



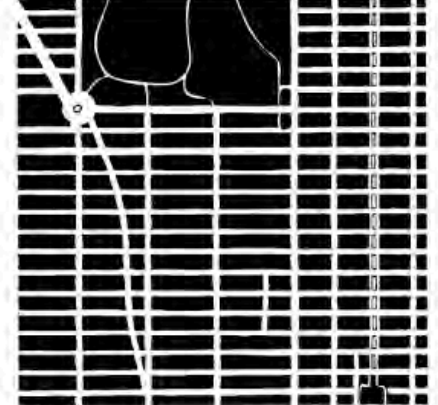
Nolle Plan 1748



Amsterdam



Cairo



Manhattan



1mi
5,280 ft
1.6 km

Los Angeles

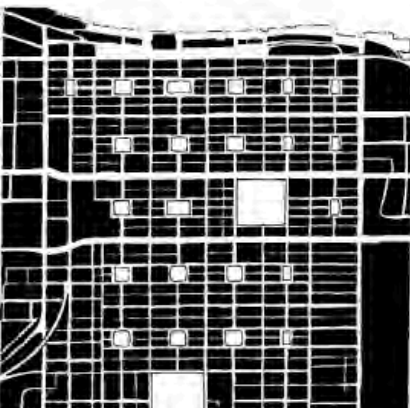


East Atlanta



1mi
5,280 ft
1.6 km

New Delhi



Savannah



Tokyo



Venice

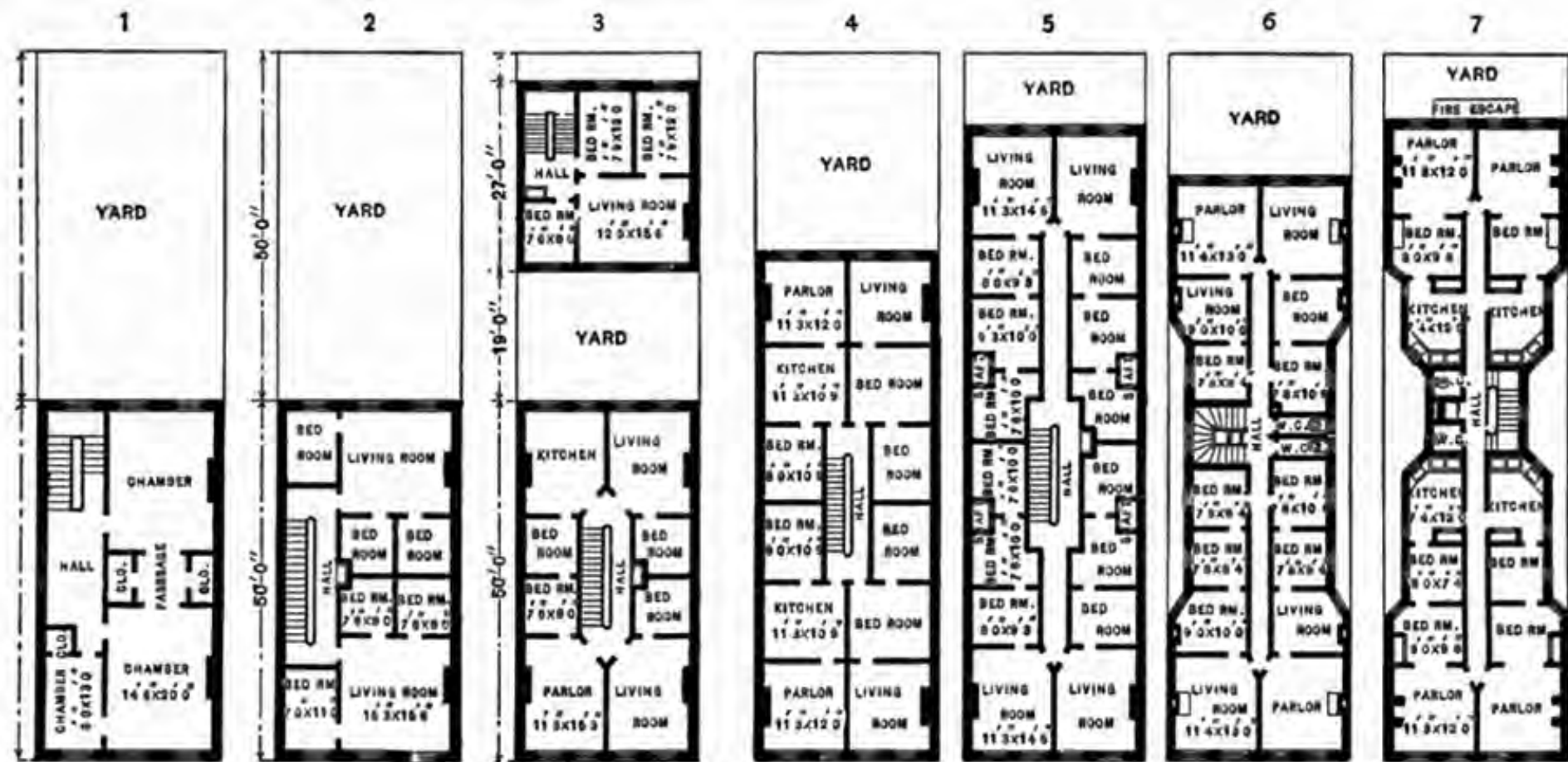




J.M.W. Turner 1877

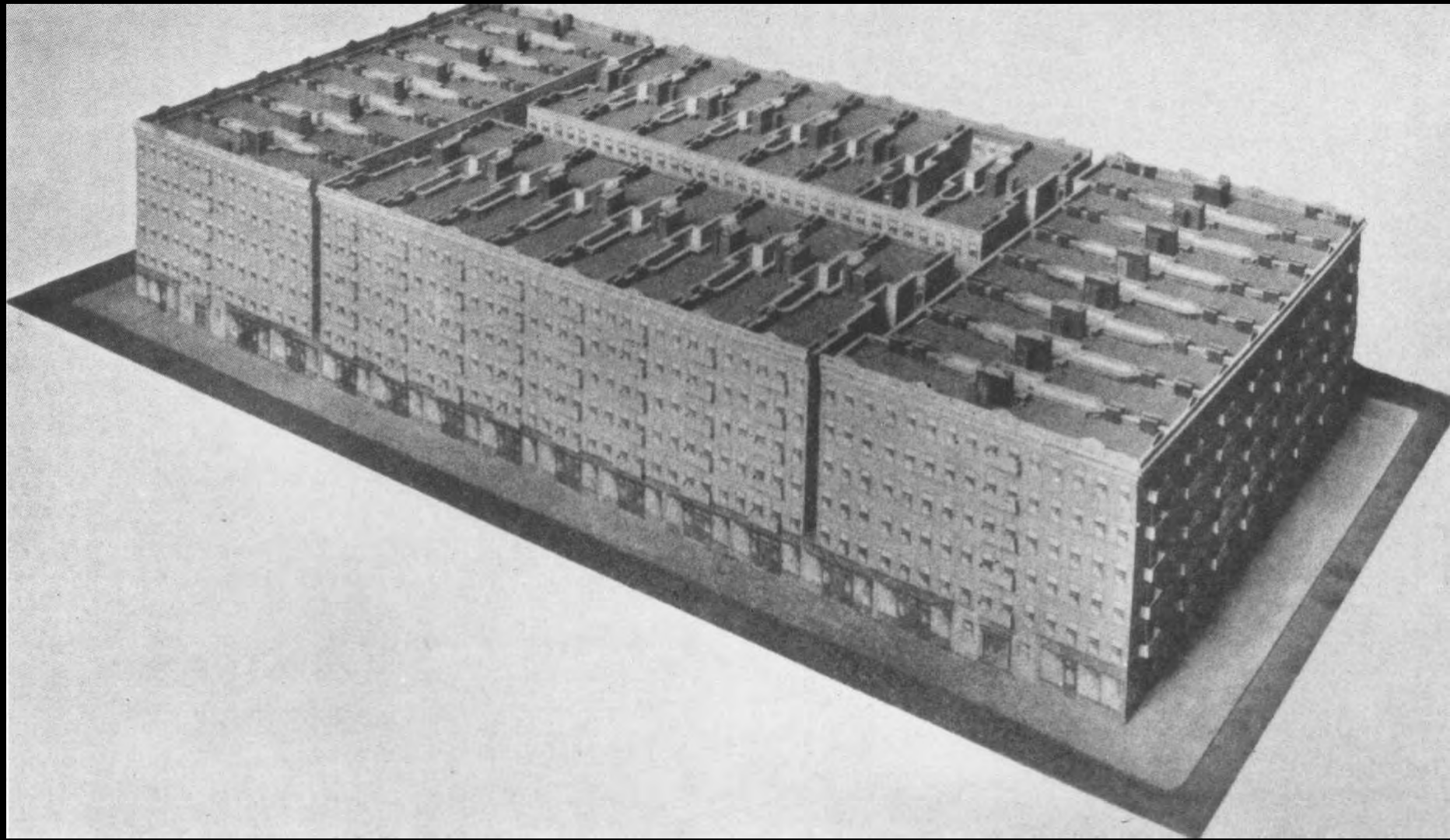


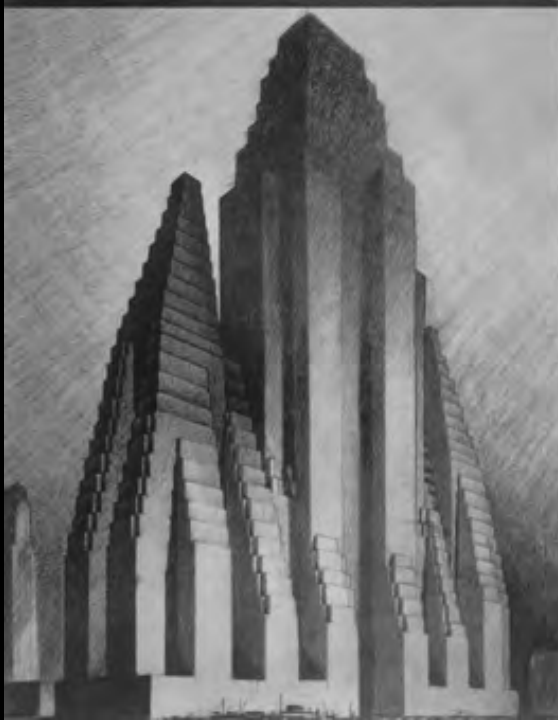
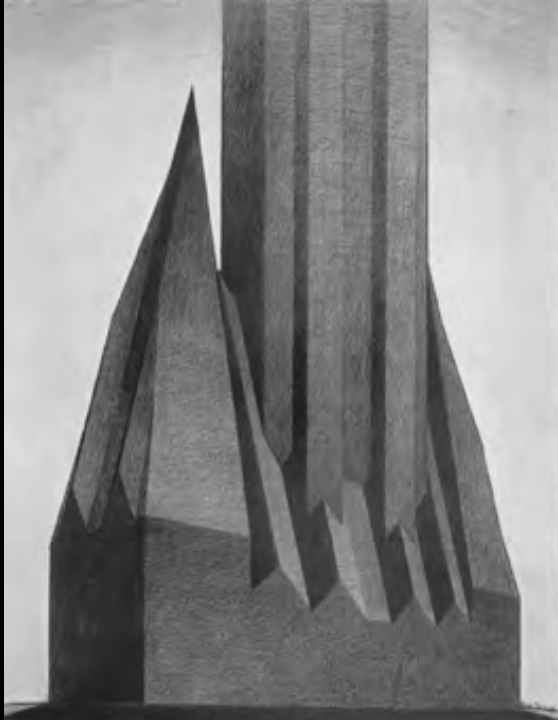




1. Old Knickerbocker dwelling.
2. The same made over into a tenement.
3. The rear tenement caves.
4. Packing-box tenement built for revenue only.
5. The limit; the air shaft — first concession to tenant.

6. The double-decker, where the civic conscience began to stir in 1879.
7. Evolution of double-decker up to date.







Garden Cities of Tomorrow
 A Group of Slumless,
 Smokeless Cities

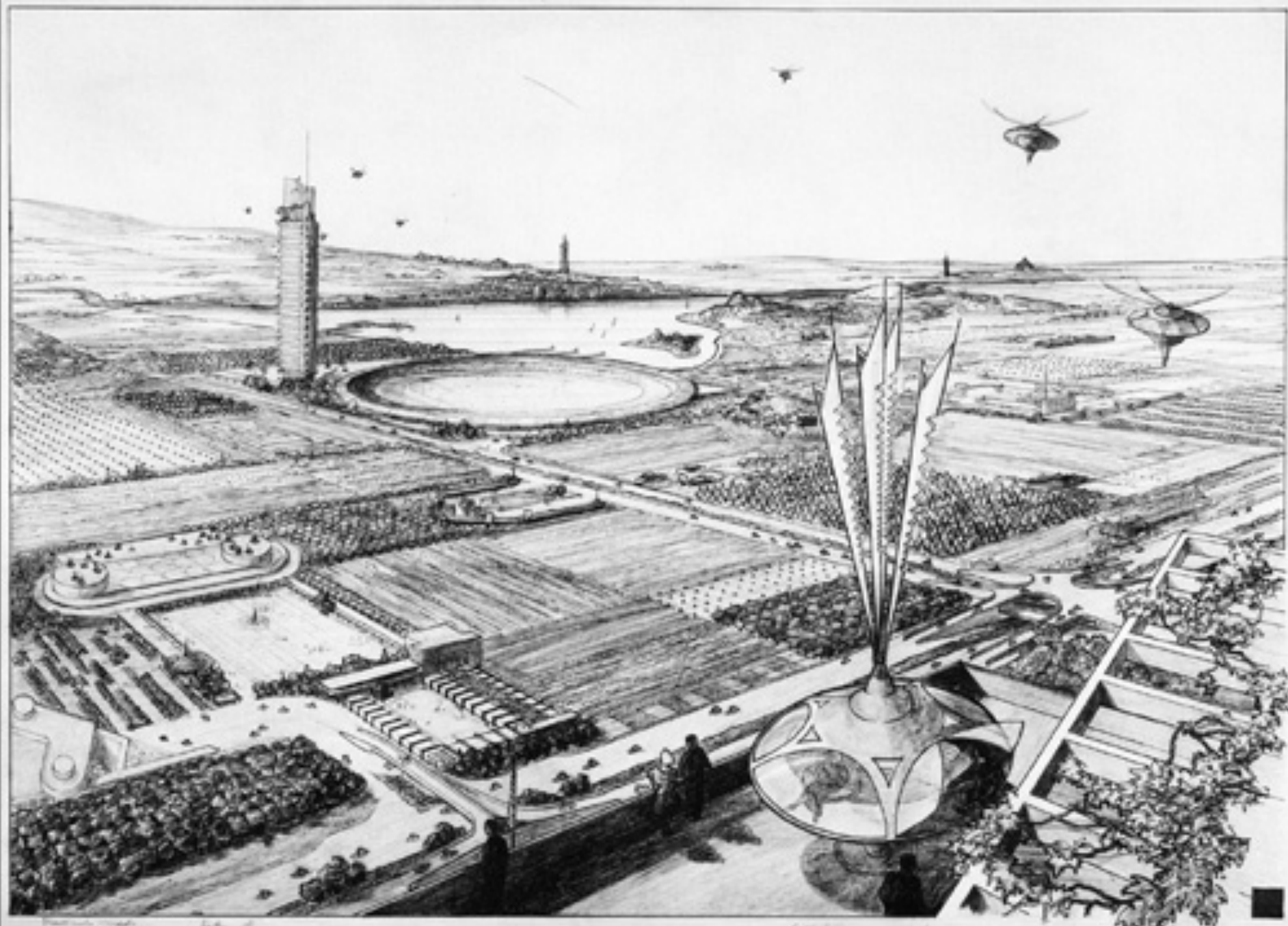
Ebenzer Howard (1898)

GENERAL PLAN OF **RIVERSIDE**

OLMSTED, VAUX & CO. LANDSCAPE ARCHITECTS
1869.

Scale 400 feet to an inch.





AREA IN OPEN DEVELOPMENT
PREFERABLY 160 ACRES **
IN ANY CASE IT SHOULD
HOUSE ENOUGH PEOPLE TO
REQUIRE ONE ELEMENTARY
SCHOOL * EXACT SHAPE
NOT ESSENTIAL BUT BEST
WHEN ALL SIDES ARE FAIRLY
EQUIDISTANT FROM CENTER

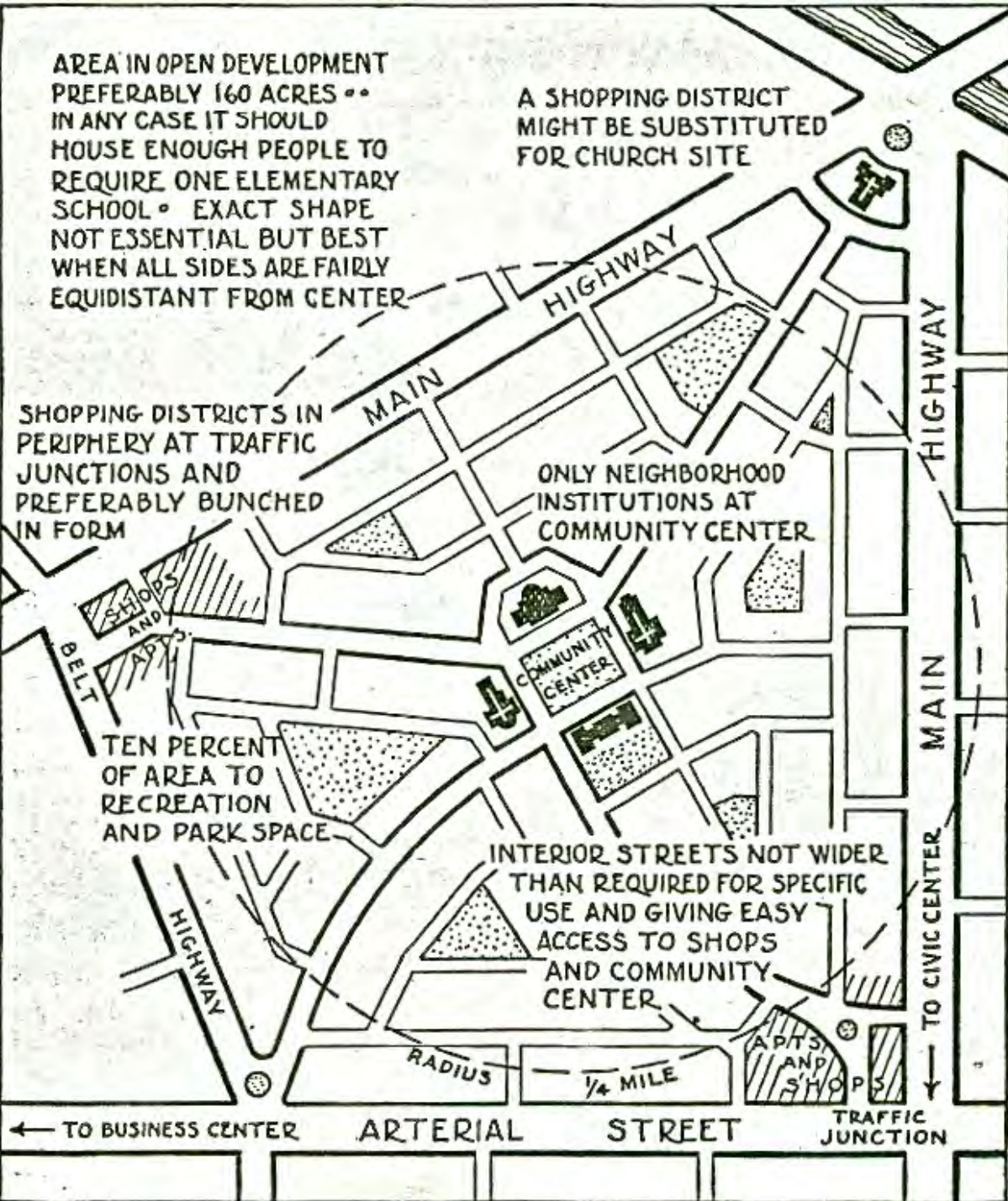
A SHOPPING DISTRICT
MIGHT BE SUBSTITUTED
FOR CHURCH SITE

SHOPPING DISTRICTS IN
PERIPHERY AT TRAFFIC
JUNCTIONS AND
PREFERABLY BUNCHED
IN FORM

ONLY NEIGHBORHOOD
INSTITUTIONS AT
COMMUNITY CENTER

TEN PERCENT
OF AREA TO
RECREATION
AND PARK SPACE

INTERIOR STREETS NOT WIDER
THAN REQUIRED FOR SPECIFIC
USE AND GIVING EASY
ACCESS TO SHOPS
AND COMMUNITY
CENTER

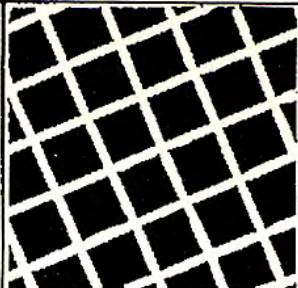
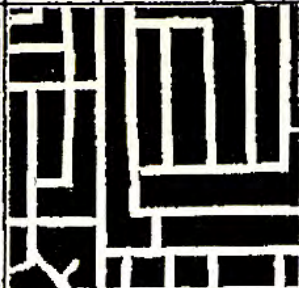



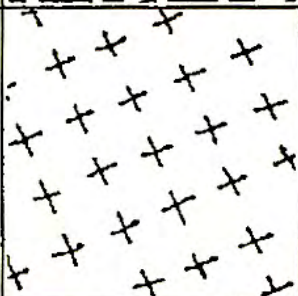
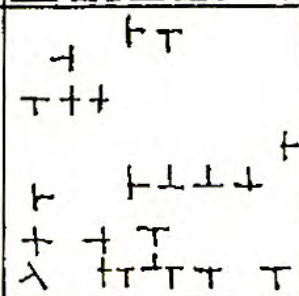
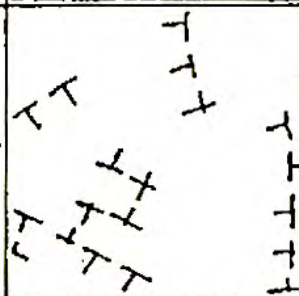
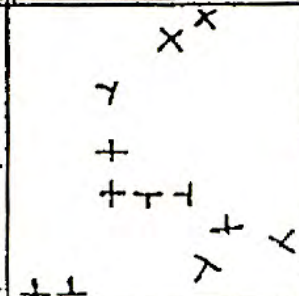
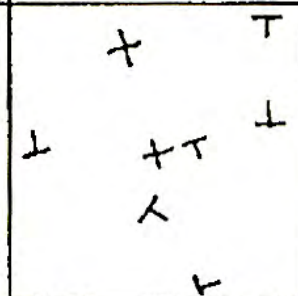


← TO BUSINESS CENTER

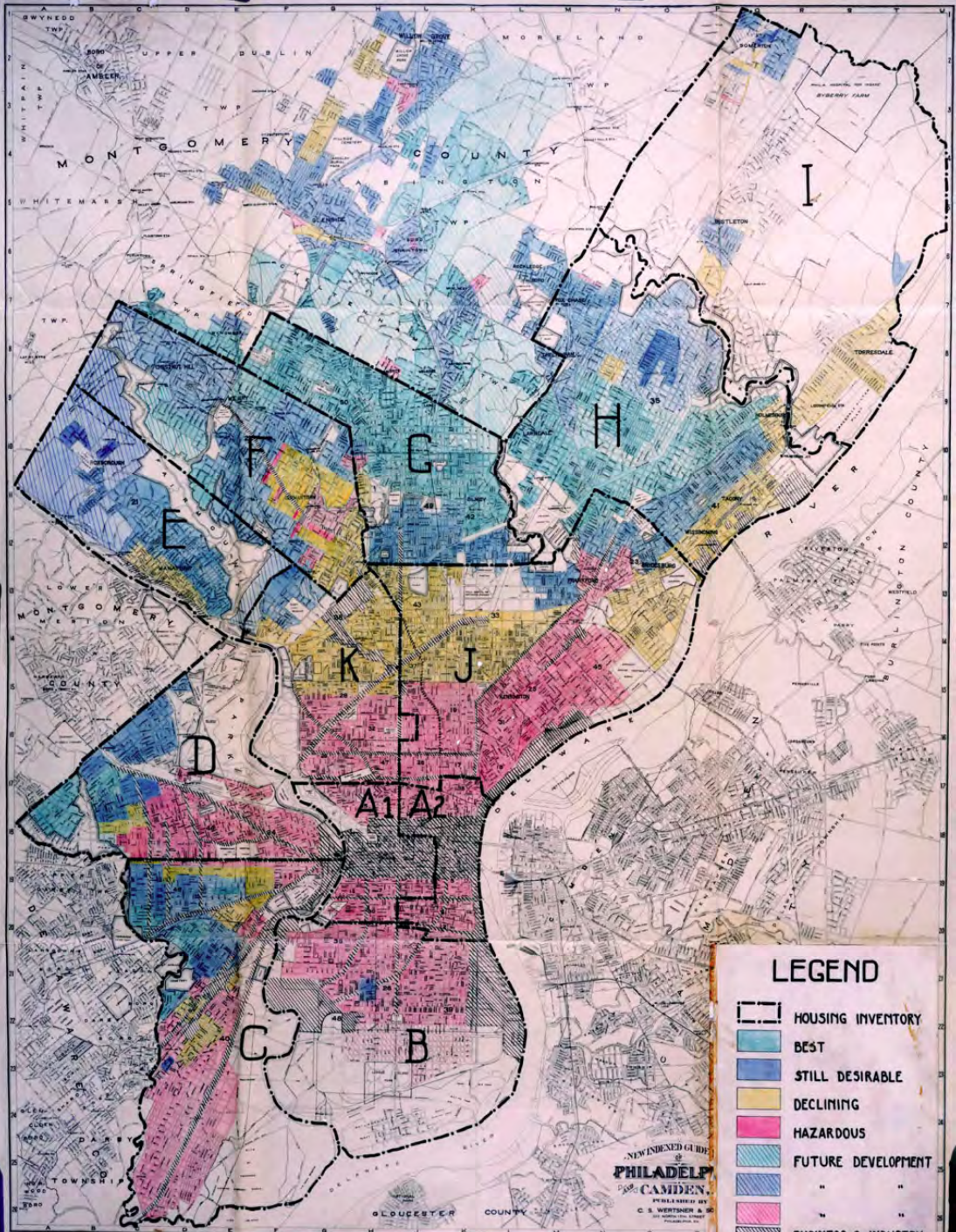
ARTERIAL

STREET

TRAFFIC
JUNCTION

	Gridiron (c. 1900)	Fragmented Parallel (c. 1950)	Warped Parallel (c. 1960)	Loops and Lollipops (c. 1970)	Lollipops on a Stick (c. 1980)
Street Patterns					
Intersections					
Lineal Feet of Streets	20,800	19,000	16,500	15,300	15,600
# of Blocks	28	19	14	12	8
# of Intersections	26	22	14	12	8
# of Access Points	19	10	7	6	4
# of Loops & Cul-de- Sacs	0	1	2	8	24



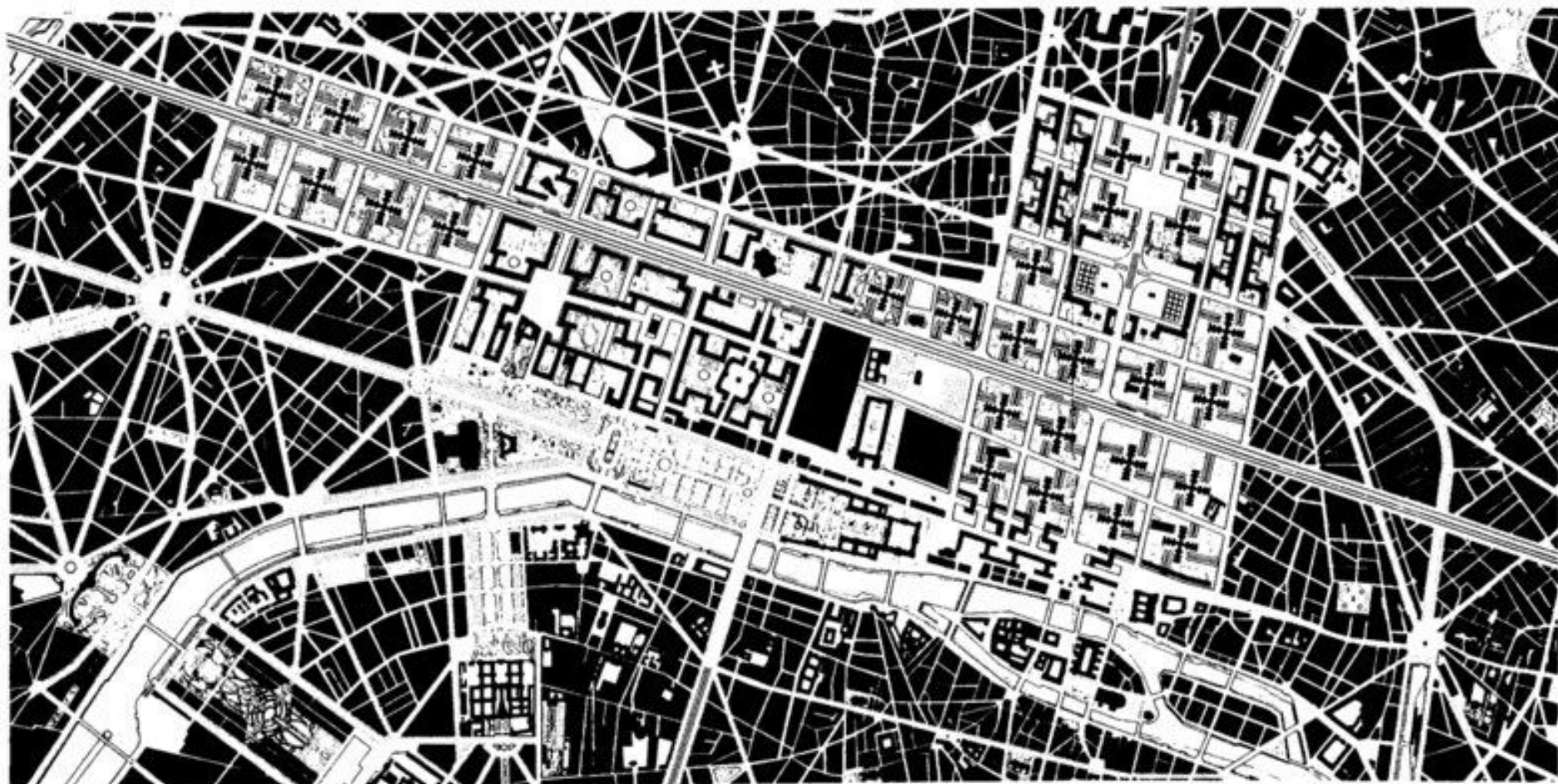


LEGEND

-  HOUSING INVENTORY
-  BEST
-  STILL DESIRABLE
-  DECLINING
-  HAZARDOUS
-  FUTURE DEVELOPMENT
-  " "
-  " "
-  BUSINESS & INDUSTRY

NEW INDEXED GUIDE
 OF
PHILADELPHIA
 & CAMDEN,
 PUBLISHED BY
 C. S. WERTHEIMER & CO.
 1910







From a helicopter this is the way the new Jefferson Square Neighborhood looks. The park and playground stand out as central features of the area, but the general distribution of open space gives the impression of a group of buildings in a park. Several churches, schools, social welfare institutions, and substantial apartment houses that were built from 20 to 40 years ago have been enhanced by new settings planted to trees, shrubs, and lawns. Redeveloped, the 26-block area bounded by Van Ness Avenue, McAllister, Webster, and Geary Streets represents an investment of \$53,000,000, the greater part of it by private enterprise. The difference between the cost of acquiring rundown properties and the necessarily lower resale price to private groups represents the public investment. Rebuilt a few blocks at a time or as a whole, replanned neighborhoods offer opportunities for individual companies or groups of investors to participate in creating the new San Francisco.

The Jefferson Square Neighborhood was selected as the first redevelopment project area because (1) its future is relatively certain from an overall city planning standpoint; (2) it is near a permanent good development, the Civic Center; (3) it contains a park, playground, and school; (4) its location close to the central business district promises financial success to a rental development for families of moderate income.



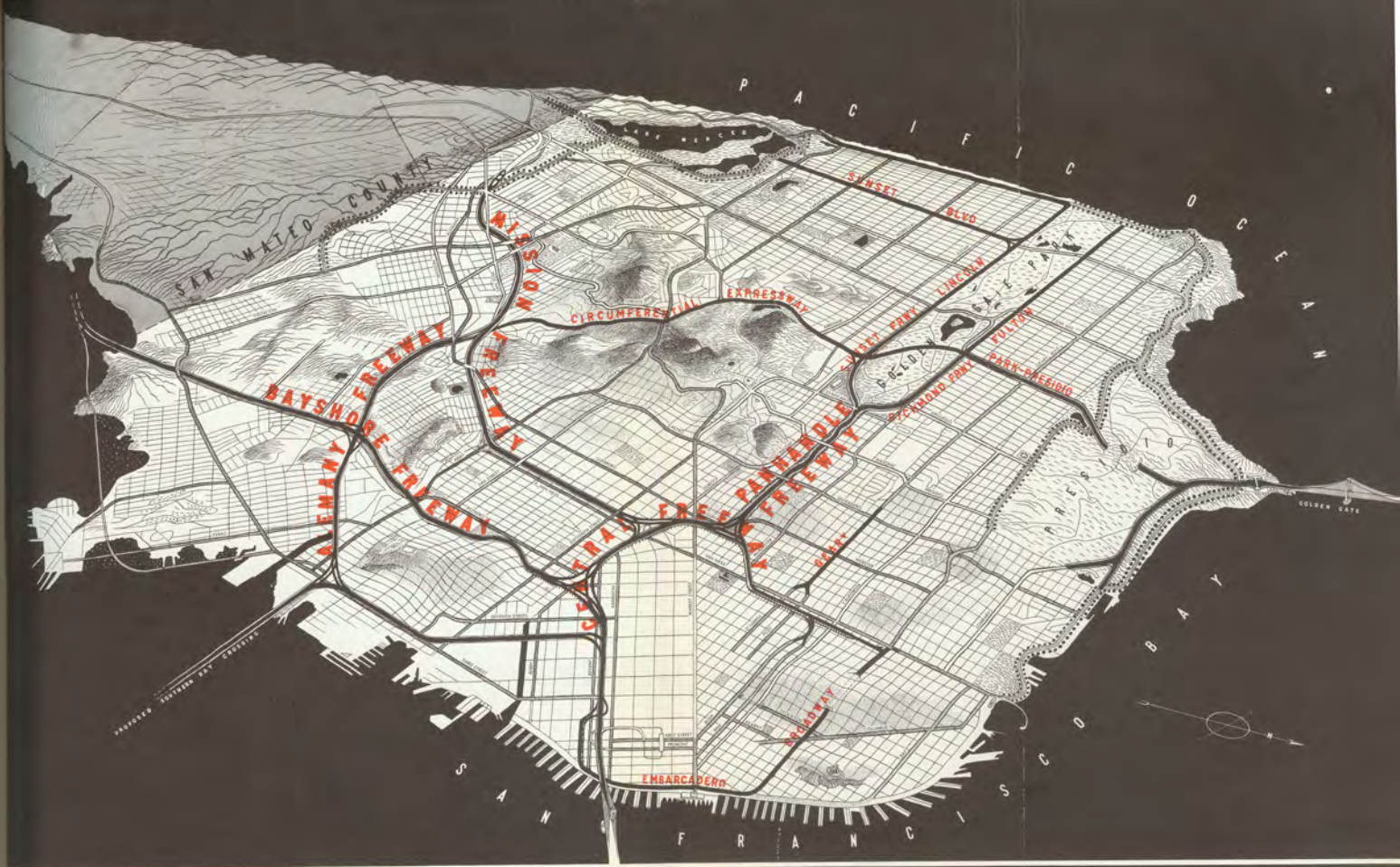
THE JEFFERSON SQUARE NEIGHBORHOOD

S.F.
Western Addition





The Moderns



DE LEUW, CATHER & CO., CONSULTING ENGINEERS
 LADISLAS SEGOE, CONSULTING CITY PLANNER

TRAFFICWAYS **||** PLATE **9**
 SAN FRANCISCO DEPARTMENT OF CITY PLANNING

AIRVIEW OF CITY SHOWING TRAFFICWAYS

FREEWAYS **==**
 EXPRESSWAYS **==**

PARKWAYS **||||**

MAJOR THOROUGHFARE **==**
 SECONDARY THOROUGHFARE **==**

The American Urban Design Tradition

Jane Jacobs - *The Death and Life of Great American Cities*

Colin Rowe – *Collage City*

Kevin Lynch - *The Image of the City*

William H Whyte – *The Social Life of Small Urban Spaces*

Christopher Alexander - *A Pattern Language*

Allan Jacobs - *Great Streets*

CNU- *Charter of the New Urbanism*



- | | |
|-----------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|
|  Protected Residential Areas |  Collector Street |
|  Arterial Street |  Arterial Street That Should Become |
|  Transit Arterial |  Local Street When Conditions Permit |
|  Recreational Street | |

MAP 7



PLAN FOR PROTECTED RESIDENTIAL AREAS

NOTE: The locations shown in Italics represent the amendments to the General Plan. This map is included only as a temporary placeholder, and will be replaced by final maps illustrating these amendments in graphic form.

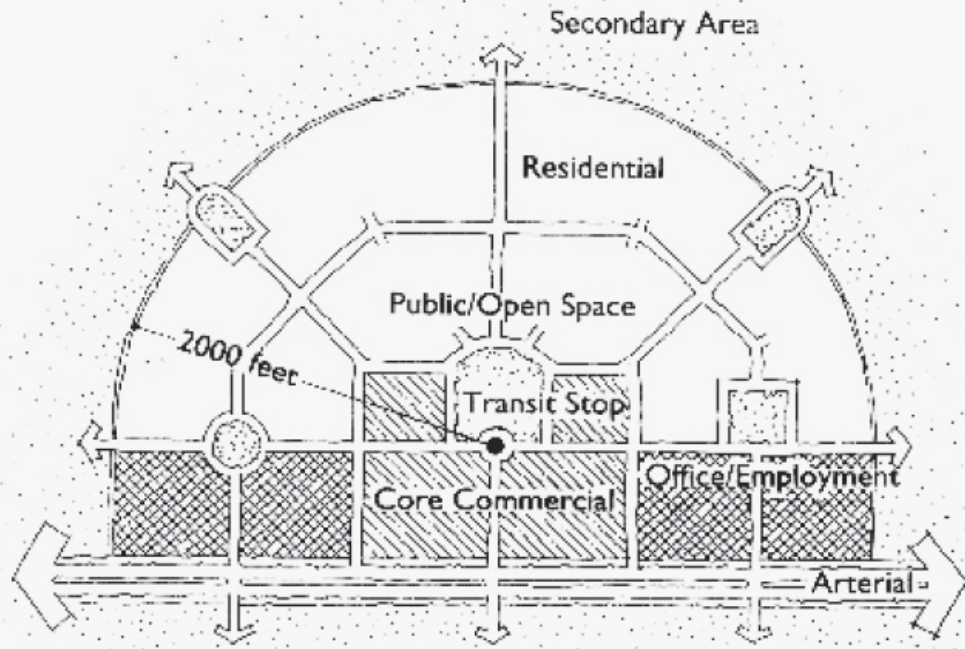
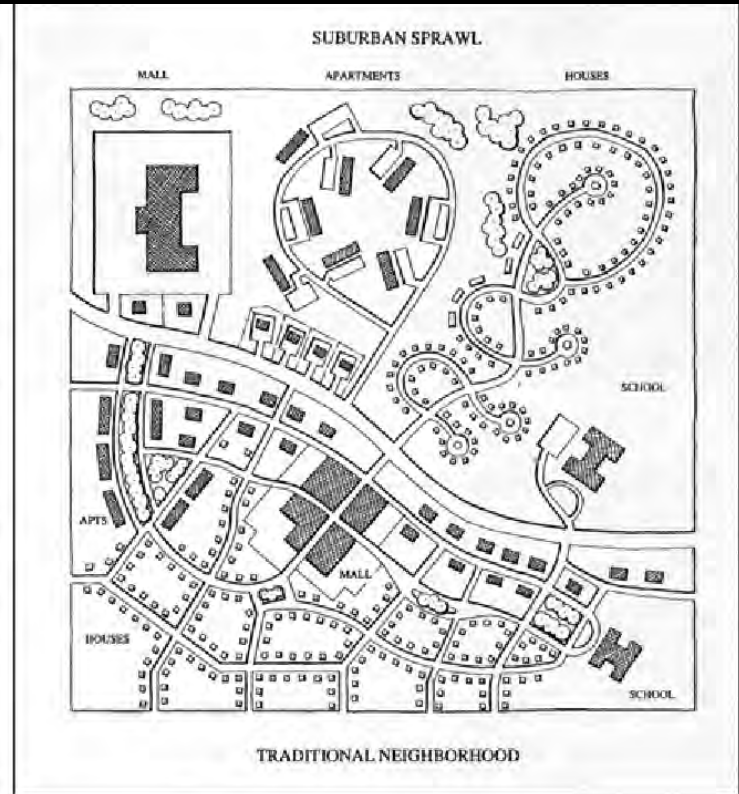


Figura 2: The concept of the Transit Oriented Development, by Peter Calthorpe
 Source: CALTHORPE, 1993





Sprawl Repair Initiative



DPZ



4-147. Existing buildings in the office park

Image by Oliver Pritz



4-148. Green buildings and green urbanism in the new town center

Image by Oliver Pritz

Change

transportation, sustainability, public life, health, economy

Change

transportation, sustainability, public life, health, economy



physical change – urban design

Change

transportation, sustainability, public life, health, economy



physical change – urban design



practices, codes, standards, processes, norms, politics

Density is not Enough!

The IMPACT of land use choices...

- on travel behavior
- on long-term value
- on attracting talent
- on public health
- on climate

...depends on URBAN DESIGN



using URBAN DESIGN to deliver the benefits of density.

What do we mean by “urban design”?

- NOT architectural style
- NOT aesthetics
- NOT broader land use program

The INTEGRATION of buildings, streets, and open space into places that work for PEOPLE.



what's so hard about that?

what's so hard about that?

force of habit

building codes

exit strategies

fire codes

delays

fiscal impacts

denser workplace

politics

security concerns

financing

street standards

parking ratios

soft market

few precedents

fees

staff design capacity

stormwater mgt

weak transit

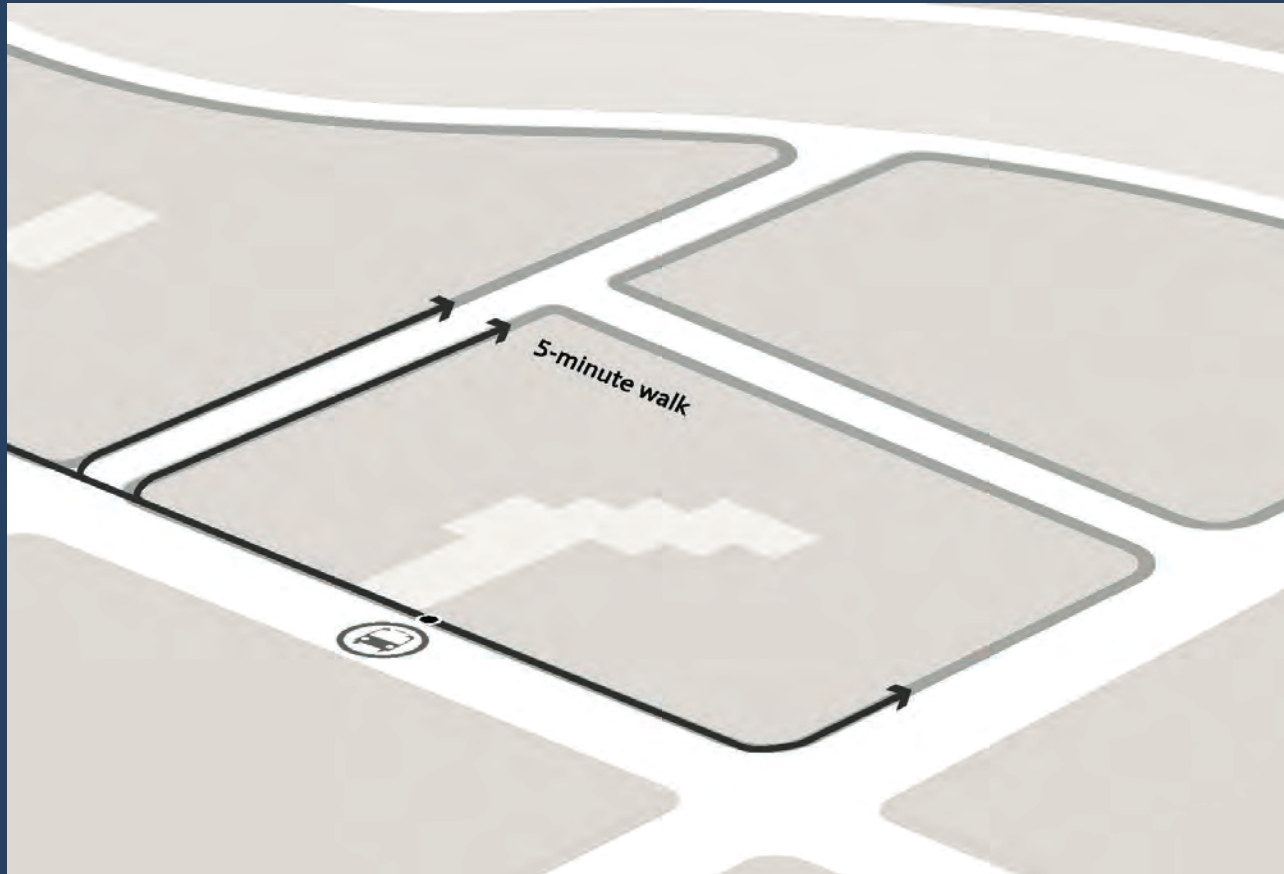
Walkability: the measure of success



Walkability: 7 Key Ingredients

1. Fine-grained pedestrian circulation.
2. Orient buildings to streets and open space.
3. Organize uses to support public activity.
4. Place parking behind/below buildings.
5. Address the human scale with building and landscape details.
6. Provide clear, continuous pedestrian access.
7. Build complete streets.

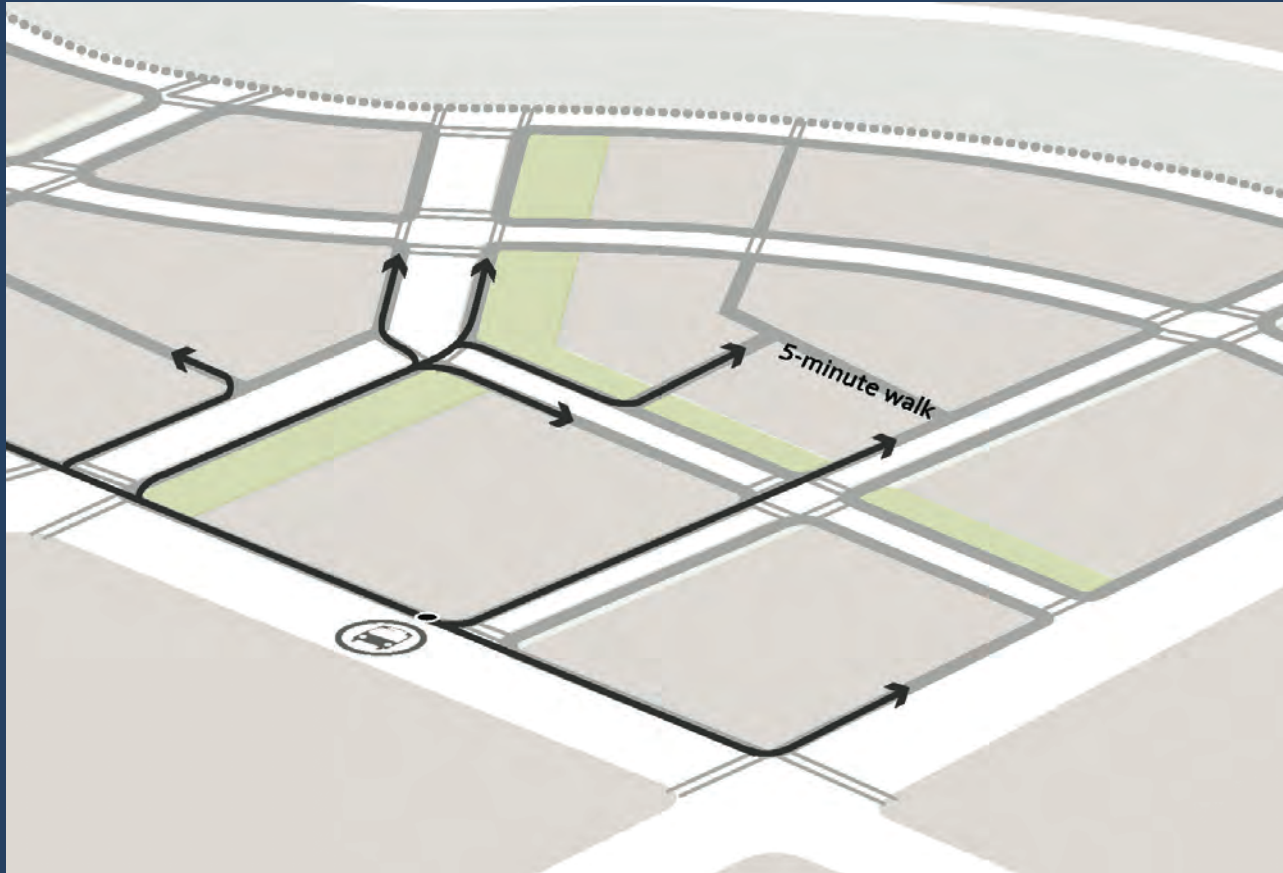
1. fine-grained pedestrian circulation



TYPICAL

graphics courtesy of Gensler

1. fine-grained pedestrian circulation



BETTER

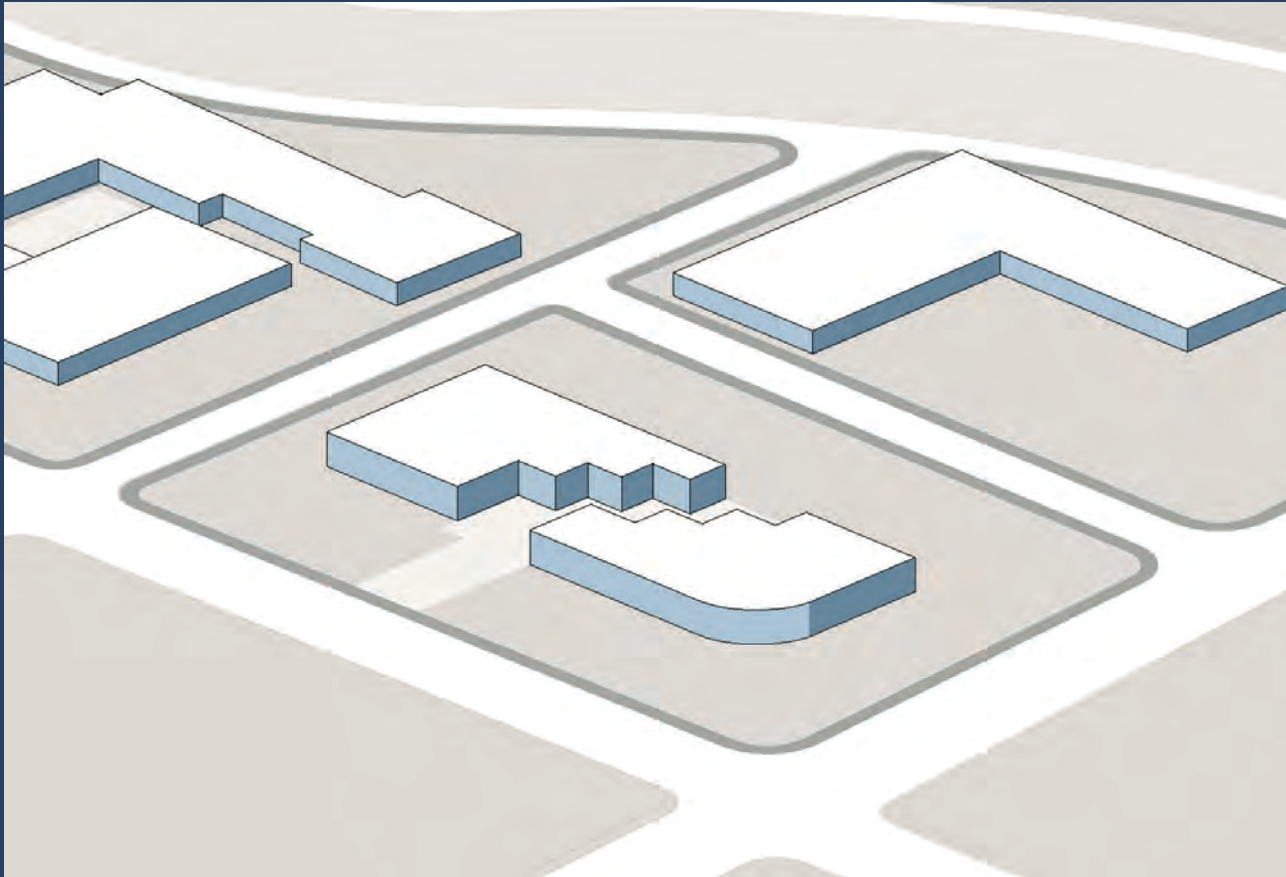
1. fine-grained pedestrian circulation



BEST

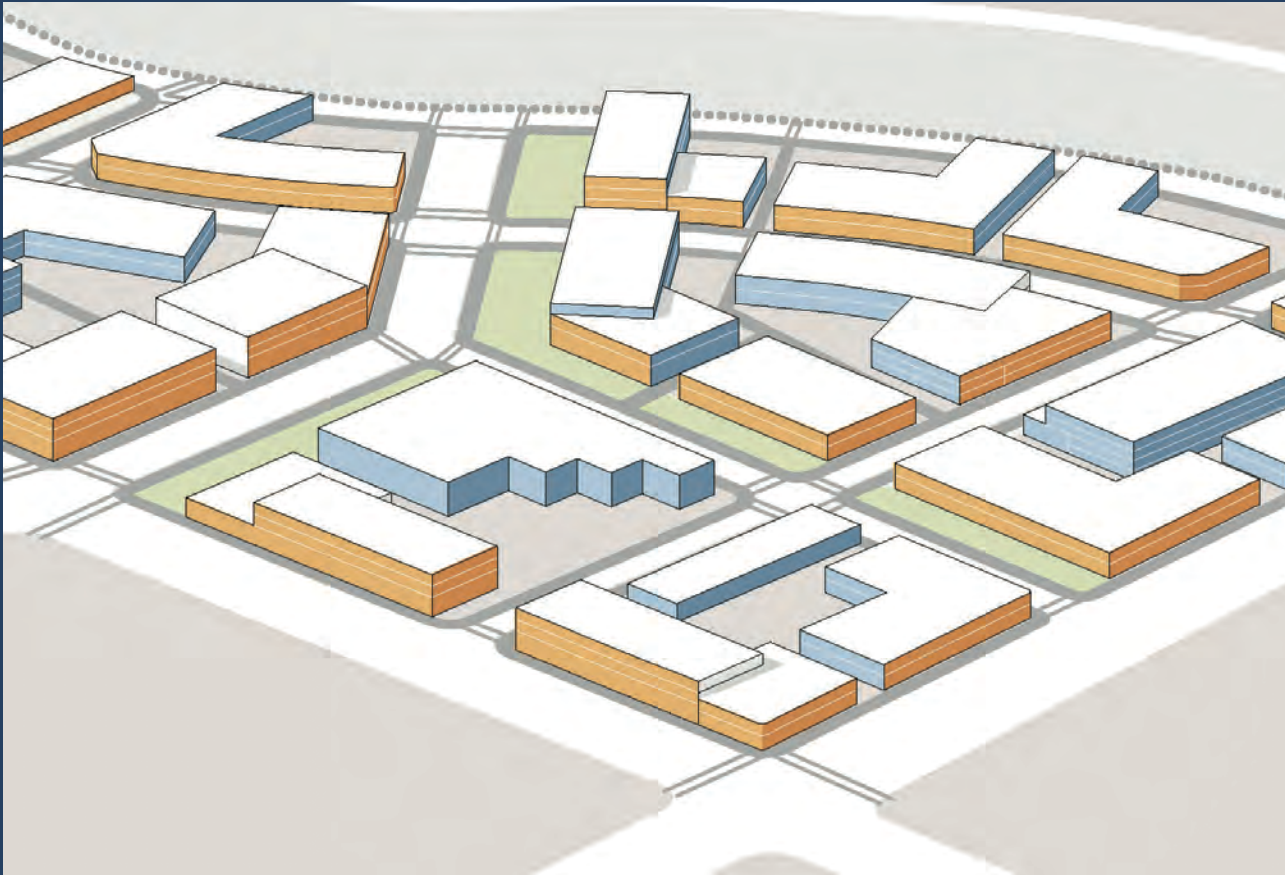


2. orient buildings to streets and open space



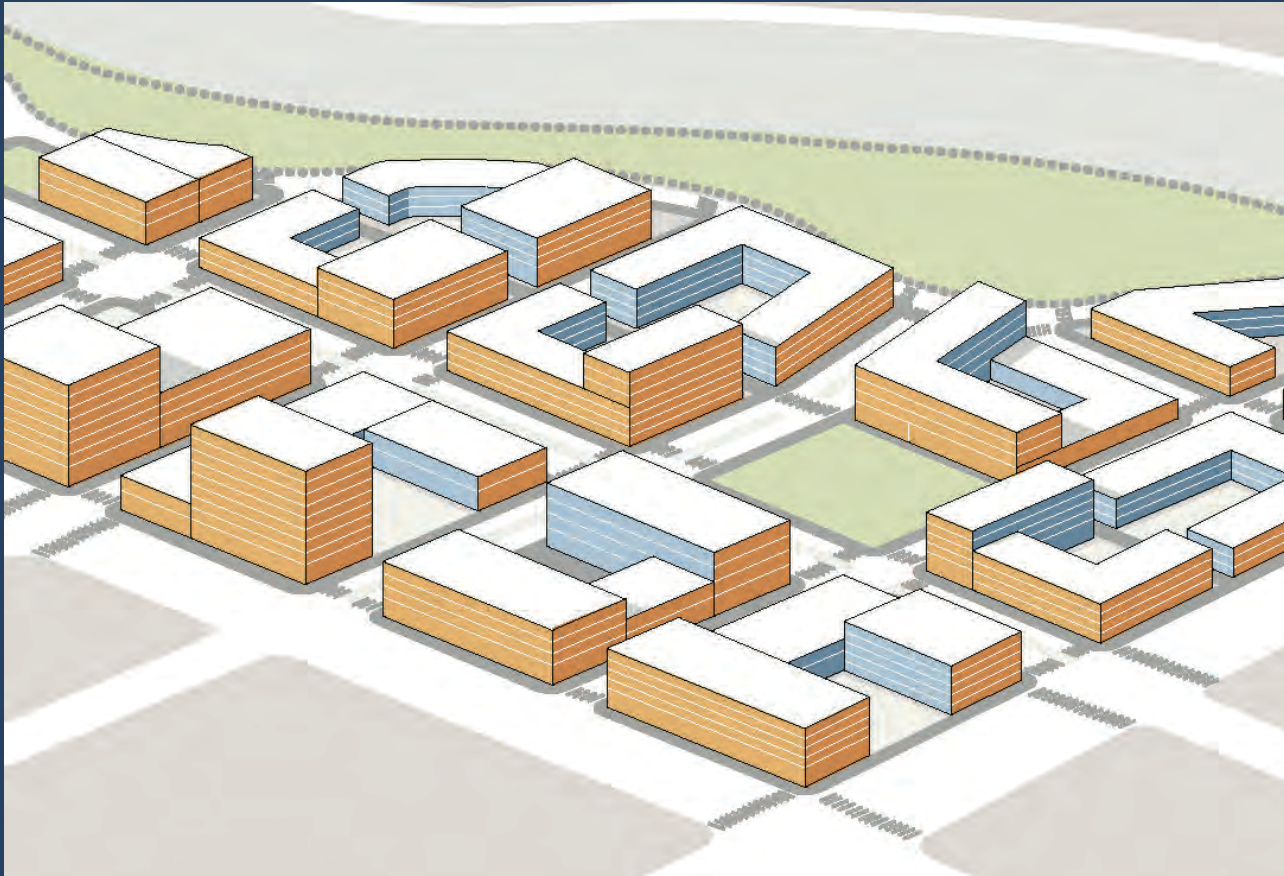
TYPICAL

2. orient buildings to streets and open space



BETTER

2. orient buildings to streets and open space

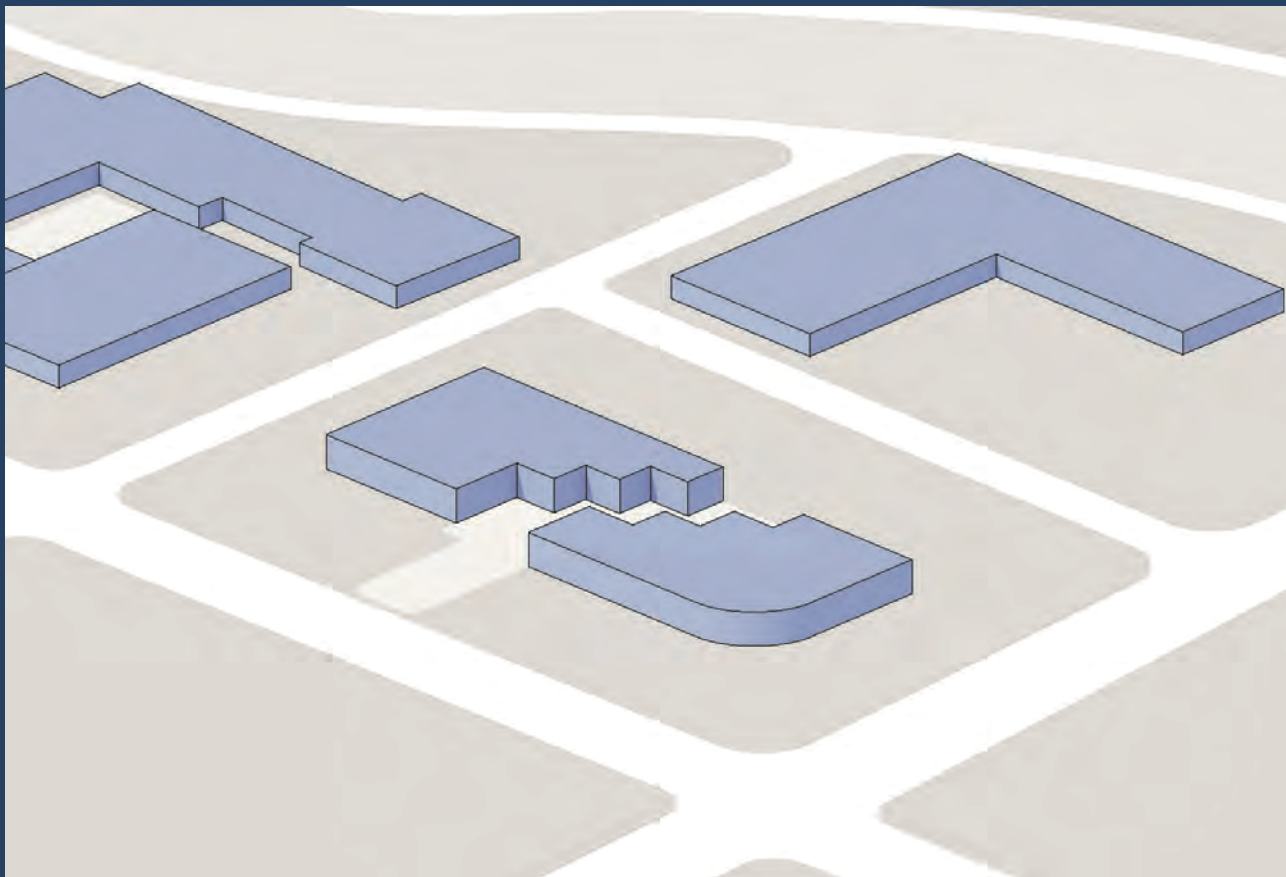


BEST



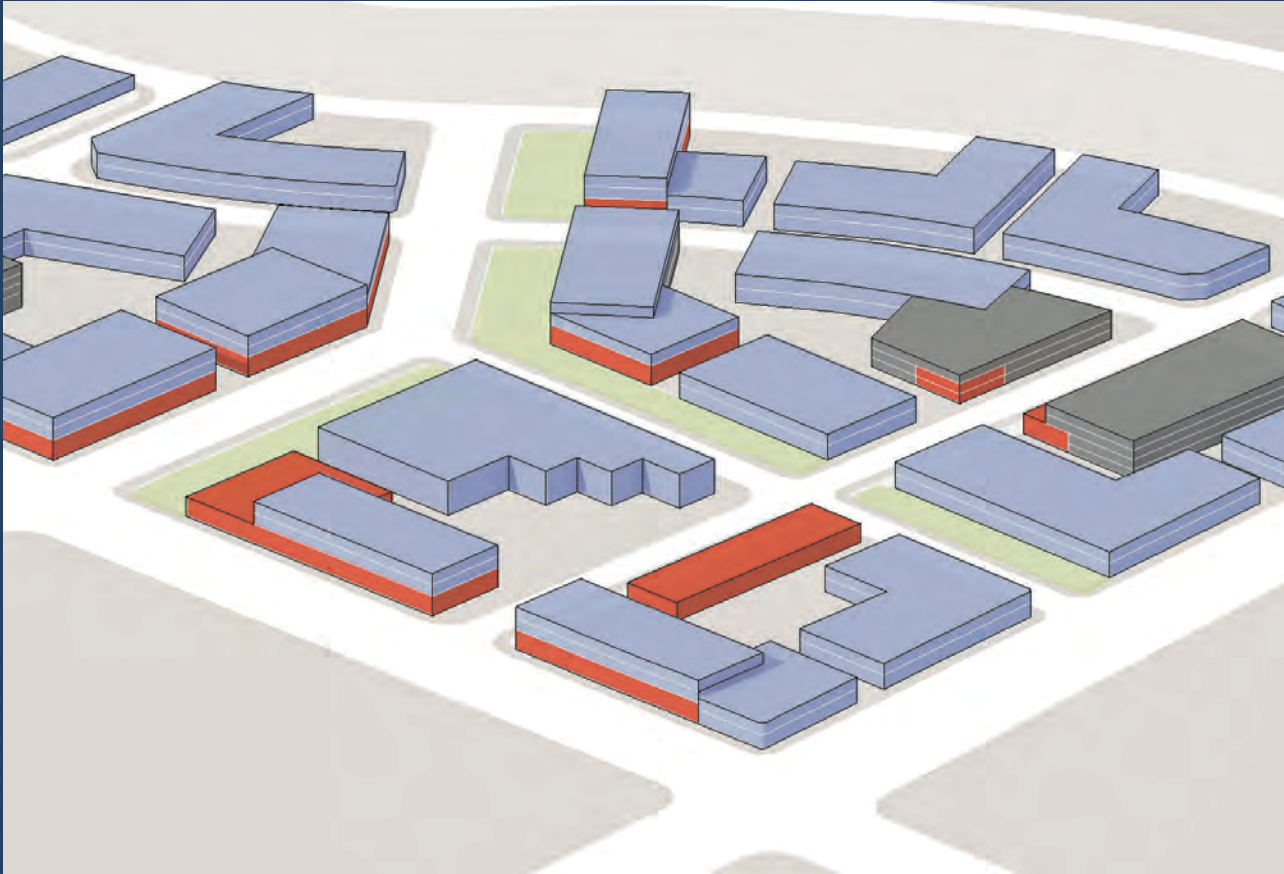
urban design is about... how buildings work together to define streets and spaces

3. organize uses to support public activity



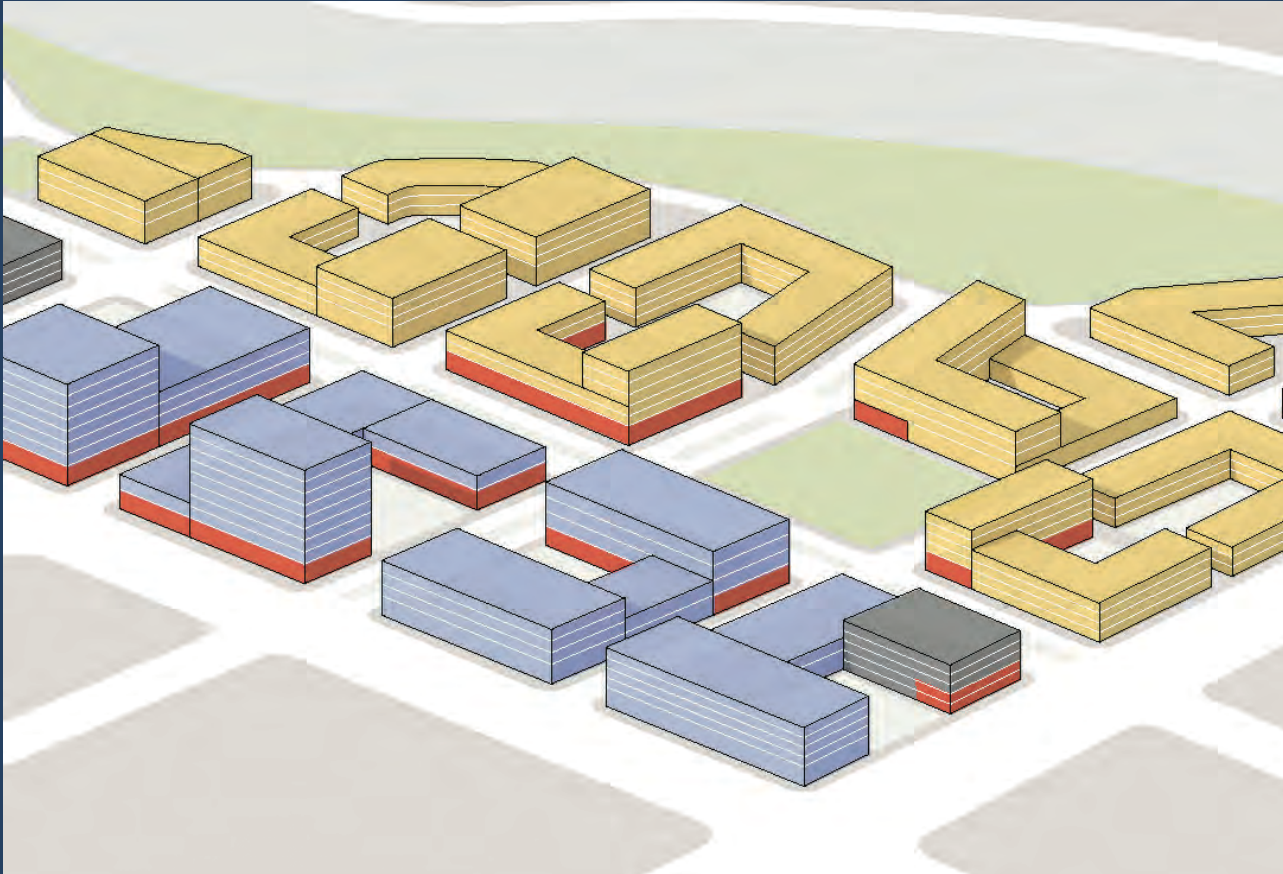
TYPICAL

3. organize uses to support public activity



BETTER

3. organize uses to support public activity



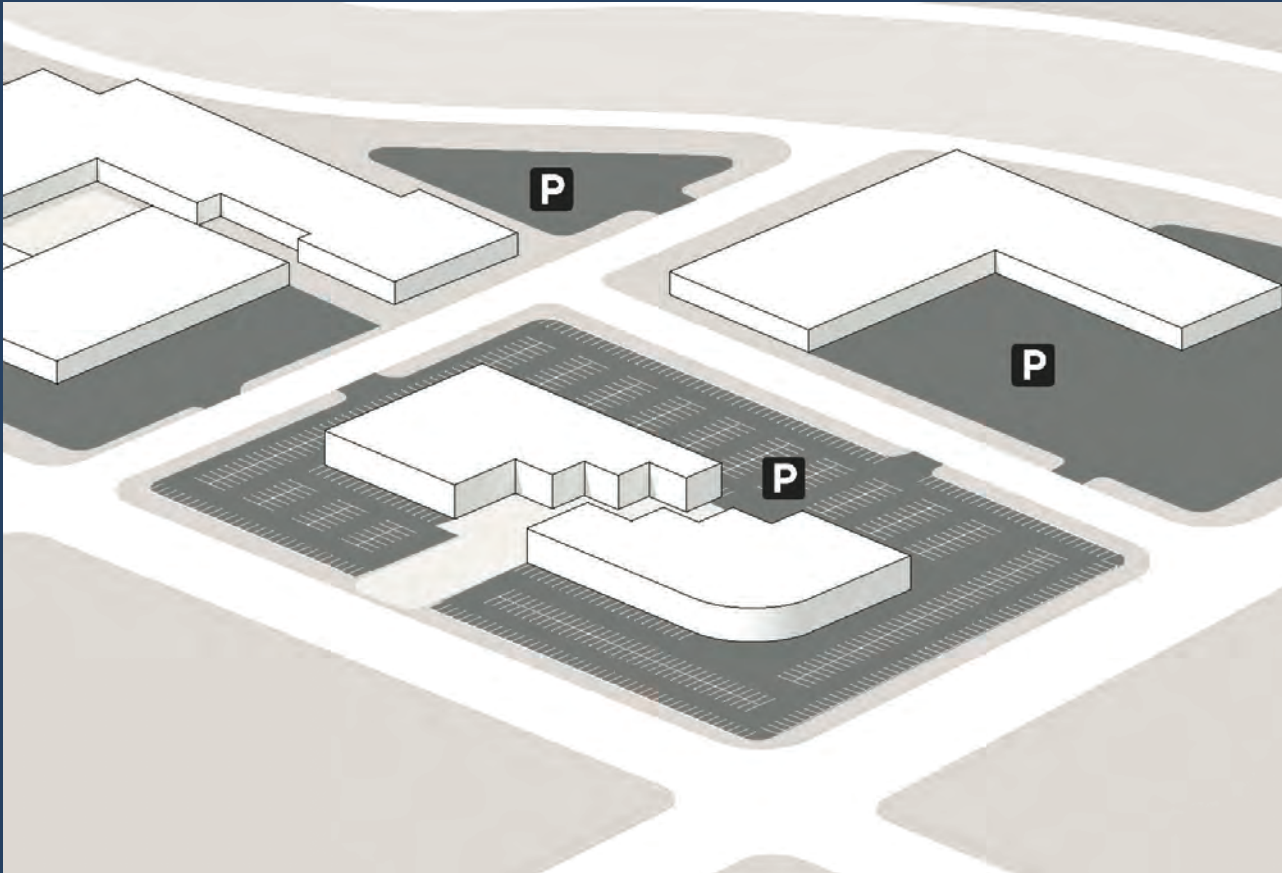
BEST



urban design is about...

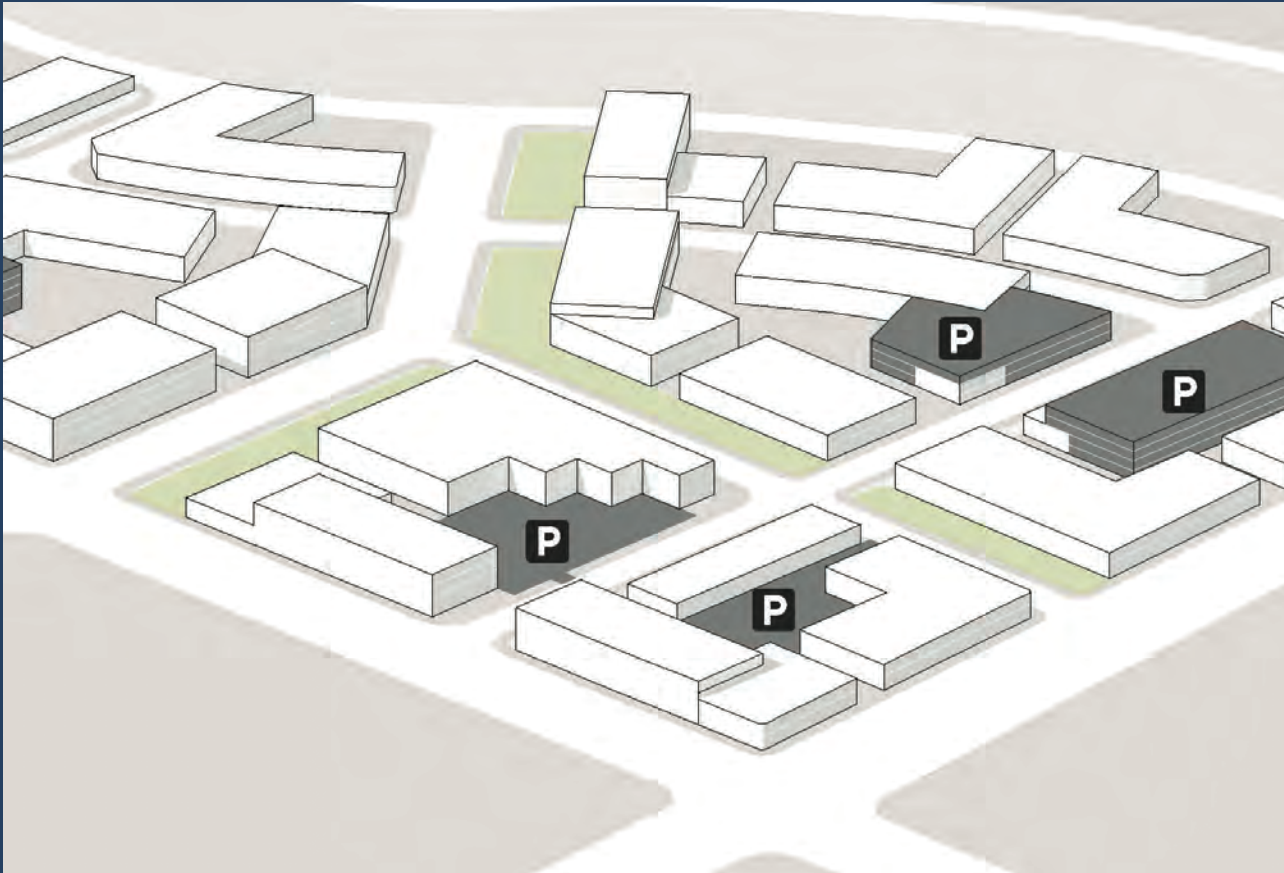
how uses bring spaces to life

4. place parking behind/below buildings



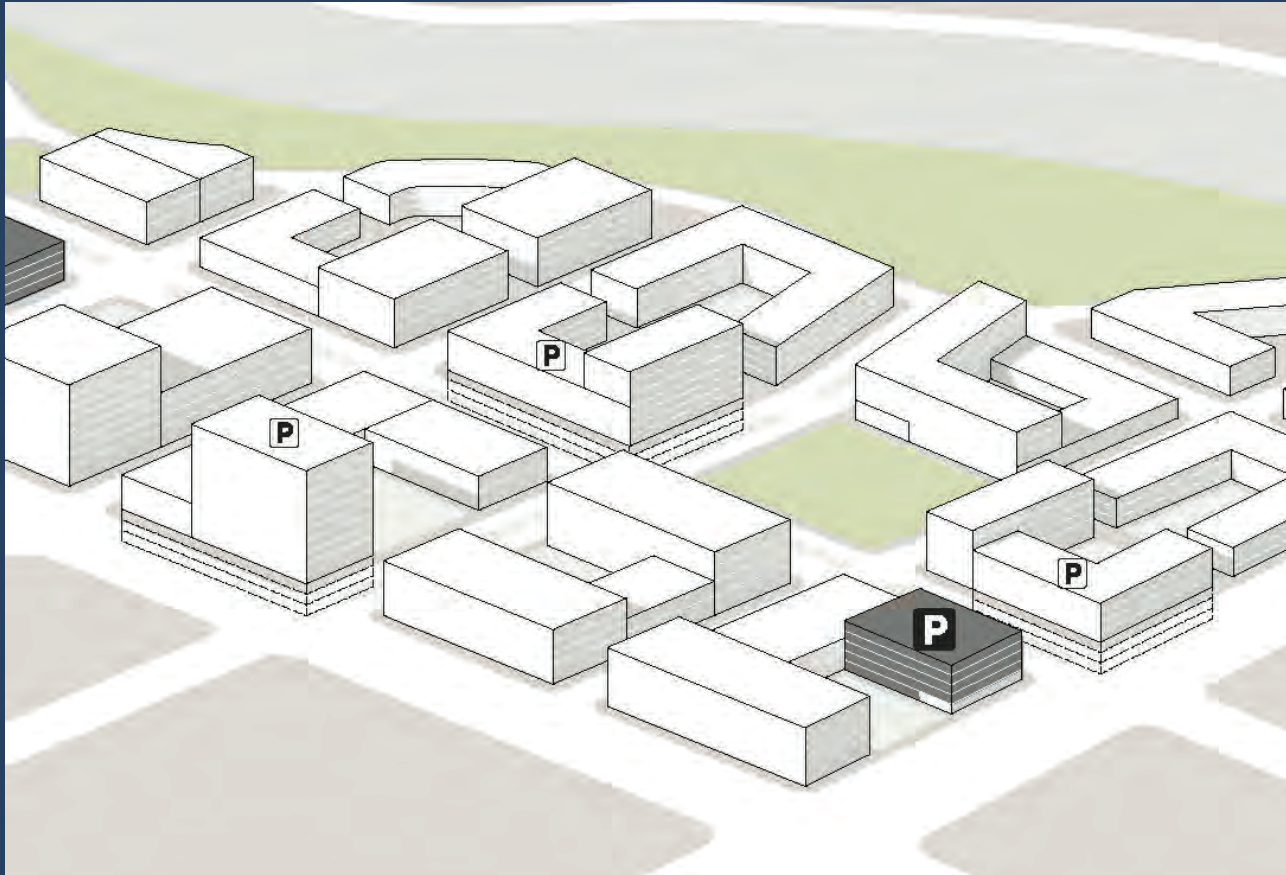
TYPICAL

4. place parking behind/below buildings



BETTER

4. place parking behind/below buildings



BEST



urban design is about... artfully accommodating the auto

5. address the human scale with building and landscape detail



TYPICAL

5. address the human scale with building and landscape detail



BETTER

5. address the human scale with building and landscape detail



BEST



urban design is about... physical comfort and legibility

6. provide clear, continuous pedestrian access



TYPICAL

6. provide clear, continuous pedestrian access



BETTER

6. provide clear, continuous pedestrian access



BEST



urban design is about... welcoming the pedestrian

7. build complete streets



TYPICAL

7. build complete streets



BETTER

7. build complete streets



BEST



urban design is about... how streets support mobility options

everyone is a pedestrian, even if they arrive by car.



tactical approaches Sunday Streets/Ciclovia



tactical approaches Temporary Public Art



tactical approaches Parklets



tactical approaches Pop-up Retail



tactical approaches Prototyping

BETTER BLOCK PROJECT
Deep Edum

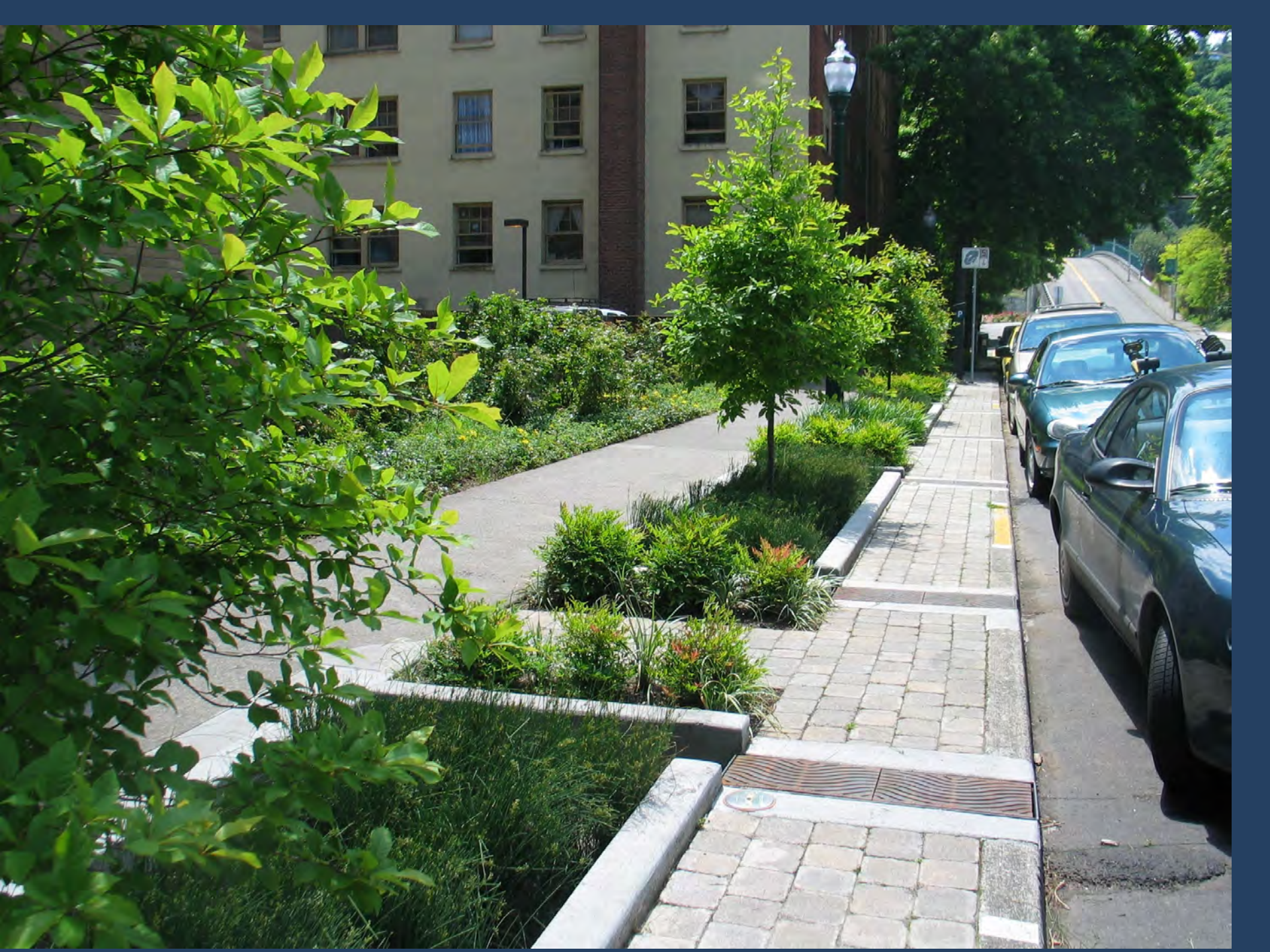


PARTICIPATING BUSINESSES: *not confirmed

- | | | | |
|--------------------------|----------------------|---------------------|------------------------|
| 1 The Boiler Room | 4 *Club Dada | 7 Trees | 10 Red Pop Shop |
| 2 The Bone | 5 Lemmongrass | 8 Black Swan | 11 Urban Acres |
| 3 *The Green Room | 6 *Kettle Art | 9 La Grange | 12 *Anvil Pub |

tactical approaches **Pavement to Parks**





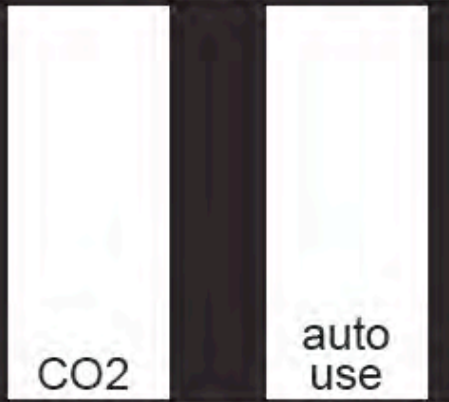




Low Density Single Family

<5

dwelling units/acre



42,000
lbs. CO2/Hh/Yr

26,000
VMT/Hh/Yr



Transit-Oriented Multifamily

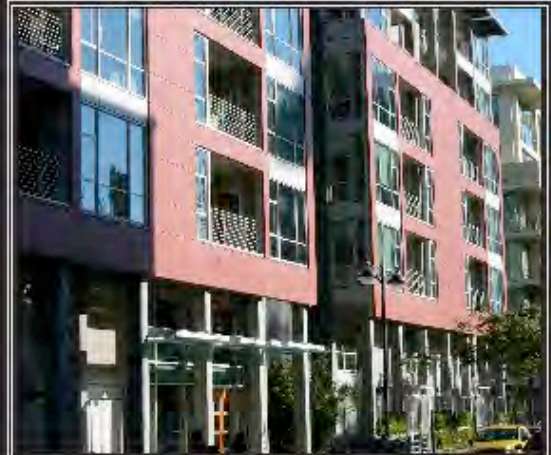
20-30

dwelling units/acre



16,000
lbs. CO2/Hh/Yr

10,000
VMT/Hh/Yr



High-Density Urban

~100

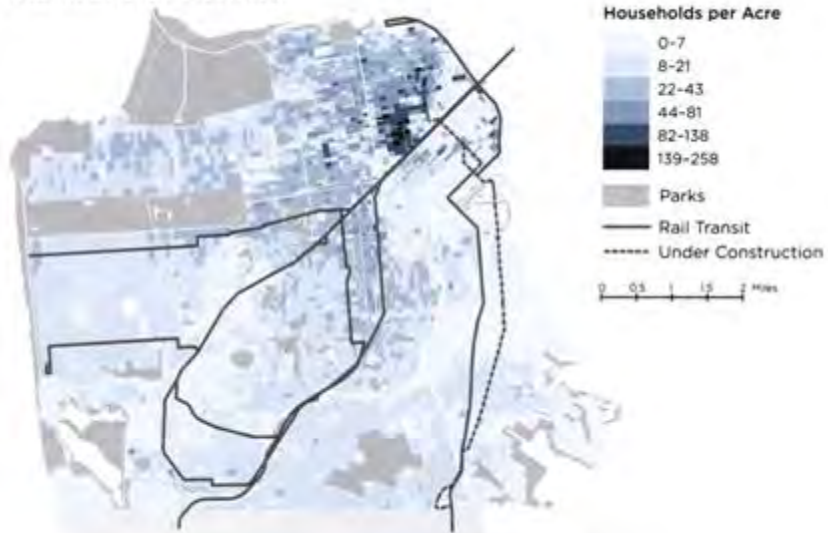
dwelling units/acre



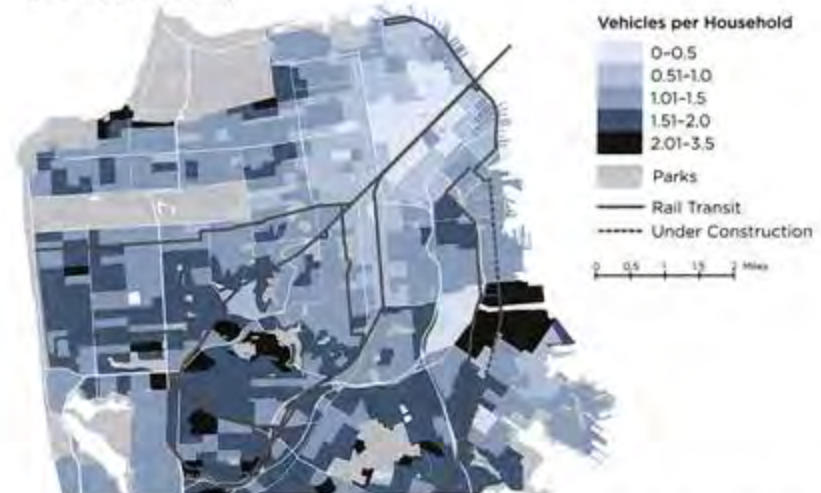
9,000
lbs. CO2/Hh/Yr

4,250
VMT/Hh/Yr

Residential Density



Auto Ownership



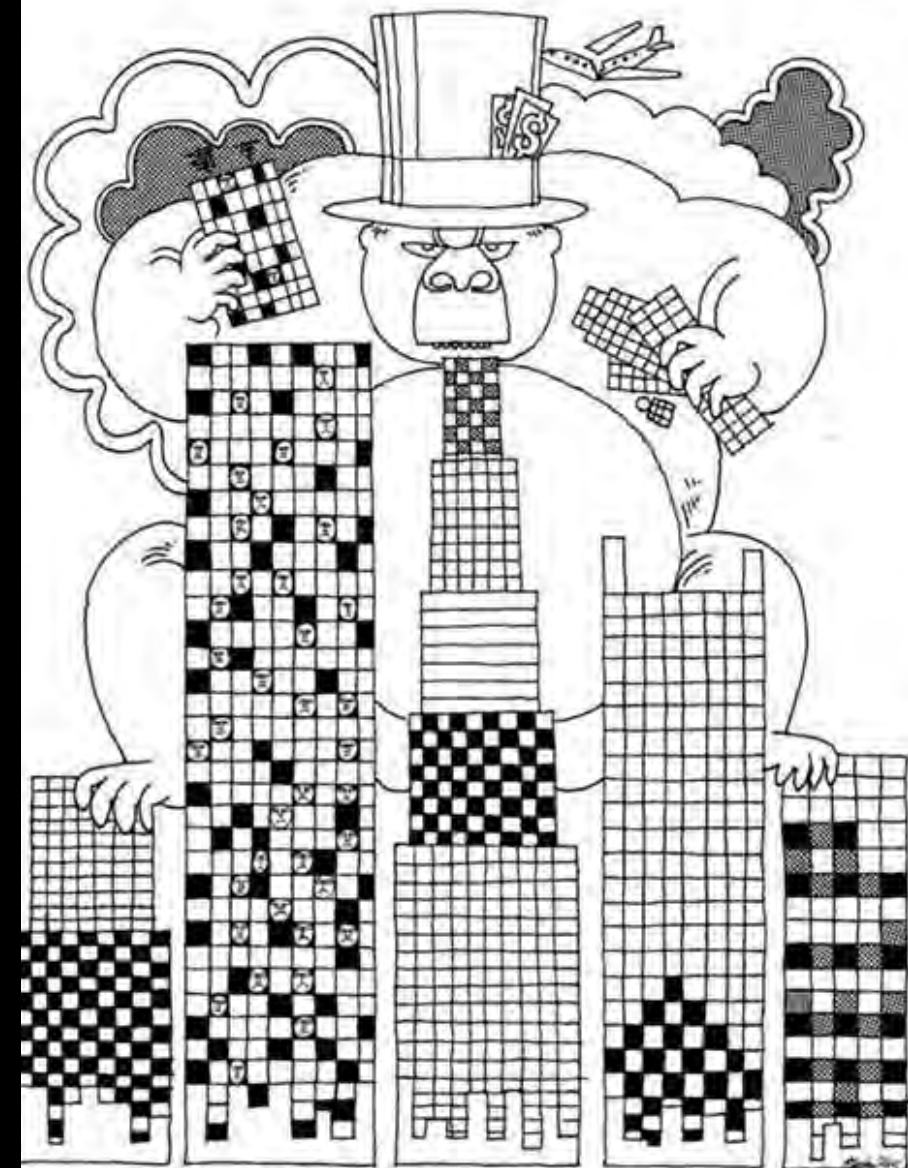
Source: US Census Bureau, Summary File 3, 2000, Table H46—Aggregate Number of Vehicles Available by Tenure (Occupied Housing Units) and Table P14—Household Type by Household Size (Total Households).

Higher densities allow people to own fewer cars.

Source: US Census Bureau, Summary File 1, Table P15—Households, 2000. Block-level data is shown here.



Once there was a San Francisco that was light and pastel, hilly, open and inviting. Color it.
San Franciscans lived in old Victorian houses with gingerbread trim. Or in small apartment buildings with bay windows.



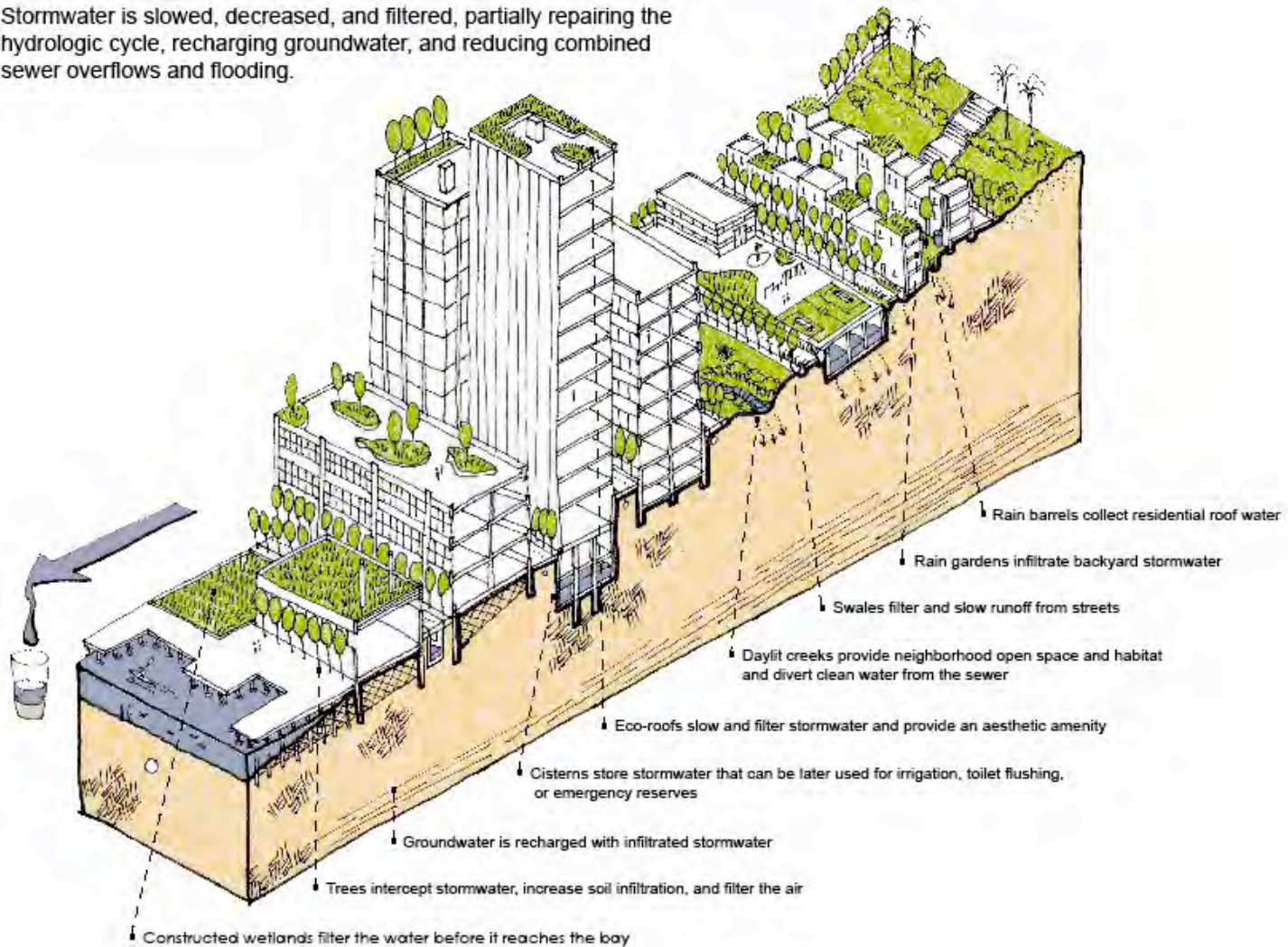
Then rich men built tall buildings and San Francisco began to look stiff and forbidding like any other American city.





Proposed Low Impact Design Solutions

Stormwater is slowed, decreased, and filtered, partially repairing the hydrologic cycle, recharging groundwater, and reducing combined sewer overflows and flooding.







Lake Merritt

15TH ST
14TH ST
13TH ST
12TH ST
11TH ST
10TH ST
9TH ST
8TH ST
7TH ST
6TH ST
5TH ST
4TH ST
3RD ST
2ND ST
1ST ST

BROADWAY
FRANKLIN ST
WEBSTER ST
HARRISON ST
ALICE ST
JACKSON ST
MADISON ST
OAK ST
FALLON ST
VICTORY CT

LAKESIDE DR

FOOTHILL BLVD

LAKESHORE AVE

INTERNATIONAL BLVD

E 12TH ST

E 10TH ST

E 7TH ST

EMBARCADERO WEST

AMTRAK

880

EMBARCADERO

WATER ST

1

2

3

4

5

6

8

7

9

Post Office

County Court

Oakland Museum of California

Kaiser Auditorium

Oakland Unified School District

Oakland Unified School District Downtown Campus

Laney College

Laney Parking

Peralta Community College District Administration

Pacific Renaissance Plaza

Lincoln Sq. Park

Madison Sq. Park

Chinese Garden Park

Lake Merritt BART

MTC/ABAG

Public Library

Oakland Unified School District

E 1ST AVE

E 2ND AVE

E 3RD AVE

E 4TH AVE

E 5TH AVE

E 6TH AVE

E 8TH ST

E 9TH ST

E 11TH ST

E 13TH ST

E 14TH ST

E 15TH ST

E 16TH ST

E 17TH ST

LAKESIDE DR

JACKSON ST

MADISON ST

OAK ST

FALLON ST

VICTORY CT

EMBARCADERO

EMBARCADERO

EMBARCADERO

EMBARCADERO

EMBARCADERO

EMBARCADERO

EMBARCADERO

EMBARCADERO

BROADWAY

FRANKLIN ST

WEBSTER ST

HARRISON ST

ALICE ST

JACKSON ST

MADISON ST

OAK ST

FALLON ST

VICTORY CT

EMBARCADERO

EMBARCADERO

EMBARCADERO

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