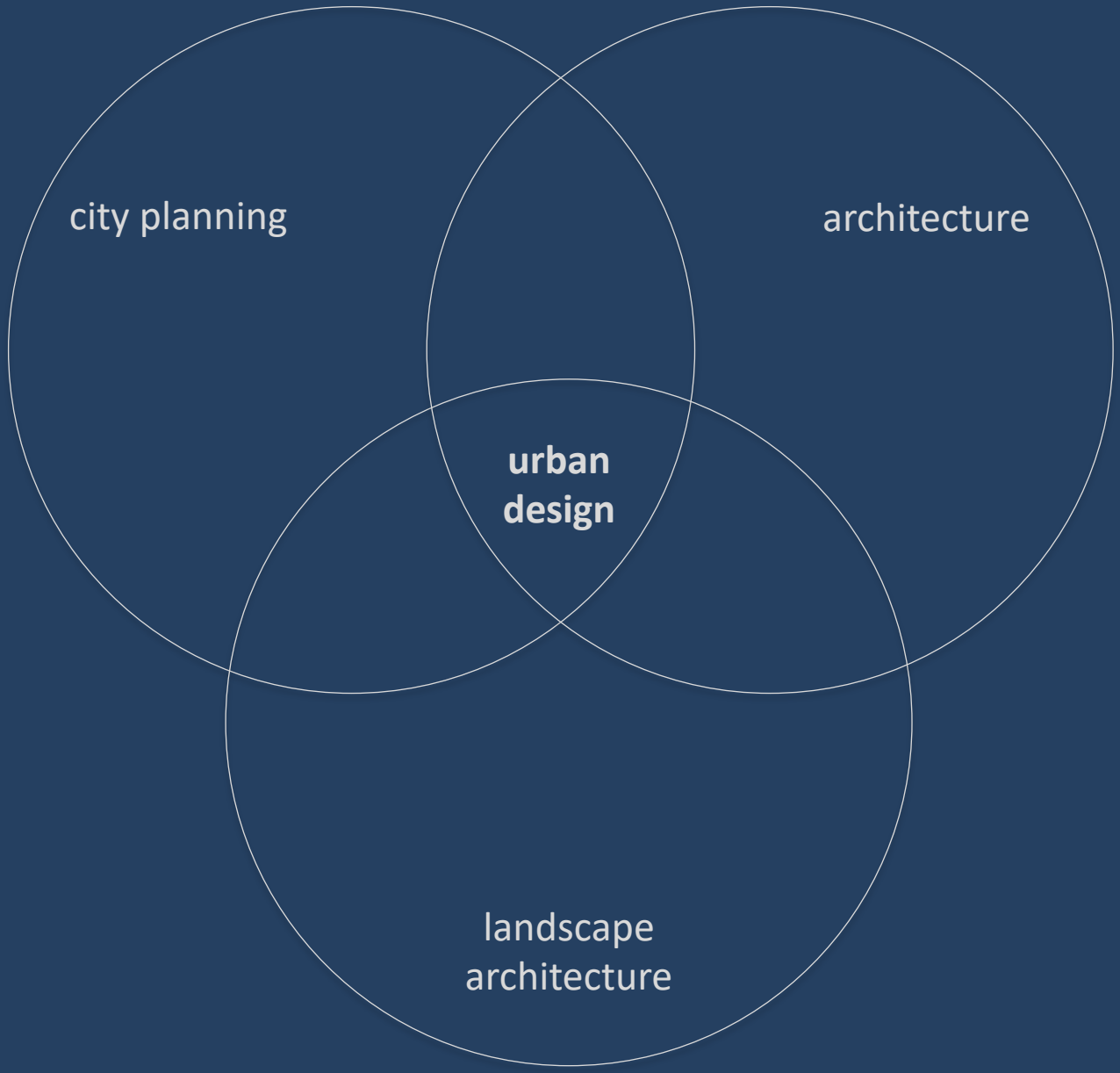
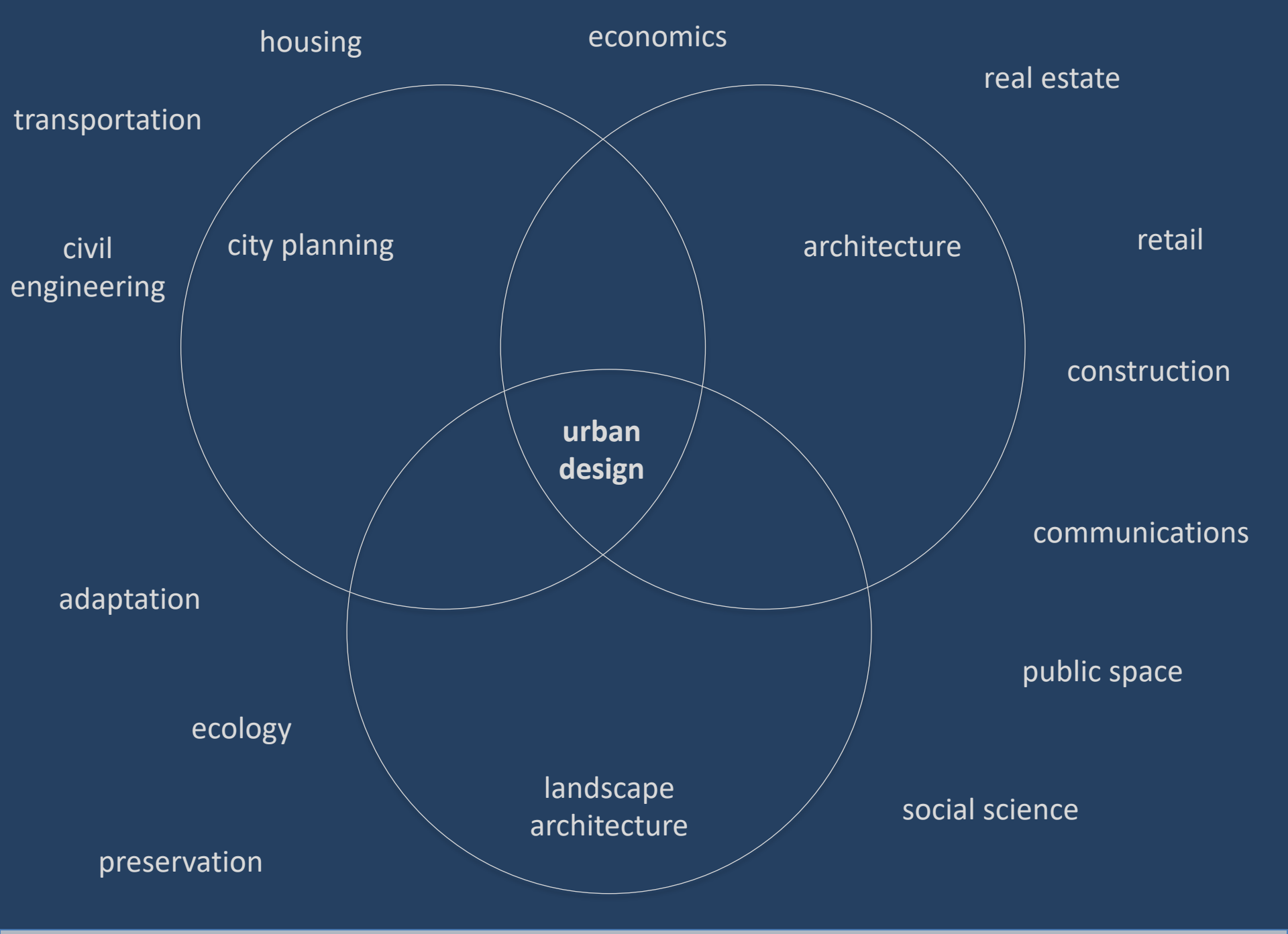
## What do we mean by “urban design”?

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

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


city planning
architecture
urban design
landscape architecture


housing
economics
real estate
transportation
civil engineering
city planning
architecture
retail
construction
urban design
communications
adaptation
public space
ecology
landscape architecture
social science
preservation

| PUBLIC | PRIVATE | CIVIC |
| --- | --- | --- |
| planning dept | design firm | university |
| public works dept | other consulting firm | think tank |
| parks dept | developer | civic organization |
| economic dev't | broker | advocacy org |
| housing dept | employer/end-user | |
| regional agency | | |
| transit agency | | |
| state/federal agency | | |

# 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

few precedents

soft market

fees

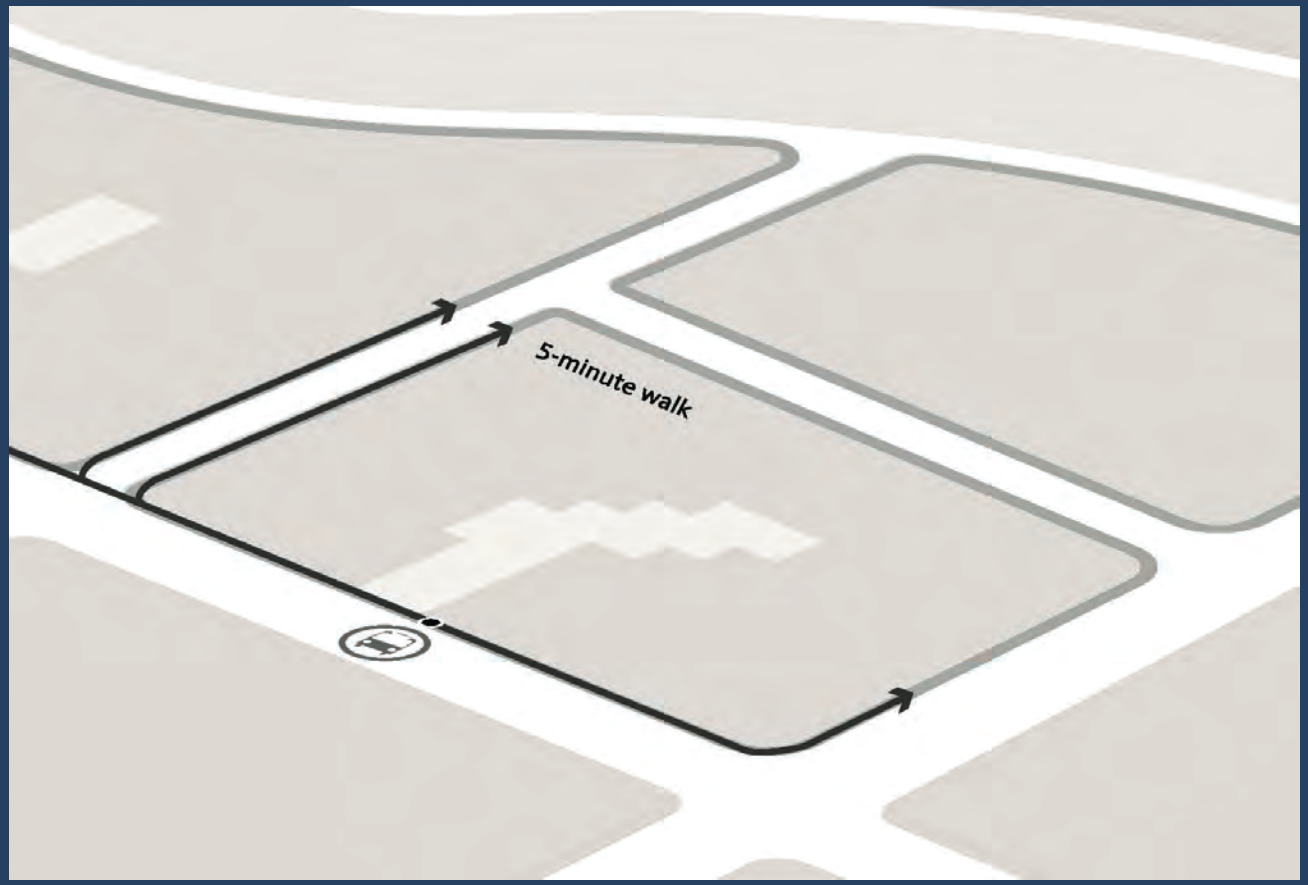
stormwater mgt

staff design capacity

weak transit

# Walkability: the measure of success

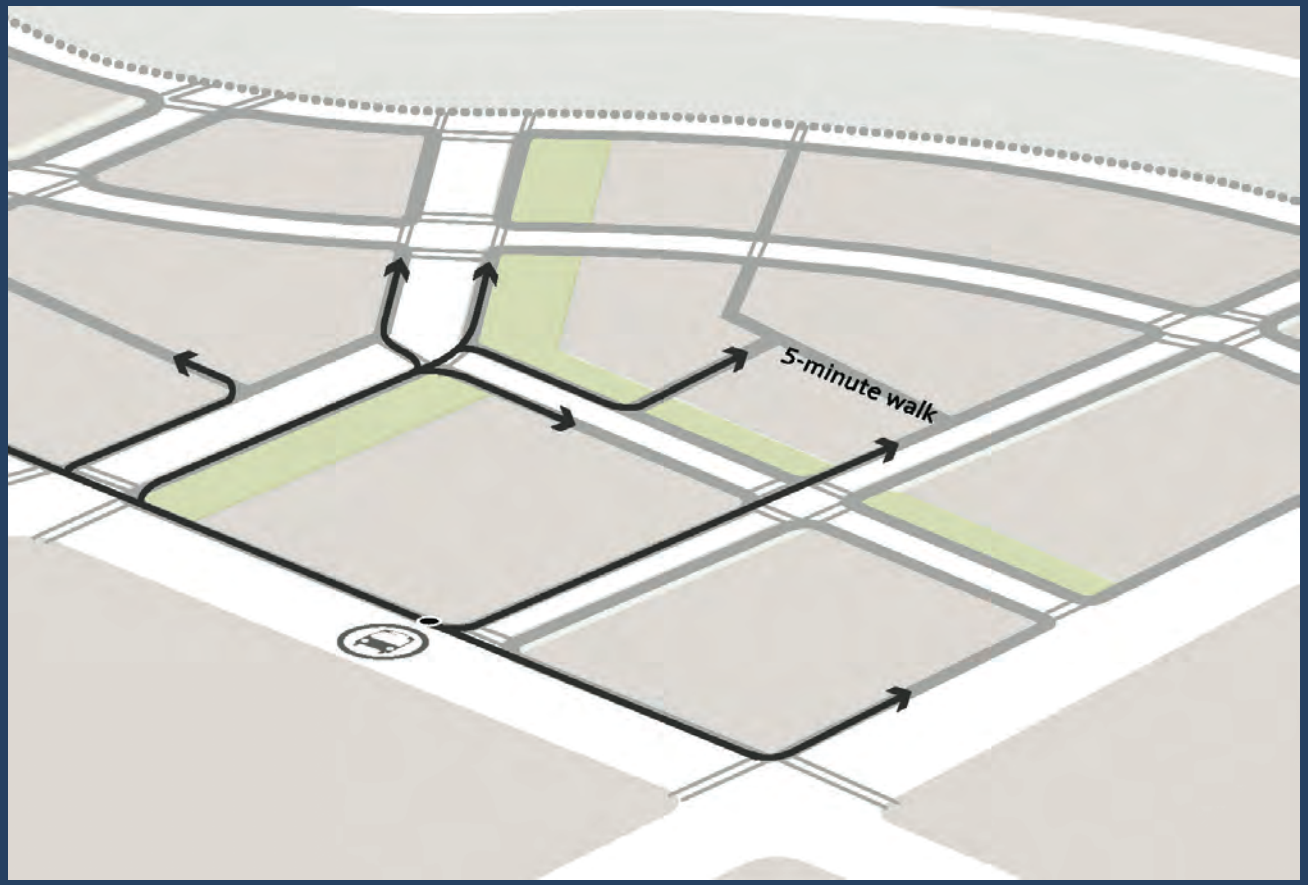
# 1. fine-grained pedestrian circulation




TYPICAL

graphics courtesy of Gensler

# 1. fine-grained pedestrian circulation

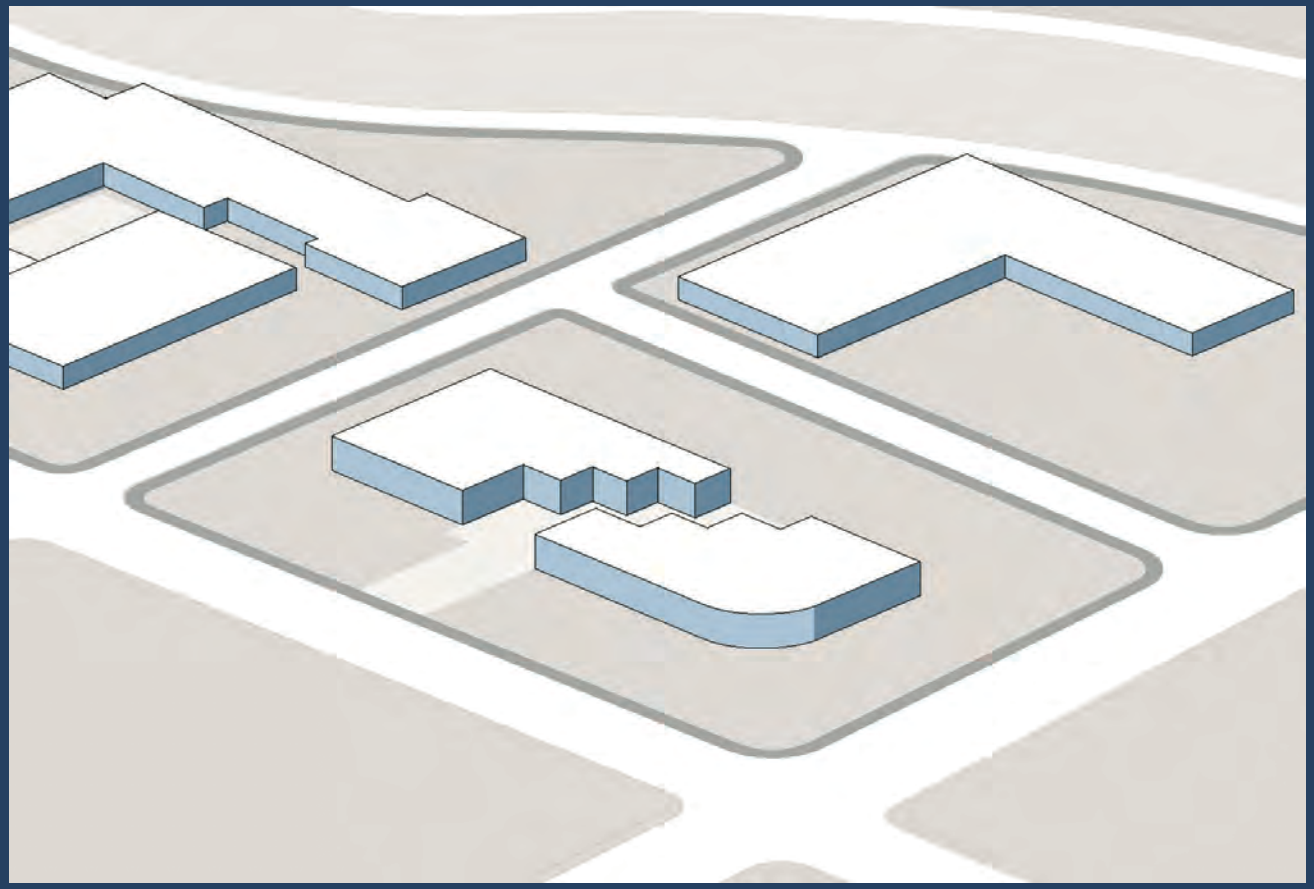



BETTER

# 1. fine-grained pedestrian circulation

BEST

# 2. orient buildings to streets and open space



TYPICAL

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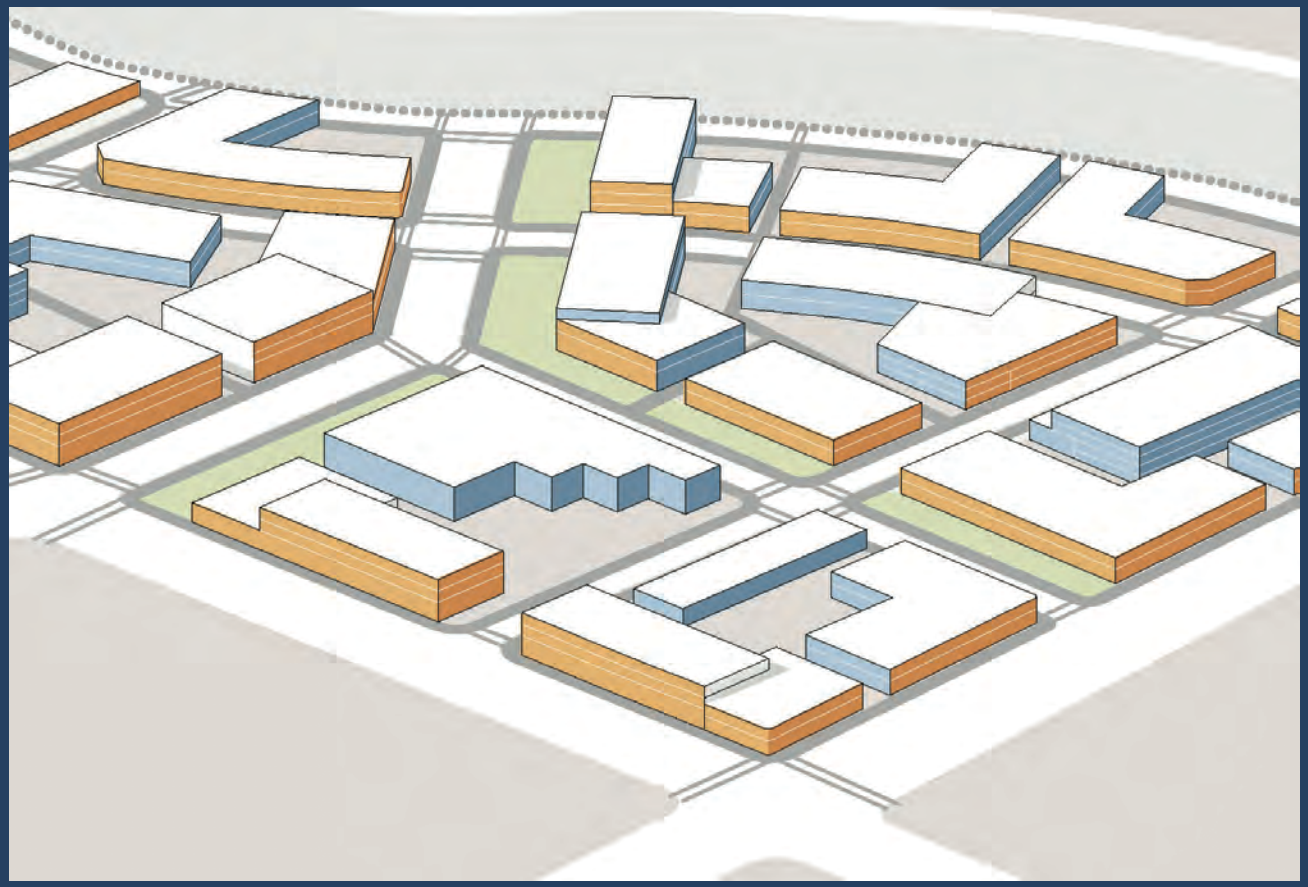

BETTER

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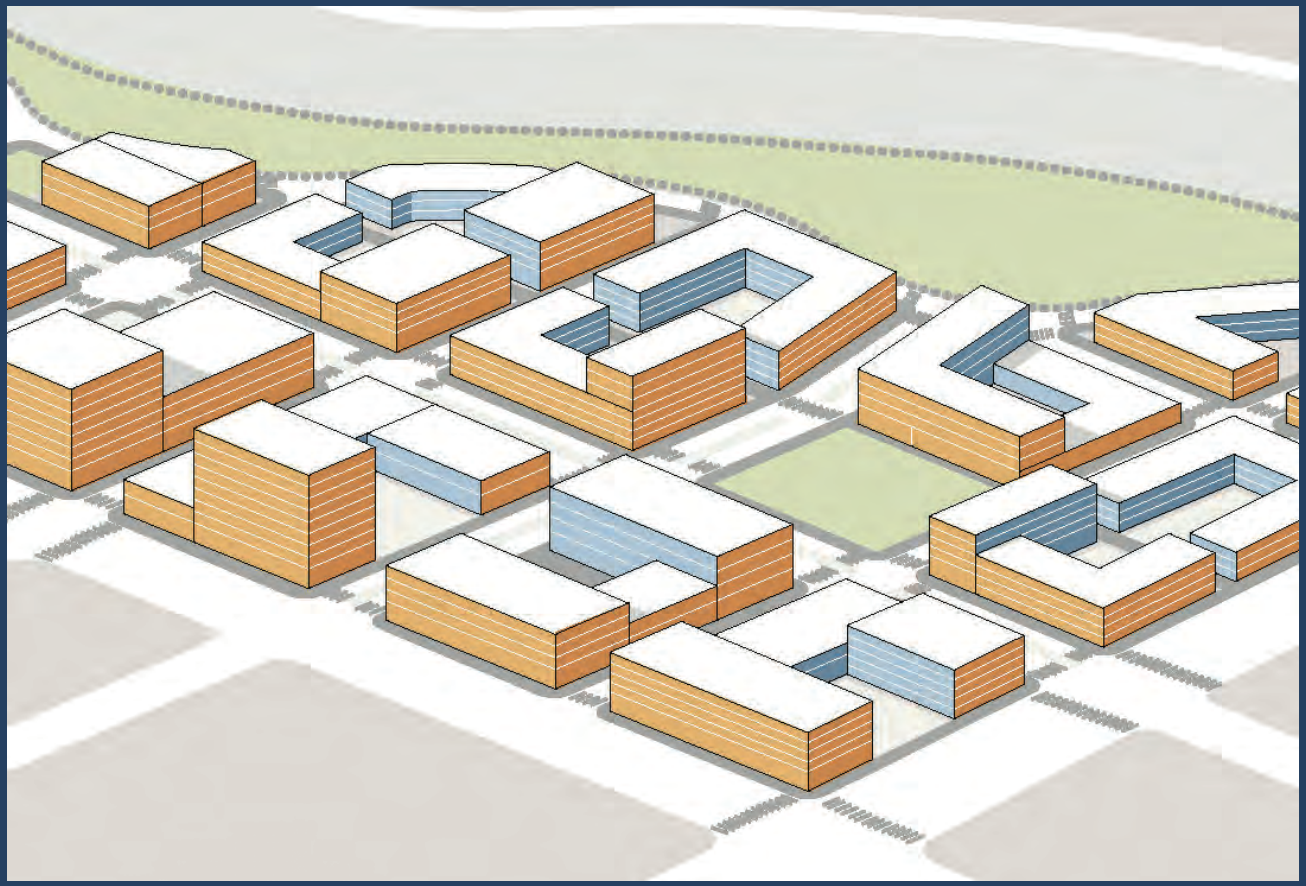
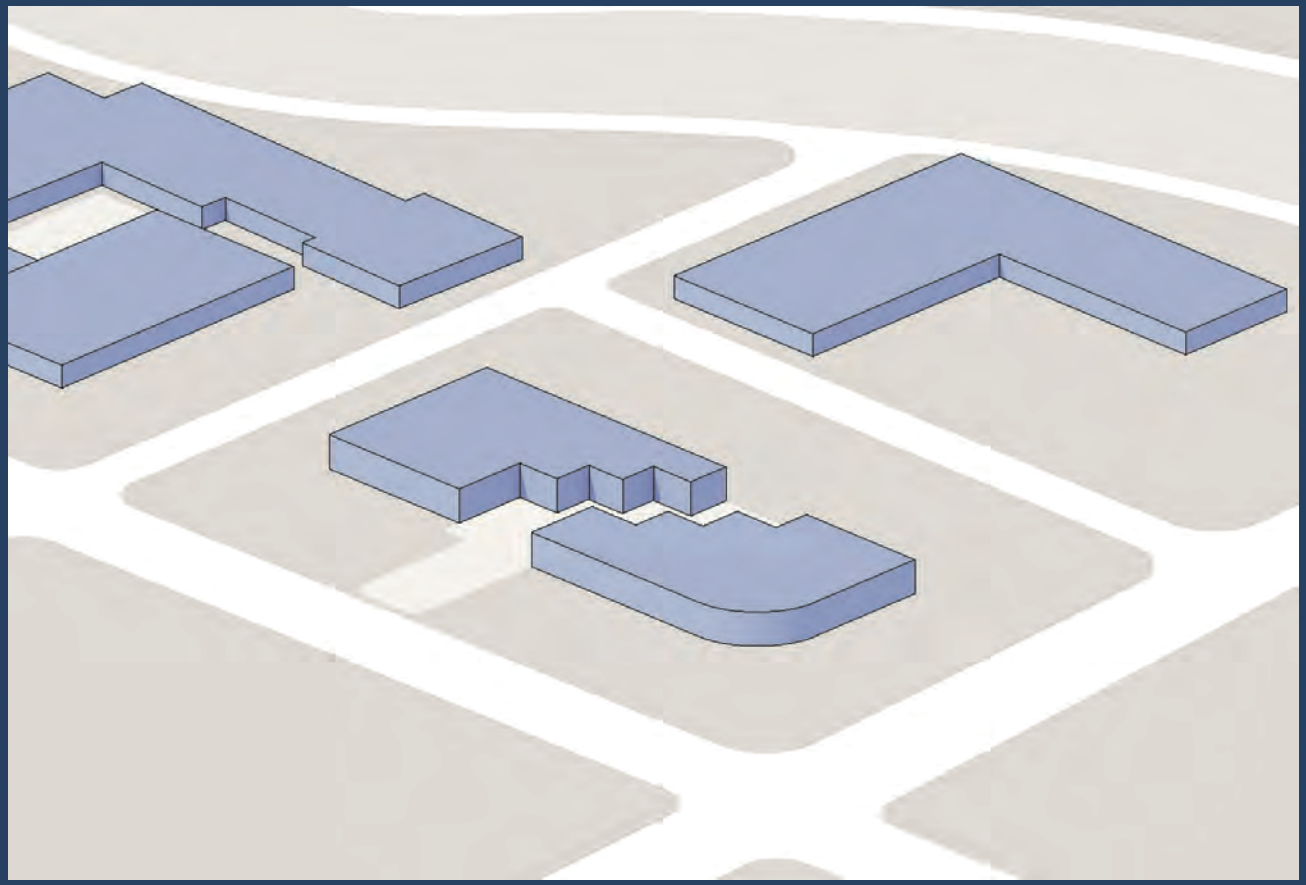


BEST

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

# 3. organize uses to support public activity



TYPICAL

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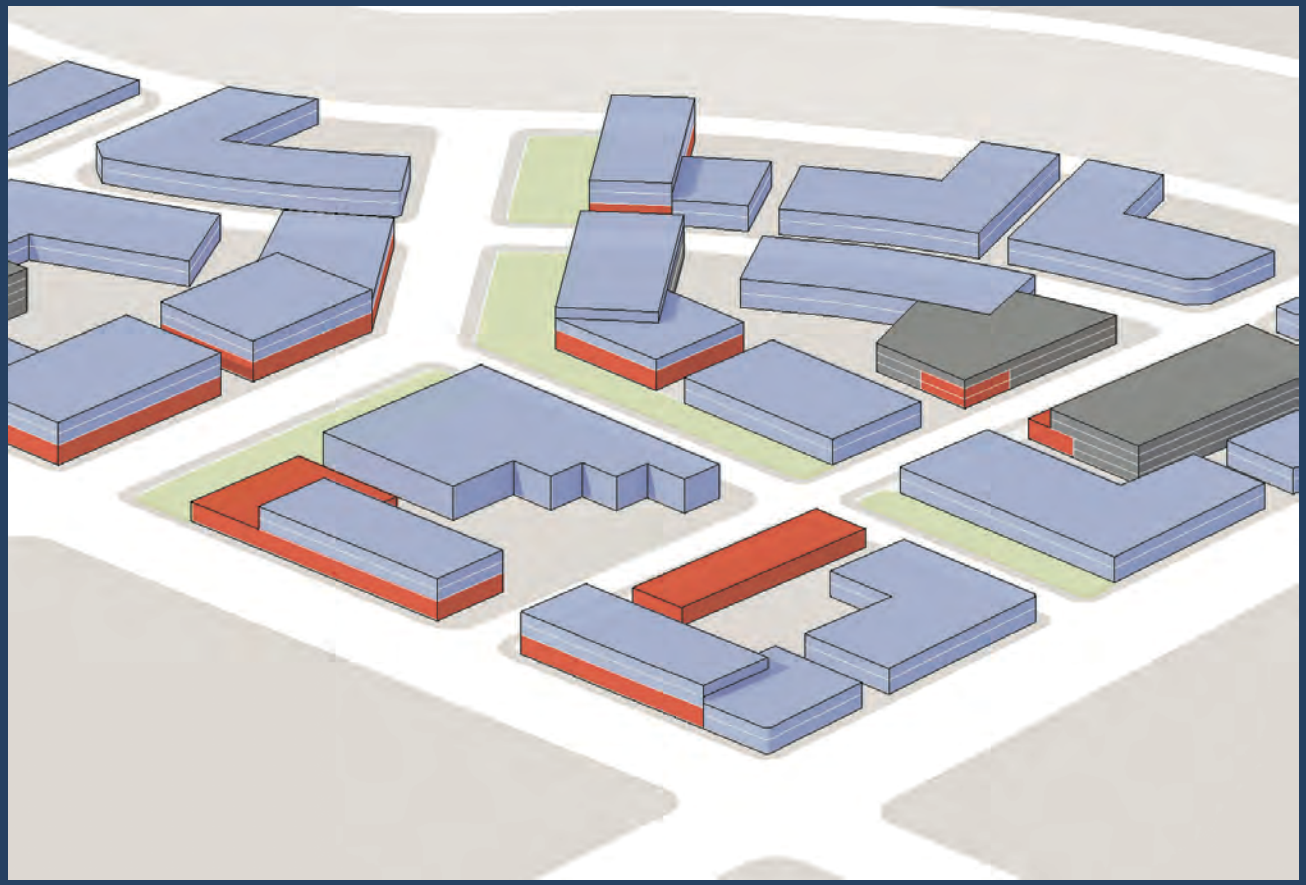

BETTER

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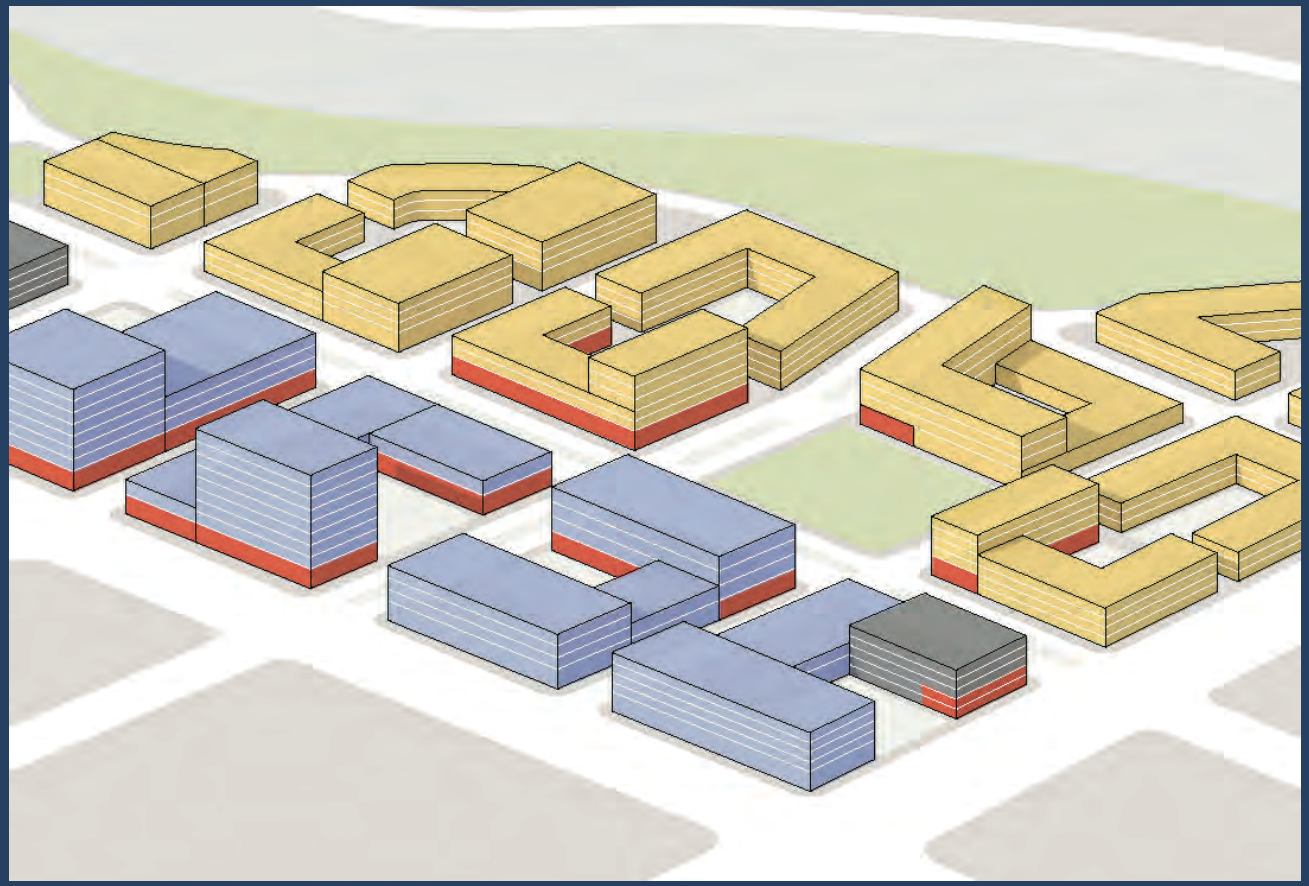
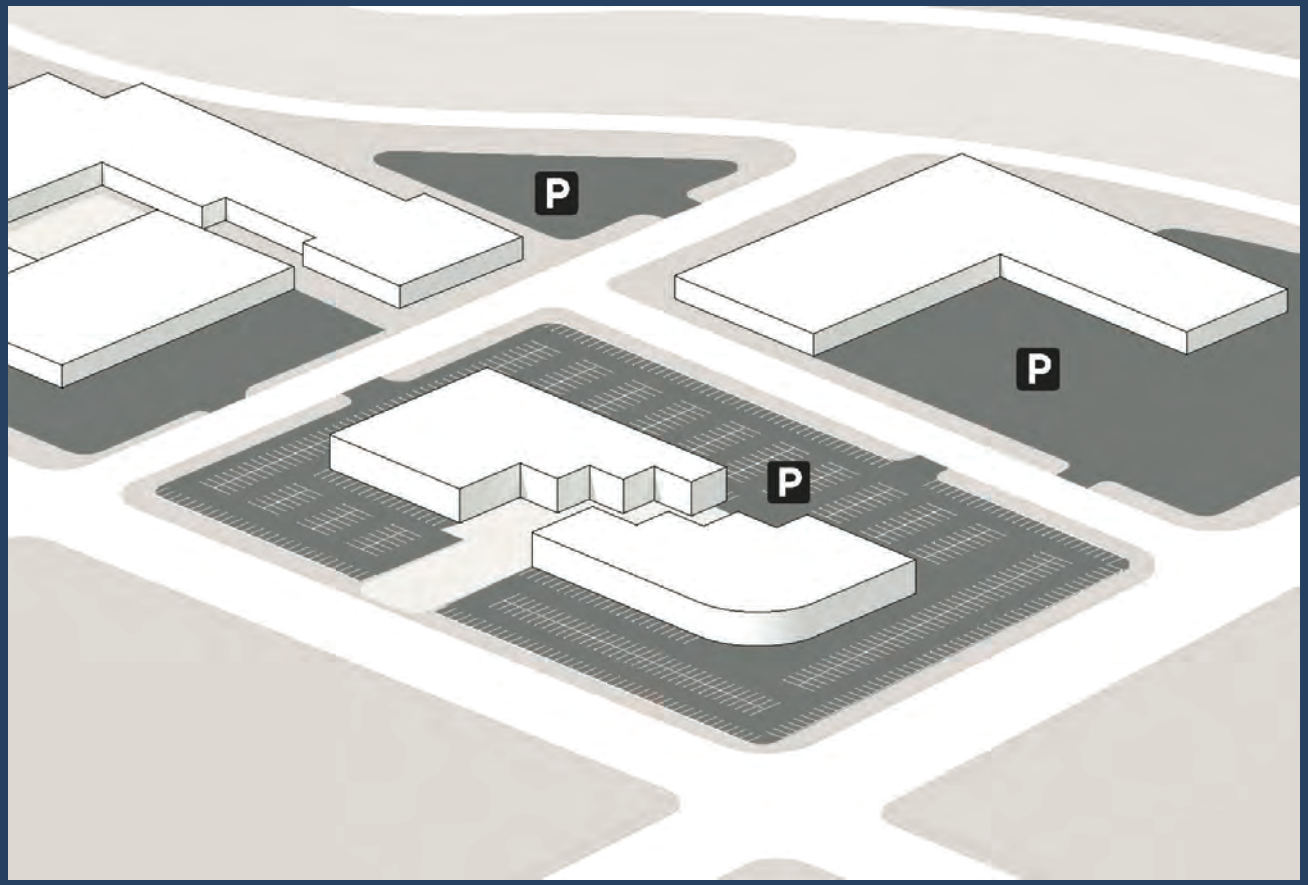


urban design is about…

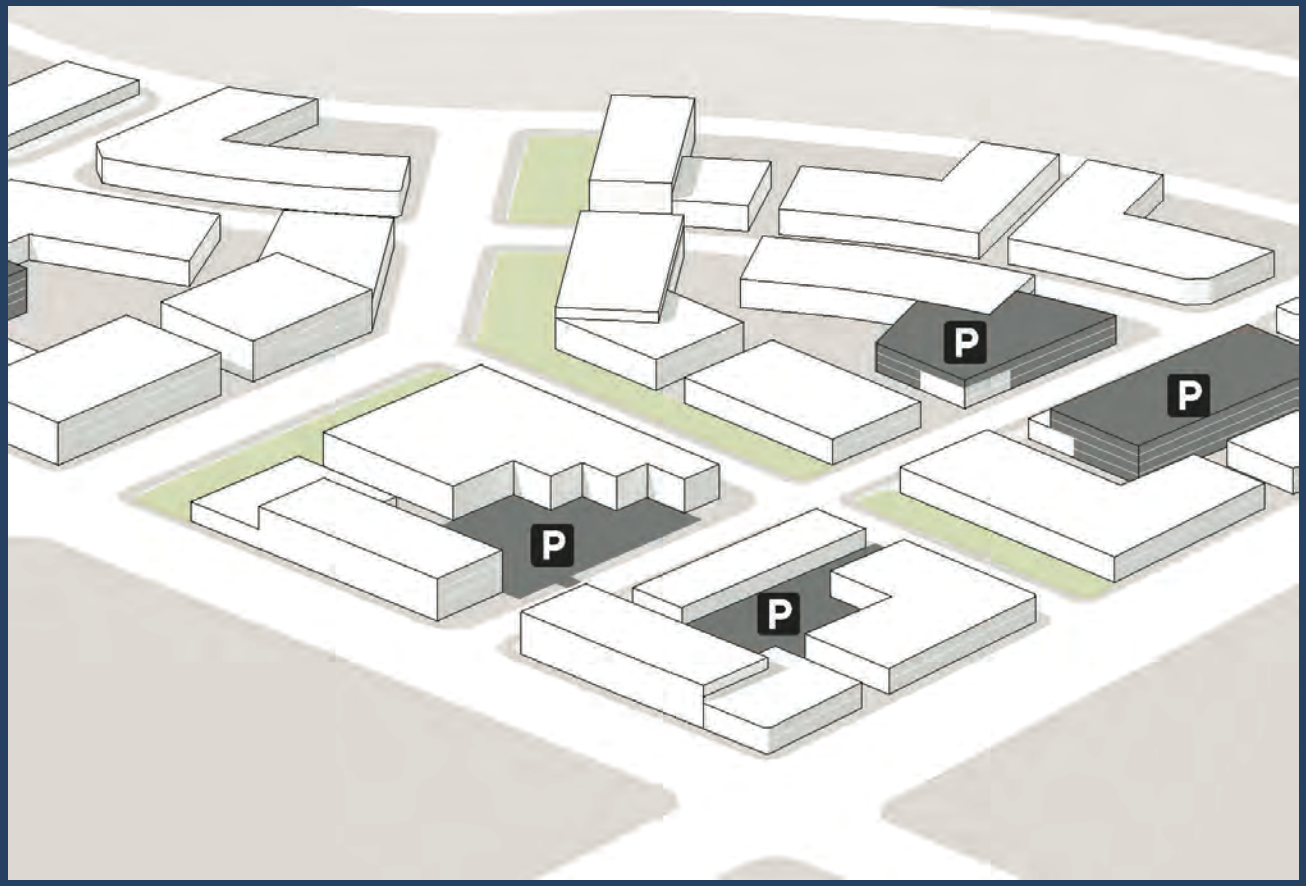
how uses bring spaces to life

# 4. place parking behind/below buildings




TYPICAL

# 4. place parking behind/below buildings




BETTER

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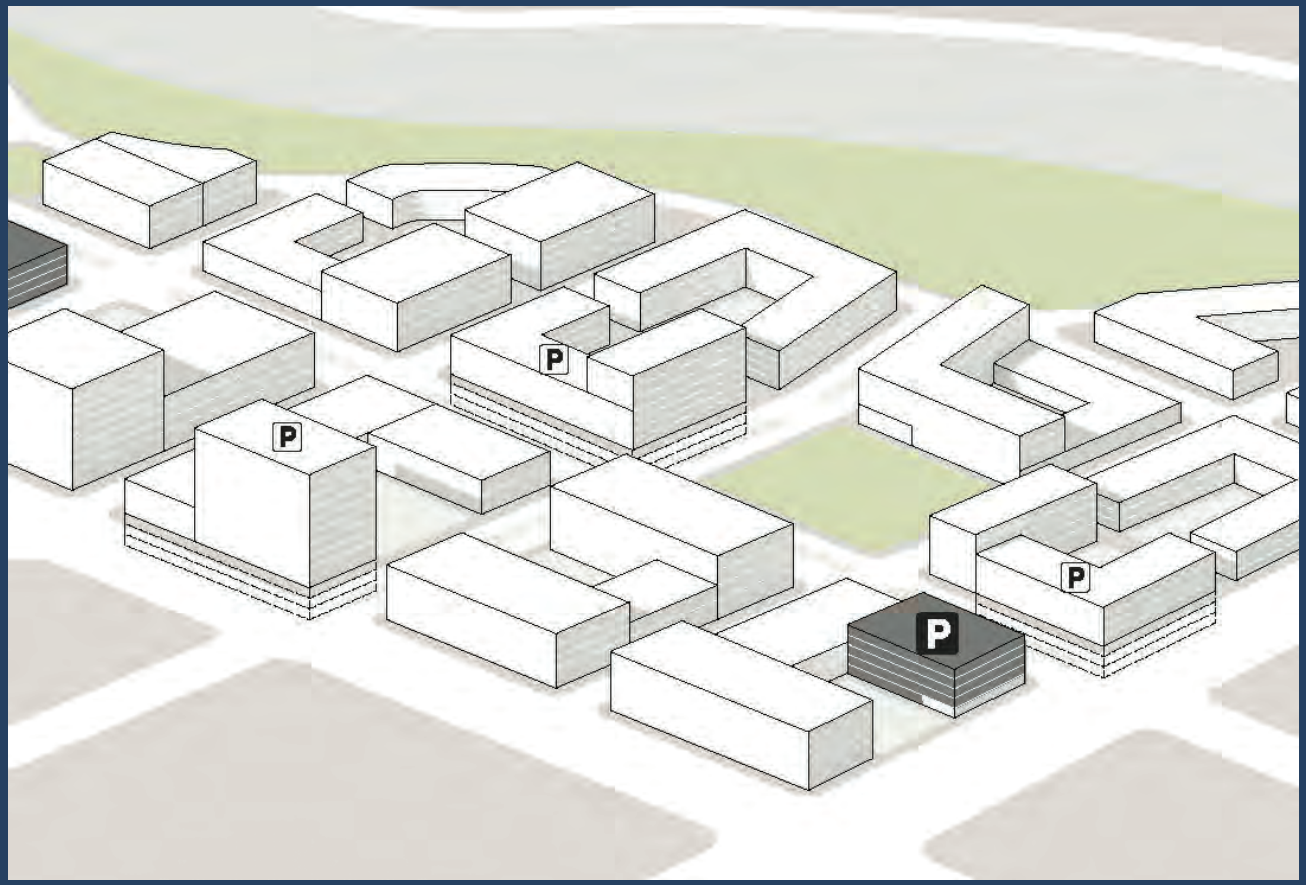



BEST

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

# SPUR Lunch Time Forum
# Urban Design 201

•••

Heidi Sokolowsky
Urban Field Studio

URBAN FIELD

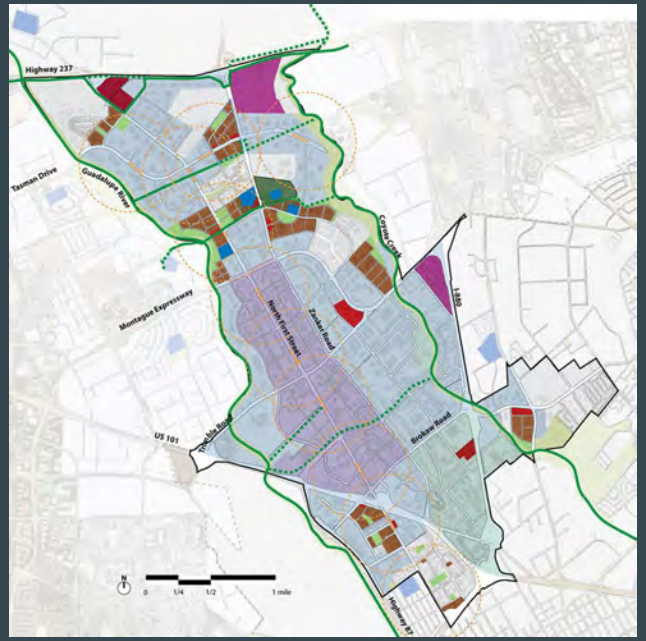
# Urban Field Studio is:

- We are a small team of architects and urban designers
- We bring all planning aspects together and translate them into physical spaces
- We know how development works and are advocates for high quality urban environments, buildings, and public spaces
- We work with cities and agencies, and the private sector

# How we can help

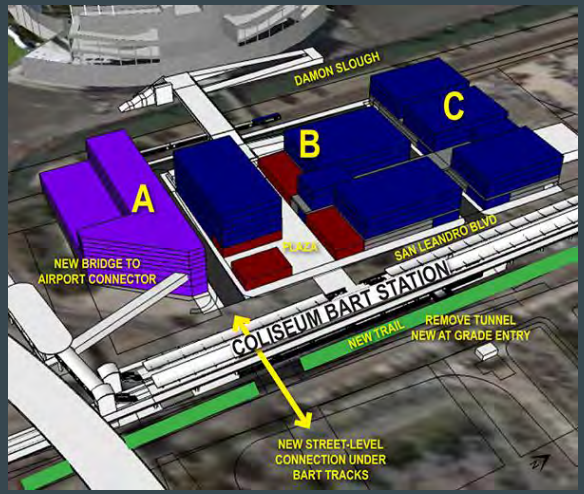
# from small scale ...

# to large scale ...



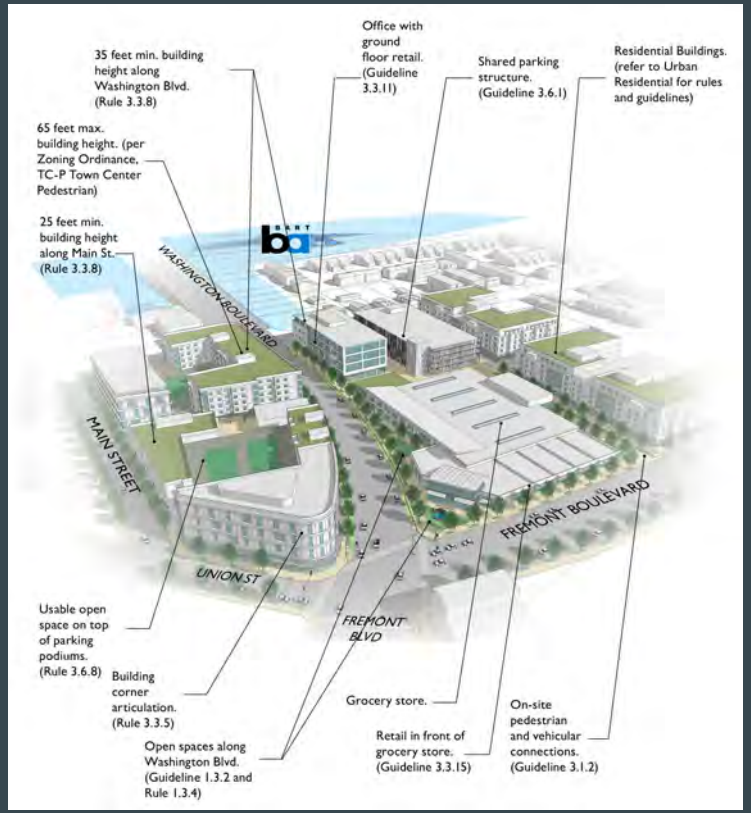
URBAN FIELD

# and in between ...



URBAN FIELD

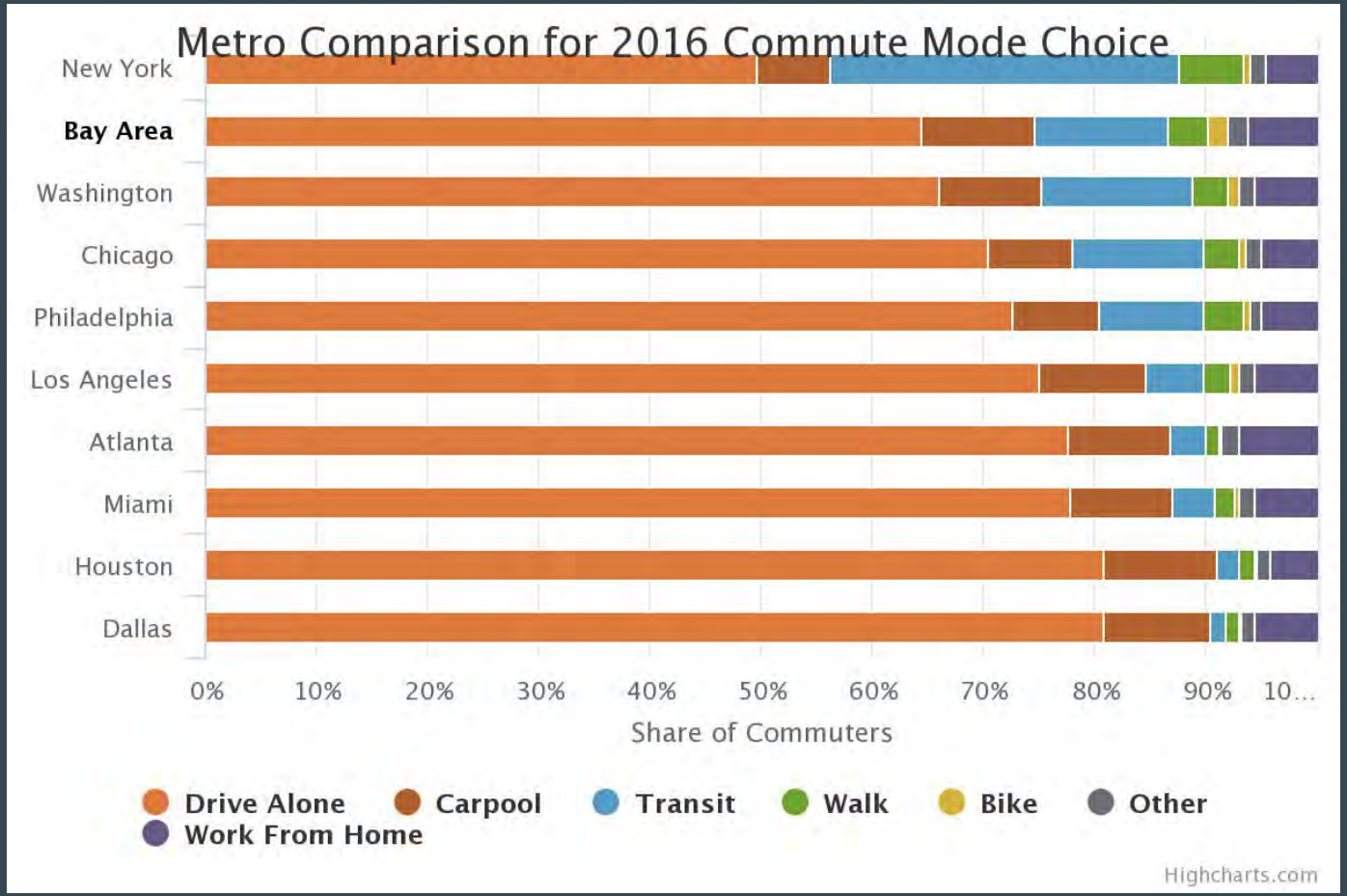
# and in between ...



URBAN FIELD

# Challenges in Urban Design

Parking & Transportation




Bay Area Mode Share:

| | |
|---|---|
| Drive Alone | 64.5% |
| Carpool | 10.2% |
| Transit | 11.9% |
| Walk | 3.7% |
| Bike | 1.8% |
| Other | 1.7% |

| | |
|---|---|
| Work from Home: | 6.3% |

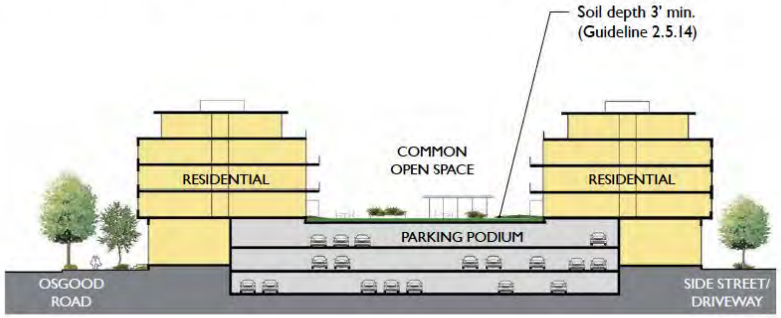
For comparison:
Barcelona Mode Share:

| | |
|---|---|
| Drive | 27.0% |
| Transit | 39.0% |
| Walk | 32.0% |
| Bike | 2.0% |

URBAN FIELD

URBAN FIELD

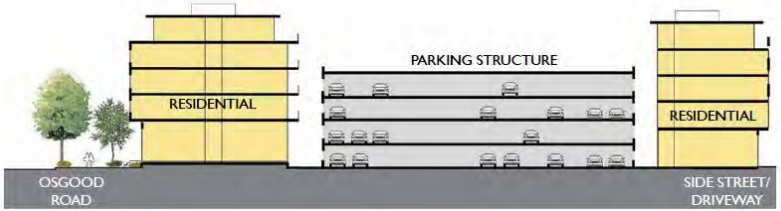
**Figure 4-9 Preferred Configuration of Urban Residential Building with Parking Podium**




*The parking podium is wrapped with housing so that it can't be seen. At the primary street frontage, housing units are raised from the ground floor. The top of the podium can be used as common open space.*

**Figure 4-10 Avoid Freestanding Podium Parking Configurations**

**DON'T** create shafts. Minimize the visible view of parking structures on site.




*The configuration of parking podiums that are detached from residential buildings is not allowed in the Plan Area because it creates unpleasant spaces between the parking structure and dwelling units.*

URBAN FIELD

URBAN FIELD

WEST HOLLYWOOD

Ajuntament de Barcelona
Ajuntament de Barcelona

URBAN FIELD

URBAN FIELD

URBAN FIELD

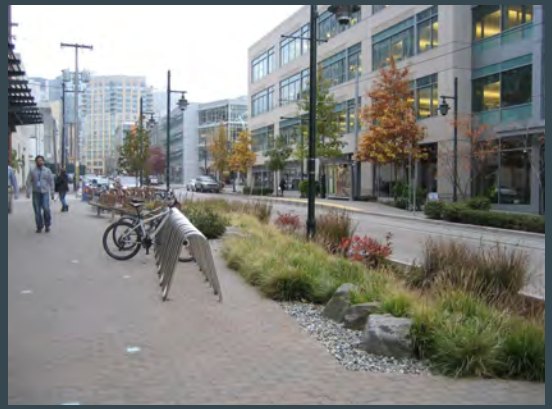
URBAN FIELD

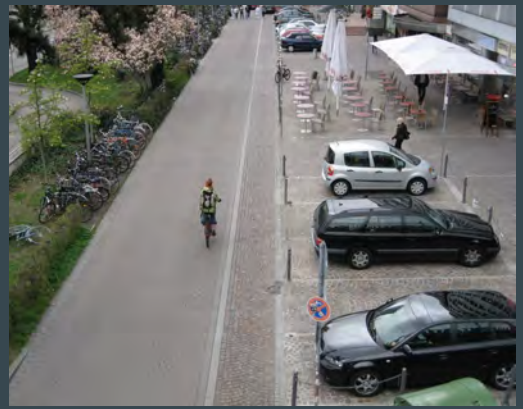
Photo by Rainer Bobsin

SIXTH
RIGHT LANE MUST TURN RIGHT
6TH ST
LEFT LANE BUS & TAXI ONLY
ONLY
EXCEPT BIKES BICYCLES TAXIS TRUCKS
OXFORD STREET
FedEx
Ocean Beach

URBAN FIELD

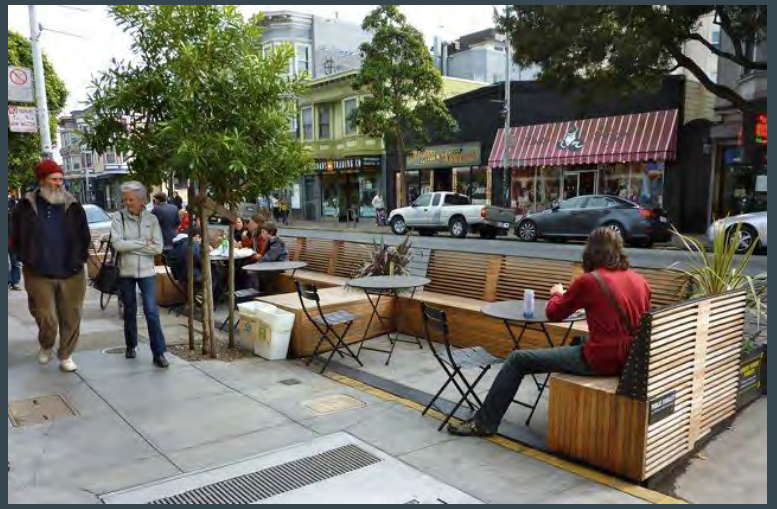
URBAN FIELD





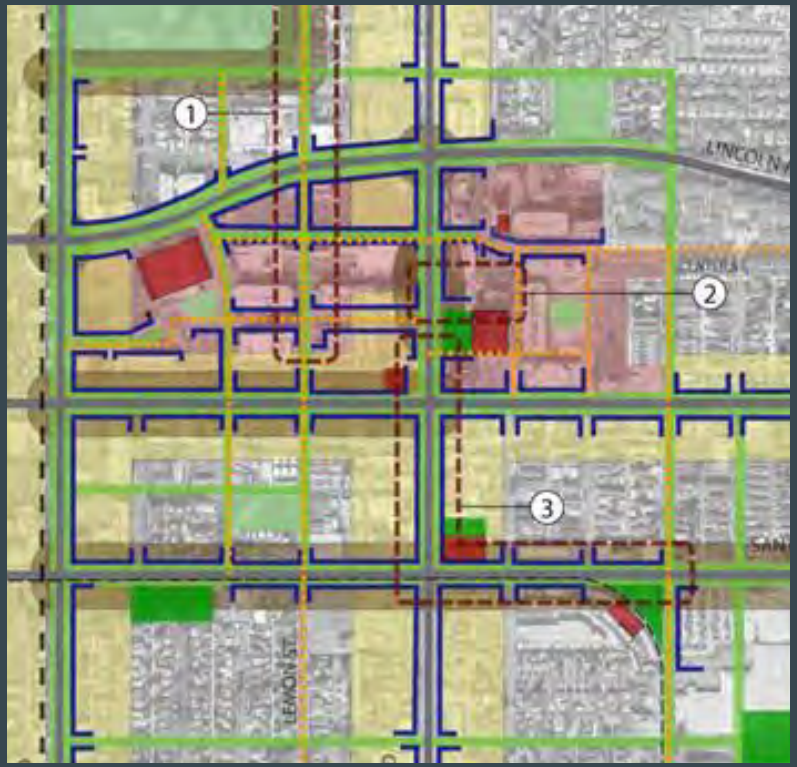
URBAN FIELD

SOULCYCLE
Castro



Mission San Jose
Mission Coffee
Former McIvor's Buiding
The Mission Shopping Center
Ohlone College

URBAN FIELD


1
2
3
LINCOLN AVE
LEMON ST

SALOON + WORDSHOP

# Community Engagement

URBAN FIELD

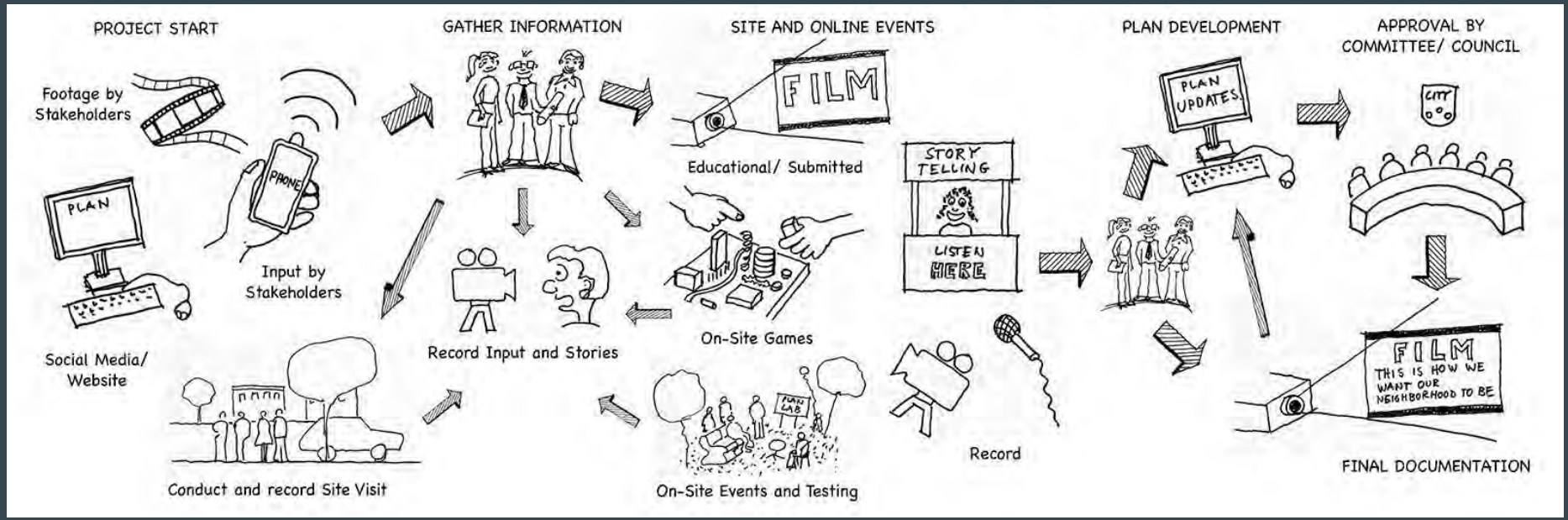
# Workshops & Charrettes

# Urban Design Education

# From this ...

URBAN FIELD

# to this?


PROJECT START
GATHER INFORMATION
SITE AND ONLINE EVENTS
PLAN DEVELOPMENT
APPROVAL BY COMMITTEE/ COUNCIL
Footage by Stakeholders
PHONE
PLAN
Input by Stakeholders
Social Media/ Website
Record Input and Stories
FILM
Educational/ Submitted
On-Site Games
STORY TELLING
LISTEN HERE
PLAN UPDATES
FILM
THIS IS HOW WE WANT OUR NEIGHBORHOOD TO BE
FINAL DOCUMENTATION
Record
Conduct and record Site Visit
On-Site Events and Testing