

## selected project experience

### **St. Louis County, MO: Jamestown Mall - Econ. Analysis & Development Strategy**



Graphic by  
Dover, Kohl & Partners

Urban Advisors worked with Dover Kohl & Partners and H3 Studio on a redevelopment plan that balances the interests of the community, property owners, developers and the County. Since the opening of the mall on the outer fringe of the St. Louis metro area in 1973, the shopping center has been declining. The neighbors were left feeling abandoned and underserved making this revitalization project a priority for the County. Urban Advisors explained the underlying causes of decline, and determined a feasible development strategy to create a walkable environment with a mix of land uses that provides on-site support for the desired local retail services. The plan envisions a community that provides opportunities for families to live in a walkable village, close to shops and employment, and sets a vision for a high quality of design and construction. At the conclusion of the process, the County was actively engaged with the land owners and the adopted plan won the Outstanding Planning Award from the Missouri Chapter of the American Planning Association.

### **Atlanta, GA: Pittsburgh Neighborhood Revitalization Plan**



The Pittsburgh neighborhood in Atlanta is the oldest African American neighborhood in the city, established during the Reconstruction period by newly freed slaves. It became a neighborhood of working class and middle and upper class African American families, but starting in the 1940's the middle and upper classes began to leave and this trend accelerated after the successes of the civil rights gains of the 1960's. By 2010, widespread vacancies caused by the housing bubble, a declining population and high crime led to community efforts to revitalize the neighborhood with a particular focus on its former main street, McDaniel Street. Urban Advisors participated with the team and the community to develop a ground-up economic strategy to gain population, reduce vacancy, improve retail and services, encourage area employment and revitalize the core of the community along McDaniel Street.

### **Trinidad and Tobago: The Town's Blueprint- East Port of Spain Development Plan**



Photo by  
Dover, Kohl & Partners

Urban Advisors was part of a team led by Dover Kohl and Partners to help the East Port of Spain Development Company plan an area of East Port of Spain in Trinidad and Tobago. The area is one of the poorest in Trinidad with significant challenges including violent crime by established gangs, lack of sanitary and water utilities, uncertain land and housing tenure, substandard housing and slum areas, poor road infrastructure, poor retail and services, problems with solid waste disposal, and poor access to modern technology for students and the community at large. At the same time, East Port of Spain is an area of unique historic and cultural attributes with a proud population of residents hoping and working for community betterment. Our plan laid out a road map for the community to build on its strengths and address the underlying problems to develop a stable and sustainable local economy and reclaim their historic downtown.

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Image by  
Urban Advantage

### **Peoria, Illinois: Heart of Peoria Vision Masterplan- Revitalization Strategy**

The Heart of Peoria Vision Plan, created in 2002 by internationally known Duany Plater Zyberk began a process of revitalization for Peoria Illinois. To implement the vision Urban Advisors and Code Studio worked on a team led by Ferrell Madden Associates to create detailed designs of selected study areas of the city with matching form-based code and implementation strategies. Like many American cities, the downtown had been losing population and was physically divided by wide highways. Peoria is one of the few cities where manufacturing employment is on the rise. But the jobs at Caterpillar are mostly in engineering- and a different lifestyle segment than traditional skilled laborers. By examining trends and projections in employment and demographic segments, we discovered a pent-up demand and potential market for urban residential products that were largely unavailable. Providing the neighborhood amenities and products preferred by the unserved market required design and road improvements and code amendments. We were able to develop a revitalization strategy that addressed the underlying causes of past decline and built on existing opportunities in conjunction with a new legal framework. This project received the 2010 Dreihaus Award from the Form Based Codes Institute.



*"Broad Avenue has been slowly revitalizing with the addition of artists' spaces, new businesses such as The Cove restaurant and bar and the nonprofit UrbanArt Commission, which moved to the Midtown street in August from Downtown."*  
-Memphis Commercial Appeal

### **Memphis, Tennessee: Broad Avenue- Revitalization Strategy & Action Plan**

The Broad Avenue charrette was undertaken to provide a test case of the use of form based code within the newly revised Memphis city-county code prepared by Duncan Planning. Working with Lee Einsweiler of Duncan Planning, Ferrell Madden Associates and Rick Hall Transportation Planning, Urban Advisors identified economic strategies for the redevelopment of the corridor and revitalization of the surrounding low income neighborhoods. Through a community-based effort in talks with the community, local developers, CDC's, the local churches and businesses, Urban Advisors formulated step-by-step action plans, goals and financing strategies for two, five and ten years. Recommendations included strategies for the creation of affordable housing, housing rehabilitation, code enforcement, and creation of space at a cost to allow for new business and minority entrepreneurs. Most importantly to the community, we were able to demonstrate unexpected market support for neighborhood serving retail which generated interest from a local grocery chain.



Oregon State Fair  
Image by  
[www.idmphotos.com](http://www.idmphotos.com)

### **Salem, Oregon: Oregon State Fair Redevelopment Strategy**

In 2007, Urban Advisors, was part of a team devising a redevelopment plan and strategy for the Oregon State Fairgrounds in Salem. The Oregon Parks Department wanted to make year-round use of the facility with a revenue stream to support operations at the fairgrounds. To create a strategy, Urban Advisors looked at the demographics and employment of the surrounding areas, trends in tourism and lodging, feasibility for Oregon products venues, sports facilities, and entertainment and attractions capture and revenues. The resulting plan provided a program of uses for surplus land including housing, lodging, creation of an Oregon Wine and Brewing venue with a associated restaurants, re-orientation of the midway into a "main street" with more vendor space, and strategic parking locations to provide access to year-round vendors and facilities. As part of the planning effort, Urban Advisors created scenarios and tested the feasibility of the proposed ideas.