

## Sustainably Repositioning Greyfield Sites



Jim Constantine  
Looney Ricks Kiss Architects

Todd Poole  
4ward Planning

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## The Problem

Greyfield Sites Anywhere

PENNSYLVANIA CHAPTER - AMERICAN PLANNING ASSOCIATION CONFERENCE 2009

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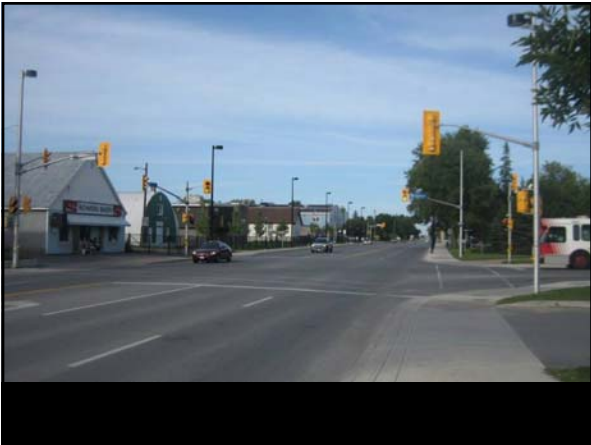
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## Underlying Trends

Why have greyfield sites proliferated?

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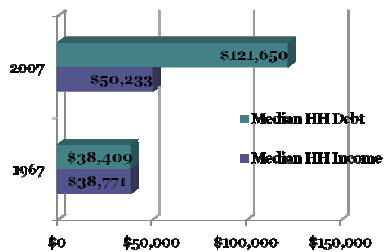
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40-Year Change in U.S. Household Income and Debt



Source: U.S. Census Bureau; Federal Reserve, 2008

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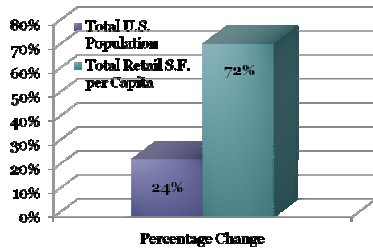
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Total Population vs. Retail per Capita  
Percentage Change: 1986 to 2005



Source: U.S. Census Bureau; National Research Bureau, 2008

The 25- to 54-age cohort (the prime shopping demographic for non-convenience oriented retail centers) will increase by approximately 10.6 million persons or eight percent between 2009 and 2029.

In contrast, the 55- to 84-age group (individuals in or preparing for retirement) is projected to increase by nearly 34 million persons or 49-percent over the same 20-year period.

Source: U.S. Census Bureau, 2009

As a result of the current economic slide, "63-percent of American consumers surveyed said the way they spend and saved has been forever changed."

"60 percent of survey respondents said they would continue to cut back on everyday expenses, would save and invest more, would continue to cut-down on credit card purchases and continue to reduce debt."

"Americans earning less than \$50,000 per year were most likely to cut back on everyday expenses (80-percent of this category) followed by 76-percent of those earning \$50,000 to \$76,000 per year."

Source: Citigroup, Inc.; Heart Research Associates, 2009

By 2009, the total national retail vacancy rate is estimated at more than 1.2 billion square feet or approximately 40 square miles of empty shopping center space (in addition to the 100 square miles of vacant parking lots associated with this space).

Source: Property & Portfolio Research, 2008



Source: International Council of Shopping Centers, 2009

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The Solution

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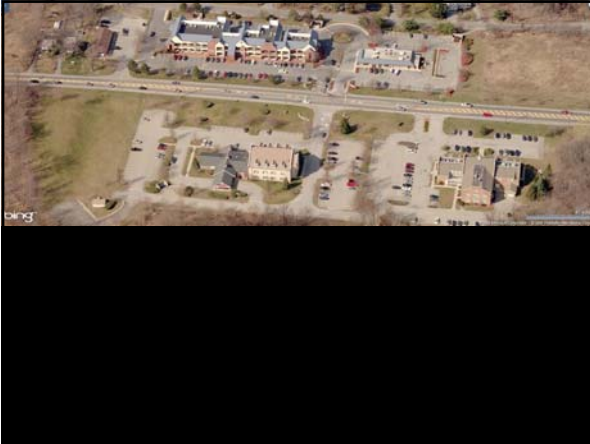
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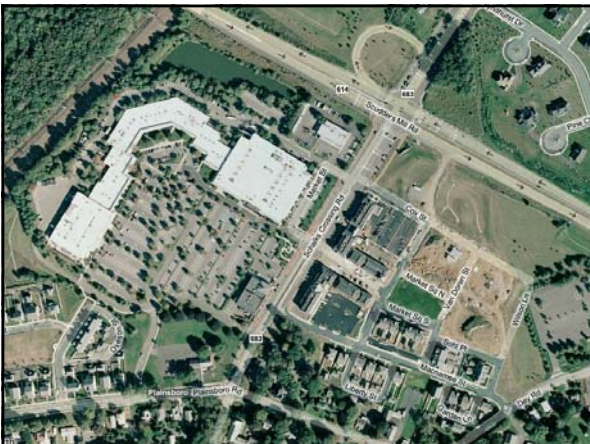
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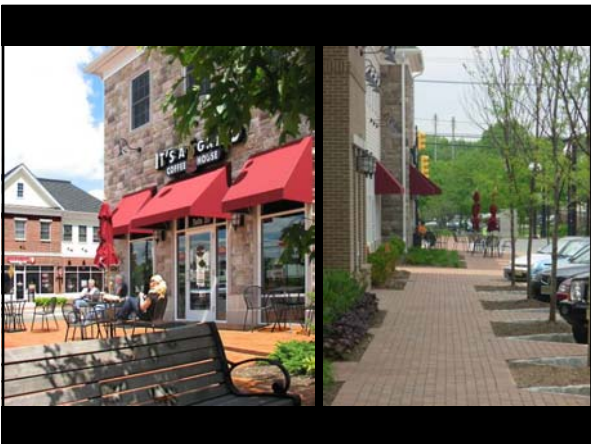
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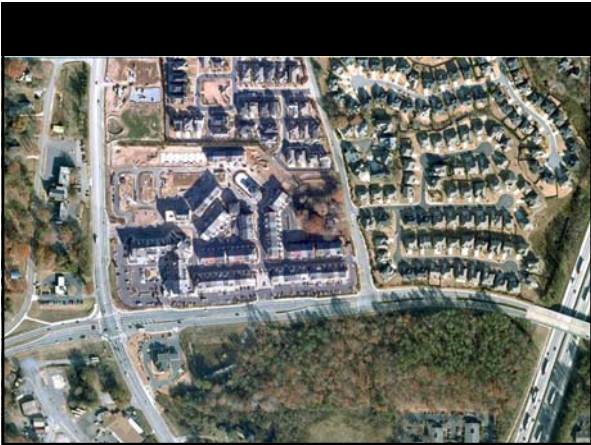
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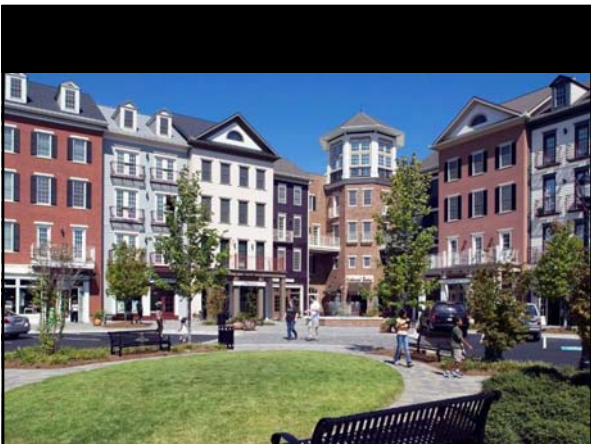
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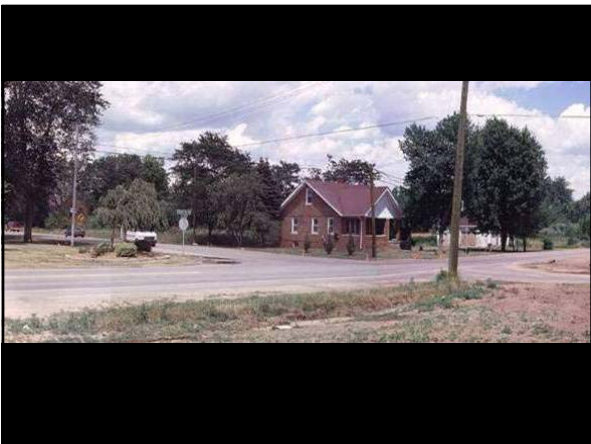
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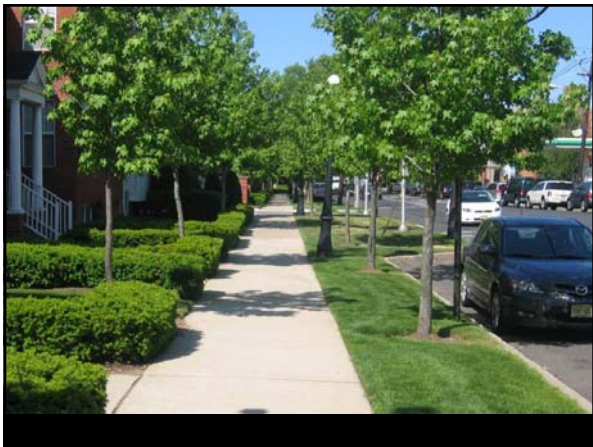
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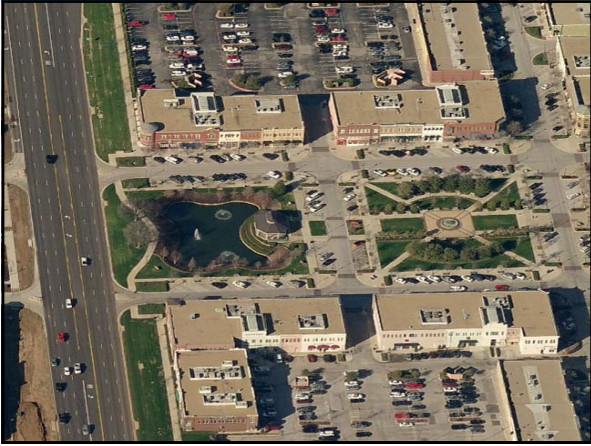
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# Process

How do you get this done?

PENNSYLVANIA CHAPTER - AMERICAN PLANNING ASSOCIATION CONFERENCE 2009

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## Site Walk and Talk



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**Benchmarking Tour**



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**Community Design Workshop Process**



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**Community Design Workshop Process**



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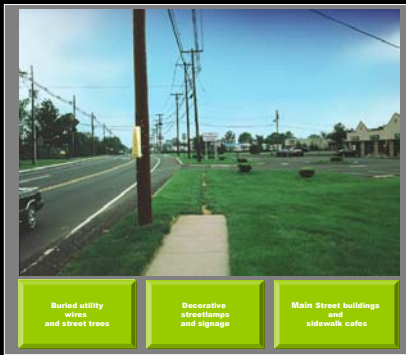
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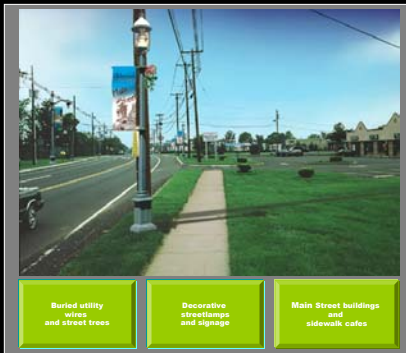
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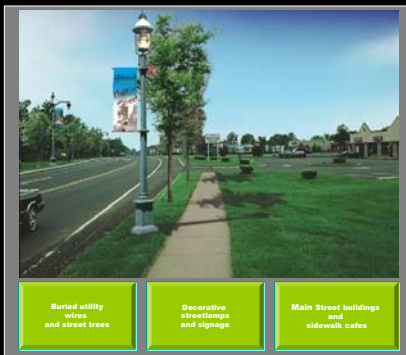
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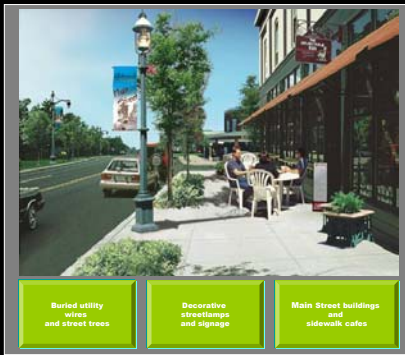
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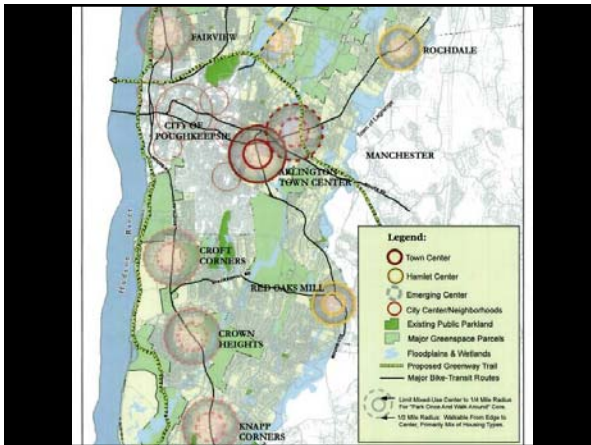
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**Transforming a state road corridor...  
...into our community's Main Street**



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**Transform intersection into a landmark gateway**



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**Redevelop shopping center into a "place"**



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### Incremental transformation over time



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### Transform intersection into a landmark gateway



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### Redevelop shopping center into a "place"



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## Quantifying the Impacts

What are the social, environmental, fiscal and economic Opportunities associated with sustainably repositioning greyfield sites?

PENNSYLVANIA CHAPTER –AMERICAN PLANNING ASSOCIATION CONFERENCE 2009

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### Social Opportunities

Opportunity to create mixed-use, mixed-income, intergenerational development project benefiting a broad cross section of society

Opportunity to create live-work residences in a town center type environment

Opportunity to create greater social capital through traditional neighborhood design elements, communal activities (urban farming) and inviting public spaces

Opportunity to encourage more healthful living by placing everyday services within a five- to ten-minute walk, providing biking paths leading to other public spaces or commercial nodes and reducing automobile carbon emissions through frequent transit service (bus, bus rapid transit, light rail, and commuter rail)

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### Reporting Out:

A study of eight neighborhoods in northern California found that how often people walked for errands closely tracked both the number and proximity of stores.

In the neighborhood with the most businesses, where homes were on average only one-fifth of a mile from the nearest store, 87 percent of residents regularly ran errands on foot, averaging 6.3 shopping trips on foot per month.

Source: The New Rules Project, 2009

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## Environmental Opportunities

Opportunity to decrease stormwater runoff through increased forestation, installation of green roof technology, development of rain gardens and water recycling

Opportunity to facilitate greater levels of carbon sequestration and reduction of heat island effect through reintroduction of natural plants and large growth trees

Opportunity to reduce greenhouse gas emissions through the implementation of a district energy system -- photovoltaic arrays, geothermal heating and cooling systems, electric car ports and subsidization of shuttle bus service.

Opportunity to promote and implement a closed-loop system where material recycling, composting and resource conservation practices are taught and incented

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## Reporting Out:

"In Davis, California as little as 8% tree shading coverage reduced parking lot temperatures by as much as 36° F."

"Tree shading of parking lots is important to the heat budget of a city, since parking lots comprise about 10% of all impervious surface area in U.S. cities."

Source: Urban Forestry Complete Report, 2002

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## Fiscal Opportunities

Opportunity to reduce infrastructure capital investment and operating costs through "cost avoidance" or the re-introduction of green infrastructure

Opportunity to generate a larger, sustainable tax revenue stream from a mixed-use, mixed-income project

Opportunity to adaptively re-use commercial space for municipal facilities (e.g., library, police station, municipal hall, recreation facility, etc.)

Opportunity to create public open space (passive and/or recreational) at a reduced cost

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## Economic Opportunities

Opportunity to assist local businesses and entrepreneurs with expansion activities or business establishment

Opportunity to create a higher value property asset through greater density and a mix of services and amenities

Opportunity to recycle demolished building materials and to utilize green infrastructure, as well as built infrastructure

Opportunity to increase market demand (and lease/sale value) for a sustainably redeveloped greyfield site

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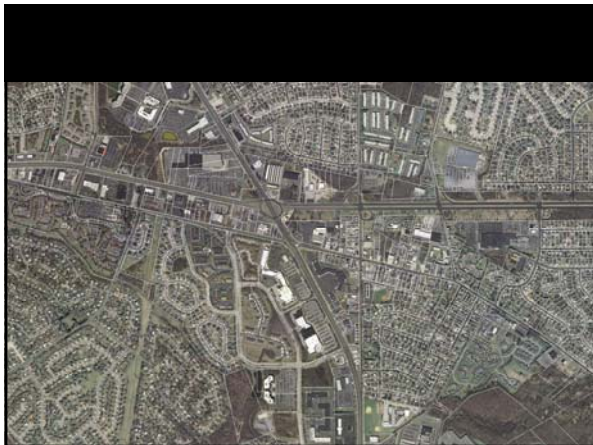
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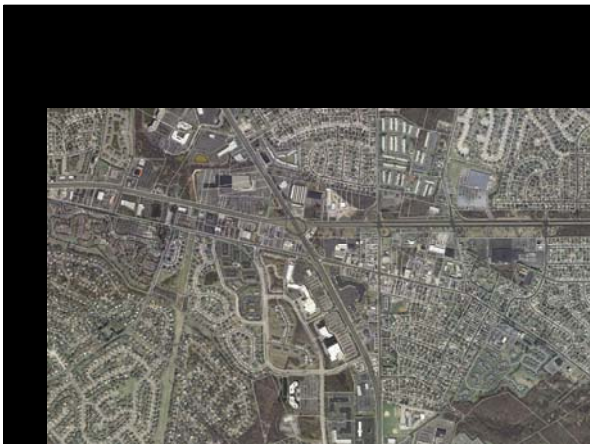
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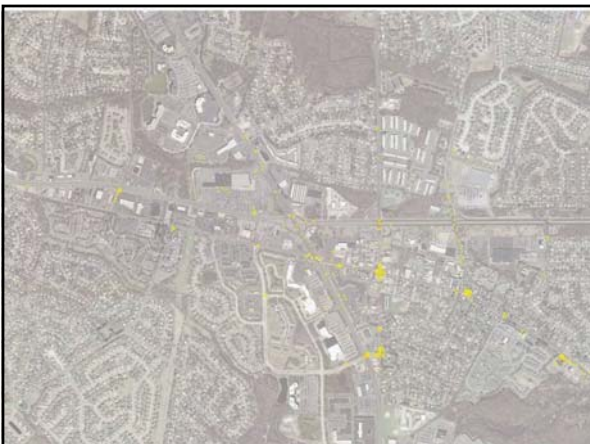
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- Sets of images will be shown by topic
- Each image represents different alternative

### How would you like our community to “look & feel” in the future?

Highway Corridors






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- Circle the image you feel is most appropriate

- Write-in your comments about any image

- If no image is appropriate, circle "None"

- There are no right or wrong answers

• Sets of images will be shown by topic  
 • Each image represents a different alternative  
 • Circle the image you feel is most appropriate  
 • Write in your comments about any image  
 • If no image is appropriate, circle "None"  
 • There are no right or wrong answers

1. Peach Street  
 1 2  
 3 4  
 None  
 Comments: *It has a good feeling*

2. Peach Street  
 5 6  
 7 8  
 None  
 Comments: *It's good but crowded  
have more trees  
It has a nice view*

3. Mt. Vernon Street  
 9 10  
 11 12  
 None  
 Comments:

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### HIGHWAY CORRIDORS



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14



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16

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### HIGHWAY CORRIDORS

None 15%



7%



26%



26%



26%

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HIGHWAY CORRIDORS



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HIGHWAY CORRIDORS

None 13%



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HIGHWAY CORRIDORS



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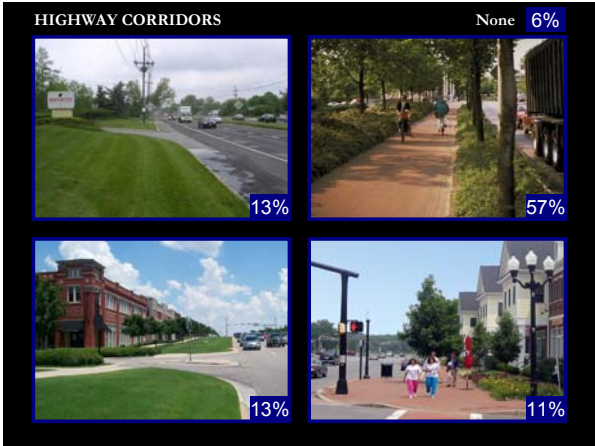
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HIGHWAY CORRIDORS

None 15%



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HIGHWAY CORRIDORS

None 13%



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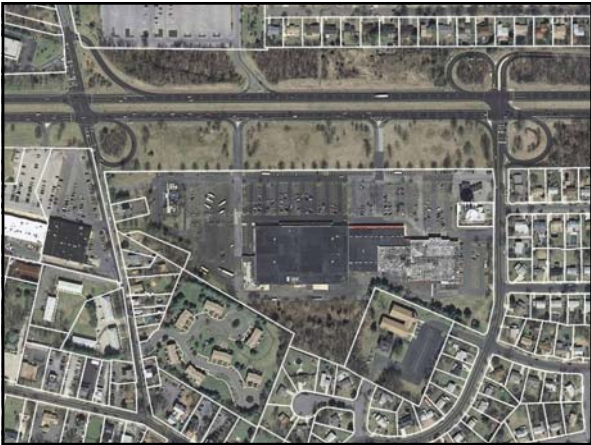
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## Sustainably Repositioning Greyfield Sites



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