

September 19th

Urban Design 101

An Illustrated Primer of Urban Design Principles

October 17th

Urban Design 102

An Illustrated Primer of Urban Design Details

October 31st

Urban Design 103

Urban Design Field Work



Meet the Presenters



Valerie Friedmann

Senior Planner, Long Range Planning

Masters of Landscape Architecture from the University of Tennessee



Samantha Castro, AICP, LEED ND

Senior Planner, Long Range Planning

Certified Planner and a LEED Accredited Professional for Neighborhood Design

Masters of Landscape Architecture and Regional Planning from the University of Pennsylvania

Urban Design 101 Overview



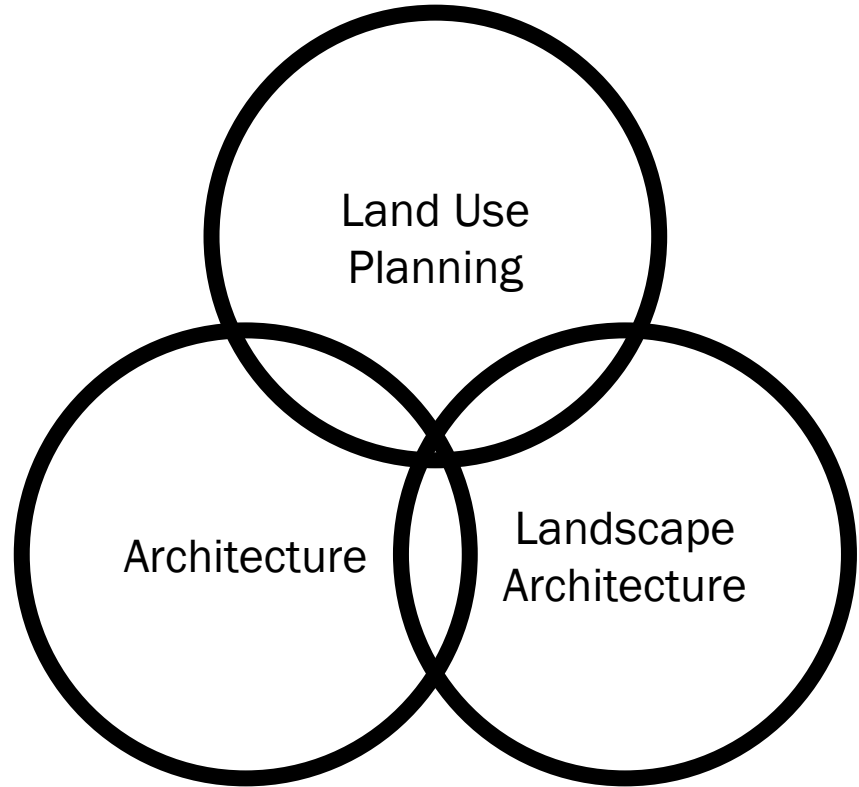
Presentation Outline

- What is Urban Design?
- Common Questions
- Measures of Good Urbanism
- Urban Design Guiding Principles

Learning Outcomes

- Define urban design and its core tenets.
- Developed vocabulary used in the evaluation of urban design.
- Compare and contrast visual examples of urban form.

What is Urban Design?









*First life, then spaces, then buildings:
the other way around never works.*

-Jan Gehl

Life



Space



Buildings



Intentionally designed places that structure our everyday activities

Civic Pride

Growth

Common questions



Q: Where is urban design applicable? Isn't it just for downtowns and neighborhood centers?

A: Urban design is about making places that work for people, so if people are there, urban design applies.

The guiding principles of urban design apply anywhere that people live, work, play, or commute.

Common questions



Q: Urban design sounds like a really big undertaking—like the design of entire portions of a city. What types of projects qualify as urban design?

A: Everything from the design and location of benches and buildings, to the connections between neighborhoods.

The guiding principles of urban design apply at every scale of our daily experiences, from eating lunch on a park bench to finding your way home.

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Master of Science | Urban Design ...
arch.gatech.edu



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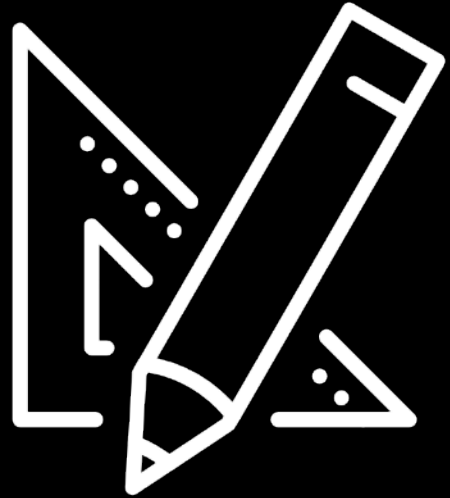
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3 Measures of Good Urbanism

Adapted from Richard Dagenhart, Associate Professor
Emeritus @ Georgia Tech College of Design



Measure 1.

Good urbanism enables accessibility and mobility for everyone.

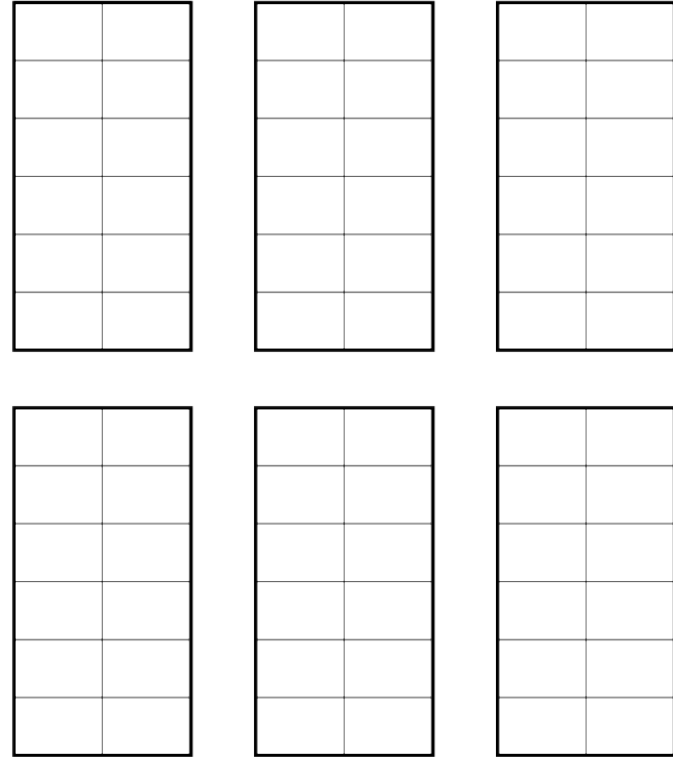
The arrangement and dimensions of lots, blocks, and streets shape the *public framework*. The public framework's main purpose is to enable safe, easy access and free mobility—a right-of-way.



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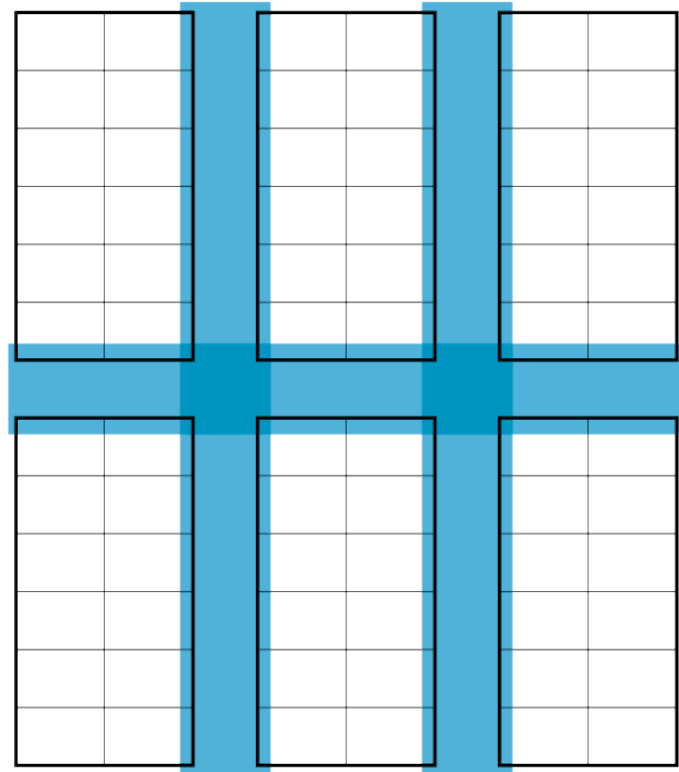
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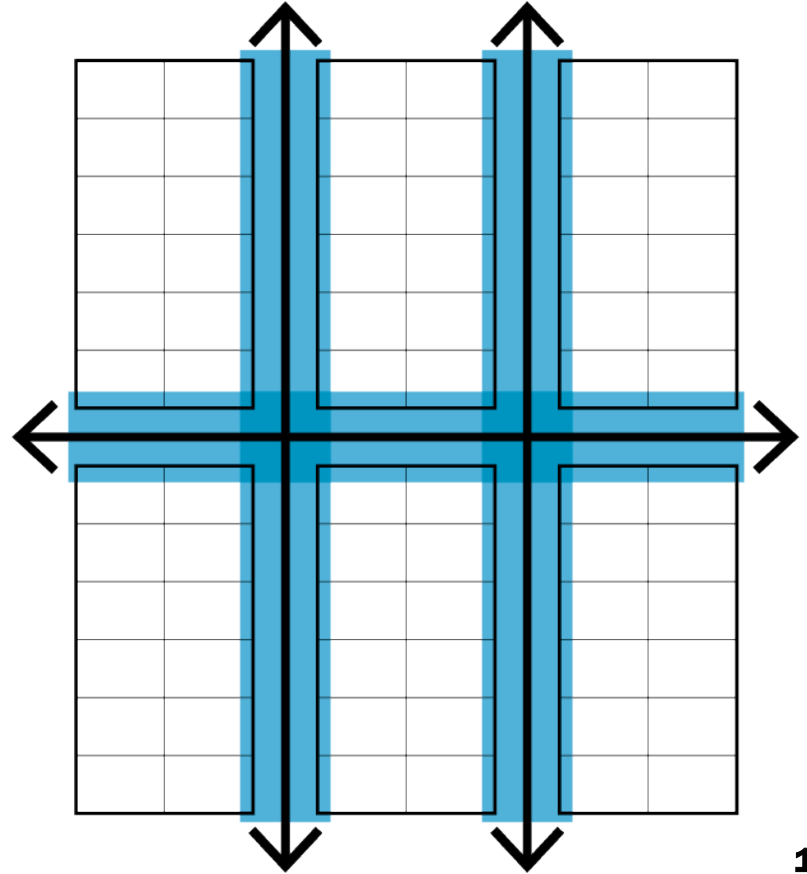
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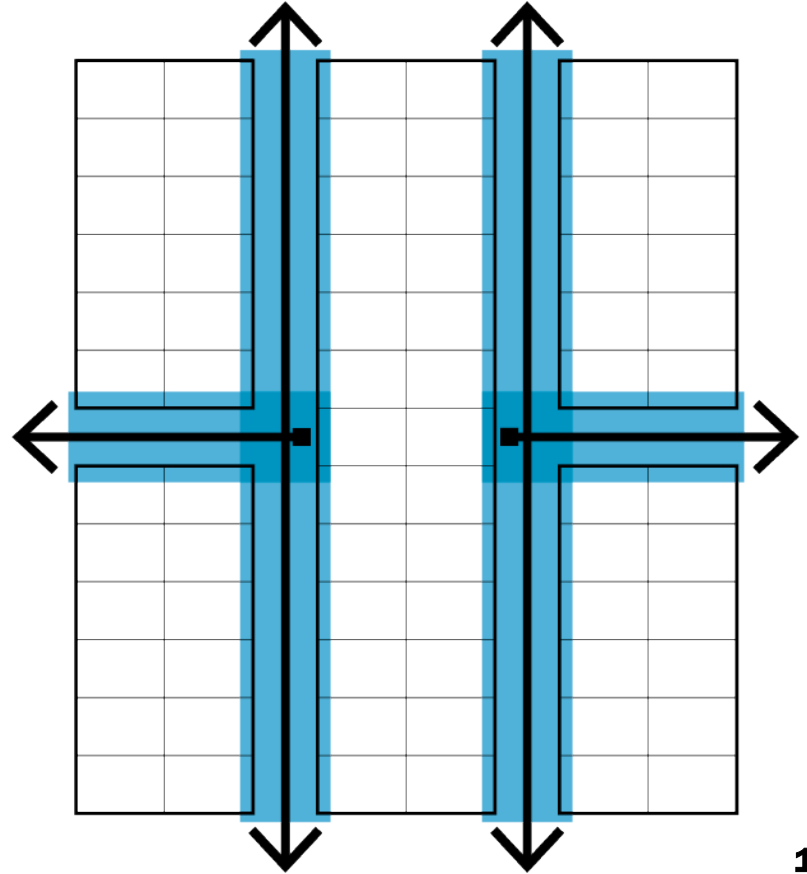
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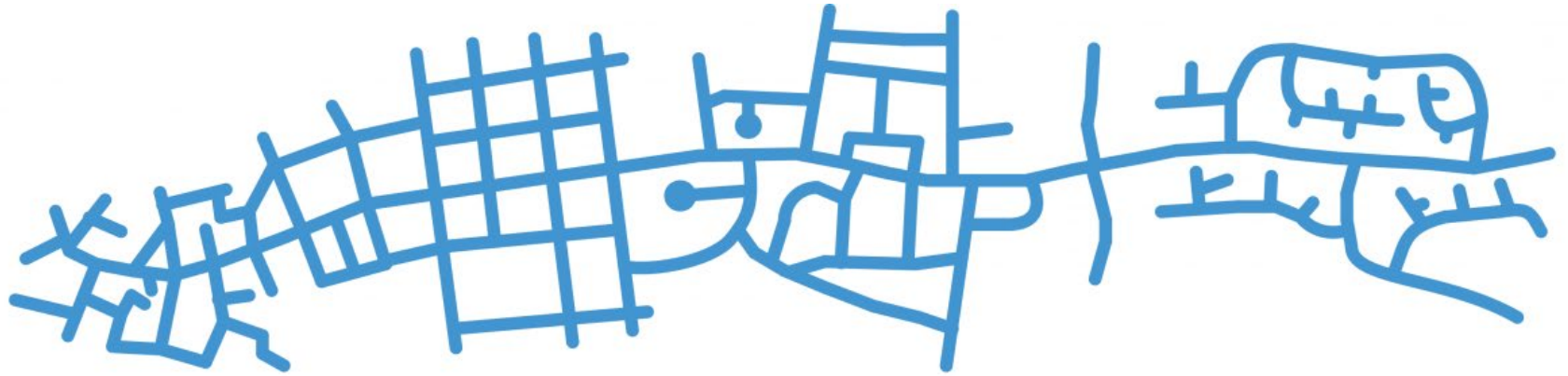


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Measure 2.

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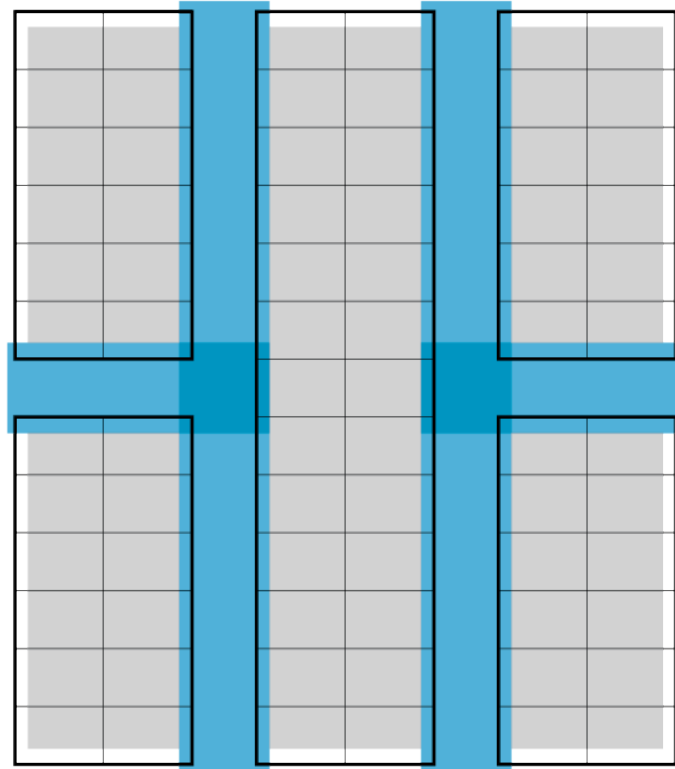
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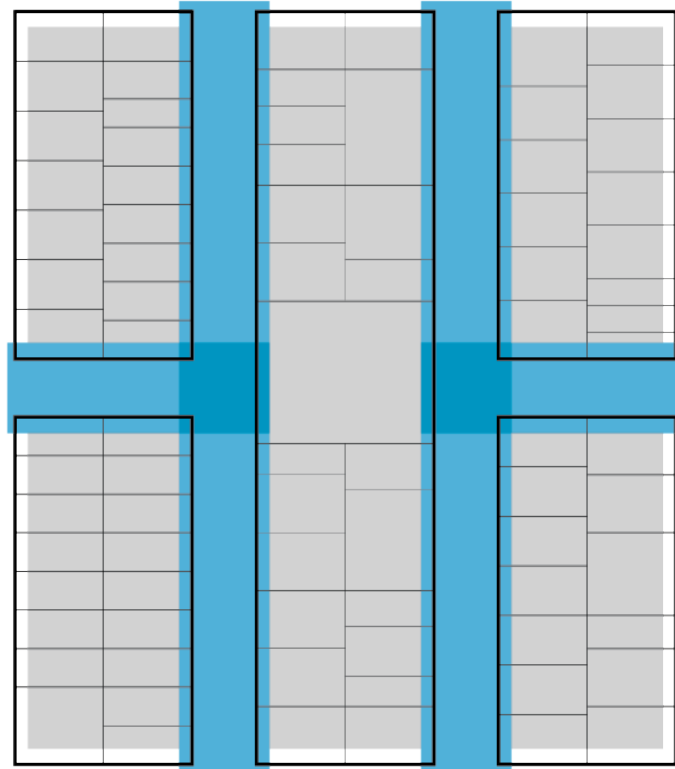
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Measure 3.

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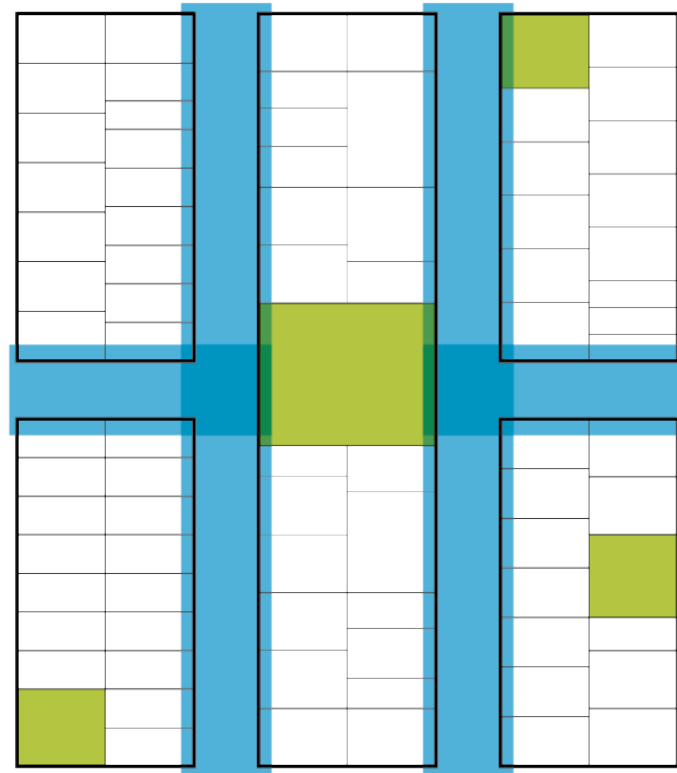
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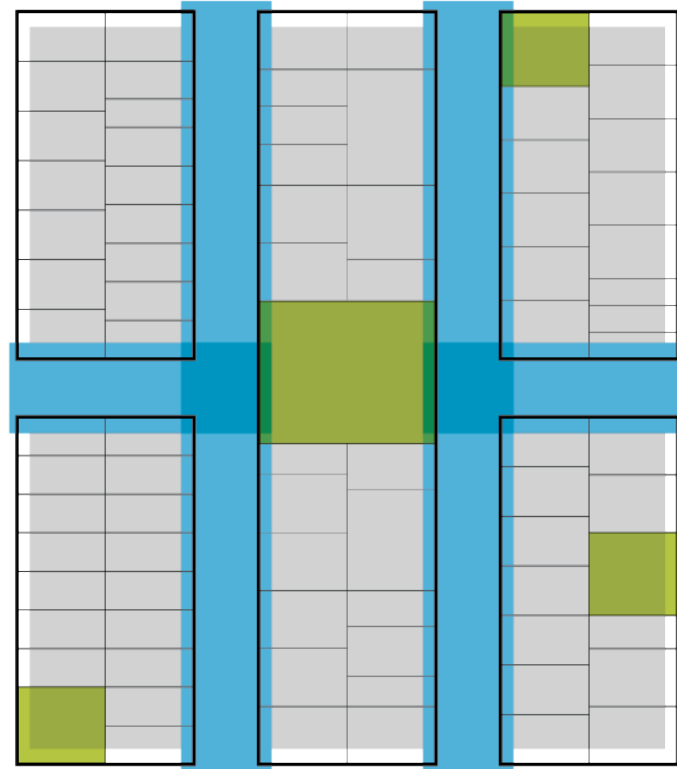
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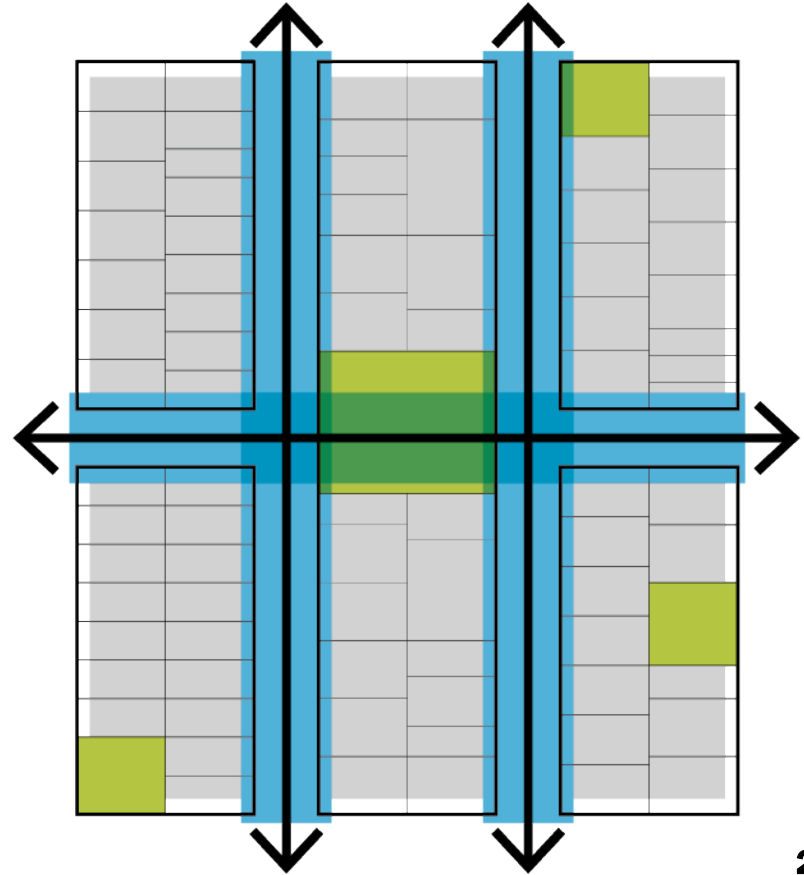
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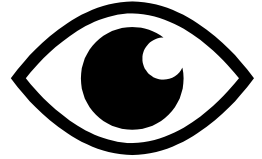
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Let's review those three measures



1. Mobility

Does it enable safe, easy access and free mobility for everyone?

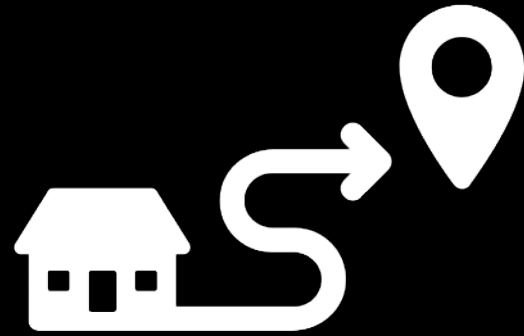
2. Prosperity

Does it enable property owners and inhabitants to prosper and make changes over time?

3. Inclusivity

Does it accommodate different people and different uses?

Urban Design



Guiding Principles

Six principles that guide urban design practice

Six principles that guide urban design practice

**1. Quality Public
Realm**



**2. Continuity and
Enclosure**

**3. Ease of
Movement**

4. Sense of Place

5. Diversity

6. Adaptability

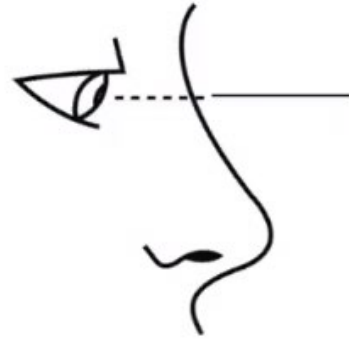
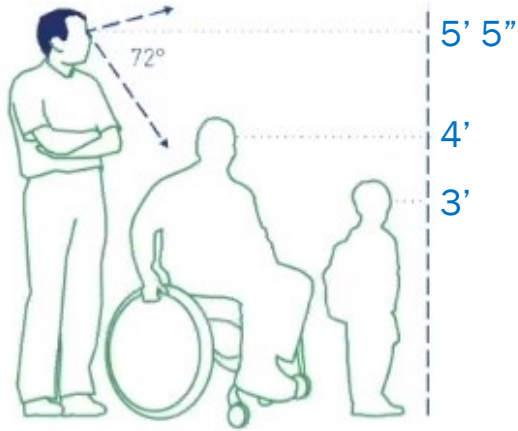
1. Quality Public Realm

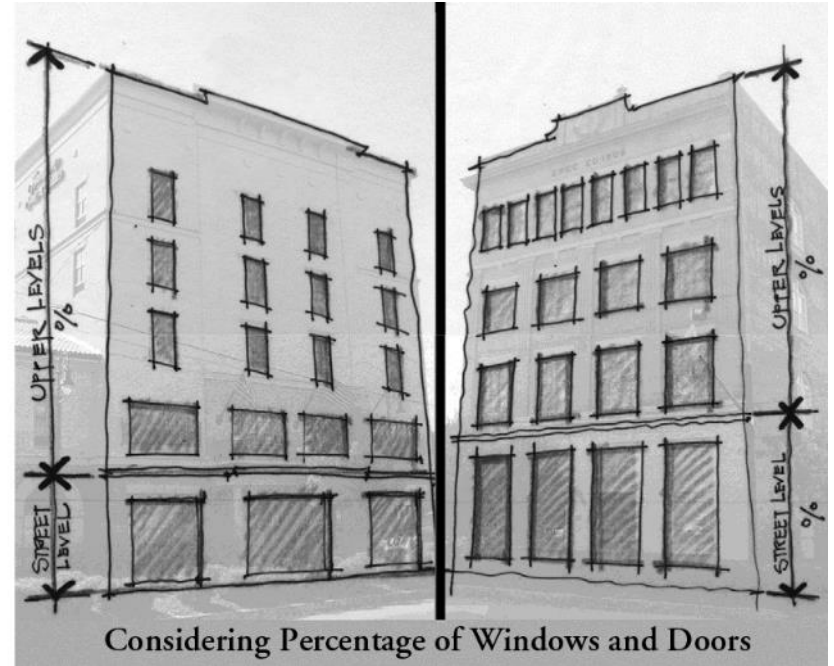
Guiding Principle

- The public realm is the space where we live our public lives.
- Public life is what we create when we spend time outside of our homes, workplaces, and cars.
- Public life is a driver of physical and mental health, sustainable mobility, social benefits, identity and sense of place, safety, and economic development.

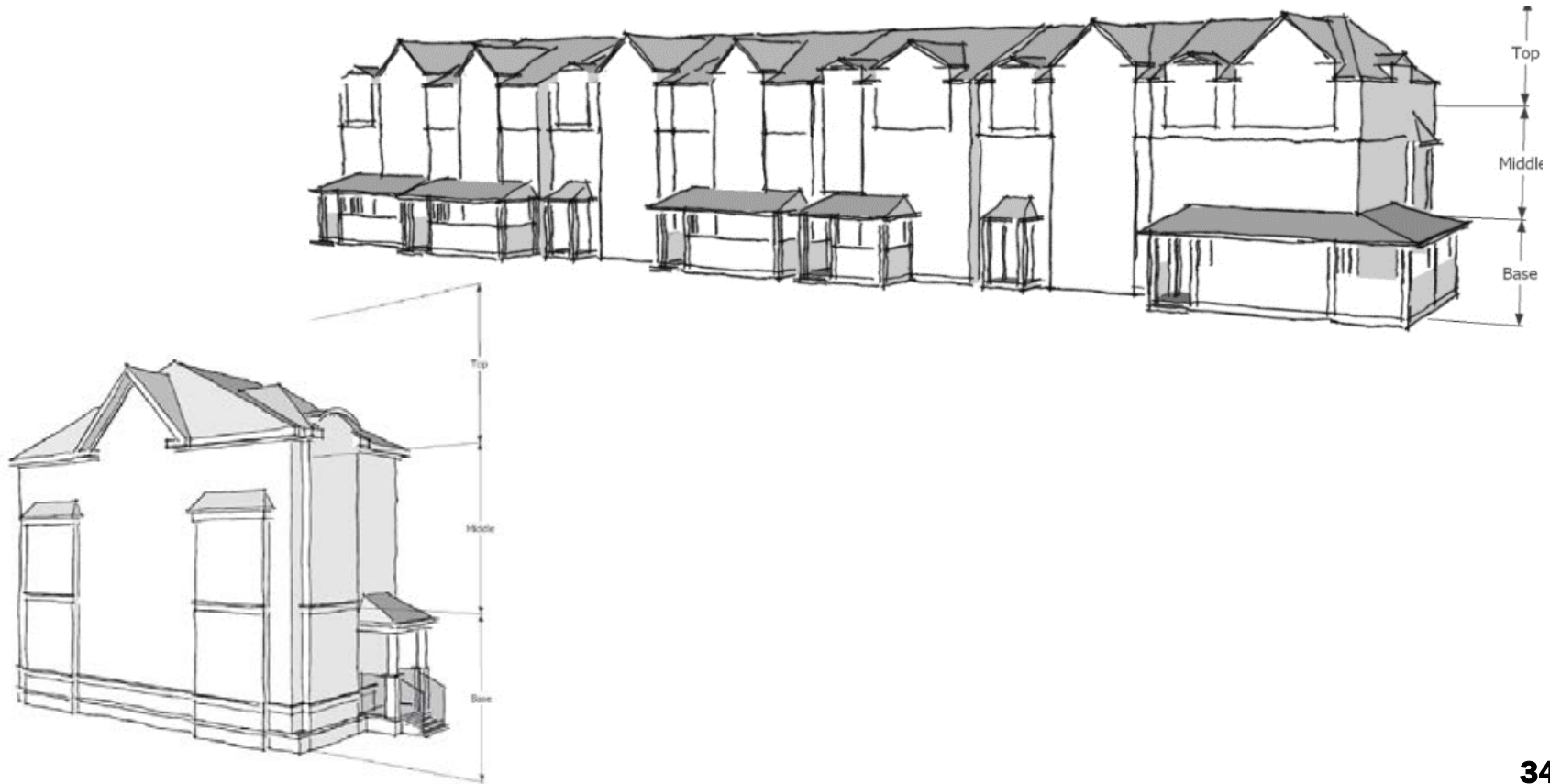


- Quality public realms are designed for the human dimension—and that creates enjoyable experiences.













4/2010

The Porch at 30th

2014



7/2017

The Porch at 30th

2019



Before The Porch



The Porch 2.0



2. Continuity and Enclosure

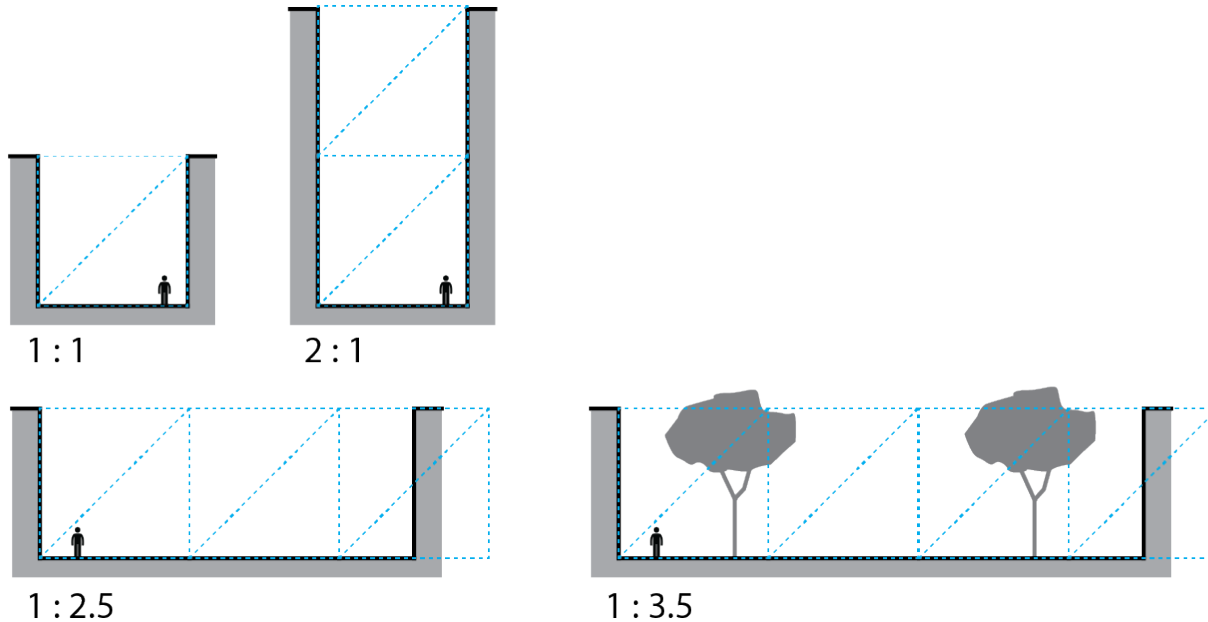
Guiding Principle

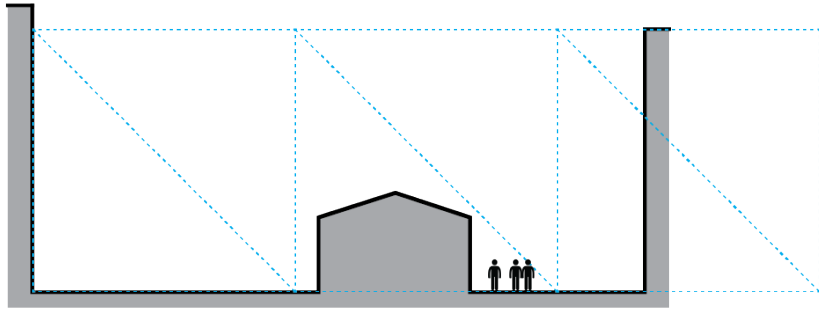
Consistent segments of continuity and enclosure allow users to understand where they are and delineate the private and public realms.

- Strongly enclosed routes are easier for people to visualize and remember.
- Degree of enclosure is also a way of expressing the importance of each street.
- Continuous frontages avoid the gaps which can make places seem unsafe.



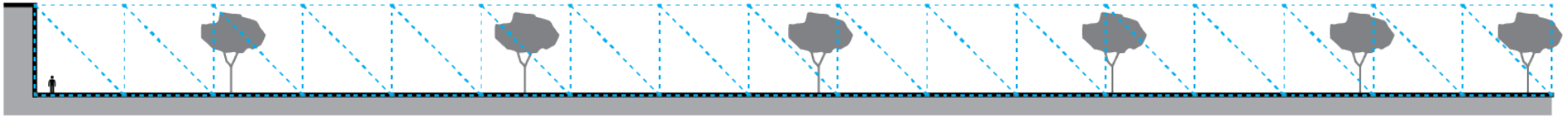
- Sense of enclosure is determined by the relationship between the height of buildings and width of the street or open space.





1 : 2.3 (63' H to 140' W)

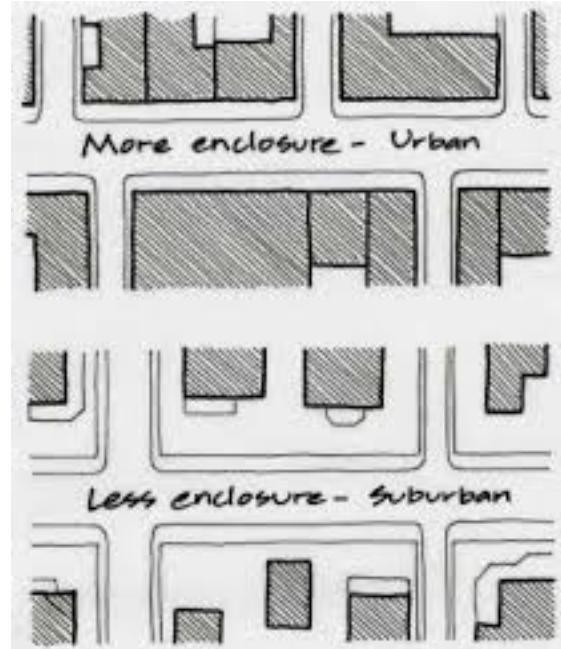
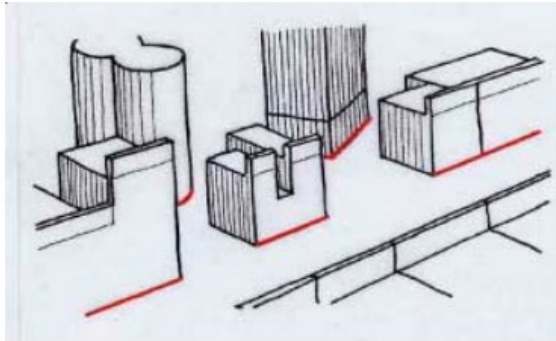
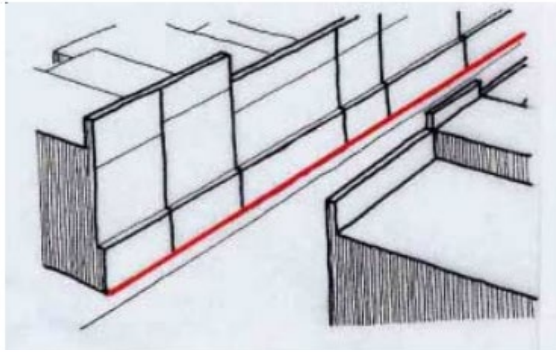




1 : 17 (30' H to 515' W)



- The degree of continuity of the building edge along the street or open space also affects the feeling of enclosure.








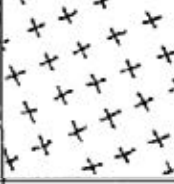
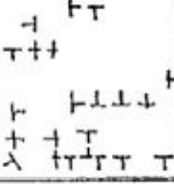
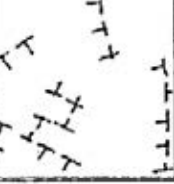
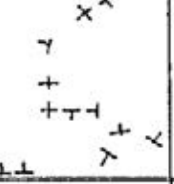
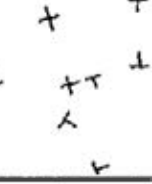


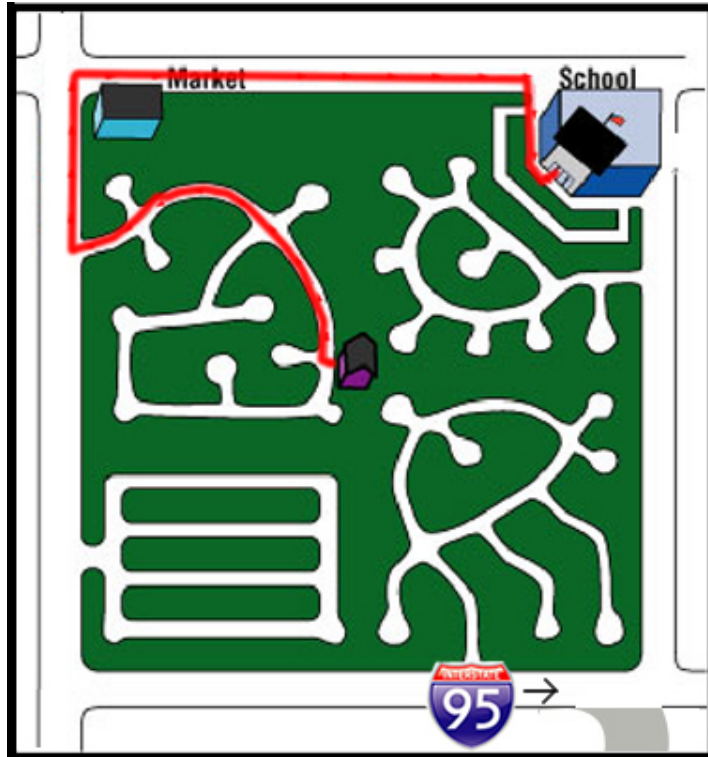


3. Ease of Movement

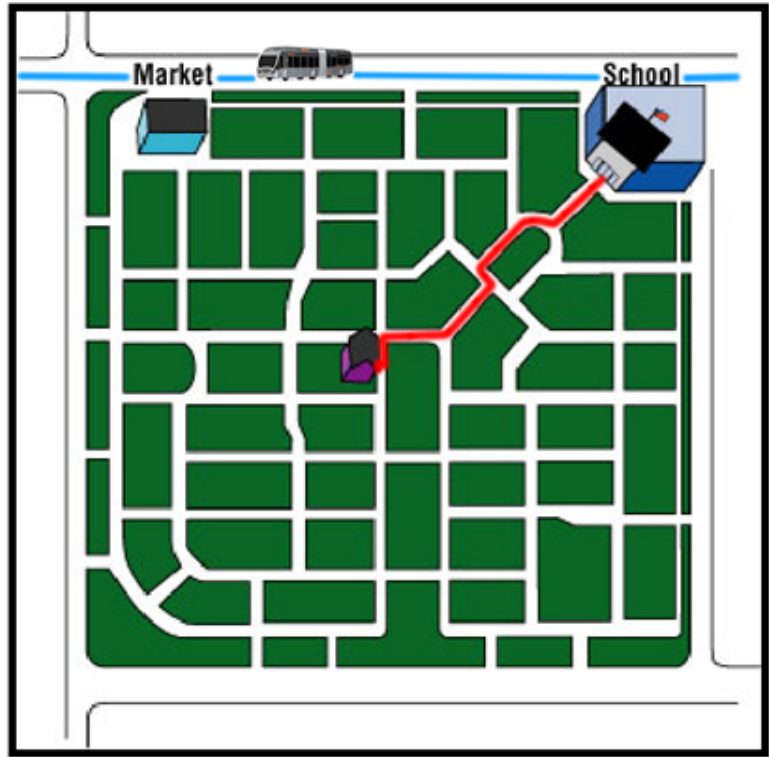
Guiding Principle

A legible urban structure (i.e. grid network of streets), short blocks, and a built form that is transit and pedestrian oriented ensures an area has maximum convenience for movement.

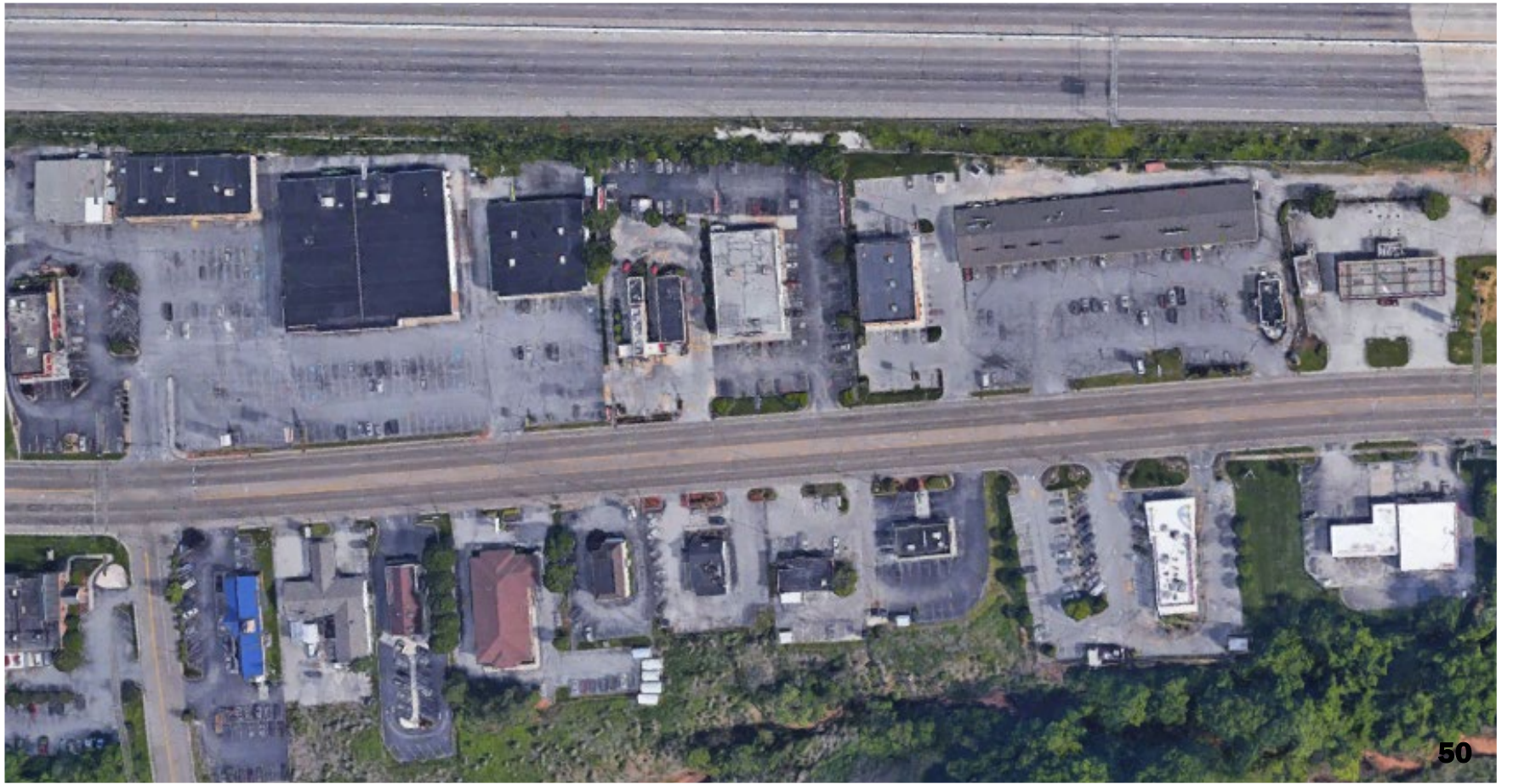
	Gridiron (c. 1900)	Fragmented Parallel (c. 1950)	Warped Parallel (c. 1960)	Loops and Lollipops (c. 1970)	Lollipops on a Stick (c. 1980)
Street Patterns					
Intersections					
# of Intersections	26	22	14	12	8
# of Access Points	19	10	7	6	4



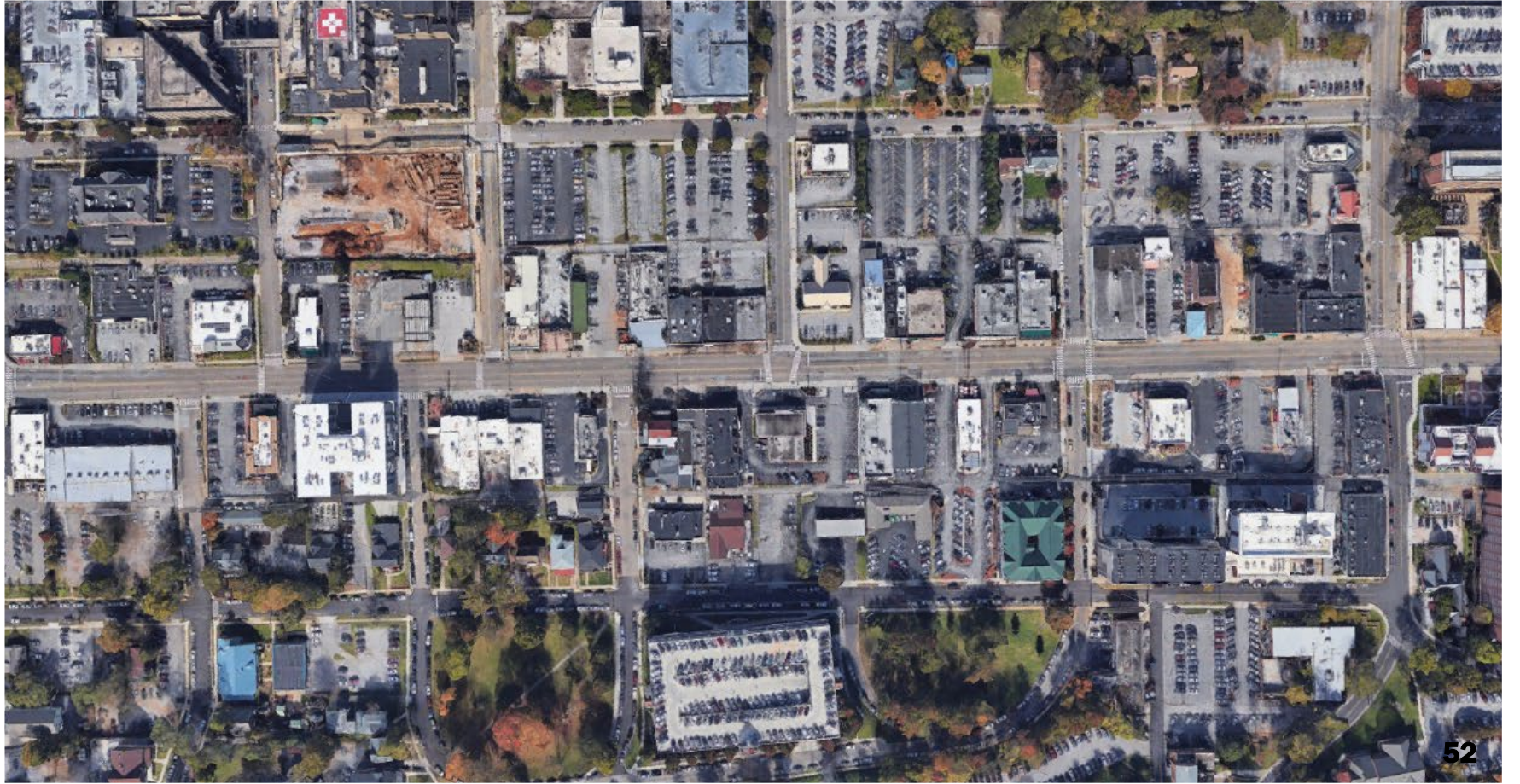
Driving-only transportation pattern



Walkable connected transportation network











ATL Tech Parkway before



ATL Tech Parkway after



Complete Street in Vancouver



Complete Street in Seattle

4. Sense of Place

Guiding Principle

A sense of place relies on a “recognizable image” that identifies a city or neighborhood to its residents or visitors.

What creates a recognizable image?



Recognizable image:

- Buildings and vertical elements that form continuous, enclosing edges
- Clearly defined public open spaces
- Distinctive architecture
- Landmarks and natural features
- Public art, color, and texture







5. Diversity

Guiding Principle

Successful neighborhoods provide residents with many choices through a mix of compatible housing types, building types, and land uses.











6. Adaptability

Guiding Principle

Cities and neighborhoods are constantly changing.

The success of these places is directly related to the ability of the form and pattern of development to adapt over time to changing social, technological, and economic conditions.











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-Jan Gehl

Life



Space



Buildings



Thank you.

