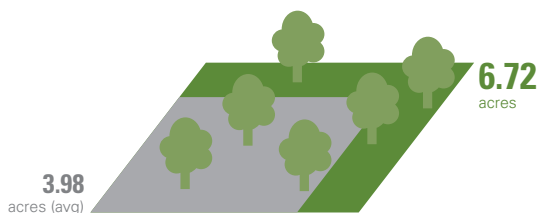
Retail/Residential Percentages of Overall Land Use



General Orientation



Percentage Of New Buildings Within 10 Years

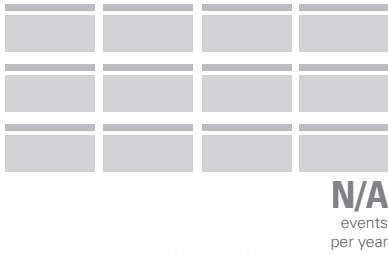


Size of green space (Compared to Average)



Average Tree Coverage Per Block

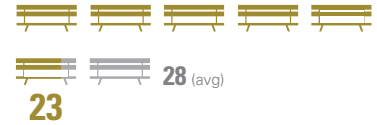
Social



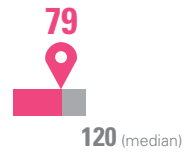
Number of Events (Per Year)



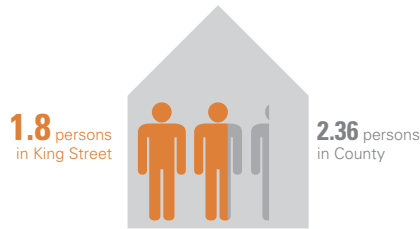
Number of Water Features (Compared to Average)



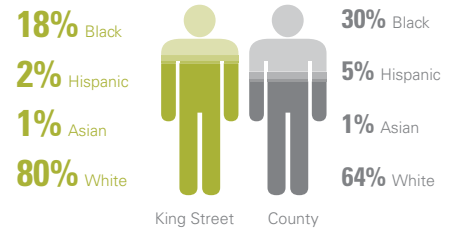
Fixed & Temporary Seating (Compared to Average)



Check ins per FAR (Compared to Median)

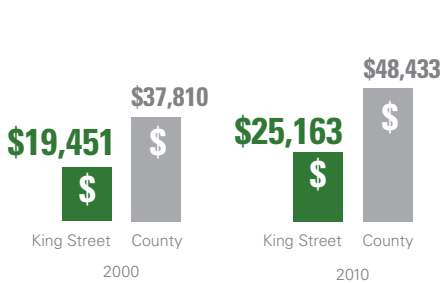


Household Size (Compared to County)

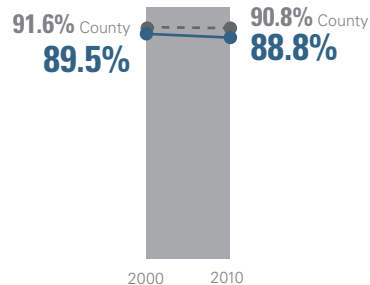


Ethnicity Distribution (Compared to County)

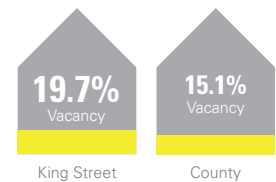
Financial



Household Income (Compared to County)



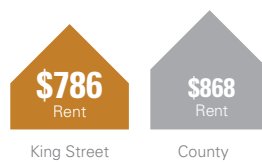
Employment Rate (Compared to County)



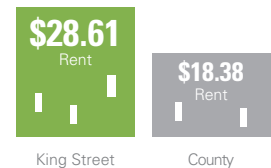
Housing Vacancy (Compared to County)



Avg Home Sale (Compared to County)



Median Rental Rate for Residential (Compared to County)



Avg Rental Rate for Commercial (Compared to County)

KING STREET

Charleston, South Carolina
Urban Mixed Use District

	Score	Value	Units	Yes/No	Comments
ENVIRONMENT	28				
Density	6				
Project Core		26.17	acre		Encompasses King Street and surrounding buildings
Total Project Area		112.1	acre		Includes surrounding residential buildings, Marion Square
Average FAR		1.95	#		Most buildings are 3 stories tall with few 4+ story buildings
Height to Street Ratio		0.80	feet		36 feet tall building with a 45 foot wide street
Land coverage %age		60	%		
Blocks and Streets	4				Big Blocks
Block Size		4.8	acre		Non-standard, irregular block shape
Block Length		500	feet		Standard, mostly regular block length
Local streets to arterials Ratio		4.8	#		Local street and arterials along perimeter and internal
# of intersections per 1/2 sq mi		39	#		
Mobility	3				Auto oriented corridor
Project Perimeter served by arterials?				no	
50% or greater has ped access to transit within 5 min?				yes	Many bus stops available on King St
Number of modes within core (car, bus, rail, bike, etc.)		3	#		Bus, car, bike.
Sharing Strategies (bike, car, etc.)?				no	
Effective District Wide Parking Strategy?				yes	
On street parking spaces per block		13	spaces		Taken from King St between Market St and Clifford St
Land use	4				Retail
4 or more uses within core (retail, F&B, hotel, office)?				yes	Retail, F&B, hotel, office
Retail as a part of overall mix		29	%		
Local serving retail (grocery store, pharmacy)		7	#		Drug store, grocery store, bank, pharmacy, barber shop, gas station
Residential density as percentage of overall land use		38	%		
Number of residential types within core		4	#		Apartment, condo, townhouse, single-family
Walk Score		91	#		
Percentage of residential types within core		39	%		
Smart Site	6				
General orientation		NW/SE			
Number of registered landmarks		4	#		Includes Unitarian Church, Hibernian Hall, St Mary's Roman Catholic Church
Number of new buildings (less than 10 years old)		6	#		
Designated bike lane				yes	Bike lane only on north side of area of study
Number of LEED Buildings		1	#		Spaulding Paolozzi Center
Open Space	5				Identifiable space
Size of green space		6.72	acre		Marion Square
Dedicated green space as a percentage of overall area		6.0	%		
Average tree coverage per block by percentage		60	%		
Size of gathering space		0.15	acre		
Central gathering space as a percentage of overall area		0.13	%		
Sidewalk as a percentage of overall area		8.8	%		
Percentage of pedestrian oriented streets		75.0	%		

COMMENTS

- Overly large blocks
- Relatively low employment numbers
- Relatively high housing vacancy
- Low community interaction/amenities

	Score	Value	Units	Yes/No	Comments
SOCIAL 26					
Time of Use	7				Not open late, lack of events
Hours of Operation		9.13	hours		Survey of top stores in the area (Restaurant, Café)
Number of Weekly, Monthly, Yearly Events		N/A	#		Information not available
Ratio of Men to Women		0.82	#		
Human Amenity	6				Lack of human amenity
Super Amenity		2	#		Ashley River, Atlantic Ocean
Water feature		3	#		
Sculptures		3	#		
Murals		0	#		
WiFi Access				yes	Coffee shops have wifi access
Health Clinic				yes	
Fixed and Temporary Seating		23	#		Areas with seating
Continuing Education				no	
Daycare				no	
Social Media	7				Pretty popular
District with social media?				yes	Facebook, Pinterest, Google+, LinkedIn,
Frequency of use		0	/week		Average use this week
District Yelp Score		N/A	stars		
Number of check ins in one month		155	#		
Check ins per FAR		79	#		
Number of likes in one month		2688	#		
AM to PM check in ratio		0.28	#		
% of check ins within Project Area		52	%		97 total
% of check ins within Region		42	%		
% of check ins out of Region		6	%		
Demographics	6				High vacancy
Distribution of age cohorts over time				No	15-24, 25-34, 35-44 age cohorts all decreased. College demographic
Ethnicity over time				No	Predominantly white population
Household size over time				Yes	Stable household size
University within 5 miles?				Yes	College of Charleston (0.1 miles)
FINANCIAL 26					
Demographics	8				Low employment
Household income over time				No	Both decreased and is much lower than the county
Employment Rate		83.7	%		Decreased 4 percentage points
Residential	8				
Median home sales price vs region		N/A	#		No zip code level, county is \$260k
Median rental rate vs region		0.91	#		\$786 vs \$868
Commercial	10				Good
Average commercial rents vs region		1.56	#		\$28.61vs \$18.38
TOTAL SCORE 80					

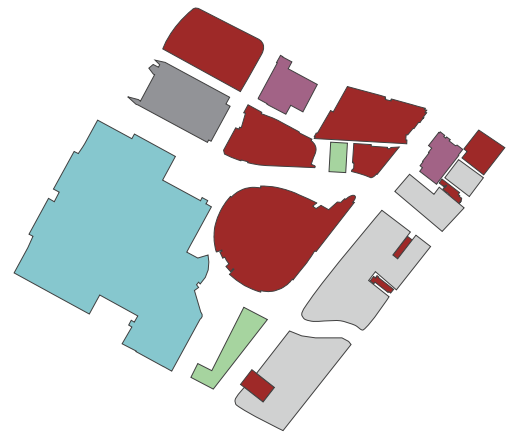
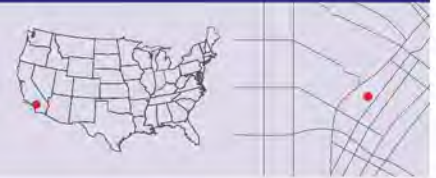
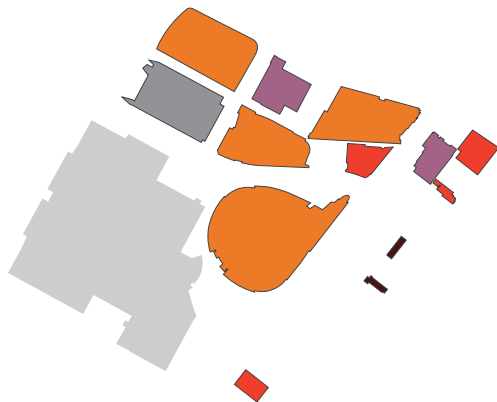


Figure Ground

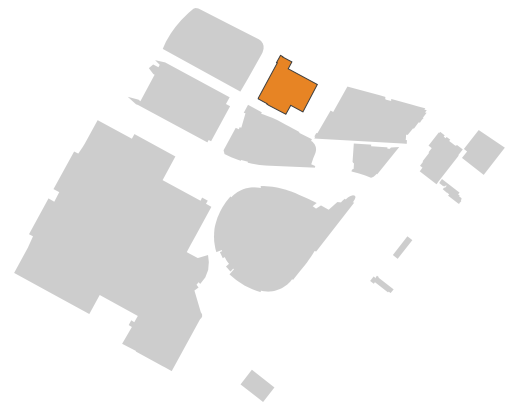
Land Use

- Retail/Office
- Mixed Use
- Residential
- Hotel (can include retail)
- Civic/Institutional
- Parks/Open Space
- Undeveloped Land
- Parking Structure
- Surface Parking



Ground-Floor
Commercial Activity

- Retail
- Hotel
- Office
- Entertainment Uses
- Parking Structure



Land Use-
Residential

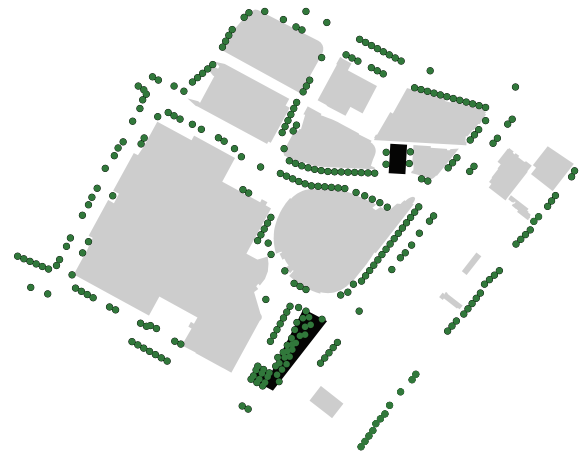
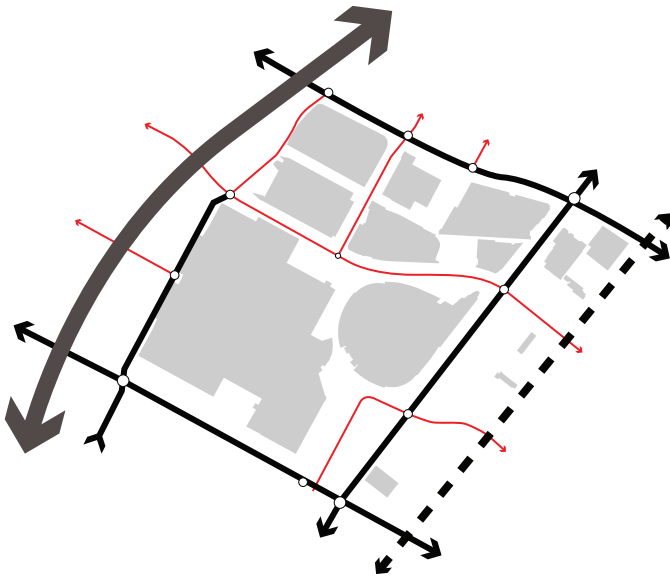
- Single Family
- Townhouse
- Apartment
- Condo/Flat
- Loft/Life-work



L.A. Live is a sports and entertainment district adjacent to Staples Center and the Convention Center in downtown Los Angeles. It offers restaurants, clubs, and concert venues, two major hotels, condominiums, offices, and broadcasting facilities, all within a

walkable district. Aggressive event programming drives much of the success of the district, implying a need for local community oriented activities to activate the district during "nonevent" days.

89
out of 99

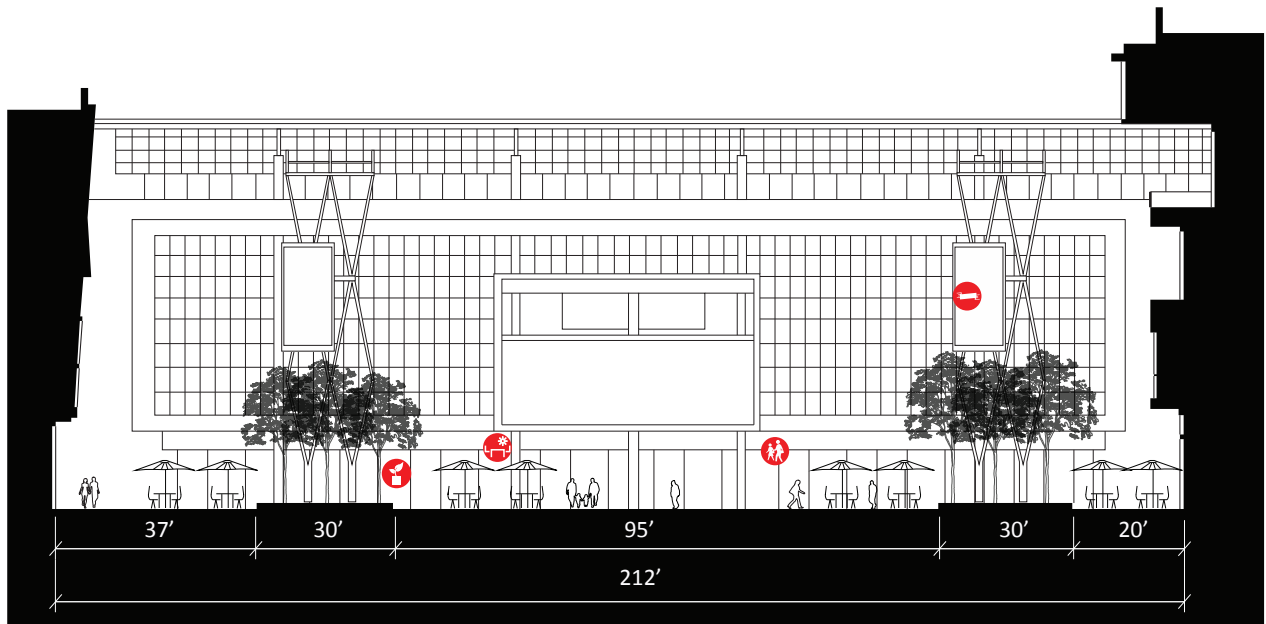


Circulation

- Primary Arterial
- Secondary Arterial
- Local Street
- - - Railroad
- Intersection

Open Space

- Park
- Passage
- Streetscape
- Square/Event Space
- Water Body
- Undeveloped



Section

- signage
- outdoor dining
- planters
- pedestrian-only



L.A. LIVE

Los Angeles, California
Sports and Entertainment District

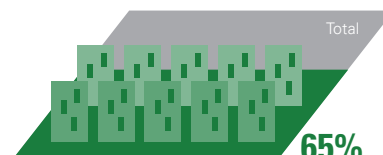
Environment



Total Project Area (Compared to Average)



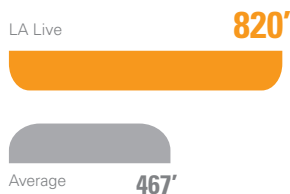
FAR (Compared to Average)



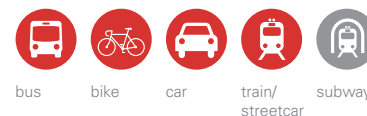
Project Land Coverage



Block Size (Compared to Average)



Block Length (Compared to Average)



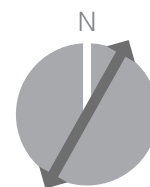
Modes of Transportation



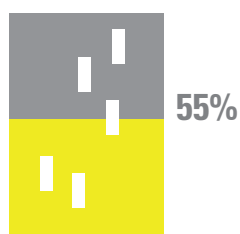
On Street Parking (Compared to Average)



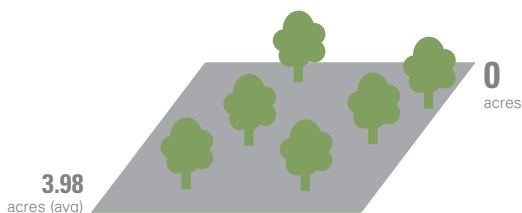
Retail/Residential Percentages of Overall Land Use



General Orientation



Percentage Of New Buildings Within 10 Years

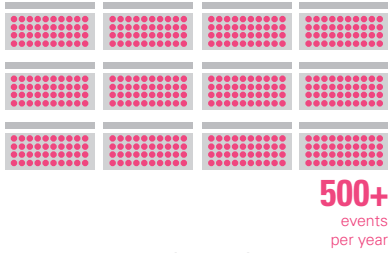


Size of green space (Compared to Average)

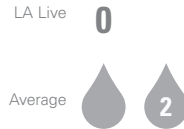


Average Tree Coverage Per Block

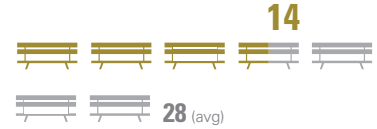
Social



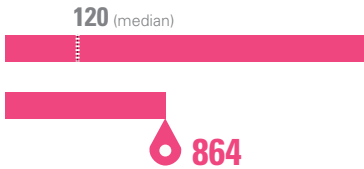
Number of Events (Per Year)



Number of Water Features (Compared to Average)



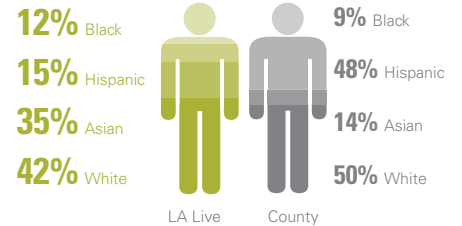
Fixed & Temporary Seating (Compared to Average)



Check ins per FAR (Compared to Median)

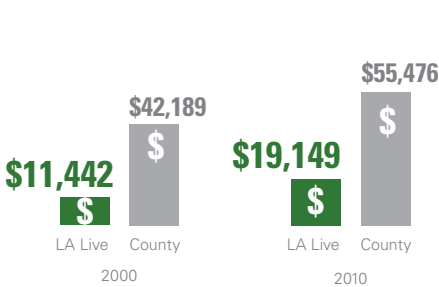


Household Size (Compared to County)

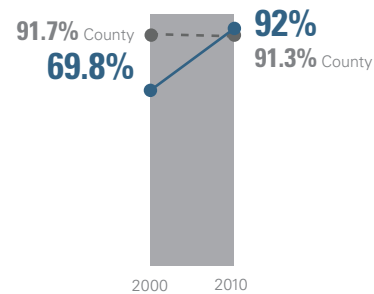


Ethnicity Distribution (Compared to County)

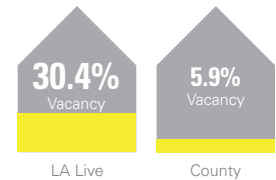
Financial



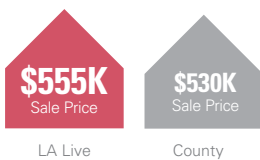
Household Income (Compared to County)



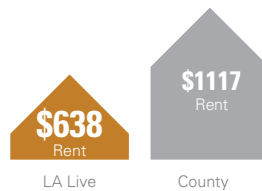
Employment Rate (Compared to County)



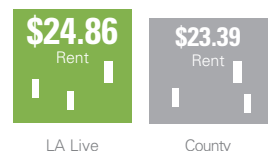
Housing Vacancy (Compared to County)



Avg Home Sale (Compared to County)



Median Rental Rate for Residential (Compared to County)



Avg Rental Rate for Commercial (Compared to County)

	Score	Value	Units	Yes/No	Comments
ENVIRONMENT	28				
Density	6				Dense
Project Core		7.68	acre		Encompasses buildings surrounding Nokia Square sans hotel
Total Project Area		60.75	acre		Includes surrounding hotel, convention center, parking structures
Average FAR		3.25	#		Most buildings are 3 stories tall with a 15+ story hotel
Height to Street Ratio		0.36	#		36 feet tall buildings with a 100 foot wide street
Land coverage %age		65	%		
Blocks and Streets	4				Big blocks
Block Size		10.95	acre		Non-standard, irregular block shape
Block Length		820	feet		Non-standard, irregular block length
Local streets to arterials Ratio		1.3	#		Internal local streets with perimeter arterials
# of intersections per 1/2 sq mi		22	#		
Mobility	4				Transit available, lack of parking for bikes
Project Perimeter served by arterials?				yes	110 Fwy, Olympic Blvd, and Pico Blvd
50% or greater has ped access to transit within 5 min?				yes	
Number of modes within core (car, bus, rail, bike, etc.)		4	#		Car, bus, bike, transit
Sharing Strategies (bike, car, etc.)?				no	Bike and car share are available in region but not near LA Live
Effective District Wide Parking Strategy?				yes	
On street parking spaces per block		0	spaces		No street parking was found
Land use	4				Tourist focus
4 or more uses within core (retail, F&B, hotel, office)?				yes	Retail, F&B, hotel, office
Retail as a part of overall mix		37	%		
Local serving retail (grocery store, pharmacy)		0	#		
Residential density as percentage of overall land use		13	%		
Number of residential types within core		1	#		Condominiums
Walk Score		85	#		
Percentage of residential types within core		20	%		
Smart Site	6				Smart site
General orientation		N/S			
Number of registered landmarks		0	#		
Number of new buildings (less than 10 years old)		5	#		
Designated bike lane				yes	Along Figueroa
Number of LEED Buildings		1	#		JW Marriott Los Angeles
Open Space	4				
Size of green space		-	acre		
Dedicated green space as percentage of overall area		-	%		
Average tree coverage per block by percentage		45	%		
Size of gathering space		1.21	acre		
Central gathering space as percentage of overall area		1.99	%		
Sidewalk as a percentage of overall area		11.3	%		
Percentage of pedestrian oriented streets		25.0	%		

COMMENTS

- Overly large blocks
- Reliant on tourism/convention business
- High social numbers
- Fast-growing community around district area

	Score	Value	Units	Yes/No	Comments
SOCIAL 31					
Time of Use	8				Major events
Hours of Operation		8.95	hours		Survey of top stores in the area (restaurant, real estate services)
Number of Weekly, Monthly, Yearly Events		500+	#		Basketball, Hockey, Festivals, Concerts
Ratio of Men to Women		1.00	#		
Human Amenity	6				Lack of amenities
Super Amenity		0	#		
Water feature		0	#		
Sculptures		2	#		
Murals		0	#		
WiFi Access				yes	LA Live complex and Staples Center offer free wifi access
Health Clinic				0	
Fixed and Temporary Seating		14	#		Areas with seating
Continuing Education				no	
Daycare				no	
Social Media	9				Very good
District with social media?				yes	Facebook, Twitter, Pinterest, Instagram
Frequency of use		48.5	#		Average use of Facebook and Twitter this week. Use Twitter more.
District Yelp Score		3.00	stars		
Number of check ins in one month		2808	#		
Check ins per FAR		864	#		
Number of likes in one month		178300	#		
AM to PM check in ratio		0.36	#		
% of check ins within Project Area		49	%		1836 total
% of check ins within Region		42	%		
% of check ins out of Region		10	%		
Demographics	8				Very Diverse
Distribution of age cohorts over time				yes	Increase in 15-24, 25-34 age cohorts
Ethnicity over time				yes	Very diverse though increasing White and decreasing Hispanic population
Household size over time				no	Huge shift in household size
University within 5 miles?				yes	USC (1.56 miles)
FINANCIAL 30					
Demographics	10				
Household income over time				no	Increased \$7k (67%), but not even half the county median
Employment Rate		92	%		Increased 22 percentage points
Residential	10				
Average home sales price vs region		1.05	#		Trulia information (\$555 vs \$530k)
Median rental rate vs region		0.57	#		\$638 vs \$1117
Commercial	10				
Average commercial rents vs region		1.06	#		\$24.86 vs \$23.39
TOTAL SCORE 89					

PEARL DISTRICT

Portland, Oregon
Urban Neighborhood

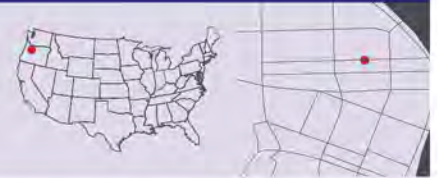
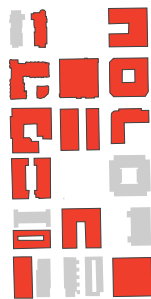


Figure Ground

Land Use

- Retail/Office
- Mixed Use
- Residential
- Hotel (can include retail)
- Civic/Institutional
- Parks/Open Space
- Undeveloped Land
- Parking Structure
- Surface Parking



Ground-Floor
Commercial Activity

- Retail
- Hotel
- Office
- Entertainment Uses
- Parking Structure

Land Use-
Residential

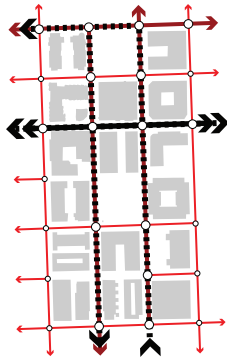
- Single Family
- Townhouse
- Apartment
- Condo/Flat
- Loft/Life-work



Part of a large redevelopment area in Portland, OR, the Pearl District is a highly successful residential driven mixed use area north of downtown Portland. Features include high quality public spaces, moderate density, small blocks, ready transit access, and

community-oriented mixed uses. Relatively low social numbers and surprisingly low financials compared to the county imply the need for more community amenities and events, as well as opportunities for daytime employment.

93
out of 99

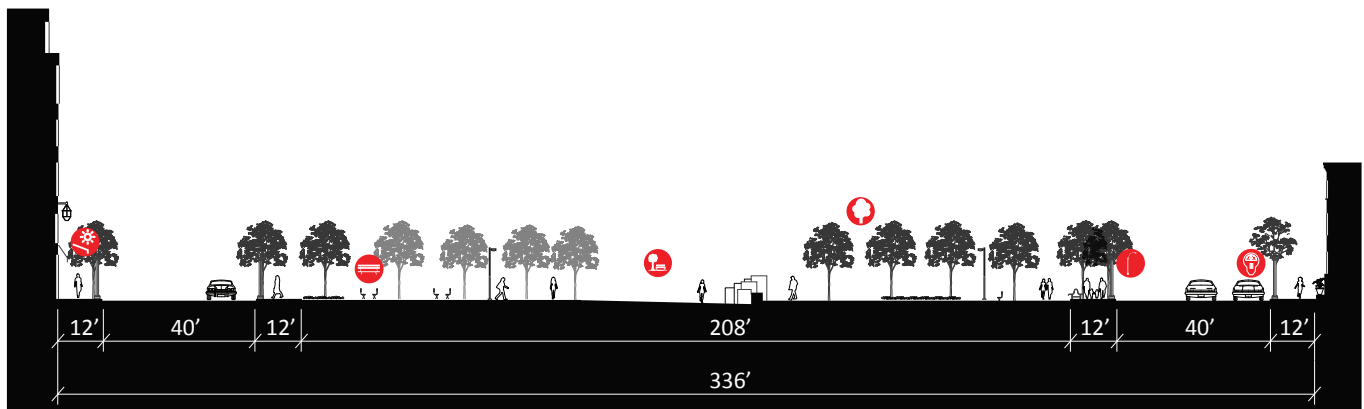


Circulation

- Primary Arterial
- Secondary Arterial
- Local Street
- Railroad
- Intersection

Open Space

- Park
- Passage
- Streetscape
- Square/Event Space
- Water Body
- Undeveloped



Section

- tree canopy
- public park
- public seating
- awning
- lamppost
- metered parking



PEARL DISTRICT

Portland, Oregon
Urban Neighborhood

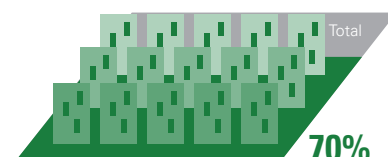
Environment



Total Project Area (Compared to Average)



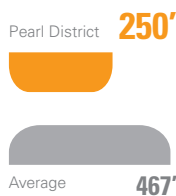
FAR (Compared to Average)



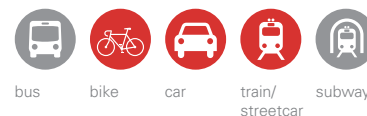
Project Land Coverage



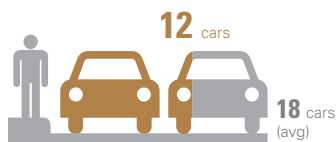
Block Size (Compared to Average)



Block Length (Compared to Average)



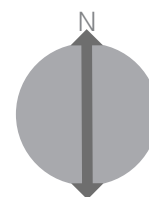
Modes of Transportation



On Street Parking (Compared to Average)



Retail/Residential Percentages of Overall Land Use



General Orientation



Percentage Of New Buildings Within 10 Years

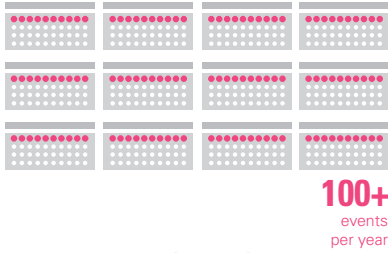


Size of green space (Compared to Average)

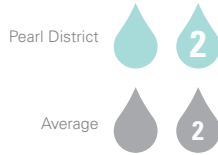


Average Tree Coverage Per Block

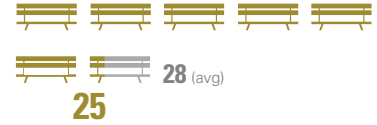
Social



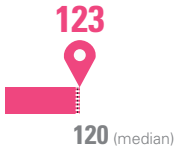
Number of Events (Per Year)



Number of Water Features (Compared to Average)



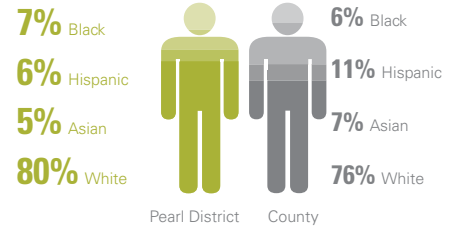
Fixed & Temporary Seating (Compared to Average)



Check ins per FAR (Compared to Median)

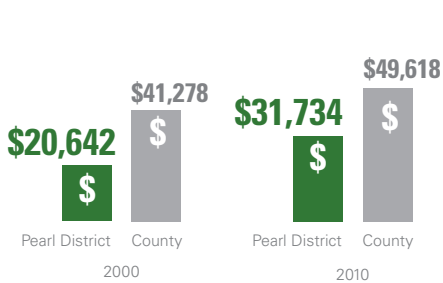


Household Size (Compared to County)

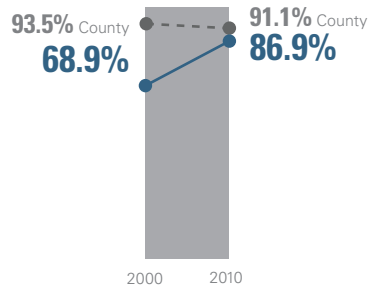


Ethnicity Distribution (Compared to County)

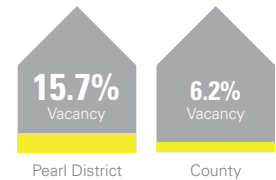
Financial



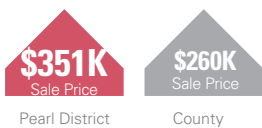
Household Income (Compared to County)



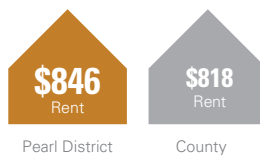
Employment Rate (Compared to County)



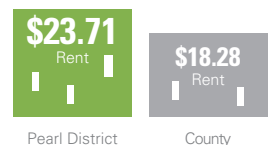
Housing Vacancy (Compared to County)



Avg Home Sale (Compared to County)



Median Rental Rate for Residential (Compared to County)



Avg Rental Rate for Commercial (Compared to County)

PEARL DISTRICT

Portland, Oregon
Urban Neighborhood

	Score	Value	Units	Yes/No	Comments
ENVIRONMENT	32				
Density	6				Good
Project Core		25.86	acre		Encompasses Tanner Springs Park, Jamison Square, and surrounding area
Total Project Area		25.86	acre		Project Core is the Total Project Area
Average FAR		4.2	#		Buildings mostly 6 story mixed use with some shorter retail and taller residential
Height to Street Ratio		1.20	#		Average building height of 72 feet with a 60 foot street
Land coverage %age		70	%		Many buildings have internal courtyards or provide midblock passageways
Blocks and Streets	5				Good
Block Size		1.31	acre		Block sizes standard throughout
Block Length		250	feet		Block lengths standard throughout
Local streets to arterials Ratio		2.0	#		Perimeter is mainly local streets with internal arterials
# of intersections per 1/2 sq mi		96	#		Concentration of local streets creates high number of intersections
Mobility	5				Many modes
Project Perimeter served by arterials?				no	
50% or greater has ped access to transit within 5 min?				yes	Many train stops are located around the area.
Number of modes within core (car, bus, rail, bike, etc.)		3	#		Car, bike, train
Sharing Strategies (bike, car, etc.)?				yes	Car share available
Effective District Wide Parking Strategy?				no	One open lot available in area
On street parking spaces per block		12	spaces		Average per block
Land use	5				Too much residential
4 or more uses within core (retail, F&B, hotel, office)?				yes	Retail, F&B, office, housing, parks
Retail as a part of overall mix		11	%		
Local serving retail (grocery store, pharmacy)		16	#		Banks, health clinic, hair salon, dry cleaners, insurance office, drug store
Residential density as percentage of overall land use		87	%		
Number of residential types within core		3	#		Apartment, condo, townhouse
Walk Score		95	#		
Percentage of residential types within core		83	%		
Smart Site	6				Grid
General orientation		N/S			Negative 1 degree from azimuth
Number of registered landmarks		1	#		North bank Depot Buildings
Number of new buildings (less than 10 years old)		7	#		
Designated bike lane				yes	
Number of LEED Buildings		0	#		
Open Space	5				Good
Size of green space		1.33	acre		Tanner Springs Park
Dedicated green space as percentage of overall area		5.1	%		
Average tree coverage per block by percentage		95	%		Every street is tree lined except where there is a garage on ramp
Size of gathering space		1.37	acre		Jamison Square
Central gathering space as percentage of overall area		5.30	%		
Sidewalk as a percentage of overall area		14.9	%		Standard sidewalk width throughout the project area
Percentage of pedestrian oriented streets		95.0	%		All the sidewalks are enhanced for pedestrians except for necessary car ROWs

COMMENTS

- Caters to "young creatives"
- Many amenities for young families
- Emphasis on continuing education, sustainability, health and wellness.
- Less diverse than rest of county

	Score	Value	Units	Yes/No	Comments
SOCIAL	29				
Time of Use	8				Limited
Hours of Operation		10.36	hours		Survey of most popular shops in the area (pizza, salon, coffee)
Number of Weekly, Monthly, Yearly Events		100+	#		Numerous events year round across the weekly-monthly-yearly spectrum
Ratio of Men to Women		0.82	#		There are slightly more women than men
Human Amenity	7				No daycare or continuing education
Super Amenity		1	#		Columbia River
Water feature		2	#		Found in Jamison Square and Tanner Springs Park
Sculptures		5	#		Found in Jamison Square and Tanner Springs Park
Murals		1	#		"World is Round"
WiFi Access				yes	Several coffee shops and restaurants provide free wifi
Health Clinic				yes	
Fixed and Temporary Seating		25	#		Areas with seating
Continuing Education				no	
Daycare				no	
Social Media	8				
District with social media?				yes	Twitter and Facebook
Frequency of use		26	/week		Average of Twitter and Facebook use
District Yelp Score		3.50	stars		
Number of check ins in one month		515	#		
Check ins per FAR		123	#		
Number of likes in one month		14017	#		
AM to PM check in ratio		0.27	#		
% of check ins within Project Area		15	%		320 total
% of check ins within Region		83	%		
% of check ins out of Region		4	%		
Demographics	6				Not diverse
Distribution of age cohorts over time				yes	15-24 age cohort increases, 25-34 and 35-44 age cohorts decrease
Ethnicity over time				no	Predominantly white population with no significant increase in minority populations
Household size over time				yes	Household size increased slightly
University within 5 miles?				yes	Reed College (3.81 miles)
FINANCIAL	32				
Demographics	10				Unemployment
Household income over time				yes	Income increased significantly (\$11k, 50%)
Employment Rate		86.6	%		Low employment rate but increased nearly 20% since 2000
Residential	11				
Average home sales price vs region		1.35	#		\$351k vs \$260k
Median rental rate vs region		1.03	#		\$846 vs \$818
Commercial	11				
Average commercial rents vs region		1.30	#		\$23.71 vs \$18.28
TOTAL SCORE	93				

PEARL STREET

Boulder, Colorado
Urban Mixed Use District

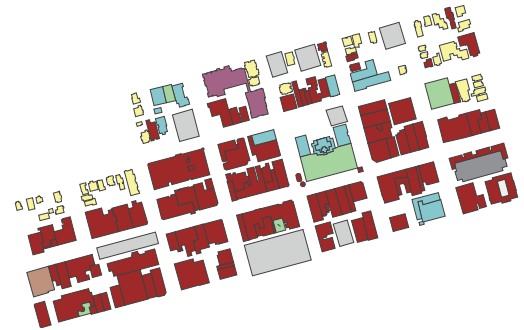
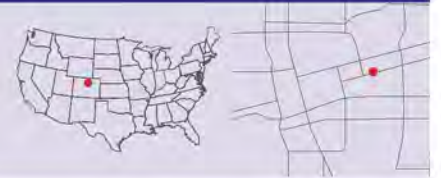
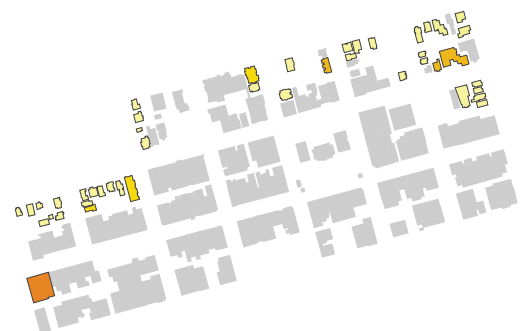
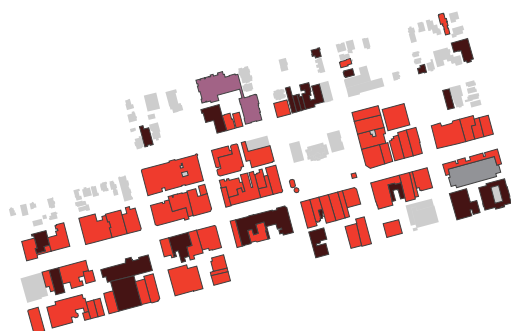


Figure Ground

Land Use

- Retail/Office
- Mixed Use
- Residential
- Hotel (can include retail)
- Civic/Institutional
- Parks/Open Space
- Undeveloped Land
- Parking Structure
- Surface Parking



Ground-Floor
Commercial Activity

- Retail
- Hotel
- Office
- Entertainment Uses
- Parking Structure

Land Use-
Residential

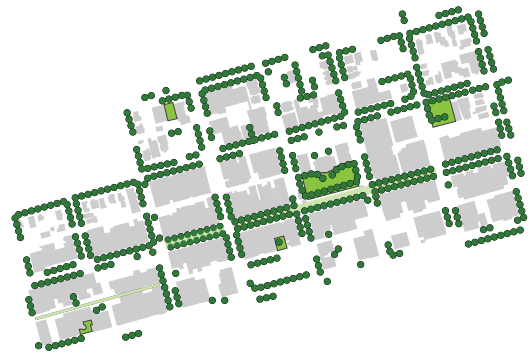
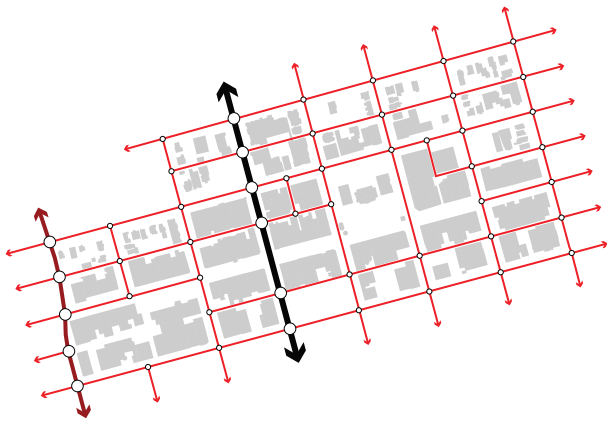
- Single Family
- Townhouse
- Apartment
- Condo/Flat
- Loft/Life-work



Pearl Street is the primary commercial street of Boulder, Colorado. The core is the Pearl Street Mall which is closed to vehicular traffic. The mall includes a pedestrian/bike zone and a central green. Office and entertainment uses are interspersed with local serving retail, community amenities, and eating establishments. Although

a regional attraction through events and social media, the street successfully caters to the University of Colorado at Boulder. Low financial numbers (low per capita income) imply the need to diversify (such as providing greater employment opportunities) in the future.

91
out of 99

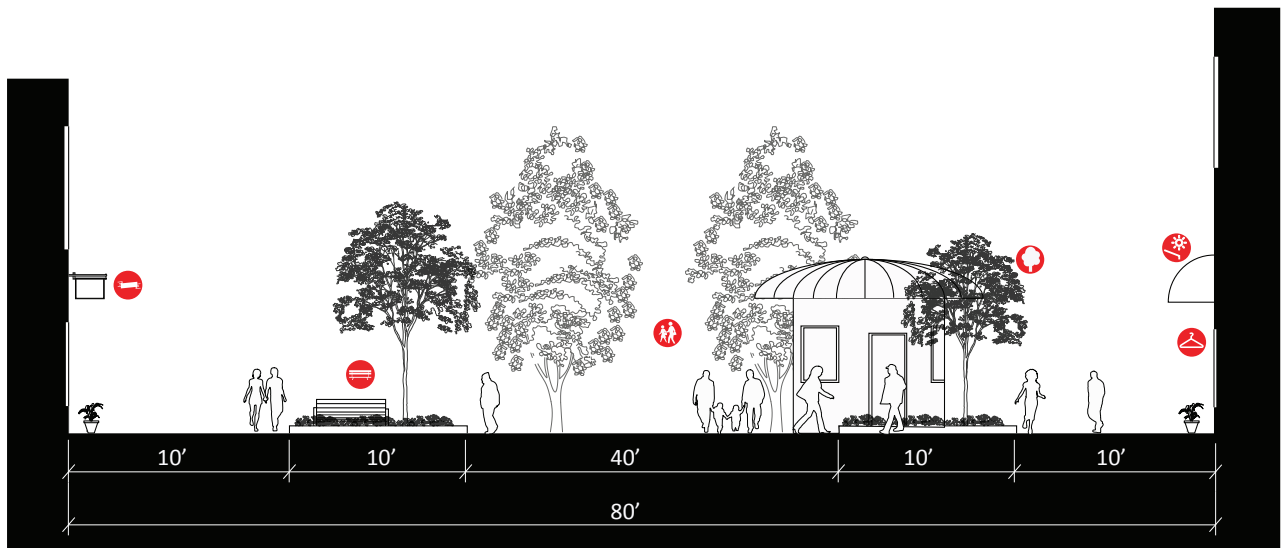


Circulation

- Primary Arterial
- Secondary Arterial
- Local Street
- Railroad
- Intersection

Open Space

- Park
- Passage
- Streetscape
- Square/Event Space
- Water Body
- Undeveloped



Section

- tree canopy
- public seating
- signage
- ground-floor retail
- awning
- pedestrian only



PEARL STREET

Boulder, Colorado
Urban Mixed Use District

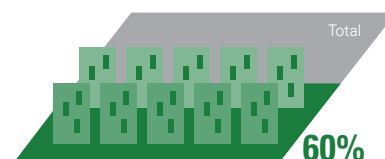
Environment



Total Project Area (Compared to Average)



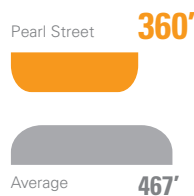
FAR (Compared to Average)



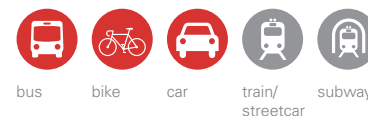
Project Land Coverage



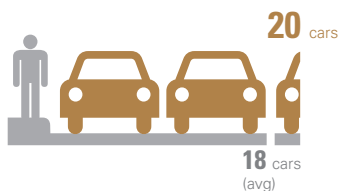
Block Size (Compared to Average)



Block Length (Compared to Average)



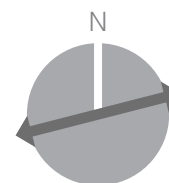
Modes of Transportation



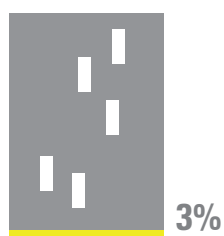
On Street Parking (Compared to Average)



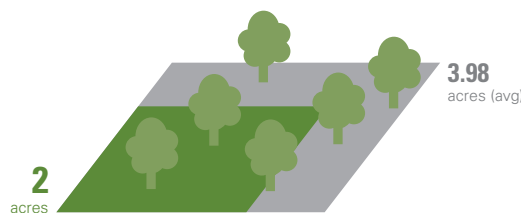
Retail/Residential Percentages of Overall Land Use



General Orientation



Percentage Of New Buildings Within 10 Years

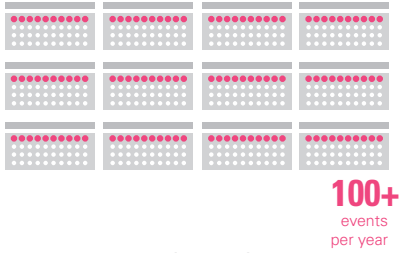


Size of green space (Compared to Average)

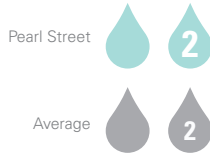


Average Tree Coverage Per Block

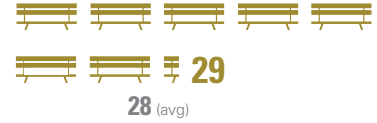
Social



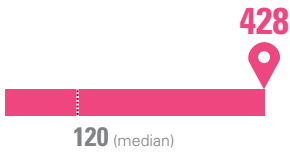
Number of Events (Per Year)



Number of Water Features (Compared to Average)



Fixed & Temporary Seating (Compared to Average)



Check ins per FAR (Compared to Median)

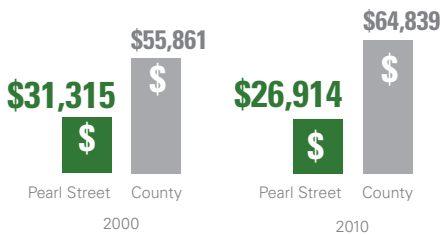


Household Size (Compared to County)

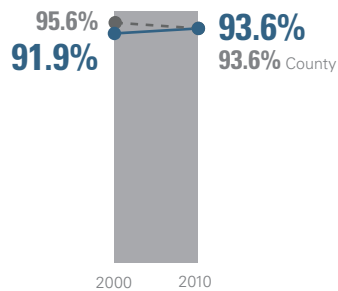


Ethnicity Distribution (Compared to County)

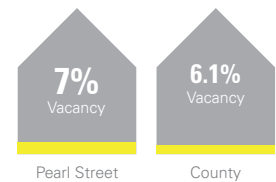
Financial



Household Income (Compared to County)



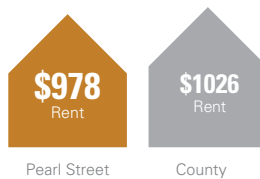
Employment Rate (Compared to County)



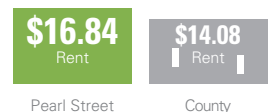
Housing Vacancy (Compared to County)



Avg Home Sale (Compared to County)



Median Rental Rate for Residential (Compared to County)



Avg Rental Rate for Commercial (Compared to County)

PEARL STREET

Boulder, Colorado
Urban Mixed Use District

	Score	Value	Units	Yes/No	Comments
ENVIRONMENT	31				
Density	5				Moderate density, 2-5 FAR is good
Project Core		21	acre		Encompasses Pearl St blocks
Total Project Area		62	acre		Includes surround commercial and residential buildings
Average FAR		1.2	#		Most buildings are 2 stories with a few 1 and 3 story buildings
Height to Sidewalk Ratio		0.47	#		Average building height of 40 feet with 85 foot wide street
Land coverage %age		60	%		Pearl St buildings cover most of parcels but many surrounding surface parking lots
Blocks and Streets	5				2-4 acres is good
Block Size		2.7	acre		Standard block size
Block Length		360	feet		Standard block length and width (square blocks)
Local streets to arterials Ratio		7.5	#		Numerous local streets with only 2 main arterials
# of intersections per 1/2 sq mi		78	#		The small grid and focus on local streets creates many intersections
Mobility	4				Public transit not great
Project Perimeter served by arterials?				yes	Broadway
50% or greater has ped access to transit within 5 min?				no	Not many bus stops available within core.
Number of modes within core (car, bus, rail, bike, etc.)		3	#		Bus, bike, car
Sharing Strategies (bike, car, etc.)?				yes	Both carshare and bikeshare available
Effective District Wide Parking Strategy?				yes	Plenty of parking lots available
On street parking spaces per block		20	spaces		Average 20 a block
Land use	6				Balanced land uses
4 or more uses within core (retail, F&B, hotel, office)?				yes	retail, F&B, hotel, and office
Retail as a part of overall mix		30	%		
Local serving retail (grocery store, pharmacy)		12	#		church, faith center, banks, post office, medical clinic, etc.
Residential density as percentage of overall land use		29	%		
Number of residential types within core		3	#		Condos, apartment, single-family residential
Walk Score		92	#		
Percentage of residential types within core		9	%		
Smart Site	6				Active Design
General orientation		NE/SW			
Number of registered landmarks		4	#		Hotel Boulderado, US Post Office, Boulder Court House, Spruce St. Mansion
Number of new buildings (less than 10 years old)		5	#		
Designated bike lane				yes	
Number of LEED Buildings		1	#		Boulder County Annex
Open Space	5				Good open space
Size of green space		1.80	acre		Green space in front of civic building and Bryant Park
Dedicated green space as percentage of overall area		2.9	%		
Average tree coverage per block by percentage		90	%		Almost all streets have tree coverage
Size of gathering space		2.70	acre		Pearl St pedestrian plaza and some smaller spaces as well
Central gathering space as percentage of overall area		4.35	%		
Sidewalk as a percentage of overall area		7.6	%		Standard sidewalk size with small grid
Percentage of pedestrian oriented streets		75.0	%		Most streets around the Pearl district are pedestrian enhanced, surrounding lacks

COMMENTS

- Fairly low density development
- Somewhat homogeneous demographics
- Less diverse than county average
- Enough events to create buzz

	Score	Value	Units	Yes/No	Comments
SOCIAL 29					
Time of Use	8				Over 100 events
Hours of Operation		8.57	hours		Survey of most popular food, dessert, spice shop, and book store
Number of Weekly, Monthly, Yearly Events		100+	#		Several weekly, monthly, and yearly events every day
Ratio of Men to Women		1.00	#		Even amount of men and women
Human Amenity	7				No continuing education
Super Amenity		0	#		
Water feature		2	#		In Pearl Street Mall and Boulder Courthouse
Sculptures		13	#		Mostly located within Pearl Street Mall
Murals		1	#		"Frank Shorter"
WiFi Access				yes	Free wifi access available within Pearl Street Mall
Health Clinic				yes	
Fixed and Temporary Seating		29	#		
Continuing Education				no	None in study area but University of Colorado Boulder is nearby.
Daycare				yes	
Social Media	8				Good/popular
District with social media?				yes	Facebook, Twitter, YouTube
Frequency of use		12	/week		Number from Facebook. Not much activity on Twitter
District Yelp Score		4.00	stars		
Number of check ins in one month		514	#		
Check ins per FAR		428	#		
Number of likes in one month		8083	#		
AM to PM check in ratio		0.26	#		
% of check ins within Project Area		32	%		267 total
% of check ins within Region		34	%		
% of check ins out of Region		34	%		
Demographics	6				Predominantly White, student population
Distribution of age cohorts over time				no	The 15-24, 25-34, and 35-44 age cohorts all decreased
Ethnicity over time				no	White population increased while all minority populations decreased
Household size over time				yes	Household size decreasing at same level as county
University within 5 miles?				yes	Boulder University (1 mile)
FINANCIAL 31					
Demographics	11				Doing pretty well
Household income over time				no	Income decreased \$5k
Employment Rate		93.6	%		Improved from 2000 and trending better than Boulder County
Residential	10				
Average home sales price vs region		1.06	#		\$330k vs \$311k
Median rental rate vs region		0.95	#		\$978 vs \$1026
Commercial	10				Office rents good
Average commercial rents vs region		1.20	#		\$16.84 vs \$14.08
TOTAL SCORE 91					

PIONEER SQUARE

Seattle, Washington
Urban Mixed Use District

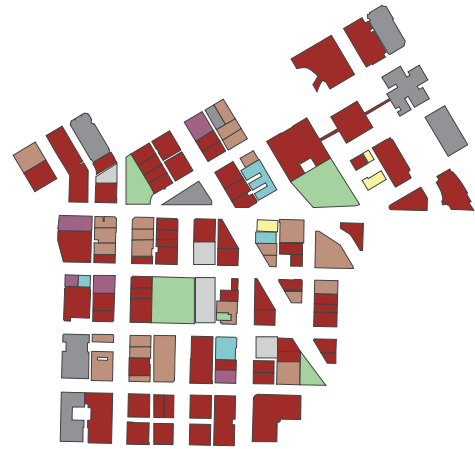
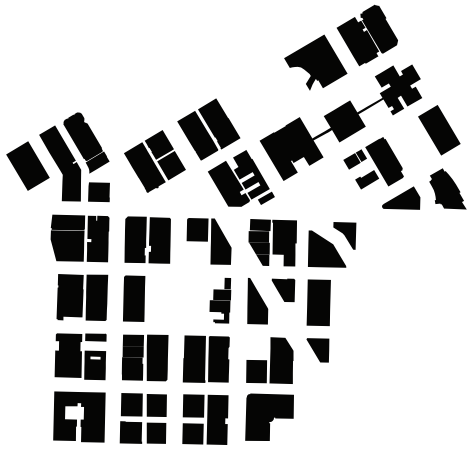
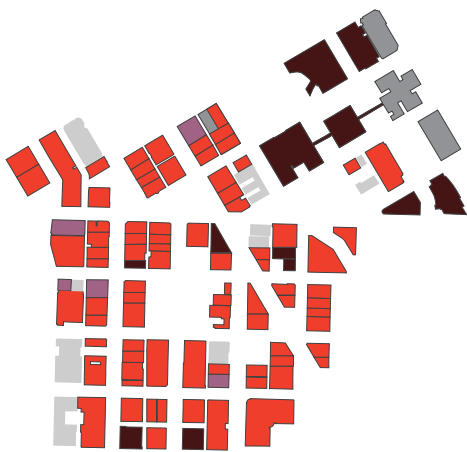


Figure Ground

Land Use

- Retail/Office
- Mixed Use
- Residential
- Hotel (can include retail)
- Civic/Institutional
- Parks/Open Space
- Undeveloped Land
- Parking Structure
- Surface Parking



Ground-Floor
Commercial Activity

- Retail
- Hotel
- Office
- Entertainment Uses
- Parking Structure

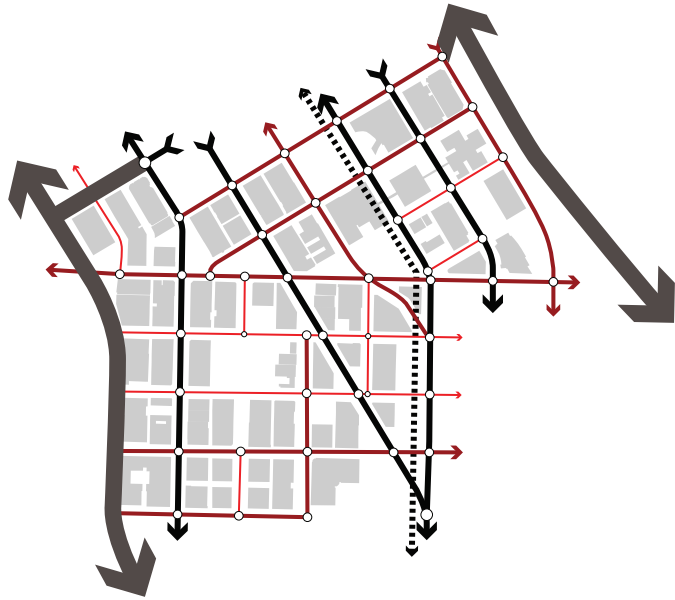
Land Use-
Residential

- Single Family
- Townhouse
- Apartment
- Condo/Flat
- Loft/Life-work



At the confluence of two city grids, Pioneer Square in Seattle is adjacent to the location of the original settlement of the city. Although at one time derelict, it is now filled with young residents adaptively reusing historic buildings as creative office spaces, live/work and loft housing, small hotels, and local serving retail and

restaurants. Moderate social numbers imply the need for events and community based amenities such as continuing education. Low financials imply the need for a greater diversity of employment opportunities.

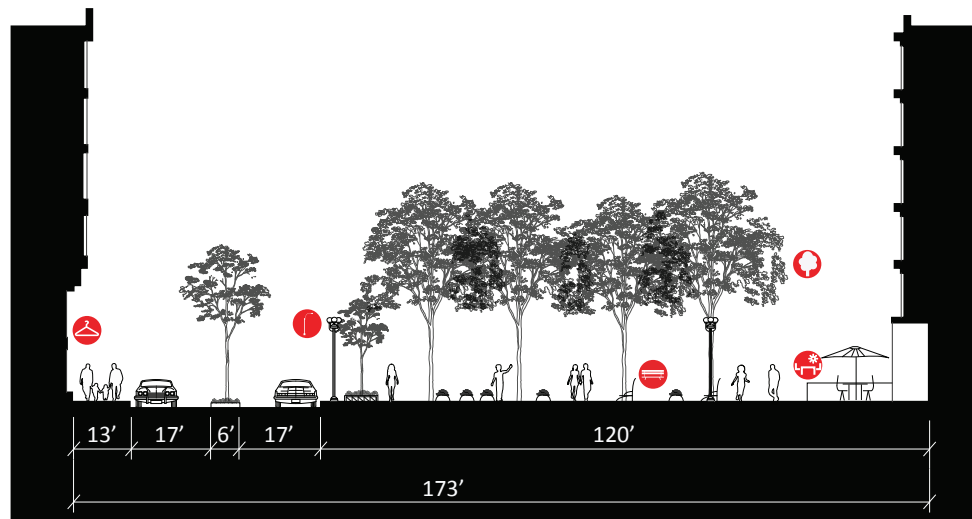


Circulation

- Primary Arterial
- Secondary Arterial
- Local Street
- - - Railroad
- Intersection

Open Space

- Park
- Passage
- Streetscape
- Square/Event Space
- Water Body
- Undeveloped



Section

- 🌳 tree canopy
- 🚶 public seating
- 🍽️ outdoor dining
- 🏠 ground-floor retail
- 💡 lamppost
- 🌳 planter



PIONEER SQUARE

Seattle, Washington
Urban Mixed Use District

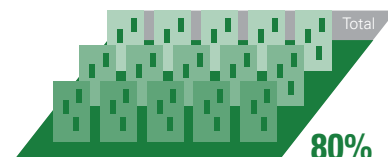
Environment



Total Project Area (Compared to Average)



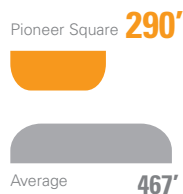
FAR (Compared to Average)



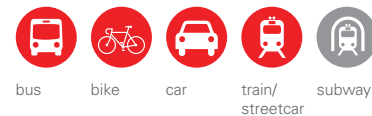
Project Land Coverage



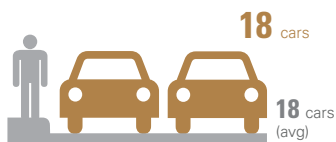
Block Size (Compared to Average)



Block Length (Compared to Average)



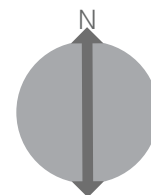
Modes of Transportation



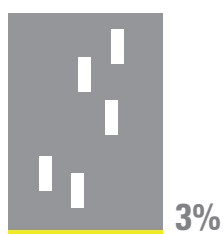
On Street Parking (Compared to Average)



Retail/Residential Percentages of Overall Land Use



General Orientation



Percentage Of New Buildings Within 10 Years



Size of green space (Compared to Average)

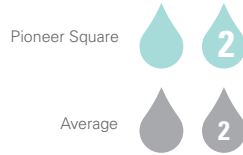


Average Tree Coverage Per Block

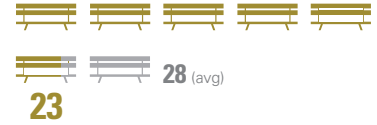
Social



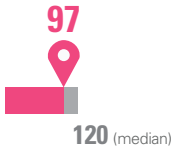
Number of Events (Per Year)



Number of Water Features (Compared to Average)



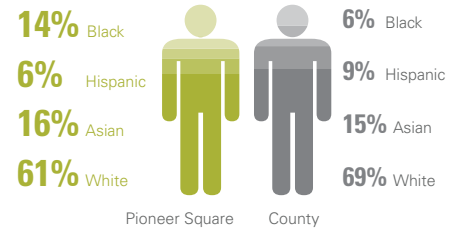
Fixed & Temporary Seating (Compared to Average)



Check ins per FAR (Compared to Median)

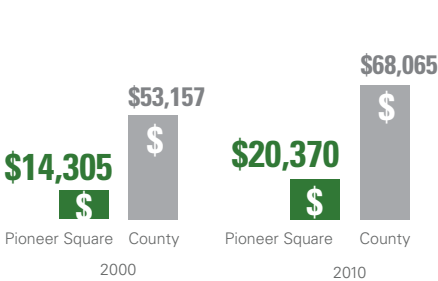


Household Size (Compared to County)

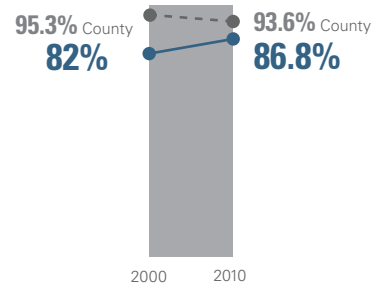


Ethnicity Distribution (Compared to County)

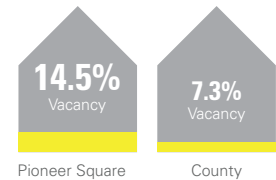
Financial



Household Income (Compared to County)



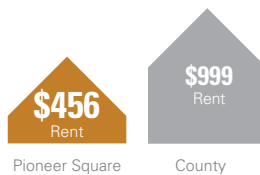
Employment Rate (Compared to County)



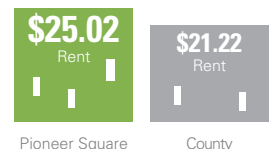
Housing Vacancy (Compared to County)



Avg Home Sale (Compared to County)



Median Rental Rate for Residential (Compared to County)



Avg Rental Rate for Commercial (Compared to County)

PIONEER SQUARE

Seattle, Washington
Urban Mixed Use District

	Score	Value	Units	Yes/No	Comments
ENVIRONMENT	32				
Density	6				
Project Core		6.73	acre		Encompasses Occidental Park and surrounding commercial and residential buildings
Total Project Area		83.34	acre		Includes surrounding commercial and residential buildings of Pioneer Square neighborhood
Average FAR		3.2	#		Most buildings are between 3 and 5 stories tall
Height to Street Ratio		0.53	#		48 feet tall buildings with an 80 foot wide street
Land coverage %age		80	%		Few parks/squares and surface parking lots
Blocks and Streets	5				Good amount of intersections
Block Size		1.85	acre		Standard, regular block size (except a few blocks)
Block Length		290	feet		Standard, regular block length
Local streets to arterials Ratio		0.7	#		
# of intersections per 1/2 sq mi		53	#		
Mobility	5				
Project Perimeter served by arterials?				yes	5 Fwy
50% or greater has ped access to transit within 5 min?				yes	Rail and bus stops readily available
Number of modes within core (car, bus, rail, bike, etc.)		4	#		Car, bus, rail, bike
Sharing Strategies (bike, car, etc.)?				yes	Both bike and car share stations available in district
Effective District Wide Parking Strategy?				yes	
On street parking spaces per block		18	spaces		Taken from 2nd Ave Extension between Washington and Jackson
Land use	5				Walkscore bit low
4 or more uses within core (retail, F&B, hotel, office)?				yes	Retail, F&B, hotel, office
Retail as a part of overall mix		26	%		
Local serving retail (grocery store, pharmacy)		3	#		Grocery store, community center, post office
Residential density as percentage of overall land use		26	%		
Number of residential types within core		3	#		Lofts, condo, apartment
Walk Score		86	#		
Percentage of residential types within core		12	%		
Smart Site	6				
General orientation		N/S			
Number of registered landmarks		5	#		Includes Old Public Safety Building, Pioneer Square-Skidrow District, and Arctic Building
Number of new buildings (less than 10 years old)		3	#		
Designated bike lane				yes	
Number of LEED Buildings		17	#		Includes Seattle City Hall, City of Seattle Justice Center, King Street Station, FFA Office, etc.
Open Space	5				
Size of green space		1.63	acre		City Hall Park, Waterfall Garden Park
Dedicated green space as percentage of overall area		2.0	%		
Average tree coverage per block by percentage		25	%		
Size of gathering space		1.76	acre		Occidental Park, Pioneer Square, Prefontaine Place
Central gathering space as percentage of overall area		2.11	%		
Sidewalk as a percentage of overall area		12.6	%		
Percentage of pedestrian oriented streets		25.0	%		

COMMENTS

- Young and educated demographic
- High commercial, low residential rents
- Good transit, bike and pedestrian access
- Low/average social numbers

	Score	Value	Units	Yes/No	Comments
SOCIAL 29					
Time of Use	6				Limited hours
Hours of Operation		8.05	hours		Survey of top stores in the area (deli, restaurant, chocolatier, sewing, café, toy store)
Number of Weekly, Monthly, Yearly Events		N/A	#		Information not available online
Ratio of Men to Women		1.00	#		
Human Amenity	7				
Super Amenity		1	#		Puget Sound
Water feature		2	#		
Sculptures		4	#		
Murals		3	#		
WiFi Access				yes	Wifi access available in cafes, coffee shops, restaurants, etc.
Health Clinic				yes	
Fixed and Temporary Seating		23	#		Areas with seating
Continuing Education				no	
Daycare				yes	Elite Performance and Learning
Social Media	8				Lots of tech savvy
District with social media?				yes	Facebook and Twitter
Frequency of use		32.5	#		Average use of Facebook and Twitter this week. Use Twitter more.
District Yelp Score		3.50	stars		
Number of check ins in one month		310	#		
Check ins per FAR		97	#		
Number of likes in one month		4740	#		
AM to PM check in ratio		0.35	#		
% of check ins within Project Area		58	%		185 total
% of check ins within Region		31	%		
% of check ins out of Region		10	%		
Demographics	8				More diverse than county
Distribution of age cohorts over time				yes	15-24 age cohort increased percentage-wise, 15-24, 25-34, 35-44 number-wise
Ethnicity over time				yes	Stable population distribution, fairly diverse
Household size over time				yes	Relatively stable household size
University within 5 miles?				yes	Seattle University (3600 ft)
FINANCIAL 27					
Demographics	9				Low employment rate
Household income over time				no	Increased \$6k (42%), but less than half of the county
Employment Rate		86.8	%		Increased 4 percentage points
Residential	8				
Average home sales price vs region		N/A	#		No zip code level information, county is \$390k
Median rental rate vs region		0.46	#		\$456 vs \$999
Commercial	10				Higher than county
Average commercial rents vs region		1.18	#		\$25.02 vs \$21.22
TOTAL SCORE 88					

RESTON TOWN CENTER

Reston, Virginia
Suburban Mixed Use District

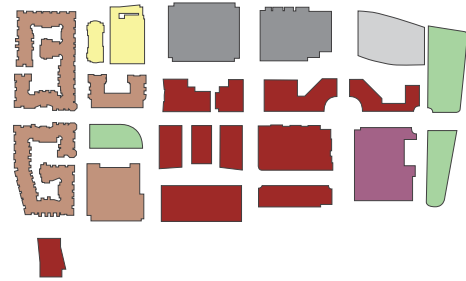
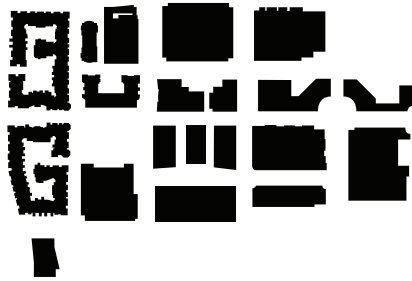
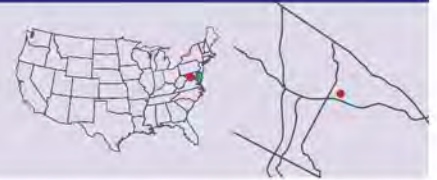
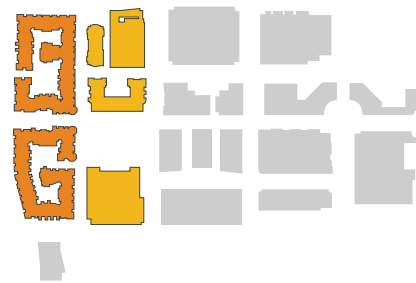
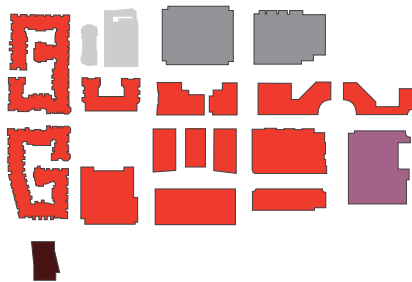


Figure Ground

Land Use

- Retail/Office
- Mixed Use
- Residential
- Hotel (can include retail)
- Civic/Institutional
- Parks/Open Space
- Undeveloped Land
- Parking Structure
- Surface Parking



Ground-Floor
Commercial Activity

- Retail
- Hotel
- Office
- Entertainment Uses
- Parking Structure

Land Use-
Residential

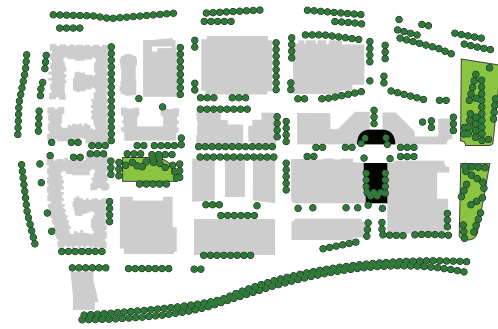
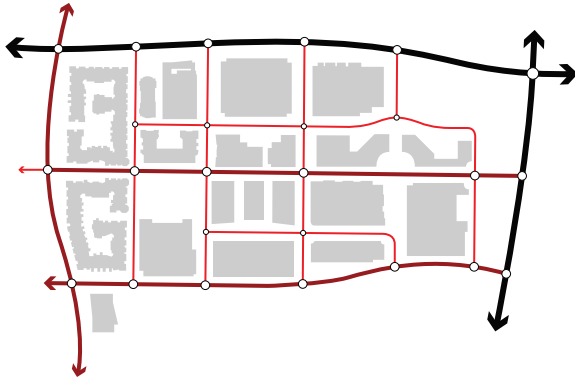
- Single Family
- Townhouse
- Apartment
- Condo/Flat
- Loft/Life-work



A successful shopping and employment hub in northern Virginia, Reston is also highly desirable as an office and residential address due to its close proximity to Dulles Airport. Its 100+ events per year make it the premiere activity hub in the area. Strong financials imply a desirable destination within a healthy regional economy.

Interestingly, Reston's auto oriented transportation pattern has resulted in relatively low social numbers, which can be addressed through improvements to alternative modes of transportation to the area, as well attracting a greater number of residents in the district core.

88
out of 99

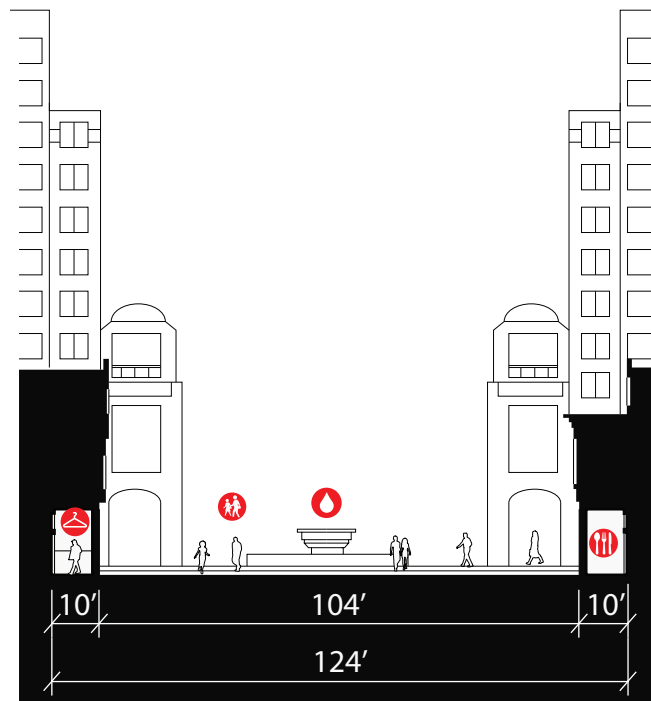


Circulation

- Primary Arterial
- Secondary Arterial
- Local Street
- - - Railroad
- Intersection

Open Space

- Park
- Passage
- Streetscape
- Square/Event Space
- Water Body
- Undeveloped



Section

- 🛍️ ground-floor retail
- 🍽️ ground-floor restaurant
- 🚶 pedestrian only
- 💧 water feature



RESTON TOWN CENTER

Reston, Virginia
Suburban Mixed Use District

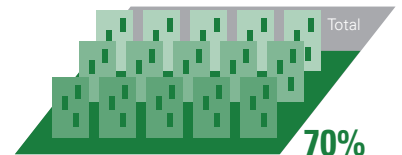
Environment



Total Project Area (Compared to Average)



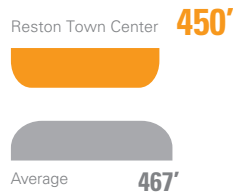
FAR (Compared to Average)



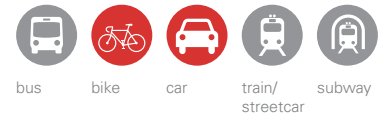
Project Land Coverage



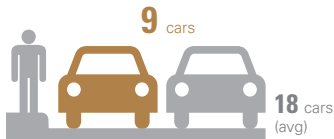
Block Size (Compared to Average)



Block Length (Compared to Average)



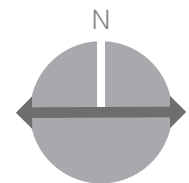
Modes of Transportation



On Street Parking (Compared to Average)



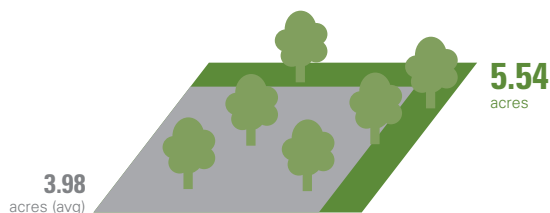
Retail/Residential Percentages of Overall Land Use



General Orientation



Percentage Of New Buildings Within 10 Years

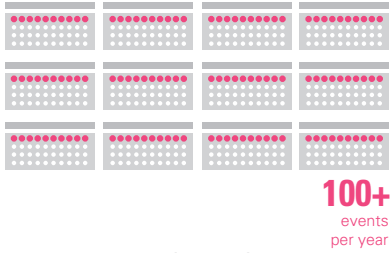


Size of green space (Compared to Average)

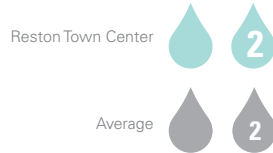


Average Tree Coverage Per Block

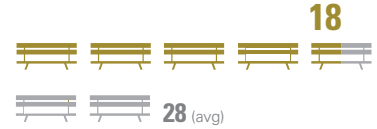
Social



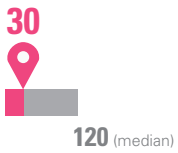
Number of Events (Per Year)



Number of Water Features (Compared to Average)



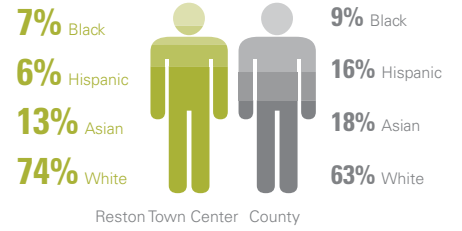
Fixed & Temporary Seating (Compared to Average)



Check ins per FAR (Compared to Median)

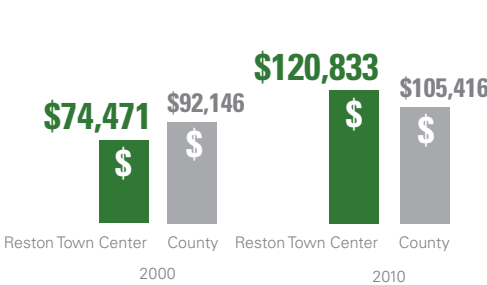


Household Size (Compared to County)

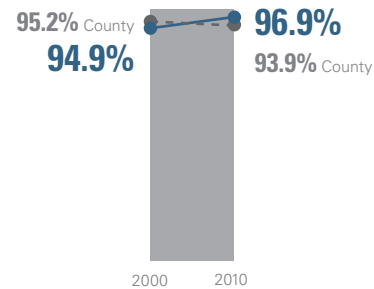


Ethnicity Distribution (Compared to County)

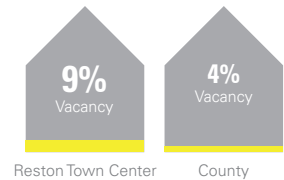
Financial



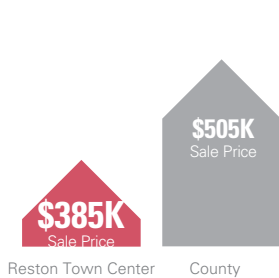
Household Income (Compared to County)



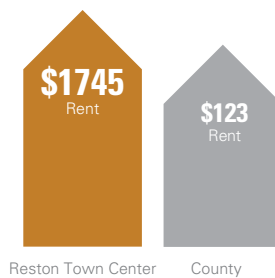
Employment Rate (Compared to County)



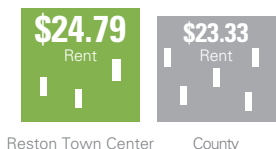
Housing Vacancy (Compared to County)



Avg Home Sale (Compared to County)



Median Rental Rate for Residential (Compared to County)



Avg Rental Rate for Commercial (Compared to County)

RESTON TOWN CENTER

Reston, Virginia
Suburban Mixed Use District

	Score	Value	Units	Yes/No	Comments
ENVIRONMENT	30				
Density	6				
Project Core		17.01	acre		Encompasses commercial aspect of Reston town center
Total Project Area		70.17	acre		Includes surrounding residential and office structures
Average FAR		3.5	#		Most buildings are between 2 to 7 stories tall
Height to Street Ratio		0.75	feet		60 feet tall buildings with an 80 foot wide street
Land coverage %age		70	%		Most buildings cover their parcels, and block sized parks
Blocks and Streets	4				
Block Size		2.66	acre		Non-standard, regular shaped block size
Block Length		450	feet		Standard, regular block length
Local streets to arterials Ratio		1.2	#		Internal local streets with internal and perimeter arterials
# of intersections per 1/2 sq mi		27	#		Non-standard, irregular grid network
Mobility	4				Auto-oriented, needs transit
Project Perimeter served by arterials?				yes	Reston Pkwy
50% or greater has ped access to transit within 5 min?				no	No bus stops were found in area
Number of modes within core (car, bus, rail, bike, etc.)		2	#		Bike and car
Sharing Strategies (bike, car, etc.)?				no	
Effective District Wide Parking Strategy?				yes	
On street parking spaces per block		9	spaces		Taken from Library St between Market St and Democracy Dr
Land use	5				Low walkscore
4 or more uses within core (retail, F&B, hotel, office)?				yes	Retail, F&B, hotel, office
Retail as a part of overall mix		13	%		
Local serving retail (grocery store, pharmacy)		2	#		Bank, pharmacy
Residential density as percentage of overall land use		30	%		
Number of residential types within core		2	#		Apartment and condos
Walk score		83	#		
Percentage of residential types within core		33	%		
Smart Site	6				Smart site
General orientation		E/W			
Number of registered landmarks		0	#		
Number of new buildings (less than 10 years old)		12	#		
Designated bike lane				yes	
Number of LEED Buildings		8	#		Includes Reston Town Center: Fountain Square One and Two, Two Freedom Square, etc.
Open Space	5				
Size of green space		5.54	acre		Presidents Park, Hyatt Park, Reston Town Square Park
Dedicated green space as percentage of overall area		7.9	%		
Average tree coverage per block by percentage		50	%		
Size of gathering space		0.87	acre		Gathering spaces in center of commercial area
Central gathering space as percentage of overall area		1.24	%		
Sidewalk as a percentage of overall area		15.7	%		
Percentage of pedestrian oriented streets		50.0	%		

COMMENTS

- "Aerotropolis" based mixed use district
- Low social numbers implies lack of young people.
- Very high earning power of local residents
- Lack of proximity to a major university is a challenge for future growth.

	Score	Value	Units	Yes/No	Comments	
SOCIAL 28						
Time of Use	7					
Hours of Operation		10.7	hours		Survey of top stores in the area (restaurant, ice cream, optometrist)	
Number of Weekly, Monthly, Yearly Events		100+	#			
Ratio of Men to Women		1.00	#			
Human Amenity	7					
Super Amenity		0	#		Hotels, coffee shops, and restaurants offer wifi access	
Water feature		2	#			
Sculptures		2	#			
Murals		0	#			
WiFi Access				yes		
Health Clinic				yes		
Fixed and Temporary Seating		18	#			
Continuing Education				no		
Daycare				yes		Quadratik Learning
Social Media	7					Not great social
District with social media?				yes	Facebook, Twitter, Pinterest, Flickr	
Frequency of use		6	/week		Average us of Facebook and Twitter this week. Use both equally.	
District Yelp Score		4 of 5	stars		61 total	
Number of check ins in one month		105	#			
Check ins per FAR		30	#			
Number of likes in one month		1571	#			
AM to PM check in ratio		0.31	#			
% of check ins within Project Area		20	%			
% of check ins within Region		79	%			
% of check ins out of Region		2	%			
Demographics	7					
Distribution of age cohorts over time				yes	15-24 age cohort increased	
Ethnicity over time				no	Predominantly White population, higher than diversifying county	
Household size over time				no	Very unstable household size	
University within 5 miles?				no		
FINANCIAL 30						
Demographics	9					
Household income over time				yes	Increased \$46k (62%)	
Employment Rate		96.9	%		Increased 2 percentage points	
Residential	11					
Average home sales price vs region		0.76	#		\$385k vs \$505k	
Median rental rate vs region		1.17	#		\$1745 vs \$1492	
Commercial	10				Great location	
Average commercial rents vs region		1.06	#		\$24.79 vs \$23.33	
TOTAL SCORE 88						

SHAKER SQUARE

Cleveland, Ohio
Suburban Neighborhood

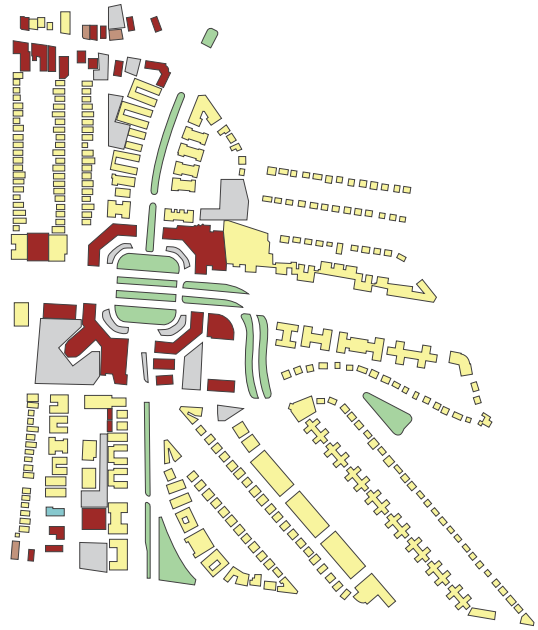
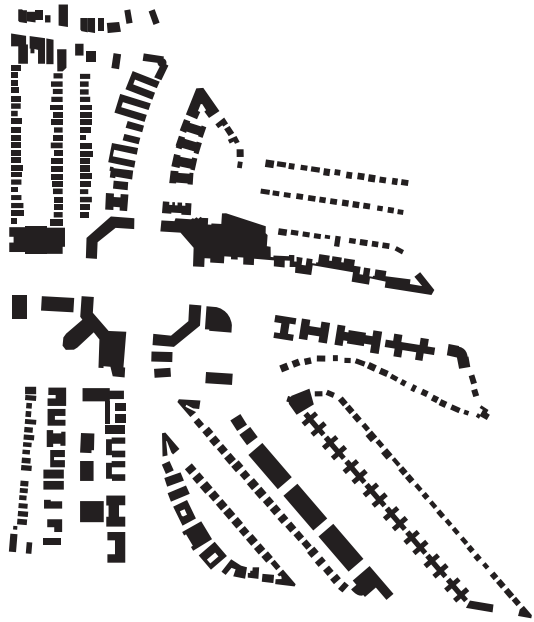


Figure Ground

Land Use

- Retail/Office
- Mixed Use
- Residential
- Hotel (can include retail)
- Civic/Institutional
- Parks/Open Space
- Undeveloped Land
- Parking Structure
- Surface Parking



Ground-Floor
Commercial Activity

- Retail
- Hotel
- Office
- Entertainment Uses
- Parking Structure

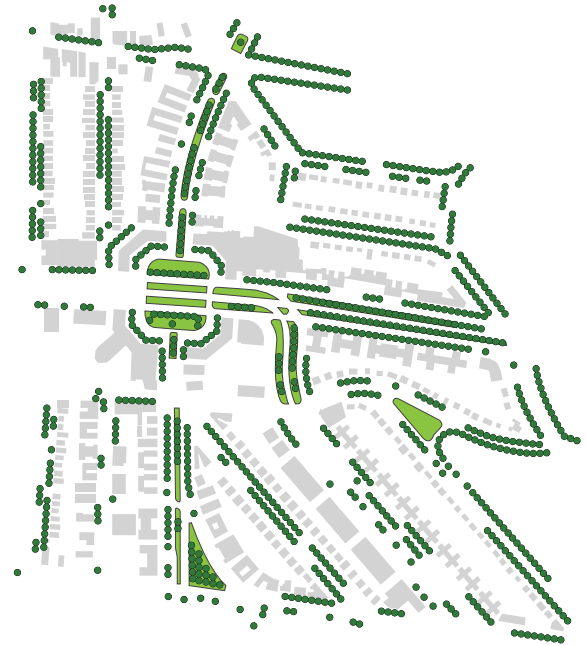
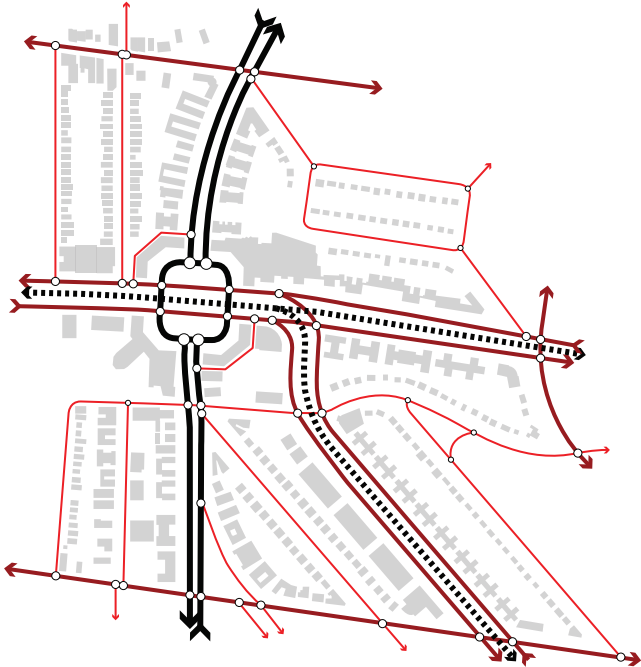
Land Use-
Residential

- Single Family
- Townhouse
- Apartment
- Condo/Flat
- Loft/Life-work



Near Cleveland, OH, Shaker Square is the center of Shaker Heights, one of the great original commuter train suburbs of America. Grand boulevards, generous community parks, high quality schools and community orientation result in the area maintaining its value. The amount of events programmed and community amenities in the area are excellent, however auto oriented sprawl, low incomes, and

outmigration from the center continue to impact the area negatively, both in terms of levels of social interaction and the overall financial valuation of the district. Ultimately, adding critical mass to the Square, such as a major employer, would benefit the overall performance of the district most significantly.

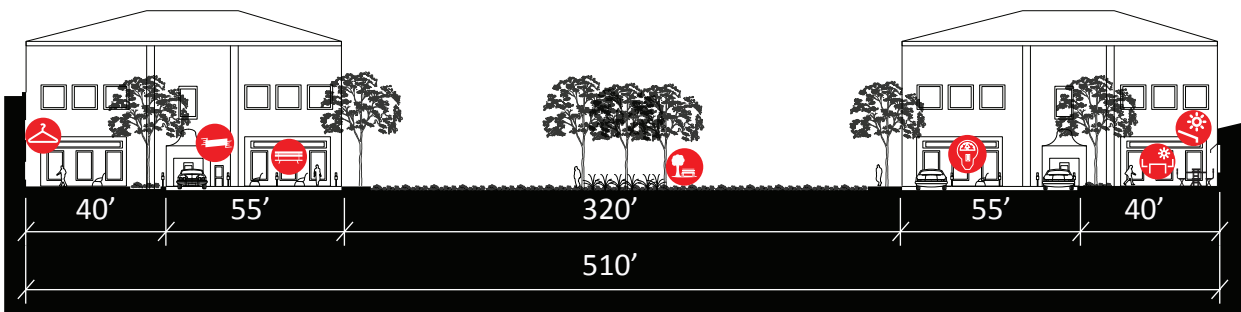


Circulation

- Primary Arterial
- Secondary Arterial
- Local Street
- - - Railroad
- Intersection

Open Space

- Park
- Passage
- Streetscape
- Square/Event Space
- Water Body
- Undeveloped



Section

- outdoor dining
- public seating
- signage
- public park
- ground-floor retail
- awning
- metered parking



SHAKER SQUARE

Cleveland, Ohio
Suburban Neighborhood

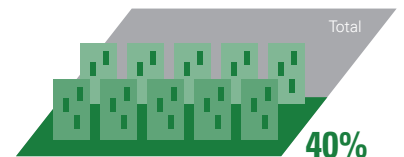
Environment



Total Project Area (Compared to Average)



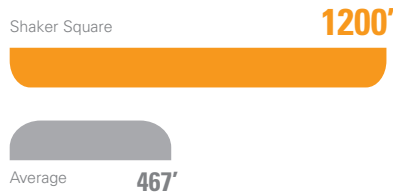
FAR (Compared to Average)



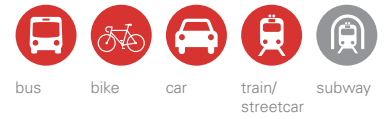
Project Land Coverage



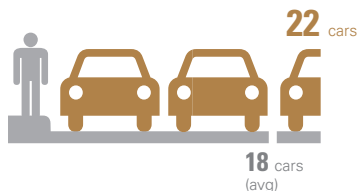
Block Size (Compared to Average)



Block Length (Compared to Average)



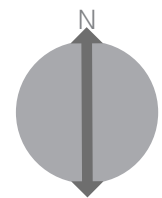
Modes of Transportation



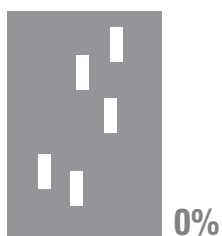
On Street Parking (Compared to Average)



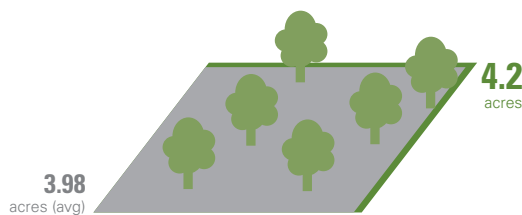
Retail/Residential Percentages of Overall Land Use



General Orientation



Percentage Of New Buildings Within 10 Years

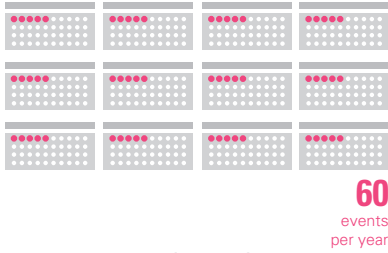


Size of green space (Compared to Average)

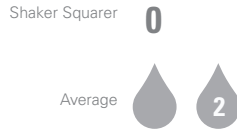


Average Tree Coverage Per Block

Social



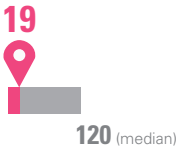
Number of Events (Per Year)



Number of Water Features (Compared to Average)



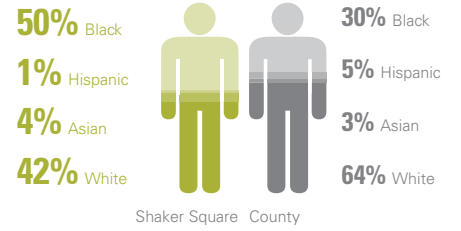
Fixed & Temporary Seating (Compared to Average)



Check ins per FAR (Compared to Median)

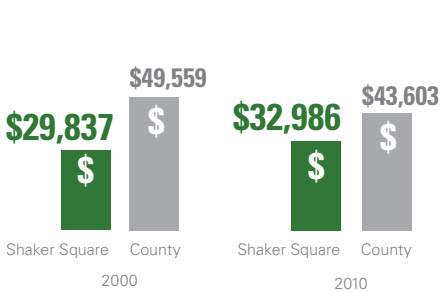


Household Size (Compared to County)

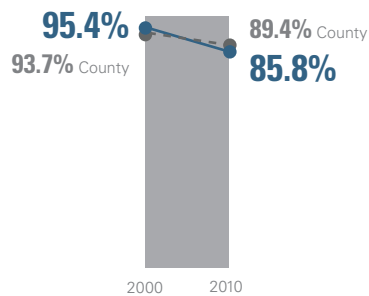


Ethnicity Distribution (Compared to County)

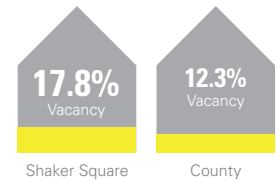
Financial



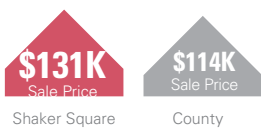
Household Income (Compared to County)



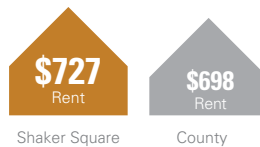
Employment Rate (Compared to County)



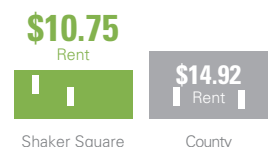
Housing Vacancy (Compared to County)



Avg Home Sale (Compared to County)



Median Rental Rate for Residential (Compared to County)



Avg Rental Rate for Commercial (Compared to County)

SHAKER SQUARE

Cleveland, Ohio
Suburban Neighborhood

	Score	Value	Units	Yes/No	Comments
ENVIRONMENT	30				
Density	6				
Project Core		20.71	acre		Encompasses Shaker Square and surrounding buildings
Total Project Area		158.9	acre		Includes surrounding residential buildings
Average FAR		1	#		Most buildings are 1-2 stories with some 4-6 story buildings as well as undeveloped parcels
Height to Street Ratio		0.21	#		36 feet tall buildings with a 175 foot wide street
Land coverage %age		40	%		Most parcels have large open spaces around the buildings
Blocks and Streets	4				Core is hard to cross
Block Size		7.47	acre		Non-standard, irregular shaped block size
Block Length		1200	feet		Standard block length
Local streets to arterials Ratio		1.8	#		Internal local streets with internal and perimeter arterials
# of intersections per 1/2 sq mi		39	#		Non-standard, irregular grid network
Mobility	5				
Project Perimeter served by arterials?				no	
50% or greater has ped access to transit within 5 min?				yes	Bus and train stops available
Number of modes within core (car, bus, rail, bike, etc.)		4	#		Car, bus, rail, bike
Sharing Strategies (bike, car, etc.)?				no	
Effective District Wide Parking Strategy?				no	Some open parking lots available in the center
On street parking spaces per block		22	spaces		Taken from Moreland Blvd between Shaker Square and Larchmere
Land use	5				Not enough retail
4 or more uses within core (retail, F&B, hotel, office)?				yes	Retail, F&B, office, mixed use commercial
Retail as a part of overall mix		3	%		
Local serving retail (grocery store, pharmacy)		12	#		Pharmacy, post office, car wash, gas station, gym, barber shop, car mechanic, bank
Residential density as percentage of overall land use		90	%		
Number of residential types within core		2	#		Apartments and single-family residential
Walk Score		74	#		
Percentage of residential types within core		31	%		
Smart Site	5				
General orientation		N/S			
Number of registered landmarks		1	#		Halle's Shaker Square
Number of new buildings (less than 10 years old)		0	#		
Designated bike lane				yes	
Number of LEED Buildings		0	#		
Open Space	5				
Size of green space		4.20	acre		Green spaces in median of street, some large grass areas
Dedicated green space as percentage of overall area		2.6	%		
Average tree coverage per block by percentage		65	%		Arterials have trees while some local streets do not
Size of gathering space		0.00	acre		
Central gathering space as percentage of overall area		0.00	%		
Sidewalk as a percentage of overall area		3.1	%		Small sidewalks
Percentage of pedestrian oriented streets		10.0	%		Shaker Square

COMMENTS

- Lacks critical mass of commercial activity
- Relatively high residential vacancy
- Low social numbers, lack of employment and events
- Commercial and residential rents below county average

	Score	Value	Units	Yes/No	Comments	
SOCIAL 28						
Time of Use	7					
Hours of Operation		10.57	hours		Survey of top stores in the area (restaurant, café, cinema)	
Number of Weekly, Monthly, Yearly Events		60	#			
Ratio of Men to Women		1.00	#			
Human Amenity	7					
Super Amenity		0	#		No available wifi hot spots found	
Water feature		0	#			
Sculptures		0	#			
Murals		0	#			
WiFi Access				no		
Health Clinic				yes		
Fixed and Temporary Seating		19	#			Areas with seating
Continuing Education				yes		Gemini Academy of Training and Development
Daycare				yes		Miss Pooh's Child Care
Social Media	7					
District with social media?				yes	Facebook and Twitter	
Frequency of use		9.5	#		Average use of Facebook and Twitter this week. Use Twitter more	
District Yelp Score		N/A	stars			
Number of check ins in one month		19	#			
Check ins per FAR		19	#			
Number of likes in one month		188	#			
AM to PM check in ratio		0.46	#			
% of check ins within Project Area		67	%		12 total	
% of check ins within Region		33	%			
% of check ins out of Region		0	%			
Demographics	7					
Distribution of age cohorts over time				yes	15-24 age cohort increased while 25-34 age cohort decreased	
Ethnicity over time				no	Decreasing White population with no increases in minority population	
Household size over time				yes	Stable household size	
University within 5 miles?				yes	Case Western University (1.47 miles)	
FINANCIAL 25						
Demographics	8					
Household income over time				yes	Increased by \$3k (10%)	
Employment Rate		85.8	%		Decreased by 10 percentage points	
Residential	9					
Average home sales price vs region		1.15	#		\$131k vs \$114k	
Median rental rate vs region		1.04	#		\$727 vs \$698	
Commercial	8					
Average commercial rents vs region		0.72	#		\$10.75 vs \$14.92	
TOTAL SCORE 83						

STATE STREET

Madison, Wisconsin
Urban Mixed Use District

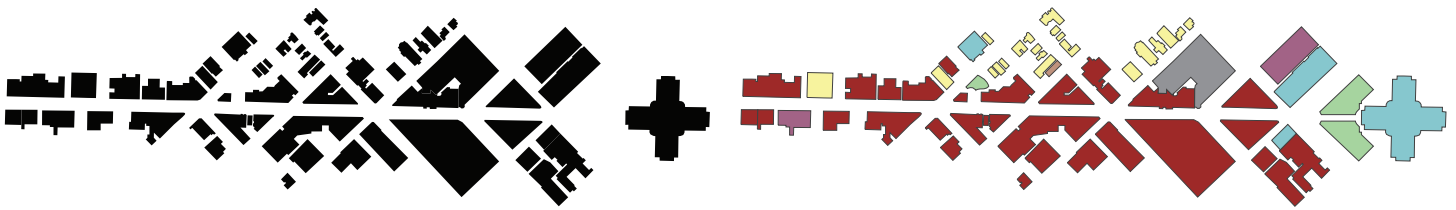
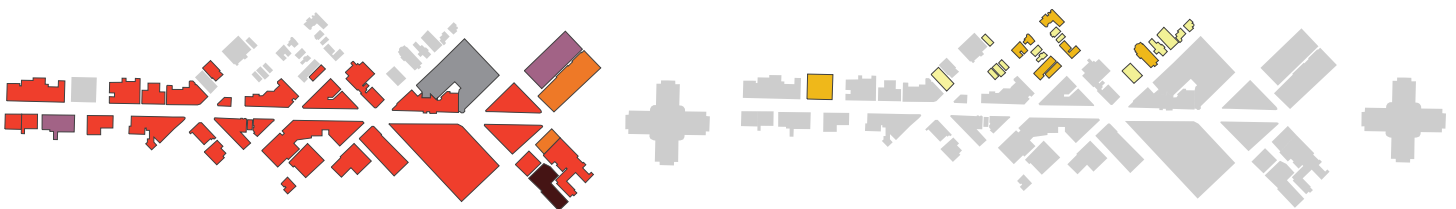


Figure Ground

Land Use

- Retail/Office
- Mixed Use
- Residential
- Hotel (can include retail)
- Civic/Institutional
- Parks/Open Space
- Undeveloped Land
- Parking Structure
- Surface Parking



Ground-Floor Commercial Activity

- Retail
- Hotel
- Office
- Entertainment Uses
- Parking Structure

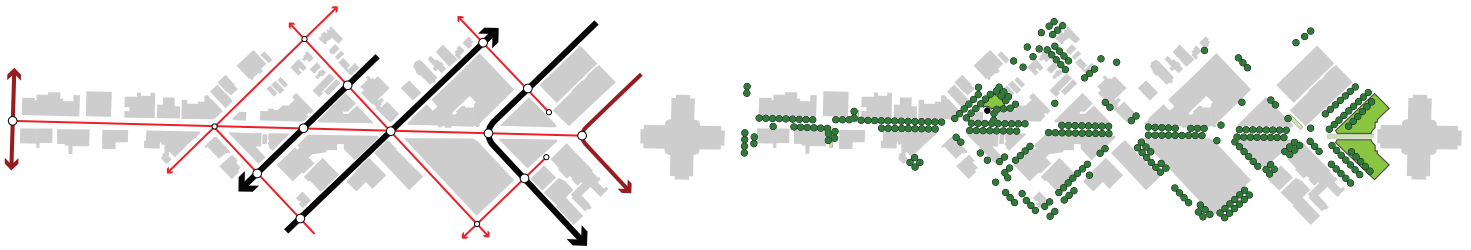
Land Use-Residential

- Single Family
- Townhouse
- Apartment
- Condo/Flat
- Loft/Life-work



Located in Madison, WI, State Street is located near three key user groups: students at the University of Wisconsin, legislators and lobbyists near the State Capitol, and workers in the downtown core. It also sits between two lakes that act as recreational amenities for the city. The street scored well on environment, but underperformed

slightly on social as well as financial metrics, especially with a relatively high residential vacancy rate. Options for improvement might include attracting more affluent, older demographics to the area by increasing local employment and residential numbers, and adding community events to the mix.

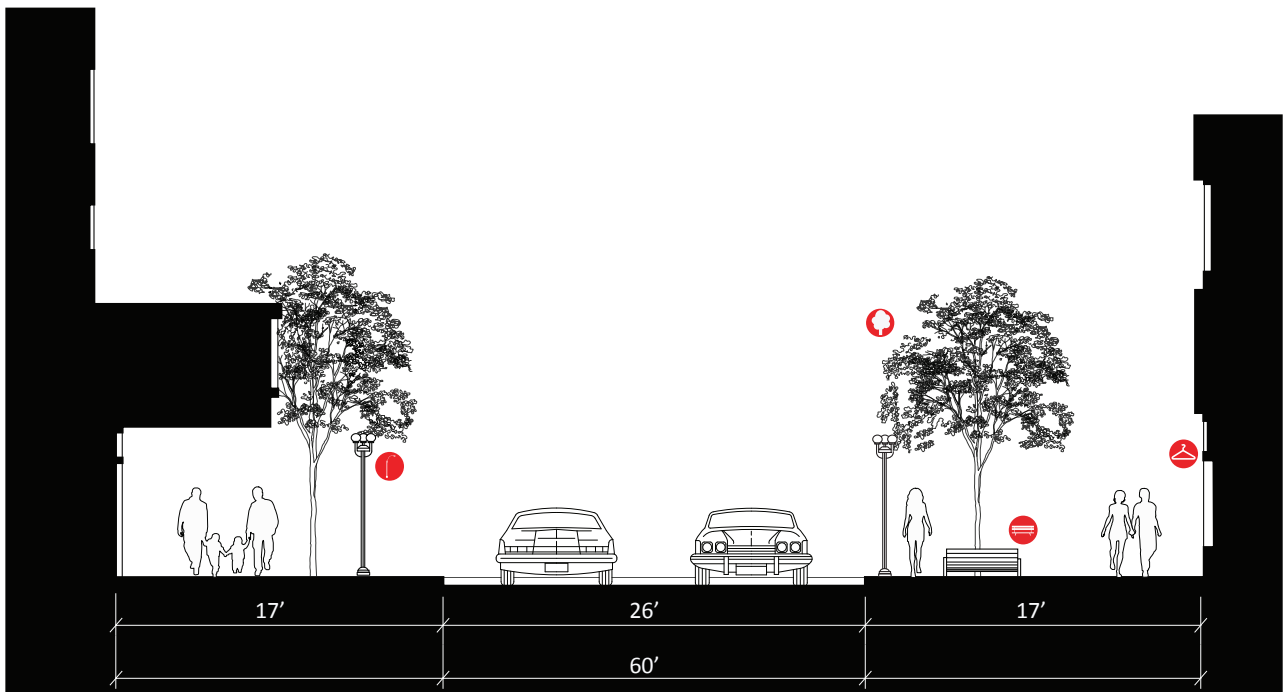


Circulation

- █ Primary Arterial
- █ Secondary Arterial
- █ Local Street
- - - Railroad
- Intersection

Open Space

- Park
- Passage
- Streetscape
- Square/Event Space
- Water Body
- Undeveloped



Section

- ⬆ tree canopy
- ⬆ ground-floor retail
- ⬆ public seating
- ⬆ lamppost



STATE STREET

Madison, Wisconsin
Urban Mixed Use District

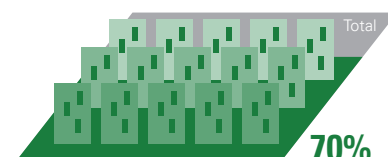
Environment



Total Project Area (Compared to Average)



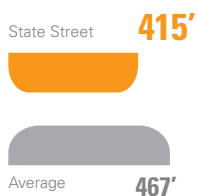
FAR (Compared to Average)



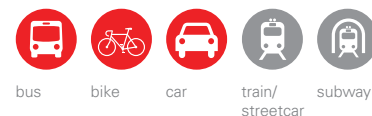
Project Land Coverage



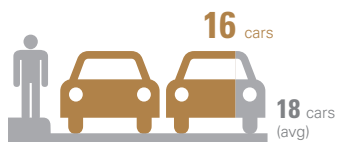
Block Size (Compared to Average)



Block Length (Compared to Average)



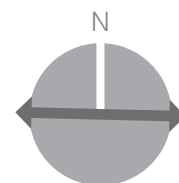
Modes of Transportation



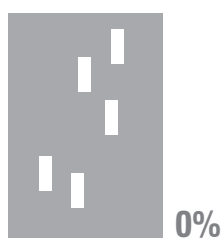
On Street Parking (Compared to Average)



Retail/Residential Percentages of Overall Land Use



General Orientation



Percentage of New Buildings Within 10 Years

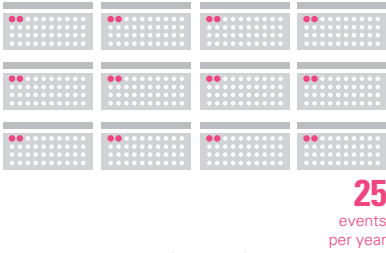


Size of Green Space (Compared to Average)

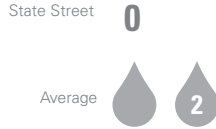


Average Tree Coverage Per Block

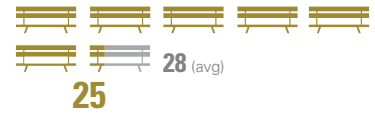
Social



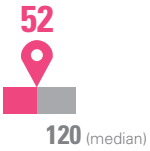
Number of Events (Per Year)



Number of Water Features (Compared to Average)



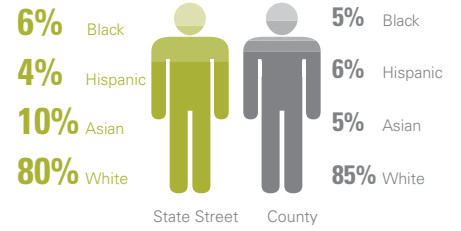
Fixed & Temporary Seating (Compared to Average)



Check ins per FAR (Compared to Median)

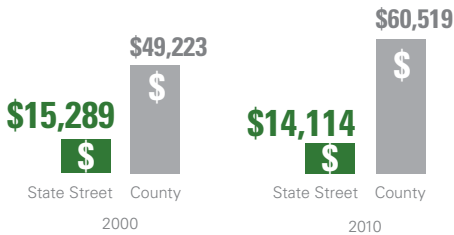


Household Size (Compared to County)

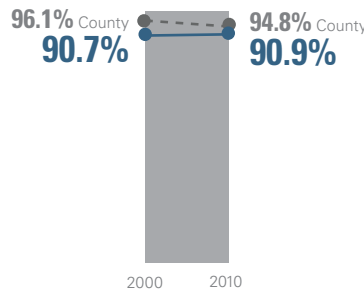


Ethnicity Distribution (Compared to County)

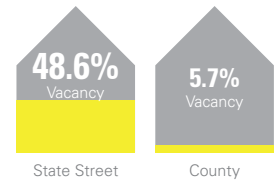
Financial



Household Income (Compared to County)



Employment Rate (Compared to County)



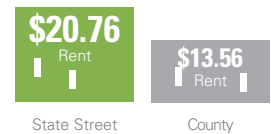
Housing Vacancy (Compared to County)



Avg Home Sale (Compared to County)



Median Rental Rate for Residential (Compared to County)



Avg Rental Rate for Commercial (Compared to County)

STATE STREET

Madison, Wisconsin
Urban Mixed Use District

	Score	Value	Units	Yes/No	Comments
ENVIRONMENT	30				
Density	6				Good density
Project Core		20.71	acre		Encompasses State Street and Capitol Building
Total Project Area		46.95	acre		Includes streets intersection with State Street
Average FAR		1.925	#		Most buildings are 3 stories with a significant amount of 1 story buildings
Height to Street Ratio		0.66	#		Average building height of 33 feet with a 50 foot wide street
Land coverage %age		70	%		Most buildings fully cover front of parcel and have parking in back. Some parking lots
Blocks and Streets	4				Big streets
Block Size		1.78	acre		Non-standard, irregularly shaped block size
Block Length		415	feet		Standard block length along State Street
Local streets to arterials Ratio		1.2	#		Local streets with arterials going through project area
# of intersections per 1/2 sq mi		39	#		Local streets and irregular block shape create the intersections
Mobility	3				Lots of angles, auto oriented
Project Perimeter served by arterials?				yes	Dayton St., Johnson St., Gorham St.
50% or greater has ped access to transit within 5 min?				yes	State St. provides many bus stops.
Number of modes within core (car, bus, rail, bike, etc.)		3	#		Car, bike, bus
Sharing Strategies (bike, car, etc.)?				yes	Bikeshare available.
Effective District Wide Parking Strategy?				no	Not many parking structures or lots available.
On street parking spaces per block		16	spaces		Number from Gorham St. and Broom St. block.
Land use	6				Good mix, great walkscore
4 or more uses within core (retail, F&B, hotel, office)?				yes	Retail, F&B, hotel, office, institution
Retail as a part of overall mix		22	%		
Local serving retail (grocery store, pharmacy)		5	#		Bank, shoe repair, grocery store, shipping center, etc.
Residential density as percentage of overall land use		37	%		
Number of residential types within core		2	#		Single-family residential and apartments
Walk Score		97	#		
Percentage of residential types within core		7	%		
Smart Site	6				
General orientation		E/W			
Number of registered landmarks		1	#		Wisconsin State Capitol
Number of new buildings (less than 10 years old)		0	#		
Designated bike lane				yes	
Number of LEED Buildings		1	#		Fire Administration Offices
Open Space	5				
Size of green space		1.43	acre		Parks in front of Capitol Building as well as Elizabeth Link Peace Park
Dedicated green space as percentage of overall area		3.0	%		
Average tree coverage per block by percentage		75	%		State Street fully tree lined with as well as some intersecting streets
Size of gathering space		0.05	acre		Space in front of Elizabeth Link Peace Park
Central gathering space as percentage of overall area		0.11	%		
Sidewalk as a percentage of overall area		18.5	%		
Percentage of pedestrian oriented streets		60.0	%		Main arterials and some local streets have pedestrian enhancements

COMMENTS

- High residential vacancy
- Diverse and young
- Large and wide streets are difficult to cross
- Alternative modes of transit are needed

	Score	Value	Units	Yes/No	Comments
SOCIAL	28				
Time of Use	7				Needs more events
Hours of Operation		11.25	hours		Survey of top stores in the area (restaurants, cosmetics, bars, café)
Number of Weekly, Monthly, Yearly Events		25	#		Mix of weekly, monthly, and yearly events
Ratio of Men to Women		1.00	#		
Human Amenity	8				Lack of human amenity
Super Amenity		2	#		Located between Lake Monona and Lake Mendota
Water feature		0	#		
Sculptures		0	#		
Murals		1	#		
WiFi Access				yes	Free wifi access in several restaurants and cafes
Health Clinic				yes	
Fixed and Temporary Seating		23	#		
Continuing Education				0	
Daycare				0	
Social Media	7				Decent social
District with social media?				yes	Facebook, Twitter, YouTube, Flickr
Frequency of use		25	#		Average Twitter and Facebook use. Twitter is used more often.
District Yelp Score		5.00	stars		
Number of check ins in one month		100	#		
Check ins per FAR		52	#		
Number of likes in one month		1196	#		
AM to PM check in ratio		0.30	#		
% of check ins within Project Area		44	%		55 total
% of check ins within Region		49	%		
% of check ins out of Region		7	%		
Demographics	6				A lot of young people, diverse
Distribution of age cohorts over time				no	15-24, 25-34, 35-44 age cohorts all decreased. College town effect
Ethnicity over time				no	White population decreased, Asian population increased (still small)
Household size over time				yes	Household size increased
University within 5 miles?				yes	University of Madison (1200 ft)
FINANCIAL	31				
Demographics	10				
Household income over time				no	Income decreased \$1k
Employment Rate		90.9	%		Stable employment rate
Residential	10				
Average home sales price vs region		1.22	#		\$262k vs \$215k
Median rental rate vs region		0.93	#		\$771 vs \$832
Commercial	11				
Average commercial rents vs region		1.53	#		\$20.76 vs \$13.56
TOTAL SCORE	89				

TELEGRAPH AVENUE

Berkeley, California
University Village

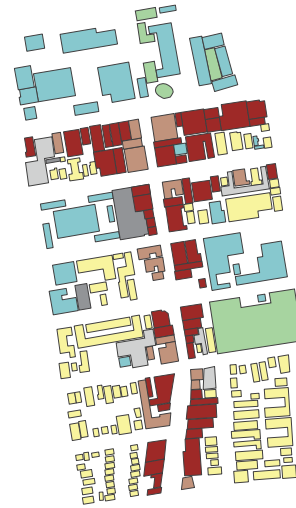
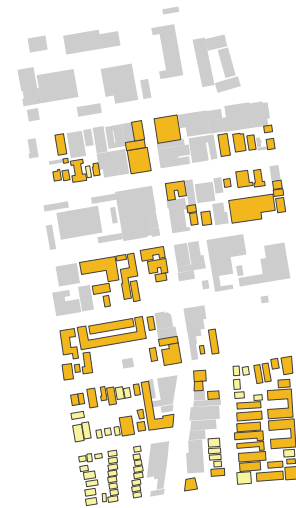


Figure Ground

Land Use

- Retail/Office
- Mixed Use
- Residential
- Hotel (can include retail)
- Civic/Institutional
- Parks/Open Space
- Undeveloped Land
- Parking Structure
- Surface Parking



Ground-Floor
Commercial Activity

- Retail
- Hotel
- Office
- Entertainment Uses
- Parking Structure

Land Use-
Residential

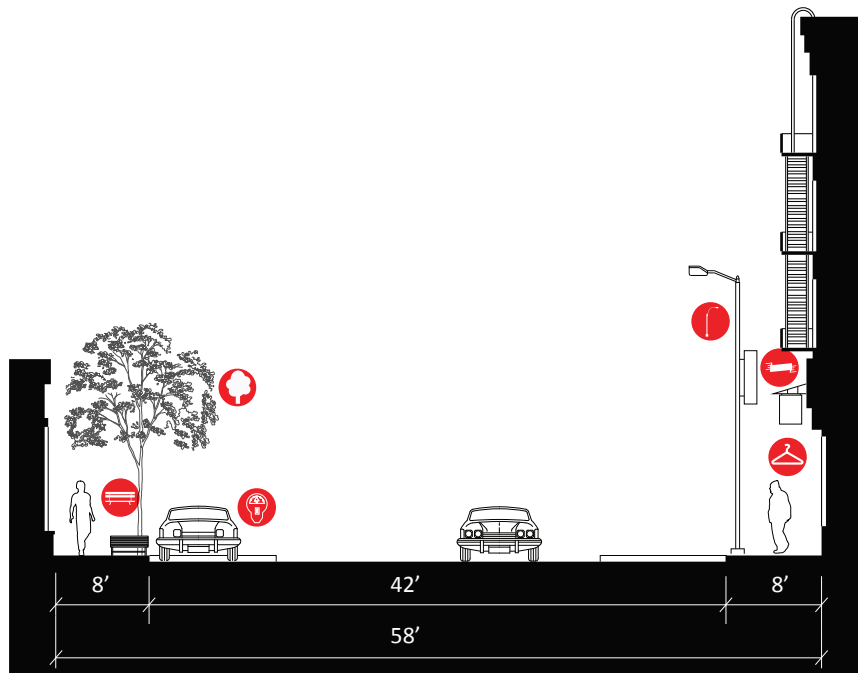
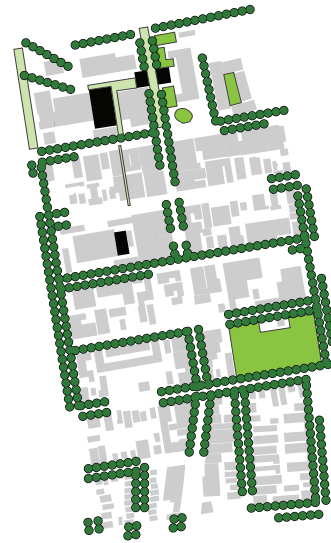
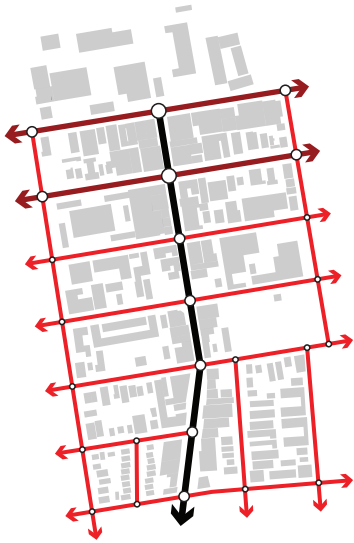
- Single Family
- Townhouse
- Apartment
- Condo/Flat
- Loft/Life-work



Telegraph Avenue is the major commercial mixed use corridor that leads to UC Berkeley. Although its benefits from a close relationship with a major university, the large size of blocks, narrow sidewalks and fast moving traffic contribute to a relatively low quality

pedestrian experience in the area. The legacy of the street as "contested space", especially at night and a lack of community events is reflected in low social numbers, as well as low financial numbers compared to the county average.

72
out of 99



- tree canopy
- public seating
- ground-floor retail
- metered parking
- lamppost
- signage

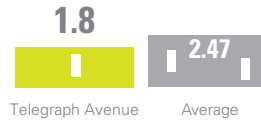
TELEGRAPH AVENUE

Berkeley, California
University Village

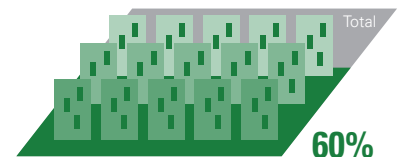
Environment



Total Project Area (Compared to Average)



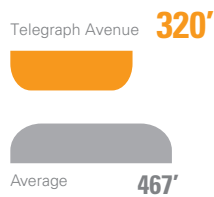
FAR (Compared to Average)



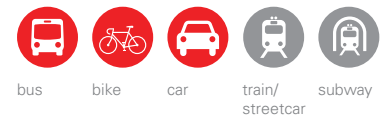
Project Land Coverage



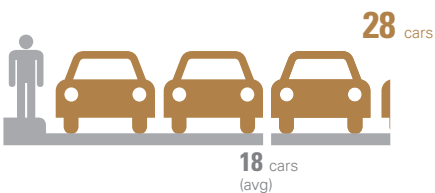
Block Size (Compared to Average)



Block Length (Compared to Average)



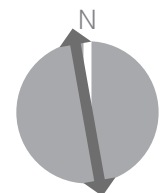
Modes of Transportation



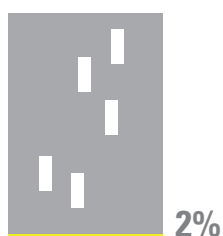
On Street Parking (Compared to Average)



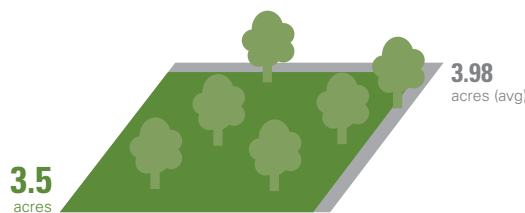
Retail/Residential Percentages of Overall Land Use



General Orientation



Percentage of New Buildings Within 10 Years

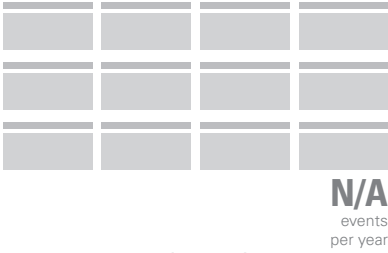


Size of Green Space (Compared to Average)

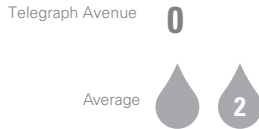


Average Tree Coverage Per Block

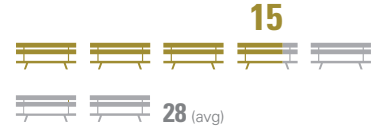
Social



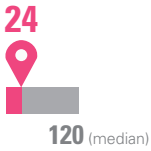
Number of Events (Per Year)



Number of Water Features (Compared to Average)



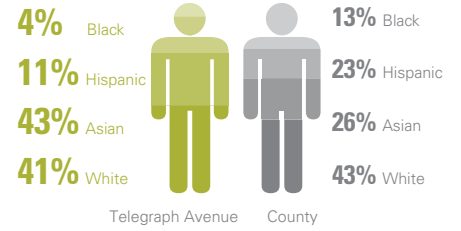
Fixed & Temporary Seating (Compared to Average)



Check ins per FAR (Compared to Median)

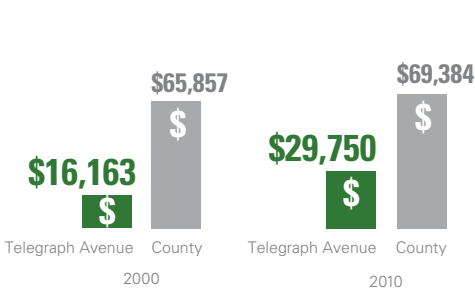


Household Size (Compared to County)

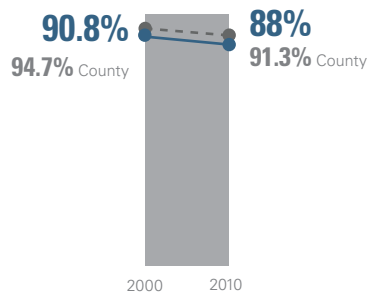


Ethnicity Distribution (Compared to County)

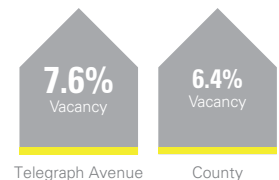
Financial



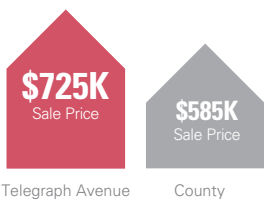
Household Income (Compared to County)



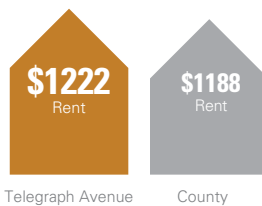
Employment Rate (Compared to County)



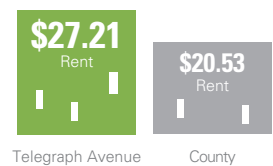
Housing Vacancy (Compared to County)



Avg Home Sale (Compared to County)



Median Rental Rate for Residential (Compared to County)



Avg Rental Rate for Commercial (Compared to County)

TELEGRAPH AVENUE

Berkeley, California
University Village

	Score	Value	Units	Yes/No	Comments
ENVIRONMENT	31				
Density	6				
Project Core		13.18	acre		Encompasses Telegraph Ave buildings
Total Project Area		54.75	acre		Includes surrounding retail, institutional, and residential components
Average FAR		1.8	#		Most buildings are 3 stories tall with some higher story dorm buildings/apartments
Height to Street Ratio		0.65	#		Average buildings height of 40 feet with a 60 foot street
Land coverage %age		60	%		Most buildings have internal circulation or backyards
Blocks and Streets	5				
Block Size		4.56	acre		Standard block size through project area
Block Length		320	feet		Standard block length through project area
Local streets to arterials Ratio		3.3	#		Majority of area is local streets with internal and perimeter arterials
# of intersections per 1/2 sq mi		32	#		Standard grid of mainly local streets
Mobility	5				
Project Perimeter served by arterials?				yes	Telegraph Ave., Durant Ave., Bancroft Ave., Haste St.
50% or greater has ped access to transit within 5 min?				yes	Major streets provide several bus stops
Number of modes within core (car, bus, rail, bike, etc.)		3	#		Car, bus, bike
Sharing Strategies (bike, car, etc.)?				yes	Both car and bike share available
Effective District Wide Parking Strategy?				yes	
On street parking spaces per block		28	spaces		Taken from Durant and Telegraph block
Land use	6				
4 or more uses within core (retail, F&B, hotel, office)?				yes	Retail, F&B, office, and institutional
Retail as a part of overall mix		23	%		
Local serving retail (grocery store, pharmacy)		8	#		Postal service, hair salon, grocery store, banks, computer repair, drug store, etc.
Residential density as percentage of overall land use		59	%		
Number of residential types within core		2	#		Apartment and single-family residential
Walk Score		83	#		
Percentage of residential types within core		33	%		
Smart Site	6				
General orientation		N/S			
Number of registered landmarks		15	#		Includes Anna Head School for Girls, Epworth House, Robcliff Apartments, etc.
Number of new buildings (less than 10 years old)		4	#		
Designated bike lane				yes	
Number of LEED Buildings		2	#		Dwight Childcare Center and Anna Head West Student Housing
Open Space	3				Cleanliness an issue
Size of green space		3.50	acre		People's Park, some open spaces on the UC Berkeley campus
Dedicated green space as percentage of overall area		6.4	%		
Average tree coverage per block by percentage		70	%		Most main arterials and local streets have trees
Size of gathering space		0.85	acre		Sproul and Lower Sproul Plaza on the UC Berkeley Campus
Central gathering space as percentage of overall area		1.55	%		
Sidewalk as a percentage of overall area		9.4	%		
Percentage of pedestrian oriented streets		20.0	%		

COMMENTS

- Large blocks, narrowness of sidewalks, lack of cleanliness
- Difficult environment at night
- Not enough amenities for pedestrians
- Ethnically diverse, but not diverse enough in terms of age cohort

	Score	Value	Units	Yes/No	Comments
SOCIAL 16					
Time of Use	5				Scary at night
Hours of Operation		11.55	hours		Survey of top stores in the area (restaurant, music, books, salon)
Number of Weekly, Monthly, Yearly Events		?	#		Information not available
Ratio of Men to Women		1.50	#		Mainly men in the area, younger and homeless demographic
Human Amenity	4				Not a lot of amenities
Super Amenity		0	#		
Water feature		0	#		
Sculptures		0	#		
Murals		8	#		
WiFi Access				yes	Many restaurants and cafes have wifi
Health Clinic				yes	Redwood Center Psychology, Angela Hasty Psychological Services
Fixed and Temporary Seating		15	#		
Continuing Education				1	UC Berkeley Extension
Daycare				0	
Social Media	3				
District with social media?				N/A	
Frequency of use		N/A	#		
District Yelp Score		N/A	stars		
Number of check ins in one month		44	#		
Check ins per FAR		24	#		
Number of likes in one month		1367	#		
AM to PM check in ratio		0.38	#		
% of check ins within Project Area		22	%		
% of check ins within Region		70	%		
% of check ins out of Region		8	%		
Demographics	4				Predominantly student population
Distribution of age cohorts over time				yes	15-24 age cohort increase, 25-34 and 35-44 age cohort decrease
Ethnicity over time				yes	White population decreased, Black and Hispanic population increased
Household size over time				yes	Household size stable
University within 5 miles?				yes	UC Berkeley (0 mi)
FINANCIAL 25					
Demographics	7				
Household income over time				yes	Increased \$4k (>1% increase)
Employment Rate		94.7	%		Decreased by nearly 2 percentage points
Residential	8				Student population
Average home sales price vs region		1.24	#		Trulia (\$725k vs \$585k)
Median rental rate vs region		1.03	#		\$1222 vs \$1188
Commercial	10				
Average commercial rents vs region		1.33	#		\$27.21 vs \$20.53
TOTAL SCORE 72					

WEST VILLAGE

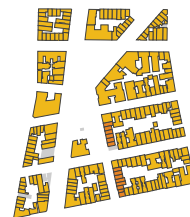
New York City, New York
Urban Neighborhood



Figure Ground

Land Use

- Retail/Office
- Mixed Use
- Residential
- Hotel (can include retail)
- Civic/Institutional
- Parks/Open Space
- Undeveloped Land
- Parking Structure
- Surface Parking



Ground-Floor Commercial Activity

- Retail
- Hotel
- Office
- Entertainment Uses
- Parking Structure

Land Use-Residential

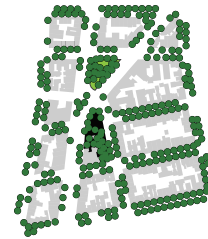
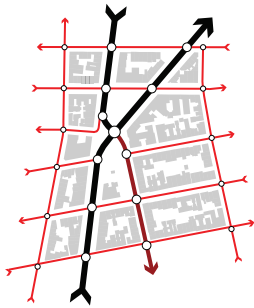
- Single Family
- Townhouse
- Apartment
- Condo/Flat
- Loft/Life-work



The West Village is one of the first true mixed use districts in North America. It benefits from having a great stock of historic buildings, high quality infrastructure, and a public environment. Being located in one of the most economically dynamic metropolitan regions in the world, it supports a diverse community with a high level of allegiance, as evidenced by extremely high social numbers,

many creative industries, desirable residential areas and high end shopping. Financially, it significantly outperforms the county average both in terms of residential and commercial rents, and has extremely low vacancy rates. Future challenges will be environmental as climate continues to change (sea level rise) and financial as its lack of affordability becomes a barrier to entry for younger residents.

96
out of 99

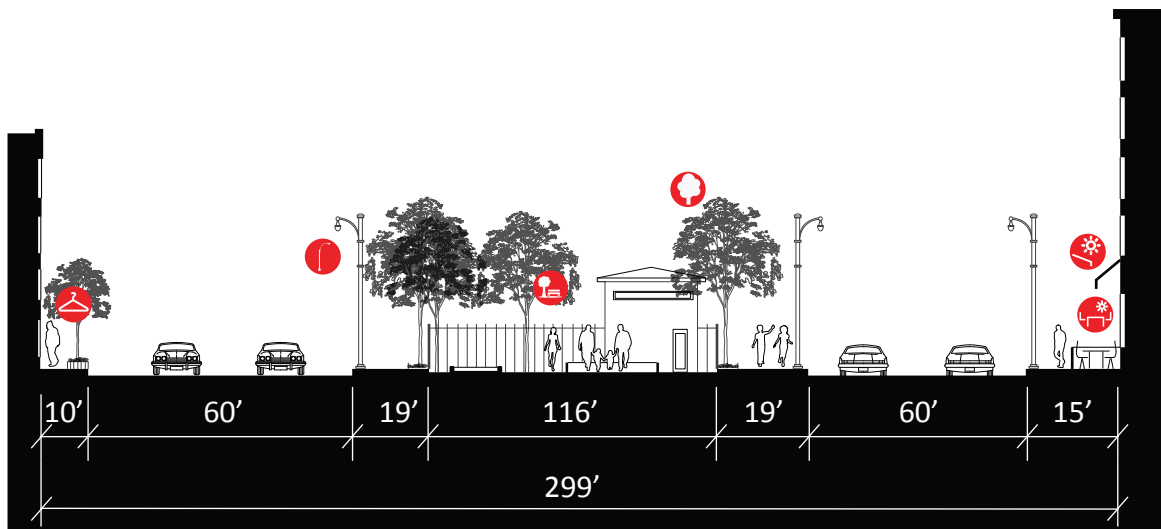


Circulation

- Primary Arterial
- Secondary Arterial
- Local Street
- - - Railroad
- Intersection

Open Space

- Park
- Passage
- Streetscape
- Square/Event Space
- Water Body
- Undeveloped



Section

- public park
- ground-floor retail
- outdoor dining
- awning
- lamppost
- tree canopy



WEST VILLAGE

New York City, New York
Urban Neighborhood

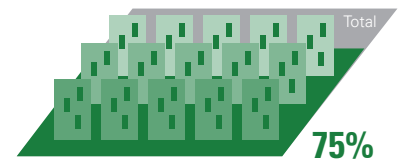
Environment



Total Project Area (Compared to Average)



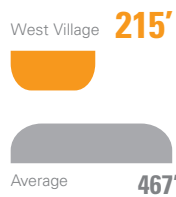
FAR (Compared to Average)



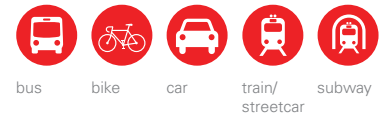
Project Land Coverage



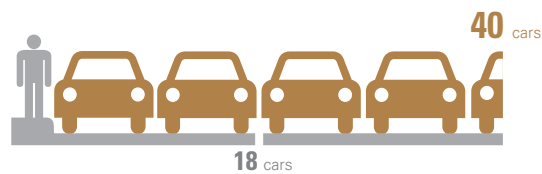
Block Size (Compared to Average)



Block Length (Compared to Average)



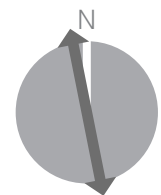
Modes of Transportation



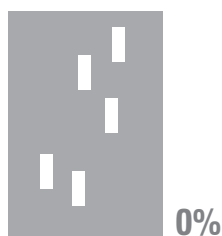
On Street Parking (Compared to Average)



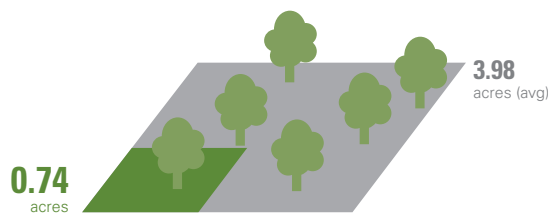
Retail/Residential Percentages of Overall Land Use



General Orientation



Percentage of New Buildings Within 10 Years

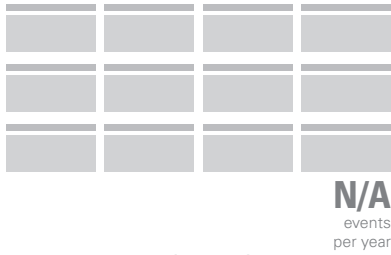


Size of Green Space (Compared to Average)

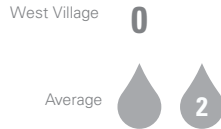


Average Tree Coverage Per Block

Social



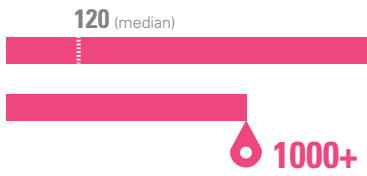
Number of Events (Per Year)



Number of Water Features (Compared to Average)



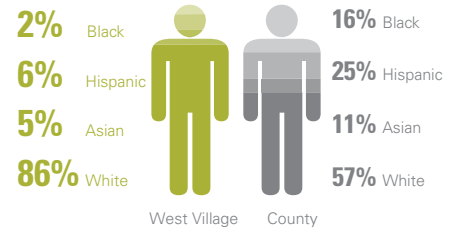
Fixed & Temporary Seating (Compared to Average)



Check ins per FAR (Compared to Median)

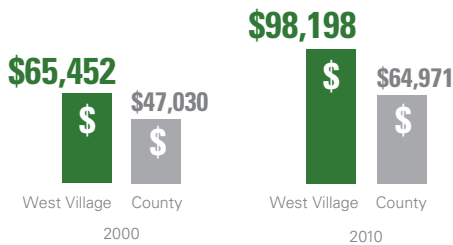


Household Size (Compared to County)

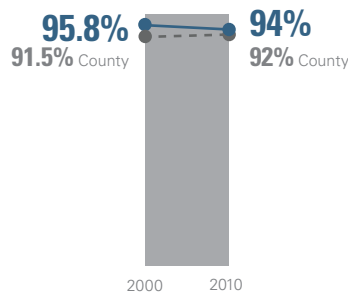


Ethnicity Distribution (Compared to County)

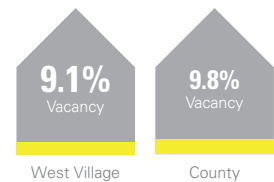
Financial



Household Income (Compared to County)



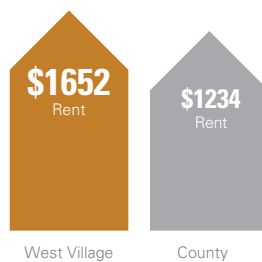
Employment Rate (Compared to County)



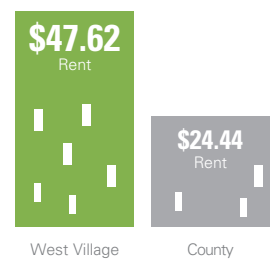
Housing Vacancy (Compared to County)



Avg Home Sale (Compared to County)



Median Rental Rate for Residential (Compared to County)



Avg Rental Rate for Commercial (Compared to County)

WEST VILLAGE

New York City, New York
Urban Neighborhood

	Score	Value	Units	Yes/No	Comments
ENVIRONMENT	32				
Density	6				
Project Core		9.15	acre		Encompasses Abingdon Square Park and the surrounding buildings
Total Project Area		20.17	acre		Includes surrounding commercial and residential buildings
Average FAR		3.75	#		Most buildings are 4 or 6 stories tall
Height to Street Ratio		0.67	#		60 feet tall buildings with a 90 foot wide street
Land coverage %age		75	%		Internal courtyards for every block as well as central open space
Blocks and Streets	4				Arterial through the heart
Block Size		1.81	acre		Non-standard, irregular block size
Block Length		215	feet		Non-standard, irregular block length
Local streets to arterials Ratio		4.5	#		Internal arterials with internal and perimeter arterials
# of intersections per 1/2 sq mi			#		
Mobility	5				
Project Perimeter served by arterials?				no	
50% or greater has ped access to transit within 5 min?				yes	
Number of modes within core (car, bus, rail, bike, etc.)		3	#		Car, bike, bus
Sharing Strategies (bike, car, etc.)?				yes	Bikeshare available.
Effective District Wide Parking Strategy?				no	
On street parking spaces per block		40	spaces		Taken from Bank St between Bleeker St and West 4th St
Land use	6				
4 or more uses within core (retail, F&B, hotel, office)?				yes	Retail, F&B, office, parks
Retail as a part of overall mix		9	%		
Local serving retail (grocery store, pharmacy)		9	#		Grocery store, car mechanic, dry cleaners, pharmacy, bank
Residential density as percentage of overall land use		96	%		
Number of residential types within core		2	#		Apartment and condo
Walk Score		99	#		
Percentage of residential types within core		92	%		
Smart Site	6				
General orientation		N/S			
Number of registered landmarks		0	#		
Number of new buildings (less than 10 years old)		0	#		
Designated bike lane				yes	
Number of LEED Buildings		0	#		
Open Space	5				
Size of green space		0.74	acre		Abingdon Square park
Dedicated green space as percentage of overall area		3.7	%		
Average tree coverage per block by percentage		80	%		
Size of gathering space		1.14	acre		Abingdon Square
Central gathering space as percentage of overall area		5.65	%		
Sidewalk as a percentage of overall area		14.7	%		
Percentage of pedestrian oriented streets		60.0	%		

COMMENTS

- Small block sizes and high density
- Young and socially active demographic
- Great amenities
- Decrease in employment

	Score	Value	Units	Yes/No	Comments
SOCIAL	32				
Time of Use	8				
Hours of Operation		10.89	hours		Survey of top stores in the area (restaurant, salon, pub)
Number of Weekly, Monthly, Yearly Events		N/A	#		Information not available online
Ratio of Men to Women		1.00	#		
Human Amenity	7				
Super Amenity		2	#		Hudson River and East River
Water feature		0	#		
Sculptures		2	#		
Murals		0	#		
WiFi Access				yes	Wifi access available in many coffee shops
Health Clinic				yes	
Fixed and Temporary Seating		29	#		
Continuing Education				no	
Daycare				yes	A Carton of Milk
Social Media	9				
District with social media?				no	
Frequency of use		N/A	#		
District Yelp Score		N/A	stars		
Number of check ins in one month		N/A	#		
Check ins per FAR		N/A	#		
Number of likes in one month		N/A	#		
AM to PM check in ratio		N/A	#		
% of check ins within Project Area		N/A	%		
% of check ins within Region		N/A	%		
% of check ins out of Region		N/A	%		
Demographics	7				Not diverse
Distribution of age cohorts over time				yes	15-24 age cohort increased
Ethnicity over time				no	Predominantly White population
Household size over time				yes	Stable household size
University within 5 miles?				yes	NYU (3500 ft)
FINANCIAL	32				
Demographics	10				Decrease in employment
Household income over time				yes	Increased \$33k (50%)
Employment Rate		94	%		Decreased 2 percentage points
Residential	11				
Average home sales price vs region		N/A	#		Zip code not available, county is \$896k
Median rental rate vs region		1.34	#		\$1652 vs \$1234
Commercial	11				
Average commercial rents vs region		1.95	#		\$47.62 vs \$24.44
TOTAL SCORE	96				

YERBA BUENA

San Francisco, California
Urban Mixed Use District

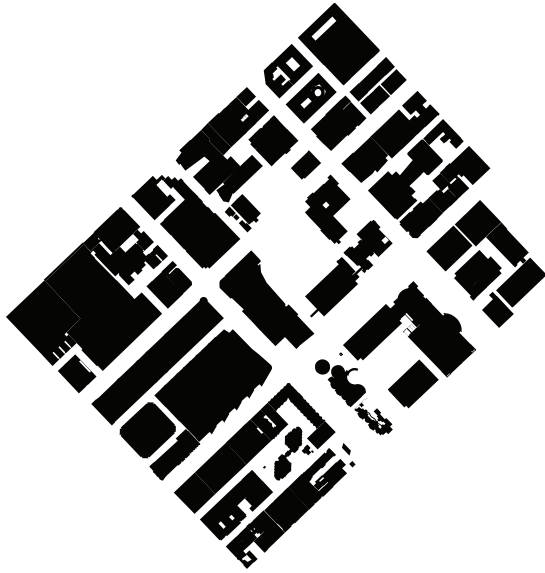
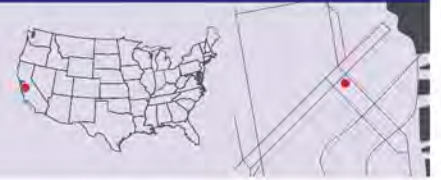
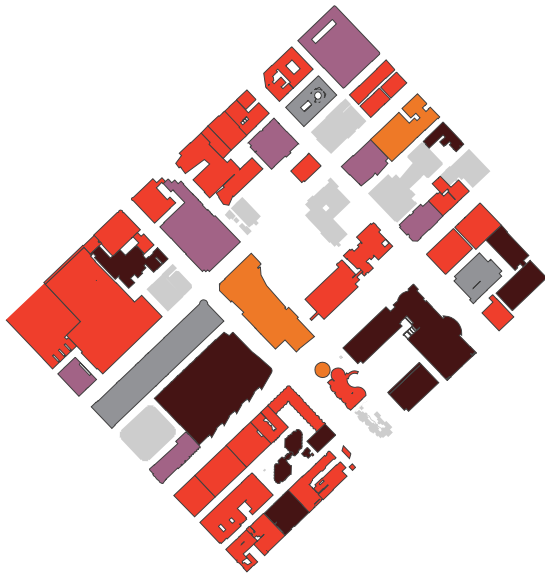


Figure Ground

Land Use

- Retail/Office
- Mixed Use
- Residential
- Hotel (can include retail)
- Civic/Institutional
- Parks/Open Space
- Undeveloped Land
- Parking Structure
- Surface Parking



Ground-Floor
Commercial Activity

- Retail
- Hotel
- Office
- Entertainment Uses
- Parking Structure

Land Use-
Residential

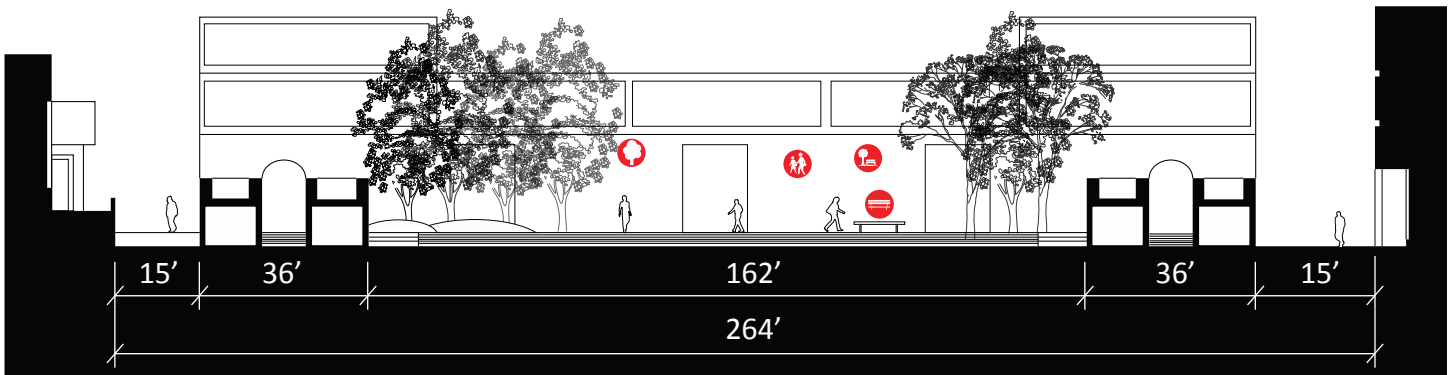
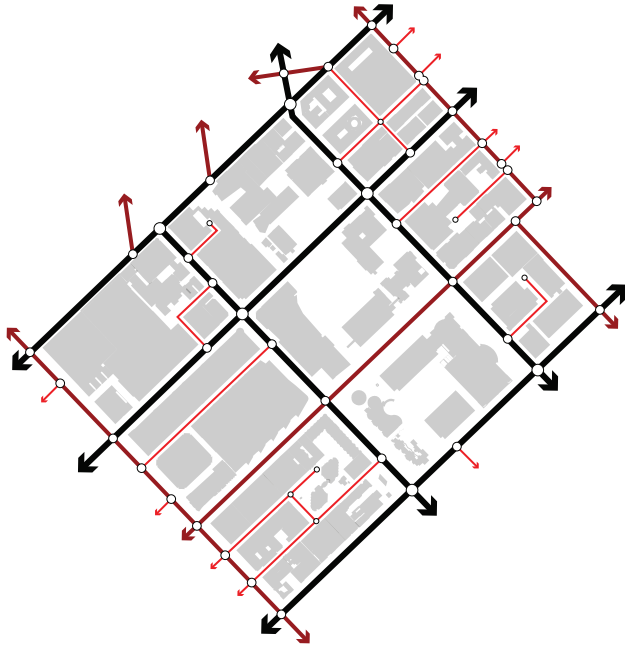
- Single Family
- Townhouse
- Apartment
- Condo/Flat
- Loft/Life-work



Part of a massive redevelopment project that started in the 1980s, Yerba Buena has been a successful addition to downtown San Francisco and continues to improve. Fundamentally, its large blocks create a difficult mobility issue in that blocks are hard to get around, but this condition is somewhat mitigated by midblock passages

and park networks internal to the district. For an area known for community events, social numbers for the area are relatively low, implying a need for more residents and community oriented uses in or nearby the district. Financial numbers have improved significantly over the last decade.

84
out of 99



- tree canopy
- public park
- public seating
- pedestrian-only



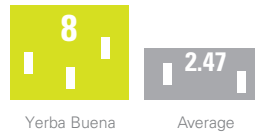
YERBA BUENA

San Francisco, California
Urban Mixed Use District

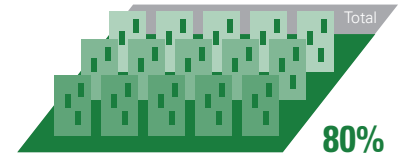
Environment



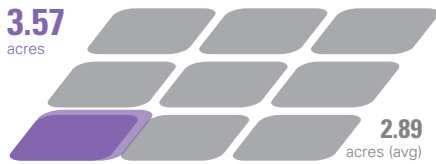
Total Project Area (Compared to Average)



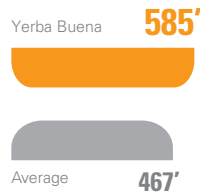
FAR (Compared to Average)



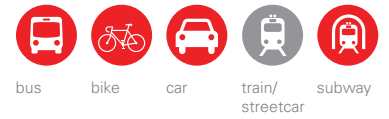
Project Land Coverage



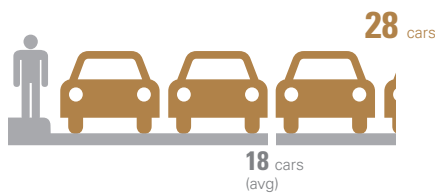
Block Size (Compared to Average)



Block Length (Compared to Average)



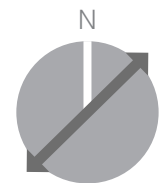
Modes of Transportation



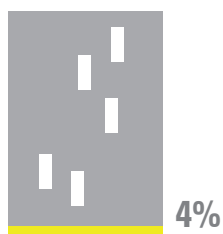
On Street Parking (Compared to Average)



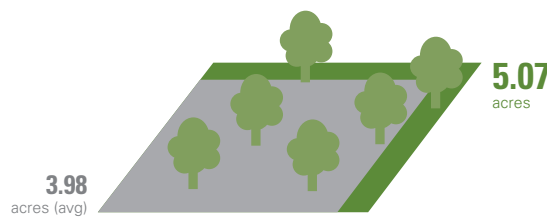
Retail/Residential Percentages of Overall Land Use



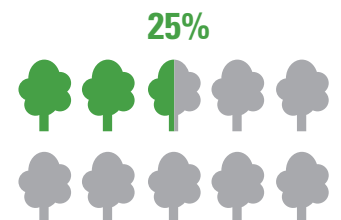
General Orientation



Percentage of New Buildings Within 10 Years

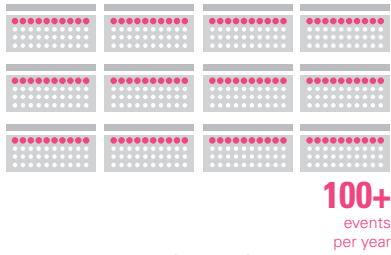


Size of Green Space (Compared to Average)

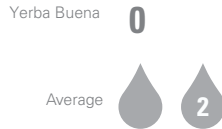


Average Tree Coverage Per Block

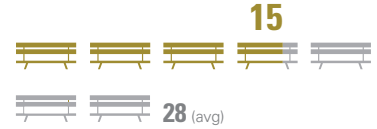
Social



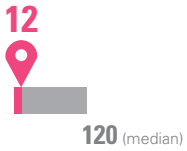
Number of Events (Per Year)



Number of Water Features (Compared to Average)



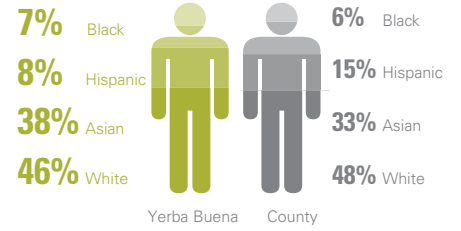
Fixed & Temporary Seating (Compared to Average)



Check ins per FAR (Compared to Median)

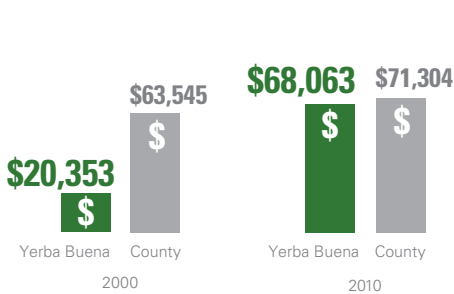


Household Size (Compared to County)

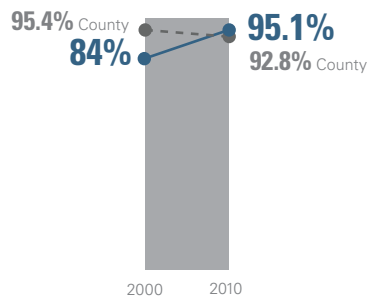


Ethnicity Distribution (Compared to County)

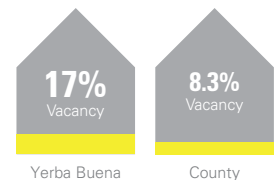
Financial



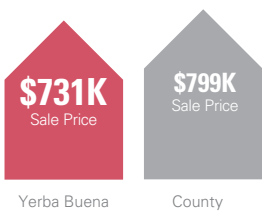
Household Income (Compared to County)



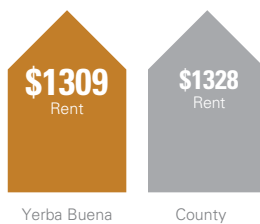
Employment Rate (Compared to County)



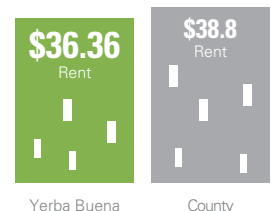
Housing Vacancy (Compared to County)



Avg Home Sale (Compared to County)



Median Rental Rate for Residential (Compared to County)



Avg Rental Rate for Commercial (Compared to County)

YERBA BUENA

San Francisco, California
Urban Mixed Use District

	Score	Value	Units	Yes/No	Comments
ENVIRONMENT	28				
Density	6				
Project Core		33.33	acre		Encompasses Yerba Buena Gardens and surrounding buildings
Total Project Area		79.61	acre		Includes surrounding buildings
Average FAR		8	#		
Height to Street Ratio		1.20	feet		120 feet tall building with a 100 foot wide sidewalk
Land coverage %age		80	%		
Blocks and Streets	4				Big Blocks
Block Size		11.43	acre		Standard, regular block size
Block Length		585	feet		Standard, regular block length
Local streets to arterials Ratio		0.9	#		Internal local streets with internal and perimeter arterials
# of intersections per 1/2 sq mi		53	#		
Mobility	3				Industrial Grid
Project Perimeter served by arterials?				no	
50% or greater has ped access to transit within 5 min?				no	Bus stops are available, but not too many.
Number of modes within core (car, bus, rail, bike, etc.)		4	#		Car, bus, subway, and bike. Note: Designated bike path is minimal.
Sharing Strategies (bike, car, etc.)?				yes	Bike share available
Effective District Wide Parking Strategy?				yes	Several parking structures available
On street parking spaces per block		28	spaces		Taken from Howard St between 3rd and Hawthorne
Land use	4				Lack of residential
4 or more uses within core (retail, F&B, hotel, office)?				yes	F&B, retail, hotel, office
Retail as a part of overall mix		24	%		
Local serving retail (grocery store, pharmacy)		5	#		Gas station, pharmacy, computer repair
Residential density as percentage of overall land use		11	%		
Number of residential types within core		2	#		Condominiums and apartments
Walk score		95	#		
Percentage of residential types within core		0	%		
Smart Site	6				Urban infill
General orientation		NE/SW			
Number of registered landmarks		4	#		Includes Jessie Street Substation, Building at 735 Market Street, and Rialto Building
Number of new buildings (less than 10 years old)		3	#		
Designated bike lane				yes	
Number of LEED Buildings		8	#		Includes 800 Market St., Knoll San Francisco Showroom, Levis, Pacific Place, and Trulia
Open Space	5				Great Public Space
Size of green space		5.07	acre		Yerba Buena Gardens, Moscone Center
Dedicated green space as percentage of overall area		6.4	%		
Average tree coverage per block by percentage		25	%		
Size of gathering space		0.87	acre		Contemporary Jewish Museum
Central gathering space as percentage of overall area		1.09	%		
Sidewalk as a percentage of overall area		10.9	%		
Percentage of pedestrian oriented streets		25.0	%		

COMMENTS

- Large blocks create mobility challenges
- Significant event programming throughout the year
- Mostly office workers and tourists in area
- Relatively low social media numbers

	Score	Value	Units	Yes/No	Comments
SOCIAL	29				
Time of Use	8				Great events
Hours of Operation		11.66	hours		Survey of top stores in the area (Hotel, Restaurant, Gardens, Photography, Museum)
Number of Weekly, Monthly, Yearly Events		100+	#		
Ratio of Men to Women		1.00	#		
Human Amenity	8				Good amenities
Super Amenity		2	#		San Francisco Bay and Pacific Ocean
Water feature		0	#		
Sculptures		0	#		
Murals		0	#		
WiFi Access				yes	Coffee shops and cafes offer wifi access
Health Clinic				yes	
Fixed and Temporary Seating		15	#		
Continuing Education				yes	City College of San Francisco-Downtown Campus, Revolving Sound Production & Training
Daycare				yes	Yerba Buena Gardens Child Development Center
Social Media	6				Not great social
District with social media?				yes	Facebook and Twitter
Frequency of use		0	/week		Average use of Facebook and Twitter this week
District Yelp Score		4.50	stars		
Number of check ins in one month		99	#		
Check ins per FAR		12	#		
Number of likes in one month		1895	#		
AM to PM check in ratio		0.41	#		
% of check ins within Project Area		59	%		
% of check ins within Region		25	%		
% of check ins out of Region		15	%		79 total
Demographics	7				Young and diverse
Distribution of age cohorts over time				yes	15-24 age cohort increased, 25-34 age cohort stable
Ethnicity over time				yes	White a majority minority with a large Asian population
Household size over time				yes	Relatively stable household size
University within 5 miles?				yes	UC Hastings (4000 ft)
FINANCIAL	27				
Demographics	9				
Household income over time				yes	Increased \$47k (334%)
Employment Rate		95.1	%		Increased 11 percentage points
Residential	9				Underperforms
Average home sales price vs region		0.91	#		\$731k vs \$799k
Median rental rate vs region		0.99	#		\$1309 vs \$1328
Commercial	9				Underperforms
Average commercial rents vs region		0.94	#		\$36.36 vs \$38.8
TOTAL SCORE	84				

TOP SOCIAL DISTRICTS

Top Social districts are those places that create a sense of affiliation beyond a typical district. Modern use of social media creates the ability to track how memorable and culturally unique a district is in the minds of its users.

The ways in which districts create a sense of social allegiance are varied, and can include numerous cultural and community oriented events, a unique and complementary set of land uses, and a unique location in the city.

3RD STREET PROMENADE

Santa Monica, California
Urban Retail District

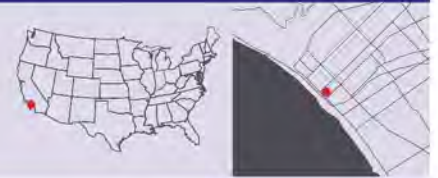
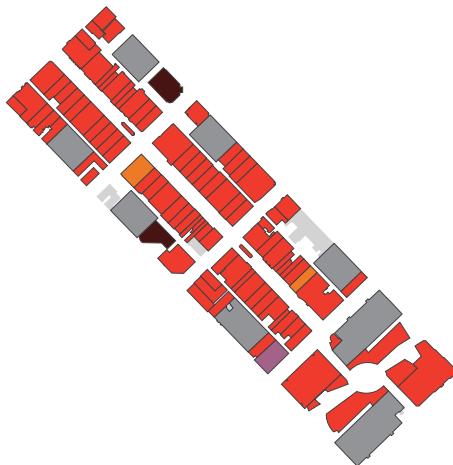


Figure Ground

Land Use

- Retail/Office
- Mixed Use
- Residential
- Hotel (can include retail)
- Civic/Institutional
- Parks/Open Space
- Undeveloped Land
- Parking Structure
- Surface Parking



Ground-Floor
Commerical Activity

- Retail
- Hotel
- Office
- Entertainment Uses
- Parking Structure

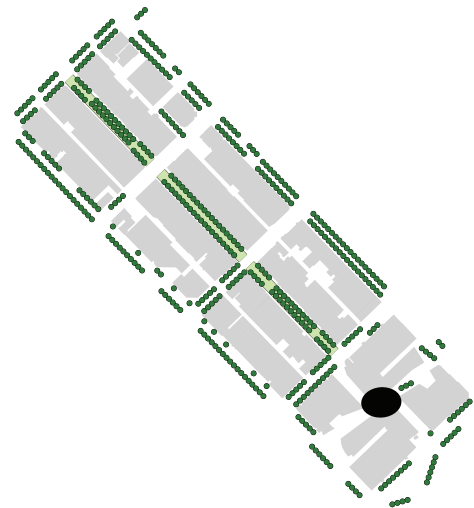
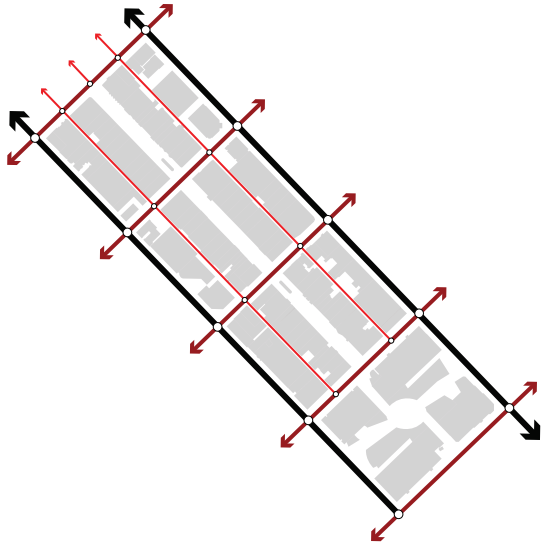
Land Use-
Residential

- Single Family
- Townhouse
- Apartment
- Condo/Flat
- Loft/Life-work



The 3rd Street Promenade is one of the premiere retail and entertainment districts in North America. It benefits from being near the beach (high value demographics) and being served by an adjacent major highway. Although the number of "likes" in social media was very high, the number of "check ins" are relatively low, especially in relation to the district's density. This implies a heavy

emphasis on tourism for retail traffic, which has weakened 3rd Street's ability to be a local activity hub for Santa Monica. Suggested improvements might include increasing residential population, improving transit connections (this is already in progress) and increasing local community oriented events in the district.

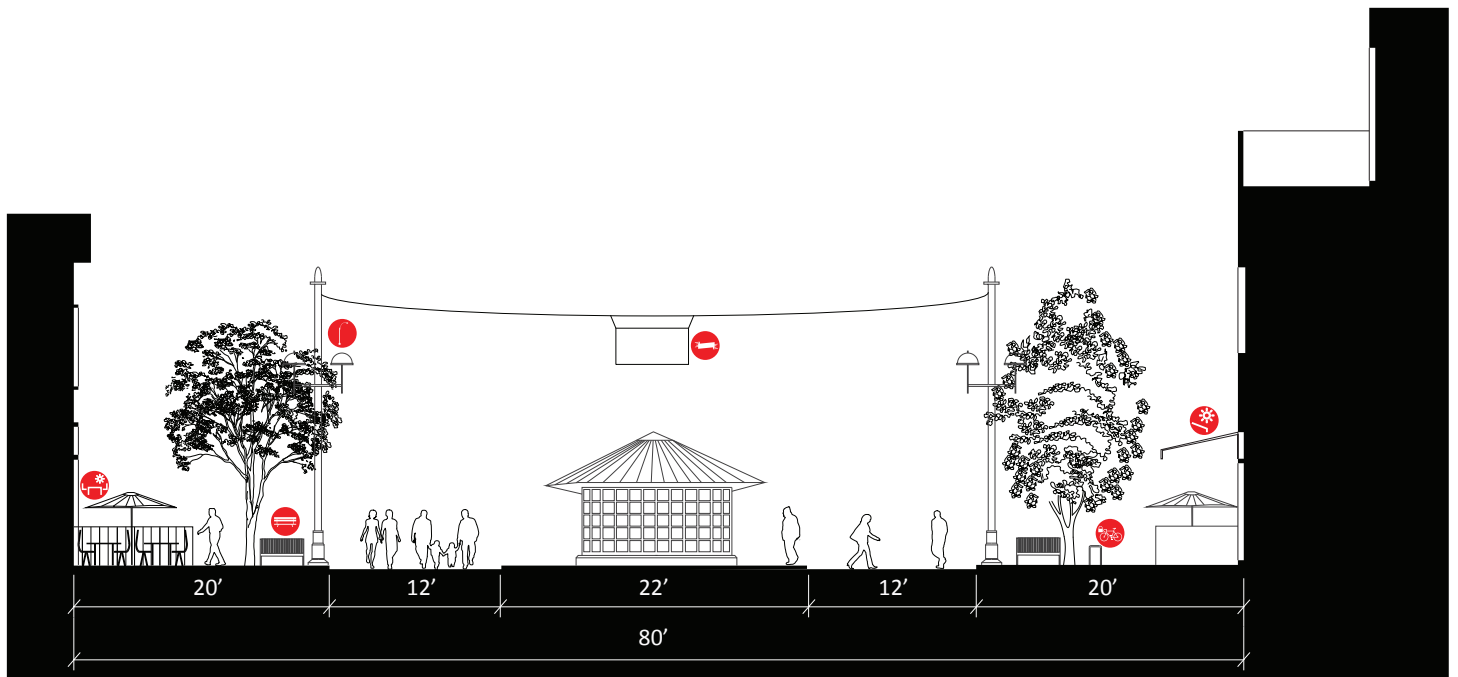


Circulation

- Primary Arterial
- Secondary Arterial
- Local Street
- - - Railroad
- Intersection

Open Space

- Park
- Passage
- Streetscape
- Square/Event Space
- Water Body
- Undeveloped



Section

- ☀ outdoor dining
- ☀ bike parking
- ☀ public seating
- ☀ awning
- ☀ lamppost
- ☀ signage



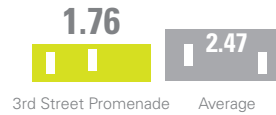
3RD STREET PROMENADE

Santa Monica, California
Urban Retail District

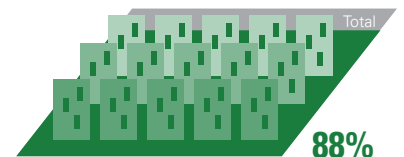
Environment



Total Project Area (Compared to Average)



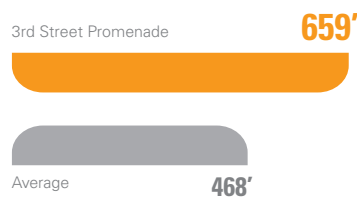
FAR (Compared to Average)



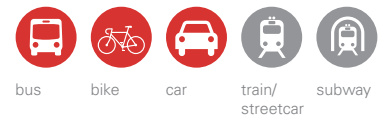
Project Land Coverage



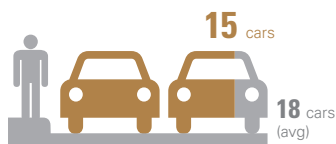
Block Size (Compared to Average)



Block Length (Compared to Average)



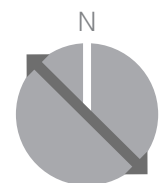
Modes of Transportation



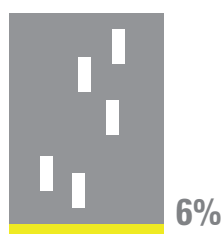
On Street Parking (Compared to Average)



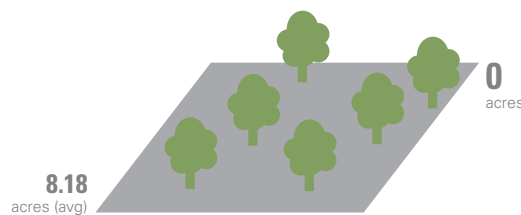
Retail/Residential Percentages of Overall Land Use



General Orientation



Percentage of New Buildings Within 10 Years

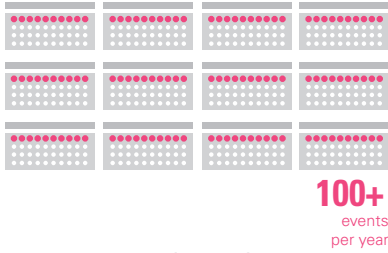


Size of Green Space (Compared to Average)

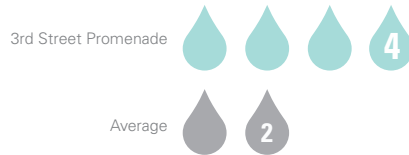


Average Tree Coverage Per Block

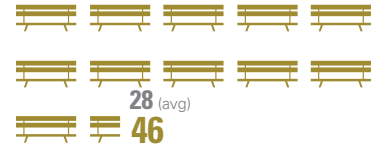
Social



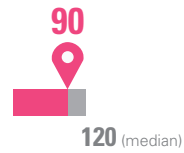
Number of Events (Per Year)



Number of Water Features (Compared to Average)



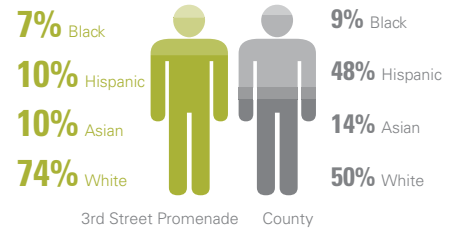
Fixed & Temporary Seating (Compared to Average)



Check ins per FAR (Compared to Median)

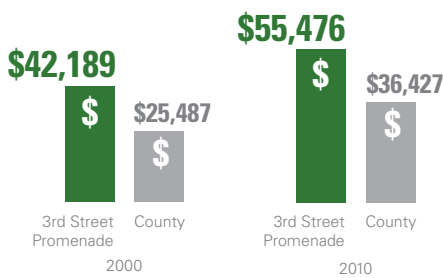


Household Size (Compared to County)

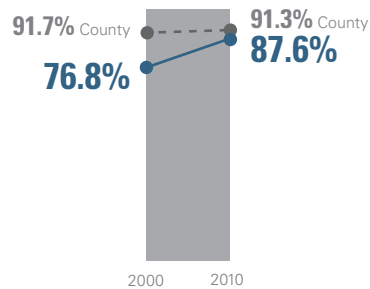


Ethnicity Distribution (Compared to County)

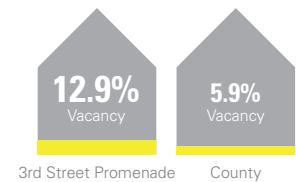
Financial



Household Income (Compared to County)



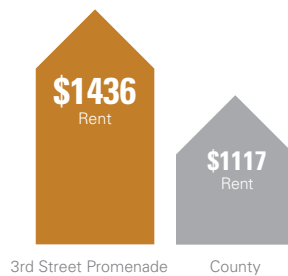
Employment Rate (Compared to County)



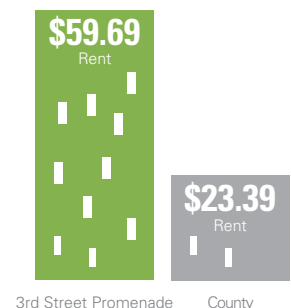
Housing Vacancy (Compared to County)



Avg Home Sale (Compared to County)



Median Rental Rate for Residential (Compared to County)



Avg Rental Rate for Commercial (Compared to County)

3RD STREET PROMENADE

Santa Monica, California
Urban Retail District

	Score	Value	Units	Yes/No	Comments
ENVIRONMENT	26				
Density	5				
Project Core		16.79	acre		Encompasses 3rd Street Promenade
Total Project Area		72.82	acre		Includes surrounding 2nd and 4th Street
Average FAR		1.76	#		Many buildings are 2 stories with roughly the same frequency in 1 and 3+ story buildings
Height to Street Ratio		0.50	#		Average building height of 40 feet to 80 foot street
Land coverage %age		88	%		Most parcels are built out, with some dedicated ROW or parking
Blocks and Streets	4				Very long block
Block Size		2.278	acre		Block sizes are consistent throughout the site
Block Length		659	feet		Block lengths are consistent throughout the site
Local streets to arterials Ratio		0.5	#		Very few internal alleys while the project is surrounded and intersected by arterials
# of intersections per 1/2 sq mi		33	#		Consistent grid size allows for an adequate number of intersections
Mobility	4				Needs transit
Project Perimeter served by arterials?				yes	3rd Street Promenade ends with the arterial of Wilshire Blvd.
50% or greater has ped access to transit within 5 min?				yes	Several bus stops near 3rd Street, allowing for easy and fast access to transit.
Number of modes within core (car, bus, rail, bike, etc.)		3	#		Car, bus, and Bike
Sharing Strategies (bike, car, etc.)?				yes	Bike share exists. Car share will be available soon.
Effective District Wide Parking Strategy?				yes	Plenty of structural parking around 3rd Street.
On street parking spaces per block		15	spaces		Metered street parking available.
Land use	4				Not a lot of residential
4 or more uses within core (retail, F&B, hotel, office)?				yes	Retail, hotel, offices, and food & beverage.
Retail as a part of overall mix		59	%		
Local serving retail (grocery store, pharmacy)		18	#		Hair salons, gyms, and banks make up most of the local serving retail
Residential density as percentage of overall land use		7.92079	%		Most residential spaces in the area are mixed-use.
Number of residential types within core		1	#		Apartments
Walk Score		95	#		From walkscore.com
Percentage of residential types within core		10	%		Residential spaces in core are all mixed use.
Smart Site	5				Not N/S
General orientation		NW/SE			316 degrees from azimuth
Number of registered landmarks		4	#		All landmarks are preserved and most reside on 3rd St.
Number of new buildings (less than 10 years old)		6	#		All found on 3rd St.
Designated bike lane				yes	
Number of LEED Buildings			#		
Open Space	4				Relies on ocean as amenity
Size of green space		-	acre		No green space is provided in the project area
Dedicated green space as a percentage of overall area		-	%		No green space is provided in the project area
Average tree coverage per block by percentage		74	%		Most streets have tree coverage, some have little to none
Size of gathering space		2.53	acre		Gathering spaces along promenade and within Santa Monica Place
Central gathering space as a percentage of overall area		3.47	%		Gathering space is a majority of the core area
Sidewalk as a percentage of overall area		3.2	%		Adequately sized sidewalks with appropriately sized streets
Percentage of pedestrian oriented streets		90.0	%		Many streets have pedestrian enhancements such as seating, tree coverage, and plants

COMMENTS

- Needs transit improvements
- Not enough residential nearby
- Check-ins per month are low
- High financial numbers

	Score	Value	Units	Yes/No	Comments
SOCIAL 28					
Time of Use	8				More women than men
Hours of Operation		11.38	hours		Survey of most popular destinations from health store to bookstores to restaurants
Number of Weekly, Monthly, Yearly Events		100+	#		Distribution of weekly (farmers market), monthly (Cinema), yearly (Winterlit) events
Ratio of Men to Women		0.82	#		While there are more women, there are a significant amount of men as well
Human Amenity	7				Community amenities
Super Amenity		1	#		Near Santa Monica Beach
Water feature		4	#		Found along 3rd street
Sculptures		6	#		Found along 3rd street
Murals		1	#		Found on 2nd St. on the wall of mall's parking structure
WiFi Access				yes	
Health Clinic				yes	Terra Wellness, Planned parenthood, Suos Housing Department
Fixed and Temporary Seating		46	#		Areas with seating
Continuing Education				no	Nearest institution is Santa Monica College
Daycare				no	None were found in our area of focus, but there is one nearby in a church.
Social Media	7				Social media not as high as others
District with social media?				yes	Facebook, Twitter, YouTube, Foursquare, and Flickr
Frequency of use		19	/week		Number taken from Facebook use
District Yelp Score		4.00	stars		
Number of check ins in one month		158	#		
Check ins per FAR		90	#		
Number of likes in one month		34604	#		
AM to PM check in ratio		1.29			
% of check ins within Project Area		50	%		
% of check ins within Region		42	%		
% of check ins out of Region		8	%		
Demographics	6				Low per capita income
Distribution of age cohorts over time				yes	Large increase in 15-24 age cohort with decreases in 25-34 and 35-44 age cohorts
Ethnicity over time				yes	Asian population has increased, decreases in White and Hispanic populations
Household size over time				yes	Significant increase in household sizes, trending towards 1.5 people per household
University within 5 miles?				yes	Santa Monica College (1.35 mi)
FINANCIAL 32					
Demographics	10				
Household income over time				yes	Median income has increased (\$11k)
Employment Rate		87.6	%		Employment status has increased, however a large unemployed labor force remains
Residential	11				Financially extremely good #s
Median home sales price vs region		1.48			Trulia information (\$782k vs \$530k)
Median rental rate vs region		1.29			\$1436 vs \$1117
Commercial	11				Financially extremely good #s
Average commercial rents vs region		2.55	#		\$59.69 vs \$23.39
TOTAL SCORE 86					

BEALE STREET

Memphis, Tennessee
Sports and Entertainment District

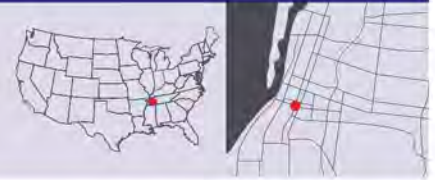


Figure Ground

Land Use

- Retail/Office
- Mixed Use
- Residential
- Hotel (can include retail)
- Civic/Institutional
- Parks/Open Space
- Undeveloped Land
- Parking Structure
- Surface Parking



Ground-Floor Commercial Activity

- Retail
- Hotel
- Office
- Entertainment Uses
- Parking Structure

Land Use-Residential

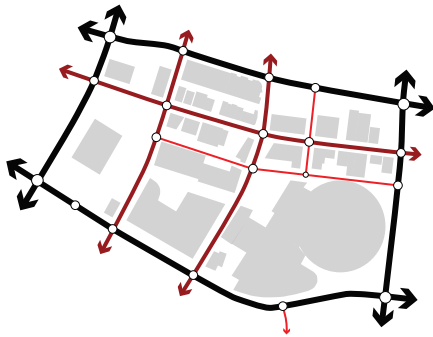
- Single Family
- Townhouse
- Apartment
- Condo/Flat
- Loft/Life-work



Beale Street is one of the top tourist destinations in Memphis. Its combination of bars, nightclubs, shops, and restaurants are a memorable hub of activity in Memphis' downtown. The built environment is historic, but also hard edged and scored relatively low for human amenity (some of the lowest tree canopy numbers we studied were found here). Social challenges are linked to its popularity

with tourists and its simultaneous lack of local presence, resulting in relatively high crime and vacancy rates. Financials for the area show residential and office rents lower than the county. Improvements could include building more of a local residential population, as well as promoting more local community amenities and events.

72
out of 99

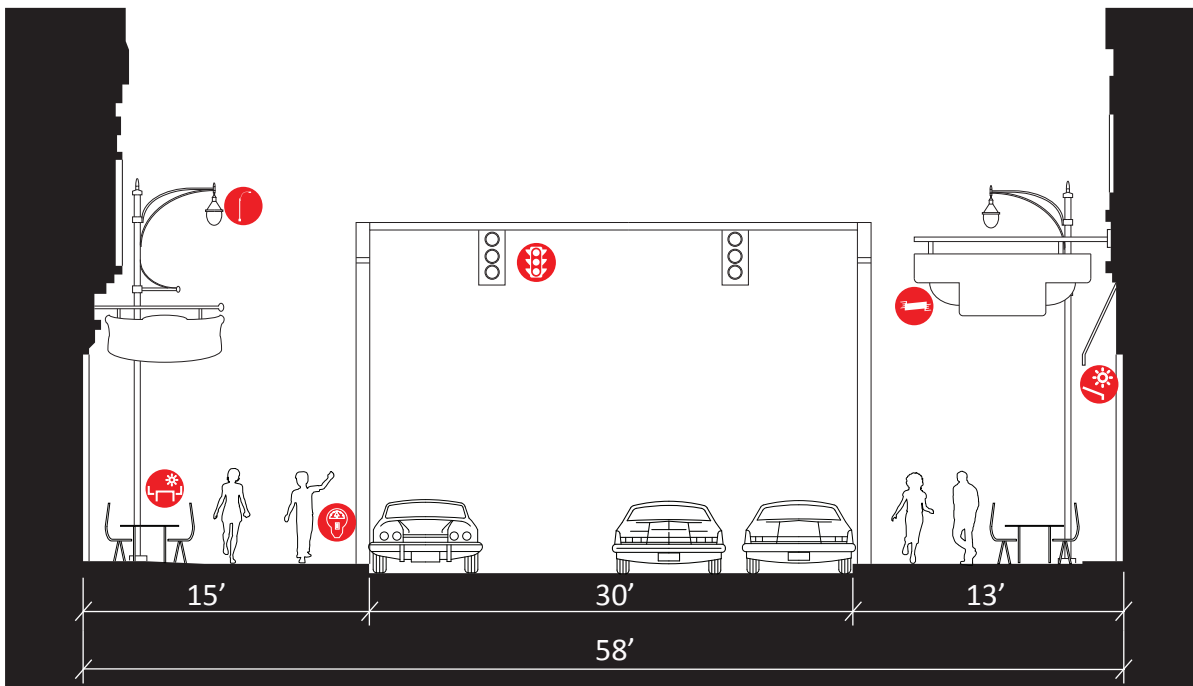


Circulation

- Primary Arterial
- Secondary Arterial
- Local Street
- - - Railroad
- Intersection

Open Space

- Park
- Passage
- Streetscape
- Square/Event Space
- Water Body
- Undeveloped



Section

- ☀ outdoor dining
- ☀ awning
- 🚦 lamppost
- 🚦 street parking
- 🚦 signage
- 🚦 traffic light



BEALE STREET

Memphis, Tennessee
Sports and Entertainment District

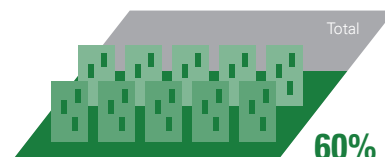
Environment



Total Project Area (Compared to Average)



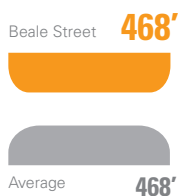
FAR (Compared to Average)



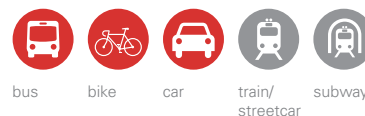
Project Land Coverage



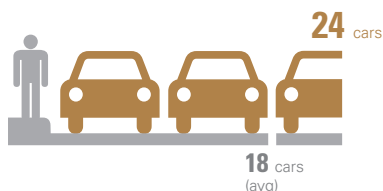
Block Size (Compared to Average)



Block Length (Compared to Average)



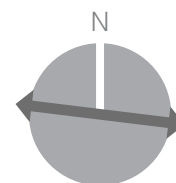
Modes of Transportation



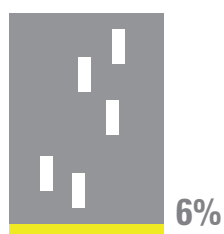
On Street Parking (Compared to Average)



Retail/Residential Percentages of Overall Land Use



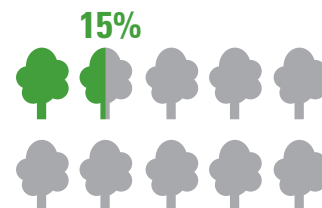
General Orientation



Percentage Of New Buildings Within 10 Years

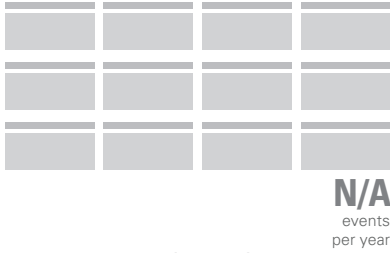


Size of green space (Compared to Average)



Average Tree Coverage Per Block

Social



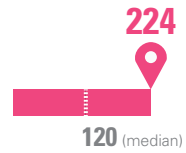
Number of Events (Per Year)



Number of Water Features (Compared to Average)



Fixed & Temporary Seating (Compared to Average)



Check ins per FAR (Compared to Median)

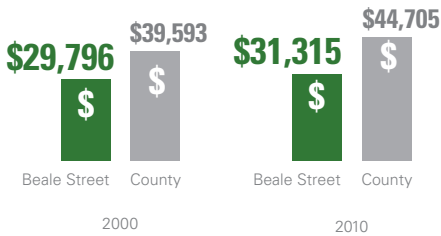


Household Size (Compared to County)

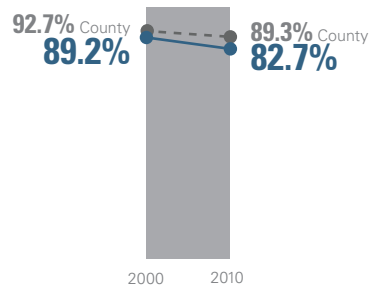


Ethnicity Distribution (Compared to County)

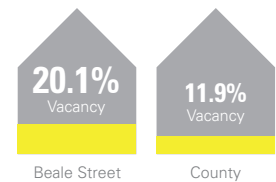
Financial



Household Income (Compared to County)



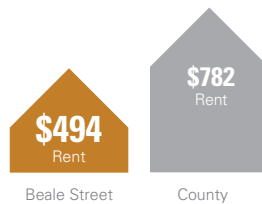
Employment Rate (Compared to County)



Housing Vacancy (Compared to County)



Avg Home Sale (Compared to County)



Median Rental Rate for Residential (Compared to County)



Avg Rental Rate for Commercial (Compared to County)

BEALE STREET

Memphis, Tennessee
Sports and Entertainment District

	Score	Value	Units	Yes/No	Comments
ENVIRONMENT	23				
Density	5				
Project Core		11.54	acre		Encompasses Beale St and its buildings
Total Project Area		44.89	acre		Includes FedEx Forum, Light Gas & Water building
Average FAR		1.2	#		Most buildings are 2 stories tall, however 40% of land has no building
Height to Sidewalk Ratio		0.40	feet		Average building height of 24 feet with a 60 foot wide street
Land coverage %age		60	%		Most parcels are undeveloped, large space around the building
Blocks and Streets	4				
Block Size		2.56	acre		Non-standard, irregular block size
Block Length		468	feet		Standard block length
Local streets to arterials Ratio		0.7	#		Local and arterials internally and around perimeter
# of intersections per 1/2 sq mi		38	#		Non-standard, irregular grid network
Mobility	4				Tourist Destination
Project Perimeter served by arterials?				yes	Peabody Pl, Main St., 4th St., Route 78
50% or greater has ped access to transit within 5 min?				yes	Several bus stops are available on major arterials
Number of modes within core (car, bus, rail, bike, etc.)		3	#		Bike, bus, car
Sharing Strategies (bike, car, etc.)?				yes	Carshare
Effective District Wide Parking Strategy?				yes	Huge parking structure available
On street parking spaces per block		24	spaces		Taken from Beal St. between 3rd St. and Route 79
Land use	3				Not enough residential
4 or more uses within core (retail, F&B, hotel, office)?				yes	Retail, F&B, hotel, office
Retail as a part of overall mix		56	%		
Local serving retail (grocery store, pharmacy)		0	#		
Residential density as percentage of overall land use		7	%		
Number of residential types within core		1	#		Apartments
Walk score		77	#		
Percentage of residential types within core		7	%		
Smart Site	4				
General orientation		E/W			
Number of registered landmarks		1	#		Beale St Historic District
Number of new buildings (less than 10 years old)		3	#		FedEx Forum, Gibson Factory, The Westin
Designated bike lane				yes	
Number of LEED Buildings		0	#		
Open Space	3				
Size of green space		5.16	acre		Area around Gas Light and Power building, Handy Park
Dedicated green space as percentage of overall area		11.5	%		
Average tree coverage per block by percentage		15	%		
Size of gathering space		0.91	acre		Plazas in front of FedEx Forum
Central gathering space as percentage of overall area		2.03	%		
Sidewalk as a percentage of overall area		3.9	%		
Percentage of pedestrian oriented streets		10.0	%		

COMMENTS

- Tourist destination
- Not enough residential
- Lack of human amenities
- Very homogeneous local population

	Score	Value	Units	Yes/No	Comments
SOCIAL 26					
Time of Use	6				
Hours of Operation		13	hours		
Number of Weekly, Monthly, Yearly Events		N/A	#		
Ratio of Men to Women		1.50	#		
Human Amenity	6				Not great
Super Amenity		1	#		Mississippi River
Water feature		1	#		
Sculptures		2	#		
Murals		1	#		
WiFi Access				yes	Select hotels and cafes provide free wifi
Health Clinic				no	
Fixed and Temporary Seating		14	#		
Continuing Education				no	
Daycare				no	
Social Media	8				Good
District with social media?				N/A	
Frequency of use		N/A	/week		
District Yelp Score		3.50	stars		
Number of check ins in one month		269	#		
Check ins per FAR		224	#		
Number of likes in one month		3599	#		
AM to PM check in ratio		0.43	#		
% of check ins within Project Area		49	%		99 total
% of check ins within Region		28	%		
% of check ins out of Region		22	%		
Demographics	6				Not diverse
Distribution of age cohorts over time				yes	15-24 cohort increased, 25-34 and 35-44 age cohorts decreased
Ethnicity over time				no	Predominantly black population, decreasing white and minority populations
Household size over time				no	significant change in household size
University within 5 miles?				yes	Southwest Tennessee Community College (4600 ft)
FINANCIAL 23					
Demographics	7				
Household income over time				yes	Increased \$2k (7%)
Employment Rate		82.7	%		Decreased 7 percentage points
Residential	7				
Average home sales price vs region		1.87	#		\$215 vs \$115
Average rental rate vs region		0.63	#		\$494 vs \$782
Commercial	9				
Average commercial rents vs region		1.06	#		\$17.12 vs \$16.21
TOTAL SCORE 72					

BRYANT PARK

New York City, New York
Urban Mixed Use District

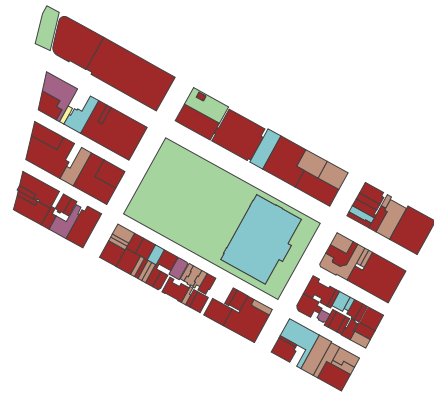
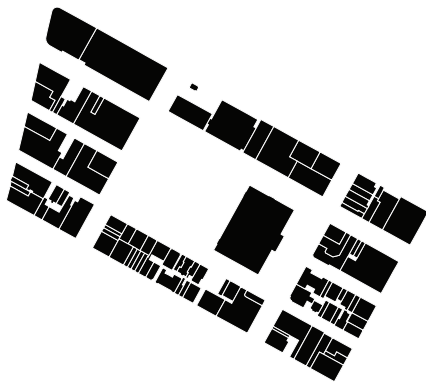
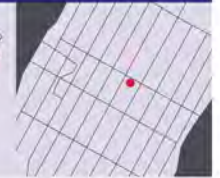
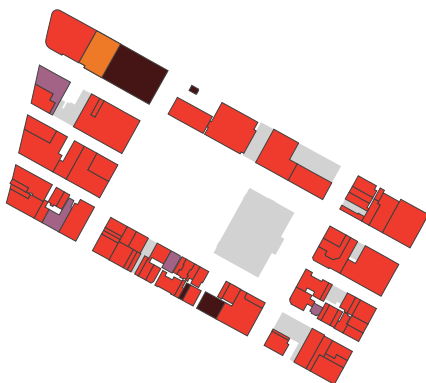


Figure Ground

Land Use

- Retail/Office
- Mixed Use
- Residential
- Hotel (can include retail)
- Civic/Institutional
- Parks/Open Space
- Undeveloped Land
- Parking Structure
- Surface Parking



Ground-Floor
Commercial Activity

- Retail
- Hotel
- Office
- Entertainment Uses
- Parking Structure

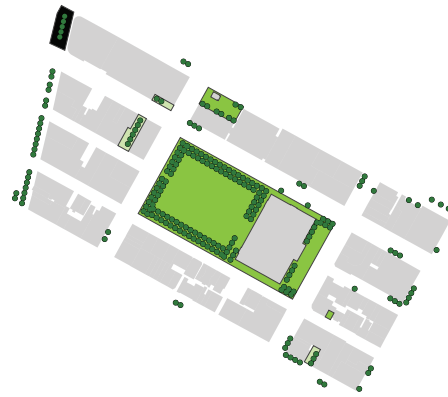
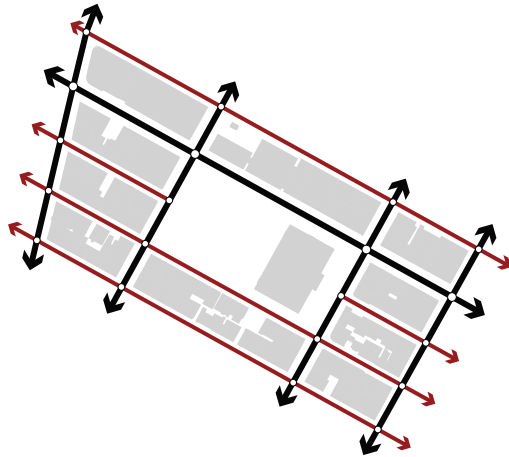
Land Use-
Residential

- Single Family
- Townhouse
- Apartment
- Condo/Flat
- Loft/Life-work



Bryant Park performed very well in our study, with its social networking numbers being especially good. Its location has much to do with its success, and it acts as a large multifunctional space that appeals to many users, including locals, workers, and tourists. The park is designed to accommodate a variety of events simultaneously, and is hyper programmed through the week. Its financial numbers

imply a highly desirable location for both residential and commercial uses. Challenges come mostly from the width and vehicular activity of its streets, resulting in safety issues for pedestrians who want to access the park. Potential improvements could include reducing the speed and amount of vehicular traffic around the park and adding local serving retail with affordable housing nearby.

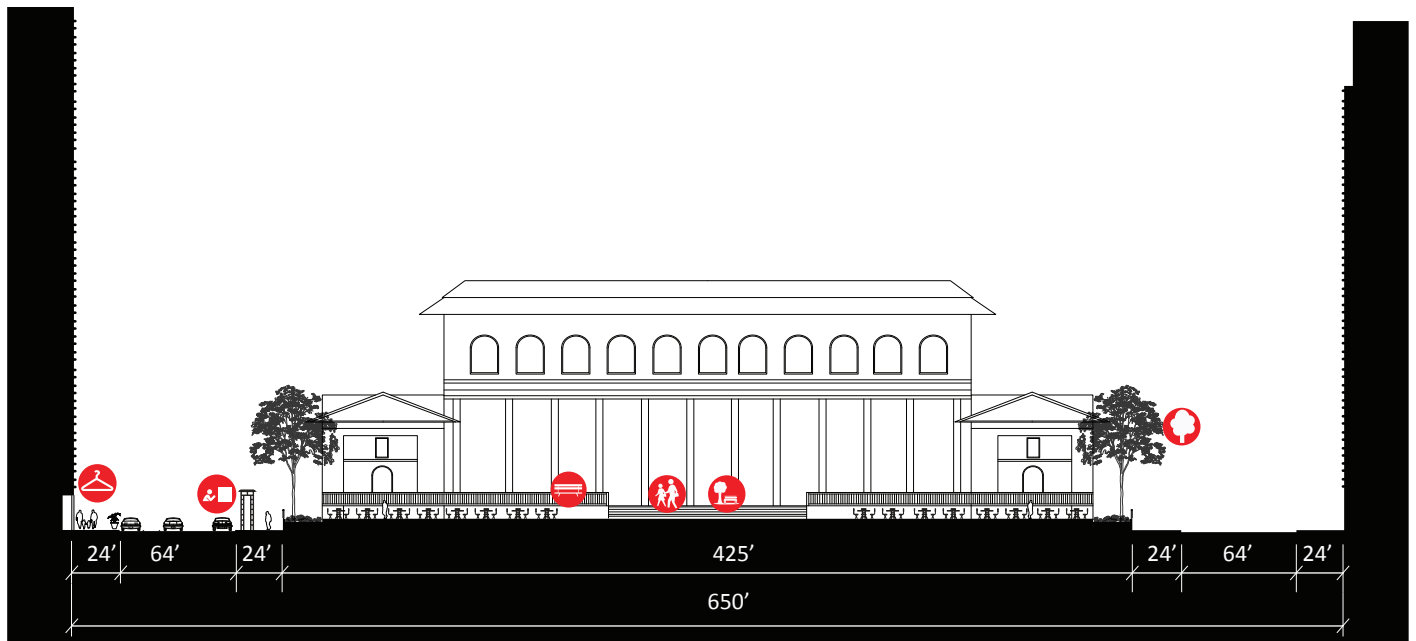


Circulation

- █ Primary Arterial
- █ Secondary Arterial
- █ Local Street
- - - Railroad
- Intersection

Open Space

- Park
- Passage
- Streetscape
- Square/Event Space
- Water Body
- Undeveloped



Section

- information kiosk
- pedestrian only
- ground-floor retail
- public park
- public seating
- tree canopy



BRYANT PARK

New York City, New York
Urban Mixed Use District

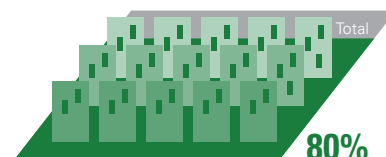
Environment



Total Project Area (Compared to Average)



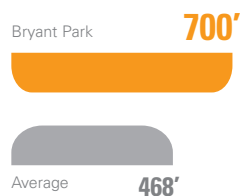
FAR (Compared to Average)



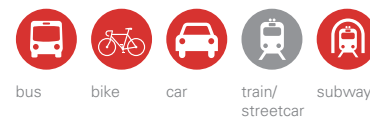
Project Land Coverage



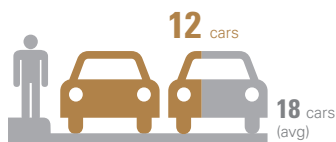
Block Size (Compared to Average)



Block Length (Compared to Average)



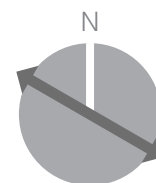
Modes of Transportation



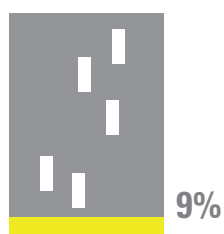
On Street Parking (Compared to Average)



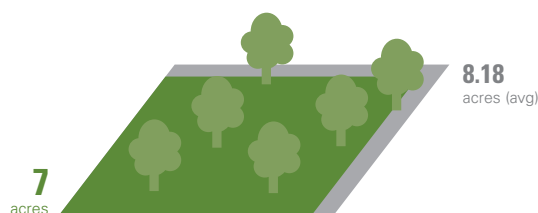
Retail/Residential Percentages of Overall Land Use



General Orientation



Percentage Of New Buildings Within 10 Years

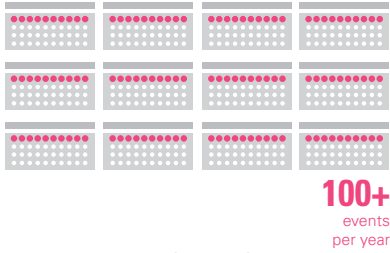


Size of green space (Compared to Average)



Average Tree Coverage Per Block

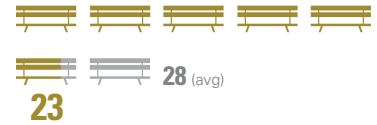
Social



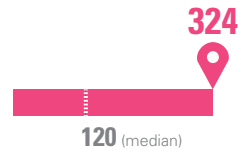
Number of Events (Per Year)



Number of Water Features (Compared to Average)



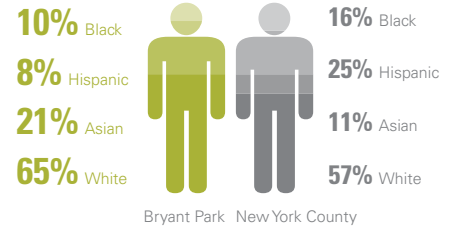
Fixed & Temporary Seating (Compared to Average)



Check ins per FAR (Compared to Median)

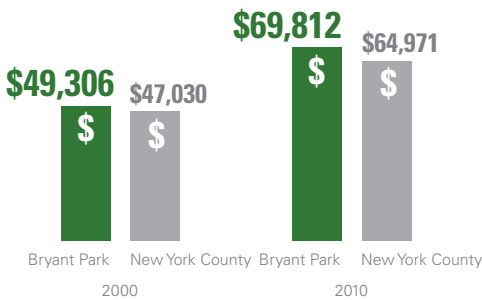


Household Size (Compared to County)

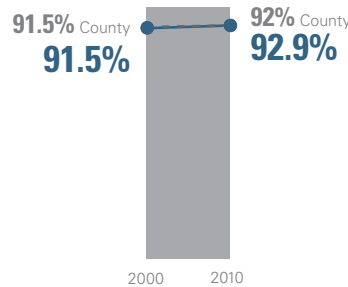


Ethnicity Distribution (Compared to County)

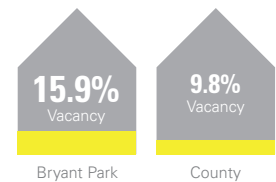
Financial



Household Income (Compared to County)



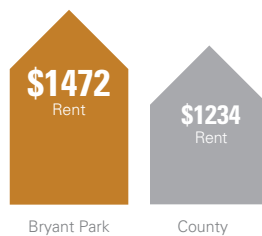
Employment Rate (Compared to County)



Housing Vacancy (Compared to County)



Avg Home Sale (Compared to County)



Median Rental Rate for Residential (Compared to County)



Avg Rental Rate for Commercial (Compared to County)

BRYANT PARK

New York City, New York
Urban Mixed Use District

	Score	Value	Units	Yes/No	Comments
ENVIRONMENT	28				
Density	5				Too dense!
Project Core		36.6	acre		Bryant Park and surrounding buildings
Total Project Area		53.5	acre		Includes surround commercial buildings
Average FAR		12.8	#		Comprised mainly of multi-story buildings at least 12 stories tall
Height to Sidewalk Ratio		1.15	#		Buildings on average 144 feet tall with 125 foot wide streets
Land coverage %age		80	%		Buildings cover almost all of parcels, Bryant Park is larger than blocks
Blocks and Streets	4				Blocks too long
Block Size		3.75	acre		Two distinct block sizes (2.5 acres and 5 acres)
Block Length		700	feet		Two distinct block lengths (450 feet and 950 feet)
Local streets to arterials Ratio		0.0	#		There are no local streets
# of intersections per 1/2 sq mi		37	#		Broadway Ave create numerous additional intersections beyond the grid
Mobility	4				Dangerous
Project Perimeter served by arterials?				Yes	42nd St. arterial travels in both directions. Other streets are one-way.
50% or greater has ped access to transit within 5 min?				Yes	Transit stops are found throughout Bryant Park
Number of modes within core (car, bus, rail, bike, etc.)		4	#		Subway, bus, bike, and car
Sharing Strategies (bike, car, etc.)?				Yes	Bikeshare is available. Two Zipcar stations are located near Bryant Park
Effective District Wide Parking Strategy?				No	Only one designated parking structure for visitors found in the area.
On street parking spaces per block		12	spaces		Not much parking on major streets, but plenty on 38th St., 39th St., and 40th St.
Land use	4				Not enough residential, not enough retail
4 or more uses within core (retail, F&B, hotel, office)?				Yes	retail, office, hotel, F&B
Retail as a part of overall mix		8	%		
Local serving retail (grocery store, pharmacy)		40	#		Includes pharmacy, grocery stores, salons, banks, electronics repair, etc.
Residential density as percentage of overall land use		27	%		
Number of residential types within core		2	#		Apartments and loft.
Walk Score		98	#		
Percentage of residential types within core		21	%		
Smart Site	6				Exceptional
General orientation		NW/SE			299 degrees from azimuth
Number of registered landmarks		3	#		New York Public Library, American Radiator Building, and Grace Building
Number of new buildings (less than 10 years old)		9	#		
Designated bike lane				yes	
Number of LEED Buildings		3	#		One Bryant Park, Bank of America Tower, 7 Bryant Park
Open Space	5				Exceptional
Size of green space		7.00	acre		Bryant Park is the main green space
Dedicated green space as percentage of overall area		13.1	%		Bryant Park takes up equivalent of 2 street blocks
Average tree coverage per block by percentage		33	%		Bryant Park has many trees, beyond that only small pockets of tree coverage
Size of gathering space		1.00	acre		Several pockets of roughly 1/3 acre sized gathering spaces
Central gathering space as percentage of overall area		1.87	%		Gathering spaces along NW and SE portions of park
Sidewalk as a percentage of overall area		20.0	%		Main streets have large sidewalks, arterials have smaller sidewalks
Percentage of pedestrian oriented streets		50.0	%		

COMMENTS

- Office users around park contribute to programming through BID
- Surrounding arterial streets affect pedestrian safety
- Very high amount of social networking
- High value area compared to county average

	Score	Value	Units	Yes/No	Comments
SOCIAL 31					
Time of Use	7				Lack of retail
Hours of Operation		10.3	hours		Survey of top places to visit nearby (Library, Espresso Bar, Spa, Bookstore, etc.) Several events daily (juggling, tai chi, language classes) to monthly piano events Slightly more men in the surrounding area than women
Number of Weekly, Monthly, Yearly Events		100+	#		
Ratio of Men to Women		1.22	#		
Human Amenity	8				Library and events exceptional
Super Amenity		0	#		All were found within Bryant Park.
Water feature		3	#		
Sculptures		9	#		
Murals		0	#		All were found within Bryant Park.
WiFi Access				Yes	
Health Clinic				yes	Many places offer wifi spots, even Bryant Park itself.
Fixed and Temporary Seating		17	#		
Continuing Education				Yes	Majority were found within zones of Bryant Park.
Daycare				Yes	Three institutions were found near Bryant Park.
Social Media	9				Off the charts
District with social media?				Yes	Twitter, Facebook, Google+, Instagram, Flickr, and YouTube Number is taken from Twitter. More active on Twitter than Facebook (8/week) 2680 total
Frequency of use		40	/week		
District Yelp Score		4.50	stars		
Number of check ins in one month		4148	#		
Check ins per FAR		324	#		
Number of likes in one month		80799	#		
AM to PM check in ratio		0.26	#		
% of check ins within Project Area		65	%		
% of check ins within Region		24	%		
% of check ins out of Region		11	%		
Demographics	7				
Distribution of age cohorts over time				Yes	Increase in 15-24 age cohort, decreases in 25-34 and 35-44 age cohorts
Ethnicity over time				Yes	White population has decreased, increase in Black and Asian populations
Household size over time				Yes	Slight decrease in household size, but remains close to 2 people per household
University within 5 miles?				Yes	Fordham University (1.12 miles)
FINANCIAL 32					
Demographics	11				
Household income over time				Yes	Median income has increased significantly (\$20k)
Employment Rate		92.9	%		Employment rate has increased 1.5%
Residential	10				
Average home sales price vs region		N/A	#		Zip code level not available, county is \$896k
Median rental rate vs region		1.20	#		\$1477 vs \$1234
Commercial	11				
Average commercial rents vs region		2.32	#		\$56.8 vs \$24.44 (metro)
TOTAL SCORE 91					

DISTILLERY DISTRICT

Toronto, Ontario, Canada
Urban Mixed Use District



Figure Ground

Land Use

- Retail/Office
- Mixed Use
- Residential
- Hotel (can include retail)
- Civic/Institutional
- Parks/Open Space
- Undeveloped Land
- Parking Structure
- Surface Parking



Ground-Floor Commercial Activity

- Retail
- Hotel
- Office
- Entertainment Uses
- Parking Structure

Land Use-Residential

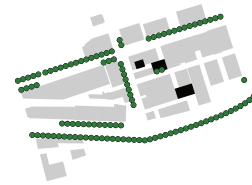
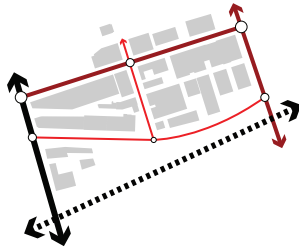
- Single Family
- Townhouse
- Apartment
- Condo/Flat
- Loft/Life-work



The Distillery District is located in Toronto, Canada. Historic buildings from the former Canadian Club Campus have been refurbished within a high quality pedestrian oriented environment. New buildings sit well with old in a thoughtful mix of common materials and placemaking elements, causing the district to score well environmentally. A significant residential population, excellent

community amenities, and aggressive event programming augment the already significant tourist population coming to the District on a daily basis, resulting in resulting in impressive social networking numbers. Financials support the approach, showing rapid change toward significant affluence.

92
out of 99

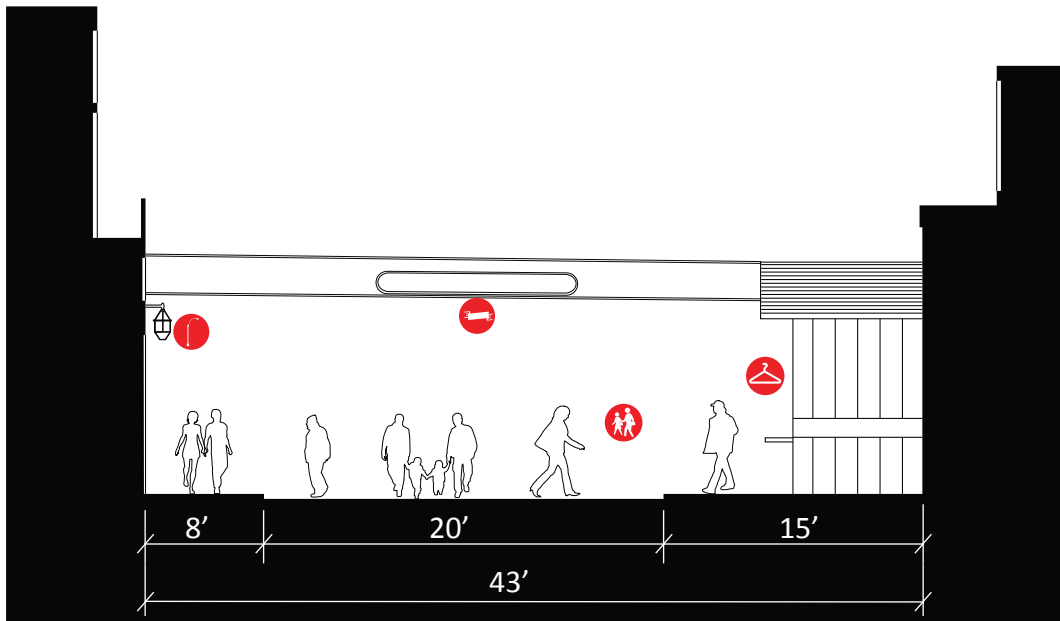


Circulation

- Primary Arterial
- Secondary Arterial
- Local Street
- Railroad
- Intersection

Open Space

- Park
- Passage
- Streetscape
- Square/Event Space
- Water Body
- Undeveloped



Section

- ground-floor retail
- pedestrian only
- lamppost
- signage



DISTILLERY DISTRICT

Toronto, Ontario, Canada
Urban Mixed Use District

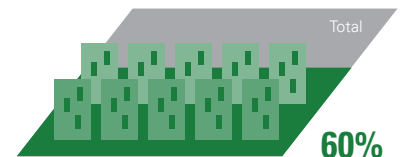
Environment



Total Project Area (Compared to Average)



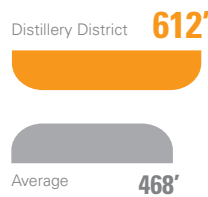
FAR (Compared to Average)



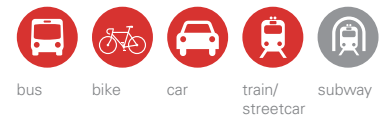
Project Land Coverage



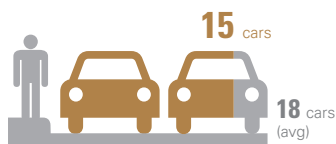
Block Size (Compared to Average)



Block Length (Compared to Average)



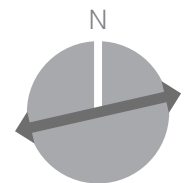
Modes of Transportation



On Street Parking (Compared to Average)



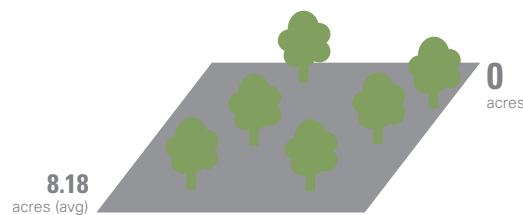
Retail/Residential Percentages of Overall Land Use



General Orientation



Percentage Of New Buildings Within 10 Years

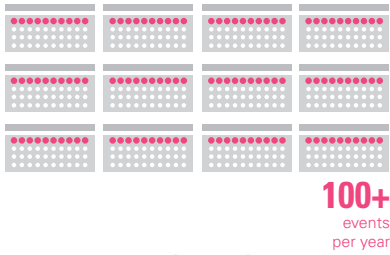


Size of green space (Compared to Average)

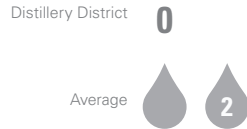


Average Tree Coverage Per Block

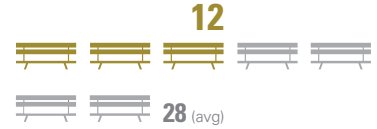
Social



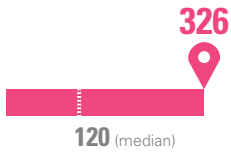
Number of Events (Per Year)



Number of Water Features (Compared to Average)



Fixed & Temporary Seating (Compared to Average)



Check ins per FAR (Compared to Median)

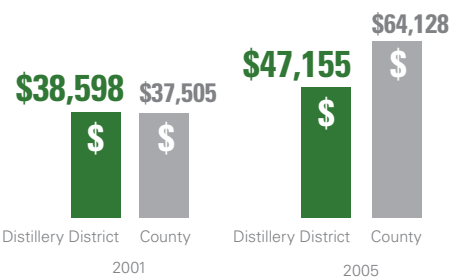


Household Size (Compared to County)

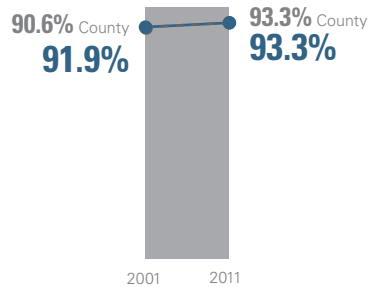


Ethnicity Distribution (Compared to County)

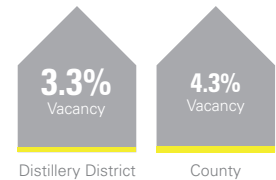
Financial



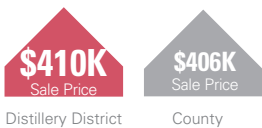
Household Income (Compared to County)



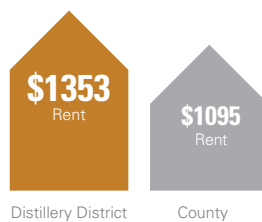
Employment Rate (Compared to County)



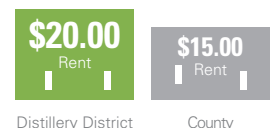
Housing Vacancy (Compared to County)



Avg Home Sale (Compared to County)



Median Rental Rate for Residential (Compared to County)



Avg Rental Rate for Commercial (Compared to County)

DISTILLERY DISTRICT

Toronto, Ontario, Canada
Urban Mixed Use District

	Score	Value	Units	Yes/No	Comments
ENVIRONMENT	31				
Density	6				
Project Core		17.85	acre		Project Core is the Distillery District
Total Project Area		17.85	acre		The Project core is the Total Project Area
Average FAR		2.4	#		Most buildings are 4 stories tall with several 7 story and 1 story buildings
Height to Street Ratio		0.96	#		Average building height of 48 feet with a 50 foot sidewalk
Land coverage %age		60	%		Parcels contain considerable amount of internal circulation or undeveloped land
Blocks and Streets	4				Long Blocks
Block Size		4.82	acre		Block sizes are irregularly shaped
Block Length		612	feet		Block lengths are standard
Local streets to arterials Ratio		0.7	#		Few local streets while bordered by arterials
# of intersections per 1/2 sq mi		42	#		Surrounding area provides alternative grid patterns
Mobility	5				
Project Perimeter served by arterials?				no	
50% or greater has ped access to transit within 5 min?				yes	Several bus stops found on Mill St.
Number of modes within core (car, bus, rail, bike, etc.)		3	#		Car, bike, bus, train
Sharing Strategies (bike, car, etc.)?				yes	Car share and bike share
Effective District Wide Parking Strategy?				yes	Plenty of lots dedicated to parking that surround Distillery District
On street parking spaces per block		15	spaces		Average per block
Land use	6				
4 or more uses within core (retail, F&B, hotel, office)?				yes	art galleries, retail, F&B, and offices
Retail as a part of overall mix		38	%		
Local serving retail (grocery store, pharmacy)		3	#		banks and post office
Residential density as percentage of overall land use		23	%		
Number of residential types within core		2	#		Apartments and condos
Walk Score		90	#		
Percentage of residential types within core		29	%		
Smart Site	6				
General orientation		E/W			
Number of registered landmarks		1	#		Gooderham and Worts Distillery
Number of new buildings (less than 10 years old)			#		
Designated bike lane				yes	
Number of LEED Buildings		0	#		
Open Space	4				
Size of green space		-	acre		There is no open space in the Distillery District
Dedicated green space as percentage of overall area		-	%		
Average tree coverage per block by percentage		35	%		Some streets have trees, however very sporadic
Size of gathering space		0.43	acre		Several small internal gathering spaces
Central gathering space as percentage of overall area		2.41	%		
Sidewalk as a percentage of overall area		9.5	%		Relatively small sidewalks with large parcels, many pedestrian alleys
Percentage of pedestrian oriented streets		25.0	%		Internal alleyways provide pedestrian enhancements

COMMENTS

- High-quality urban design
- Mix of land uses
- Desirable demographics
- Long blocks

	Score	Value	Units	Yes/No	Comments
SOCIAL	31				
Time of Use	7				Boutique
Hours of Operation		9.56	hours		Survey of top stores in the area (bakery, restaurant, chocolatier, bar)
Number of Weekly, Monthly, Yearly Events		100+	#		Constant weekly, monthly, and yearly events at all times
Ratio of Men to Women		1.00	#		
Human Amenity	8				
Super Amenity		1	#		Lake Ontario
Water feature		0	#		
Sculptures		3	#		All found within Distillery District
Murals		0	#		
WiFi Access				yes	Some restaurants have free wifi access
Health Clinic				no	
Fixed and Temporary Seating		12	#		
Continuing Education				yes	Distillery District Early Learning Centre, Voice Intermediate Centre
Daycare				yes	
Social Media	9				
District with social media?				yes	Facebook, Twitter, Instagram
Frequency of use		8.5	#		Average of twitter and Facebook use in a week
District Yelp Score		4.00	stars		
Number of check ins in one month		782	#		
Check ins per FAR		326	#		
Number of likes in one month		15394	#		
AM to PM check in ratio		1.03	#		
% of check ins within Project Area		62	%		
% of check ins within Region		33	%		
% of check ins out of Region		5	%		
Demographics	8				
Distribution of age cohorts over time				yes	15-24 age cohort increased, 25-34 and 35-44 age cohort decreased
Ethnicity over time				yes	Although predominantly white, relatively high Black and Asian populations
Household size over time				yes	Stable household size
University within 5 miles?				yes	Ryerson University (4700 ft)
FINANCIAL	30				
Demographics	9				Desirable
Household income over time					In line with county in 2001
Employment Rate			%		91.9% in 2001
Residential	10				
Average home sales price vs region		1.01	#		\$410k vs \$406k
Median rental rate vs region		1.24			\$1353 vs \$1095
Commercial	11				
Average commercial rents vs region		1.33			\$20 vs \$15 (rough estimation)
TOTAL SCORE	92				

LIBERTY STREET

Ann Arbor, Michigan
University Village

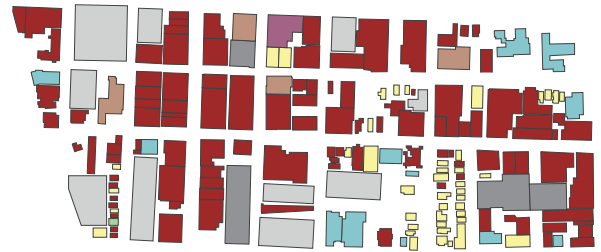
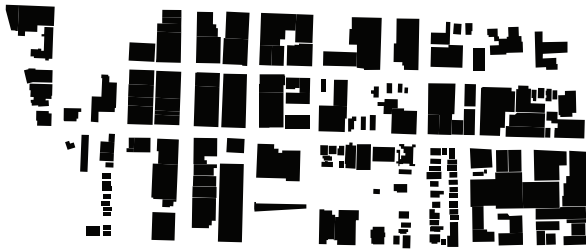
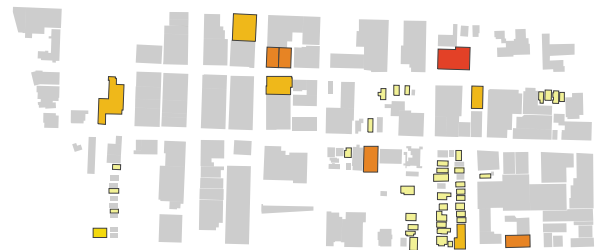
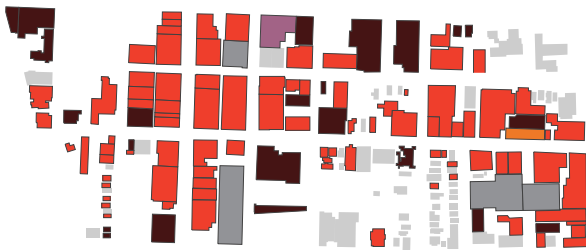


Figure Ground

Land Use

- Retail/Office
- Mixed Use
- Residential
- Hotel (can include retail)
- Civic/Institutional
- Parks/Open Space
- Undeveloped Land
- Parking Structure
- Surface Parking



Ground-Floor
Commercial Activity

- Retail
- Hotel
- Office
- Entertainment Uses
- Parking Structure

Land Use-
Residential

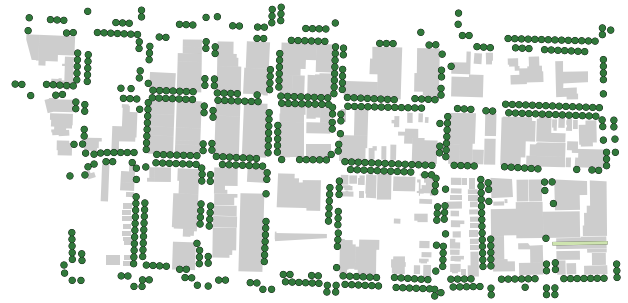
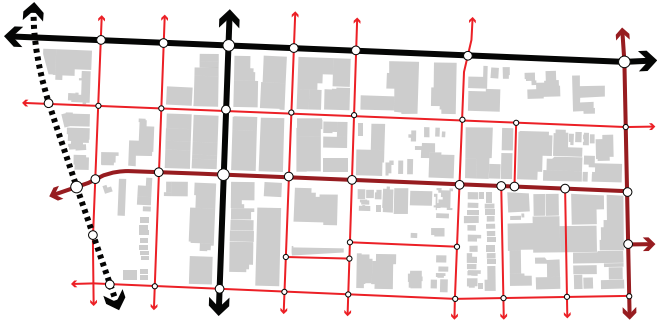
- Single Family
- Townhouse
- Apartment
- Condo/Flat
- Loft/Life-work



As the primary commercial street in Ann Arbor, Liberty Street has been improving in terms of safety and mix of uses for over the past several years. However, the district scored poorly on social and financial metrics. The number of human amenities in the area is low, and unsurprisingly, the number of check ins (especially for a university-proximate location) was generally low. Residential rents

were significantly below the county average. That said, commercial rents were higher than average, implying young entrepreneurs see the value in being close to campus, a hopeful trend for that can be leveraged by increasing the number of amenities and the diversity of housing opportunities.

79
out of 99

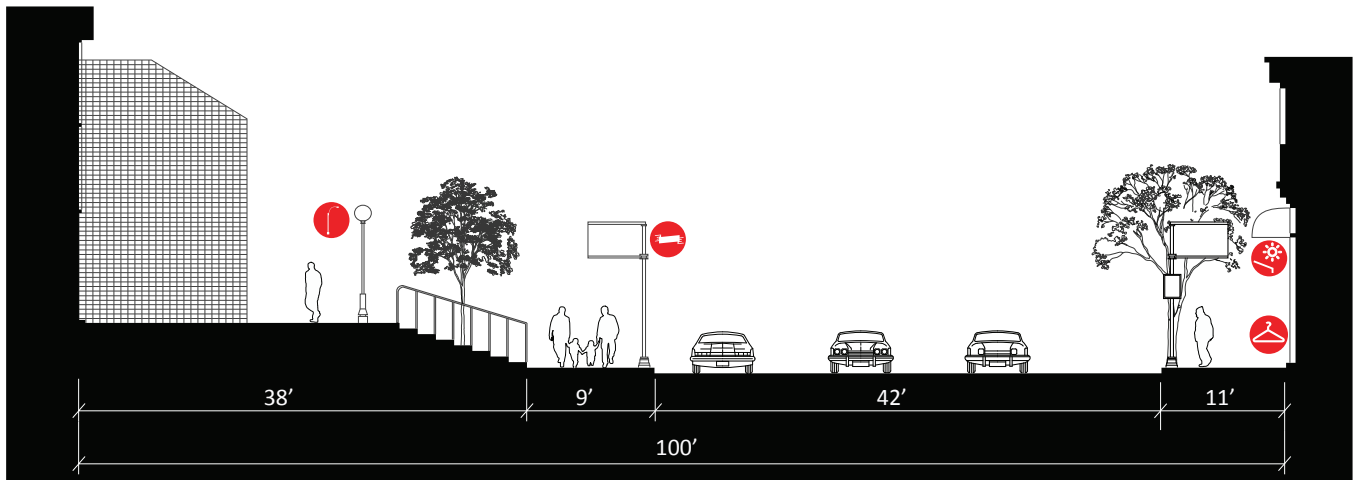


Circulation

- █ Primary Arterial
- █ Secondary Arterial
- █ Local Street
- - - Railroad
- Intersection

Open Space

- Park
- Passage
- Streetscape
- Square/Event Space
- Water Body
- Undeveloped



Section

- ⬇ ground-floor retail
- ⬆ lamppost
- ☀ awning
- ⬇ signage



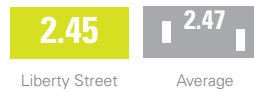
LIBERTY STREET

Ann Arbor, Michigan
University Village

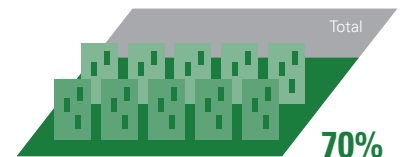
Environment



Total Project Area (Compared to Average)



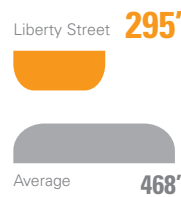
FAR (Compared to Average)



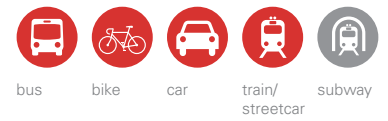
Project Land Coverage



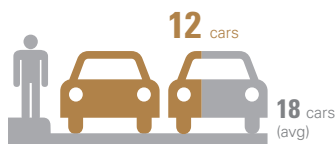
Block Size (Compared to Average)



Block Length (Compared to Average)



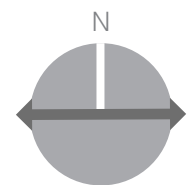
Modes of Transportation



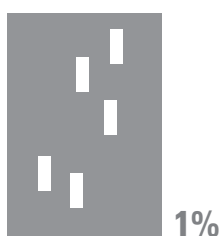
On Street Parking (Compared to Average)



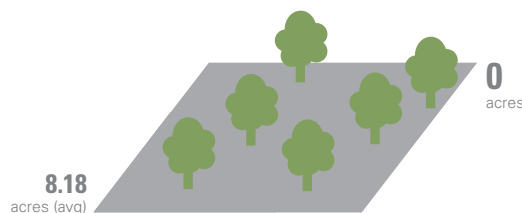
Retail/Residential Percentages of Overall Land Use



General Orientation



Percentage Of New Buildings Within 10 Years

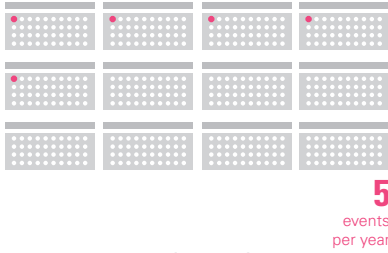


Size of green space (Compared to Average)

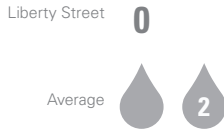


Average Tree Coverage Per Block

Social



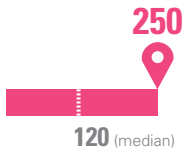
Number of Events (Per Year)



Number of Water Features (Compared to Average)



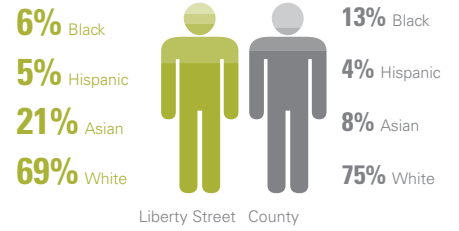
Fixed & Temporary Seating (Compared to Average)



Check ins per FAR (Compared to Median)

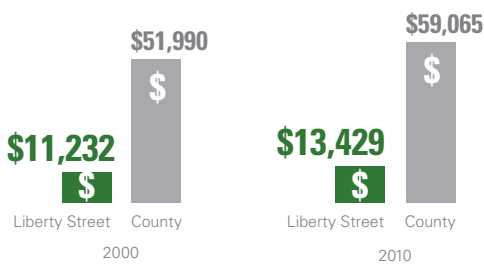


Household Size (Compared to County)

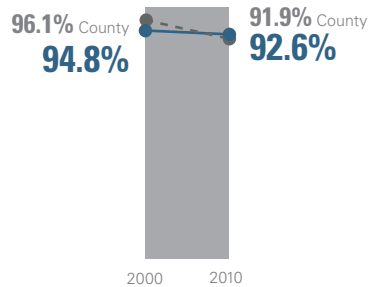


Ethnicity Distribution (Compared to County)

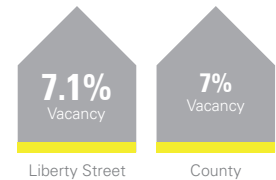
Financial



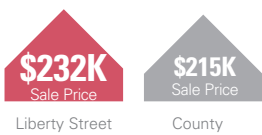
Household Income (Compared to County)



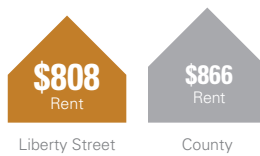
Employment Rate (Compared to County)



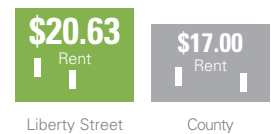
Housing Vacancy (Compared to County)



Avg Home Sale (Compared to County)



Median Rental Rate for Residential (Compared to County)



Avg Rental Rate for Commercial (Compared to County)

LIBERTY STREET

Ann Arbor, Michigan
University Village

	Score	Value	Units	Yes/No	Comments
ENVIRONMENT	28				
Density	5				
Project Core		33.02	acre		Encompasses Liberty St and surrounding buildings
Total Project Area		78.84	acre		Includes area abutting the major arterials
Average FAR		2.45	#		Most buildings are 3 stories with combination of 2 and 4+ story buildings
Height to Street Ratio		0.70	#		Average building height of 42 feet with a 60 foot wide street
Land coverage %age		70	%		Most buildings cover the entire parcel while some have very large parking lots
Blocks and Streets	5				Good
Block Size		2	acre		Standard block size through project area
Block Length		295	feet		Standard block length through project area
Local streets to arterials Ratio		2.8	#		Majority of internal streets are local with internal and perimeter arterials
# of intersections per 1/2 sq mi		45	#		Grid pattern with localized streets creates most intersections
Mobility	4				
Project Perimeter served by arterials?				yes	Huron St., Liberty St., and State St.
50% or greater has ped access to transit within 5 min?				yes	Many bus stops available on major streets.
Number of modes within core (car, bus, rail, bike, etc.)		4	#		Car, bike, bus, train
Sharing Strategies (bike, car, etc.)?				yes	Carshare available with bikeshare soon to come in Fall 2013
Effective District Wide Parking Strategy?				yes	Several parking structures and open lots available.
On street parking spaces per block		12	spaces		Taken from Washington street and 1st street block.
Land use	6				
4 or more uses within core (retail, F&B, hotel, office)?				yes	Retail, F&B, hotel, office
Retail as a part of overall mix		23	%		
Local serving retail (grocery store, pharmacy)		18	#		Gym, medical clinic, hair salon, bank, shoe repair, market, car mechanic, etc.
Residential density as percentage of overall land use		28	%		
Number of residential types within core		5	#		Single-family residential, townhouse, condo, apartment, loft
Walk Score		95	#		
Percentage of residential types within core		17	%		
Smart Site	6				E/W Orientation
General orientation		E/W			
Number of registered landmarks		7	#		Includes Henry Bennett House and George P. Glazier Memorial Building
Number of new buildings (less than 10 years old)		1	#		
Designated bike lane				yes	
Number of LEED Buildings		4	#		Includes Ann Arbor District Library and Ann Arbor Municipal Center
Open Space	3				No green space
Size of green space		-	acre		There is no green space
Dedicated green space as percentage of overall area		-	%		
Average tree coverage per block by percentage		75	%		
Size of gathering space		0.00	acre		There is no gathering space
Central gathering space as percentage of overall area		0.00	%		
Sidewalk as a percentage of overall area		14.9	%		
Percentage of pedestrian oriented streets		40.0	%		Main arterials are pedestrian enhanced, local streets are not

COMMENTS

- Good demographics
- Few public amenities
- Lack of event programming
- Lack of green spaces

	Score	Value	Units	Yes/No	Comments
SOCIAL 24					
Time of Use	7				Not enough events
Hours of Operation		8.42	hours		
Number of Weekly, Monthly, Yearly Events		5	#		Only yearly events, information is not very accessible
Ratio of Men to Women		1.33	#		
Human Amenity	7				Not great public environment
Super Amenity		0	#		
Water feature		0	#		
Sculptures		0	#		
Murals		3	#		
WiFi Access				yes	Many restaurants and coffee shops have free wifi access
Health Clinic				yes	
Fixed and Temporary Seating		30	#		Areas with seating
Continuing Education				2	Language Center and Center for the Education of Women
Daycare				3	
Social Media	5				No measurable social
District with social media?				yes	Facebook and Twitter
Frequency of use		135	/week		Use Twitter more frequently
District Yelp Score		N/A	stars		
Number of check ins in one month			#		
Check ins per FAR		620(+/-)	#		
Number of likes in one month			#		
AM to PM check in ratio			#		
% of check ins within Project Area			%		
% of check ins within Region			%		
% of check ins out of Region			%		
Demographics	6				Very young population
Distribution of age cohorts over time				no	15-24, 25-34, 35-44 age cohorts all decreased. College town alumni don't stay
Ethnicity over time				no	White population increased, minority populations decreased
Household size over time				no	Significant change in household size
University within 5 miles?				yes	University of Michigan (1600 ft)
FINANCIAL 27					
Demographics	9				Good
Household income over time				yes	Income increased \$2k but the median income is very low (\$13k)
Employment Rate		92.6	%		Employment rate decreased 2 percentage points
Residential	8				Lower than county
Average home sales price vs region		1.08	#		\$232k vs \$215k
Median rental rate vs region		0.93	#		\$808 vs \$866
Commercial	10				Higher than county
Average commercial rents vs region		1.21	#		\$20.63 vs \$17

TOTAL SCORE 79

MILLENNIUM PARK

Chicago, Illinois
Urban Mixed Use District

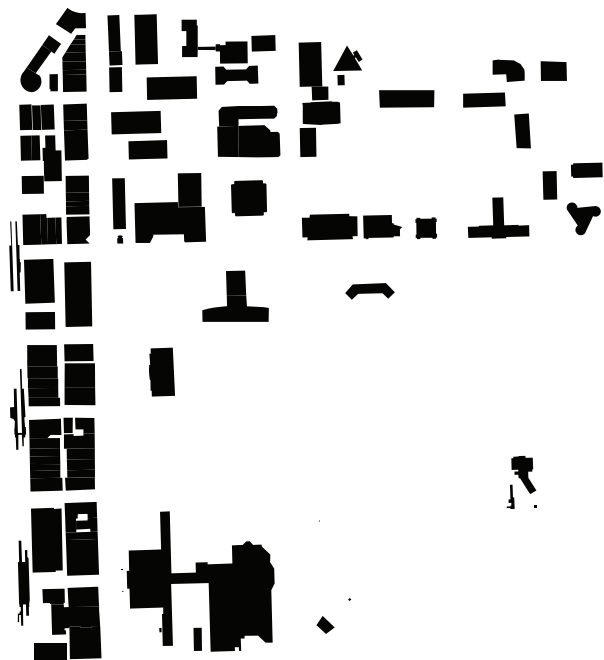
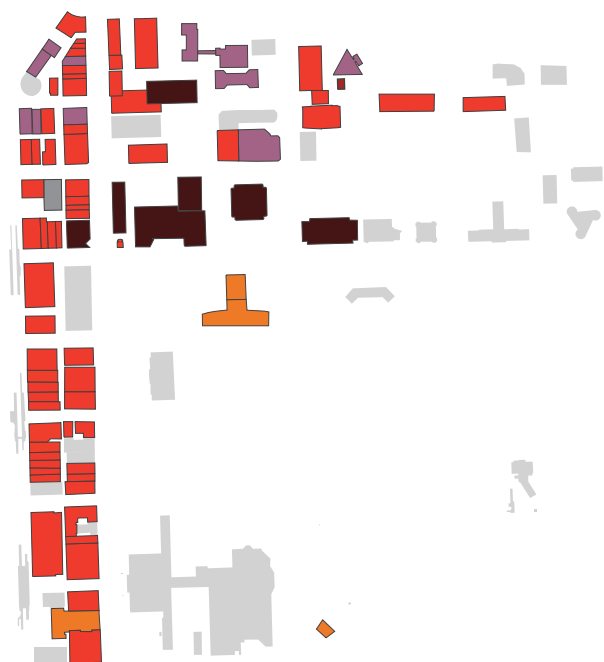


Figure Ground

Land Use

- Retail/Office
- Mixed Use
- Residential
- Hotel (can include retail)
- Civic/Institutional
- Parks/Open Space
- Undeveloped Land
- Parking Structure
- Surface Parking



Ground-Floor
Commercial Activity

- Retail
- Hotel
- Office
- Entertainment Uses
- Parking Structure

Land Use-
Residential

- Single Family
- Townhouse
- Apartment
- Condo/Flat
- Loft/Life-work



Millennium Park is part of a series of highly successful redevelopment projects which improves access from the urban core to the lakefront. Though it scores well in all three categories, it also has weaknesses. In terms of environment, large blocks and ultra high density buildings tend to over rely on automobile access, and windy conditions hurt pedestrian activity, especially along the street wall.

Though there were generally high social numbers, Millennium Park is oriented more to tourists, which can be evidenced by time of use (daytime, weekends). Lastly, financials indicate that there may be a lack of economic diversity. Suggested improvements might include more community events, especially during evening hours, and integrating more affordable housing and creative office.

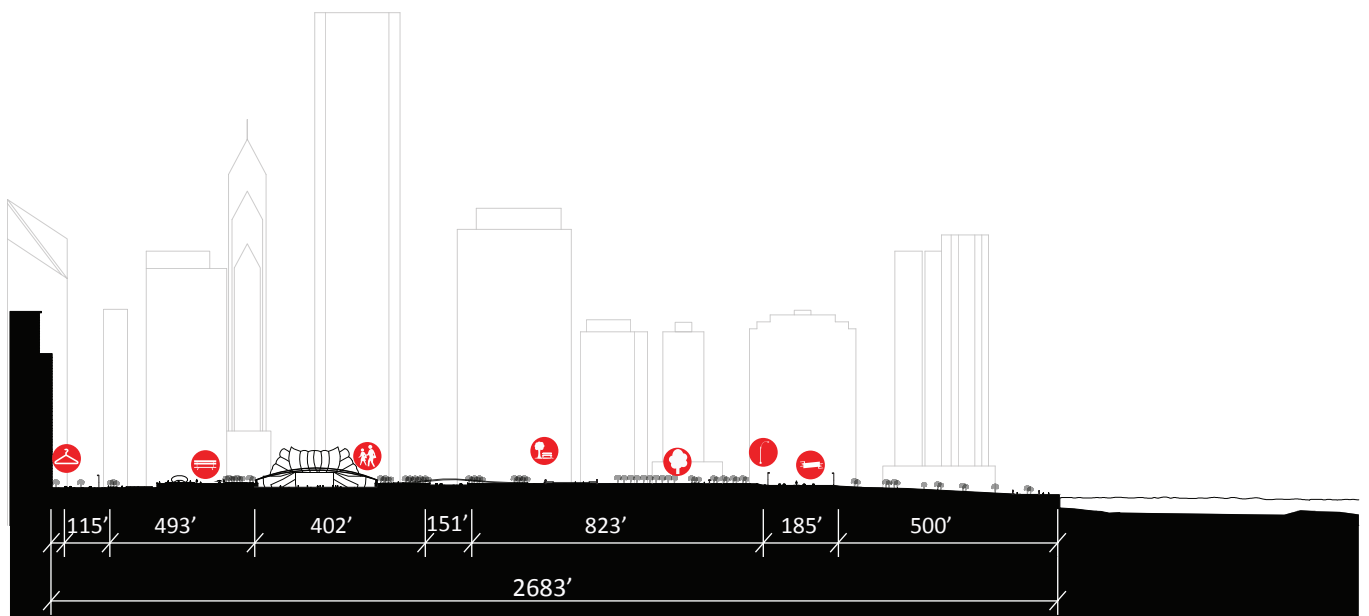


Circulation

- Primary Arterial
- Secondary Arterial
- Local Street
- - - Railroad
- Intersection

Open Space

- Park
- Passage
- Streetscape
- Square/Event Space
- Water Body
- Undeveloped



Section

- public park
- ground-floor retail
- public seating
- signage
- pedestrian only
- lamppost
- tree canopy



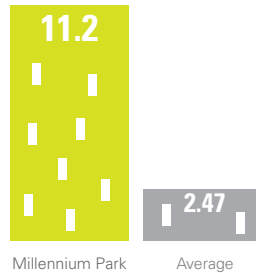
MILLENNIUM PARK

Chicago, Illinois
Urban Mixed Use District

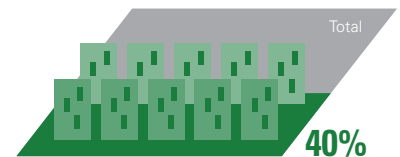
Environment



Total Project Area (Compared to Average)



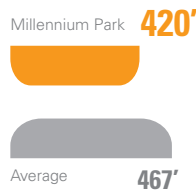
FAR (Compared to Average)



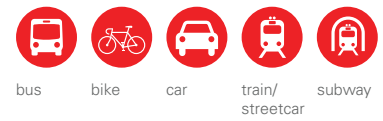
Project Land Coverage



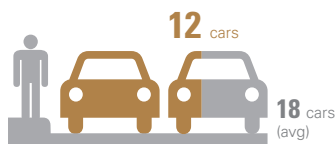
Block Size (Compared to Average)



Block Length (Compared to Average)



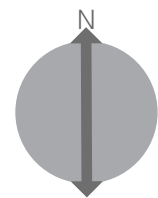
Modes of Transportation



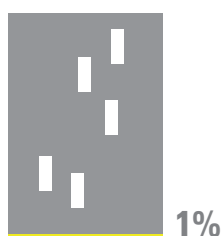
On Street Parking (Compared to Average)



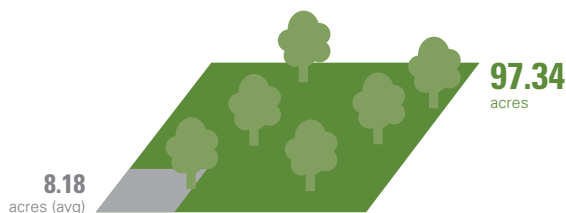
Retail/Residential Percentages of Overall Land Use



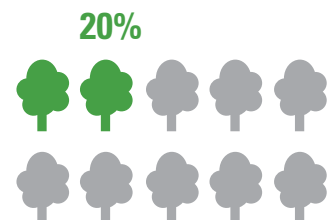
General Orientation



Percentage of New Buildings Within 10 Years

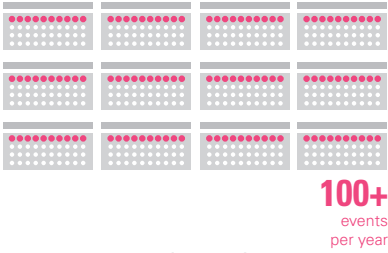


Size of Green Space (Compared to Average)

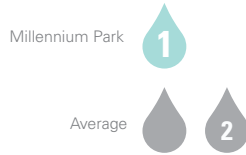


Average Tree Coverage Per Block

Social



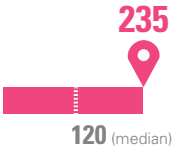
Number of Events (Per Year)



Number of Water Features (Compared to Average)



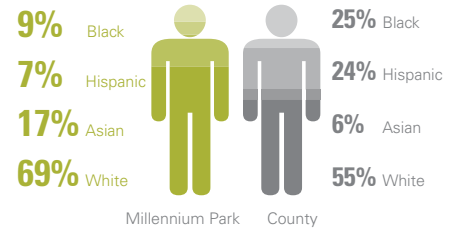
Fixed & Temporary Seating (Compared to Average)



Check ins per FAR (Compared to Median)

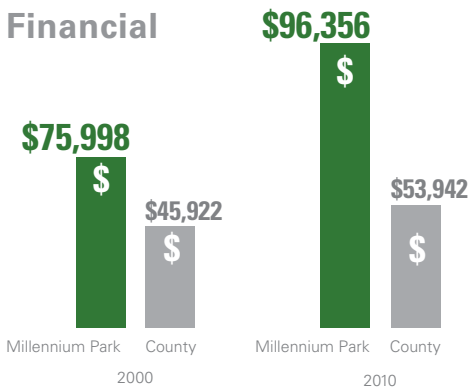


Household Size (Compared to County)

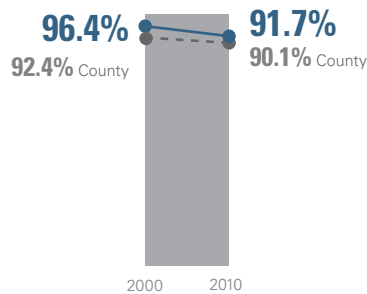


Ethnicity Distribution (Compared to County)

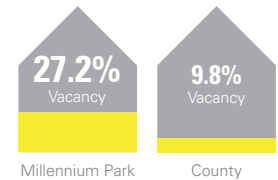
Financial



Household Income (Compared to County)



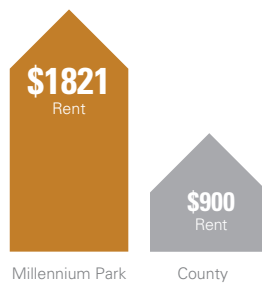
Employment Rate (Compared to County)



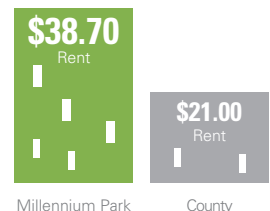
Housing Vacancy (Compared to County)



Avg Home Sale (Compared to County)



Median Rental Rate for Residential (Compared to County)



Avg Rental Rate for Commercial (Compared to County)

MILLENNIUM PARK

Chicago, Illinois
Urban Mixed Use District

	Score	Value	Units	Yes/No	Comments
ENVIRONMENT	28				
Density	5				
Project Core		103	acre		Encompasses Millennium park and one block area surrounding
Total Project Area		261	acre		Includes river boundary and surrounding apartment and office complexes
Average FAR		11.2	#		Area is mainly skyscrapers
Height to Street Ratio		2.69	feet		
Land coverage %age		40	%		East edge has building coverage but waterfront and parks are open
Blocks and Streets	4				Large blocks
Block Size		3.57	acre		Relatively non-standard block size throughout
Block Length		420	feet		Each block is relatively standard in block length
Local streets to arterials Ratio		0.5	#		Some local alleyways but mainly served by arterials
# of intersections per 1/2 sq mi		35	#		Dense network of arterials
Mobility	4				Major arterials
Project Perimeter served by arterials?				yes	Upper Wacker Dr. and Lake Shore Dr.
50% or greater has ped access to transit within 5 min?				yes	Plenty of bus, rail, and subway stops immediately adjacent to Millennium Park.
Number of modes within core (car, bus, rail, bike, etc.)		5	#		Car, bus, subway, rail, and bike
Sharing Strategies (bike, car, etc.)?				yes	Both car and bike share available
Effective District Wide Parking Strategy?				no	Parking is available, but all are underground and not visible
On street parking spaces per block		12	spaces		Average number on each block.
Land use	5				
4 or more uses within core (retail, F&B, hotel, office)?				yes	
Retail as a part of overall mix		12	%		
Local serving retail (grocery store, pharmacy)		31	#		Gyms, nail salons, medical clinics, banks, pharmacy, etc.
Residential density as percentage of overall land use		14	%		
Number of residential types within core		2	#		Condos and apartments
Walk Score		95	#		
Percentage of residential types within core		9	%		All residents are located on Northern East side of Millennium Park.
Smart Site	5				Windy
General orientation		N/S			Negative 1 degree from azimuth
Number of registered landmarks		8	#		Includes Michigan Building, Library of Chicago, and Carbide Building
Number of new buildings (less than 10 years old)		1	#		
Designated bike lane				yes	
Number of LEED Buildings		0	#		Chicago high number of LEED buildings but none in study area
Open Space	5				
Size of green space		97.34	acre		Millennium Park, Maggie Daley Park, Riverfront Walk
Dedicated green space as percentage of overall area		37.3	%		Large parks as well as waterfront walk
Average tree coverage per block by percentage		20	%		"The Loop" streets have trees, otherwise trees concentrated in parks
Size of gathering space		6.00	acre		Millennium park as well as the Art Institute of Chicago
Central gathering space as percentage of overall area		2.30	%		
Sidewalk as a percentage of overall area		26.8	%		Very large sidewalks through sites arterials
Percentage of pedestrian oriented streets		20.0	%		Good streetscape as well as tree coverage

COMMENTS

- Extremely high density
- Excellent access to super amenity
- Very high social media numbers
- Lack of amenity and events at night

	Score	Value	Units	Yes/No	Comments
SOCIAL 30					
Time of Use	7				Dead at night
Hours of Operation		9.5	hours		Survey of top Cultural, Retail, and Restaurants in the project core
Number of Weekly, Monthly, Yearly Events		100+	#		Variety of weekly (Garden Tours), Monthly (Downtown Sound), and Yearly (Festivals)
Ratio of Men to Women		1.00	#		Even ratio of men to women
Human Amenity	7				Isolated to Millennium Park
Super Amenity		1	#		Great Lakes
Water feature		2	#		Located within Millennium Park
Sculptures		5	#		"Bean," "Cow" and "Untitled"
Murals		3	#		All located within Millennium Park
WiFi Access				yes	Free wifi available at Millennium Park
Health Clinic				yes	
Fixed and Temporary Seating			#		
Continuing Education				3	
Daycare				1	
Social Media	9				Extremely popular
District with social media?				yes	Facebook and twitter
Frequency of use		21	#		Use Twitter more than Facebook
District Yelp Score		3.50	stars		
Number of check ins in one month		2637	#		
Check ins per FAR		235	#		
Number of likes in one month		51244	#		
AM to PM check in ratio		0.31	#		
% of check ins within Project Area		52	%		1578 total
% of check ins within Region		34	%		
% of check ins out of Region		14	%		
Demographics	7				Predominantly White
Distribution of age cohorts over time				yes	Increase in 15-24 age cohort but decreases in 25-34 and 35-44 age cohorts
Ethnicity over time				yes	Asian population increased while White population decreased
Household size over time				yes	Household size stayed constant (1.6)
University within 5 miles?				yes	Loyola University (4900 ft)
FINANCIAL 33					
Demographics	11				
Household income over time				yes	Income significantly increased (\$20k)
Employment Rate		91.7	%		Employment reduced significantly (5%)
Residential	11				Great numbers
Average home sales price vs region		1.79	#		\$474k vs \$265k
Median rental rate vs region		2.02	#		\$1821 vs \$900
Commercial	11				Great numbers
Average commercial rents vs region		1.84	#		\$38.7 vs \$21
TOTAL SCORE 91					

OCEAN DRIVE

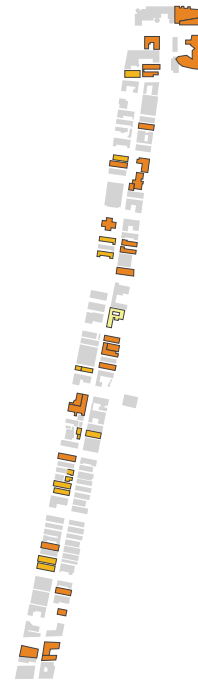
Miami Beach, Florida
Urban Mixed Use District



Figure Ground

Land Use

- Retail/Office
- Mixed Use
- Residential
- Hotel (can include retail)
- Civic/Institutional
- Parks/Open Space
- Undeveloped Land
- Parking Structure
- Surface Parking



Ground-Floor
Commercial Activity

- Retail
- Hotel
- Office
- Entertainment Uses
- Parking Structure

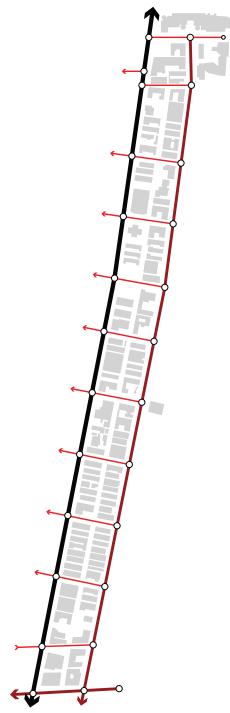
Land Use-
Residential

- Single Family
- Townhouse
- Apartment
- Condo/Flat
- Loft/Life-work



Ocean Drive is the iconic waterfront experience of Miami Beach. Socially the area's amenities are oriented to the visitor, so basic community amenities- day care, community based shopping, and community based events, are lacking. This is reflected in the social networking numbers, which are high for tourists, but relatively

low per capita. Financial indicators that might portend an over-reliance on tourism include high levels of residential vacancy, and low median incomes. Suggested changes to the area might include improving local employment and housing numbers to build a local constituency.



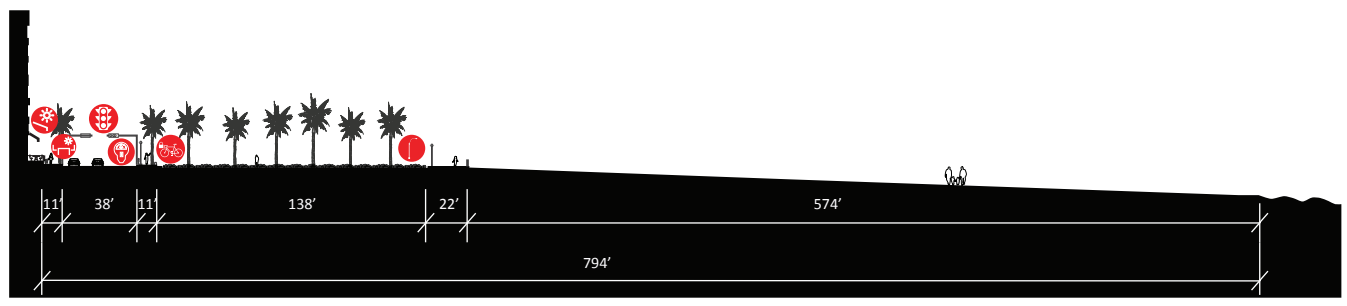
Circulation

- Primary Arterial
- Secondary Arterial
- Local Street
- - - Railroad
- Intersection



Open Space

- Park
- Passage
- Streetscape
- Square/Event Space
- Water Body
- Undeveloped



Section

- bike parking
- awning
- lamppost
- street parking
- traffic light
- outdoor dining



OCEAN DRIVE

Miami Beach, Florida
Urban Mixed Use District

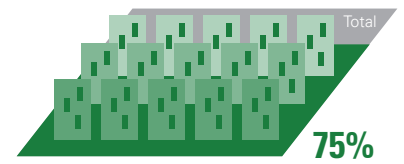
Environment



Total Project Area (Compared to Average)



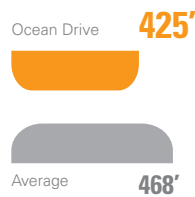
FAR (Compared to Average)



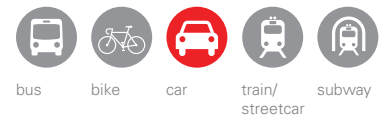
Project Land Coverage



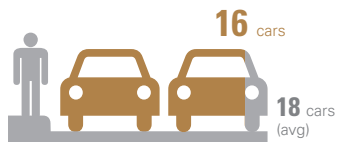
Block Size (Compared to Average)



Block Length (Compared to Average)



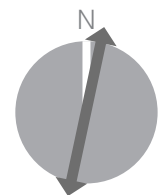
Modes of Transportation



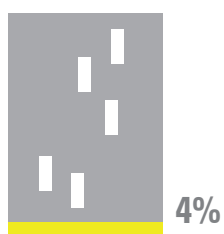
On Street Parking (Compared to Average)



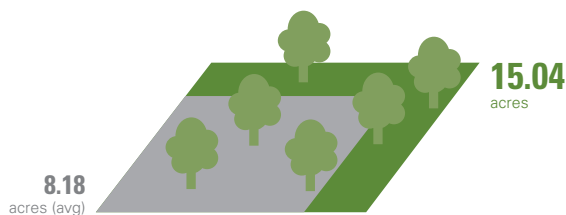
Retail/Residential Percentages of Overall Land Use



General Orientation



Percentage of New Buildings Within 10 Years

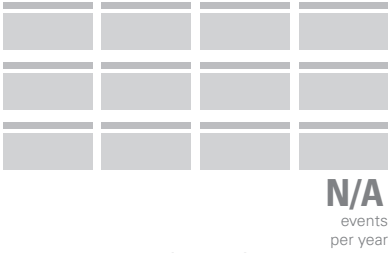


Size of Green Space (Compared to Average)

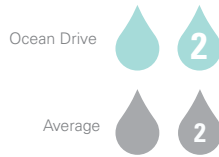


Average Tree Coverage Per Block

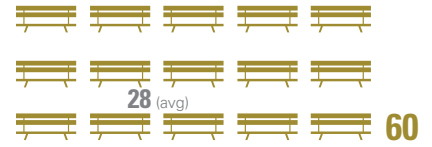
Social



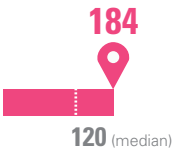
Number of Events (Per Year)



Number of Water Features (Compared to Average)



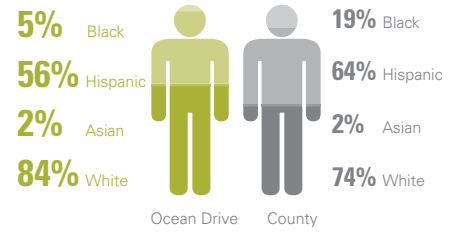
Fixed & Temporary Seating (Compared to Average)



Check ins per FAR (Compared to Median)

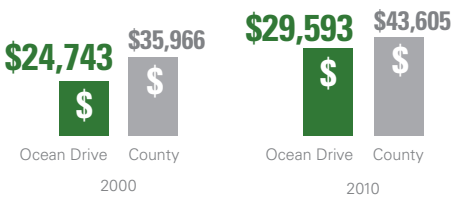


Household Size (Compared to County)

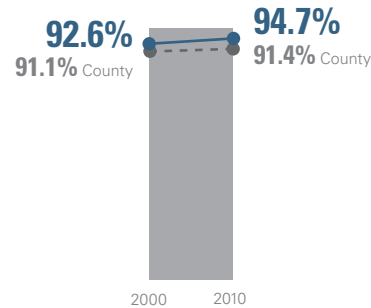


Ethnicity Distribution (Compared to County)

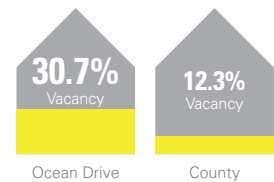
Financial



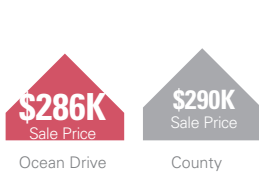
Household Income (Compared to County)



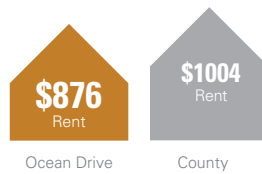
Employment Rate (Compared to County)



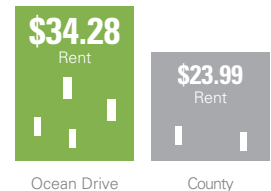
Housing Vacancy (Compared to County)



Avg Home Sale (Compared to County)



Median Rental Rate for Residential (Compared to County)



Avg Rental Rate for Commercial (Compared to County)

OCEAN DRIVE

Miami Beach, Florida
Urban Mixed Use District

	Score	Value	Units	Yes/No	Comments
ENVIRONMENT	28				
Density	6				Good fabric
Project Core		20.05	acre		Encompasses Ocean Drive and surrounding buildings
Total Project Area		59.99	acre		Includes buildings up to Collins Ave
Average FAR		2	#		Most buildings are 4 stories tall, some 6+ story buildings with some parking lots
Height to Street Ratio		0.74	feet		48 feet tall building to a 65 foot wide street
Land coverage %age		75	%		Most parcels are covered with some internal courtyards and surface parking
Blocks and Streets	4				Adequate
Block Size		1.46	acre		Standard, regular shaped block size
Block Length		425	feet		Standard, regular block length
Local streets to arterials Ratio		4.0	#		Perimeter arterials with internal local streets
# of intersections per 1/2 sq mi		37	#		Standard, regular grid network
Mobility	3				Autos
Project Perimeter served by arterials?				no	
50% or greater has ped access to transit within 5 min?				no	
Number of modes within core (car, bus, rail, bike, etc.)		1	#		Car
Sharing Strategies (bike, car, etc.)?				yes	Carshare available
Effective District Wide Parking Strategy?				yes	
On street parking spaces per block		16	spaces		Taken from 11th St between Ocean Drive and Collins Ct.
Land use	5				Tourist based
4 or more uses within core (retail, F&B, hotel, office)?				yes	Retail, F&B, hotel, office
Retail as a part of overall mix		30	%		
Local serving retail (grocery store, pharmacy)		1	#		Drug store
Residential density as percentage of overall land use		31	%		
Number of residential types within core		3	#		One single-family (Versace). Rest are apartments and condos
Walk Score		92	#		
Percentage of residential types within core		30	%		
Smart Site	5				Good
General orientation		N/S			
Number of registered landmarks		0	#		
Number of new buildings (less than 10 years old)		6	#		
Designated bike lane				no	
Number of LEED Buildings		1	#		Waldorf Towers Hotel
Open Space	5				Excellent
Size of green space		15.04	acre		Miami Beach
Dedicated green space as a percentage of overall area		25.1	%		
Average tree coverage per block by percentage		60	%		Main streets are tree lined while local streets not as much
Size of gathering space		0.00	acre		
Central gathering space as a percentage of overall area		0.00	%		
Sidewalk as a percentage of overall area		5.0	%		
Percentage of pedestrian oriented streets		30.0	%		

COMMENTS

- High residential vacancy
- Primarily auto-oriented
- Over-reliance on tourism
- Poor social media numbers

	Score	Value	Units	Yes/No	Comments
SOCIAL 26					
Time of Use	7				Excellent
Hours of Operation		11.92	hours		Survey of top stores in the area (restaurant, hotel, bar, gallery)
Number of Weekly, Monthly, Yearly Events		N/A	#		no website
Ratio of Men to Women		1.00	#		
Human Amenity	7				Not for families
Super Amenity		1	#		Atlantic Ocean
Water feature		2	#		
Sculptures		0	#		
Murals		1	#		
WiFi Access				yes	Restaurants and hotels provide wifi access
Health Clinic				yes	Alcohol A Able
Fixed and Temporary Seating		60	#		Areas with seating. Mostly outdoor dining zones
Continuing Education				no	
Daycare				no	
Social Media	8				Very popular
District with social media?				no	
Frequency of use		N/A	/week		
District Yelp Score		N/A	stars		
Number of check ins in one month		369	#		
Check ins per FAR		184	#		
Number of likes in one month		12366	#		
AM to PM check in ratio		0.40	#		
% of check ins within Project Area		49	%		194 total
% of check ins within Region		25	%		
% of check ins out of Region		29	%		
Demographics	4				High Vacancy rates, somewhat increased diversity
Distribution of age cohorts over time				yes	15-24 age cohort increase, 25-34 and 35-44 age cohort decrease
Ethnicity over time				no	Increasing White and Hispanic population, minimal Black and Asian
Household size over time				yes	Stable household size
University within 5 miles?				yes	Miami Dade College (3.71 miles)
FINANCIAL 29					
Demographics	9				
Household income over time				yes	Increased by \$5k (20%)
Employment Rate		94.7	%		Increased by 2 percentage points
Residential	9				Lower than county
Median home sales price vs region		0.99			\$286k vs \$290k
Median rental rate vs region		0.87			\$876 vs \$1004
Commercial	11				Higher than county
Average commercial rents vs region		1.43	#		#34.28 vs \$23.99
TOTAL SCORE 83					

OLD PASADENA

Pasadena, California
Urban Mixed Use District

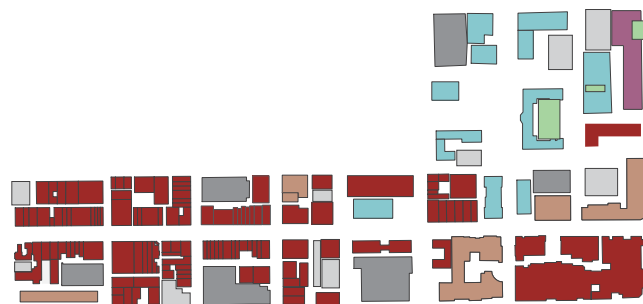
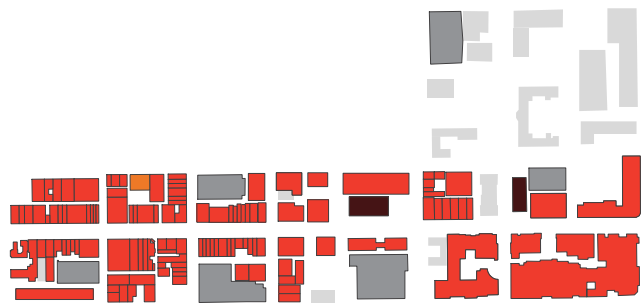


Figure Ground

Land Use

- Retail/Office
- Mixed Use
- Residential
- Hotel (can include retail)
- Civic/Institutional
- Parks/Open Space
- Undeveloped Land
- Parking Structure
- Surface Parking



Ground-Floor
Commercial Activity

- Retail
- Hotel
- Office
- Entertainment Uses
- Parking Structure

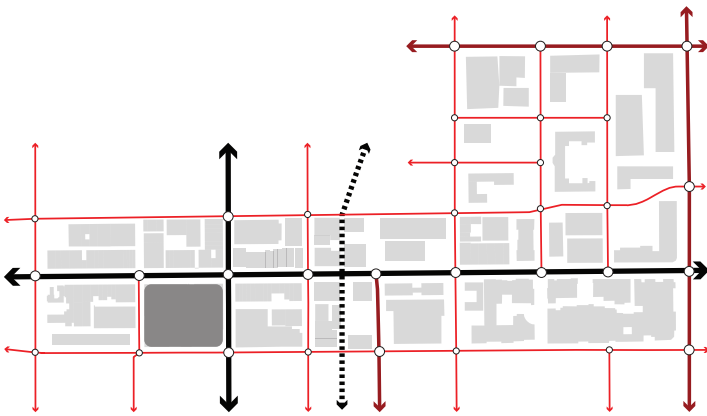
Land Use-
Residential

- Single Family
- Townhouse
- Apartment
- Condo/Flat
- Loft/Life-work



Straddling historic Route 66, Old Pasadena fell on hard times in the 1970s but has since become very successful due to city reinvestment in the district, providing structured parking, transit improvements, programming events, and forming BIDs. What makes the district successful also contributes to its challenges. For example, it is one of the few districts studied that straddles a major arterial

street. Though social numbers are high, they are oriented towards tourists, so attracting more local residents would improve this. As a major shopping destination, it could benefit from greater number of amenities, such as daycare and continuing education. Financial numbers are excellent, and the per capita income, aided significantly by proximity to CalTech, is almost twice as high as the county average.

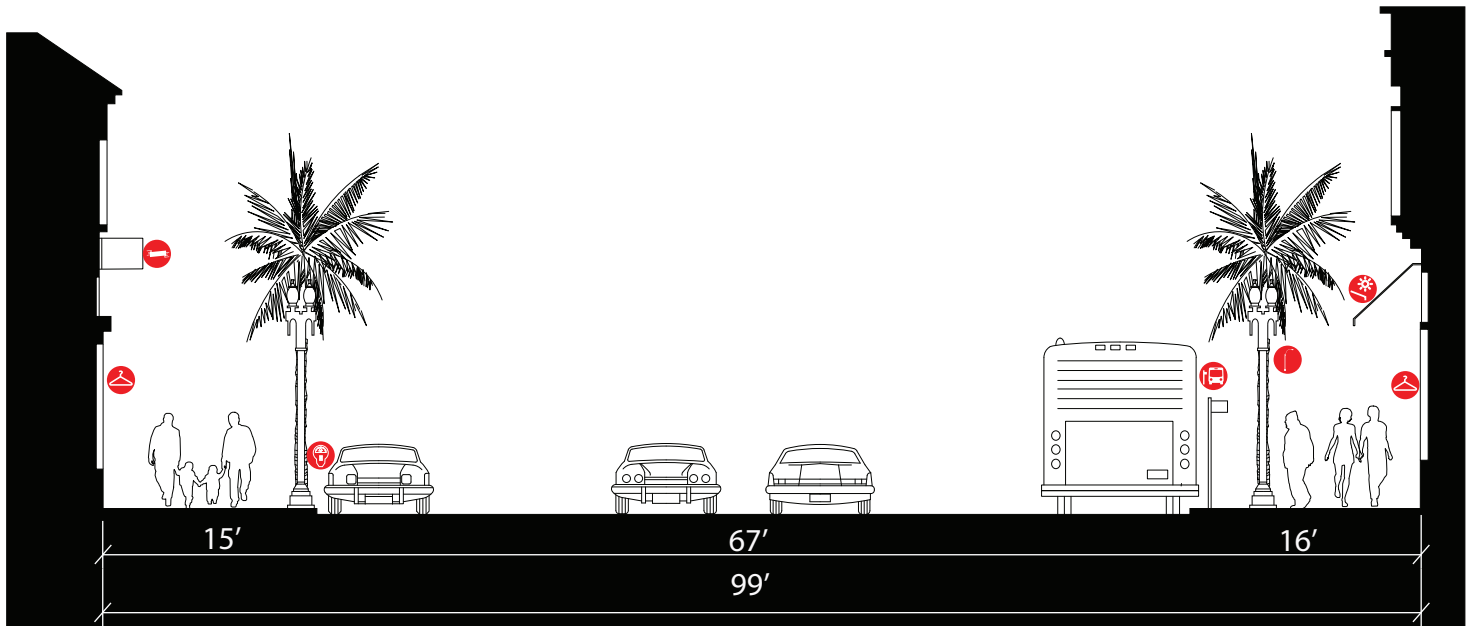


Circulation

- Primary Arterial
- Secondary Arterial
- Local Street
- - - Railroad
- Intersection

Open Space

- Park
- Passage
- Streetscape
- Square/Event Space
- Water Body
- Undeveloped



Section

- Ⓜ ground-floor retail
- Ⓜ bus stop
- Ⓜ street parking
- Ⓜ awning
- Ⓜ lamppost
- Ⓜ signage



OLD PASADENA

Pasadena, California
Urban Mixed Use District

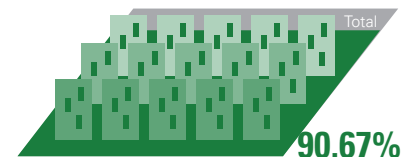
Environment



Total Project Area (Compared to Average)



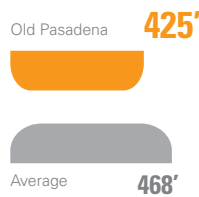
FAR (Compared to Average)



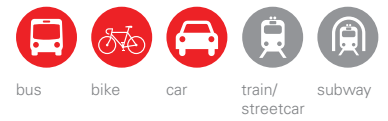
Project Land Coverage



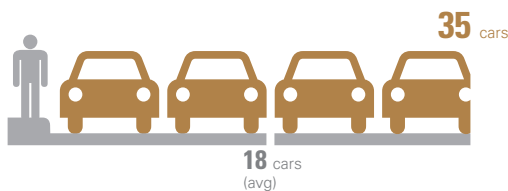
Block Size (Compared to Average)



Block Length (Compared to Average)



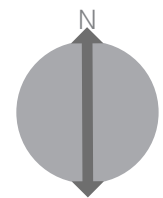
Modes of Transportation



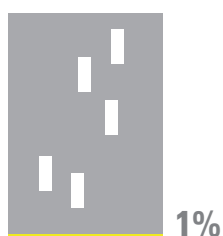
On Street Parking (Compared to Average)



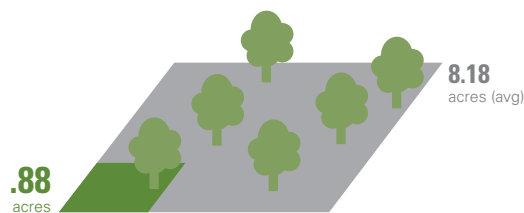
Retail/Residential Percentages of Overall Land Use



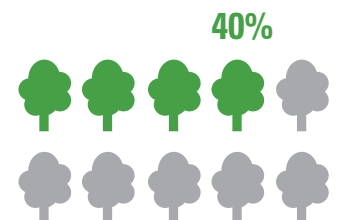
General Orientation



Percentage of New Buildings Within 10 Years

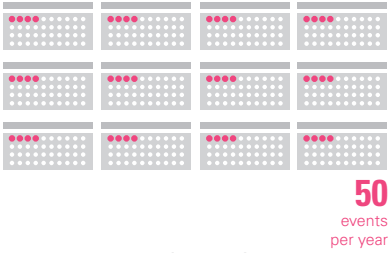


Size of Green Space (Compared to Average)

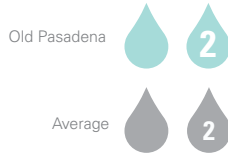


Average Tree Coverage Per Block

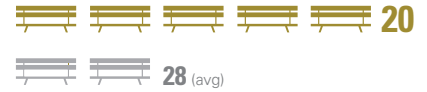
Social



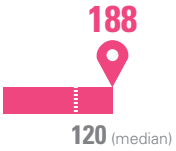
Number of Events (Per Year)



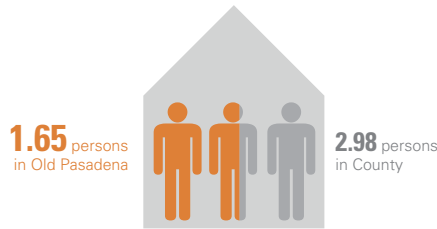
Number of Water Features (Compared to Average)



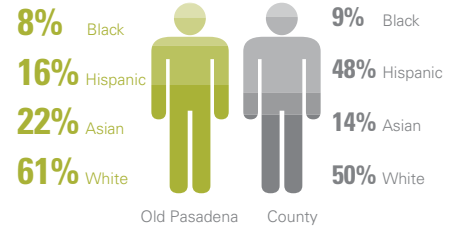
Fixed & Temporary Seating (Compared to Average)



Check ins per FAR (Compared to Median)

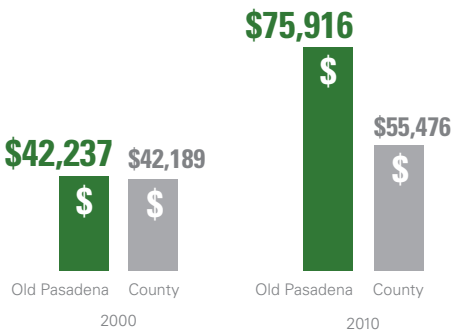


Household Size (Compared to County)

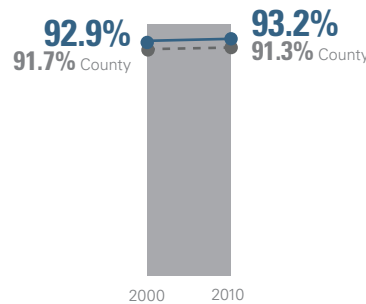


Ethnicity Distribution (Compared to County)

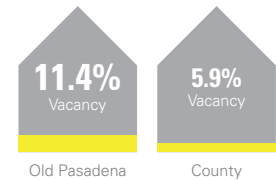
Financial



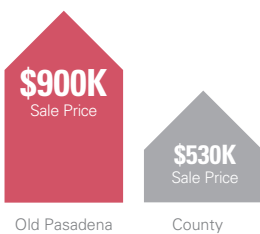
Household Income (Compared to County)



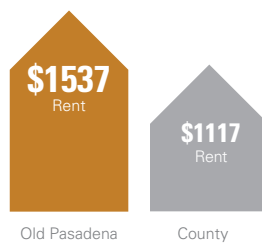
Employment Rate (Compared to County)



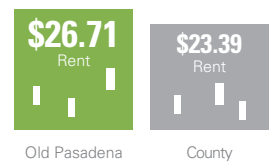
Housing Vacancy (Compared to County)



Avg Home Sale (Compared to County)



Median Rental Rate for Residential (Compared to County)



Avg Rental Rate for Commercial (Compared to County)

OLD PASADENA

Pasadena, California
Urban Mixed Use District

	Score	Value	Units	Yes/No	Comments
ENVIRONMENT	27				
Density	5				Not enough residential
Project Core		42.69	acre		Encompasses Colorado Ave blocks
Total Project Area		102.6	acre		Includes commercial areas along Colorado Blvd and Pasadena Civic Center
Average FAR		2.26675	#		Mainly 1-2 story buildings in western portion, 3+ story to east
Height to Street Ratio		0.25	#		Average building height of 24 feet with a 95 foot street
Land coverage %age		91	%		Most buildings cover the entire parcel with minimal parking. Gold Line ROW.
Blocks and Streets	4				Too many arterials
Block Size		4.3	acre		Block size is fairly standard throughout the site except for Paseo Colorado
Block Length		425	feet		Block length standard throughout the site
Local streets to arterials Ratio		2.4	#		One major arterial, many local streets
# of intersections per 1/2 sq mi		23	#		Grid structure with large block size and length limits the number of intersections
Mobility	4				No sharing
Project Perimeter served by arterials?				No	There are no streets near this area that have 3 or more lanes.
50% or greater has ped access to transit within 5 min?				Yes	Several bus stops on Colorado and near it, making transit access easy and fast.
Number of modes within core (car, bus, rail, bike, etc.)		3	#		Car, bus, and bike
Sharing Strategies (bike, car, etc.)?				No	Car share is available in Pasadena but in or near core.
Effective District Wide Parking Strategy?				Yes	Parking structures and designated lots within and near site
On street parking spaces per block		35	spaces		Plenty of street parking available with meters.
Land use	4				Too much regional residential
4 or more uses within core (retail, F&B, hotel, office)?				Yes	retail, food & beverage, office, and hotel
Retail as a part of overall mix		37	%		
Local serving retail (grocery store, pharmacy)		6	#		grocery, banks, hair salon, etc.
Residential density as percentage of overall land use		3.59712	%		
Number of residential types within core		2	#		
Walk Score		92	#		
Percentage of residential types within core		3.90625	%		Few residential spaces, all mixed use multifamily
Smart Site	6				Orientation is a problem
General orientation		N/S			0 degrees from azimuth
Number of registered landmarks		2	#		2 were found in the national registry
Number of new buildings (less than 10 years old)		2	#		Buildings were found on Colorado Blvd.
Designated bike lane				yes	
Number of LEED Buildings		4	#		Search through USGBC database
Open Space	5				Beaux Arts Plan
Size of green space		0.88	acre		Green space found around Pasadena City Hall
Dedicated green space as a percentage of overall area		0.9	%		As most parcels are covered in building, not much space is found for green space
Average tree coverage per block by percentage		40	%		Regular canopy from Pasadena Ave to Marengo Ave
Size of gathering space		1.71	acre		Large gathering spaces provided within One Colorado and Paseo Colorado
Central gathering space as a percentage of overall area		1.67	%		Very little gathering space throughout the project area
Sidewalk as a percentage of overall area		2.3	%		Large sidewalks are provided along wide streets and large parcels
Percentage of pedestrian oriented streets		60.0	%		Many streets have pedestrian enhancements such as seating, trees, and plantings

COMMENTS

- Bisected by arterial street
- Focus on regional retail
- Demographics trend toward gentrification
- High per capita income

	Score	Value	Units	Yes/No	Comments
SOCIAL 27					
Time of Use	6				Need to extend hours, more events
Hours of Operation		9.74	#		Survey of popular destinations, from tea stores to food to gyms
Number of Weekly, Monthly, Yearly Events		50	#		Weekly walking tours, Rose Parade, and concerts in the park amongst others
Ratio of Men to Women		0.67			Women are more frequently seen using the main land uses of the area (retail)
Human Amenity	6				Not enough art
Super Amenity		0	#		
Water feature		2	#		One was found in One Colorado and other was in Paseo
Sculptures		0	#		City is embarking on a public art revitalization. Will bring sculptures to the area.
Murals		0	#		Temporary, chalk murals can be found at Paseo a few times during the year
WiFi Access				yes	There are several retail places on Colorado Blvd that provide Wi-Fi hotspots.
Health Clinic				yes	
Fixed and Temporary Seating		20	#		Number indicates the number of areas that provided seating
Continuing Education				no	No continuing education institutes were found in our area of focus.
Daycare				no	
Social Media	8				Very popular
District with social media?				Yes	Facebook, Twitter
Frequency of use		50	/week		
District Yelp Score		3.50	stars		
Number of check ins in one month		414	#		
Check ins per FAR		188	#		
Number of likes in one month		11426	#		
AM to PM check in ratio		0.33	#		
% of check ins within Project Area		56	%		260 total
% of check ins within Region		43	%		
% of check ins out of Region		1	%		
Demographics	7				Gentrification
Distribution of age cohorts over time?				Yes	Large increase in 15-24 age cohort with decreases in 25-34 and 35-44 age cohorts
Ethnicity over time?				No	White and Asian populations increased, decreases in Black and Hispanic populations
Household size over time				No	Significant decrease in household size, trending towards 1.5 people per household
University within 5 miles?				Yes	Cal Tech (1.39 miles)
FINANCIAL 32					
Demographics	11				High employment
Household income over time				Yes	Median income has increased significantly (\$30k)
Employment Rate		93.2	%		Employment rate has stabilized
Residential	11				
Average home sales price vs region		1.70	#		\$900k vs \$530k
Median rental rate vs region		1.38	#		\$1537 vs \$1117
Commercial	10				
Average commercial rents vs region		1.14	#		\$26.71 vs \$23.39
TOTAL SCORE 86					

OLD PECAN STREET

Austin, Texas
Urban Retail District

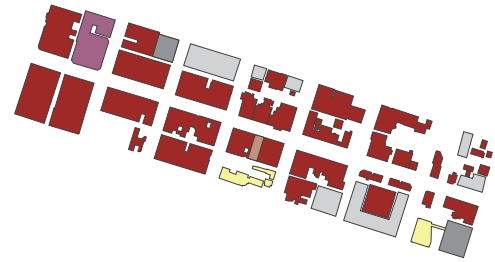
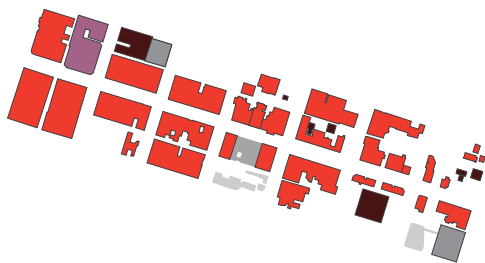


Figure Ground

Land Use

- Retail/Office
- Mixed Use
- Residential
- Hotel (can include retail)
- Civic/Institutional
- Parks/Open Space
- Undeveloped Land
- Parking Structure
- Surface Parking



Ground-Floor
Commercial Activity

- Retail
- Hotel
- Office
- Entertainment Uses
- Parking Structure

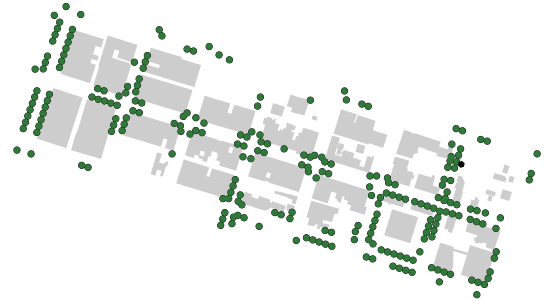
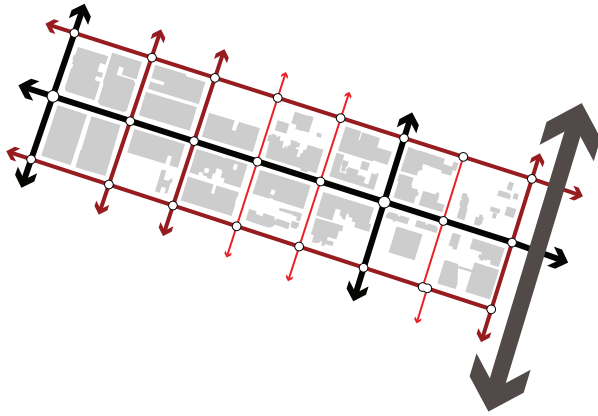
Land Use-
Residential

- Single Family
- Townhouse
- Apartment
- Condo/Flat
- Loft/Life-work



Old Pecan Street, also known as 6th Street, is the entertainment hub of Austin, Texas. Like other districts that we studied that focus upon entertainment as an anchor use, the district can be extremely active during major events, but can struggle with a lack of diversification during non-event times. Social numbers are high during these

events, but the district fundamentally lacks density, a diversity of uses, and basic human amenities to create a true, optimally functional district. As a result, the area retains significantly lower household incomes, as well as a significantly higher vacancy rates than the county average.

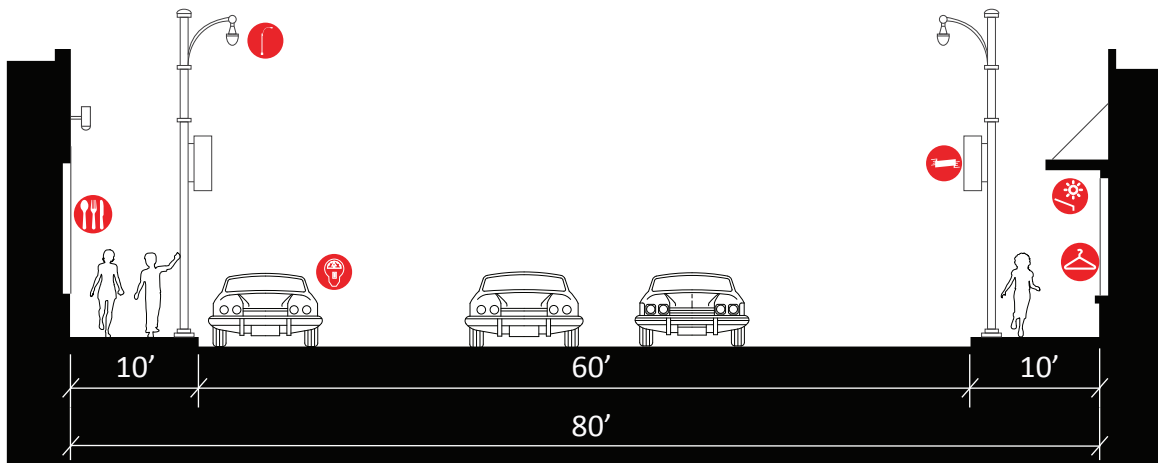


Circulation

- █ Primary Arterial
- █ Secondary Arterial
- █ Local Street
- - - Railroad
- Intersection

Open Space

- Park
- Passage
- Streetscape
- Square/Event Space
- Water Body
- Undeveloped



Section

- ⌂ ground-floor restaurant
- ☂ awning
- ⌚ lamppost
- Ⓟ street parking
- ➡ signage
- 🛍 ground-floor retail

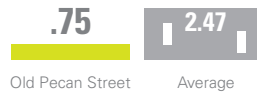
OLD PECAN STREET

Austin, Texas
Urban Retail District

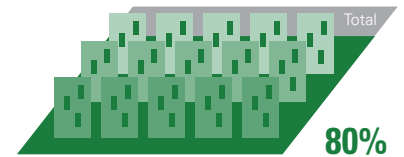
Environment



Total Project Area (Compared to Average)



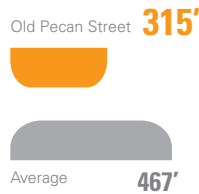
FAR (Compared to Average)



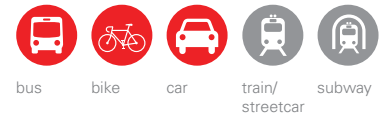
Project Land Coverage



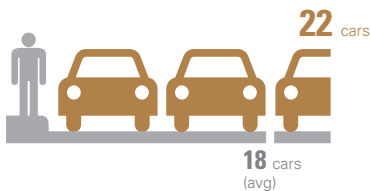
Block Size (Compared to Average)



Block Length (Compared to Average)



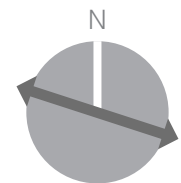
Modes of Transportation



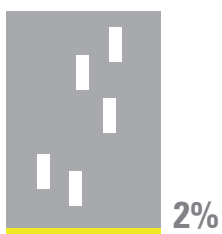
On Street Parking (Compared to Average)



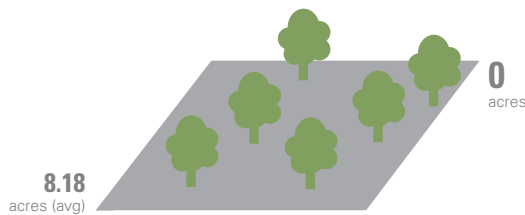
Retail/Residential Percentages of Overall Land Use



General Orientation



Percentage of New Buildings Within 10 Years

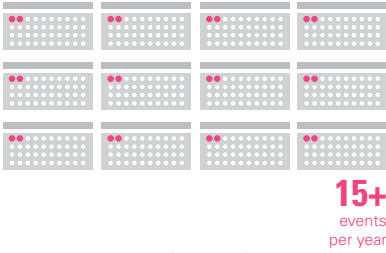


Size of Green Space (Compared to Average)

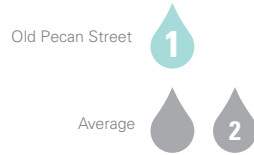


Average Tree Coverage Per Block

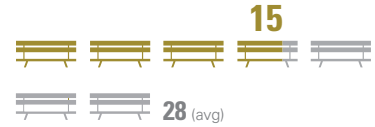
Social



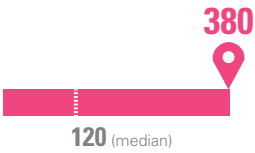
Number of Events (Per Year)



Number of Water Features (Compared to Average)



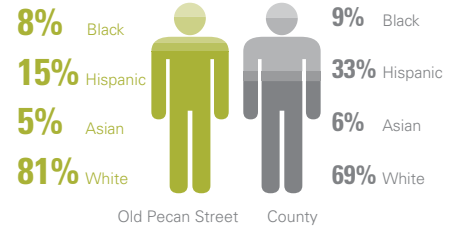
Fixed & Temporary Seating (Compared to Average)



Check ins per FAR (Compared to Median)

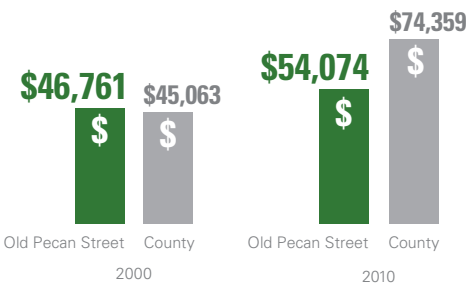


Household Size (Compared to County)

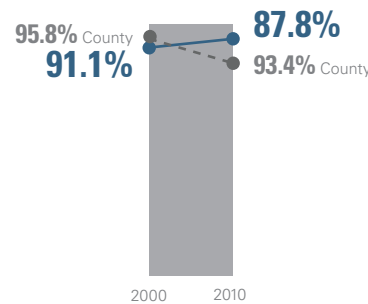


Ethnicity Distribution (Compared to County)

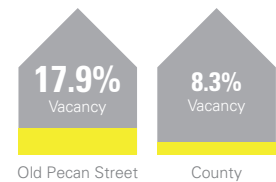
Financial



Household Income (Compared to County)



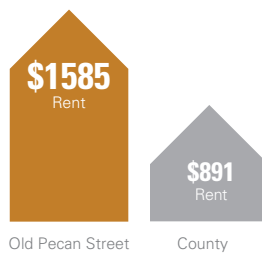
Employment Rate (Compared to County)



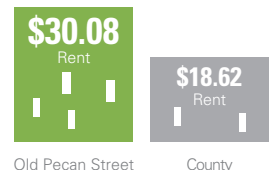
Housing Vacancy (Compared to County)



Avg Home Sale (Compared to County)



Median Rental Rate for Residential (Compared to County)



Avg Rental Rate for Commercial (Compared to County)

OLD PECAN STREET

Austin, Texas
Urban Retail District

	Score	Value	Units	Yes/No	Comments
ENVIRONMENT	24				
Density	5				Low density
Project Core		21.86	acre		Encompasses Old Pecan Street
Total Project Area		39.28	acre		Includes surrounding commercial and residential buildings
Average FAR		0.75	#		
Height to Street Ratio		0.31	feet		24 feet tall buildings with a 77 foot wide street
Land coverage %age		75	%		
Blocks and Streets	5				Small blocks
Block Size		2.4	acre		
Block Length		315	feet		
Local streets to arterials Ratio		0.6	#		
# of intersections per 1/2 sq mi		50	#		
Mobility	3				Not diverse enough
Project Perimeter served by arterials?				yes	Congress Highway and Interregional Highway
50% or greater has ped access to transit within 5 min?				yes	6th and 7th St provide many bus stops
Number of modes within core (car, bus, rail, bike, etc.)		3	#		Bus, bike, car
Sharing Strategies (bike, car, etc.)?				yes	Carshare station on Brazos and 7th. Several bikeshare stations available as well
Effective District Wide Parking Strategy?				yes	Open parking lots and parking structures available
On street parking spaces per block		22	spaces		Taken from Old Pecan St between Interregional Hwy and Sabine St.
Land use	3				Poor walk score
4 or more uses within core (retail, F&B, hotel, office)?				yes	Retail, F&B, hotel, office
Retail as a part of overall mix		33	%		
Local serving retail (grocery store, pharmacy)		4	#		Gas station, food mart, bank, computer repair
Residential density as percentage of overall land use		10	%		
Number of residential types within core		4	#		Single-family, apartment, condo, loft
Walk Score		47	#		
Percentage of residential types within core		5	%		
Smart Site	5				E/W Orientation
General orientation		E/W			
Number of registered landmarks		0	#		None found in our area of focus
Number of new buildings (less than 10 years old)		1	#		
Designated bike lane				yes	
Number of LEED Buildings		1	#		515 Congress
Open Space	3				No open space
Size of green space		-	acre		
Dedicated green space as a percentage of overall area		-	%		
Average tree coverage per block by percentage		15	%		
Size of gathering space		0.04	acre		
Central gathering space as a percentage of overall area		0.10	%		
Sidewalk as a percentage of overall area		14.4	%		
Percentage of pedestrian oriented streets		12.5	%		

COMMENTS

- Relatively low density
- Focus on regional events
- Requires a local population
- Lack of human amenity- trees, grass, etc.

	Score	Value	Units	Yes/No	Comments
SOCIAL	26				
Time of Use	6				Needs more activity
Hours of Operation		8.87	hours		Survey of top stores in the area (restaurant, dive bar, lounge, ice cream)
Number of Weekly, Monthly, Yearly Events		15	#		
Ratio of Men to Women		1.00	#		
Human Amenity	6				Not high quality
Super Amenity		1	#		Colorado River
Water feature		1	#		
Sculptures		0	#		
Murals		0	#		
WiFi Access				yes	Several wifi hotspots available throughout Austin
Health Clinic				yes	HealthYes, Michael Johnson, Cenpatico Behavioral Health
Fixed and Temporary Seating		15	#		
Continuing Education				no	
Daycare				no	
Social Media	8				Very popular
District with social media?				Yes	Facebook, Twitter, YouTube
Frequency of use		27	/week		Average of Twitter and Facebook use this week. Use Twitter more
District Yelp Score		N/A	stars		
Number of check ins in one month		285	#		
Check ins per FAR		380	#		
Number of likes in one month		4603	#		
AM to PM check in ratio		0.60	#		
% of check ins within Project Area		34	%		114 total
% of check ins within Region		40	%		
% of check ins out of Region		25	%		
Demographics	6				Increasingly less diverse
Distribution of age cohorts over time				yes	15-24 age cohort increased, 25-34, 35-44 age cohorts decreased
Ethnicity over time				no	Increase in White population with decreases in minority populations
Household size over time				yes	Stable household size
University within 5 miles?				yes	UT of Austin (5000 ft)
FINANCIAL	29				
Demographics	9				High Vacancy
Household income over time				yes	Increase by \$29k (65%)
Employment Rate		87.8	%		Decreased 3.5 percentage points
Residential	10				High Value
Median home sales price vs region					Zip code level N/A, County is \$140k
Median rental rate vs region		1.78	#		\$1585 vs \$891
Commercial	10				High Value
Average commercial rents vs region		1.62	#		\$30.08 vs \$18.62
TOTAL SCORE	81				

PIAZZA AT SCHMIDT'S

Philadelphia, Pennsylvania
Urban Neighborhood

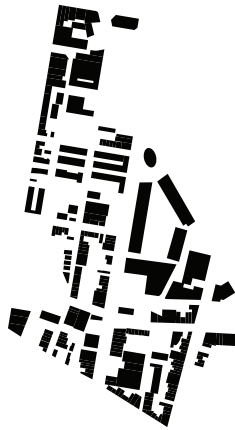
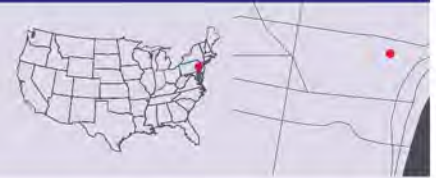


Figure Ground

Land Use

- Retail/Office
- Mixed Use
- Residential
- Hotel (can include retail)
- Civic/Institutional
- Parks/Open Space
- Undeveloped Land
- Parking Structure
- Surface Parking



Ground-Floor
Commercial Activity

- Retail
- Hotel
- Office
- Entertainment Uses
- Parking Structure

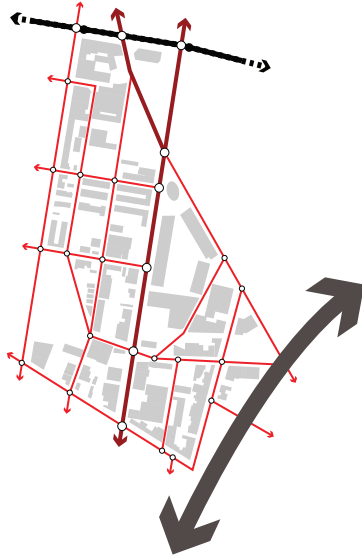
Land Use-
Residential

- Single Family
- Townhouse
- Apartment
- Condo/Flat
- Loft/Life-work



This is a successful example of residential-driven moderate density mixed use situated around a European-style Piazza. Scoring well on environment, this space is oriented by the rehabilitated former Schmidt Brewery. This ultra-flexible piazza has become a primary hub of activity and hosts a variety of events throughout the year, though social numbers do not yet imply permanent allegiance. Although a

small green space is provided, a number of family-oriented amenities have yet to be incorporated. Financially, the district appeals to young entrepreneurs who are looking to put down roots in a formerly industrial part of the city. These pioneers will eventually be looking for places where they can raise a family. Additional amenities, events, and spaces can help support that aspiration.

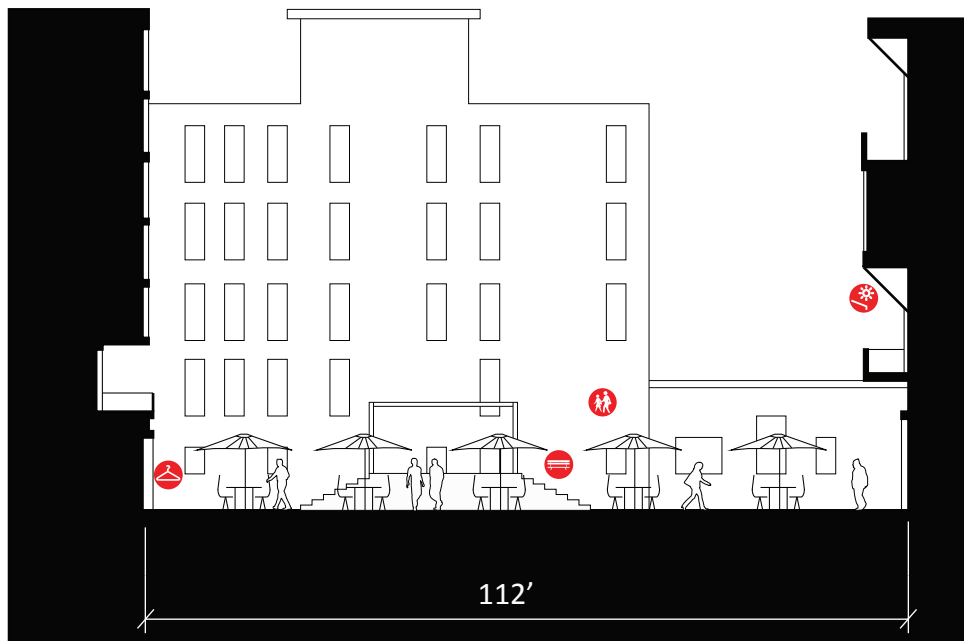


Circulation

- █ Primary Arterial
- █ Secondary Arterial
- █ Local Street
- - - Railroad
- Intersection

Open Space

- Park
- Passage
- Streetscape
- Square/Event Space
- Water Body
- Undeveloped



Section

- ☂ awning
- pedestrian-only
- ☺ public seating
- 👤 ground-floor retail



PIAZZA AT SCHMIDT'S

Philadelphia, Pennsylvania
Urban Neighborhood

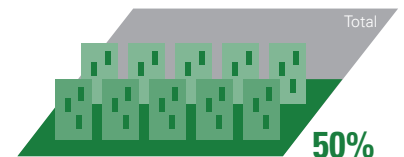
Environment



Total Project Area (Compared to Average)



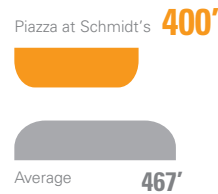
FAR (Compared to Average)



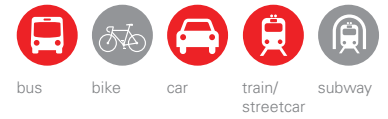
Project Land Coverage



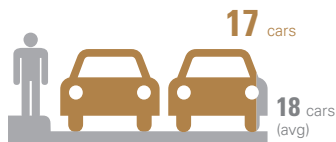
Block Size (Compared to Average)



Block Length (Compared to Average)



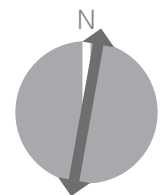
Modes of Transportation



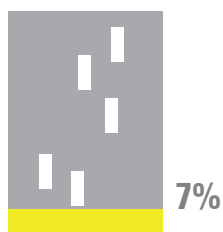
On Street Parking (Compared to Average)



Retail/Residential Percentages of Overall Land Use



General Orientation



Percentage of New Buildings Within 10 Years

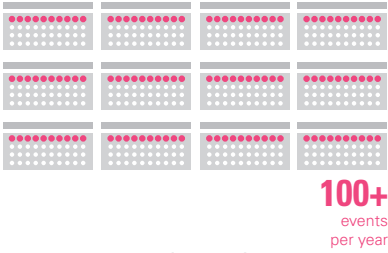


Size of Green Space (Compared to Average)

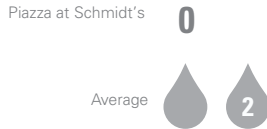


Average Tree Coverage Per Block

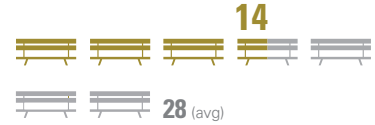
Social



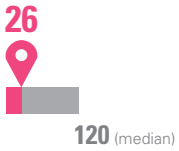
Number of Events (Per Year)



Number of Water Features (Compared to Average)



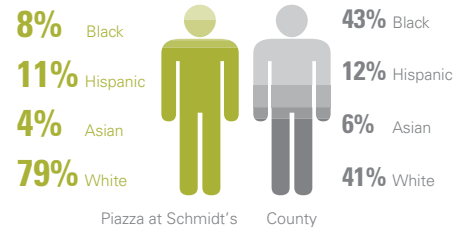
Fixed & Temporary Seating (Compared to Average)



Check ins per FAR (Compared to Median)

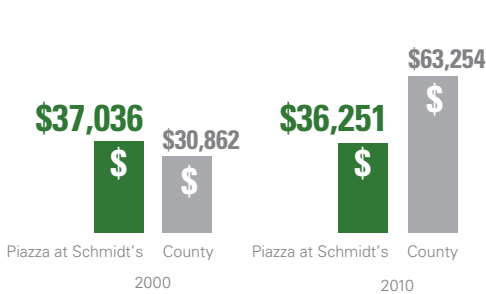


Household Size (Compared to County)

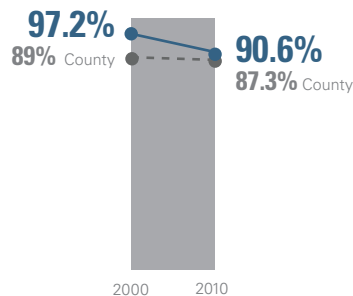


Ethnicity Distribution (Compared to County)

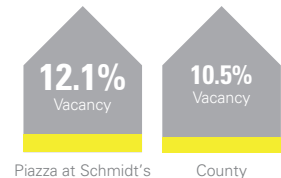
Financial



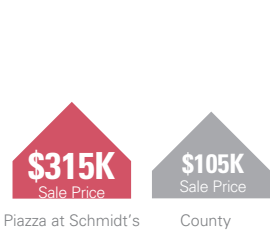
Household Income (Compared to County)



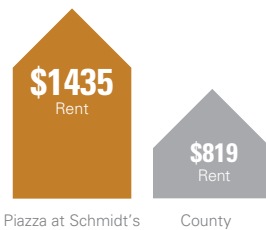
Employment Rate (Compared to County)



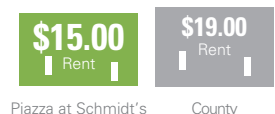
Housing Vacancy (Compared to County)



Avg Home Sale (Compared to County)



Median Rental Rate for Residential (Compared to County)



Avg Rental Rate for Commercial (Compared to County)

PIAZZA AT SCHMIDT'S

Philadelphia, Pennsylvania
Urban Neighborhood

	Score	Value	Units	Yes/No	Comments
ENVIRONMENT	31				
Density	5				Low Density
Project Core		3.59	acre		Encompasses Piazza at Schmidt
Total Project Area		37.36	acre		Includes surrounding residential buildings
Average FAR		1.375	#		Most buildings are 3 stories, some 2 and 6 story buildings
Height to Street Ratio		0.60	feet		36 feet tall building with a 60 foot wide street
Land coverage %age		50	%		
Blocks and Streets	5				
Block Size		1.69	acre		Non-standard, irregular block size
Block Length		400	feet		Non-standard, regular block length
Local streets to arterials Ratio		3.7	#		
# of intersections per 1/2 sq mi		60	#		
Mobility	5				Transit Oriented Development
Project Perimeter served by arterials?				yes	95 Fwy
50% or greater has ped access to transit within 5 min?				yes	Many bus stops and light-rail stops available
Number of modes within core (car, bus, rail, bike, etc.)		3	#		Car, bus, rail
Sharing Strategies (bike, car, etc.)?				yes	Carshare available
Effective District Wide Parking Strategy?				yes	
On street parking spaces per block		17	spaces		Taken from American St between Germantown and George
Land use	5				Residential Driven
4 or more uses within core (retail, F&B, hotel, office)?				yes	retail, F&B, office, mixed use commercial
Retail as a part of overall mix		13	%		
Local serving retail (grocery store, pharmacy)		4	#		Car mechanic, gym, bank
Residential density as percentage of overall land use		81	%		
Number of residential types within core		3	#		Condo, apartment, townhouse
Walk Score		98	#		
Percentage of residential types within core		75	%		
Smart Site	6				
General orientation		N/S			
Number of registered landmarks		0	#		
Number of new buildings (less than 10 years old)		15	#		
Designated bike lane				no	
Number of LEED Buildings		3	#		15 Thin Flats, 149 Thin Flats, 147 Thin Flats
Open Space	5				Good Public Space
Size of green space		1.71	acre		Liberty Lands Community Garden, Grass inside piazza
Dedicated green space as a percentage of overall area		4.6	%		
Average tree coverage per block by percentage		10	%		
Size of gathering space		0.57	acre		Piazza, plaza in front of office tower
Central gathering space as a percentage of overall area		1.53	%		
Sidewalk as a percentage of overall area		14.7	%		
Percentage of pedestrian oriented streets		5.0	%		

COMMENTS

Young and affluent population
 Excellent event space
 Adjacent to university
 Outperforms county in residential financials

	Score	Value	Units	Yes/No	Comments	
SOCIAL 28						
Time of Use	8				Good activity	
Hours of Operation		10.68	hours		Survey of top stores in the area (restaurant, bakery, bar, café, art gallery)	
Number of Weekly, Monthly, Yearly Events		100+	#			
Ratio of Men to Women		1.00	#			
Human Amenity	6				Lack of amenities	
Super Amenity		1	#		Delaware River	
Water feature		0	#			
Sculptures		0	#			
Murals		7	#			
WiFi Access				yes		
Health Clinic				no		
Fixed and Temporary Seating		14	#			
Continuing Education				no		
Daycare				no		
Social Media	7				O.K. Social	
District with social media?				yes	Facebook, Twitter	
Frequency of use		9	/week		Average use of Facebook and Twitter this week. Use Twitter more.	
District Yelp Score		3.50	stars			
Number of check ins in one month		36	#			
Check ins per FAR		26	#			
Number of likes in one month		370	#			
AM to PM check in ratio		0.16	#			
% of check ins within Project Area		33	%			27 total
% of check ins within Region		67	%			
% of check ins out of Region		0	%			
Demographics	7				Young and affluent	
Distribution of age cohorts over time				yes	15-24 age cohort increased	
Ethnicity over time				no	Large increase in White population with significant Black and Hispanic decrease	
Household size over time				no	Significant household size change	
University within 5 miles?				yes	Temple University (1.15 miles)	
FINANCIAL 29						
Demographics	10					
Household income over time				yes	Increased \$33k (104%)	
Employment Rate		90.6	%		Decreased 7 percentage points	
Residential	11				Good residential numbers	
Median home sales price vs region		3.00	#		\$315k vs \$105k	
Median rental rate vs region		1.75	#		\$1435 vs \$819	
Commercial	8				Low	
Average commercial rents vs region		0.79	#		\$15 vs \$19	
TOTAL SCORE 88						

POWER & LIGHT DISTRICT

Kansas City, Missouri
Sports and Entertainment District

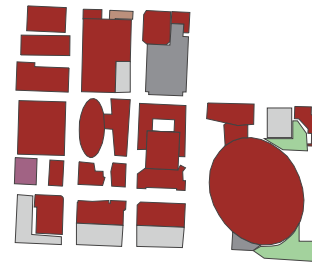
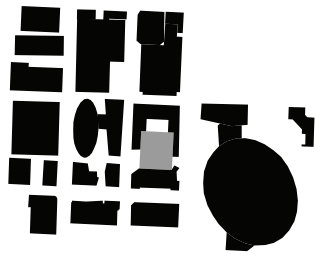
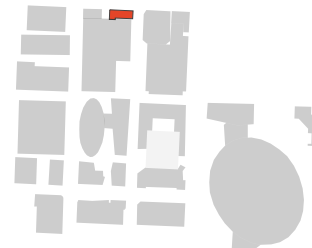
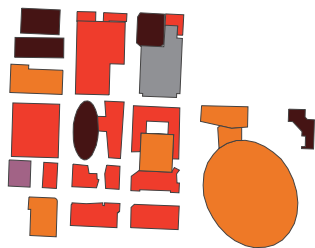


Figure Ground

Land Use

- Retail/Office
- Mixed Use
- Residential
- Hotel (can include retail)
- Civic/Institutional
- Parks/Open Space
- Undeveloped Land
- Parking Structure
- Surface Parking



Ground-Floor
Commercial Activity

- Retail
- Hotel
- Office
- Entertainment Uses
- Parking Structure

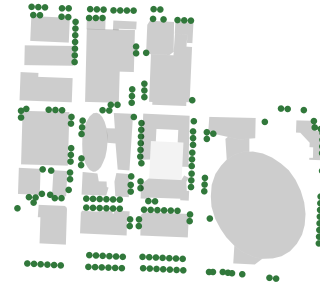
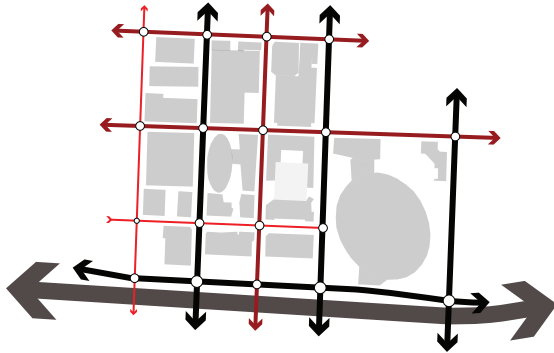
Land Use-
Residential

- Single Family
- Townhouse
- Apartment
- Condo/Flat
- Loft/Life-work



The Power and Light District is a significant redevelopment project anchored by the Sprint Center sports arena and the KC LIVE! performance venue. The district hosts a wide number of events and is popular with tourists, resulting in a relatively high Environment score. However, this district shows that there are economic and social issues associated with an over reliance on tourism. Very few people

are checking in per month, showing little permanent allegiance to the district. This could be addressed by modifying the character of public spaces, and increasing the number of residents, workers, as well as amenities and activities. With these suggestions, financial numbers could improve, which show a lower household income than the county and a concentration of relatively low income jobs.

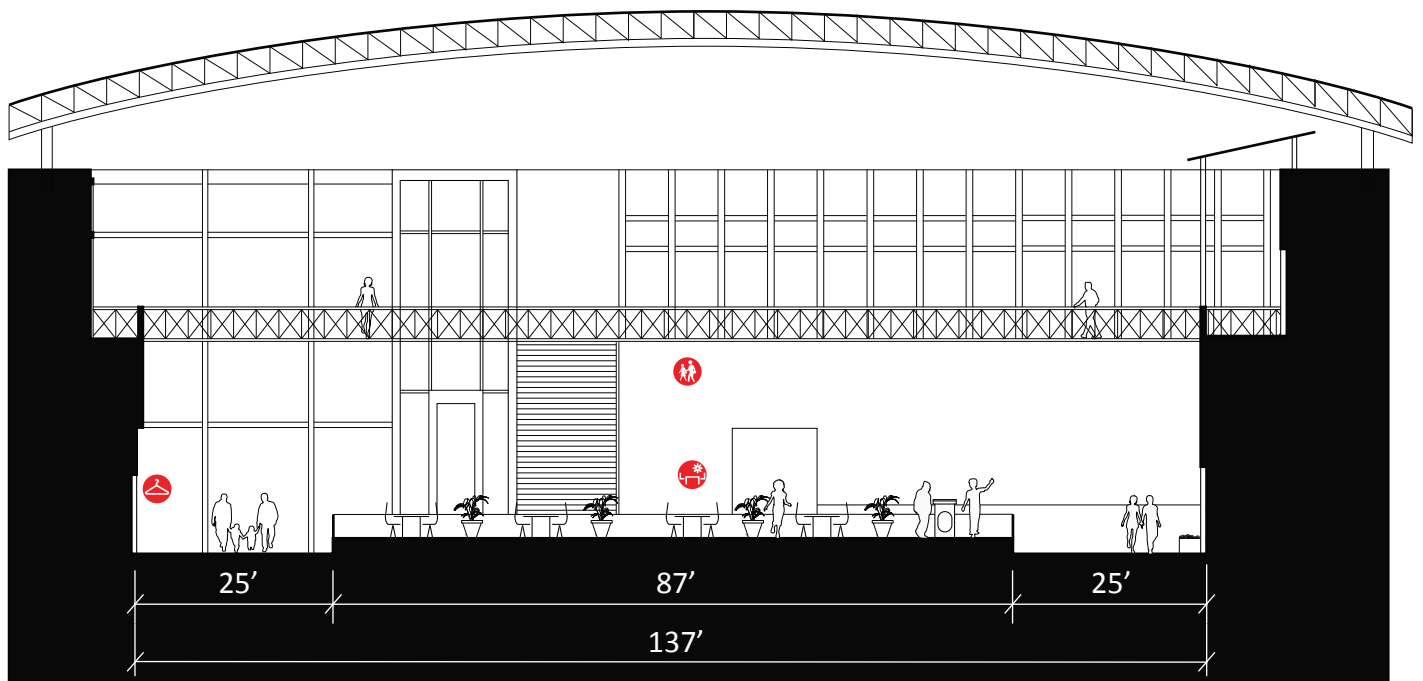


Circulation

- Primary Arterial
- Secondary Arterial
- Local Street
- - - Railroad
- Intersection

Open Space

- Park
- Passage
- Streetscape
- Square/Event Space
- Water Body
- Undeveloped



Section

- planter
- ground-floor retail
- pedestrian only
- outdoor dining



POWER & LIGHT DISTRICT

Kansas City, Missouri
Sports and Entertainment District

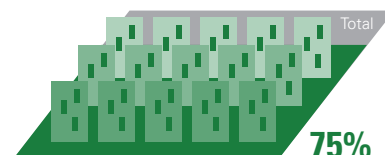
Environment



Total Project Area (Compared to Average)



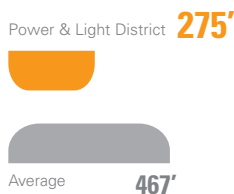
FAR (Compared to Average)



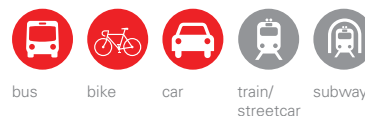
Project Land Coverage



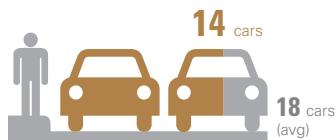
Block Size (Compared to Average)



Block Length (Compared to Average)



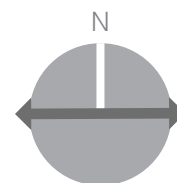
Modes of Transportation



On Street Parking (Compared to Average)



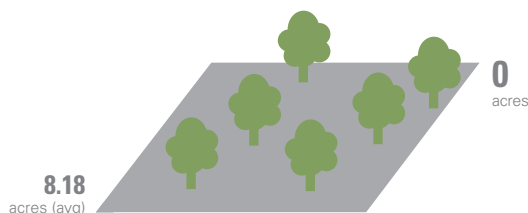
Retail/Residential Percentages of Overall Land Use



General Orientation



Percentage of New Buildings Within 10 Years

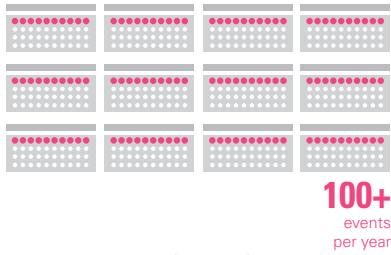


Size of Green Space (Compared to Average)

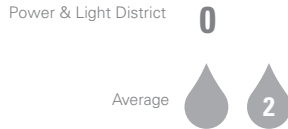


Average Tree Coverage Per Block

Social



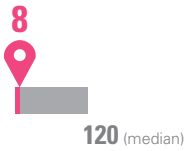
Number of Events (Per Year)



Number of Water Features (Compared to Average)



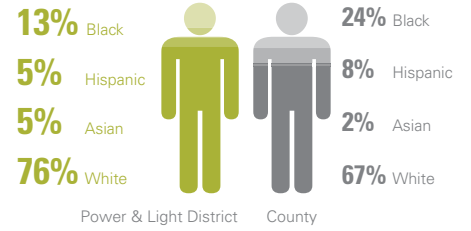
Fixed & Temporary Seating (Compared to Average)



Check ins per FAR (Compared to Median)

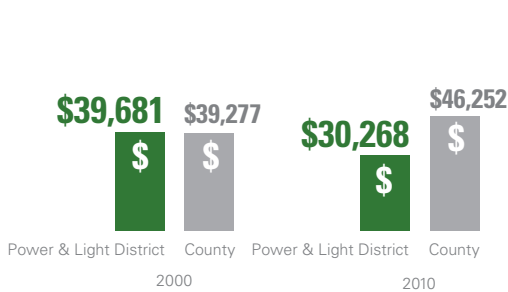


Household Size (Compared to County)

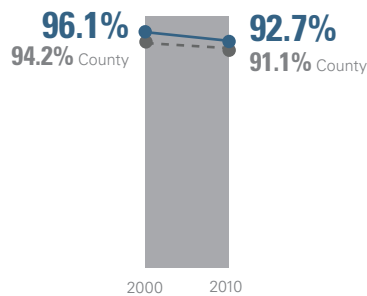


Ethnicity Distribution (Compared to County)

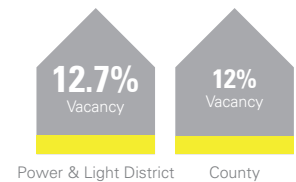
Financial



Household Income (Compared to County)



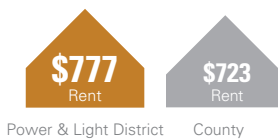
Employment Rate (Compared to County)



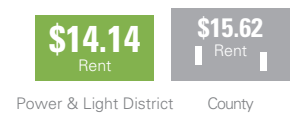
Housing Vacancy (Compared to County)



Avg Home Sale (Compared to County)



Median Rental Rate for Residential (Compared to County)



Avg Rental Rate for Commercial (Compared to County)

POWER & LIGHT DISTRICT

Kansas City, Missouri
Sports and Entertainment District

	Score	Value	Units	Yes/No	Comments
ENVIRONMENT	29				
Density	6				
Project Core		5.05	acre		Encompasses pedestrian walkway area of project
Total Project Area		41.43	acre		Includes surrounding commercial and residential buildings
Average FAR		3	#		Mix of 2 story buildings and 6+ story buildings
Height to Street Ratio		0.37	#		24 feet tall buildings with a 65 foot wide street
Land coverage %age		75	%		
Blocks and Streets	5				Small blocks, lots of local streets
Block Size		3.1	acre		Non-standard, regular block size
Block Length		275	feet		Standard, regular block length
Local streets to arterials Ratio		0.3	#		Internal and perimeter local streets and arterials
# of intersections per 1/2 sq mi		44	#		
Mobility	4				
Project Perimeter served by arterials?				yes	670 Freeway and Grand Blvd
50% or greater has ped access to transit within 5 min?				yes	
Number of modes within core (car, bus, rail, bike, etc.)		3	#		Bus, bike, car
Sharing Strategies (bike, car, etc.)?				yes	Bikeshare available
Effective District Wide Parking Strategy?				yes	
On street parking spaces per block		14	spaces		Taken from Main St between 13th and 14th Streets
Land use	4				Good walkscore. Heavy retail.
4 or more uses within core (retail, F&B, hotel, office)?				yes	Retail, F&B, hotel, office
Retail as a part of overall mix		39	%		
Local serving retail (grocery store, pharmacy)		1	#		Bank
Residential density as percentage of overall land use		0	%		
Number of residential types within core		N/A	#		
Walk Score		94	#		
Percentage of residential types within core		0	%		
Smart Site	6				
General orientation		E/W			
Number of registered landmarks		0	#		
Number of new buildings (less than 10 years old)		4	#		
Designated bike lane				yes	
Number of LEED Buildings		0	#		
Open Space	4				
Size of green space		-	acre		
Dedicated green space as percentage of overall area		-	%		
Average tree coverage per block by percentage		50	%		
Size of gathering space		0.00	acre		
Central gathering space as percentage of overall area		0.00	%		
Sidewalk as a percentage of overall area		10.9	%		
Percentage of pedestrian oriented streets		50.0	%		

COMMENTS

- Reliant on tourism and entertainment
- Relatively low social media numbers
- Appeals to a younger demographic
- Large amount of retail and entertainment venues

	Score	Value	Units	Yes/No	Comments
SOCIAL	25				
Time of Use	7				
Hours of Operation		12.2	hours		Survey of top stores in the area (pub, grocery, cinema, restaurant, café, bar)
Number of Weekly, Monthly, Yearly Events		100+	#		
Ratio of Men to Women		1.00	#		
Human Amenity	5				Tourist destination
Super Amenity		2	#		Kansas River and Missouri River
Water feature		0	#		
Sculptures		0	#		
Murals		8	#		
WiFi Access				yes	Hotels and coffee shops offer wifi access
Health Clinic				no	
Fixed and Temporary Seating		15	#		Areas with seating
Continuing Education				no	
Daycare				no	
Social Media	6				Low Yelp score. Low social.
District with social media?				yes	Facebook, Twitter, YouTube, Instagram
Frequency of use		18	#		Average use of Facebook and Twitter this week. Use Facebook more.
District Yelp Score		3.00	stars		
Number of check ins in one month		23	#		
Check ins per FAR		8	#		
Number of likes in one month		182	#		
AM to PM check in ratio		0.21	#		
% of check ins within Project Area		86	%		22 total
% of check ins within Region		14	%		
% of check ins out of Region		0	%		
Demographics	7				Post university community
Distribution of age cohorts over time				Yes	15-24 age cohort increased
Ethnicity over time				No	White population increased, Black population decreased
Household size over time				Yes	Relatively stable household size
University within 5 miles?				Yes	University of Missouri Kansas (1.08 miles)
FINANCIAL	27				
Demographics	10				
Household income over time				Yes	Increased \$9k (31%)
Employment Rate		92.7	%		Decreased by 4 percentage points
Residential	10				
Average home sales price vs region		N/A	#		Not available at zip code level, county is \$60k
Median rental rate vs region		1.07	#		\$777 vs \$723
Commercial	7				Lower than county.
Average commercial rents vs region		0.91	#		\$14.14 vs \$15.62

TOTAL SCORE 81

SAN ANTONIO RIVER WALK

San Antonio, Texas
Urban Mixed Use District

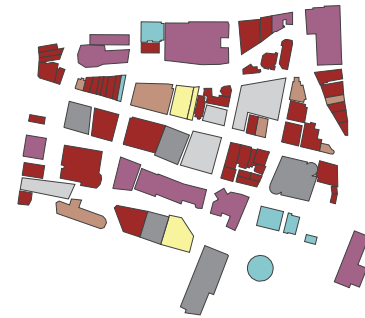
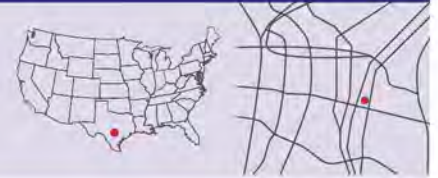


Figure Ground

Land Use

- Retail/Office
- Mixed Use
- Residential
- Hotel (can include retail)
- Civic/Institutional
- Parks/Open Space
- Undeveloped Land
- Parking Structure
- Surface Parking



Ground-Floor
Commercial Activity

- Retail
- Hotel
- Office
- Entertainment Uses
- Parking Structure

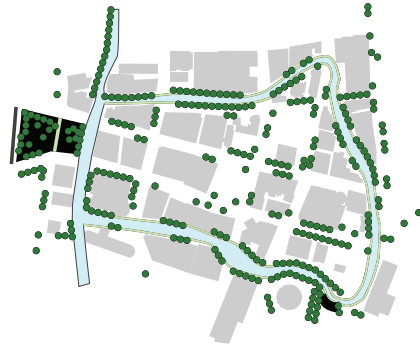
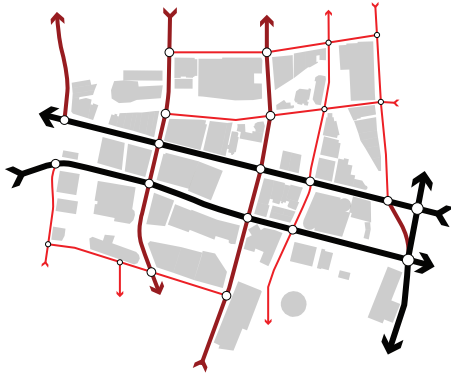
Land Use-
Residential

- Single Family
- Townhouse
- Apartment
- Condo/Flat
- Loft/Life-work



The San Antonio River Walk is an example of a mixed use district that equally appeals to both tourists and locals. The district scored well with Environment due to its high quality public realm and clusters of uses which take advantage of the River Walk's 100+ events per year. Although the district lacks some basic community amenities such

as a health clinic, daycare, or continuing education, the amount of social media usage in the area is extremely high throughout a variety of demographic sectors and activity groups. Financials were not great, scoring only half the income per capita locally in comparison to the county.

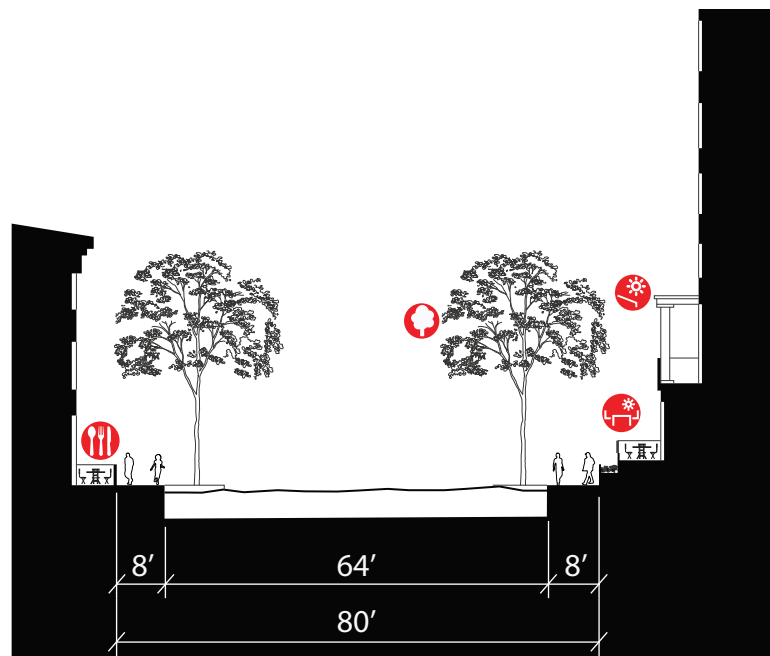


Circulation

- Primary Arterial
- Secondary Arterial
- Local Street
- - - Railroad
- Intersection

Open Space

- Park
- Passage
- Streetscape
- Square/Event Space
- Water Body
- Undeveloped



Section

- 🍴 ground-floor restaurant
- ☂️ awning
- 🪴 outdoor dining
- 🌳 tree canopy



SAN ANTONIO RIVER WALK

San Antonio, Texas
Urban Mixed Use District

Environment

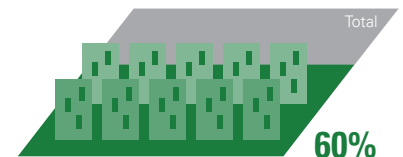


Total Project Area (Compared to Average)



San Antonio Riverwalk Average

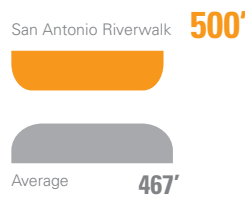
FAR (Compared to Average)



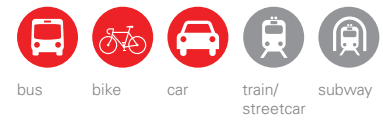
Project Land Coverage



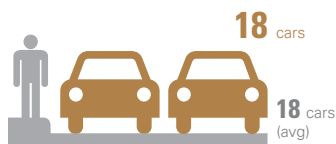
Block Size (Compared to Average)



Block Length (Compared to Average)



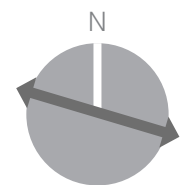
Modes of Transportation



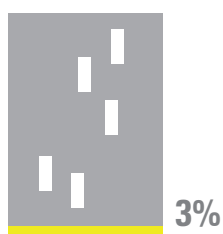
On Street Parking (Compared to Average)



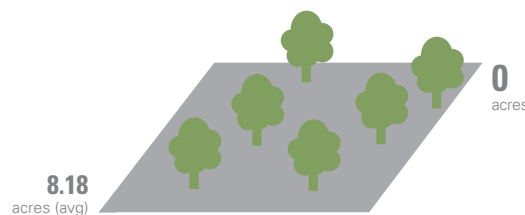
Retail/Residential Percentages of Overall Land Use



General Orientation



Percentage of New Buildings Within 10 Years

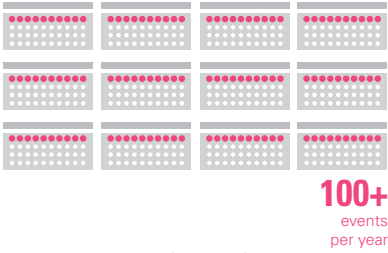


Size of Green Space (Compared to Average)

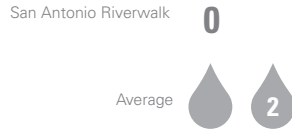


Average Tree Coverage Per Block

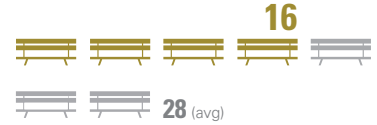
Social



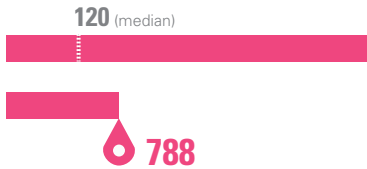
Number of Events (Per Year)



Number of Water Features (Compared to Average)



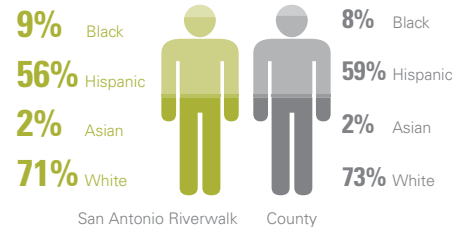
Fixed & Temporary Seating (Compared to Average)



Check ins per FAR (Compared to Median)

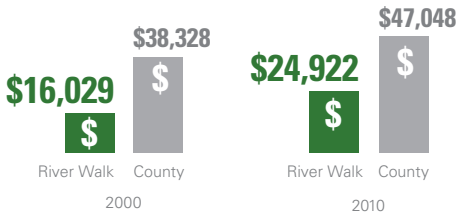


Household Size (Compared to County)

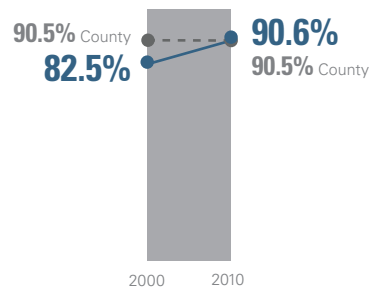


Ethnicity Distribution (Compared to County)

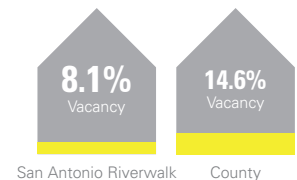
Financial



Household Income (Compared to County)



Employment Rate (Compared to County)



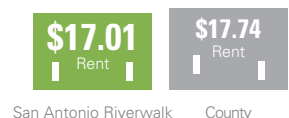
Housing Vacancy (Compared to County)



Avg Home Sale (Compared to County)



Median Rental Rate for Residential (Compared to County)



Avg Rental Rate for Commercial (Compared to County)

SAN ANTONIO RIVER WALK

San Antonio, Texas
Urban Mixed Use District

	Score	Value	Units	Yes/No	Comments
ENVIRONMENT	28				
Density	6				
Project Core		25.6	acre		Encompasses River Walk and blocks within River Walk
Total Project Area		52.66	acre		Includes buildings on the opposite side of the river
Average FAR		3	#		Most buildings are on average 6 stories tall with large portions of parcels undeveloped
Height to Street Ratio		1.29	#		72 feet tall building with a 56 foot wide sidewalk
Land coverage %age		60	%		Lots of surface parking lots
Blocks and Streets	5				
Block Size		2.68	acre		Non-standard, regular shaped block size
Block Length		500	feet		Standard, regular block length
Local streets to arterials Ratio		1.0	#		Even distribution of local streets and arterials internally and on perimeter
# of intersections per 1/2 sq mi		49	#		Regular block length but irregular grid pattern
Mobility	4				Tourists
Project Perimeter served by arterials?				yes	When Alamo Plaza and Losoya St. merge
50% or greater has ped access to transit within 5 min?				yes	Several bus stops available.
Number of modes within core (car, bus, rail, bike, etc.)		3	#		Car, bus, bike
Sharing Strategies (bike, car, etc.)?				yes	Bikeshare
Effective District Wide Parking Strategy?				yes	Several parking structures and open lots available
On street parking spaces per block		18	spaces		Taken from Villita St. between Navaro St and St Mary's St
Land use	4				Not enough residential, no communities
4 or more uses within core (retail, F&B, hotel, office)?				yes	retail, F&B, hotel, office
Retail as a part of overall mix		37	%		
Local serving retail (grocery store, pharmacy)		3	#		Health care center and banks
Residential density as percentage of overall land use		13	%		
Number of residential types within core		1	#		Apartments
Walk Score		89	#		
Percentage of residential types within core		21	%		
Smart Site	5				Shopping & eating for tourists
General orientation		E/W			
Number of registered landmarks		6	#		Includes San Antonio Drug Company and Alamo National Bank Building
Number of new buildings (less than 10 years old)		2	#		
Designated bike lane				yes	
Number of LEED Buildings		1	#		Hyatt Regency San Antonio
Open Space	4				Riverwalk is nice, beyond that, no
Size of green space		-	acre		No green spaces
Dedicated green space as percentage of overall area		-	%		
Average tree coverage per block by percentage		30	%		Riverwalk is very tree lined, however most streets aren't
Size of gathering space		1.78	acre		Main Plaza, River Walk Steps
Central gathering space as percentage of overall area		3.38	%		
Sidewalk as a percentage of overall area		12.6	%		
Percentage of pedestrian oriented streets		30.0	%		Riverwalk

COMMENTS

- High social media numbers
- Low household income
- Few green spaces beyond River Walk
- Popular with tourists and locals

	Score	Value	Units	Yes/No	Comments
SOCIAL 29					
Time of Use	8				
Hours of Operation		10.3	hours		Survey of top destinations in the area (restaurant, wine bar, lounge, deli)
Number of Weekly, Monthly, Yearly Events		100+	#		
Ratio of Men to Women		1.00	#		
Human Amenity	6				
Super Amenity		1	#		San Antonio River
Water feature		0	#		
Sculptures		1	#		
Murals		0	#		
WiFi Access				yes	Cafes, restaurants, hotels, provide wifi access
Health Clinic				no	
Fixed and Temporary Seating		16	#		Areas with seating
Continuing Education				no	
Daycare				no	
Social Media	9				Very popular
District with social media?				yes	Facebook, Twitter, YouTube
Frequency of use		6	#		Average use this week of Facebook and Twitter. Use Twitter more
District Yelp Score		N/A	stars		
Number of check ins in one month		2364	#		
Check ins per FAR		788	#		
Number of likes in one month		43141	#		
AM to PM check in ratio		0.29	#		
% of check ins within Project Area		32	%		1201 total
% of check ins within Region		52	%		
% of check ins out of Region		16	%		
Demographics	6				Low income
Distribution of age cohorts over time				yes	15-24 age cohort increased
Ethnicity over time				no	White and Hispanic populations large, Black and Asian populations small
Household size over time				yes	Stable household size
University within 5 miles?				yes	UT of San Antonio (3800 ft)
FINANCIAL 23					
Demographics	8				Getting better, but HH income is low
Household income over time				yes	Increased \$8k (50%)
Employment Rate		90.6	%		Has increased 8 percentage points
Residential	9				
Average home sales price vs region		N/A	#		No zip code level, county is \$90k (9th in Texas)
Median rental rate vs region		0.75	#		\$571 vs \$761
Commercial	6				
Average commercial rents vs region		0.96	#		\$17.01 vs \$17.74
TOTAL SCORE 78					

SANTANA ROW

San Jose, California
Suburban Mixed Use District

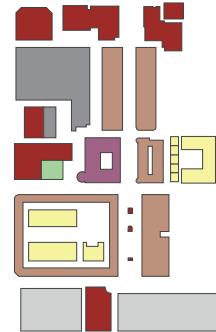
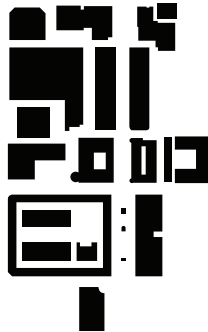
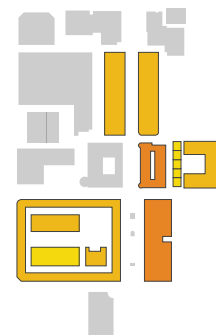
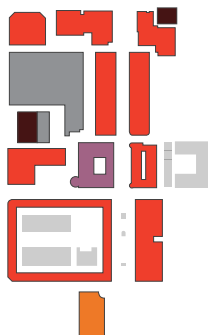


Figure Ground

Land Use

- Retail/Office
- Mixed Use
- Residential
- Hotel (can include retail)
- Civic/Institutional
- Parks/Open Space
- Undeveloped Land
- Parking Structure
- Surface Parking



Ground-Floor
Commercial Activity

- Retail
- Hotel
- Office
- Entertainment Uses
- Parking Structure

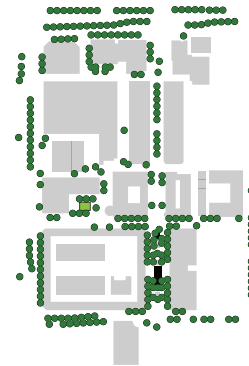
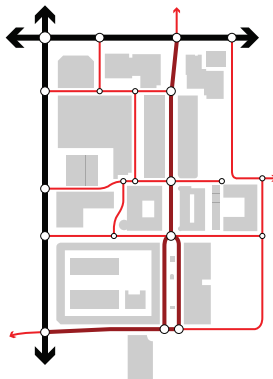
Land Use-
Residential

- Single Family
- Townhouse
- Apartment
- Condo/Flat
- Loft/Life-work



Santana Row is a mixed use district that includes retail, residential, hotel, and office uses within a high quality pedestrian-oriented network of streets, squares and passages. Despite the high quality design and the good mix of uses, the district was discounted slightly on our environment scoring because of the size of the blocks (almost 4 acres in size) and lack of mobility options (auto oriented). On social,

although lacking some human amenities, the number of events held in the district and amount of social media usage was extremely high. Financials showed competitive commercial rents, but surprisingly lower values for home sales and household income, and slightly higher vacancy rates than the county average.

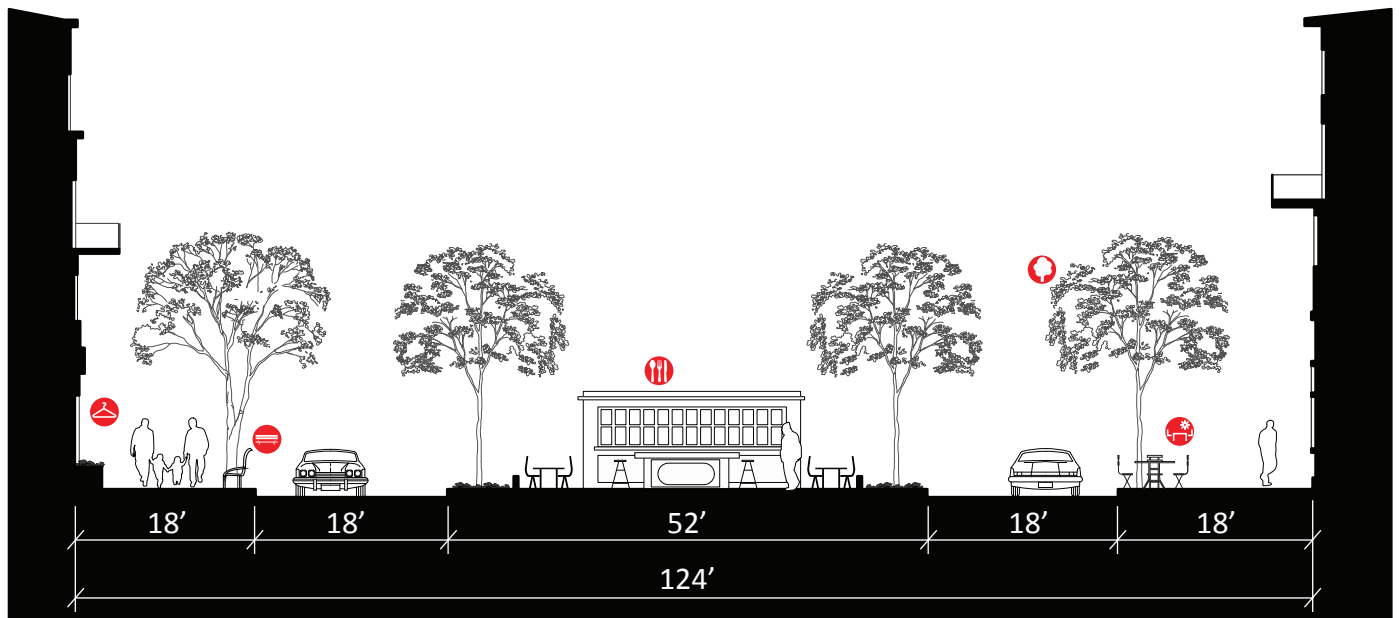


Circulation

- Primary Arterial
- Secondary Arterial
- Local Street
- Railroad
- Intersection

Open Space

- Park
- Passage
- Streetscape
- Square/Event Space
- Water Body
- Undeveloped



Section

- tree canopy
- restaurant
- public seating
- outdoor dining
- ground-floor retail



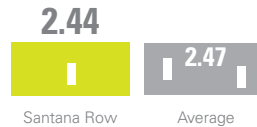
SANTANA ROW

San Jose, California
Suburban Mixed Use District

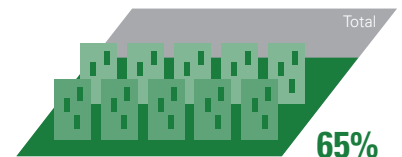
Environment



Total Project Area (Compared to Average)



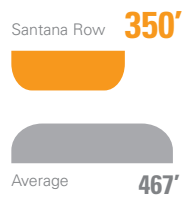
FAR (Compared to Average)



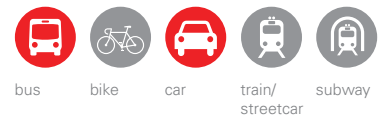
Project Land Coverage



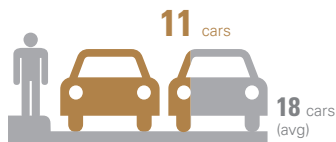
Block Size (Compared to Average)



Block Length (Compared to Average)



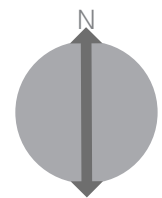
Modes of Transportation



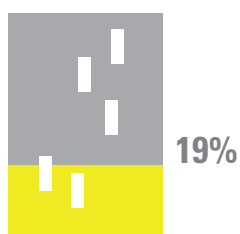
On Street Parking (Compared to Average)



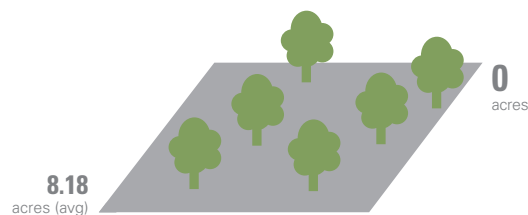
Retail/Residential Percentages of Overall Land Use



General Orientation



Percentage of New Buildings Within 10 Years

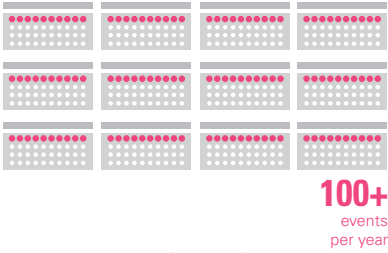


Size of Green Space (Compared to Average)

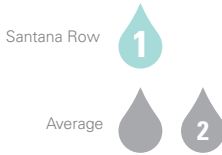


Average Tree Coverage Per Block

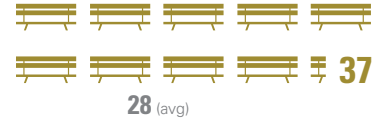
Social



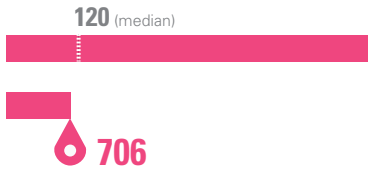
Number of Events (Per Year)



Number of Water Features (Compared to Average)



Fixed & Temporary Seating (Compared to Average)



Check ins per FAR (Compared to Median)

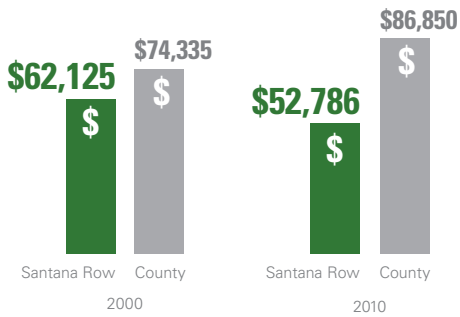


Household Size (Compared to County)

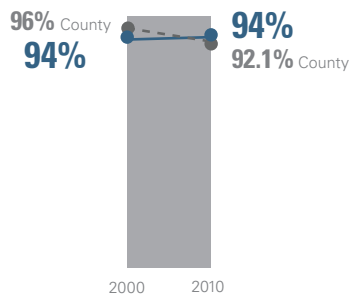


Ethnicity Distribution (Compared to County)

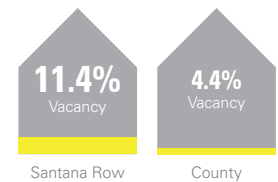
Financial



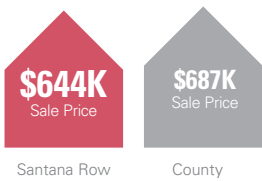
Household Income (Compared to County)



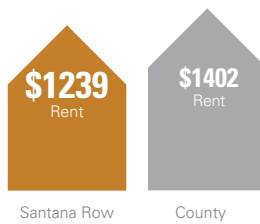
Employment Rate (Compared to County)



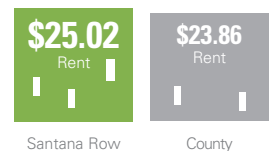
Housing Vacancy (Compared to County)



Avg Home Sale (Compared to County)



Median Rental Rate for Residential (Compared to County)



Avg Rental Rate for Commercial (Compared to County)

SANTANA ROW

San Jose, California
Suburban Mixed Use District

	Score	Value	Units	Yes/No?	Comments
ENVIRONMENT	25				
Density	5				
Project Core		9.64	acre		Encompasses main street within Santana Row
Total Project Area		40.4	acre		Includes rest of Santana Row structures
Average FAR		2.4375	#		Most buildings are 4 stories tall, some 3 story
Height to Sidewalk Ratio		0.38	#		48 feet tall building with a 125 foot wide street
Land coverage %age		65	%		Large surface parking lots around perimeter
Blocks and Streets	4				Big Blocks
Block Size		4	acre		Non-standard, regular shaped block size
Block Length		350	feet		Non-standard, regular block length
Local streets to arterials Ratio		1.3	#		Internal local streets, Internal and perimeter arterials
# of intersections per 1/2 sq mi		29	#		Non-standard, irregular grid
Mobility	3				Auto oriented
Project Perimeter served by arterials?				yes	Stevens Creek Blvd and Winchester Blvd
50% or greater has ped access to transit within 5 min?				no	Bus stops available but not too many
Number of modes within core (car, bus, rail, bike, etc.)		2	#		Car and bus
Sharing Strategies (bike, car, etc.)?				no	
Effective District Wide Parking Strategy?				yes	
On street parking spaces per block		11	spaces		Taken from Olin Ave between Winchester and Santana Row
Land use	4				Retail focus, low walkscore
4 or more uses within core (retail, F&B, hotel, office)?				yes	Retail, F&B, hotel, office
Retail as a part of overall mix		26	%		
Local serving retail (grocery store, pharmacy)		0	#		
Residential density as percentage of overall land use		52	%		
Number of residential types within core		3	#		Apartment, condos, townhouses
Walk Score		74	#		
Percentage of residential types within core		50	%		
Smart Site	4				
General orientation		N/S			
Number of registered landmarks		0	#		
Number of new buildings (less than 10 years old)		5	#		
Designated bike lane				no	
Number of LEED Buildings		2	#		Santana Row Block 6B and Cassidy Turley Santana Row
Open Space	4				
Size of green space		0.05	acre		Small green space around offices
Dedicated green space as percentage of overall area		0.1	%		
Average tree coverage per block by percentage		40	%		
Size of gathering space		0.10	acre		Small gathering spaces in large center median
Central gathering space as percentage of overall area		0.25	%		
Sidewalk as a percentage of overall area		11.5	%		
Percentage of pedestrian oriented streets		40.0	%		

COMMENTS

- Large Blocks
- Unanchored Retail
- Primarily auto-oriented
- Mediocre financial numbers

	Score	Value	Units	Yes/No?	Comments
SOCIAL 30					
Time of Use	8				A lot of events
Hours of Operation		11.39	hours		Survey of top stores in the area (Restaurant, Acupuncture, Stationery, Hotel)
Number of Weekly, Monthly, Yearly Events		100	#		
Ratio of Men to Women		0.67	#		
Human Amenity	6				Lack of amenities
Super Amenity		0	#		Hotels, book stores, and coffee shops offer wifi access Areas with seating
Water feature		1	#		
Sculptures		0	#		
Murals		2	#		
WiFi Access				yes	
Health Clinic				yes	
Fixed and Temporary Seating		37	#		
Continuing Education				no	
Daycare				no	
Social Media	8				High Social
District with social media?				yes	Facebook, Twitter, YouTube, Instagram, Pinterest
Frequency of use		48.5	/week		Average use of Twitter and Facebook this week. Use Twitter more.
District Yelp Score		3.5 of 5	stars		1176 total
Number of check ins in one month		1722	#		
Check ins per FAR		706	#		
Number of likes in one month		61897	#		
AM to PM check in ratio		0.19	#		
% of check ins within Project Area		60	%		
% of check ins within Region		36	%		
% of check ins out of Region		4	%		
Demographics	8				Diverse
Distribution of age cohorts over time				yes	15-24 age cohort increased
Ethnicity over time				yes	White population nearing majority minority, large Asian and Hispanic populations
Household size over time				yes	Relatively stable although has decreased significantly
University within 5 miles?				yes	San Jose City College (1 mile)
FINANCIAL 27					
Demographics	9				
Household income over time				yes	Although smaller than county, has increased in line with county (17%)
Employment Rate		94	%		Stable
Residential	9				
Average home sales price vs region		0.94	#		\$644k vs \$687k
Median rental rate vs region		0.88	#		\$1239 vs \$1402
Commercial	9				
Average commercial rents vs region		1.05	#		\$25.02 vs \$23.86
TOTAL SCORE 81					

STATE STREET

Santa Barbara, California
Urban Mixed Use District

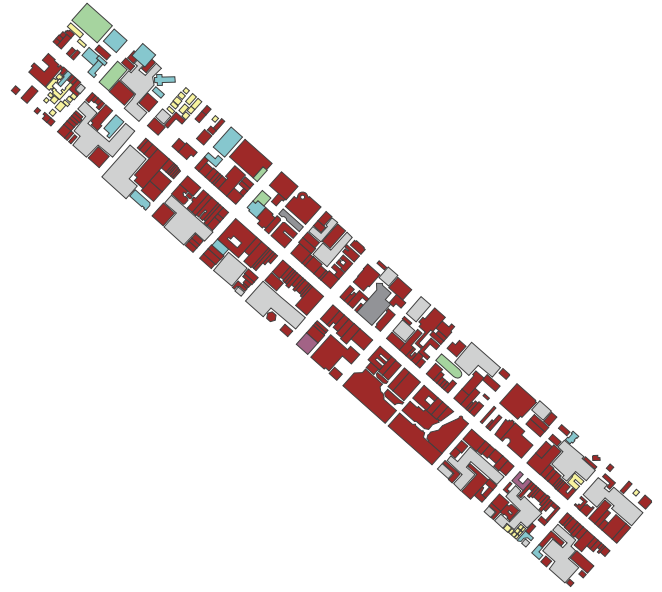
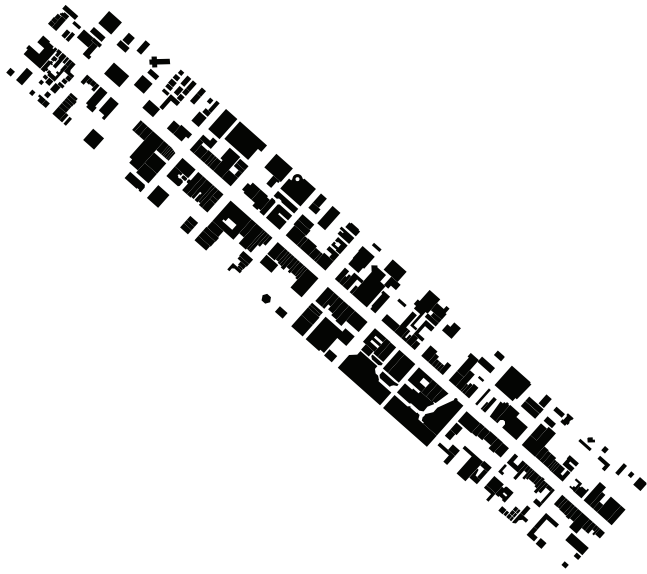
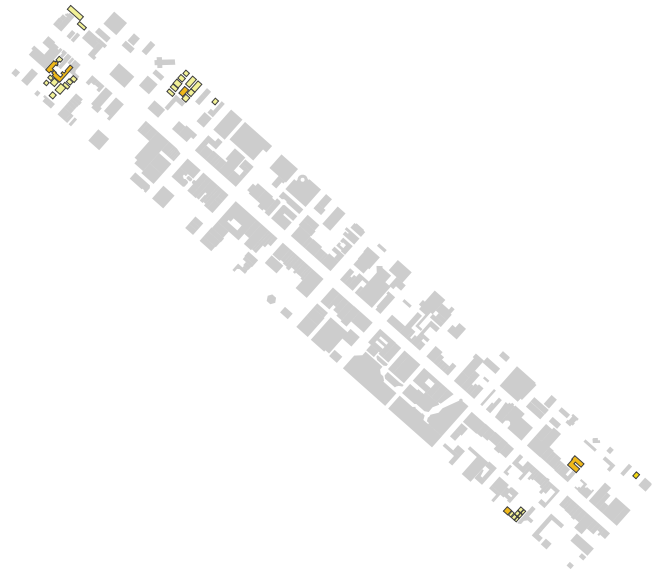


Figure Ground

Land Use

- Retail/Office
- Mixed Use
- Residential
- Hotel (can include retail)
- Civic/Institutional
- Parks/Open Space
- Undeveloped Land
- Parking Structure
- Surface Parking



Ground-Floor Commercial Activity

- Retail
- Hotel
- Office
- Entertainment Uses
- Parking Structure

Land Use-Residential

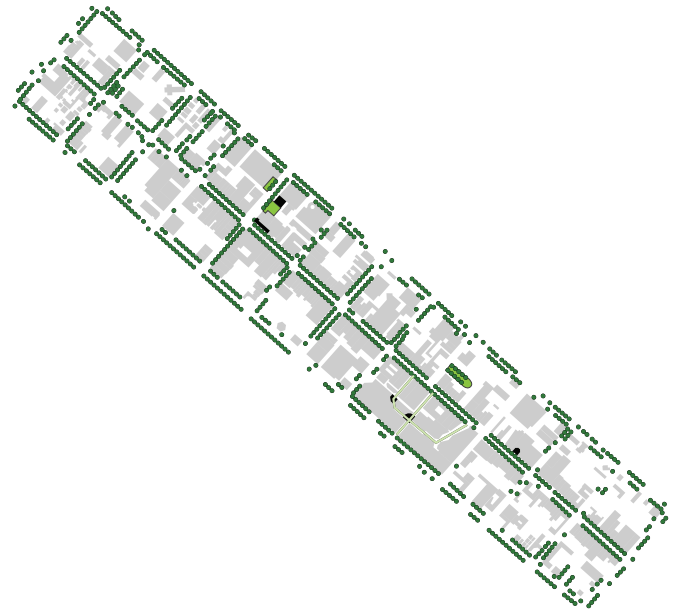
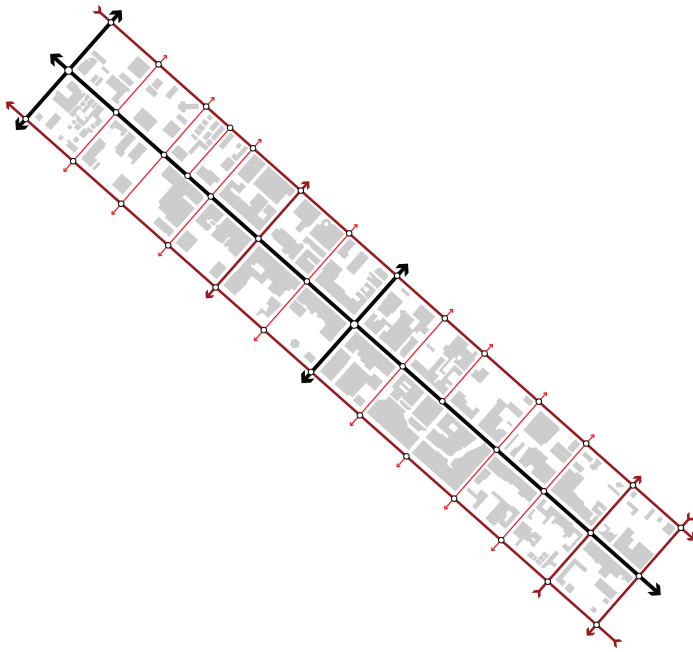
- Single Family
- Townhouse
- Apartment
- Condo/Flat
- Loft/Life-work



State Street in Santa Barbara, CA is a retail and food and beverage driven mixed use commercial corridor. It scored well on the built environment (7 water features within the district, average is 2) but was discounted for mobility (lack of options to getting around by car) and for very large blocks and streets (at 5 acres, some of the largest blocks in our study). State Street did reasonably well on social

amenities, having over 100 events per year, but underperformed on social media usage (not enough young people, and a lack of connections to nearby universities). Financials were mixed; though there were very high average home sales, there was a low household income in comparison to the county average.

79
out of 99

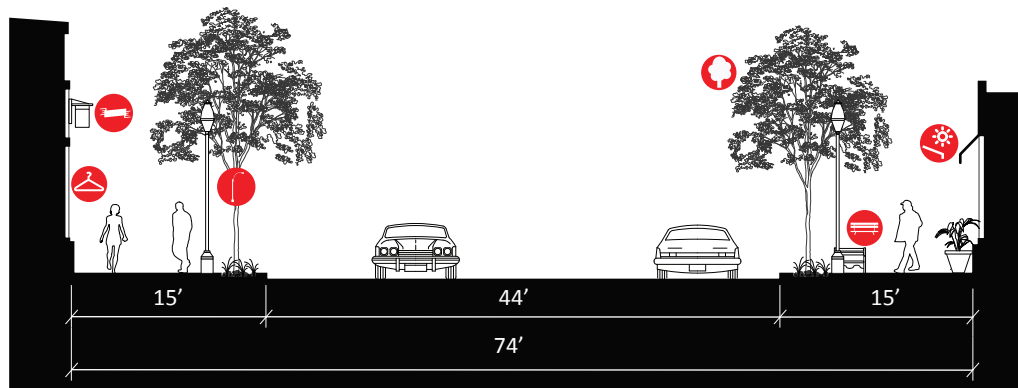


Circulation

- Primary Arterial
- Secondary Arterial
- Local Street
- - - Railroad
- Intersection

Open Space

- Park
- Passage
- Streetscape
- Square/Event Space
- Water Body
- Undeveloped



Section

- ☂ awning
- ☑ signage
- 👤 ground-floor retail
- 🚶 lamppost
- 🚶 public seating
- 🌳 tree canopy



STATE STREET

Santa Barbara, California
Urban Mixed Use District

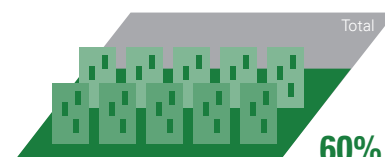
Environment



Total Project Area (Compared to Average)



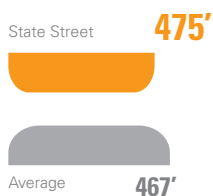
FAR (Compared to Average)



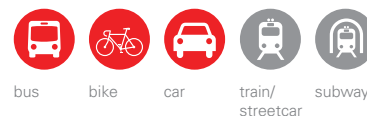
Project Land Coverage



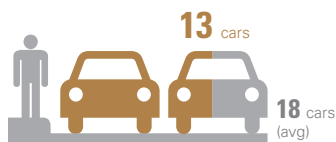
Block Size (Compared to Average)



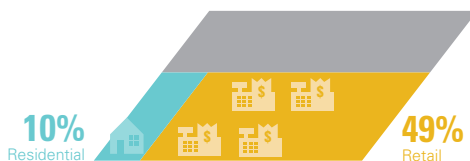
Block Length (Compared to Average)



Modes of Transportation



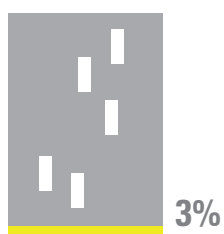
On Street Parking (Compared to Average)



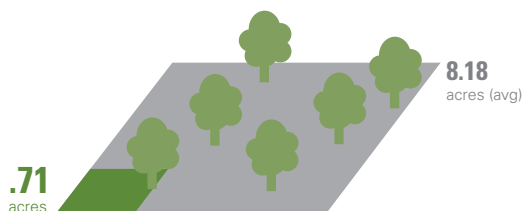
Retail/Residential Percentages of Overall Land Use



General Orientation



Percentage of New Buildings Within 10 Years

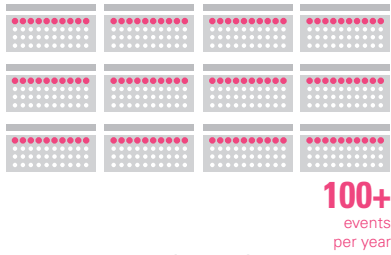


Size of Green Space (Compared to Average)



Average Tree Coverage Per Block

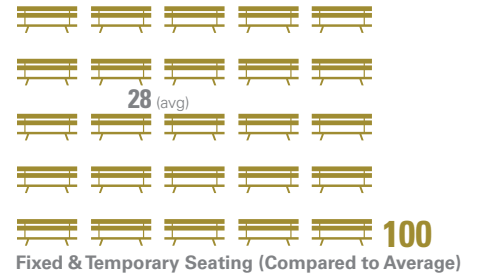
Social



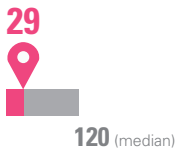
Number of Events (Per Year)



Number of Water Features (Compared to Average)



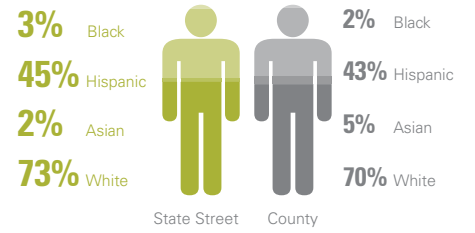
Fixed & Temporary Seating (Compared to Average)



Check ins per FAR (Compared to Median)

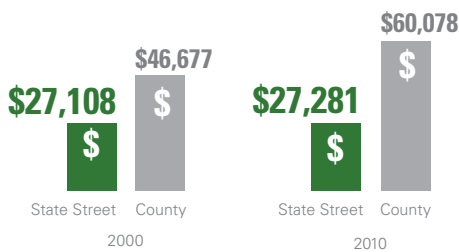


Household Size (Compared to County)

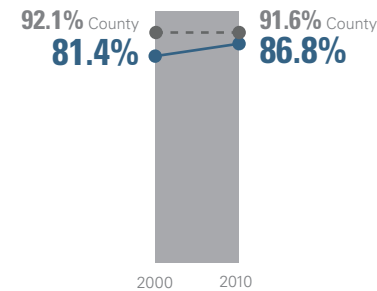


Ethnicity Distribution (Compared to County)

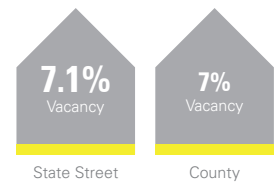
Financial



Household Income (Compared to County)



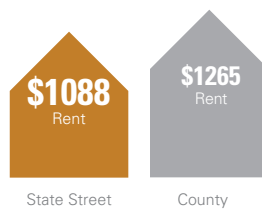
Employment Rate (Compared to County)



Housing Vacancy (Compared to County)



Avg Home Sale (Compared to County)



Median Rental Rate for Residential (Compared to County)



Avg Rental Rate for Commercial (Compared to County)

STATE STREET

Santa Barbara, California
Urban Mixed Use District

	Score	Value	Units	Yes/No	Comments
ENVIRONMENT	27				
Density	5				Low density
Project Core		75.19	acre		Encompasses State St and street fronting buildings
Total Project Area		140.8	acre		Includes surrounding buildings up to Anacapa St and Chapala St
Average FAR		1.2	#		Most buildings are 1 story with some 5+ story buildings, however lots of surface parking
Height to Street Ratio		0.20	#		16 foot tall buildings with an 80 foot wide sidewalk
Land coverage %age		60	%		Buildings front State St with parking lots behind
Blocks and Streets	4				Large blocks
Block Size		5	acre		Standard, regular shaped block size
Block Length		475	feet		Standard, regular block length
Local streets to arterials Ratio		1.3	#		Internal local streets with internal and perimeter arterials
# of intersections per 1/2 sq mi		28	#		Standard, regular grid network
Mobility	3				
Project Perimeter served by arterials?				yes	101 and 1 Freeways
50% or greater has ped access to transit within 5 min?				yes	Several bus stops on State St
Number of modes within core (car, bus, rail, bike, etc.)		3	#		Bike, bus, car
Sharing Strategies (bike, car, etc.)?				no	Santa Barbara offers both carshare and bikeshare programs, but not near State
Effective District Wide Parking Strategy?				yes	
On street parking spaces per block		13	spaces		No Street parking allowed on State St, until Victoria St.
Land use	6				Retail tourist, not enough hag
4 or more uses within core (retail, F&B, hotel, office)?				yes	Retail, F&B, hotel, office
Retail as a part of overall mix		49	%		
Local serving retail (grocery store, pharmacy)		38	#		Includes car wash, foot clinic, barber shop, dental care, car repair, pharmacy, etc.
Residential density as percentage of overall land use		10	%		
Number of residential types within core		3	#		Single-family, townhouse, apartment
Walk Score		85	#		
Percentage of residential types within core		0	%		
Smart Site	5				
General orientation		NW/SE			
Number of registered landmarks		5	#		Includes Hill-Carrillo Adobe, El Paseo & Casa de la Guerra, and Virginia Hotel
Number of new buildings (less than 10 years old)		3	#		
Designated bike lane				yes	
Number of LEED Buildings		0	#		
Open Space	4				High quality but small
Size of green space		0.71	acre		De la Guerra Plaza, Santa Barbara Public Library
Dedicated green space as percentage of overall area		0.5	%		
Average tree coverage per block by percentage		90	%		
Size of gathering space		0.46	acre		De la Guerra Place, Santa Barbara Museum of Art
Central gathering space as percentage of overall area		0.33	%		
Sidewalk as a percentage of overall area		11.9	%		
Percentage of pedestrian oriented streets		40.0	%		Main arterials

COMMENTS

- Small, high quality public spaces
- Tourist driven economy
- Large blocks
- Low density

	Score	Value	Units	Yes/No	Comments	
SOCIAL 26						
Time of Use	7					
Hours of Operation		9.21	hours		Survey of top stores in the area (café, restaurant, deli)	
Number of Weekly, Monthly, Yearly Events		100+	#			
Ratio of Men to Women		0.67	#			
Human Amenity	7					
Super Amenity		1	#		Pacific Ocean	
Water feature		7	#			
Sculptures		2	#			
Murals		2	#			
WiFi Access				yes	Wifi access provided in cafes and hotels	
Health Clinic				yes		
Fixed and Temporary Seating		100	#		Areas with seating	
Continuing Education				yes	SBB College and Paul Mitchell School	
Daycare				no		
Social Media	7					
District with social media?				yes	Facebook and Twitter	
Frequency of use		7.5	/week		Average of Twitter and Facebook use this week. Use both equally.	
District Yelp Score		N/A	stars			
Number of check ins in one month		35	#			
Check ins per FAR		29	#			
Number of likes in one month		911	#			
AM to PM check in ratio		0.17	#			
% of check ins within Project Area		36	%			22 total
% of check ins within Region		64	%			
% of check ins out of Region		0	%			
Demographics	5					
Distribution of age cohorts over time				no	15-24 age cohort stable with big drops in 25-34, 35-44 age cohorts	
Ethnicity over time				no	White population increased while minority populations decreased	
Household size over time				no	Significant drop in household size	
University within 5 miles?				yes	Santa Barbara Community College (3500 ft)	
FINANCIAL 26						
Demographics	8					
Household income over time				no	No increase in income	
Employment Rate		86.8	%		Increased 5 percentage points	
Residential	9					
Average home sales price vs region		1.33	#		\$639k vs \$479k	
Median rental rate vs region		0.86	#		\$1088 vs \$1265	
Commercial	9					
Average commercial rents vs region		N/A	#		\$28.02 at zip code level, no county or city level provided	
TOTAL SCORE 79						

THE GATEWAY

Salt Lake City, Utah
Urban Mixed Use District

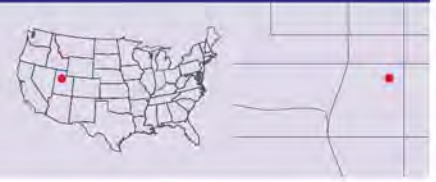


Figure Ground

Land Use

- Retail/Office
- Mixed Use
- Residential
- Hotel (can include retail)
- Civic/Institutional
- Parks/Open Space
- Undeveloped Land
- Parking Structure
- Surface Parking



Ground-Floor Commercial Activity

- Retail
- Hotel
- Office
- Entertainment Uses
- Parking Structure

Land Use-Residential

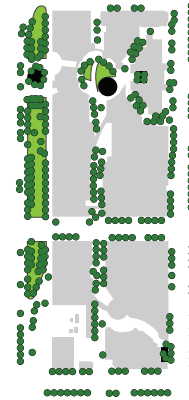
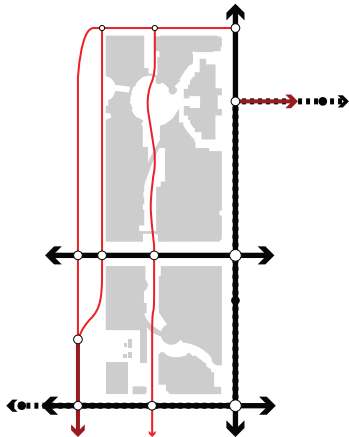
- Single Family
- Townhouse
- Apartment
- Condo/Flat
- Loft/Life-work



Located in downtown Salt Lake City, the Gateway is a mixed use, open air residential and commercial district originally built as a venue for the 2002 Winter Olympics. Residential buildings are built in blocs above retail stores on the western side of the project, while an office building is integrated on the northern end. Adaptive reuse of the old Union Pacific Railroad terminal results in its being integrated

into an multilevel retail experience that faces east towards the downtown area, while the western district boundary is buffered with an elaborate linear park. Events held in the district area number over 100 per year, but social media shows a lack of allegiance to the area. Financials show the district underperforming in terms of household income, housing vacancies, and median rental rates.

75
out of 99

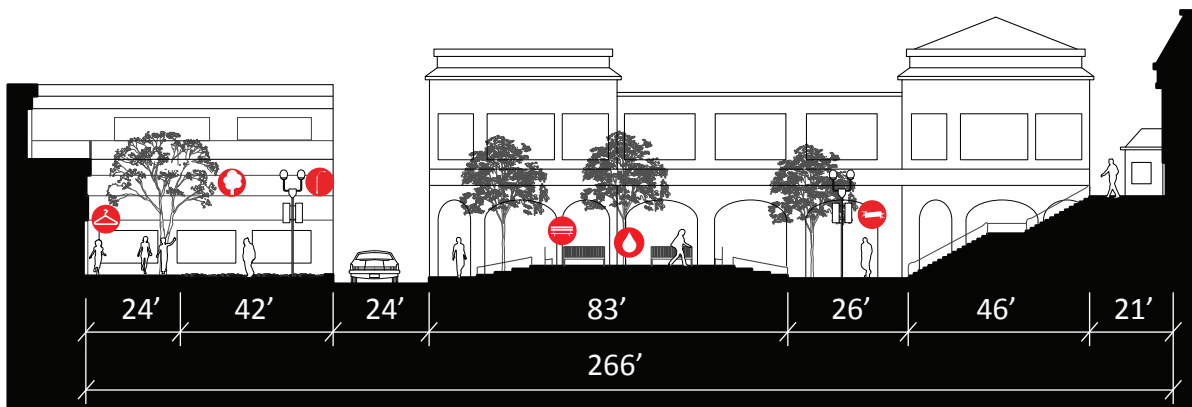


Circulation

- Primary Arterial
- Secondary Arterial
- Local Street
- - - Railroad
- Intersection

Open Space

- Park
- Passage
- Streetscape
- Square/Event Space
- Water Body
- Undeveloped



Section

- ⊖ public seating
- ⊕ tree canopy
- ⊖ lamppost
- ⊕ water feature
- ⊖ signage
- ⊕ ground-floor retail



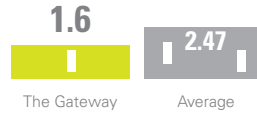
THE GATEWAY

Salt Lake City, Utah
Urban Mixed Use District

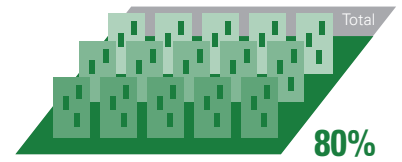
Environment



Total Project Area (Compared to Average)



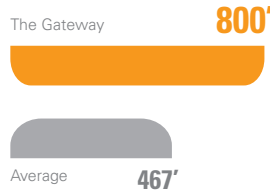
FAR (Compared to Average)



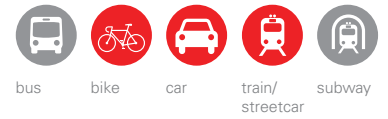
Project Land Coverage



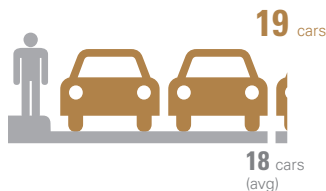
Block Size (Compared to Average)



Block Length (Compared to Average)



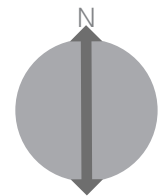
Modes of Transportation



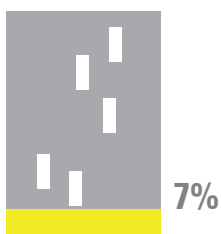
On Street Parking (Compared to Average)



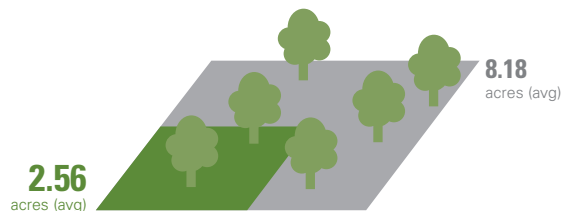
Retail/Residential Percentages of Overall Land Use



General Orientation



Percentage of New Buildings Within 10 Years

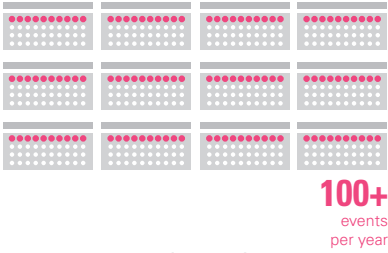


Size of Green Space (Compared to Average)

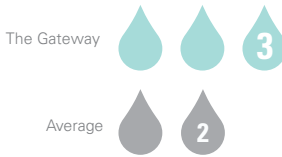


Average Tree Coverage Per Block

Social



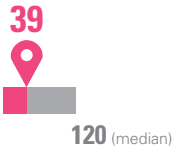
Number of Events (Per Year)



Number of Water Features (Compared to Average)



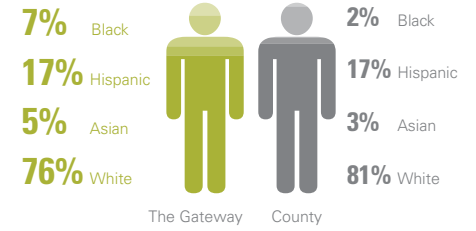
Fixed & Temporary Seating (Compared to Average)



Check ins per FAR (Compared to Median)

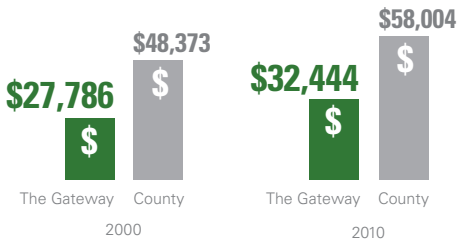


Household Size (Compared to County)

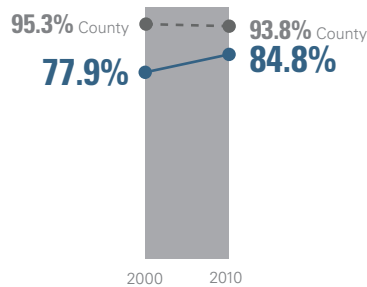


Ethnicity Distribution (Compared to County)

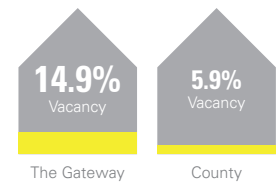
Financial



Household Income (Compared to County)



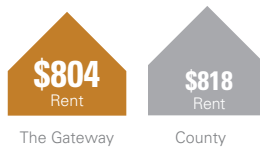
Employment Rate (Compared to County)



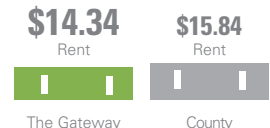
Housing Vacancy (Compared to County)



Avg Home Sale (Compared to County)



Median Rental Rate for Residential (Compared to County)



Avg Rental Rate for Commercial (Compared to County)

THE GATEWAY

Salt Lake City, Utah
Urban Mixed Use District

	Score	Value	Units	Yes/No	Comments
ENVIRONMENT	25				
Density	5				Lacks diversity
Project Core		10.62	acre		Encompasses Rio Grand Street and surrounding commercial buildings
Total Project Area		38.91	acre		Includes the entire Gateway development
Average FAR		1.6	#		Almost all buildings are 2 stories tall
Height to Street Ratio		0.37	#		24 feet tall building with a 65 foot wide street
Land coverage %age		80	%		Most of parcel is covered by building with some internal circulation
Blocks and Streets	3				Super blocks
Block Size		6.17	acre		Non-standard, regular block size
Block Length		800	feet		Non-standard, regular block length
Local streets to arterials Ratio		0.6	#		Internal and perimeter local street, perimeter arterials
# of intersections per 1/2 sq mi		18	#		Non-standard, regular grid
Mobility	3				Auto oriented, transit
Project Perimeter served by arterials?				no	
50% or greater has ped access to transit within 5 min?				no	No bus stops found near Gateway
Number of modes within core (car, bus, rail, bike, etc.)		3	#		Car, bike, train
Sharing Strategies (bike, car, etc.)?				yes	Both bikeshare and carshare available.
Effective District Wide Parking Strategy?				yes	Mostly underground parking
On street parking spaces per block		19	#		Taken from 4th between 50 N and 100 S
Land use	4				Retail driven, not enough residential
4 or more uses within core (retail, F&B, hotel, office)?				yes	Retail, F&B, office, mixed use commercial
Retail as a part of overall mix		31	%		
Local serving retail (grocery store, pharmacy)		0	#		
Residential density as percentage of overall land use		14	%		
Number of residential types within core		1	#		Apartment
Walk Score		62	#		
Percentage of residential types within core		40	%		
Smart Site	6				
General orientation		N/S			
Number of registered landmarks		1	#		Salt Lake Union Pacific Railroad Station
Number of new buildings (less than 10 years old)		1	#		
Designated bike lane				yes	North and South side
Number of LEED Buildings		0	#		
Open Space	4				Not great quality
Size of green space		2.56	acre		Green Space in central area, park space along western edge
Dedicated green space as percentage of overall area		6.6	%		
Average tree coverage per block by percentage		70	%		
Size of gathering space		0.27	acre		Gathering Space in central area, gathering space along western edge
Central gathering space as percentage of overall area		0.69	%		
Sidewalk as a percentage of overall area		14.2	%		
Percentage of pedestrian oriented streets		70.0	%		

COMMENTS

Site consists of superblocks
 Low social media
 Mediocre financial numbers
 Lack of diversity

	Score	Value	Units	Yes/No	Comments
SOCIAL 25					
Time of Use	7				Not open late
Hours of Operation		9.05	hours		Survey of top stores in the area (restaurant, museum, spa, clothing)
Number of Weekly, Monthly, Yearly Events		100+	#		Farmers market, commercial building events, festivals
Ratio of Men to Women		0.67	#		Shopping district
Human Amenity	6				No day care or continuing education
Super Amenity		0	#		
Water feature		3	#		
Sculptures		1	#		
Murals		0	#		
WiFi Access				yes	Coffee shops, institutions, and restaurants, offer wifi access
Health Clinic				yes	Health Imaging, Gateway Dental, Accuscan
Fixed and Temporary Seating		20	#		Areas with seating
Continuing Education				no	
Daycare				no	
Social Media	7				Low social
District with social media?				yes	Facebook
Frequency of use		4	#		Use this week
District Yelp Score		4.00	stars		
Number of check ins in one month		63	#		
Check ins per FAR		39	#		
Number of likes in one month		1313	#		
AM to PM check in ratio		0.13	#		
% of check ins within Project Area		41	%		37 total
% of check ins within Region		57	%		
% of check ins out of Region		3	%		
Demographics	5				Not diverse
Distribution of age cohorts over time				yes	15-24, 25-34, 35-44 age cohorts increased
Ethnicity over time				no	Predominantly White population
Household size over time				yes	Stable Household size
University within 5 miles?				yes	University of Utah (2.76 miles)
FINANCIAL 25					
Demographics	9				Below county
Household income over time				no	Increased by \$10k but much lower than county
Employment Rate		84.8	%		Increased by 7 percentage points
Residential	9				Below county
Average home sales price vs region		N/A	#		\$245k for zip code, no county level information
Median rental rate vs region		0.98	#		\$804 vs \$818
Commercial	7				Below county
Average commercial rents vs region		0.91	#		\$14.34 vs \$15.84
TOTAL SCORE 75					

ZONA ROSA

Kansas City, Missouri
Suburban Retail District

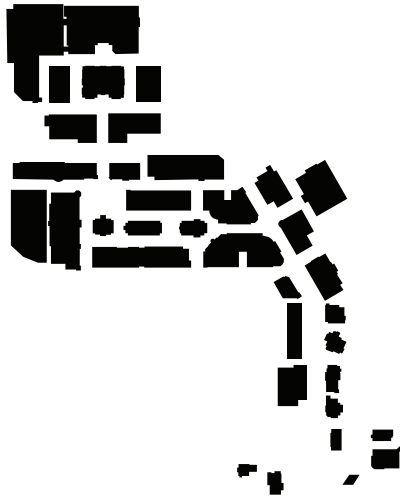
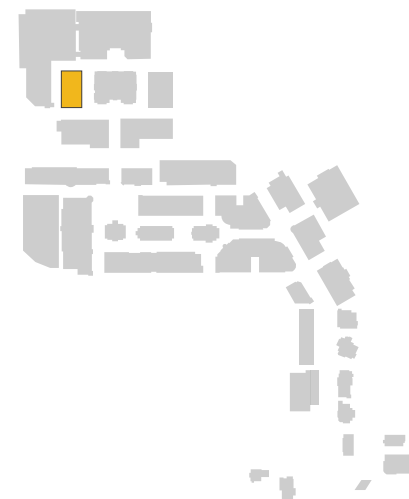
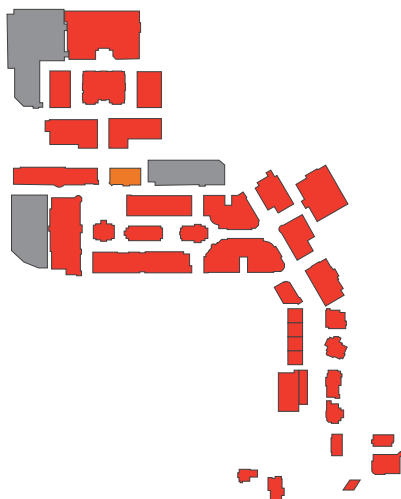


Figure Ground

Land Use

- Retail/Office
- Mixed Use
- Residential
- Hotel (can include retail)
- Civic/Institutional
- Parks/Open Space
- Undeveloped Land
- Parking Structure
- Surface Parking



Ground-Floor
Commercial Activity

- Retail
- Hotel
- Office
- Entertainment Uses
- Parking Structure

Land Use-
Residential

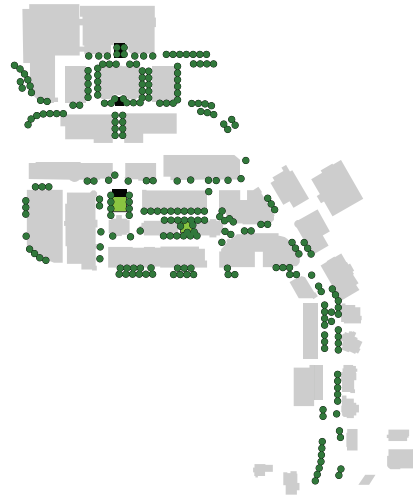
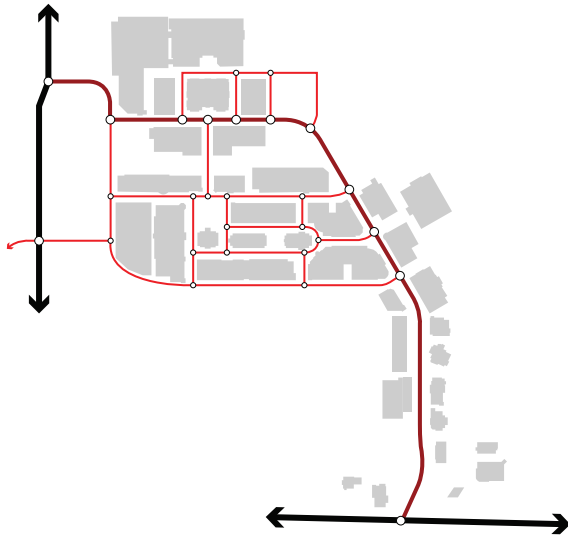
- Single Family
- Townhouse
- Apartment
- Condo/Flat
- Loft/Life-work



Located in Kansas City, Zona Rosa is a mixed use district with a retail focus as well as limited residential, office, and institutional uses. Strategically located between the airport and downtown, it some ways follows the "aerotropolis" model set by Reston Town Center. Although well planned and composed of high quality streets and public spaces, the district scored relatively low on environmental factors because

of its auto orientation and the lack of a significant employment base. The district scored well on social and financial metrics. Zona Rosa's significant community oriented amenities and 100+ events per year helps creates a regional draw. Financial numbers are stable, matching the county in terms of household income, housing vacancy, and median residential and commercial rental valuations.

79
out of 99

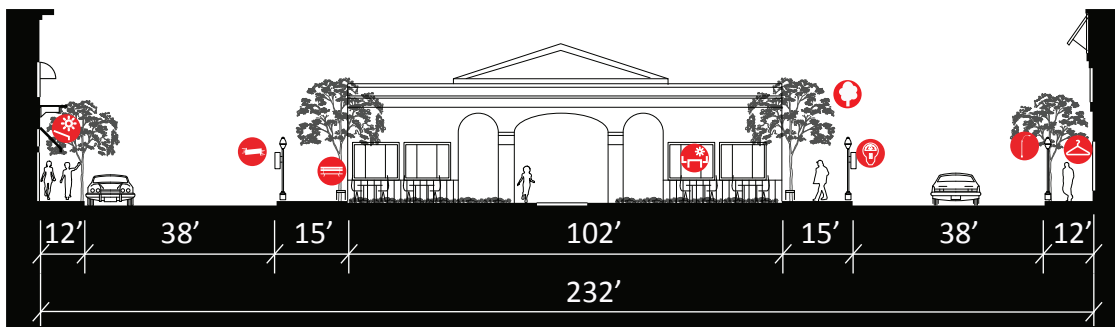


Circulation

- Primary Arterial
- Secondary Arterial
- Local Street
- - - Railroad
- Intersection

Open Space

- Park
- Passage
- Streetscape
- Square/Event Space
- Water Body
- Undeveloped



Section

- public seating
- lamppost
- signage
- outdoor dining
- awning
- street parking
- ground-floor retail
- tree canopy



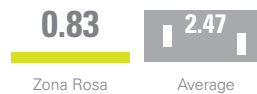
ZONA ROSA

Kansas City, Missouri
Suburban Retail District

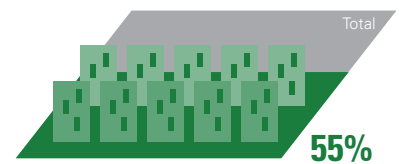
Environment



Total Project Area (Compared to Average)



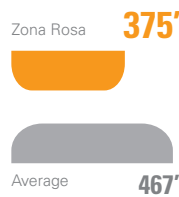
FAR (Compared to Average)



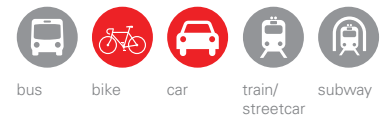
Project Land Coverage



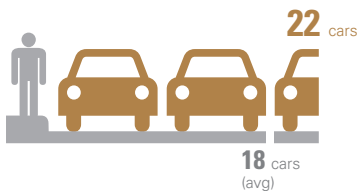
Block Size (Compared to Average)



Block Length (Compared to Average)



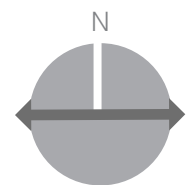
Modes of Transportation



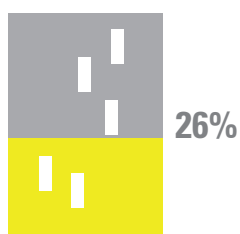
On Street Parking (Compared to Average)



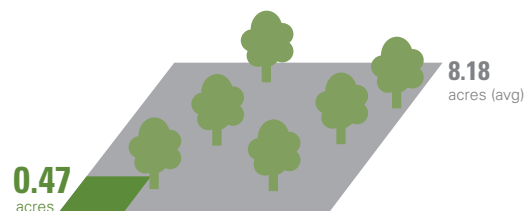
Retail/Residential Percentages of Overall Land Use



General Orientation



Percentage of New Buildings Within 10 Years

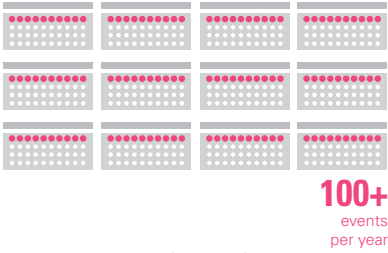


Size of Green Space (Compared to Average)

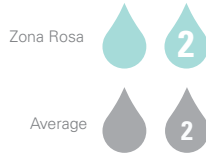


Average Tree Coverage Per Block

Social



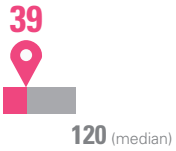
Number of Events (Per Year)



Number of Water Features (Compared to Average)



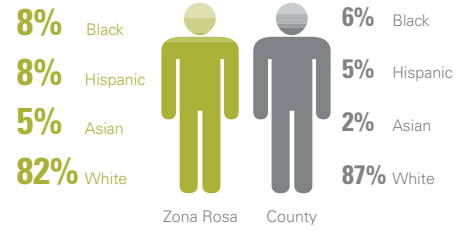
Fixed & Temporary Seating (Compared to Average)



Check ins per FAR (Compared to Median)

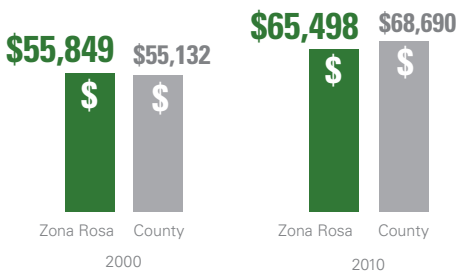


Household Size (Compared to County)

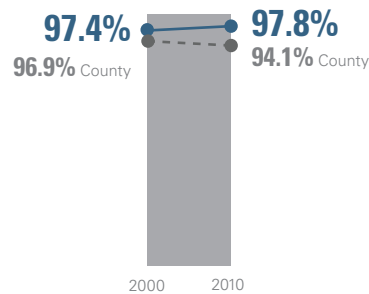


Ethnicity Distribution (Compared to County)

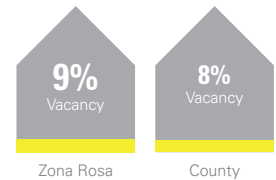
Financial



Household Income (Compared to County)



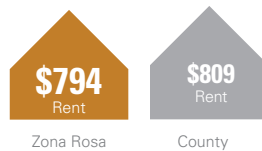
Employment Rate (Compared to County)



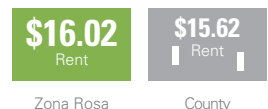
Housing Vacancy (Compared to County)



Avg Home Sale (Compared to County)



Median Rental Rate for Residential (Compared to County)



Avg Rental Rate for Commercial (Compared to County)

ZONA ROSA

Kansas City, Missouri
Suburban Retail District

	Score	Value	Units	Yes/No	Comments
ENVIRONMENT	22				
Density	4				Low density
Project Core		25.91	acre		Encompasses central commercial area of Zona Rosa
Total Project Area		85.65	acre		Includes surrounding commercial buildings of Zona Rosa
Average FAR		0.825	#		Most buildings are either 1 or 2 stories tall
Height to Street Ratio		0.28	feet		18 feet tall building with a 65 foot wide street
Land coverage %age		55	%		
Blocks and Streets	5				
Block Size		1.82	acre		Non-standard, regular block size
Block Length		375	feet		Non-standard, regular block length
Local streets to arterials Ratio		3.7	#		
# of intersections per 1/2 sq mi		47	#		Non-standard, irregular network grid
Mobility	3				Auto oriented
Project Perimeter served by arterials?				yes	Highway 152, 29, and Barry Rd
50% or greater has ped access to transit within 5 min?				no	No bus stops found in area.
Number of modes within core (car, bus, rail, bike, etc.)		2	#		Car and bike
Sharing Strategies (bike, car, etc.)?				no	
Effective District Wide Parking Strategy?				yes	
On street parking spaces per block		22	spaces		Taken from Dixon Ave between 86th St and 87th Terrace
Land use	3				
4 or more uses within core (retail, F&B, hotel, office)?				yes	Retail, F&B, office, living
Retail as a part of overall mix		86	%		
Local serving retail (grocery store, pharmacy)		7	#		Bank, pharmacy, hair salon, grocery store
Residential density as percentage of overall land use		3	%		
Number of residential types within core		2	#		Lofts and apartments
Walk Score		74	#		
Percentage of residential types within core		0	%		
Smart Site	3				Sprawl
General orientation		E/W			
Number of registered landmarks		0	#		
Number of new buildings (less than 10 years old)		10	#		
Designated bike lane				yes	On Barry Rd only.
Number of LEED Buildings		0	#		
Open Space	4				Trees and small parks
Size of green space		0.470	acre		
Dedicated green space as a percentage of overall area		0.55	%		
Average tree coverage per block by percentage		40	%		
Size of gathering space		0.25	acre		
Central gathering space as a percentage of overall area		0.29	%		
Sidewalk as a percentage of overall area		9.2	%		
Percentage of pedestrian oriented streets		40.0	%		

COMMENTS

- Primarily retail focus
- Mix of regional and local amenities
- Good financials
- Homogeneous demographics

	Score	Value	Units	Yes/No	Comments
SOCIAL 29					
Time of Use	7				A lot of events
Hours of Operation		10.2	hours		Survey of top stores in the area (restaurant, ice cream, café, comedy club)
Number of Weekly, Monthly, Yearly Events		100+	#		Mix of holiday events, festivals, farmers markets
Ratio of Men to Women		0.67	#		
Human Amenity	8				
Super Amenity		0	#		
Water feature		2	#		
Sculptures		3	#		
Murals		0	#		
WiFi Access				yes	Restaurants offer wifi access
Health Clinic				yes	
Fixed and Temporary Seating		20	#		Areas with seating.
Continuing Education				yes	Grantham University
Daycare				yes	Gymboree Play and Music Center
Social Media	7				Low social
District with social media?				yes	Facebook and Pinterest
Frequency of use		13	/week		Facebook use this week
District Yelp Score		3.50	stars		
Number of check ins in one month		29	#		
Check ins per FAR		35	#		
Number of likes in one month		968	#		
AM to PM check in ratio		0.32	#		
% of check ins within Project Area		82	%		17 total
% of check ins within Region		12	%		
% of check ins out of Region		6	%		
Demographics	7				Not diverse
Distribution of age cohorts over time				yes	15-24 age cohort increased
Ethnicity over time				no	Predominantly White population
Household size over time				no	Unstable household size
University within 5 miles?				yes	Park University (4.13 miles)
FINANCIAL 28					
Demographics	10				Increase
Household income over time				yes	Increased \$13k (25%)
Employment Rate		97.8	%		Remained stable
Residential	9				
Median home sales price vs region		N/A	#		Not available at zip code and county level
Median rental rate vs region		0.98	#		\$794 vs \$809
Commercial	9				Higher than county
Average commercial rents vs region		1.03	#		\$16.02 vs \$15.62
TOTAL SCORE 79					

TOP FINANCIAL DISTRICTS

Of the districts we studied, one group surpassed the others in terms of overall Financial return. For an Urban District to qualify, it had to outperform the aggregate financial performance of the county in which it is located. Our metrics included household income, residential and commercial rental rates, levels of employment, and housing vacancy.

ABBOT KINNEY

Venice, Los Angeles, California
Urban Neighborhood



Figure Ground

Land Use

- Retail/Office
- Mixed Use
- Residential
- Hotel (can include retail)
- Civic/Institutional
- Parks/Open Space
- Undeveloped Land
- Parking Structure
- Surface Parking



Ground-Floor
Commercial Activity

- Retail
- Hotel
- Office
- Entertainment Uses
- Parking Structure

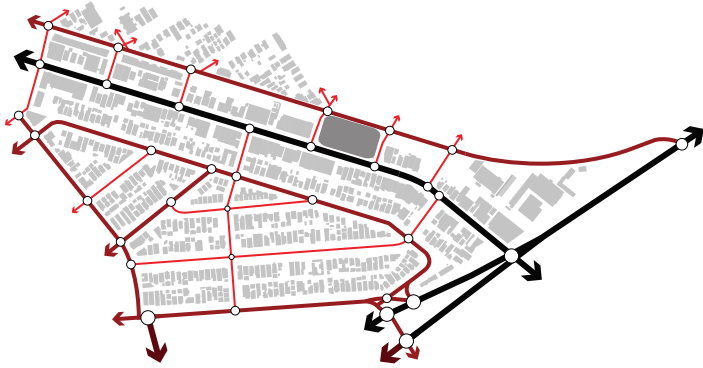
Land Use-
Residential

- Single Family
- Townhouse
- Apartment
- Condo/Flat
- Loft/Life-work



Abbot Kinney is one of the greatest contradictions in our study. Despite significant shortcomings in its design (lack of parking, poor transit service, low density, and minimal open space), the district is one of the most popular, with social media close to 15 times the average. It also performs exceptionally well financially (average home sales more than twice the county average). A key element of

its success is event programming, which appeal to three key user groups: weekend beachgoers, "Silicon Beach" tech workers, and local residents. The pedestrian realm offers the greatest opportunities for improvement and should offer more amenities, green infrastructure, and wayfinding. Integrating other complementary uses such as a boutique hotel would also add greater diversity to the District's users.

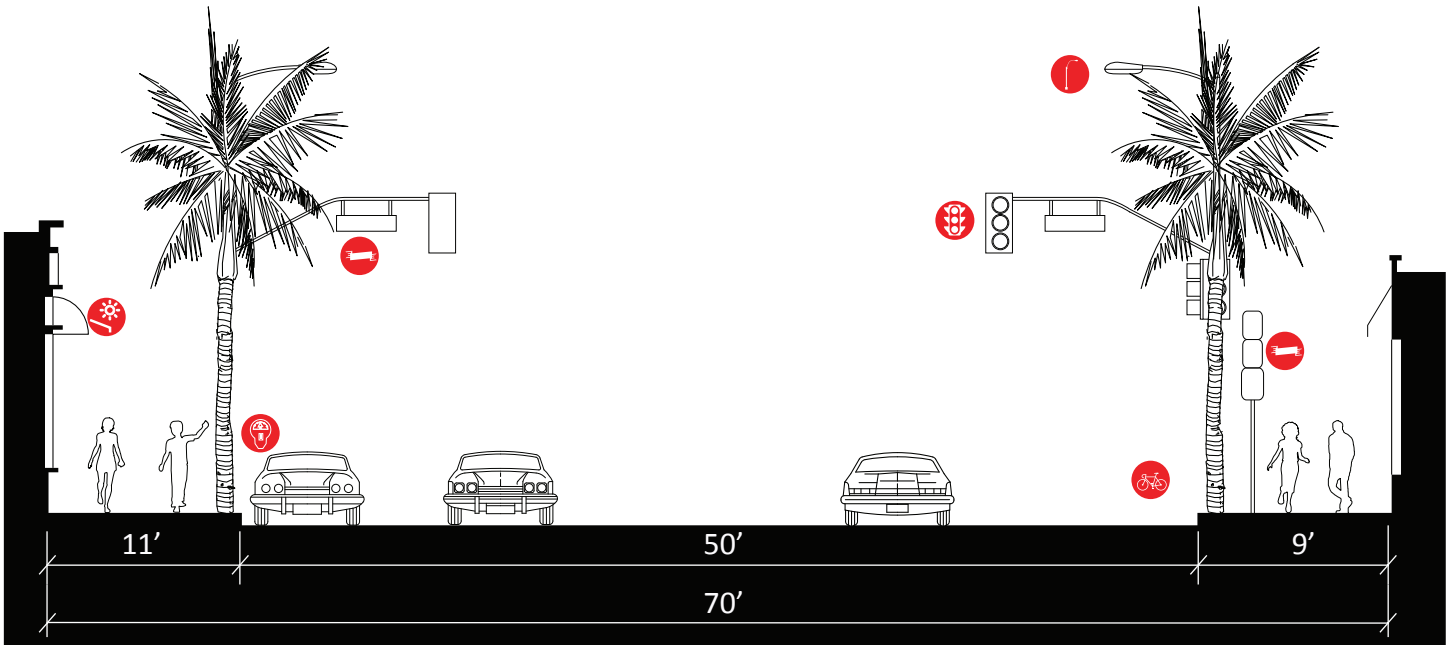


Circulation

- Primary Arterial
- Secondary Arterial
- Local Street
- - - Railroad
- Intersection

Open Space

- Park
- Passage
- Streetscape
- Square/Event Space
- Water Body
- Undeveloped



Section

- bike lane
- awning
- lamppost
- street parking
- signage
- traffic light



ABBOT KINNEY

Venice, Los Angeles, California
Urban Neighborhood

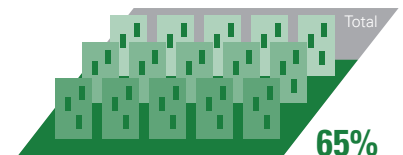
Environment



Total Project Area (Compared to Average)



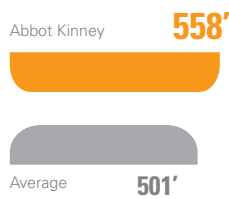
FAR (Compared to Average)



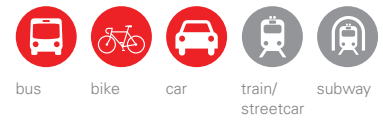
Project Land Coverage



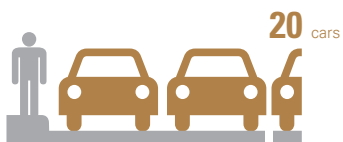
Block Size (Compared to Average)



Block Length (Compared to Average)



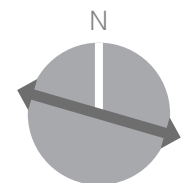
Modes of Transportation



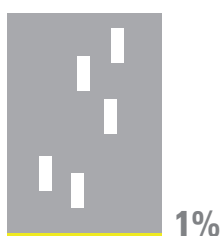
On Street Parking (Compared to Average)



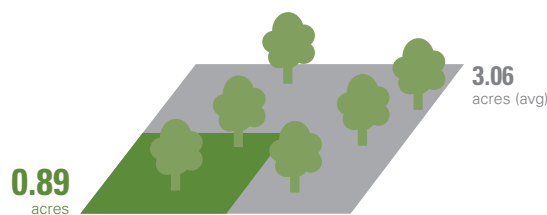
Retail/Residential Percentages of Overall Land Use



General Orientation



Percentage of New Buildings Within 10 Years

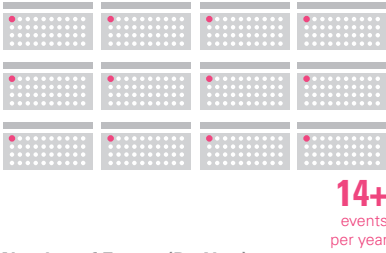


Size of Green Space (Compared to Average)

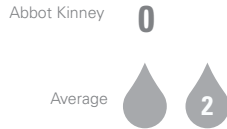


Average Tree Coverage Per Block

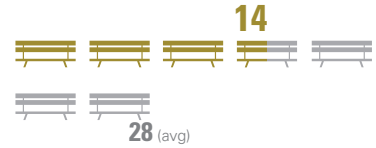
Social



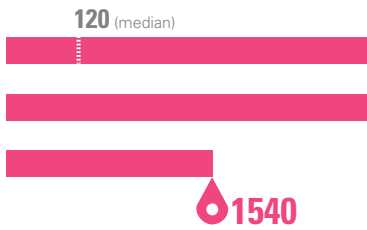
Number of Events (Per Year)



Number of Water Features (Compared to Average)



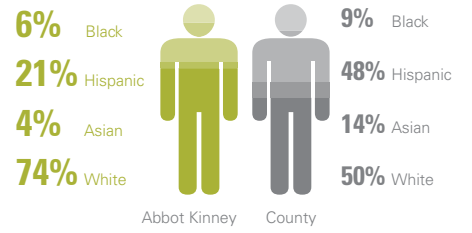
Fixed & Temporary Seating (Compared to Average)



Check ins per FAR (Compared to Median)

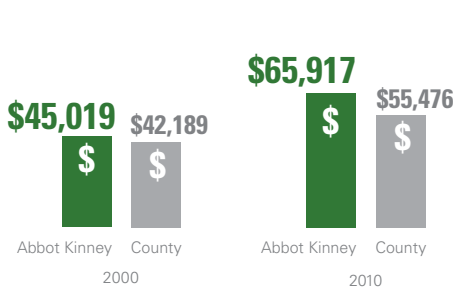


Household Size (Compared to County)

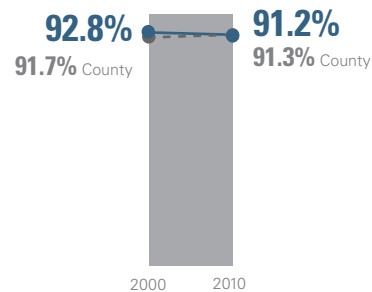


Ethnicity Distribution (Compared to County)

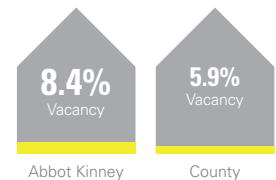
Financial



Household Income (Compared to County)



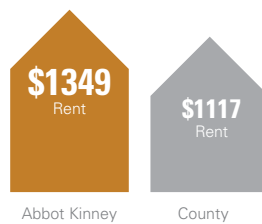
Employment Rate (Compared to County)



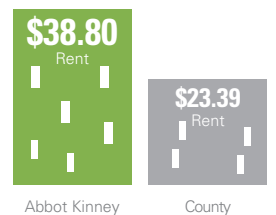
Housing Vacancy (Compared to County)



Avg Home Sale (Compared to County)



Median Rental Rate for Residential (Compared to County)



Avg Rental Rate for Commercial (Compared to County)

ABBOT KINNEY

Venice, Los Angeles, California
Urban Neighborhood

	Score	Value	Units	Yes/No	Comments
ENVIRONMENT	25				
Density	5				Little bit low scale?
Project Core		26.6	acre		Encompasses Abbot Kinney Blvd blocks
Total Project Area		63.5	acre		Includes surrounding residential areas to the South
Average FAR		0.7475	#		Mainly of 1 story buildings with several 2+ story buildings
Height to Street Ratio		0.31	feet		Buildings on average 22 feet high with a 70 foot street
Land coverage %age		65	%		Buildings do not extend to cover back of lots, several parcels are parking lots
Blocks and Streets	4				
Block Size		1.66	acre		Relatively standard north block sizes, non standard block sizes
Block Length		558	feet		Relatively standard North side block length, non standard South side length
Local streets to arterials Ratio		2.2	#		Bordered by arterials with several local streets or alleyways
# of intersections per 1/2 sq mi		50	#		Surrounding neighborhood has more intersections than site
Mobility	3				
Project Perimeter served by arterials?				yes	Venice Blvd. is at the east of Abbot Kinney and is the beginning of the core.
50% or greater has ped access to transit within 5 min?				yes	Several bus stops on Abbot Kinney, allowing for easy and fast access to transit.
Number of modes within core (car, bus, rail, bike, etc)		3	#		Car, bus, bike
Sharing Strategies (bike, car, etc)?				yes	Bike share is coming to Venice area soon.
Effective District Wide Parking Strategy?				no	Plenty of street parking, however no parking structures. Some designated lots.
On street parking spaces per block		20	spaces		
Land use	5				
4 or more uses within core (retail, F&B, hotel, office)?				yes	retail, office, residential, industrial
Retail as a part of overall mix		12	%		Residential is the most prominent within the overall area around Abbot Kinney
Local serving retail (grocery store, pharmacy)		12	#		pharmacy, hair salons, massage parlors, etc.
Residential density as percentage of overall land use		80.5	%		
Number of residential types within core		3	#		Retail is prominent with residential mainly single-family homes or mixed-use.
Walk score		86	#		
Percentage of residential types within core		50	%		
Smart Site	5				
General orientation		E/W			287 degrees from azimuth
Number of registered landmarks		0	#		
Number of new buildings (less than 10 years old)		6	#		Number is taken from what was found on Abbot Kinney's core.
Designated bike lane				yes	
Number of LEED Buildings		0	#		Search through USGBC database
Open Space	3				
Size of green space		0.89	acre		Centennial Park is within site but not well connected to core
Dedicated green space as percentage of overall area		1.4	%		Very little green space throughout the project area
Average tree coverage per block by percentage		48	%		Many Palm trees but are not distributed evenly across blocks
Size of gathering space		0.14	acre		Parking lots are used as gathering spaces during Food Truck Fridays
Central gathering space as percentage of overall area		0.22	%		Very little gathering space throughout the project area
Sidewalk as a percentage of overall area		11.5	%		Small sidewalks compared to parcel size and street width
Percentage of pedestrian oriented streets		7.8	%		Very little of the pedestrian enhancements such as seating, trees, and plants

COMMENTS

- Low density
- Extremely high social numbers
- High income
- Lack of open space amenities

	Score	Value	Units	Yes/No	Comments
SOCIAL 30					
Time of Use	7				
Hours of Operation		11.4			Reviewed most popular restaurants, retail, and services within Abbot Kinney
Number of Weekly, Monthly, Yearly Events		14	#		Food Truck Fridays, Abbot Kinney Festival, Venice Music Crawl
Ratio of Men to Women		0.67	#		Women are more frequently seen using the main land uses of the area (retail)
Human Amenity	6				
Super Amenity		0	#		
Water feature		0	#		
Sculptures		0	#		
Murals		21	#		Murals and graffiti found on the walls of retail stores, residential fences
WiFi Access				yes	Coffee shops provide wi-fi access to their customers, like Intelligentsia and Toms
Health Clinic				yes	Primal Center, Gray Lucinda
Fixed and Temporary Seating		14	#		Number explains the number of areas that provide seating.
Continuing Education				yes	One institution was found on abbot kinney that was for adult education.
Daycare				yes	There is a daycare right at the end of Abbot Kinney.
Social Media	9				
District with social media?				yes	Twitter, Facebook
Frequency of use		5	/week		
District Yelp Score		4 of 5	stars		
Number of check ins in one month		1151	#		
Check ins per FAR		1540	#		
Number of likes in one month		34604	#		
AM to PM check in ratio		0.32			
% of check ins within Project Area		59	%		
% of check ins within Region		38	%		
% of check ins out of Region		4	%		
Demographics	8				Increasingly less diverse
Distribution of age cohorts over time				yes	Increase in 15-24 age cohort, decreases in 25-34 and 35-44 age cohorts
Ethnicity over time				no	White population increased, decreases in Black and Hispanic populations
Household size over time				yes	Slight decrease in household size, but remains close to 2 people per household
University within 5 miles?				yes	Santa Monica College (1.62 miles)
FINANCIAL 32					
Demographics	10				
Household income over time				yes	Median income has increased significantly (\$20k)
Employment Rate		91.2	%		Employment rate remains high but has decreased by 1%
Residential	11				
Average home sales price vs region		2.36	#		Trulia information (\$1.25M vs \$530k)
Median rental rate vs region		1.21	#		\$1349 vs \$1117
Commercial	11				
Average commercial rents vs region		1.66	#		\$38.8 vs \$23.39
TOTAL SCORE 87					

ADDISON CIRCLE

Addison, Texas
Suburban Neighborhood

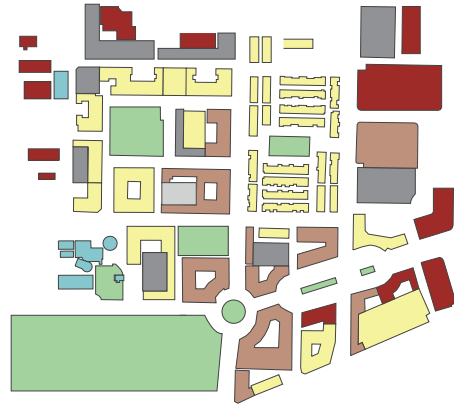
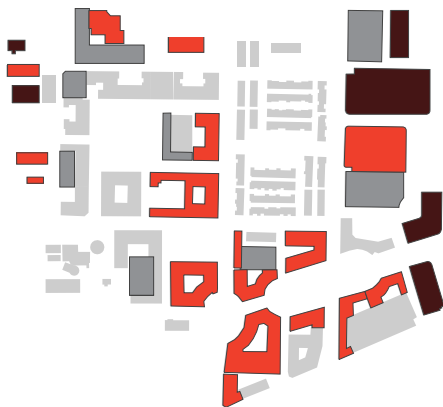


Figure Ground

Land Use

- Retail/Office
- Mixed Use
- Residential
- Hotel (can include retail)
- Civic/Institutional
- Parks/Open Space
- Undeveloped Land
- Parking Structure
- Surface Parking



Ground-Floor
Commercial Activity

- Retail
- Hotel
- Office
- Entertainment Uses
- Parking Structure

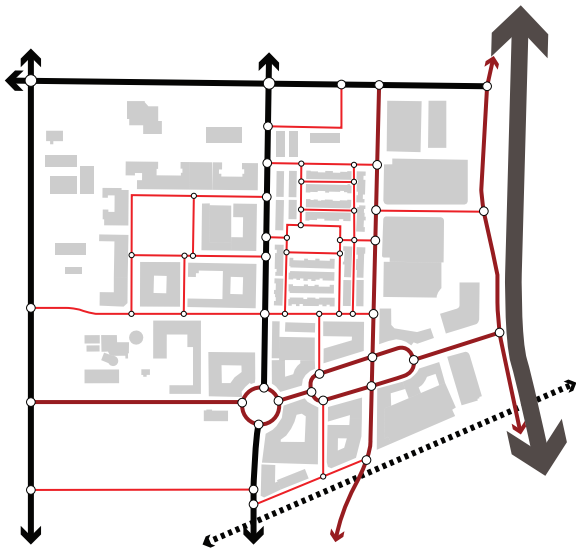
Land Use-
Residential

- Single Family
- Townhouse
- Apartment
- Condo/Flat
- Loft/Life-work



Addison Circle is a residential driven mixed use development in the suburbs north of Dallas. The district interestingly integrates multifamily and townhouses within a compact block pattern and varied green spaces, including a major community park. Convenience retail and community services are well integrated into the district. Environmentally, the district scored reasonably well, with negatives

being a lack of diversity to the overall mix of land uses and few mobility options. Socially, the area has a wide number of amenities, but levels of social networking are extremely low for the number of residents in close proximity. An increase in the number of events in the area could help improve these numbers. Financials are good, with the district outperforming the county in every metric we studied.

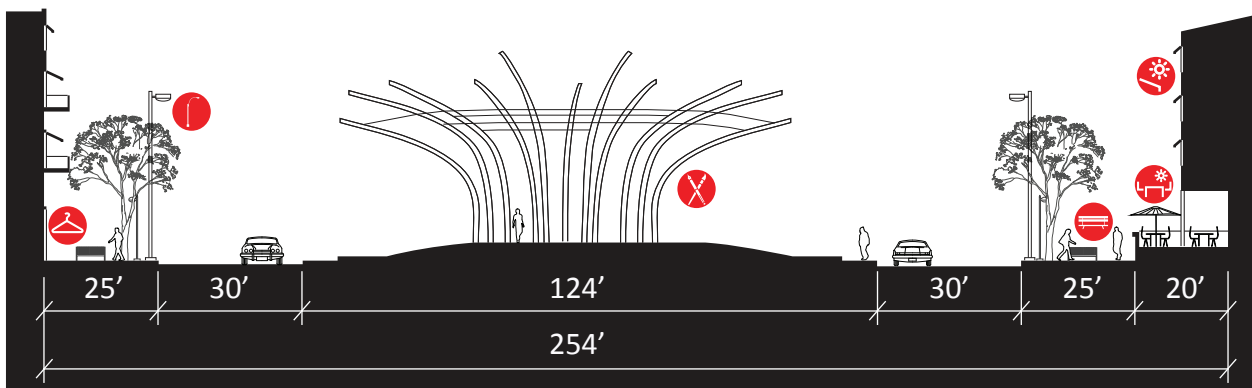


Circulation

- Primary Arterial
- Secondary Arterial
- Local Street
- - - Railroad
- Intersection

Open Space

- Park
- Passage
- Streetscape
- Square/Event Space
- Water Body
- Undeveloped



Section

- ⊕ outdoor dining
- ⊕ ground-floor retail
- ⊕ public seating
- ⊕ awning
- ⊕ lamppost
- ⊕ public art



ADDISON CIRCLE

Addison, Texas
Suburban Neighborhood

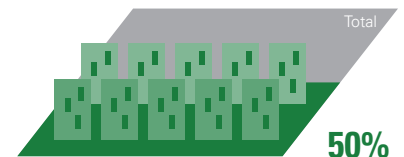
Environment



Total Project Area (Compared to Average)



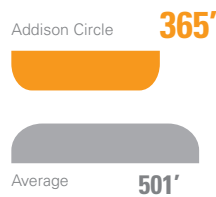
FAR (Compared to Average)



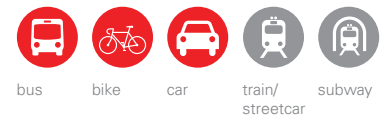
Project Land Coverage



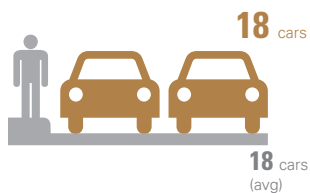
Block Size (Compared to Average)



Block Length (Compared to Average)



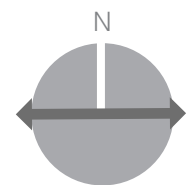
Modes of Transportation



On Street Parking (Compared to Average)



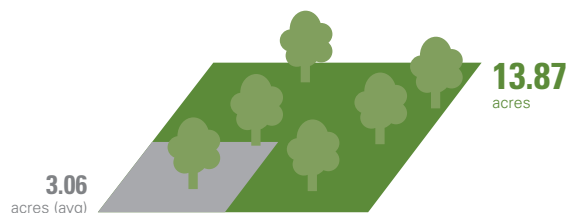
Retail/Residential Percentages of Overall Land Use



General Orientation



Percentage of New Buildings Within 10 Years

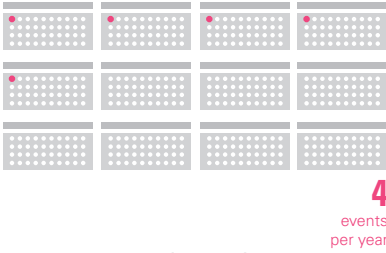


Size of Green Space (Compared to Average)

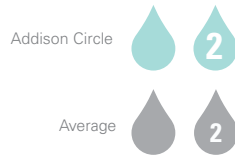


Average Tree Coverage Per Block

Social



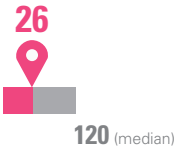
Number of Events (Per Year)



Number of Water Features (Compared to Average)



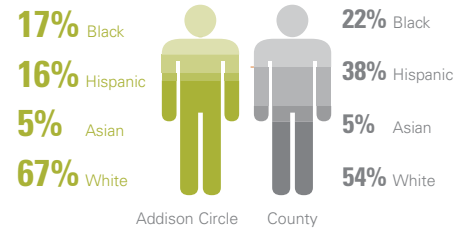
Fixed & Temporary Seating (Compared to Average)



Check ins per FAR (Compared to Median)

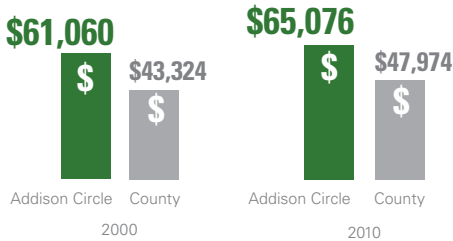


Household Size (Compared to County)

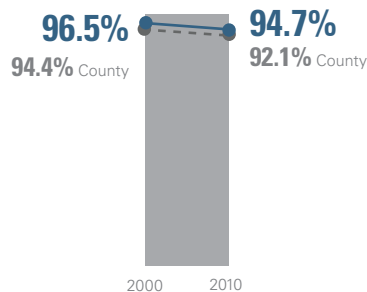


Ethnicity Distribution (Compared to County)

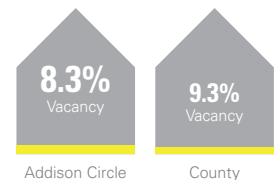
Financial



Household Income (Compared to County)



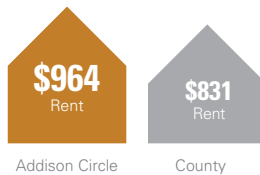
Employment Rate (Compared to County)



Housing Vacancy (Compared to County)



Avg Home Sale (Compared to County)



Median Rental Rate for Residential (Compared to County)



Avg Rental Rate for Commercial (Compared to County)

ADDISON CIRCLE

Addison, Texas
Suburban Neighborhood

	Score	Value	Units	Yes/No	Comments
ENVIRONMENT	28				
Density	6				Good
Project Core		20.69	acre		Encompasses Addison Circle and surrounding buildings
Total Project Area		109	acre		Includes direct neighborhood around the Circle
Average FAR		1.5	#		Most buildings are 3 stories with some 4+ story buildings and some open lots
Height to Street Ratio		0.17	feet		Average buildings height of 36 feet with a 208 foot street
Land coverage %age		50	%		Some buildings cover most of the parcel with inner courtyard, however huge open lots
Blocks and Streets	5				Good
Block Size		2.24	acre		Non-standard, irregular shaped size
Block Length		365	feet		Non-standard block length
Local streets to arterials Ratio		3.8	#		Local streets internal alleyways, arterials internal and perimeter streets
# of intersections per 1/2 sq mi		57	#		Local streets creates many intersections
Mobility	3				Auto-oriented
Project Perimeter served by arterials?				yes	Dallas North Tollway, Keller Springs Rd., Arapho Rd.
50% or greater has ped access to transit within 5 min?				yes	Several bus stops found on major streets
Number of modes within core (car, bus, rail, bike, etc.)		3	#		Bike, bus, car
Sharing Strategies (bike, car, etc.)?				no	
Effective District Wide Parking Strategy?				yes	Parking structures and open lots available
On street parking spaces per block		18	spaces		Take from block of Morris Ave. and Addison Rd.
Land use	4				Too much residential
4 or more uses within core (retail, F&B, hotel, office)?				yes	Retail, F&B, office, residential
Retail as a part of overall mix		10	%		
Local serving retail (grocery store, pharmacy)		6	#		Post office, nail salon, gym
Residential density as percentage of overall land use		76.7123	%		
Number of residential types within core		2	#		Apartments and Condos
Walk Score		68	#		
Percentage of residential types within core		40	%		
Smart Site	5				Greenfield
General orientation		E/W			
Number of registered landmarks		0	#		
Number of new buildings (less than 10 years old)		7	#		
Designated bike lane				yes	
Number of LEED Buildings		3	#		Phoenix Capital Partners, USAA Addison, GPI Tollway Madison LLC
Open Space	5				High quality green spaces
Size of green space		13.87	acre		Addison Circle and Park, Beckert Park, Bosque Park, Parview Park, Spruill Park
Dedicated green space as percentage of overall area		12.7	%		
Average tree coverage per block by percentage		55	%		Most arterials fully tree lined, some arterials and all local streets sporadic trees
Size of gathering space		0.23	acre		Circular open space in front of office
Central gathering space as percentage of overall area		0.21	%		
Sidewalk as a percentage of overall area		9.2	%		
Percentage of pedestrian oriented streets		20.0	%		Most arterials are pedestrian enhanced

COMMENTS

- Great urban plan
- High-quality green spaces
- Trending towards increased diversity
- Low social media numbers

	Score	Value	Units	Yes/No	Comments
SOCIAL	25				
Time of Use	6				A bit boring
Hours of Operation		12.37			Survey of top stores in the area (yoga, café, bar, bakery, restaurant)
Number of Weekly, Monthly, Yearly Events		4	#		Yearly events that a few days each
Ratio of Men to Women		0.82	#		
Human Amenity	8				Excellent
Super Amenity		0	#		
Water feature		2	#		
Sculptures		1	#		
Murals		0	#		
WiFi Access				yes	
Health Clinic				yes	RENEW, North Dallas Therapeutic Center
Fixed and Temporary Seating		31	#		
Continuing Education				no	
Daycare				yes	Delta Group
Social Media	4				Pretty low social media
District with social media?				yes	Facebook and Flickr
Frequency of use		14	#		This week's use on Facebook
District Yelp Score		4.50	stars		
Number of check ins in one month		39	#		
Check ins per FAR		26	#		
Number of likes in one month		442	#		
AM to PM check in ratio		0.21			
% of check ins within Project Area		77	%		
% of check ins within Region		23	%		
% of check ins out of Region		0	%		
Demographics	7				Trending towards increased diversity
Distribution of age cohorts over time				yes	15-24 age cohort increase, 25-34 and 35-44 age cohort decrease
Ethnicity over time				yes	White population decreased, Black and Hispanic population increased
Household size over time				yes	Household size stable
University within 5 miles?				yes	Brookhaven College (2.26 miles)
FINANCIAL	31				
Demographics	10				
Household income over time				yes	Increased \$4k (>1% increase)
Employment Rate		94.7	%		Decreased by nearly 2 percentage points
Residential	11				Tremendous financial
Average home sales price vs region		4.82	#		Trulia (\$364254 vs \$75507)
Median rental rate vs region		1.16	#		\$964 vs \$831
Commercial	10				
Average commercial rents vs region		1.12	#		\$17.7 vs \$15.8
TOTAL SCORE	84				

BETHESDA ROW

Bethesda, Maryland
Urban Mixed Use District

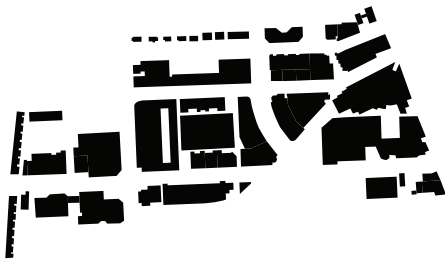
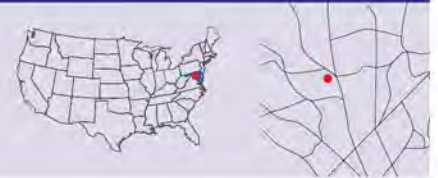
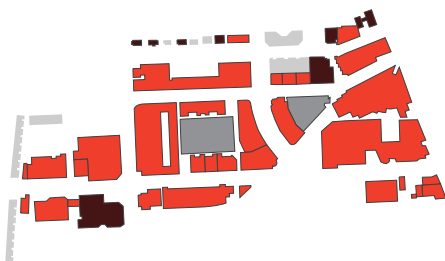


Figure Ground

Land Use

- Retail/Office
- Mixed Use
- Residential
- Hotel (can include retail)
- Civic/Institutional
- Parks/Open Space
- Undeveloped Land
- Parking Structure
- Surface Parking



Ground-Floor
Commercial Activity

- Retail
- Hotel
- Office
- Entertainment Uses
- Parking Structure

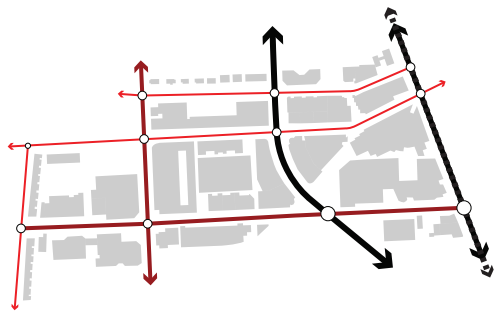
Land Use-
Residential

- Single Family
- Townhouse
- Apartment
- Condo/Flat
- Loft/Life-work



Bethesda Row is a transit oriented district in suburban Washington DC. Its balanced mix of uses, transit access, moderate density, high quality design, and walkability all contributed positively to the Environment score; weaknesses included over-accommodation of the automobile and large blocks. Financial scores are good, with home values and commercial rents well above the county average. Weaknesses were

a lower average household income, and a slightly higher housing vacancy rate. Social numbers were not as strong; despite good demographics, the amount of networked social interaction was quite low. Recommendations include improving open space and transit linkages, and a aggressive event program would create new ways to successfully reach out to surrounding communities.



Circulation

- Primary Arterial
- Secondary Arterial
- Local Street
- - - Railroad
- Intersection

Open Space

- Park
- Passage
- Streetscape
- Square/Event Space
- Water Body
- Undeveloped



Section

- ☀️ outdoor dining
- 🌿 planter
- 🛍️ ground-floor retail
- ☂️ awning
- 🚶 pedestrian-only
- 📣 signage

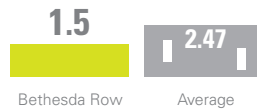
BETHESDA ROW

Bethesda, Maryland
Urban Mixed Use District

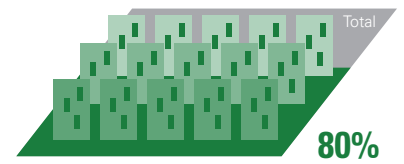
Environment



Total Project Area (Compared to Average)



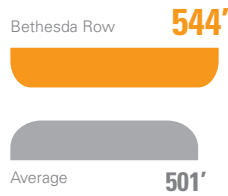
FAR (Compared to Average)



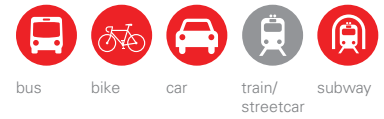
Project Land Coverage



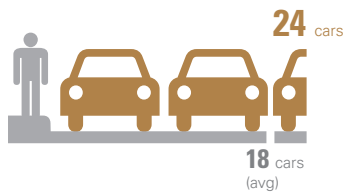
Block Size (Compared to Average)



Block Length (Compared to Average)



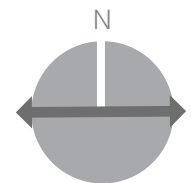
Modes of Transportation



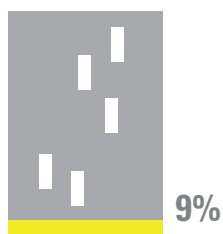
On Street Parking (Compared to Average)



Retail/Residential Percentages of Overall Land Use



General Orientation



Percentage of New Buildings Within 10 Years

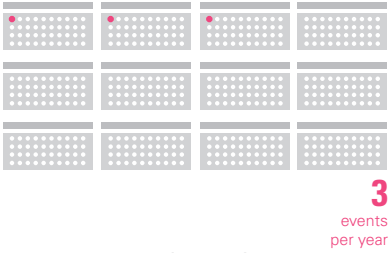


Size of Green Space (Compared to Average)

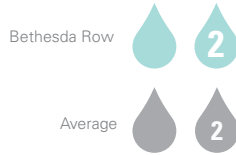


Average Tree Coverage Per Block

Social



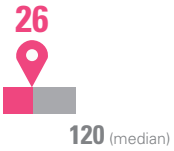
Number of Events (Per Year)



Number of Water Features (Compared to Average)



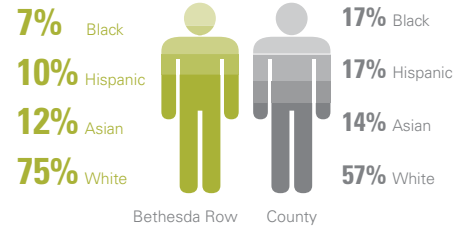
Fixed & Temporary Seating (Compared to Average)



Check ins per FAR (Compared to Median)

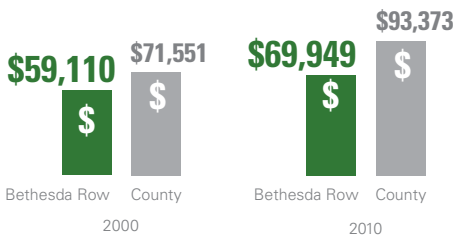


Household Size (Compared to County)

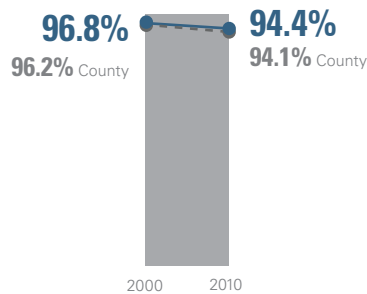


Ethnicity Distribution (Compared to County)

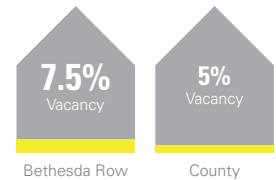
Financial



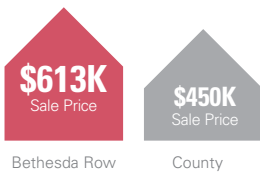
Household Income (Compared to County)



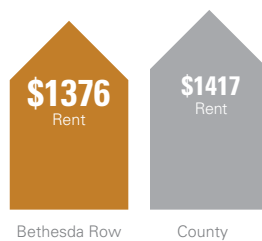
Employment Rate (Compared to County)



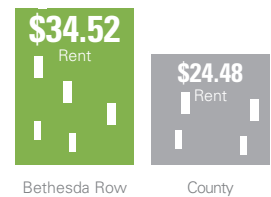
Housing Vacancy (Compared to County)



Avg Home Sale (Compared to County)



Median Rental Rate for Residential (Compared to County)



Avg Rental Rate for Commercial (Compared to County)

BETHESDA ROW

Bethesda, Maryland
Urban Mixed Use District

	Score	Value	Units	Yes/No	Comments
ENVIRONMENT	28				
Density	5				Good
Project Core		6.61	acre		Encompasses Bethesda Row block
Total Project Area		44	acre		Includes surrounding residential, retail, and office areas
Average FAR		1.5	#		Most buildings are 2 stories with several 4+ story buildings
Height to Street Ratio		0.35	#		30 feet buildings with an 85 foot wide street
Land coverage %age		60	%		Large internal parking lots
Blocks and Streets	4				Big Blocks
Block Size		4.82	acre		Non-standard block size
Block Length		544	feet		Non-standard block length
Local streets to arterials Ratio		1.0	#		Equal distribution of local streets and arterials through project area
# of intersections per 1/2 sq mi		33	#		Non-standard grid and irregular block size
Mobility	4				Auto oriented
Project Perimeter served by arterials?				yes	Wisconsin Ave., Arlington Rd., and Woodmont Ave.
50% or greater has ped access to transit within 5 min?				no	Bus stops are found only on major streets. Subway stop few blocks away.
Number of modes within core (car, bus, rail, bike, etc.)		4	#		Car, bus, subway, bike
Sharing Strategies (bike, car, etc.)?				yes	Carshare available. Bikeshare to begin soon.
Effective District Wide Parking Strategy?				yes	Several parking structures and open lots available.
On street parking spaces per block		24	#		Taken from Hampden Ln and East Ln Block
Land use	6				Good distribution
4 or more uses within core (retail, F&B, hotel, office)?				yes	Retail, F&B, office, residential
Retail as a part of overall mix		0.36519	%		
Local serving retail (grocery store, pharmacy)		15	#		Vet clinic, pharmacy, yoga, tailor, bank, hair salon, optometrist, etc.
Residential density as percentage of overall land use		0.24074	%		
Number of residential types within core		4	#		Single-family, townhouse, apartment, and condo.
Walk Score		95	#		
Percentage of residential types within core		0.25	%		
Smart Site	5				Not ideal
General orientation		E/W			
Number of registered landmarks		2	#		Bethesda Lane and Bethesda Theater
Number of new buildings (less than 10 years old)		5	#		
Designated bike lane				yes	
Number of LEED Buildings		4	#		Includes The Boston Consulting Group, Enviva LP, and HDR Bethesda New Office
Open Space	4				A lot of parking lots
Size of green space		1.00	acre		Caroline Freeland Park
Dedicated green space as percentage of overall area		2.3	%		
Average tree coverage per block by percentage		60	%		Most streets have trees with large gaps for parking lots, parking ramps
Size of gathering space		0.25	acre		Small gathering spaces at some major street intersections
Central gathering space as percentage of overall area		0.57	%		
Sidewalk as a percentage of overall area		13.6	%		
Percentage of pedestrian oriented streets		40.0	%		Some major arterials are pedestrian enhanced

COMMENTS

- Bisected by arterial
- Moderate density and good mix of land uses
- Lowered income
- Poor social media numbers

	Score	Value	Units	Yes/No	Comments
SOCIAL	28				
Time of Use	7				Limited
Hours of Operation		10.5	hours		Survey of top stores in area (cinema, bakery, salon, restaurant, gelato)
Number of Weekly, Monthly, Yearly Events		3	#		Limited information, appear to be yearly events
Ratio of Men to Women		1.00	#		Equal amounts of men and women
Human Amenity	7				Lack of amenities
Super Amenity		0	#		
Water feature		2	#		
Sculptures		1	#		
Murals		0	#		
WiFi Access				yes	
Health Clinic				yes	Parker Michelle, Kagan Mila
Fixed and Temporary Seating		34	#		Areas with seating
Continuing Education				no	
Daycare				yes	Kidville
Social Media	7				Not very socially active
District with social media?				yes	Facebook
Frequency of use		2	#		Use in past week
District Yelp Score		4.00	stars		
Number of check ins in one month		39	#		
Check ins per FAR		26	#		
Number of likes in one month		3696	#		
AM to PM check in ratio		0.23	#		
% of check ins within Project Area		62	%		21 total
% of check ins within Region		14	%		
% of check ins out of Region		24	%		
Demographics	7				Trending towards increased diversity
Distribution of age cohorts over time				No	15-24,25-34,35-44 age cohorts all decreased
Ethnicity over time				Yes	White population decreased, Black and Asian population increased
Household size over time				Yes	Household size relatively stable
University within 5 miles?				Yes	American University (2.88 miles)
FINANCIAL	29				
Demographics	8				Lower than the county
Household income over time				Yes	Increased \$10k (17%)
Employment Rate		94.4	%		Decreased from 96.8%
Residential	10				
Average home sales price vs region		1.36	#		\$613k vs \$450
Median rental rate vs region		0.97	#		\$1376 vs \$1417
Commercial	11				
Average commercial rents vs region		1.41	#		\$34.52 vs \$24.48
TOTAL SCORE	85				

CELEBRATION TOWN CENTER

Celebration, Florida
Suburban Neighborhood

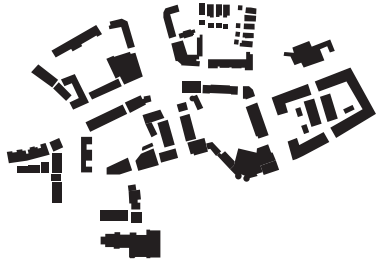
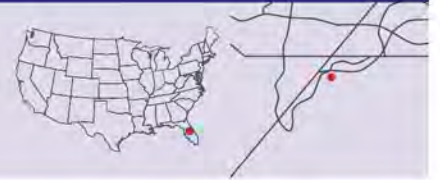


Figure Ground

Land Use

- Retail/Office
- Mixed Use
- Residential
- Hotel (can include retail)
- Civic/Institutional
- Parks/Open Space
- Undeveloped Land
- Parking Structure
- Surface Parking



Ground-Floor
Commercial Activity

- Retail
- Hotel
- Office
- Entertainment Uses
- Parking Structure

Land Use-
Residential

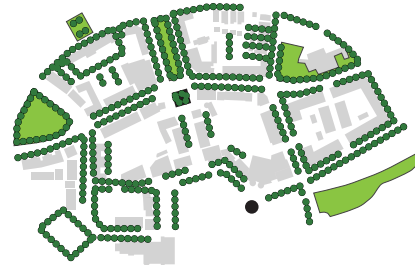
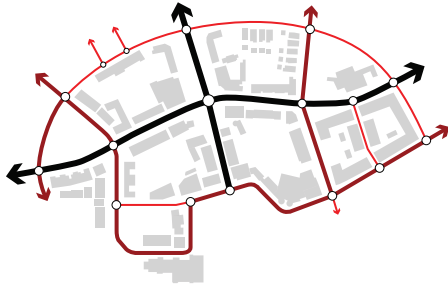
- Single Family
- Townhouse
- Apartment
- Condo/Flat
- Loft/Life-work



Located outside Orlando, Celebration is an affluent and primarily residential composition centered on a mixed use town center. Though the quality of design and placemaking are high, blocks are large and circulation is heavily auto focused. Social interactions are limited (probably due to the older age demographic of its residents) and the low number of events planned for the area. Financial performance

is generally higher than the county and household income is almost double the county average. However, housing vacancies are almost twice as high as the county average. Recommendations include increasing the daytime population by integrating more creative office, introducing live/work housing units, and creating more events which attract surrounding communities to the area.

85
out of 99

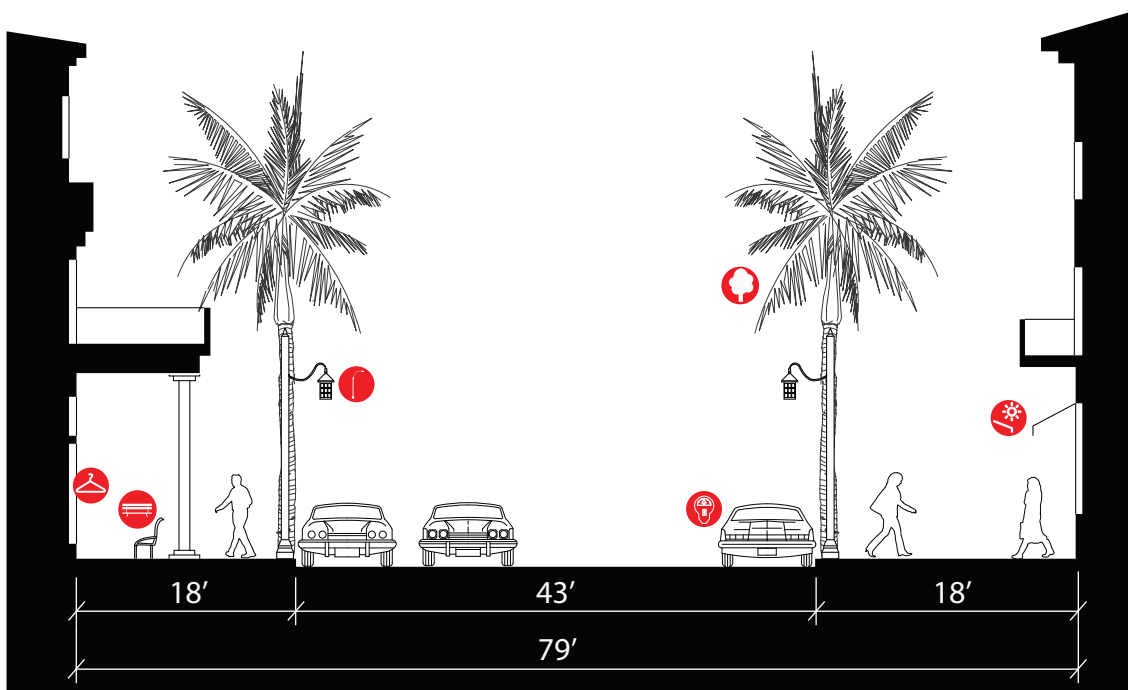


Circulation

- Primary Arterial
- Secondary Arterial
- Local Street
- - - Railroad
- Intersection

Open Space

- Park
- Passage
- Streetscape
- Square/Event Space
- Water Body
- Undeveloped



Section

- ⌂ ground-floor retail
- ⌂ street parking
- ⌂ lamppost
- ⌂ public seating
- ⌂ awning
- ⌂ tree canopy



CELEBRATION TOWN CENTER

Celebration, Florida
Suburban Neighborhood

Environment



Total Project Area (Compared to Average)



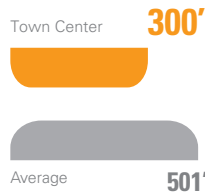
FAR (Compared to Average)



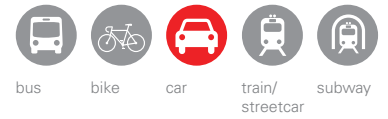
Project Land Coverage



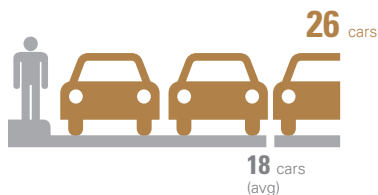
Block Size (Compared to Average)



Block Length (Compared to Average)



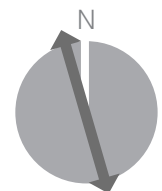
Modes of Transportation



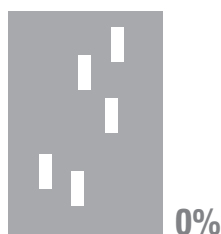
On Street Parking (Compared to Average)



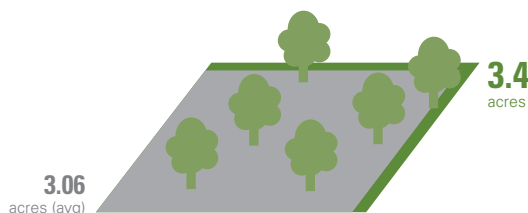
Retail/Residential Percentages of Overall Land Use



General Orientation



Percentage of New Buildings Within 10 Years

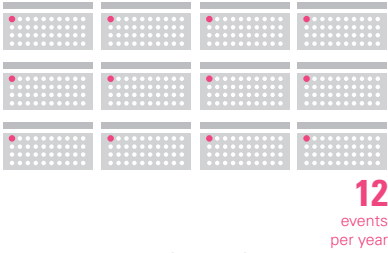


Size of Green Space (Compared to Average)

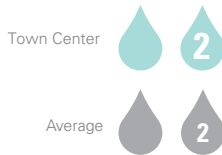


Average Tree Coverage Per Block

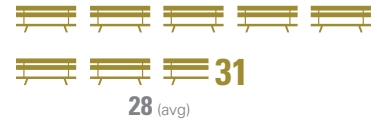
Social



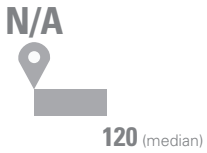
Number of Events (Per Year)



Number of Water Features (Compared to Average)



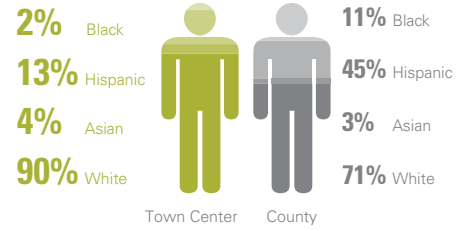
Fixed & Temporary Seating (Compared to Average)



Checks ins per FAR (Compared to Median)

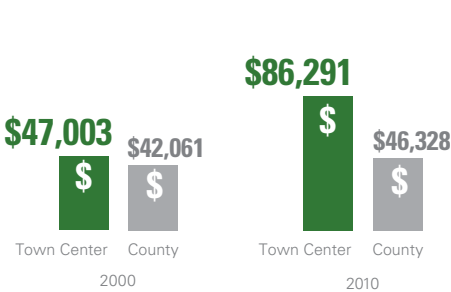


Household Size (Compared to County)

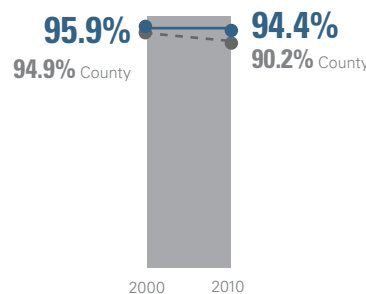


Ethnicity Distribution (Compared to County)

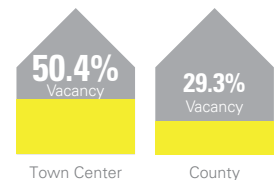
Financial



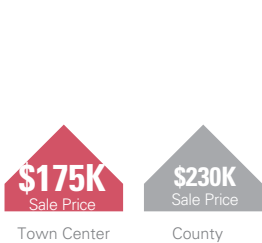
Household Income (Compared to County)



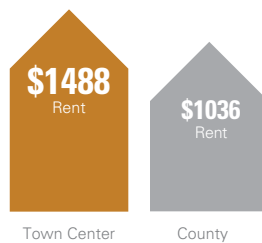
Employment Rate (Compared to County)



Housing Vacancy (Compared to County)



Avg Home Sale (Compared to County)



Median Rental Rate for Residential (Compared to County)



Avg Rental Rate for Commercial (Compared to County)

CELEBRATION TOWN CENTER

Celebration, Florida
Suburban Neighborhood

	Score	Value	Units	Yes/No	Comments
ENVIRONMENT	26				
Density	5				Small, low density
Project Core		13.9	acre		Encompasses Celebration Town Center
Total Project Area		40.9	acre		Includes surrounding residential buildings, open space
Average FAR		0.8	#		2 story buildings, however parcels are largely undeveloped
Height to Street Ratio		0.40	feet		24 foot tall buildings with a 60 foot wide street
Land coverage %age		40	%		Most buildings have large spaces between them, leaving a lot of undeveloped land
Blocks and Streets	5				
Block Size		3.79	acre		Non-standard, irregular shaped block size
Block Length		300	feet		Non-standard, irregular block length
Local streets to arterials Ratio		0.6	#		Internal and perimeter arterials with few internal and perimeter local streets
# of intersections per 1/2 sq mi		26	#		Irregular grid network, not all and in 1/2 sq mi is developed
Mobility	3				Auto oriented
Project Perimeter served by arterials?				yes	
50% or greater has ped access to transit within 5 min?					
Number of modes within core (car, bus, rail, bike, etc.)		1	#		Car
Sharing Strategies (bike, car, etc.)?				no	
Effective District Wide Parking Strategy?				yes	Many open parking lots available
On street parking spaces per block		26	spaces		Taken from Celebration Ave, between Campus St and Market St.
Land use	4				
4 or more uses within core (retail, F&B, hotel, office)?				yes	Retail, F&B, hotel, office
Retail as a part of overall mix		20	%		
Local serving retail (grocery store, pharmacy)		5	#		Bank, shipping center, dry cleaning, hair salon
Residential density as percentage of overall land use		74	%		
Number of residential types within core		4	#		Single family, townhouse, condo, apartment
Walk Score		34	#		
Percentage of residential types within core		65	%		
Smart Site	4				Sprawl
General orientation		NW/SE			
Number of registered landmarks		0	#		
Number of new buildings (less than 10 years old)		3	#		
Designated bike lane				no	
Number of LEED Buildings		0	#		
Open Space	5				High quality
Size of green space		3.40	acre		Celebration park, small squares
Dedicated green space as percentage of overall area		8.3	%		
Average tree coverage per block by percentage		85	%		Most streets have trees, some local streets have no trees
Size of gathering space		0.20	acre		Central square
Central gathering space as percentage of overall area		0.49	%		
Sidewalk as a percentage of overall area		5.3	%		
Percentage of pedestrian oriented streets		70.0	%		Arterials are pedestrian enhanced

COMMENTS

- Low density, small district core
- High-quality open spaces
- Low social media numbers
- Lack of ethnic diversity

	Score	Value	Units	Yes/No	Comments
SOCIAL	23				
Time of Use	7				A little boring
Hours of Operation		11.7	hours		Survey of top stores in the area (food, bakery, pub, ice cream, pet groomer, salon)
Number of Weekly, Monthly, Yearly Events		12	#		Approximately one monthly event every...month
Ratio of Men to Women		1.00	#		Even distribution of men and women
Human Amenity	6				Not family oriented?!?
Super Amenity		1	#		Lake Rianhard
Water feature		2	#		
Sculptures		3	#		
Murals		0	#		
WiFi Access				yes	Restaurants, cafes, and hotels provide wifi access
Health Clinic				yes	A Place for Women
Fixed and Temporary Seating		31	#		Areas with seating
Continuing Education				no	
Daycare				no	
Social Media	4				Not diverse
District with social media?				yes	Facebook and Twitter
Frequency of use		2.5	#		Average use of Facebook and Twitter in a week
District Yelp Score		4.00	stars		
Number of check ins in one month			#		
Check ins per FAR			#		
Number of likes in one month			#		
AM to PM check in ratio			#		
% of check ins within Project Area			%		
% of check ins within Region			%		
% of check ins out of Region			%		
Demographics	6				Predominantly White
Distribution of age cohorts over time				no	none of the 15-24, 25-34, 35-44 age cohorts increased
Ethnicity over time				no	White population increased while minority populations decreased
Household size over time				yes	stable household size
University within 5 miles?				no	
FINANCIAL	32				
Demographics	11				
Household income over time				yes	Increased \$39k (83%)
Employment Rate		94.4	%		Decreased 1.5 percentage points
Residential	10				
Average home sales price vs region		0.76	#		\$175k vs \$230k
Median rental rate vs region		1.44	#		\$1488 vs \$1036
Commercial	11				Good
Average commercial rents vs region		1.42	#		\$20.17 vs \$14.24

TOTAL SCORE 81

CHAPEL STREET

New Haven, Connecticut
University Village

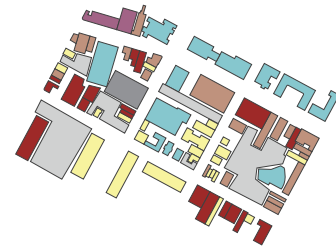
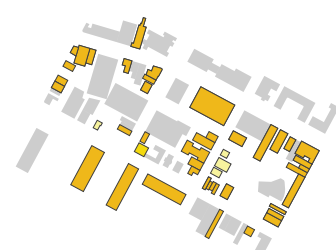
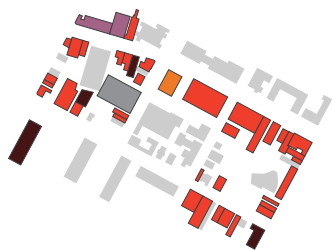


Figure Ground

Land Use

- Retail/Office
- Mixed Use
- Residential
- Hotel (can include retail)
- Civic/Institutional
- Parks/Open Space
- Undeveloped Land
- Parking Structure
- Surface Parking



Ground-Floor
Commercial Activity

- Retail
- Hotel
- Office
- Entertainment Uses
- Parking Structure

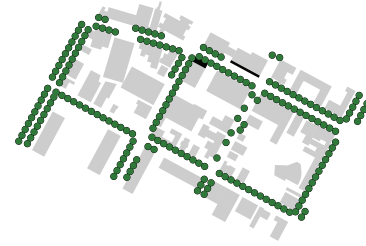
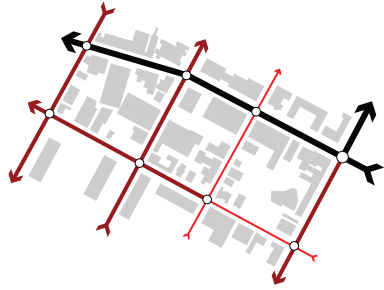
Land Use-
Residential

- Single Family
- Townhouse
- Apartment
- Condo/Flat
- Loft/Life-work



Chapel Street is the primary high street that serves Yale University. The street includes a balanced mix of uses, emphasizing residential, restaurants and shops. Although the blocks are very large, the Walk Score is high (98). Environmental weaknesses include the need for more transportation modes (3 offered) and a generally low FAR (1.1). Social numbers are low, and the increasing the level of amenities

could improve the districts overall performance. Financially, the district performs well, with above average residential and commercial rental rates. Weakness appears in the average household income (only a quarter of the county average). A long term strategy would be to attract a slightly older, more affluent demographic to the area that contributes investment and stability.



Circulation

- Primary Arterial
- Secondary Arterial
- Local Street
- - - Railroad
- Intersection

Open Space

- Park
- Passage
- Streetscape
- Square/Event Space
- Water Body
- Undeveloped



Section

- metered parking
- tree canopy
- ground-floor retail
- signage
- lamppost
- outdoor dining



CHAPEL STREET

New Haven, Connecticut
University Village

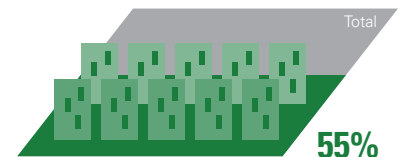
Environment



Total Project Area (Compared to Average)



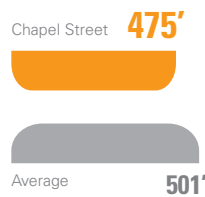
FAR (Compared to Average)



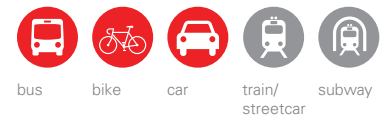
Project Land Coverage



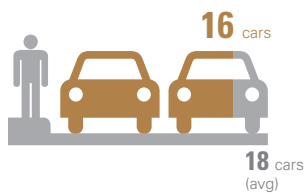
Block Size (Compared to Average)



Block Length (Compared to Average)



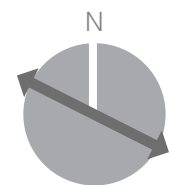
Modes of Transportation



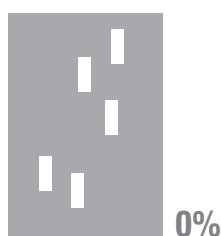
On Street Parking (Compared to Average)



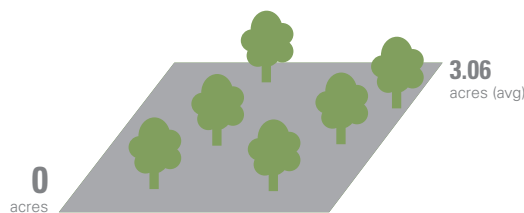
Retail/Residential Percentages of Overall Land Use



General Orientation



Percentage of New Buildings Within 10 Years

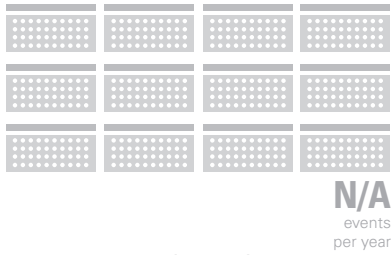


Size of Green Space (Compared to Average)

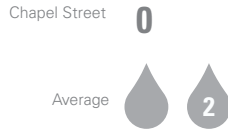


Average Tree Coverage Per Block

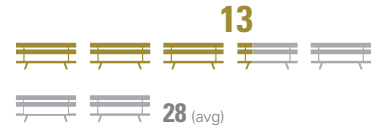
Social



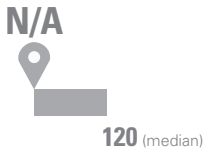
Number of Events (Per Year)



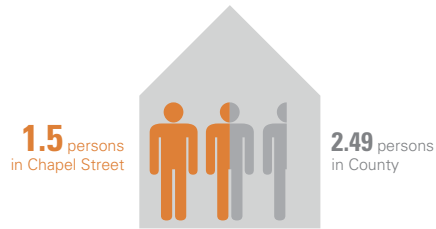
Number of Water Features (Compared to Average)



Fixed & Temporary Seating (Compared to Average)



Check ins per FAR (Compared to Median)

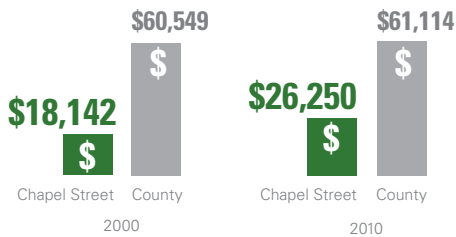


Household Size (Compared to County)

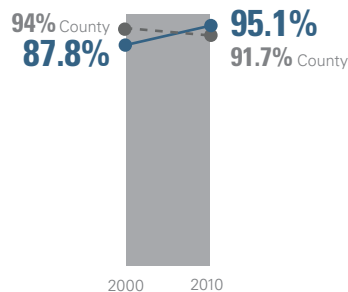


Ethnicity Distribution (Compared to County)

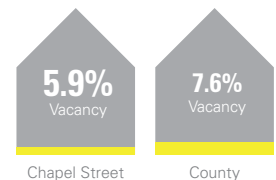
Financial



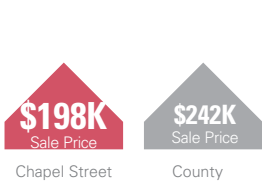
Household Income (Compared to County)



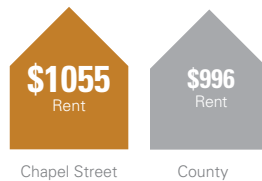
Employment Rate (Compared to County)



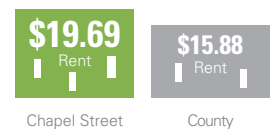
Housing Vacancy (Compared to County)



Avg Home Sale (Compared to County)



Median Rental Rate for Residential (Compared to County)



Avg Rental Rate for Commercial (Compared to County)

CHAPEL STREET

New Haven, Connecticut
University Village

	Score	Value	Units	Yes/No	Comments
ENVIRONMENT	25				
Density	4				Moderate density, small core
Project Core		14.89	acre		Encompasses Chapel Street and street front buildings
Total Project Area		35.77	acre		Includes surrounding buildings
Average FAR		1.1	#		Most buildings are 2 stories with a mix of 1 and 3+ story buildings
Height to Street Ratio		0.40	feet		24 feet tall buildings with a 60 foot wide street
Land coverage %age		55	%		Lots of internal surface parking lots
Blocks and Streets	4				Big blocks
Block Size		4.25	acre		Non-standard, irregular block size
Block Length		475	feet		Non-standard block length
Local streets to arterials Ratio		0.4	#		Internal and perimeter arterials and local streets
# of intersections per 1/2 sq mi		29	#		Standard network grid
Mobility	3				Need more modes
Project Perimeter served by arterials?				no	
50% or greater has ped access to transit within 5 min?				yes	Several bus stops on Chapel St
Number of modes within core (car, bus, rail, bike, etc.)		3	#		Bike, bus, car
Sharing Strategies (bike, car, etc.)?				yes	Car share and bike share available
Effective District Wide Parking Strategy?				yes	
On street parking spaces per block		16	spaces		Taken from High St between Chapel and Crown
Land use	4				Great walk score
4 or more uses within core (retail, F&B, hotel, office)?				yes	Retail, F&B, hotel, office
Retail as a part of overall mix		20	%		
Local serving retail (grocery store, pharmacy)		1	#		Health clinic
Residential density as percentage of overall land use		58	%		
Number of residential types within core		3	#		Single-family, townhouse, apartment
Walk Score		98	#		
Percentage of residential types within core		44	%		
Smart Site	6				Downtown, near Yale
General orientation		NW/SE			
Number of registered landmarks		2	#		Chapel Street Historic District and Elish Blackman Building
Number of new buildings (less than 10 years old)		0	#		
Designated bike lane				yes	
Number of LEED Buildings		0	#		
Open Space	5				New Haven, Green
Size of green space		-	acre		
Dedicated green space as a percentage of overall area		-	%		
Average tree coverage per block by percentage		70	%		
Size of gathering space		0.12	acre		
Central gathering space as a percentage of overall area		0.34	%		
Sidewalk as a percentage of overall area		5.1	%		
Percentage of pedestrian oriented streets		20.0	%		

COMMENTS

- Lack of open spaces
- Adjacent to university
- Low earnings
- Low social numbers

	Score	Value	Units	Yes/No	Comments
SOCIAL 21					
Time of Use	7				
Hours of Operation		9.78	hours		Survey of top stores in the area (froyo, restaurant, café, art gallery)
Number of Weekly, Monthly, Yearly Events		N/A	#		
Ratio of Men to Women		0.82	#		
Human Amenity	6				Lack of amenity
Super Amenity		1	#		Quinnipiac River
Water feature		0	#		
Sculptures		0	#		
Murals		3	#		
WiFi Access				yes	Coffee houses offer wifi access
Health Clinic				yes	
Fixed and Temporary Seating		13	#		
Continuing Education				no	
Daycare				no	
Social Media	2				Low Social
District with social media?				yes	Facebook
Frequency of use		1	/week		Use this week on Facebook
District Yelp Score		N/A	stars		
Number of check ins in one month			#		
Check ins per FAR			#		
Number of likes in one month			#		
AM to PM check in ratio			#		
% of check ins within Project Area			%		
% of check ins within Region			%		
% of check ins out of Region			%		
Demographics	6				Diverse
Distribution of age cohorts over time				no	Decrease in 15-24, 25-34, and 35-44 age cohorts. Student population.
Ethnicity over time				yes	Not as diverse as county
Household size over time				no	Dramatic change in household size
University within 5 miles?				yes	Yale University (0 ft)
FINANCIAL 27					
Demographics	8				Low income
Household income over time				no	Increased \$8k (45%) but much lower than region
Employment Rate		95.1	%		Increased 7 percentage points
Residential	9				
Median home sales price vs region		0.82			\$198k vs \$242k
Median rental rate vs region		1.06			\$1055 vs \$996
Commercial	10				
Average commercial rents vs region		1.24	#		\$19.69 vs \$15.88

TOTAL SCORE 73

CLARENDON COMMONS

Arlington, Virginia
Urban Neighborhood

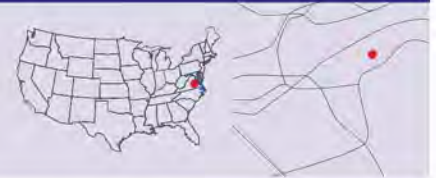


Figure Ground

Land Use

- Retail/Office
- Mixed Use
- Residential
- Hotel (can include retail)
- Civic/Institutional
- Parks/Open Space
- Undeveloped Land
- Parking Structure
- Surface Parking



Ground-Floor
Commercial Activity

- Retail
- Hotel
- Office
- Entertainment Uses
- Parking Structure

Land Use-
Residential

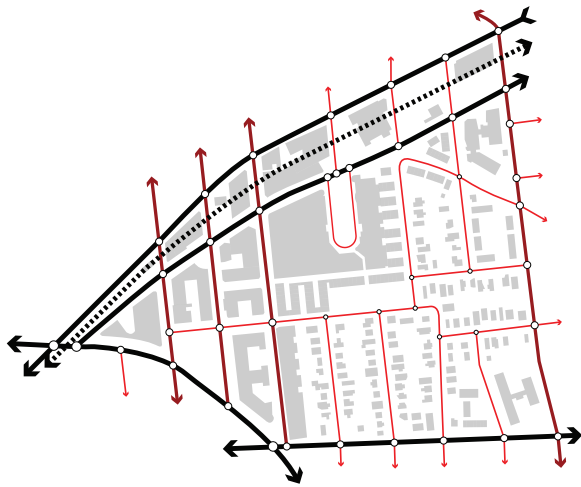
- Single Family
- Townhouse
- Apartment
- Condo/Flat
- Loft/Life-work



Clarendon Commons is one of the more successful TOD districts in the Washington DC area. Along with a significant residential population, the core includes local serving and national retailers and a sizable central green space. Social interaction is healthy, with over 100 events per year. The number of check ins via social media is below average (about 1/3 as many as we found typical). Financials

are good, reflected by increases in household income. Housing vacancies are lower than the county, average home sales, slightly higher. The success of the district is most reflected in median rental rates for residential (1/4 higher) and commercial (1/3 higher) than the county. Suggestions include improving social media usage, best done by providing more community and university oriented events.

90
out of 99

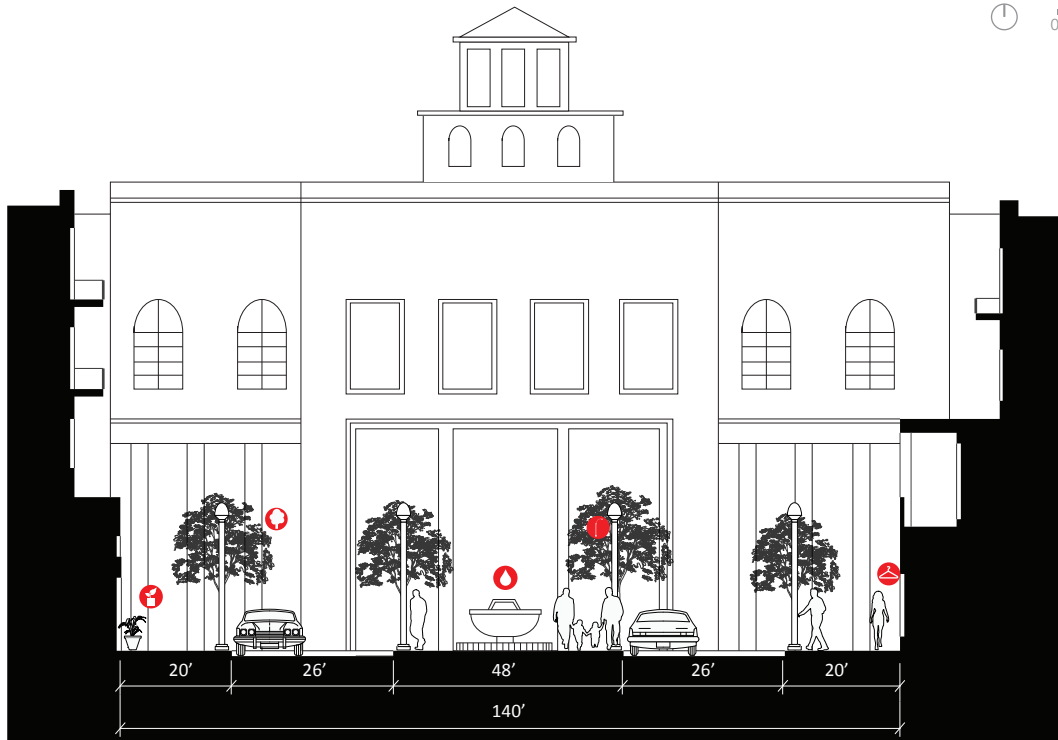


Circulation

- Primary Arterial
- Secondary Arterial
- Local Street
- - - Railroad
- Intersection

Open Space

- Park
- Passage
- Streetscape
- Square/Event Space
- Water Body
- Undeveloped



Section

- Ⓜ metered parking
- 🌳 tree canopy
- 🛍 ground-floor retail
- 🌳 planter
- 🚦 lamppost
- 💧 water feature



CLARENDON COMMONS

Arlington, Virginia
Urban Neighborhood

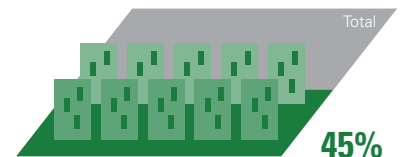
Environment



Total Project Area (Compared to Average)



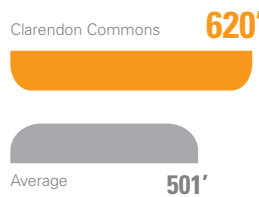
FAR (Compared to Average)



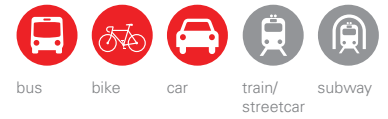
Project Land Coverage



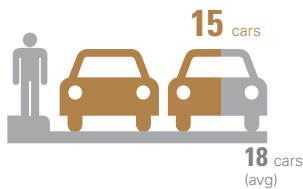
Block Size (Compared to Average)



Block Length (Compared to Average)



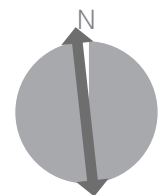
Modes of Transportation



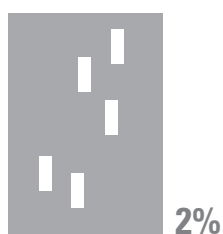
On Street Parking (Compared to Average)



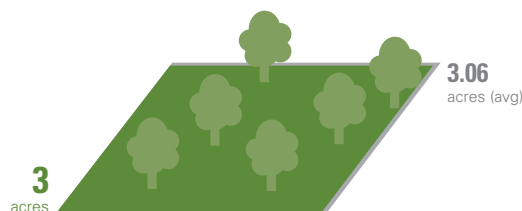
Retail/Residential Percentages of Overall Land Use



General Orientation



Percentage of New Buildings Within 10 Years

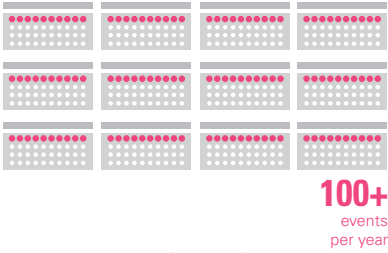


Size of Green Space (Compared to Average)

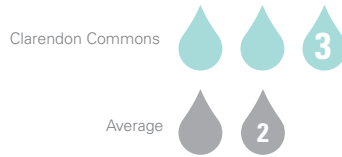


Average Tree Coverage Per Block

Social



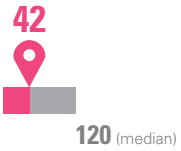
Number of Events (Per Year)



Number of Water Features (Compared to Average)



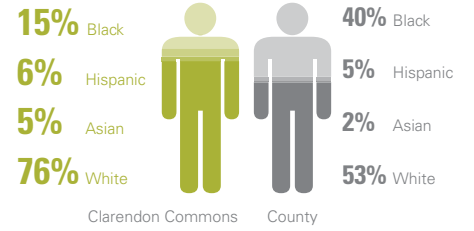
Fixed & Temporary Seating (Compared to Average)



Check ins per FAR (Compared to Median)

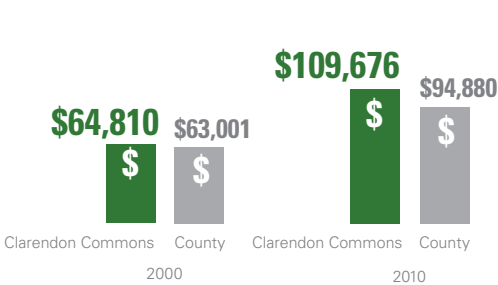


Household Size (Compared to County)

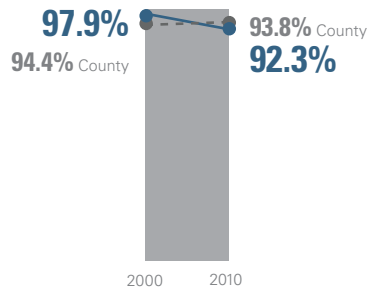


Ethnicity Distribution (Compared to County)

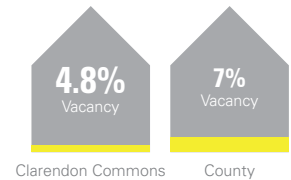
Financial



Household Income (Compared to County)



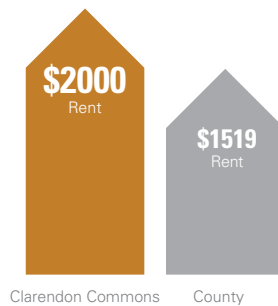
Employment Rate (Compared to County)



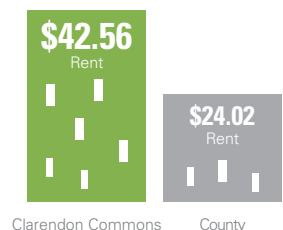
Housing Vacancy (Compared to County)



Avg Home Sale (Compared to County)



Median Rental Rate for Residential (Compared to County)



Avg Rental Rate for Commercial (Compared to County)

CLARENDON COMMONS

Arlington, Virginia
Urban Neighborhood

	Score	Value	Units	Yes/No	Comments
ENVIRONMENT	28				
Density	5				Small Project
Project Core		11.13	acre		Encompasses Clarendon Common
Total Project Area		72.22	acre		Includes surrounding residential and commercial buildings
Average FAR		1.125	#		Most commercial/mixed use are 6+ stories, residential 2 stories
Height to Sidewalk Ratio		0.27	#		24 feet tall building with an 88 foot wide sidewalk
Land coverage %age		45	%		Lots of undeveloped land around single family areas
Blocks and Streets	4				Moderate blocks
Block Size		3.36	acre		Non-standard, irregular block size
Block Length		620	feet		Standard block length
Local streets to arterials Ratio		1.9	#		Internal local streets with internal and perimeter arterials
# of intersections per 1/2 sq mi		58	#		Non-standard, irregular grid network
Mobility	3				Needs more transit
Project Perimeter served by arterials?				no	
50% or greater has ped access to transit within 5 min?				no	Not too many busy stops
Number of modes within core (car, bus, rail, bike, etc.)		3	#		Car, bus, bike
Sharing Strategies (bike, car, etc.)?				yes	Car and bike share available
Effective District Wide Parking Strategy?				yes	
On street parking spaces per block		15	spaces		Taken from Fillmore St. between Clarendon Blvd and 12th St
Land use	6				Good walkscore
4 or more uses within core (retail, F&B, hotel, office)?				yes	Retail, F&B, office, mixed use commercial
Retail as a part of overall mix		4	%		
Local serving retail (grocery store, pharmacy)		3	#		Bank, grocery store, storage space
Residential density as percentage of overall land use		93	%		
Number of residential types within core		4	#		Single-family, townhouse, apartment, condo
Walk Score		98	#		
Percentage of residential types within core		25	%		
Smart Site	6				TOD
General orientation		N/S			
Number of registered landmarks		0	#		
Number of new buildings (less than 10 years old)		5	#		
Designated bike lane				yes	
Number of LEED Buildings		4	#		CAN Corporate Headquarters, American Flatbread, 3030 Clarendon Blvd, etc.
Open Space	4				Small public space
Size of green space		2.76	acre		11th street park, park in Clarendon Common, Clarendon Central Park
Dedicated green space as percentage of overall area		3.8	%		
Average tree coverage per block by percentage		50	%		
Size of gathering space		0.24	acre		Private plazas open to the public
Central gathering space as percentage of overall area		0.33	%		
Sidewalk as a percentage of overall area		12.8	%		
Percentage of pedestrian oriented streets		25.0	%		

COMMENTS

- Affluent, young demographic
- Small district core, moderately sized blocks
- Adjacent to transit and university
- Good amount of events

	Score	Value	Units	Yes/No	Comments
SOCIAL 30					
Time of Use	8				Good # of events
Hours of Operation		11.55	hours		Survey of top stores in the area (café, salon, restaurant, club, grocery)
Number of Weekly, Monthly, Yearly Events		100+	#		
Ratio of Men to Women		0.67	#		
Human Amenity	8				Good amenities
Super Amenity		1	#		Potomac River
Water feature		3	#		
Sculptures		3	#		
Murals		0	#		
WiFi Access				yes	Several markets, cafes, restaurants, and hotels offer wifi access
Health Clinic				yes	Virginia Center
Fixed and Temporary Seating		21	#		Areas with seating
Continuing Education				yes	Arlington County Adult Education
Daycare				yes	Extended Day
Social Media	7				OK social
District with social media?					
Frequency of use			/week		
District Yelp Score			stars		
Number of check ins in one month		47	#		
Check ins per FAR		42	#		
Number of likes in one month		762	#		
AM to PM check in ratio		0.74	#		
% of check ins within Project Area		69	%		32 total
% of check ins within Region		22	%		
% of check ins out of Region		9	%		
Demographics	7				Adjacent university
Distribution of age cohorts over time				yes	15=24 age cohort increased, 25-34 and 35-44 age cohorts decreased
Ethnicity over time				no	White and Asian population increased, Black and Hispanic population decreased
Household size over time				yes	Relatively stable household size
University within 5 miles?				yes	George Mason University Arlington Campus (2500 ft)
FINANCIAL 32					
Demographics	10				Unemployment
Household income over time				yes	Increased by \$45k (69%)
Employment Rate		92.3	%		Decreased by 5 percentage points
Residential	11				
Average home sales price vs region		1.07	#		\$564k vs \$530k
Median rental rate vs region		1.32	#		\$2000+ vs \$1519
Commercial	11				Excellent
Average commercial rents vs region		1.77	#		\$42.56 vs \$24.02
TOTAL SCORE 90					

EASTON TOWN CENTER

Columbus, Ohio
Suburban Retail District

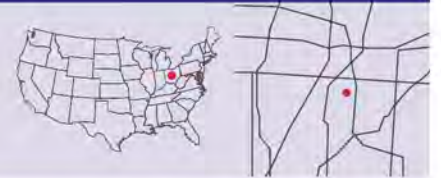


Figure Ground

Land Use

- Retail/Office
- Mixed Use
- Residential
- Hotel (can include retail)
- Civic/Institutional
- Parks/Open Space
- Undeveloped Land
- Parking Structure
- Surface Parking



Ground-Floor
Commercial Activity

- Retail
- Hotel
- Office
- Entertainment Uses
- Parking Structure

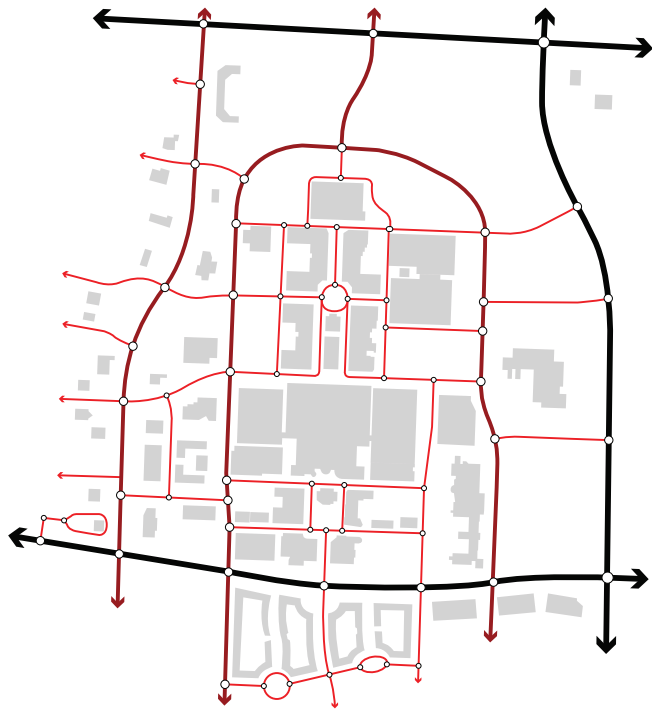
Land Use-
Residential

- Single Family
- Townhouse
- Apartment
- Condo/Flat
- Loft/Life-work



Easton Town Center is a primarily retail and entertainment district with minimal accommodations for other non automotive transit modes, and the land uses lack sufficient diversity to create a true mixed use district. Although there is some residential nearby, there is not enough critical mass in the core to create a real local community. This is reflected in low density of the district overall

(.5 FAR, the lowest of any of the districts), a relatively low Walk Score (74), and relatively low district land coverage (40%). Social interaction is about average (118 check ins per FAR) and the district runs a significant event program, more than 100 per year. A big issue is housing vacancy, which is more than 2.5 times higher than the county.



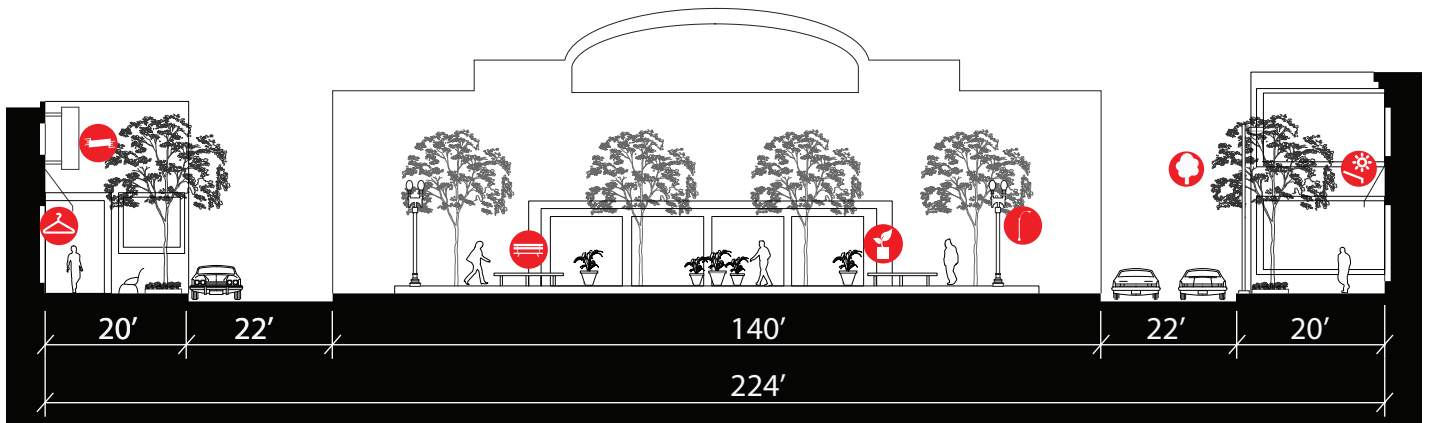
Circulation

- Primary Arterial
- Secondary Arterial
- Local Street
- Railroad
- Intersection



Open Space

- Park
- Passage
- Streetscape
- Square/Event Space
- Water Body
- Undeveloped



Section

- Ⓜ ground-floor retail
- Ⓜ planter
- Ⓜ public seating
- Ⓜ signage
- Ⓜ lamppost
- Ⓜ awning
- Ⓜ tree canopy



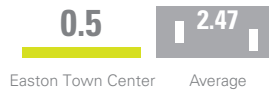
EASTON TOWN CENTER

Columbus, Ohio
Suburban Retail District

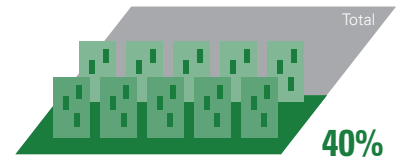
Environment



Total Project Area (Compared to Average)



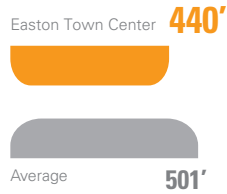
FAR (Compared to Average)



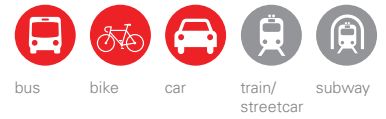
Project Land Coverage



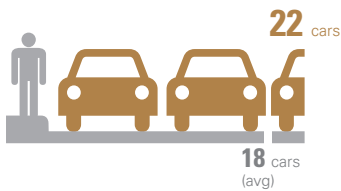
Block Size (Compared to Average)



Block Length (Compared to Average)



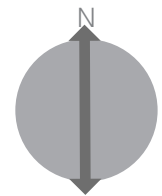
Modes of Transportation



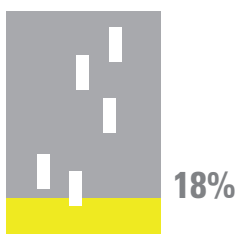
On Street Parking (Compared to Average)



Retail/Residential Percentages of Overall Land Use



General Orientation



Percentage of New Buildings Within 10 Years

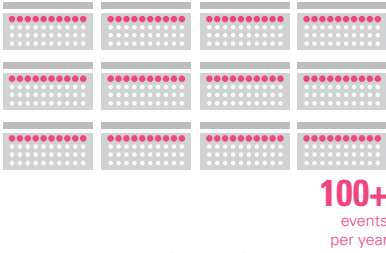


Size of Green Space (Compared to Average)

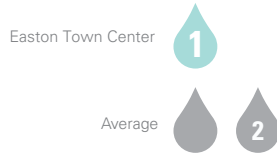


Average Tree Coverage Per Block

Social



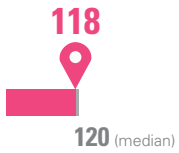
Number of Events (Per Year)



Number of Water Features (Compared to Average)



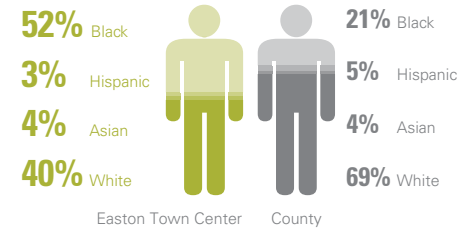
Fixed & Temporary Seating (Compared to Average)



Check ins per FAR (Compared to Median)

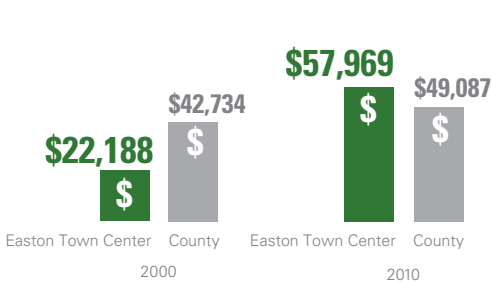


Household Size (Compared to County)

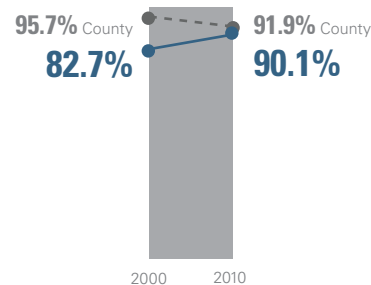


Ethnicity Distribution (Compared to County)

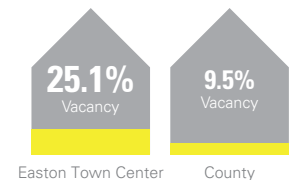
Financial



Household Income (Compared to County)



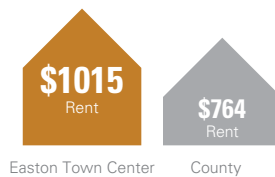
Employment Rate (Compared to County)



Housing Vacancy (Compared to County)



Avg Home Sale (Compared to County)



Median Rental Rate for Residential (Compared to County)



Avg Rental Rate for Commercial (Compared to County)

EASTON TOWN CENTER

Columbus, Ohio
Suburban Retail District

	Score	Value	Units	Yes/No	Comments
ENVIRONMENT	28				
Density	5				Low density
Project Core		125.4	acre		Encompasses Easton Town Center
Total Project Area		211.7	acre		Includes surrounding housing and undeveloped land
Average FAR		0.5	#		Most buildings are 1-2 stories with lots of undeveloped land
Height to Street Ratio		0.36	#		Average building height of 18 feet with a 50 foot wide sidewalk
Land coverage %age		40	%		Buildings have large surface parking lots, lots of undeveloped land
Blocks and Streets	5				Pretty good
Block Size		2.82	acre		Non-standard, irregular block size
Block Length		440	feet		Standard block length
Local streets to arterials Ratio		4.2	#		Lots of internal local streets with perimeter arterials
# of intersections per 1/2 sq mi		39	#		Non-standard, irregular grid network
Mobility	4				Heavily auto oriented
Project Perimeter served by arterials?				yes	The 270 and Morse Rd
50% or greater has ped access to transit within 5 min?				no	
Number of modes within core (car, bus, rail, bike, etc.)		2	#		Car and bike
Sharing Strategies (bike, car, etc.)?				no	
Effective District Wide Parking Strategy?				yes	
On street parking spaces per block		22	#		On the Strand West between Gramercy St and New Bond St
Land use	5				Retail focus
4 or more uses within core (retail, F&B, hotel, office)?				yes	Retail, F&B, hotel, office
Retail as a part of overall mix		66	%		
Local serving retail (grocery store, pharmacy)		6	#		Gym, dental care, drug store, market, community center
Residential density as percentage of overall land use		7	%		
Number of residential types within core		1	#		townhouse
Walk Score		11	#		
Percentage of residential types within core		0	%		
Smart Site	4				Greenfield
General orientation		N/S			
Number of registered landmarks		0	#		
Number of new buildings (less than 10 years old)		11	#		
Designated bike lane				yes	
Number of LEED Buildings		0	#		
Open Space	5				High quality public space
Size of green space		1.36	acre		Square within town center, central green space in housing
Dedicated green space as percentage of overall area		0.6	%		
Average tree coverage per block by percentage		80	%		Most streets are completely tree lined
Size of gathering space		0.46	acre		Fountain area, Small gathering spaces in front of buildings
Central gathering space as percentage of overall area		0.22	%		
Sidewalk as a percentage of overall area		6.0	%		
Percentage of pedestrian oriented streets		30.0	%		Some internal local streets are pedestrian enhanced

COMMENTS

- Centrally located human amenities
- Heavily auto-oriented
- Focus on regional retail
- Good social media numbers

	Score	Value	Units	Yes/No	Comments
SOCIAL 27					
Time of Use	7				Mostly shopping
Hours of Operation		11.2	hours		Survey of top stores (restaurant, café, grocery, pub, computers, bakery)
Number of Weekly, Monthly, Yearly Events		100+	#		Mix of weekly, monthly, and yearly events
Ratio of Men to Women		0.67	#		Predominately a shopping area
Human Amenity	7				High quality but no continuing education, daycare
Super Amenity		0	#		
Water feature		1	#		
Sculptures		4	#		
Murals		1	#		
WiFi Access				yes	The mall offers wifi access
Health Clinic				yes	
Fixed and Temporary Seating		33	#		Areas with seating
Continuing Education				no	
Daycare				no	
Social Media	7				Popular
District with social media?				yes	Facebook and Twitter
Frequency of use		20	#		Average use of Facebook and Twitter this week. Use Twitter more.
District Yelp Score		4 of 5	stars		
Number of check ins in one month		59	#		
Check ins per FAR		118	#		
Number of likes in one month		2728	#		
AM to PM check in ratio		0.16	#		
% of check ins within Project Area		59	%		27 total
% of check ins within Region		22	%		
% of check ins out of Region		19	%		
Demographics	6				Black flight?
Distribution of age cohorts over time				yes	15-24, 35-44 age cohorts increased, 25-34 cohort decreased
Ethnicity over time				no	Swing increase of White population, Huge decrease of Black, no other changes
Household size over time				no	Extremely unstable (1 less person per household)
University within 5 miles?				no	
FINANCIAL 27					
Demographics	9				Employment lower than county
Household income over time				yes	Increased \$35k (259% increase)
Employment Rate		90.1	%		Increased 8 percentage points
Residential	9				High residential vacancy
Average home sales price vs region		N/A	#		Zip code level not available, county is \$122k (16th in Columbus)
Median rental rate vs region		1.33	#		\$1015 vs \$764
Commercial	9				OK
Average commercial rents vs region		0.99	#		\$12.58 vs \$12.71
TOTAL SCORE 82					

HARBOR TOWN

Memphis, Tennessee
Suburban Neighborhood

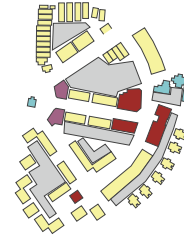
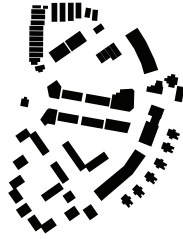
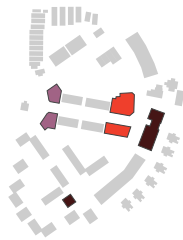


Figure Ground

Land Use

- Retail/Office
- Mixed Use
- Residential
- Hotel (can include retail)
- Civic/Institutional
- Parks/Open Space
- Undeveloped Land
- Parking Structure
- Surface Parking



Ground-Floor
Commercial Activity

- Retail
- Hotel
- Office
- Entertainment Uses
- Parking Structure

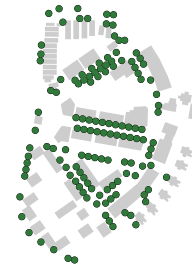
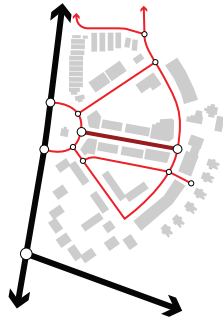
Land Use-
Residential

- Single Family
- Townhouse
- Apartment
- Condo/Flat
- Loft/Life-work



Harbortown is a residential community integrated with supporting land uses. Interestingly positioned on an island in the Mississippi River, the district core consists of a high quality, moderate density residential above shops, townhouses, and nearby single family residential. Streets are oriented in a radial pattern from a number of community gathering spaces and trails. Challenges include low

social interaction (few events and low social media usage), relative affluence, and the homogeneous age of the residents. Financial numbers are strong, with significantly higher household incomes and higher levels of employment than the county. Demographics might be a challenge in the future, attracting younger people, especially young families who might be soon priced out of the area.

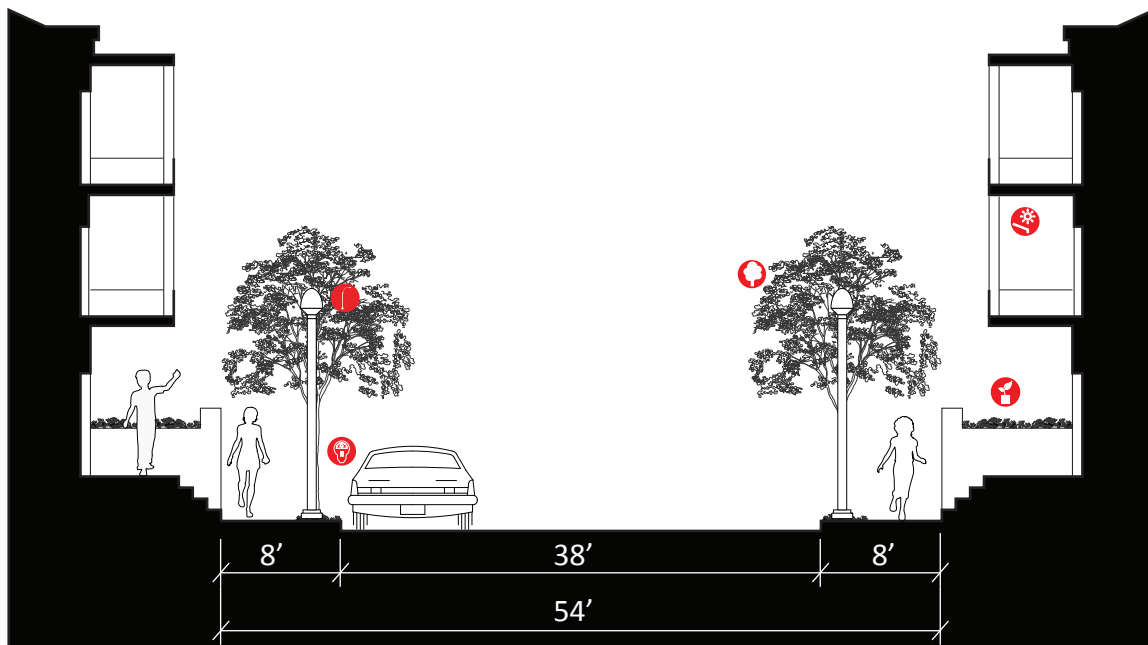


Circulation

- Primary Arterial
- Secondary Arterial
- Local Street
- - - Railroad
- Intersection

Open Space

- Park
- Passage
- Streetscape
- Square/Event Space
- Water Body
- Undeveloped



Section

- 🚗 street parking
- 🌳 tree canopy
- 🚦 lamppost
- 🌳 planter
- 🌿 lawnning



HARBOR TOWN

Memphis, Tennessee
Suburban Neighborhood

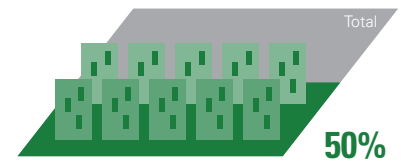
Environment



Total Project Area (Compared to Average)



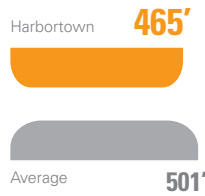
FAR (Compared to Average)



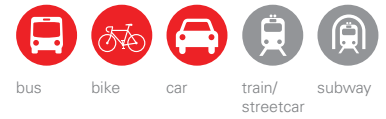
Project Land Coverage



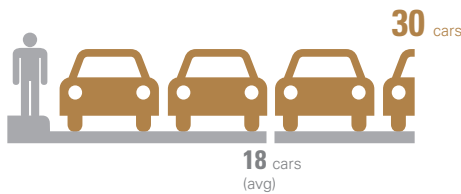
Block Size (Compared to Average)



Block Length (Compared to Average)



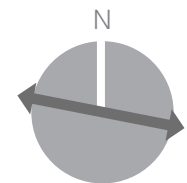
Modes of Transportation



On Street Parking (Compared to Average)



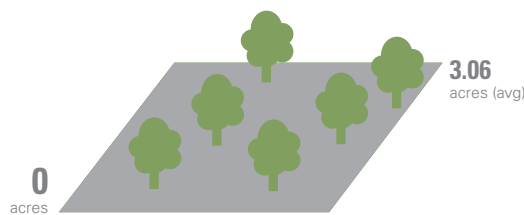
Retail/Residential Percentages of Overall Land Use



General Orientation



Percentage of New Buildings Within 10 Years

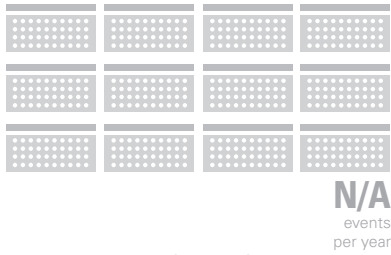


Size of Green Space (Compared to Average)

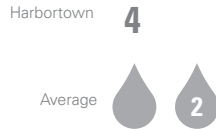


Average Tree Coverage Per Block

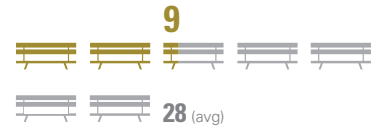
Social



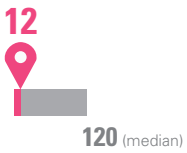
Number of Events (Per Year)



Number of Water Features (Compared to Average)



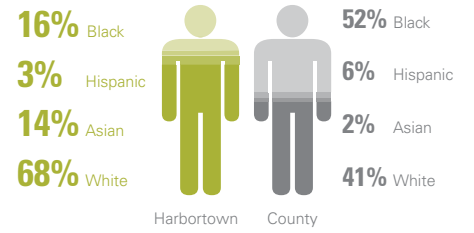
Fixed & Temporary Seating (Compared to Average)



Checks ins per FAR (Compared to Median)

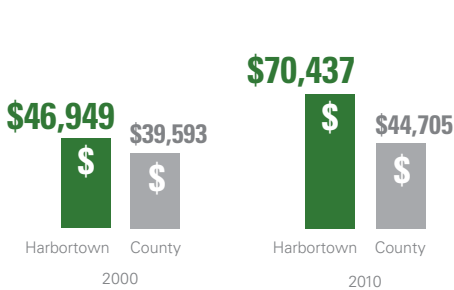


Household Size (Compared to County)

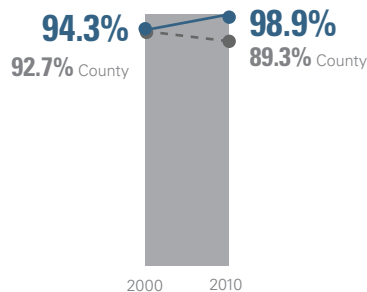


Ethnicity Distribution (Compared to County)

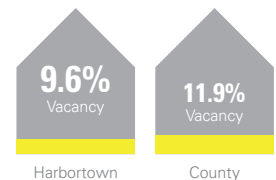
Financial



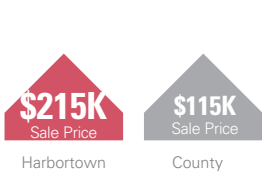
Household Income (Compared to County)



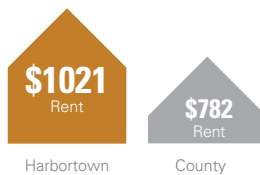
Employment Rate (Compared to County)



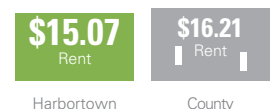
Housing Vacancy (Compared to County)



Avg Home Sale (Compared to County)



Median Rental Rate for Residential (Compared to County)



Avg Rental Rate for Commercial (Compared to County)

HARBOR TOWN

Memphis, Tennessee
Suburban Neighborhood

	Score	Value	Units	Yes/No	Comments
ENVIRONMENT	28				
Density	5				Too small?
Project Core		2.23	acre		Encompasses Harbor Town Square and surrounding buildings
Total Project Area		22.8	acre		Includes surrounding residential buildings
Average FAR		1.5	#		All buildings are 3 stories tall
Height to Street Ratio		0.48	feet		36 feet tall buildings with a 75 foot wide street
Land coverage %age		50	%		
Blocks and Streets	5				
Block Size		2.78	acre		Non-standard, irregular block size
Block Length		465	feet		Non-standard, irregular block length
Local streets to arterials Ratio		3.0	#		Internal local streets and perimeter arterials
# of intersections per 1/2 sq mi		27	#		Non-standard, irregular grid network
Mobility	3				Auto oriented
Project Perimeter served by arterials?				no	
50% or greater has ped access to transit within 5 min?				no	No bus stops found
Number of modes within core (car, bus, rail, bike, etc.)		2	#		Car and bike
Sharing Strategies (bike, car, etc.)?				no	
Effective District Wide Parking Strategy?				yes	All open lots
On street parking spaces per block		30	spaces		Taken from Harbor Town Square between Harbortown Cir and Harbor Bend
Land use	5				Low walkscore
4 or more uses within core (retail, F&B, hotel, office)?				yes	Retail, F&B, hotel, office
Retail as a part of overall mix		2	%		
Local serving retail (grocery store, pharmacy)		2	#		Health clinic, grocery store
Residential density as percentage of overall land use		83	%		
Number of residential types within core		4	#		Apartment, condo, townhouse, single-family
Walk Score		58	#		
Percentage of residential types within core		40	%		
Smart Site	6				Smart site
General orientation		E/W			
Number of registered landmarks		0	#		
Number of new buildings (less than 10 years old)		0	#		
Designated bike lane				yes	On Island Drive only
Number of LEED Buildings		0	#		
Open Space	4				
Size of green space		-	acre		No parks
Dedicated green space as a percentage of overall area		-	%		
Average tree coverage per block by percentage		60	%		
Size of gathering space		0.00	acre		No gathering space
Central gathering space as a percentage of overall area		0.00	%		
Sidewalk as a percentage of overall area		3.6	%		
Percentage of pedestrian oriented streets		15.0	%		

COMMENTS

- Compact district core
- Low Walk Score
- Poor social media numbers
- Good demographics

Score Value Units Yes/No Comments

Score Value Units Yes/No Comments					
SOCIAL 29					
Time of Use	7				
Hours of Operation		11.63	hours		Survey of top stores in the area (bakery, grocery, salon)
Number of Weekly, Monthly, Yearly Events		N/A	#		Information not available online
Ratio of Men to Women		1.00	#		
Human Amenity	7				Good amenities
Super Amenity		1	#		Mississippi River
Water feature		0	#		
Sculptures		0	#		
Murals		0	#		
WiFi Access				yes	Hotel provides wifi access
Health Clinic				yes	Harbor of Health
Fixed and Temporary Seating		9	#		Areas with seating
Continuing Education				no	
Daycare				yes	Foreign Language Immersion Childcare and Maria Montessori School
Social Media	9				Poor social
District with social media?				no	
Frequency of use		N/A	/week		
District Yelp Score		N/A	stars		
Number of check ins in one month		18	#		
Check ins per FAR		12	#		
Number of likes in one month		408	#		
AM to PM check in ratio		0.50	#		
% of check ins within Project Area		50	%		6 total
% of check ins within Region		50	%		
% of check ins out of Region		0	%		
Demographics	8				Increasingly diverse
Distribution of age cohorts over time				Yes	15-24 age cohort increased
Ethnicity over time				No	While still large White population, new population is diverse
Household size over time				Yes	Stable Household size
University within 5 miles?				Yes	University of Tennessee (1.67 miles)
FINANCIAL 32					
Demographics	11				
Household income over time				Yes	Increased \$23k (50%)
Employment Rate		98.9	%		Increased 4 percentage points
Residential	11				
Median home sales price vs region		1.87	#		\$215k vs \$115k
Median rental rate vs region		1.31	#		\$1021 vs \$782
Commercial	10				
Average commercial rents vs region		0.93	#		\$15.07 vs \$16.21

TOTAL SCORE 89

HARVARD SQUARE

Cambridge, Massachusetts
University Village

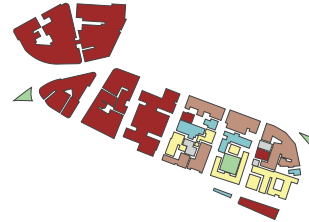
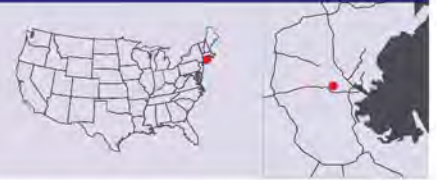
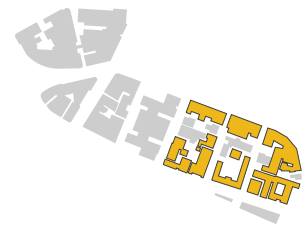


Figure Ground

Land Use

- Retail/Office
- Mixed Use
- Residential
- Hotel (can include retail)
- Civic/Institutional
- Parks/Open Space
- Undeveloped Land
- Parking Structure
- Surface Parking



Ground-Floor Commercial Activity

- Retail
- Hotel
- Office
- Entertainment Uses
- Parking Structure

Land Use-Residential

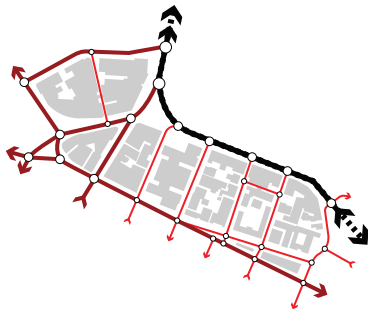
- Single Family
- Townhouse
- Apartment
- Condo/Flat
- Loft/Life-work



Like many university towns, Cambridge has struggled over the last few decades to create a district which appeals to a wide audience beyond just the academic community. The results at Harvard Square have been positive. Social numbers are good, and the number of events and human amenities, diversity of demographic mix, and ambitious event programming that only appeals to students, but to

locals as well. These all contribute to a significantly higher social media usage number (226, almost twice as high as the average). Financial numbers are good, especially commercial rental rates, which are three times as high as the county average. Financial weakness was only shown in median household income, which seems to imply the district still needs to diversify its local population.

93
out of 99

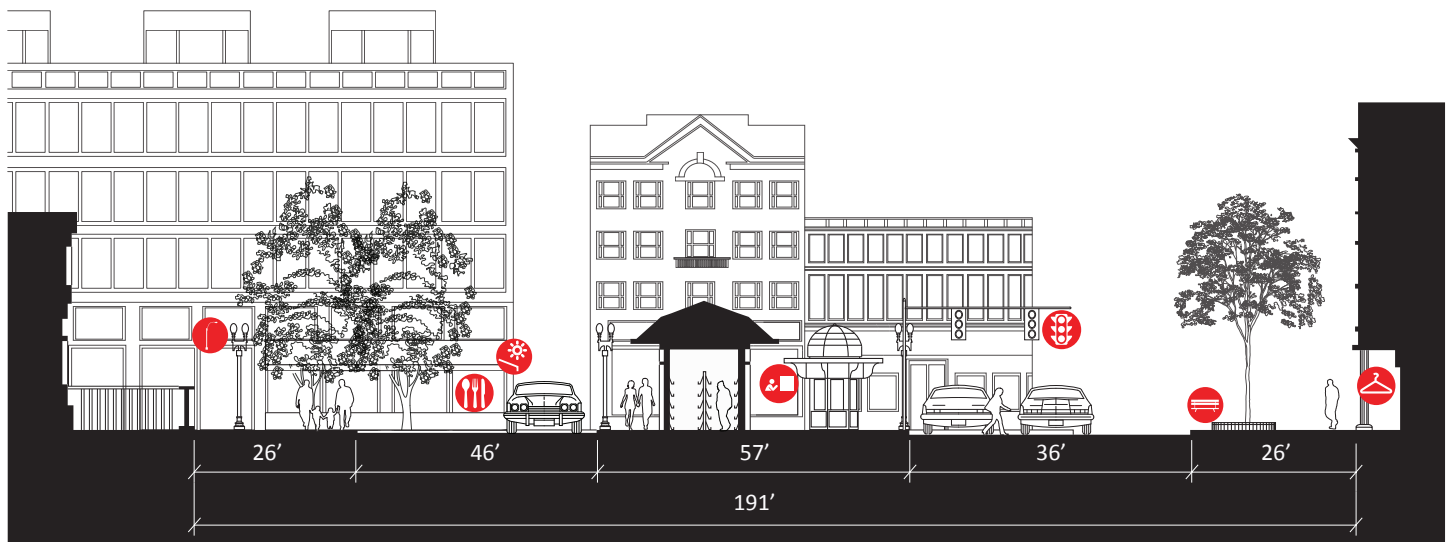


Circulation

- Primary Arterial
- Secondary Arterial
- Local Street
- - - Railroad
- Intersection

Open Space

- Park
- Passage
- Streetscape
- Square/Event Space
- Water Body
- Undeveloped



Section

- ☺ ground-floor restaurant
- ☺ information kiosk
- ☺ public seating
- ☺ awning
- ☺ lamppost
- ☺ ground-floor retail
- ☺ traffic light



HARVARD SQUARE

Cambridge, Massachusetts
University Village

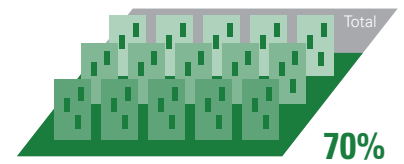
Environment



Total Project Area (Compared to Average)



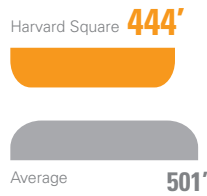
FAR (Compared to Average)



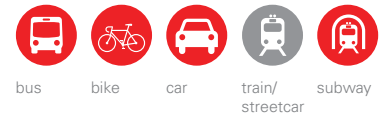
Project Land Coverage



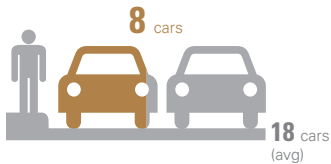
Block Size (Compared to Average)



Block Length (Compared to Average)



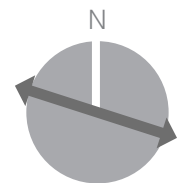
Modes of Transportation



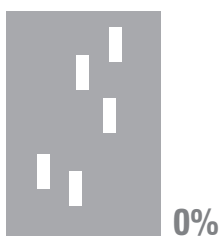
On Street Parking (Compared to Average)



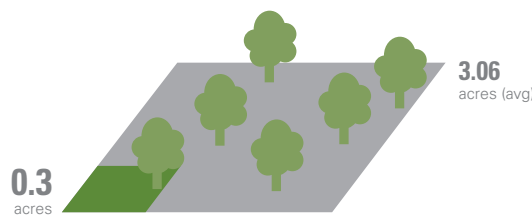
Retail/Residential Percentages of Overall Land Use



General Orientation



Percentage of New Buildings Within 10 Years

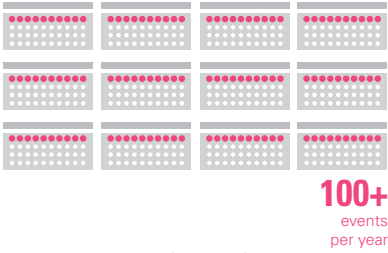


Size of Green Space (Compared to Average)

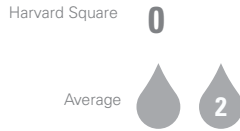


Average Tree Coverage Per Block

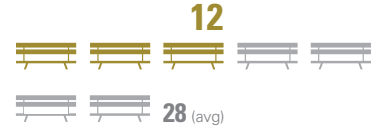
Social



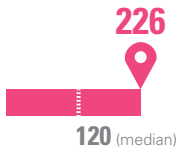
Number of Events (Per Year)



Number of Water Features (Compared to Average)



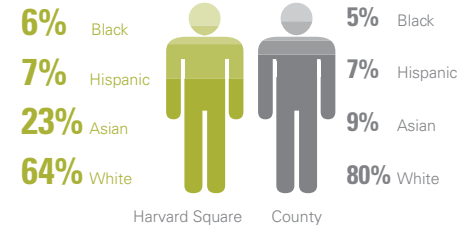
Fixed & Temporary Seating (Compared to Average)



Check ins per FAR (Compared to Median)

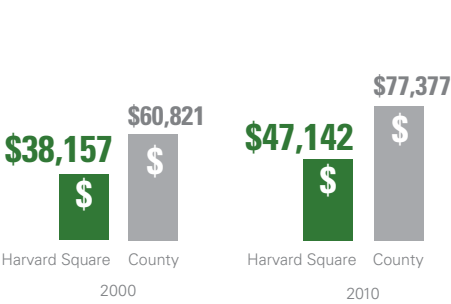


Household Size (Compared to County)

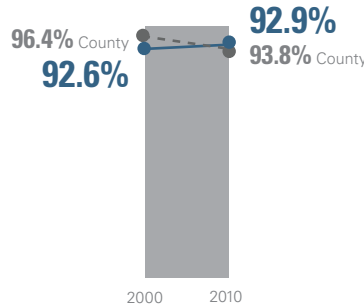


Ethnicity Distribution (Compared to County)

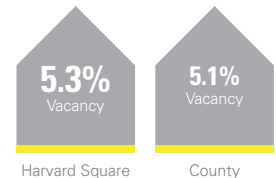
Financial



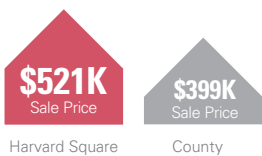
Household Income (Compared to County)



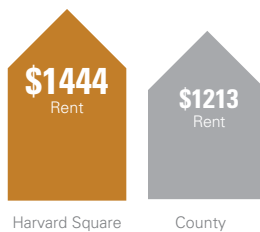
Employment Rate (Compared to County)



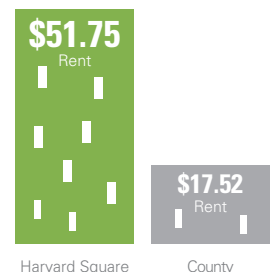
Housing Vacancy (Compared to County)



Avg Home Sale (Compared to County)



Median Rental Rate for Residential (Compared to County)



Avg Rental Rate for Commercial (Compared to County)

HARVARD SQUARE

Cambridge, Massachusetts
University Village

	Score	Value	Units	Yes/No	Comments
ENVIRONMENT	32				
Density	6				
Project Core		17.62	acre		Encompasses Harvard Square and surrounding buildings
Total Project Area		17.62	acre		Project Core is Total Project Area
Average FAR		3.15	#		Most buildings are 4 stories with several 2 story and some 6 story buildings
Height to Street Ratio		0.90	#		Average building height of 54 feet with a 60 foot sidewalk
Land coverage %age		70	%		Most buildings have an internal courtyard
Blocks and Streets	5				
Block Size		1.74	acre		Relatively standard block size through the project area
Block Length		444	feet		Relatively standard block length through the project area
Local streets to arterials Ratio		1.7	#		Many internal local streets with a perimeter of arterials
# of intersections per 1/2 sq mi		53	#		Irregular organization of grid structure creates many local street intersections
Mobility	4				Parking
Project Perimeter served by arterials?				yes	Brattle St., JFK St., Massachusetts Ave.
50% or greater has ped access to transit within 5 min?				yes	Several bus stops and access to subway.
Number of modes within core (car, bus, rail, bike, etc.)		4	#		Car, bus, subway, bike
Sharing Strategies (bike, car, etc.)?				yes	Bikeshare available
Effective District Wide Parking Strategy?				no	Parking nearby but not in our area of study
On street parking spaces per block		8	spaces		
Land use	6				Highest walkscore
4 or more uses within core (retail, F&B, hotel, office)?				4	Retail, institutions, office, F&B
Retail as a part of overall mix		15	%		
Local serving retail (grocery store, pharmacy)		11	#		Health clinic, market, pharmacy, banks, newspaper stand.
Residential density as percentage of overall land use		48	%		
Number of residential types within core		1	#		Apartments
Walk Score		100	#		
Percentage of residential types within core		46	%		
Smart Site	6				
General orientation		E/W			
Number of registered landmarks		4	#		Harvard Square Subway Kiosk, Hasty Pudding Club, Harvard Lampoon Building
Number of new buildings (less than 10 years old)			#		
Designated bike lane				yes	
Number of LEED Buildings		10	#		
Open Space	5				
Size of green space		0.30	acre		Brattle Square and green space in between intersection
Dedicated green space as percentage of overall area		1.7	%		
Average tree coverage per block by percentage		50	%		Generally only one side of each block has trees
Size of gathering space		0.74	acre		Harvard Square and in front of some shops
Central gathering space as percentage of overall area		4.20	%		
Sidewalk as a percentage of overall area		19.9	%		
Percentage of pedestrian oriented streets		60.0	%		Only major arterials have pedestrian enhancements

COMMENTS

- Lack of green spaces
- Very high Walk Score
- Very good social media numbers
- Adjacent to university

	Score	Value	Units	Yes/No	Comments
SOCIAL 30					
Time of Use	8				
Hours of Operation		10.8	hours		Survey of most popular destinations (restaurants, theater, bookstore, cafe) Numerous weekly events on a daily basis, some monthly and yearly events
Number of Weekly, Monthly, Yearly Events		100+	#		
Ratio of Men to Women		0.82	#		
Human Amenity	7				
Super Amenity		1	#		Charles River
Water feature		0	#		
Sculptures		1	#		
Murals		2	#		
WiFi Access				yes	
Health Clinic				yes	
Fixed and Temporary Seating		12	#		
Continuing Education				1	Harvard University
Daycare				no	
Social Media	8				Very good
District with social media?				yes	Facebook, Twitter, and Pinterest
Frequency of use		2	#		Average of both Facebook and Twitter
District Yelp Score		3.50	stars		
Number of check ins in one month		712	#		
Check ins per FAR		226	#		
Number of likes in one month		14971	#		
AM to PM check in ratio		0.26	#		
% of check ins within Project Area		47	%		459 total
% of check ins within Region		36	%		
% of check ins out of Region		17	%		
Demographics	7				Fairly diverse
Distribution of age cohorts over time				no	15-24,25-34,35-44 age cohorts all decreased
Ethnicity over time				yes	White population decreased, Asian population increased
Household size over time				yes	Stable household size
University within 5 miles?				yes	Harvard University (0 miles)
FINANCIAL 31					
Demographics	9				Lower household income than county
Household income over time				yes	Increased \$9k (24%), but lower than county
Employment Rate		92.9	%		
Residential	11				
Average home sales price vs region		1.30	#		\$521k vs \$399
Median rental rate vs region		1.19	#		\$1444 vs \$1213
Commercial	11				
Average commercial rents vs city		2.95	#		\$51.75 vs \$17.52

TOTAL SCORE 93

MAIN STREET

Louisville, Kentucky
Urban Mixed Use District

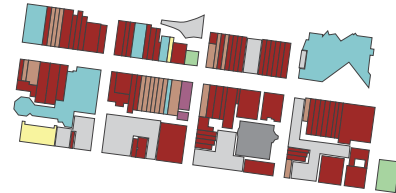
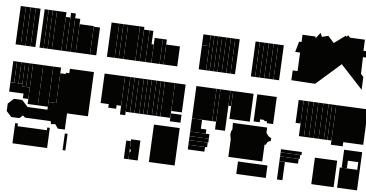
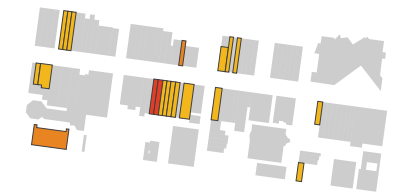
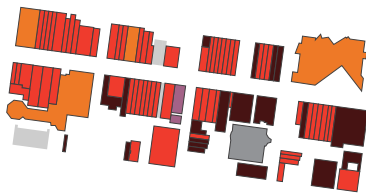


Figure Ground

Land Use

- Retail/Office
- Mixed Use
- Residential
- Hotel (can include retail)
- Civic/Institutional
- Parks/Open Space
- Undeveloped Land
- Parking Structure
- Surface Parking



Ground-Floor Commercial Activity

- Retail
- Hotel
- Office
- Entertainment Uses
- Parking Structure

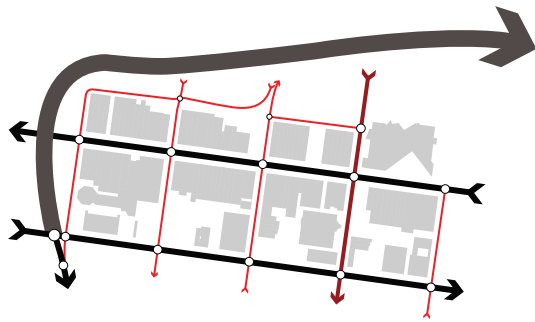
Land Use-Residential

- Single Family
- Townhouse
- Apartment
- Condo/Flat
- Loft/Life-work



Main Street runs parallel to the Ohio River and was the traditional mercantile and cultural high spine of Louisville, KY. The district is enjoying a renaissance with the expansion of UPS, the University of Louisville, Yum! Brands, and others. Although dense, the district has overly large blocks, a lack of green space and not enough residential to perform optimally as a mixed use district. Social media

usage is extremely low, and the number of events in the area was not traceable. Financial data shows a district in the middle of an upward trend, with average rental rates for commercial above the county average. Recommendations could include creating an event program in conjunction with the University and increasing residential numbers within or near the district.

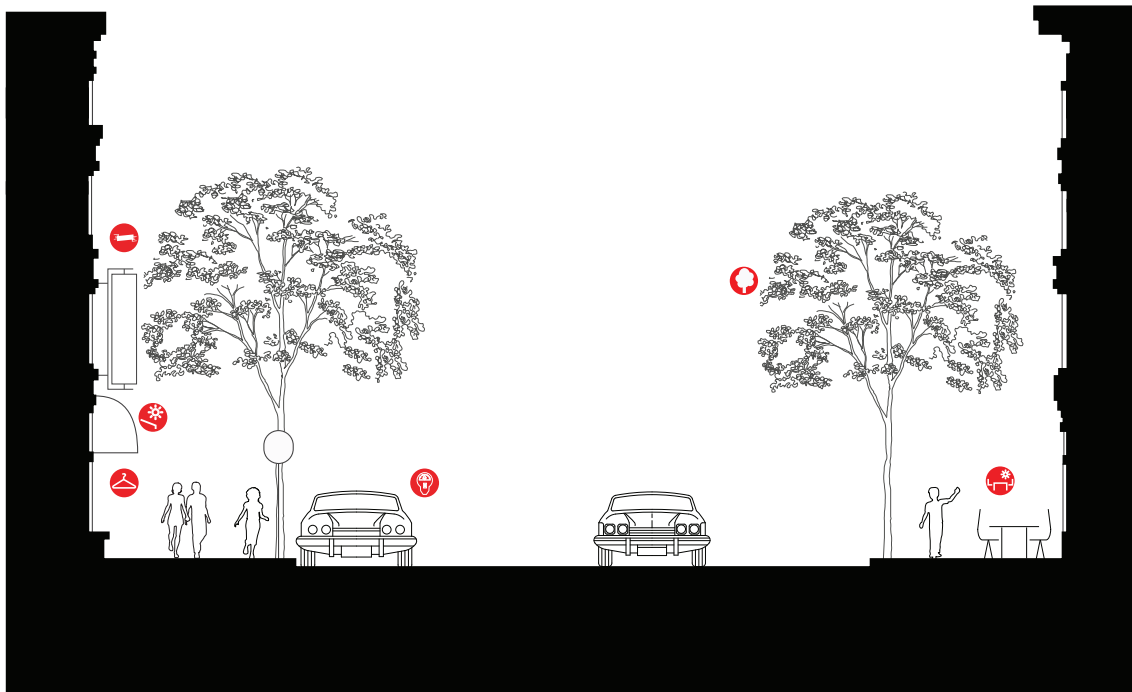


Circulation

- Primary Arterial
- Secondary Arterial
- Local Street
- Railroad
- Intersection

Open Space

- Park
- Passage
- Streetscape
- Square/Event Space
- Water Body
- Undeveloped



Section

- tree canopy
- awning
- outdoor dining
- street parking
- signage
- ground-floor retail



MAIN STREET

Louisville, Kentucky
Urban Mixed Use District

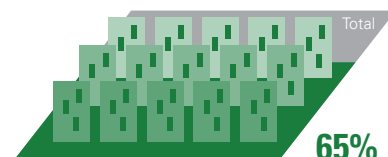
Environment



Total Project Area (Compared to Average)



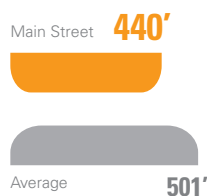
FAR (Compared to Average)



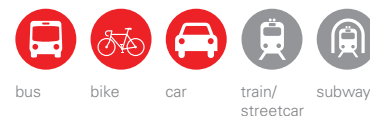
Project Land Coverage



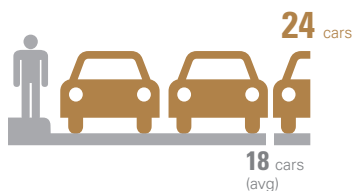
Block Size (Compared to Average)



Block Length (Compared to Average)



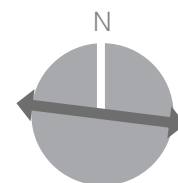
Modes of Transportation



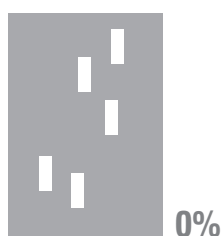
On Street Parking (Compared to Average)



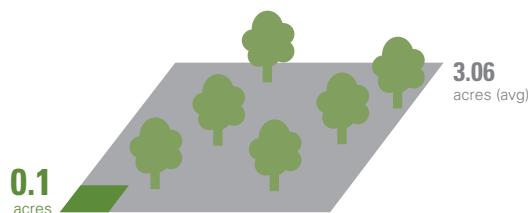
Retail/Residential Percentages of Overall Land Use



General Orientation



Percentage of New Buildings Within 10 Years

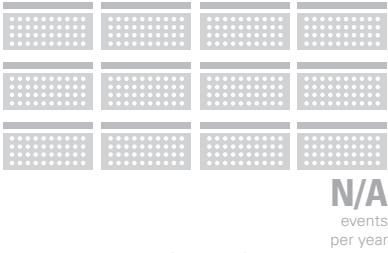


Size of Green Space (Compared to Average)



Average Tree Coverage Per Block

Social



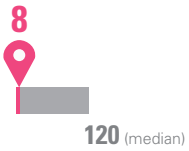
Number of Events (Per Year)



Number of Water Features (Compared to Average)



Fixed & Temporary Seating (Compared to Average)



Checks ins per FAR (Compared to Median)

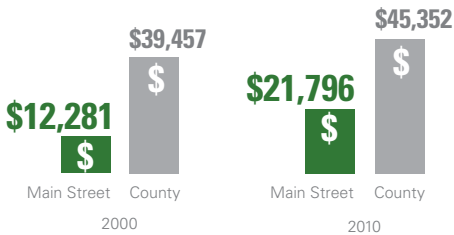


Household Size (Compared to County)

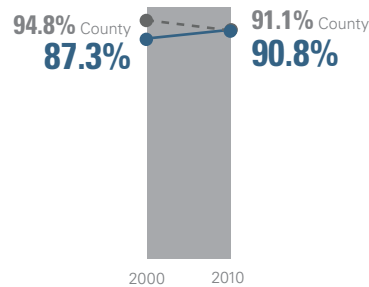


Ethnicity Distribution (Compared to County)

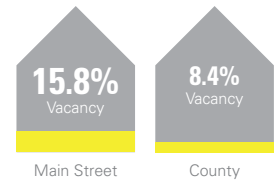
Financial



Household Income (Compared to County)



Employment Rate (Compared to County)



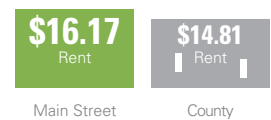
Housing Vacancy (Compared to County)



Avg Home Sale (Compared to County)



Median Rental Rate for Residential (Compared to County)



Avg Rental Rate for Commercial (Compared to County)

MAIN STREET

Louisville, Kentucky
Urban Mixed Use District

	Score	Value	Units	Yes/No	Comments
ENVIRONMENT	29				
Density	6				Dense
Project Core		17.41	acre		Encompasses commercial and residential buildings on Main Street
Total Project Area		36.85	acre		Includes surrounding commercial and residential buildings
Average FAR		2.6	#		Most buildings are 4 stories tall
Height to Street Ratio		0.53	#		48 feet tall building with a 90 foot wide street
Land coverage %age		65	%		
Blocks and Streets	4				Big blocks
Block Size		4.8	acre		Non-standard, regular block size
Block Length		440	feet		Standard, regular block length
Local streets to arterials Ratio		1.7	#		Perimeter and internal local streets and arterials
# of intersections per 1/2 sq mi		37	#		Standard, regular grid network
Mobility	3				No rail
Project Perimeter served by arterials?				yes	64 Fwy
50% or greater has ped access to transit within 5 min?				yes	
Number of modes within core (car, bus, rail, bike, etc.)		3	#		Car, bus, bike
Sharing Strategies (bike, car, etc.)?				yes	Bike share stations available on Main St
Effective District Wide Parking Strategy?				yes	
On street parking spaces per block		24	#		Taken from Main St between 8th and 7th
Land use	6				Good walkscore, needs more housing
4 or more uses within core (retail, F&B, hotel, office)?				yes	Retail, F&B, hotel, office
Retail as a part of overall mix		20	%		
Local serving retail (grocery store, pharmacy)		4	#		Bank, mailing center, car mechanic
Residential density as percentage of overall land use		21	%		
Number of residential types within core		3	#		Apartment, condo, loft
Walk Score		86	#		
Percentage of residential types within core		25	%		
Smart Site	6				
General orientation		E/W			
Number of registered landmarks		0	#		
Number of new buildings (less than 10 years old)		0	#		
Designated bike lane				yes	Along Market St
Number of LEED Buildings			#		
Open Space	4				Small plaza
Size of green space		0.10	acre		Fort Nelson Park
Dedicated green space as percentage of overall area		0.3	%		
Average tree coverage per block by percentage		40	%		
Size of gathering space		0.40	acre		Plaza has no name
Central gathering space as percentage of overall area		1.09	%		
Sidewalk as a percentage of overall area		12.8	%		
Percentage of pedestrian oriented streets		40.0	%		

COMMENTS

- Fairly high density
- Lack of social amenities
- Adjacent to university
- Good financial numbers

	Score	Value	Units	Yes/No	Comments
SOCIAL 27					
Time of Use	6				
Hours of Operation		8.13	hours		Survey of top stores in area (museum, restaurant, café, glassworks)
Number of Weekly, Monthly, Yearly Events		N/A	#		Information not available online
Ratio of Men to Women		1.00	#		
Human Amenity	6				No continuing education and daycare
Super Amenity		1	#		Ohio River
Water feature		1	#		
Sculptures		13	#		
Murals		2	#		
WiFi Access				yes	Some restaurants, coffee shops, and hotels offer wifi access
Health Clinic				yes	
Fixed and Temporary Seating		33	#		Areas with seating
Continuing Education				no	
Daycare				no	
Social Media	7				Low social
District with social media?				yes	Facebook and Twitter
Frequency of use		3.5	#		Average use of Facebook and Twitter this week. Use Facebook more.
District Yelp Score		N/A	stars		
Number of check ins in one month		20	#		
Check ins per FAR		8	#		
Number of likes in one month		328	#		
AM to PM check in ratio		0.33	#		
% of check ins within Project Area		70	%		10 total
% of check ins within Region		30	%		
% of check ins out of Region		0	%		
Demographics	8				Diverse
Distribution of age cohorts over time				yes	15-24 age cohort increased
Ethnicity over time				yes	Large Black and White populations
Household size over time				yes	Stable household size
University within 5 miles?				yes	University of Louisville (4300 ft)
FINANCIAL 30					
Demographics	10				
Household income over time				no	While increased \$9k (77%), less than half of the county
Employment Rate		90.8	%		Increased 3 percentage points
Residential	10				Good financial
Average home sales price vs region		1.90	#		\$250k vs \$131k
Median rental rate vs region		0.69	#		\$457 vs \$667
Commercial	10				Good financial
Average commercial rents vs region		1.09	#		\$16.17 vs \$14.81

TOTAL SCORE 86

MARKET SQUARE

Pittsburgh, Pennsylvania
Urban Mixed Use District

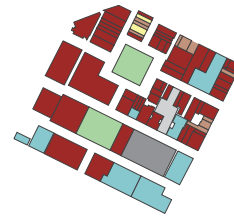
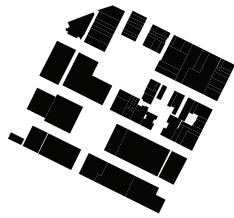


Figure Ground

Land Use

- Retail/Office
- Mixed Use
- Residential
- Hotel (can include retail)
- Civic/Institutional
- Parks/Open Space
- Undeveloped Land
- Parking Structure
- Surface Parking



Ground-Floor Commercial Activity

- Retail
- Hotel
- Office
- Entertainment Uses
- Parking Structure

Land Use-Residential

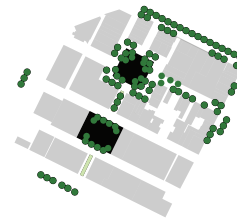
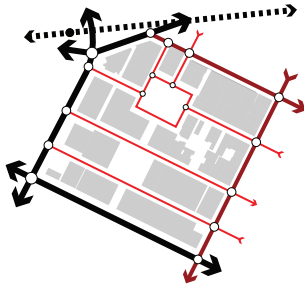
- Single Family
- Townhouse
- Apartment
- Condo/Flat
- Loft/Life-work



In the heart of Pittsburgh's central business district, Market Square is the open air gathering space and crossroads of the city. Although traditionally surrounded by a mix of uses including significant residential, new commercial development has made Market Square the city's premier showcase, with weekly and seasonal events and celebrations. The area balances this demand with a

number of local serving establishments as well as national retailers. Density is high at 4 FAR, and the amount of pedestrians and variety of activities that Market Square supports, despite very cold weather for a significant portion of the year is impressive. Social Media usage is not significant. Financials show good performance for residential and commercial rents, but a need for higher household incomes.

92
out of 99

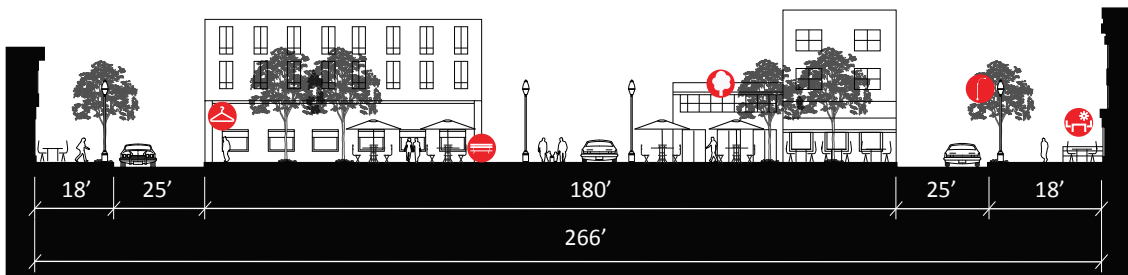


Circulation

- Primary Arterial
- Secondary Arterial
- Local Street
- - - Railroad
- Intersection

Open Space

- Park
- Passage
- Streetscape
- Square/Event Space
- Water Body
- Undeveloped



Section

- outdoor dining
- ground-floor retail
- public seating
- lamppost
- tree canopy



MARKET SQUARE

Pittsburgh, Pennsylvania
Urban Mixed Use District

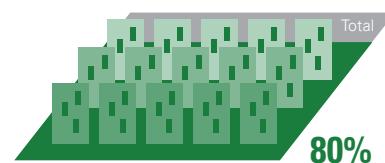
Environment



Total Project Area (Compared to Average)



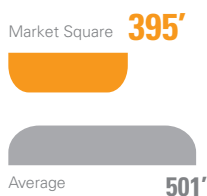
FAR (Compared to Average)



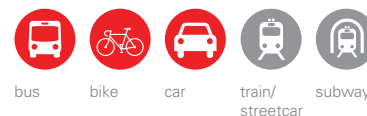
Project Land Coverage



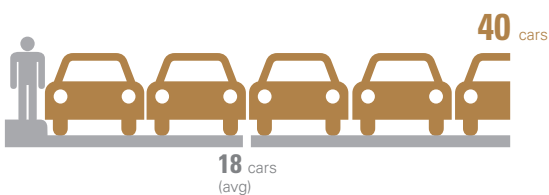
Block Size (Compared to Average)



Block Length (Compared to Average)



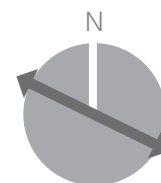
Modes of Transportation



On Street Parking (Compared to Average)



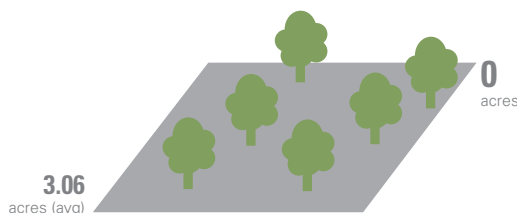
Retail/Residential Percentages of Overall Land Use



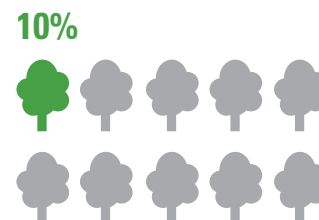
General Orientation



Percentage of New Buildings Within 10 Years

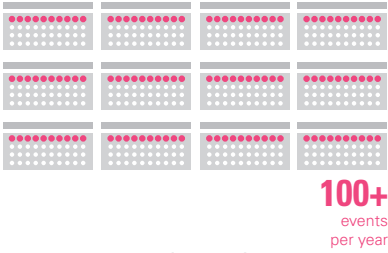


Size of Green Space (Compared to Average)



Average Tree Coverage Per Block

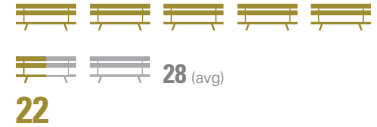
Social



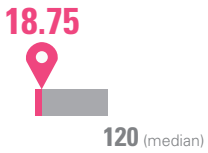
Number of Events (Per Year)



Number of Water Features (Compared to Average)



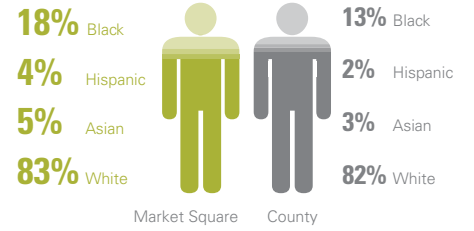
Fixed & Temporary Seating (Compared to Average)



Check ins per FAR (Compared to Median)

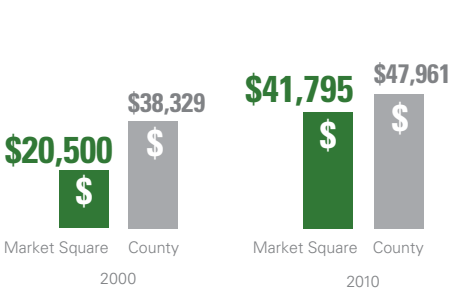


Household Size (Compared to County)

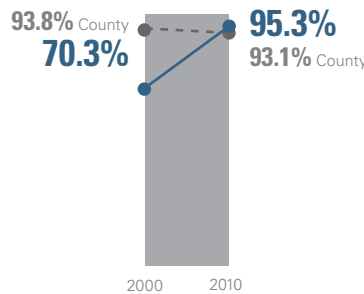


Ethnicity Distribution (Compared to County)

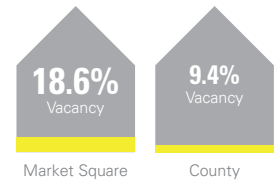
Financial



Household Income (Compared to County)



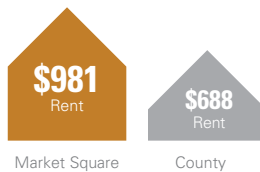
Employment Rate (Compared to County)



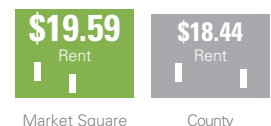
Housing Vacancy (Compared to County)



Avg Home Sale (Compared to County)



Median Rental Rate for Residential (Compared to County)



Avg Rental Rate for Commercial (Compared to County)

MARKET SQUARE

Pittsburgh, Pennsylvania
Urban Mixed Use District

	Score	Value	Units	Yes/No	Comments
ENVIRONMENT	31				
Density	6				Dense
Project Core		3.45	acre		Encompasses Market Square and surrounding buildings
Total Project Area		20.45	acre		Includes surrounding commercial and office buildings
Average FAR		4	#		Most buildings are between 2-3 stories and 7 stories
Height to Street Ratio		1.00	#		60 feet tall building with a 60 foot wide street
Land coverage %age		80	%		
Blocks and Streets	5				Small blocks
Block Size		1.87	acre		Non-standard, regular block size
Block Length		395	feet		Standard, regular block length
Local streets to arterials Ratio		1.4	#		Internal local streets with perimeter arterials
# of intersections per 1/2 sq mi		57	#		Meeting point of two standard, regular grid networks
Mobility	5				No transit
Project Perimeter served by arterials?				no	
50% or greater has ped access to transit within 5 min?				yes	There are several bus stops on major streets
Number of modes within core (car, bus, rail, bike, etc.)		3	#		Bus, car, bike
Sharing Strategies (bike, car, etc.)?					
Effective District Wide Parking Strategy?				yes	Carshare available. Bikeshare coming in 2014.
On street parking spaces per block		40	spaces		Taken from Third Avenue between Stanwix St and Wood St
Land use	5				Too much retail, not enough residential
4 or more uses within core (retail, F&B, hotel, office)?				yes	Retail, F&B, office, residential
Retail as a part of overall mix		32	%		
Local serving retail (grocery store, pharmacy)		16	#		Grocery store, hair salon, bank, dry cleaners, gym, pharmacy, shoe repair, etc.
Residential density as percentage of overall land use		16	%		
Number of residential types within core		1	#		Apartment
Walk Score		64	#		
Percentage of residential types within core		0	%		
Smart Site	6				
General orientation		NW/SE			
Number of registered landmarks		2	#		Fourth Avenue Historic District and Buhl Building
Number of new buildings (less than 10 years old)		0	#		
Designated bike lane				yes	
Number of LEED Buildings		4	#		Includes Hilton Garden Inn at the Gardens and The Gardens at Market Square
Open Space	4				Gathering space needs more trees
Size of green space		-	acre		
Dedicated green space as percentage of overall area		-	%		
Average tree coverage per block by percentage		10	%		Trees clustered around square, along Fifth Avenue
Size of gathering space		1.54	acre		Market Square, Square with obelisk in the middle
Central gathering space as percentage of overall area		7.53	%		
Sidewalk as a percentage of overall area		15.6	%		11 foot wide sidewalks
Percentage of pedestrian oriented streets		5.0	%		Small alleyways

COMMENTS

- High density
- Centrally located amenities
- Lack of diversity and aging population
- Poor social media numbers

	Score	Value	Units	Yes/No	Comments	
SOCIAL	30					
Time of Use	7				Need to extend hours	
Hours of Operation		9	hours		Survey of top stores in the area (restaurant, café, wine bar). Short weekend hours	
Number of Weekly, Monthly, Yearly Events		100+	#			
Ratio of Men to Women		1.00	#			
Human Amenity	8				Good amenities	
Super Amenity		3	#		Monongahela River, Alleghany River, Ohio River	
Water feature		1	#			
Sculptures		0	#			
Murals		0	#			
WiFi Access				yes	Free wifi available in Market Square	
Health Clinic				yes		
Fixed and Temporary Seating		22	#		Areas with seating	
Continuing Education				yes	Academy of Court Reporting	
Daycare				yes	YWCA of Greater Pittsburgh Child Care Partnership	
Social Media	8				Check ins less than 100	
District with social media?				yes	Facebook	
Frequency of use		10	#		Number of times used this week	
District Yelp Score		4.00	stars			
Number of check ins in one month		75	#			
Check ins per FAR		19	#			
Number of likes in one month		1090	#			
AM to PM check in ratio		0.34	#			
% of check ins within Project Area		83	%			40 total
% of check ins within Region		15	%			
% of check ins out of Region		3	%			
Demographics	7				Less diverse	
Distribution of age cohorts over time				no	15-24, 25-34, 35-44 age cohorts decreased	
Ethnicity over time				no	Large decrease in Black population	
Household size over time				yes	Stable household size	
University within 5 miles?				yes	Duquesne University (2700 ft)	
FINANCIAL	31					
Demographics	10					
Household income over time				yes	Increased \$21k (100%)	
Employment Rate		95.3	%		Increased 25 percentage points	
Residential	11					
Average home sales price vs region		N/A	#		Zip code is \$355k, county level not available	
Median rental rate vs region		1.43	#		\$981 vs \$688	
Commercial	10					
Average commercial rents vs region		1.06	#		\$19.59 vs \$18.44	
TOTAL SCORE	92					

MILLS DISTRICT

Minneapolis, Minnesota
Urban Mixed Use District

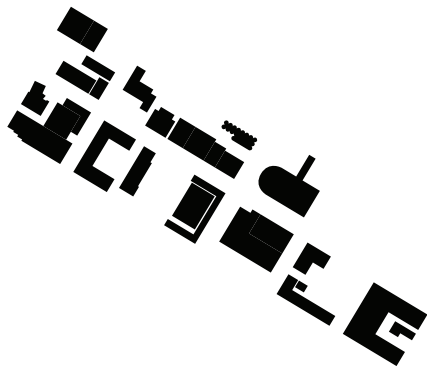
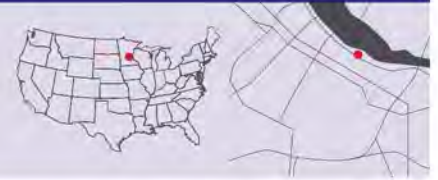
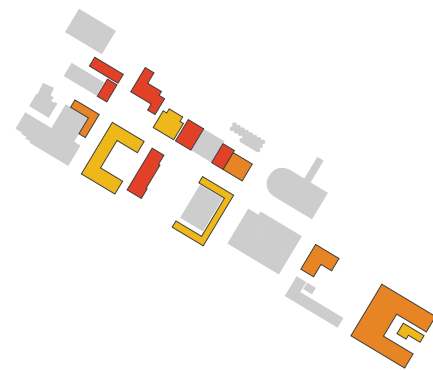
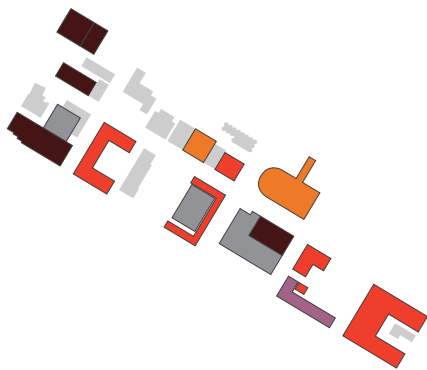


Figure Ground

Land Use

- Retail/Office
- Mixed Use
- Residential
- Hotel (can include retail)
- Civic/Institutional
- Parks/Open Space
- Undeveloped Land
- Parking Structure
- Surface Parking



Ground-Floor
Commercial Activity

- Retail
- Hotel
- Office
- Entertainment Uses
- Parking Structure

Land Use-
Residential

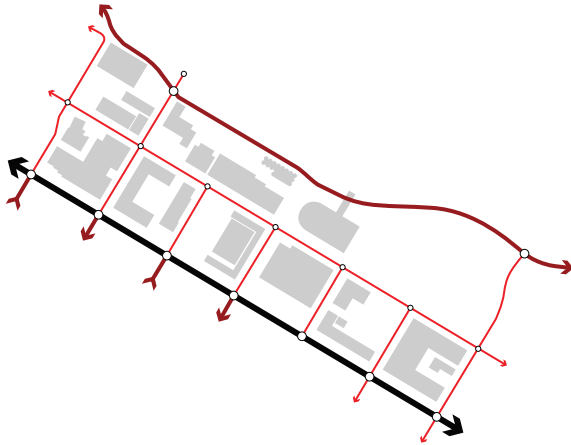
- Single Family
- Townhouse
- Apartment
- Condo/Flat
- Loft/Life-work



Anchored by the Mississippi River Park and the Guthrie Theatre, the formerly industrial Mills District has become a desirable new mixed use community. A good diversity of land uses are supported in the area, but the lack of social media usage despite an ambitious event programming calendar implies the sense of a community has yet to take hold. Financials show a district in positive transition. Household

income has almost doubled in ten years, and average home sales outperform the county. Rental rates for residential and commercial support the establishment of the district, but weakness is shown in housing vacancy, implying the neighborhood is still in transition. Suggested changes might include increasing community uses, and introducing cultural events for young families.

89
out of 99

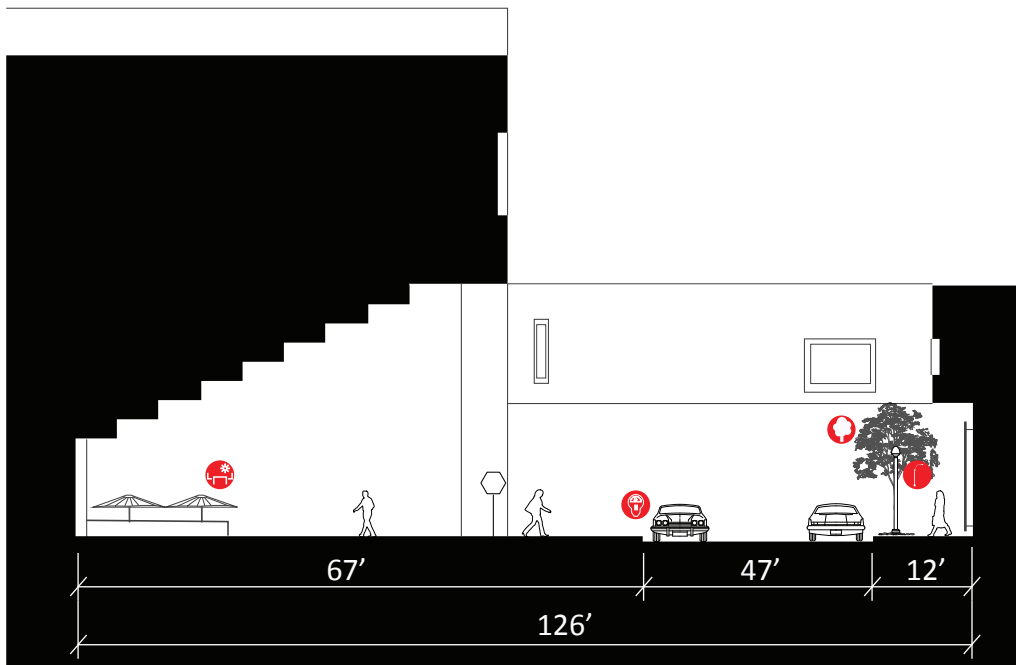


Circulation

- Primary Arterial
- Secondary Arterial
- Local Street
- Railroad
- Intersection

Open Space

- Park
- Passage
- Streetscape
- Square/Event Space
- Water Body
- Undeveloped



Section

- tree canopy
- outdoor dining
- lamppost
- street parking



MILLS DISTRICT

Minneapolis, Minnesota
Urban Mixed Use District

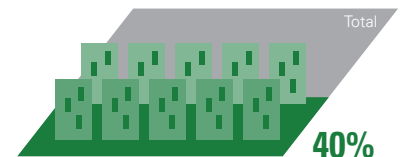
Environment



Total Project Area (Compared to Average)



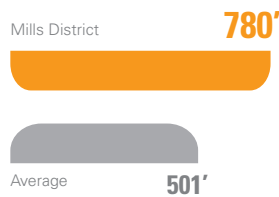
FAR (Compared to Average)



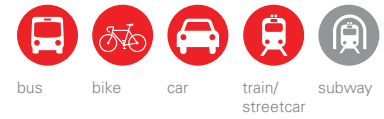
Project Land Coverage



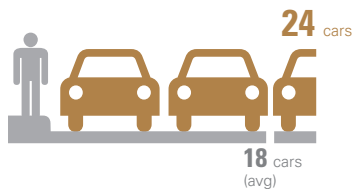
Block Size (Compared to Average)



Block Length (Compared to Average)



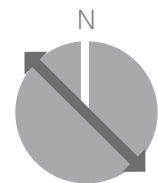
Modes of Transportation



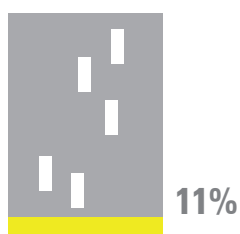
On Street Parking (Compared to Average)



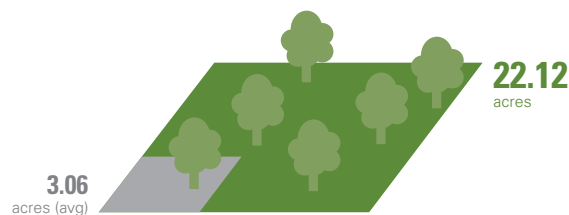
Retail/Residential Percentages of Overall Land Use



General Orientation



Percentage of New Buildings Within 10 Years

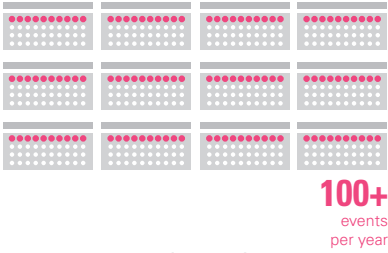


Size of Green Space (Compared to Average)

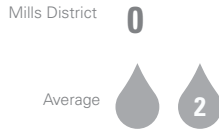


Average Tree Coverage Per Block

Social



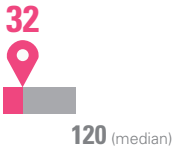
Number of Events (Per Year)



Number of Water Features (Compared to Average)



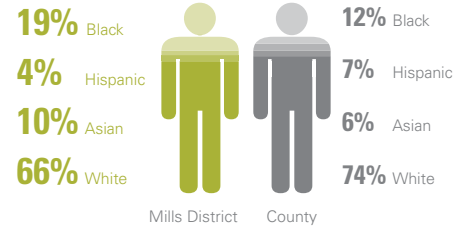
Fixed & Temporary Seating (Compared to Average)



Check ins per FAR (Compared to Median)

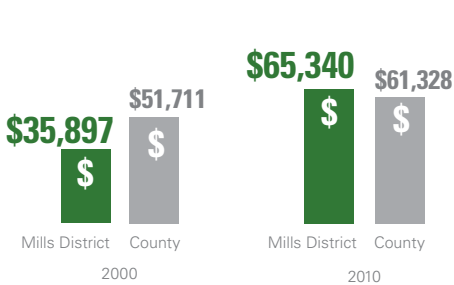


Household Size (Compared to County)

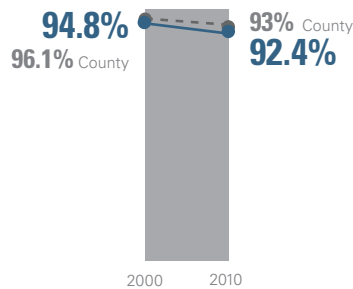


Ethnicity Distribution (Compared to County)

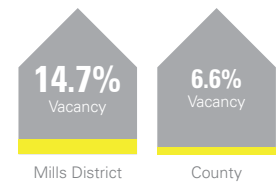
Financial



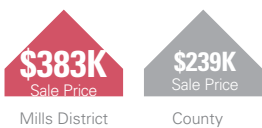
Household Income (Compared to County)



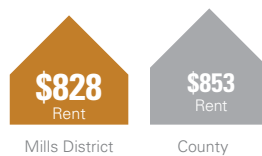
Employment Rate (Compared to County)



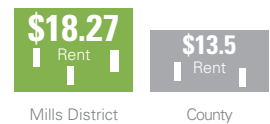
Housing Vacancy (Compared to County)



Avg Home Sale (Compared to County)



Median Rental Rate for Residential (Compared to County)



Avg Rental Rate for Commercial (Compared to County)

MILLS DISTRICT

Minneapolis, Minnesota
Urban Mixed Use District

	Score	Value	Units	Yes/No?	Comments
ENVIRONMENT	29				
Density	5				Moderate density
Project Core		24.42	acre		Encompasses Guthrie Theater, 2nd Street, and buildings on 2nd street
Total Project Area		60.65	acre		Includes surrounding buildings, Gold Medal Park, Mills Ruins Park
Average FAR		2	#		
Height to Street Ratio		0.60	feet		
Land coverage %age		40	%		
Blocks and Streets	4				Big Blocks
Block Size		2.98	acre		Standard, regular block size
Block Length		780	feet		Standard, regular block length
Local streets to arterials Ratio		1.3	#		Internal Local streets with perimeter arterials
# of intersections per 1/2 sq mi		42	#		
Mobility	3				Mobility an issue
Project Perimeter served by arterials?				yes	Washington Avenue South
50% or greater has ped access to transit within 5 min?				no	Bus Stops available
Number of modes within core (car, bus, rail, bike, etc.)		3	#		Car, bus, bike
Sharing Strategies (bike, car, etc.)?				no	Bikeshare and carshare available in district but not in our area of study
Effective District Wide Parking Strategy?				yes	
On street parking spaces per block		24	spaces		Taken from 2nd between Portland and Park
Land use	6				
4 or more uses within core (retail, F&B, hotel, office)?				yes	Retail, F&B, hotel, office
Retail as a part of overall mix		9	%		
Local serving retail (grocery store, pharmacy)		4	#		Veterinary hospital, health clinic, gym, grocery store
Residential density as percentage of overall land use		50	%		
Number of residential types within core		3	#		Condos, apartments, lofts
Walk score		91	#		
Percentage of residential types within core		65	%		
Smart Site	6				Former industry
General orientation		NW/SE			
Number of registered landmarks		2	#		Washburn "A" Mill and Ceresota Building
Number of new buildings (less than 10 years old)		3	#		
Dedicated bike lane				yes	
Number of LEED Buildings		0	#		
Open Space	5				River park
Size of green space		22.12	acre		Gold Medal Park, Mills Ruins Park, parks within buildings
Dedicated green space as percentage of overall area		36.5	%		
Average tree coverage per block by percentage		15	%		
Size of gathering space		0.61	acre		Small areas for residential buildings, Guthrie Theater
Central gathering space as percentage of overall area		1.01	%		
Sidewalk as a percentage of overall area		15.4	%		
Percentage of pedestrian oriented streets		10.0	%		Some local streets have pedestrian enhancements

COMMENTS

- Adjacent super amenity
- Entertainment district, lots of events
- Demographics better than county
- Poor social media numbers

	Score	Value	Units	Yes/No?	Comments
SOCIAL 29					
Time of Use	8				Lots of events
Hours of Operation		10.46	hours		Survey of top stores in the area (theater, restaurant, bookstore, pub, museum) Guthrie Theater, Farmers Markets
Number of Weekly, Monthly, Yearly Events		100+	#		
Ratio of Men to Women		1.00	#		
Human Amenity	6				Lack of human amenity
Super Amenity		1	#		Mississippi River
Water feature		0	#		
Sculptures		0	#		Hotels and Guthrie Theatre offer wifi access
Murals		1	#		
WiFi Access				yes	Mill City Clinic
Health Clinic				yes	
Fixed and Temporary Seating		4	#		no
Continuing Education				no	
Daycare				no	
Social Media	7				Poor social
District with social media?				yes	Facebook, Twitter, Instagram, Pinterest, YouTube
Frequency of use		20	/week		Average use of Facebook and Twitter this week. Use Twitter more. 46 total
District Yelp Score		4.50	stars		
Number of check ins in one month		63	#		
Check ins per FAR		32	#		
Number of likes in one month		1925	#		
AM to PM check in ratio		0.26	#		
% of check ins within Project Area		65	%		
% of check ins within Region		22	%		
% of check ins out of Region		13	%		
Demographics	8				Better demographics than county
Distribution of age cohorts over time				yes	15-24 age cohort increased
Ethnicity over time				yes	While there is a large White population, more diverse than county with sizeable Black and Asian populations
Household size over time				yes	Relatively stable household size
University within 5 miles?				yes	University of St. Thomas (1.06 miles)
FINANCIAL 31					
Demographics	10				
Household income over time				yes	Increased \$20k (82%)
Employment Rate		92.4	%		Decreased by 2 percentage points
Residential	10				
Average home sales price vs region		1.60	#		\$383k vs \$239k
Median rental rate vs region		0.97	#		\$828 vs \$853
Commercial	11				
Average commercial rents vs region		1.35	#		\$18.27 vs \$13.50
TOTAL SCORE 89					

MIRACLE MILE

Coral Gables, Florida
Suburban Retail District

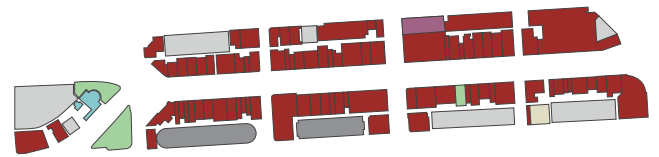


Figure Ground

Land Use

- Retail/Office
- Mixed Use
- Residential
- Hotel (can include retail)
- Civic/Institutional
- Parks/Open Space
- Undeveloped Land
- Parking Structure
- Surface Parking



Ground-Floor
Commercial Activity

- Retail
- Hotel
- Office
- Entertainment Uses
- Parking Structure

Land Use-
Residential

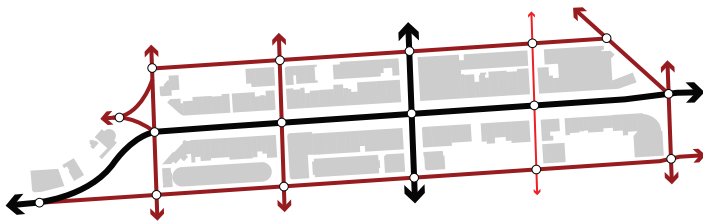
- Single Family
- Townhouse
- Apartment
- Condo/Flat
- Loft/Life-work



The Miracle Mile is located in the heart of Coral Gables, one of the iconic planned communities of the early 20th century. It is a product of its era, with wide streets, themed architecture, auto orientation, and large blocks. The diversity of land uses is good for the area, but the primary frontage along Miracle Mile is heavily retail focused and low in density. Social interaction along this street is below average,

partially due to a lack of community programming (around 30 events per year) and auto oriented mobility patterns. Human amenities are well represented except for daycare facilities, important to attract young families. Financial numbers are very strong, with a significant increase in household income as well as healthy numbers for all metrics except housing vacancies.

73
out of 99

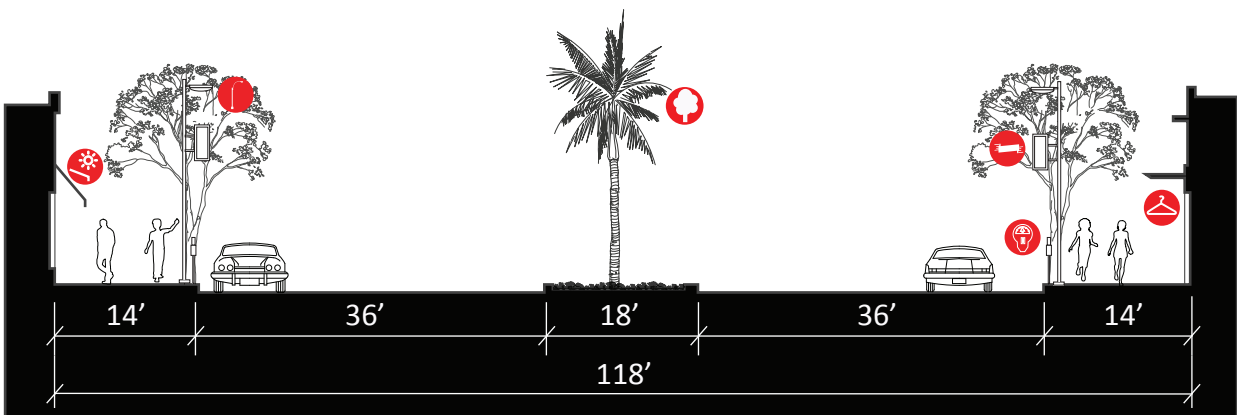


Circulation

- Primary Arterial
- Secondary Arterial
- Local Street
- - - Railroad
- Intersection

Open Space

- Park
- Passage
- Streetscape
- Square/Event Space
- Water Body
- Undeveloped



Section

- tree canopy
- awning
- lamppost
- street parking
- signage
- ground-floor retail



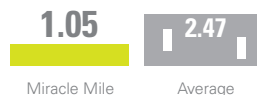
MIRACLE MILE

Coral Gables, Florida
Suburban Retail District

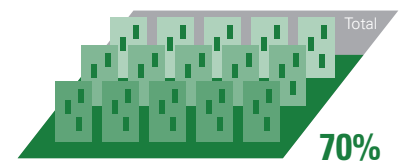
Environment



Total Project Area (Compared to Average)



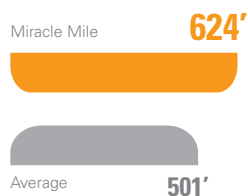
FAR (Compared to Average)



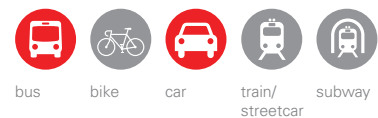
Project Land Coverage



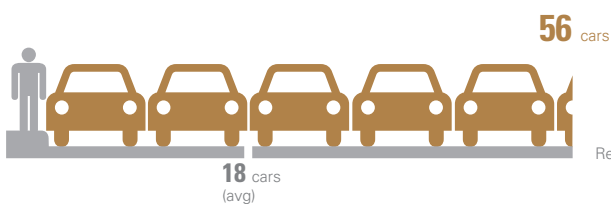
Block Size (Compared to Average)



Block Length (Compared to Average)



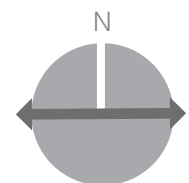
Modes of Transportation



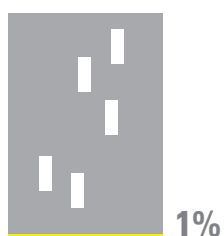
On Street Parking (Compared to Average)



Retail/Residential Percentages of Overall Land Use



General Orientation



Percentage of New Buildings Within 10 Years

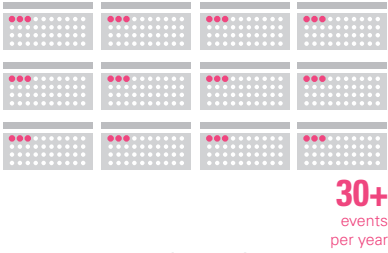


Size of Green Space (Compared to Average)



Average Tree Coverage Per Block

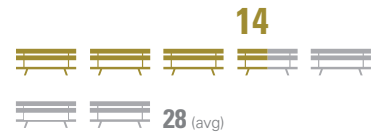
Social



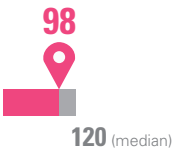
Number of Events (Per Year)



Number of Water Features (Compared to Average)



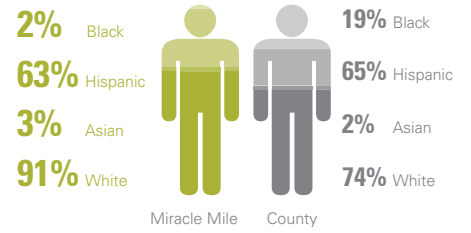
Fixed & Temporary Seating (Compared to Average)



Check ins per FAR (Compared to Median)

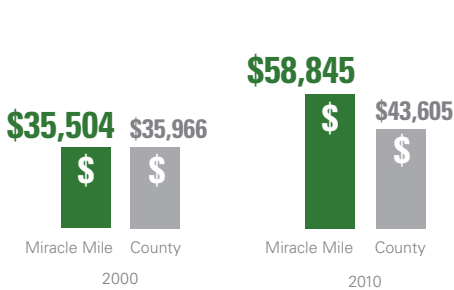


Household Size (Compared to County)

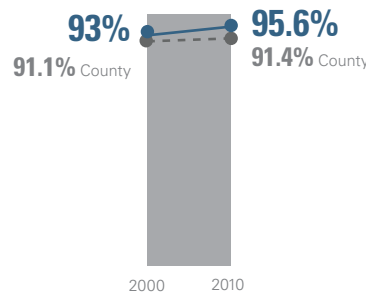


Ethnicity Distribution (Compared to County)

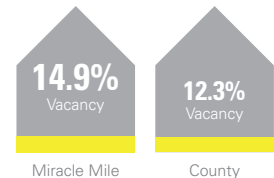
Financial



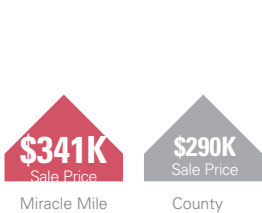
Household Income (Compared to County)



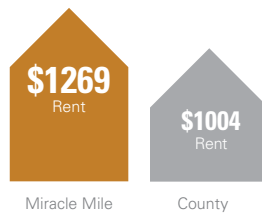
Employment Rate (Compared to County)



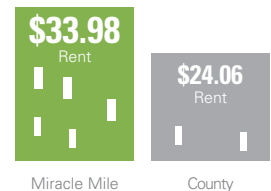
Housing Vacancy (Compared to County)



Avg Home Sale (Compared to County)



Median Rental Rate for Residential (Compared to County)



Avg Rental Rate for Commercial (Compared to County)

MIRACLE MILE

Coral Gables, Florida
Suburban Retail District

	Score	Value	Units	Yes/No	Comments
ENVIRONMENT	20				
Density	3				Center median
Project Core		22.86	acre		Encompasses Miracle Mile and street fronting buildings
Total Project Area		44.74	acre		Includes back of block for Miracle Mile
Average FAR		1.05	#		Most buildings are 1 story, some 6+ story buildings and undeveloped land
Height to Street Ratio		0.15	feet		Average building height of 16 feet with a 110 foot wide street
Land coverage %age		70	%		
Blocks and Streets	3				
Block Size		4.2	acre		Standard, regular shaped block size
Block Length		624	feet		Standard, regular block length
Local streets to arterials Ratio		0.1	#		One integral local street, all other internal and perimeter streets are arterials
# of intersections per 1/2 sq mi		41	#		Standard, regular grid network
Mobility	3				Fast traffic, not multimodal
Project Perimeter served by arterials?				no	
50% or greater has ped access to transit within 5 min?				no	Very few bus stops
Number of modes within core (car, bus, rail, bike, etc.)		2	#		Car and bus
Sharing Strategies (bike, car, etc.)?				no	
Effective District Wide Parking Strategy?				yes	
On street parking spaces per block		56	spaces		Taken from Miracle Mile between Ponce de Leon Blvd and Galiano St
Land use	6				No residential, a lot of retail
4 or more uses within core (retail, F&B, hotel, office)?				yes	Retail, F&B, hotel, office
Retail as a part of overall mix		81	%		
Local serving retail (grocery store, pharmacy)		8	#		Dry cleaners, medical center, banks, pharmacy, hair salon, shipping center
Residential density as percentage of overall land use		0	%		
Number of residential types within core		0	#		
Walk Score		91	#		
Percentage of residential types within core		0	%		
Smart Site	4				
General orientation		E/W			
Number of registered landmarks		1	#		City Hall
Number of new buildings (less than 10 years old)		1	#		
Designated bike lane				no	
Number of LEED Buildings		0	#		
Open Space	4				A lot of tree canopy
Size of green space		1.66	acre		Merrick Park, Open Space in front of City Hall, undeveloped plot turned into park
Dedicated green space as percentage of overall area		3.7	%		
Average tree coverage per block by percentage		70	%		Main street fully tree lined while surrounding streets only partially covered
Size of gathering space		0.03	acre		Small spaces by fountains
Central gathering space as percentage of overall area		0.07	%		
Sidewalk as a percentage of overall area		8.4	%		
Percentage of pedestrian oriented streets		20.0	%		

COMMENTS

- Lack of residential
- Heavy tree canopy
- Low pedestrian connectivity
- High housing vacancy

	Score	Value	Units	Yes/No	Comments
SOCIAL 22					
Time of Use	8				
Hours of Operation		11.69	hours		Survey of top stores in the area (restaurant, cooking school, café, bakery)
Number of Weekly, Monthly, Yearly Events		30	#		
Ratio of Men to Women		1.00	#		
Human Amenity	4				
Super Amenity		1	#		Atlantic Ocean
Water feature		4	#		
Sculptures		1	#		
Murals		0	#		
WiFi Access				yes	Restaurants, hotels, and cafes offer wifi access
Health Clinic				yes	
Fixed and Temporary Seating		14	#		The Real Estate Academy
Continuing Education				yes	
Daycare				no	
Social Media	4				
District with social media?				yes	Facebook, Twitter, Pinterest, Instagram, YouTube
Frequency of use		19	#		Average of Twitter and Facebook use this week. Use Twitter more. 87 total
District Yelp Score		3.50	stars		
Number of check ins in one month		103	#		
Check ins per FAR		98	#		
Number of likes in one month		2845	#		
AM to PM check in ratio		0.39	#		
% of check ins within Project Area		75	%		
% of check ins within Region		25	%		
% of check ins out of Region		0	%		
Demographics	6				
Distribution of age cohorts over time				yes	15-24 age cohort increase, 25-34 and 35-44 age cohort decrease
Ethnicity over time				no	Predominantly White population, decrease in Hispanic, and small Black and Asian populations
Household size over time				yes	Stable household size
University within 5 miles?				yes	University of Miami (1.93 miles)
FINANCIAL 31					
Demographics	10				Housing vacancy is high
Household income over time				yes	Increased \$23k (66%)
Employment Rate		95.6	%		Increased 2.5 percentage points
Residential	10				
Average home sales price vs region		1.18	#		\$341k vs \$290k
Median rental rate vs region		1.26	#		\$1269 vs \$1004
Commercial	11				
Average commercial rents vs region		1.41	#		\$33.98 vs \$24.06
TOTAL SCORE 73					

PALMER SQUARE

Princeton, New Jersey
University Village

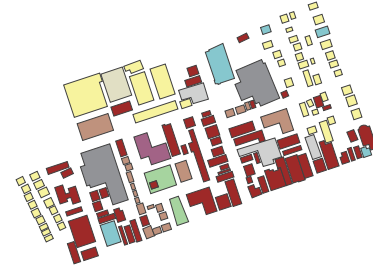
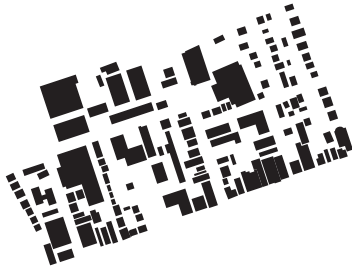
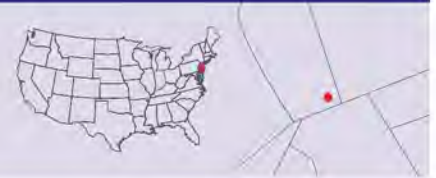
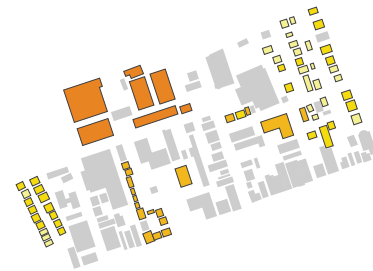
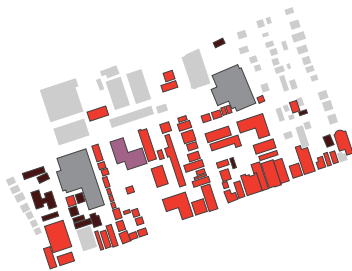


Figure Ground

Land Use

- Retail/Office
- Mixed Use
- Residential
- Hotel (can include retail)
- Civic/Institutional
- Parks/Open Space
- Undeveloped Land
- Parking Structure
- Surface Parking



Ground-Floor
Commercial Activity

- Retail
- Hotel
- Office
- Entertainment Uses
- Parking Structure

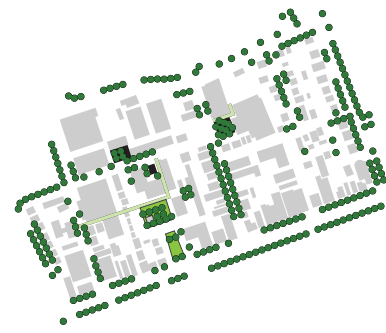
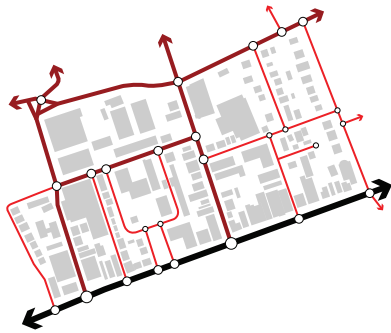
Land Use-
Residential

- Single Family
- Townhouse
- Apartment
- Condo/Flat
- Loft/Life-work



Adjacent to the University, Palmer Square is the restaurant and shopping hub of the city of Princeton. It integrates hotel, creative office, retail, and dining, while nearly half of the district is residential. Though low in density, with 2-3 story buildings and generally auto oriented, the character and amenity of the pedestrian environment is exceptional. The number of human amenities is good,

however the number of events is surprisingly low. Financial numbers are excellent across the board. Currently, the appeal of the district is limited to the well-heeled, affluent town/gown contingent. Room for improvement might have to do with attracting younger and more diverse interest to the district, which can be done in part by adding events, affordable housing, and improving transit connections.



Circulation

- █ Primary Arterial
- █ Secondary Arterial
- █ Local Street
- - - Railroad
- Intersection

Open Space

- Park
- Passage
- Streetscape
- Square/Event Space
- Water Body
- Undeveloped



Section

- ⌂ ground-floor retail
- ⌂ public seating
- ⌂ lamppost
- ⌂ tree canopy
- ⌂ public park
- ⌂ awning



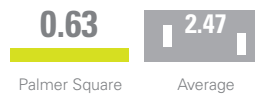
PALMER SQUARE

Princeton, New Jersey
University Village

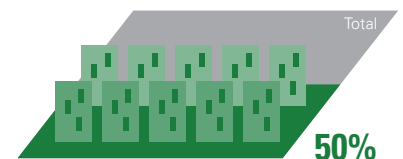
Environment



Total Project Area (Compared to Average)



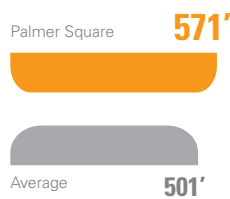
FAR (Compared to Average)



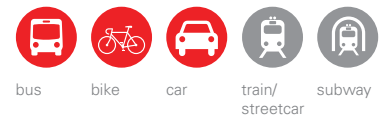
Project Land Coverage



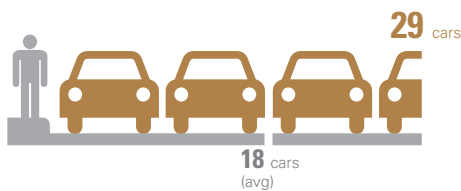
Block Size (Compared to Average)



Block Length (Compared to Average)



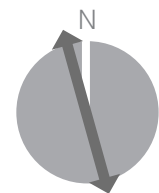
Modes of Transportation



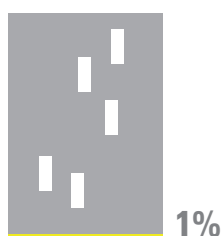
On Street Parking (Compared to Average)



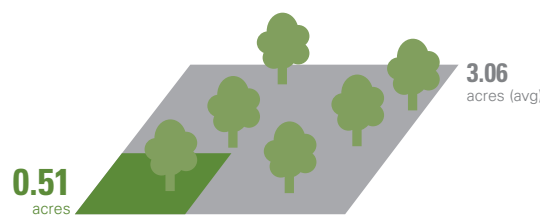
Retail/Residential Percentages of Overall Land Use



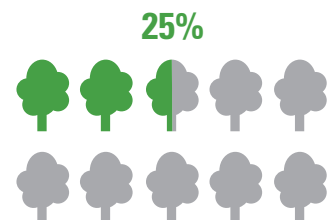
General Orientation



Percentage of New Buildings Within 10 Years

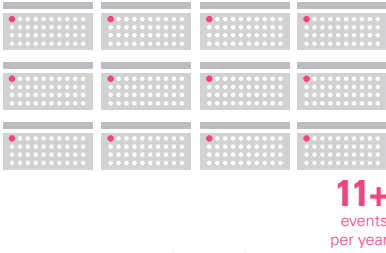


Size of Green Space (Compared to Average)

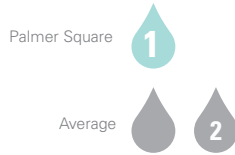


Average Tree Coverage Per Block

Social



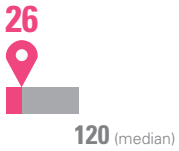
Number of Events (Per Year)



Number of Water Features (Compared to Average)



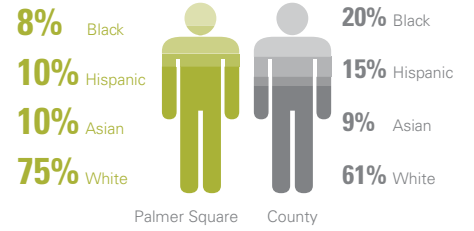
Fixed & Temporary Seating (Compared to Average)



Check ins per FAR (Compared to Median)

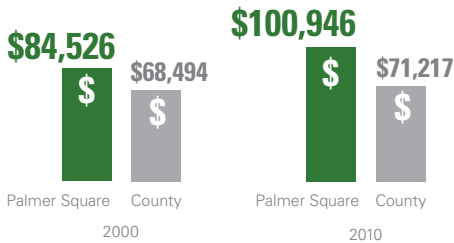


Household Size (Compared to County)

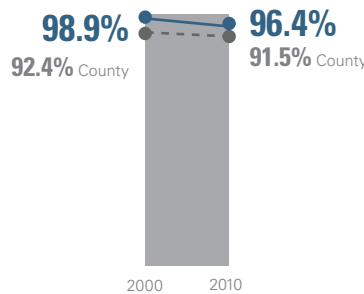


Ethnicity Distribution (Compared to County)

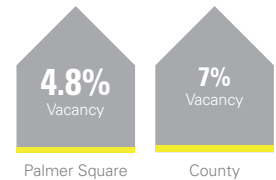
Financial



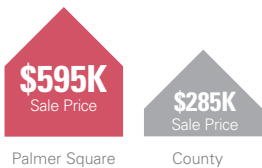
Household Income (Compared to County)



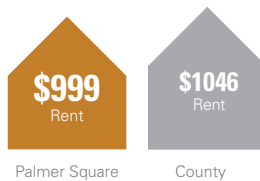
Employment Rate (Compared to County)



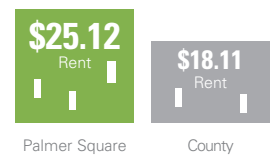
Housing Vacancy (Compared to County)



Avg Home Sale (Compared to County)



Median Rental Rate for Residential (Compared to County)



Avg Rental Rate for Commercial (Compared to County)

PALMER SQUARE

Princeton, New Jersey
University Village

	Score	Value	Units	Yes/No	Comments
ENVIRONMENT	27				
Density	4				Low FAR
Project Core		9.91	acre		Encompasses Palmer Square and surrounding buildings
Total Project Area		38.03	acre		Includes commercial and residential areas around Palmer Square
Average FAR		0.625	#		
Height to Street Ratio		0.31	#		
Land coverage %age		50	%		Commercial buildings take up large portions of lots while residential are very small
Blocks and Streets	4				Big Blocks
Block Size		2.25	acre		Non-standard, irregularly shaped block size
Block Length		571	feet		Non-standard, irregular block length
Local streets to arterials Ratio		2.4	#		Network of internal local streets, Perimeter and internal arterials
# of intersections per 1/2 sq mi		38	#		Created by irregular block shape and local street intersections
Mobility	4				Auto oriented
Project Perimeter served by arterials?				yes	Lincoln Highway
50% or greater has ped access to transit within 5 min?				no	Bus stops available but no plenty
Number of modes within core (car, bus, rail, bike, etc.)		3	#		Bike, bus, car. Bike path only available on perimeter.
Sharing Strategies (bike, car, etc.)?				no	
Effective District Wide Parking Strategy?				yes	Parking structures
On street parking spaces per block		29	spaces		Taken from Spring St and Witherspoon St block
Land use	5				Retail focus, good walkscore
4 or more uses within core (retail, F&B, hotel, office)?				yes	Retail, F&B, hotel, office
Retail as a part of overall mix		21	%		
Local serving retail (grocery store, pharmacy)		9	#		
Residential density as percentage of overall land use		49	%		
Number of residential types within core		4	#		Single-family, townhouse, apartment, condo
Walk Score		95	#		
Percentage of residential types within core		39	%		
Smart Site	6				
General orientation		N/S			
Number of registered landmarks		3	#		Princeton Public Library, Princeton Country Club, Princeton Garden Theater
Number of new buildings (less than 10 years old)		1	#		
Designated bike lane				yes	
Number of LEED Buildings		2	#		Nassau Inn Addition and S. Tulane Street Renovation
Open Space	4				
Size of green space		0.51	acre		Palmer Square and other small green spaces
Dedicated green space as percentage of overall area		1.3	%		
Average tree coverage per block by percentage		25	%		Arterials are partially tree lined while most local streets are not
Size of gathering space		0.42	acre		
Central gathering space as percentage of overall area		1.10	%		Palmer Square, Princeton Public Library
Sidewalk as a percentage of overall area		8.4	%		Small sidewalks
Percentage of pedestrian oriented streets		15.0	%		Some major arterials are pedestrian enhanced

COMMENTS

- Lack of event programming
- Good financial numbers
- Primarily auto-oriented
- Could benefit from transit

	Score	Value	Units	Yes/No	Comments
SOCIAL 30					
Time of Use	7				Needs more events?
Hours of Operation		11.31	hours		Survey of top stores in the area (Restaurant, Café, Wine Bar, Bakery, Dessert)
Number of Weekly, Monthly, Yearly Events		11	#		Several main yearly events throughout the year (like Christmas)
Ratio of Men to Women		0.82	#		
Human Amenity	8				Good human amenities
Super Amenity		1	#		Located near Carnegie Lake
Water feature		1	#		
Sculptures		1	#		"Tiger"
Murals		0	#		
WiFi Access				yes	Several cafés and restaurants provide free wifi.
Health Clinic				yes	
Fixed and Temporary Seating		26	#		Areas with seating
Continuing Education				yes	Global Trade Academy
Daycare				1	Music Together Princeton Lab School
Social Media	7				
District with social media?				yes	Facebook, Twitter, Foursquare
Frequency of use		4.5	#		Average of Twitter and Facebook use this week. Use Facebook more.
District Yelp Score		N/A	stars		
Number of check ins in one month		16	#		
Check ins per FAR		26	#		
Number of likes in one month		361	#		
AM to PM check in ratio		0.14	#		
% of check ins within Project Area		100	%		
% of check ins within Region		0	%		
% of check ins out of Region		0	%		
Demographics	8				
Distribution of age cohorts over time				no	15-24, 35-44 age cohorts decreased. 25-34 age cohort increased
Ethnicity over time				no	Site much less diverse than the county
Household size over time				yes	Relatively stable household size
University within 5 miles?				yes	Princeton University (0 ft)
FINANCIAL 31					
Demographics	10				
Household income over time				yes	Household income increased to \$100k (19% increase)
Employment Rate		96.4	%		Has decreased 2.5 percentage points
Residential	10				Good
Average home sales price vs region		2.09	#		\$595k vs \$285k
Median rental rate vs region		0.96	#		\$999 vs \$1046
Commercial	11				
Average commercial rents vs region		N/A	#		Cannot gather zip code level, city is \$25.12, region is \$18.11
TOTAL SCORE 88					

PORT CLINTON SQUARE

Highland Park, Illinois
Suburban Mixed Use District

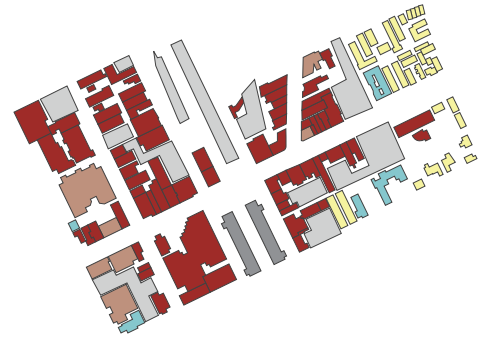
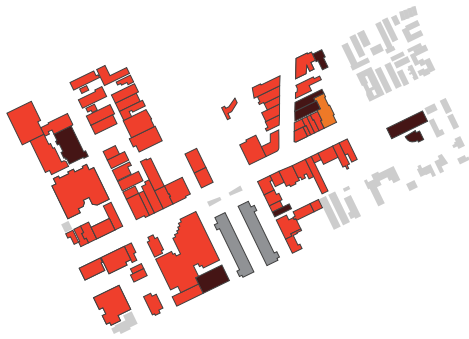


Figure Ground

Land Use

- Retail/Office
- Mixed Use
- Residential
- Hotel (can include retail)
- Civic/Institutional
- Parks/Open Space
- Undeveloped Land
- Parking Structure
- Surface Parking



Ground-Floor
Commercial Activity

- Retail
- Hotel
- Office
- Entertainment Uses
- Parking Structure

Land Use-
Residential

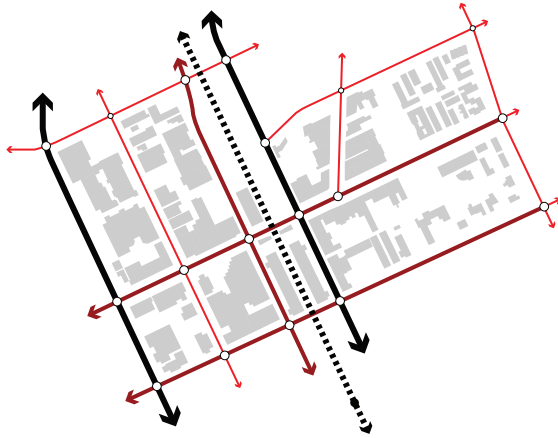
- Single Family
- Townhouse
- Apartment
- Condo/Flat
- Loft/Life-work



Port Clinton Square is a mixed use commercial district near Lake Forest College. The district has extremely good financial performance, showing the benefits of good fundamental planning and a great location on the suburban north shore of Chicago. Environmentally, the district is low scale and walkable, with wide sidewalks, canopy shade, and a mix of convenience shops, apparel, and restaurants oriented

toward families and commuters that live in Highland Park. The number of events is quite limited, and the distance and mix of uses somewhat isolates the square to rely on this local contingent to function. Opportunities might exist to widen its catchment by appealing to students and a wider demographic through a more ambitious event program as well as promotions using social media.

90
out of 99

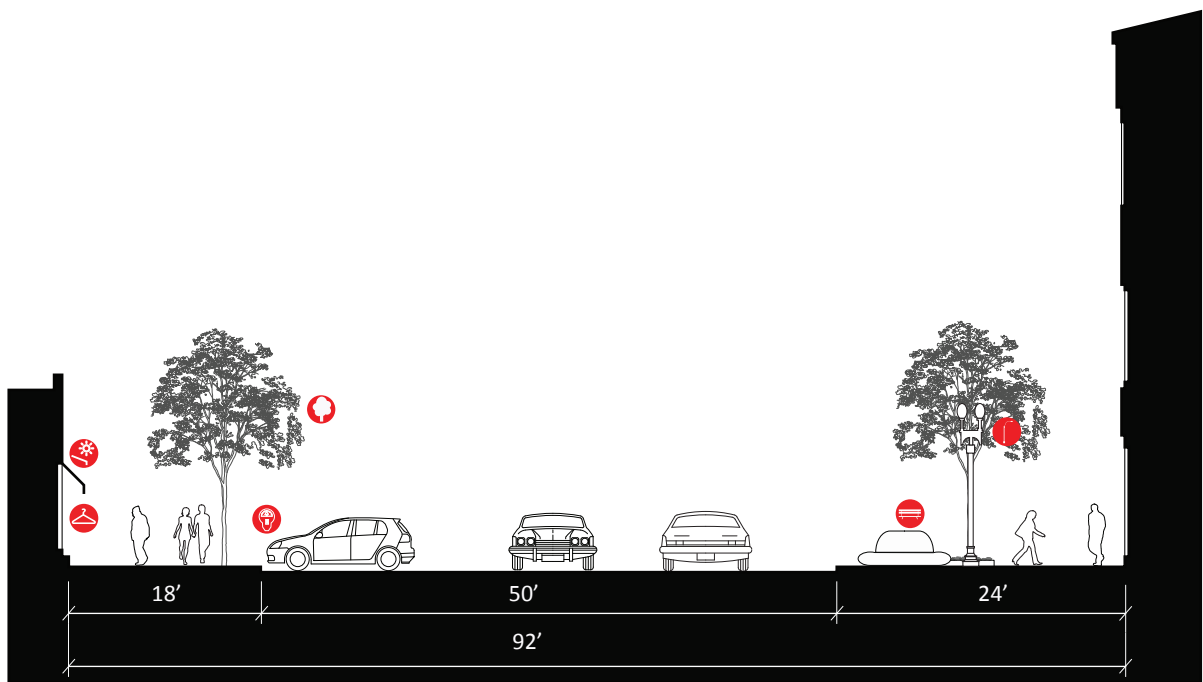


Circulation

- Primary Arterial
- Secondary Arterial
- Local Street
- - - Railroad
- Intersection

Open Space

- Park
- Passage
- Streetscape
- Square/Event Space
- Water Body
- Undeveloped



Section

- ⌚ lamppost
- ☀ awning
- 🚶 ground-floor retail
- 🚗 street parking
- 🪑 public seating
- 🌳 tree canopy



PORT CLINTON SQUARE

Highland Park, Illinois
Suburban Mixed Use District

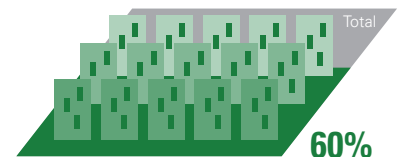
Environment



Total Project Area (Compared to Average)



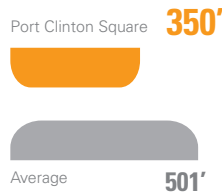
FAR (Compared to Average)



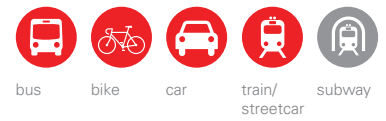
Project Land Coverage



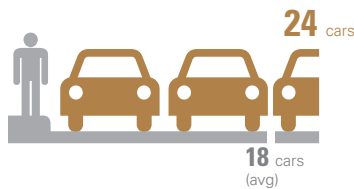
Block Size (Compared to Average)



Block Length (Compared to Average)



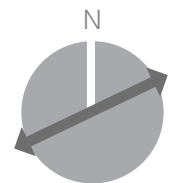
Modes of Transportation



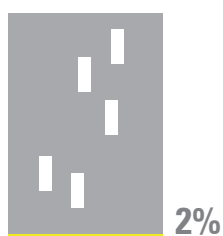
On Street Parking (Compared to Average)



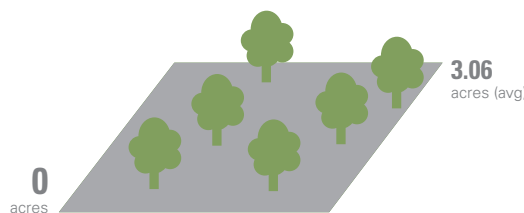
Retail/Residential Percentages of Overall Land Use



General Orientation



Percentage of New Buildings Within 10 Years

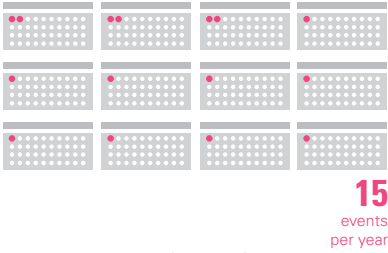


Size of Green Space (Compared to Average)

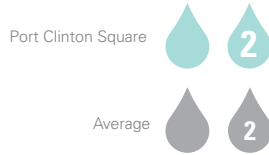


Average Tree Coverage Per Block

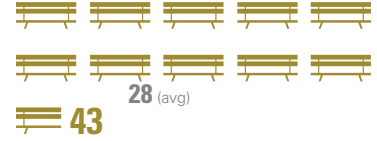
Social



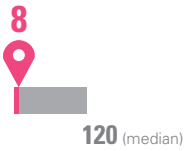
Number of Events (Per Year)



Number of Water Features (Compared to Average)



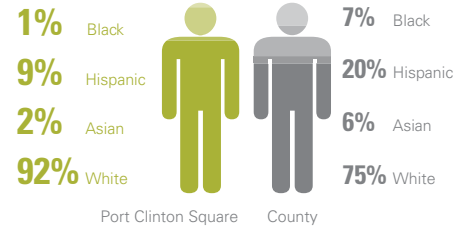
Fixed & Temporary Seating (Compared to Average)



Check ins per FAR (Compared to Median)

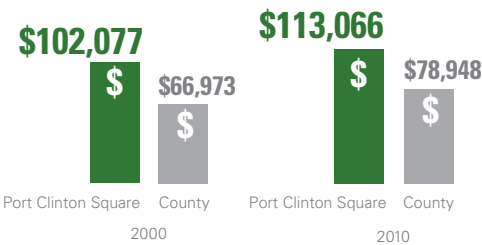


Household Size (Compared to County)

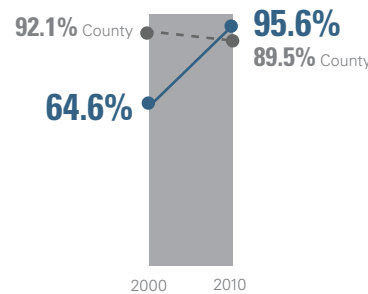


Ethnicity Distribution (Compared to County)

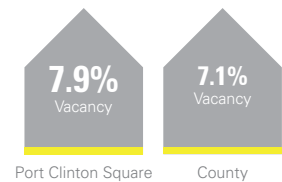
Financial



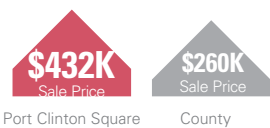
Household Income (Compared to County)



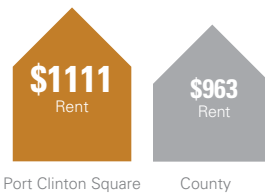
Employment Rate (Compared to County)



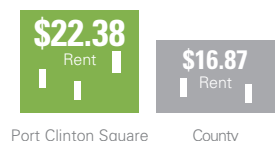
Housing Vacancy (Compared to County)



Avg Home Sale (Compared to County)



Median Rental Rate for Residential (Compared to County)



Avg Rental Rate for Commercial (Compared to County)

PORT CLINTON SQUARE

Highland Park, Illinois
Suburban Mixed Use District

	Score	Value	Units	Yes/No	Comments
ENVIRONMENT	30				
Density	5				Too small
Project Core		13	acre		Encompasses commercial area of Central Ave
Total Project Area		62.55	acre		Includes surrounding residential cover of Highland Park
Average FAR		1.2	#		Most buildings are around 2 stories tall
Height to Street Ratio		0.30	#		24 feet tall buildings with an 80 foot wide street
Land coverage %age		60	%		Large parking lots in some parts of commercial areas
Blocks and Streets	5				
Block Size		3.21	acre		Non-standard, regular block size
Block Length		350	feet		Non-standard, regular block length
Local streets to arterials Ratio		1.0	#		Internal and perimeter local streets and arterials
# of intersections per 1/2 sq mi		22	#		
Mobility	5				Multiple modes
Project Perimeter served by arterials?				no	
50% or greater has ped access to transit within 5 min?				yes	Several bus stops available throughout site
Number of modes within core (car, bus, rail, bike, etc.)		4	#		Car, bus, rail, bike
Sharing Strategies (bike, car, etc.)?				no	
Effective District Wide Parking Strategy?				yes	
On street parking spaces per block		24	spaces		Taken from Central Ave between Green Bay and 2nd St
Land use	4				High retail, low walkscore
4 or more uses within core (retail, F&B, hotel, office)?				yes	Retail, F&B, office, institutions
Retail as a part of overall mix		39	%		
Local serving retail (grocery store, pharmacy)		11	#		Drycleaners, bank, hair salon, gym, health clinics
Residential density as percentage of overall land use		32	%		
Number of residential types within core		4	#		Single-family, townhouse, apartment, condo
Walk Score		53	#		
Percentage of residential types within core		12	%		
Smart Site	6				
General orientation		NE/SW			
Number of registered landmarks		4	#		Includes Humer Building and Linden Park Place-Belle Ave Historic District
Number of new buildings (less than 10 years old)		2	#		
Designated bike lane				yes	Runs down St Johns Ave
Number of LEED Buildings		1	#		463 Central
Open Space	4				Small public space
Size of green space		-	acre		
Dedicated green space as percentage of overall area		-	%		
Average tree coverage per block by percentage		60	%		
Size of gathering space		0.60	acre		Port Clinton Square
Central gathering space as percentage of overall area		0.96	%		
Sidewalk as a percentage of overall area		8.5	%		
Percentage of pedestrian oriented streets		25.0	%		Central Ave Commercial Area

COMMENTS

- Good mix of retail
- Access to transit
- Proximity to university
- Aging population

	Score	Value	Units	Yes/No	Comments
SOCIAL 27					
Time of Use	7				Good hours, not enough events.
Hours of Operation		11.35	hours		Survey of top stores in the area (restaurant, café, ice cream)
Number of Weekly, Monthly, Yearly Events		15	#		From Highland Park's website, not very detailed
Ratio of Men to Women		1.00	#		
Human Amenity	7				No continuing education
Super Amenity		1	#		Lake Michigan
Water feature		2	#		
Sculptures		1	#		
Murals		0	#		
WiFi Access				yes	Some coffee shops, restaurants, hotels, and stores offer wifi access
Health Clinic				yes	
Fixed and Temporary Seating		43	#		Areas with seating
Continuing Education				no	
Daycare				yes	Bethany Early Childhood and Tri-Con Child Care Center
Social Media	7				Low social
District with social media?				yes	Facebook and Twitter
Frequency of use		10	/week		Average use of Facebook and Twitter this week. Use both equally.
District Yelp Score		N/A	stars		
Number of check ins in one month		10	#		
Check ins per FAR		8	#		
Number of likes in one month		219	#		
AM to PM check in ratio		0.11	#		
% of check ins within Project Area		44	%		9 total
% of check ins within Region		33	%		
% of check ins out of Region		22	%		
Demographics	6				Not very diverse
Distribution of age cohorts over time				no	15-24 age cohort decreased, 25-34 age cohort increased
Ethnicity over time				no	Predominantly White population
Household size over time				yes	Relatively stable household size
University within 5 miles?				yes	Trinity International University (4.16 miles)
FINANCIAL 33					
Demographics	11				Better than county
Household income over time				yes	Increased \$9k (10%), much higher than the county
Employment Rate		95.6	%		Increased 30 percentage points
Residential	11				Better than county
Average home sales price vs region		1.66	#		\$432k vs \$260k
Median rental rate vs region		1.15	#		\$1111 vs \$963
Commercial	11				Better than county
Average commercial rents vs region		1.33	#		\$22.38 vs \$16.87

TOTAL SCORE 90

ST. ARMAND'S CIRCLE

Sarasota, Florida
Suburban Neighborhood

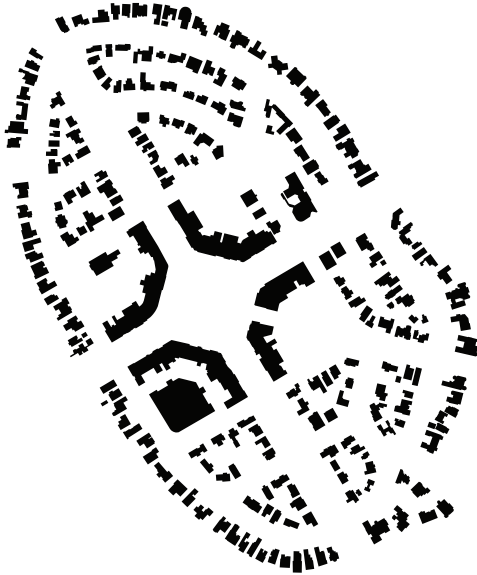


Figure Ground

Land Use

- Retail/Office
- Mixed Use
- Residential
- Hotel (can include retail)
- Civic/Institutional
- Parks/Open Space
- Undeveloped Land
- Parking Structure
- Surface Parking



Ground-Floor
Commercial Activity

- Retail
- Hotel
- Office
- Entertainment Uses
- Parking Structure

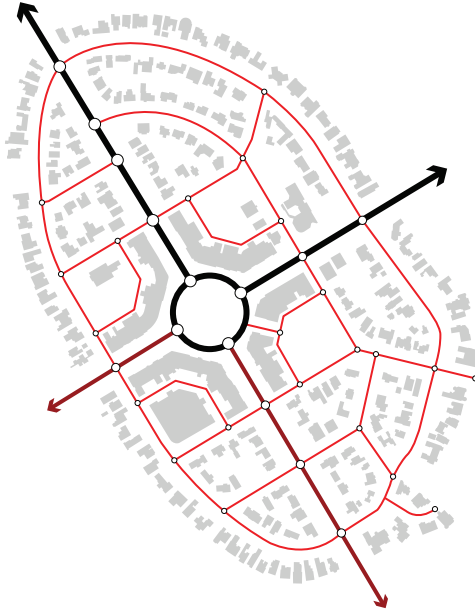
Land Use-
Residential

- Single Family
- Townhouse
- Apartment
- Condo/Flat
- Loft/Life-work



Part of a planned community on a group of islands off of Sarasota, St Armand's Circle consists of a grid of residential streets and a central roundabout surrounded by shops. Despite being relatively isolated, auto reliant (low walkscore), and low in development density, the Circle scores twice the study average in terms of social media usage, even with a fairly modest event program. Financials are extremely

good, with household incomes almost 2.5 times the county average. Median rental rates are almost twice as high, showing the district's reliance upon tourists and part time residents for sustenance. Obviously an iconic and memorable place for residents, opportunities to attract broader investment in the area might help build a year round constituency, evening out the cyclical nature of the local economy.

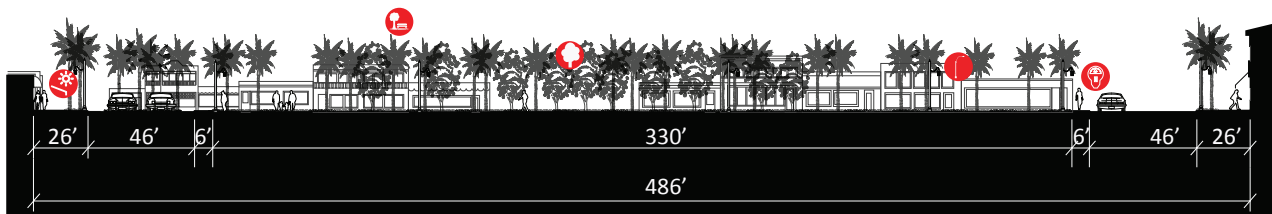


Circulation

- Primary Arterial
- Secondary Arterial
- Local Street
- - - Railroad
- Intersection

Open Space

- Park
- Passage
- Streetscape
- Square/Event Space
- Water Body
- Undeveloped



Section

- 🚗 street parking
- 🌳 tree canopy
- 🚲 lamppost
- 🌳 public park
- ☂️ awning



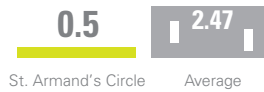
ST. ARMAND'S CIRCLE

Sarasota, Florida
Suburban Neighborhood

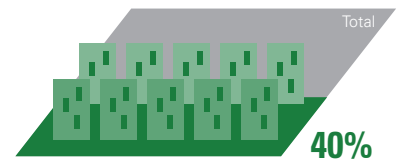
Environment



Total Project Area (Compared to Average)



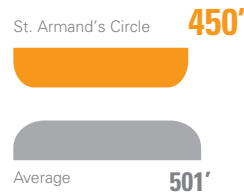
FAR (Compared to Average)



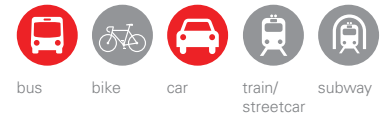
Project Land Coverage



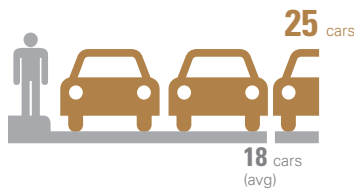
Block Size (Compared to Average)



Block Length (Compared to Average)



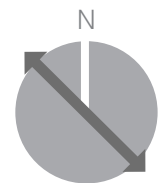
Modes of Transportation



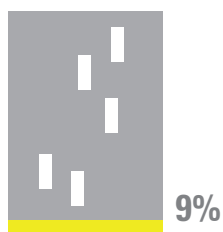
On Street Parking (Compared to Average)



Retail/Residential Percentages of Overall Land Use



General Orientation



Percentage of New Buildings Within 10 Years

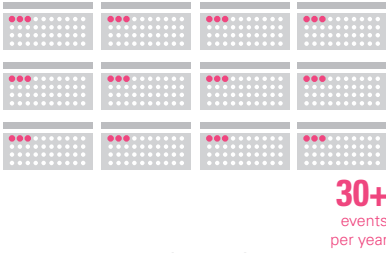


Size of Green Space (Compared to Average)

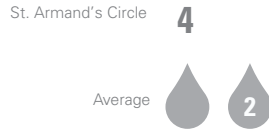


Average Tree Coverage Per Block

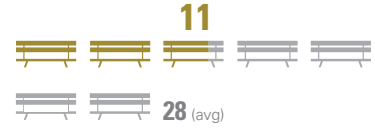
Social



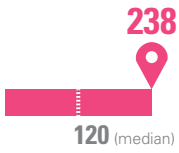
Number of Events (Per Year)



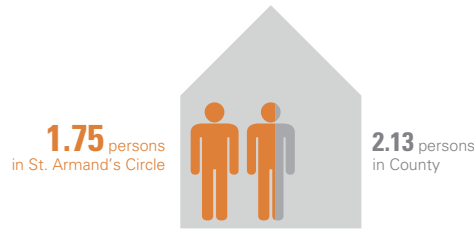
Number of Water Features (Compared to Average)



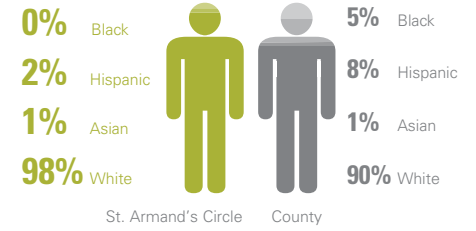
Fixed & Temporary Seating (Compared to Average)



Check ins per FAR (Compared to Median)

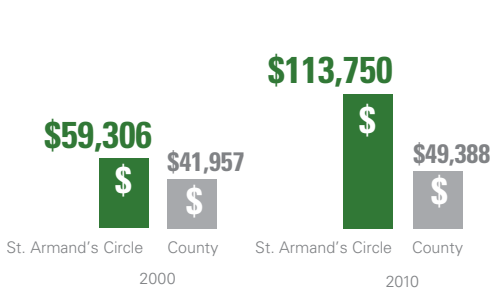


Household Size (Compared to County)

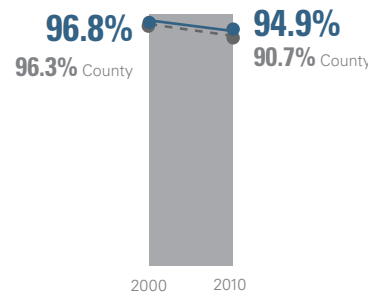


Ethnicity Distribution (Compared to County)

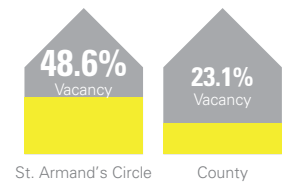
Financial



Household Income (Compared to County)



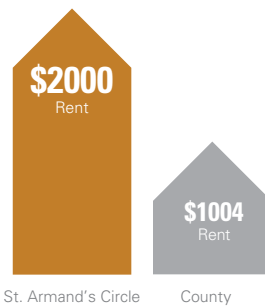
Employment Rate (Compared to County)



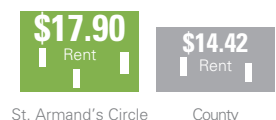
Housing Vacancy (Compared to County)



Avg Home Sale (Compared to County)



Median Rental Rate for Residential (Compared to County)



Avg Rental Rate for Commercial (Compared to County)

ST. ARMAND'S CIRCLE

Sarasota, Florida
Suburban Neighborhood

	Score	Value	Units	Yes/No	Comments
ENVIRONMENT	23				
Density	4				Low density
Project Core		26.59	acre		Encompasses St. Armands Circle and surrounding buildings
Total Project Area		121.2	acre		Includes surrounding residential buildings
Average FAR		0.5	#		Mainly 1 story buildings with large setbacks, many parking lots
Height to Sidewalk Ratio		1.33	#		20 foot high buildings with 15 foot wide sidewalks
Land coverage %age		40	%		Large buildings setbacks, large backyards, large parking lots
Blocks and Streets	4				
Block Size		5.24	acre		Non-standard and irregularly shaped blocks
Block Length		450	feet		Non-standard and irregular block lengths
Local streets to arterials Ratio		3.8	#		Many local streets for residential component with bisecting arterials at center
# of intersections per 1/2 sq mi		39	#		Irregular shape of local streets creates many of the intersections
Mobility	3				
Project Perimeter served by arterials?				yes	John Ringling Blvd and Boulevard of the Presidents
50% or greater has ped access to transit within 5 min?				yes	Arterials have several bus stops
Number of modes within core (car, bus, rail, bike, etc.)		2	#		Car and bus. No designated bike path.
Sharing Strategies (bike, car, etc.)?				no	
Effective District Wide Parking Strategy?				yes	Designated open lots for parking available
On street parking spaces per block		25	spaces		
Land use	4				Low walk score
4 or more uses within core (retail, F&B, hotel, office)?					
Retail as a part of overall mix		6	%		
Local serving retail (grocery store, pharmacy)		5	#		Banks, massage parlor, grocery store.
Residential density as percentage of overall land use		90	%		
Number of residential types within core		2	#		Single family residential and condos
Walk Score		37	#		
Percentage of residential types within core		41	%		
Smart Site	4				Isolated
General orientation		NW/SE			
Number of registered landmarks		3	#		House at 507 Jackson Dr., William J. Burns House, Casa del Mar
Number of new buildings (less than 10 years old)		11	#		
Designated bike lane				no	
Number of LEED Buildings		0	#		
Open Space	4				Roundabout
Size of green space		2.7	acre		St. Armands Circle and several smaller parks
Dedicated green space as percentage of overall area		2.19	%		
Average tree coverage per block by percentage		90	%		Most streets have both tree lined streets and central median streetscape
Size of gathering space		0.00	acre		There is no dedicated gathering space
Central gathering space as percentage of overall area		0.00	%		
Sidewalk as a percentage of overall area		3.1	%		
Percentage of pedestrian oriented streets		15.0	%		While project core is pedestrian enhanced, rest of project area is not

COMMENTS

- Low density
- Primarily auto-oriented
- Remote but adjacent to super amenities
- Not diverse but stable population

	Score	Value	Units	Yes/No	Comments
SCORE 27					
Time of Use	7				Limited hours
Hours of Operation		9.73	hours		Survey of most popular stores in the area (predominantly restaurants)
Number of Weekly, Monthly, Yearly Events		30	#		Comprised of only monthly and yearly (predominantly yearly)
Ratio of Men to Women		1.50	#		Predominantly men in the area
Human Amenity	6				Human amenity
Super Amenity		2	#		Sarasota Bay and Gulf of Mexico
Water feature		0	#		
Sculptures		8	#		
Murals		0	#		
WiFi Access				no	
Health Clinic				yes	St. Armands Medical Center
Fixed and Temporary Seating		11	#		
Continuing Education				no	
Daycare				no	
Social Media	8				Good social
District with social media?				yes	Twitter, Facebook, and Flickr
Frequency of use		20	#		Average of Facebook and Twitter. Use Twitter more.
District Yelp Score		N/A	stars		
Number of check ins in one month		119	#		
Check ins per FAR		238	#		
Number of likes in one month		4193	#		
AM to PM check in ratio		0.32	#		
% of check ins within Project Area		51	%		69 total
% of check ins within Region		33	%		
% of check ins out of Region		16	%		
Demographics	6				Not diverse
Distribution of age cohorts over time				no	15-24, 25-34, and 35-44 age cohorts had no change and are a minor population
Ethnicity over time				no	Area is predominantly white
Household size over time				yes	Household level is stable
University within 5 miles?				No	
SCORE 32					
Demographics	10				
Household income over time				yes	Household income has more than doubled (\$64k)
Employment Rate		94.9	%		Has decreased but is still high
Residential	11				
Average home sales price vs region		1.79	#		\$435k vs \$243k
Median rental rate vs region		1.99	#		\$2000+ vs \$1004
Commercial	11				
Average commercial rents vs region		1.24	#		\$17.90 vs \$14.42

TOTAL SCORE 82

WORTH AVENUE

Palm Beach, Florida
Suburban Mixed Use District

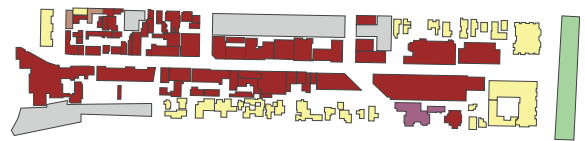


Figure Ground

Land Use

- Retail/Office
- Mixed Use
- Residential
- Hotel (can include retail)
- Civic/Institutional
- Parks/Open Space
- Undeveloped Land
- Parking Structure
- Surface Parking



Ground-Floor Commercial Activity

- Retail
- Hotel
- Office
- Entertainment Uses
- Parking Structure

Land Use-Residential

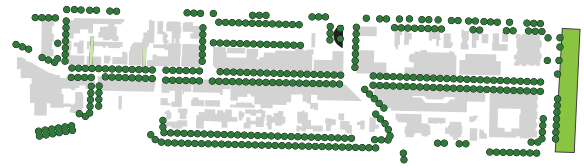
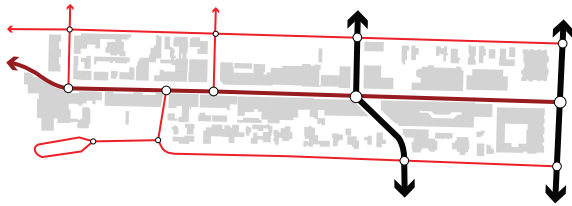
- Single Family
- Townhouse
- Apartment
- Condo/Flat
- Loft/Life-work



Worth Avenue is the preeminent luxury shopping address in South Florida and one of the most iconic streets in America. Long blocks with thematic buildings are modulated by midblock paseos, linking to semi private interior courts. New construction is tightly controlled by district-wide design guidelines. Socially, the street is a bastion of exclusivity, anchored on one end by the Everglades Club and on the

other by luxury apartments with ocean views. Use of social media is above average. Homogeneity of age, ethnic makeup, and the limited number of community amenities and events are noteworthy. Financial numbers reveal dramatic differences when comparing the immediate area to county averages, the most dramatic being household income, roughly 5 times higher near Worth Avenue than the county average.

87
out of 99

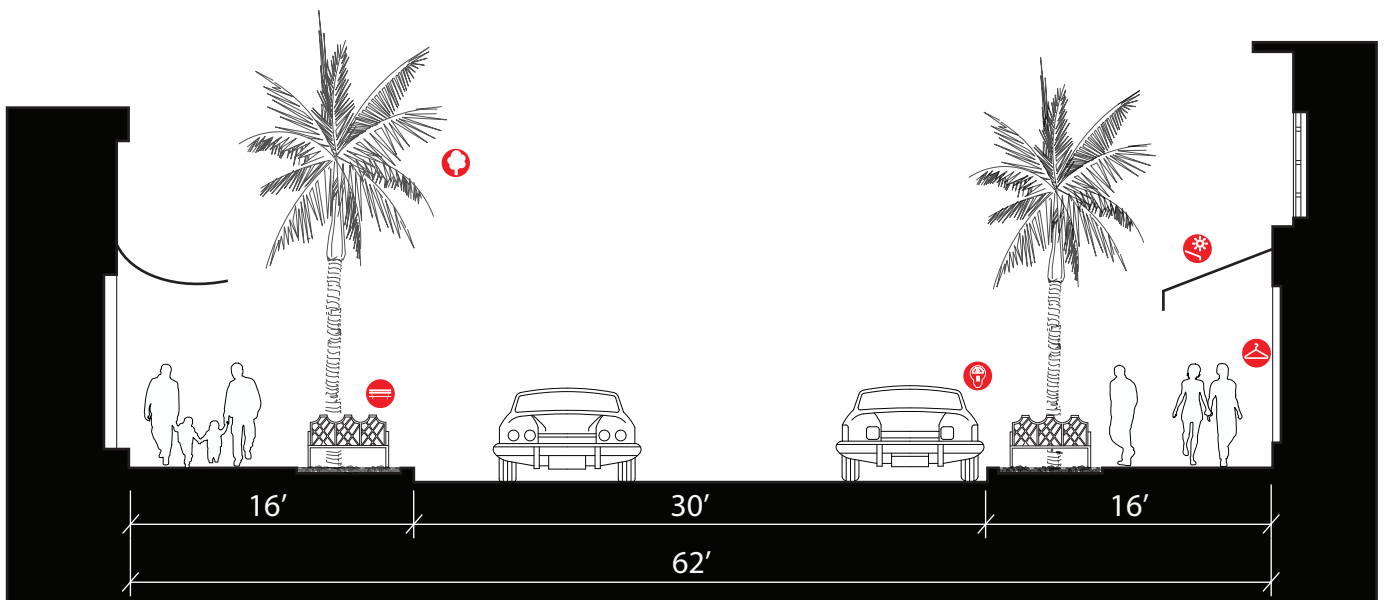


Circulation

- Primary Arterial
- Secondary Arterial
- Local Street
- - - Railroad
- Intersection

Open Space

- Park
- Passage
- Streetscape
- Square/Event Space
- Water Body
- Undeveloped



Section

- 🛍️ ground-floor retail
- 🚗 street parking
- 🌴 tree canopy
- 🪑 public seating
- ☂️ awning



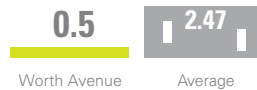
WORTH AVENUE

Palm Beach, Florida
Suburban Mixed Use District

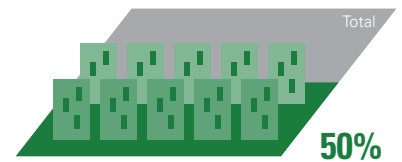
Environment



Total Project Area (Compared to Average)



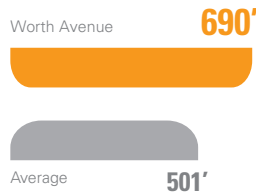
FAR (Compared to Average)



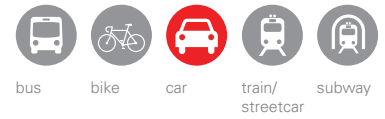
Project Land Coverage



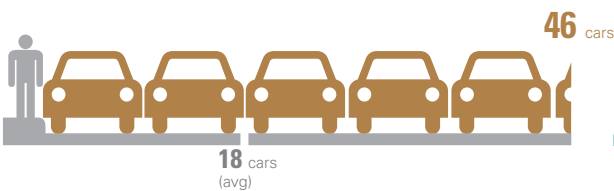
Block Size (Compared to Average)



Block Length (Compared to Average)



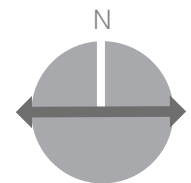
Modes of Transportation



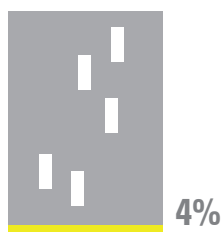
On Street Parking (Compared to Average)



Retail/Residential Percentages of Overall Land Use



General Orientation



Percentage of New Buildings Within 10 Years

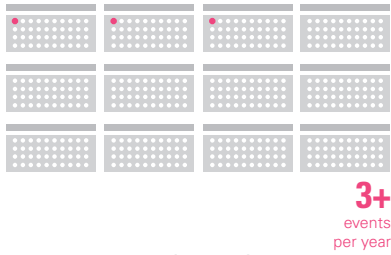


Size of Green Space (Compared to Average)

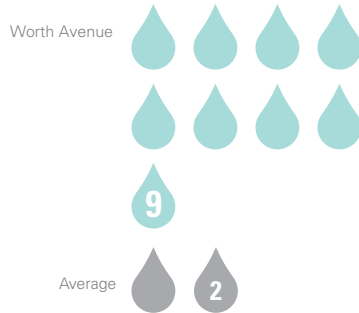


Average Tree Coverage Per Block

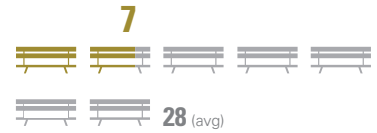
Social



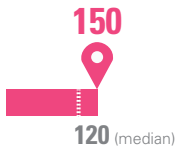
Number of Events (Per Year)



Number of Water Features (Compared to Average)



Fixed & Temporary Seating (Compared to Average)



Check ins per FAR (Compared to Median)

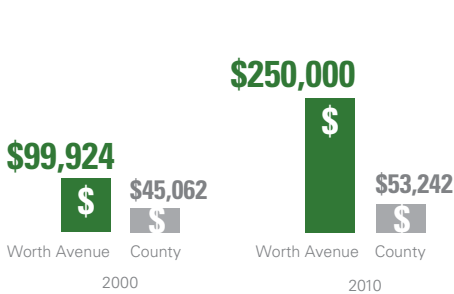


Household Size (Compared to County)

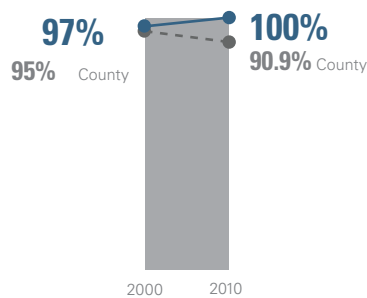


Ethnicity Distribution (Compared to County)

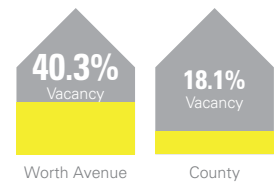
Financial



Household Income (Compared to County)



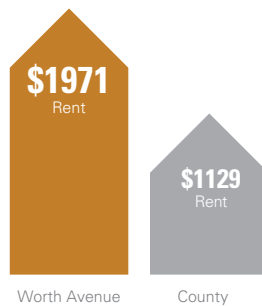
Employment Rate (Compared to County)



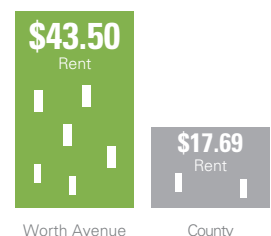
Housing Vacancy (Compared to County)



Avg Home Sale (Compared to County)



Median Rental Rate for Residential (Compared to County)



Avg Rental Rate for Commercial (Compared to County)

WORTH AVENUE

Palm Beach, Florida
Suburban Mixed Use District

Score Value Units Yes/No Comments

ENVIRONMENT						27
Density						6
Project Core	16.19	acre			Encompasses Worth Ave and buildings	
Total Project Area	40.35	acre			Includes surrounding houses and beach	
Average FAR	0.5	#			Most buildings are 1.5 stories tall with large parking lots	
Height to Sidewalk Ratio	0.80	#			Average building height of 12 feet with a 15 foot wide sidewalk	
Land coverage %age	50	%			Buildings have large internal parking lots	
Blocks and Streets						3
Block Size	4.57	acre			Standard block size	
Block Length	690	feet			Standard block length	
Local streets to arterials Ratio	1.7	#			Local streets around the borders with internal and perimeter arterials	
# of intersections per 1/2 sq mi	22	#			Network of mainly arterials	
Mobility						3
Project Perimeter served by arterials?				yes	S. County Rd. and Ocean Blvd.	
50% or greater has ped access to transit within 5 min?				no	No bus/train/subway stops found.	
Number of modes within core (car, bus, rail, bike, etc.)	1	#			Car	
Sharing Strategies (bike, car, etc.)?				no		
Effective District Wide Parking Strategy?				yes	Parking structures and lots readily available.	
On street parking spaces per block	46	#			Taken from Worth Ave. and County Rd. block.	
Land use						4
4 or more uses within core (retail, F&B, hotel, office)?				yes	Retail, F&B, hotel, office	
Retail as a part of overall mix	40	%				
Local serving retail (grocery store, pharmacy)	5	#			Hair salon, cleaners, post office, bank	
Residential density as percentage of overall land use	35	%				
Number of residential types within core	3	#			Single family, apartment, condo	
Walk Score	72	#				
Percentage of residential types within core	0	%				
Smart Site						6
General orientation	E/W					
Number of registered landmarks	1	#			Via Mizner	
Number of new buildings (less than 10 years old)	4	#				
Designated bike lane				no		
Number of LEED Buildings	0	#				
Open Space						5
Size of green space	1.10	acre			Beach	
Dedicated green space as percentage of overall area	2.7	%				
Average tree coverage per block by percentage	70	%			Mix of streets fully fronted by trees and ones with sporadic tree coverage	
Size of gathering space	0.20	acre			Small gathering space along S Country Road	
Central gathering space as percentage of overall area	0.50	%				
Sidewalk as a percentage of overall area	9.1	%				
Percentage of pedestrian oriented streets	60.0	%			Arterials are pedestrian enhanced	

COMMENTS

- Auto-oriented
- Primarily retail focus
- Very affluent
- Elderly population

Score Value Units Yes/No Comments

SOCIAL					27
Time of Use	6				Not a lot of events
Hours of Operation		10	hours		Survey of top stores in the area (although most do not list their hours)
Number of Weekly, Monthly, Yearly Events		3	#		Yearly events surrounding Christmas
Ratio of Men to Women		0.67	#		
Human Amenity	6				Amenities for families
Super Amenity		1	#		Atlantic Ocean on East
Water feature		9	#		
Sculptures		1	#		
Murals		0	#		
WiFi Access				yes	
Health Clinic				yes	
Fixed and Temporary Seating		7	#		
Continuing Education				no	
Daycare				no	
Social Media	8				Memorable
District with social media?				yes	Facebook, Twitter, and Pinterest
Frequency of use		0.5	#		Average of Twitter and Facebook use this week
District Yelp Score		4.50	stars		
Number of check ins in one month		75	#		
Check ins per FAR		150	#		
Number of likes in one month		2011	#		
AM to PM check in ratio		0.29	#		
% of check ins within Project Area		49	%		59 total
% of check ins within Region		32	%		
% of check ins out of Region		19	%		
Demographics	7				
Distribution of age cohorts over time				no	15-24,25-34,25-44 age cohorts decreased
Ethnicity over time				no	Very small minority populations
Household size over time				yes	Relatively stable household size
University within 5 miles?				yes	Palm Beach Atlantic University (4200 ft)
FINANCIAL					33
Demographics	11				
Household income over time				yes	Increased to over \$250k (250% increase)
Employment Rate		100	%		Full employment rate (very small work force in the area)
Residential	11				
Average home sales price vs region		2.60	#		\$780k vs \$300k
Median rental rate vs region		1.75	#		\$1971 vs \$1129
Commercial	11				
Average commercial rents vs region		2.46	#		\$43.5 vs \$17.69
TOTAL SCORE					87

CONCLUSION

CONCLUSION

Mining a variety of data pools allows for a robust analysis and understanding of the life of an urban district. The culmination of this research is called **URBAN Rx**. All of the districts included in the study exhibited fundamental strength in all categories of our research; however, the need for continual reinvention and reinvestment became extremely evident in the study.

- The **Top Built Environment Districts** are generally highly regarded by professionals and academics within the urban design field. The variables we measured pertained to the physical design of a space and the quality of the environment it creates. These districts have distinct, measurable qualities such as dense integration of mixed uses, green infrastructure, high quality of public space, and are often used as reference districts when urban districts are being conceived.
- The **Top Social Districts** are those that do especially well in creating buzz through interactive media platforms. Generally, these districts are places people identify with on a personal level, and they want their social networks to associate them with those places. Social variables look at how people occupy the space both physically and digitally, and can be measured through the significant use of social networks such as *Facebook* and *Instagram*.
- The **Top Financial Districts** are those that fare well in their response to market demand. Economic variables look at how the district responds to market demands for residents and businesses. Top financial districts generate high revenues that can be measured in comparison to county averages for commercial and residential sales and rental rates.

The results of this research suggest clear and tangible ways to improve the likelihood of success for those tasked with designing and developing urban districts, but buying into these results also assumes that people living in cities share fundamental qualities. Like William Whyte says in his 1988 groundbreaking book, *City- Rediscovering the Center*:

“Our working assumption was that behavior in other cites (of similar characteristics) would be basically the same, and subsequent comparisons have proved our assumption correct... given the elements of a center - high pedestrian volumes, concentration and mixture of activities- people in one city tend to respond like people in another”

–William Whyte

People are able to adapt to their surroundings with relative ease. The types of density, the modes of available transportation, and the proximity of daily amenities are examples of stressors that humans have had to accustom themselves with in order to pursue urban living. With this in mind, it is reasonable to conclude that people living in urban environments share more in common with each other on a daily functional level than with those living in suburban environments. For example, people who live within a close proximity to a major university enjoy a very specific quality of life that is different from those who have no such amenity nearby.

However, in looking at the spectrum of results, it was also clear to the research team that every characteristic measured has an outlier that defies the general trend. This fact indicates that there will always be localized solutions that might work in one location but make little sense in another. These differences should not only be recognized but also embraced and studied to understand what makes the people and place unique. Consumers are looking for the range of experiences and the social, economic, and environmental benefits that well-designed urban districts can provide. Those districts that knew their strengths and weaknesses, and took the initiative to continue to attract new users, new events, and provide new amenities to the communities they served remained most relevant and “top of mind.”

Evaluating and compiling data is both feasible and informative to the creation of new urban districts and continued reinvestment in existing ones. The lessons gleaned can only improve the conceptualization of urban development: the physical elements of urban space, the social connections that can and should be perpetuated, and the measurement of economic health over time. By evaluating the potential of each urban district to add value to the “triple-bottom line” of environmental, social, and economic stability, the total value of any given design can be understood at a deeper level than current industry practice. In summary, we hope that the information here continues to evolve by promoting and inspiring further discussion about what makes urban districts perform well and adapt over time.

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