



CITY BY DESIGN

A Forward Pinellas Education Unit

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Planning Intern
Forward Pinellas



City by Design (A Middle and High School Educational Unit)

- We designed this 9-week educational unit to:
 - Spread knowledge about the field of Urban Planning,
 - Provide a great review of Florida Sunshine State Standards in a multidisciplinary setting
- Students will have to use skills they have learned in:
 - Science
 - Mathematics
 - English /Language Arts
 - Social Studies
 - Technology
 - Art
- Help the City of St. Petersburg design a new site plan for the Tropicana Field area.

City by Design (A Middle and High School Educational Unit)

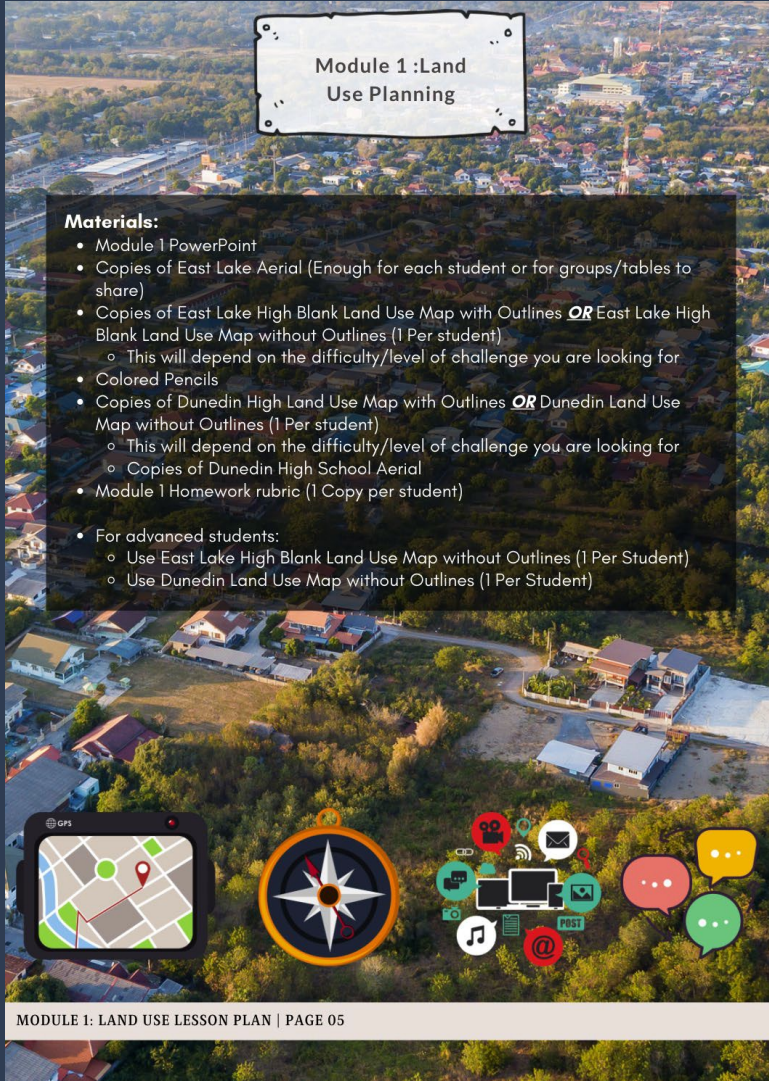
- Students will learn about:
- Land use
- Impacts on the surrounding environment
- Transportation
- Problems planners face
 - Street design layout
 - Public and mass transportation
 - Safely implement micro mobility options





Module 1: Land Use Planning

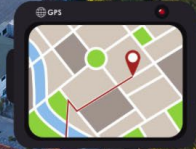
MODULE 1: LAND USE LESSON PLAN | PAGE 04



Module 1 :Land Use Planning

Materials:

- Module 1 PowerPoint
- Copies of East Lake Aerial (Enough for each student or for groups/tables to share)
- Copies of East Lake High Blank Land Use Map with Outlines **OR** East Lake High Blank Land Use Map without Outlines (1 Per student)
 - This will depend on the difficulty/level of challenge you are looking for
- Colored Pencils
- Copies of Dunedin High Land Use Map with Outlines **OR** Dunedin Land Use Map without Outlines (1 Per student)
 - This will depend on the difficulty/level of challenge you are looking for
 - Copies of Dunedin High School Aerial
- Module 1 Homework rubric (1 Copy per student)
- For advanced students:
 - Use East Lake High Blank Land Use Map without Outlines (1 Per Student)
 - Use Dunedin Land Use Map without Outlines (1 Per Student)



MODULE 1: LAND USE LESSON PLAN | PAGE 05

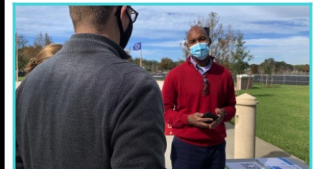
Module 1: Lesson Plan

Teacher Will:

- As students enter the classroom have slide 4 of the "City by Design Teacher PowerPoint" displayed
 - Give students 5 minutes to make their observations
- After 5 minutes, move to slide 5, and introduce the topic for the module
 - Go over each objective so the students are aware of what they will be learning
- Slide 6:
 - Have students share out the observations they made of the map
 - Write these down in the blank space on the slide if you have a SmartBoard
- Slide 7:
 - Play the video
 - This short video introduces the students to the concept of Land Use and introduces the problem to the activity that the students must solve.
- The problem:
 - The Pinellas County School Board is looking to construct a field that will host 3 Food Trucks for the students to eat at on Wednesdays and Fridays. Based on the existing land uses, which the students must map and color code, they will decide the best location for the school board to construct this food truck field.
- Slide 8
 - In the PowerPoint there are two potential slides

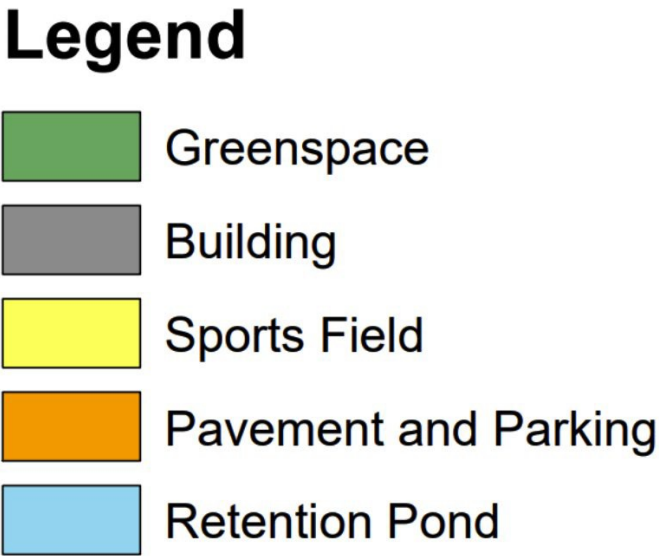
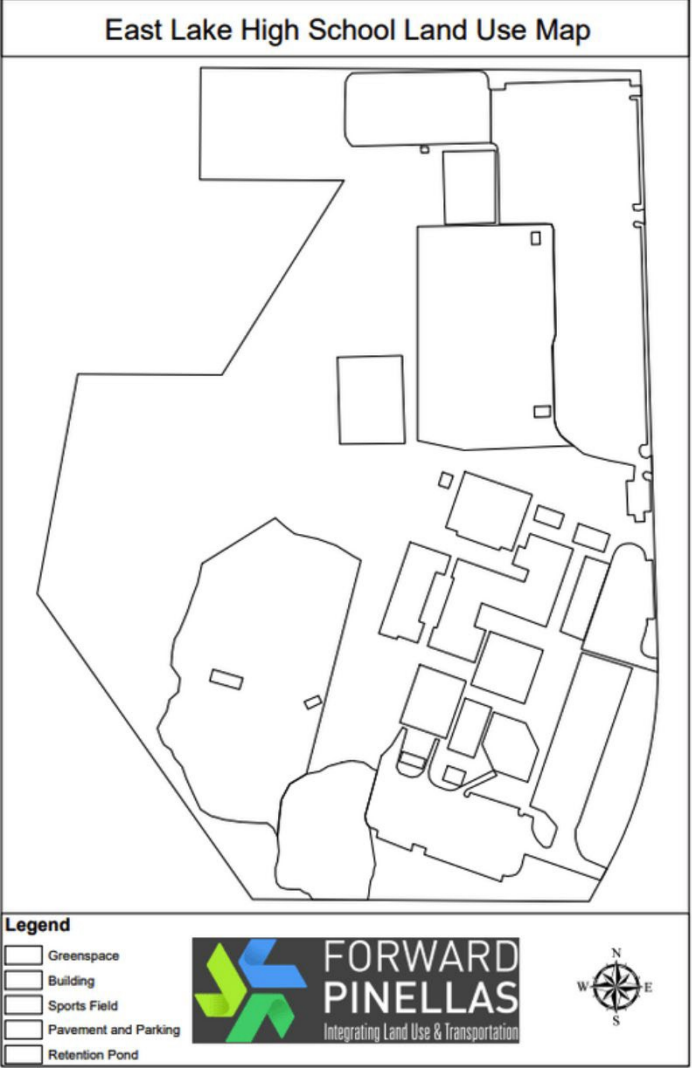
Students Will:

- Observe the land use map and write down 7 observations they make (examples below)
 - Map of Pinellas County
 - Color coded
 - Labels roads
- Share with the class the observations they wrote down



MODULE 1: LAND USE LESSON PLAN | PAGE 06

Module 1: Land Use Planning



Module 2: Building Purposes and Impacts

Transportation Land Use Reading



Transportation planning is the preparation of transportation systems such as highways and traffic facilities. The purpose of transportation planning is to guarantee the safety and efficiency of a person or animal's travel from Point A to Point B.

The purpose of transportation planning also includes:

- Identifying multiple options for transportation
- Car, bus, train, scooter, bike, walking

- Identifying outlying problems to a transportation system
- Identifying solutions to those identified problems
- Recalling the purpose of the construction design
- Optimization of existing transportation systems

Obsolete road designs, roadside hazards cause or are related to the cause of road States. Effective transport in urban areas productivity and growth of economies, an overall environment of the city.

This is land utilized for the structures that to the other. So, think about land used to stations. Transportation land is highly imp need to get around in order to live, shop. Transportation land is often owned, plan city, although it can also be owned by a federal government or a homeowner's as

The impacts of transportation, and its environment are far reaching. Road trans (money) as compared to other modes of . The cost of constructing, operating and the railways. Roads are generally constru authorities and only a small revenue is ch advantage of road transport is that it pro warehouse service. This reduces cartage, transport is most suited for carrying good are not served by rail, water or air transp towns and small villages is made possible

Mixed-Use Land Use Reading



Mixed-use integrates various types of land use into a vertical building space. Mixed-use frequently involves stacking uses, usually residential or office uses over retail uses (As in the picture above). Zoning requirements land uses.

"Mixed-use" describes a land development containing two or more major types of uses (typically including residential, commercial, office, and institutional). Mixed-use has evolved incrementally over time in areas, but is also a more recent form of development.

where mixed-use should be permitted they permit and encourage this use. ect the form of mixed-use that a should provide for opportunities for the ties, such as common parking and ch can be more cost effective and similar facilities for uses on an

centers are typically organized around network to function more like an project.

in a zoning ordinance can provide the

development inherently conserves energy use, reduced reliance on the use of communities based on Smart Growth unity.

Commercial Land Use Reading



Commercial areas in a city are areas, districts, or neighborhoods primarily composed of commercial buildings, such as a downtown, central business district, financial district, "Main Street", commercial strip, or shopping centers. Commercial activity within cities includes the buying and selling of goods and services in retail businesses, wholesale buying and selling, financial establishments, and a wide variety of uses that are broadly classified as "business."

While commercial activities typically take up a relatively small amount of land, they are extremely important to a community's economy. They provide employment, facilitate the circulation of money, and often serve many other roles important to the community, such as public gathering and cultural events. A commercial area is real estate intended for use by for-profit businesses, such as office complexes, shopping malls, service stations and restaurants.

Cities often use zoning laws to prevent conflicts between residential homeowners and businesses. Land designated as a commercial area is rarely located in the middle of residential zones. City planners encourage businesses to congregate along busier streets and central downtown areas. This helps to keep traffic to these sites manageable. Some areas of the city may be designated for "mixed usage", which means some commercial areas may be used for residential purposes. A quaint downtown shopping area with apartments would be an example of mixed usage. Commercial areas definition may include industrial usage as well, although zoning laws still regulate the level of industry permitted. Heavier industries often purchase property on the fringes of cities or in unincorporated areas. Some commercial zones in the city do allow for light industrial usage, usually smaller factories with minimal emissions and transportation needs.

The Neighborhood Commercial 1 (CNI) zone is intended for small sites in or near dense residential neighborhoods. The zone encourages the provision of small-scale retail and service uses for nearby residential areas. Some uses which are not retail or service in nature are also allowed so a variety of uses may locate in existing buildings. Uses are restricted in size to promote a local orientation and to limit adverse impacts on nearby residential areas. Development is intended to be pedestrian-oriented and compatible with the scale of surrounding residential areas. Parking areas are restricted, since their appearance is generally out of character with the surrounding residential development and the desired orientation of the uses.

Residential Land Use Reading



A residential area is a land use in which housing predominates, as opposed to industrial and commercial areas. Housing may vary significantly between, and through, residential areas. These include single-family housing, multi-family residential, or mobile homes. Zoning for residential use may permit some services or work opportunities or may totally exclude business and industry. It may permit high density land use or only permit low density uses.

Residential development is real estate development for residential purposes. Some such developments are called a subdivision, when the land is divided into lots with houses constructed on each lot. Such developments became common during the late nineteenth century, particularly in the form of streetcar suburbs.

In previous centuries, residential developme bought a townlot, hired an architect and/or customized house or mansion for their family or in tenements built for rental. Single-lot speculation, that is for future sale to reside middle class expanded greatly and mortgage that had been rare became commonplace ownership. Residential street in Cincinnati,

Post-World War II economic expansion in m New York City and Los Angeles produced a which was largely met by speculative buildi the term "property speculator" and coined for their activity. Entire farms and ranches with one individual or company controlling development (streets and grading), infrastr housing. Communities like Levittown, Long I saw new homes sold at unprecedented rate which had made the automobile affordable standardization of design and small, repeti smooth flow of capital. Mass production re and a more comfortable lifestyle than cran advent of government-backed mortgages, house in a new residential development the

Recreational/Open Space Use Reading



Recreational land is property that is used primarily for recreation, enjoyment, and/or pleasure as opposed to only being used as commercial timberland. Often times significant volumes of merchantable timber have been removed from recreational land allowing it to be utilized by individuals who do not wish to be in the timber business. This however does not make recreational land a poor investment choice. Many recreational tracts have large natural areas along steep slopes, drains, creeks and streams that are comprised of mature mixed timber that was left unharvested to make the property more pleasing aesthetically and to provide travel corridors and mast for wildlife.

Many different types of Public/Recreational Land use can be found below:

land for outdoor games and sporting activities This use includes accessory structures showers and other facilities commonly

stitution owned and operated by not including parks and open space. This is and other governmental activities. se meeting and recreational facility ng or multipurpose rooms, kitchens, are available for use by various groups ceptions, dances, etc. ans a permanent or regularly occurring ally for the purpose of a community markets may also be permitted as a

private club organized and operated for recreational facilities, such as golf

the primary purpose of which is to for the homeless in general or for

cessory facilities and uses, including er and shower facilities, driving ranges, uipment, and golf cart storage and sales

Institutional Land Use Reading



Institutions can be broadly defined as land uses which serve a community's educational, religious, social, healthcare, recreational, and cultural needs. Institutions may be privately owned or owned and/or operated by government agencies. They are land uses which form an important part of a community and must be carefully planned and located to serve the needs of surrounding residents.

Institutional uses can also be defined by their scale and impact serving the broader community (the entire town), this includes larger facilities such as colleges or hospitals. Many smaller scale facilities (e.g. elementary schools, libraries) are integrated directly into the residential community.

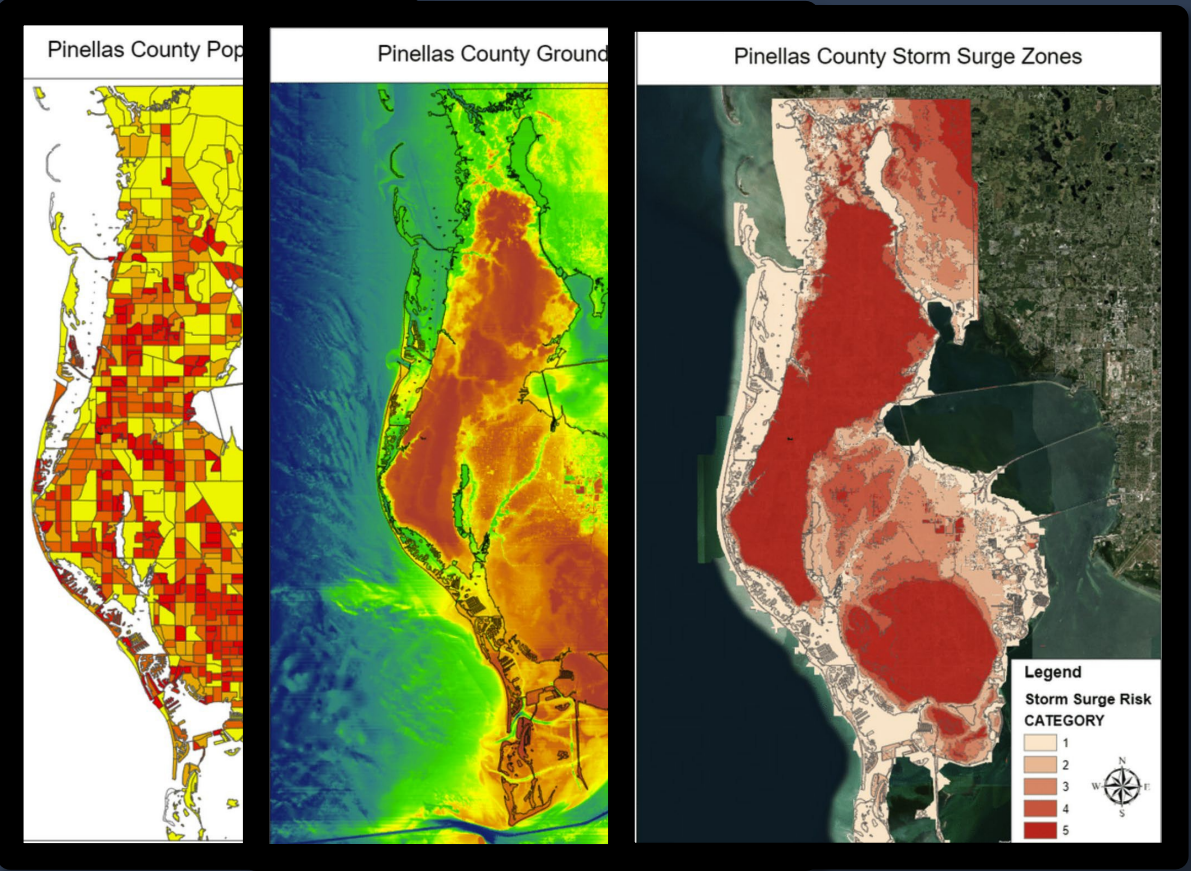
When a great amount of educational, community, or recreational institutions are built in a city it puts a strain on taxpayers. This is because institutions rely on government funds/taxes from the town residents, and if there are too many institutions the tax money has to be spread between institutions, giving less money to each of them.

In some cases, taxes can increase because of the shortage of money to the majority of institutions (specifically, schools and hospitals) so the facility can still function. If the institution shuts down because of minimal funding, the area becomes abandoned and often brings in crime such as trespassing, vandalism and can be destructive to the community around it. Other issues associated with Institutional Expansion include: an increase in traffic, problems with stormwater runoff, an increase in light and noise pollution, a loss of open space, and loss of historic resources.

Questions to answer with your group after reading:

- What is the purpose of building institutional facilities?
- What type of structures are necessary for institutions?
- What are 3 negative impacts of constructing institutional facilities?

Module 3: Current Issues in Planning



The “Missing Middle” Housing Affordability Solution

Karen Parolek — August 16, 2016

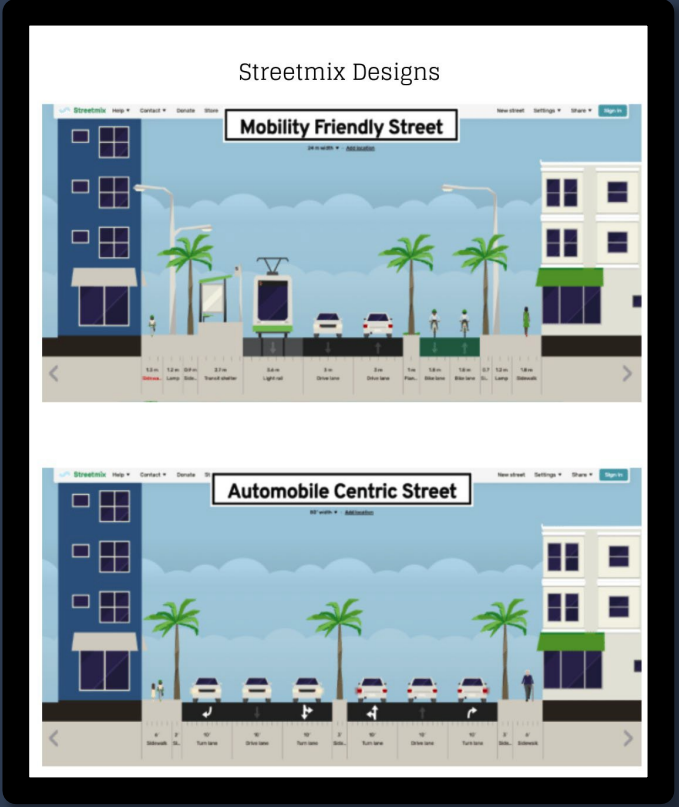
The lack of affordable housing is an increasing problem in many places—particularly those that are walkable and have transit service. The demand for walkable places continues to increase, but too much of what our zoning allows and what the market has traditionally built is sprawl. This has created a classic supply/demand issue, where the demand for housing in our cities and walkable neighborhoods is high but supply is low, leading to rising prices, gentrification, and housing crises across the country.

Solutions to the affordability crisis lie on a spectrum. At one end, an increase in subsidized housing can help those with lower incomes. At the other end, an increase in housing of all kinds in walkable places can help alleviate the rising prices due to high demand for low supply. However, one potential problem with this solution is that most developers and cities are building new housing for city living, but few, if any, are building housing for neighborhood living. Missing Middle Housing provides a critical middle solution: affordable-by-design workforce housing that helps meet the demand for walkable neighborhood living.

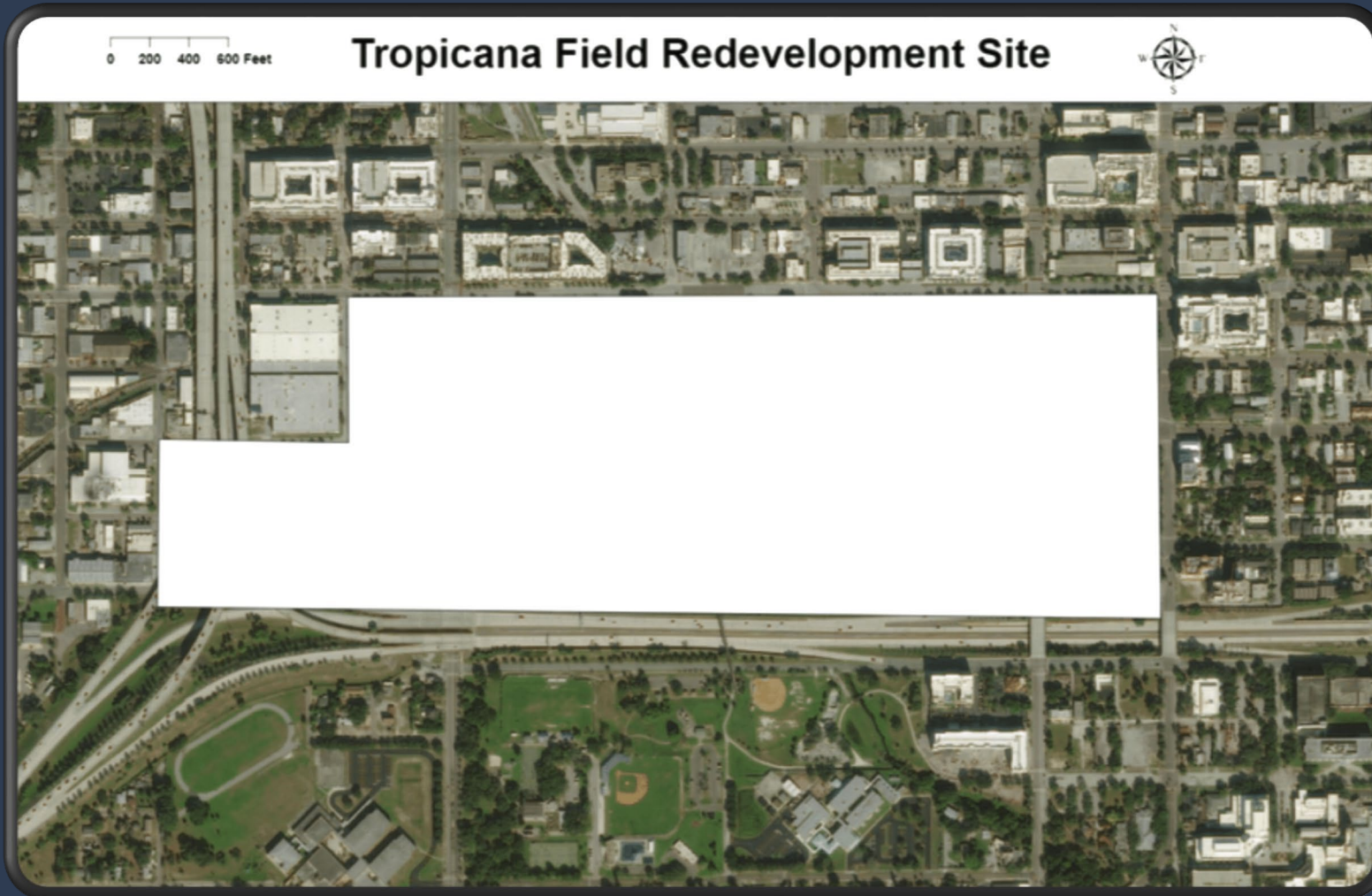
Affordable by Design
Often known as “naturally occurring affordable housing” or “NOAH,” Missing Middle Housing is affordable by design. Here’s how it works:

Smaller Units and Shared (Lower) Land Costs
Missing Middle Housing units typically range from studios to three-bedrooms, but they are inherently smaller than units in conventional single-family housing. This makes them more affordable, both as smaller units and because they share a lot with other units, so the land costs associated with each unit are lower.

Simple Construction
Missing Middle Housing is stick-built (wood-frame construction) and low-rise, which means construction costs are lower than for larger buildings, since costs such as concrete podiums are avoided. The simple construction also makes it viable for homeowners, house-flippers, and small, local businesses to build Missing Middle Housing, vastly increasing the pool of “developers” able to contribute to the supply of affordable housing.



Module 4: Culminating Project



- Key Stakeholders Comments Included in RFP:
 - Community Leaders
 - Business Associations
 - Public Citizens
 - Teen Representatives



THANK YOU

Questions?

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