

PLANNING FOR PRESERVATION:

MANAGING GROWTH IN URBAN AREAS



NATIONAL TRUST FOR HISTORIC PRESERVATION

MARCH 22-23, 1990

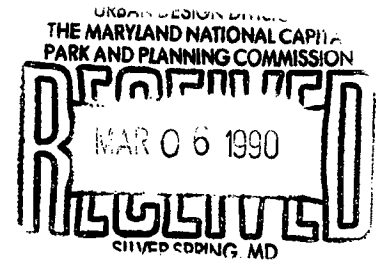
PITTSBURGH, PA



National Trust for Historic Preservation

March 1, 1990

Ms. Gwen Marcus
Historic Preservation Planner
Montgomery County, Maryland
8787 Georgia Avenue
Silver Spring, MD 20910



Dear Gwen:

Thank you for agreeing to participate in the National Trust's upcoming conference on preservation planning and growth management.

The conference will take place on March 22-23, 1990 at the Westin William Penn Hotel in downtown Pittsburgh, Pa. The overall goal of the conference is to help local government officials, civic leaders and preservation advocates better understand planning and growth management tools so that they can preserve and enhance the quality and livability of their community.

Conference sessions will run from 8:45 a.m. to 5:00 p.m. on Thursday, March 22, and from 9:00 to 5:00 p.m. on Friday, March 23. The audience should be a mix of mayors, planners, city council members, attorneys, developers, members of preservation and planning commissions, preservation advocates and others.

You are scheduled to participate in the focus group on "Planning in Out-of-Town 'Downtowns': Issues Facing Counties." This session will take place from 3:15 to 5:00 p.m. on Thursday, March 22.

The purpose of this session is to enable local government officials and civic leaders from rapidly growing counties to share problems and ideas for solutions. The format for this session will be a roundtable with key discussants, of which you will be one, with an audience of interested observers.

Others invited to participate in the roundtable discussion, which will be moderated by Susan Kidd, director of the National Trust's Southern Regional Office, include: Henry Richmond, executive director of 1000 Friends of Oregon; Peter R. Stein, vice president of Trust for Public Land; John Mason, city council member and candidate for mayor, Fairfax City; Judith P. Schleicher, president, New Jersey Federation of Planning Officials; John W. Epling, director, New Jersey Office of State Planning; and Mario di Valmarana, professor of Architecture at the University of Virginia.

1785 Massachusetts Avenue, N.W.
Washington, D.C. 20036
(202) 673-4000

March 1, 1990
Page Two

We plan to provide conference participants with informational packets including biographical notes on all speakers as well as written materials relevant to conference topics. So that we will have adequate time to prepare these packets, I ask that you send your resume as well as any materials you wish to recommend for inclusion in the packets to the attention of my assistant, Lisa Wormser, no later than March 9.

I am delighted that you have agreed to participate in the conference and look forward to seeing you in Pittsburgh.

Sincerely,



Constance E. Beaumont
Senior Policy Analyst
State and Local Program

Enclosures

Conference Brochure
Detailed Preliminary Program

Thanks,

Jwen.

I look forward
to seeing you
soon.



Planning for Preservation: Managing Growth in Urban Areas

A National Conference
March 22-23, 1990
Pittsburgh, Pa.

Planning for Preservation: Managing Growth in Urban Areas

A National Conference
March 22-23, 1990
Pittsburgh, Pa.

*Learn about innovative, practical tools for
protecting your community's distinctive
character as it grows and changes*

Sponsored by the
National Trust
for Historic Preservation
in cooperation with the
Section of Urban, State and Local
Government Law of the American Bar
Association and the Institute for
Environmental Negotiation of
the University of Virginia
Local Co-hosts:
Pennsylvania Historical & Museum
Commission, the Pittsburgh History &
Landmarks Foundation, and the Preservation
Fund of Pennsylvania, Inc.



National Trust
for Historic
Preservation

PLENARY SESSIONS: Preliminary Program

Integrating Preservation Values into Local Comprehensive Plans
Communities are increasing their efforts to integrate preservation values into local comprehensive plans as preservation advocates recognize that such plans can have major political and legal impacts. This session will examine those impacts and explore how such integration can be achieved. It will also examine where the courts are headed in terms of requiring consistency between local plans and zoning ordinances. Finally, it will consider how preservation advocates can ensure that important goals are carried out once they are included in local plans.

Zoning Tools for Preservation
Zoning policies can undermine or underpin local preservation objectives. Either way, preservationists ignore zoning at their peril. This session will examine innovative zoning tools and their effect on preservation. It will consider what, if any, impact recent U. S. Supreme Court decisions have had on the ability of municipalities to use zoning techniques (including downzoning and interim development controls) that are sometimes needed to protect historic and scenic resources.

Fiscal Tools and Economic Incentives for Guiding Growth
What economic and fiscal tools are available for steering growth into areas that cities want to develop and away from areas they want to protect? What real estate principles govern the successful application of these tools? What financial incentives matter most to developers? This session will provide descriptions of financial mechanisms for managing growth, including property tax policies, transfer/purchase of development rights, real estate transfer taxes, land banks, revolving funds and bond programs.

State Growth Management Laws and Local Preservation:

Understanding the Link
A growing number of states are requiring local communities to include historic preservation elements in their comprehensive plans. Other states, such as Virginia, Washington and Illinois, have done little to encourage local preservation planning. This session will consider the implications for local preservation of state growth management laws such as those in Oregon, Georgia, New Jersey, Maine, Vermont and Rhode Island. It will also discuss the strengths and weaknesses of these laws. Finally, it will look at how preservationists and conservationists can work together.

Connecting Historic Preservation and

Broader Community Concerns
Historic preservation is still seen as an artsy frill in many circles, and growth management advocates are often accused of being NIMBYs ("Not In My Back Yard"). What are the public economic and social benefits of historic preservation and growth management? This session will discuss how preservation and sensible growth advocates can do a better job of relating their objectives to broader community concerns, such as affordable housing and economic development.

The Politics of Preservation and Growth Management

Drafting historic preservation and growth management laws is sometimes easy compared to the job of selling these measures to city council, state legislators, mayors and county executives. This session will consider how preservationists can become involved and effective in local government processes that affect the quality of their communities. It will also examine ways in which preservation and quality of life advocates can build bigger and stronger constituencies and coalitions.

National Trust
for Historic Preservation
1785 Massachusetts Avenue, NW
Washington, DC 20036

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Planning for Preservation: Managing Growth in Urban Areas

A National Conference March 22-23, 1990 Pittsburgh, Pa.

Planning for Preservation: Managing Growth in Urban Areas

CONCURRENT SESSIONS: Preliminary Program

PART I

A. Conservation Districts, Transfers of Development Rights, Ballot Box Initiatives and Downzoning: Lessons From San Francisco, Seattle, and Boston

San Francisco uses "conservation districts" with special design guidelines and a transfer-of-development rights program to protect its distinctive character. Seattleites recently took to the ballot box in an attempt to control insensitive downtown development. Boston downzoned to protect areas of the city especially valued by local citizens. How are these programs working? What planning processes and citizen initiatives were used to put them in place?

B. Environmental Quality Districts, A Redevelopment Authority for Preservation and Policies for Making Cities Walkable: Tools Used in Cincinnati, St. Paul and Philadelphia

Cincinnati uses "environmental quality" districts to protect historic buildings and, through landscaping requirements, seeks to prevent the city's pockmarking by vacant lots. St. Paul runs a special redevelopment authority to provide financing and other services aimed at revitalizing its historic Lowertown. In Philadelphia, to preserve the city's walkable character, the new Center City Plan discourages the construction of new parking garages and limits the width of new buildings. The effectiveness of these tools will be discussed at this session.

C. Negotiating with Developers and Solving Specific Problems

Not everything takes place through laws or financial incentives. Sometimes simple persuasion and bargaining with developers can bring about more sensitive, better quality development. In this roundtable session, representatives from Pittsburgh and Jersey City will discuss how they have used such approaches to get what they want. Representatives from cities currently facing major downtown development challenges will be able to discuss their specific problems and get answers from experts.

PART II

A. Conflict Mediation, Citizen Outreach and Collaborative Planning: Case Studies from Atlanta, Roanoke and Denver

Atlanta used professional mediators to resolve preservation-development conflicts as the city prepared its local comprehensive plan. Roanoke undertook an extensive citizen outreach program, with a strong emphasis on media involvement. Denver created a broadly-based citizens' task force with subcommittees assigned to resolve special planning problems. How did these processes work? What were the problems and the benefits?

B. Planning in Out-of-Town "Downtowns": Issues Facing Counties

With over 60 percent of the nation's office space now located in the suburbs, the urbanization of these areas presents a major planning challenge. Twice as many Americans commute from one suburb to another, rather than from suburbs to downtown. Uncoordinated mega-developments are running over countryside and small towns like juggernauts. This session will explore the implications of these facts for older, traditional cities as well as for suburbs becoming cities. It will consider what the historic preservation movement should be doing about these issues. Finally, it will examine planning and growth management strategies available to make sure that the suburbs now growing so rapidly become communities and not "carburbs".

WHO SHOULD ATTEND?

Mayors, city council members, county executives, planners, attorneys, developers, civic leaders, historic preservationists, business leaders, and members of planning, historic district, design review and zoning boards.

HOTEL INFORMATION

To reserve a room at the official conference hotel, the **Westin William Penn** in downtown Pittsburgh, please call (412) 553-5100 and identify yourself as a participant in the National Trust for Historic Preservation's "Planning for Preservation" conference. A special conference rate of \$85 for a single room (\$95 for a double) is guaranteed through March 1, 1990.

SPECIAL AIRLINE DISCOUNT

US AIR is offering registrants special reduced rates on flights to and from the conference. To make reservations, call 1-800-334-8644 after January 18, and ask for Gold File 731535.

CANCELLATION POLICY

All conference registration cancellations must be received in writing. A full refund will be made to anyone who cancels by Friday, March 9. After that, \$50 will be deducted from the refund. No part of the registration fee will be refunded for cancellations postmarked after the conference begins. Substitute registrations will be accepted at any time.

SPEAKERS AND DISCUSSION LEADERS

(Partial List)

Sheri Barnard, Mayor,
Spokane, Wash.

Helen Boosalis, Former Mayor,
Lincoln, Neb.

Robert F. Brown, Principal,
Geddes Brecher Qualls Cunningham,
Philadelphia, Pa.

David E. Cardwell, Chair-Elect
Section of Urban, State &
Local Government Law
of the American Bar Association

Richard C. Collins, Director,
Institute for Environmental Negotiation,
University of Virginia,
Charlottesville, Va.

Timothy J. Crimmins, Director,
Heritage Preservation Program
Georgia State University

John Epling, Director,
Office of State Planning,
State of New Jersey

Paul W. Farmer, Deputy Planning Director,
Pittsburgh, Pa.

Paul Goldberger*, Architecture Critic,
New York Times

Jerald S. Kayden, Visiting Faculty Member,
Lincoln Institute of Land Policy,
Cambridge, Mass.

Dean Macris, Planning Director,
San Francisco, Calif.

Dwight H. Merriam*, Attorney,
Robinson & Cole,
Hartford, Conn.

Tom Moriarity, Senior Associate,
Halcyon Ltd.,
Washington, D.C.

Pamela Plumb, City Council Member,
Portland, Maine

Henry Richmond, Executive Director,
1000 Friends of Oregon

Richard J. Roddewig, President,
Clarion Associates,
Chicago, Ill.

Judith P. Schleicher, President,
New Jersey Federation of Planning Officials

John Sibley, Executive Director,
Governor's Development Council,
Atlanta, Ga.

Robert E. Stipe, Emeritus Professor of Design,
North Carolina State University
School of Design

Elizabeth Waters, Mayor,
Charlottesville, Va.

Douglas P. Wheeler, Executive Vice President,
The Conservation Foundation

Arthur P. Ziegler, President,
Pittsburgh History & Landmarks Foundation

* Invited

This program is a project of the National Trust for Historic Preservation's Center for Preservation Policy Studies and is funded in part by the John D. and Catherine T. MacArthur Foundation.

This conference has been made possible by the National Endowment for the Arts, the Geraldine R. Dodge Foundation, and the Henry M. Jackson Foundation

REGISTRATION FORM

Please print or type, detach and mail this form to: National Trust for Historic Preservation, Attention: Center for Preservation Policy Studies, 1785 Massachusetts Avenue, N.W., Washington, D.C. 20036. Please call (202) 673-4255 for further information.

Name _____

Title _____

Agency/Organization _____

Address _____

City/State/Zip _____

Daytime Phone _____

How did you first learn about this conference? _____

Please check the appropriate box below.

- Regular registration (\$155)
(postmarked by March 10)
- Late Registration (\$200)
(postmarked after March 10)
- Speaker Registration (complimentary)
- Press Registration (complimentary)

My check in the amount of \$ _____ is enclosed. (Please make check payable to the National Trust for Historic Preservation.)

Please indicate which two concurrent sessions interest you most so that we may make appropriate room arrangements. By indicating your preference here, you are not reserving a place at, nor are you required to attend, any concurrent session.

1. _____

2. _____

Please indicate here if you are interested in participating in a walking tour of downtown Pittsburgh to see:
1) how the city planning department has promoted walkability; or 2) how the city's transfer of development rights program works.

I am most interested in (choose an option)

I am interested in both tours.



National Trust for Historic Preservation

March 2, 1990
Preliminary Program

PLANNING FOR PRESERVATION: MANAGING GROWTH IN URBAN AREAS

A Conference in Pittsburgh

March 22-23, 1990

Sponsored by the

National Trust for Historic Preservation

in cooperation with the

Institute for Environmental Negotiation, University of Virginia

Section of Urban, State and Local Government Law
of the American Bar Association

Pittsburgh History and Landmarks Foundation

Pennsylvania Historical and Museum Commission

Preservation Fund of Pennsylvania, Inc.

Department of Planning, City of Pittsburgh

with assistance from

National Endowment for the Arts

Geraldine R. Dodge Foundation

The Henry M. Jackson Foundation

Mellon Bank, N.A., Pittsburgh

Thursday, March 22

9:00-9:05 **Welcome.** David A. Doheny, Vice President, National Trust for Historic Preservation

9:05-10:30 **The Integration of Preservation Values into Local Comprehensive Plans**

Preservationists are making stronger efforts today to integrate preservation values into local comprehensive plans as they recognize that such plans can have major political and legal impacts. This session will examine those impacts and explore how such integration can be achieved. It will also examine where the courts are headed in terms of requiring consistency between local plans and zoning ordinances. Finally, it will consider how preservation advocates can ensure that important goals get carried out once they are included in local plans.

Moderator: Robert E. Stipe, Emeritus Professor of Design
North Carolina State University
School of Design

Speakers:

- o Richard C. Collins, Director, Institute for Environmental Negotiation, University of Virginia
- o Edith M. Netter, Land Use Attorney, Edith M. Netter & Associates, Boston

10:30-10:45 **Break**

10:45-12:15 **Zoning Tools for Preservation**

Zoning policies can undermine or undergird local preservation objectives. Either way, preservationists ignore zoning at their peril. This session will examine innovative zoning tools and their effect on preservation. It will consider what, if any, impact recent U.S. Supreme Court decisions have had on the ability of municipalities to use zoning techniques (including downzoning and interim development controls) that are sometimes needed to protect historic and scenic resources.

Moderator: Dwight Young, Director, Planned Giving, National Trust for Historic Preservation

Speakers:

- o Dean Macris, Planning Director, San Francisco
- o Jerold S. Kayden, Visiting Faculty Member, Lincoln Institute of Land Policy, Cambridge, Massachusetts

Reactor: Richard J. Roddewig, President
Clarion Associates, Inc., Chicago

12:15-1:30 **Lunch on your own**

1:30-3:00 **BREAKOUT SESSIONS**

I. Conservation Districts, Transfers of Development Rights, Ballot Box Initiatives and Downzoning: Lessons From San Francisco, Seattle, and Boston

San Francisco uses "conservation districts" with special design guidelines and a transfer-of-development rights program to protect its distinctive character. Seattleites recently took to the ballot box in an attempt to control insensitive downtown development. Boston downzoned to protect areas of the city specially valued by local citizens. How are these programs working? What planning processes and citizen initiatives were used to put them in place?

Discussion Leader: Richard C. Collins, Director, Institute on Environmental Negotiation, University of Virginia

Speakers:

- o Grant DeHart, Director, Maryland Environmental Trust
- o Gary Pivo, Assistant Professor of Urban Design and Planning, University of Washington
- o Pauline Chase-Harrell, Vice-President, Boston Affiliates, Boston
- o **Reactor:** Dean Macris, Planning Director, San Francisco

II. Environmental Quality Districts, A Redevelopment Authority for Preservation and Policies for Making Cities Walkable: Tools Used in Cincinnati, St. Paul and Philadelphia

Cincinnati uses "environmental quality" districts to protect historic buildings and it seeks to prevent the city's pockmarking by

vacant lots through landscaping requirements. St. Paul runs a special redevelopment authority to provide financing and other services aimed at revitalizing its historic Lowertown. In Philadelphia, to preserve the city's walkable character, the new Center City Plan discourages the construction of new parking garages and limits the width of new buildings. The effectiveness of these tools will be discussed at this session.

Moderator: John Mason, City Council Member, City of Fairfax, Virginia

Key Discussants:

- o David S. Mann, City Council Member, Cincinnati
- o David A. Lanegran, Ph.D., Professor of Geography, Macalester College, St. Paul, and President & CEO, Minnesota Landmarks
- o Robert F. Brown, Principal, Geddes Brecher Qualls Cunningham, Philadelphia

III. Negotiating with Developers and Solving Specific Problems

Not everything takes place through laws or financial incentives. Sometimes simple persuasion and bargaining with developers can bring about more sensitive, better quality development. In this roundtable session, representatives from Pittsburgh and Jersey City will discuss how they have used such approaches to get what they want. Representatives from cities currently facing major downtown development challenges will be able to discuss their specific problems and get answers from legal, design, financial and community organizing experts.

Discussion Leader: Clark J. Strickland, Director, Mountain/Plains Office, National Trust for Historic Preservation

Roundtable Participants:

- o Paul W. Farmer, Deputy Planning Director, City of Pittsburgh
- o Arthur P. Ziegler, Jr., President, Pittsburgh History & Landmarks Foundation, Pittsburgh
- o Representative from Jersey City -- to be named
- o David E. Cardwell, Chair-Elect, Section of Urban, State and Local Government Law, American Bar Association
- o Terry Lassar, Author, Carrots & Sticks: New Zoning Downtown, and Research Counsel, Urban Land Institute

- o Sheri Barnard, Mayor, Spokane, Washington
- o Pittsburgh City Council member and a representative from the corporate community

3:00-3:15 **Break**

3:15-5:00 **BREAKOUT SESSIONS: PART II**

I. Conflict Mediation, Citizen Outreach and Collaborative Planning: Case Studies from Atlanta, Roanoke and Denver

Atlanta used professional mediators to resolve preservation-development conflicts as the city prepared its local comprehensive plan. Roanoke undertook an extensive citizen outreach program, with a strong emphasis on media involvement. Denver created a broadly-based citizens' task force with subcommittees assigned to resolve special planning problems. How did these processes work? How effective were they?

Discussion Leader: Bruce Dotson, Senior Associate, Institute for Environmental Negotiation, University of Virginia

Speakers:

- o Timothy J. Crimmins, Director, Heritage Preservation Program, Georgia State University
- o Earl B. Reynolds, Jr., Assistant City Manager, Roanoke, Virginia
- o Lisa Purdy, Assistant Director, Airport Gateway Development Denver, Colorado

II. Planning in Out-of-Town 'Downtowns': Issues Facing Counties"

With over 60% of the nation's office space now located in the suburbs, the urbanization of these areas presents a major planning challenge. Twice as many Americans commute from one suburb to another, rather than from suburbs to downtown. Uncoordinated mega-developments are running over countrysides and small towns like juggernauts. This session will explore the implications of these facts for older, traditional cities. It will consider what the historic preservation movement should be doing about these issues. Finally, it will examine planning and growth management strategies available to make sure that the suburbs now growing so rapidly become communities and not carburbs.

Moderator: Susan Kidd, Director, Southern Office, National Trust for Historic Preservation

Roundtable Participants:

- o Henry R. Richmond*, Executive Director, 1000 Friends of Oregon
- o Judith P. Schleicher, President, Federation of New Jersey Planning Officials
- o John W. Epling, State Planning Director, New Jersey
- o Peter R. Stein, Vice President, Trust for Public Land
- o Mario Di Valmarana, Professor of Architecture and Director, Preservation Program, School of Architecture, University of Virginia
- o Ed McMahon*, Director, Scenic America
- o John Mason, City Council Member, Fairfax City, Virginia
- o William Klein, Director, Nantucket Planning & Economic Development Commission**

6:00 - 8:00 p.m.: **Reception and Buffet Dinner: "A Cruise on the Majestic"** -- Sponsored by the Pittsburgh History and Landmarks Foundation

Friday, March 23

9:00-10:30 **Fiscal Tools and Economic Incentives: Ways of Guiding Growth in Positive Ways**

What economic and fiscal tools are available for steering growth into areas that cities want to develop and away from areas they want to protect? What real estate principles govern the successful application of these tools? What financial incentives matter most to developers? This session will provide descriptions of financial mechanisms for managing growth, including property tax policies, transfer/purchase of development rights, real estate transfer taxes, land banks, revolving funds and bond programs.

Moderator: Ian D. Spatz, Director, Center for Preservation Policy Studies, National Trust for Historic Preservation

Speakers:

- o Tom Moriarity, Senior Associate, Halcyon, Ltd., Real Estate Development Advisors, Washington, D.C.
- o To be named

10:30-10:45 **Break**

10:45-Noon **State Growth Management Laws and Local Preservation: Understanding the Link**

A growing number of states are requiring local communities to include historic preservation elements in their comprehensive plans. Other states, such as Virginia, Washington and Illinois, have done little to encourage local preservation planning. This session will consider the implications for local preservation of state growth management laws such as those in Oregon, Georgia, New Jersey, Maine, Vermont and Rhode Island. It will also discuss the strengths and weaknesses of these laws. Finally it will look at how preservationists and conservationists can work together.

Moderator: Douglas P. Wheeler, Executive Vice President
The Conservation Foundation

Speakers:

- o Henry R. Richmond, Executive Director 1000 Friends of Oregon, Portland, Oregon
- o John Sibley, Executive Director, Governor's Development Council, Atlanta, Georgia
- o John W. Epling, Director, Office of State Planning, State of New Jersey

12:00-1:30 **Lunch on your own**

1:30-2:30 **The Politics of Preservation and Growth Management**

Drafting historic preservation and growth management laws is sometimes easy compared to the job of selling these measures to local city councils, state legislatures, mayors and county executives. This session will consider how preservationists can become more involved and more effective in local government processes that affect the quality of their communities. It will also examine ways in which preservation and quality-of-life advocates can build bigger and stronger constituencies and coalitions.

Moderator: Helen G. Boosalis, Former Mayor and Former President of the U. S. Conference of Mayors, Lincoln, Nebraska

Speakers:

- o Pamela P. Plumb, City Council Member, Portland, Maine
- o Elizabeth B. Waters, Mayor, City of Charlottesville, Virginia

2:30:-3:00 **Historic Preservation and Broader Community Concerns:
Making the Connection**

Historic preservation is still seen as an artsy frill in many circles, and growth management advocates are often accused of being NIMBYs (Not In My Back Yard). What are the public economic and social benefits of historic preservation and growth management? This session will discuss how preservation and sensible growth advocates can do a better job of relating their objectives to broader community concerns, such as affordable housing and economic development.

Speaker:

- o J. Jackson Walter, President, National Trust for Historic Preservation

3:00-3:30 Questions and Answers/Discussion

3:30-4:00 Break

4:00-5:00 Walking Tour of Pittsburgh Downtown
Sponsored by the City of Pittsburgh Planning Department

* Invited



National Trust for Historic Preservation

MEMORANDUM

To: Mario Di Valmarana, Professor of Architecture and
Director, Preservation Program, Univ. of Virginia
John W. Epling, State Planning Director, New Jersey
Bridget Hartman, Director, Critical Issues Fund,
National Trust for Historic Preservation
William Klein, Director, Nantucket Planning and
Economic Development Commission
Gwen Marcus, Historic Preservation Planner,
Montgomery County, Maryland
John Mason, City Council Member, Fairfax City, VA
Henry R. Richmond, Director, 1000 Friends of Oregon
Judith P. Schleicher, President, Federation of
New Jersey Planning Officials
Peter Stein, Vice President, Trust for Public Land

From: Susan Kidd, Director, Southern Regional Office,
National Trust for Historic Preservation *Susan Kidd*

Date: March 8, 1990

Subject: Pittsburgh Conference: "Planning for Preservation:
Managing Growth in Urban Areas."

This is to bring you up-to-date on our plans for the focus group discussion on "Planning for Out-of-Town 'Downtowns': Issues Facing Counties," in which you have agreed to participate at the National Trust's meeting in Pittsburgh on March 22-23.

At Constance Beaumont's request, I have agreed to moderate this session. As you know, our focus group discussion is scheduled to take place Thursday, March 22, from 3:15 to 5:00 p.m. at Pittsburgh's Westin William Penn Hotel.

In contrast to other conference sessions, our focus group will be a roundtable discussion with 10 principal participants, of which you are one. Rather than having a panel of speakers deliver formal presentations, I will initiate our discussion by asking each of you to provide brief descriptions (2-3 minutes) of new development patterns and practices taking place in your area. After you have responded, we will have a free-flowing, roundtable discussion centered on the attached list of questions. Conference participants interested in these issues will be allowed to observe and interject comments, as appropriate.

Memo to Roundtable Participants
March 8, 1990
Page Two

To stimulate our thinking in advance of the conference, I am enclosing several articles that deal with planning issues facing the suburbs and exurbs.

A list of several questions we plan to discuss is set forth below. If there are other matters you would like us to consider, please call me at 803/722-8552 and we will try to add them to the agenda.

ROUNDTABLE AGENDA

PLANNING IN OUT-OF-TOWN 'DOWNTOWNS': ISSUES FACING COUNTIES

1. Please describe what is taking place in your area of the country with respect to new suburban/exurban development.
2. What is your organization (city/county/state) doing to manage and enhance the quality of this new growth?
3. (Special question to John Mason): Please describe some of the special problems faced by a small city surrounded by a rapidly growing county.
4. What trends, problems, issues do you see for historic preservation as a result of current development patterns in the suburbs? Or do you take the view that, because the suburbs and exurbs have relatively few historic properties, this is not a matter the historic preservation movement should concern itself with?
5. What can or should be done to make the suburbs more walkable? less dependent upon the automobile? more attractive and more livable?
6. What do you regard as some of the more effective tools and techniques for preserving open space?
7. What are some of the political and attitudinal barriers to stronger protection of important historic and scenic resources?

Enclosures:

Updated Conference Program
"Repent, Ye Sinners, Repent,"
"How Business Is Re-Shaping America,"
"The Mid-Atlantic's Suburban Growth Boom"



National Trust for Historic Preservation

March 8, 1990
Preliminary Program

PLANNING FOR PRESERVATION: MANAGING GROWTH IN URBAN AREAS

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Preservation Fund of Pennsylvania, Inc.

Department of Planning, City of Pittsburgh

with assistance from

National Endowment for the Arts

Geraldine R. Dodge Foundation

The Henry M. Jackson Foundation

Mellon Bank, N.A., Pittsburgh

Thursday, March 22

9:00-9:05 Welcome. David A. Doheny, Vice President, National Trust for Historic Preservation

9:05-10:30 The Integration of Preservation Values into Local Comprehensive Plans

Preservationists are making stronger efforts today to integrate preservation values into local comprehensive plans as they recognize that such plans can have major political and legal impacts. This session will examine those impacts and explore how such integration can be achieved. It will also examine where the courts are headed in terms of requiring consistency between local plans and zoning ordinances. Finally, it will consider how preservation advocates can ensure that important goals get carried out once they are included in local plans.

Moderator: Robert E. Stipe, Emeritus Professor of Design
North Carolina State University
School of Design

Speakers:

- Richard C. Collins, Director, Institute for Environmental Negotiation, University of Virginia
- Edith M. Netter, Land Use Attorney, Edith M. Netter & Associates, Boston

10:30-10:45 Break

10:45-12:15 Zoning Tools for Preservation

Zoning policies can undermine or undergird local preservation objectives. Either way, preservationists ignore zoning at their peril. This session will examine innovative zoning tools and their effect on preservation. It will consider what, if any, impact recent U.S. Supreme Court decisions have had on the ability of municipalities to use zoning techniques (including downzoning and interim development controls) that are sometimes needed to protect historic and scenic resources.

Moderator: Dwight Young, Director, Planned Giving,
National Trust for Historic Preservation

Speakers:

- Richard J. Roddewig, President
Clarion Associates, Inc., Chicago
- Jerold S. Kayden, Visiting Faculty Member, Lincoln
Institute of Land Policy, Cambridge, Massachusetts

12:15-1:30 Lunch on your own

1:30-3:00 BREAKOUT SESSIONS

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Discussion Leader: Richard C. Collins, Director, Institute on Environmental Negotiation, University of Virginia

Speakers:

- Grant DeHart, Director, Maryland Environmental Trust
- Gary Pivo, Assistant Professor of Urban Design and Planning,
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- Pauline Chase-Harrell, Vice-President, Boston Affiliates,
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II. Environmental Quality Districts, A Redevelopment Authority for Preservation and Policies for Making Cities Walkable: Tools Used in Cincinnati, St. Paul and Philadelphia

Cincinnati uses "environmental quality" districts to protect historic buildings and it seeks to prevent the city's pockmarking by vacant lots through landscaping requirements. St. Paul runs a special redevelopment authority to provide financing and other services aimed at revitalizing its historic Lowertown. In Philadelphia, to preserve the city's walkable character, the new Center City Plan discourages the construction of new parking garages and limits the width of new buildings. The effectiveness of these tools will be discussed at this session.

Moderator: John Mason, City Council Member, City of Fairfax, Virginia

Key Discussants:

- David S. Mann, City Council Member, Cincinnati
- David A. Lanegran, Ph.D., Professor of Geography, Macalester College, St. Paul, and President & CEO, Minnesota Landmarks
- Robert F. Brown, Principal, Geddes Brecher Qualls Cunningham, Philadelphia

III. Negotiating with Developers and Solving Specific Problems

Not everything takes place through laws or financial incentives. Sometimes simple persuasion and bargaining with developers can bring about more sensitive, better quality development. In this roundtable session, representatives from Pittsburgh and Jersey City will discuss how they have used such approaches to get what they want. Representatives from cities currently facing major downtown development challenges will be able to discuss their specific problems and get answers from legal, design, financial and community organizing experts.

Discussion Leader: Clark J. Strickland, Director, Mountain/Plains Office, National Trust for Historic Preservation

Roundtable Participants:

- Paul W. Farmer, Deputy Planning Director, City of Pittsburgh
- Arthur P. Ziegler, Jr., President, Pittsburgh History & Landmarks Foundation, Pittsburgh
- John G. Lester, Vice-President, Historic Paulus Hook Association, Jersey City, New Jersey
- David E. Cardwell, Chair-Elect, Section of Urban, State and Local Government Law, American Bar Association
- Terry Lassar, Author, Carrots & Sticks: New Zoning Downtown, and Research Counsel, Urban Land Institute
- Sheri Barnard, Mayor, Spokane, Washington
- Pittsburgh representative to be named

3:00-3:15 Break

3:15-5:00 BREAKOUT SESSIONS: PART II

**I. Conflict Mediation, Citizen Outreach and Collaborative Planning:
Case Studies from Atlanta, Roanoke and Denver**

Atlanta used professional mediators to resolve preservation-development conflicts as the city prepared its local comprehensive plan. Roanoke undertook an extensive citizen outreach program, with a strong emphasis on media involvement. Denver created a broadly-based citizens' task force with subcommittees assigned to resolve special planning problems. How did these processes work? How effective were they?

Discussion Leader: Bruce Dotson, Senior Associate, Institute for Environmental Negotiation, University of Virginia

Speakers:

- Timothy J. Crimmins, Director, Heritage Preservation Program, Georgia State University
- Earl B. Reynolds, Jr., Assistant City Manager, Roanoke, Virginia
- Lisa Purdy, Assistant Director, Airport Gateway Development Denver, Colorado

II. Planning in Out-of-Town 'Downtowns': Issues Facing Counties"

With over 60% of the nation's office space now located in the suburbs, the urbanization of these areas presents a major planning challenge. Twice as many Americans commute from one suburb to another, rather than from suburbs to downtown. Uncoordinated mega-developments are running over countrysides and small towns like juggernauts. This session will explore the implications of these facts for older, traditional cities. It will consider what the historic preservation movement should be doing about these issues. Finally, it will examine planning and growth management strategies available to make sure that the suburbs now growing so rapidly become communities and not carburbs.

Moderator: Susan Kidd, Director, Southern Office, National Trust for Historic Preservation

Roundtable Participants:

- Henry R. Richmond*, Executive Director, 1000 Friends of Oregon
- Judith P. Schleicher, President, Federation of New Jersey Planning Officials

- John W. Epling, State Planning Director, New Jersey
- Peter R. Stein, Vice President, Trust for Public Land
- Mario Di Valmarana, Professor of Architecture and Director, Preservation Program, School of Architecture, University of Virginia
- Gwen Marcus, Historic Preservation Planner, Montgomery County, Maryland
- John Mason, City Council Member, Fairfax City, Virginia
- William Klein, Director, Nantucket Planning & Economic Development Commission**
- Bridget D. Hartman, Director, Critical Issues Fund, National Trust for Historic Preservation

6:00 - 8:00 p.m.: Reception and Buffet Dinner: "A Cruise on the Majestic" -- Sponsored by the Pittsburgh History and Landmarks Foundation

Friday, March 23

9:00-10:30 Fiscal Tools and Economic Incentives: Ways of Guiding Growth in Positive Ways

What economic and fiscal tools are available for steering growth into areas that cities want to develop and away from areas they want to protect? What real estate principles govern the successful application of these tools? What financial incentives matter most to developers? This session will provide descriptions of financial mechanisms for managing growth, including property tax policies, transfer/purchase of development rights, real estate transfer taxes, land banks, revolving funds and bond programs.

Moderator: Ian D. Spatz, Director, Center for Preservation Policy Studies, National Trust for Historic Preservation

Speakers:

- Tom Moriarity, Senior Associate, Halcyon, Ltd., Real Estate Development Advisors, Washington, D.C.
- William Klein, Director, Nantucket Planning & Economic Development Commission*

10:30-10:45 Break

10:45-Noon State Growth Management Laws and Local Preservation:
Understanding the Link

A growing number of states are requiring local communities to include historic preservation elements in their comprehensive plans. Other states, such as Virginia, Washington and Illinois, have done little to encourage local preservation planning. This session will consider the implications for local preservation of state growth management laws such as those in Oregon, Georgia, New Jersey, Maine, Vermont and Rhode Island. It will also discuss the strengths and weaknesses of these laws. Finally it will look at how preservationists and conservationists can work together.

Moderator: Douglas P. Wheeler, Executive Vice President
The Conservation Foundation

Speakers:

- Henry R. Richmond, Executive Director 1000 Friends of Oregon, Portland, Oregon
- John Sibley, Executive Director, Governor's Development Council, Atlanta, Georgia
- John W. Epling, Director, Office of State Planning, State of New Jersey

12:00-1:30 Lunch on your own

1:30-2:30 The Politics of Preservation and Growth Management

Drafting historic preservation and growth management laws is sometimes easy compared to the job of selling these measures to local city councils, state legislatures, mayors and county executives. This session will consider how preservationists can become more involved and more effective in local government processes that affect the quality of their communities. It will also examine ways in which preservation and quality-of-life advocates can build bigger and stronger constituencies and coalitions.

Moderator: Helen G. Boosalis, Former Mayor and Former President of the U. S. Conference of Mayors, Lincoln, Nebraska

Speakers:

- Pamela P. Plumb, City Council Member, Portland, Maine
- Elizabeth B. Waters, Mayor, City of Charlottesville, Virginia

2:30:-3:00 Historic Preservation and Broader Community Concerns:
Making the Connection

Historic preservation is still seen as an artsy frill in many circles, and growth management advocates are often accused of being NIMBYs (Not In My Back Yard). What are the public economic and social benefits of historic preservation and growth management? This session will discuss how preservation and sensible growth advocates can do a better job of relating their objectives to broader community concerns, such as affordable housing and economic development.

Speaker:

- J. Jackson Walter, President, National Trust for Historic Preservation

- 3:00-3:30 Questions and Answers/Discussion
- 3:30-4:00 Break
- 4:00-5:00 Walking Tour of Pittsburgh Downtown
Sponsored by the City of Pittsburgh Planning Department

* Invited

PLANNING CONTENTS

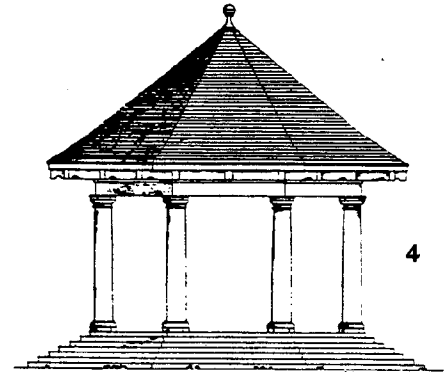
American Planning Association

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Cover photo: The post office in the "new small town" of Tannin on Alabama's Gulf Coast. The town plan is by Andres Duany and Elizabeth Plater-Zyberk, Architects; building design by Frank Mendez. The photographer is George Gounares, one of Tannin's developers.

Art credits: Andres Duany and Elizabeth Plater-Zyberk, Architects (4); © 1988 Rodney G. Ratcliffe (20); Daniel Levin (27).

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Jeff Taylor

Repent, Ye Sinners, Repent

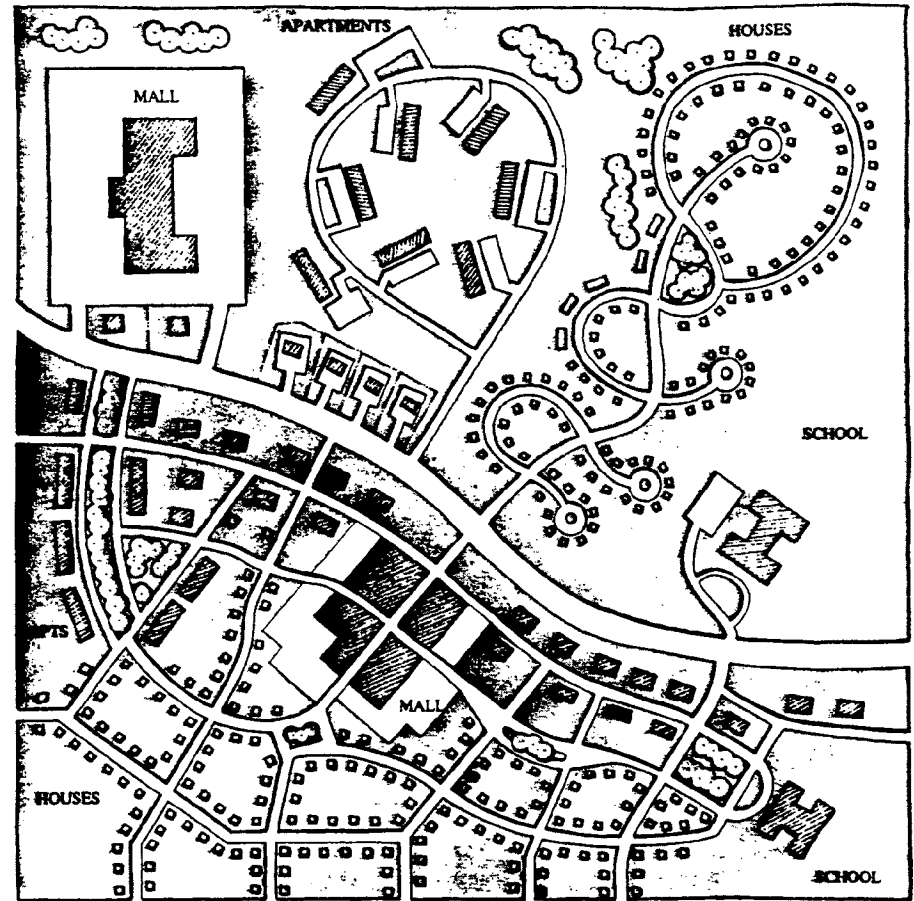
We can save the suburbs, say the advocates of "neotraditional" town planning. Their arguments are compelling, but in their zeal they step on a few toes.

By Ruth Eckdish Knack

Miami architect Andres Duany stood before an audience of some 350 in the Folsom, California, community hall last March and said flat out, "I am here to save you." For several years, Duany and his wife and partner, Elizabeth Plater-Zyberk, have been stumping the country with a similar message: Our suburbs are a traffic-plagued mess that can only be set right by developments that emulate the traditional American small town. In Folsom, a rapidly growing city just east of Sacramento, Duany went further, singling out the recently adopted general plan—and the city's planners—as the culprits.

"Your master plan is a recipe for disaster," he said. "You are building yourself a really lousy place." At fault, he added, was "third-rate planning" that perpetuated the sins of the past and gave residents no opportunity to consider alternatives. Most to blame: the traffic engineers, whose only criterion is to keep cars moving. The effects, he said, are visible in the new parts of Folsom, with their "hodgepodge of highways," single-income residential enclaves, and "streets so unpleasant that no one would walk on them."

The new plan, he said, continues the pattern of "pods for this and pods for that." It calls for broad setbacks and extensive off-



Andres Duany and Elizabeth Plater-Zyberk, Architects

street parking. "Is this what you want?" he asked, pointing to a slide of a vast discount store parking lot. "This is what your code will give you."

The alternative, he said, is to return to the pre-1950s pattern of old Folsom, with its tree-lined street grid and on-street parking, which acts as a buffer between cars and pedestrians. Demand a new plan, he concluded, one that "illustrates the kind of town that is being made for you." If you don't, he said in effect, you're doomed to a hell of traffic congestion.

Predictably, the city's planners bristled at the criticism of their general plan, which recently won a local American Planning Association award. "Many of the things Duany wants are allowed in this plan," says associate planner Loretta McMaster, citing in particular a section that allows planners to shift densities within a project.

McMaster also notes that local plans in California must conform to the state's strict requirements. "What Duany is proposing as a plan is more like a set of development requirements," she says. Nor, she adds, is she convinced that Californians are willing to give up their fenced-in yards and car-centered life style. A test of sorts will come this month, when Folsom residents vote on a measure calling for cuts in the growth

goals set by the new plan, which was adopted last October.

But Duany also made a convert that night. Sacramento planning consultant Stephen Jenkins, who coordinated the update of the general plan for the city of Folsom, says he would do things differently now. "I would deal more directly with the issues he was talking about," he says. That could mean, for example, "minimizing the plan's automobile orientation" by requiring neighborhood commercial districts to be within walking distance of residential areas and scattering meeting places throughout the community.

Jenkins says Duany "awoke me from a slumber that most planners have fallen into in trying to make everyone happy. His approach really asks us to relook at the way planning is done in the West." (To spread the word, Jenkins has made copies of the 2.5-hour videotape of the Folsom presentation, produced in association with the Sacramento Cable Foundation. For purchase information, send a stamped, self-addressed, legal-size envelope to Jenkins at 2001 11th St., Sacramento, CA 95818. The price will be approximately \$15.)

Articles of faith

Other "neotraditionalists," as they've been

called, have been saying many of the same things as Duany and Plater-Zyberk, often using the same terms as they recite the litany of suburban sins.

Heading that list is Euclidean zoning. Hilda Blanco, who coordinated the technical advisory committees for New Jersey's recent state planning effort, notes

In traditional suburban development centered around cul-de-sacs (gray), every trip winds up on the collector, say Duany and Plater-Zyberk. Their alternative is an old-fashioned, traffic-dispersing street network (purple). Far left: the architects at the Kentlands charette. Below: Seaside's frame cottages and its plan. Duany says many of its features are illegal under typical zoning codes.

that strict separation of uses may have been justified when industry was growing, but now that the growth sector is services, the reason is gone.

"Pod zoning" is sexist zoning, say Duany and Plater-Zyberk. By making it hard to get from here to there except by car, it turns women into chauffeurs for their children. Moreover, by encouraging single-income neighborhoods, it contributes to the economic fragmentation of American society.

Mixed use is the current byword. It's touted as the answer to traffic jams. In Folsom, Duany noted that "because most of the needs of daily life can be met within a 3,000-4,000-acre, mixed-use development, very few automobile trips would ever hit the collector roads."

But the mix must include housing. The lack of housing disqualifies some of the recent retail-office developments with a

pedestrian orientation—New Jersey's Forestal Village, for example—from assuming the "traditional small town" label, says Blanco. The opposite is also true. Blanco notes that the federally sponsored "new towns" of the 1960s failed because they included *only* housing.

Another article of faith is belief in the grid. Alan Ward, a principal of Sasaki Associates in Watertown, Massachusetts, said in a *Landscape Architecture* forum last December that grid plans were "more democratic. There's a greater opportunity to participate in a sense of community when you have through streets." Curvilinear streets have their place when they're handled by masters like Frederick Law Olmsted, said Duany in Atlanta, but the postwar "spaghetti plans" have nothing to do with topography.

Alleys are a "civilizing element," according to Duany et al. They allow garages to be entered from the rear, making streets safer for pedestrians. Cars that don't go in garages should be parked on the street, as they are in all the new plans. Pedestrian paths make life even easier for walkers.

A common refrain of the neotraditionalists is that their developments will revive public life. So, for example, Richard Randolph, one of the developers of Blount Springs, a 450-acre, Duany-designed project in the hills north of Birmingham, Alabama, says "we're building a community." Duany and Plater-Zyberk draw up a "town charter" for each of their projects, and there is much rhetoric in all the publicity about "Chautauqua-type" town governments.

Gurus

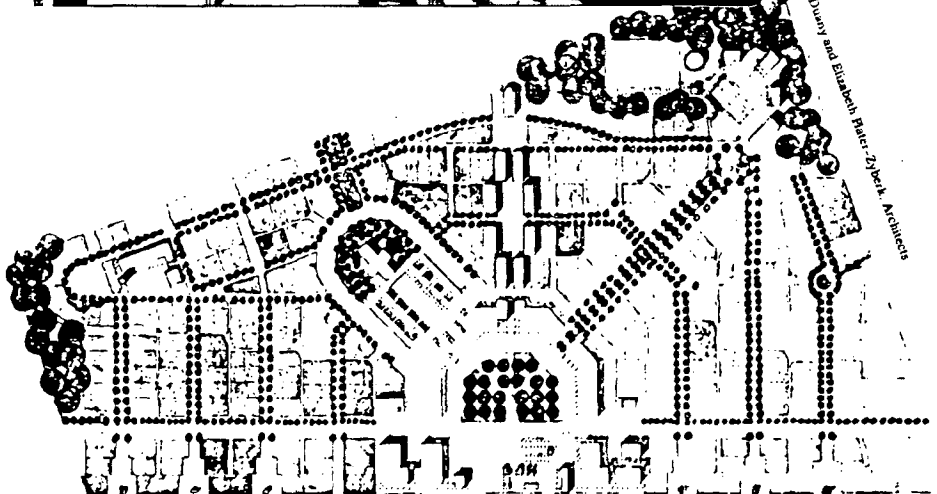
A few names pop up repeatedly when the neotraditionalists talk about their roots. For Duany and Plater-Zyberk, the guru is European architectural theorist Leon Krier, whom they met when he came to lecture at the University of Miami. (Duany and Plater-Zyberk are both Princeton and Yale graduates who came to Florida to teach in 1974. The Cuban-born Duany was one of the three original founders of Arquitectonica, the Miami firm known for its bold modern designs. Plater-Zyberk later joined the firm as well.)

Krier "converted us," says Duany. "He explained what a traditional city was about." Soon after, in fact, Duany and Plater-Zyberk left Arquitectonica to found their own firm, vowing never again to accept a high-rise commission.

In Krier's view, the cities of the West have gone downhill since the Industrial Revolution and the loss of the artisan tradition. "Functional [single-use] zoning," he has written, is "by nature antiecological" and should



Ruth Knack



John Duany and Elizabeth Plater-Zyberk, Architects

be replaced by the type of traditional urban planning "that realizes man's basic right to reach all habitual urban functions on foot." He has promoted the inclusion of "workshop districts" for artisans in the new small town plans.

Other neotraditionalists swear by Christopher Alexander, the University of California urban design professor who, in *A Pattern Language*, advocates a sort of participatory architecture. On the subject of security, the recognized text is Oscar Newman's *Defensible Space*.

Some often-mentioned names are less familiar. In fact, one of the most promising byproducts of the back-to-the-old-ways movement is the attention it has focused on such figures as Elbert Peets, Raymond Unwin, and John Nolen. Read Unwin's *Town Planning in Practice* (1909), and you'll know more than the experts, Duany tells his audiences.

Mainly, though, the influences are not people, but places: early shopping districts like Palmer Square in Princeton; the squares of Savannah; early planned communities like John Nolen's Kingsport, Tennessee, or Coral Gables—where Duany and Plater-Zyberk live.

Generally, the neotraditionalists have little good to say about contemporary planners, whom they tend to dismiss as bureaucrats. The architects like Duany simply discount the nonvisual aspects of planning as being irrelevant or destructive. Even Blanco, herself a planner, says, "I don't think it's surprising that this sort of approach comes from architects because the planning community is so entrenched in Euclidean zoning."

"We're blamed for everything," responds Barbara Berlin, a consultant with the Chicago firm of Camiros, and former planning director of Park Forest, Illinois. Berlin says real estate people and bankers have much more to say about the shape of suburbs than either planners or architects.

Yet Mark Hinshaw, urban design director of Bellevue, Washington, says some of the criticism is justified. "Certainly there are other actors," he said after listening to Duany in Atlanta, "but to the extent that planners as a profession have pushed the separation of uses over the last 60 years, they deserve the blame.

"We don't have to literally recreate the traditional small town, but we can use the principles," adds Hinshaw.

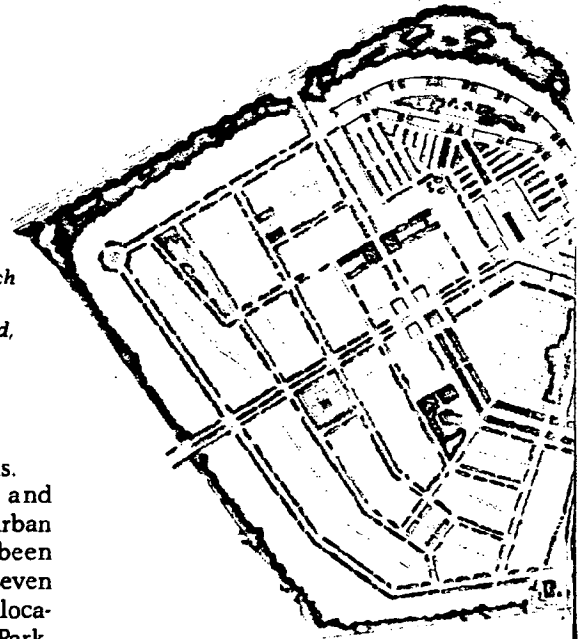
Putting it into law

Duany says he has become convinced that his style of new towns requires a change in our "codes," a word he uses interchangeably to refer to plans, zoning ordinances, and



Andres Duany and Elizabeth Plater-Zyberk, Architects

In line with neotraditional theory, an imposing structure terminates the main street vista of the Belmont town center in Loudoun County, Virginia. The 275-acre town, designed in a Duany/Plater-Zyberk charette, is based on such models as Georgetown and Bethesda, Maryland, where developer Joseph Alandre grew up.



design guidelines for specific projects.

For Seaside, Florida, he and Plater-Zyberk devised a one-page "urban standards" matrix that has since been adapted for other projects. Under seven headings—Intent; Land Use; Land Allocation; Lots, Buildings; Streets, Alleys; Parking; and Definitions—short statements describe what can and can't be done in various building type categories. The standards require that at least five percent of a project's land area be dedicated to civic lots, with one lot reserved for a day care center. Parking lots must be at the side or rear, and alleys are required.

The standards dictate narrow streets: two 10-foot travel lanes, with parallel parking on one side. The corner curb radius must not exceed 25 feet—an important feature for Duany, who points out that sharper corners slow down traffic. The standards are needed, he says, because "we can no longer assume that architects know how to act ur-

banistically. We have to give them rules."

He adds, "Our codes assume the technical incompetence (and ill will) of architects and many planners."

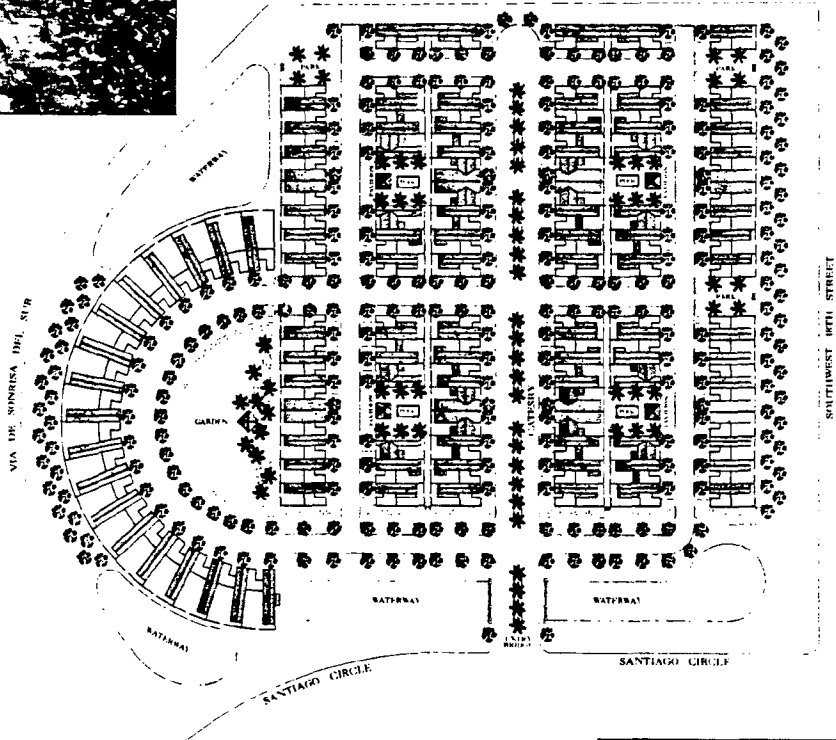
Another one-page document functions as a building code, dictating materials, roof pitch, window types, roof overhangs; requiring porches and picket fences; and forbidding setbacks. Duany stresses that such codes don't hamper creativity. For example, the Seaside building code has allowed at least two houses to be built in a distinctly modern style.



Andres Duany and Elizabeth Plater-Zyberk, Architects

Brick-paved paths and formal public spaces distinguish Charleston Place in Boca Raton from neighboring developments.

Duany and Plater-Zyberk designed the 110 townhouses; now, they say, they prefer to gain variety by involving other architects. To their regret, they were unable to connect the project to the shopping center next door.



mandate that housing be provided in commercial areas—although Andres says that's intended."

Before any change is made in the county zoning ordinance, the master plan must be amended in accordance with Florida's strict new laws, which require the specific mix of proposed uses to be shown on the plan map. Walters says his department has already initiated the amendment process and is beginning to work with other county departments to hammer out provisions for a traditional neighborhood development district.

Ironically, he notes, it would have been fairly easy to develop a TND under the state's old planning laws. "It would have taken variances, but it could have been done," he says, citing as an example 25-year-old Miami Lakes, northwest of Miami, which also has a main street-type of town center. "I think the problem is more attitude than anything else," he says. "Andres comes down hard on planners. But even if you have provisions in your zoning codes, you still have to convince the mortgage bankers to take a risk.

"I'm all for giving people incentives to walk," Walters adds. "But people are concerned about security. It's not going to be easy to get them to accept pedestrian paths behind their property. And, frankly, we're going to be butting heads with some of the public works people."

Despite all that, Walters says he welcomes a chance to test out some of the

TND ideas. "We're just not quite so quick to say that this is the answer to all of society's problems."

Test case

As Dade considers, the TND ideas are being refined in Loudoun County, Virginia, where an elaborate countywide planning effort is under way. Once considered too far away for District of Columbia commuters, the county now attracts some 100 new residents a week. At that rate, estimates the Metropolitan Washington Council of Governments, the current population of 87,000 will grow to 210,000 within two decades. About two-thirds of the county's residents live in the eastern half, near Dulles International Airport.

In 1984, the county adopted three-acre-minimum zoning in the more rural, west-



ern section. Now it is beginning to look for ways to cluster development into towns and villages, using the principles of neotraditional town planning. The Duany/Plater-Zyberk firm is involved in the effort, but the lead player in this case is a planning firm, Robert Teska & Associates of Evanston, Illinois.

Teska and lawyer Barbara Ross of the Chicago firm, Ross & Hardies, were hired by the county in 1987 to completely revise the zoning code. The revision was under way when a new board of supervisors took office in January 1988 and undertook a sweeping review of the county's development patterns. Two countywide task forces were formed and a series of workshops organized, with participation by both Teska and Duany. The workshops resulted in two "vision statements," broad descriptions of physical planning goals for urban and rural Loudoun.

Coincidentally, while the task forces were working, a local developer, Joseph Alfandre, hired Duany and Plater-Zyberk to lead a design charette for a new small town, to be known as Belmont Forest. "It turned out we were singing out of the same hymnal," says county planning coordinator Richard Calderon, using the religious imagery that seems to come naturally to anyone talking about these ideas.

A classically inspired post office gets a prominent spot in Mashpee Commons, a retrofit of a 1960s shopping center in the Cape Cod town of Mashpee, Massachusetts.



Last fall, Duany joined Teska, Ross, and county planners in a series of work sessions aimed at producing an amendment to the comprehensive plan and subdivision and zoning ordinances to allow a new type of development: a rural village. The mechanism for forming the village would be a density transfer: Landowners could shift development now allowed on farmland and cluster it into a 100-acre village site. The surrounding land would be placed under a permanent open space easement.

As envisioned at this point, each rural village would have between 150 and 400 dwelling units, with apartments above stores encouraged by density bonuses. Industry would be permitted on the periphery. Preliminary design guidelines call for a loose grid network surrounding a village green in the style of Leesburg and other historic Virginia towns.

Work on the Loudoun County ordinance is expected to be finished this summer. But even without the ordinance, the county is becoming something of a testing ground for neotraditional development, with several prominent firms, including Sasaki and RTKL of Baltimore, involved. In addition to the Alfandre project, two large projects, Brambleton and the Cascades, that reflect at least some of these ideas are now on the drawing boards; the developer of both is Kettler & Scott of Vienna, Virginia.

The founders

"Great towns require founders, not developers," said Duany last year at a University of Michigan symposium. And many of the new small towns are the products of particularly imaginative entrepreneurs. The question is whether there are enough innovators with deep pockets to go around.

Seaside, for instance, the only in-the-ground model of a new old town, is the creation of a most unusual developer named Robert Davis, a one-time social activist who inherited 80 acres on the Florida Gulf Coast from his grandfather, a Birmingham, Alabama, department store owner.

As laid out by Duany and Plater-Zyberk, Seaside has a grid plan, narrow streets, on-street parking, pedestrian paths, and mandatory front porches for sociability. Its small commercial area is intended eventually to include artisan workshops, as called for by Leon Krier, who has built a vacation house for himself in the town.

Davis spent a year searching out old towns to use as models for his town, and he has cited as a major accomplishment that "we have managed to revive public life in late 20th-century America."

Joseph Alfandre, another of Duany's

"founders," calls himself a "romantic capitalist." Alfandre's father and grandfather built typical suburban subdivisions in the Washington area, and he did the same until he came across the ideas of the neotraditionalists and hired Duany for a 352-acre development in Gaithersburg, Maryland.

The tricky feature of Kentlands is the attempt to integrate the shopping mall, a joint venture of Alfandre and Melvin Simon Associates. At the design charette in June 1988, the Simon people flatly refused to include a parking structure, a day care center, and apartments above the shops. Their only compromise was a shift in site plan that allows the mall to connect with the main street of the new town, enabling residents to walk to the shops.

With Kentlands under way, Alfandre has plans for a similar town on 275 acres near Dulles International Airport in eastern Loudoun County. But despite the county's interest in neotraditional development, as of mid-July, the Belmont project had not yet been approved. Planning coordinator Richard Calderon says that's because more details were needed for a plan amendment.

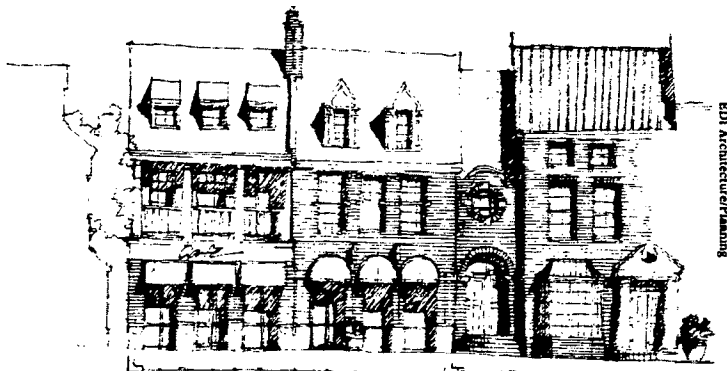
Now Alfandre expresses "extreme frustration" at the delay, which he blames on the "professional bureaucrats" who are more comfortable with traditional pod developments. "They're protecting their turf," he says. "Here I'm offering something they say they want, and look what I get."

Nevertheless, Alfandre is going ahead with other new small town projects. "I have crossed the bridge to TND," he says.

New Jersey developer Robert Tuschak sounds just as committed when he talks about his version of the new small town, a development called Montgomery Village, just outside Princeton. "When I talk about it, it kindles an excitement and a hunger in me to live in connected ways . . . where it's safe and everybody knows everybody."

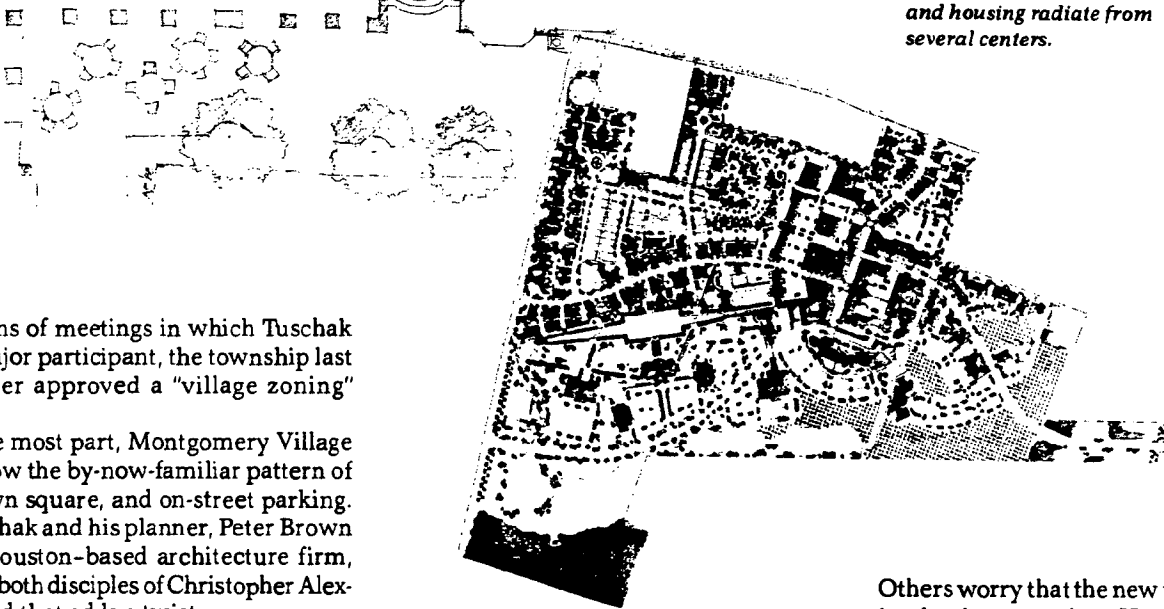
Former state planner Hilda Blanco (who now teaches at Hunter College in New York), says Montgomery Village exemplifies the type of "community of place" called for in the state plan. The 200-acre project will include apartments above shops (intended to be affordable); a hotel; and 235,000 square feet of office space. Tuschak worked with a special township committee to work out rezoning details. He's now waiting for final approval of his plans.

Twenty years ago, says Tuschak, he was teaching in an inner-city school in Brooklyn when he had "a personal vision" of building new towns. That goal did not seem realistic at the time, but Tuschak did go into real estate, establishing a series of limited partnerships in the Princeton area under the name of the Colfax Companies. Then, after



EDI Architecture/Planning

Apartments above shops are a feature of Montgomery Village near Princeton. Designer Peter Brown says the concentric ring organization of the plan is based on the assumption that people will walk about half a mile to a town center or other destination. Retail and housing radiate from several centers.



18 months of meetings in which Tuschak was a major participant, the township last December approved a "village zoning" district.

For the most part, Montgomery Village will follow the by-now-familiar pattern of grid, town square, and on-street parking. But Tuschak and his planner, Peter Brown of the Houston-based architecture firm, EDI, are both disciples of Christopher Alexander and that adds a twist.

Alexander preaches that each new project should be seen as a step on the way to creating an ideal urban environment. As a piece of a whole, each project is part of history. To create a town that *seems* to have a past, Tuschak and Brown invented a "fictional history" and drew site plans of the village as it would have been in various historical epochs.

The scenario, as presented in an EDI brochure, goes this way: "Once upon a time, a Dutch family settled in what is now Somerset County, New Jersey. They built a thriving farm and as the family prospered, so did the area. Other families moved nearby and businesses flourished. Over the next two centuries, the area grew to become today's Montgomery Village."

Brown says some buildings will be designed to look like historic buildings converted to new uses—mansions converted to condos, for instance.

Yeah, but...

Even when they're being put down as "bureaucrats," planners tend to agree with

the ideas of the neotraditionalists, although they might not be so dogmatic about design models. But questions remain. Without an assured greenbelt, for instance, what would prevent the new small towns from sprawling just as much as the old-style subdivisions?

There's also the danger of creating a hodgepodge. In the Hill Country southwest of Austin, Texas, for instance, Walter Reifslager has commissioned Duany/Plater-Zyberk designs for a 550-acre development in which a neotraditional small town has become one of several "ideal living environments." The others are Spring Hollow Farm (175 units grouped in "farmhouse clusters"—complete with farmer); New Commerce Village (residential and office combinations); and City of the Immortals (72 expensive houses on circular sites packaged as a "subdivision concept" by the Maharishi Heaven on Earth Development Corporation).

Others worry that the new towns will be relentlessly upper class. However, Duany is convinced that more flexible zoning will produce affordable housing, mainly by interspersing townhouses and apartments with more expensive houses; requiring apartments above stores; and putting cottages (granny flats) in every yard.

But will it sell? Ernest Alexander, a planning professor at the University of Wisconsin-Milwaukee, sums up the skeptic's view: "People want large lots, low density, and single-use zoning. And the vast majority of mainstream developers still cater to those desires." At the University of Michigan last year, Jorge Perez, a planner and developer in South Florida, said, "It may work in Seaside, but Seaside is a resort. In Broward County, people worry most about security."

A danger, too, is that mass-market builders will pick up on the small town imagery without the philosophy. Dallas architecture critic David Dillon says, "Seaside has already become a kind of architectural kit bag; developers are beginning to use the *traditional town* label for, basically, any project with a gazebo"