

# Sustainability & Placemaking The New Value Add



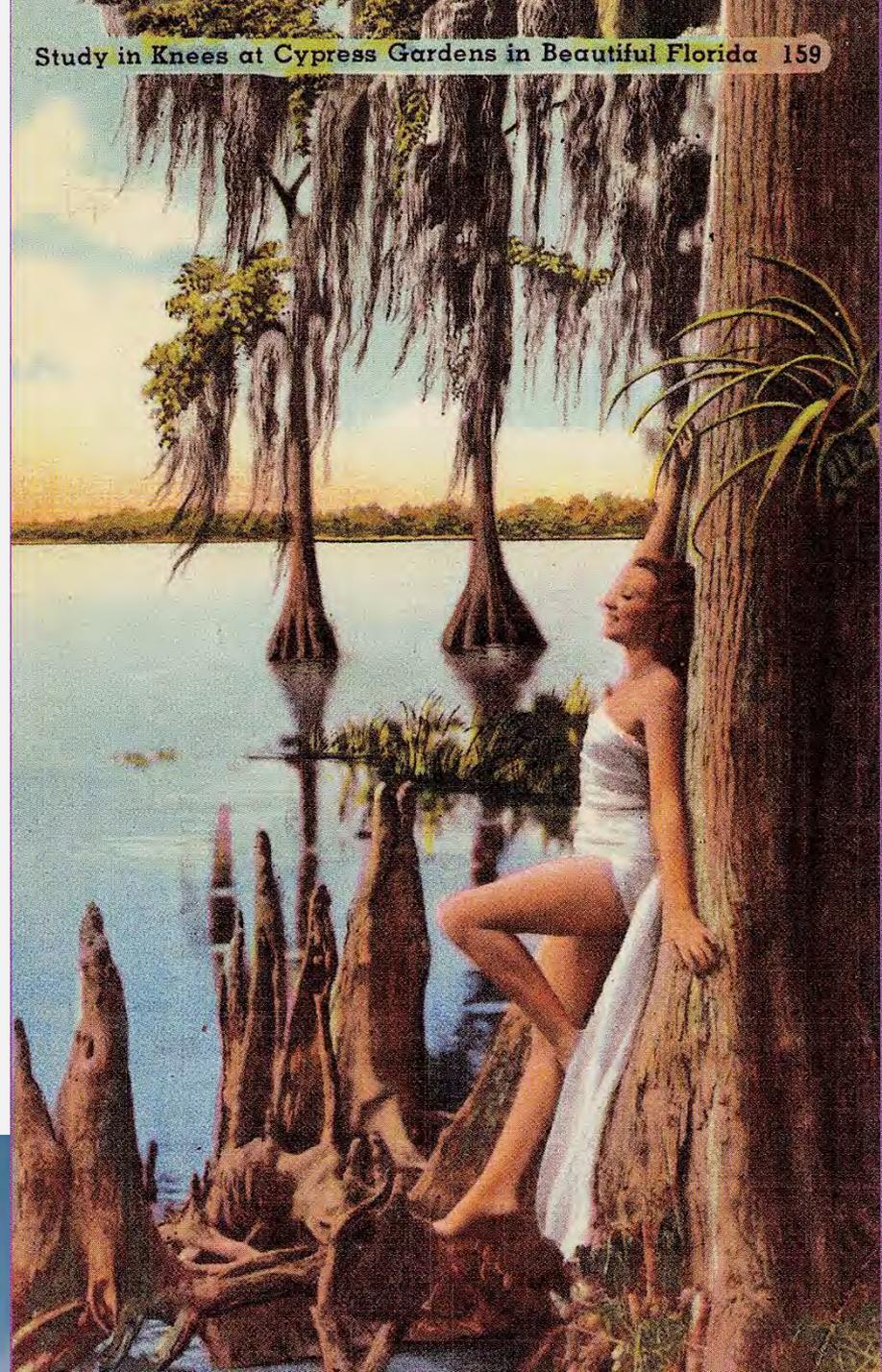
# Why People Came To Florida In The First Place



Post Cards from home

# I Dream Of Florida

- Nature
- Fun in the Sun
- Relaxation
- Exotic Beauty(ies)
- Health and Wealth



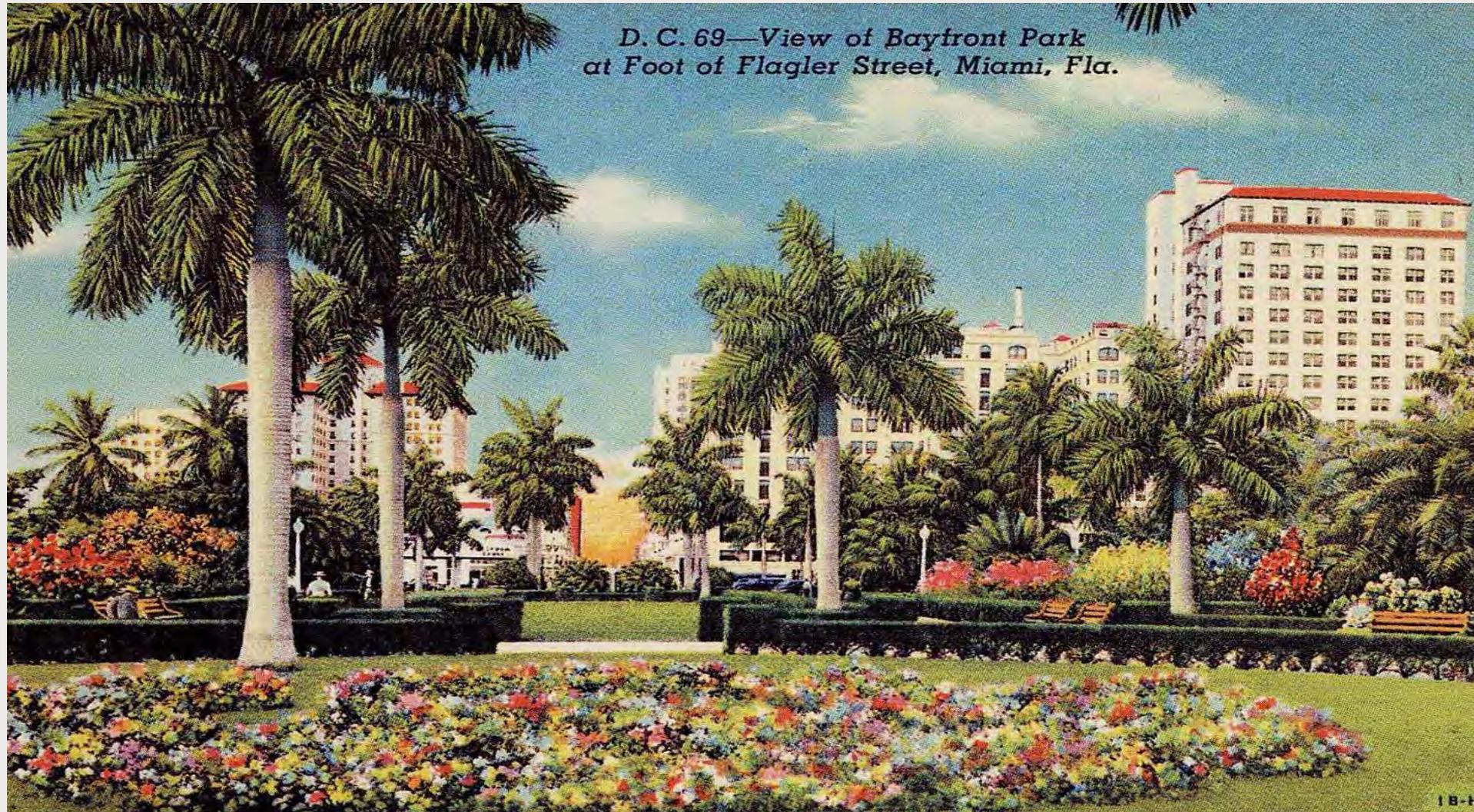
# “A Mythical Place called Florida”



Post Cards from home

# “A Mythical Place called Florida”

*D. C. 69—View of Bayfront Park  
at Foot of Flagler Street, Miami, Fla.*



Post Cards from home

# We Took A Detour



# We Took A Detour



# We Took A Detour



# We Took A Detour



Report a problem Image Date: July 2011

# A New Approach to Sustainability



Place making for human habitat

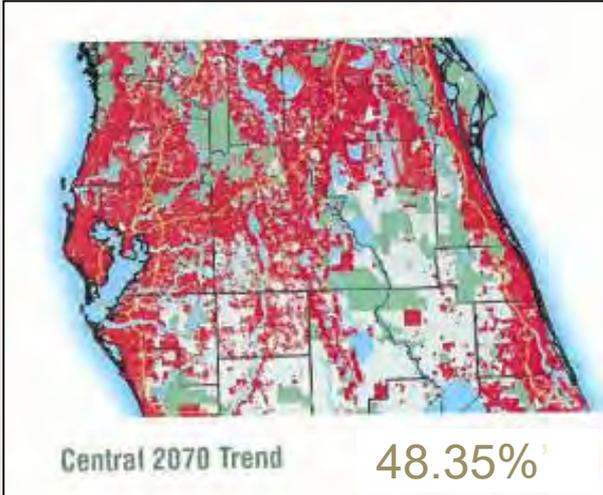
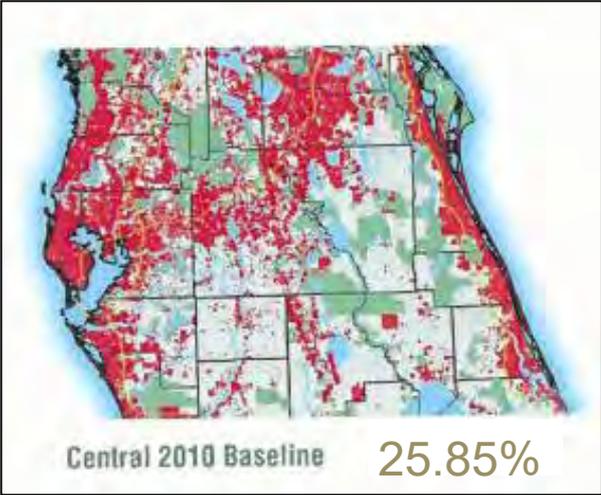
# One Useful Definition of Sustainability



Places & Designs that get better and better over time

# Context Matters

# - Growth in our State

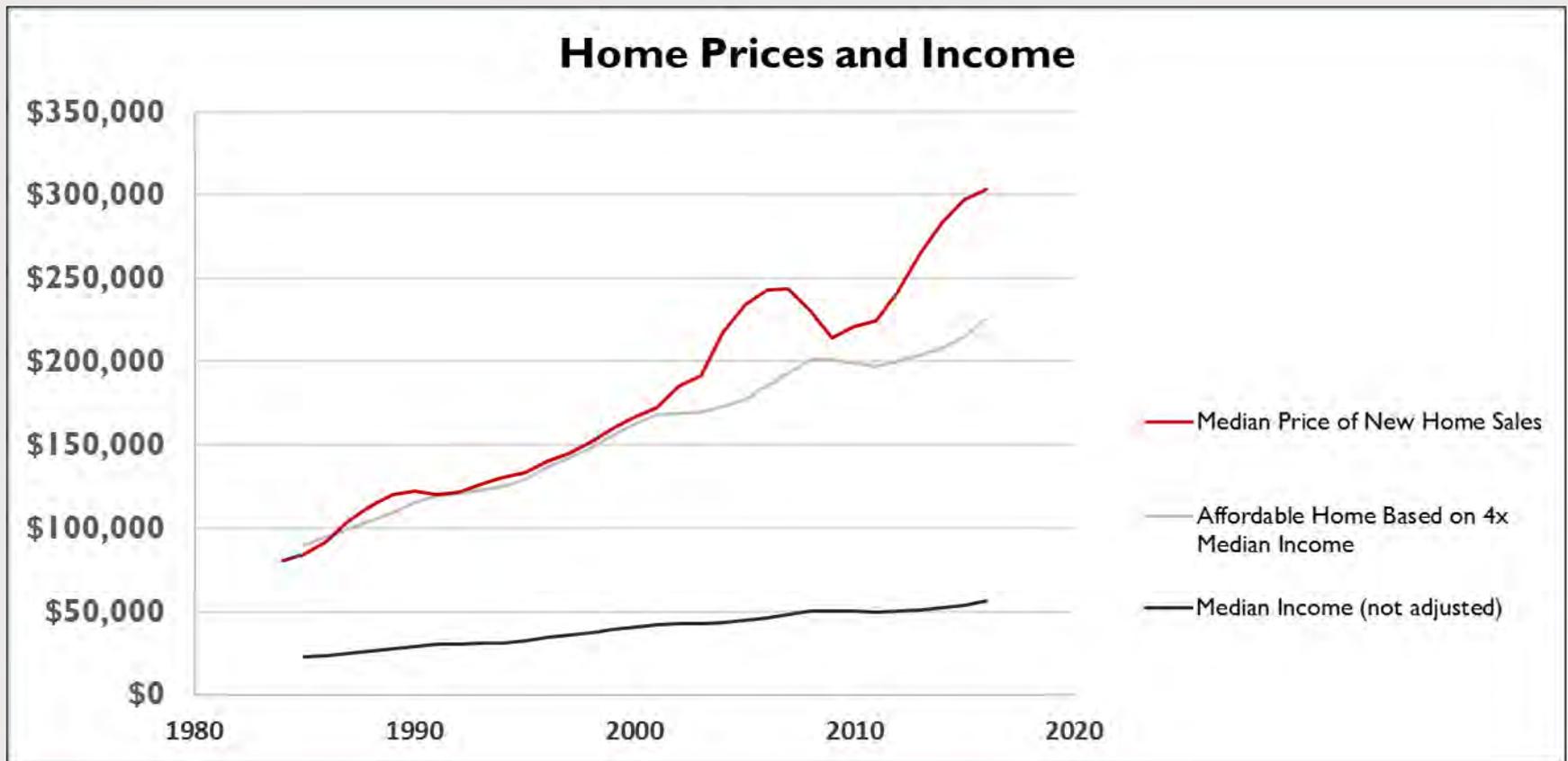


Source: 

# Percentage of Developed Land by 2070

# Context - Affordability

- *Escalating home prices, tight lending requirements, high cost of transportation and eroded personal wealth all demonstrate the need for more affordable housing:*



Source: US Census Bureau

A need for new housing options

# Context - Designing for Millennials

- Households are becoming more diverse.



Source: US Census, America's Families and Living Arrangements 2012



50% of all households are singles

# The Missing Middle

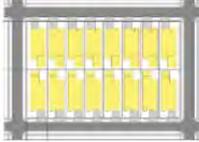
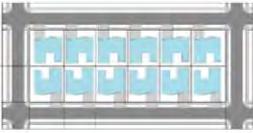
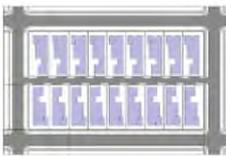
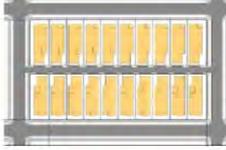
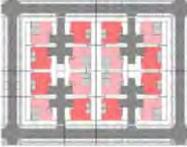


MissingMiddleHousing.com is powered by Opticos Design.  
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## A Big Opportunity

# New Home Design

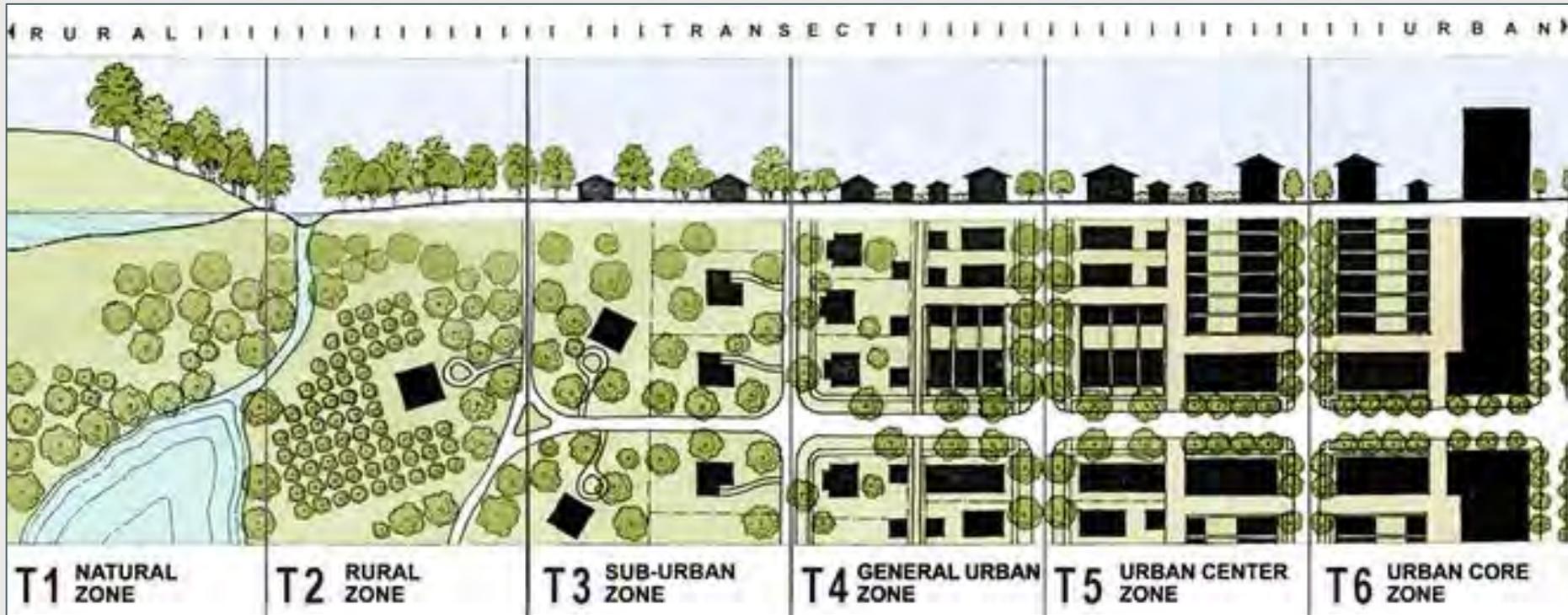
Home Type	Typical Block	Lot Width	Lot Depth	(1) Net DU/AC	(2) Gross DU/AC	Linear Ft. Road	Linear Ft./DU	Lot Sq.Ft.	(3) Living Area Sq.Ft.	Selling Price per Sq.Ft.	(4) Unit Selling Price	(5) Lot Cost	(6) Lot Value Per Net AC	(7) Lot Value Per Gross AC	Home Sales per AC	Living Area per Net AC
 <p>Serenity</p>		50	130	6.5	4.9	1,540	96.25	6,500	2,207	\$130	\$286,910	\$57,382	\$372,983	\$281,172	\$1,864,915	14,346
 <p>Willow-Street</p>		70	80	7.8	5.2	1,380	115	5,600	1,973	\$130	\$256,490	\$51,298	\$400,124	\$266,750	\$2,000,622	15,389
 <p>Oleander</p>		45	108	8.0	5.9	1,502	83.44	4,860	1,528	\$130	\$198,640	\$39,728	\$317,824	\$234,395	\$1,589,120	12,224
 <p>Camilla</p>		40	108	9.0	6.7	1,492	74.6	4,320	1,781	\$130	\$231,530	\$46,306	\$416,754	\$310,250	\$2,083,770	16,029
 <p>Paseo-Willow (1 story)</p>		70	80	7.8	5.2	1,580	98.75	5,600	1,973	\$130	\$256,490	\$51,298	\$400,124	\$266,750	\$2,000,622	15,389
 <p>Paseo Cottages</p>		50	50	13.7	10.4	1,560	43.33	2,500	1,840	\$130	\$239,200	\$47,840	\$655,408	\$497,536	\$3,277,040	25,208

New Typologies - High Density Single Family Detached

# Form Based Coding -The



## The Transect – A New Tool



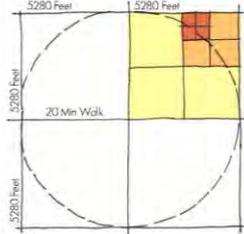
Source: DPZ

It's not one size fits all – Coding for Context

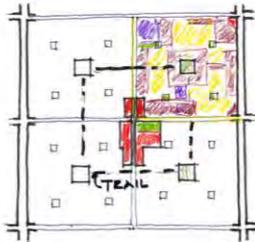
# Coding for Place Based Design

## Town

4 SQ Miles : 2560 Acres



20 Minute Pedestrian Shed  
9 Minute Bike Shed  
3 Minute Drive Shed



### Scale:

Four or More Villages  
10-16 Neighborhoods

### Town Center:

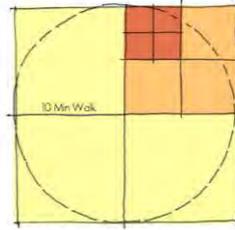
1/4 to 1/2 Mile Main Street  
Mixed Uses in the Town Center  
Work Place, Community Park  
Recreation Trail

### Roadways:

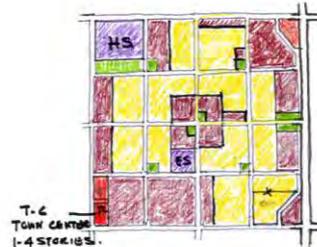
2-4 Lanes  
Roads are almost always extended  
Connected Village Center

## Village

1 SQ Miles : 640 Acres



10 Minute Pedestrian Shed



### Scale:

Four or More Neighborhoods

### Village Center:

Schools, Parks (P)  
Mixed Uses (C)  
Higher Density Residential (MF)  
Trail Connection

### Residential:

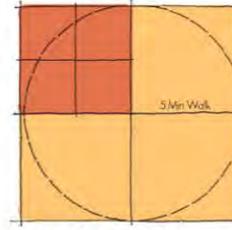
Wide Variety of Residential Types,  
Densities, Price Points, Ownership and  
Rentals

### Roadways:

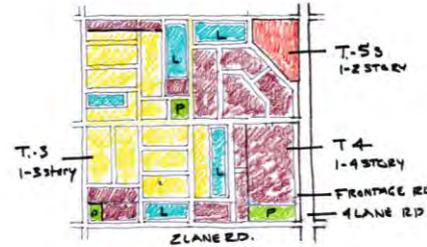
Mostly 2 Lane Roads  
Most but not all roads extend  
Multiway Boulevard Permitted

## Neighborhood

1/4 SQ Miles : 160 Acres



5 Minute Pedestrian Shed



### Scale:

May have Multiple Small Neighborhoods

### Neighborhood Center:

May Include Higher Density Residential  
May Include Some Mixed Use eg. Daycare, Places  
of Worship, Small Office, Retail

### Residential:

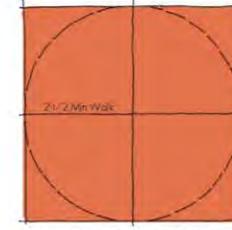
Includes a Wide Range of Residential Typologies,  
Price points, Densities  
Generally 1-3 Stories in Height  
3-5 Stories on Major Roadways or Near the  
Neighborhood Center  
Parks and Open Space in Each Quadrant are  
Within a 2.5 Minute Walk of Residences

### Roads:

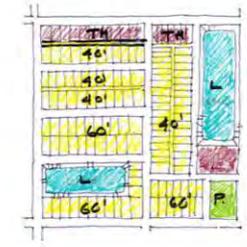
All 2 lane Internally  
Mostly 2 Lane Roads at the Perimeter  
Some but not all Roads Extend  
Storm Water Ponds are Developed as Amenities  
Bikeways, Bike Lanes, and Recreation Trail  
Connects the Neighborhood

## Small Neighborhood

1/16 SQ Miles : 40 Acres



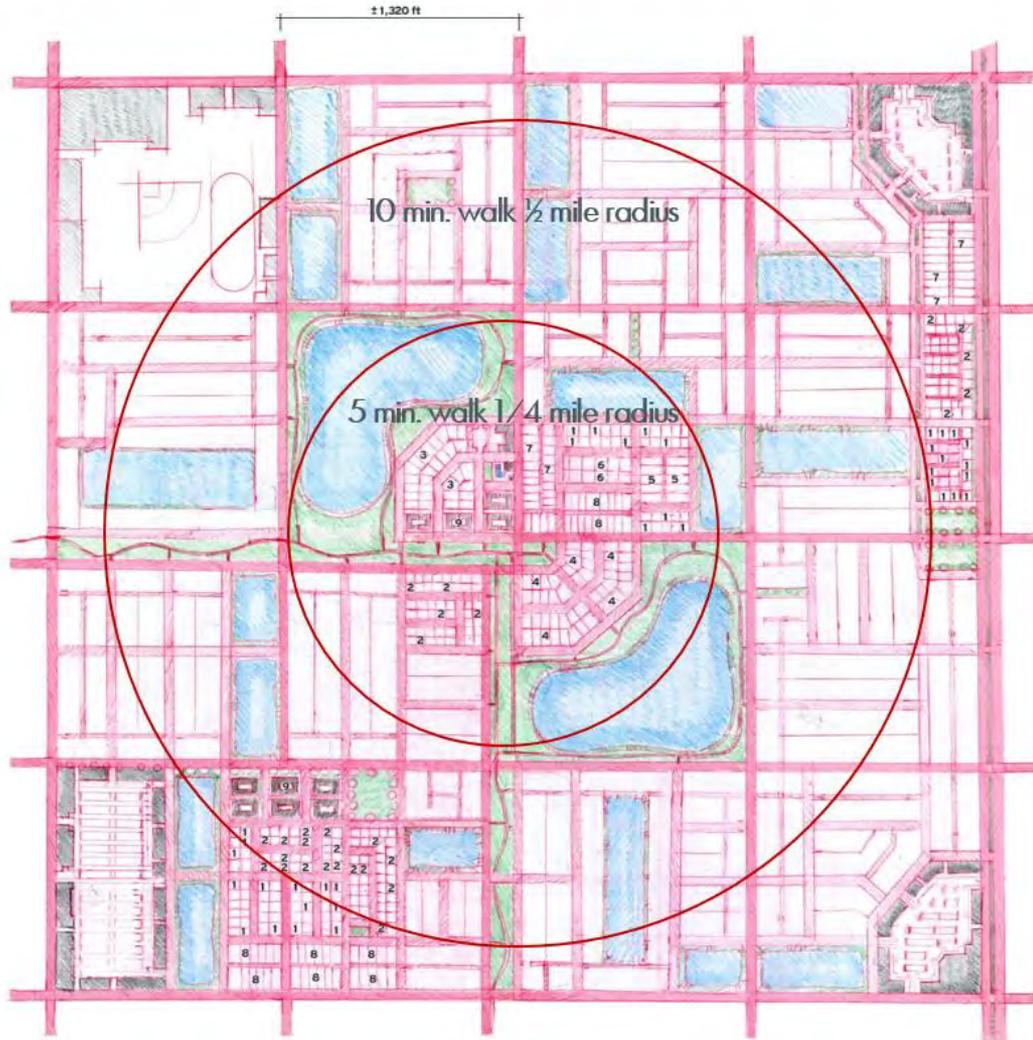
2 1/2 Minute Pedestrian Shed



### Scale:

Streets, Blocks, and Lots  
Blocks are Connected  
Various Residential Typologies are  
Employed:  
eg. Alley Served Lot, Mews, Front  
Loaded Lots  
Lakes and Ponds and Preserved  
Wetlands are all Integrated into the Plan

# The DNA of a Place Based Village Design



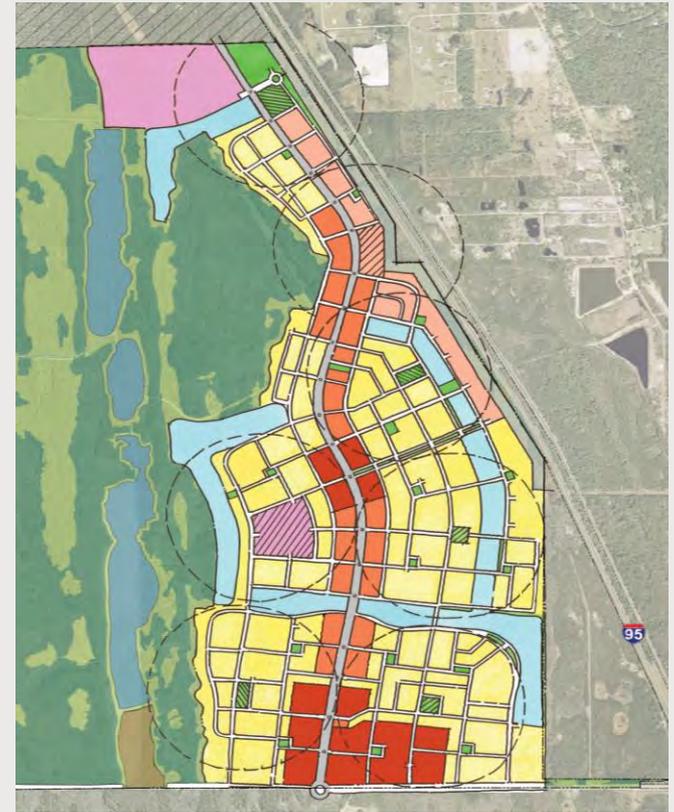
	House Type	Typical Unit	Units	Area	PER
1			60	50	1.20
			60	50	1.20
			60	50	1.20
			60	50	1.20
2			60	50	1.20
			60	50	1.20
3			60	50	1.20
			60	50	1.20
4			40	30	1.33
			40	30	1.33
			40	30	1.33
			40	30	1.33
			40	30	1.33
			40	30	1.33
5			60	100	0.60
			70	50	1.40
6			70	50	1.40
			70	50	1.40
7			40	100	0.40
			40	100	0.40
8			40	100	0.40
			40	100	0.40
9			100	100	1.00
			100	100	1.00

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Designing for Connectivity, Walkability and Choices

# Transit Ready Development

- 20,000 residents within a ten minute walk of multiple types of destinations and transit



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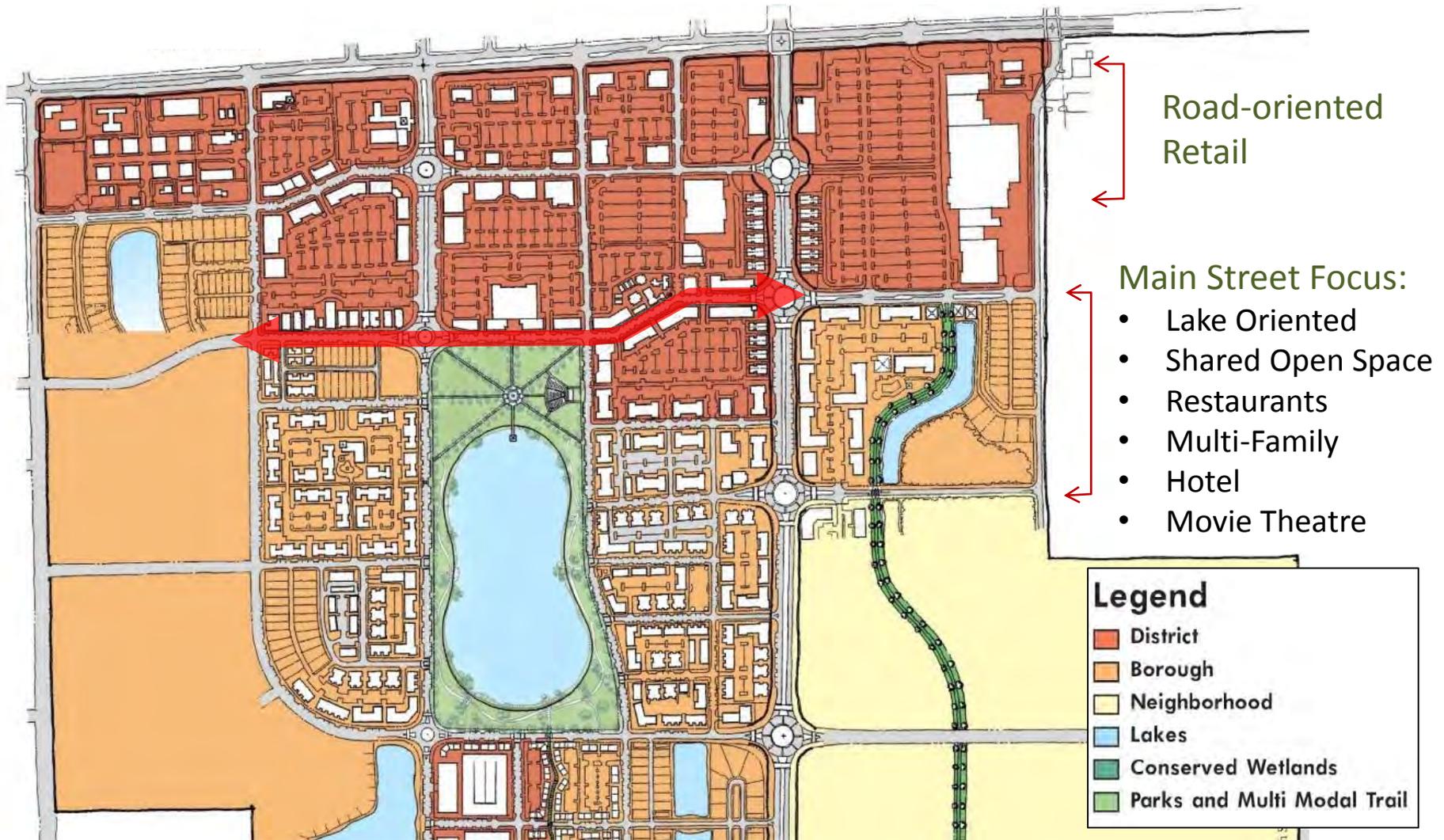
Restoration – a gold standard

# Lake Flores 1300 Acre Mixed-Use in fill Community



Multi-Modal Path Connecting Centers

# The Mixed-Use Town Center

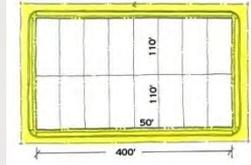


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## Key Elements of Community

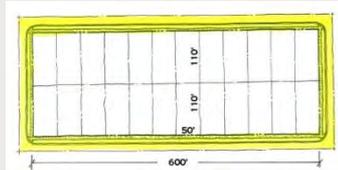
# Block Length - Cost vs. Walkability

400'



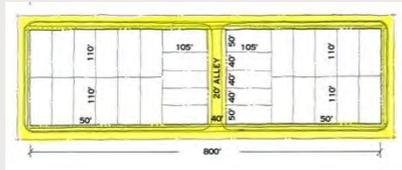
\$730,000/16 lots = **\$45,625** per lot  
**1400** ft. perimeter

600'



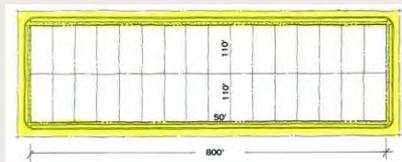
\$930,000/24 lots = \$38,750 per lot

800'



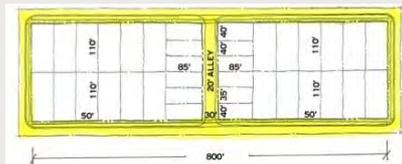
\$1,218,000/30 lots = \$40,600 per lot

800'

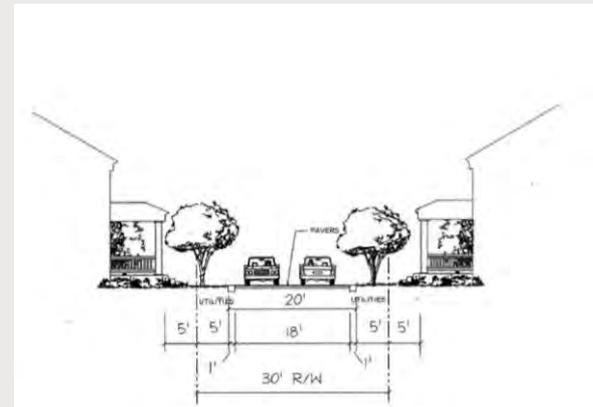


\$1,130,000/32 lots = \$35,312 per lot

800'



\$1,218,000/36 lots = **\$33,833** per lot  
**2200** ft. perimeter



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A "win-win" design trade off

# Paseo Cottages on 50'x50' lots



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High Density Single Family detached 13.7 DU/AC

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urban planning • landscape architecture • architectural design

# Alternate Landscape Designs – Less Turf



Chili Pepper



Peach



Pineapple



Mint



Rosemary



Cabbage



Zucchini



Strawberry



Tomato

Edible Landscaping in a Courtyard Home

# Form Based Coding for Human Habitat



The Main Street – designed for a July 4<sup>th</sup> Parade

# Form Based Coding for Human Habitat



People Places – Mixed Use on the Town Park

# Form Based Coding for Human Habitat



People Places – small urban open spaces

# Form Based Coding for Human Habitat



People Places – a place to hangout

# Form Based Coding for Human Habitat



People Places – farmers market

# Form Based Coding for Human Habitat



People Places – a central park

# Form Based Coding for Human Habitat



People Places – community event in the central park

# Form Based Coding for Human Habitat



People Places – a beautiful rose garden

# Form Based Coding for Human Habitat



Windermere a sustainable village with rural flavor

# Form Based Coding for Human Habitat



Rural Village streetscape

# Form Based Coding for Human Habitat



Street with canopy shade trees

# Form Based Coding for Human Habitat



Enhancing the public realm by viewing amenities

# Let's Rediscover Why People Came To Florida In The First Place

- Nature
- Fun in the Sun
- Relaxation
- Exotic Beauty
- Health and Wealth



We can now code for place based design