



City of Frisco

Comprehensive Plan Update

CPAC Meeting #3 – Placemaking / Livability

June 9, 2014



Place-Making



Frisco CPAC
June 9, 2014

TOWNSCAPE, Inc.



agenda

1. Place-Making: What is It?
2. The DNA/Science of Place-Making
3. The Value of Place-Making



*Land and the ability to
shape where and how
development occurs are a
city's greatest assets.*

Editorial, Dallas Morning News, August 14, 2005

Placemaking: **What is it?**

Placemaking: What is it?

- § Establishes a sense of “Place” and “Identity”
- § Results in places people want to be and form attachments to
- § Creates Value
- § Supports a strong sense of community
- § Contributes to Sustainability

Great cities are frequently recognized by their monuments. But the things one remembers best are often the public areas—where people walk, congregate and carry on daily living.

Stanley Marcus

- § There is a sense of “Arrival”, a sense of “Place”
- § People are attracted to places that “feel good”, are comfortable and provide the opportunity for social interaction.

Town Centers

Retail Centers

MXD/Life-Style



Landmarks



Landmarks



Landmarks



Landmarks



Landmarks



Drainage







Buildings



Buildings



Buildings



Sidewalks



Sidewalks



Townhomes



Townhomes



Townhomes



Neighborhood Streets



Neighborhood Streets







DNA/Science of Place-Making

DNA/Science of Place-Making

Timeless Principles:

1. Distinctive Destination / Compactness
2. Great Streets / Walkability / Engaging Street Wall
3. Contribution of Buildings
4. Mixture of Uses / Third Places
5. Parking does not dominate
6. Public Space is Provided
7. Authenticity / Mind the Details
8. Repurpose Development



Classic Elements

- § Trees and awnings provide shade and create “Rooms”
- § Brick, stone and cast stone construction
- § Windows at grade along street face



§ Architecture

- ~ Quality Materials
- ~ Windows and Entrances on the Street, Parks and Open Space
- ~ Window and Cornice Details

§ Continuous Building Frontage

§ Places to Sit, Eat and Visit

§ Art Works



Streets

Ephesus, 1stC BC



Southlake Town Square



Street Design

§ Design Speed / Safety

§ Desirability / Multi-Use

Traffic Speed is Determined by Several Key Conditions

- § Lane Width
- § Curb Radii/
Intersection Design
- § On-Street Parking
- § Street Trees
- § Building Walls



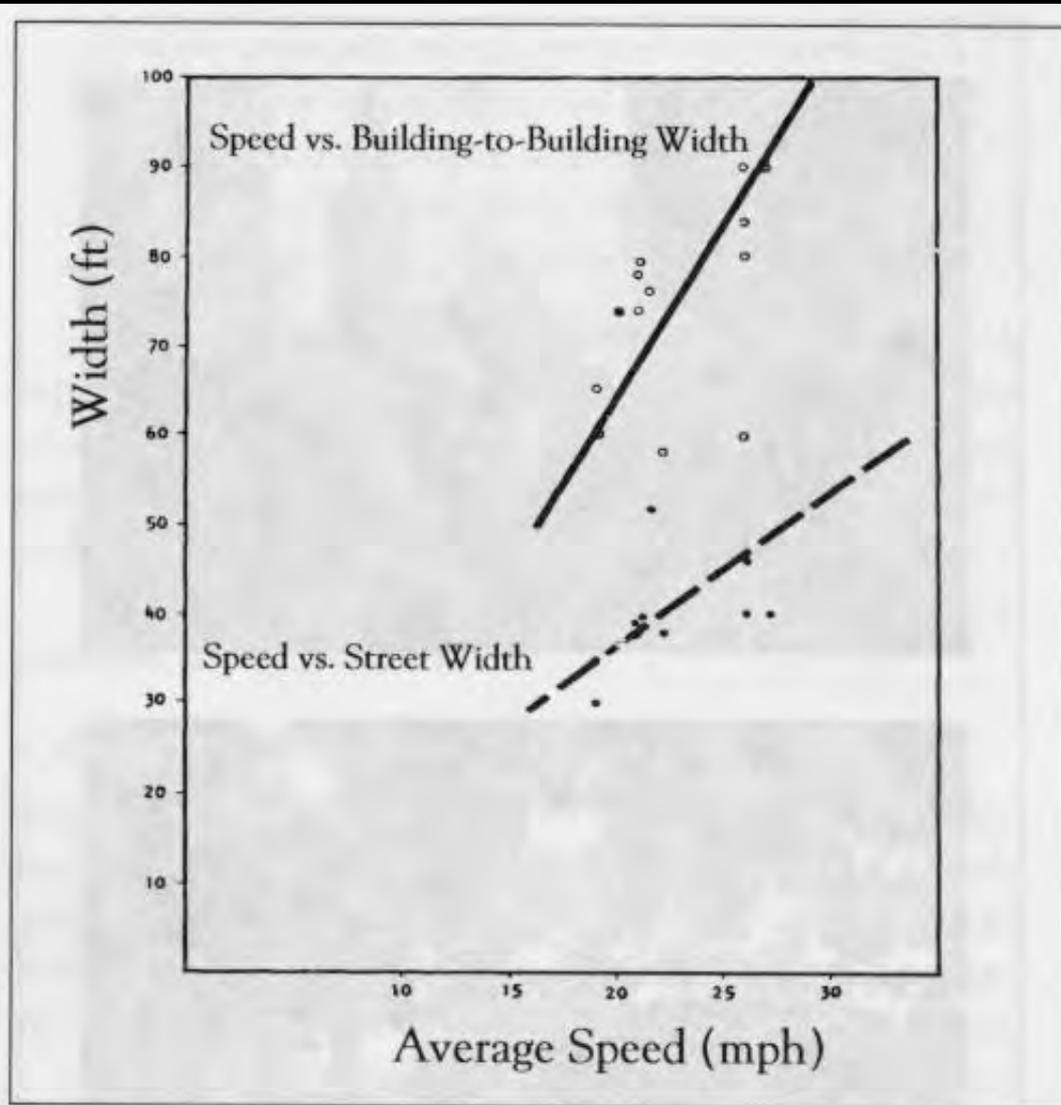
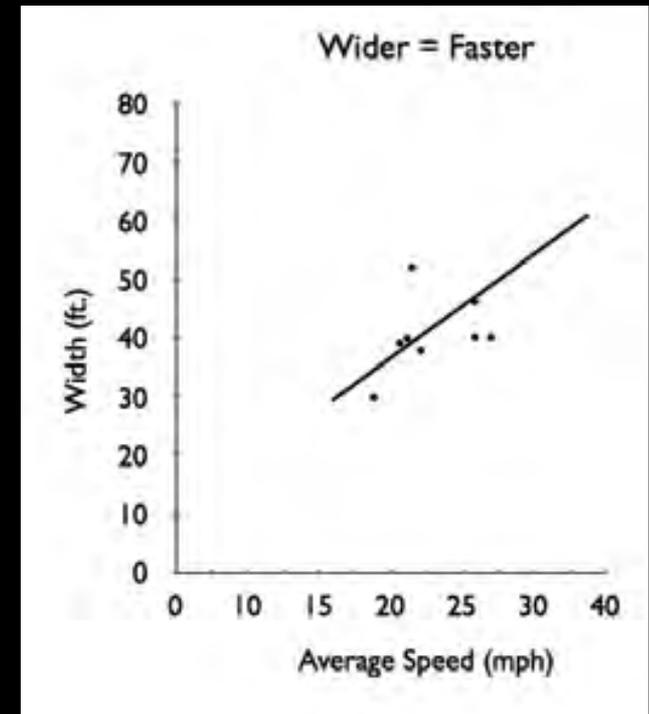


Figure 5.51. Speed versus Pavement Width and Pavement Width Plus Setbacks.

Source: D.T. Smith and D. Appleyard, *Improving the Residential Street Environment—Final Report*, Federal Highway Administration, Washington, DC, 1981, p. 127.



Wider Streets = More Accidents

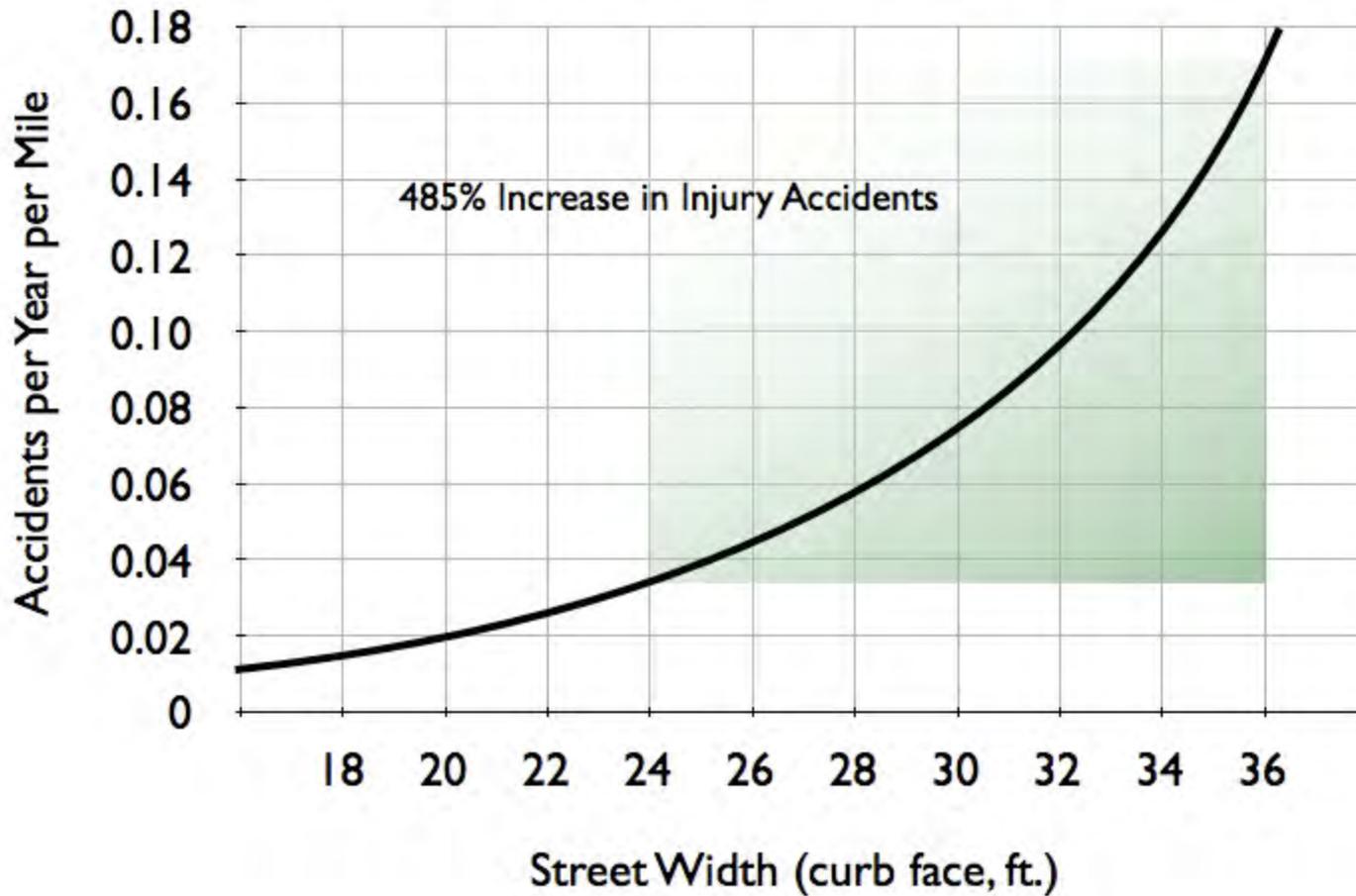
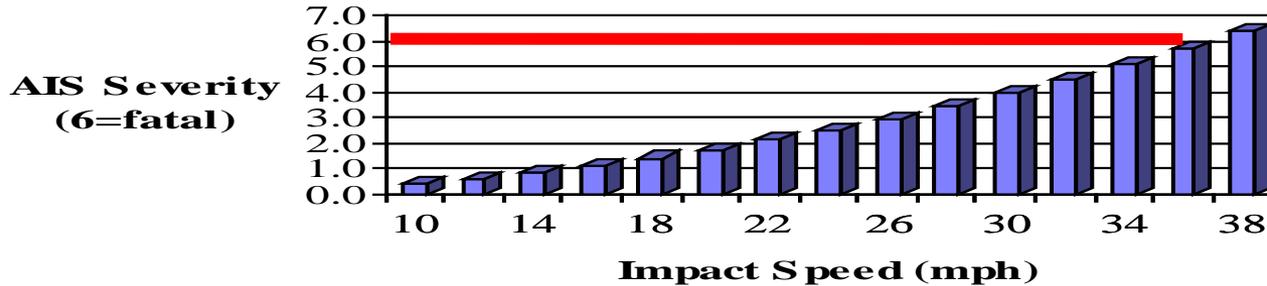


Chart Courtesy of Peter Swift

Swift-Painter-Goldstein study of traffic accidents in Longmont CO, revealed a 485 % increase in accident rates per mile as street widths increased from 24 to 36 feet

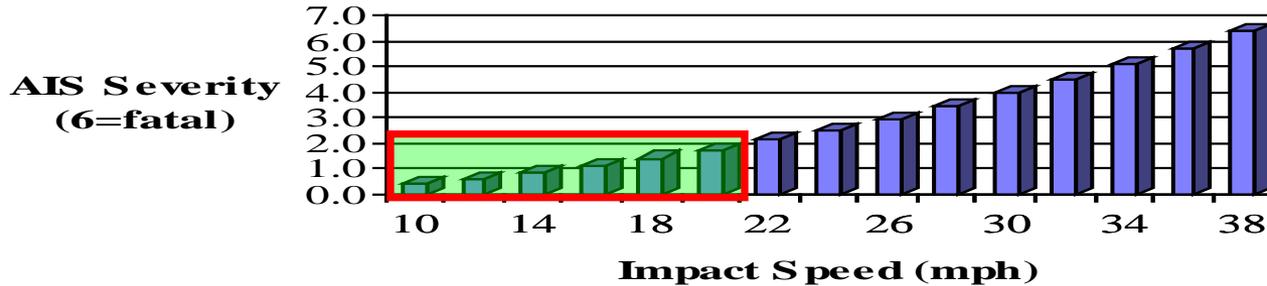
Impact Speed vs. Pedestrian Injury (impact only)



Source: Peter Swift, Swift & Associates

1. Minor Superficial abrasion or laceration of skin; digit sprain; first-degree burn; head trauma with headache or dizziness (no other neurological signs).
2. Moderate Major abrasion or laceration of skin; cerebral concussion (unconscious less than 15 minutes); finger or toe crush/amputation; closed pelvic fracture with or without dislocation.
3. Serious Major nerve laceration; multiple rib fracture (but without flail chest); abdominal organ contusion; hand, foot, or arm crush/amputation.
4. Severe Spleen rupture; leg crush; chest-wall perforation; cerebral concussion with other neurological signs (unconscious less than 24 hours).
5. Critical Spinal cord injury (with cord transection); extensive second-or third-degree burns; cerebral concussion with severe neurological signs (unconscious more than 24 hours).
6. **Fatal Injuries which although not fatal within the first 30 days after an accident, ultimately result in death .**

Impact Speed vs. Pedestrian Injury (impact only)



Source: Peter Swift, Swift & Associates

1. Minor Superficial abrasion or laceration of skin; digit sprain; first-degree burn; head trauma with headache or dizziness (no other neurological signs).
2. Moderate Major abrasion or laceration of skin; cerebral concussion (unconscious less than 15 minutes); finger or toe crush/amputation; closed pelvic fracture with or without dislocation.
3. Serious Major nerve laceration; multiple rib fracture (but without flail chest); abdominal organ contusion; hand, foot, or arm crush/amputation.
4. Severe Spleen rupture; leg crush; chest-wall perforation; cerebral concussion with other neurological signs (unconscious less than 24 hours).
5. Critical Spinal cord injury (with cord transection); extensive second-or third-degree burns; cerebral concussion with severe neurological signs (unconscious more than 24 hours).
6. Fatal Injuries which although not fatal within the first 30 days after an accident, ultimately result in death .



Compare in terms of vehicle Speed and Desirability

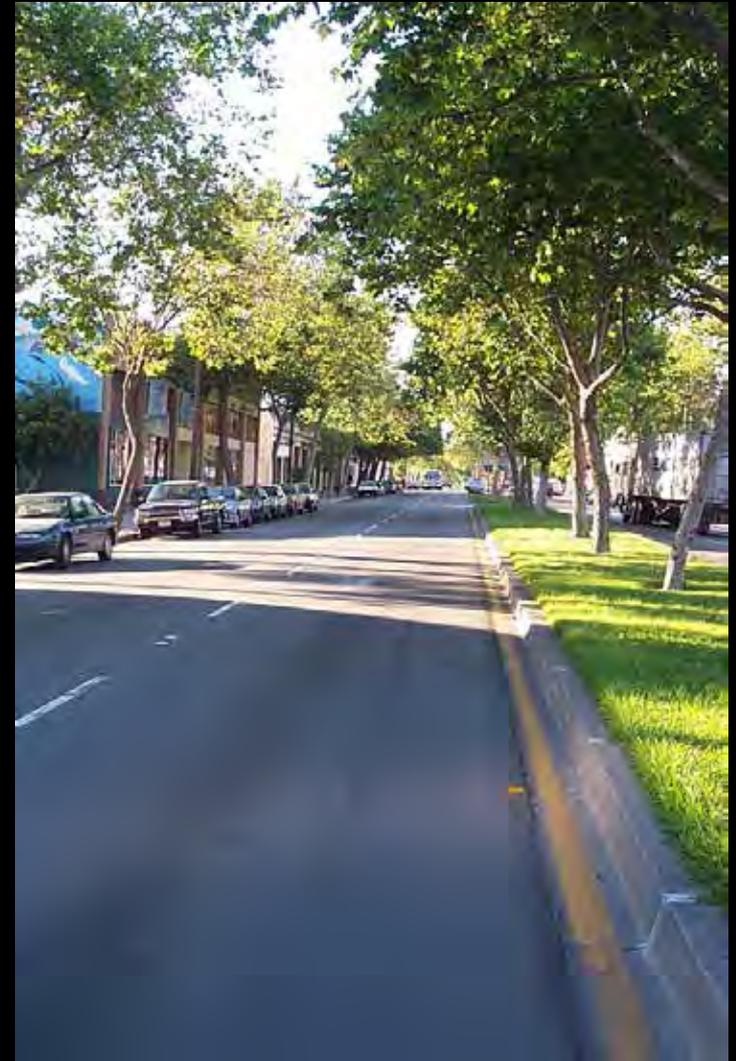
Narrower streets in well-connected networks:

- Reduce Storm Water Runoff
- Require Less Cost to construct + Maintain
- Facilitate Walking and Bicycling

Livable Commercial Streets



- § Protection and Shade for pedestrians
- § Continuous building frontage with retail at grade
- § Active retail that spreads out on to sidewalks



Fairfax Boulevard

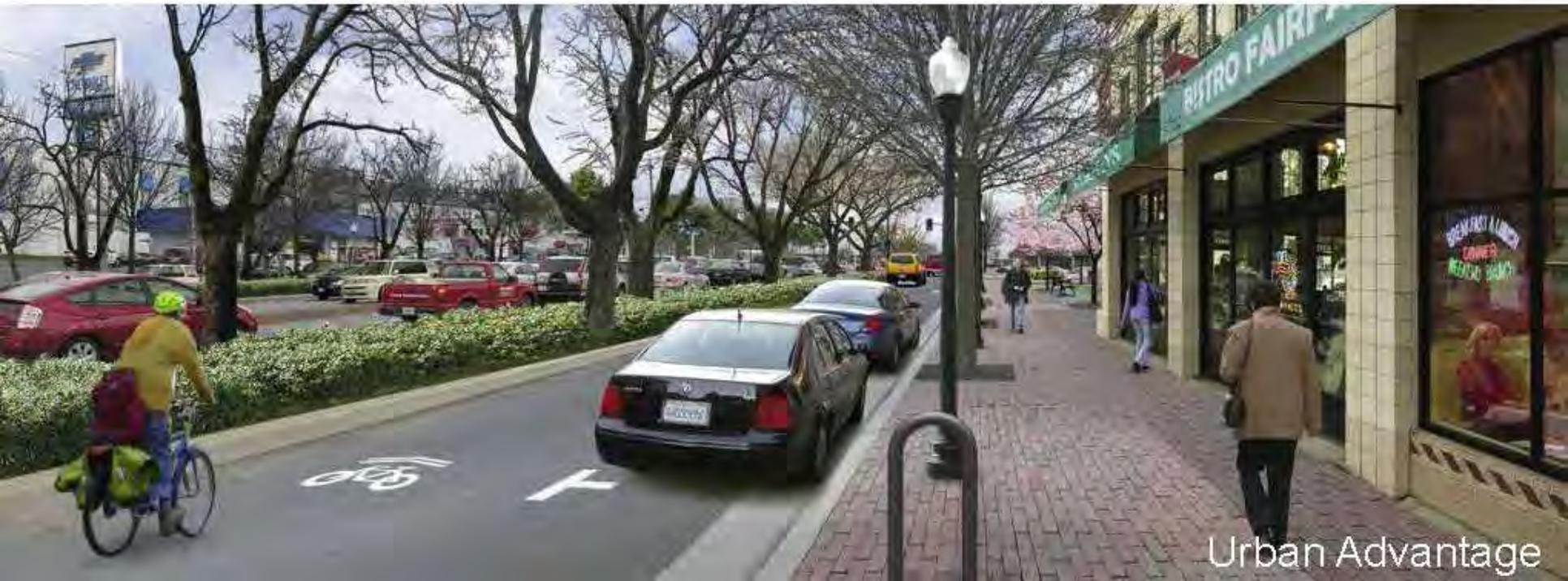


Urban Advantage

Fairfax Boulevard



Fairfax Boulevard



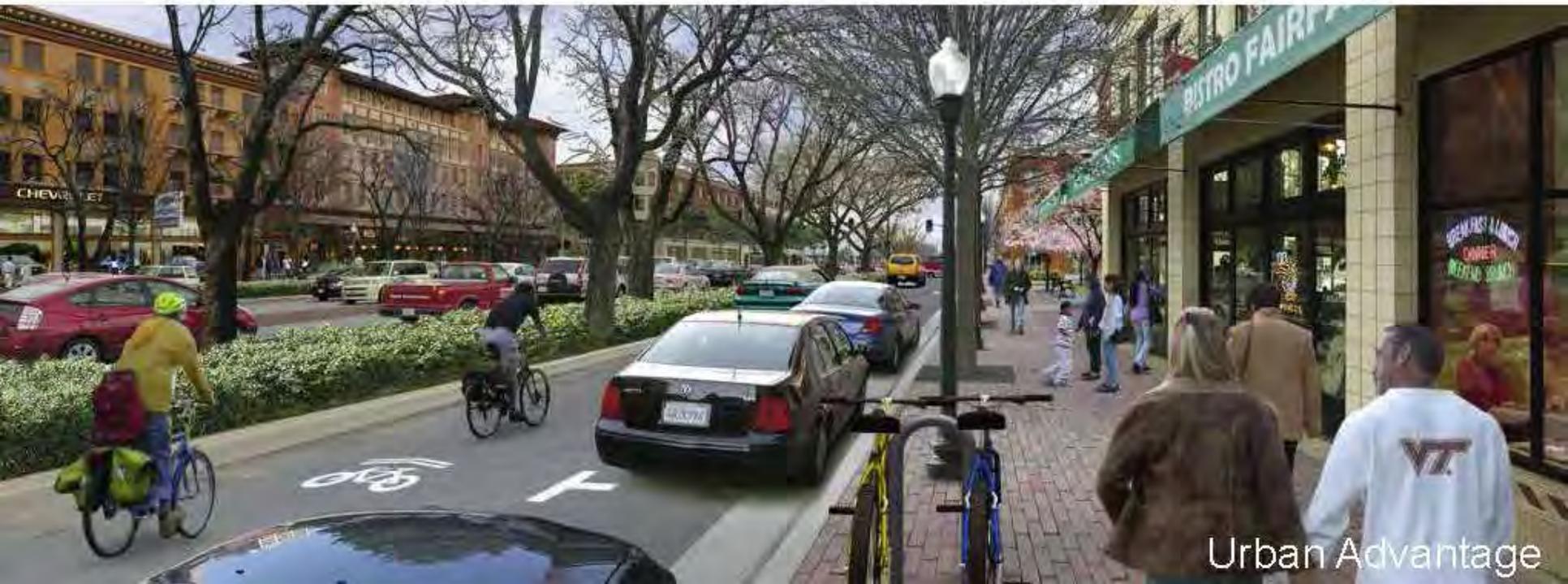
Urban Advantage

Fairfax Boulevard



Urban Advantage

Fairfax Boulevard



Urban Advantage

Livable Residential Streets



- § Slow traffic
- § Street trees reduce speed by 10-15 mph, cool temperature, & improve air quality

Value of Place-Making

Value of Place-Making

Why is Creating Long Term Value Important?



What Creates Value and Attracts Reinvestment over Time?

Proven Techniques:

1. Land Use
2. Public Parks, Open Space and Trails
3. Connectivity
4. Civic Design
5. Environmental Sensitivity

Types of Value

§ Initial Value

- ~ Meets an immediate market need or opportunity
- ~ Benefits from being New

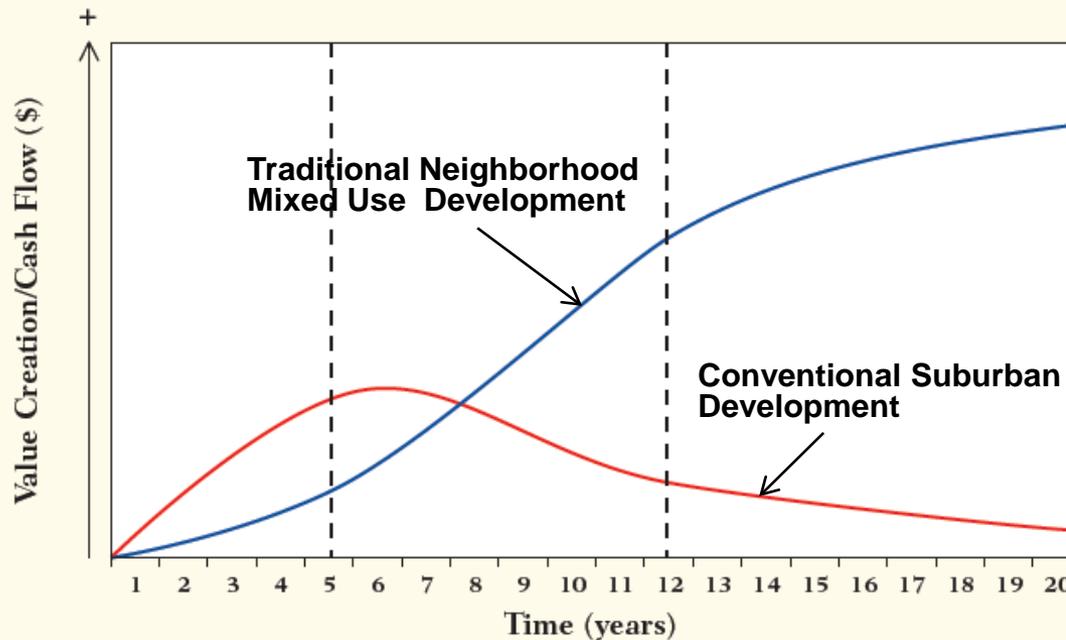
§ Long Term Value

- ~ Attracts re-investment and infill
- ~ Sustained Value

Impact on Long Term Value

Lifecycle Analysis

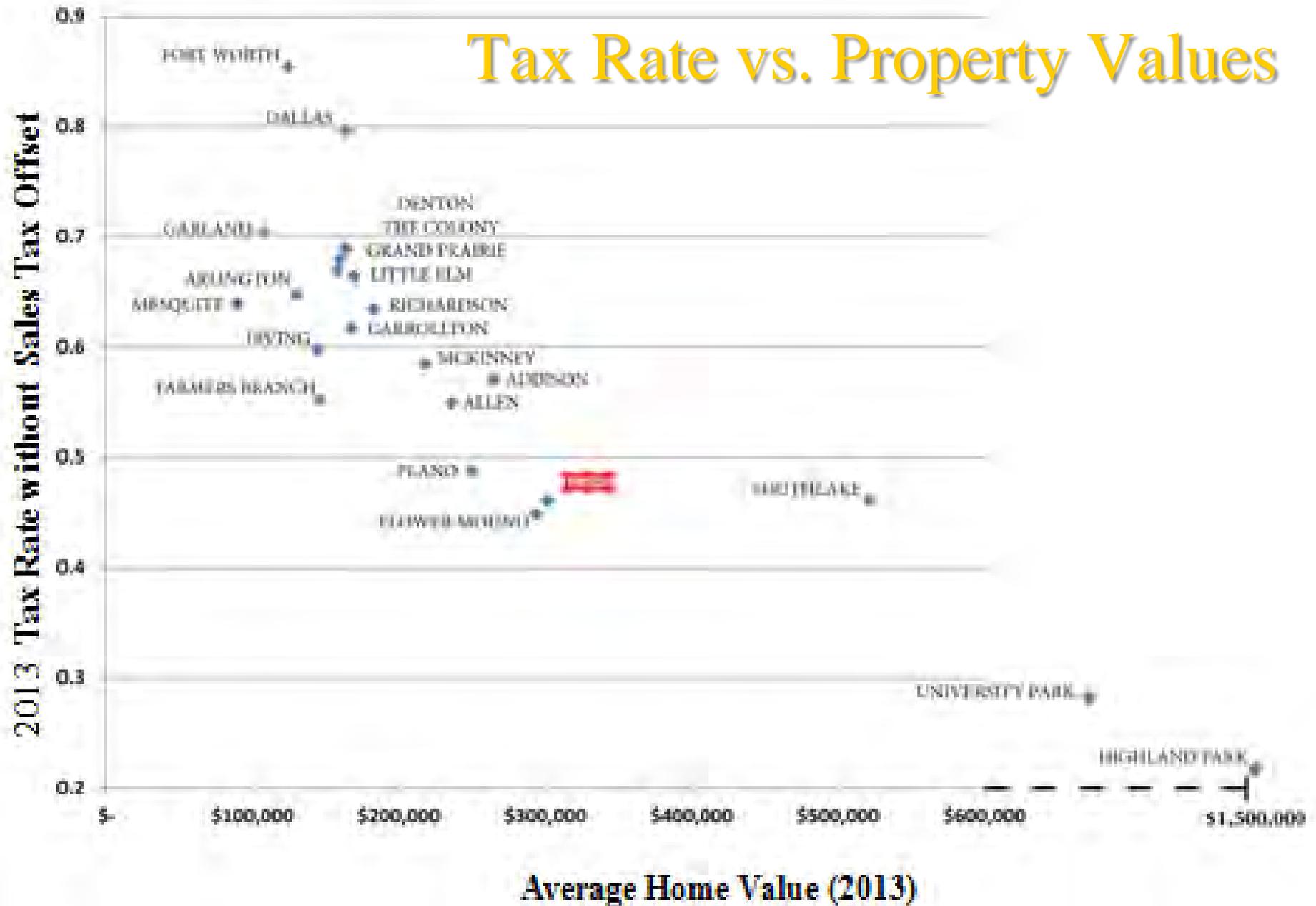
Figure 1. Financial Characteristics of Downtowns with Critical Mass (Blue) versus Suburban Development (Red)



Source: Christopher B. Leinberger, Arcadia Land Co. and Robert Charles Lesser & Co.

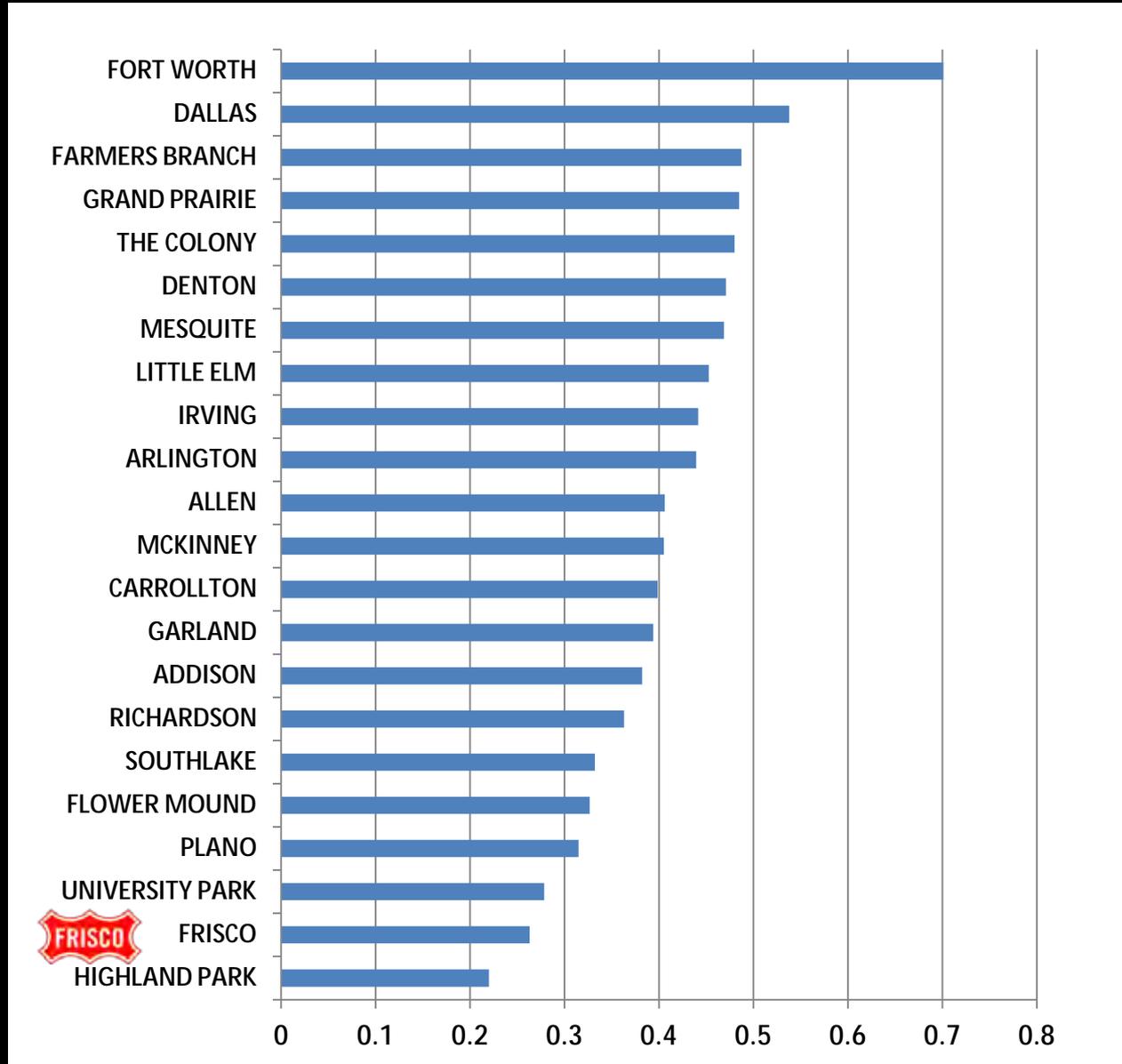


Tax Rate vs. Property Values



Major North Texas Cities

Maintenance and Operations portion of city property tax



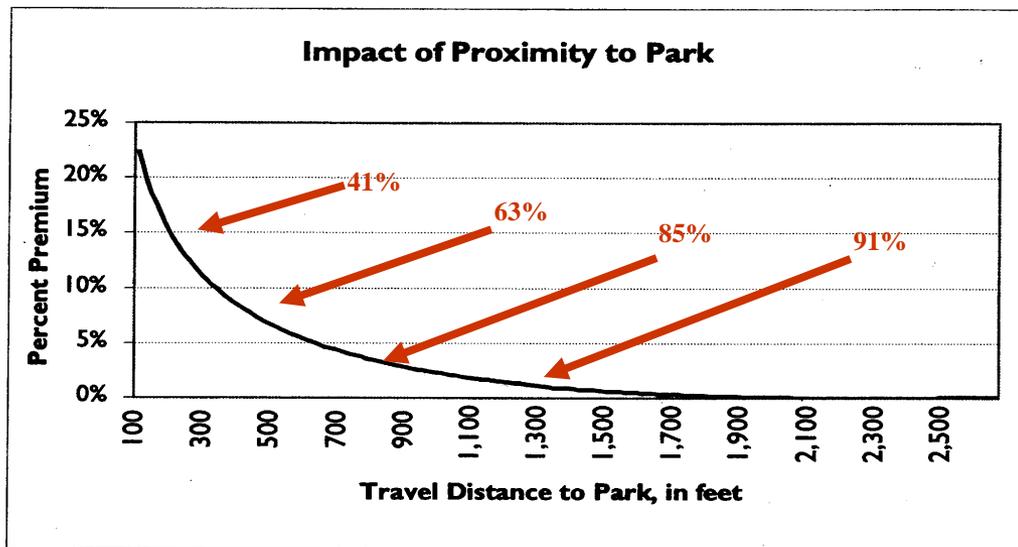
Public Open Space

- § Publicly accessible Open Space / Neighborhood Parks
- § Natural Drainage Courses, Detention and Retention
- § Hike / Bike Trails
- § Shade Trees



Park Proximity Premiums

- § Properties within 100 feet of public open space have a 23% Premium.
- § There is a measurable premium for up to a quarter mile.
- § Three Minute Walk Accounts for 85% of Total Premium.



Illus. 3.6

Valuing Open Space: Land Economics and Neighborhood Parks

Massachusetts Institute of Technology Center For Real Estate, and School Of Architecture

Based on MLS Data for 3,400 Home Re-sales Near 15 Neighborhood Parks Across DFW

Neighborhood Open Space



Parks and Open Space



Neighborhood Open Space



Neighborhood Open Space





VS.



Estimated Initial Value Added Tax Base
284 ac. Site

\$18-20 Million

Trees

- § Relaxing Relief
- § Pedestrian Comfort
- § Ambient: 7-11 degrees cooler (Lawrence Livermore Labs)
- § Surface: 40 degrees (Lawrence Livermore Labs)
- § Reduce AC by 25 – 30% and Heating needs by 20 – 50% (US Dept. of Agriculture Forest Service)
- § Storm Water Management



§ Direct Property Value

- ~ One Mature Tree =
\$1,000 - \$10,000
(Council of Tree and
Landscape Appraisers)
- ~ Boosts Market Value
of Home by 6-7%
- ~ LS with trees can
increase property
value by up to 20%
(ICMA)



*Let's build neighborhoods
and communities which are
worthy of our continuing
affection and reinvestment.*