imperatives:

- **Climate Change**
  
  In the US, urbanites have approx. 1/3 the carbon footprint of suburbanites  
  (interpolation from various studies)

- **Dependence on Foreign Oil**
  
  VMT and land consumption have doubled, almost 5 times the rate of population growth  

- **Public Health**
  
  Suburban development patterns have been linked to rising rates of obesity, vehicular fatalities, and mental health issues

- **Poverty**
  
  Since 2005, more Americans living in poverty live in suburbs than in cities  

- **Affordability**
  
  The savings of “drive ‘til you qualify” housing are increasingly wiped out by rising transportation costs
The big design and development project of the next 50 years: retrofitting suburbia
dynamic

demographic shift

• 75-85% of new households through 2025 will not have children in them (various researchers)

• 77% of Millennials/Gen Y say they want to live in an urban core (RCLCO 2008 survey)

• 75% of retiring boomers say they want mixed-age and mixed-use communities (RCLCO 2009 survey)

<table>
<thead>
<tr>
<th>Suburban Household</th>
<th>1960 (all hh)</th>
<th>2000</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>With children</td>
<td>48%</td>
<td>35%</td>
<td>24%</td>
</tr>
<tr>
<td>Without children</td>
<td>52%</td>
<td>65%</td>
<td>76%</td>
</tr>
<tr>
<td>Single person</td>
<td>13%</td>
<td>26%</td>
<td>30%</td>
</tr>
</tbody>
</table>
dynamic:

leapfrogging & recentralization

Early suburbs, formerly on the edge of metropolitan development, have been leapfrogged so many times that they now have a relatively central location and are prime sites for transit service and retrofitting.

Source: Dunham-Jones, Williamson
underperforming asphalt (we’re not as built-out as we thought)

2.8 million acres of greyfields to be available for redevelopment by 2015. If ¼ were redeveloped, we could meet half our housing needs. (A. Chris Nelson, 2006)

130 mil s.f. of vacant retail space has been added to the U.S. this recession. (Cushman & Wakefield, 10-2009) (approx. 7000 acres)

Perimeter Center Mall, Atlanta (right)
strategy:

Re-inhabitation (re-fill vs infill)

- space for community-serving uses that cannot afford new construction
- “third places”
- food as a catalyst for neighborhood revitalization
- keep the lights on
New zoning permitting accessory dwelling units

Licton Springs DADU, Seattle, WA

Chad Rollins

Courtesy of Chad Rollins and Jonathan Reich, from Retrofitting Suburbia (Wiley, 2009)
From Park-N-Ride to Temporary, Mobile, Market Center

Market Hall, Hercules, CA
The Red Barn Company
Crowdsourced street to become permanent?

If you’re looking for a model example of crowdsourced placemaking, check out the Better Block project in Oak Cliff, near Dallas, Texas.
from grocery store to library
North Branch Public Library
Denton, Texas
Meyer, Scherer and Rockcastle Architects
from strip center to hip “third place”
La Grande Orange Groceria, Phoenix, AZ
Bob Lynn, Kris and Craig DeMarco

Photo by Robyn Lee
From dying mall to revived mall and university medical center
One Hundred Oaks, Nashville, TN
from dying mall to arts complex
ArtSpace at Crestwood Court Mall, St. Louis, MO
strategy:

Re-greening

- reconstruct local ecology, daylight culverted streams, and clean run-off
- add parks to increase adjacent property values
- food and energy production
- carbon sequestration
Suburban farming: growing organic veggies in the front yard - or inside the mall – or on foreclosed neighborhoods

Cleveland's Galleria Mall Turns Lost Retail Space Into Greenhouse Farm Stand
BY ARIEL SCHWARTZ Mon Mar 8, 2010

Introducing Hantz Farms
Detroit is about to redefine urban growth.
from shopping center to wetland w/ new lakefront property investment
Phalen Village, St Paul, MN, U. Minn CALA (Dowdell, Fraker, Nassauer) and City of St. Paul

Source: Dunham-Jones, Williamson, 2009
from mall parking lot to TOD with condos, senior housing, and daylit creek park

Thornton Place, Northgate Mall, North Seattle, WA: LEED-ND pilot program

Mithun Architects for Stellar Holdings & Lorig Associates

Source: Dunham-Jones, Williamson, 2010
Using the bioswale as a park improves both water quality and property values

Thornton Place, North Seattle, WA: Mithun Architects for Stellar Holdings & Lorig Associates
from mall to park

Columbus City Center Park, Columbus OH

- Park to open in Fall 2010
- Ring of mixed-use buildings surrounding it planned for future phase

example of the Red Fields to Green Fields strategy

- Proposed $200 bil landbank to buy up failed commercial properties, get them off banks’ books, convert them to “parks” for 10 years, giving remaining commercial properties better chance of survival, then re-develop 70% of the land while 30% becomes dedicated public park space
strategy:
Redevelopment
densify
urbanize
green the infrastructure
from strip center to “attachable urbanism”

Mashpee Commons, Cape Cod, MA, 1988-present
Cornish Assoc. Ltd
Duany Plater-Zyberk & Co
Imai, Keller Moore
transit triggers infill of an office park

University Town Center, Hyattsville, MD
Prince George’s Metro Center, Inc.
Parker Rodriguez
RTKL Associates
WDG Architecture
a large farm estate adjacent to the village of Hyattsville
Highway triggers a mall, the office park, and buffer buildings
transit triggers infilling with new Main St, plaza and parking deck
First retrofit triggers four more
New condos and public space

New Main Street
From dead mall to green downtown
Belmar, Lakewood, CO
Continuum Partners
Elkus Manfredi Architects & Civitas Inc.
Van Meter Williams Pollack Architects
before - Villa Italia mall
after - corner of Teller and Alaska Streets
8 of 13 regional malls in the Denver Metro area have been retrofitted or announced plans to be.

Retrofitting does NOT imply the wholesale redevelopment of existing neighborhoods.

Rather it provides existing neighborhoods with urban nodes on targeted underperforming sites—raising the question, how to connect the dots?

Source: Dunham-Jones, Williamson, 2009
Recapturing traffic islands for redevelopment while making walkable intersections

Fort Totten MetroRail stop, Washington DC Planning Department

Source: Washington DC Planning Dept website
from commercial strip to multi-way boulevard and new downtown

Palm Canyon Drive, Cathedral City, CA; Freedman, Tung & Bottomley

source: Dunham-Jones, Williamson, 2009
Using form-based codes to induce densification and transit on a commercial strip
Columbia Pike, Arlington County, VA, Ferrell Madden Associates, Dover Kohl & Partners
from "Woolworths" to Willingboro Public Library
The Croxton Collaborative

Burlington County River Route Corridor, NJ
- 17 miles, 52 sq. miles, linking a dozen older suburban and historic communities through light-rail and bus

- approved for priority investments by the state

- Strategic Plan in 1998. Since 2005: 203 major new businesses, more than 3,000 new jobs
From edge city sprawl to 430-acre TOD w/ BRT circulator in median
White Flint, MD – 430 acre TOD retrofit on Rockville Pike rezoned on March 23, 2010

1. Permits development of a new downtown over next 20 years
2. Dedicated-lane BRT circulators between Metro Stations
3. 10,000 residential units, 2600 of them “affordable”
4. Commercial space up from 14mil s.f to 20mil
5. Limited parking
6. High-rises up to 30-stories
7. Properties receiving density bonus required to pay farmers at metro edge to remain in agriculture
8. Generate $6-7bil in revenue for the county
9. Special Tax District to pay for infrastructure
10. Shovels in the ground in 2-3 years
From Edge City to 4 mixed-use TODs ringed by office
Tysons Corner VA: PB’s PlaceMaking

- Insertion of transit lines in arterial r.o.w., 95% of growth will be w/in 3-min walk of transit
- Doubling of office space by 2030, to 84 mil sf in LEED silver bldgs over 1,700 acres
- Approximate quadrupling of residential population, 20% affordable units
- F.A.R. bonuses for affordable housing, LEED gold/platinum
- Pursuing minimum 20-acre parcel consolidation near stations to allow for street grids
- 160 acres of parks, restoration of 2 streams in green network
retrofitting land use, transportation and energy on a commercial corridor
Cambie Corridor, Vancouver, BC, Vancouver City Planning Department
Amateur photographers protesting for the right to public space on the Astroturf green at Downtown Silver Spring, MD, July 4, 2007
HYBRID PLACES

“PUBLIC” spaces under PRIVATE management/ownership

URBAN streetscapes with SUBURBAN parking ratios

URBAN qualities at SUBURBAN costs

LOCAL placemaking with NATIONAL retail/design/funding

Populations that are MORE DIVERSE than typical suburbs, but LESS DIVERSE than typical cities

INSTANT URBANISM
INSTANT URBANISM, YES, BUT…

We can’t induce more sustainable behavior in suburbia incrementally w/o changing the infrastructure. We NEED instant urbanism.

Uses may change and buildings can be remodeled, but retrofitting the morphological structure of streets, blocks, and lots make the long term differences in:

• reduced energy consumption and vmt/capita through densification, mixed-use, and walkability
• improved air and water quality through increased pervious surface and vegetation
• diversification of household types
• community building through the inclusion of public space
Building up: adding a 5-story galleria and 25-story office tower to a dying mall

Surrey Central City, Surrey, British Columbia

Simon Frasier University

Bing Thom Architects, Inc
Long Island Radically Rezoned, T. Holler, K. Mulry, S. Peters, A. Serra
Build a Better Burb Peoples Choice winner, 2010

Build a Better Burb
an ideas competition to retrofit Long Island downtowns
From “zombie subdivision” to ....
Boarding houses? Farms? Tear-downs to avoid taxes/maintenance? Greenbelts?
Transportation innovations: The Schweeb and the Straddle Bus
Retrofittability Index, Arman Tolentino, Georgia Institute of Technology

### Retrofittability Scoring Rationale

<table>
<thead>
<tr>
<th>Static Tissue</th>
<th>Scale of Change</th>
<th>Retrofittability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multiple owners</td>
<td>Very small</td>
<td>Very low</td>
</tr>
<tr>
<td>Small lots</td>
<td>Small</td>
<td>Moderate</td>
</tr>
<tr>
<td>Rigid order</td>
<td>Large</td>
<td>Very high</td>
</tr>
</tbody>
</table>

### Campus Tissue
- One owner
- Large lot
- Flexible order

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**ANSLIEY MALL**
- Score: 4.1
- Moderate Retrofittability

**UNION STATION MALL**
- Score: 6.0
- High Retrofittability

**PERIMETER POINTE SHOPPING CENTER**
- Score: 7.8
- Very High Retrofittability
ADDITIONAL RESOURCES

CNU Sprawl Retrofit Initiative: Active list-serv, website with examples and model legislation. For info go to: http://www.cnu.org/sprawlretrofit

Sprawl Repair Manual: Book by Galina Tachieva of DPZ. Prototypical solutions at the regional, neighborhood, and building scale.

Greyfields to Goldfields: 2002 book by Lee Sobel and CNU based on 2001 study of regional mall study by Price Waterhouse Cooper

Malls into Main Streets: 2005 report by CNU to guide local officials and owners/developers through the process.

Suburban Transformations, Paul Lukez, 2007

Big Box Reuse, Julia Christenson, 2008


“Retrofitting Suburbia”, Places 17:2, Summer 2005, theme issue guest-edited by Dunham-Jones and Williamson


CNU 19, June 1-4, Madison, WI – entire track on suburban retrofitting