

REIMAGING AGING CORRIDORS

Form-Based Tools for Corridor Transformation

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This is the post-conference version of the presentation that was delivered at the annual conference of the Texas Chapter of the American Planning Association in October 2022. Additional annotations have been added in the green squares. A few slides have been omitted or revised for clarity. Please contact us if you have questions!

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Partnership between
Jayashree Narayana &
Michael Huston

We do:

- Form-Based Codes
- Master Plans (downtowns & greenfield sites)
- Corridor Plans
- Transit-Oriented Development (T.O.D.)
- Conceptual building design



LEARNING OBJECTIVES:

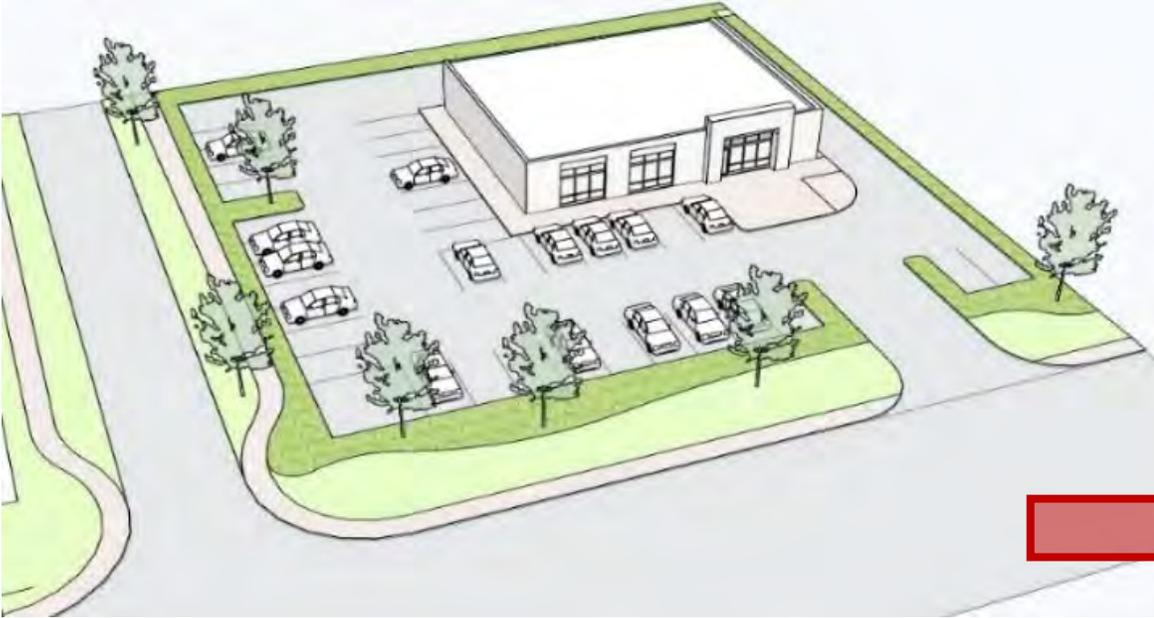
- Understanding market trends and the extent of the problem
- The critical role of the Public Realm (a FBC can't do it all!)
- A phased approach to corridor transformation
- FBC strategies that counter prevailing practices (“FBC Hints and Hacks”)



FRAMING THE DISCUSSION:

- This discussion focuses primarily on the recommended strategies regarding the use of Form-Based Codes to achieve corridor transformation.
- This discussion assumes you have some basic understanding of Form-Based Codes and how FBCs differ from conventional zoning.

WHAT ARE FORM-BASED CODES?

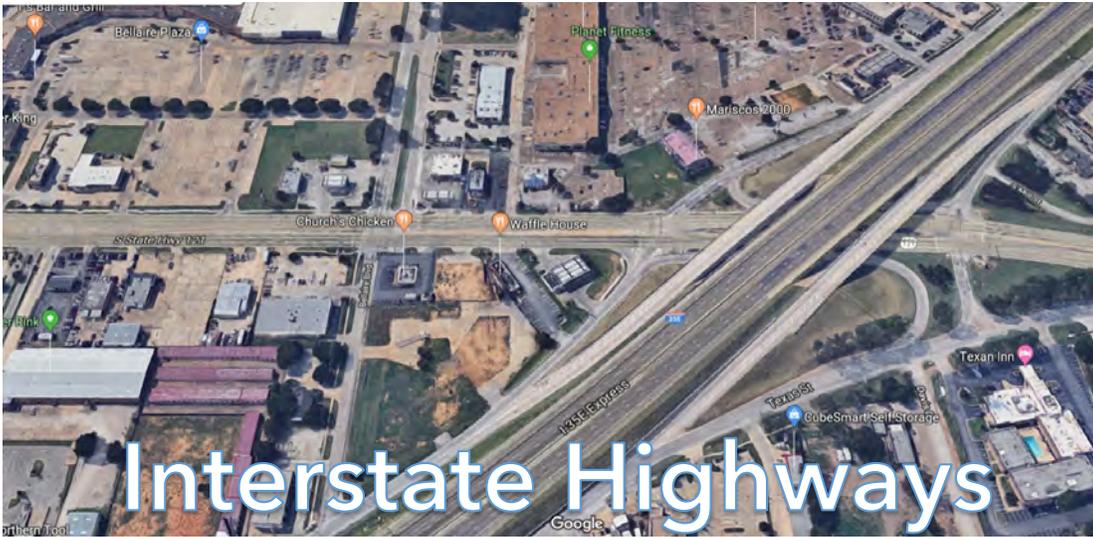


- Auto centric (not pedestrian friendly)
- Single-use pods
- Development on one lot does not relate to any adjoining lots or the street context
- Value drops when original use is no longer viable

- Pedestrian-oriented (still accommodates cars)
- Mixed use (residential being an important component)
- Development on one lot needs to relate to adjoining lots AND the street context
- Value holds when original use is no longer viable

THE STATE OF AGING CORRIDORS





Interstate Highways



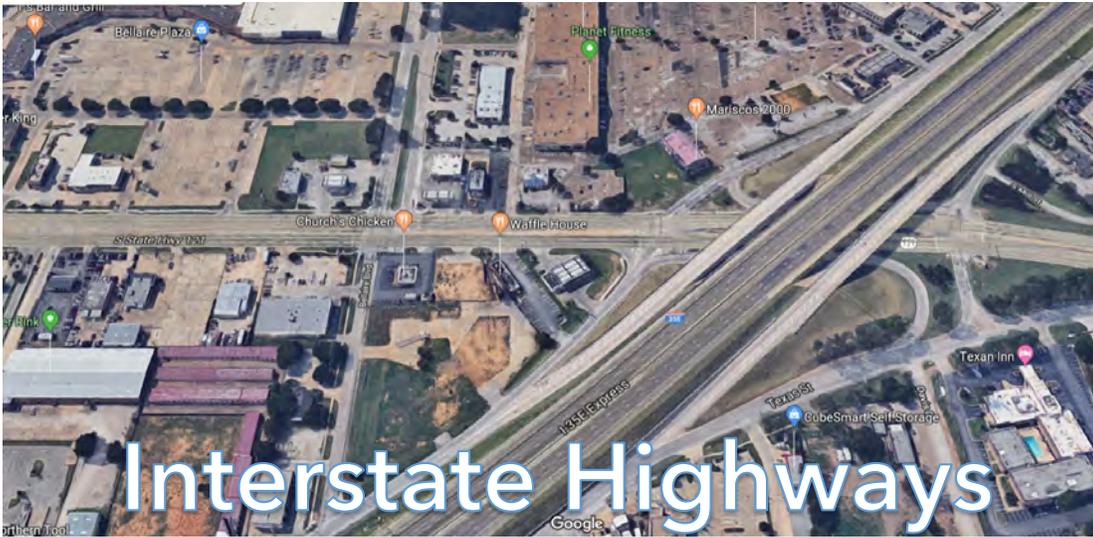
Aging Corridors



New Growth Corridors



Urban Corridors





THE STATE OF AGING CORRIDORS:

- Auto focused, often in excess of 4 lanes (often state controlled roadways)
- Lower traffic volumes than available capacity
- Dangerous to pedestrians and bikes
- Older commercial development, often obsolete
- Negatively impacts adjoining neighborhoods



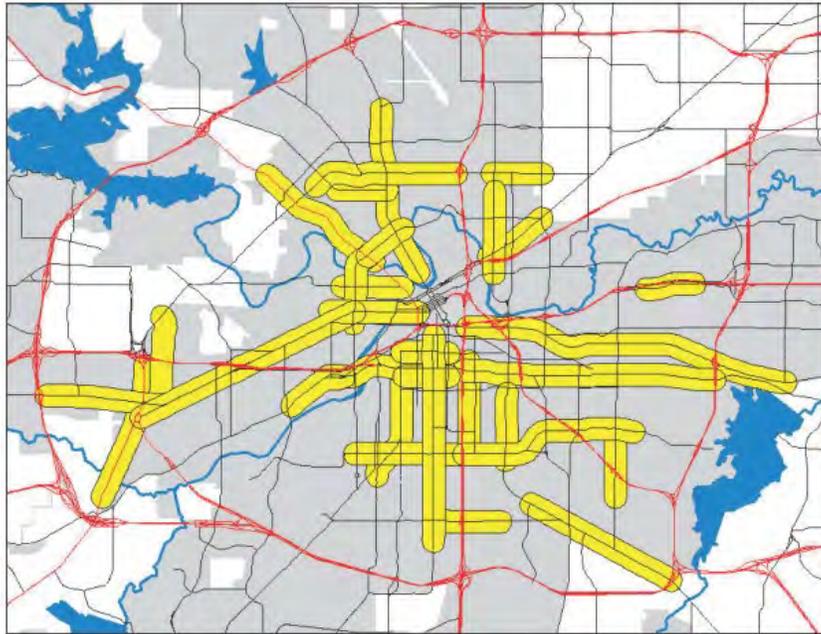
THE STATE OF AGING CORRIDORS:

- Over designated for conventional commercial land use and zoning
- Limited market for new commercial
- Low rents, high vacancy and obsolete commercial formats
- Lack of unified vision makes reinvestment risky



Not a New Problem

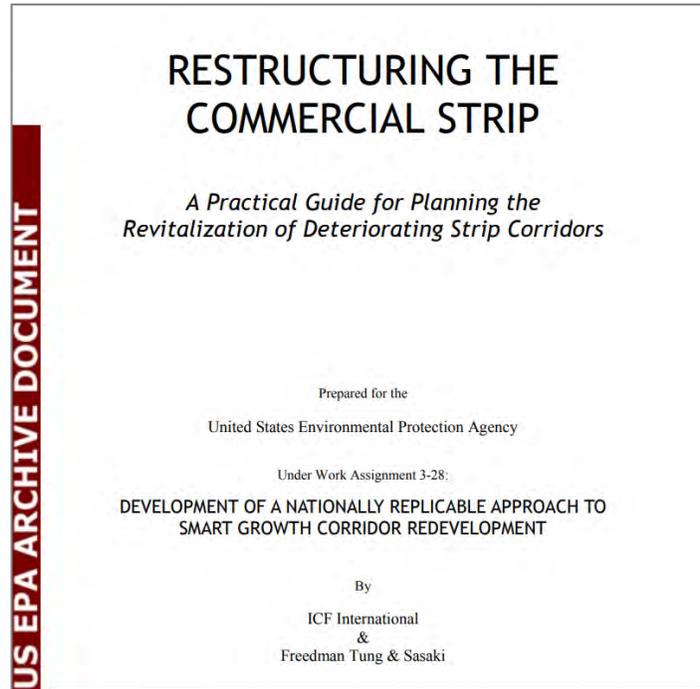
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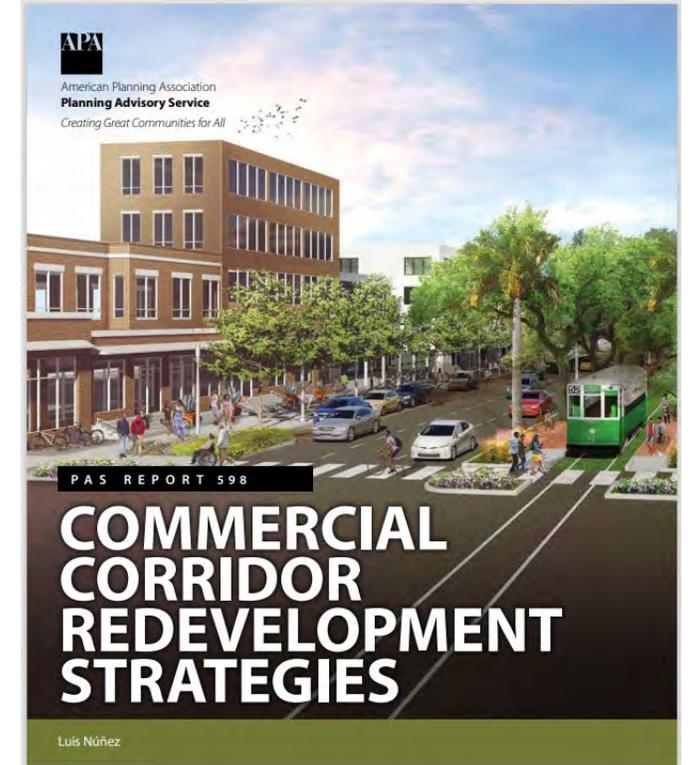
Central City Commercial Corridors

Commercial Corridors Strategy, City of Fort Worth

2010



2021





“The fundamental problem is the strip commercial development pattern itself: **it is contrary to sound planning....**”

– Luis Nunez, Commercial Corridor Redevelopment Strategies, 2021

Magnitude of the Problem



Data Source: YE2020 Certified Files

Annual Report - Highway Status Open To Traffic Only

Transportation Planning and Programming Division

Mileage

by Highway System by Functional System by Outside / Inside a City (On-System Only)

Highway System	Functional System	Centerline Miles			Lane Miles		
		Outside a City	Inside a City	Total	Outside a City	Inside a City	Total
Interstate							
	Interstate	1,993.846	1,468.705	3,462.551	8,300.766	8,398.533	16,699.299
	Other Freeway - Expressway	0.000	0.000	0.000	0.000	0.000	0.000
	Other Principal Arterial	0.000	0.029	0.029	0.000	0.116	0.116
	Minor Arterial	0.000	33.182	33.182	0.000	85.231	85.231
	Major Collector	2,589.368	2,351.223	4,940.591	5,217.426	4,995.379	10,212.805
	Minor Collector	0.000	0.409	0.409	0.000	0.818	0.818
	Local	18.394	15.399	33.793	36.788	29.581	66.369
	Subtotal	4,601.608	3,868.947	8,470.555	13,554.980	13,509.658	27,064.638
US Highways							
	Other Freeway - Expressway	100.251	418.550	518.801	433.610	2,093.159	2,526.769
	Other Principal Arterial	6,010.821	1,526.192	7,537.013	18,830.762	5,865.406	24,696.168
	Minor Arterial	3,008.686	282.854	3,291.540	6,539.735	767.435	7,307.170
	Major Collector	798.609	934.665	1,733.274	1,654.544	1,968.753	3,623.297
	Minor Collector	0.000	0.000	0.000	0.000	0.000	0.000
	Local	65.150	33.680	98.830	129.651	66.183	195.834
	Subtotal	9,983.517	3,195.941	13,179.458	27,588.302	10,760.936	38,349.238
State Highways, Spurs, Loops and Business Routes							
	Other Freeway - Expressway	200.386	516.810	717.196	883.092	2,653.669	3,536.761
	Other Principal Arterial	2,161.483	2,204.850	4,366.333	6,580.578	8,899.106	15,479.684
	Minor Arterial	5,685.281	1,206.486	6,891.767	12,390.466	3,336.385	15,726.851
	Major Collector	4,245.218	1,394.111	5,639.329	8,666.849	3,081.474	11,748.323
	Minor Collector	82.059	28.832	110.891	163.805	60.234	224.039
	Local	49.021	47.941	96.962	100.618	96.783	197.401
	Subtotal	12,423.448	5,399.030	17,822.478	28,785.408	18,127.651	46,913.059

Mileage by Highway System by Functional System by Outside / Inside a City

Page 1 of 2



TEXAS DEPARTMENT OF TRANSPORTATION

Transportation Planning and Programming Division

Data Source: YE2020 Certified Files

Annual Report - Highway Status Open To Traffic Only

Mileage

by Highway System by Functional System by Outside / Inside a City (On-System Only)

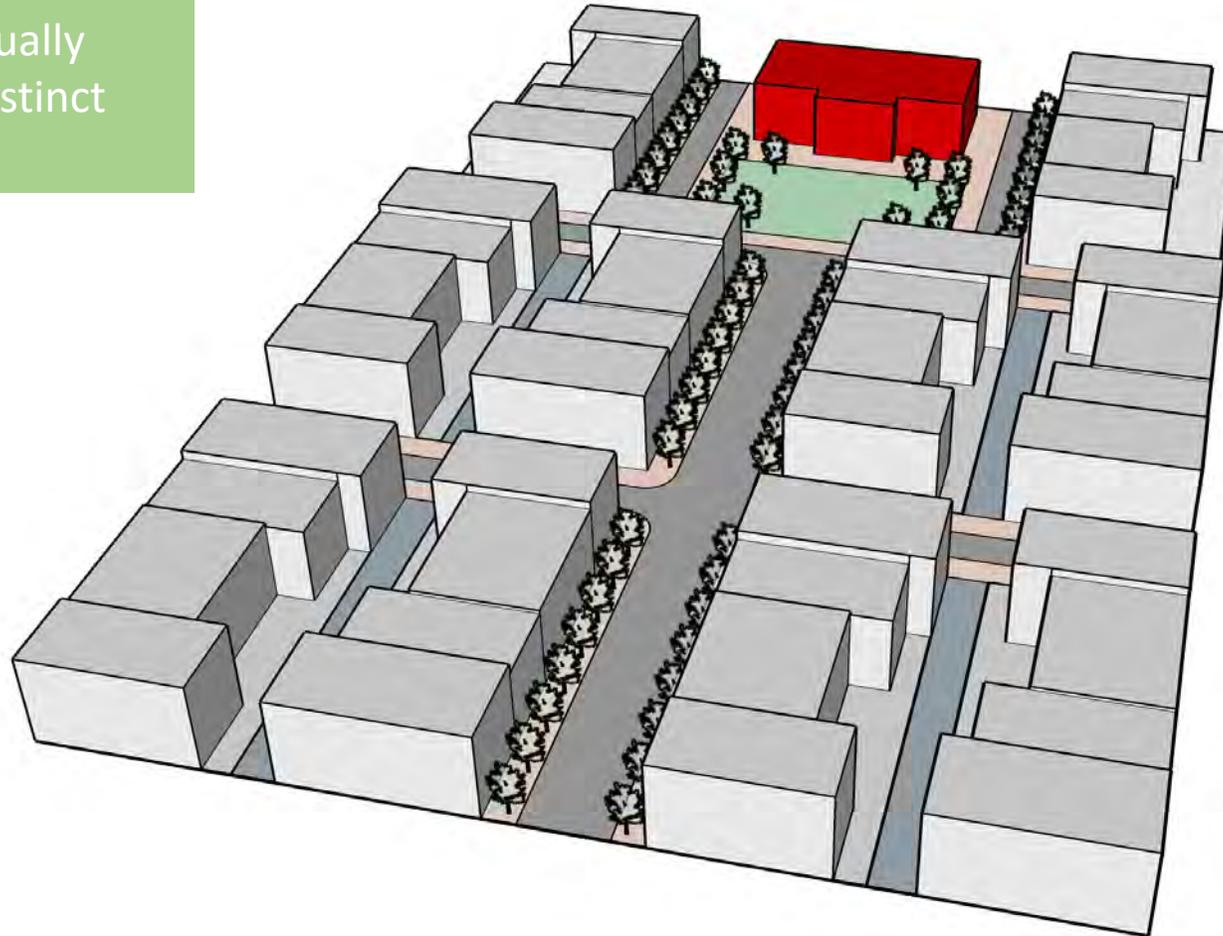
Highway System	Functional System	Centerline Miles			Lane Miles		
		Outside a City	Inside a City	Total	Outside a City	Inside a City	Total
Farm or Ranch to Market Roads, Ranch Roads, and Spurs							
Other Freeway - Expressway		0.000	6.538	6.538	0.000	26.152	26.152
Other Principal Arterial		240.293	753.621	993.914	802.178	3,248.363	4,050.541
Minor Arterial		1,598.963	1,104.374	2,703.337	3,479.156	3,034.253	6,513.409
Major Collector		25,289.242	1,787.985	27,077.227	50,729.212	3,792.179	54,521.391
Minor Collector		9,761.863	255.848	10,017.711	19,525.445	513.582	20,039.027
Local		83.111	9.600	92.711	167.256	20.252	187.508
Subtotal		36,973.472	3,917.966	40,891.438	74,703.247	10,634.781	85,338.028
Pass, Park and Recreation Roads							
Other Freeway - Expressway		0.000	4.577	4.577	0.000	18.308	18.308
Other Principal Arterial		1.034	26.565	27.599	4.136	133.615	137.751
Minor Arterial		0.000	0.779	0.779	0.000	4.674	4.674
Major Collector		167.747	12.842	180.589	335.916	24.848	360.764
Minor Collector		112.669	9.258	121.927	225.090	18.516	243.606
Local		18.687	1.808	20.495	37.374	3.616	40.990
Subtotal		300.137	55.829	355.966	602.516	203.577	806.093
State Grand Total		64,282.182	16,437.713	80,719.895	145,234.453	53,236.603	198,471.056

Approx. 14,000 mi. of arterial and lower classification TXDOT streets WITHIN CITIES!!

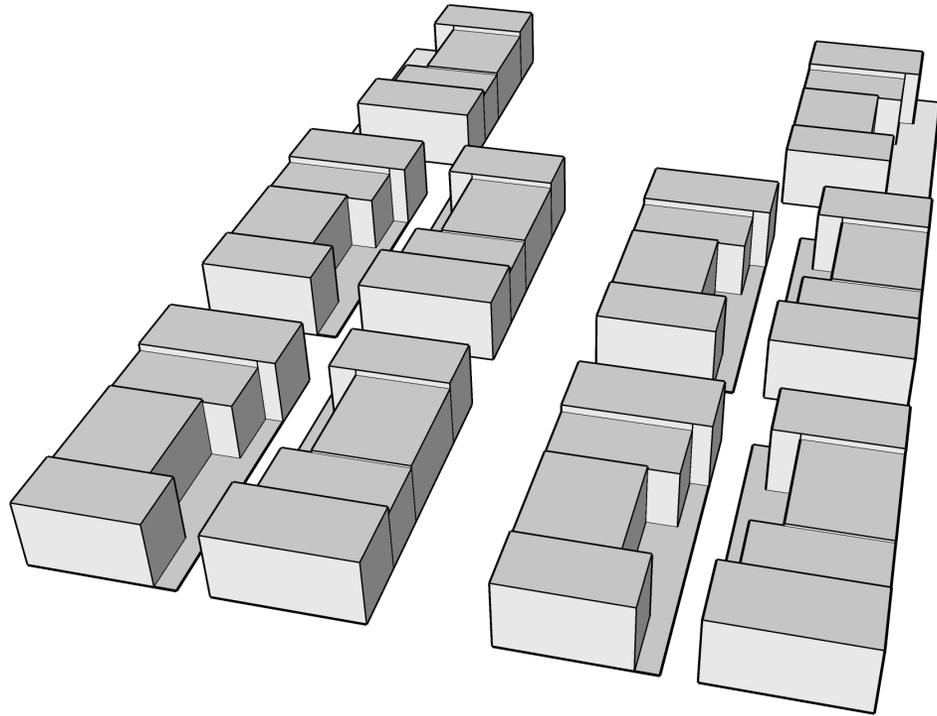
THE TALE OF TWO REALMS



While the city appears to be “one thing,” it is actually comprised of two distinct realms...

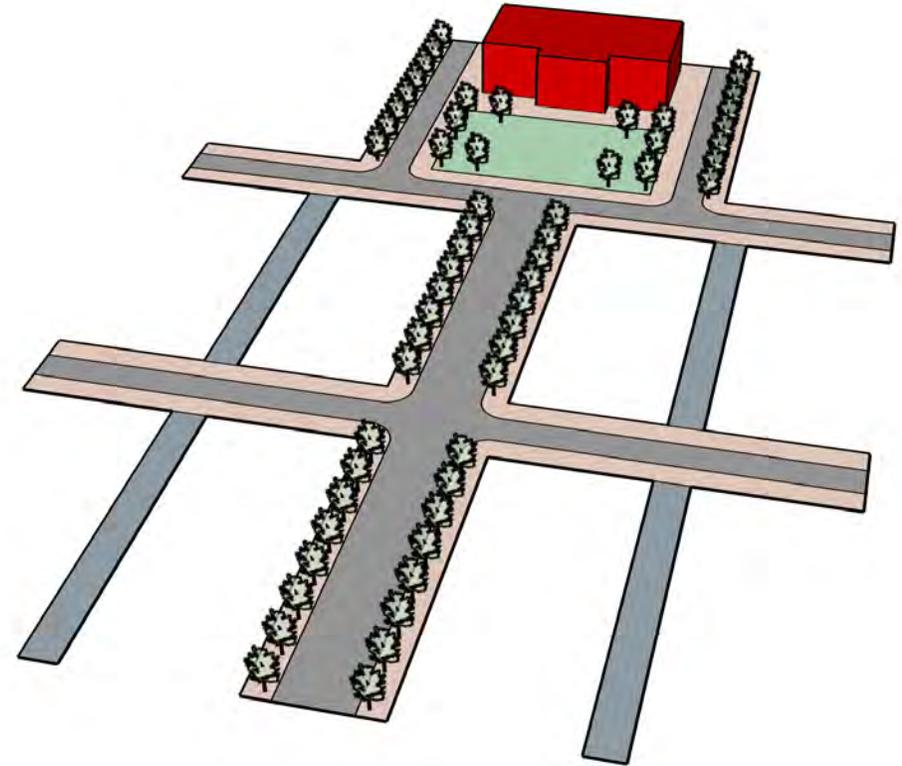


Here we have divided the city into its two distinct realms, the private realm, and the public realm.



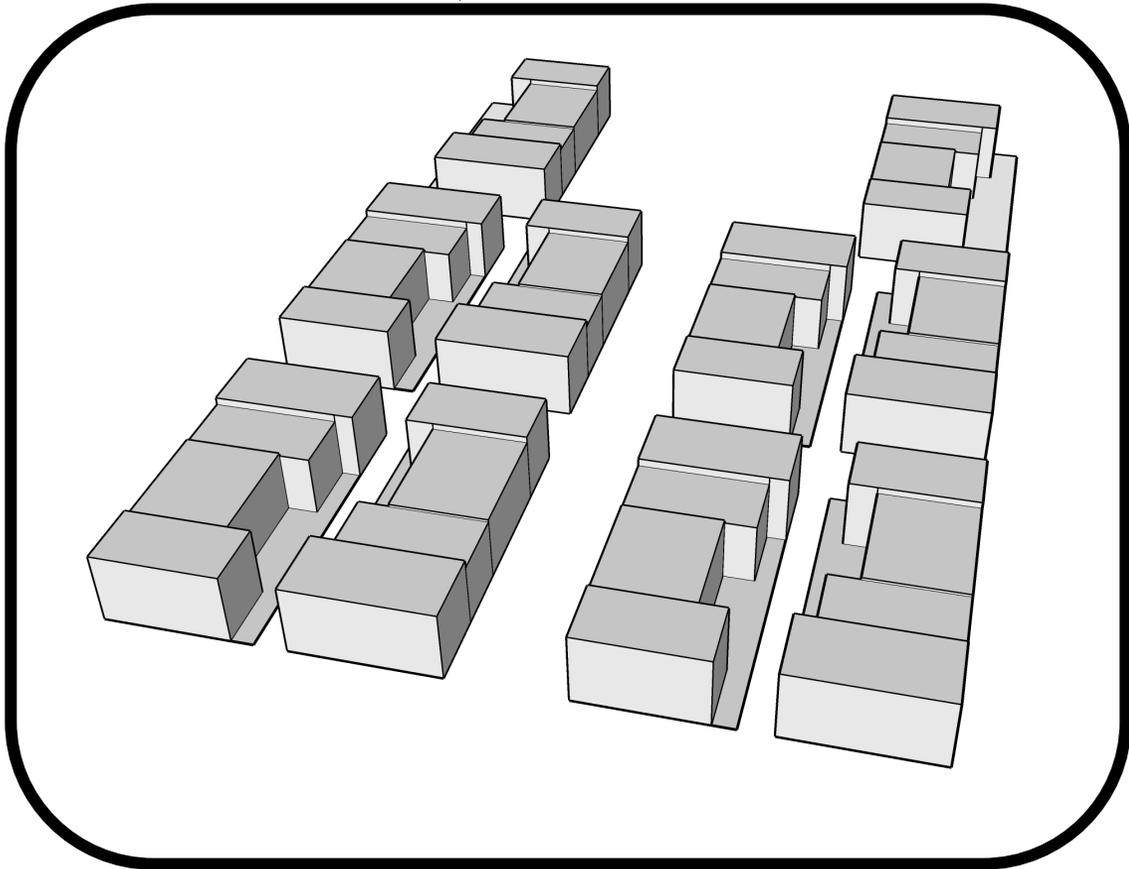
PRIVATE REALM

+



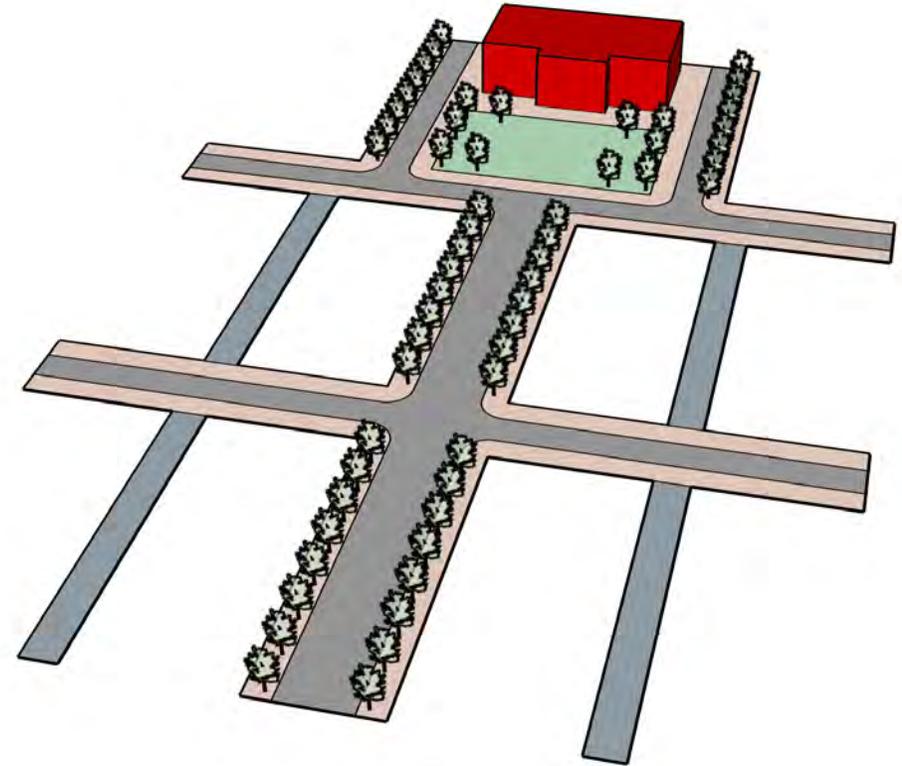
PUBLIC REALM

A **FBC** *mainly* addresses
the private realm



PRIVATE REALM

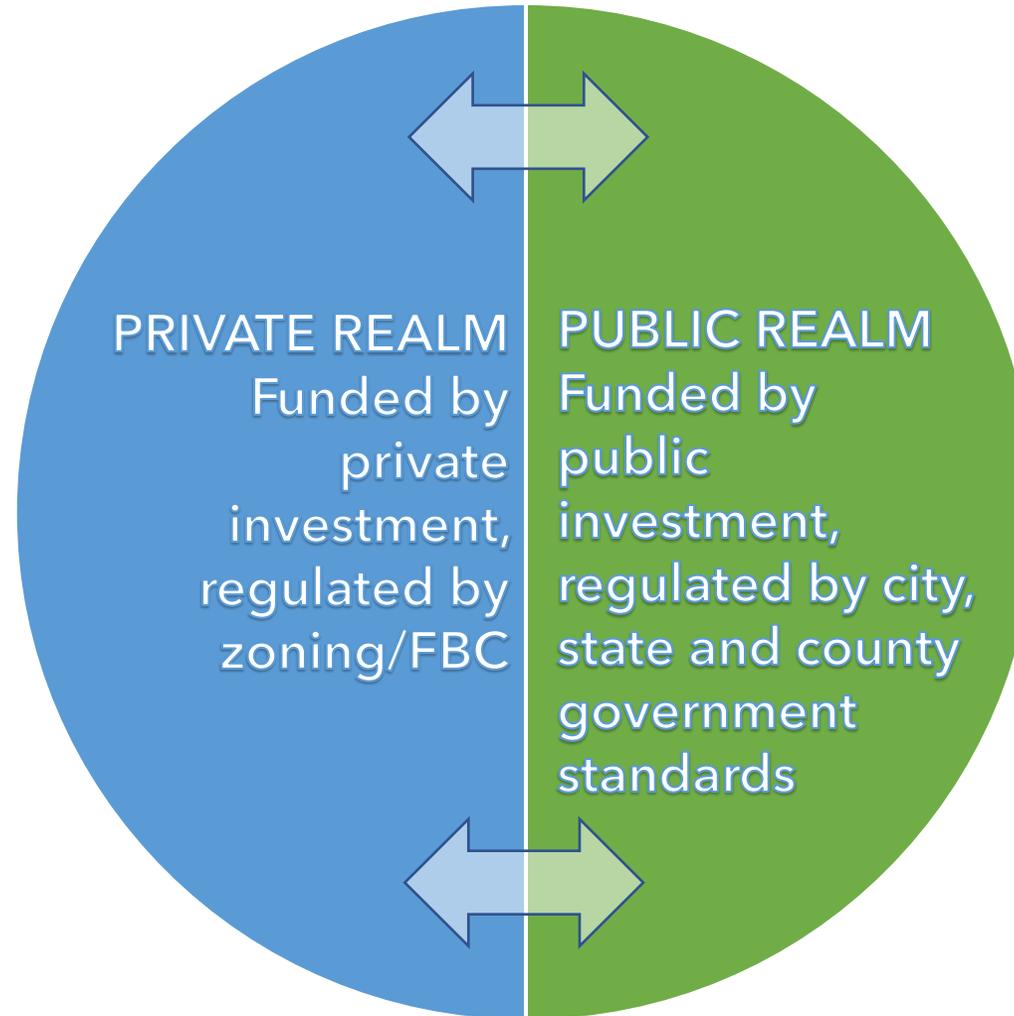
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PUBLIC REALM

A diagram illustrating the symbiotic relationship between the public and private realms.

Walkability = Matching the Two Realms



This high-quality walkable environment was achieved using a form-based code to address the private realm, and streetscape enhancements to address the public realm.



Quality of the PUBLIC and PRIVATE realm MATCH

When only the zoning is addressed through a FBC, half the equation is missing.

Walkability = Matching the Two Realms



In this example, there is a mismatch between the private realm and public realms. The street does not support a walkable environment.



Quality of the PUBLIC and PRIVATE realm DO NOT MATCH



PRIVATE REALM

PUBLIC REALM

Quality of the PUBLIC and
PRIVATE realm DO NOT MATCH

FBC MYTH BUSTED!

MYTH: Just implement an FBC and VOILA! You have a walkable place!

- We see with many cities the simplistic understanding that a Form-Based Code is a silver bullet to transform a corridor (or an entire city) from a car-dependent one, into a walkable, mixed use environment.
- A Form-Based Code is only half the equation. Cities need to invest in a walkable/bikeable public realm if they want to see real transformation
- The best FBC will not result in a walkable environment if there is a mismatch between the public and private realms

A case study to illustrate the problem of relying solely on a FBC to transform an area.

SITE

Approximately 30 acres located at the intersection of Becker Road and Port St Lucie Boulevard



Existing context:

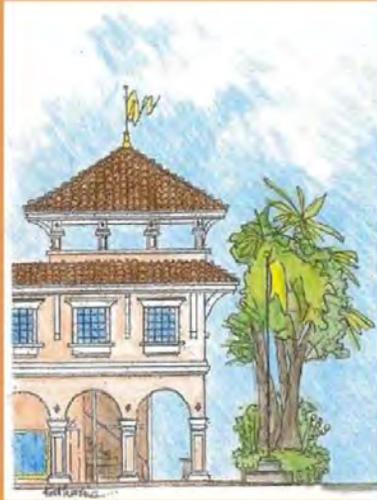
- Poor pedestrian facilities, sometimes nonexistent.
- Low density residential area without good connectivity
- No bike facilities
- High speed automobile corridor
- Wide crossings at intersections

A charrette for the area produced a beautiful plan and vision for the area.



Charrette Plan / Treasure Coast Regional Planning Council 2006

2019



BECKER ROAD OVERLAY DISTRICT DESIGN STANDARDS

THE CITY OF PORT ST. LUCIE

June 27, 2019

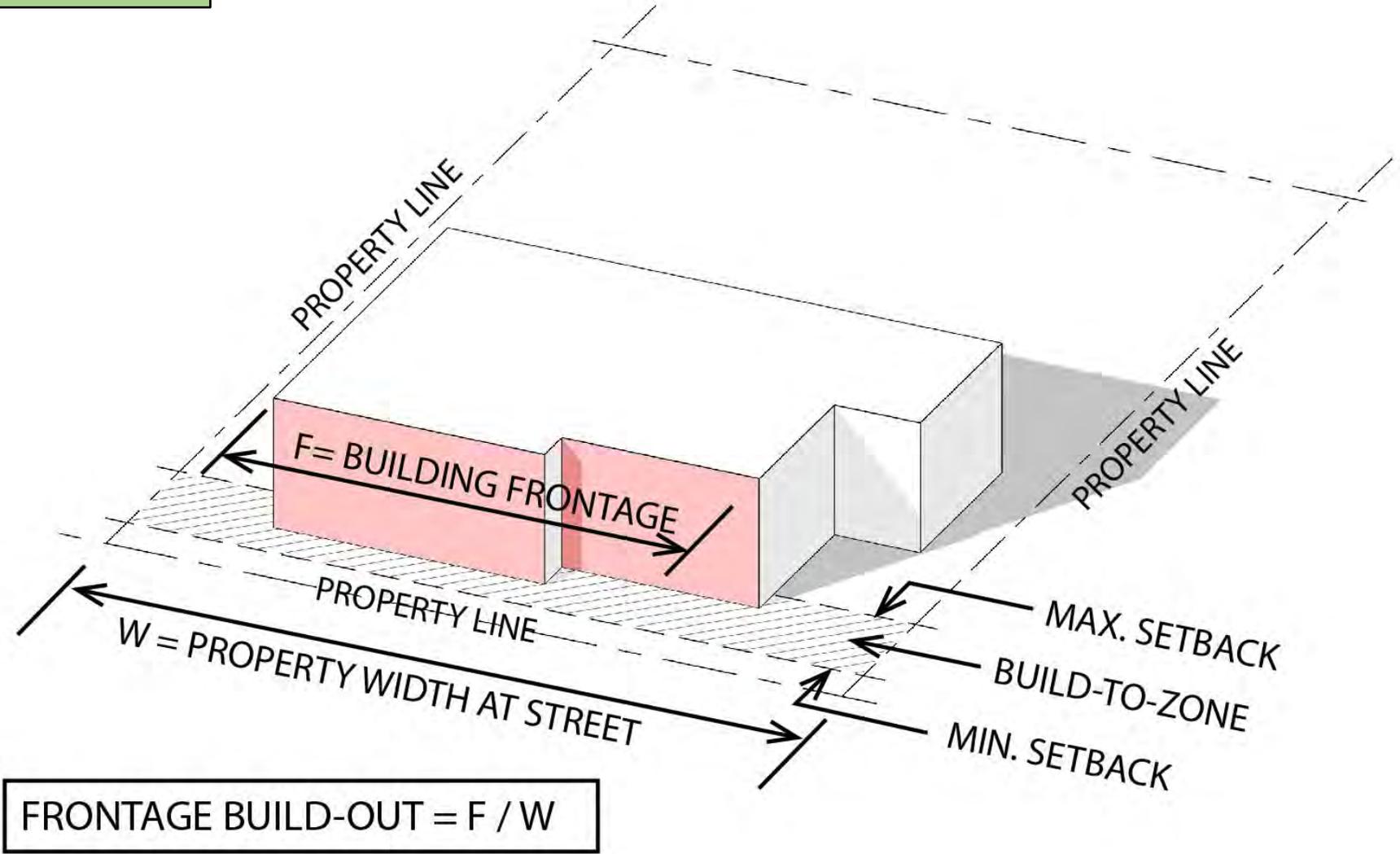
3.10 Activity Center & Village Subdistricts - Commercial / Office / Mixed-Use Building Types

Commercial/Office/Mixed-Use Building Types	
3.10.1 - Lot Criteria	
A - Overall Lot Area (min.)	As required per Land Use Conversion Manual
B - Overall Lot Width (min.)	As required per Land Use Conversion Manual
Overall Building Coverage (max.)	40%
Overall Impervious Surface (max.)	80%
3.10.2 - Building Placement	
C - Build-to Zone (min. - max.)	22 ft. - 25 ft. - primary and side streets
D - Side Yard Setback (min.) - abutting properties	10 ft.
E - Setback between Building (min.)	20 ft.
F - Rear Yard Setback (min.)	Properties located in a Limited Commercial (CL) land use are subject to setbacks as per Conversion Manual requirements. 15 ft. (properties less than 150 ft. deep unless subject to Conversion Manual requirements) 25 ft. (except as indicated above).
Accessory Structure Offset from Bldg.	10 ft.
G - Driveway / Parking Setback from Bldg. (min.)	10 ft. - excluding access to service areas and drive-throughs.
H - Building Length (min. - max.) Primary Street Building Length (min. - max.) Side Street	Minimum building frontage width (min.) - 800 ft. (max.) No more than one building. 40 ft. - 300 ft.
I - Building Frontage (min.)	70% (primary streets)
Min. building frontage requirement are not applicable to buildings facing side streets.	Refer to Section 3.4.5 for properties that are 150 feet or less in depth located along a primary street.

But when it came to implementation, there was no investment in a walkable public realm and the vision relied too heavily on a form-based code in the form of an overlay district.

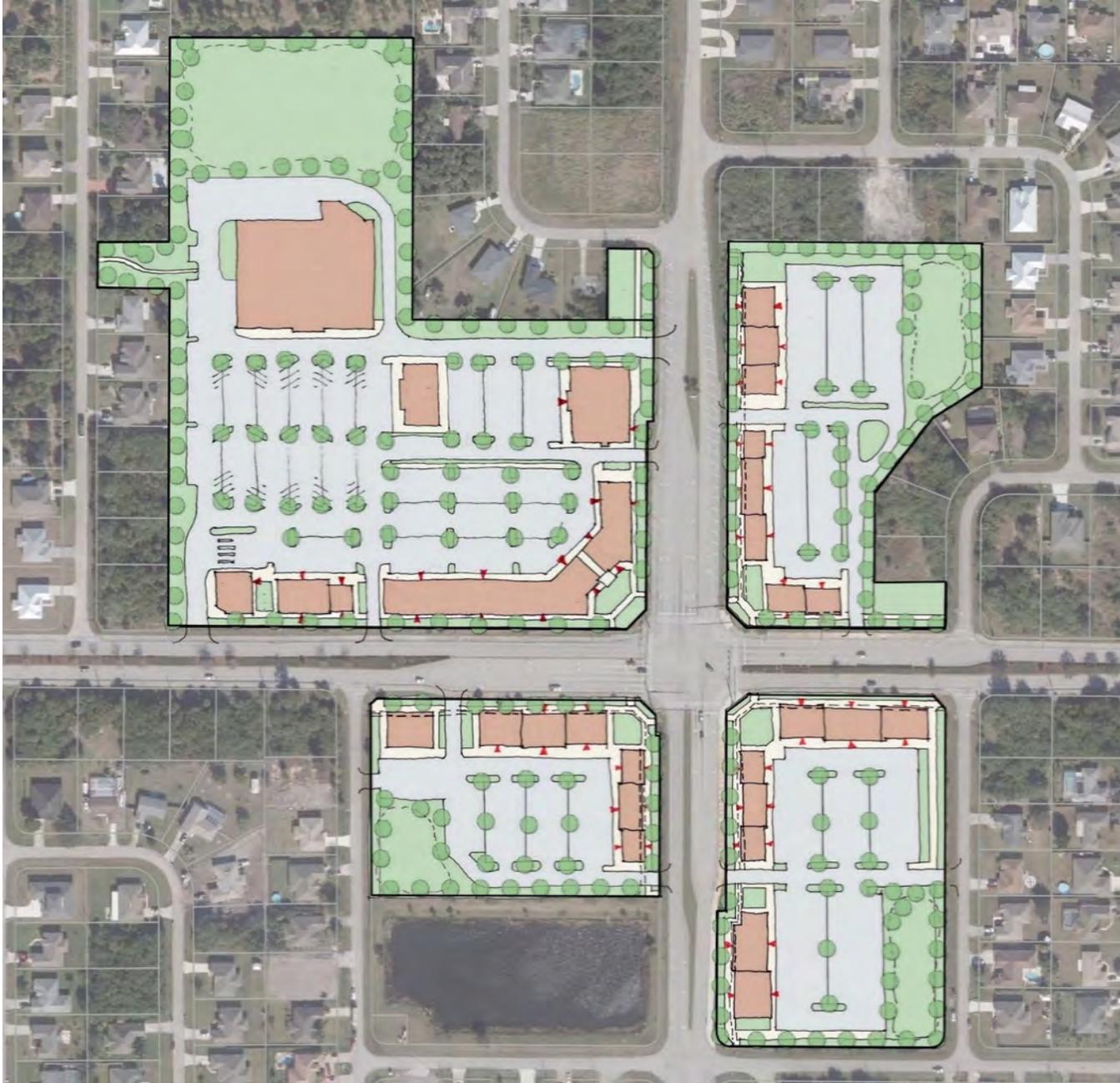
The frontage build-out was set at a high level of 70%.

KEY METRICS OF A FORM-BASED CODE



The standards, which were calibrated to a highly walkable public realm, were not suitable for this auto-centric context.

NOTHING HAPPENED...



We did an illustrative plan to represent the current overlay standards.

70% Frontage Build-Out
According to the Overlay
Standards

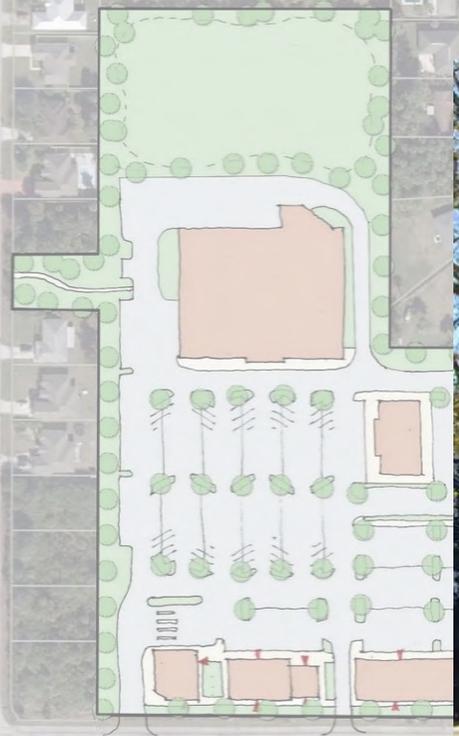
The resulting plan was not viable along the wide corridor that prioritized traffic movement.



Google Earth
© 2022 Google

70% Frontage Build-Out
According to the Overlay
Standards

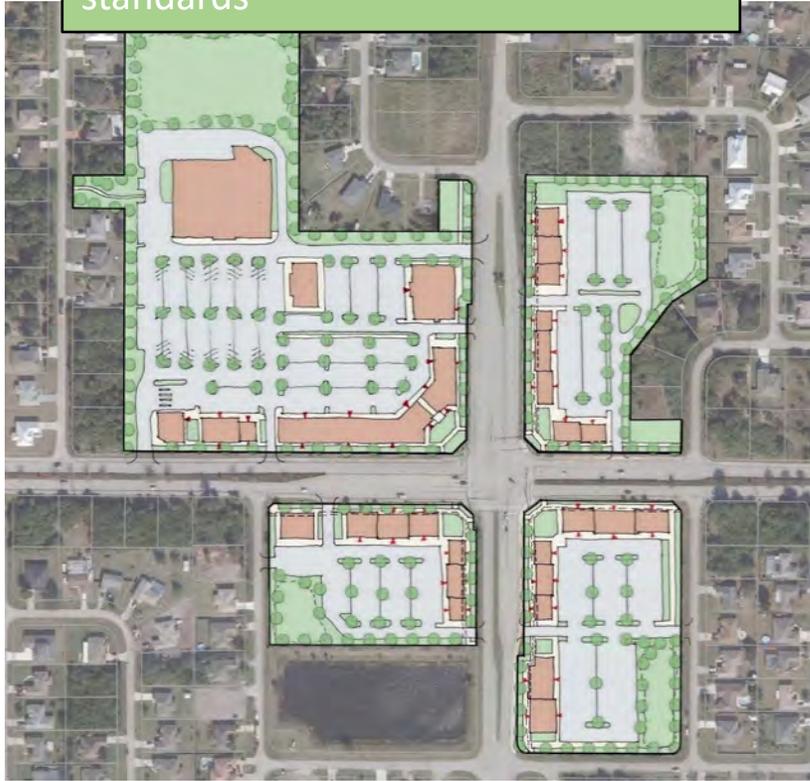
The overlay standards may have worked if the public realm supported walkability as exemplified by this street (a former 4-lane street)



Google Earth
© 2022 Google

70% Frontage Build-Out
According to the Overlay
Standards

Studies showing an increasing loosening of the frontage build-out standards



Scenario 1



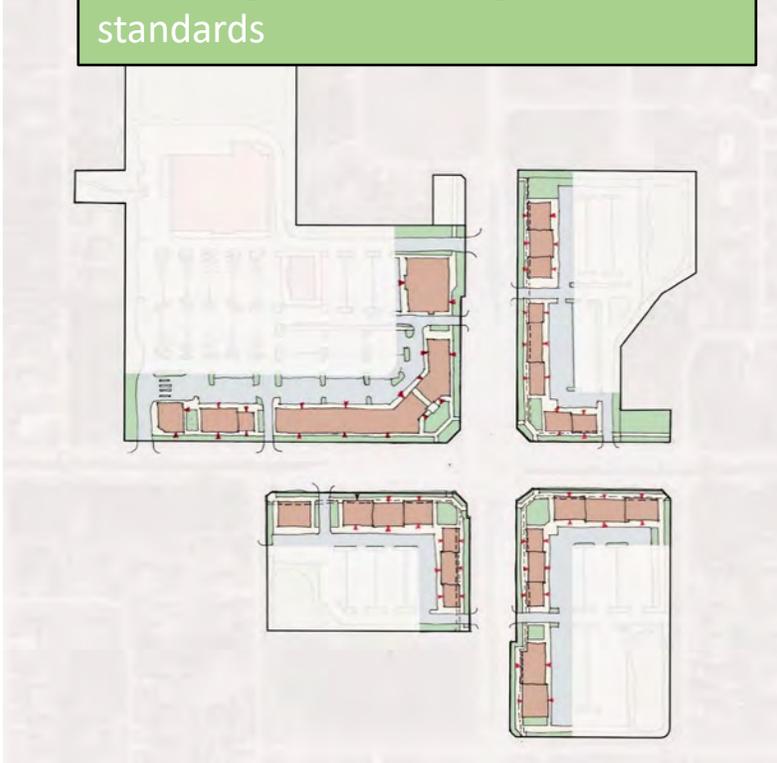
Scenario 2



Scenario 3

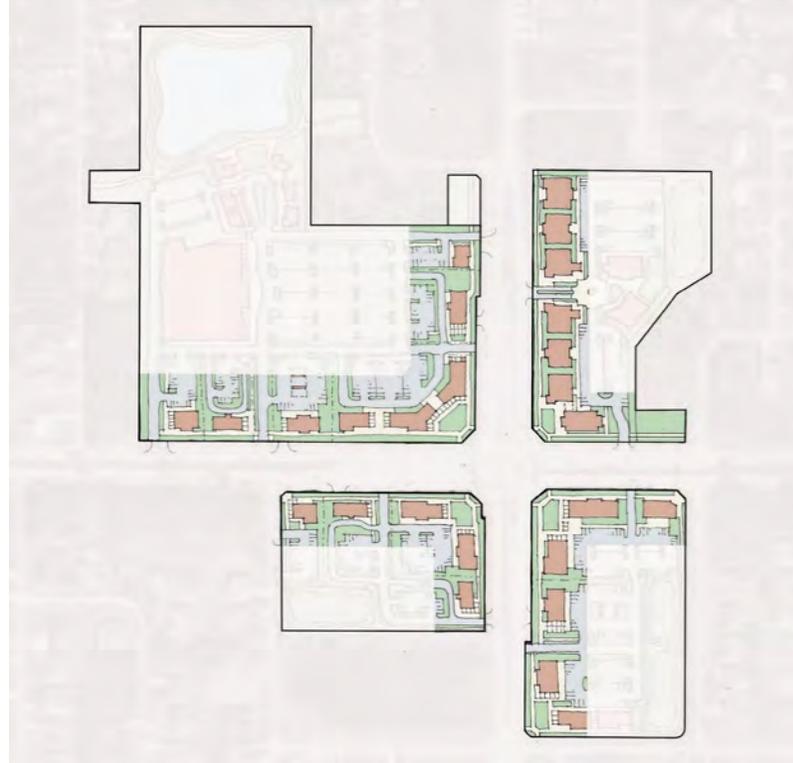
Frontage Comparison

Studies showing an increasing loosening of the frontage build-out standards



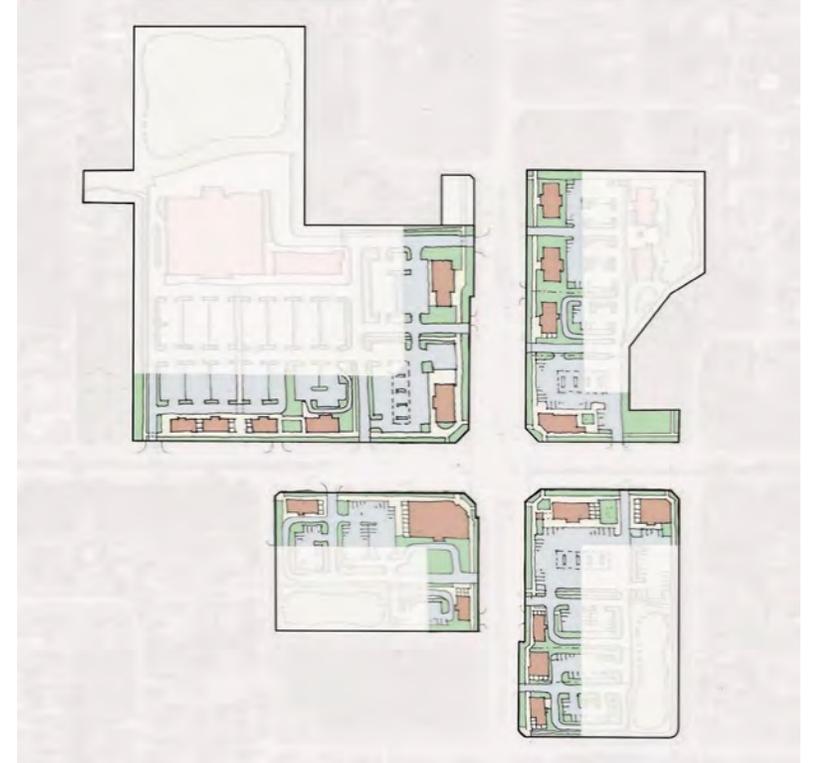
70 %

Scenario 1 - Current Standards



50 %

Scenario 2

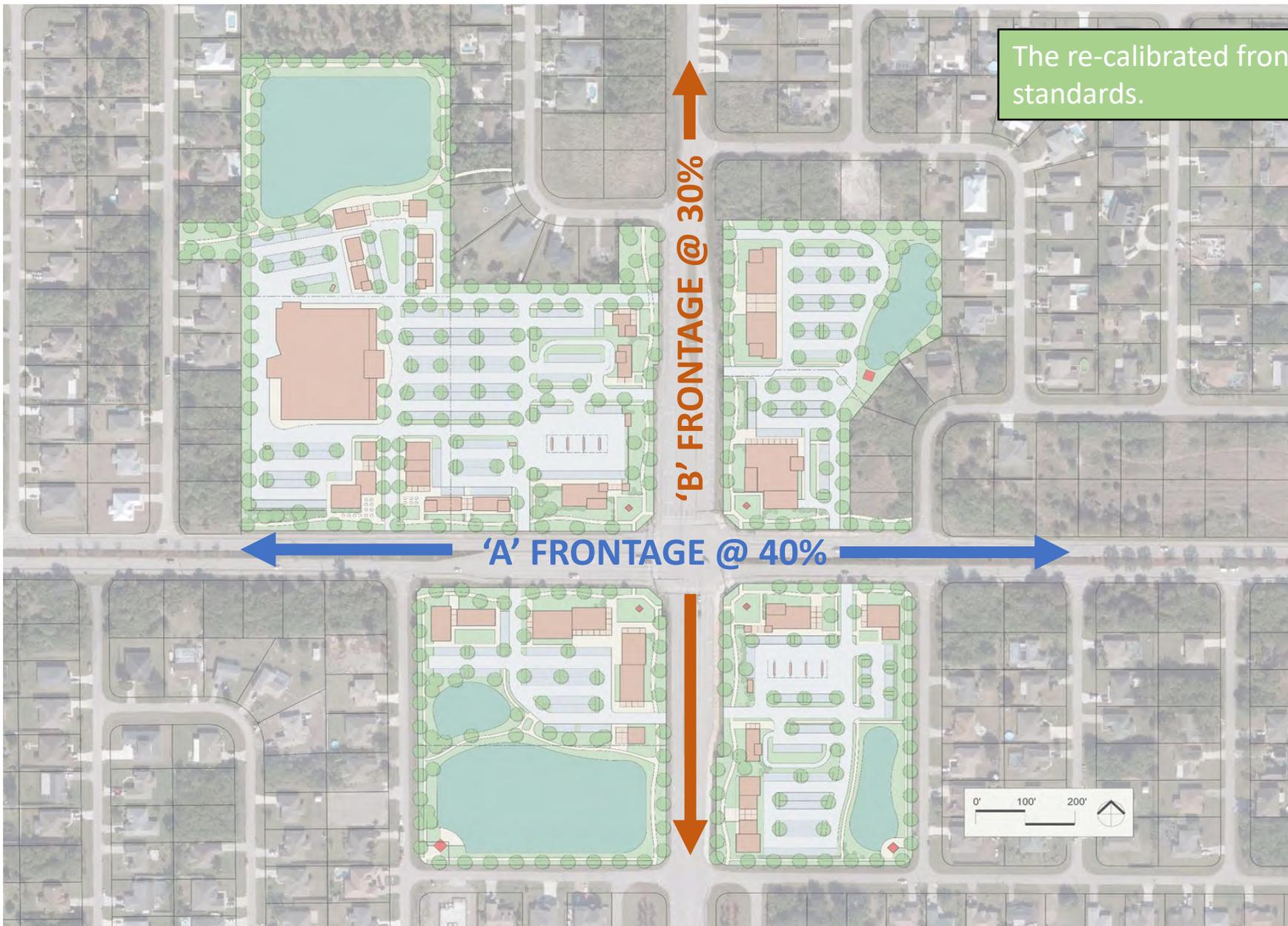


30 %

Scenario 3



The “final” plan was a compromise that enhanced the pedestrian realm while accommodating more realistic development types.



LESSONS LEARNED:

- The corridor was not yet ready for a robust Form-Based Code with a high frontage building out standard.
- The pedestrian facilities along the corridor did not accommodate safe and comfortable pedestrian activity.
- Public realm did not MATCH the private realm and until a major redesign of the roadway is made, the form-based standards had to be eased to accommodate needed services and move the corridor in the right direction toward better walkability.

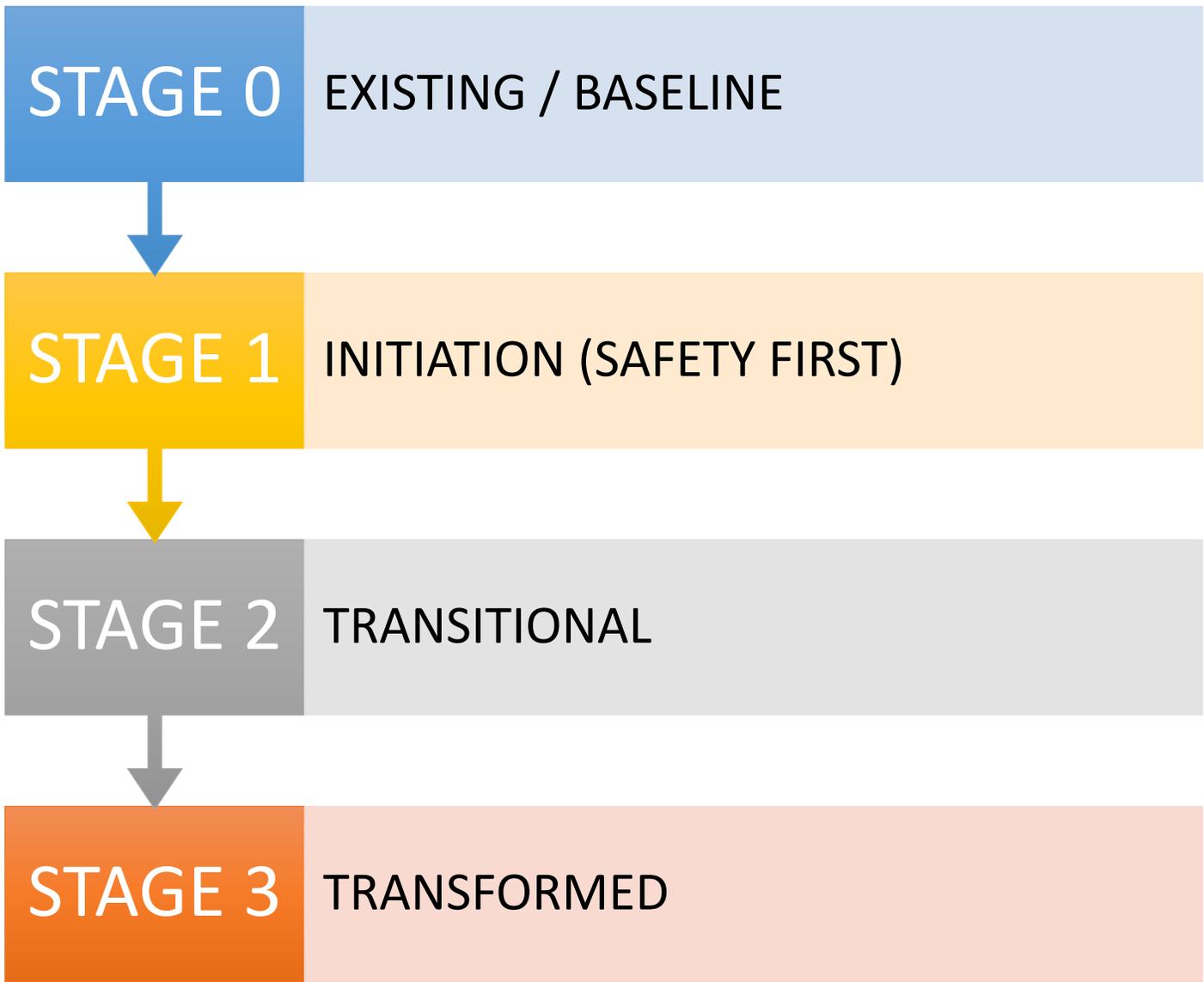
THREE STAGES OF CORRIDOR TRANSFORMATION



These stages of corridor transformation were developed by Civic Plan Studio to help cities better coordinate zoning and form-based standards with conditions in the public realm.

THE FOUR STAGES OF CORRIDOR TRANSFORMATION

(calibrated to the public and private realms)



STAGE 0	PUBLIC REALM	PRIVATE REALM
EXISTING / BASELINE	<ul style="list-style-type: none">• Arterial dominated by traffic movement• Sub-standard (or non-existent) sidewalks and bike infrastructure• Crossing is difficult and potentially dangerous• Roadway is often overbuilt	<ul style="list-style-type: none">• Conventional zoning in place with large setbacks, separated uses, and parking minimums.• Obsolete building forms• Visual clutter (signage and code violations)



STAGE 1	PUBLIC REALM	PRIVATE REALM
INITIATION (SAFETY FIRST!)	<ul style="list-style-type: none">• Focus on safe pedestrian and bike environment with continuous and wide sidewalks and protected bike lanes or shared paths• Improve cross walks• Improve corridor aesthetics	<ul style="list-style-type: none">• Loosen zoning to relax setbacks, allow mixed use by right (horizontal or vertical)• simplify parking standard (blended rates and shared parking reductions).• Landscaping is important to mitigate the impact of parking lot paving.• A full-fledged FBC may not be warranted yet.



STAGE 2

PUBLIC REALM

PRIVATE REALM

TRANSITION

- Add more elements to improve pedestrian comfort - reduce crossing distances (no more than 3 lanes at a time).
- Add shade, seating, and connectivity.
- Provide/improve transit access and facilities
- Possibly add on-street parking

- Consider FBC-LITE
- Cover the basics like screening parking from the ROW.
- Street trees on private property are critical to creating an inviting pedestrian environment.
- Do not overextend on frontage requirements (50% or less).
- Use building design standards to provide cohesion.



STAGE 3

PUBLIC REALM

PRIVATE REALM

TRANSFORMED

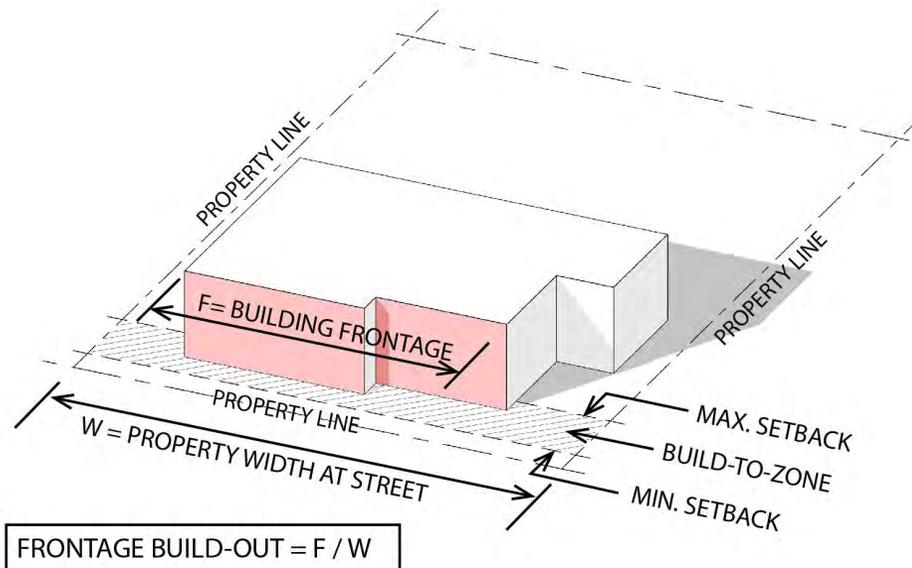
- Traffic has been “tamed”, speed reduced
- Possibly via a lane reduction (ideally, no more than 4 lanes with a center median at crossings)
- Addition of buffered on-street bike facilities
- Sidewalks are wide, shaded, and well-connected to existing neighborhoods.
- On-street parking

- A robust FBC may be warranted to maximize market opportunity.
- Frontage requirements may be increased above 50%.
- Most development will naturally locate along the sidewalk frontage.



STAGE	FORM-BASED CODE	FRONTAGE STANDARD
0 - EXISTING	N/A	N/A
1 - INITIATION	NO*	N/A
2 - TRANSITION	YES	< 50%
3 - TRANSFORMED	YES	> 50%

*Some enhanced standards are applicable at this stage, but they would not constitute a high-level form-based code.



CASE STUDY: SANSOM PARK, TX

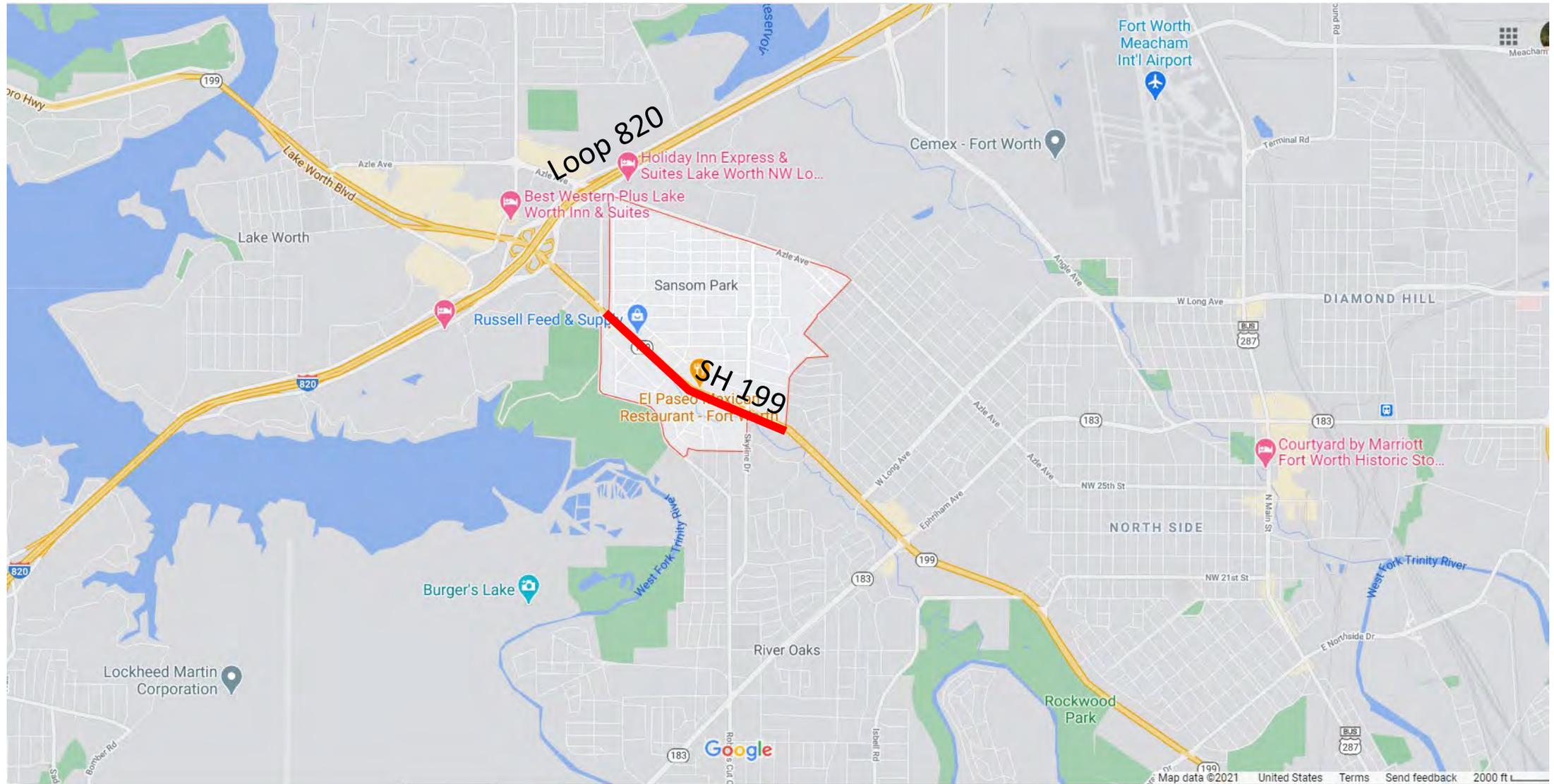




SH 199 CORRIDOR PLAN
CITY OF SANSOM PARK

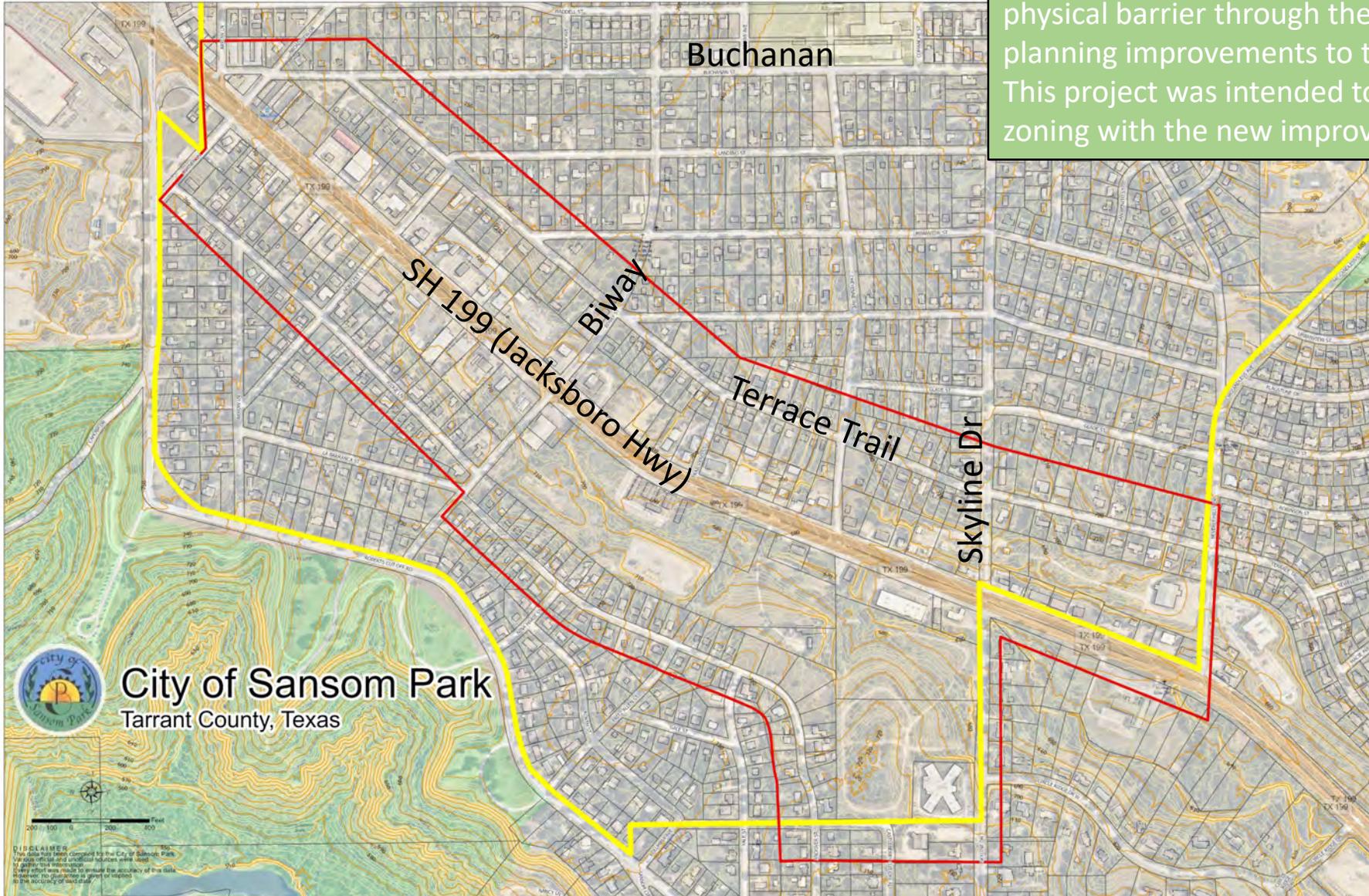


Regional Location



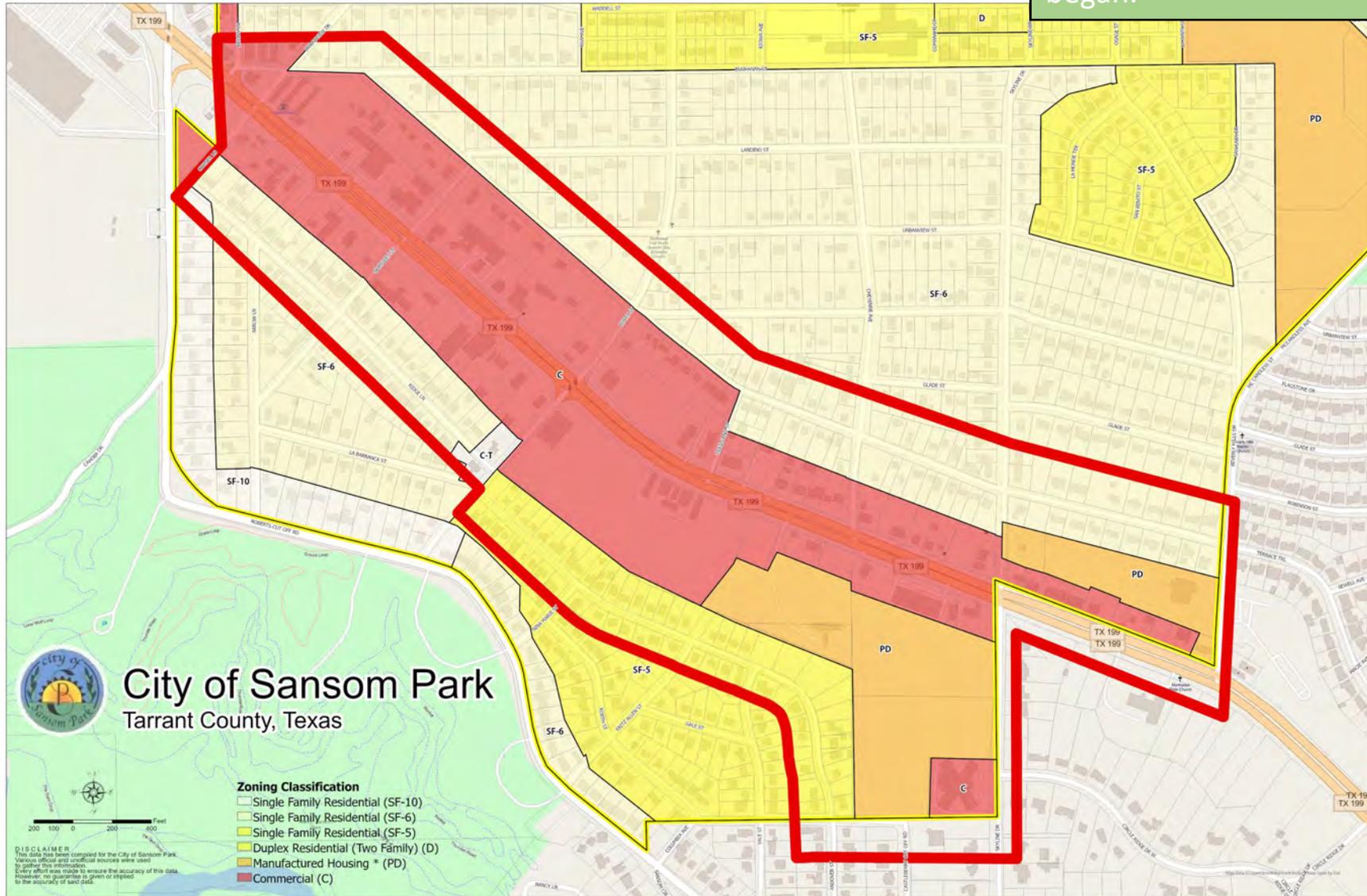
Corridor Context

The city of Sansom Park is bisected by Jacksboro Highway which acts as a physical barrier through the city. TXDOT is planning improvements to the corridor. This project was intended to align the zoning with the new improvements.



Previous Corridor Zoning

Existing zoning at the time the project began.



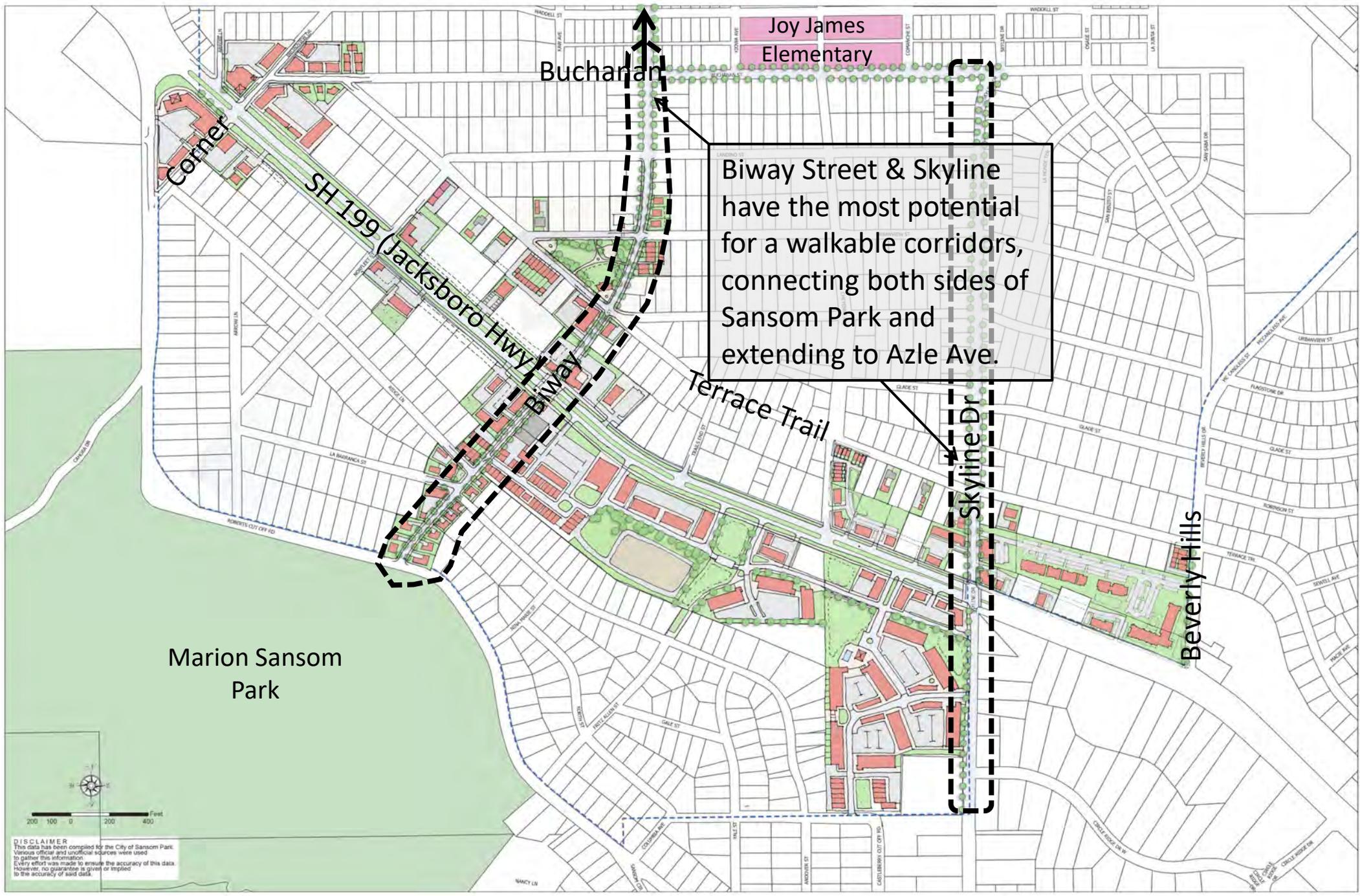
Issues to be Considered

- Older, commercial, auto-related uses that do not meet any of the existing zoning standards
- Smaller lots and buildings (mostly small, independent business owners) with limited block depths
- Limited locations along the corridor for property assembly and larger scale redevelopment
- Existing commercial zoning on the corridor with limited market for redevelopment due to low rents





SH 199 CORRIDOR PLAN CITY OF SANSONM PARK

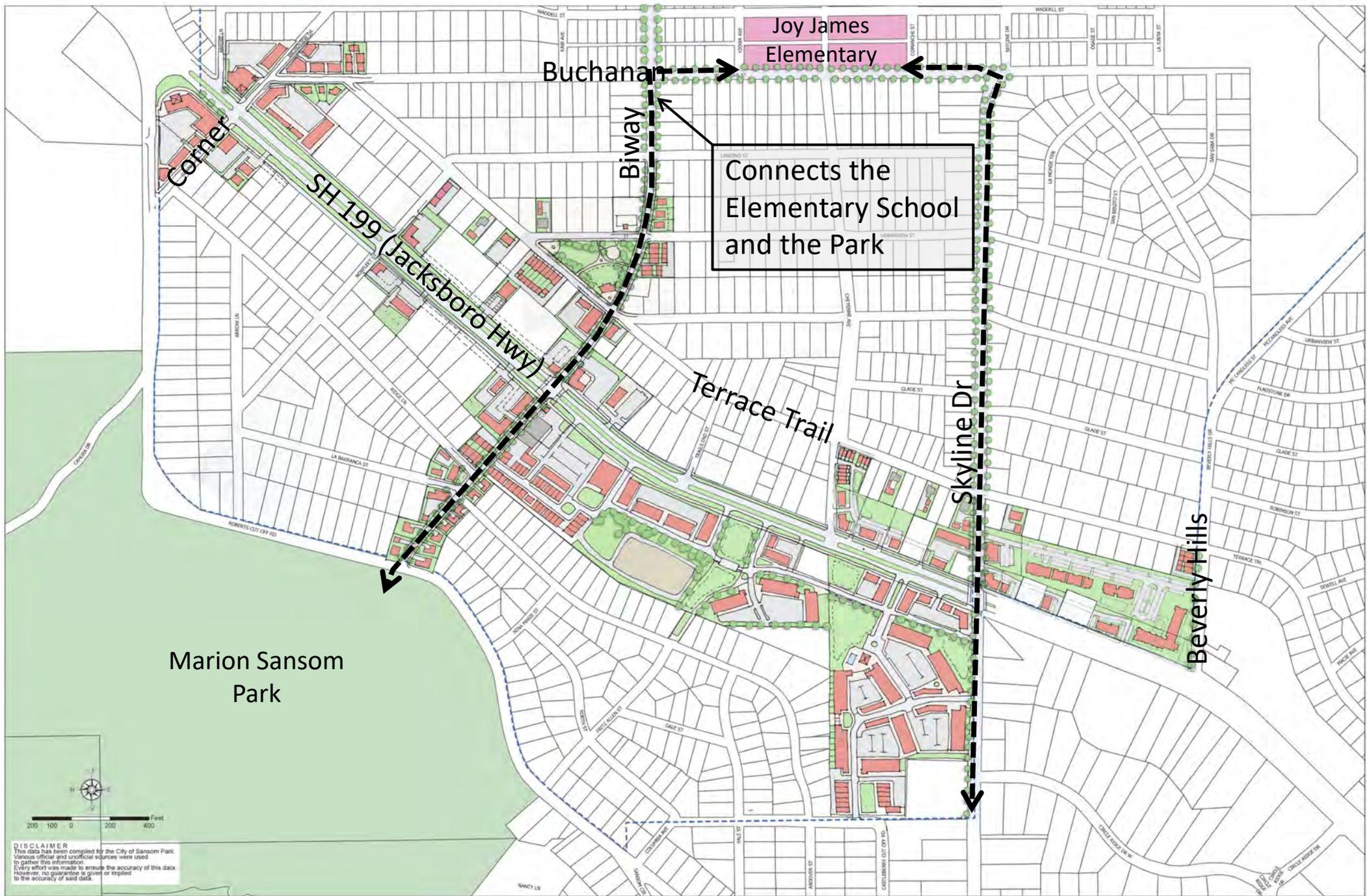


Biway Street & Skyline have the most potential for a walkable corridors, connecting both sides of Sansom Park and extending to Azle Ave.

DISCLAIMER
 This data has been compiled for the City of Sansom Park. Various official and unofficial sources were used to gather this information. Every effort was made to ensure the accuracy of this data. However, no guarantee is given or implied to the accuracy of said data.



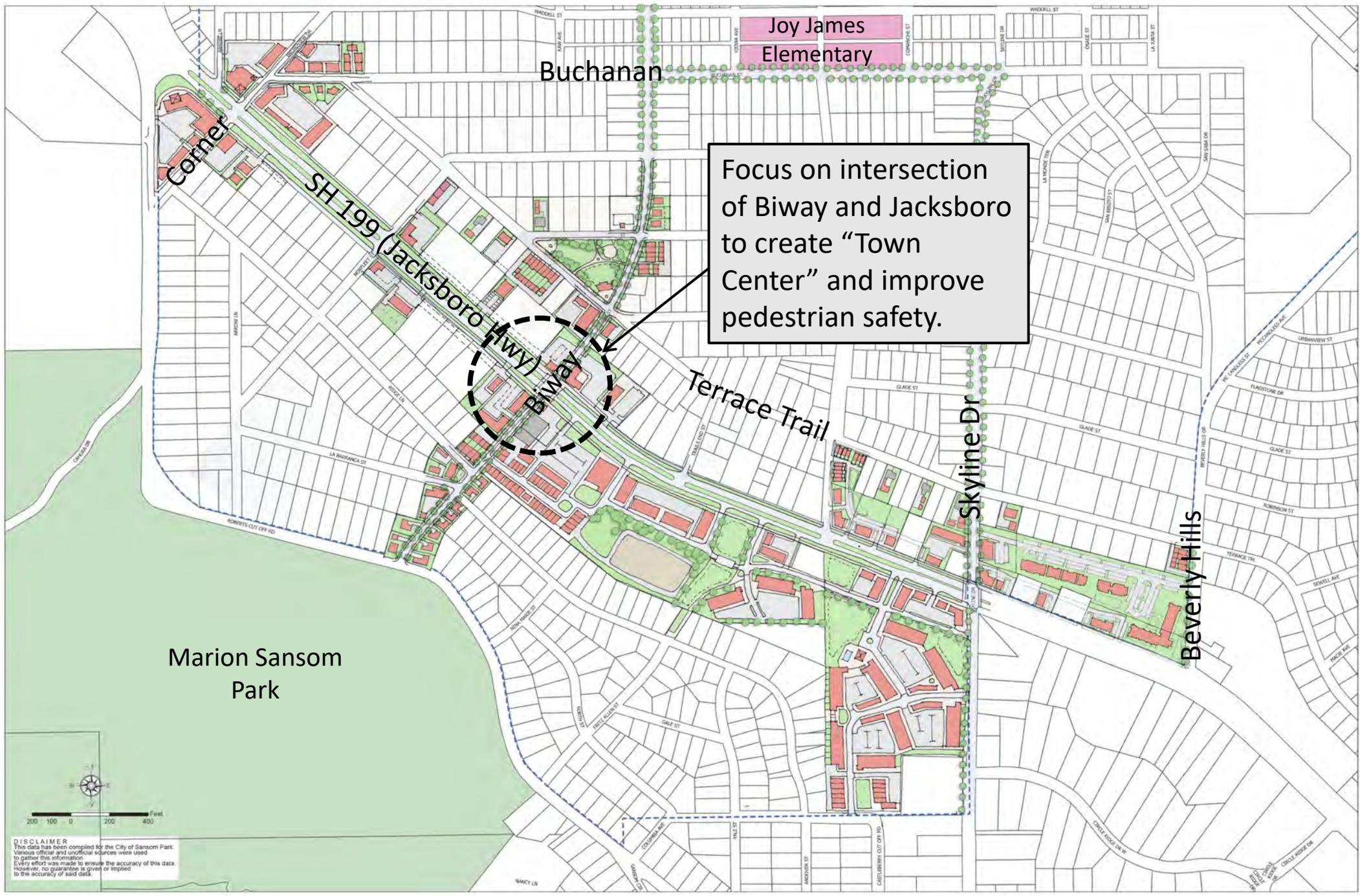
SH 199 CORRIDOR PLAN CITY OF SANSONM PARK



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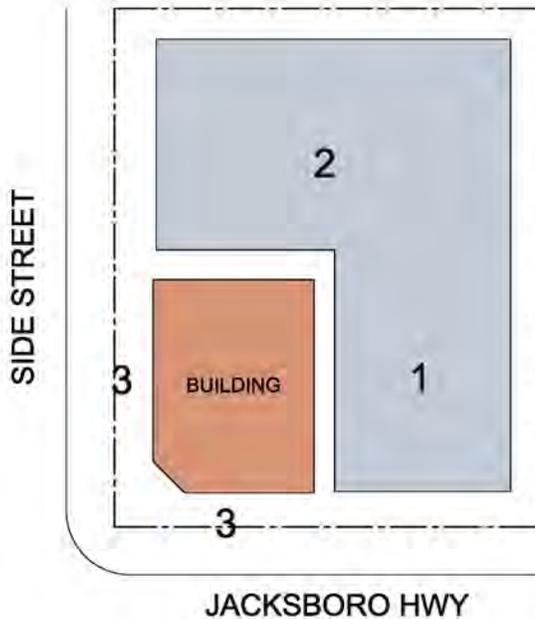
SH 199 CORRIDOR PLAN CITY OF SANSONM PARK



Focus on intersection of Biway and Jacksboro to create "Town Center" and improve pedestrian safety.

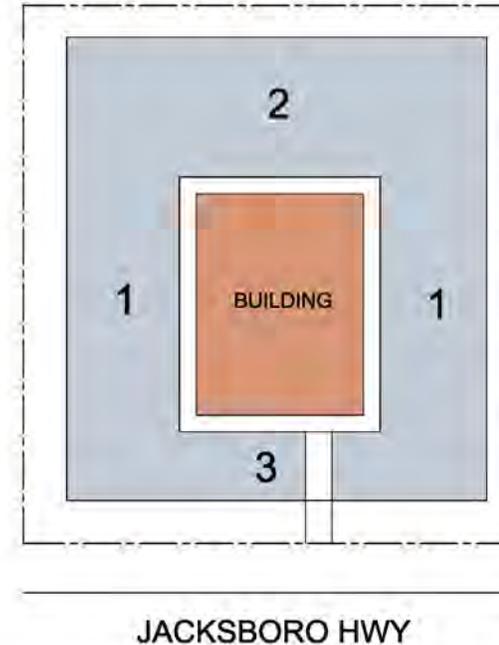
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Jacksboro Hwy: Small Parcel Redevelopment Options



CORNER LOT

1. Parking permitted on side opposite of side street
2. Parking permitted behind building
3. No parking between building and street. Provide pedestrian connection to public sidewalk/shared path

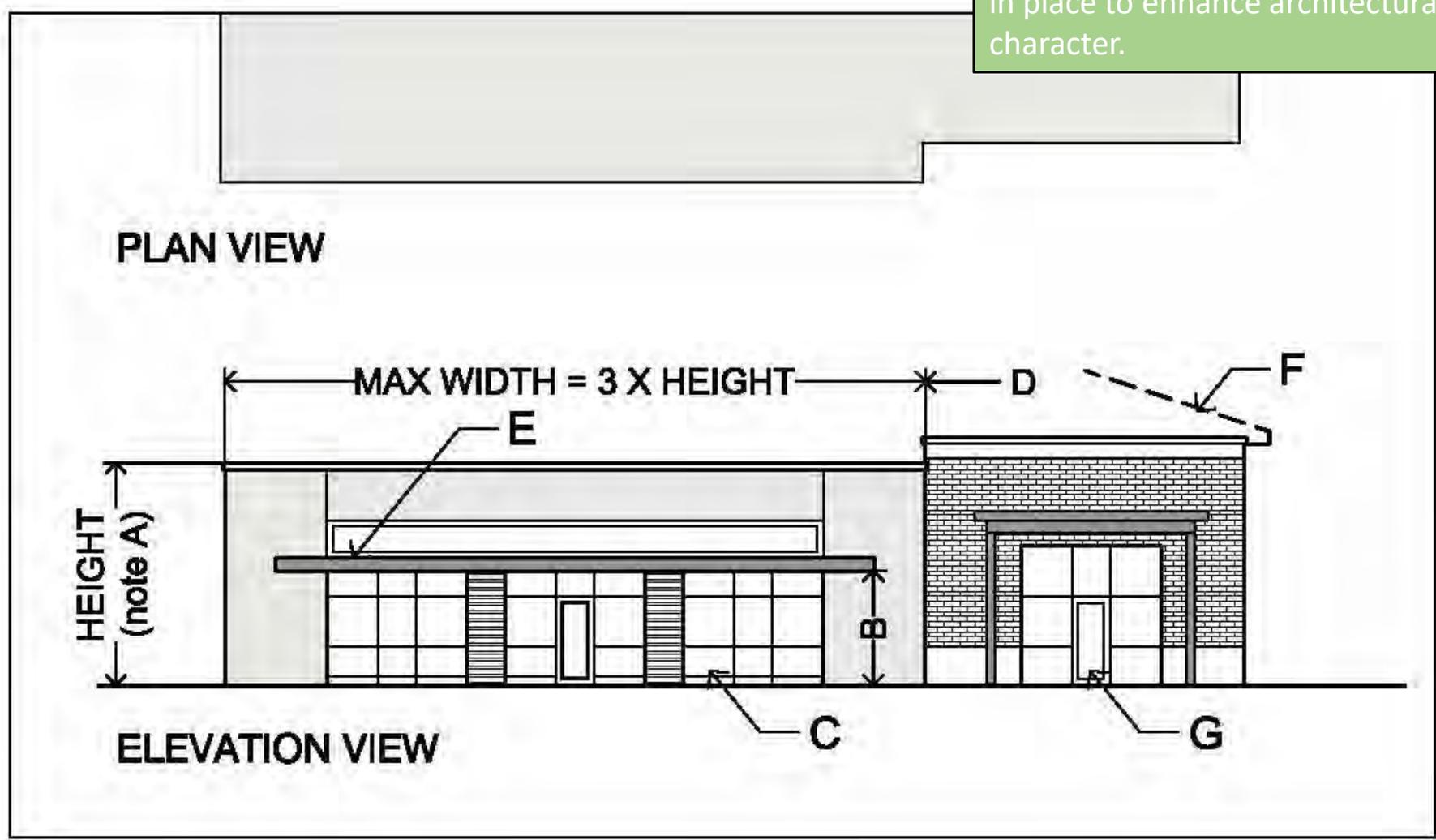


INTERIOR LOT

1. Parking permitted on both sides of building
2. Parking permitted behind building
3. A single two-way lane is permitted between the building and street - no parking directly in front of building. Provide pedestrian sidewalk connection to public sidewalk/shared path

The site standards along Jacksboro highway were somewhat lenient giving the auto-centric context. Emphasis was given to placement of buildings on corner sites.

Basic building design standards were put in place to enhance architectural character.



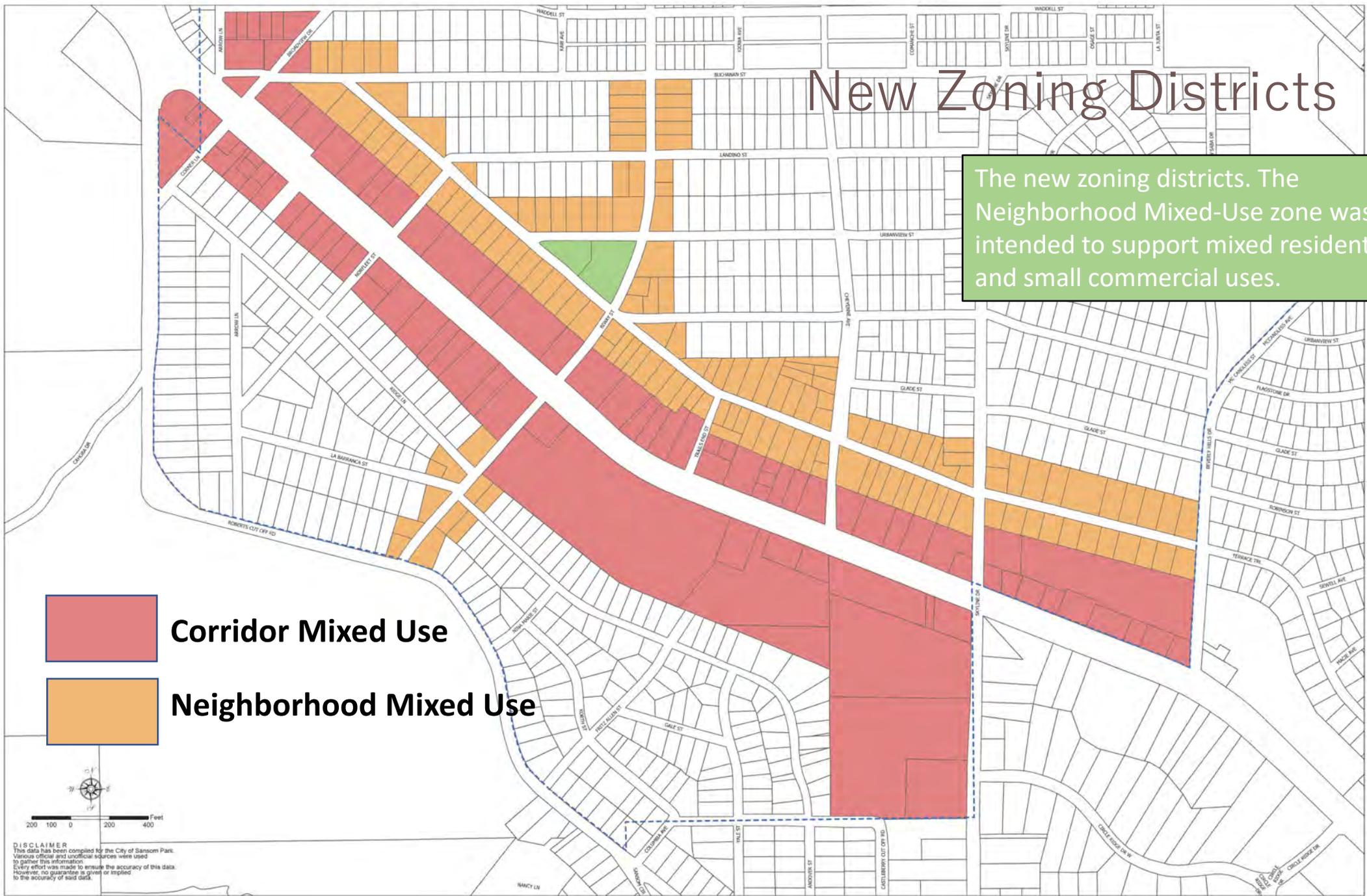


SH 199 CORRIDOR PLAN CITY OF SANSONM PARK

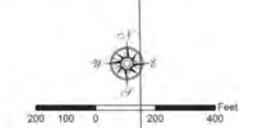


New Zoning Districts

The new zoning districts. The Neighborhood Mixed-Use zone was intended to support mixed residential and small commercial uses.



-  **Corridor Mixed Use**
-  **Neighborhood Mixed Use**



DISCLAIMER
This data has been compiled for the City of Sansom Park. Various official and unofficial sources were used to gather this information. Every effort was made to ensure the accuracy of this data. However, no guarantee is given or implied to the accuracy of said data.



SH 199 CORRIDOR PLAN
CITY OF SANSOM PARK



Zoning Standards for Corridor Mixed Use



- Allow multi-family and “missing middle” residential uses by right
- Reduce parking
- Reduce front setbacks along Jacksboro Hwy to 10’ (with a minimum distance from curb to building)
- Auto-service uses to go through SUP
- Commercial building design standards
- Enhancements to the pedestrian realm



Sansom Park: Key Takeaways

- Focus on a “lean code” approach for redevelopment of the commercial corridor
- Plan for the corridor within a city-wide framework
- Phased/modest implementation to meet the capacity needs of the city

Jacksboro and Biway - Proposed

FBC HINTS AND HACKS

(FROM THE FRONT LINES)

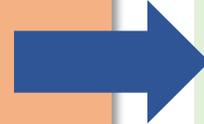


ISSUE: Walkability has its limits

(about 1200-1500 feet!)

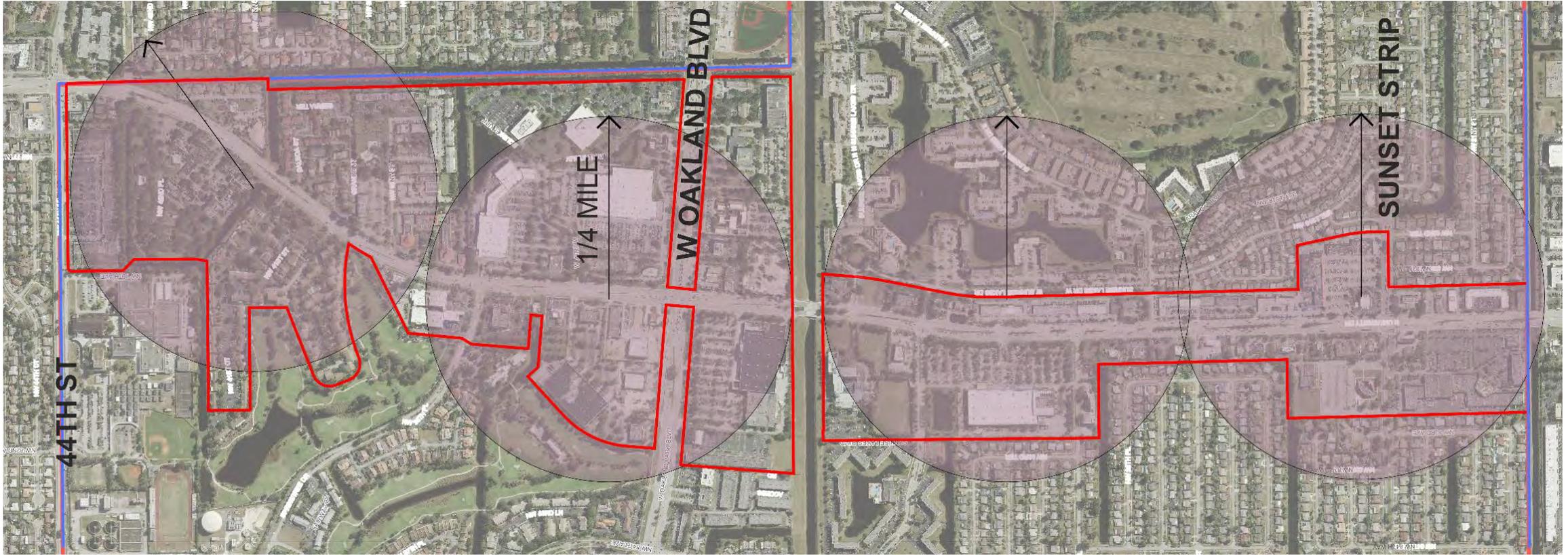
The Problem:

Most corridors are too long, and untamable (at least in the short run), to realistically accommodate a walkable environment for its entire length

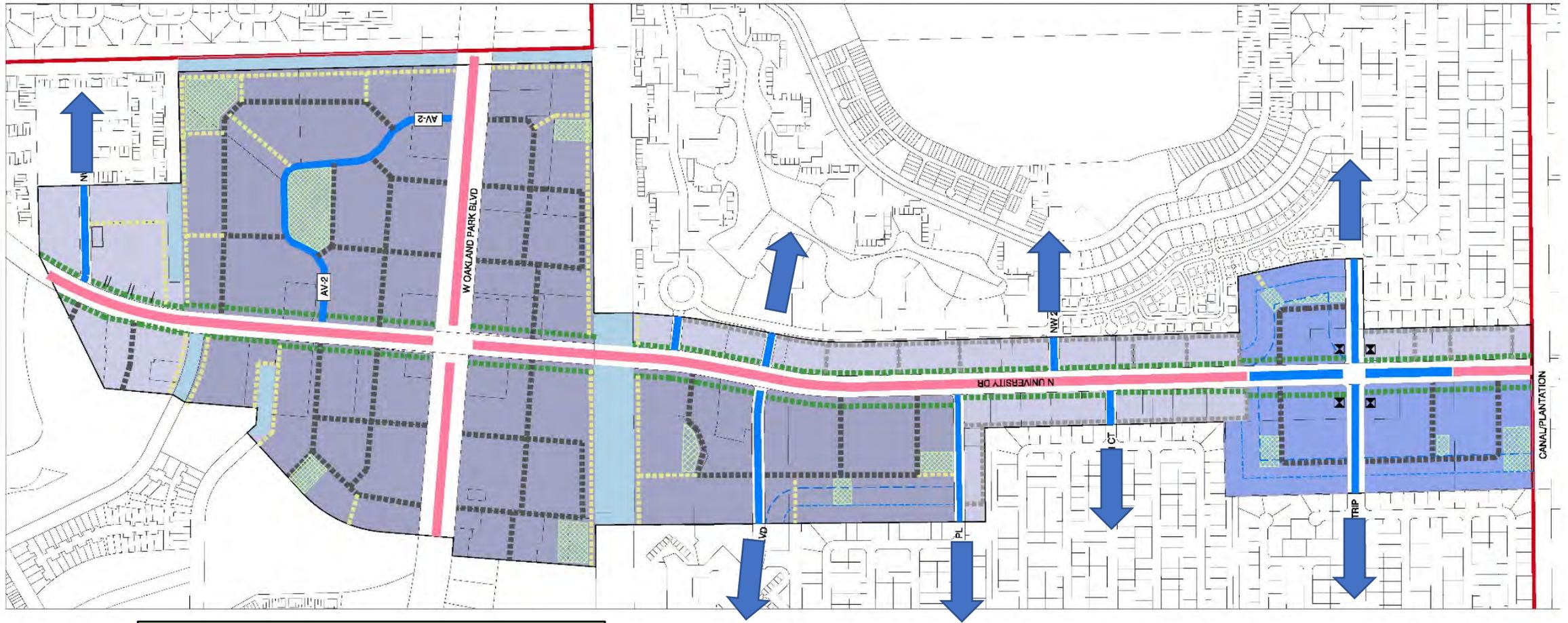


The Hack:

Focus on the potential of **side streets** that connect to neighborhoods. They may be better candidates for walkable environments.

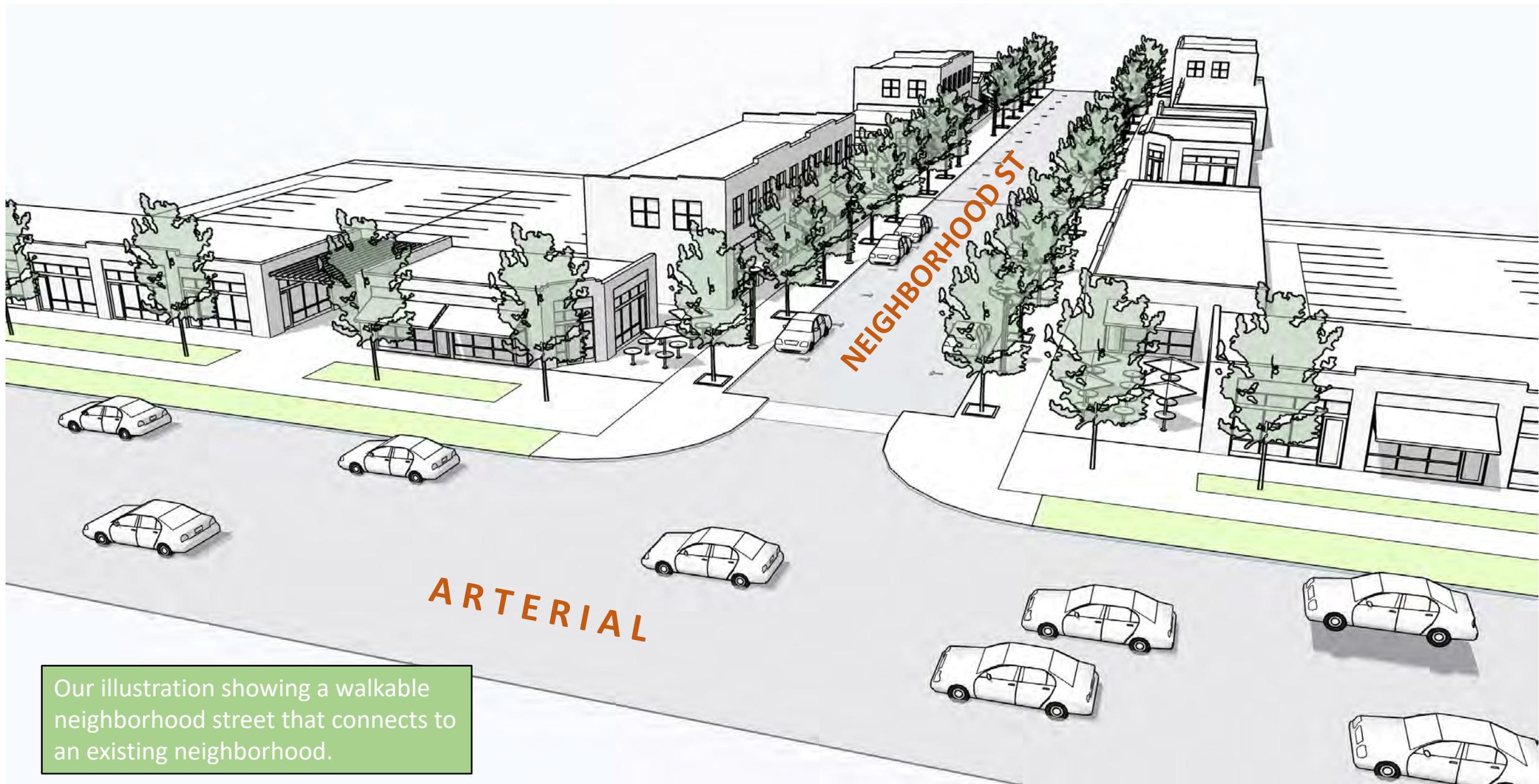


Pedestrian sheds overlaid on the corridor. The corridor is too long to support a continuous pedestrian environment.

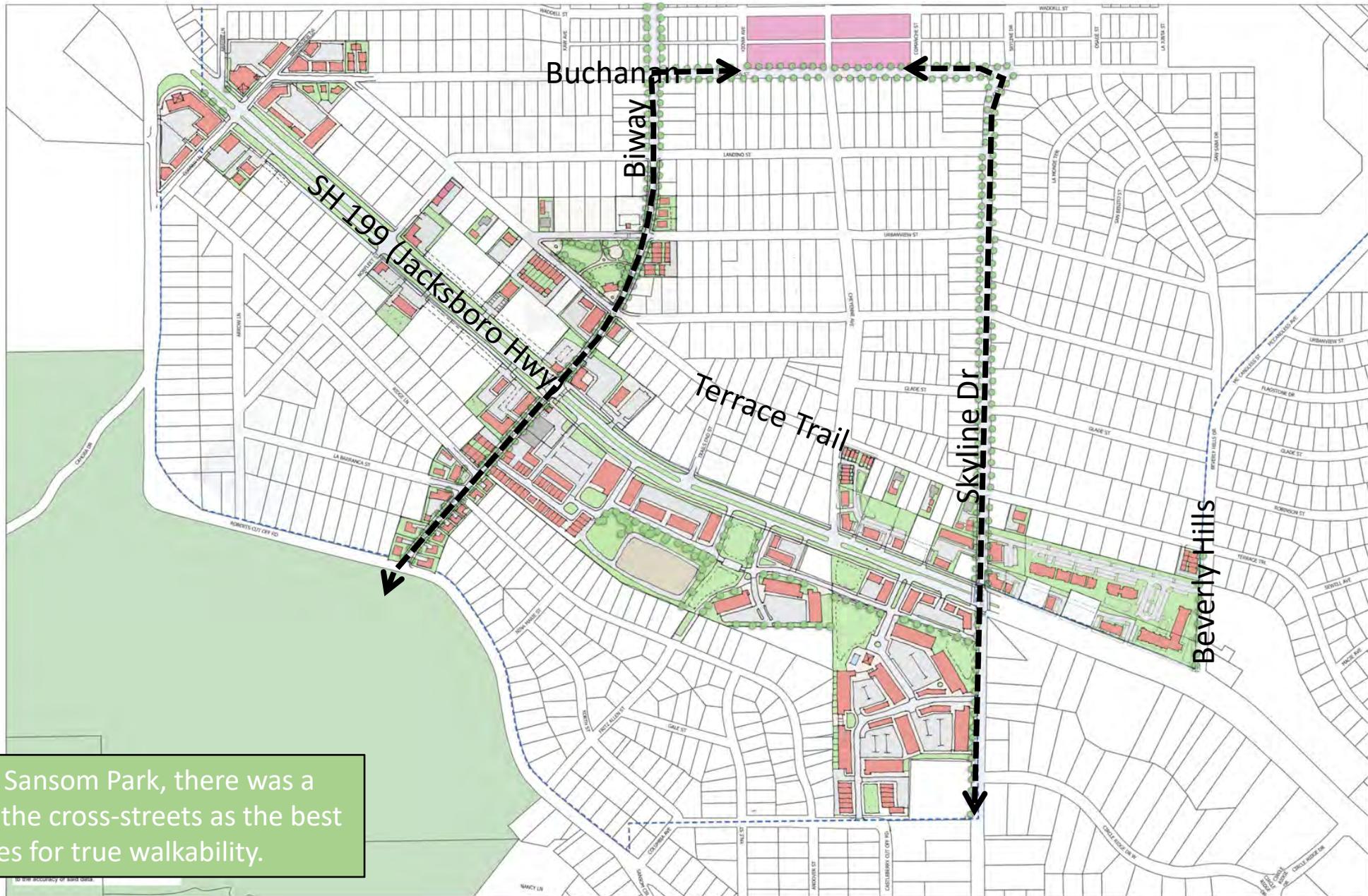


We focused on implementing walkable 'A' streets on the side streets that connected to neighborhoods.

- 'A' Street Frontage
- 'B' Street Frontage



Our illustration showing a walkable neighborhood street that connects to an existing neighborhood.



Again, at Sansom Park, there was a focus on the cross-streets as the best candidates for true walkability.



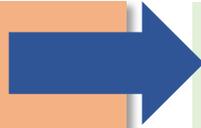
Proposed improvements to Biway which would correspond to the new zoning.

ISSUE: Walkability has its limits

(about 1200-1500 feet!)

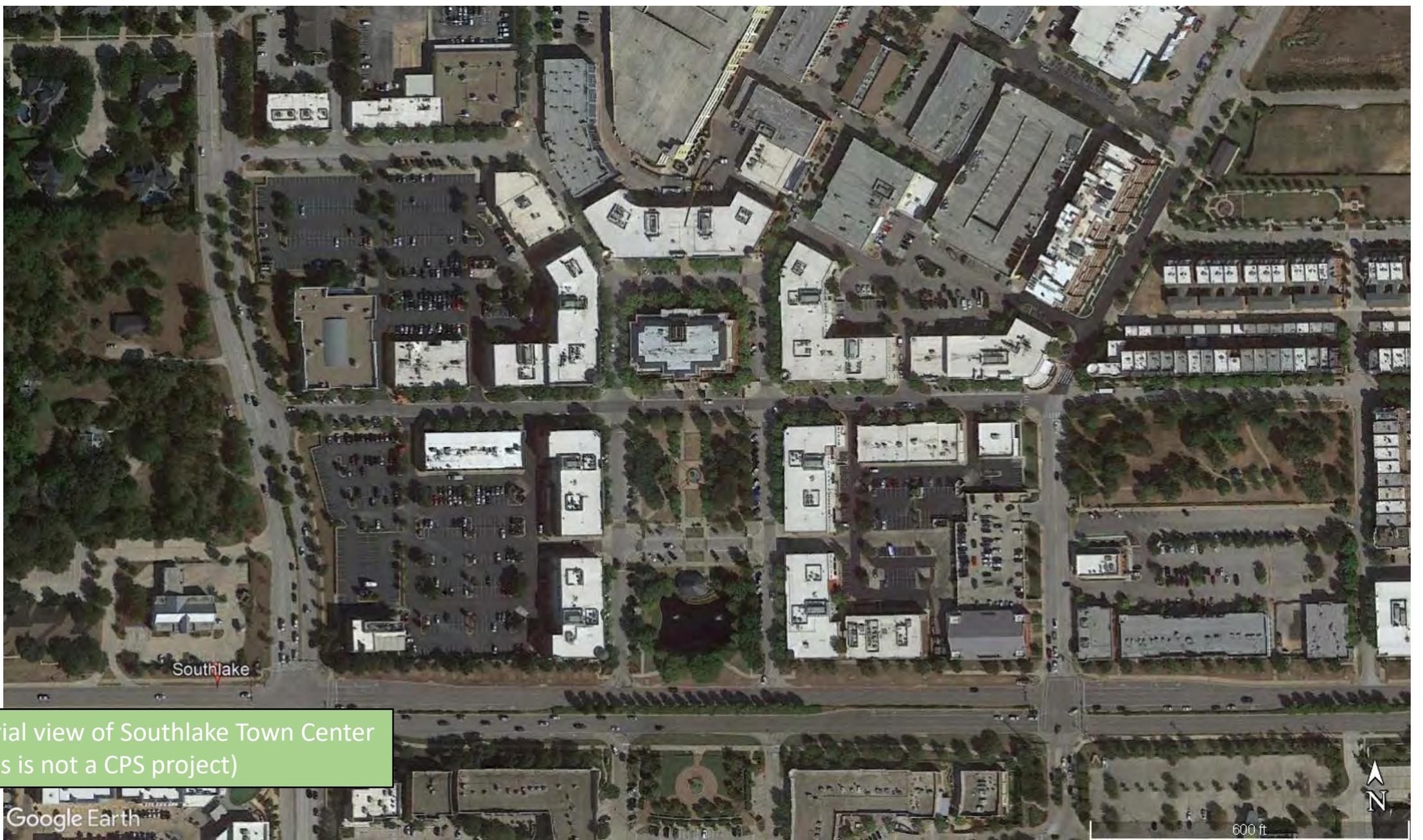
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Most corridors are too long, and untamable (at least in the short run), to realistically accommodate a walkable environment for its entire length

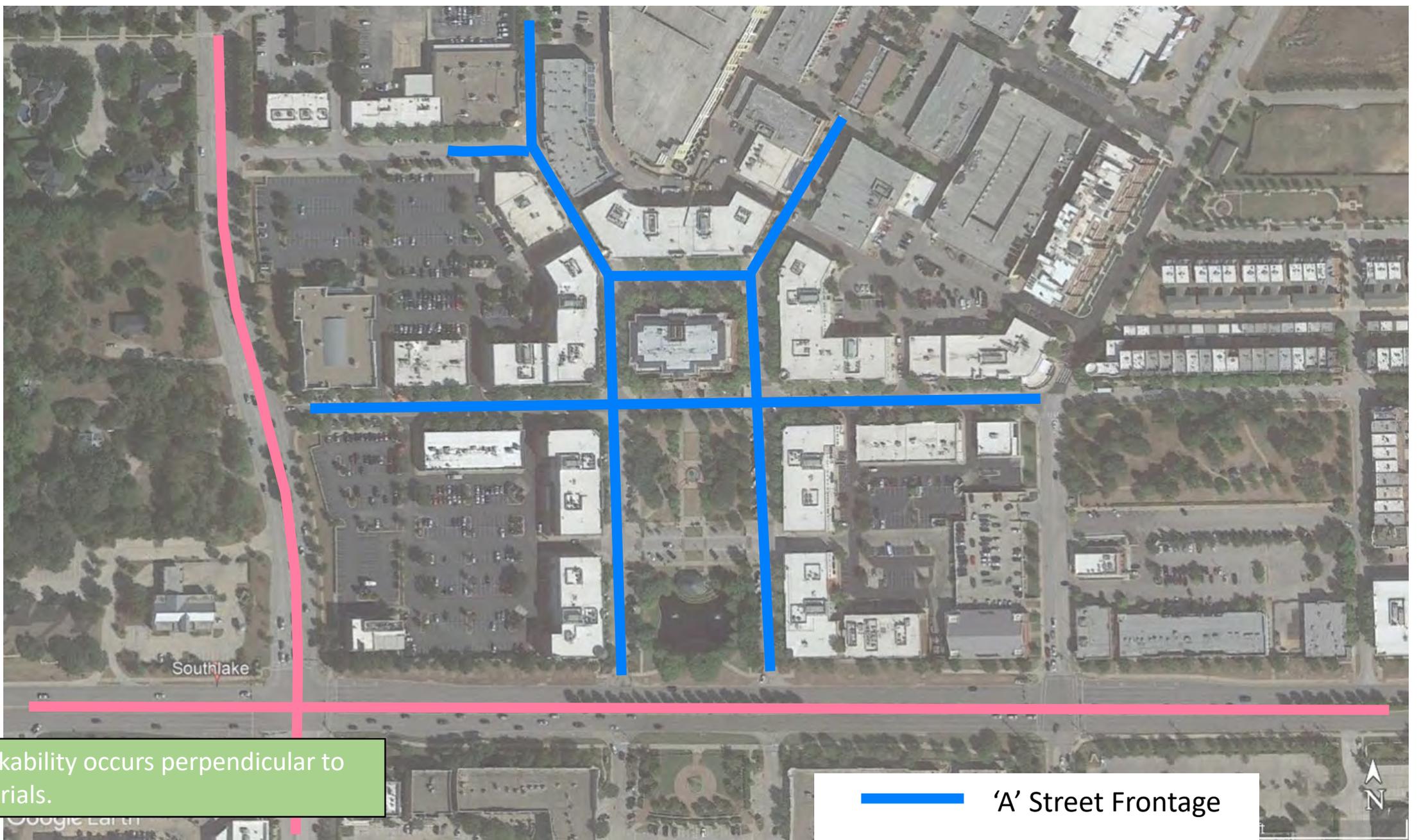


The Hack:

Focus on **nodal redevelopment** and create more walkable environments within mixed-use activity nodes.



Aerial view of Southlake Town Center
(this is not a CPS project)



Walkability occurs perpendicular to arterials.

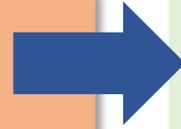
- 'A' Street Frontage
- 'B' Street Frontage

ISSUE: Walkability has its limits

(about 1500 feet!)

The Problem:

Most corridors are too long, and untamable (at least in the short run), to realistically accommodate a walkable environment for its entire length



The Hack

Along the corridor, focus on **bikeability and micromobility**.



Protected bike lanes and shared use paths are appropriate for transportation corridors.

ISSUE: The “Copy and Paste Code”

The Problem:

Some metrics are passed from one code to the other, without a lot of thought as to the impact of regulation.

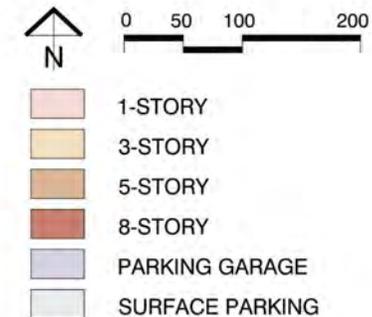


The Hint:

Question every code metric. What are the cost implications? What are the realistic outcomes of the metric?



We produced site studies to test assumptions about open space and density metrics. We found that Usable Open Space could be reduced to 5% but required more stringent design guidelines.



OPPORTUNITY SITE STUDIES	
Corridors & Gateway FBC Initiative for the City of Sunrise, Florida	
The drawings and data shown here are for reference only and intended to inform the implementation of the Form-Based Code. The plans show one possible development scenario, but other scenarios are possible. They do not necessarily illustrate site plans that may be permitted as shown.	U-8

1. Open space is bordered by buildings having 'A' Frontages on at least two sides, with multiple building entrances to activate the space

2. Perimeter sidewalk encompasses open space facilitating pedestrian access

3. Area of Open Space measured to outside edge of continuous perimeter sidewalk

Note: Programmatic elements not shown



The quality of the open space was more important than the size of the open space.

ISSUE: Beware the 0' build-to line

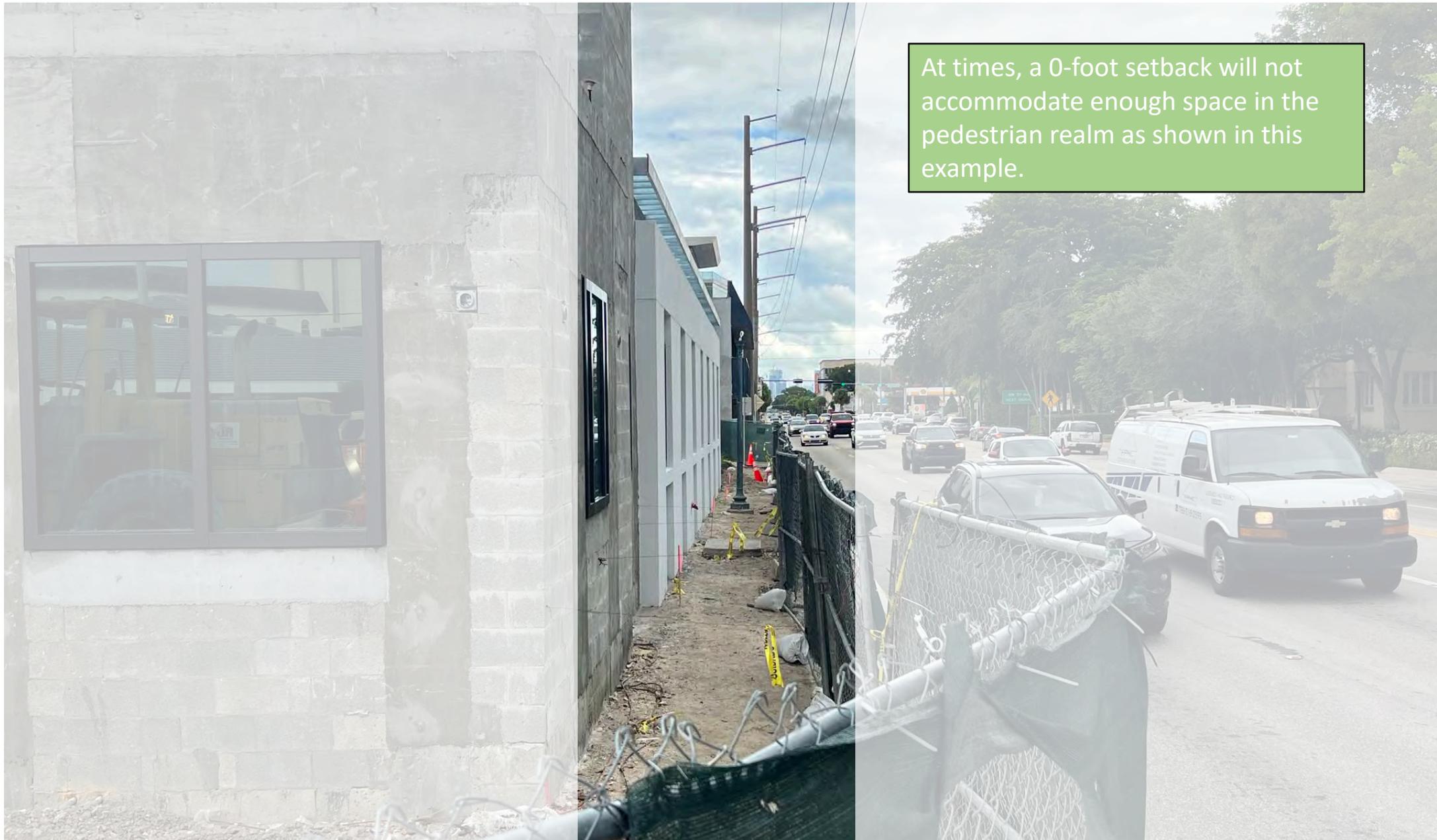
The Problem:

FBC's often encourage, or require, a 0-foot front setback, but this may not allow enough space for a safe and comfortable pedestrian environment.

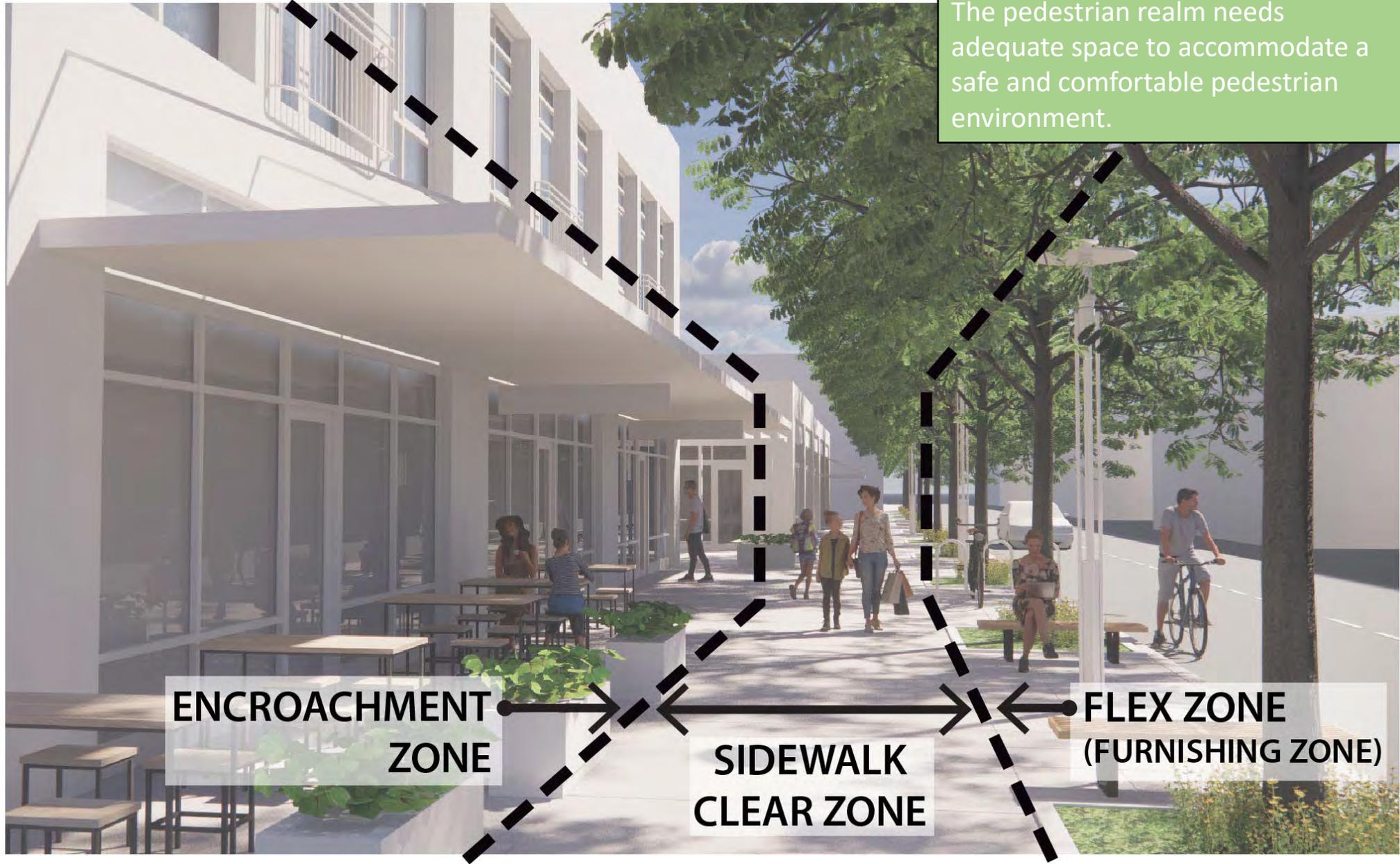


The Hack:

Encourage shallow setbacks in order to create an urban street wall, but have a **minimum distance from curb to building** that allows adequate space for a comfortable pedestrian realm.



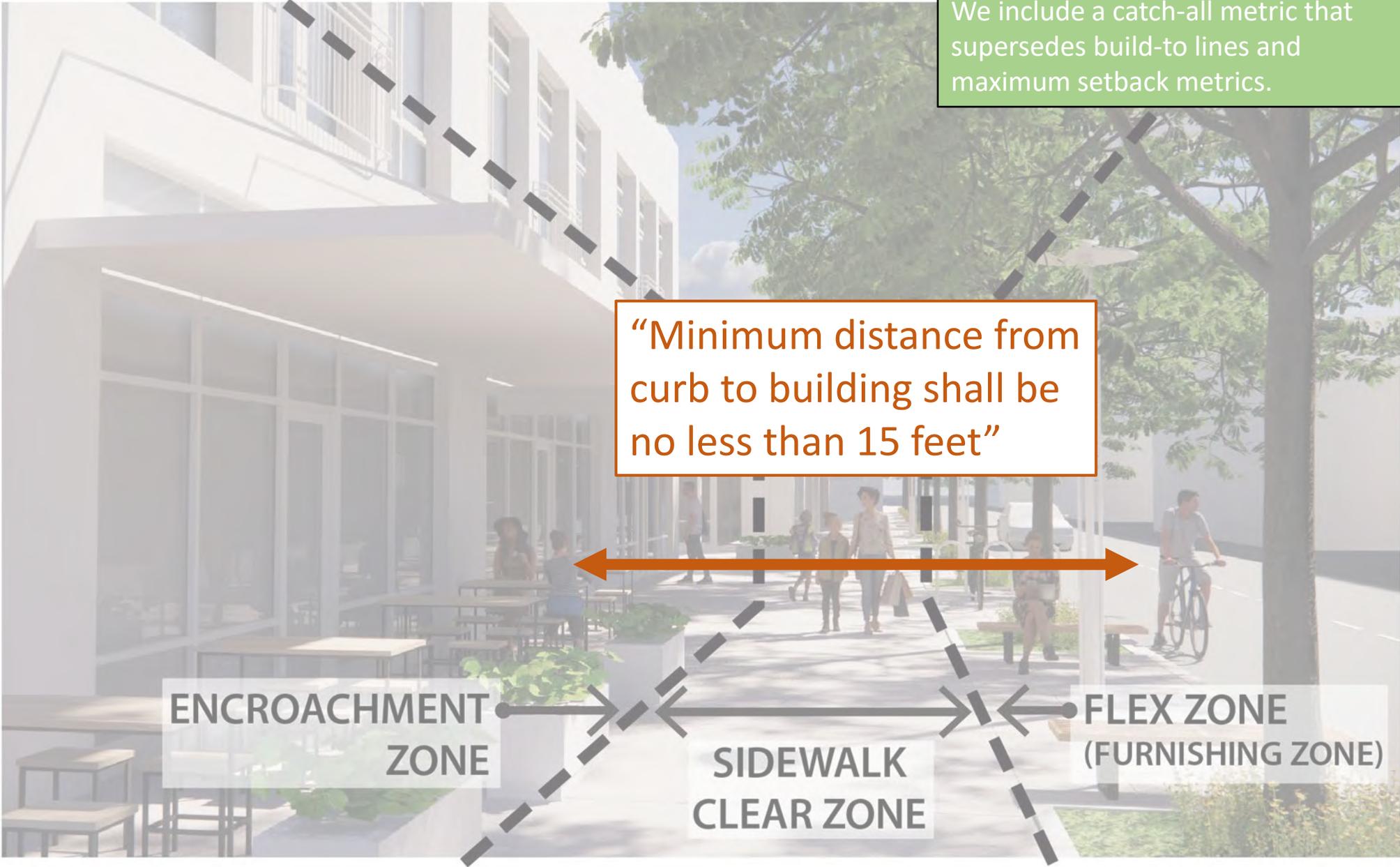
At times, a 0-foot setback will not accommodate enough space in the pedestrian realm as shown in this example.



The pedestrian realm needs adequate space to accommodate a safe and comfortable pedestrian environment.

We include a catch-all metric that supersedes build-to lines and maximum setback metrics.

“Minimum distance from curb to building shall be no less than 15 feet”



ISSUE: Consider the entire pedestrian network (especially for transit corridors)

The Problem:

Many neighborhoods adjacent to transit stops do not have adequate pedestrian facilities to serve the transit stop



The Hint:

When analyzing transit viability, look at the **entire pedestrian network** that connects riders to the stop.



We analyzed the pedestrian infrastructure for this proposed premium transit stop and it lacking...

E LANCASTER

EDGEWOOD TERRACE

Google Earth

1000 ft





This diagram highlights the existing sidewalk infrastructure within a ¼ mile of the proposed transit stop. You can see that the pedestrian connection to the transit stop is not adequate, especially on the south side of the corridor.

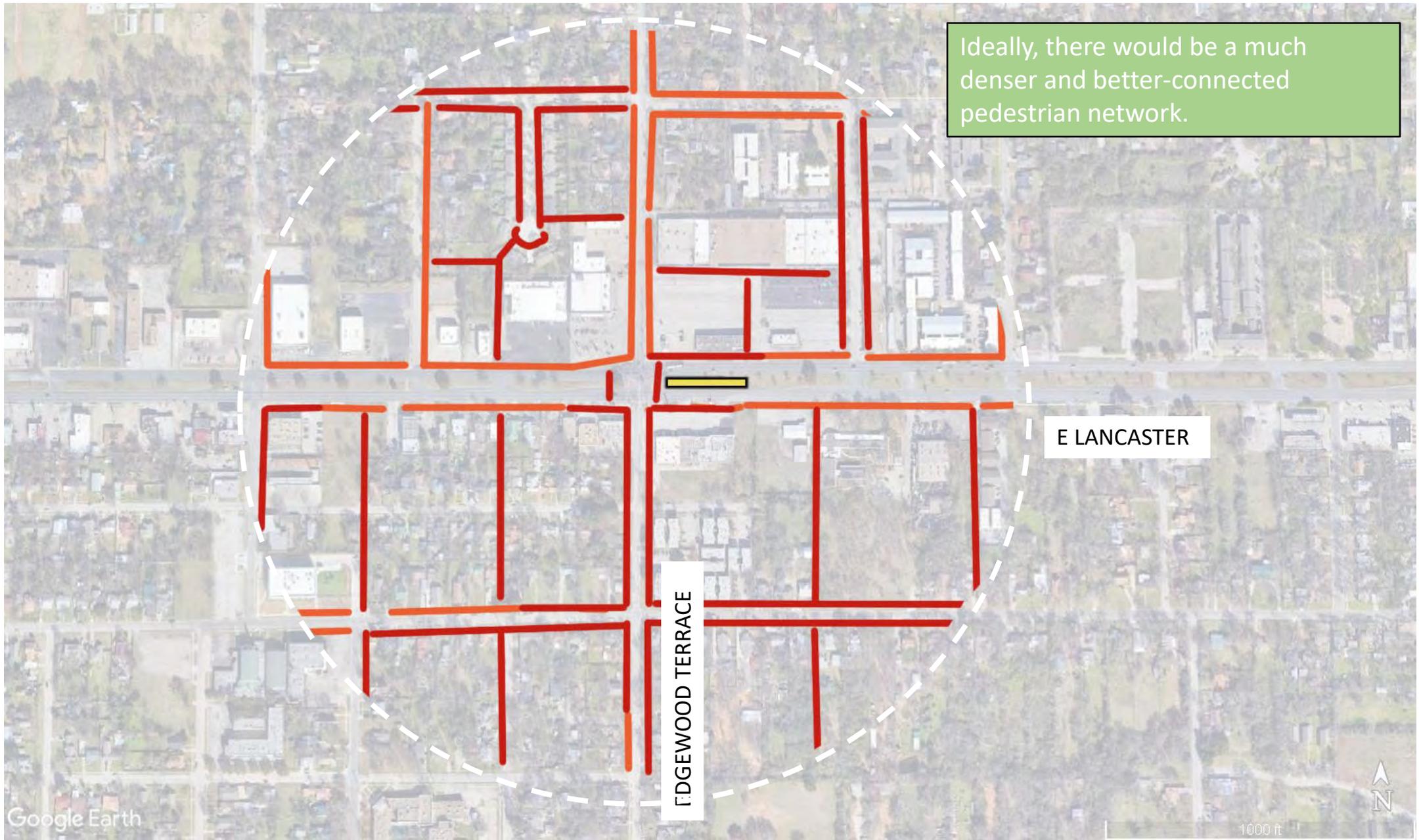
E LANCASTER

EDGEWOOD TERRACE

Google Earth

1000 ft





ISSUE: Building entrance location

The Problem:

FBC's typically require entrances facing the street, even though a very small percentage of customers will enter from the sidewalk. Many of these entrances end up being unused or even locked.



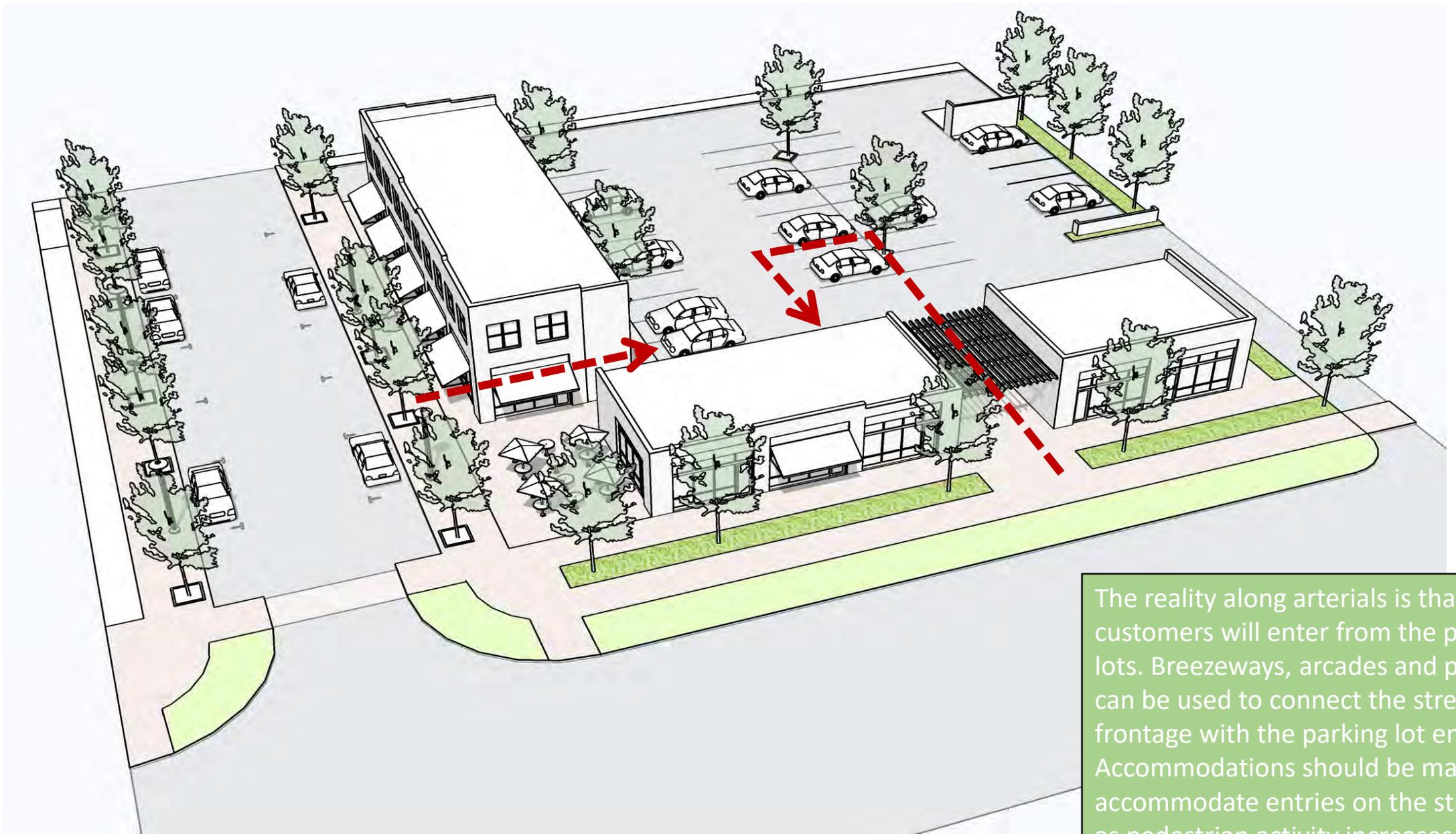
The Hack:

Allow **breezeways and arcades** to connect the pedestrian realm with the entrance on the parking lot side.

“Front doors” treated as back doors and signs



Quality of the PUBLIC and PRIVATE realm DO NOT MATCH



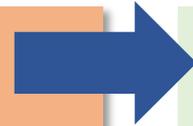
The reality along arterials is that most customers will enter from the parking lots. Breezeways, arcades and paseos can be used to connect the street frontage with the parking lot entries. Accommodations should be made to accommodate entries on the street as pedestrian activity increases.



ISSUE: We want mixed-use!

The Problem:

Many codes require mandatory ground floor retail or establish arbitrary percentages for commercial uses that are usually not supported by the market.



The Hack:

Less is more; walkable retail often occurs in **very small increments**; consider limited locations where ground floors are built to commercial standards (has implications on housing affordability)

Market Context: Future of Retail

CityCommentary [Main](#) [Subjects](#) [Reports](#) [Commentary](#)

How much could US retail shrink? And where?

By Joe Cortright | 20.3.2017

The first quarter of 2017 has marked a parade of announced store closures. The long awaited axe has fallen on 68 more Macy's stores around the country. J.C. Penney has announced it will close another 138 stores. Other major national retail chains, including The Limited, Gap, Walgreens, Aeropostale and Chico's, have also announced similarly large closures. These are just the latest moves in a shifting, mostly shrinking retail landscape in the United States.



Retail Prophet [ABOUT](#) [SPEAKING](#) [ADVISORY SERVICES](#) [WORKSHOPS](#) [PODCASTS](#)

The Future of The Retail Store

By Doug Stephens

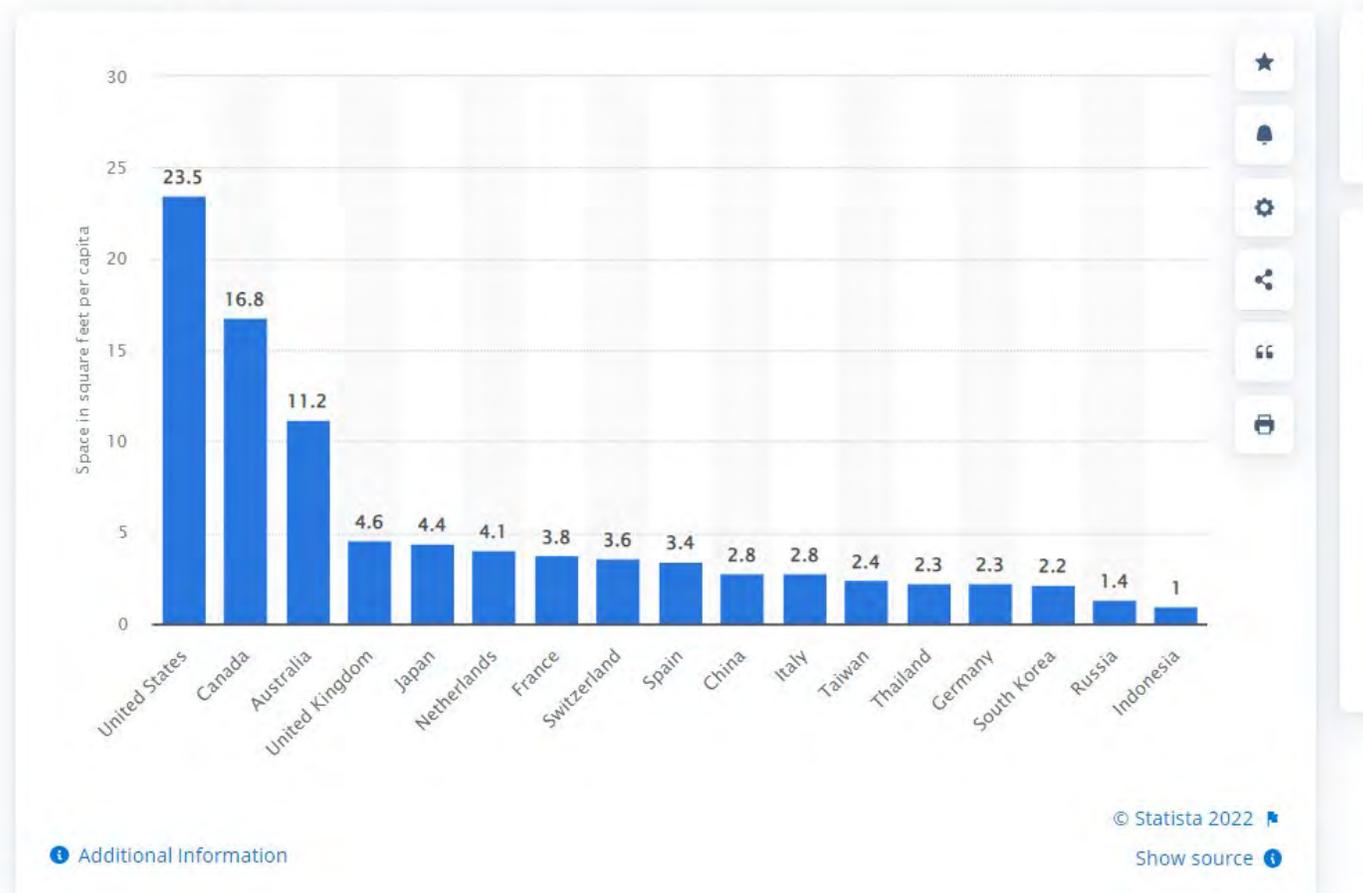


Retail is dead!

Market Context: Reality of Retail Demand

The US per capita average is about 24 square feet of retail space per capita (typically higher in metro areas)

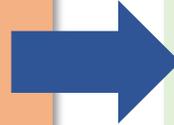
Retail space per capita in selected countries worldwide in 2018
(in square feet)



ISSUE : No Emphasis on Plan Review (post code adoption)

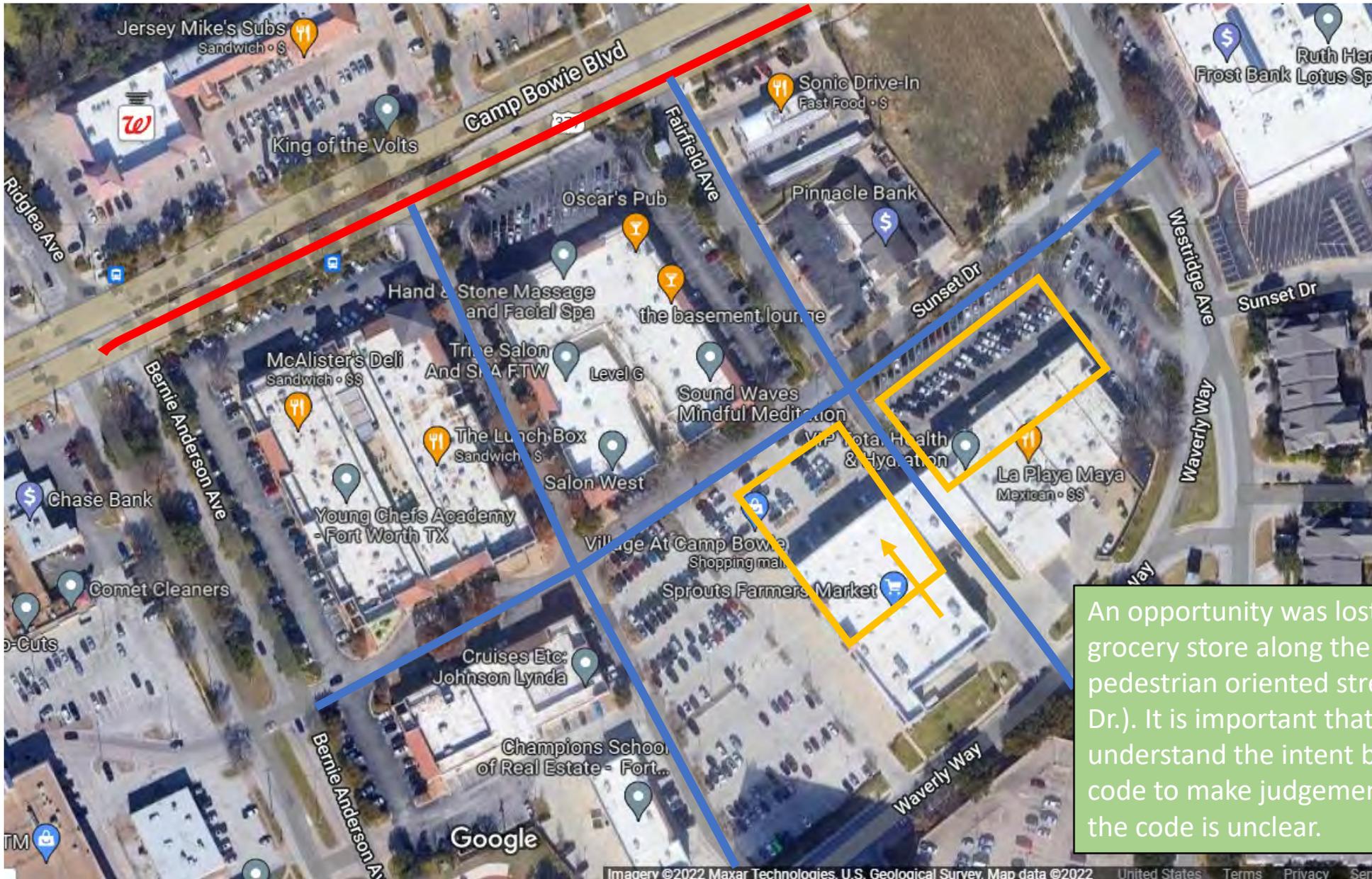
The Problem:

After code is adopted, staff is not trained in using the nuances of the FBC, especially flexibility inherent in the code

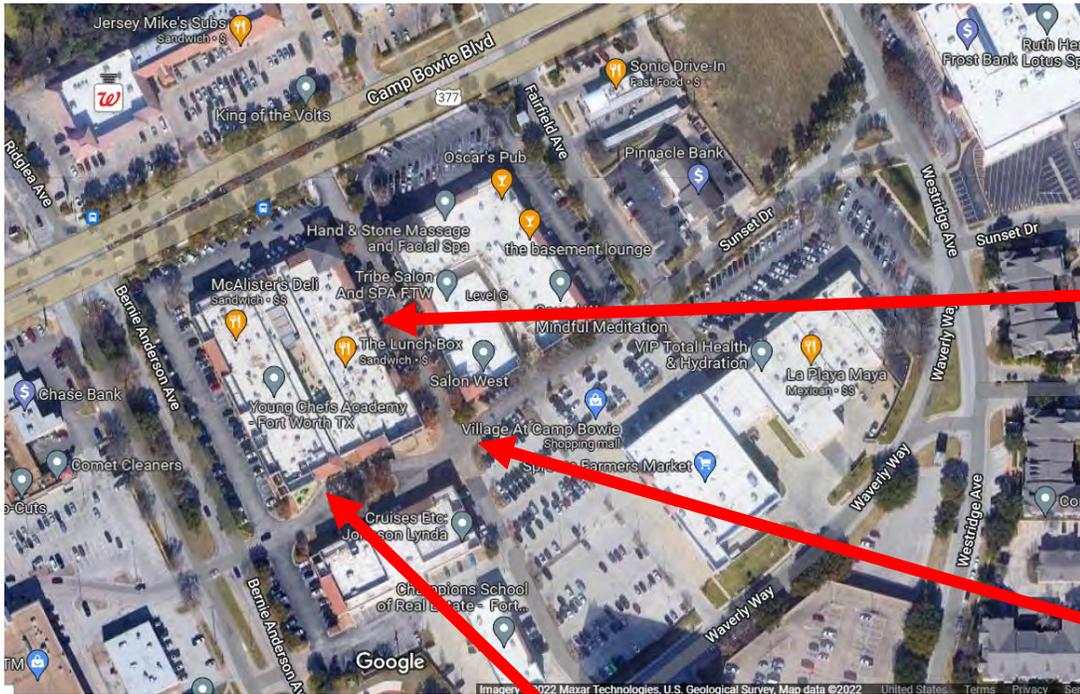


The Hint:

Post FBC **adoption support** is critical to help staff understand how to apply and interpret the code in areas where the code is vague



An opportunity was lost to place this grocery store along the more pedestrian oriented street (Sunset Dr.). It is important that staff understand the intent behind the code to make judgement calls when the code is unclear.



REVIEW

- FBCs are only half the equation; true transformation can only be achieved when there is corresponding investment in the public realm.
- There are three stages to corridor transformation that can be used to guide cities on the timing of FBCs.
- In the “Hints and Hacks” section we presented various strategies and work-arounds to help create a more nuanced and functional code.



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