

Town Centers



Dr. Charles C. Bohl, University of Miami

Australian Congress for New Urbanism

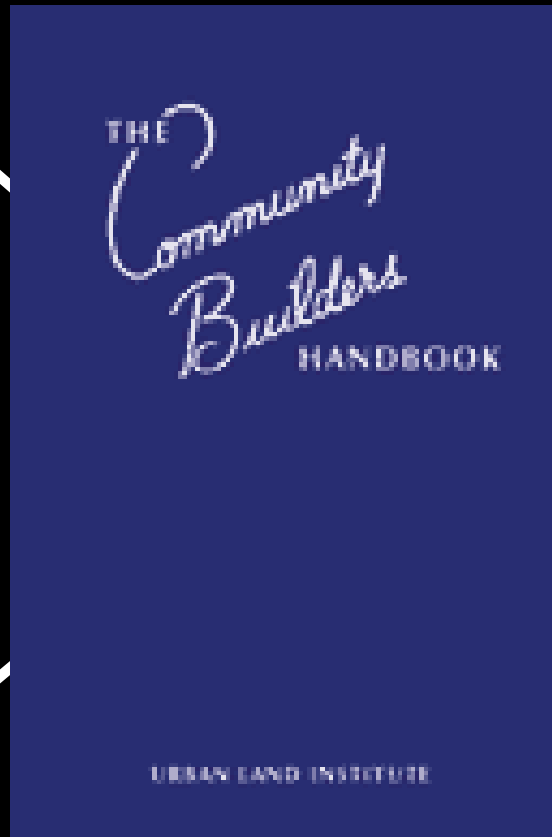
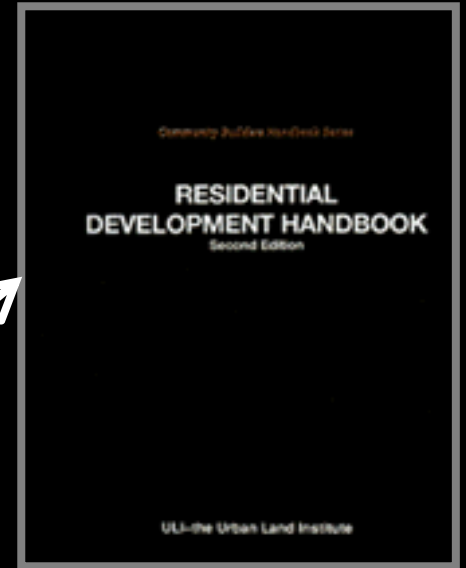
ACNU
sydney

Two slide history of U.S. settlement and development



Pre-20th century U.S. - a nation of cities, towns, villages and countryside

Development Projects and Products

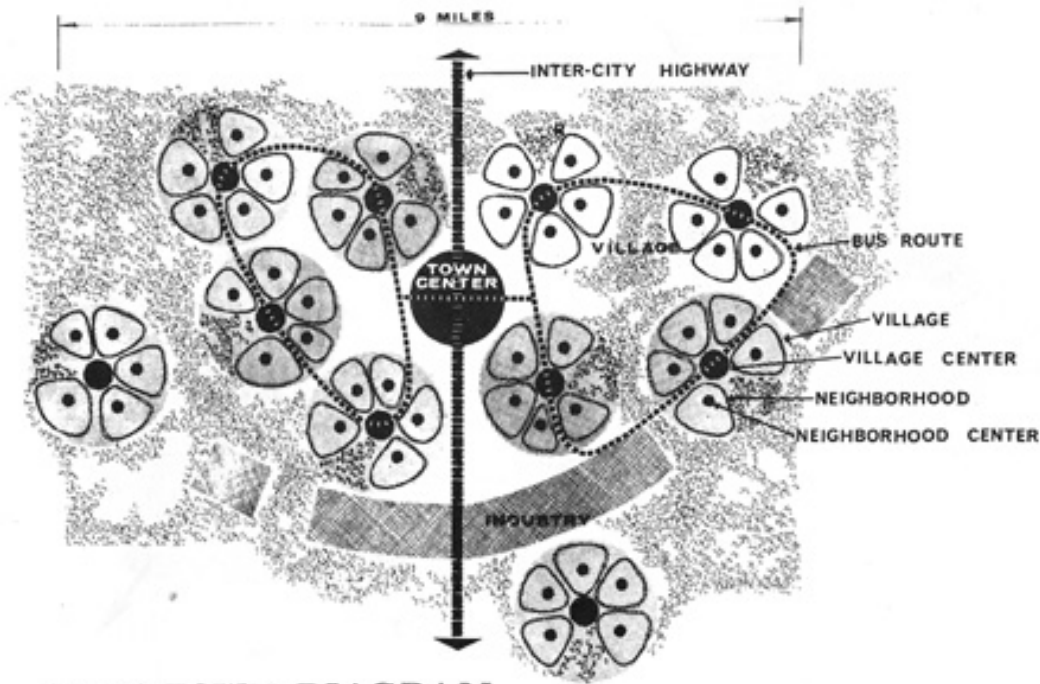




Conventional, single-use real estate products and projects don't add up to towns and communities



...and they can't simply be reassembled into town centers without changing their design.



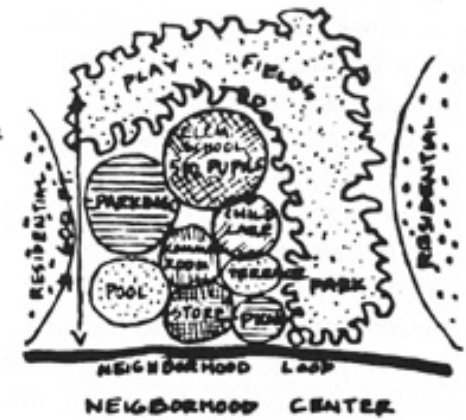
NEW TOWN DIAGRAM



HOUSING CLUSTER



NEIGHBORHOOD



NEIGHBORHOOD CENTER



VILLAGE



VILLAGE CENTER

After WWII the accepted wisdom was that walkable, mixed-use town centers were obsolete; anachronism in an automobile age, and there were major efforts to reinvent the town center for the motor age.



Lake Anne Village Center (Reston, Virginia) - pull up your canoe and shop!



Milton Keynes town centre - the shopping mall model of a town center in a box attempted in New Towns and master planned communities of the 1950s-1970s



An indoor post office in Cumbernauld town centre



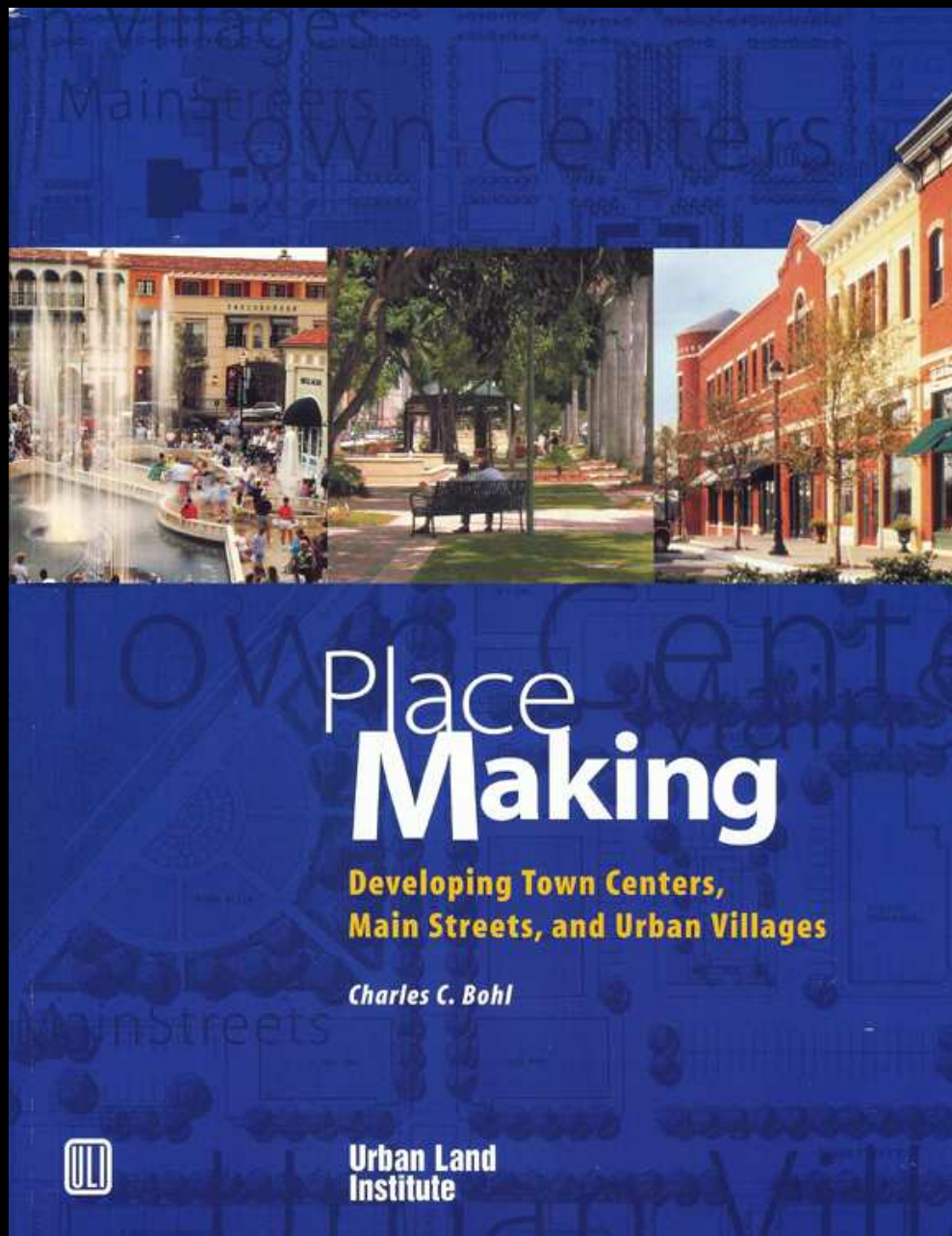
A modernist village center in Sweden

Source: Jerker Söderlind



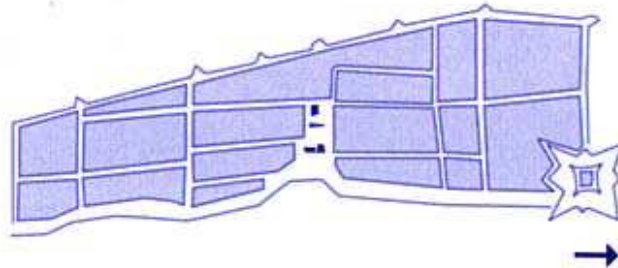
Another attempted to reinvent the town center in Sweden (campaign promise: “
I will find the person responsible for this design and make them fix it!”)

Source: Jerker Söderlind

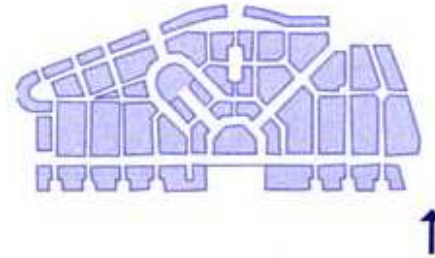


The *Place Making* book addresses the need to look back and relearn timeless principles of place making for pedestrian, mixed-use town centers and adapt to contemporary needs for accommodating automobiles, larger scale retail and civic uses, and lifestyles.

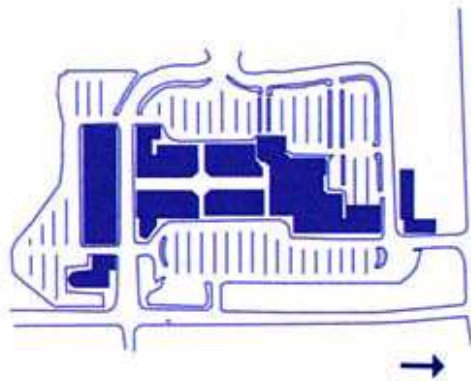
COMPARISONS
RELATIVE SCALE



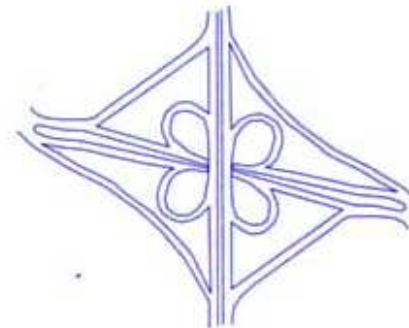
ST. AUGUSTINE, FLORIDA
SPANISH SETTLEMENT
1565



SEASIDE, FLORIDA
1983



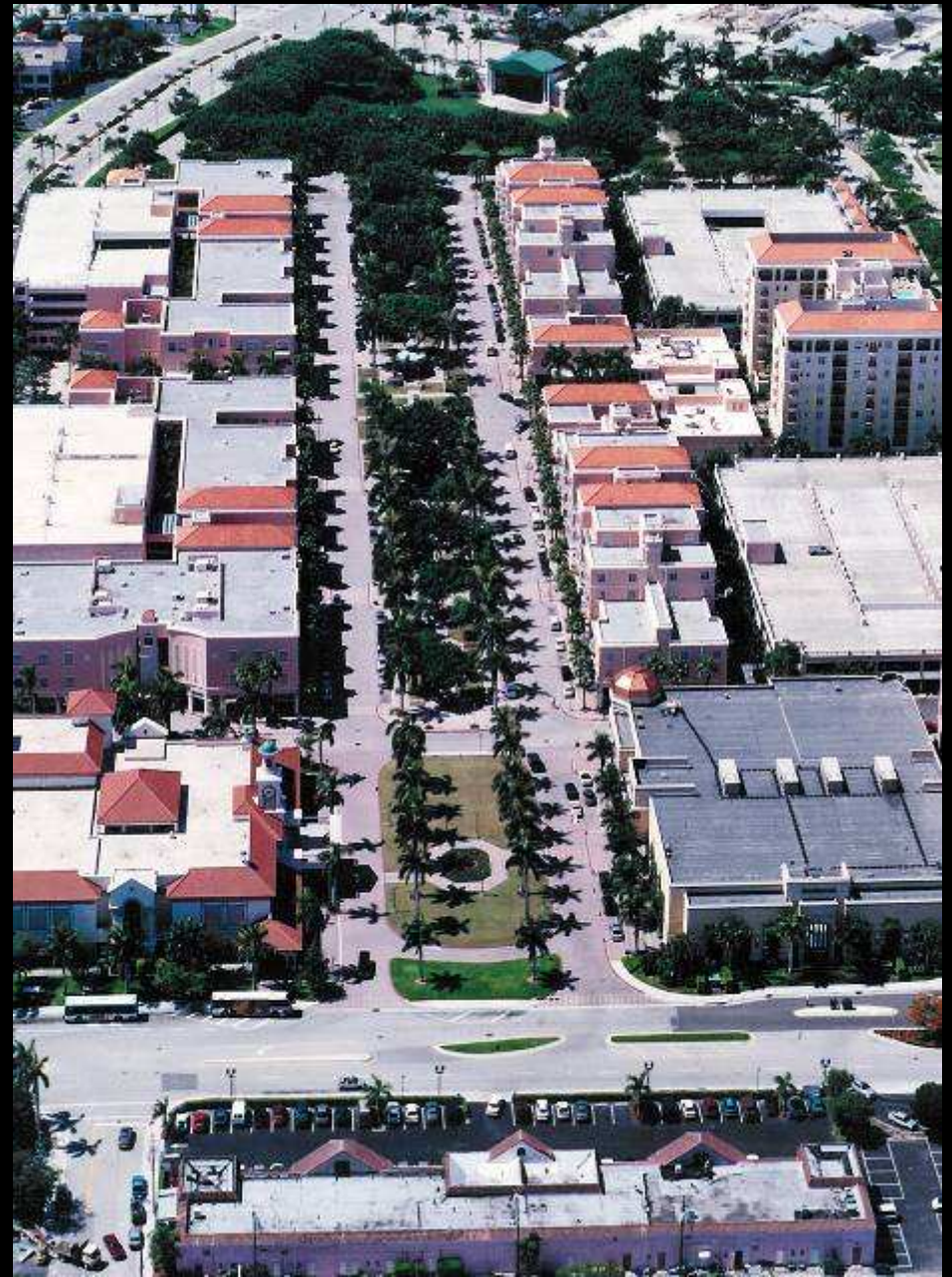
STONETOWN SHOPPING CENTER
SAN FRANCISCO, CALIFORNIA
1952



CLOVERLEAF

Relearning: human (pedestrian) scale vs automobile scale
Comparison of four places drawn to the same scale.

(Source: Keller Easterling, *American Town Plans*)



Learning from the past: human scale, spatial enclosure, building height-to-width ratios



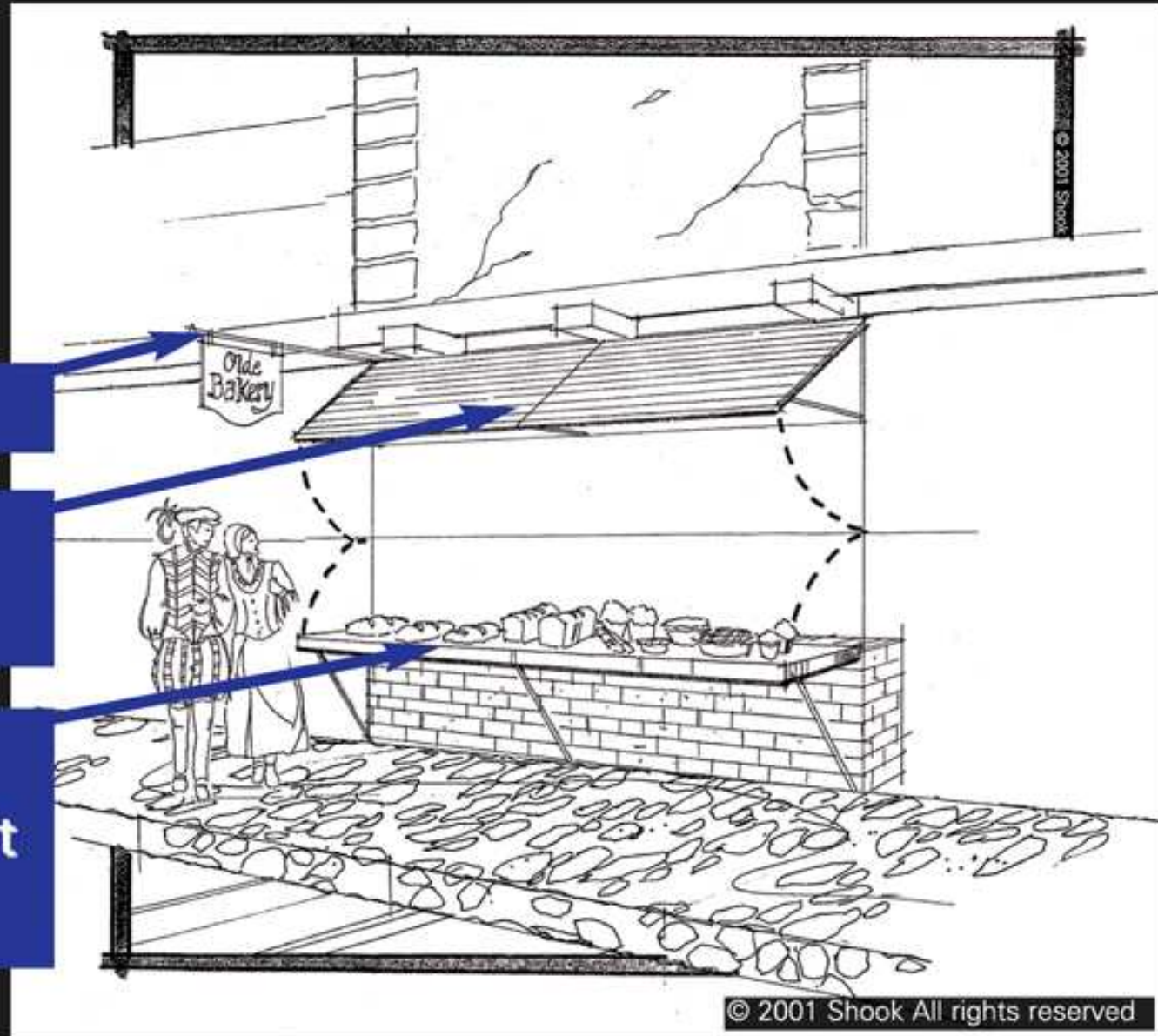
Attempted reinvention of the town center in Sweden #3:
the contemporary man's storefront

Source: Jerker Söderlind

The First Sign

The First Awning/
Overhang

The First Display
Window (with product
display)



Ye olde storefront - timeless basics of visual merchandizing 101

Shaft

Bulkhead

Transom

Display Window

Entry

Base



The continuum of good storefront design and visual merchandizing



A new urbanist main street that comes up short



...and one that gets it right (a storefront that continues to sell even when its closed and provides one of the best kinds of street lighting

(Mashpee Commons, Mashpee, MA)



Sorting out urban and suburban types - two Saks 5th Avenue stores, suburban (left) and urban (right). Same merchandise, different context.

The ULI Convenience Store ←————→ The TND Neighborhood Store

A convenience store is a retail business that provides a convenient location for quick purchases from a wide array of products (predominantly food). Convenience stores are typically less than 5,000 sq ft with convenient pedestrian access and parking, and extended hours of operation.

The ULI Convenience Center ←————→ The TND Main Street Shops

A convenience center, similar to a convenience store, provides for the sale of personal services (dry cleaning, barber shop, shoe repair) and convenience goods (food, drugs, and sundries). The convenience center is anchored by some type of personal/convenience retail such as a minimarket. It has a typical gross leasable area of about 20,000 sq ft.

The ULI Neighborhood Center ←————→ The TND Town Center Shops

A neighborhood center provides for the sale of convenience goods and personal services for the day-to-day needs of the immediate neighborhood. The supermarket is the principal tenant. In theory, the neighborhood center has a typical gross leasable area of 50,000 sq ft. In practice, it may range in size from 30,000 to 100,000 sq ft.

The ULI Regional Center ←————→ The TND Shopping District

A regional center provides for the sale of general merchandise (apparel, furniture, and home furnishings) in depth and variety, as well as a range of services and recreational facilities. It is anchored by one or two full-line department stores of generally not less than 75,000 sq ft. In theory, its typical size is 450,000 sq ft of gross leasable area; in practice, it may range from 300,000 to 850,000 sq ft. The regional center is the second largest type of shopping center, providing services typical of a business district yet not as extensive as those of the super regional mall.

RETAIL TYPE BY SIZE & SERVICE AREA

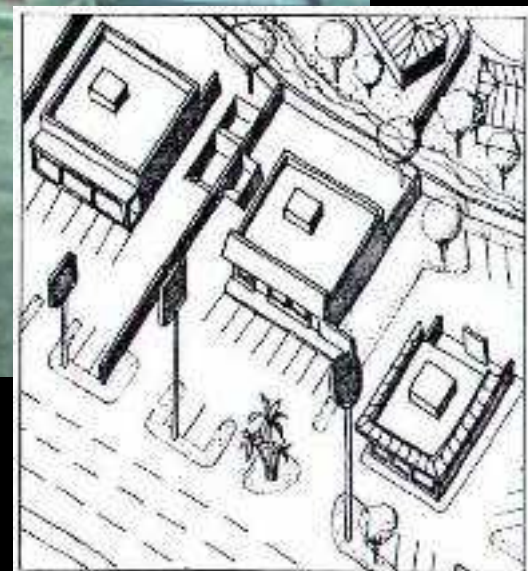
ULI	TND	Size (sq ft)		Service Area (radius)	
		Min	Max	Min	Max
Convenience Store	Neighborhood Store	800	5,000	1/4 mile	1 mile
Convenience Center	Main Street Shops	15,000	25,000	1 mile	2 miles
Neighborhood Center	Town Center Shops	30,000	100,000	2 miles	5 miles
Regional Center	Shopping District	300,000	850,000	5 miles	15 miles

Source: Thomas Comitta

Attempted translation of the scale, tenant mix, and service area from conventional shopping centers into traditional urban centers



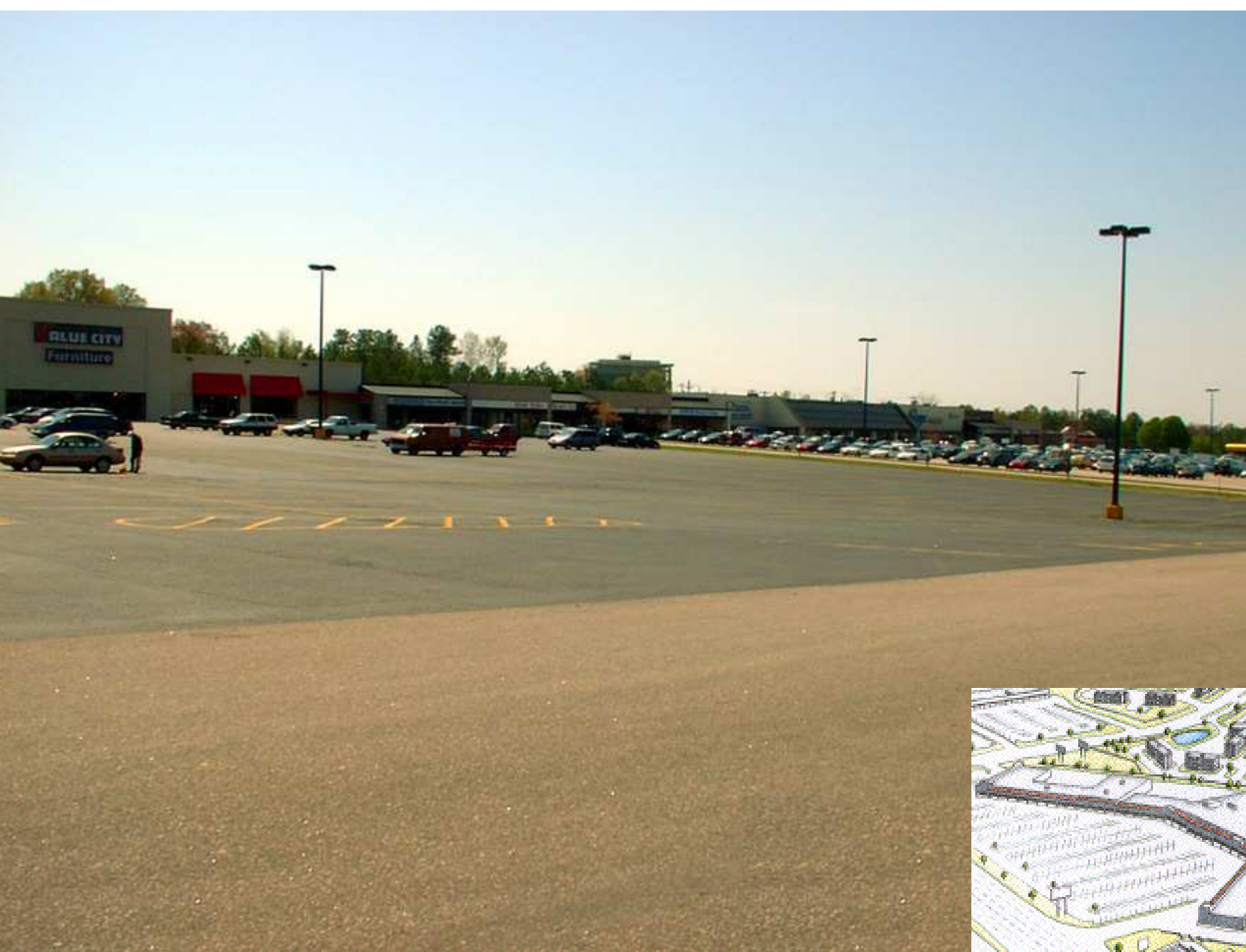
7-11 convenience store





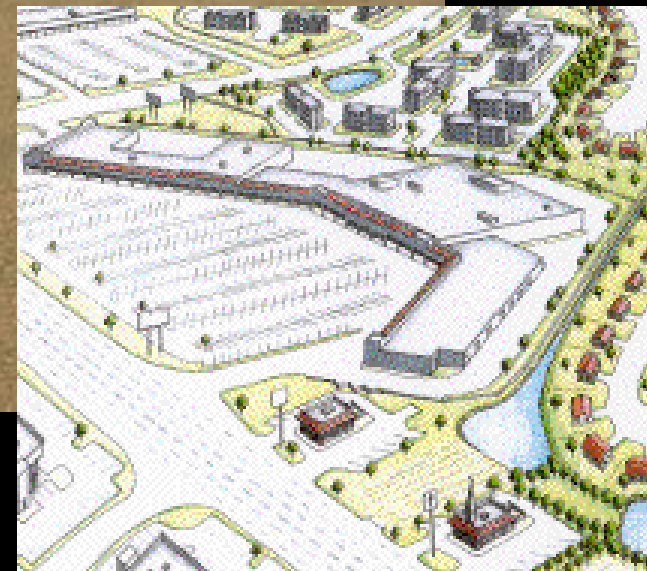
Corner store

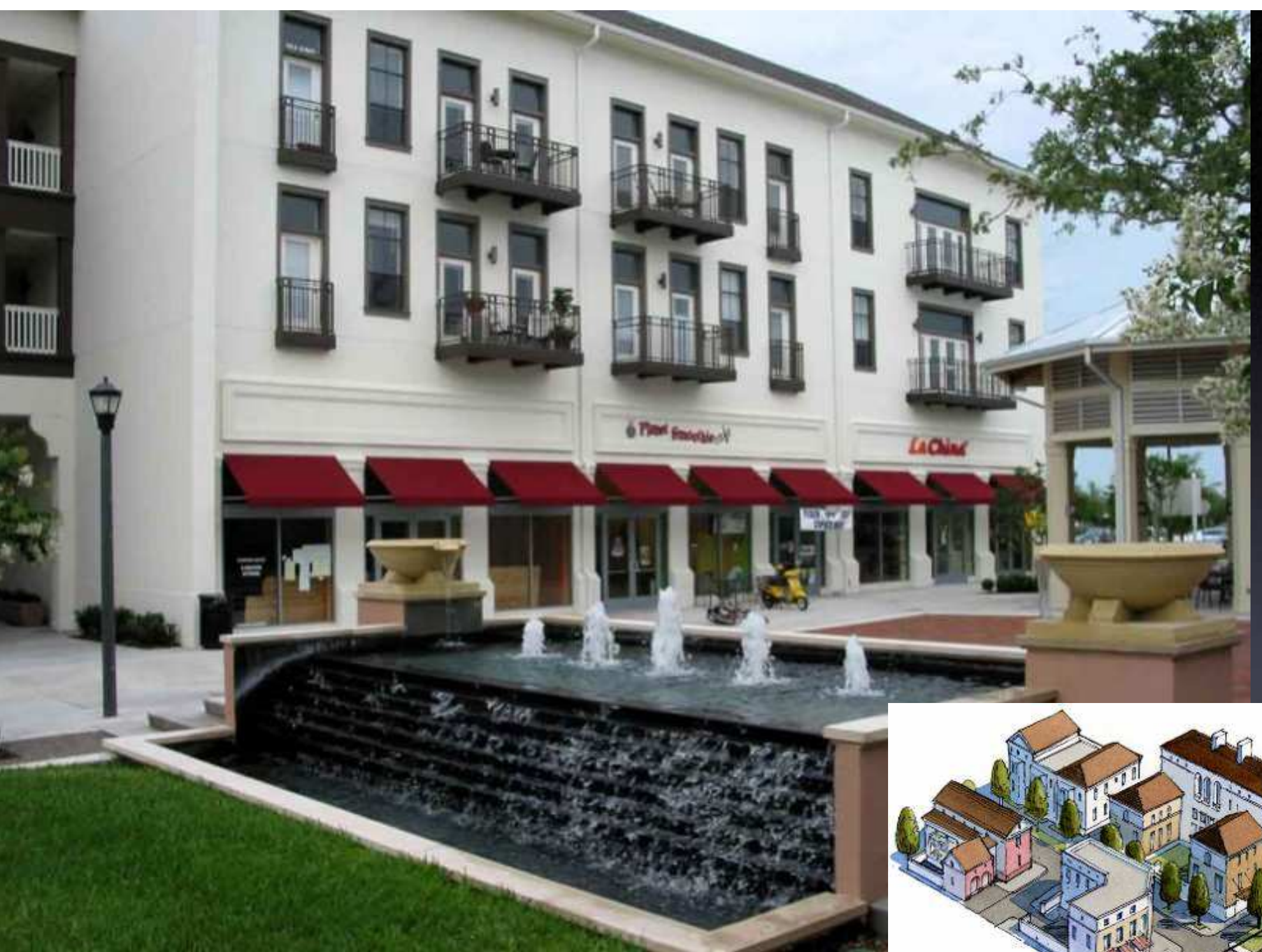




Neighborhood shopping center

Dover, Kohl & Partners





Village center

DPZ & James Wassell



New Urban Retail The First Decade



Seaside (1980)



Miami Lakes Town Center (1983)



Mashpee Commons (1985)



Princeton Forrestal Village (1987)



Reston Town Center (1990)



Mizner Park (1991)

Early TND Retail

- Corner stores
 - Modica Market
 - Belmont Green
 - Southern Village
 - Inverness Square
 - Lakelands
- Laguna West
- Market Street at Celebration
- McKenzie Towne Centre
- “Town Center coming soon...”



Seaside, Florida corner store

New Urban Retail The Second Decade

Haile Village Center

Redmond Town Ctr

Orenco Station Town Ctr

City Place

Market St at Celebration

I'on Square

Kentlands Market Square

Santana Row

Abacoa Town Center

Pentagon Row

Southlake Town Square

Birkdale Village

Easton Town Center

Southern Village Ctr

King Farm Village Center

Winter Park Village

Stapleton Town Center

Paseo Colorado

San Elijo Village Center

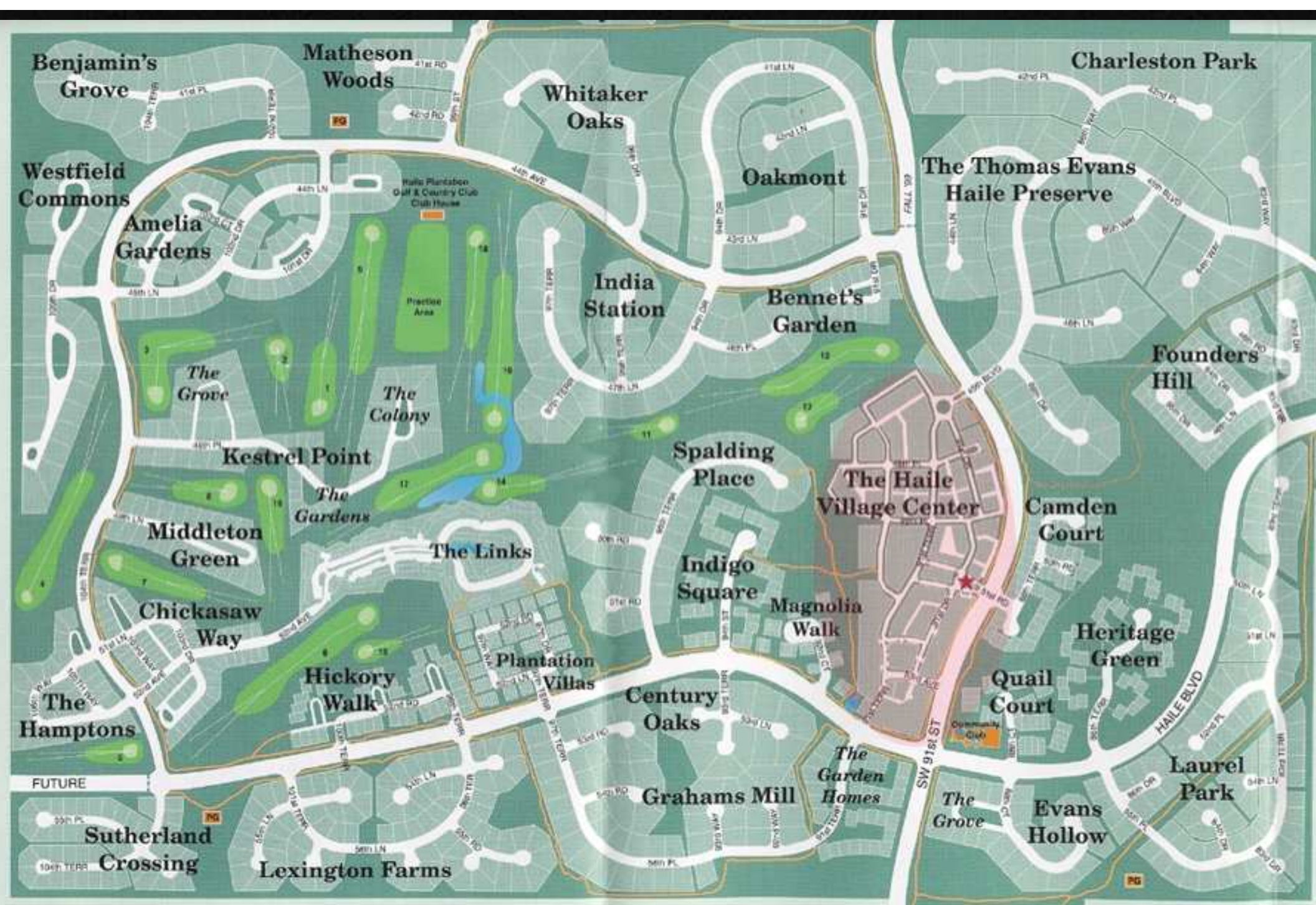
Baldwin Pk Vlg Ctr...



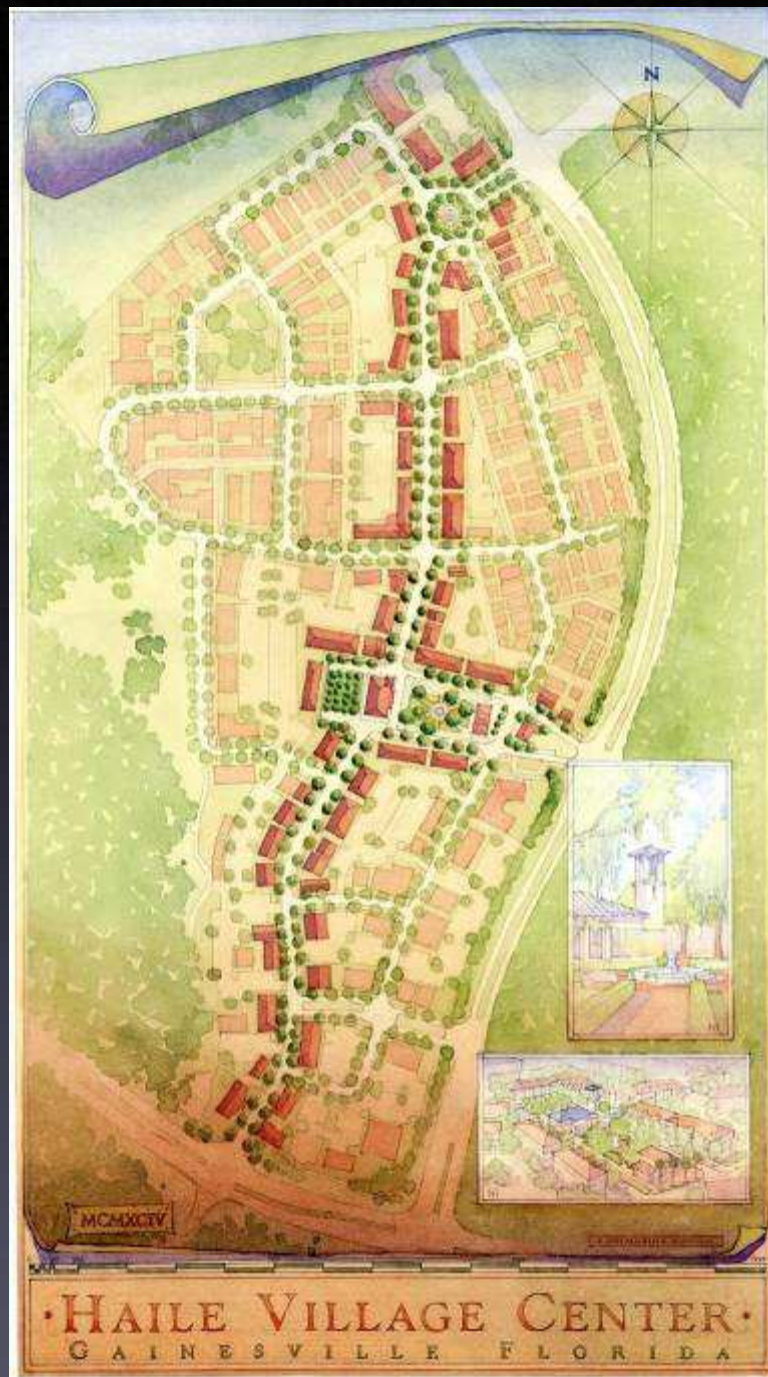
l'On Square (near Charleston, SC)



Southern Village village center (Chapel Hill, NC)



Infill of a village center for the suburban Haile Plantation master planned community (Gainesville, FL)



Rendering of Haile Village Center
highlighting the main street

(source: Bob Kramer)



ORENCO STATION

ILLUSTRATIVE OVERALL SITE PLAN
MASTER DEVELOPER PAC-TRUST





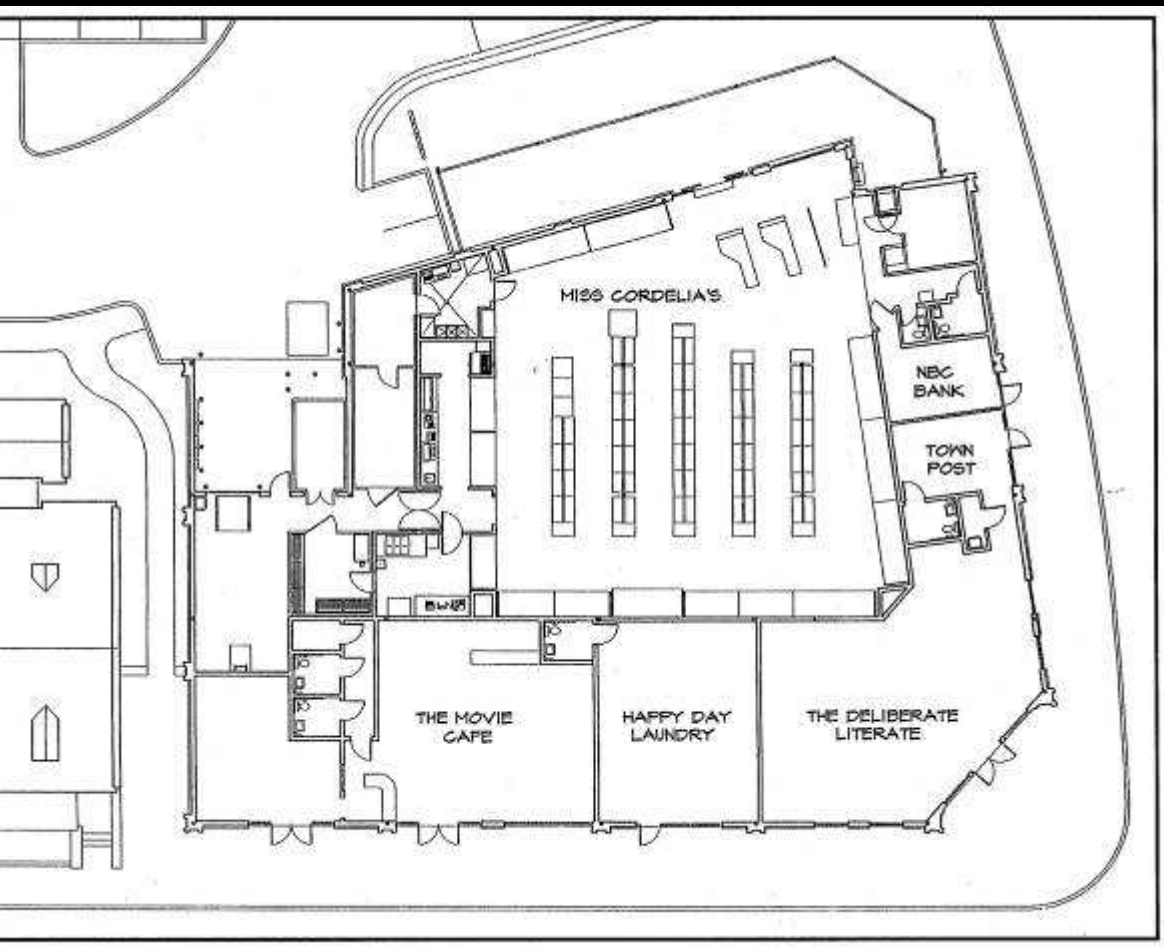
Aerial view of early phase of Orenco Station Town Center (Portland, Oregon)



Celebration's town center (near Orlando, Florida)



Across the street from Celebration: typical central Florida sprawl



Harbor Town (Memphis, TN)



Kentlands Market Square and Main Street (Gaithersburg, MD)





Typical commercial sprawl in Gaithersburg, MD near Kentlands



Live-work buildings lining Kentlands' Main Street



Pentagon Row, one of the Federal Realty Investment Trust's mixed-use projects (Washington, DC)





Birkdale Village (outside Charlotte, NC)

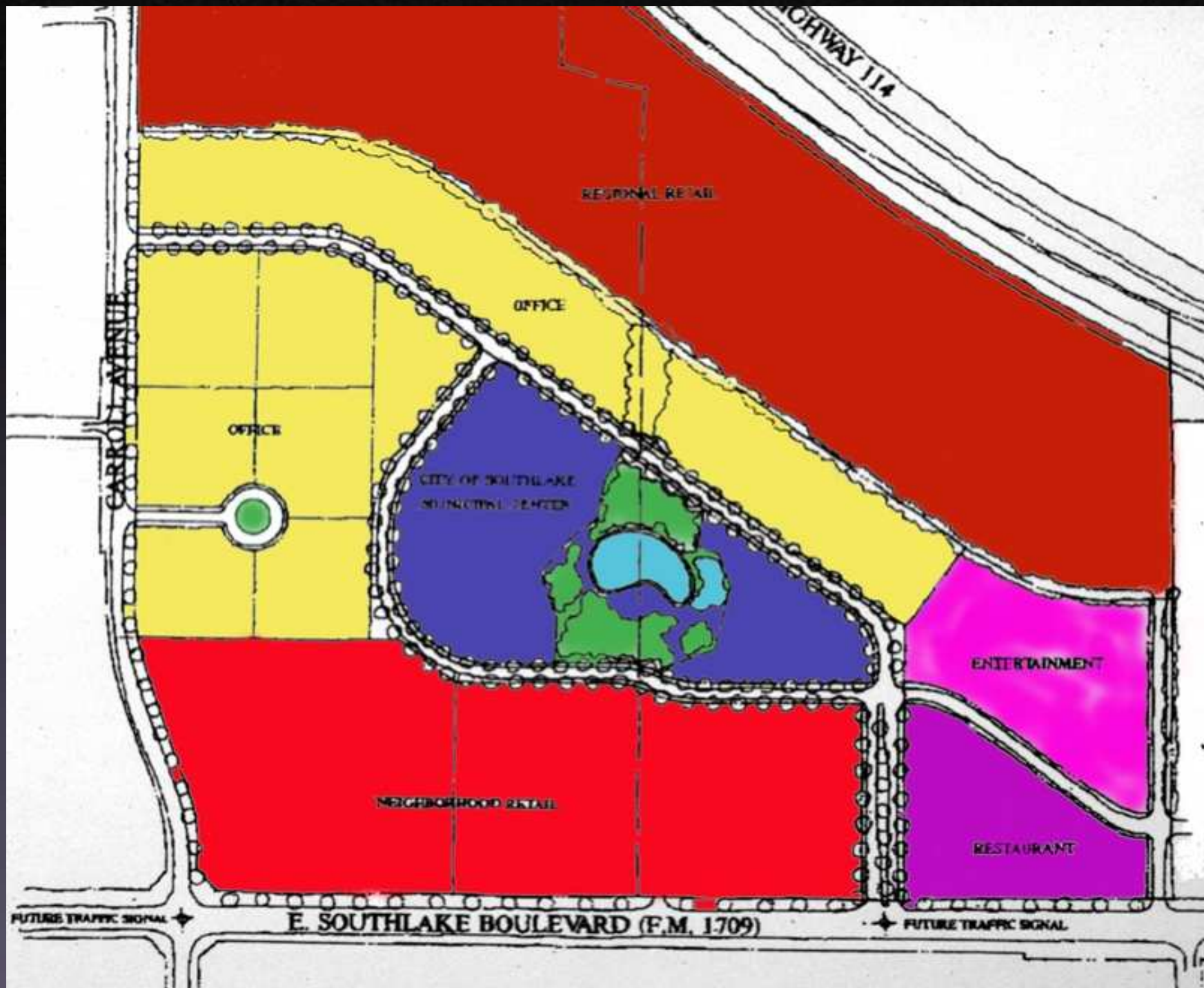


DOCTORS BUILDING

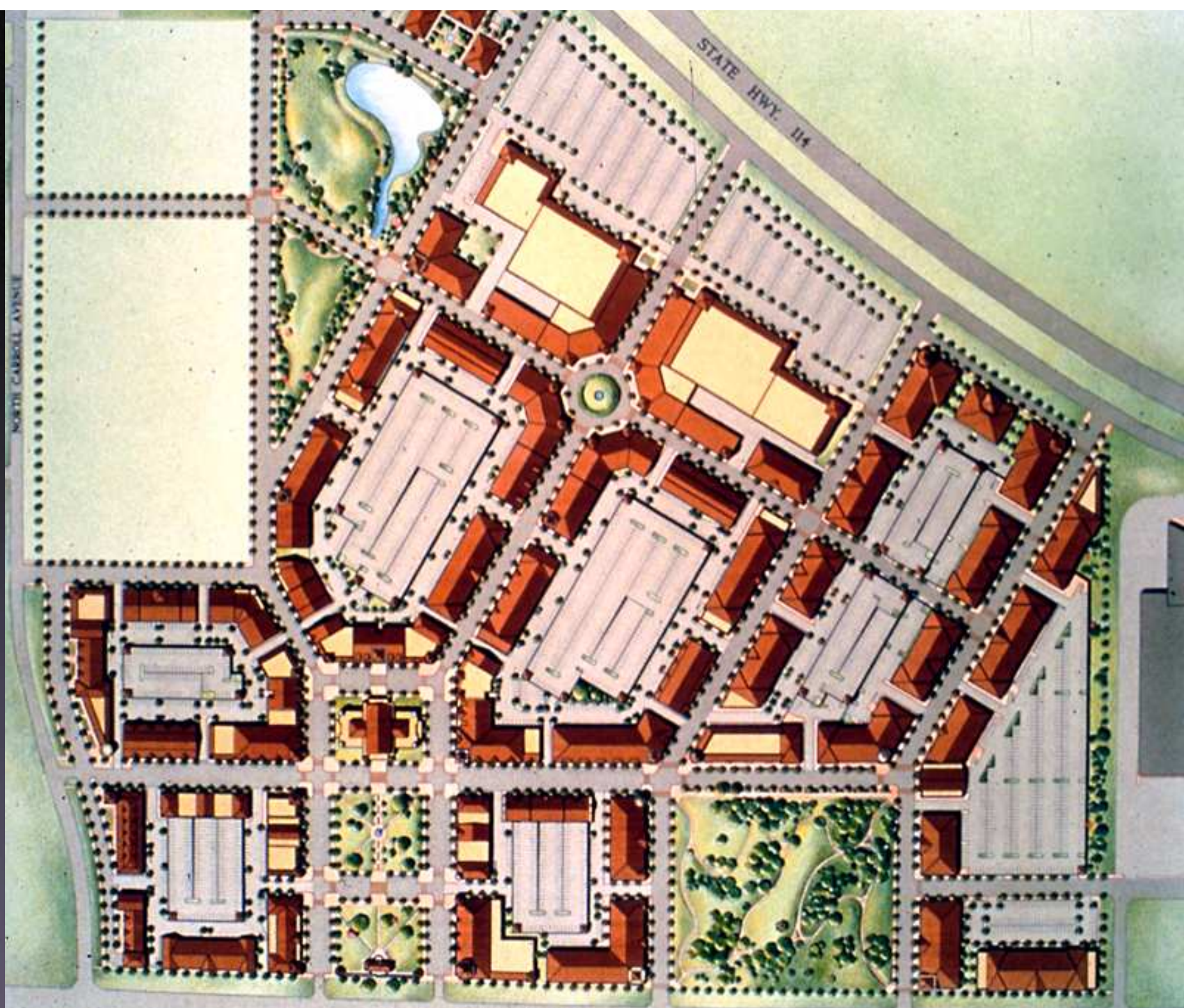
ARMY & NAVY
T-SHIRT & GEAR

ARMY & NAVY
T-SHIRT & GEAR

ARMY & NAVY
T-SHIRT & GEAR



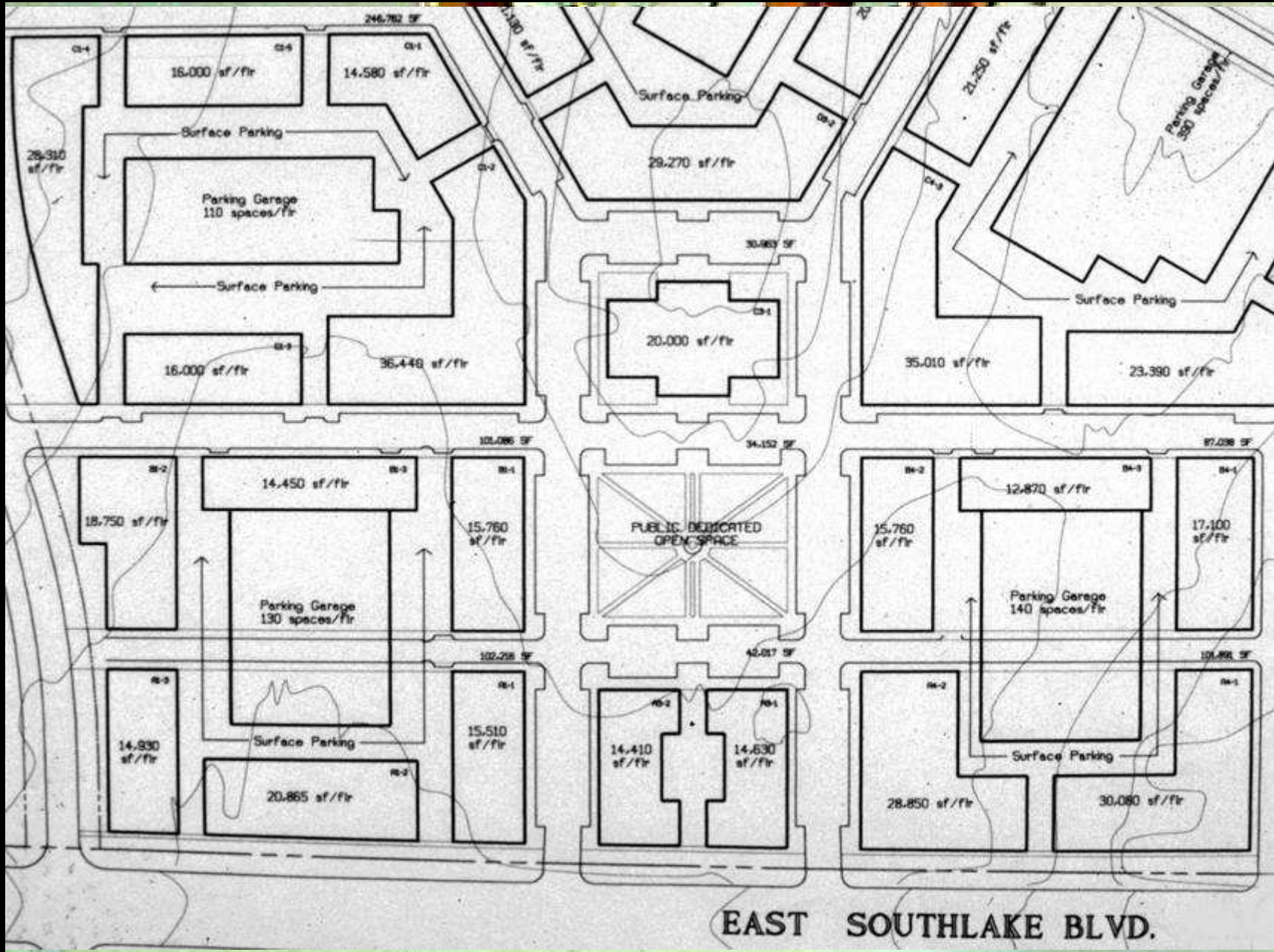
Original suburban plan for the future site of Southlake Town Square near Dallas, Texas



STATE HWY. 114

NORTH CARROLL AVENUE

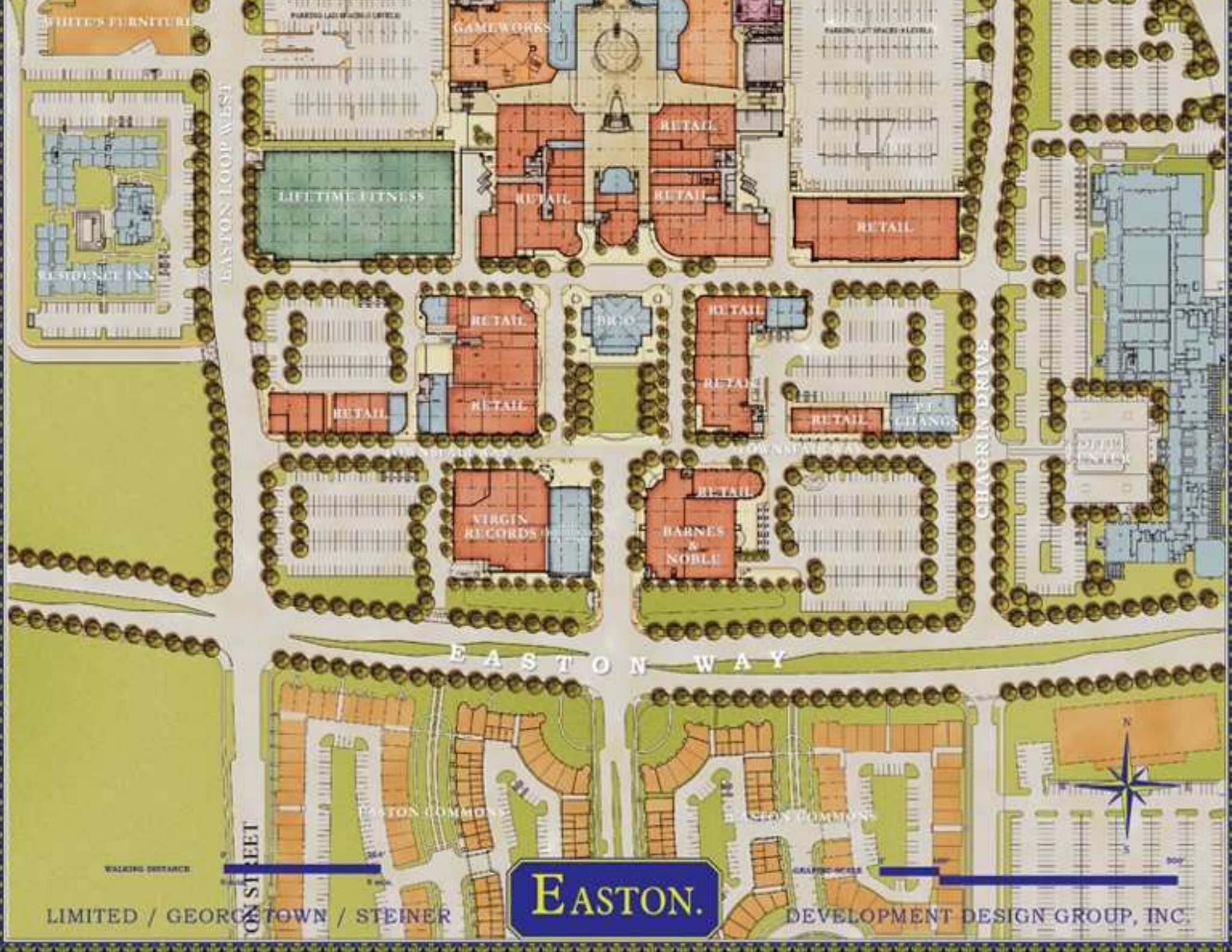
EAST SOUTHLAKE BLVD. (F.M. 1709)



Courthouse square area of Southlake Town Square







WHITE'S FURNITURE

PARKING LOT SPACES & LEVELS

GAMEWORKS

PARKING LOT SPACES & LEVELS

EASTON LOOP WEST

LIFETIME FITNESS

RETAIL

RETAIL

RETAIL

RESTORATION

RETAIL

BOOKS

RETAIL

RETAIL

RETAIL

RETAIL

RETAIL

PET GROOMING

VIRGIN RECORDS

RETAIL

BARNES & NOBLE

EASTON WAY

CHAGRIN DRIVE

ON STREET

EASTON COMMONS

EASTON COMMONS

WALKING DISTANCE

EASTON.



LIMITED / GEORGETOWN / STEINER

DEVELOPMENT DESIGN GROUP, INC.





Easton Town Center (Columbus, Ohio)

BARNES & NOBLE
BOOKSELLERS





Santana Row (San Jose, California)







Retail leasing plan for
Baldwin Park Village Center
(Orlando, Florida)









Setto Japanese Restaurant

Setto Japanese Restaurant



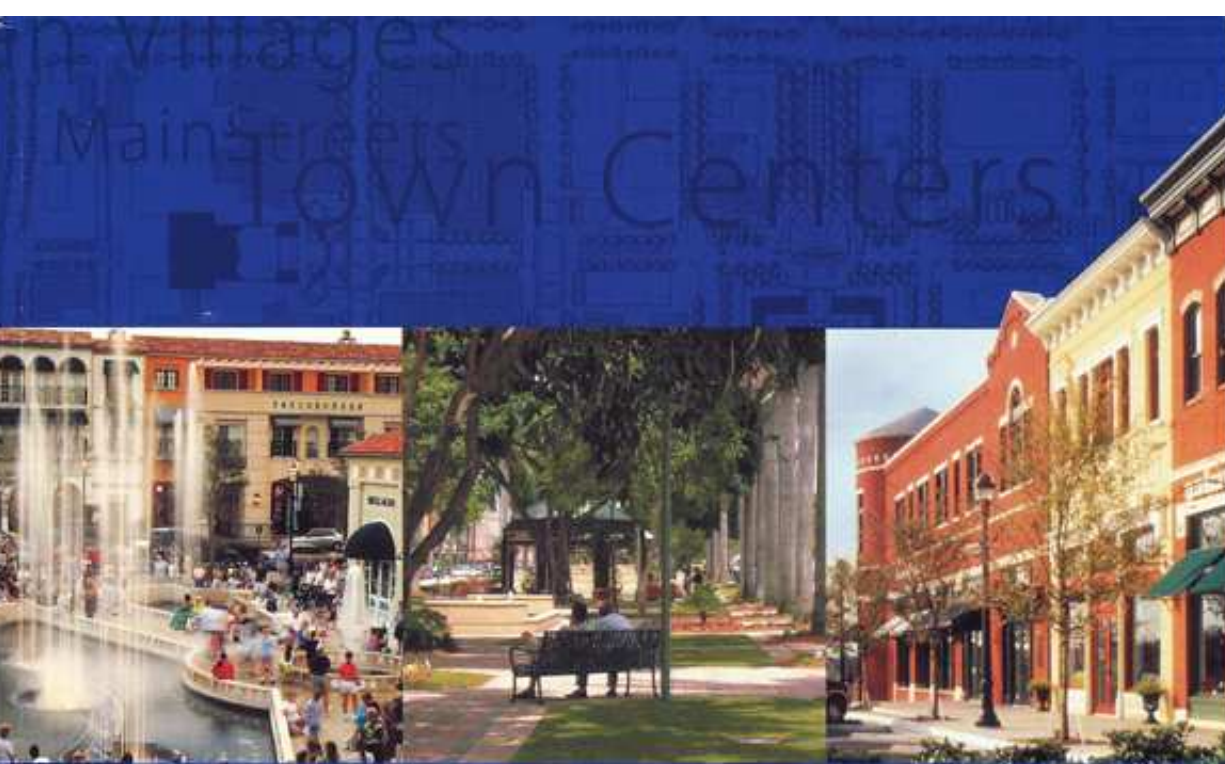
Village center plan for
Baldwin Park Village Center
(Orlando, Florida)

Source: Torti Gallas CHK









Place Making

**Developing Town Centers,
Main Streets, and Urban Villages**

Charles C. Bohl



**Urban Land
Institute**

Charles C. (Chuck) Bohl

cbohl@miami.edu

305-284-4420

www.arc.miami.edu/knight