Suburban Renewal

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Urban Land Institute
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CHANGES AHEAD
What is Changing?

- National and global economy
- Demographics
- Technology
- Consumer attitudes & market trends
- Health care
- Travel and Tourism
- Energy sources & transportation options
- The weather
A Global Pandemic

COVID-19
Pandemic is transforming how & where people live, work, shop & travel.
Migration to Suburbs, Smaller Cities & Towns

• In short term, the pandemic is accelerating out-migration of people, jobs & capital.

• 10,000 residents of NYC & NJ have moved to Vermont.

• Smaller cities, suburbs and high amenity small towns will benefit.

• In the long term, big cities could again be affordable places to live.
Opportunity for Small Town Revival

**REAL ESTATE**

A small-town boom

Development is matched by high demand.

**Rural real estate prices rise as people consider leaving cities**

The virus is impacting how we spend money, how we shop and, perhaps, even where we want to live.
I'd rather see a Cow than a Condo....
"THE SUBURBAN GROWTH DILEMMA"

I CAN'T AFFORD TO FARM ANYMORE!

DO I HAVE TO APPEAR AT ANOTHER PUBLIC HEARING?

I HAVE PLANS FOR YOUR PROPERTY!

NO MORE GROWTH, OUR SCHOOLS ARE OVERCROWDED!

IT WILL TAKE AT LEAST 2 MORE YEARS TO UPDATE OUR MASTER PLAN.

WE MUST PRESERVE FARMLANDS, WOODLANDS, WETLANDS, FLOOD LANDS, STEEP LANDS, FLAT LANDS, HISTORIC LANDS, SCENIC LANDS, PARK LANDS AND ALL OTHER LANDS!

WE NEED ECONOMIC DEVELOPMENT AND AFFORDABLE HOUSING.

HOW ABOUT A MORATORIUM?

WHERE WILL I LIVE?

LAND OWNER  DEVELOPER  PLANNING CONSULTANT  RECENT RESIDENT  COUNTY PLANNER  HISTORIAN/PRESERVATIONIST  ELECTED PUBLIC OFFICIALS

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American Suburbs are Changing.

- Many suburbs are building in more compact ways.
- Many suburbs have an oversupply of large lot housing and strip commercial.
- There is an undersupply of multifamily housing, small lot housing, mixed use development.
- A majority of American poor and new immigrants now live in the suburbs.
Types of Suburban Redevelopment

- Suburban Mall and Office Park retrofits
- Suburban transit-oriented development
- Suburban corridor redevelopment
- Suburban town centers
- Large scale suburban transformation

Silver Spring, MD
Addison, Texas
New Suburban Opportunity

• Turning aging suburban office parks into housing and mixed-use projects.
Suburbs 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
Downtown Rockville, MD

- Mostly demolished in 1970
Replaced by Rockville Mall
Replaced By Rockville Town Center
Houston, Texas

- Houston is the nation’s 4th largest city
- Pop. 2010 – 2,100,000
- Area – 600 sq. miles
- Houston has many areas that are suburban in character.
Houston – Mall Makeover

- Houston has 15 regional malls ranging in size from 800,000 to 2.4 million sq. ft.
- In recent years 7 malls have closed or been redeveloped.
- Town & Country Mall was built in 1982. It closed in 2004.
- The City Centre project was built on the site of the defunct mall.
- City center includes 400,000 sq. ft. of retail & entertainment space; 400,000 sq.ft. of office space, 700 residential units and a 255 room luxury hotel.
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
Retrofitting Suburbia

Storrs, CT - Before

Storrs, CT - After

Strip Center

Town Center
Strip Center – Mashpee, MA
Town Center – Mashpee, MA
Before
Shopping Center
Sandy Springs, GA

After
Town Center
Sandy Springs, GA
Before
Mall Parking Lot
Riverside, CA

After
Mixed Use Project
Riverside, CA
**Before**
Villa Italia Mall
Lakewood, CO

**After**
Belmar Neighborhood
Lakewood, CO
Mid-Pike Plaza – Rockville, MD
Pike & Rose – Rockville, MD
“Reuse should be the default and demolition the option of last resort.”

David Brown

Adaptive Reuse
Before
Highlands Mall
Austin, TX

After
Community College
Austin, TX
Before
Big Box Store
Olathe, KS

After
Community Church
Olathe, KS
Before
Burlington Coat Store
Nashville, TN

After
Vanderbilt Health
Nashville, TN
Before
Manufacturing Facility
Asheville, NC

After
Elementary School
Asheville, NC
Suburban Offices – the Old Model
Suburban Offices – the New Model
What is More Important?

Size of Lot

Character of Neighborhood
Crown - Gaithersburg, MD
Mosaic – Fairfax, VA
Orenco Station – Hillsboro, OR
Village of Providence – Huntsville, AL
Shoreline, Washington

- Suburb of Seattle
- Pop. 53,007
- Incorporated 1995
- Abuts Puget Sound
- 20 minutes to downtown Seattle
Shoreline – Aurora Corridor

- Public sector leading a $120 million overall of 3 mile Aurora Ave. corridor.

- New traffic patterns, landscaped medians, sidewalks, lighting, utilities and BRT facilities
Aurora Avenue - Before

Aurora Avenue - After
Cathedral City, CA

- A city in Riverside County
- Pop. 51,200
- A beautiful desert setting
- A state highway went through the middle of the city
- A typical suburban arterial
Cathedral City - After
Architectural Guidelines, Cathedral City, CA

New Movie Theatre, Cathedral City, CA
New City Hall – Cathedral City, CA
Suburban Development Approaches

- Greenfield Development
  - New Towns
  - Traditional Neighborhood Developments
  - Transit Oriented Development
- Greyfield Development
  - Redevelopment
  - Infill Development
  - Development Intensification
Thank You!

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