

Urban Land  
Institute

# Great Streets

Washington, DC  
January 17-20, 2006

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The logo graphic for Great Streets features a stylized grid pattern in black and white, with a red diagonal line cutting through it from the bottom left to the top right. Below the grid, the text "D.C." is visible.

# About ULI

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- Established in 1936
- Independent nonprofit education and research organization
- Mission: To provide responsible leadership in the use of the land in order to enhance the total environment
- More than 27,000 members worldwide
- Representing the entire spectrum of land use and real estate development disciplines

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# About ULI Advisory Services

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- Bring the finest expertise in real estate to bear on complex land use and development projects
- Over 400 ULI-member teams assembled since 1947 to assist sponsors find creative and practical solutions

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# The Panel

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Michael Banner (Chair)  
President/CEO  
Los Angeles LDC, Inc  
Los Angeles, California

Sheila Grove  
Program Director  
Washington Gateway Main  
Street  
Boston, Massachusetts

Greg Baldwin  
Partner  
Zimmer Gunsul Frasca  
Portland, Oregon

Philip Hart  
President/CEO  
Heart Realty Advisors  
Los Angeles, California

Terry Foegler  
President  
Campus Partners  
Columbus, Ohio

Adam Krom  
Urban Designer and Planner  
Wallace Roberts & Todd, LLC  
Philadelphia, Pennsylvania

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# The Panel

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Kiku Obata  
President  
Kiku Obata & Company  
St. Louis, Missouri

Margie Ruddick  
Principal  
Wallace Roberts & Todd, LLC  
Philadelphia, Pennsylvania

Donald Shoup  
Professor of Urban Planning  
University of California at Los  
Angeles  
Los Angeles, California

Jeff Tumlin  
Partner  
Nelson Nygaard  
San Francisco, California

Todd Wenskoski  
Associate  
Design Workshop  
Denver, Colorado

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# Our Process

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- Briefing materials
- Briefing and tour
- Case studies
- Work
- Present findings and recommendations
- Report

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# Today's Presentation

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- What Makes a Great Street?
- Framework Assessment
- Transportation
- Design
- Investment Impact
- For each.....
  - What needs to be done
  - How to get it done

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# What Makes A Great Street?

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- Convey the quality, character, and aspirations that distinguish the neighborhoods
- Attract, stimulate, and sustain desirable activity involving any and all members of the community



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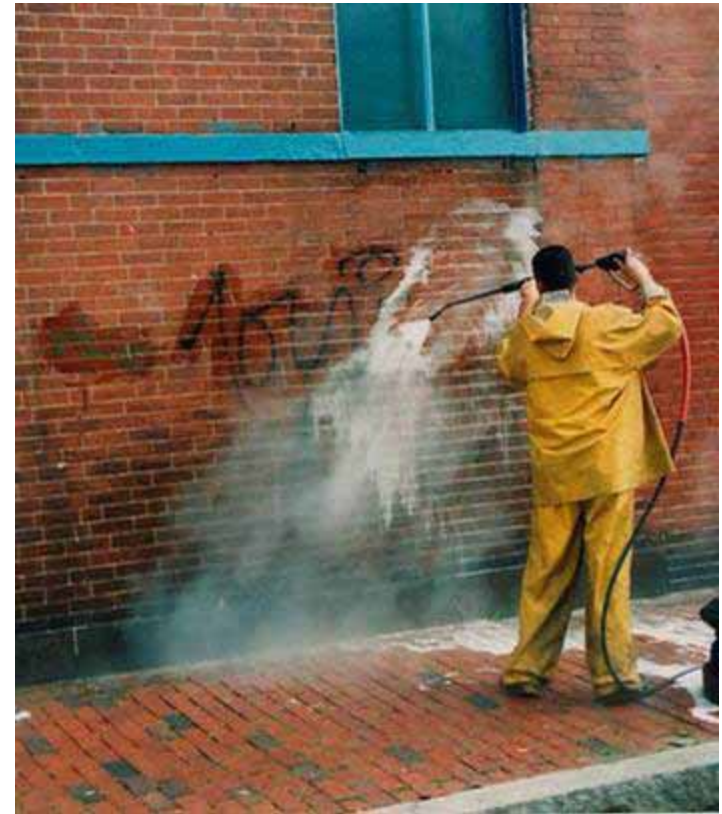
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# What Makes a Great Street?

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- Balance a diversity of modes... without compromise to any
- Secure and sustain stewardship by those who operate and about the street



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# Framework Assessment

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# Strengths

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- Bold vision
- Inclusive process
- Acknowledges existing issues such as potholes, garbage, broken gutters



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# Strengths

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- Provides evidence of strong public commitment
- Focus of investment around strategic nodes
- Good interagency coordination



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# Areas for Improvement

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- Need to institutionalize coordination across all agencies
- Need a process for evaluating readiness

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# Areas for Improvement

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- Amount of retail may be excessive
- Complete market analysis for remaining corridors



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# Areas for Improvement

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- Goes from vision to detail too quickly – not necessarily substantiated
- Lack of detail on how to balance cars, pedestrians, bikes, transit, and parking
- Preliminary cost estimates need to be further evaluated
- Renderings do not accurately reflect what the corridor can be

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# Transportation

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# What Needs To Be Done

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- Remove regulatory obstacles
- Identify and address pedestrian safety hot spots
- Decide where congestion goes



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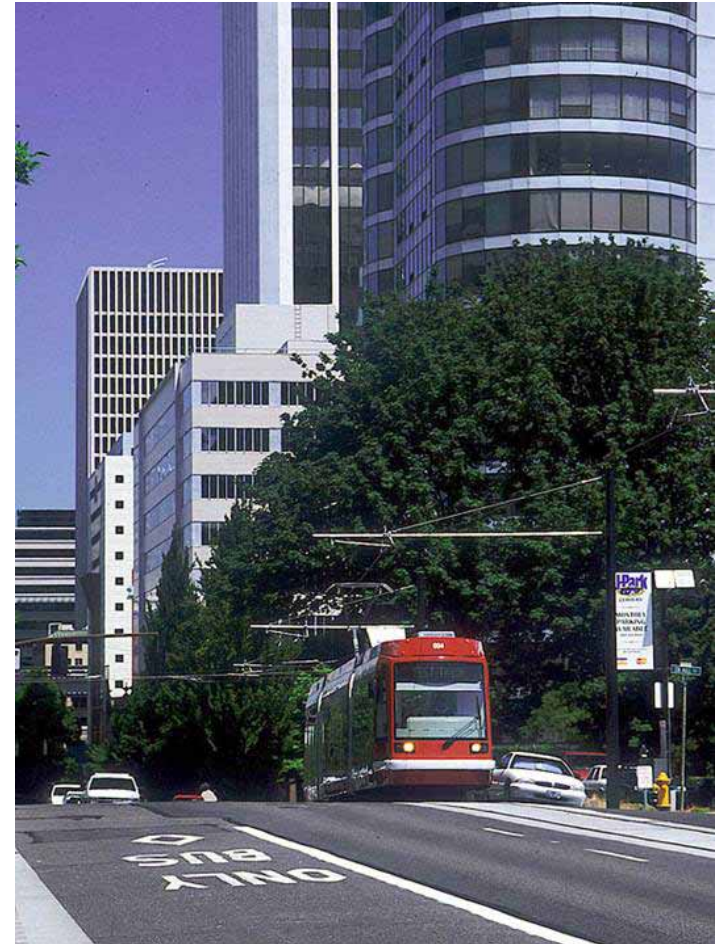
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# What Needs To Be Done

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- Make transit work
- Bring **all** streets to a basic level of maintenance and good repair and sustain over time
- Make parking a revenue source



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# How To Get It Done

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- Additional studies
  - Multimodal transportation study
  - Operations, management, and partnership design
  - Circulation and mode assessment
- Adopt new multimodal transportation standards; do not use standard LOS studies



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# How to Get it Done

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- Innovative parking strategy
  - Performance-based parking prices
  - Local revenue return
  - Share citation revenue with the neighborhood
  - Best practices from other cities



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# Design

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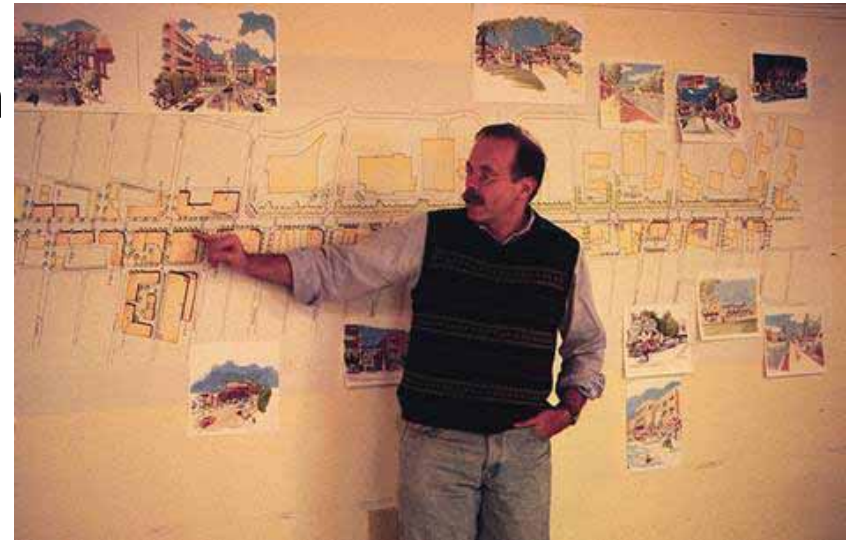
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# What Needs to Get Done

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- Amplify unique and recognizable nodes
- Develop retail merchandizing plan
- Create integrated streetscape
- Foster stewardship
- Create detailed design and implementation strategy that includes phasing, responsibilities, linkages, etc.



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# What Needs to Get Done

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- Develop standard O&M program
- Allow for small-scale, expressive, and individual improvements
- Use design to create areas of continuity



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# How To Get It Done

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- Identify clear project management structure for the program
- Workshops with community groups, NGOs, etc.
- Provide design guidelines for private property along the corridor



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# How To Get It Done

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- Initiate targeted studies
  - Transportation studies
  - Merchandising study
  - Media strategy
  - O&M coordination
- Complete thorough design process



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# Investment Impact

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# What Needs To Get Done

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- Help all stakeholders effectively leverage the Great Streets investment
- Establish/promote entities (e.g., BIDs, CDCs, Main Streets, etc) to focus on community implementation and management
- Attract capital to retail nodes so they become “owned”



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# What Needs To Get Done

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- Bring existing streets, sidewalks, and furnishings to basic level of maintenance and good repair
- Develop a clear process for making implementation decisions (fast, predictable, flexible)
- Leverage DDOT's investment



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# How To Get It Done

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- Overall assessment to determine basic needs and readiness
- Target investment to retail nodes
- Create a revenue stream to support BIDs, etc.
  - Localize parking revenues
  - TIF reinvestments back in



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# How To Get It Done

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- Provide support and access to entities (BID, CDC, etc.)
- Start/expand a retail investment fund targeted to assist local entrepreneurs



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# Move Beyond the Framework

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- Align public and private design and development standards with neighborhood revitalization objectives
- Develop governmental and community based organizational capacity to accomplish comprehensive approach required of the mission
- Invest strategically to maximize the overall public return on investment

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