Engage and Inspire: Envisioning Redevelopment
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The Power of Storytelling
What’s My Story?
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Establishing Credibility
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The Power of Storytelling
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The Power of Storytelling
Still Images are Great, but...
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The Power of Storytelling
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Insert Iron Works 3D Video
Storyline Matters
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MERCER STREET ROOTS DISTRICT
LOGO & BRANDING CONCEPTS
Princeton, West Virginia’s downtown district embodies authentic Appalachia, embracing our homegrown heritage to provide a destination experience worthy of a weekday, a weekend or even a lifetime. Key movements are revving the engines of progress to create an environment where investment is germinating and business is blossoming thanks to the efforts of pioneering spirits sinking roots on Mercer Street. Our new enthusiasm is drawing inspiration from the traditions of our past to help nurture a new nostalgia for downtown Princeton. Commercial vitality is returning as new vendors are setting up shop, joining stalwart businesses to reinvigorate and redefine the area. As locals harness their talents, we see a fresh future emerging based on the pride of craftsmanship passed down through generations.

Welcome to the Mercer Street Roots District; where Craft, Commerce and Culture come to thrive!
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Mercer Street
Grassroots District

[Logo Image]
Project Branding = Mission+Vision
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Show Me The Money
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CHEYENNE
WYOMING
Proven Results

Project Types and Tools

Case Study #1 – Destin, Florida

Case Study #2 – City of Fort Collins
Community Knows Best → Scalable Approach

City of Destin Florida
Population 12,305

Durango, Colorado
Population 17,557

Fort Collins, Colorado
Population 143,986
Focus on place not design → Context rich models
Focus on place not design → Context rich models
Requires the community to participate → Greater Clarity = More participants

Adelanto, California
Population 32,728
Analysis and information → Prioritize issues and deliverables

- Incentivize new locations for existing property owners
- Future development packages
- Develop and understand property value maps
- Bond and legislative information
- Adaptive re-use plans for community recreation center, grocery store and infrastructure
- FAR and GSA

West Seneca, NY - SRCDG
Population 44,711

Community Center programmatic use and layout. Assisted in pushing through bond issues
GSA and FAR documents enabled stakeholders to better understand the vision.

Document used 3D model as base.
Develop a vision → Community informed

Outreach

City of Fort Collins public meetings
Consensus building → 3D vision

Visualization

Future character: A mix of uses bridging downtown with our agricultural and industrial heritage, while emphasizing connection to the Poudre River.
Focus on the goals → Predictive imagery

14th Street Redevelopment with Dennis Rubba and studioInsitne
On going process ➔ Evolving data

- Updating built models is cost effective
- Models can be provided to stakeholders, developers and departments
- Modeling tools are common and easy to use
- Models can be provided in various formats
- Compatible with GIS databases
- Using new smart tools to add efficiencies

Use custom tools to help process

Destin model being updated during project process
SketchUp + Lumion + PlaceMaker
Case Study #1 – Destin Florida
Process and Goals

- Study building heights and amend comp plan and guides based on potential impact
- Understand impacts of future development on specific properties as catalysts for future development
- Study and develop infill options based on FAR and property envelopes
- Help inform design manual and guides for Harbor district document
- Study form based code options, zoning and adaptive re-use of locations
- Study infrastructure improvements
- Develop Character visioning
Understanding Context
Understanding Context
Existing Conditions Studies
Existing Conditions Models
Character Studies at Key Locations - Existing
Character Studies at Key Locations – Phased Development
Character Studies at Key Locations– Character Render
Massing + Zoning + Infrastructure Scenarios
Building Heights and Envelopes for Comp Plan – Existing
Building Heights and Envelopes for Comp Plan – 120’+ Max heights
65’ Max Heights Architectural Studies
65’ Max Heights Architectural Studies
As Flexible as traditional 2D process – continued height studies
As Flexible as traditional 2D process – continued height studies
Final Detail Massing Study
Project Model Provides Useful Data and Graphics + Develop Detail
Model Elevations for Building Heights – Existing
Model Elevations for Building Heights – 120’+
Figure Ground – 65’ Building Heights lower density
Character Visions and Renders
- Amended comp plan to limit building heights
- Developed report and suggested architecture guides for district
- Helped provide clarity to issues, in particular for the public
- Help inform design manual and guides for Harbor district document
- Provided road map for developer projects
- Assist in the development of 3D model for Downtown Fort Collins
- Assist in development of diagrammatic models and plans to inform various city plans
- Demonstrate how to develop parcels for development opportunity
- Develop infographics to assist in public and stakeholder outreach
- Develop 3D model for future planning and development goals
- Develop models to be shared with developers and stakeholders
- Create documentation around process and historic record
- Unless noted all project Graphics provided by Spencer Branson and the City of Fort Collins
Starting the Process

Catalyst:
Long range planning effort

City of Fort Collins  Downtown Fort Collins  dda
Downtown Development Authority Fort Collins, Colorado
GOALS:

- Provide strategies and clarity for building compatibility, context and adjacency
- Determine appropriate building setbacks; both structural and aesthetic
- Gain clarity on the impacts of providing on-site parking
- Explore building material treatments
- Provide strategies to increase predictability in the development process review
- Analyze methods to increase affordability
Making a daunting process manageable
Balance & Prioritize

Cost
Accuracy
Time
Scope
Balance & Prioritize

Cost
Accuracy
Time
Scope
Assemble the right team
Articulate goals – these will change a lot

Map the process

Keep it Flexible

Learn a Workflow

Determine level of model detail required

Inventory resources – aerials, lidar, pictometry, computers, staff, skills sets, consultants
Base Model Development

Aerial Imagery

Building Footprints

With LiDAR Height Attribute

Google Earth
Base Model Development

Tip:
Rent a tilt-shift lens

Photo Source:
www.blaphotovideo.com

Take images of all building faces
(Most of the time)
Base Model Development

Workflow for modeling buildings

Workflow for modeling buildings

Workflow for modeling buildings
The 3D Toolbox
Get the most out of a model
Outreach
Analysis
Analysis
River District
Future character: A mix of uses bridging downtown with our agricultural and industrial heritage, while emphasizing connection to the Poudre River.

- Enhance connections to the Poudre River
- Jefferson intersections with Mountain and Linden need to be pedestrian friendly
- Develop opportunities for artists: Live/work, fabrication, artist retail within existing buildings on the north side of Jefferson Street,
- Welcome to Downtown: Wayfinding
- Tame Jefferson Street, lowering vehicle speeds and making it more inviting through landscaping and pedestrian improvements.
- Promote building and site design character that respects our agricultural and industrial heritage.
- Continue to add more residents to the district.
- Celebrate the history of Fort Collins’ birthplace through signage and design.
- Expand multi-block pedestrian network by reestablishing vacated alley and street rights-of-way.

Visualization
Existing Code Requirements by District

**Historic District:**
- Maximum height is 5 stories, with a 6th allowed if stepped back to a 35-degree angle from the top of the 3rd story.

**Mason North, Civic Center, and Canyon Avenue:**
- Maximum height is carefully stated based on extensive public discussion arising from completing research during the Downtown Strategic Plan (2000).
- Building height limits vary block-by-block. Limits are stated in both stories and feet with explanation of the intent, rather than simply stating specific numerical limits. Buildings over 3 stories must step down to a 1 or 2 story base portion along streets.

**Campus North:**
- Maximum height is 5 stories.

**River District:**
- Maximum height is 3 stories. Buildings must be stepped down to 3 stories-abutting streets and 1 story-abutting the river.

**Entryway Corridor:**
- Maximum height is 3 stories.

Visualization
Info Graphics

Building Use and Areas:
- Site: 23,375 sq. ft.
- Retail: 7,750 sq. ft.
- Residential Unit Mix:
  - 2nd and 3rd floors: 1 bed - 6 units, 2 bed - 10 units
  - 4th floor: 1 bed - 5 units, 2 bed - 7 units
  - 38,500 sq. ft. residential w/ 5,460 sq. ft. circulation (total)

Parking Requirements:
- Retail: 24 (3 per 1,000)
- Residential: 40 spaces (.75 for 1 bed units, 1 for 2 bed units)
- Parking lot dimensions: 125' x 125'
- Total spaces required: 64 spaces
- Total spaces provided (surface parking): 43 spaces

Building Use and Areas:
- Site: 23,375 sq. ft.
- Retail: 7,750 sq. ft.
- Commercial: 26,000 sq. ft.
- Residential Unit Mix:
  - 1 bed - 6 units, 2 bed - 14 units (per floor)
  - 36,400 sq. ft. residential w/ 6,310 sq. ft. circulation (total)

Parking Requirements:
- Retail: 24 (2 per 1,000)
- Commercial: 72 (3 per 1,000)
- Residential: 36 spaces (.75 for 1 bed units, 1 for 2 bed units)
- Parking lot dimensions: 125' x 125'
- Total spaces required: 134 spaces
- Parking provided:
  - Ground level: 65 spaces
  - Upper level: 69 spaces
  - Total parking provided: 134 spaces

Building Use and Areas:
- Site: 23,375 sq. ft.
- Retail: 7,750 sq. ft.
- Commercial: 23,250 sq. ft.

Parking Requirements:
- Retail: 15 (2 per 1,000)
- Commercial: 69 (3 per 1,000)
- Parking lot dimensions: 125' x 125'
- Total spaces required: 84 spaces
- Total spaces provided (surface parking): 43 spaces
Development feasibility analysis
Development Review
Hypothetical infill modeling
Hypothetical infill modeling
Fort Collins Results

- Continued use of modeling process for planning projects
- Updating and enriching data
- Created confidence in public process
- Integrated into future planning tools
- Provided road map for developer projects
Case Study: The Durango Districts Initiative
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Case Study: The Durango Districts Initiative

Packaging a 3D effort within a broader community planning initiative.
Pre-Conditions

• Leadership & buy-in at the highest level (constantly reiterate).

• Establish a structure & initiate engagement (can be done in-house).

• Pitch the concept (use examples).

• Get funding (even a little bit).
Build a dynamic framework & project brand
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Light & engaging outreach
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Participatory & visual-oriented community engagement
Towncenter and Camino Drive Character District Planning Study
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Short-Term Wins & Next Steps

- New programs for 2018
  - Façade grants
  - Placemaking support
- Revised street cross-section
- Expanded contract for services (start small & grow!)
- Engaged, supportive citizens
- Place branding effort
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Proper use of 3D helps...

1. Generate internal enthusiasm & community excitement
2. Maximize limited resources
3. Easily evaluate alternative scenarios
4. Establish clarity on expectations
5. Improve ease of decision-making
6. Nurture support for original programs
Thank you!