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Urban Land Institute
Nashville, TN

What's Wrong with this Corridor?





- Ugly
- Unsafe
- Unhealthy
- Unwalkable
- Under performing
- Un-Connected

Why Are Corridors Unhealthy?

- Safety – Lots of accidents
- Few sidewalks or pedestrian amenities
- Little connection to surrounding neighborhoods
- Poor air quality/Poor visual quality
- Lack of Shade/Urban Heat Island
- Poor Access to Healthy Food
- Stressful and depressing

Characteristics of Commercial Corridors



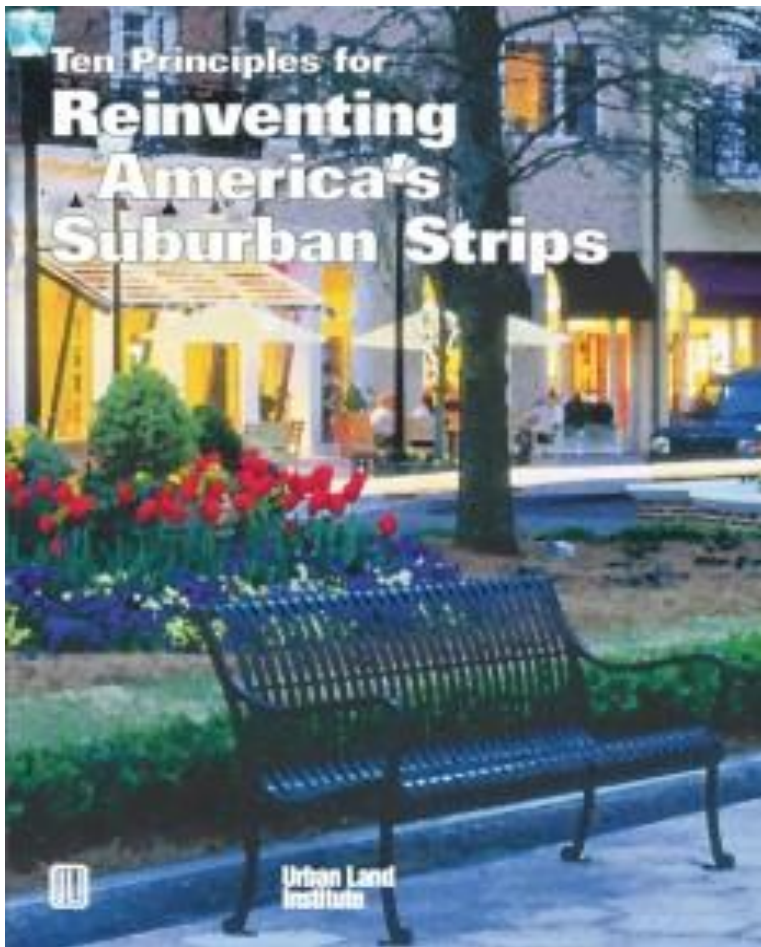
- Spread out/low density
- Single-use/auto-oriented
- No sidewalks or landscaping
- Lots of signs
- Big parking lots
- Little or no public transportation
- Frequent congestion
- Cheap, cookie-cutter architecture

Corridor Redevelopment: Not a New Issue

“The effect of lax highway zoning is to create ‘road towns’, instead of centers with no beginning and no ending. Such development does not meet the conception of a true town.”

Benton MacKaye, 1930

Ten Principles for Reinventing Suburban Strips

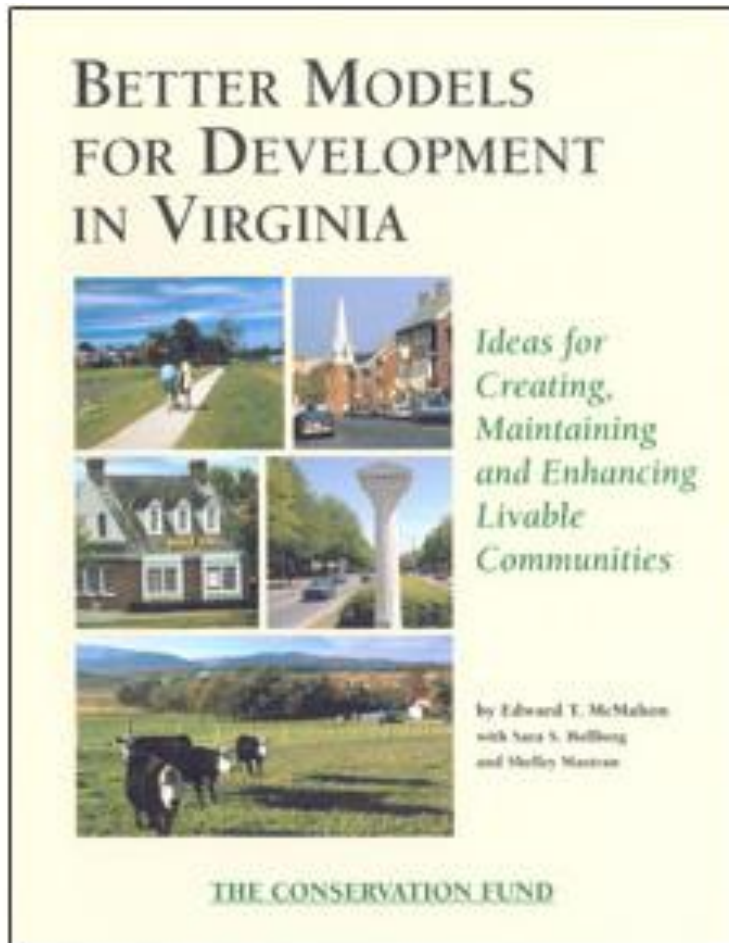


1. Ignite leadership & nurture partnerships
2. Anticipate evolution
3. Know the market
4. Prune back retail-zoned Land
5. Establish pulse nodes of development
6. Tame the traffic
7. Create the place
8. Diversify the character
9. Eradicate the ugliness
10. Put your money(and regulations) where your policy is

Historic Approaches to Corridor Enhancement

- **Retain Vehicular Focus and Beautify** (Landscaping, signage, façade improvements)
- **Balance between Vehicles and Pedestrians** (Sidewalks, street furniture, cross walks, plus above)
- **Manage vehicles and & Focus on Pedestrians** (zoning adjustments, incentivize mixed uses & increased density. Traffic calming & transit upgrades)
- **Redevelopment** (A new vision & complete makeover – might include road reconfiguration, private site clearance, lots of new construction, connections to neighborhoods, a new image.)
- **Infill Redevelopment** (A variation of the above, with new infill on a smaller scale)

Eight Steps for Reshaping the Strip



1. Put a limit on the length of any commercial district.
2. Limit curb cuts and consolidate entrances.
3. Unify the streetscape with street trees and landscaping.
4. Build sidewalks and crosswalks
5. Create a street frontage.
6. Provide incentives.
7. Encourage a mix of uses.
8. Eradicate the ugliness.

Existing Conditions



Infrastructure Improvements



Private Investments



More Vibrant & Healthy Community



Walkability = Low Cost Health Care

- “Walking is a miracle drug”
- US Surgeon General has asked communities to build trails.
- President’s Council on Physical Fitness – “build more trails.”



Healthy Places Create Real Estate Value

- Numerous studies show that the demand for walkable, mixed use design far outstrips current supply
- There is a growing demand for small town/village/urban living especially among retirees, empty nesters, young professionals and single people.



Walkability Boosts Value & Health

- Walk Score is a walkability index assigned to a particular address.
- Carol Coletta, CEO's for Cities says" each additional Walk Score point increases housing prices \$600 to \$3000".
- CDC says "each 10 point increase in Walk Score results in 16 minutes per day more walking".

Walk Score® Find a Walkable Place to Live.
Walkable Neighborhoods | Walkability | How It Works | Walk Score On Your Site | Blog

Type an Address: 220 E 3rd Street Long Beach CA Go

Walk Score
95
Out of 100

Walker's Paradise
220 E 3rd St Long Beach

[Overview](#) [Customize Map](#) [Commute](#)

Restaurants
Mitaki Restaurant 0.07mi

Coffee
Java deli 0.09mi

Groceries
7-Eleven 0.14mi

Shopping
Nordstrom Rack at L 0.02mi

Banking
Kodiak Investments 0.07mi

Schools
Southern Community 0.3mi

Parks
Lincoln Park 0.25mi

Books
One Dollar Bookstore 0.11mi

Bars
Rhythm Lounge 0.11mi

Entertainment
AMC Theatres - Pine 0.11mi

[View more amenities](#)
[Something missing?](#)

Public Transportation

- .15 mi - Metro Blue Line (801)
- .06 mi - 232 Metro Local Line
- .06 mi - 60 Metro Local Line
- .14 mi - 577 Metro Express Line

[About transit data](#)

Compare Your Walk Score

Long Beach top 10%:	93
Your score:	95
Long Beach average:	70

2% of Long Beach residents have a higher Walk Score.

Los Angeles Coupons
1 ridiculously huge coupon a day. It's like doing L.A. at 90% off! [www.Groupon.com/Los](#)

Ads by Google

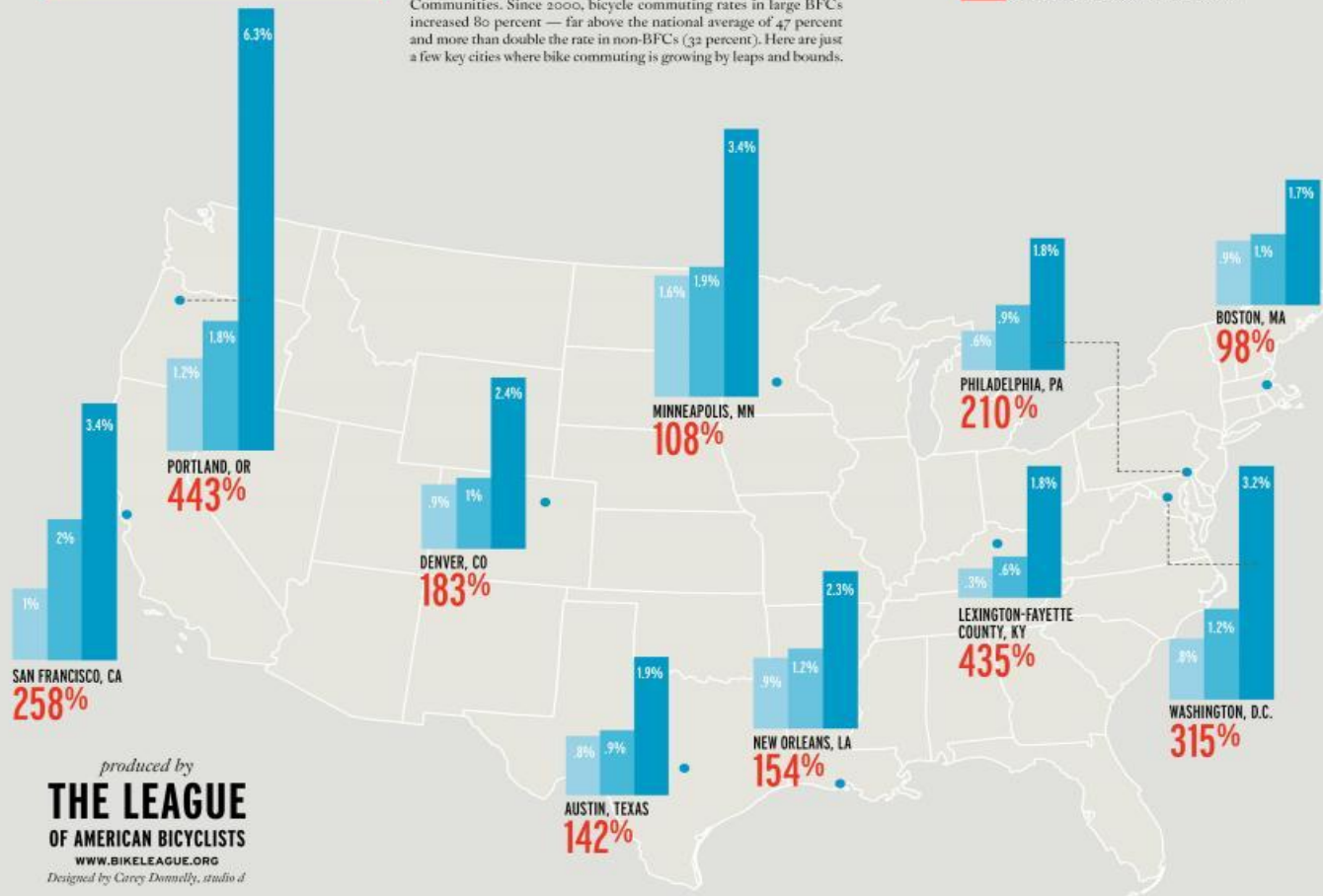
Map data ©2010 Google [Terms](#) [Use](#) [Big Map View](#)

Bicycling is Booming!

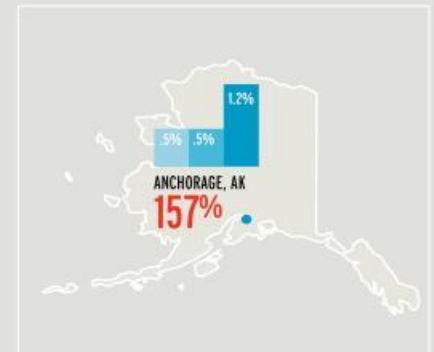
THE GROWTH OF BIKE COMMUTING

For cyclists of all stripes, there's nothing like Bike to Work Day — our annual celebration of active transportation. Caravans of excited new riders enjoying their commute like never before. Veteran bicyclists seeing and connecting with old friends over free breakfast and live entertainment. Thanks, in part, to encouragement efforts like BTWD, the number of bike commuters is on the rise — especially in Bicycle Friendly Communities. Since 2000, bicycle commuting rates in large BFCs increased 80 percent — far above the national average of 47 percent and more than double the rate in non-BFCs (32 percent). Here are just a few key cities where bike commuting is growing by leaps and bounds.

1990 BICYCLE COMMUTER SHARE
2000 BICYCLE COMMUTER SHARE
2011 BICYCLE COMMUTER SHARE
TOTAL PERCENTAGE INCREASE FROM 1990-2011



OVERALL GROWTH OF BIKE COMMUTING (2000-2011)



Why Bike?

- For Better Health
- For Recreation
- For Transportation
- To Save money
- To Run Errands
- To Get to School



Bicycle Economics

- The US bicycle industry sold \$6.1 billion in bicycles and equipment in 2014
- In 2002 there were 7 bike share systems world wide. Today there are 750
- In 2014, Americans bought more bikes (18 million) than cars & trucks (16.8 million)
- Bicycle infrastructure is cheap, particularly compared to motor-vehicle infrastructure.
- Portland has created a 300 mile network of bike trails, bike lanes and bike boulevards for about the same cost (\$60 million) as one-mile of 4 lane urban freeway

Bicycling & Retail Sales



- Installing a mile long protected bike lane on Ninth Avenue in New York City resulted in an estimated 49% increase in retail sales among merchants located along the route.
- And a 58% reduction in injuries to all street users(cyclists, pedestrians, & drivers)
- Source: NYC Dept. of Transportation, “Measuring the Street”, 2012

Basic Bicycle Infrastructure



- Bicycle Routes



- Bicycle Lanes



- Bike Trails

Protected Bike Lanes



Bicycle Boulevards



- A bicycle boulevard is low traffic neighborhood street that has been optimized for bicycling.
- This is accomplished through traffic calming measures and special signage.
- Bike Blvds. are extremely safe and welcoming to kids, families and novice cyclists.



Bicycle Roundabouts



Bicycle Friendly Community



- Enforcement
- Education
- Engineering
- Encouragement
- Evaluation

Corridor Retrofits Face Impediments



- Street standards
- Euclidean zoning
- Mandatory setbacks
- Road networks (arterials & collectors vs. street networks)
- Rules that favor traffic flow over pedestrians & connectivity
- Stormwater regulations
- Fear of change

We're Overbuilt on the Strip



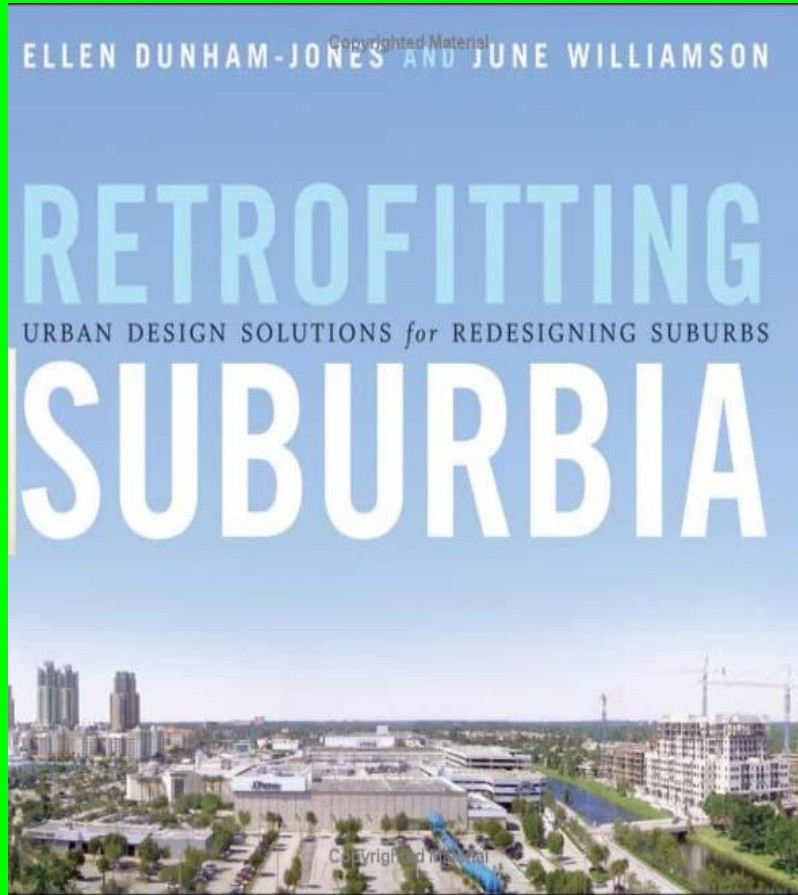
- Ten fold increase in retail space from 1960-2000.
- From 4 to 38 square feet per person.
- US has more than double the retail space per person as Europe.
- There is now more than 1 billion square feet of vacant retail space (mostly in empty big box stores)



Retail space grew 5X faster than retail sales



Corridors Are Being Redesigned



- “The largest retail trend of the next generation will be the conversion of dead or dying strip commercial centers in the suburbs into walkable urban places.”
- Source: Chris Leinberger, The Brookings Institution

Our Love Affair With Malls Is on the Rocks



NEW URBAN NEWS

COVERING DESIGN & DEVELOPMENT OF HUMAN-SCALE NEIGHBORHOODS

VOLUME 7 • NUMBER 1

JANUARY • FEBRUARY 2002

The future belongs to town centers

Despite the recession, retail analyst Robert Gibbs predicts that commercial town center developments will proliferate as the growth in conventional malls stalls.

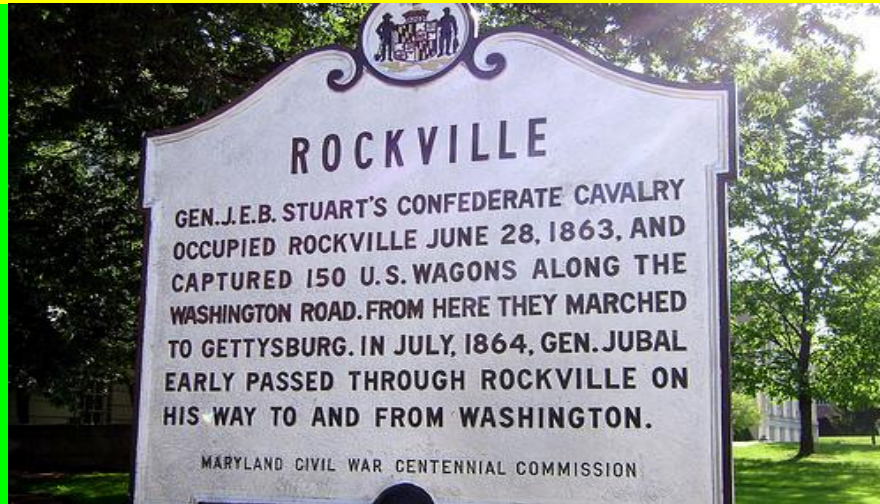
In recent years, one of the most prominent trends in the shopping center industry has been the emergence of "hybrid malls," large retail centers that incorporate an open air main street with shops, offices, and in some cases housing. Some of these experiments — like Valencia Town Center in California — have been successful, but according to Gibbs, industry trade publications have expressed doubt that the model has staying power.

Gibbs disagrees with this assessment and suggests that conventional malls will have to adopt ideas from the New Urbanism to stay competi-

CONTINUED ON PAGE 7

- No new malls , since 2006
- 10% of existing malls have closed
- 30% of existing malls being repositioned
- 1 Billion square feet of vacant retail space

Downtown Rockville, MD



- Mostly demolished in 1970



Downtown Replaced by Rockville Mall



Mall Replaced by Rockville Town Center





The New Promised Land?

Tear Up Parking Lot, Rebuild Paradise

- Large, flat, well drained site
- Major infrastructure in place
- 4 lane highway frontage, transit ready
- Saves rural land
- Committed to mixed use
- Can turn NIMBY's into YIMBY's
- 2.8 million acres of greyfields will be available in next 15 years

We Can Have This:



Spread Out
Single Use
Drivable Only

Or This!

Compact
Mixed-Use
Walkable

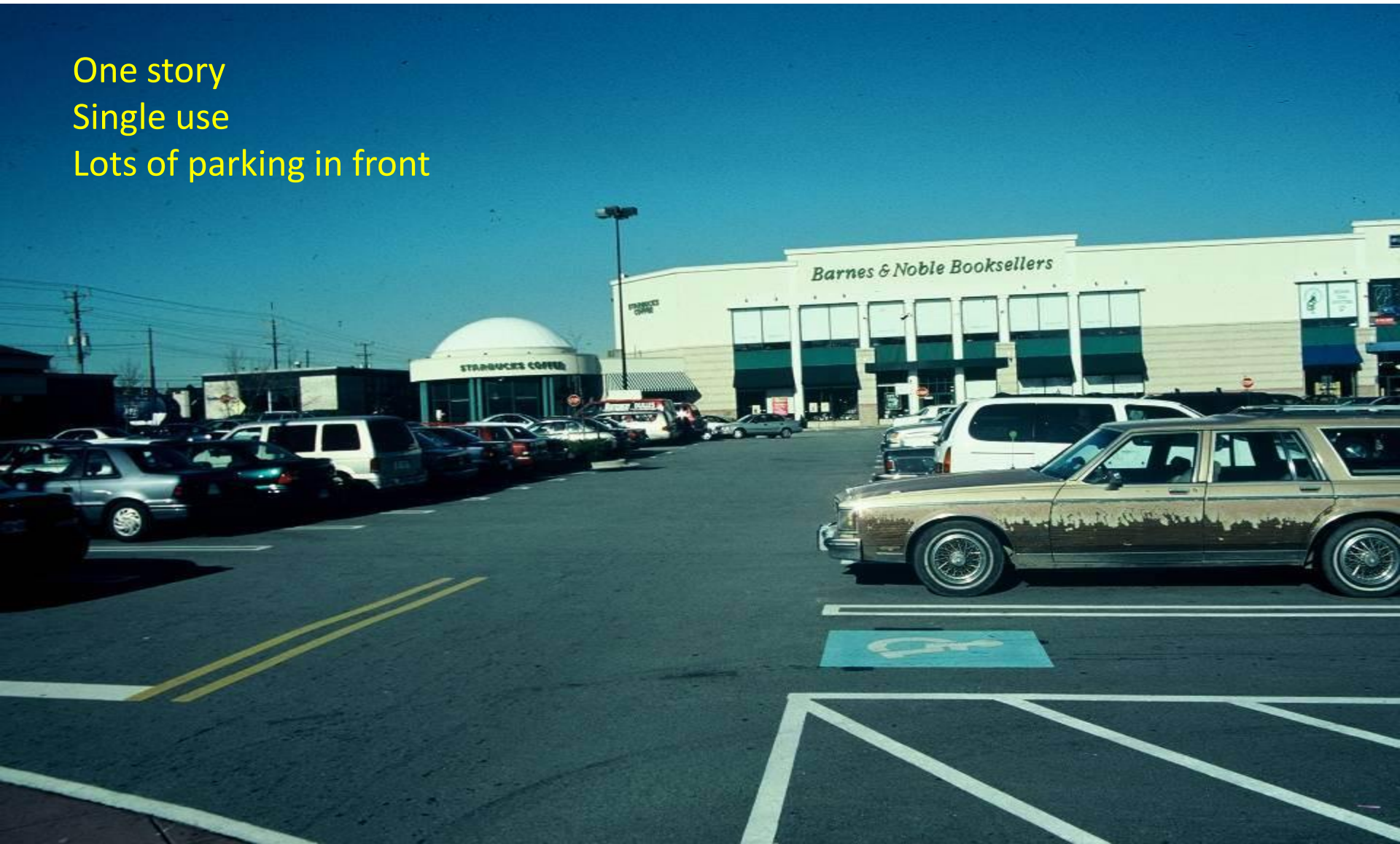


Barnes & Noble – Rockville Pike

One story

Single use

Lots of parking in front



Barnes & Noble – Bethesda Row

Multi-Story

Mixed Use neighborhood

No Parking in front



Which one is more profitable?



Rockville Pike

1 Way to get here:

- Drive your car



Downtown Bethesda

4 Ways to get here

- Drive your car
- Take Metro
- Ride your bike
- Walk

Waffle House – Which one makes more money?



Strip Waffle House

- Located next to Interstate
- Lots of Parking
- No housing nearby



Downtown Waffle House

- Located on walkable street
- No dedicated Parking
- Housing upstairs

“Walkable Waffle House outperforms Strip Waffle House by 15%”

Source: City of Fayetteville and ISR Working
Group

September 22, 2011

The downtown, mixed use project also produces:

- More taxes per acre
- More jobs per acre
- More residents per acre
- More people walking to and from the restaurant

Place Making Dividend



People stay longer,
come back more often
and spend more
money in places that
attract their affection.

Charlotte Avenue is a Gateway to Downtown Nashville

