

selected project experience

Portsmouth, Virginia: Mid Town FBC Analysis and Development Strategy



Imaging by
Urban Advantage

Concurrent with a downtown master planning effort, our team was selected to develop a plan and form based code for an adjacent industrial corridor. Working with Ferrell Madden Lewis and Rhodeside and Harwell through a week long charrette process, we determined that to help downtown succeed, this neighborhood needed to be infilled with new residential uses. We assisted the City with balancing a program of supportable uses, recognizing that the majority of retail and entertainment would be concentrated in the historic downtown. Using GIS analysis to evaluate the redevelopment potential of the area, we quantified the amount of underutilized land ready for reinvestment. By working with the design team in an iterative process, we refined the proposed building scale to feasible designs based on typical lot size, access, parking and financial analysis. This identified the need for a parking strategy, and identified alternate locations and funding mechanisms for City owned lots that would enable adjacent development. At the same time, we made recommendations for the timing and location of public buildings and infrastructure investments as part of a development strategy to stimulate and protect private investments in the neighborhood. Before the end of the charrette, the redevelopment authority was negotiating for key parcels of land and the Form Based Code was adopted immediately upon completion. This project was a 2010 APA Virginia Award winner.

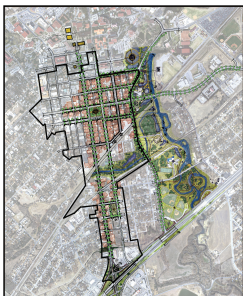
Overland Park, KS: Form Based Code Economic Analysis



Downtown Overland Park

Our team, led by Ferrell Madden, was charged with developing a Form Based Code for downtown Overland Park and two neighborhood nodes. This project implemented the Vision Metcalf corridor plan, promising a new direction for the City, championing sustainability, walkability and pedestrian places. After assisting with the balance of supportable land uses at each node, we worked with the design team to evaluate the feasibility of proposed site plans based on a typical lot size for each district, parking configurations and financial analysis. Using GIS analysis of land and building values, we then described the potential economic impact of redevelopment under the new code. One of the design ideas included creating a new street where land is now mostly vacant. Pro-forma analysis of redevelopment scenarios for this site demonstrated the importance this infrastructure improvement could have for the downtown as a catalyst project. This project was a 2011 Kansas APA Pioneer Award winner.

San Marcos, TX: Smart Code Calibration - Economic Development



Downtown San Marcos
Masterplan courtesy of
Broadus & Associates

Assisting PlaceMakers, Urban Advisors provided an economic analysis and development strategy for historic Downtown San Marcos. This project provided the implementation strategy for the recent Downtown San Marcos Masterplan. Our research evaluated regional projections and coordinated in implementing the Regional Growth Concept, with goals to absorb growth in San Marcos within a one mile radius. By quantifying growth pressures, we developed a program of uses for housing, employment and retail that guided the design team. Our recommendations included goals for employment centers and target industries as well as potential retail categories. A list of requirements for successful implementation enumerated issues that needed to be addressed and suggested resolutions.