Gershbein Property: Conceptual Master Plan
Gershbein Property: Ultimate Build-Out
Variety of scale: The initial intent
Renar River Place

First Phase and Initial Proposal for Second Phase
The Community’s Vision & the Plan for Phase I

A Plan Comparison
The Community’s Vision & the Plan for Phase I

A “Vertical” Comparison
The Danger of Judging Developments in Plan Only

Hoping for Seaside…
The Danger of Judging Developments in Plan Only

... Got Closer to Boca
Phase II
Reducing Program....

But still judging from 3000' up in the air
The Danger of Judging Developments in Plan Only

Hoping for Seaside…
The Danger of Judging Developments in Plan Only

... Got Closer to Boca
Reducing Program....

But Generating Unintended Consequences
Connectivity
Connectivity
Open Space: Types & Standards

1. Greenways
2. Parks (Regional, Community)
3. Greens
4. Squares
5. Plazas
6. Playgrounds
Open Space: Squares

- Open Space available for unstructured recreation
- Spatially defined by buildings
- Landscape consists of paths, lawns and trees, formally arranged
- Prominent location: Main intersections
- Civic presence
- 1 to 5 acres
Open Space: Plaza

- Open Space available for civic purposes and commercial activities
- Spatially defined by buildings frontages
- Landscape consists of pavement, few trees, formally arranged
- Prominent location: Main intersections
- 1 to 2 acres
As A General Rule, Public Open Space...

...Is surrounded by streets on at least two sides
As A General Rule, Public Open Space...

...has natural surveillance provided by uses facing it (eyes on the park)
As A General Rule, Public Open Space... is not dominated by parking...
Train Station: Configuration Problems
On-Street Parking
On-Street Parking
The Importance of the Street
Local roads No. 2 on pedestrian hit list

ROAD RAGE
Aggressive driving is America’s car sickness du jour. But is there a cure for thinking everyone else on the road is an idiot?

ANDREW FERGUSON
Height
Variety of scale: The initial intent
Photo 3 stories
Parking
Surface Parking
Parking Lots Do Not Constitute Open Space
Parking Lots Are Not “Green”
Green Shielding Parking
Proper Parking Placement

Traditional Form

- On-street parking
- Off-street parking is shielded
- Adequate parking is provided in close proximity
- Parking requirements are established on a district-wide basis
- Shared parking possibilities
Surface Parking
Amount of Parking Provided **DOES NOT** Work

3 spaces per 10 seats provided
Typically 1 space per 3 seats

25 spaces for train station
Doesn’t meet ridership requirements

Shared Parking Concept
Peak hour uses coincide, not enough residential to offset
Parking Can Be Shielded
Change in Elevation Significantly Reduces Height
Anything Can Happen on a Rooftop!
The Theatre
Can You Answer These Questions:

Who will pay for improvements?
Who will pay for the maintenance?
What type of productions are anticipated?
What is the business Plan for the Theatre?
Are you willing to embrace the impacts to the community (traffic, parking, $$)?
She went through that new 14-day diet, but all she lost was two weeks.
The Mixed-Use Building
The Mixed-Use Building

3 stories
6 units (2 du/ac)
2.5 Units to the Acre
10 Units to the Acre

Seaside, FL
10 Units to the Acre
= Densities
≠ Outcomes
The “Right” Density

Judging a building or a project by its residential density is as useless as judging it by its weight.
It's Not About More or Less Development

It’s About the *Right Form*,
and the *Right Mix*
The “Form” of the Current Proposal

- 3-story structures
- Insufficient Parking
- Inefficient Train Station
- Sub-standard Public Realm
- Speeding Traffic
- Lack of Connectivity
- A theatre designed to fail
Choose the “Right” Form
You've been out with your buddies at the oxygen bar again, haven't you?
A major study documents weight gain among college students.

FRESHMAN (FAT)  SOPHOMORE (FATTER)  JUNIOR (FATTEST)  SENIOR (LEAN)