



# New Urbanism?

**SUSTAINABILITY AND URBAN PUBLIC HEALTH**

**APRIL 27, 2010**

# Context

1

- **New Urbanism**
  - movement, campaign, new theory
  - Big Tent (broad coalition of interest groups)
  - Response to:
    - ✦ Sprawl
    - ✦ Loss of community, nostalgia
    - ✦ Environmental concerns
    - ✦ Concern about race/income segregation
    - ✦ Erosion of our society's built heritage

# Terms, Names of Key Players

2

- **Terms used in this context**
  - Traditional Neighborhood Development (TND)
  - Neotraditional town planning
  - Transit Oriented Development (TOD)
  - Pedestrian Pockets
- **Organizations**
  - Congress for the New Urbanism: [www.cnu.org](http://www.cnu.org)
- **Designers, architectural and planning firms**
  - Andres Duany and Elizabeth Plater Zyberk (DPZ)
  - Peter Calthorpe

# Philosophy

3

- Normative, prescriptive
- Emphasizes sense of community
- Draws from theory and practice from different fields
  - Alexander
  - Jane Jacobs
  - Olmstead
- Descriptive methods (case studies, visual narratives)
- Principles
  - Region: Metropolis, City, Town
  - Neighborhood, District, Corridor
  - Block, Street, Building

# New Urbanism – Design Principles

4

- Neighborhood should be:
  - basic unit of planning
  - limited in physical size
  - have well defined edges
  - a focused center
- Neighborhood size should be defined by:
  - walkability
    - ✦ (5 minutes from center to edge or approximately  $\frac{1}{4}$  mile)
- Streets
  - are important and must be pre-eminent
  - street pattern should be a network
- The goal is to provide maximum number of alternative routes to get from one part of the neighborhood to another

# Design Principles

5

- Mixed-use, mixed income
- Different housing options must be provided
- New zoning guidelines applied
  - Buildings must be compatible to one another and must relate to the street
- Civic buildings such as town halls, churches, schools etc. are placed on preferential building sites
  - Should serve as landmarks
  - Should be distributed throughout the neighborhood

# Examples of Design Guidelines

6

- **Building Scale**
  - Design of the house (the layout)
  - Introduction of welcoming features
  - Positioning of garages
  - Setbacks
  - Building height
  - Massing
  - Roof pitch
  - Fenestration
  - Choice of materials, colors
- **Streets**
  - Width
  - Character
  - Sidewalks
  - Parking
  - Access

# Town of Seaside, Florida

7





# Seaside Plan

8



# Seaside Real Estate

9



**Beach Treasure**  
**624 Forest Street**

- approx 1730 SF (heated/cooled)
- approx 850 SF porches/deck
- 3 bedrooms, 3 baths
- Charleston style cottage
- Observation tower with Gulf and town views
- Near tennis, pools and playground





# The value and meaning of Seaside

10

Source: <http://www.seasidefl.com/>

- To inspire a return to traditional urban planning
- To revive the notion of public life.
- To watch the world go by from the front porch
- To revive Northwest Florida's building traditions
  - wood-frame cottages that were adapted to the climate
  - cottages had deep roof overhangs
  - big windows
  - cross ventilation in all rooms

# The Seaside Institute

11

- Founded by Robert Davis
- Belief that research would benefit the community, its development, (1982)
- Seaside, a living lab
- Activities
  - forums and conferences on architecture, planning and urban affairs
  - cultural heart of Seaside .....

# Advocacy and Activism

12

The screenshot shows the homepage of The Seaside Institute. The background is a photograph of a beach with waves and a clear blue sky. In the center, there is a white building with a porch and a yellow house. A small caption below the photo reads "Photo by Steven Brongie". The website has a dark blue header with navigation links: "Purpose & Goals", "New Urbanism", "Seaside Story", "Workshops", and "Bulletin Board". On the left side, there is a vertical menu with links: "Welcome", "About Us", "Programs", "Calendar", "Resources", "Join Us", and "Contact Us". The main content area features several text boxes. The first box is titled "Escape to Create 2007" and describes the Artists in Residence Program. The second box is titled "Upcoming Seaside Institute Seminars:" and lists two seminars: "Developing New Urban Communities" and "Smart Growth and Schools Summit". The third box is titled "The New Institute's Program" and describes the institute's mission. The fourth box is titled "Restore Media's Traditional Building Show and Exhibition" and lists the dates and a link for more information.

Purpose & Goals New Urbanism Seaside Story Workshops Bulletin Board

## THE SEASIDE INSTITUTE

Welcome

About Us

Programs

Calendar

Resources

Join Us

Contact Us

**Escape to Create 2007**  
Artists in Residence Program

Artists from varying disciplines are chosen through an application process to commit to work on a specific project throughout their time here. [more info](#)

Serving as a forum for the exchange of innovative ideas on the design and redesign of communities around the world.

**Upcoming Seaside Institute Seminars:**

**Developing New Urban Communities**  
Seaside, FL  
December 7-9, 2006

**Smart Growth and Schools Summit**  
Montgomery, AL  
February 19-20, 2007

**The New Institute's Program**

The Seaside Institute believes that other New Urban communities can use the Institute's "model" to inform the creation of strong and sustainable civic infrastructures in their communities. Currently East Beach, VA and Meridian, MS are working with The Institute.

[more info](#)

**Restore Media's Traditional Building Show and Exhibition**  
March 7-10, 2007 [more info](#)

# Celebration, Florida

13



- 30 minutes from downtown Orlando
- 20 minutes from the Orlando Intl. Airport
- Designed, developed, and owned by The Celebration Company, DISNEY

<http://www.celebrationfl.com>

# Celebration

14

- Conceived as a small southeastern town
- Pre-1940s architecture
- Innovative
- Promotes a strong sense of community
- Combines architecture, education, health, and technology
- 12,000 to 15,000 residents on 4,900 acres surrounded by a 4,700-acre protected greenbelt



# Famous Names...

15

- **Master plan**
  - Cooper, Robertson & Partners, and
  - Robert Stern Architects.
- **Bank**
  - Venturi, Scott Brown & Associates Inc.
- **Town Hall**
  - Phillip Johnson, Ritchie & Fiore, Architects
- **Post Office**
  - Michael Graves, Architects
- **Cinema**
  - Cesar Pelli & Associates
- **Retail, Office and Apartments**
  - Robert Stern Architects, and Cooper, Robertson & Partners



# Planned Residential Community

16

## **Some Celebration house styles**

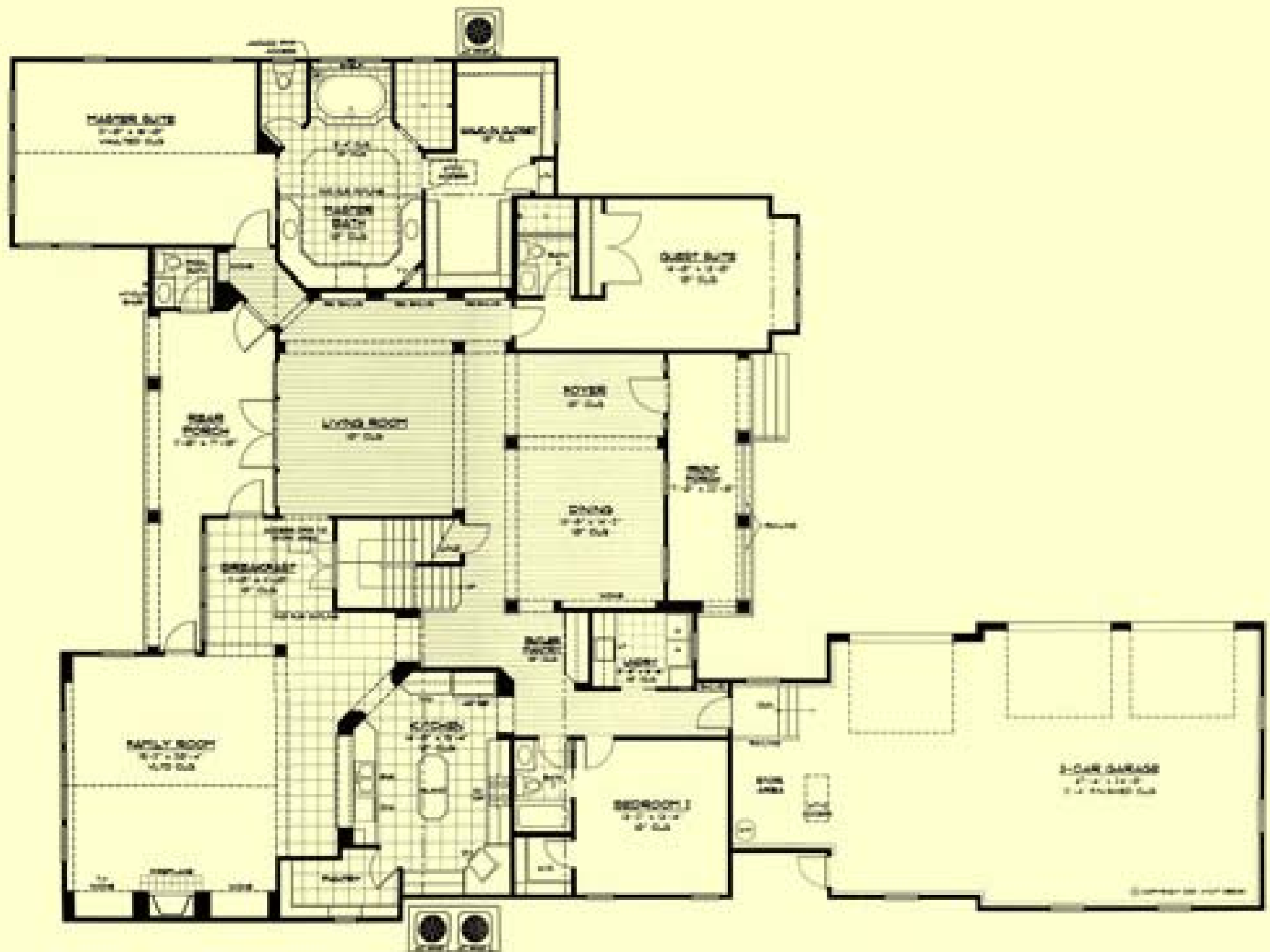
- Classical: This style is inspired by houses of the Old South
- Victorian: Based on houses built in the second half of the 19th Century
- Colonial Revival: Slightly less formal than Classical Style, this continues the tradition of homes built in Orlando, Tampa and other Florida cities between 1920 and 1940.
- Coastal: Produced from environmental conditions of the low country and coastal regions of the South
- Mediterranean: 20th century, well-composed and eclectic houses by combining a number of styles.
- French: Based on French rural architecture

# Design of Homes

17

- **The Acadia Oak, 206 Acadia Terrace \$1,220,000**
  - 5 bedrooms, 5 1/2 baths, including luxury guest suite on first floor
  - Formal living and dining room, luxurious master suite, gourmet kitchen, custom pool and spa
  - 5,275 sq. feet





# Residential home site options - 1

19

## Celebration has standardized home site options

- Estate Home Sites: 90 feet wide by 130 feet deep
  - typically located across from some form of public area such as a park or the golf course.
- Village Home Sites: 70 feet wide by 130 feet deep
  - spacious front yards and well-proportioned houses.
  - typically located on a variety of residential streets.
- Cottage Home Sites: 45 feet wide by 130 feet deep,
  - similar to those in traditional city neighborhoods
  - located on a series of small residential streets

## Site Options - 2

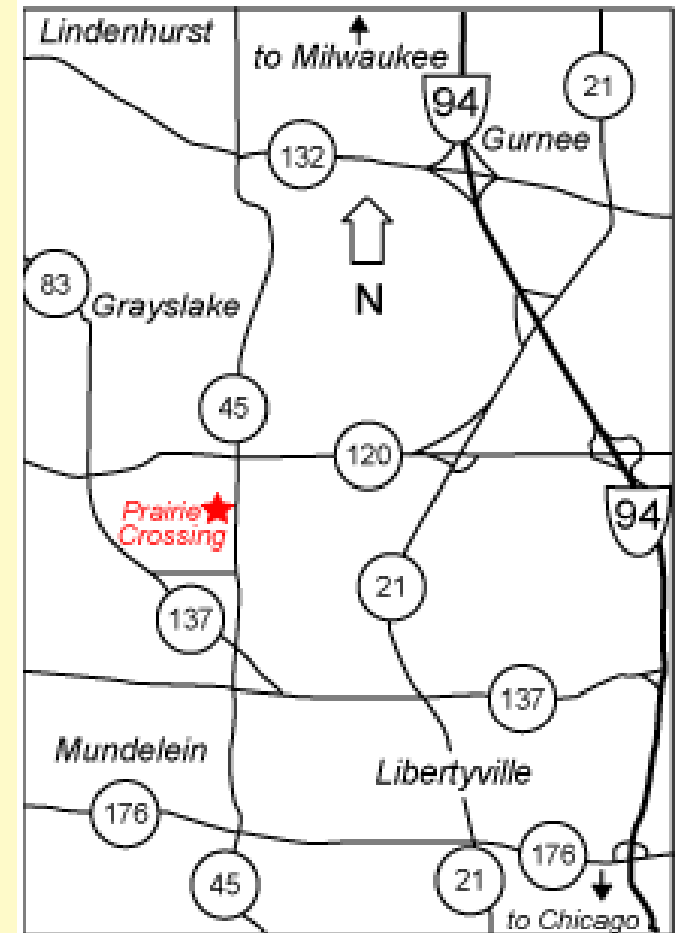
20

- Garden Home Sites: 33-45 feet wide by 75 feet deep or 45-51 feet wide by 54 feet deep
  - these homes are set on streetscapes similar to those found in the Garden District of New Orleans.
- Townhome Sites: 28 feet wide by 100 feet deep or 22 feet wide by 130 feet deep
  - these sites will be located near a number of community facilities, including The Celebration School.
- Bungalow Home Sites: 39 feet wide by 79 feet deep
  - Intended to be reminiscent of the early 1900s style influenced mostly by Coral Gables, Florida and Pasadena, California.

# Prairie Crossing, Illinois

21

- **Grayslake**
  - 40 miles northwest of Chicago
  - Accessible
  - Established in 1992
  - Area 677 acres, 362 homes
- **Transit-Oriented Development**
  - At the intersection of two Metra commuter lines
- **Conservation community**
  - 60 % of site is protected open land
  - Ten miles of trails
- **Environmentally friendly**
  - Energy efficient buildings
  - Lake created through storm water runoff
  - Native plantings, prairie preservation
  - Organic Farming



# Guiding Principles

22

- Environmental protection and enhancement
- A healthy lifestyle
- A sense of place
- A sense of community
- Economic and racial diversity
- Convenient and efficient transportation
- Energy conservation
- Lifelong learning and education
- Aesthetic design and high quality construction
- Economic Viability

# House Plans



**First Floor Plan**  
Halsey II "B"



- 3 bedroom
- 2 1/2 bath
- living/dining room
- kitchen
- 1,519 sq. ft.
- starting at \$299,900



**Second Floor Plan**  
Halsey II "B"



# Mixed Use, Condo Development

24



# Hope VI and the New Urbanism

25

- Streets
- Public open space
- Safety
- Civic engagement
- Accessibility
- Design codes
- Economic opportunity
- Diversity
- Neighborhoods
- Infill development
- Dwelling as mirror of self
- Local architectural character
- Mixed use
- Citizen and community involvement
- Citywide and regional connections



# Underlying social values

26

- **Sense of community achieved**
  - By blurring the boundaries between
    - ✦ Private residential space and public spaces
    - ✦ Design devices ( the storefront, the porch)
  - By valuing the quality of life in public spaces
  - By reminding citizens of public obligations
- **Design through consensus building**
  - charette, a week-long professional design workshop
- **Managing social interaction**
  - physical design
  - density and scale

# Questions to consider...

27

- Are N U developments different from typical suburban developments?
  - In what ways?
- Is the architecture unauthentic, overly cute?
- Are N U developments physically disconnected from existing communities?
- What about architectural/environmental determinism?
- Does N U ignore other variables that support community formation?
- What does the future hold for N U ideals?