NYC BAR: Developing the 21st Century
Tuesday, January 25, 2011

TOP DOWN / BOTTOM UP:
ARCHITECTS & PUBLIC POLICY
DEFINING A SUSTAINABLE FUTURE

Mark E. Strauss FAIA AICP/PP LEED
FXFOWLE Architects LLP
Terence Riley, AIA, former curator at MOMA was introduced to a ‘fellow’ assigned to urban policy issues in the Clinton Whitehouse.

Terry asked,

“Do you ever have any architectural fellows?”

The aide looked at him quizzically and responded, 
"No, we would never do that. Architects don 't deal with policy. They just design buildings."
STARTING WITH JEFFERSON, ARCHITECTS DO ARCHITECTS DO POLICY

ALEXANDER HAMILTON

“Cities are necessary for our economic well-being!”

THOMAS JEFFERSON

“Cities are corrupting!”

HAMPTON’S VISION:
Commissioner’s Plan of 1811

JEFFERSON’S VISION:
Land Ordinance of 1785

ARCHITECTURE AS PUBLIC POLICY: IT ALL STARTED WITH HAMILTON AND JEFFERSON
THE FOUNDERS OF THE AIA/APA SOUGHT TO MAKE CITIES LIVABLE
....AND BEAUTIFUL; AND WERE INVOLVED WITH INFRASTRUCTURE

Richard Upjohn
Trinity Church

Calvert Vaux
Central Park

Daniel Burnham
Columbian Exposition (1893
Chicago Plan
Founder of APA)

Edward Gardner
Croton Aqueduct
Founder: ASCE

ARCHITECTURE AS PUBLIC POLICY: MAKING CITIES LIVABLE
Jeffersonian: Defining New Villages

Hamiltonian: Making Cities Work

Frank Lloyd Wright
Broadacre City
Woodlands Texas

Le Corbusier
La Ville Radieuse
Stuyvesant Town

ARCHITECTURE AS PUBLIC POLICY: MAKING CITIES LIVABLE IN THE 20TH CENTURY
IN THE 21ST CENTURY, ARCHITECTS CONTINUE TO INFLUENCE POLICY

Jeffersonian: Defining New Villages

Hamiltonian: Making Cities Work
Global Warming; Infrastructure; Sustainability

Duany Plater-Zyberk
Seaside / New Urbanism Smart Code

History Channel’s City of the Future
Top Left: Architecture Research Office (New York)
Top Right: Eric Owen Moss (Los Angeles)
Bottom: Urbanlab (Chicago)

ARCHITECTURE AS PUBLIC POLICY: MAKING CITIES LIVABLE IN THE 21ST CENTURY
AIA CENTER FOR ARCHITECTURE....A FOCUS FOR PUBLIC POLICY IN NYC

Mayor's Plan for NYC 2030
New York New Visions: An Evolving Conversation

Kickoff Forum Monday February 5, 6-8 PM
Rohit Aggarwala, Director, Mayor's Office of Long-term Planning & Sustainability
Friday Morning Followup Discussions: 2/8/07, 2/16/07, 2/23/07 8-10 AM
All events at the Center for Architecture 536 LaGuardia Place RSVP 212.683.0023

ARCHITECTURE AS PUBLIC POLICY
Principles for the Rebuilding of Lower Manhattan
February 2002
A GREENER, GREATER NEW YORK
ITS APPROPRIATE FOR THE ARCHITECTURAL COMMUNITY TO PARTICIPATE IN plaNYC:

NYC has targeted a 30% Reduction in Greenhouse Gas Emissions by 2030.

Buildings make up 79% of Carbon Gas Emissions in NYC.
YOUR CAN’T HAVE SUSTAINABILITY WITHOUT URBANISM
44,000 lbs CO2e Per Person

Urban Living can help households reduce rates of greenhouse gas emissions by 2.5 to 3.7 tons per year.

11,000 lbs CO2e Per Person

Calculations prepared by Environmental Building News (EBN) show that in some environments, workers commuting to an office by car can account for more energy than an entire building uses.

GROWTH PATTERNS: URBANISM MATTERS
Gas Prices Send Surge of Riders to Mass Transit

Riding the Rails
The top chart, with data through the end of 2007, shows that transit ridership has been rising steadily for years. The figures at the bottom illustrate how, for many transit systems, that growth accelerated sharply in the first months of this year, as gasoline prices rose.

NATIONAL RIDERSHIP
Annual ridership in billions

- BUS
- SUBWAY OR ELEVATED TRAIN
- LIGHT RAIL AND TROLLEY
- COMMUTER RAIL

ALL FORMS

<table>
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<tr>
<th>Year</th>
<th>Bus</th>
<th>Subway</th>
<th>Light Rail</th>
<th>Commuter Rail</th>
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<td>0.5</td>
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Suburbs a Mile Too Far for Some
Demographic Changes, High Gasoline Prices May Hasten Demand for Urban Living

By JONATHAN KARP
“Americans will always do the right thing, after they've exhausted all the alternatives.”

Winston Churchill
THE FIVE R’S:
RE-DEVELOPMENT RE-INTEGRATION RE-THINKING, 
RE-POSITIONING AND RE-VITALIZATION

Re-Development: Creating Transit Oriented Mixed-Use Developments

Re-Integration of Natural Systems

Re-Thinking Sustainability: Environmental Economic + Socially Sustainable Communities

Re-Positioning Suburbia

Re-Vitalizing: Brownfields

THE FIVE R’S OF SUSTAINABLE PLANNING AND INFRASTRUCTURE INVESTMENT
WATER STREET: A NEW APPROACH
TRANSFORMING LOWER MANHATTAN’S MODERN COMMERCIAL BOULEVARD

ALLIANCE FOR DOWNTOWN NEW YORK
in collaboration with Starr Whitehouse and FXFOWLE

CASE STUDY: REDEVELOPING WATER STREET
ANCHOR TO ANCHOR

Rescale the street to create an iconic boulevard.

Creating a competitive, 21st century business district on Water Street requires concentrating public space and rethinking how it is used.

CASE STUDY: REDEVELOPING WATER STREET
CASE STUDY: REDEVELOPING WATER STREET
CASE STUDY: LEARNING FROM HOBOKEN
Planning Framework Diagram

CASE STUDY: LEARNING FROM HOBOoken

- Hoboken Redevelopment Site
- Jersey City Redevelopment Site
- Terra Firma Development Zone
- High Density Development Zone
- Program and Activate Public Areas
- Improve Circulation into Site
- Create Public Green Spaces
- Create Green Esplanade
- Create Green Linkages
- Create Gateways
- Protect and Maximize Views to and from Site

Site Areas:
- Hoboken Site = 52.37 Acres
- Uplands Area = 36.07 Acres
- Area Under Water = 16.29 Acre
- Jersey City Site = 26 Acres
CASE STUDY: REDEFINING SUBURBIA
- Large areas of single land use
- Under-utilized open space
- Large areas of surface parking
- Lack of Pedestrian Connections
- Existing railroad stations isolated from major uses
SHORTLIST OF TRANSIT ALTERNATIVES

BUS RAPID TRANSIT (BRT)

LIGHT RAIL TRANSIT (LRT)

AUTOMATED GUIDEWAY TRANSIT (AGT)

CASE STUDY: REDEFINING SUBURBIA
MIXED LAND USE

INFILL DEVELOPMENT
Growth Pattern

TRANSPORT
Multi-modal transportation and land use pattern that support walking, cycling and public transit.

STREET DESIGN
New Boulevard created that reinforces transit and connects existing and new activity centers.

CONNECTIVITY
Highly connected roads, trails, rails, sidewalks and paths.

SCALE
Human scale. Smaller buildings, blocks and roads. Designed for pedestrians.

SERVICES
(Shops, schools, parks)
Local, distributed, smaller.
Accommodates walking access.

PUBLIC SPACE
Emphasis on the public realm (streetscape, pedestrian environment, public parks, public facilities).

HIGHER DENSITY
Clustered Activities

CASE STUDY: REDEFINING SUBURBIA
40,000 residents
40,000 jobs
40,000 bicycles

NORDHAVNEN COMPETITION

THE FUTURE: DEFINING A SUSTAINABLE CULTURE IN COPENHAGEN
City Regenerative builds itself, transforms itself, and provides for itself to support social, economic, and ecological sustainability. Expanding on the precepts of Copenhagen’s celebrated “Finger Plan,” the plan connects urban infrastructure, extends waterways, and weaves open space into new residential neighborhoods and commercial nodes.

City Regenerative is organized around the following key principles:
1. Urbanization is structured as fingers extending into the landscape
2. Parks and open space are woven between the fingers
3. Commercial Nodes follow public transport
4. Inhabitants live in close proximity to green spaces, waterways, bike lanes, and public transit

THE FUTURE: DEFINING A SUSTAINABLE CULTURE IN COPENHAGEN
“The density of existing cities, and the interdependencies they provide, point to the best solutions, rather than designs for the most sustainable individual buildings and/or communities.”

Robert Ivy, Editor Architectural Record, Editorial, March 2010
Emerald City: Shattering the Myths of Sustainability
“You got to be careful if you don’t know where you are going because you may not get there.”

Yogi Berra, Baseball Manager and Urban Theorist
This is the first project in the United States on which actual construction was started under provisions of the new Federal Aid Highway Act of 1956.

Missouri State Highway Commission
Cameron, Joyce & Company
Contractor

Infrastructure: Shovel ready is not necessarily the answer.
IF I HAD $1.6 TRILLION...

THE VISION THING

INFRASTRUCTURE: GOOD DESIGN AND PLANNING MATTERS
INFRASTRUCTURE: STRATEGIC INVESTMENTS HAVE LASTING VALUE
A Rail Line Generates New Life

20.6 MILES AND 23 STATIONS The Hudson-Bergen Light Rail offers passenger service in the Pavonia-Newport area of Jersey City and many other places.

HBLRT: WIN-WIN FOR TRANSIT AND REGION
ANACOSTIA WATERFRONT PLAN: WASHINGTON DC
Be In BEACON

Gateway to the Hudson

Opportunity for Transit Oriented Development at the MTA Metro-North Railroad Beacon Station

A Request for Expressions of Interest

MTA Metro-North Railroad

October 30, 2007

ASSERT PUBLIC AGENCY LEADERSHIP AND PARTNERSHIP WITH COMMUNITIES
BUILD ON SUCCESS: LETS CREATE A HARBOR NECKLACE
"Do the right thing. It will gratify some people and astound the rest."
Mark Twain

Educate our leaders: Tell them that sustainable cities matter
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