

FORD SITE

A 21st Century Community

Principles & Participation

November 10, 2014

THE RESURGENCE OF URBAN NEIGHBORHOODS

Percentage of Movers Indicating a Preference for These Community Attributes



42% of all adults surveyed **plan to move in the next five years.**

62% prefer to **settle in mixed-use communities.**

- Many want communities that include a mix of homes and have access to public transportation.

LIVABLE URBAN NEIGHBORHOODS

- Comfortable streetscape – complete streets, short blocks and wide sidewalks
- Intentional design for walking and biking
- Green spaces/open places/trees
- Connectedness
- Intricate mix of uses
- Great design
- Strong transit
- Reduced auto dependency



Mix of Uses and Activity

Housing Variety

Jobs and Tax Base

Energy and Sustainability

Transportation Choice

Parks and Amenities

**CREATE
A NEW
PLACE
AT FORD**

**KEY
THEMES**

MIX OF USES AND ACTIVITIES

- ❖ Vibrant place to live, work, and recreate for all people.
- ❖ Services and amenities that meet local needs to reduce auto dependency.

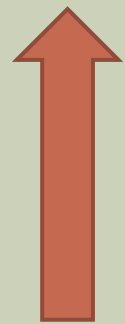


MIX OF USES AND ACTIVITIES

- ❖ Well-designed urban neighborhood that complements and integrates into the Highland Park area and broader community.
- ❖ Mix of traditional and modern building forms, styles and materials.



MIX OF USES AND ACTIVITIES



**Mix of Uses
and
Activities
in
Proximity**



Tax Base

Transit

Walking & Biking

Goods & Services

Open Space

Social Cohesion



Auto Dependency

Infrastructure Costs

HOUSING VARIETY

- ❖ Range of housing types and affordability that expand choices in the area and in the city.

75% of retiring baby-boomers prefer mixed-age and mixed-income communities in urban settings. (2009 survey)



JOBS AND TAX BASE

- ❖ Significant increase in the tax base over time that strengthens surrounding property values.
- ❖ Increased regional significance and economic value.



JOBS AND TAX BASE

- ❖ Range of business and employment opportunities with an emphasis on family supporting jobs.



ENERGY AND SUSTAINABILITY

- ❖ Regional, national, and global model for sustainable planning, design, and day-to-day living that protects our air, water and natural resources for future generations.
- ❖ Locally generated power from an integrated, renewable, site-based energy system.



ENERGY AND SUSTAINABILITY

- ❖ Best technologies in infrastructure and buildings to save money, increase efficiency, and reduce impacts on the environment.

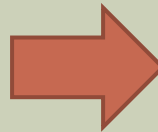


TRANSPORTATION CHOICE

- ❖ Mix and density of activities to support transit through and around the site.

Transit Supportive Densities

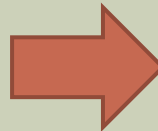
26-52 Residents
>13 Jobs / acre



Bus Rapid Transit



31-78 Residents
>15 Jobs / acre



LRT



TRANSPORTATION CHOICE

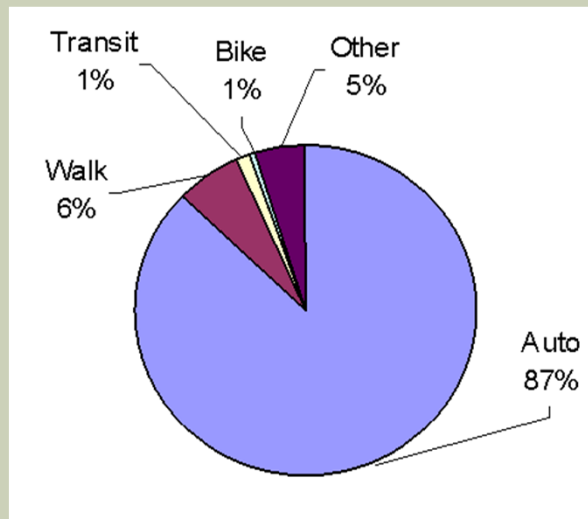
- ❖ Interconnected system of streets, bikeways, and walkways that is safe and accessible for people of various ages and abilities.



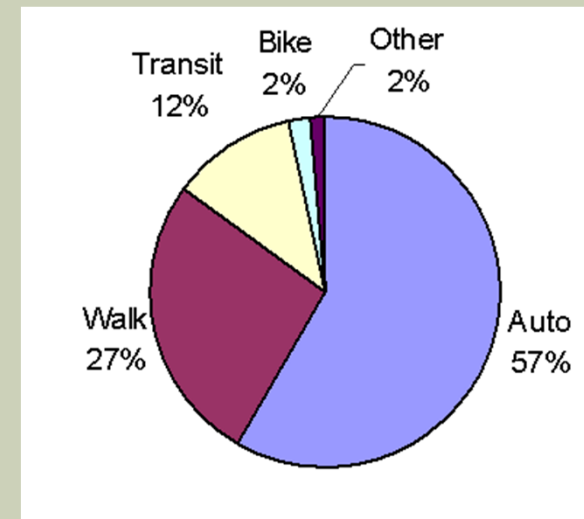
TRANSPORTATION CHOICE

- ❖ Urban design and site layout to reduce auto trips and manage traffic impacts.

Little Transit, No Mixed Use



Good Transit, Good Mixed Use



Source: portlandstreetcar.org

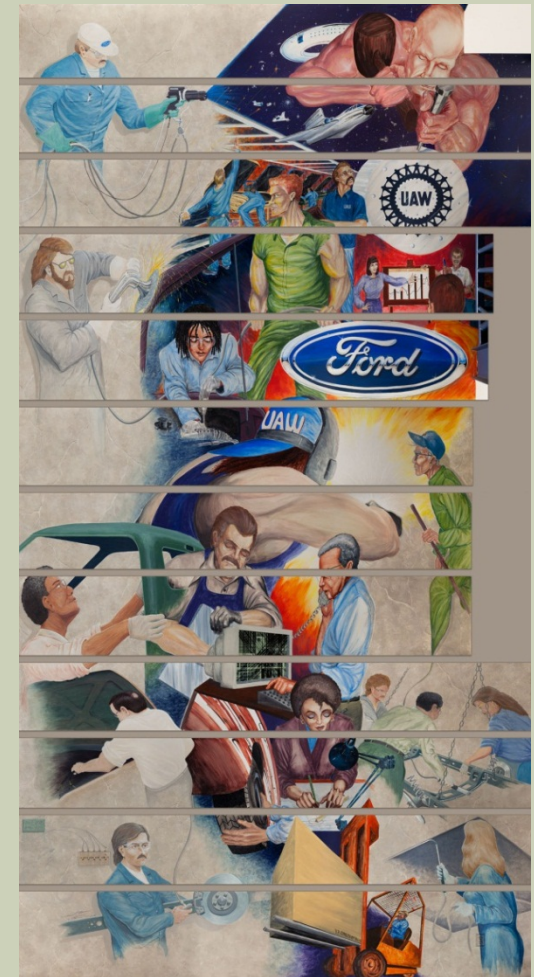
PARKS AND AMENITIES

- ❖ Natural spaces and active places for people to play, relax, and interact, including the Ford Little League fields.
- ❖ Significant greenery, public art, and cultural activities to create an attractive and vibrant community.



PARKS AND AMENITIES

- ❖ Reflect the heritage of the Ford plant and its employees through design and amenities.
- ❖ Strong connections to the Mississippi River, within the site and to the neighborhood.



Thank you to the following sources for some of the materials used in this presentation:

- Colleen Carey, President, The Cornerstone Group
- ULI Minnesota – minnesota.uli.org
- Julie Campoli – juliecampoli.com
- Lincoln Land Use Institute - <http://www.lincolninst.edu>

