

selected project experience

Fayetteville, Arkansas: Downtown Development Strategy



Historic Downtown Fayetteville

UrbanAdvisors worked with Dover, Kohl & Partners and Geoffrey Ferrell Associates through a public charrette process to develop a master plan and development strategy for downtown Fayetteville, Arkansas. As part of the Downtown Plan, UrbanAdvisors investigated local demographic trends and interviewed a wide range of community representatives to understand the local economic and development conditions. Collaborating with Dover, Kohl & Partners, UrbanAdvisors provided implementation and development strategies to make the designs and vision a reality. Recommendations included actions for policy changes, public private partnerships, parking organizations, neighborhood revitalization assistance, downtown market enhancement, and business recruitment and retention.

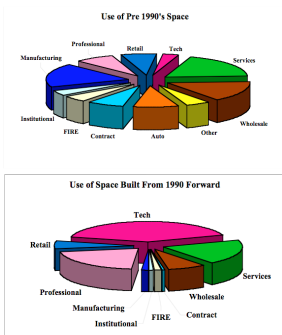
Montgomery, Alabama: Downtown Masterplan- Economic Analysis and Implementation Strategy



Built results in Downtown Montgomery
Photo courtesy of Dover, Kohl & Partners

Montgomery Alabama has one of the most historic downtown areas of any city in the United States. Our assignment required understanding and being able to demonstrate how the historic downtown was a potential asset in the marketplace. As part of a team led by Dover Kohl & Partners, Urban Advisors analyzed real estate markets and provided strategies for implementing change in Downtown Montgomery. Our research showed that the city was suffering not from a lack of market support, but from non-market factors requiring a community based economic development strategy to bring new opportunities. Working with the design team and the public, we enumerated the challenges and provided design, implementation and regulatory plans for reaching achievable short and long-term development of housing, retail and office. This was accompanied by specific strategies for each development type, listing supportable square feet of retail categories and office space. Together with Zimmerman Volk Associates, we determined the target market and identified the supportable number of different urban residential products. Financing strategies included identified sources for small businesses, renovation of buildings in the historic district, and neighborhood revitalization. Ken Groves, planning director, notes that of 20 recommended projects, 10 are now being implemented successfully.

Kirkland, Washington: Capturing New Economy Industrial Uses



The City of Kirkland retained UrbanAdvisors to understand how its land is being used, how to retain and attract business, and how to tailor zoning and city actions to achieve economic development. We provided an economic study that included analysis of space use by business type, evaluation of future business vs. existing space and new zoning actions for attracting and retaining business, and specific area recommendations. Correlating tax assessor data with GIS layers, we were able to show the disconnect between existing zoning and the existing actual land use of businesses in the aging industrial district. Further analysis showed that the district was obsolete for traditional manufacturing, but based on the underlying land values and development intensity had potential to redevelop with a mix of residential and commercial uses. One of the major findings was that because of changes in light industry, it is possible to combine many light industrial uses into mixed-use environments that are compatible with adjoining residential. The Deputy Mayor called this “the best economic development study I have ever seen.”

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existing:



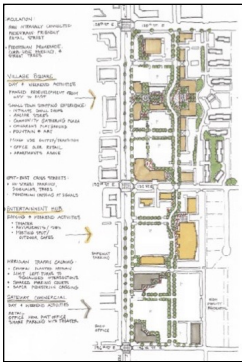
proposed:



Graphics by
Dover, Kohl & Partners

Fairfax, Virginia: Fairfax Boulevard Masterplan- Economic Analysis

Urban Advisors worked on a team with Dover Kohl & Partners to develop a master plan and form based code for Fairfax Boulevard. Through a charrette process we determined that the goals of the project were to preserve the business viability, improve quality of life for residents and ensure a tax base for services. The plan that emerged concentrated development at three nodes along the highway corridor, where we worked with the design team to propose feasible land use programs, including housing, retail and employment, that would enhance the character of each location. An important component of this project involved showing how places that provide a concentration of amenities are valuable and attractive to businesses and residents. By improving conditions at the designated nodes, the corridor could offer the urban amenities that would capture a wider segment of regional growth, particularly including businesses that would support the tax base. The plan was adopted by city council in 2008.



Graphic by
Cascade Design

Shoreline, Washington: Strip Center Reconfiguration & Revitalization

The City of Shoreline retained a team to develop a specific plan to change a strip corridor into a viable town center. As part of the charrette team with LCA Town Planners, we gathered and analyzed market information on land values, demographic change, consumer spending and retail sales, conditions in local commercial and residential markets, inventories of existing commercial and residential building stock, and pricing and leasing values for all real estate products. During the charette, we created pro forma financial models for the design options as they were drawn, and the information was immediately cycled back to the architects to provide a feasibility check during design. As a result, a series of options were prepared that will fit within local leasing criteria while providing opportunities for existing local property owners and businesses to capture and maximize land value.

Pierce County, Washington: Implementing Urban Villages along Highway Corridors

UrbanAdvisors worked on a team with Cascade Design to evaluate the physical and economic potential for redeveloping the highway corridors with Urban Villages in South Hill. We provided research and analysis of demographic trends, housing demand, retail and consumer spending, and employment trends and projections to guide the design of new regulations. The resulting study provided implementation strategies and tools including specifications for the adopted “UV” zoning category, which has provisions for mixed-use, frontage requirements, and building massing. Additional recommendations regarded the streamlining of approvals and modifications to street design.