

Build a Better Burb Sprawl Retrofit Council

AGENDA

Purpose: Set a path for the next generation of suburban transformations and sprawl repair

Date: March 19th & 20th, 2016

Time: Saturday 8:30am to 7pm, Sunday 8:30am to 3pm, Sunday tour 3:30pm to 5:30pm

Location: Miami Design District, Palm Court, Miami, Florida

Saturday Morning, March 19th

8:30-9:00am - Meet and Greet

9:00-9:15am - Welcome from the CNU – Lynn Richards, CNU President

9:15-10:00am - Sprawl Retrofit Initiative and the Council – Why, What, How?

- Galina Tachieva, Managing Partner DPZ
- Ellen Dunham-Jones, Professor, Georgia Tech
- Michael Mehaffy, Sustasis Foundation

10:00-12:00pm - Case studies presented (pecha kucha style) introducing the Tracks / Areas of Opportunity

- 10:00-10:15am - Casey Anderson, Maryland Capital Park & Planning Commission: Opportunities and challenges for retrofit development in suburban municipalities
- 10:15-10:30am - Ramon Trias, Planning and Zoning Director, City of Coral Gables: Sprawl Retrofit in First and Second Generation of Suburbs in South Florida
- 10:30-10:45am - Brian Falk, The Project for Lean Urbanism: How to use The Pink Zone and Lean Scan for sprawl retrofit
- 10:45-11:00am - Thomas Feronti, Construction Manager Mashpee Commons: The Developer's perspective on incremental retrofit
- 11:00-11:15am - Ana Codina Barlick, Chief Executive Officer, Codina Partners: Downtown Doral: How to Make a Town Center out of an Office Park
- 11:15-11:30am - Eric Kronberg, Kronberg Wall Architecture: Incremental redevelopment of main streets and the relationship to existing codes
- 11:30-11:45am - Scott Polikov, Gateway Planning Group: How sprawl retrofit projects might be aligned with reinvented infrastructure and be sufficiently financed

11:45-12:30pm - Group Discussion of the Council's Areas of Opportunity

12:30-1:30pm - Lunch provided

Saturday Afternoon, March 19th

1:30-2:00pm - Self-organization into five groups, one group per Area of Opportunity:

1. **Municipalities** - How do we help small to mid-sized towns and suburban municipalities? Policy tools - Pink Retrofit zones, Lean Retrofit Codes, Lean Scans, among others
2. **Citizens** - How do we help citizens go from "No way" to "Yes please!"? Educational Tools - instead of entire books, offering shorter pamphlets, videos, and tutorials on incremental retrofits
3. **Developers** - How do we help developers to achieve successful retrofit through small, incremental steps? This will include urban design, building types, business models
4. **Finance and Infrastructure** - How are the sprawl retrofit projects aligned with reinvented infrastructure and sufficiently financed? Strategies to link project underwriting and properly redesigned and reconstructed infrastructure
5. **Equity** - Can incremental Sprawl Retrofit provide cost-effective, widely applicable strategies for affordable housing and workplace?

Deliverables per Track:

- a. An outline of a set of tools that can be shared with the key audiences; and
- b. An outline of what is needed to get each tool ready for sharing on a platform or portal.

2:00-5:00pm - Working Sessions per Area of Opportunity

5:00-7:00pm - Overview of day's results and Open Discussion

Sunday, March 20th

8:30-9:00am - Coffee and Tea

9:00-12:00pm - Working Sessions per Area of Opportunity

12:00-1:00pm - Lunch provided

1:00-2:15pm - Final presentations of each Area of Opportunity

2:15-2:45pm - Open Discussion

2:45-3:00pm - Actions and Next Steps

3:30-5:30pm - Optional Sprawl Retrofit Tour of Downtown Kendall and Downtown Doral

- Led by Lizz Plater-Zyberk, Partner DPZ

Build a Better Burb Sprawl Retrofit Council

March 19th & 20th, 2016

Miami Design District, Palm Court
Miami, Florida

Purpose: Organized by the team behind the Sprawl Retrofit Initiative and the CNU leadership, this council will recover the great tradition of CNU members coming together for intensive brainstorming to push forward innovative ideas and tools. Originally created to share ideas and develop resources, these sessions not only advanced the NU movement but also produced valuable content for both the public and private sectors. This Sprawl Retrofit Council will set a path for the next generation of suburban transformations and sprawl repair. The discussion will focus on the intersection between small incremental development, fast, cost-effective tactics that can kick start projects, lean policies, and sustainability. The output of the sessions will be a summary document highlighting key discussion points, actions and potential new tools.

Context: Sprawl poses a massive challenge, and retrofitting will be a long and incremental process. While the majority of sprawling places will remain in place for the foreseeable future, many portions of sprawl can be retrofitted, rebalanced and turned into useful urban centers. In light of the current volatile economy and widespread uncertainties - changing politics, demographics, and climate - there is a need for more tools for small-scale, incremental and green approaches to sprawl retrofit. The Council will concentrate on "approach" and "method" - green and incremental, and not on the size of the developer, municipality or investor. A project can be ambitious in size and impact, but it can also be executed in smaller, manageable steps, with lesser infusions of capital and other resources.

The incremental, lean approach will especially benefit smaller suburban towns and municipalities, looking for early successes and a faster process to initiate retrofit. In addition, the greener and leaner retrofitting (smaller, cheaper structures and infrastructure, easier, more palatable and effective policies and codes, etc.) will provide affordability that is difficult to achieve in larger scale suburban retrofits or urban cores undergoing revitalization.

Goals:

1. Pushing the initiative forward to get more suburban places transformed;
2. An interactive peer exchange that focuses on learning and sharing existing tools; and
3. Development or outline of potential new tools.

Audience: CNU members interested in Sprawl Retrofit and working on such projects; government representatives of suburban municipalities that want to promote retrofits; representatives of non-government organizations and non-profits working to improve social equity in suburban settings; private sector players who have achieved good results in incremental retrofit and can share their experience. The Council will be by invitation only but will also include members who request participation on a first-come first-serve basis. The audience for the resulting work will be: (1) Readers of the BBB website and (2) Any person or organization (local stakeholders) engaged with transforming suburban landscapes.

Format: Two days of presentations and interactive sessions that will cover five Tracks/Areas of Opportunity. The first half-day will include an introduction of the topics and self-organization by the participants in groups per Area of Opportunity.

Final Product:

1. A summary document consisting of five chapters (designate note-takers during the Council and responsible writers) – one per Area of Opportunity that can be posted in full or in five segments by Track on the BBB site and/or the CNU SR Initiative site; and
2. Report to the CNU 24 in Detroit – Friday lunch discussion

Sprawl Retrofit Council Tour: At the end of the Council on Sunday there is an opportunity to take part in a short study tour of Downtown Doral and Kendall. Led by Lizz Plater-Zyberk, Partner DPZ, the visit will highlight the successes, opportunities and challenges faced by these suburbs and the approach taken to retrofit along new urbanism principles.

DOWNTOWN DORAL



DOWNTOWN KENDALL



Group Organization:

Attendees either self-organized or suggested towards a certain Areas of Opportunity

Average number: 20 persons per group

Each group requires:

- A chairperson
- A note taker
- Responsible writer for the follow-up final summary
- A pre-prepared briefing sheet and suggested discussion points

Required materials: Flipcharts and note taking pads

Outputs:

- Chairperson to provide a brief overview of the day's results at the end of day 1 (15 minutes per Area of Opportunity)
- Chairperson to present the outcome of the sessions on the final day (15 minutes per Area of Opportunity)
- Responsible writer to produce a chapter summarizing the key discussion points, actions and outlining potential new tools (within two weeks)
- The structure, word count and suggested images of each chapter to prepared in advance / coordinated by Robert Steuteville
- Review and collate chapters into final report (in four sections, within four weeks) by Robert Steuteville, CNU Staff, Galina Tachieva, Michael Mehaffy