PRESENTATION OUTLINE

1 2045 DOWNTOWN MASTER PLAN
2 EXISTING REGULATIONS
3 WHAT IS AN URBAN FORM CODE?
4 MARKET TRENDS
5 CASE STUDIES
2045 DOWNTOWN MASTER PLAN
The purpose of the Vision 2045 Downtown Plan (the Plan) is to craft a better, more inclusive downtown for those who live in and visit Las Vegas. It defines objectives toward a better quality of life, lays out a strategic plan for the outlay of city resources, establishes an implementation timeline for much needed improvements, and sets goals to track success for the next 30 years.

It is the most ambitious and important planning document crafted by the City since its inception in 1905.
5 Big Ideas
1. Diversify the economy
2. Create mixed use hubs
3. Create streets for people
4. A greener downtown
5. Expedite implementation
CREATE MIXED USE HUBS

Because of the significant scale of the project area, the Plan recommends focusing development where it can have the most impact. The Plan identifies ten mixed-use hubs along Light Rail (LRT) / Bus Rapid Transit (BRT) corridors, aiming to promote a compact, mixed-use development pattern through infill and redevelopment on the vacant/declined properties around station areas. Phase 1 Catalytic developments will focus on housing and amenity based retail and community services, as well as improvements to the public realm, focused around the transit hubs.
DEVELOPING A SHARED VISION

2045 DOWNTOWN MASTER PLAN
DEVELOPING A SHARED VISION

2045 DOWNTOWN MASTER PLAN – GROWTH SCENARIO

FIG 13.11: DEVELOPMENT PROJECTIONS
(© FOR ILLUSTRATIVE PURPOSES ONLY)
DEVELOPING A SHARED VISION

2045 DOWNTOWN MASTER PLAN

BIG IDEAS

5

EXPEDITE IMPLEMENTATION

A visionary plan must be built upon solid implementation strategies. To attract new investments and expedite Downtown’s development, six key implementation tools are critical to promote of the continued growth of Downtown’s economy in the future.

These tools include: 1) streamlined governance, such as adopting form-based coding, offering zoning incentives, employing fast-track permitting/administrative review procedures, and establishing a downtown Planning Department with 3-4 employees; 2) building catalytic projects first, such as the Modern Art Museum, Soccer Stadium, Convention Center/Business Hotel, and Higher-education Downtown campus; 3) providing creative financial incentives, including clustering local incentives around transit hubs, establishing an Economic Development Capital Fund (EDCF), aggressive grant application, etc.; 4) infrastructure investment that attracts state and national funding; 5) promoting public-private partnerships, and (6) establish a Business Improvement District (BID) for the provision of much needed services such as street cleaning, marketing, coordinated event programming, as well as funding and services to support local developers.
TRANSLATING THE VISION TO REALITY

2045 DOWNTOWN MASTER PLAN – IMPLEMENTATION ACTIONS

1. Adopt a farm-based Code that offers procedural clarity and implements the Masterplan through place-based standards.

2. Introduce zoning incentives that direct development toward targeted areas, conserve neighborhoods, protect historic resources, encourage favored development types, and deliver community benefits.

3. Provide expedited approvals especially for priority redevelopment projects, including procedures for administrative review, timely issuance of building permits, and dedicated staff.

4. Initiate a program of land assembly to facilitate development of priority sites and catalytic projects, and establish criteria for disposition of that land for redevelopment purposes.

5. Offer a package of housing development incentives, in particular to encourage density near major transit stops, potentially including property assembly, streamlined approvals, infrastructure financing, and incentive zoning.

6. Identify appropriate sites and incentives for special needs housing, and engage potential development partners, especially to bring affordable student housing to Downtown.

7. Establish a Community Benefits Program that awards development allowances based on the provision of community benefits, such as the provision of affordable housing, accessible open spaces, community facilities, and public realm improvements.

8. Coordinate with the proposed Downtown BID to provide "Clean and Safe Services" to include ambassadors that afford enhanced security, visitor services, and direct street populations to available social services.

9. Prepare public realm design guidelines to include a palette of design elements that promote the Downtown brand and complement each District’s unique identity.

10. Implement a wayfinding and signage system for Downtown, including adoption of guidelines for design and installation.

11. Launch property improvement programs that offer financial and technical assistance for residential and commercial building improvement and property code compliance.

12. Conduct a comprehensive historic resources inventory for Downtown, including sites, buildings, and structures, and signage, and promote official designation based on approved criteria.
STREETS FOR PEOPLE

FROM THIS ...
Many streets in Downtown such as Main Street are heavily preferential to auto movement resulting in low intensity development along the street corridor, and extremely limited pedestrian activity.

... TO THIS
Accommodating multiple forms of mobility changes the functional profile of the street. The street row can accommodate:
- creativity and human interaction
- mixed use development
- diversity of movement
- infrastructure for business
- environmentally conscious design
EXISTING REGULATIONS
CODE DIAGNOSIS – DOWNTOWN CENTENNIAL PLAN

INEFFECTIVE ZONING TO ACHIEVE THE VISION

- 31 overlapping districts and zones
- Inconsistency between development standards and allowed uses
- Unpredictable results
- Relies heavily on site plan review

LAS VEGAS DOWNTOWN MASTER PLAN UPDATE
CODE DIAGNOSIS

Prepared by: Lisa Wise Consulting, Inc
April 2015
CODE DIAGNOSIS

[Image of a map with various districts and areas labeled, such as Central Casino Core, Downtown Gateway, Fremont East District, Office Core, East Village, and Industrial Corridor District.]
<table>
<thead>
<tr>
<th>Downtown Centennial Plan District</th>
<th>LVMC Title 19 Zones</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>C-1</td>
</tr>
<tr>
<td>Parkway Center*</td>
<td></td>
</tr>
<tr>
<td>Office Core</td>
<td>X</td>
</tr>
<tr>
<td>Downtown Gateway</td>
<td>X</td>
</tr>
<tr>
<td>Downtown South</td>
<td></td>
</tr>
<tr>
<td>Las Vegas Arts District*</td>
<td>X</td>
</tr>
<tr>
<td>Central Casino Core</td>
<td>X</td>
</tr>
<tr>
<td>Northern Strip Gateway</td>
<td></td>
</tr>
<tr>
<td>East Village</td>
<td>X</td>
</tr>
<tr>
<td>Fremont East</td>
<td></td>
</tr>
<tr>
<td>Industrial Corridor</td>
<td></td>
</tr>
</tbody>
</table>

An 'X' indicates that the District has uses regulated by the applicable Title 19 Zone in at least one location.

*. Uses allowed in the Las Vegas Arts District and Parkway Center District are outlined in the DCP Code, and do not cross reference the LVMC. These Districts have been included in the table to illustrate the overlap of City base zones and DCP Districts.
**Table 1. Districts and Applicable City Zones**

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</tr>
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<tr>
<td>East Village</td>
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<td>Fremont East</td>
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</tbody>
</table>

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## CODE DIAGNOSIS

### Table 2: Uses allowed in the Northern Ship Gateway District, by Zone

<table>
<thead>
<tr>
<th>RESIDENTIAL AND LODGING</th>
<th>C-1</th>
<th>C-2</th>
<th>C-M</th>
<th>M</th>
<th>R-4</th>
<th>R-5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accessory Structure (Class II)</td>
<td>3</td>
<td>3</td>
<td>C</td>
<td>C</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Related Living Apartments</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Bed &amp; Breakfast Inn</td>
<td>S</td>
<td>S</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Boarding or Row House</td>
<td>S</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Condominium</td>
<td>C</td>
<td>C</td>
<td>C</td>
<td>C</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Home Occupation</td>
<td>H</td>
<td>H</td>
<td>H</td>
<td>H</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Hotel, Motel, or Hotel Suites</td>
<td>S</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Hotel, Residence</td>
<td>S</td>
<td>S</td>
<td>P</td>
<td>P</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Multi Family Residential</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Single Family, Attached</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Single Family Detached (Ord. 98/83)</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Single Room Occupancy Residence</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Townhouse</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>3</td>
<td>3</td>
</tr>
</tbody>
</table>

### RECREATION, ENTERTAINMENT & AMUSEMENT

<table>
<thead>
<tr>
<th>Activity</th>
<th>A</th>
<th>A</th>
<th>A</th>
<th>A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gaming Establishment, Restricted</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Gaming Establishment, Non-restricted</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
</tr>
<tr>
<td>Gaming Establishment, General</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Nightclub</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Outdoor Entertainment Referral Service</td>
<td>S</td>
<td>S</td>
<td>P</td>
<td>P</td>
</tr>
<tr>
<td>Socially Oriented Business</td>
<td>C</td>
<td>C</td>
<td>C</td>
<td>C</td>
</tr>
<tr>
<td>Urban Lounge</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
</tr>
</tbody>
</table>

### RETAIL AND PERSONAL SERVICES

<table>
<thead>
<tr>
<th>Service</th>
<th>S</th>
<th>S</th>
<th>S</th>
<th>S</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restaurant with Service Bar</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
</tr>
<tr>
<td>Shopping Center</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
</tr>
<tr>
<td>Spa/Wellness</td>
<td>S</td>
<td>S</td>
<td>C</td>
<td>C</td>
</tr>
<tr>
<td>Tattoo Parlor/Body Piercing Studio</td>
<td>S</td>
<td>P</td>
<td>P</td>
<td>P</td>
</tr>
</tbody>
</table>

### MIXED USES

<table>
<thead>
<tr>
<th>Mixed Use</th>
<th>C</th>
<th>C</th>
<th>S</th>
<th>S</th>
</tr>
</thead>
</table>

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**Key**:  
- **A**: The use is permitted as a principal use in the zoning district as a right.  
- **C**: The use is permitted as an accessory use to a principal use in the district.  
- **G**: The use is permitted, but only in accordance with the conditions specified in the table for conditional uses.  
- **S**: The principal use is permitted in the zoning district only if the related use is permitted by special use permit.  
- **T**: The use is permitted by means of a temporary use permit.  

**Notes**:  
- Mixed-use property is for residential use only, it is not exclusive. Additional uses are allowed in the Northern Ship Gateway District.
18B LAS VEGAS ARTS

A DIVERSE COMMUNITY AND REGIONAL SHOWCASE FOR THE ARTS.

The 18B Las Vegas Arts District is the creative heart of the city. The local stores, art galleries, and artists in residence are compelling and memorable elements of Downtown. However, their impact is limited in scale. Using the underutilized and raw land especially along Casino Center Boulevard, 3rd Street and Main Street, smart investments could promote walkability, safety, and sustainability, a more critical mass of artists and art related services that amplify the artists “brand” in the district, while providing much-needed affordable housing and services for the community.

Development protections and improved services could strengthen existing corridors of creative uses, especially along Main and Charleston. New clusters of development can create places that encourage “makers” of all stripes including artists, students, food producers, designers, and entrepreneurs.

Mixtures of uses around transit, include artist oriented housing and creative spaces that adjoin, a university village that promotes study of the arts and humanities, a “maker” village that attracts entrepreneurs, and senior and veterans housing that cares for the community at large.

DEVELOPMENT NEEDS
• District and assembly, coordinated infrastructure investment, development standards and guidelines, forming key partnerships (higher education campus, Arts Community, and Transit Authority)

CATALYTIC PROJECTS
• Multi-modal transit (Art District LRT station), Charleston Complete Streetscape, Museum of Contemporary Art, Artists Green and Demonstration Garden. Local Art Gallery and Makers Village. K-12 School of the Arts, bike share

PROPOSED ADDS GLA
• Residential: 1,114,880 GSF / 1,172 Housing Units. Live Work Lofts, Mid-rise/High-rise Condo, Veteran Housing, Student Housing, Temporary Housing
• Retail: 62,000 GSF (Food and Beverage, Services)
• Office: 321,500 GSF (Creative Office, Incubator Space)
• Civic and Institutional: 675,000 GSF (Art Museum, YMCA, Student Center, Classrooms, K-12 schools)
• Open Space: 212,600 GSF (Creative Green, Event Space, Student Quad, Transit Plaza)
CODE DIAGNOSIS — DOWNTOWN CENTENNIAL PLAN

INEFFECTIVE ZONING TO ACHIEVE THE VISION

Current standards allow this ...

No height, setback, lot coverage or façade/frontage standards.
... which makes it difficult to achieve this.
WHAT IS AN URBAN FORM CODE?
<table>
<thead>
<tr>
<th>Type</th>
<th>Goal</th>
<th>Features</th>
<th>Pros</th>
<th>Cons</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use-Based</td>
<td>Group similar uses</td>
<td>Limits density</td>
<td>Separates incompatible uses</td>
<td>Inhibits mixing uses</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Regulates bulk</td>
<td>Easy</td>
<td>Politicizes planning</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Homogenous</td>
<td>Citizen Input</td>
<td>Lack of certainty</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Focuses on negative</td>
</tr>
<tr>
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<td>FEATURES</td>
<td>PROS</td>
<td>CONS</td>
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<tr>
<td><strong>PERFORMANCE-BASED</strong></td>
<td>Protect natural resources</td>
<td>Substitutes quantitative for qualitative</td>
<td>Clear rationale for standards</td>
<td>Complex and formulaic</td>
</tr>
<tr>
<td></td>
<td>Mitigate negative impacts</td>
<td>Requires sophisticated</td>
<td>Focus on environment</td>
<td>Difficult to administer and enforce</td>
</tr>
<tr>
<td></td>
<td></td>
<td>technical expertise</td>
<td></td>
<td></td>
</tr>
</tbody>
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<td></td>
<td></td>
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</tr>
<tr>
<td><strong>URBAN FORM</strong></td>
<td>Promote walkable, urban places and more mobility options</td>
<td>Form trumps uses</td>
<td>Easier to mix uses</td>
<td>Very detailed – can be costly</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Encourages pedestrian activity</td>
<td>Codifies design guidelines</td>
<td>Perception that they are more complicated</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Allows and promotes mixed-use development</td>
<td>High use of graphics and tables</td>
<td>May need education to transition to new approach</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Provides more certainty for community &amp; developers</td>
<td></td>
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## Code Options

<table>
<thead>
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<th>FEATURES</th>
<th>PROS</th>
<th>CONS</th>
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<tr>
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<td></td>
<td>approach</td>
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<td></td>
<td></td>
<td>developers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>HYBRID</td>
<td>Achieves benefits from a mix of Code types – a customized Urban Form Code, for example</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
YESTERDAY’S PROBLEMS
YESTERDAY’S TOOLS

- Separation of Uses
- Focus on density and floor area ratio (FAR)
YESTERDAY’S TOOLS

SEPARATION OF USES
YESTERDAY’S TOOLS

FLOOR AREA RATIO (FAR)
YESTERDAY’S TOOLS

FLOOR AREA RATIO (FAR)
THIS IS “RED” ON THE ZONING MAP...
BUT THIS IS RED ON THE ZONING MAP TOO
CONVENTIONAL V. URBAN FORM CODE

URBAN FORM CODE

Form

Management

Use/Density
WELL-INTENDED POLICY STATEMENT

INFILL AND DEVELOP IN EXISTING URBANIZED AREAS. BUILD AFFORDABLE MULTI-FAMILY HOUSING NEAR TRANSPORTATION CORRIDORS.
WELL-INTENDED POLICY STATEMENT

INFILL AND DEVELOP IN EXISTING URBANIZED AREAS. BUILD AFFORDABLE MULTI-FAMILY HOUSING NEAR TRANSPORTATION CORRIDORS.
WELL-INTENDED POLICY STATEMENT

INFILL AND DEVELOP IN EXISTING URBANIZED AREAS. BUILD AFFORDABLE MULTI-FAMILY HOUSING NEAR TRANSPORTATION CORRIDORS.

Form Matters
DIFFERENT PLACES NEED DIFFERENT REGULATIONS

Walkable Urban

Transition

Drivable Suburban

Smart Growth Tulsa

www.aaroads.com
WHAT IS AN URBAN FORM CODE?

• An urban form code fosters predictable, high-quality built environments by regulating land development based on physical form rather than the separation of land uses

• Emphasis on form and the public realm

• Components
  • Building types
  • Frontage standards
  • Street types
  • Open space types
CONNECTION BETWEEN PUBLIC AND PRIVATE SPACE
THE "PUBLIC" SPACE IN-BETWEEN FAÇADES
CONNECTION BETWEEN PUBLIC AND PRIVATE SPACE

TRANSITION SPACE (SEMI-PUBLIC/SEMI-PRIVATE...)
Legend:
T6  Downtown
T5  Main Street
T4  General Urban
### URBAN FORM CODE COMPONENTS

#### BUILDING TYPE STANDARDS

<table>
<thead>
<tr>
<th>Building Type</th>
<th>Transect Zones</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carriage House</td>
<td>T1 T2 T3 T4 T5 T6</td>
</tr>
<tr>
<td>Single-Family Estate</td>
<td>T1 T2 T3 T4 T5 T6</td>
</tr>
<tr>
<td>Single-Family House</td>
<td>T1 T2 T3 T4 T5 T6</td>
</tr>
<tr>
<td>Single-Family Cottage</td>
<td>T1 T2 T3 T4 T5 T6</td>
</tr>
<tr>
<td>Bungalow Court</td>
<td>T1 T2 T3 T4 T5 T6</td>
</tr>
<tr>
<td>Duplex, Side-by-Side</td>
<td>T1 T2 T3 T4 T5 T6</td>
</tr>
<tr>
<td>Duplex, Stacked</td>
<td>T1 T2 T3 T4 T5 T6</td>
</tr>
</tbody>
</table>

**Table 18-50.110.010.A Building Types General**

- **Carriage House:** This Building Type is a secondary structure typically located at the rear of a lot. This structure typically provides either a small residential unit, home office space, or other small commercial or service use that may be above a garage or at ground level. This Building Type is important for providing affordable housing opportunities and including small businesses within walkable neighborhoods.

- **Single-Family Estate:** This Building Type is a large detached structure on a large lot that incorporates one unit. It is typically located within a primarily single-family residential neighborhood in a more rural setting. If located within a walkable neighborhood, this Building Type is typically located at the edge of the neighborhood, providing a transition to the more rural areas.

- **Single-Family House:** This Building Type is a medium-sized detached structure on a medium-sized lot that incorporates one unit. It is typically located within a primarily single-family residential neighborhood in a walkable urban setting, potentially near a neighborhood main street.

- **Single-Family Cottage:** This Building Type is a small detached structure on a small lot that incorporates one unit. It is typically located within a primarily single-family neighborhood in a walkable urban setting, potentially near a neighborhood main street. This Type enables appropriately-scaled, well-designed higher densities and is important for providing a broad choice of housing types and promoting walkability.

- **Bungalow Court:** This Building Type consists of a series of small, detached structures on a single lot, providing multiple units arranged to define a shared court that is typically perpendicular to the street. The shared court takes the place of a private open space and becomes an important community-enhancing element of this Type. This Type is appropriately scaled to fit within primarily single-family neighborhoods or medium-density neighborhoods. This Type enables appropriately-scaled, well-designed higher densities and is important for providing a broad choice of housing types and promoting walkability.

- **Duplex, Side-by-Side:** This Building Type is a small to medium-sized structure that consists of two side-by-side dwelling units, both facing the street, and sharing one common party wall. This Type has the appearance of a medium to large single-family home and is appropriately scaled to fit within primarily single-family neighborhoods or medium-density neighborhoods. It enables appropriately-scaled, well-designed higher densities and is important for providing a broad choice of housing types and promoting walkability.

- **Duplex, Stacked:** This Building Type is a small to medium-sized structure that consists of two dwelling units, one on top of the other. This Type has the appearance of a medium to large single-family home and is appropriately scaled to fit within primarily single-family neighborhoods or medium-density neighborhoods. This Type enables appropriately-scaled, well-designed higher densities and is important for providing a broad choice of housing types and promoting walkability.

**Key**

- **T1 allowed**
- **T4 not allowed**
Building Type Standards - Urban Form Code Components

10-50.110.180 Commercial Block

A. Descriptions

The Commercial Block Building Type is a small to medium-sized structure, typically attached, that provides a vertical mix of uses, including ground-floor commercial, service, or retail uses and upper-floor commercial, service, or residential uses. Smaller versions of this Type make up the primary component of a neighborhood's main street while larger versions make up the primary component of downtown, therefore being a key component to providing walkability.

Key

- Lot
  - Lot Size
  - Depth
- Number of Units
- Pedestrian Access
- Main Entrance Location
  - Ground Floor
  - Upper Floor
  - Balanced Frontages
- Ground Floor
  - Forecourt
  - Shopfront
- Upper Floor
  - Shopfront
- Building Area
  -典型的沿街商铺和二楼的商铺
  - 沿街的店铺
  - 阳台

Typical large commercial block building with simple massing, regular spacing of windows and doors, and a tall ground floor.

Historic plaza of a commercial block building with gabled roof form and two-story gallery.

Shopfronts are typically found on commercial block buildings.

Garage below. The drawings and photos on this page are illustrative, not regulatory.
URBAN FORM CODE COMPONENTS

FRONTAGE STANDARDS

Table 10-50.120.020.A Private Frontages General

The private frontage is the area between the building façade and the lot line.

<table>
<thead>
<tr>
<th>LOT</th>
<th>PRIVATE</th>
<th>R.O.W.</th>
<th>LOT</th>
<th>PRIVATE</th>
<th>R.O.W.</th>
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</thead>
<tbody>
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<td></td>
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<td></td>
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</tbody>
</table>

- **Common Yard:** The Common Yard frontage has a planted frontage with a façade substantially set back from the frontage line, providing a buffer from the higher-speed thoroughfares. The front yard created remains unplanted and is visually continuous with adjacent yards, supporting a common landscape and working in conjunction with the other private frontages.

- **Porch:** The Porch frontage has a planted frontage wherein the façade is set back from the frontage line with an attached porch permitted to encroach. A fence at the frontage line maintains street spatial definition. There are three types of porch frontages: projecting (10-50.120.040), engaged (10-50.120.056) and integral (10-50.120.060).

- **Terrace or Lightwell:** The Terrace or Lightwell frontage has a façade set back from the frontage line by an elevated terrace or a sunken lightwell. This type buffers residential or commercial uses from urban sidewalks and removes the private yard from public encroachment. Terraces are suitable for conversion to outdoor cafes, etc. 

- **Froncourt:** The Froncourt frontage has a portion of the façade close to the frontage line and the central portion is set back. The Froncourt created is suitable for vehicular drop-offs. This type should be allocated in conjunction with other frontage types. Large trees within the Froncourt may overhang the sidewalk.

- **Scoop:** The Scoop frontage has a façade aligned close to the frontage line with the first story elevated from the sidewalk sufficiently to secure privacy for the windows. The entrance is usually an exterior stair and landing.

*Key: T Allowed, F Not Allowed*
URBAN FORM CODE COMPONENTS

FRONTAGE STANDARDS

Key
--- ROW/Property Line
--- Setback Line

10-50, 120.100 Shopfront

A. Description
The main façade of the building is at or near the frontage line and may include a canopy or awning element, which can either be fixed or retractable.≥

B. Size
Distance between glassing: 2' max.
Ground Floor Transparency: 75% min.
Door Recess: 6' max.

C. Awnings
Depth: 4' min.
Setback from curb: 2' min.
Height, clear: 8' min.

D. Miscellaneous
Residential windows shall not be used.
Doors may be recessed as long as main façade is at BTL.
Open-ended awnings are encouraged.
Recessed and boxed awnings are discouraged.
Shopfronts with accordion-style doors and windows are discouraged.
Transom bars shall be used to break down the window scale.

An example of a shopfront with a recessed doorway.

An example of a shopfront with a chamfered corner entry.
**URBAN FORM CODE COMPONENTS**

**STREET STANDARDS**

A. Description and Intent

A Commercial thoroughfare designed for low to moderate capacity (up to 10,000 VPH), and low speeds (15-25 mph), providing access and convenient parking for urban centers.

This type could correspond with any number of streets in the town centers.

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**Type 3. Commercial Street**

**A. Typical Commercial Street - 75'-90' R.O.W.**

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**Intended Character**

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1. **Public Right-of-Way (R.O.W.)**
   - Right-of-Way: 75'-90'
   - Curb-to-Curb: 48'-40'
   - Public Frontage: 14'-16' see Section 8.20.10

2. **Curb-to-Curb**
   - Vehicular Lanes: 2 (1 each way); 10'-12' lane width
   - Median: none
   - Bicycle Facilities: where occurs see Section 8.20.110
   - Bicycle Buffer: where occurs see Section 8.20.110
   - Parking Facilities: Parallel, Diagonal, or Mixed; 7'-10'

3. **Public Frontage**
   - Sidewalk: 12'-16'
   - Planter(s): Tree wells, 5'x5' minimum
   - Landscaping: See Section 4.40.040 (Approved Plant List)
   - Lighting: See Section 4.40.090
   - Drainage Type(s): Curb & gutter

4. **Private Frontage**
   - Frontage Type(s): See Section 5.20.050
MISCONCEPTIONS

URBAN FORM CODES...

1. Do regulate use
2. Dictate architecture and squash creativity
3. Are too complicated
4. Are boilerplates
5. Are relatively untested
6. Are for new developments only
7. Are just guidelines
8. Must be applied citywide
9. Result in by-right approval – leaving out staff
10. Are upzoning and result in high density development
11. Only regulate mixed-use development
12. Friendly to development community
13. Are difficult for staff to implement
MARKET TRENDS
WHAT CAN MUNICIPAL GOVERNMENTS DO TO MORE EFFECTIVELY ACCOMMODATE AND ENCOURAGE DENSIFICATION?
...need to look at their existing land use plans... zoning process doesn’t do a good job of setting the community’s expectations... the most effective thing a local jurisdiction can do is to change to a form-based code...
Millennials: the Generation that Walks the Talk

Walking More, Driving Less

- 83% of Millennials like walking, but only 71% like driving. This 12 point gap is a wider margin than any other generation. The gap for Baby Boomers is 2 points.

- 50% of Millennials prefer living within an easy walk of other places (compared to 43% of Gen X, 38% Baby Boomer and 30% Silent Generation).

- 51% of Millennials prefer living in attached housing (townhouse, condo) where they can walk to shops and have a shorter commute (compared to 44% of Gen X, 43% Baby Boomer and 41% Silent Generation).

- Millennials walk more for transportation: 32% walked to work/school (compared to 19% for Generation X and 13% for Baby Boomers). 62% of Millennials walked for errands (compared to 54% of Generation X and 53% of Baby Boomers).
URBAN FORM CODES ARE NOW COMMONPLACE
CASE STUDIES
An Integrated Land Use and Transportation Plan
DENVER, CO

AREAS OF STABILITY/CHANGE

- Areas of Change
- Areas of Stability
DENVER, CO

CONTEXT-BASED APPROACH

Suburban Neighborhood  Urban Edge Neighborhood  Urban Neighborhood

General Urban Neighborhood  Urban Center Neighborhood  Downtown Neighborhood
### Directing Growth

<table>
<thead>
<tr>
<th>PERFORMANCE MEASURE</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Achieve a higher ratio of private investment in Areas of Change to Areas of Stability</td>
<td>3:1</td>
<td>6:1</td>
<td>6:1</td>
</tr>
<tr>
<td>Achieve a higher ratio of investment in Areas with Small Area Plans to areas without Small Area Plans</td>
<td>5:1</td>
<td>10:1</td>
<td>6:1</td>
</tr>
</tbody>
</table>
PETALUMA, CA

DOWNTOWN FORM-BASED CODE (2003/2012)

• Very successful
• Theater District Created
• Three Fold Increase in Property Taxes (2003 – 2008)
• 17% Increase in Sales Taxes (2004 - 2007)
• Updated Code in 2012
• Extraordinarily successful
• Extension of Phoenix light rail project - TOD
• Several developments in the works:
  • 81-unit Senior-living Complex ($17 million dollar project)
  • Encore
  • El Rancho del Arte
  • Art Space
  • Country Club and Main
• May be expanding their FBC to other areas of the City
## EMERGING TRENDS IN REAL ESTATE 2017
### TOP 10 MARKETS TO WATCH

<table>
<thead>
<tr>
<th>CITY</th>
<th>FBC?</th>
<th>COMMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>AUSTIN</td>
<td>Yes</td>
<td>In progress</td>
</tr>
<tr>
<td>DALLAS/FORT WORTH</td>
<td>Yes</td>
<td>Mixed use and TOD areas</td>
</tr>
<tr>
<td>PORTLAND, ME</td>
<td>Yes</td>
<td>India Street Historic District</td>
</tr>
<tr>
<td>SEATTLE</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>LOS ANGELES</td>
<td>Yes</td>
<td>In progress</td>
</tr>
<tr>
<td>NASHVILLE</td>
<td>Yes</td>
<td>Code complete</td>
</tr>
<tr>
<td>RALEIGH/DURHAM</td>
<td>Yes</td>
<td>Form-driven regulatory system</td>
</tr>
<tr>
<td>ORANGE COUNTY</td>
<td>Yes</td>
<td>Several cities within have FBCs</td>
</tr>
<tr>
<td>CHARLOTTE</td>
<td>Yes</td>
<td>Under consideration</td>
</tr>
<tr>
<td>SAN FRANCISCO</td>
<td>No</td>
<td>City does not, but many Bay Area cities do</td>
</tr>
</tbody>
</table>
END