

THE EXCHANGE

REPROGRAMMING VACANT BUILT LANDSCAPES
TO INCREASE SOCIAL EQUITY
AND CREATE IDENTITY

By

JARED T. PUMPHREY

A REPORT

Submitted In Partial Fulfillment Of The Requirements For The Degree

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Approved by:

Major Professor
Blake Belanger

The Exchange

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Jared T. Pumphrey

A Report submitted in partial fulfillment of the requirements for the degree
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Committee Members:

Blake Belanger, RLA, ASLA | Assistant Professor

Jason Brody, PhD | Assistant Professor

Gary Stith, AICP | Visiting Assistant Professor

Supporting Faculty:

Stephanie Rolley, Professor & Department Head

Eric Bernard, Associate Professor

In partnership with:

Mid-America Regional Council (MARC), Kansas City Metropolitan Area

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Raytown Area Chamber of Commerce

Raytown Community Development Department

Raytown Main Street Association

Friends of Raytown Parks

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ABSTRACT

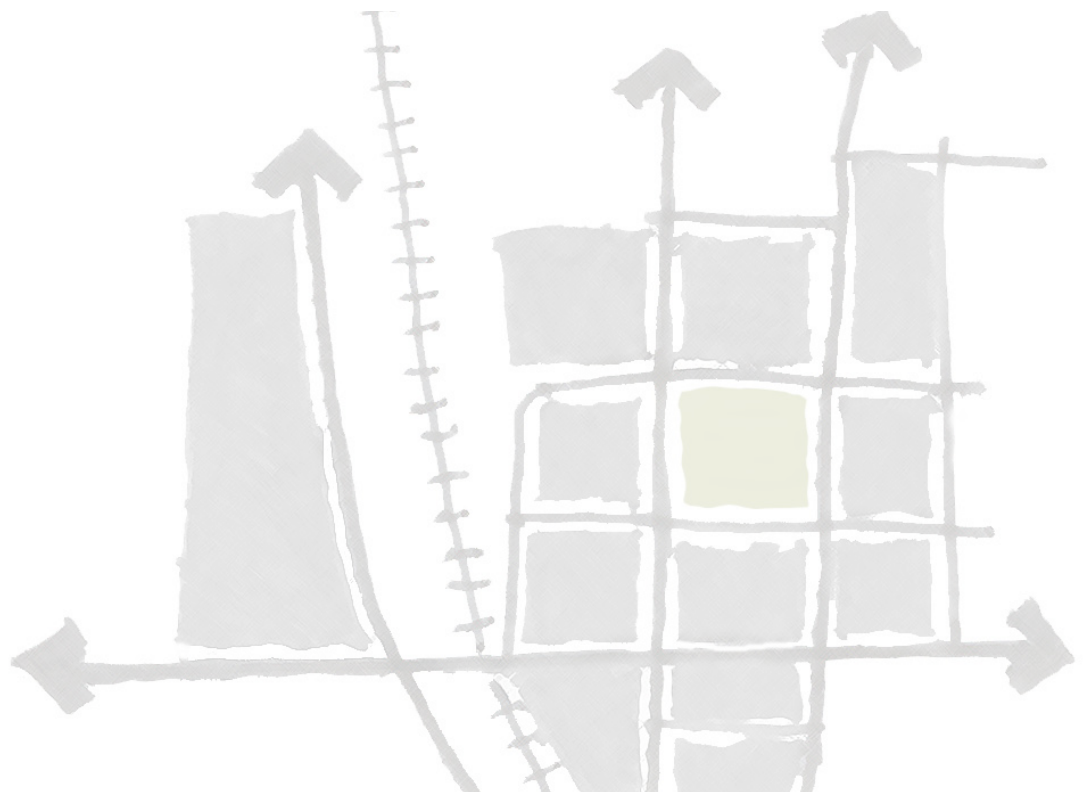
Keywords: *Creating Sustainable Places (CSP), landscape architecture, perception, Raytown, Rock Island Corridor (RIC), social inequity, suburban revitalization, vacant built landscapes*

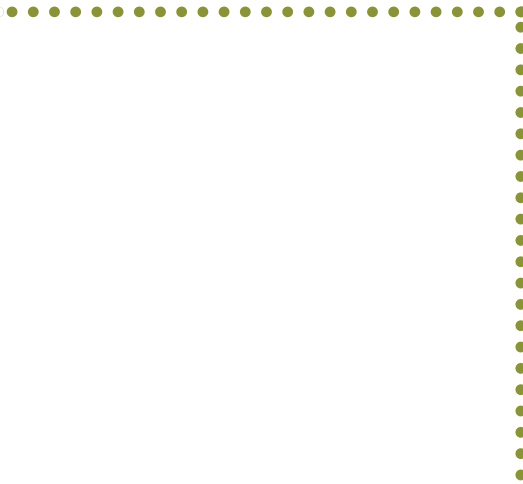
This master's project and report examines the correlation between social inequity and vacancy to develop a phased revitalization strategy for Raytown, Missouri. The perception of vacant built landscapes cause people to interpret places as having no productive use (Corbin 2003). Vacant spaces appear void of opportunities and are fueled by a capitalist society where markets move toward the urban fringe in order to remain competitive (Fainstein 2010). Vacancy creates a cultural response that "erodes the local social fabric, [signifying] the ills of neglect, [and] communicating to people the futility of inner-city living" (Jakle and Wilson 1992, 175). As a result, people passing through a community dismiss these vacant spaces because what they see is a place of little value. The perception of vacancy can lead to severe social inequity as society's affluent members move from inner-city cores. Economic viability and the overall quality of life begins to decrease.

Building on the Creating Sustainable Places Initiative for the Kansas City region and

planning efforts for redeveloping the currently unused Rock Island Rail Corridor, this project explores how vacant built landscapes within Raytown's Central Business District can be reprogrammed to establish place identity. Through critical mapping, key equity dilemmas at the metropolitan level are brought forth to identify issues that can be addressed through corridor redevelopment in Raytown. Mapping vacancies in the Raytown CBD identifies current vacant parcels. Together, the identification of vacant parcels with parcel size indicates primary redevelopment sites that can readily support higher density development in anticipation of a potential rail transit system.

Using a phased approach, temporary design solutions regain public interest in the community, while working to develop mixed-use neighborhoods, pedestrian oriented streetscapes, and improved open space amenities at future build out. Strategies at each phase provide opportunities for community gathering and living choices that accommodate a variety of people. Studying social inequity and vacancy allows landscape architecture professionals the opportunity to better understand this phenomenon and promote community revitalization through the creation of welcoming places for all people





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Reproduced with permission from RMSA. 2009. Digital Photograph. Accessed April 1, 2012. http://www.raytownmainstreet.org/Dynamic/Images/d2_thumb.JPG

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Color and Text Overlay by Pumphrey, Jared. 2011. Source: Reproduced with permission from Abbott, Thom. 2009. “Atlanta BeltLine Inc. Names Brian Leary CEO.” *Midtown Atlanta Real Estate and Midtown Atlanta Condo Blog*. September 19. Accessed October 12, 2011. <http://activerain.com/2/13/0/8/7/ar125336782632.jpg>.

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LIST OF ABBREVIATIONS

Ac(s)	Acre(s)
BID	Business Improvement District
CBD	Central Business District
CSP	Creating Sustainable Places Initiative
Du(s)	Dwelling Unit(s)
MARC	Mid-America Regional Council
NTS	Not to Scale
RIC	Rock Island Corridor

To my Savior for the strength to carry on.

To Abigail and my family for your continual love and support.

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Over the past five years, I have also been influenced by many faculty members in the Department of Landscape Architecture/ Regional and Community Planning at Kansas State University. Each faculty member has helped me understand the landscape architecture profession, challenge my design thinking, and develop a new skill set to efficiently use in professional practice. I especially thank my committee members Blake Belanger, Jason Brody, and Gary Stith for their

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Lastly, I thank my studio mates for the countless hours spent reviewing many projects throughout my academic endeavors. Your support is commendable and I am forever grateful for our friendship. Best wishes as we move forward in our professional careers.



PREFACE

The master's report and project marks a milestone in my education. It is the first project in which I had full control of its concept, development, program, and schedule. My research interests are broad and far reaching, but needed to be focused enough to complete a quality product in time for graduation at the end of the spring semester. I began by understanding the master's report and project expectations and then thinking critically about my interests. I asked myself, "what topic could I research that sparks my interest now and creates momentum for the next nine months?" Deciding on a topic was not an easy task, but one that I felt had to connect with my moral convictions. Reflection on the expectations, personal interests, and goals formulated a process methodology and development of a schedule to help ensure completion of a quality project that satisfies both curriculum requirements and personal goals, while being of value to stakeholders.

MASTER'S REPORT & PROJECT EXPECTATIONS

The master's report and project is the product of a cumulative knowledge base developed through environmental design studies and landscape architecture curriculum that demonstrates a high degree of professional competence. Spanning two semesters of work, the master's project begins in the fall semester with the student developing a process for completing their project through research, analysis, and programming. The work then leads to the development of a theoretical position that carries through to the final design and planning proposal in the spring semester. Essentially, the spring semester's work is the application of the students design process, thesis, research findings, and methodologies.

Students are paired with a major professor and organized into small groups that share similar research interests. Collaboration becomes a resource to quickly generate and effectively analyze ideas. The final proposal, however, is driven through the individual student's personal

interests to formulate specific research questions framed through central dilemmas and a thesis. Students must think critically about both socially and ecologically relevant issues to develop creative solutions that demonstrate strong conceptual thinking skills. Scholarly methods should be developed and utilized to create solutions which advance contemporary landscape architecture.

Each student must take responsibility for scheduling the project within the course outline both independently and collectively with the research group. Students must initiate conversations with committee members, teammates, and stakeholders. Independent and creative thought is expected as students develop their process and articulate solutions through graphic, written, and oral presentations with a high degree of emphasis placed on the visual and critical thinking skills throughout the project.

PERSONAL INTEREST

I grew up in Independence, Missouri, a large suburb east of downtown Kansas City. Often, I drove through some communities and asked myself “who would live there,” as I questioned my safety and the quality of the surrounding environment. However, through participating in volunteer efforts during my teenage years, I began to understand the importance of the places I had previously questioned. From building homes, cleaning up parks, and delivering necessities to neighborhoods in need, I worked aside local people and learned about their community and culture. I found myself taken aback by how someone could be smiling and have a story to tell, while living in an area of town that is often avoided due to preconceived notions. As I visited these avoided places more frequently, I became fascinated with a neighborhood’s dated aesthetic. I found myself imagining how the locally owned stores once functioned as the heart of a community and what the building looked like when it was first constructed.

Since beginning my study of landscape architecture, I have become intrigued by how the landscape around us affects the quality of life for people – physically, mentally, and socially. The perception of the landscape instills an emotional experience in a person, either positive or negative. I find myself asking questions about how social systems can harmonize with natural systems to allow better utilization of land, connectivity between differing groups of people and the natural environment, as well as how the often “invisible” systems of our society can become integrated components in the landscape.

Decaying inner-city areas captivate my interest the greatest. These places seem to have succumbed to a market that moves further outward, where reinvestment negates development opportunities in the core of communities. As a result of disinvestment, voids are created in the social fabric. These voids become forgotten places in a community where interactions among people decrease and passersby avoid because it appears as if nothing exists.

Inspiration for my master’s report and project comes from my introduction to Anne Trumble, founder and director of Emerging Terrain. I had the opportunity to listen to a presentation Anne gave while on my internship in Omaha, Nebraska. Her non-profit works to “creatively engage the public about factors shaping the built environment” (Emerging Terrain 2012). Many of the solutions are temporary and artistic strategies that push the envelope to transform perception and focus attention on underutilized sites. Her work inspired to me think critically about how vacant sites in communities can be designed and reprogrammed to activate communities.

Through my master’s project, the landscape is a medium to create identity in a community. I hope to express the story that exists in a perceived vacant area, while empowering individual communities to grow, adapt, and improve for the better — one step at a time.

PERSONAL GOALS

1. Use landscape architecture to explore the correlative relationship between social equity and vacant built landscapes.
2. Challenge existing design and development norms.
3. Explore a project by considering its evolution through time, phasing strategies, and implementation.
4. Link prior knowledge from my study through reflective thought on past projects in order to creatively develop my master’s project.
5. Experiment with graphic representations to create emotive images .
6. Be inquisitive and persistent in order to achieve an awareness of today’s social equity issues and start a conversation to one day hopefully change societal ways.
7. Keep focused on the catalytic potential of this project.

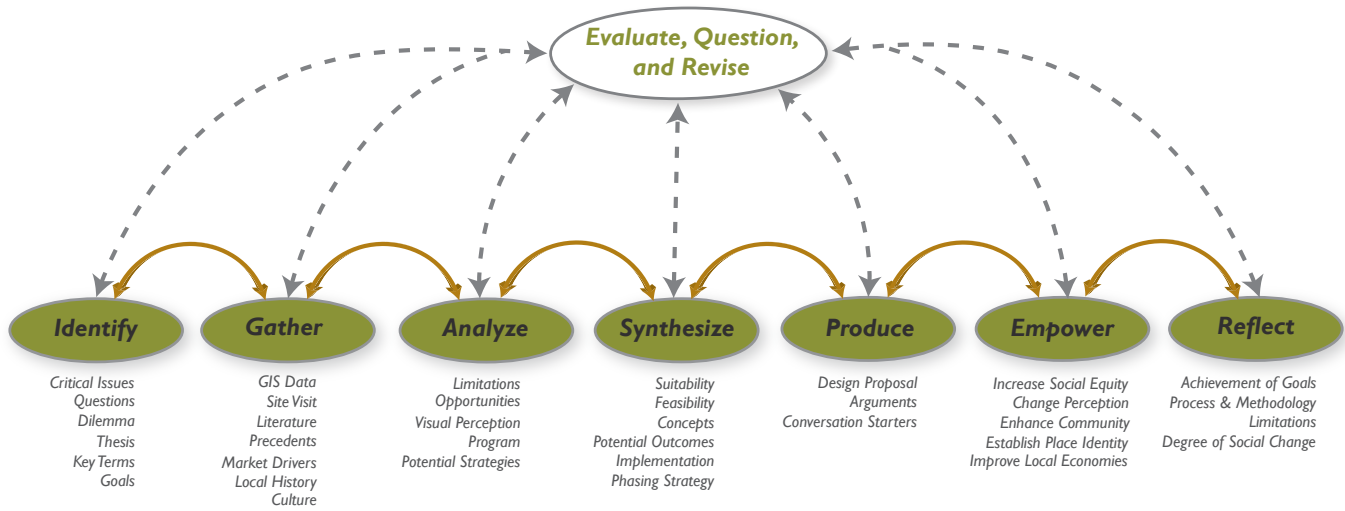


Figure 1. Generalized Design Process
Pumphrey 2012.

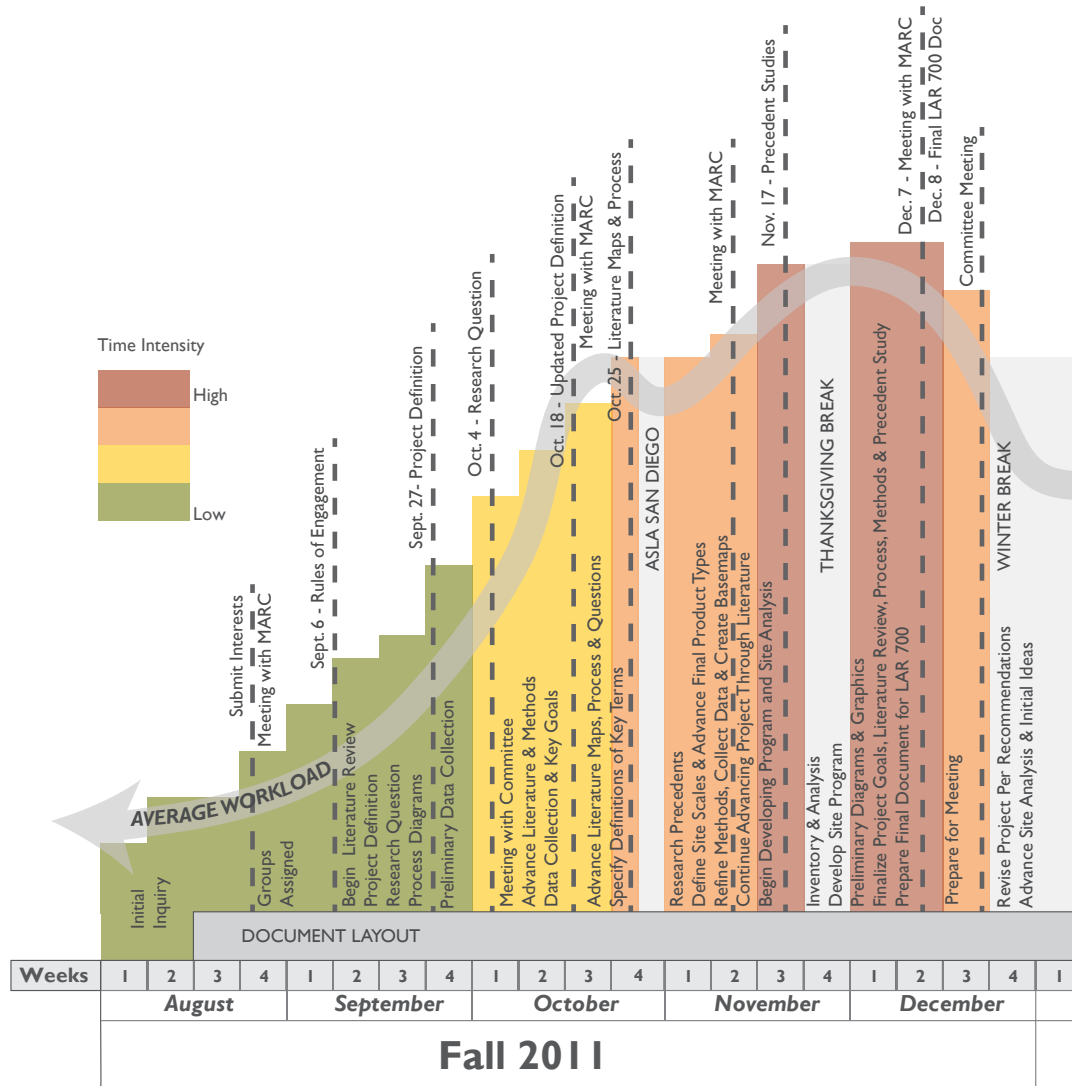
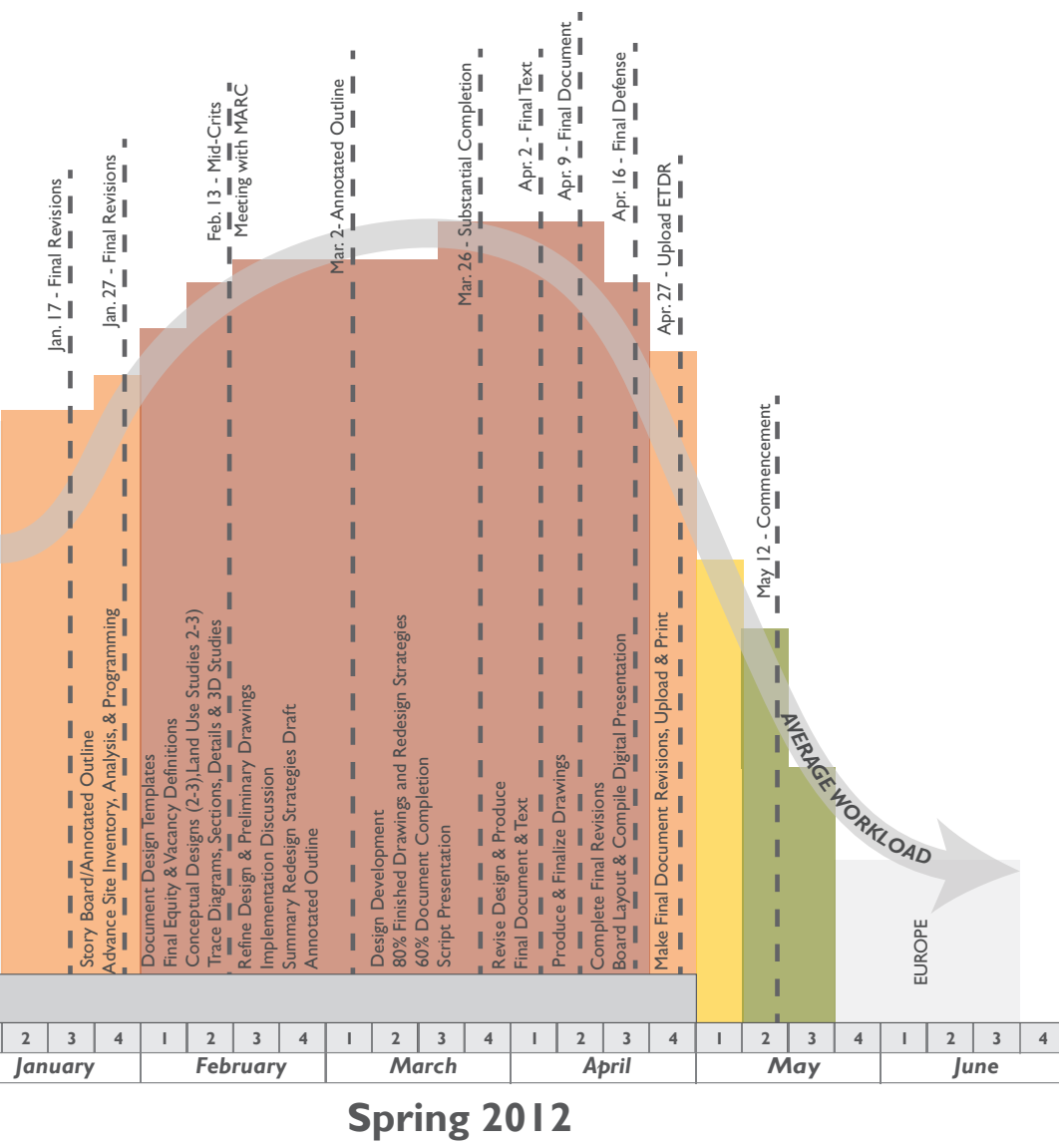


Figure 2. Time + Task.
Pumphrey 2012.

DESIGN PROCESS & SCHEDULE

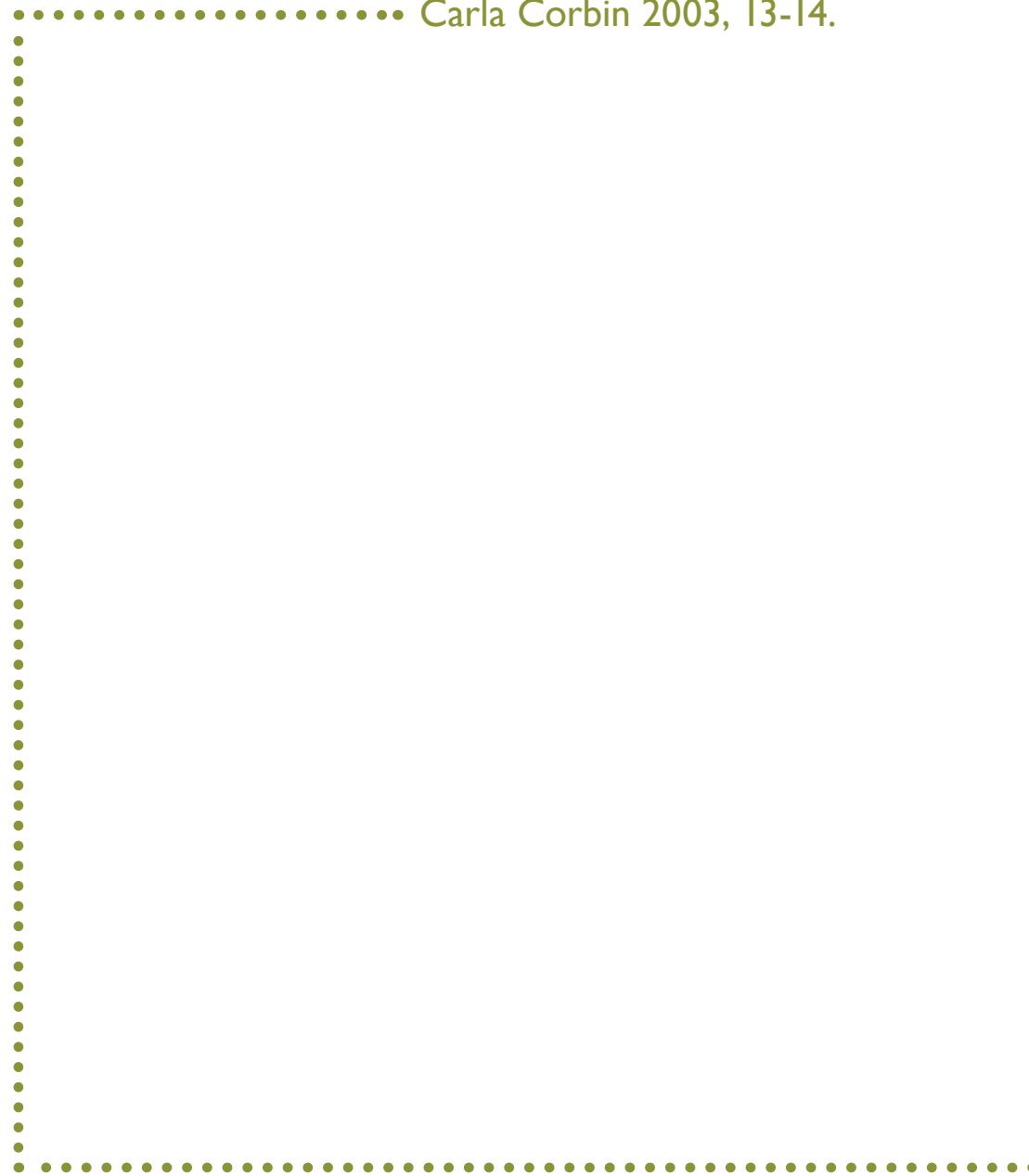
To guide the project to completion, a design process and schedule was developed. Figure 1 illustrates the design process as a hybrid between linear and cyclical thinking. A linear process is present, since each phase systematically leads to the next. However, the process is also cyclical as thinking can loop back through the evaluation phase, revising a previous phase. Revisions that happen at a previous phase then restart the linear process forward. In addition, a set of specific tasks is associated with each phase of the process. These tasks identify important project components that at a minimum must be started, before moving to a next phase.

Figure 2 overlays critical deadlines and meetings with specific products to complete. The time that should be spent on each product is estimated to help balance project tasks with non-project related priorities. The schedule helped stay on track throughout the school year and ensure timely completion. Together, the design process and schedule helped me self-motivate and take personal ownership of the project through knowing what steps needed to be taken at any given point of the project.



“Vacant places, whether or not occupied by empty buildings or by vegetation thought to be worthless, are part of the common, ordinary landscape. Many of the places of our day-to-day lives become invisible through familiarity. A good reason to investigate vacancy is that it raises issues about landscape that affects perception, use, and design; how land is valued, function, productivity, morality, and waste.”

..... Carla Corbin 2003, 13-14.





EXECUTIVE SUMMARY

This chapter summarizes the project's intent and addresses important site factors, design solutions, and a phasing strategy for redevelopment. The purpose of the chapter is to distill the critical parts of the project into an accessible and concise format that aids in future planning efforts, with the goal of being easily reproduced to distribute to various stakeholders.



PROJECT INTENT

The Creating Sustainable Places (CSP) Initiative seeks to develop the Kansas City Metropolitan area into an economically, socially, and environmentally sustainable region through vibrant, connected, and green centers and corridors. Six priority corridors are utilized in the CSP for demonstration projects. One of the corridors in particular is the underutilized Rock Island Rail Corridor. The corridor spans from Pleasant Hill to Downtown Kansas City, Missouri (Figure I.1). Current planning efforts seek to connect the corridor to the regional Katy Trail at Pleasant Hill, but also plan for a potential commuter rail connection in the future.

Redevelopment of the rail brings an incredible opportunity for revitalizing Raytown's Central Business District (CBD) because of the corridor's central location in the district. Redevelopment has the potential to grow the

local economy, improve community resources, help absorb the projected metropolitan population increase of 700,000 people by 2040, and activate the district to create a unique and welcoming experience for all.

The Exchange frames a vision for the redevelopment opportunities in Raytown. A guiding philosophy for this project holds to the ideas that designed environments should be created which allow for a dynamic interaction of people and afford positive experiences. Investigating the correlation between social inequity and vacancy became necessary to understand equity dilemmas, in addition to how the perception of vacancy impacts communities. The presence of vacancy causes a cultural response that "erode[s] the local social fabric. [...] communicating to people the futility of inner-city living" (Jakle and Wilson 1992, 175).

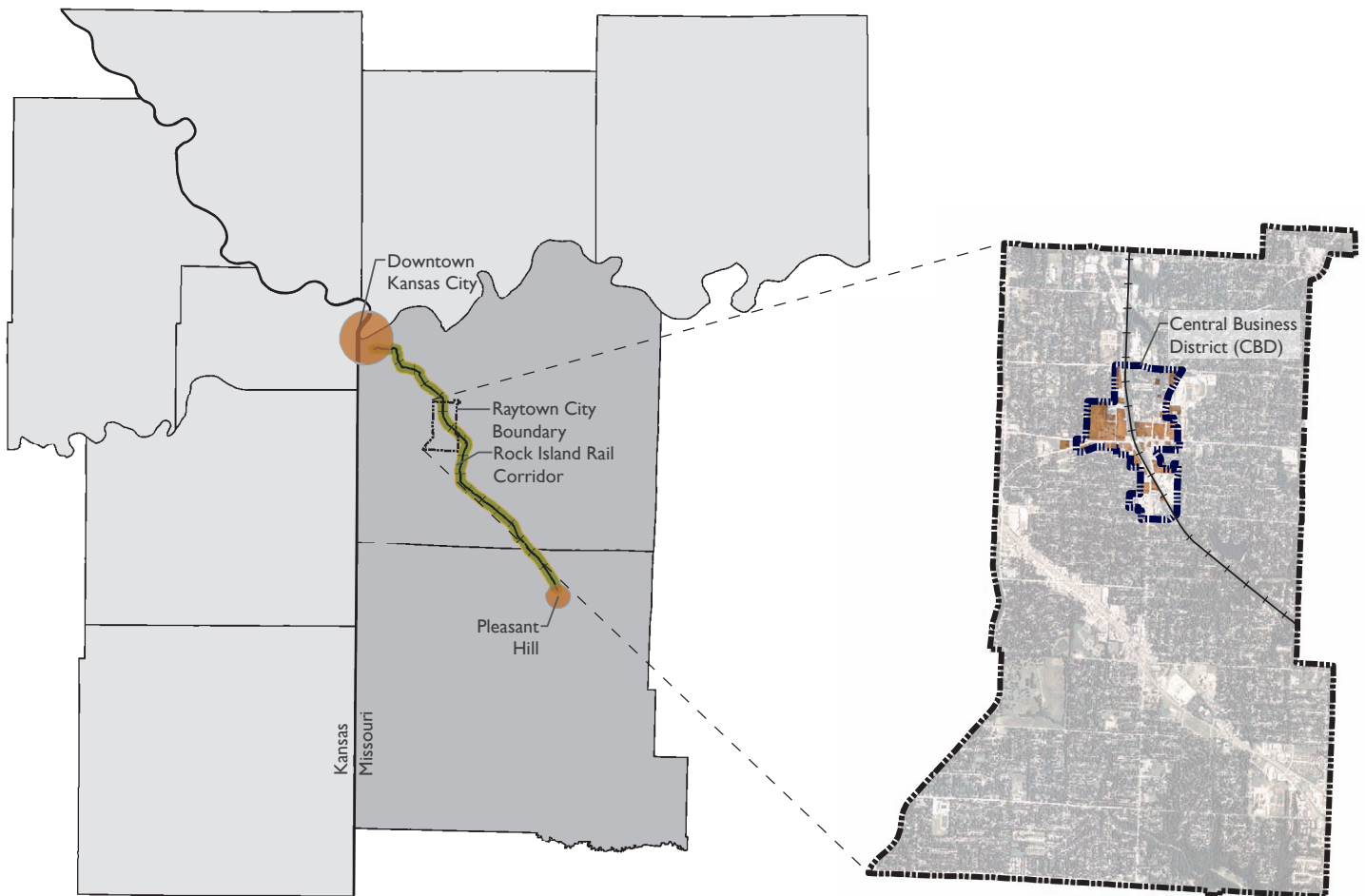


Figure I.1. Context.

Pumphrey 2012. Source Data: MARC GIS 2011. USDA 2012.

Understanding the correlation helps identify equity issues throughout the region and in Raytown. The potential exists for improved social equity through the revitalization of vacant sites. Redevelopment could bring productive uses back to vacant sites in order to create or enhance a sense of community and establish valuable public resources.

Raytown's population is projected to grow twenty nine percent over the next thirty years as illustrated in Figure 1.2. However, unlike adjacent cities, Raytown is unable to sprawl outwards. Its boundary is contained by surrounding municipalities (Figure 1.3). Revitalization must utilize vacancy as an opportunity for infill development.

Utilizing a phased design strategy, The Exchange seeks to reprogram vacant sites to focus attention back on to the local community. To begin the redevelopment process, temporary design strategies help bring the Raytown community together and build momentum for the more intensive revitalization that must occur to support a potential rail stop in the CBD. At future build out, Raytown's CBD is envisioned to become a mixed use district with improved housing choices, access to open space, and community services that do not require residents to use automobiles to access them.

Through reprogramming sites, new uses can be implemented in the district that attract people to the area. Current utilization of the district as a pass through space can transition into a place that has a significant presence along the corridor. Now is the time to capitalize on the rail corridor redevelopment as an opportunity to revitalize Raytown's CBD into a vibrant and sustainable area that achieves environmental, economic, and social sustainability.

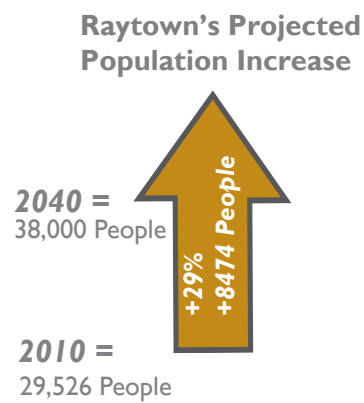


Figure 1.2. Projected Growth.
Pumphrey 2012. Source Data: MARC GIS 2011.

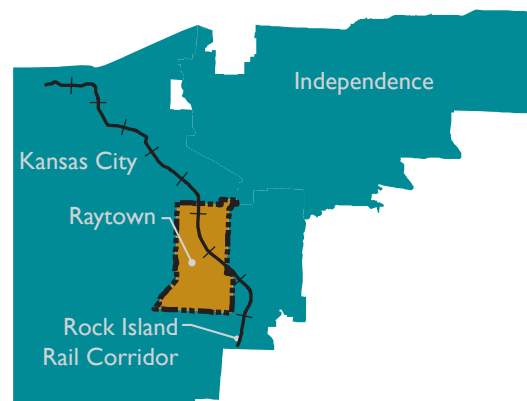


Figure 1.3. Unable to Sprawl.
Pumphrey 2012.

ANALYZING THE CBD

Three of the primary dilemmas analyzed in the CBD present constraints and also provide evidence for the type and location of revitalization that should occur. Figure 1.4 illustrates the east-west division of the district that is created by the rail. The rail bed rests +/- 30 feet below grade, requiring the use of bridges to circulate across. Due to the one way northbound bridge at Raytown Road, when the 63rd Street Bridge is closed, traffic is significantly reduced in the area. A local detour does not exist that keeps people in the district, therefore, decreasing the activity of local businesses (RMSA 2011).

Figure 1.5 indicates a significant equity issue in the CBD. Residents do not have access to open space in the area or even within a 10-minute walk from the district's boundary. Open space forms a critical building block in communities for users to express culture and forge relationships between people from various backgrounds (Aeschbacher and Rios 2008). Not having open space inhibits the experience of the CBD as users do not have a place to recreate or have the opportunity to gather. Revitalization must, therefore, look for opportunities to integrate open space into the CBD.

Finally, there are major redevelopment opportunities in Raytown's CBD adjacent to the future rail stop as identified in the Jackson County Commuter Corridor Alternatives Analysis. Figure 1.6 illustrates existing vacant sites and parcel sizes to make a recommendation for what parcels are best suited to begin revitalization efforts. Vacant sites are classified in terms of being physically or perceived vacant. A high concentration of parcels that are physically vacant are indicated adjacent to the future rail stop. Parcel sizes are also classified with regard to their suitability for supporting higher density, mixed use development. Parcels greater than 60,000 square feet are best suited for mixed use development as they do not require consolidation. Together, an overlay between vacant sites and parcel size indicates parcels that are ready for redevelopment. Sites indicated in blue are vacant and meet the 60,000 square foot minimum. A cluster of redevelopment ready sites exists adjacent to the future rail stop.



Figure 1.4. Rail + Bridges Divide CBD.
Pumphrey 2012. Source Data: MARC GIS 2011.

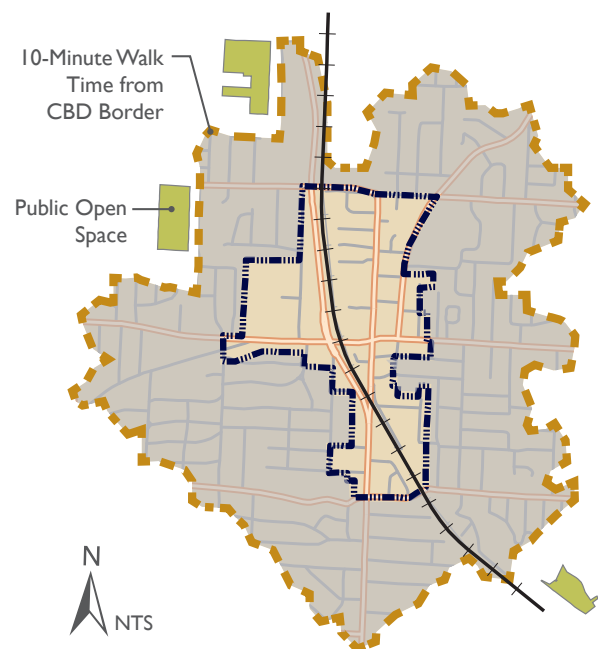


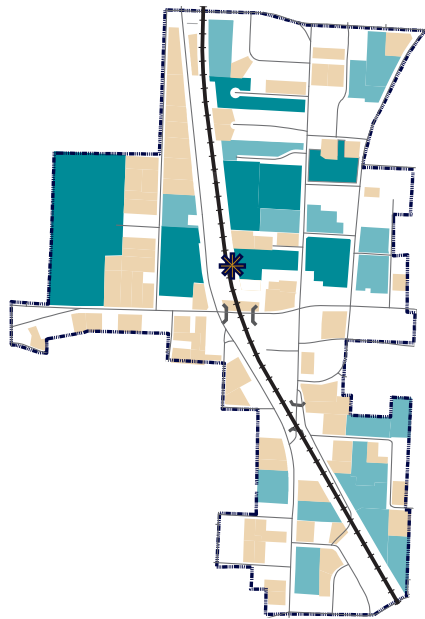
Figure 1.5. No Accessible Public Open Space.
Pumphrey 2012. Source Data: MARC GIS 2011.



Vacant Sites

30% of the CBD is classified as either physically or perceived vacant. Vacant parcels alone amount to approximately \$12.7 million in assessed land value.

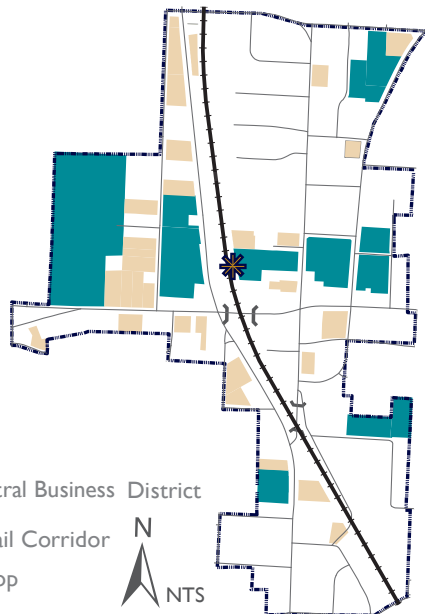
- Physically Vacant Sites
- Perceived Vacant Sites



Parcel Size

Parcels greater than or equal to 60,000 square feet do not require consolidation to support a variety of higher density, mixed use development.

- High Suitability** - Parcels greater than 120,000 sq. ft. support multi scalar, mixed use development.
- Moderate Suitability** - Parcels between 60,000 and 120,000 sq. ft. support mixed use development.
- Low Suitability** - Parcels less than 60,000 sq. ft. Those between 20,000 and 60,000 sq. ft can support mixed use, but may require consolidation with adjacent parcels.



Redevelopment Ready Sites

The largest, vacant sites present an opportunity by providing a starting point for redevelopment.

- Primary Redevelopment Sites** - Vacant parcels greater than 60,000 sq. ft. that do not require consolidation for redevelopment.
- Secondary Redevelopment Sites** - Vacant, but size limits redevelopment potential. Consolidate parcels when possible.

- Raytown Central Business District
- Rock Island Rail Corridor
- ✱ Future Rail Stop



Figure 1.6. Identifying Redevelopment Potential.
Pumphrey 2012. Source Data: MARC GIS 2011.

DEVELOPMENT CONCEPT

The preceding research and analysis forms a visionary redevelopment strategy for Raytown's CBD. This strategy leverages the proposed rail location with redevelopment ready sites to entice mixed use development and improve community resources. Developing a higher density, mixed use area helps form a more equitable community by creating valuable open space, neighborhood retail, housing variety, and a pedestrian oriented environment for a diverse group of people to feel welcomed. Likewise, residents have freedom of movement with reduced dependency on automobiles to access basic services. Figure 1.7 shows the potential development strategy through the definition of districts, formation of a pedestrian spine, and potential massing at future build out.

Two districts in an 80-acre Strategic Redevelopment Area are identified. The Rail Redevelopment District is located on vacant parcels adjacent to the future transit stop, while the South District Redevelopment is formed around vacant parcels at the intersection of Raytown Trafficway and 63rd Street. Revitalization in these two districts establishes development nodes that expand redevelopment throughout the remainder of the CBD.

The rail redevelopment district is aimed at making improvements necessary to accommodate the potential commuter rail line. Therefore, a pedestrian spine is formed that suggests significant improvements to redevelopment ready sites adjacent to the future rail stop. The pedestrian spine is an organizational tool for connecting across the rail corridor and defining a more urban form.

A building analysis using Stewart Brand's (1994) methodology helps determine building significance. Over time, all but four buildings are removed to achieve the potential massing and maximize infill opportunities to sufficiently support rail transit. As a result, the change in urban form provides more opportunities for mixed use living solutions that are able to continuously activate the CBD.

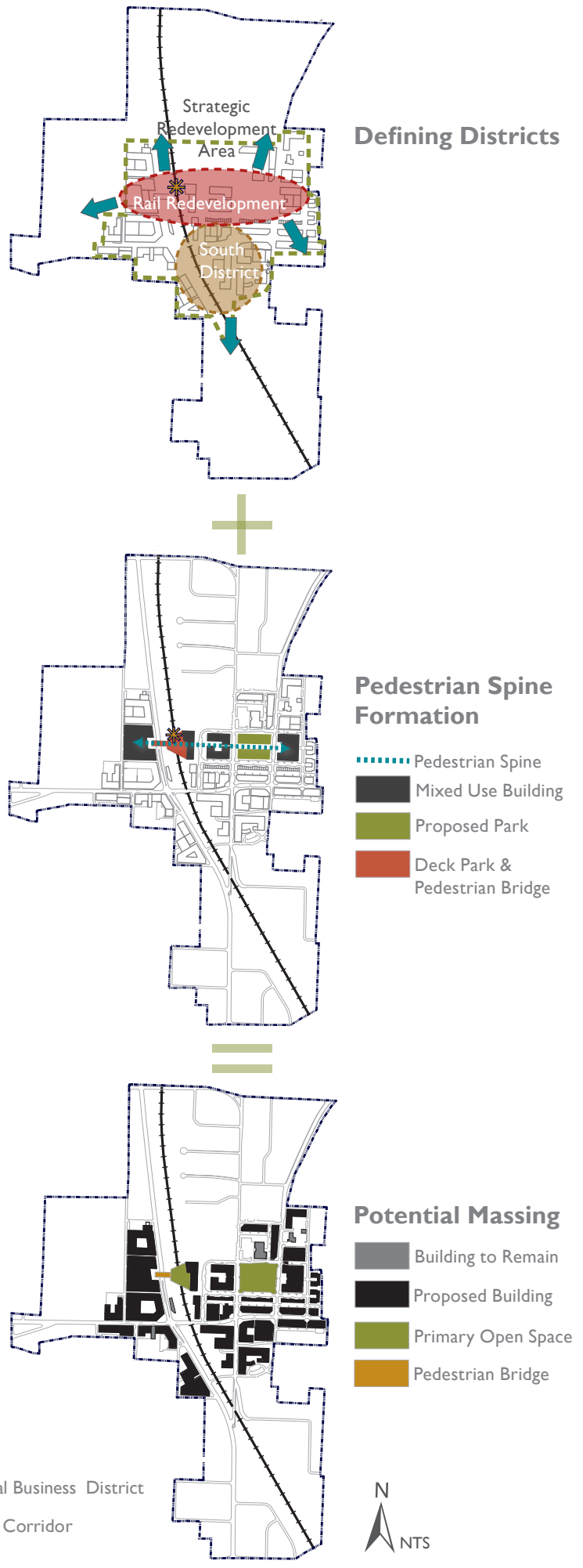


Figure 1.7. Development Concept.
Pumphrey 2012. Source Data: MARC GIS 2011.

A PHASING STRATEGY

To attain the concept of higher density development, phasing is a critical component for revitalization. The purpose of The Exchange's phasing strategy shown in Figure 1.8 is to anticipate the rail, but not wait for it to come, before redevelopment begins. Five phasing strategies are identified as a guide for how the CBD might transform over time. Phasing begins with a series of temporary strategies that work to activate the largest, vacant parcels. Temporary strategies create a productive use in the district and develop a sense of community aimed at gaining momentum necessary for more permanent development.

The second phase places a mixed use and business improvement district (BID) overlay within the Strategic Redevelopment Area. These overlays encourage higher density development and also provide a means to fund public improvements and ongoing CBD maintenance. Permanent development in the second phase occurs through the development of a centrally located public park and a mixed use building.

The third phase expands initial development to complete the east and west anchors. A pedestrian spine and bridge across the rail line. During this phase, the rail stop is constructed. In the fourth phase, development extends along the western edge of the Strategic Redevelopment Area and begins to front the north side of 63rd Street with higher density development. Intermediate phases follow until potential future build out is complete in phase five.

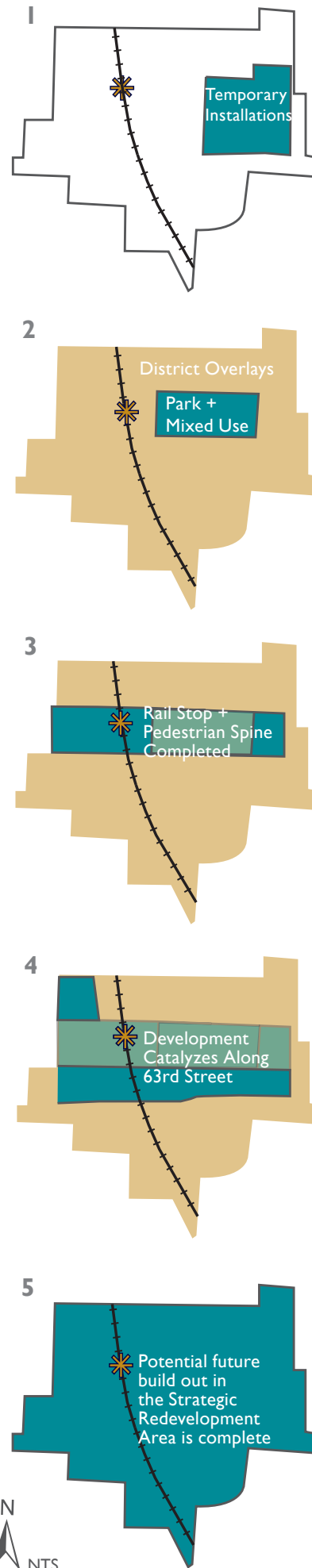


Figure 1.8. Implementation Through Phasing. Pumphrey 2012.

TEMPORARY INSTALLATIONS



Figure 1.9. Better Block Celebration.
Pumphrey 2012.



Figure 1.10. Umbrella Park.
Pumphrey 2012.



Figure 1.11. History Walk.
Pumphrey 2012.



Figure 1.12. Vacant Lot Garden.
Pumphrey 2012.

Temporary design solutions can help transform a community by placing a productive use on vacant sites. Temporary solutions are often “vibrant, exciting, and lead to new markets” (Kotval, Machemer, and Mullin 2010, 241). An advantage to temporary installations is they are generally low cost and can change through time with few complications. For instance, a temporary strategy might work on a vacant site now, but need to be removed in the future to allow a permanent use to occur. For the CBD, temporary uses can immediately provide the critical gathering spaces aimed at activating the district.

A series of temporary installations are conceptualized for first phase revitalization of the CBD. These installations vary in scope, scale, and timing. For instance, one of the installations spans vacant building facades on multiple blocks, while others are isolated to a single lot and only last through the summer. Some temporary installations might have an even shorter duration, lasting only a week and revolving around a community festival.

Four potential temporary strategies for the CBD are illustrated in Figure 1.9 to 1.12. Figure 1.9 is a “better block,” where the street is narrowed and temporarily converted into a pedestrian oriented space for a short time. A festival runs alongside the installation to encourage people to come experience active street life. In Figure 1.10, a temporary park is proposed that is programmed around “Arts in the Park.” Umbrellas are positioned on a vacant grassy area each weekend during the summer to provide shade and alert passersby that something is happening.

A history walk is illustrated in Figure 1.11. Corresponding banners and a painted sidewalk guide users through the district by telling a story. As users move along the walk, they learn about Raytown’s past, present, and future. The facades of physically and perceived vacant buildings become the canvas for the installation. Figure 1.12 illustrates a vacant lot garden at Raytown Plaza. Here, a part of the parking lot is turned into a community gathering space where residents have the opportunity to grow their own food.

POTENTIAL BUILD OUT AESTHETIC

The potential redevelopment of the Rock Island Rail necessitates higher density development to support the rail and benefit from an increase in commuter traffic. Figure 1.13 illustrates some of the most important elements of the potential future build out. To achieve the desired mid-rise density of 34 DUs/Ac, buildings average three to six stories. As development occurs, streetscapes must also be updated to provide an improved pedestrian experience and encourage walking or cycling.

In addition, community resources such as niche retail, local offices, integrated affordable housing, and public transit must be included. The overall aesthetics should be unified, using materials that express local culture and embodied history of the district. Pedestrian access must be integrated with the slope and use elevators to provide ADA accessibility.



Figure 1.13. Mixed Use Aesthetic.
Pumphrey 2012.

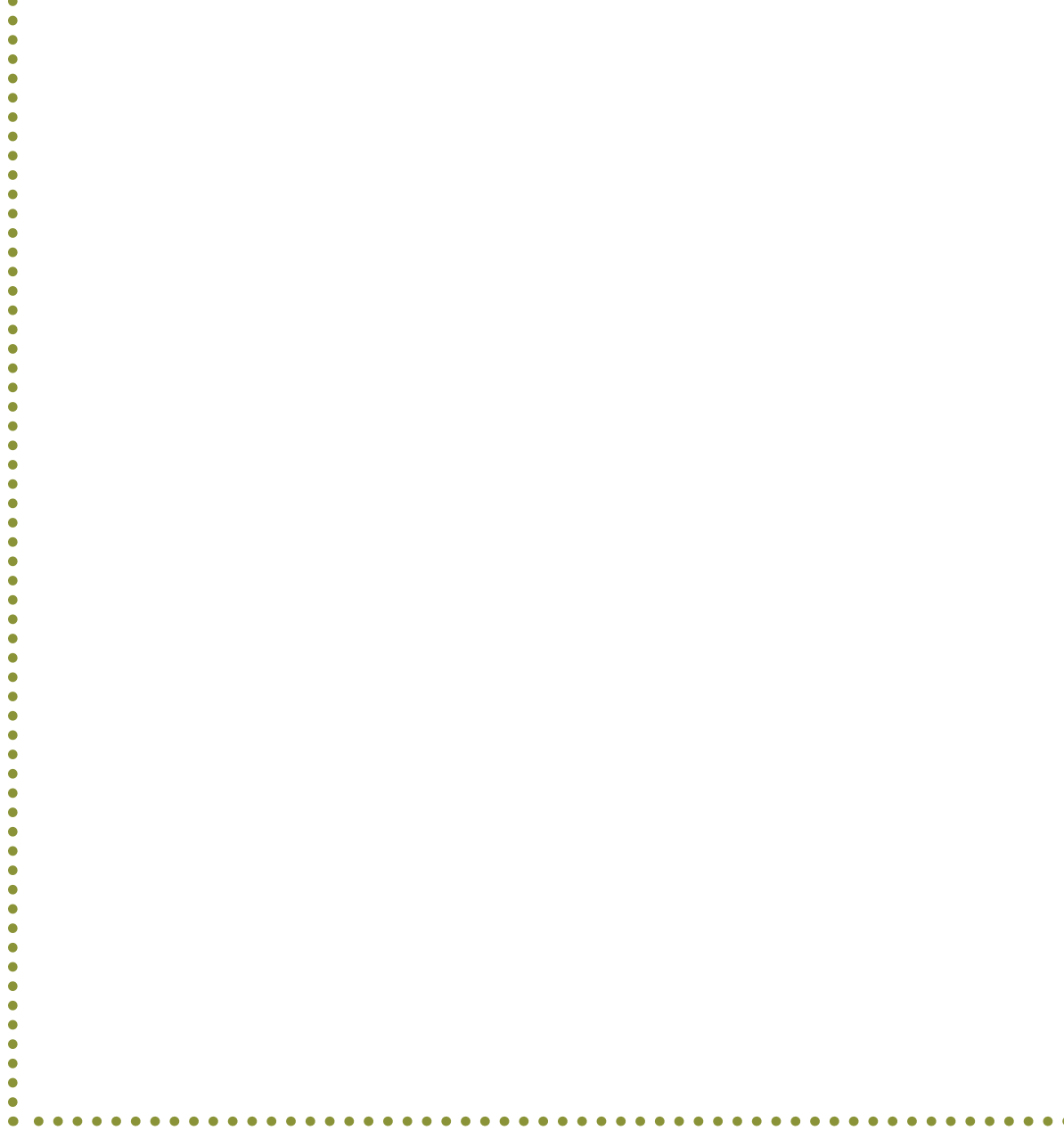
THE CBD ALLIANCE AND VISION

In order to guide revitalization in a direction to enhance vibrancy and achieve sustainability, a CBD Alliance is proposed. The alliance brings various community groups, citizens, business owners, and city officials together. A primary responsibility of the alliance is to ensure existing residents and businesses in the CBD continue to prosper and are integrated into future development. The alliance also keeps the public informed, organizes community events, oversees temporary installations, solicits funding, and serves as an advisor to the city about ordinance changes.

Ultimately, strategies presented in The Exchange form a vision that considers potential design interventions and relies on a more planning based approach to reprogram vacant sites. The vision works to change the negative perception associated with vacancy, provide resources that enhance equity, and benefit the community overall by soliciting public input. When looked at comprehensively, The Exchange provides a strategy for redevelopment that helps the community grow and adapt to change brought forth by the potential development of the Rock Island Rail Corridor.

“Working together, citizens and leaders throughout the region have developed a shared goal for a sustainable region — one that balances a thriving economy, social equity and a healthy environment, meeting today’s needs without compromising the needs of future generations. Together, we share a vision of achieving sustainability by creating more vibrant, connected and green centers and corridors.”

..... Creating Sustainable Places Goal, MARC 2011, I.



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INTRODUCTION

This chapter addresses the collaborative nature of the Rock Island Corridor Umbrella as it pertains to the Creating Sustainable Places Initiative set forth by the Mid-America Regional Council. Discussion leads into explaining the project's dilemmas, thesis, and research questions. Next, the multi-scaler approach gives site context to the dilemmas and thesis, providing a foundation for the project. The chapter concludes with the project philosophy that leads to further exploration of the project's dilemmas and thesis.



PURPOSE

The project builds upon the existing Creating Sustainable Places Initiative set forth by the Mid-America Regional Council for the Kansas City Metropolitan Area. Project focus had to be narrowed and directed to align with the Creating Sustainable Places (CSP) overarching vision of developing more sustainable, vibrant, green, and connected places throughout the region. Critical dilemmas are brought forth and a thesis developed that directs the formulation of research questions. In addition, this chapter includes an overall context for the project and explains how multiple scales are used to address the dilemmas. The design philosophy concludes explaining key ideas related to the thesis.

CREATING SUSTAINABLE PLACES THROUGH THE ROCK ISLAND CORRIDOR UMBRELLA

As the population of the Kansas City Metropolitan Area grows by 700,000 over the next 30 years, “Where will these people live and work? How will they travel? Can we find ways to retain the character of our communities and still have a thriving, sustainable region?” (MARC 2011, 1). The Creative Sustainable Places (CSP) Initiative brings together partners, citizens, and government entities to evaluate past practices and plan for the future economic and population changes of the metropolitan area. The CSP establishes a foundational goal for development by “promoting and facilitating a sustainable region of vibrant, connected, [and] green places” (MARC 2011, 2).

Six landscape architecture and two regional and community planning students at Kansas State University are organized into a topical umbrella. In partnership with the Mid-America Regional Council (MARC), the umbrella seeks to achieve sustainability by creating more vibrant, connected, and green places along the Rock Island Rail Corridor. The intent of these projects is to advance the development of

the Rock Island Corridor through innovative alternative models and tools that challenge current development trends. These models and tools then establish solutions for the dilemmas faced not only for the Rock Island Corridor, but also for the Kansas City Metropolitan Area. The proposed solutions help guide city governments, designers, and planners in a direction that can truly create sustainable places. Furthermore, each student is charged with advancing the CSP’s foundational goal of a sustainable future through developing solutions that provide for the changing city model.

When looked at comprehensively, these projects provide specific, yet prototypical ideas regarding how Kansas City should grow, adapt, and change to create more sustainable and livable places by addressing environmental, social, and economic concerns. Since the proposals from the Kansas City Group rely on stakeholder feedback for criticism, ideas, and feasibility, it is the intent that these projects can truly guide communities to a resilient solution for the betterment of its future.

DILEMMA

It is an often spoken line from the Declaration of Independence, “We hold these truths to be self-evident, that all men are created equal.” Another historical movement for equality followed with the 14th Amendment and Civil Rights Act of 1964. Social stigmas, however, still exist in today’s communities based on age, sex, race, creed, and economic status. These social stigmas are intensified by a capitalist society that suppresses communities as markets move to remain competitive (Fainstein 2010). Those who can afford it often move to a more affluent part of town where the market is profitable, leaving citizens who are not in an economic position to relocate to live in a market void of opportunities. Consequently, crime rates increase, businesses close, and economies suffer.

As the Kansas City Metropolitan Area expands over the next 30 years, it is necessary to proactively address preconceived notions of the different groups of people living along the Rock Island Corridor to help reactivate local communities. Each person must be given the opportunity to achieve a sense of ownership and have a positive experience stemming from the redevelopment efforts. Such experiences draw upon existing diversity to develop a dynamic sense of community that taps into new market opportunities, where common concerns outweigh unimportant differences.

In addition, stereotypes can be attributed to one’s perception of a place where the landscape is viewed as “empty” or “vacant.” The presence of vacancy causes a cultural response that “erode[s] the local social fabric. [It can communicate] to people the futility of inner-city living” (Jakle and Wilson 1992, 175). As Nassauer (1995) states, “the appearance of landscapes communicate cultural values” (229). Therefore, perceived vacancy stems from a cultural response of people not being immediately visible and a landscape seems to have no “apparent productive use” (Corbin 2003, 12). Spaces without an apparent productive use are interpreted as “vacant” and perceived as meaning a community is non-profitable, poor, and run down.

A 1998 survey to city officials about vacant sites estimates Kansas City, Missouri has 12,800 acres of vacant land and approximately 11.30 abandoned structures per 1000 people (Bowman & Pagano* 2000). The ratio between abandoned structures and people ranks Kansas City the highest in the Midwest region (Figure 2.1).

In terms of the Rock Island Corridor these vacant and often neglected sites exist as underutilized retail landscapes composed of auto-centric streets,

unmaintained lots, and 60s style buildings. The visual assessment and assumption of “there’s nothing there” (Corbin 2003) causes people to pass by the community and its people. Passersby become numb to their surroundings often tossing the rich cultural history of a “vacant” site to the wayside. Instead, vacant sites should be valued for their opportunities rather than problematic constraints, being seen for the on-site natural and cultural systems that are integral to a community (Bowman and Pagano 2000).

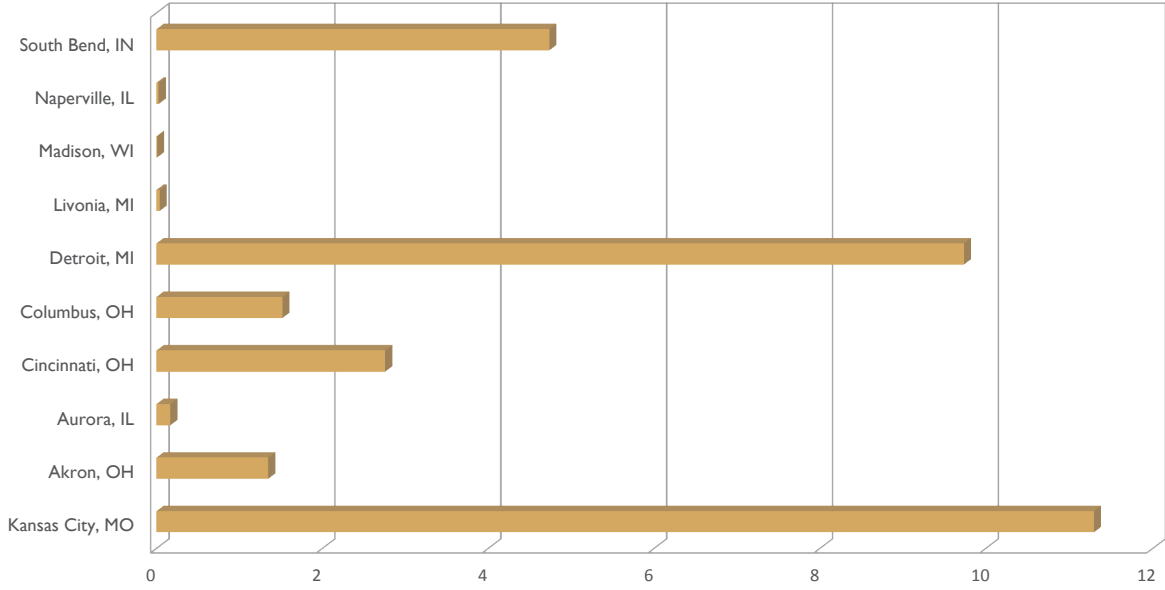
Raytown, Missouri was established on Santa Fe Trail and was the last stop before heading west. Raytown thrived as an agricultural community. But, with the development of the highway system people began to simply pass through Raytown without stopping (RMSA 2011), causing a major loss of activity in its downtown Central Business District (CBD). Today, 30% of the land in downtown Raytown is classified as either physically or perceived vacant. Most sites exist as outmoded 1960s strip retail or parcels where buildings have been razed. In general, the square footage of vacant parcels is not conducive to developers because they do not allow the type of mixed-use development necessary to see a return without lot consolidation.

The future population growth of Raytown is projected to increase by approximately 8,500 people by 2040. Raytown is becoming more ethnically diverse and at the same time its population is aging. Raytown is a landlocked city and cannot expand further outward. With the activation of the Rock Island Corridor as a commuter rail line, growth can only happen through infill redevelopment.

Few opportunities currently exist that encourage people to socialize and drive downtown activity. Streets are auto-oriented with limited pedestrian amenities that encourage people to walk. In addition, Raytown does not have accessible public open space within a 10-minute walk of the CBD, spaces that “draw attention, engender community pride, and add value” (Jerke, Porter, and Lassar 2008, 96). The lack of open space reduces opportunities for public events, therefore limiting social interaction among residents.

In addition, housing choice within the CBD is very limited and current density is not supportive of an intensive rail use. Redevelopment must capitalize on the catalytic potential the rail line brings to Raytown. Vacant parcels in downtown provide substantial infill opportunities with the potential to significantly transform downtown, increase density, and establish valuable community resources.

Ratio of Abandoned Structures Per 1000 People in Kansas City Exceeds Other Midwest Cities According to Results from a 1998 Survey



■ Number of Abandoned Structures Per 1000 people	Kansas City, MO	Akron, OH	Aurora, IL	Cincinnati, OH	Columbus, OH	Detroit, MI	Livonia, MI	Madison, WI	Naperville, IL	South Bend, IN
		11.3	1.35	0.17	2.76	1.52	9.74	0.04	0.01	0.03

Figure 2.1. Comparison of Abandoned Structures Per 1000 People in a 1998 Survey of Midwest Cities.
Pumphrey 2012. Source Data: Bowman and Pagano* 2000, 8.

THESIS

The negative perception associated with vacant built landscapes can hinder a community's growth by portraying a place people do not desire. Therefore, the development of innovative and artistic design strategies that reprogram underperforming sites to promote immersion, education, and experience of the diverse systems at work within and surrounding a "vacant" site can increase social equity and improve visual perceptions of vacant built landscapes along the Rock Island Corridor.

The reprogramming of outmoded suburban downtown areas such as Raytown, Missouri into denser, highly livable mixed-use areas that build upon the potential rail stop in the community as a catalyst for redevelopment

creates opportunities necessary for user's to be engaged in the outdoor environment. Hence, an increased presence of people can improve perceptions by showing passersby the once thought to be vacant sites are instead, dynamic environments in a community.

Reprogramming strategies can be developed and implemented through a two part phasing process. The first phase utilizes the implementation of temporary solutions that instill civic pride. Thinking beyond the conventional, the first phase seeks to create something that is truly unique to a place. The second phase is a visionary redevelopment strategy for future build out, which capitalizes on the opportunities of currently vacant sites to enhance place identity.

RESEARCH QUESTIONS

The following research questions allow for synthesis of the dilemma and thesis. Questions are framed and advanced through literature, the project philosophy, personal interests, and community observations. The questions focus the project by giving specific areas of inquiry for addressing the most critical issues.

1. What are the metro wide equity issues and how can they be acknowledged or solved at a site specific level?
2. How can vacant built landscapes be reprogrammed to improve visual perception and catch people's attention?
3. How will the proposed development evolve through time? More specifically, how can it be strategically phased from temporary solutions to more permanent build out?
4. What role does history play in creating place identity?
5. What relationships can be forged and planning practices implemented to strengthen the public-private relationship?
6. How does this project shape a sustainable future for Kansas City by helping MARC think innovatively about the dilemmas at hand to better current development practices?

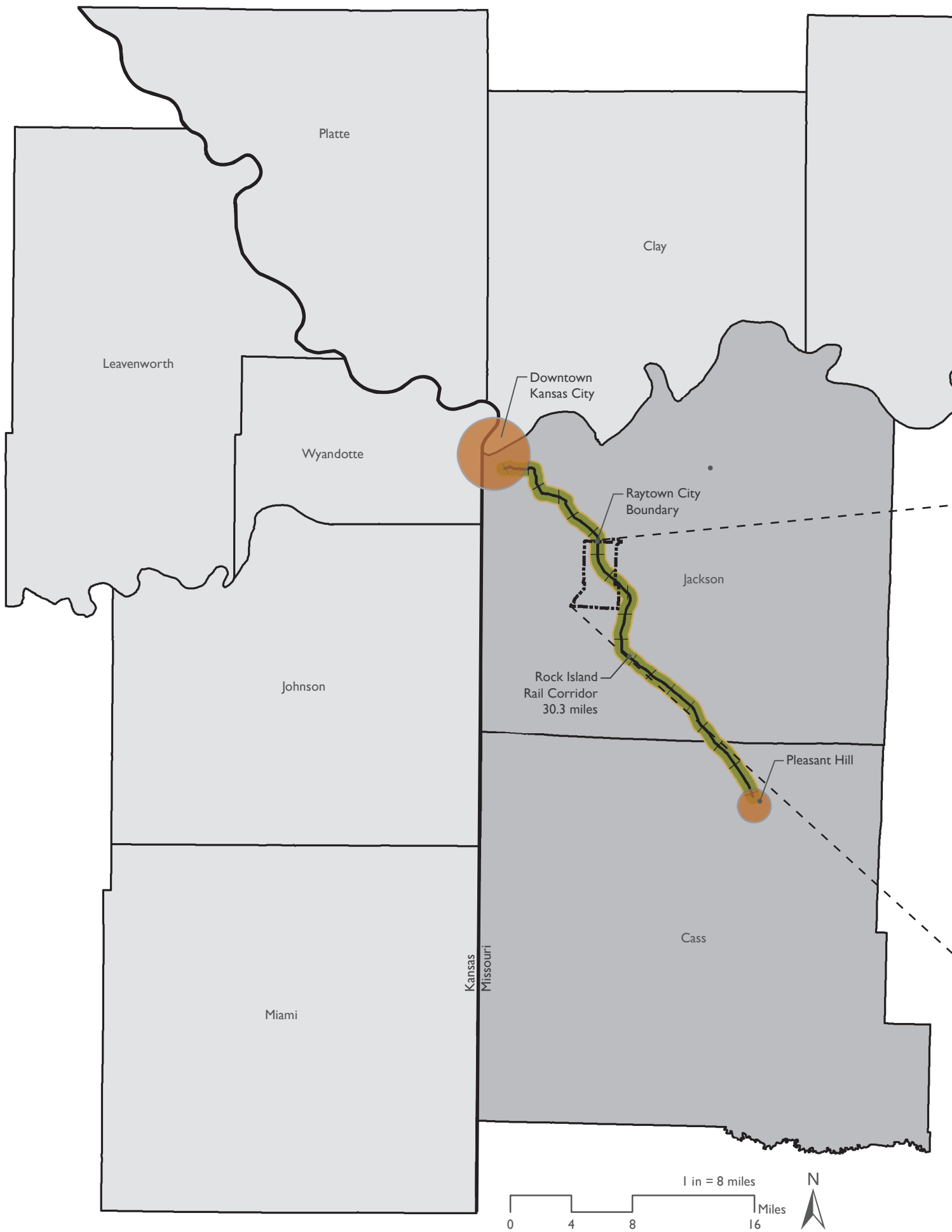
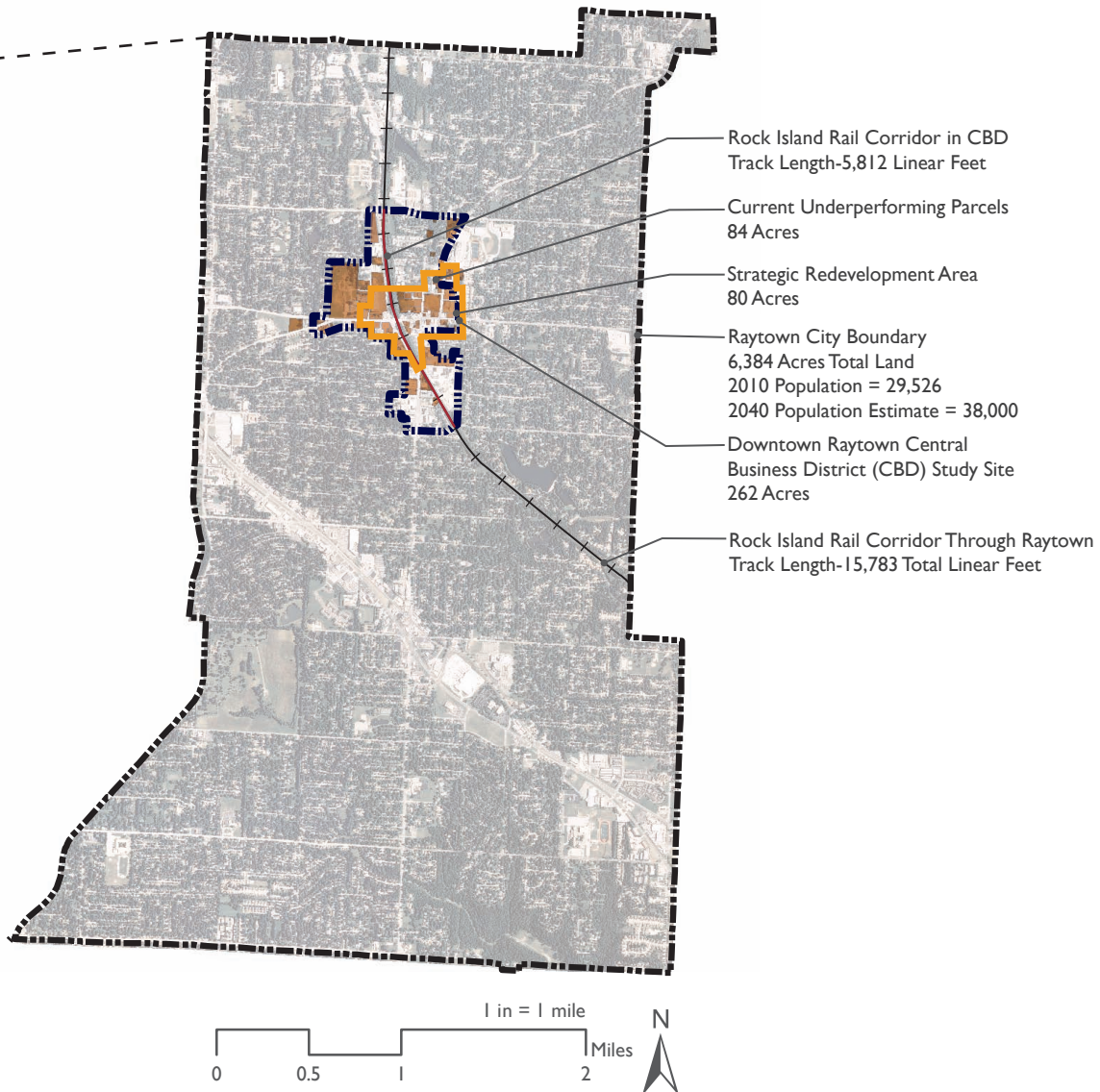
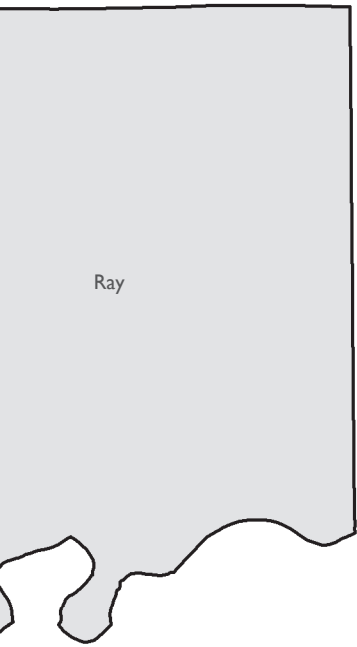


Figure 2.2. Site Boundaries.
 Pumphrey 2012. Source Data: MARC GIS 2011, USDA 2012.

MULTI-SCALER APPROACH

Social equity for the Kansas City area is a metropolitan wide issue. In order to fully understand the extent of social equity problems, an analysis at the metropolitan scale must be completed to highlight equity related factors. At a metropolitan scale, major equity concerns can be identified and analyzed through a comparison to what is happening at the Raytown city scale. Next, the Raytown city scale and district scales (CBD and Strategic Redevelopment Area) can more clearly articulate dilemmas through analyzing vacant sites. Site scale and detail design primarily occurs within areas in the Strategic Redevelopment Area.

Figure 2.2 shows how the scales relate and provides a geographical context for the project. The Rock Island Corridor is 30.3 miles long, crossing two counties from Downtown Kansas City to Pleasant Hill. Raytown is located at a halfway point along the corridor. In addition, Raytown's CBD is bisected by the rail corridor.



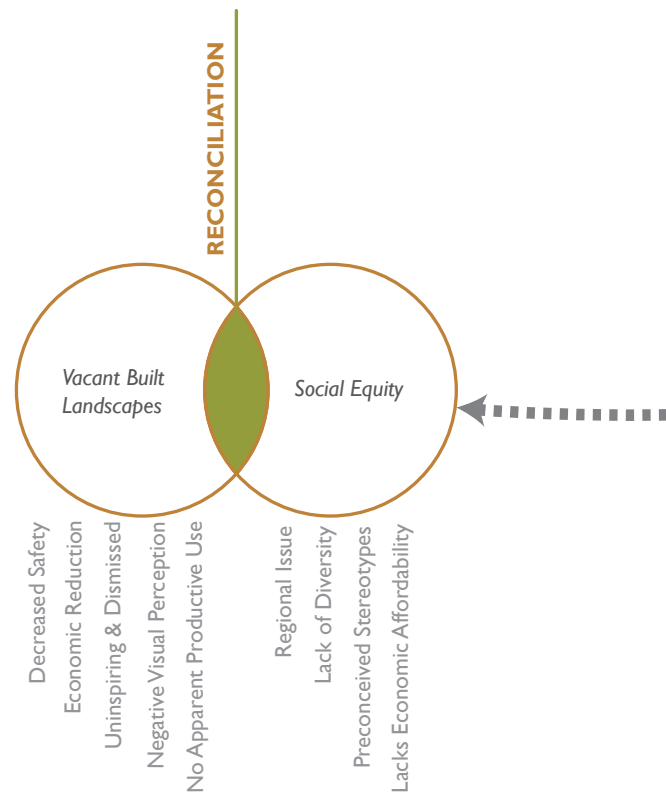
DESIGN PHILOSOPHY

The design philosophy led to further exploration of the project’s thesis. Simply stated, the philosophy can be described in three strokes as shown in Figure 2.3. It begins with the reconciliation of opposing systems by identifying how one system effects the other and vice versa. The term “system” is used to describe the oftentimes complex inner workings of a societal issue. The next step reprograms the systems so they can become one dynamic and unified process. Finally, community empowerment sees to it that the reconciliation of these systems through reprogramming has the potential for implementation and acts a catalyst for change.

Figure 2.4 is a more in depth explanation of the three strokes. Vacant built landscapes and social equity have a correlative relationship. When one system is problematic, often times the other is too. The reconciliation can happen through reprogramming vacant built landscapes at the intersection of promoting **awareness, education, experience, and immersion** of a place as noted in the central venn diagram. Theoretical positions, general ideas, and specific reprogramming strategies revolve around the inner venn diagram. Together, successful reprogramming encourages community empowerment and can improve the overall sense of community.



Figure 2.3. Three Broad Strokes.
Pumphrey 2012.



- Awareness** Recognition and knowledge of the societal issues that are often problematic for communities (Pumphrey 2011).
- Education** Learning about local culture to understand a community's historical past and local citizens (Pumphrey 2011).
- Experience** Positive and recurring events that leave an impression on users, encouraging people to stop at a place, explore it, and hopefully return again (Pumphrey 2011).
- Immersion** Active participation in programming and community processes that can instill civic pride (Pumphrey 2011).

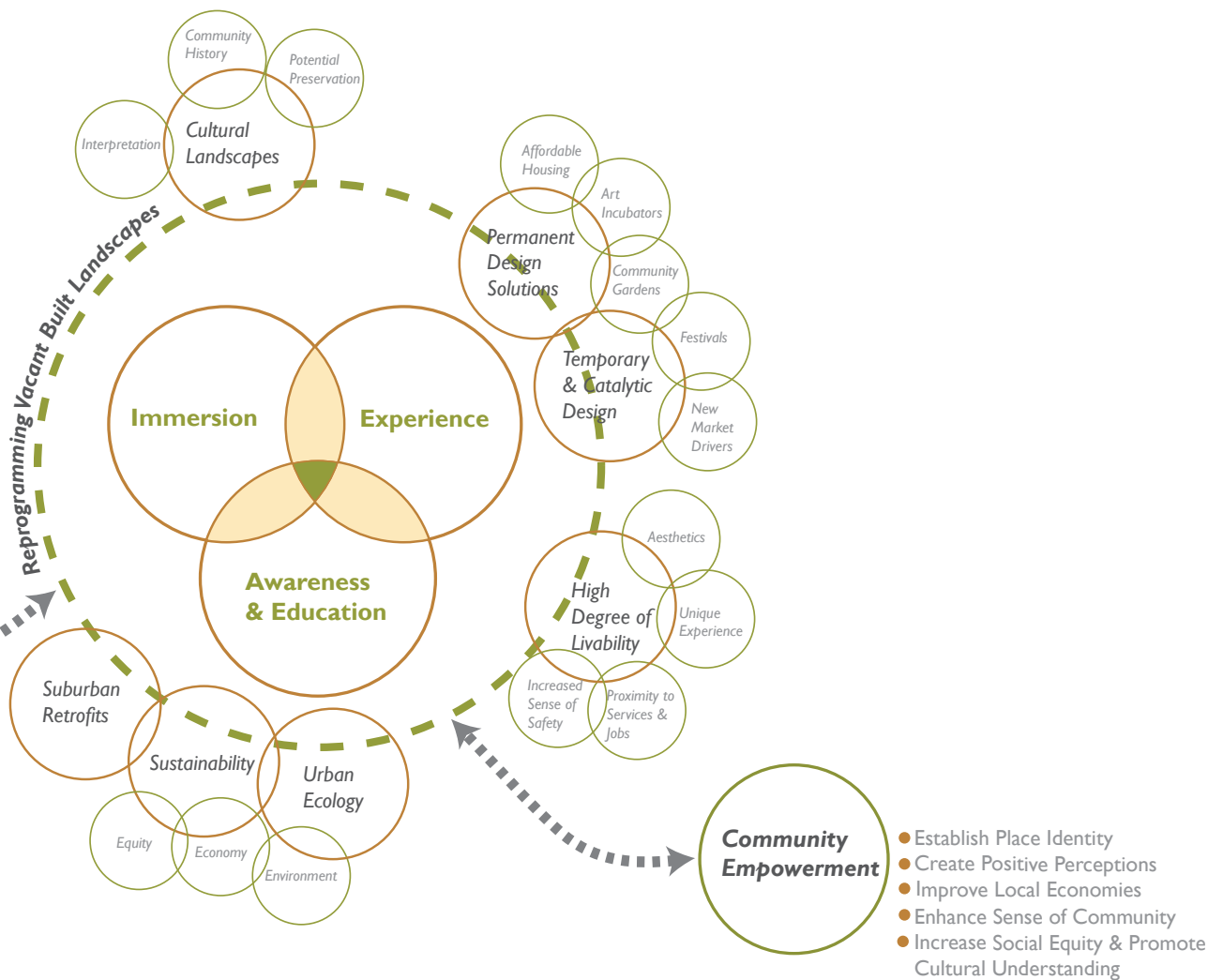
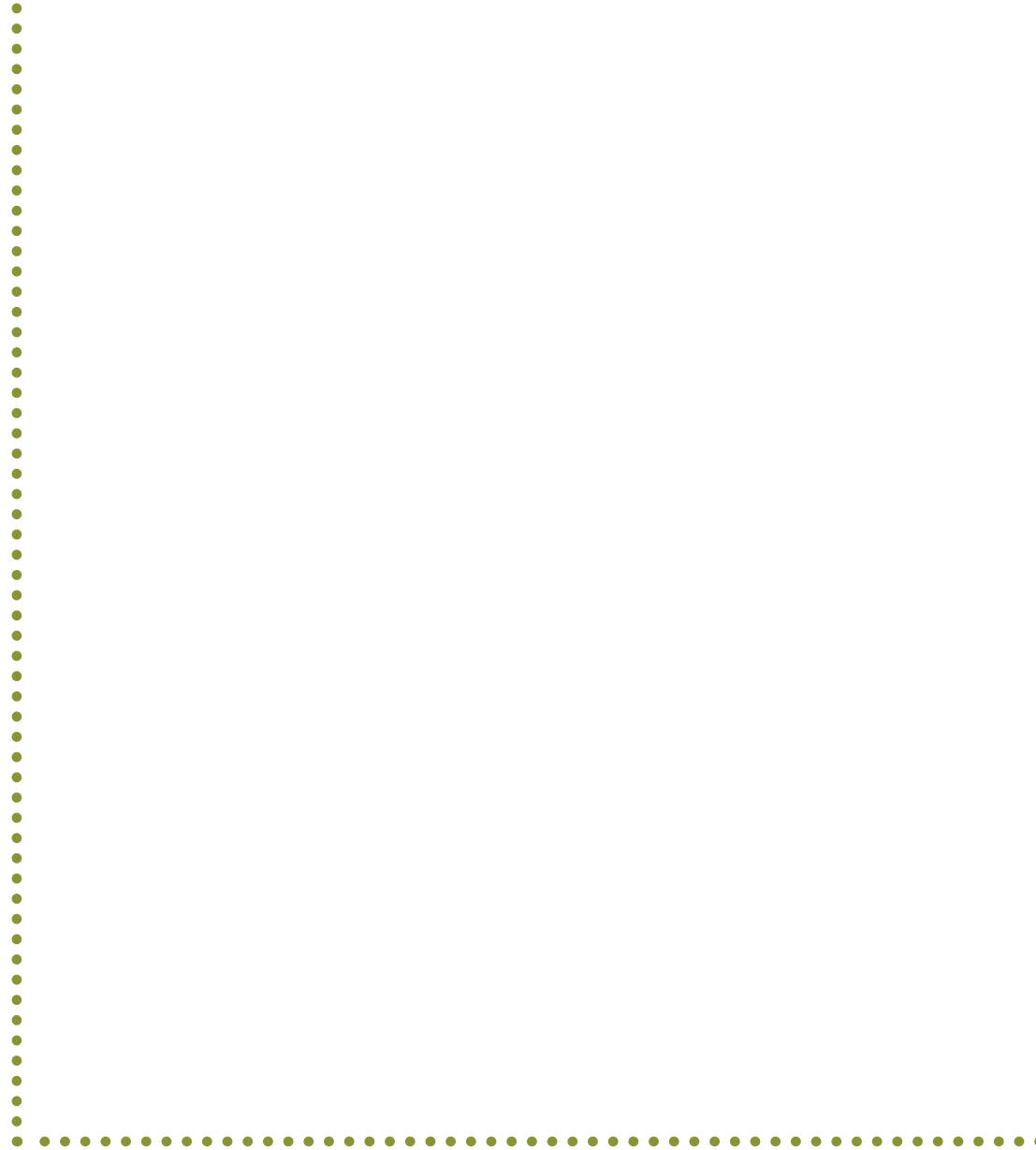


Figure 2.4. Philosophy.
Pumphrey 2012.

“Prosperous cores embedded with dilapidated downtowns; decay interspersed with affluence. The city continues to fascinate and provoke. Polarities seem at an uneasy truce. While some seize opportunities to forge prosperous lives, others are relegated to debilitating existences. Living amid dereliction, poverty, and nominal opportunity they watch, while others access urban amenities.”

..... John Jakle and David Wilson 2011, 1.



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EXPANDING ISSUES

Key themes drawn from literature advance the study of social equity, vacant built landscapes, and contemporary landscape architecture. Connections made between the driving theoretical dilemmas help identify relevant issues and a potential design response. Further discussion advances the project through critical mapping at multiple scales to identify social equity and vacancy trends in the Kansas City Metropolitan Area. These trends bring forth issues the region must address to embrace diversity, grow equitably, and strategically revitalize downtown communities.



LITERATURE MAPPING

Literature reviews are essential to developing a project by exploring the depth of the subject matter and adding credibility to the project. Literature becomes a source of ideation, inspiration, and guidance with regards to formulating the project. Each literature source was analyzed and synthesized for ideas germane to the dilemma and thesis.

The ideas from each literature piece are categorized into a topical area to determine how sources correlate and identify recurring themes. Topical areas are then placed into one of two categories — objectives or strategies. The connections and significance of literature are organized into a literature map (Figure 3.1) to illustrate how the literature comes together in order to formulate the project. Sources are hierarchically ordered based on importance to the project. Sources in darker text colors play a primary role in the project. Primary and secondary connections between sources show the value each text has through its relationship with allied sources or topical areas. A full review of each literature source is in Appendix A.

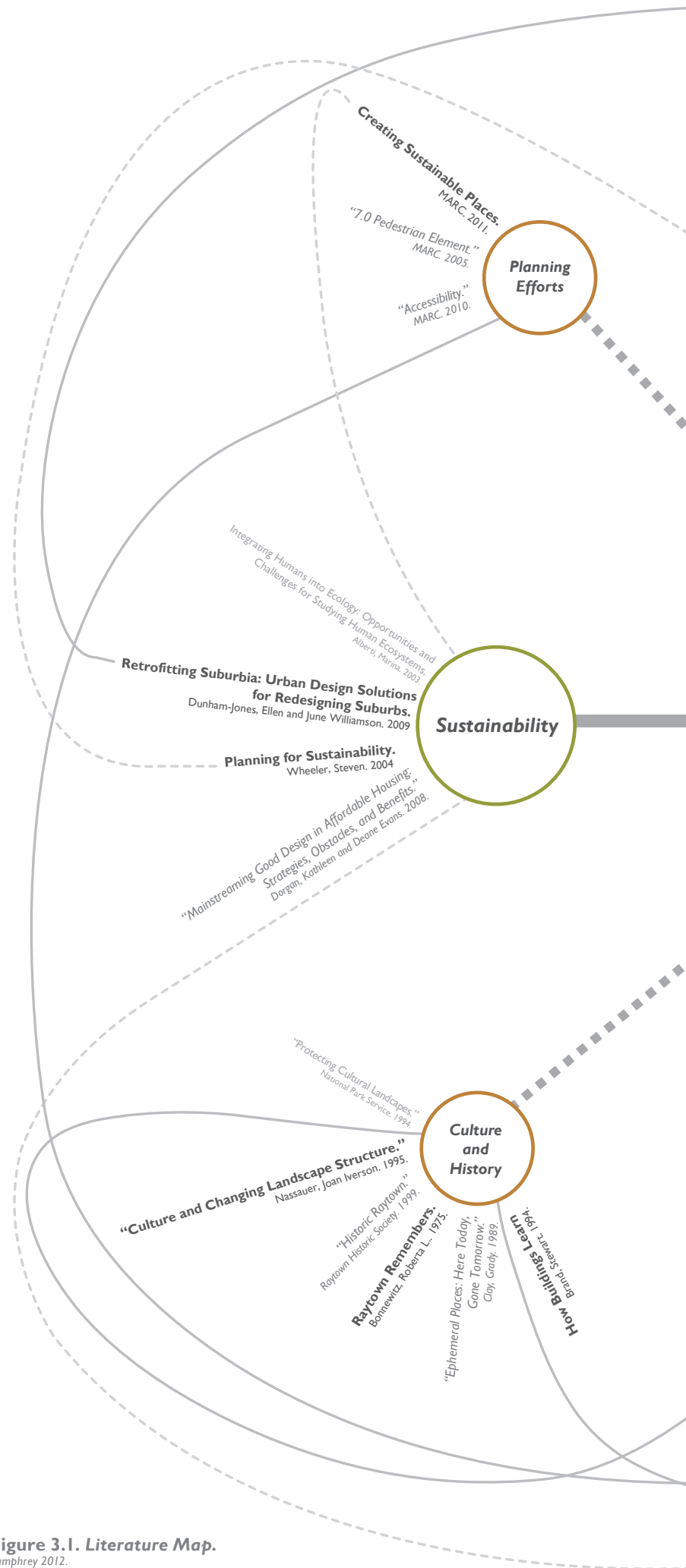


Figure 3.1. Literature Map.
 Pumphrey 2012.

Reprogramming Vacant Built Landscapes

Social Equity

"The Architectural Bat-Signal: Exploring the Relationship between Justice and Design," Wilson, Barbara, 2008. =

"Claiming Public Space: The Case for Proactive, Democratic Design," Asschbacher, Peter and Michael Rios, 2008.

"Social Consciousness in Landscape Architecture Education: Toward a Conceptual Framework," Brown, Kyle and Todd Jennings, 2003.

"Toward a Future Environment: Sustainable Design and Social Justice," Fairstein, Susan, 2010.

Temporary & Catalytic Strategies

"Propositions for a New Suburban," Borden, Peter, 2010.

"Transformative Temporary Use," Koval, Z., P. Machlauer, and J. Mullin, 2010.

Greening Cities, Growing Communities: Learning from Seattle's Urban Community Gardens, Hou, Jeffrey, J. Johnson, and L. Lawson, 2009.

"Vacant Land in Cities: An Urban Resource," Bowman Ann O' M. and Michael A. Pagano, 2000.

"Designing Infrastructure/Designing Cities," Gravel, Ryan, 2008.

Urban Design and the Bottom Line, Jenkins, Dennis, 2008.

Stalling Detroit, Dostelak, Georgia, C. Waldstein, and J. Young, 2001.

Vacant Lots, Genera, Rese and Carl Wills, 2000.

Meaning and Perception of Vacancy

Derelict Landscapes, Jakle, John A. and David Wislon, 1992.

"Perception of Personal Safety in Urban Recreation Sites," Schroeder, Herbert W. and L.M. Anderson, 1984.

"Reducing Crime and the Fear of Crime by Redefining New Zealand's Suburban Street," Dossén, Heil, 1997.

"Transforming America's Cities: Policies and Conditions of Vacant Land," Bowman Ann O' M. and Michael A. Pagano, 2000.

Droscopie: Wasting Land in Urban America, Berger, Alan, 2007.

"Vacancy and the Landscape: Cultural Context and Design Response," Cobbin, Celia, 2003.

CONNECTING THEMES: EQUITY, VACANCY, AND LANDSCAPE ARCHITECTURE'S RESPONSE

A correlation exists between social inequity and vacant built landscapes. When one condition is present, chances are the other is as well, creating significant problems for communities. The absence of social equity is part of a capitalist society, fueled by a market which “exacerbate[s] the disadvantaged” (Fainstein 2010, 3). Businesses move and globalization takes effect so markets remain competitive. The result of capitalism drives dereliction due to functional obsolescence, rising maintenance costs, and tax incentives for moving to a newer part of town.

Vacancy creates a cultural response where instances of abandonment and empty buildings in inner-city neighborhoods “continue to erode the local social fabric. They signify the ills of neglect, communicating to people the futility of inner-city living” (Jakle and Wilson 1992, 175). Often surrounded by affluent development these inner-city neighborhoods “become victims of neglect by the complex interconnections of uneven development, race, class, and government actions” (Jakle and Wilson 1992, 150). Once abandonment begins to occur, simultaneous processes such as a “decrease in resident socioeconomic status, ethnic change, building deterioration, increased pessimism regarding the future, and economic disinvestment” (Jakle and Wilson 1992, 151) further suppress underperforming neighborhoods.

A cultural response to the appearance of landscapes drives perception and communicates cultural values. Cultural values communicate how land is valued and where priorities exist (Nassauer 1995). Long-term vacancy communicates cultural values that speak to failure and the inability to revitalize. As a result, people passing through a community become numb to places perceived as vacant (Corbin 2003).

The visual perception tells passersby that nothing exists on vacant sites because “there are no structures or people visible. [The site appears to be] currently unoccupied, or that neither have an apparent productive use” (Corbin 2003, 12). However, what

exists beyond the surface are dynamic natural and cultural systems, giving causation for vacant sites to be recognized more for their opportunities rather than their often problematic constraints (Bowman and Pagano 2000).

The perception of a place creates either a positive or negative response to one's surrounding environment. A positive experience results from a well-designed built environment, which includes amenities to enhance the quality of life for users. Well-designed open space areas, multi-modal transit networks, neighborhood retail centers, and a mixture of residential uses enhance place making and creates livability through urban form (Jerke 2008). These quality of life amenities have the ability to instill a deeper connection to a community's culture.

A designer's attention should be focused on instilling solutions that create an emotional attachment to a place and establish a sense of community. Such emotional attachment occurs when public spaces allow “individuals and groups to assert their roles and responsibilities in defining shared claims and rights to space” (Aeschbacher and Rios 2008, 87). Living environments must be built to “encourage activity in the street, with more eyes to watch. Seeing and being seen is the ‘social glue’ that keeps the community together [to overcome the perception of] incivilities such as vacant lots, rundown housing, and litter” (Doeksen 1997, 244). Therefore, place identity becomes the medium to “reinstate social interaction as one of the cornerstones of a community” (Doeksen 1997, 251).

The reprogrammed spaces, however, must be designed with the notion of ephemerality in order to evolve and adapt to future uses, thereby becoming an essential element for establishing dynamic communities. Phasing can be used to change cultural ideas from a mall dominated lifestyle where “highways, outparcels, and drive-throughs are the physical manifestation of [a] preferred lifestyle [...when] automobiles dominate the design of urban frameworks, resulting in cities that

are significantly less dense and far more disconnected than in previous eras” (Gravel 2008, 141). The challenge for new development is to create an awareness that cities should be designed and built with higher standards.

Radical changes must occur to society’s mall dominated lifestyle. Through phasing, users can be eased into knowing what the experience feels like in environments built with higher design standards. Phasing, therefore, affords users the opportunity to become use to an improved environment and generate the momentum necessary for change. Now is the time to begin infilling vacant built landscapes within downtown cores to prevent further expansion into suburban greenfields and develop cities with high quality living standards. The act of infilling and retrofitting these landscapes “holds great promise for replacing less sustainable development patterns with more valuable sustainable places” (Dunham Jones and Williamson 2009, iv).

Sustainability moves beyond the limits of environmental impacts to also include various facets of economic and social concerns. In essence, sustainability “requires meeting the basic needs of all and extending to all the opportunity to fulfill their aspirations for a better life. A world in which poverty is endemic will always be prone to ecological and other catastrophes” (Hosey 2008, 35). For communities to achieve environmental, economic, and social sustainability, resources must be present to provide basic needs for people. It is the duty of a sustainable community to reduce automobile dependence, decrease pollution, provide accessible open space that enhances the sense of community, and create affordable housing options that do not segregate people of differing incomes (Wheeler 2004).

Landscape architects specialize in the ability to see beyond surface value and reconcile competing issues. Oftentimes, a perceived negative of a place is able to be transformed into a positive use that benefits people and creates a memorable experience. The profession can become a primary means to

create sustainable places that rekindle civic pride in underperforming neighborhoods. Landscape architectural design strategies afford great opportunities for the built environment to reflect local culture and reprogram vacant built landscapes, in order to create more equitable communities that harmonize social and natural systems, while meeting the needs of a diverse group of people.

As landscape architects work through issues involving perception in the political structure of a community, they possess the necessary skill set through their ability to effectively address critical issues. Their abilities help start and direct a conversation to arrive at a beneficial solution for all affected parties. They must use their skills to promote place identity solutions in order to encourage people to take responsibility for their surrounding environment. The use of landscape architecture yields the power to “implement, inspire action, and help bring positive change to the world” (Wheeler 2004, 51).

UNDERSTANDING SOCIETY EQUITY

Social inequity issues still exist in many communities today. Community resources are unable to keep up with population growth. Job markets change, leaving previous workers with outdated skills. Tax revenues decrease during hard economic times. And as a tipping point, adequate community spaces do not exist in some communities to encourage social mixing between a diverse group of people. It is important to gain an understanding of social equity concerns so at the very least local government and citizens are aware of the issues facing their community. Once awareness of the equity issues is gained, then a plan can be developed to address them. Social inequity, however, varies from place to place — urban or rural, inner-city or fringe neighborhood. No matter the context, each community must thoroughly examine relevant equity issues.

To identify potential social inequity issues and some of the elements of an equitable community, it is imperative to understand the definition of social equity. According to Fainstein, a general definition of an equitable community is “a city in which public investment and regulation would produce equitable outcomes rather than support those already well off” (2010, 3). Likewise, the Creating Sustainable Places Initiative defines social equity in communities as “supporting a rich diversity of cultural opportunities, encourage cooperative relations, and promote the just and equitable distribution of resources” (MARC 2011, 1).

Current development patterns tend to fuel social inequity. As Wheeler states, “development patterns worldwide have gone hand-in-hand with huge and growing inequities between economic groups, racial or ethnic communities, and neighboring cities and town. Increasingly affluent and secluded or gated suburban neighborhoods exist a few miles from impoverish central cities” (Wheeler 2004, 9). Such development patterns can also severely impact a place’s sense of community. With all occupants of a similar background, places are unable to become vibrant communities that possess “cultural distinctiveness” (Wheeler 2004, 10). Figure 3.2 illustrates the development phenomenon Wheeler defines.

Furthermore, equitable communities provide basic opportunities for all people. A present inequity issue rests within the housing market. Well designed, affordable housing is severely

lacking in most major metropolitan cities. It is estimated that “25-percent of all American households face severe housing challenges, including insufficient funds for monthly rent or mortgage payments, maintenance, and repairs; overcrowding, and structural deficiencies” (Dorgan and Evans 2008, 148). When affordable housing does, however, present itself in a community it is often generically designed and cheaply constructed. And it sometimes is even segregated from market rate housing, calling attention to a “lower” economic class (Dorgan and Evans 2008). On the other hand, an equitable community provides well-designed, affordable housing intermixed with market rate that appeals to a diverse group of people. An illustration of this housing concept is in Figure 3.3.

Social equity also involves supporting local economies through neighborhood retail, services, and jobs. Support of local economies can promote reinvestment in the local community as well as promote place identity. Local services create a “social capital” for developing equitable communities (Wheeler 2004, 10).

An equitable community also does not require citizens to be dependent upon automobile usage in order to acquire basic community services such as local retail, jobs, and schools. Many American communities do not adequately address alternative modes of transit including pedestrian, bicycle, and public transit. Development positions automobiles first where roads are widened to accommodate more lanes of traffic, instead of a well designed pedestrian experience. In general, the dependency on automobile usage creates an isolated society as people are alone during day-to-day movement in communities. Emphasis on the automobile also creates inequitable transit opportunities for those who are unable to drive and have no other means of transportation (Wheeler 2004).

Equitable communities also must ensure clean air, water, and soil for citizens. Current dependency on fossil fuels severely limits public health by increasing pollution. Likewise, some industrial sites contaminate the land leaving public agencies or private land owners to pay for cleanup (Wheeler 2004). It is unethical to subject people to living conditions that can potentially impact their health.

Another crucial element for developing equitable communities is accessible open space within a variety of contexts ranging from large public plazas to more intimate pocket parks. Wheeler asserts that “many of us now live in suburbs without any real downtown or walkable public space [...] Parks, greenways, public squares, and sidewalks are often missing” (Wheeler 2004, 10). Open space forms a critical building block in communities for users to express culture and forge relationships between people from differing backgrounds (Aeschbacher and Rios 2008). Open space improves the quality of life by reducing air pollution, controlling stormwater, serving as an avenue for food production, becoming places to celebrate local art, and providing valuable recreational opportunities (Hou 2009).

In essence, key elements of an equitable community are summarized as follows:

1. Development patterns integrate a diverse group of people of differing age, race, and economic status
2. Well-designed affordable housing is available and interspersed with market rate
3. Support local economies and provide adequate availability of community services
4. Emphasis is placed on alternative transit such as walking, bicycling, and public transportation
5. Clean air, water, and soil
6. Access and variety of public open space that allows local culture to be expressed through bringing people together

Lastly, the degree in which each element is present varies between communities. Having these elements does not guarantee an equitable community, but it is an indicator that a community does provide resources that support citizens. It is the duty of decision makers, planners, and designers to integrate design elements that improve the quality of life for all, while establishing a sense of place and identity. In the end, an equitable community creates an environment that is welcoming for people from a variety of backgrounds allowing diversity to become an inherent social connection amongst people. Social equity also affords citizens access to the necessary resources to succeed in life.



Figure 3.2. Socially Uneven Development. Pumphrey 2012.



Proposed housing development integrates market rate with affordable housing with a cohesive, well designed style.

Figure 3.3. Integrated Affordable Housing. Pumphrey 2012.

WHAT DOES AN EQUITABLE COMMUNITY LOOK LIKE?

Equitable communities welcome all groups of people young or old, rich or poor, majority or minority. Each person feels they have ownership in a place and are able to openly express their values. Likewise, diversity flourishes by providing a variety of community resources, which bring people together.

In equitable communities, people have a quality living environment with adequate community resources that enhance physical, mental, and social health. Figure 3.4 illustrates the elements of an equitable community noted in literature. The intent is to visually represent some of the components that might be integrated into community development to create dynamically functioning places.



Figure 3.4. Elements of an Equitable Community.
Pumphrey 2012.



DIVERSE

LOCAL ECONOMY

COMMUNITY SERVICES
AFFORDABLE HOUSING

CLEAN AIR

LOCALLY GROWN FOOD

OPENSOURCE

CELEBRATE
COMMUNITY

MULTI-MODAL
MOBILITY

CLEAN WATER

PUBLIC TRANSIT

DEFINING VACANCY: ITS IMPACT ON A PLACE

Vacancy seems to be a growing problem in inner-city cores as development moves to more profitable areas of a region. Such vacancy becomes a severe detriment to communities, causing a systematic disinvestment. Clay mentions that “even when temporary, the act of [vacancy] disturbs deep psychic roots [...] de-settlement is an unsettling act” (1986, 10). Vacancy disrupts community processes signaling failure that is “registered on the land or buildings” (Corbin 2003, 15).

Vacancy is a unsettling act because people grow accustomed to it, dismissing places that have a cultural history. In America, “places change and often not for the better [...] belief that it could be otherwise is met with little sympathy. [In vacant places] society at large loses when we discard places which have traditionally organized our lives” (Jakle and Wilson 1992, 5). Visual perception plays a major role in how people perceive vacancy. As Corbin (2003) argues, “the declaration of vacancy or emptiness erases important dimension of a site: natural processes and characteristics above or below the scale of conventional perception, cultural history or meaning that may not have physical presence, and systems that are not recognized as having an immediate functional purpose” (12).

When vacant places begin a cycle of dereliction, they become “unsecured and vulnerable to intrusion, theft, vandalism, and arson” (Jakle and Wilson 1992, 7). People avoid places that look to be unsafe and unoccupied, therefore, further decreasing reinvestment in communities. The act of vacancy is a product of a capitalist society where obsolescence is common. Cultural values leave the obsolescence of a place to build newer developments elsewhere (Jakle and Wilson 1992). Likewise, maintenance also plays a role in how quickly a place will deteriorate. Places of routine maintenance generally tend to last longer in the landscape than places simply built with a focus on making a profit (Jakle and Wilson 1992).

Two classes of vacancy have been defined that are important to identify and differentiate as revitalization of outmoded communities occurs. The first class defines the type of vacant site, while the second class identifies the type of vacancy that exists.

The first class of vacancy defines a vacant built landscape versus a vacant landscape. A vacant built landscape is identified by places of “long term vacancy in urbanized areas that speaks failure, lack of funding, bad management, blight, and waste” (Corbin 2003, 15). Figure 3.5 illustrates this condition through a local strip retail center that has sat empty and even with some building improvements still significantly lack tenancy. On the other hand, vacant landscapes might exist in an urban or natural setting. The key to identifying vacant landscapes is they do not contain buildings or apparent uses. Vacant landscapes are defined as “various types of unused or under used land sometime as the result of remnant parcels, left undeveloped for future expansion, or expressing severe physical constraints” (Bowman 2000, 561). Figure 3.6 illustrates a vacant landscape that is created from an underutilized parcel of land. The parcel previously had a building that once occupied it, but was razed and now causes a gap in the urban fabric.

The second class of vacancy defines physical versus perceived vacancy. Physical vacancy is a place that has “no contents, occupant, or is not in use” (Dictionary.com, LLC 2011). Figure 3.7 illustrates this phenomenon as a building that sits void of an occupant and productivity. Finally, perceived vacancy refers to the notion that because one cannot visually see structures or people or it currently seems unoccupied and does not have an “apparent productive use” a site must be vacant (Corbin 2003, 1). Figure 3.8 shows a place that even though the same tenant has occupied the building for 73 year, it is perceived as vacant due to the lack of activity and empty parking lot. Visually people perceive this as a place they should avoid.

Vacancy Class I: Identifying the Site Context



Figure 3.5. Vacant Built Landscape.
Pumphrey 2012.



Figure 3.6. Vacant Landscape.
Pumphrey 2012.

Vacancy Class 2: Identifying Vacancy Type



Figure 3.7. Physical Vacancy.
Pumphrey 2012.



Figure 3.8. Perceived Vacancy.
Pumphrey 2012.

Vacancy can greatly decrease a community's value by creating places that people do not want to live. Fueling social inequity, vacancy is a product of a wasteful society that discourages reinvestment and often gives reason for people to move away from a community to a newer, safer, and more aesthetically pleasing development (Jakle and Wilson 1992). Gaps are created in the social fabric that further segregate affluent citizens from those those to have limited economic means.

People remaining in "vacant" areas soon begin to live in an even more hostile environment, where criminal activities often increase. Maintenance becomes a minimal occurrence and adequate local services diminish. Businesses relocate and jobs end. Poverty soon renders "populations unable to repair neighborhoods with scarce funds to assure functional viability" (Jakle and Wilson 1992, 104). Vacant places become environments that have a reduced sense of community, where social networks and spaces no longer exist to "humanize daily existence" (Jakle and Wilson 1992, 143).

In general, vacant sites are an opportunity to create more economically, socially, and environmentally sustainable cities by utilizing already disturbed ground for development, instead of expanding into agricultural and ecologically sensitive areas. The infilling of vacant sites can decrease segregation of people caused by current development patterns and increase the economic value of outmoded places. As Jakle and Wilson note, "landscapes rendered obsolete and in decay [set] the stage for future investment. Obsolescence [...] is a necessary precondition for profit extraction" (1992, 22).

METROPOLITAN MAPPING

Considering the correlation between social inequity and vacancy, it is important to identify equity related trends at a metropolitan scale and synthesize their implications to Raytown. Mapping equity related issues brings forth critical issues the metropolitan area faces. Contrasts between development patterns and geographic locations became apparent, especially where infrastructure begins to form barriers between people. Critical mapping also gives rise to the need for revitalization to overcome social and economic barriers to create a place that benefits all people to help build a sense of community. A series of critical maps follow to identify trends in population density, racial and age diversity, income and housing value distribution, areas of poverty, and vacant housing concentrations.

POPULATION DENSITY SPRAWLS FROM DOWNTOWN

Figure 3.9 shows the density of the Kansas City Metropolitan Area. As expected, density is greatest in Downtown Kansas City and decreases further into the suburbs. With reinvestment along the Rock Island Corridor, density will likely increase and help equalize the contrast between current densities. For Raytown, density ranges between eight and twelve people per acre in the western part of the city and decreases to three to five people per acre toward the east. As will be seen in the following critical maps, equity issues and division for Raytown tend to be most prominent in the west, where density is higher.



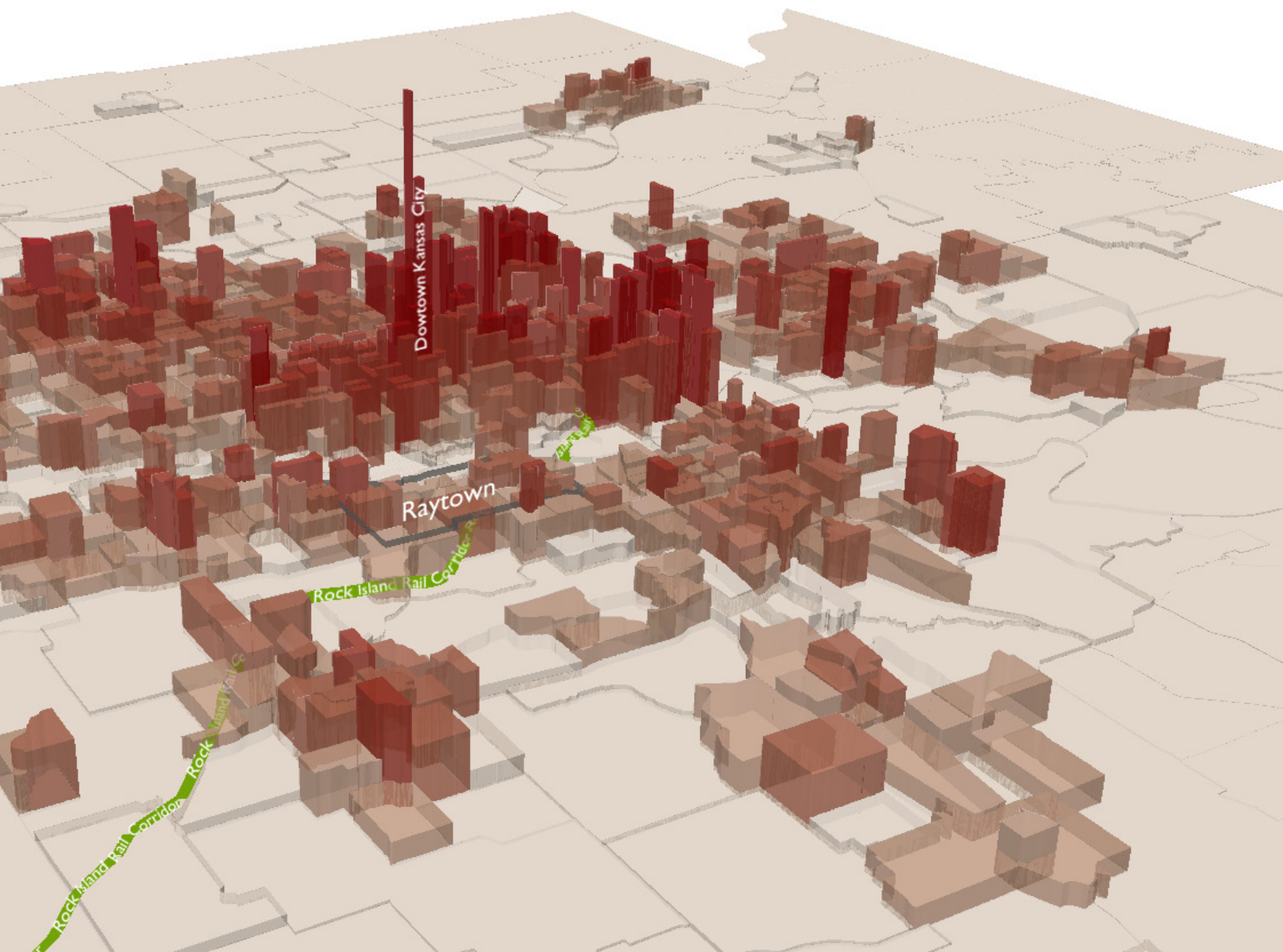
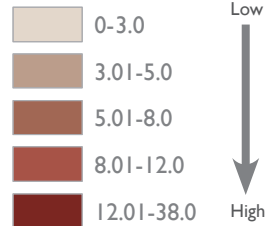


Figure 3.9. Population Density.
 Pumphrey 2012. Source Data: ESRI 2010. MARC GIS 2011.

Density - People per Acre



N
 Not To Scale

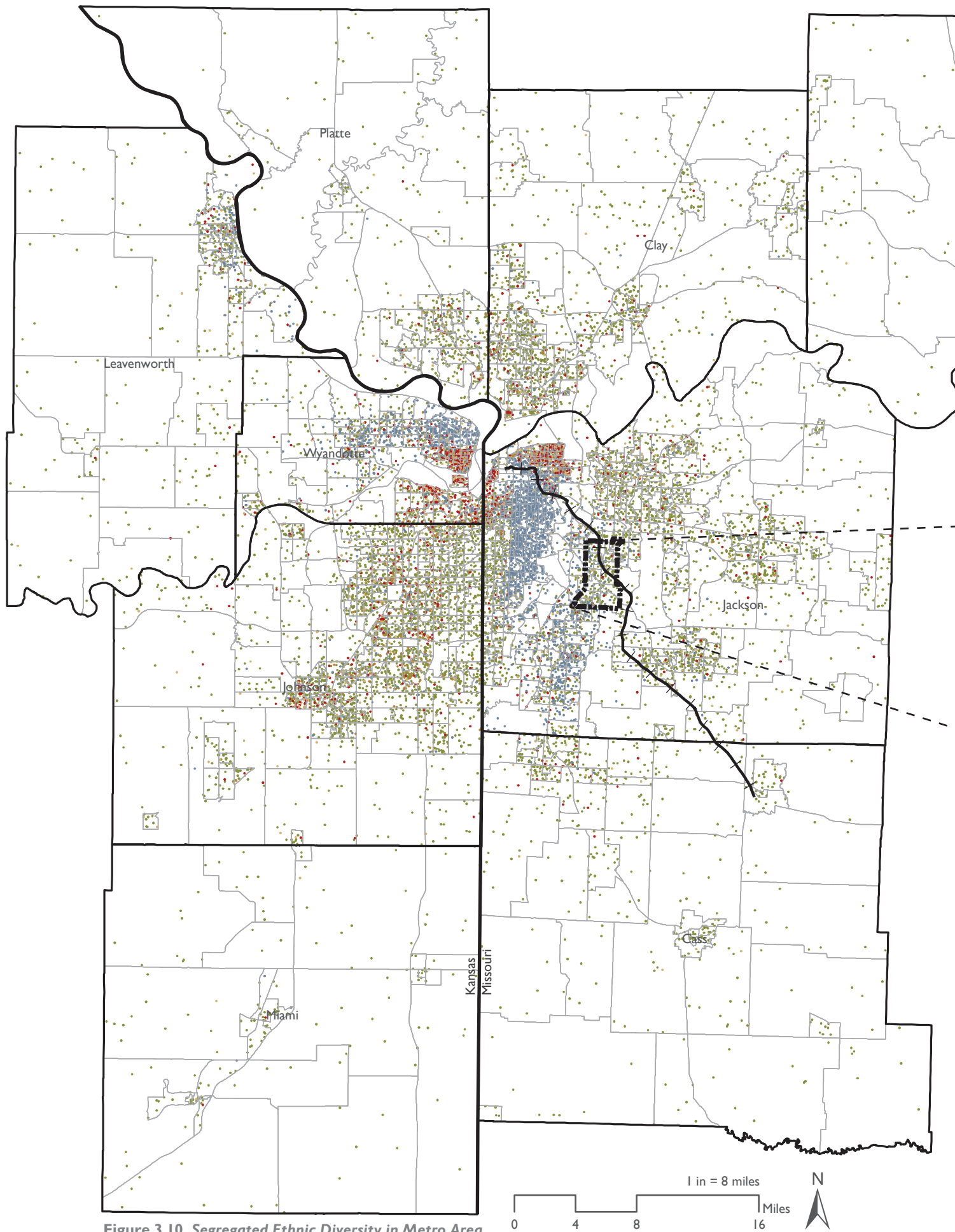
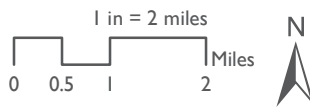
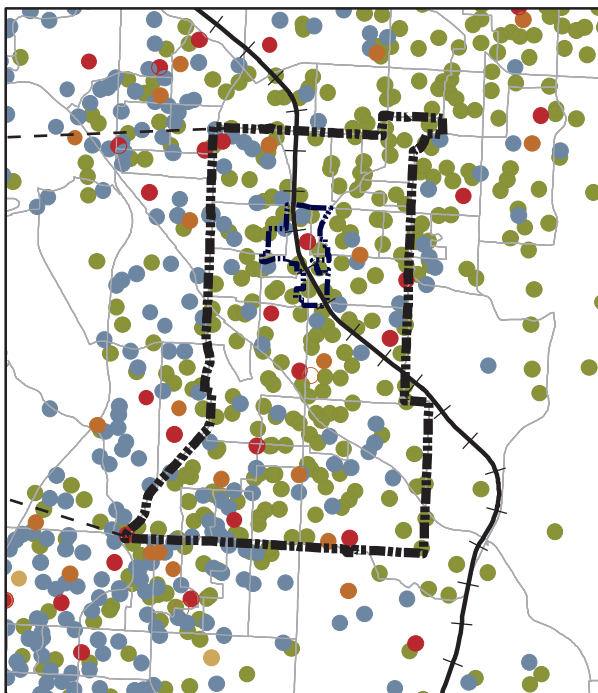
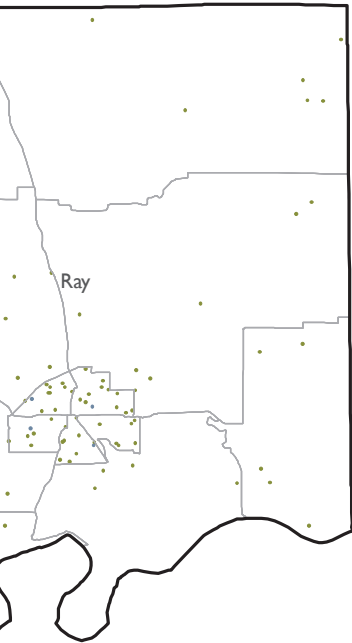


Figure 3.10. Segregated Ethnic Diversity in Metro Area.
 Pumphrey 2012. Source Data: ESRI 2010, MARC GIS 2011.

RAYTOWN EXHIBITS MORE EVEN ETHNIC DIVERSITY THAN THE METRO AREA IN THE 2000 CENSUS

Ethnic diversity from the 2000 census is low and the metropolitan area appears to be segregated as evidenced in Figure 3.10. Pockets of limited ethnic diversity are noticed where the dot density appears as a single color. In particular, prominent pockets of low ethnic diversity are seen in western Jackson County and eastern Wyandotte County nearest downtown Kansas City, as well as at the fringes of development.

Overall, the majority ethnicity comprises almost 80% of the metropolitan population and is greater in Raytown at 86%. The percentage of the majority decreases within the CBD, indicating a higher concentration of minority residents. Although a significant contrast in actual percentages between different ethnicities, a relatively even distribution of people from differing ethnic groups appears throughout Raytown, except for a concentration of minority residents in the southwest corner. The even distribution is indicative of Raytown being more diverse than the region.

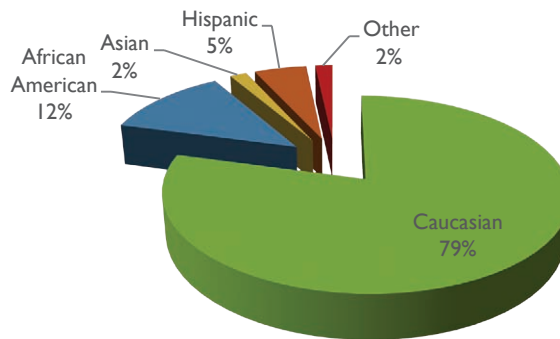


- Raytown City Boundary
- Raytown Central Business District
- Rock Island Rail Corridor

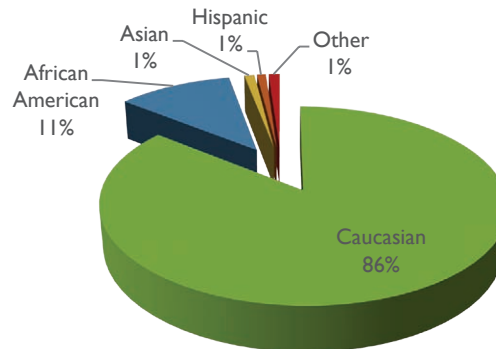
Ethnic Diversity 2000

- 1 Dot = 100 People
- African American
- Asian
- Caucasian
- Hispanic
- Other

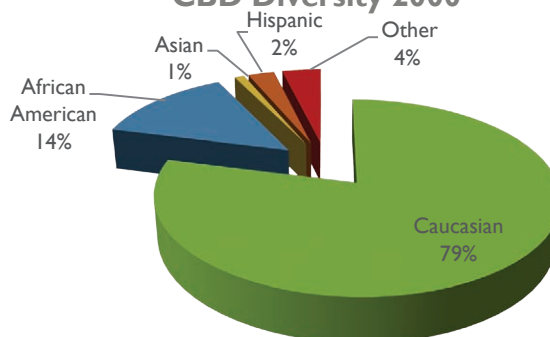
Metro Diversity 2000



Raytown Diversity 2000



CBD Diversity 2000



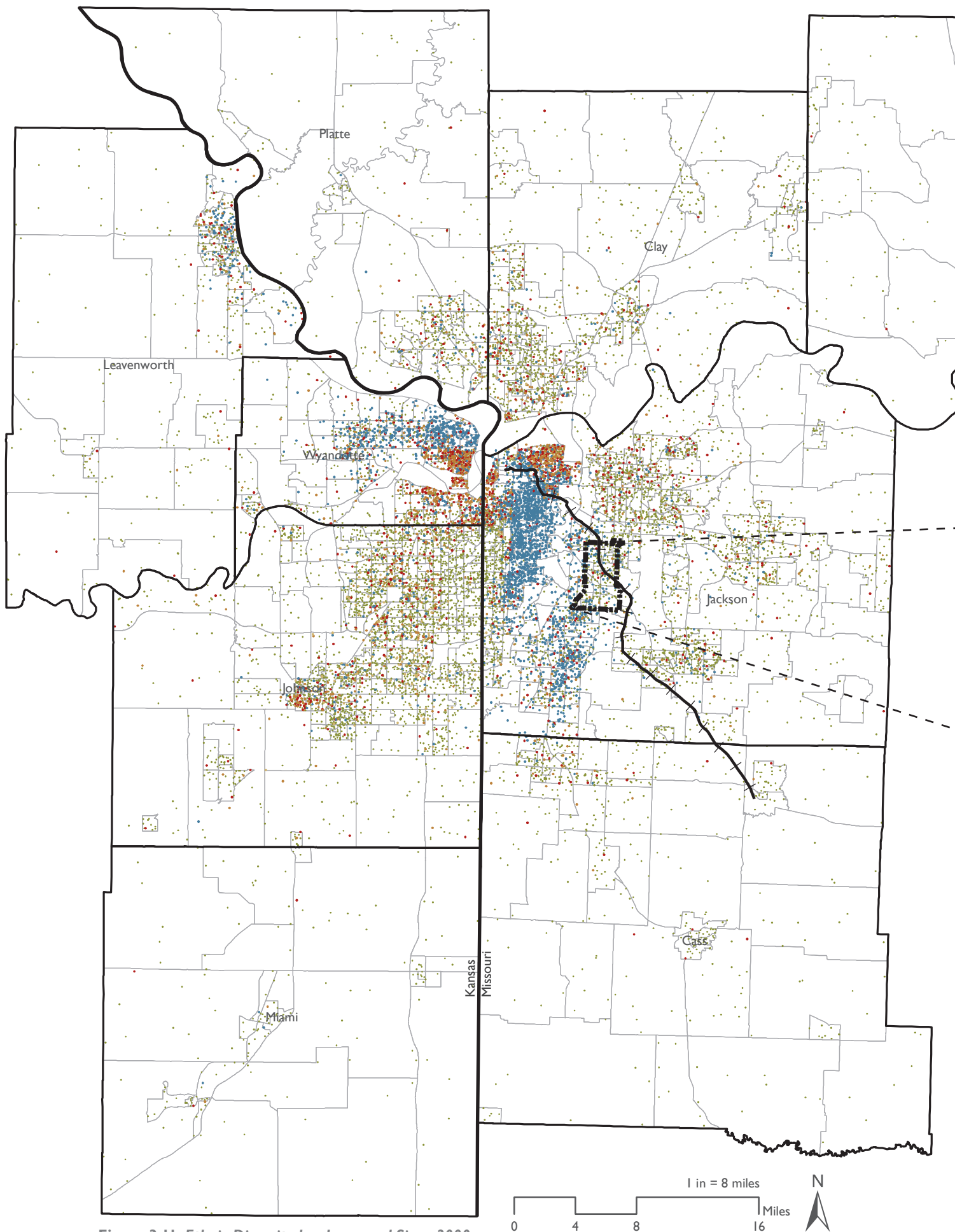
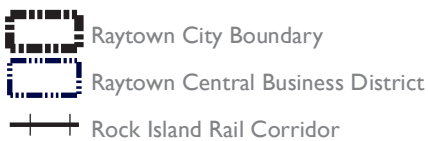
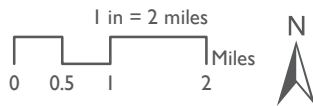
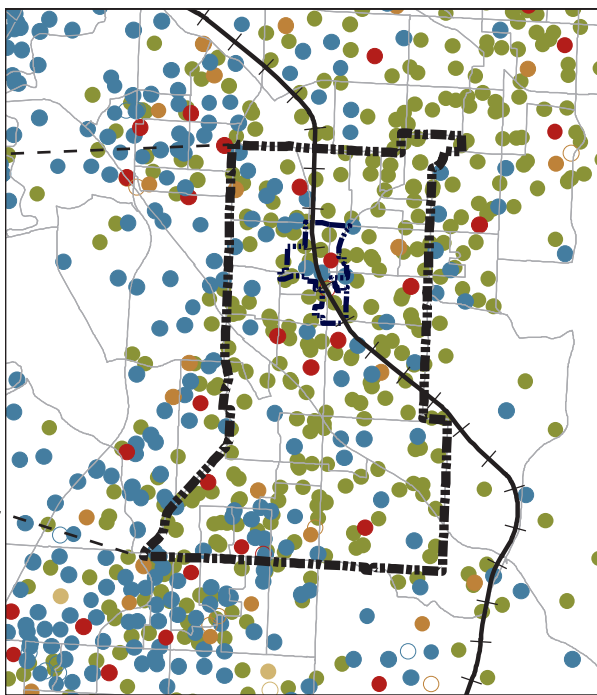
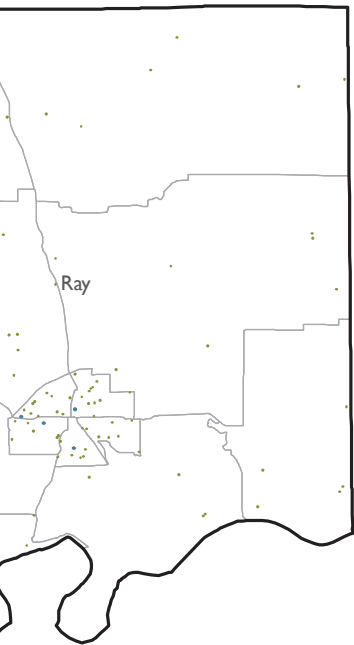


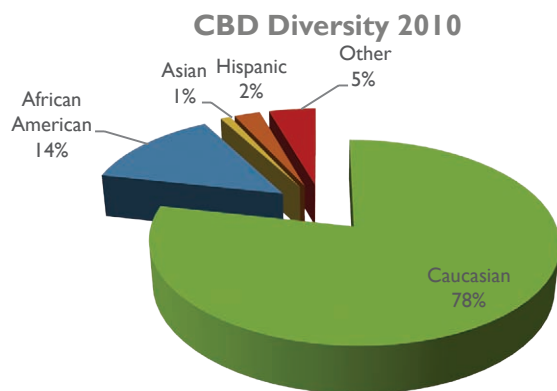
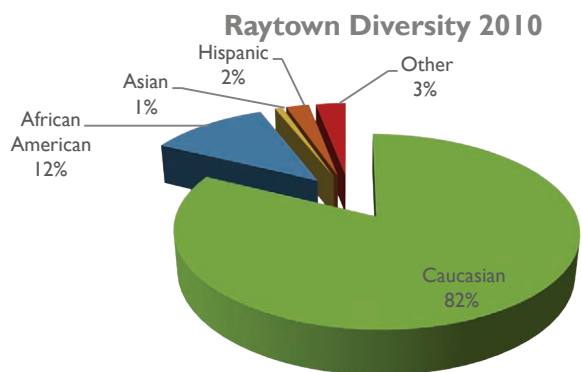
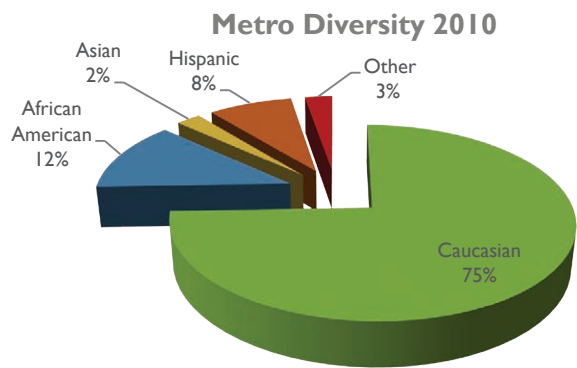
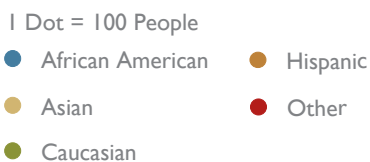
Figure 3.11. Ethnic Diversity has Increased Since 2000.
 Pumphrey 2012. Source Data: ESRI 2010, MARC GIS 2011.

ETHNIC DIVERSITY IN 2010 IS INCREASING. COMMUNITIES MUST EMBRACE THE CHANGE.

Population diversity slightly increased between the 2000 census and 2010 census as illustrated in Figure 3.11. Even though population diversity increased by only one percent at a metropolitan level, this increase gives reason for communities to design places that are welcoming and supportive of a wide range of people and cultures. Ethnic diversity within Raytown and the CBD also increased since 2000, but not as a result of growth. Between 2000 and 2010, the population of Raytown decreased by 862 residents, supporting a trend since 1990. According to Raytown's Comprehensive Plan, this moderate decline in population can possibly be explained by "natural causes, such as death, birth of fewer children, or due to out-migration" (City of Raytown 2002, 2-1). As downtown Raytown revitalizes it is imperative to keep diversity a priority, while also encouraging people to move to the area.



Ethnic Diversity 2010



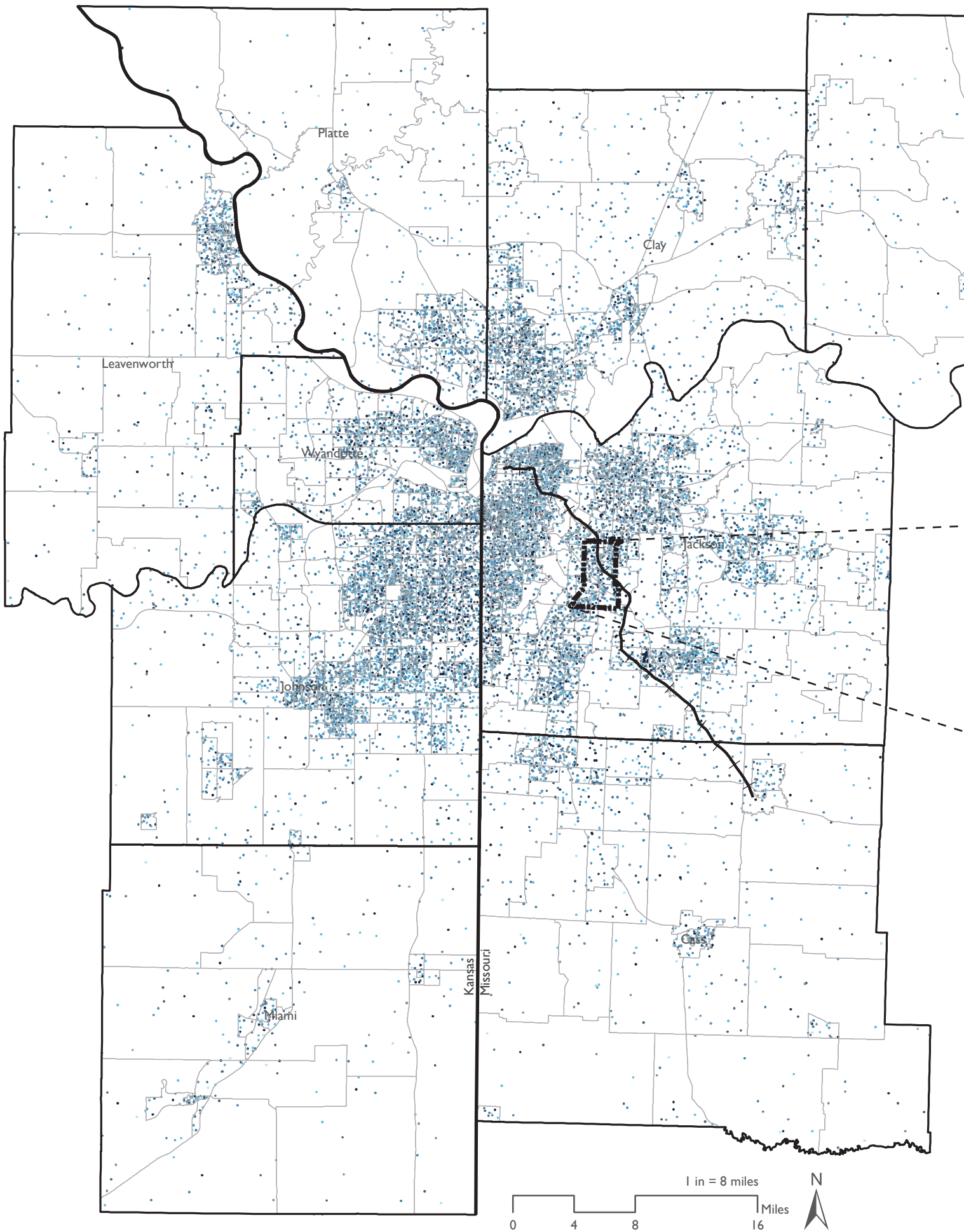
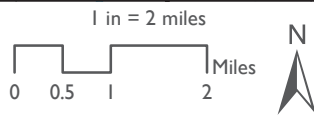
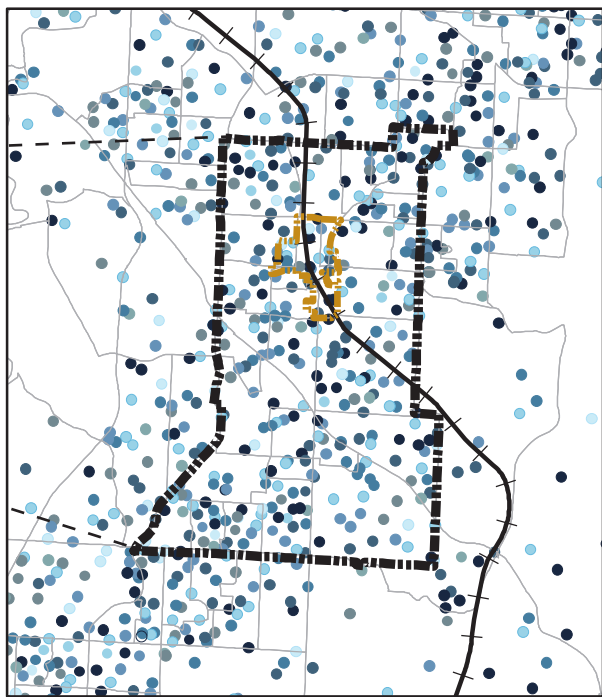
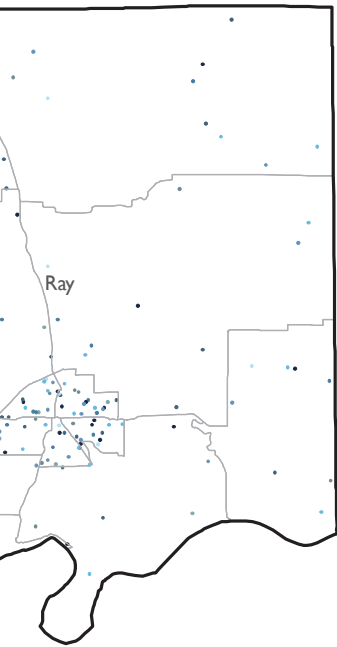





Figure 3.12. High Percentage of Population in Raytown is 65+.
 Pumphrey 2012. Source Data: ESRI 2010, MARC GIS 2011.

DIVERSITY THROUGH AGE GROUPS : BABY BOOMERS LIKELY TO INCREASE

Age diversity is shown in Figure 3.12. Overall, age diversity in Raytown fits with metropolitan trends. However, 25% of the population within the CBD is 65 or older, exceeding that of the metropolitan area. With the current trend of aging baby boomers and a 7.2% projected national increase in those 65 and older by 2030 (CDC 2003), an assumption that this demographic will also increase in Raytown can be made. Proposed development must provide local services for an aging population, while also appealing to younger cohorts. The fact that the Raytown population is aging rationalizes the need for creating public transit corridors and walkable, mixed use communities with housing options that serve a population who might be unable to drive.

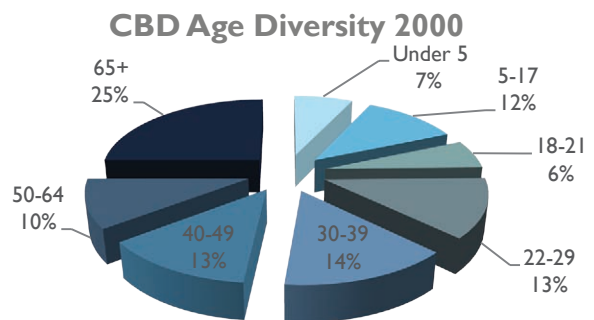
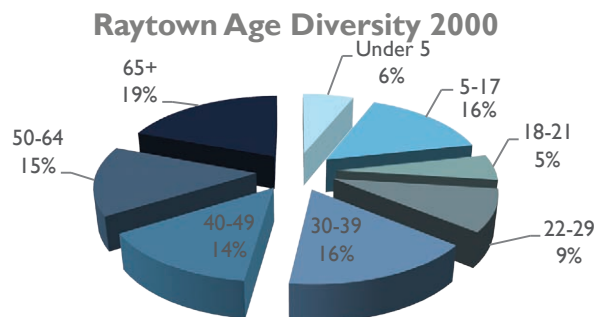
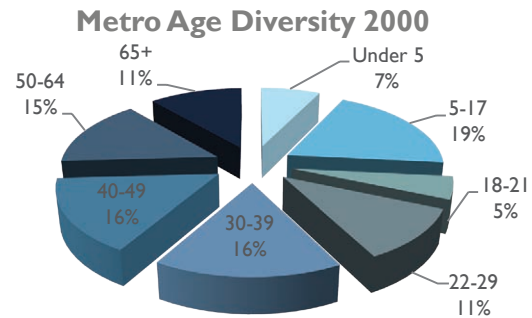


-  Raytown City Boundary
-  Raytown Central Business District
-  Rock Island Rail Corridor

Age Diversity 2000

1 Dot = 100 People

- Under 5
- 5-17
- 18-21
- 22-29
- 30-39
- 40-49
- 50-64
- 65+



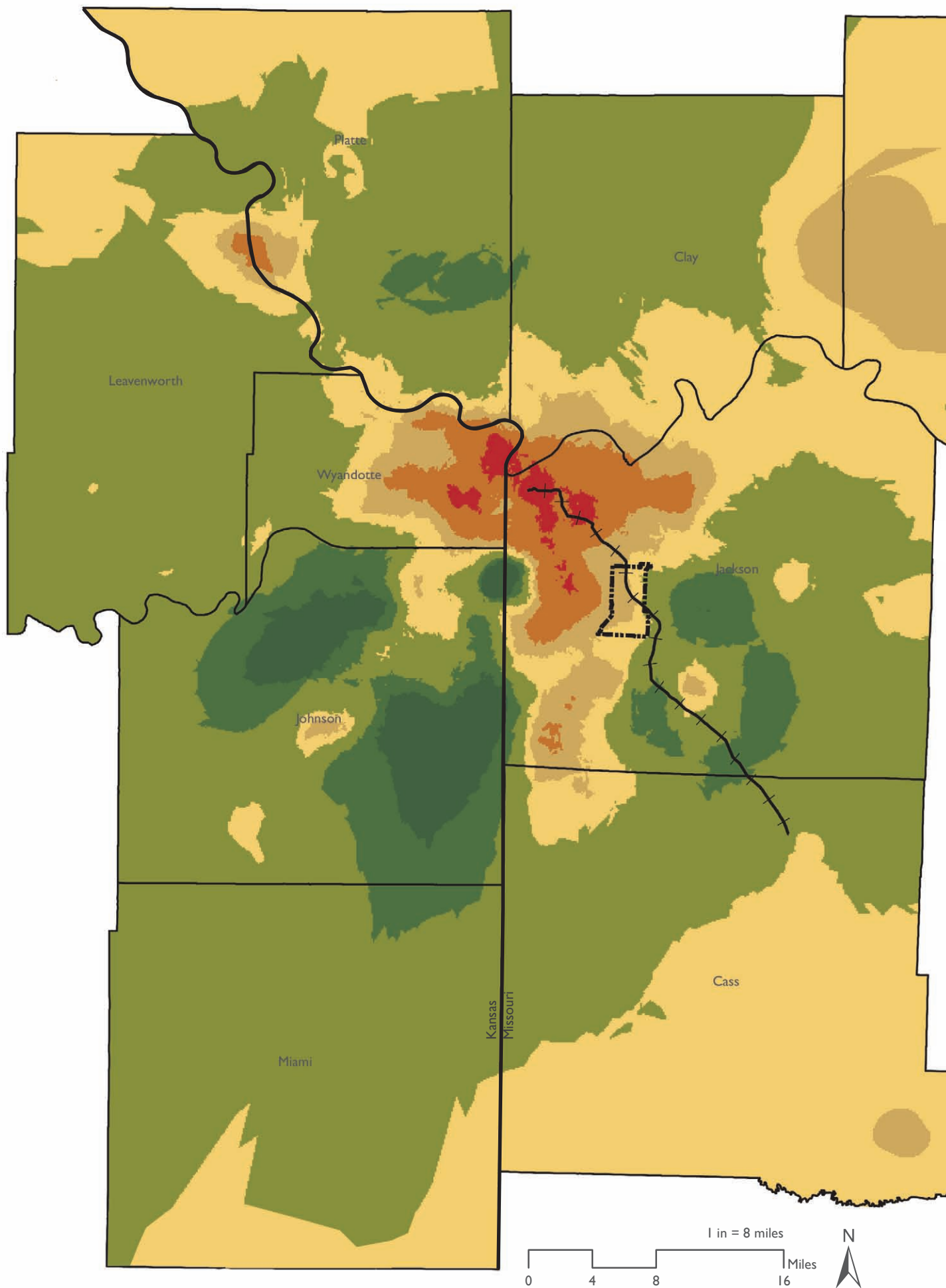
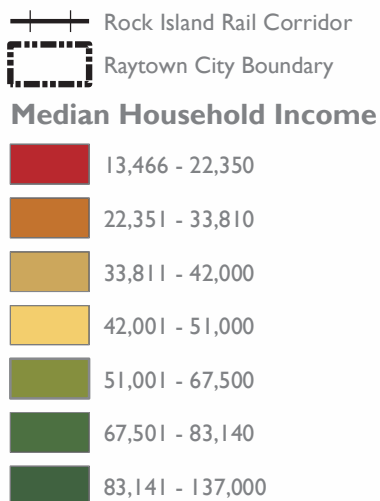


Figure 3.13. Median Household Income Greater in Suburbs.
 Pumphrey 2012. Source Data: MARC GIS 2011.

MEDIAN HOUSEHOLD INCOME GREATER IN SUBURBS

The median household income of the Kansas City Metropolitan Area is depicted in Figure 3.13. In general, household income levels increase further into the suburbs. Some of the lowest income areas are depicted in red closest to Downtown Kansas City, while the green areas align with Overland Park in Johnson County, Kansas and Lee's Summit in Jackson County, Missouri. Median household income in Raytown is split between a moderate income ranges.



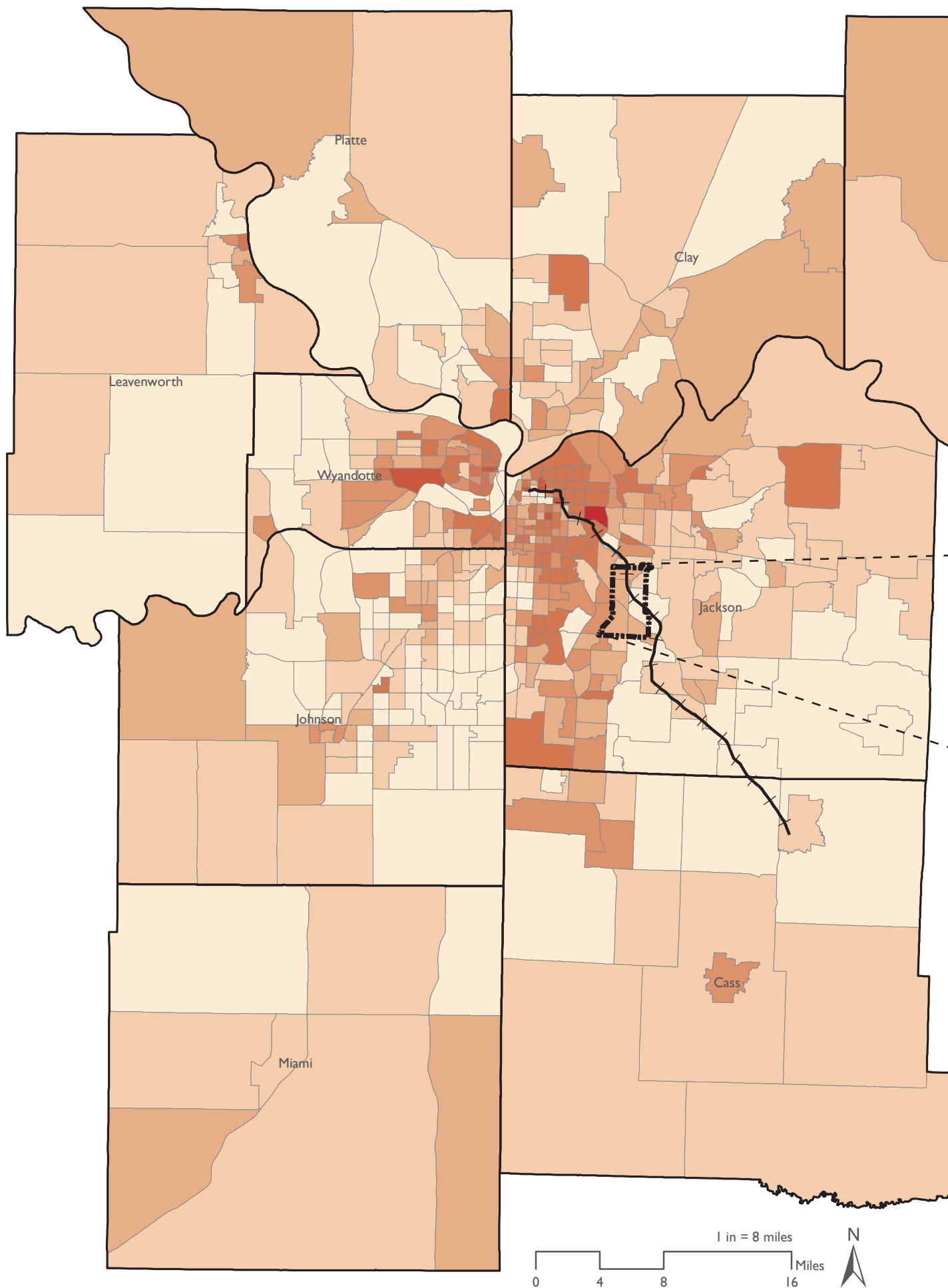
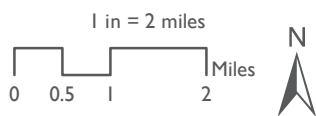
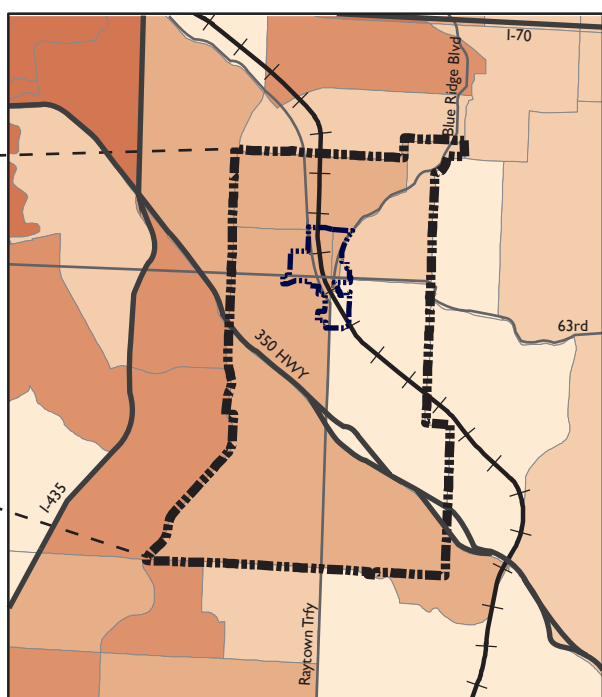
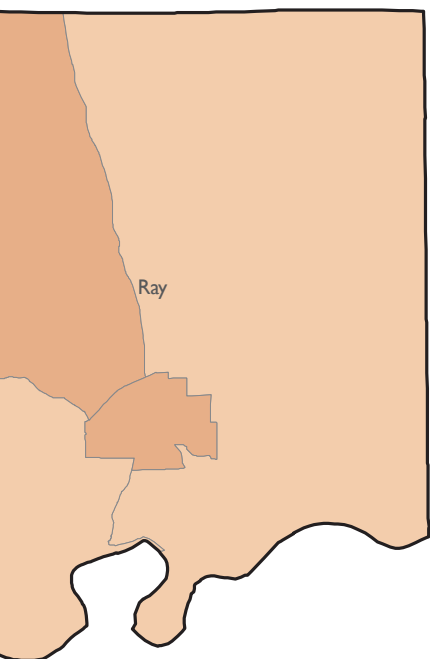





Figure 3.14. High Poverty Concentration Near Downtown.
 Pumphrey 2012. Source Data: ESRI 2010, MARC GIS 2011.

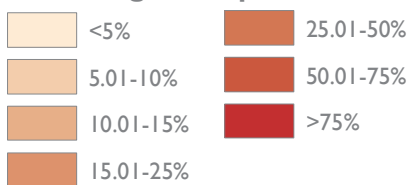
ABRUPT CHANGES IN POVERTY WITHIN RAYTOWN. ROAD INFRASTRUCTURE DIVIDES.

Poverty trends, as shown in Figure 3.14, support an argument that the more affluent tend to live in the suburbs. The percentage of population in poverty is greatest near downtown Kansas City. In Raytown, 350 Highway, Raytown Trafficway, and Blue Ridge Boulevard establish a development pattern that divides the community based on economic status. A primary concern with the poverty rates is the abrupt changes that occur. For instance, the southeast corner of the CBD has a poverty percentage of less than five, while the northwest edge is between ten and fifteen percent. Changes must be made to provide jobs and affordable housing to areas of higher poverty in order to serve the community.



-  Raytown City Boundary
-  Raytown Central Business District
-  Rock Island Rail Corridor

Percentage of Population in Poverty



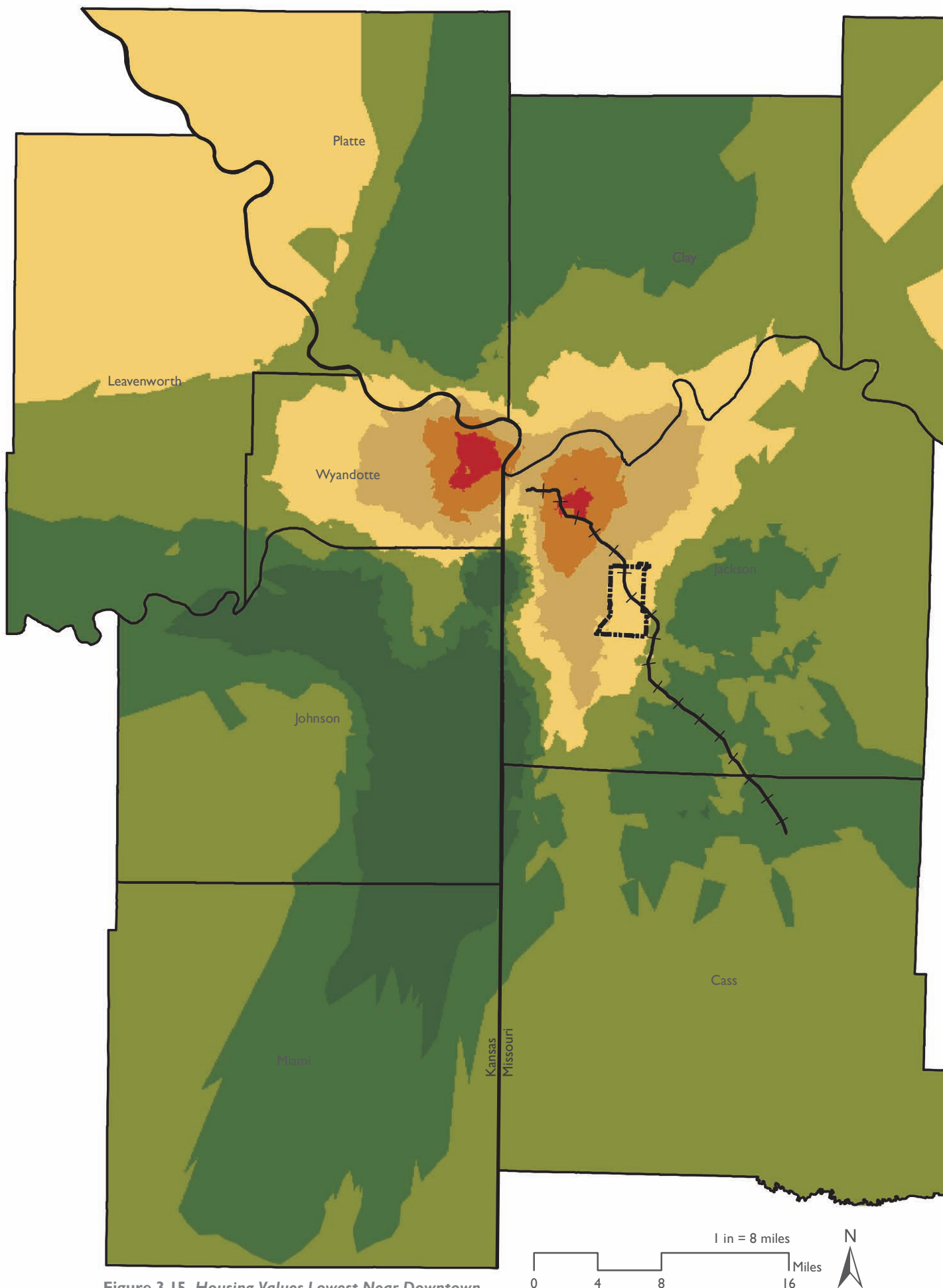




Figure 3.15. Housing Values Lowest Near Downtown.
 Pumphrey 2012. Source Data: MARC GIS 2011.








HOME VALUES LOWEST NEAR DOWNTOWN KANSAS CITY

Median housing values are shown in Figure 3.15. Housing values correlate to median income trends noted in Figure 3.13. Higher valued homes tend to exist in the suburbs. Furthermore, some of the lowest housing values align with low income areas near Downtown Kansas City. Lower housing values perhaps are a result of people being unable to afford routine maintenance, causing dereliction of structures (Jakle and Wilson 1992).



-  Raytown City Boundary
-  Rock Island Rail Corridor

Median Home Value

	\$29,500 - \$35,000
	\$35,000 - \$50,000
	\$50,000 - \$75,000
	\$75,000 - \$100,000
	\$100,000 - \$125,000
	\$125,000 - \$150,000
	\$150,000+

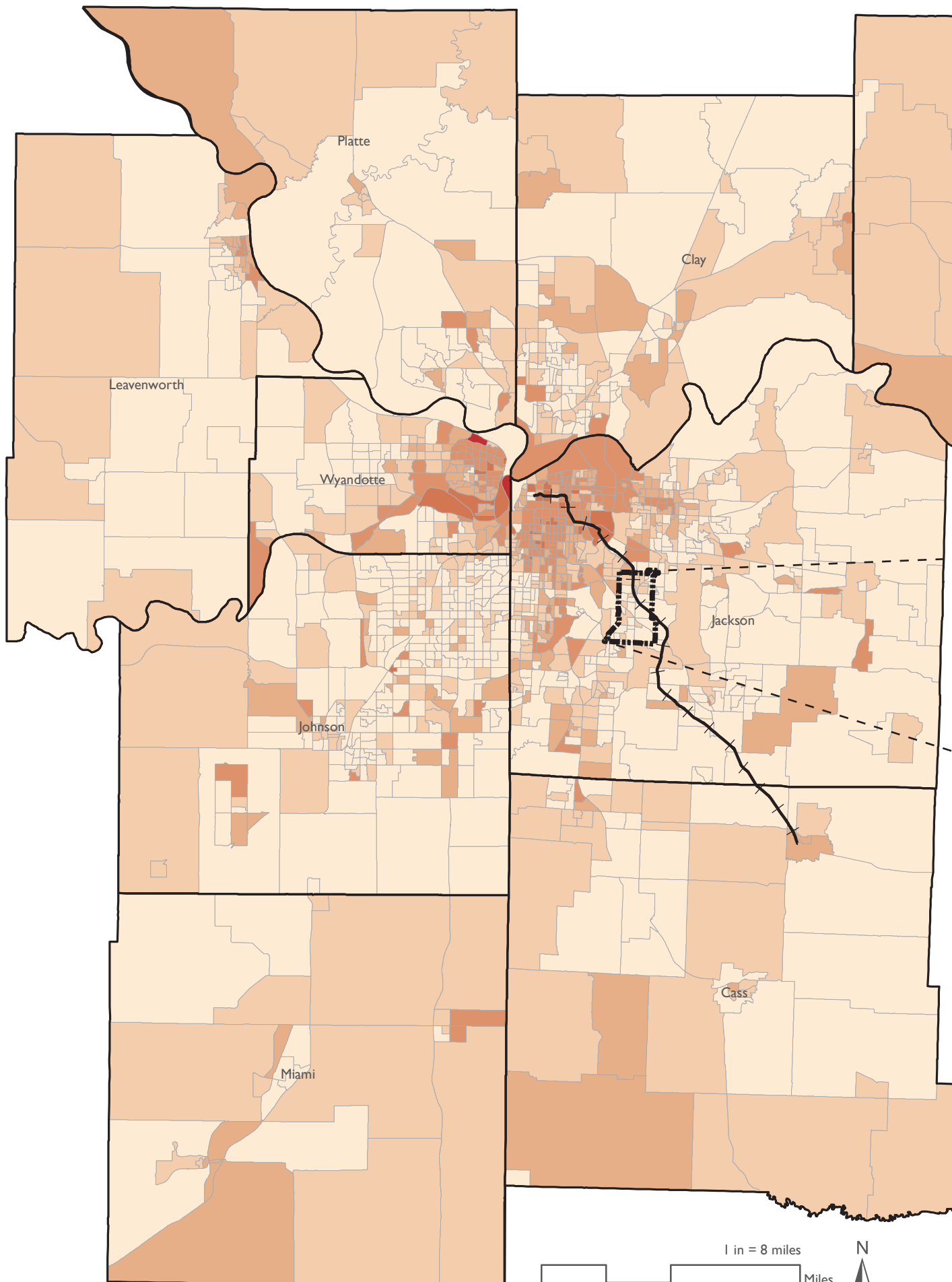
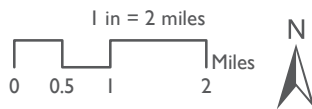
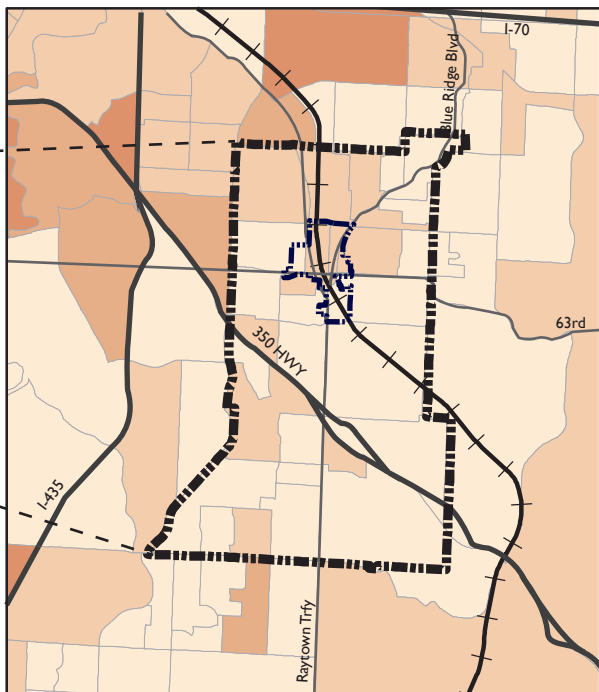
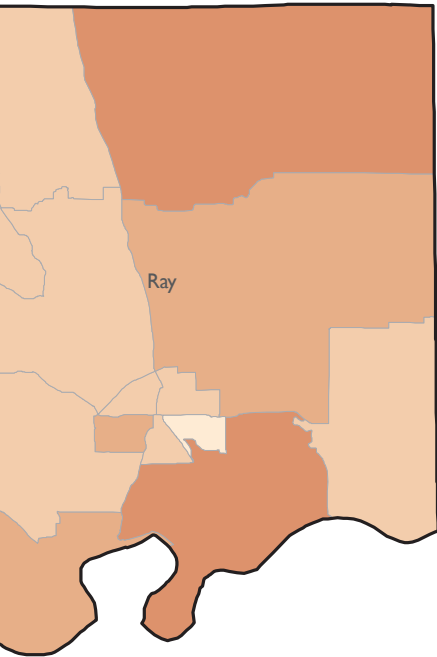





Figure 3.16. Distinct Changes in Vacant Housing.
 Pumphrey 2012. Source Data: ESRI 2010. MARC GIS 2011.

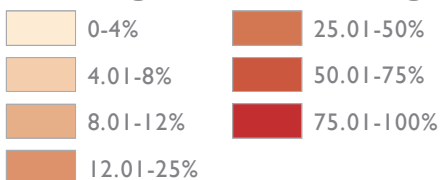
VACANT HOUSING IS INDICATIVE OF DISINVESTMENT

The presence of vacancy fuels social inequity and damages local economies. Some of the highest concentrations of vacant housing exist where incomes are low and poverty is high. As Jakle and Wilson (1992) state, “toward city center, prices fall once again across the interior until a zone of abandonment is reached at or beyond the frontier of early entry where houses have little or no long-term value” (157). In Figure 3.16, the zone of abandonment appears near downtown Kansas City in northwestern Jackson County and eastern Wyandotte County where vacant housing percentages are high and dense. For Raytown, vacant housing is low at less than ten percent of all housing units. Most vacant housing in the CBD ranges between four and eight percent. Even though vacant housing is relatively low in Raytown and the CBD, proactive revitalization must occur to avoid decay that “coalesces until abandonment become visually dominant, the sense of maintenance, and orderliness overwhelmed by a sense of dereliction and disorder” (Jakle and Wilson 1992, 178).



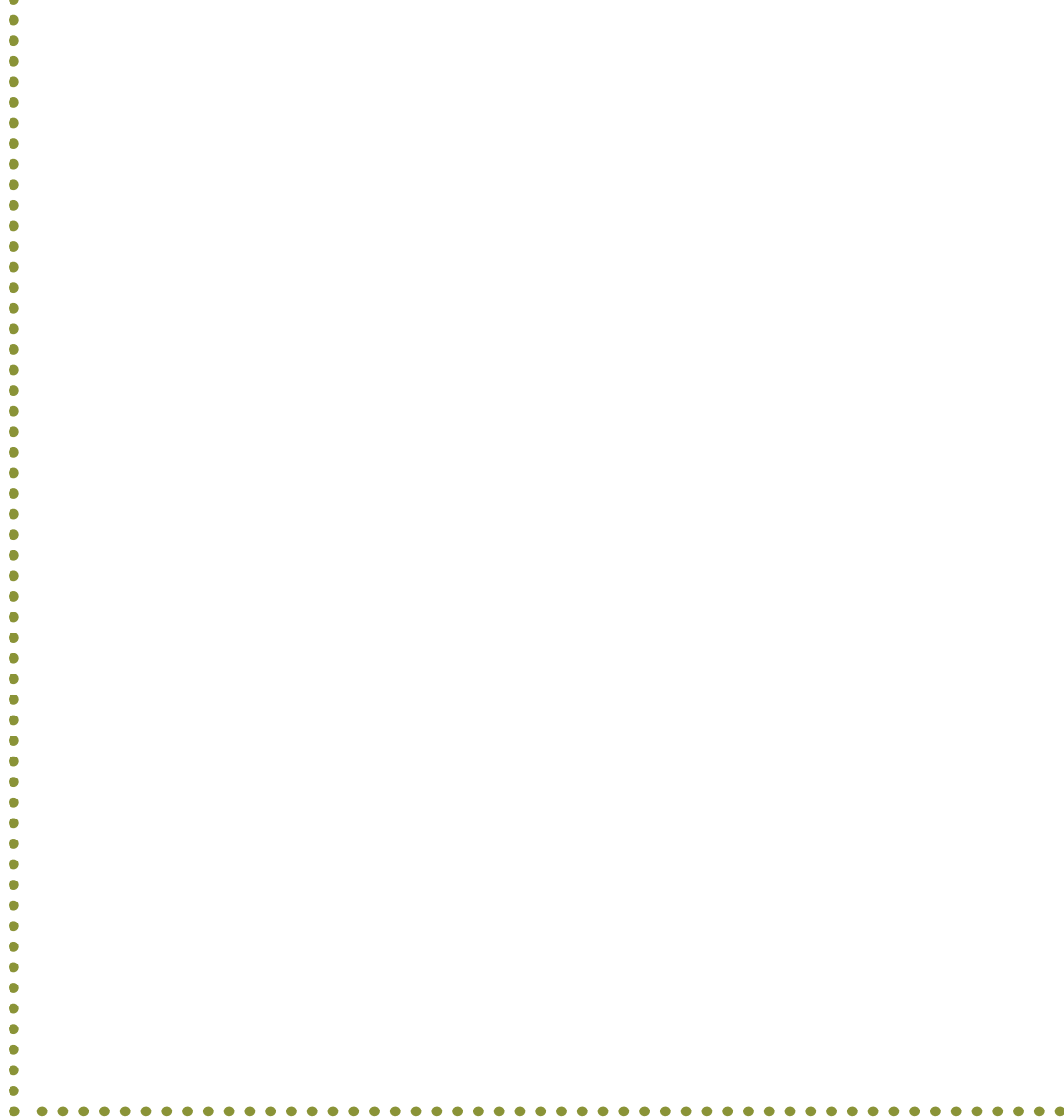
-  Raytown City Boundary
-  Raytown Central Business District
-  Rock Island Rail Corridor

Percentage of Vacant Housing to Occupied



“The reuse of vacant land and abandoned structures can represent an opportunity for the economic growth and recovery of urban areas. For a city rapidly growing in population with the ability to expand political borders or for a city with fixed boundaries that is losing population, vacant land remains a key competitive asset for implementing a number of economic development strategies, improving transportation infrastructure, and attracting residents.”

..... Ann Bowman and Michael Pagano 2000, 1.



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SITE ANALYSIS

Site analysis is critical to understand the context, historical significance, and site specific dilemmas that affect the final design proposal. Discussion begins with Raytown's importance to the project and a synopsis of the site analysis process. Then, discussion leads into the history of Raytown, reason for redeveloping the Central Business District, a summary of site observations, and critical maps that pinpoint key dilemmas and strategies. Together, this chapter lays the groundwork for strategic design and planning solutions through evidence based design.



INTENT

Raytown was selected for several reasons. One of the primary reasons is the catalyst the Rock Island Corridor brings to Raytown's Central Business District (CBD). Since the rail bisects the CBD, it creates the momentum necessary for revitalization of vacant sites. Activation of the Rock Island Corridor also improves overall access to Raytown and new development has the potential to create a more equitable community that improves the availability of local resources. Additionally, there is community wide desire to see a change in Raytown. Survey results from the 2002 CBD Plan noted "almost everyone indicated something must be done and it seems to be the right time to improve the CBD. The city as a whole and the CBD [in particular] has an image to overcome as part of the improvement effort" (Gould Evans Goodman Associates, LC. 2002, 12).

Furthermore, it is important to focus the project by analyzing Raytown at the city and CBD scales. Site analysis at a more focused scale affords an opportunity to explicitly

understand in detail critical dilemmas and underpinnings of the community. Factors for site inventory and analysis are derived in part from literature findings related to identifying social equity and defining vacancy. In addition, questions are asked to why infill development in Raytown is the best revitalization strategy. Questions also help in defining development constraints that need addressed. In general, site inventory and analysis advances the project through defining where redevelopment should occur.

An exploration of Raytown's history begins the site inventory and analysis process. The process then leads into a contextual overview and summary of site visits. Following are the most critical analysis factors that influence the proposed strategy and establish a rationale for decision making.

RAYTOWN'S HISTORY

Raytown is a relatively young city, possessing a rich history that cannot be overlooked as redevelopment happens. Some of the most influential historic factors are represented in Figure 4.1.

Raytown is part of the Brooking Township and was first known as "the lost township" since it was not included in original surveys (Bonnewitz 1975, 6). The city emerged as one of the last stops on the Santa Fe Trail before heading West. The Santa Fe Trail followed Blue Ridge Boulevard, crossing through Raytown's downtown. William Ray became a well known land owner in Raytown, having two lots adjacent to 63rd and Raytown Road. His blacksmith shop became a landmark for the city as people stopped for wagon repairs. Soon people started casually referring to Raytown as "Ray's Town" (Raytown Historical Society 1999).

Not only did Raytown's relationship to the Santa Fe Trail help it become an economically viable area, but so did its geographic location.

Built atop a ridge, agriculture opportunities in the adjacent valleys helped Raytown thrive and up until 1930 was a primary economic force (Bonnewitz 1975). In 1903, Raytown grew with the construction of the Rock Island Railroad as "people viewed the rail as a safer and faster transit option" (Bonnewitz 1975, 86).

Even though Raytown was growing, it did not legally become a city until 1950. Incorporation happened as a result of fear for annexation by Kansas City, which was a rapidly expanding community in the 1950s. Today, Raytown has a much different appearance due to capitalism and transportation growth. Housing developments now sit where agriculture once happened. Jobs have transitioned from farmers to downtown commuters. The population is aging as young families have become senior citizens (Raytown Historical Society 1999). And highways prove more efficient for travel than local roads (RMSA 2011).

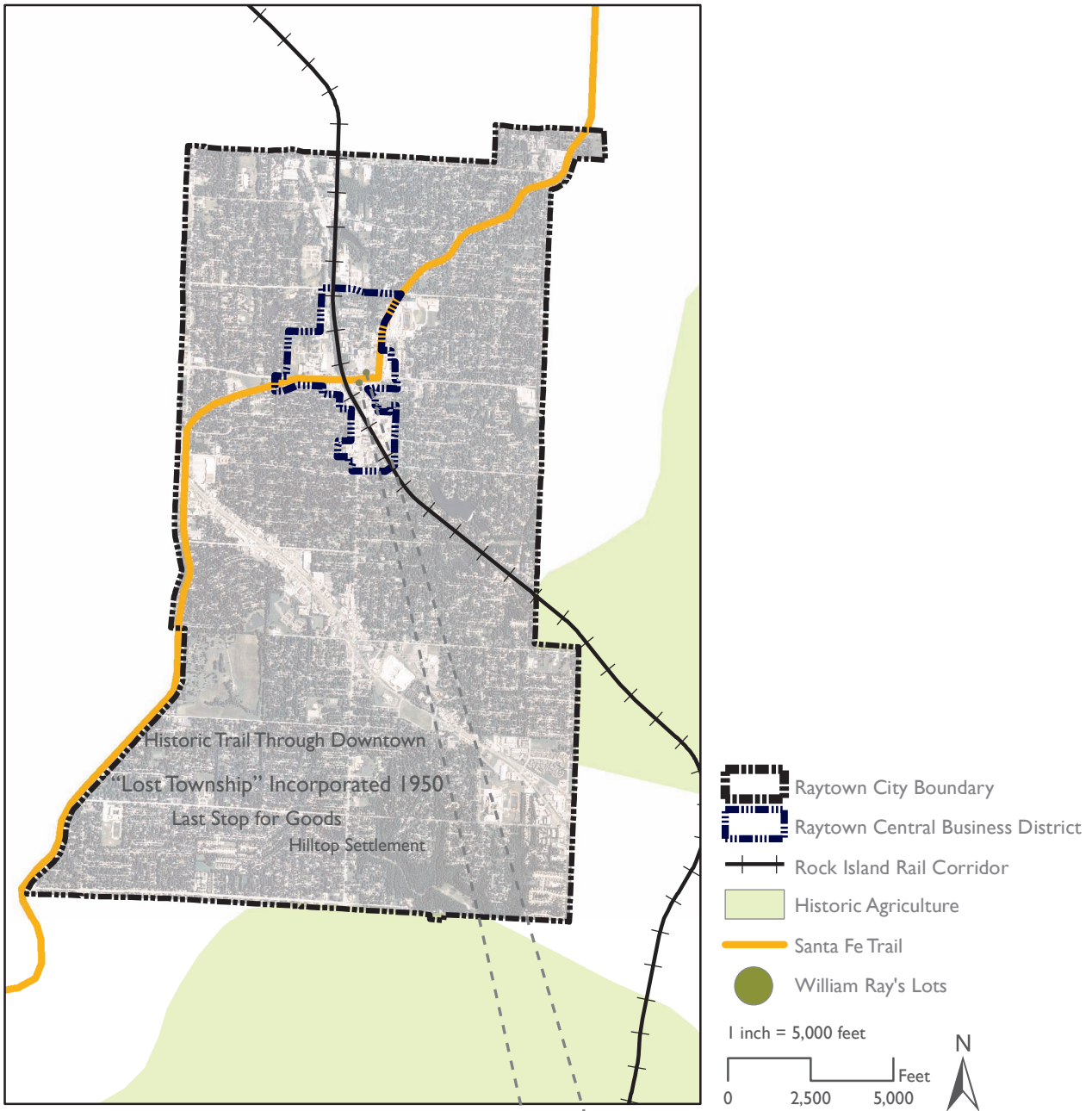
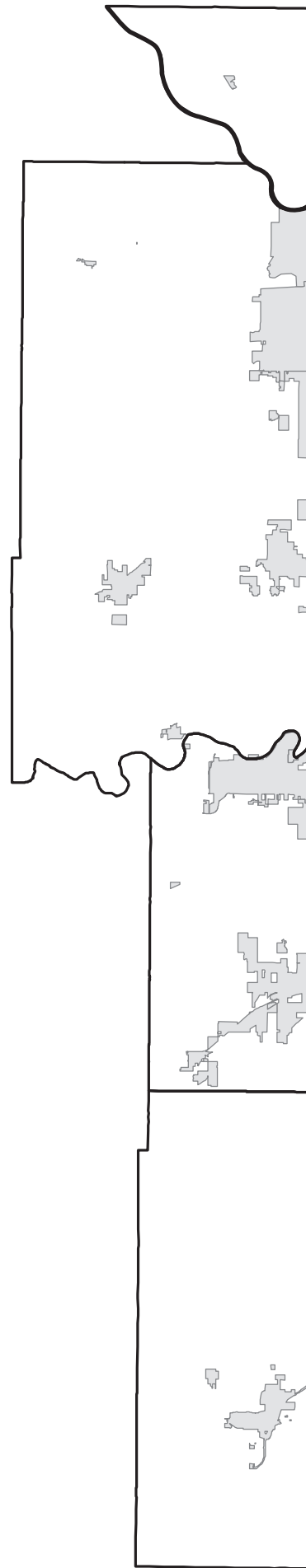


Figure 4.1. Historic Influences.

Pumphrey 2012. Source Data: ESRI 2011, MARC GIS 2011, USDA 2012.

A LAND-LOCKED CITY

Unlike neighboring suburban fringe cities such as Independence and Lee's Summit, development in Raytown can only occur from within. Raytown is landlocked by Kansas City as illustrated in Figure 4.2. The revitalization of Raytown is only feasible through infill opportunities presented by underutilized parcels. In essence the Raytown community is unable to sprawl farther outward, requiring a careful examination of infill opportunities. Potential land use changes and policy updates must be considered to encourage future higher density development that is capable of absorbing metropolitan population growth.



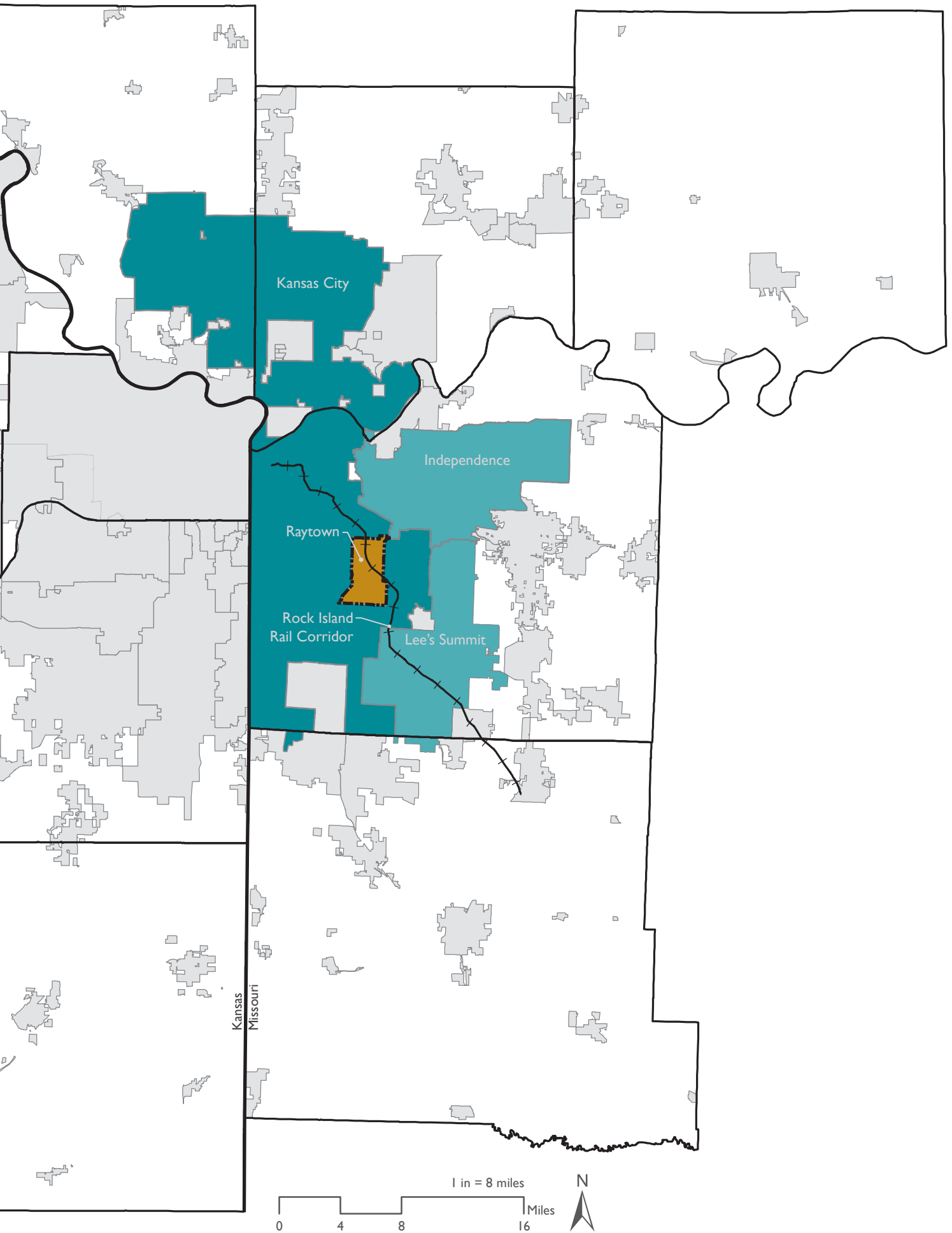
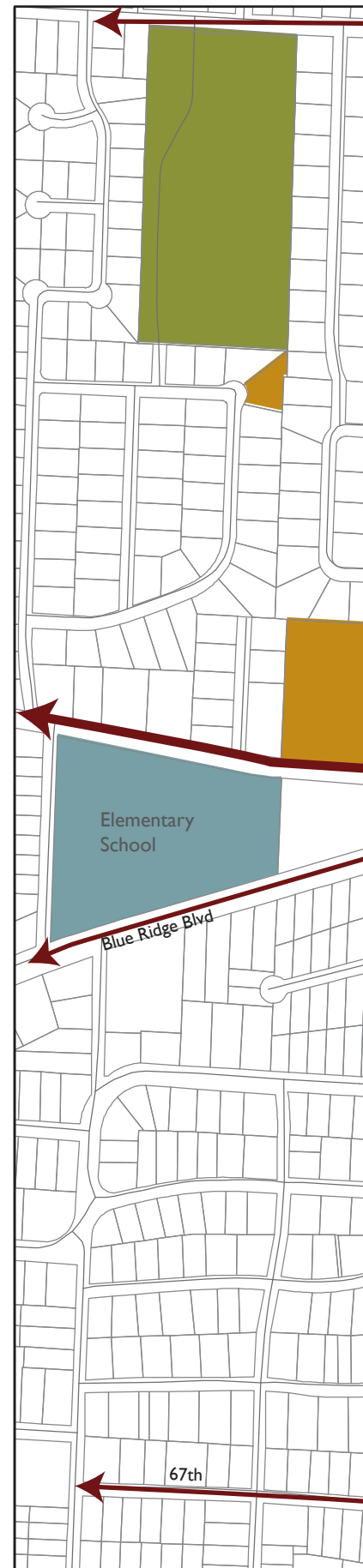
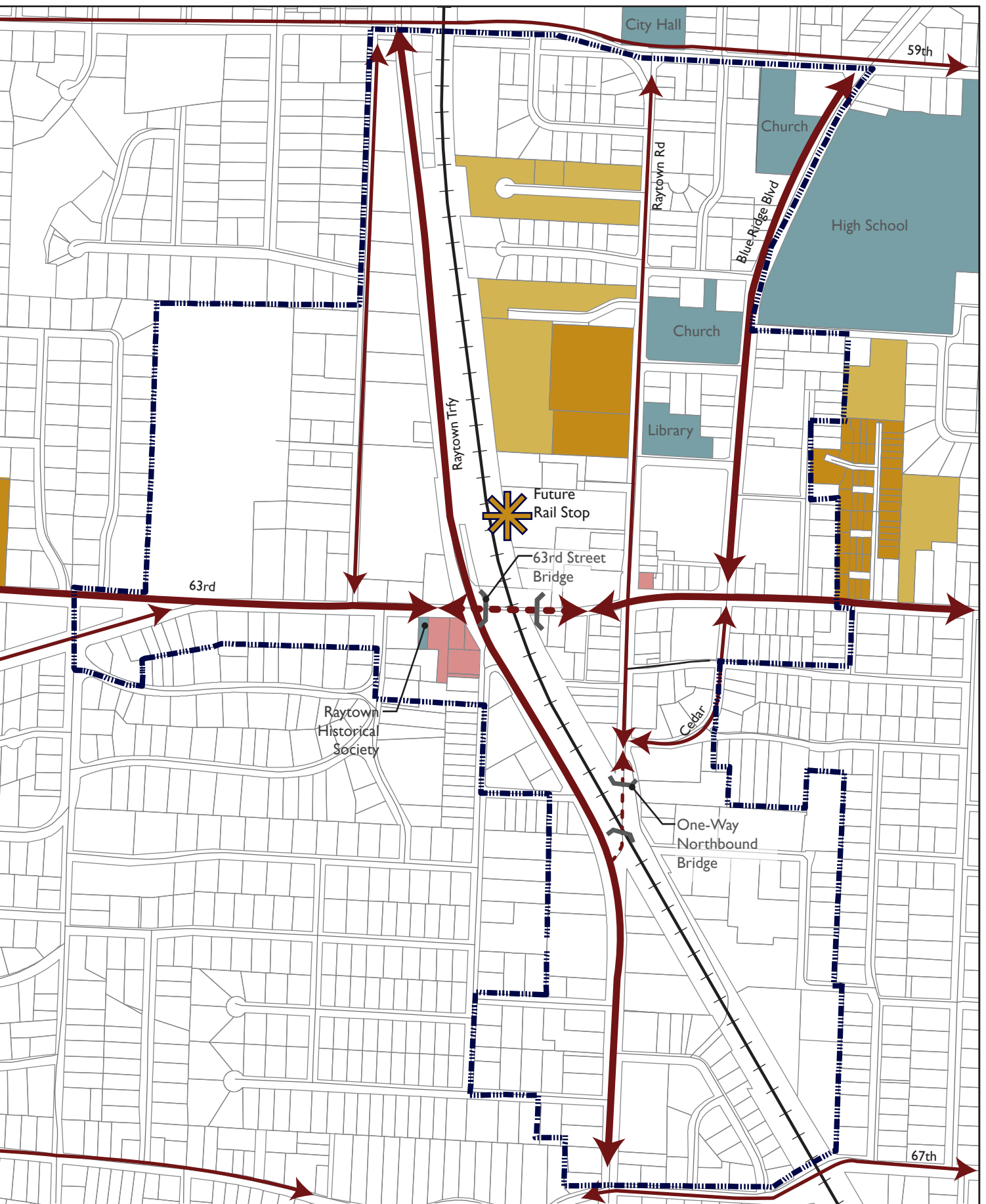


Figure 4.2. Landlocked Geographic Position Requires Infill Development.
 Pumphrey 2012. Source Data: ESRI 2011, MARC GIS 2011

CENTRAL BUSINESS DISTRICT CONTEXT

With the proposed rail location centrally located north of 63rd Street in the CBD, it is important to understand the surrounding context. Some of the most prominent elements within and adjacent to the CBD are represented in Figure 4.3. Currently, 63rd Street, Raytown Trafficway, and Blue Ridge Boulevard are primary arterials. Multi-family housing and senior living options are also located within or near the CBD. Several civic uses are present, including Raytown High School to the northeast and Blue Ridge Elementary School to the west. Raytown Public Library is centrally located within the CBD and the Raytown Historic Society is located west on 63rd Street. Long standing business such as Clark's Appliances, Fox's Drug, and Smith Brothers Hardware are identified along 63rd Street between Raytown Trafficway and Raytown Road.






 Raytown Central Business District


 Rock Island Rail Corridor

 Primary Street

 Secondary Street

 Open Space

 Civic

 Long-Standing Local Businesses

 Senior Living

 Multi-family


1 inch = 600 feet
 Feet



Figure 4.3. Prominent Elements in the CBD.

Pumphrey 2012. Source Data: MARC GIS 2011.

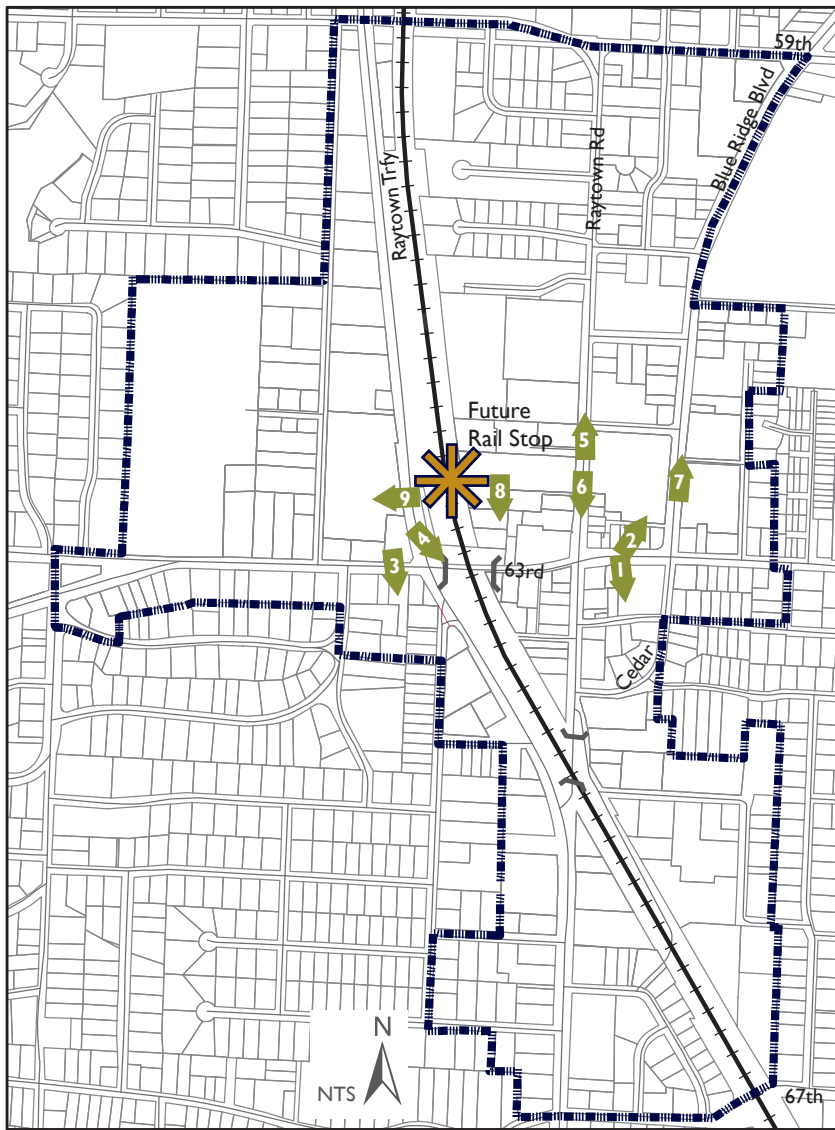
SITE VISITS

To better understand Raytown and become familiar with the Central Business District, a series of site visits occurred. These visits occurred during different months, days of the week, time of day, and weather conditions to know how the CBD is utilized in a variety of situations. Table 4.1 summarizes the site visit observations for the project.

In general, traffic that actually stops in the CBD is limited. Vehicular traffic simply passes through and few pedestrians are visible. The vehicular dominated conditions of the area, lack of amenities, and limited activity in existing businesses creates an environment that does not establish a unique identity for the district. The CBD seems to be a place that residents do not frequent, because few opportunities exist to shop, dine, or recreate in the area. Existing conditions as noted through site visits are shown in Figure 4.4.

Site Visit Observations				
	Site Visit 1	Site Visit 2	Site Visit 3	Site Visit 4
Date	19-Oct-11	26-Nov-11	6-Jan-12	29-Feb-12
Time	Mid-Afternoon: 2:00 p.m.	Mid-Morning: 9:30 a.m.	Evening: 5:00 p.m.	Noon and Late Afternoon: 3:30 p.m.
Purpose of Visit	General overview and character.	Investigation of 63rd St between Raytown Trfy and Blue Ridge Blvd.	Visual survey of sites north of 63rd between Raytown Rd and Blue Ridge Blvd.	Investigation of sites on 63rd St west of Raytown Trfy and documentation of existing rail conditions.
Weather Conditions	Partly Sunny. High of 60 degrees.	Overcast and rainy. High of 40 degrees.	Overcast. High of 40 degrees.	Sunny. High of 75 degrees.
Vehicular Use	Moderate traffic volume especially along Raytown Trfy.	Low traffic count noted. Heaviest vehicular use along 63rd between Raytown Road and Blue Ridge Blvd.	Traffic volume peaked along 63rd St due to commuter traffic.	Traffic was heavy at the intersection of 63rd St and Raytown Trfy. Few cars seen traveling North/South along Raytown Rd and Blue Ridge Blvd.
Pedestrian Activity	A single pedestrian was noticed walking along 63rd St bridge.	No pedestrians were seen.	Two pedestrians seen walking along the Raytown Rd northbound bridge.	Approximately 6 pedestrians noted walking along Blue Ridge Blvd between 63rd St and the high school.
Building Activity	On all site visits, existing retail appeared to have very few customers. The parking lots mostly empty.			
Streetscape Conditions	The streetscape is not conducive to pedestrians. Frequent curb cuts and undefined pedestrian crossings create a hostile environment. With the exception of 63rd St at Raytown Trfy, the roads seem to be overly wide for the amount of traffic that actually passes through the area. There are not any pedestrian amenities to seek shelter from the elements. And many of the storefronts seem uninviting. In addition, an inconsistent street planting treatment exists eliminating a separation between pedestrian and vehicle.			

Table 4.1. Summary of Site Visit Observations.
Pumphrey 2012.



1. Traffic volume peaks at 5 p.m. on 63rd St.



2. One story buildings primarily front 63rd St.



3. Unattractive streetscape with no pedestrian amenities.



4. The 63rd Street Bridge is the latest improvement to the district.



5. A single high-rise building in the CBD.



6. Where am I? Limited spatial definition on Raytown Rd.



7. Blue Ridge Blvd. seems to be too wide for the amount of traffic observed.



8. Empty parcel at the site of the future rail station.



9. Vacant and underutilized parcels like this strip mall comprise 30% of the CBD area.

Figure 4.4. Existing Conditions and Observations.

Photographs by Pumphrey 2012. Source Data: MARC GIS 2011.

DIVISIONS CREATED BY RAIL

The Rock Island Corridor bisects the CBD and restricts east-west connectivity. Access across the rail within the CBD is limited by two bridges as noted in Figure 4.5. When the 63rd Street Bridge is closed for repairs, traffic must detour. These repairs substantially decrease traffic and hurt businesses in the CBD. Since the Raytown Road bridge is one-way northbound, westbound traffic on 63rd Street has to go out of their way to detour, causing them to avoid the area (RMSA 2011). As revitalization of the CBD occurs, access and circulation across the rail must be addressed. An alternative route within the district needs to be present to retain traffic volume even if the bridge is closed.

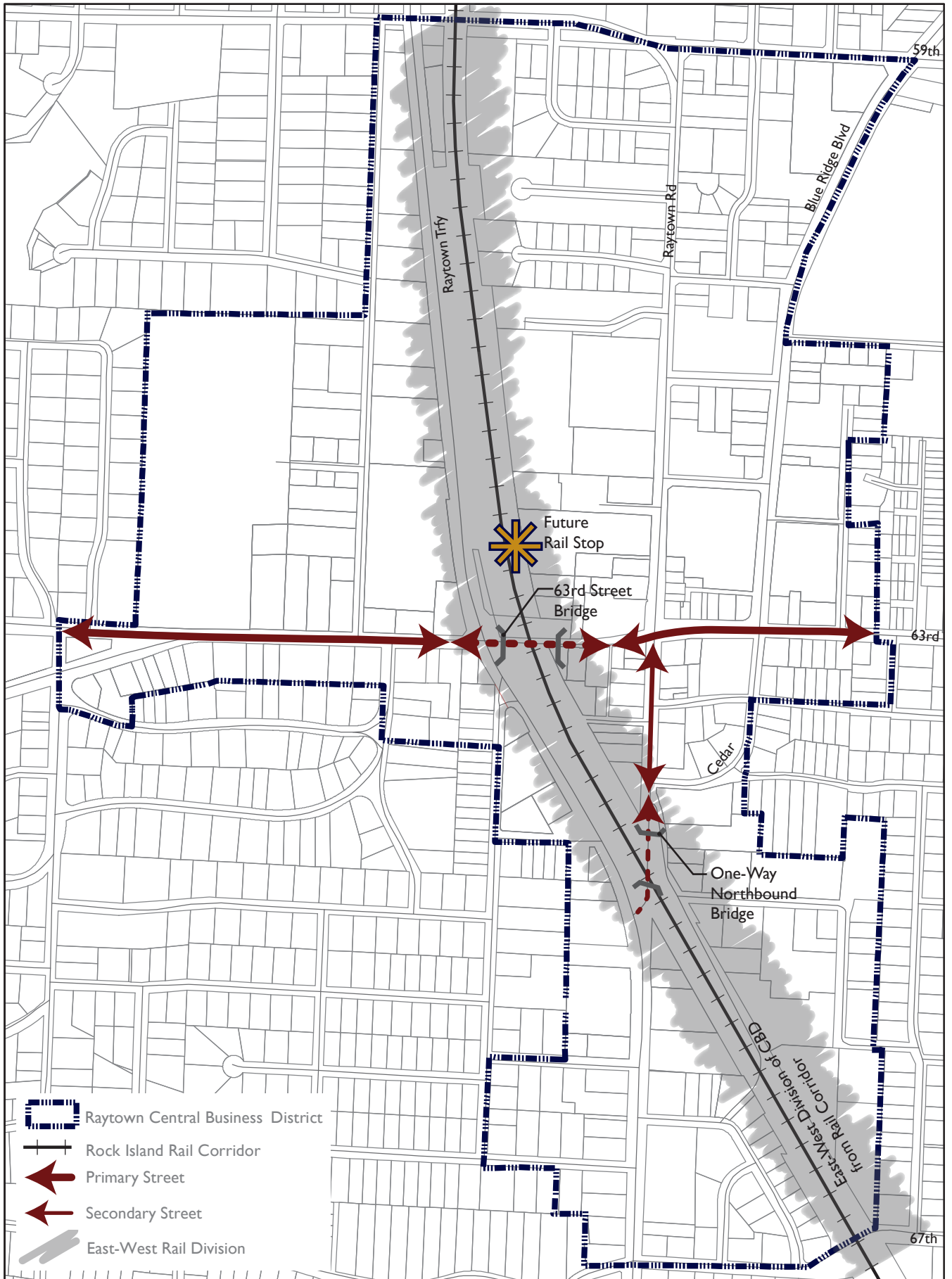
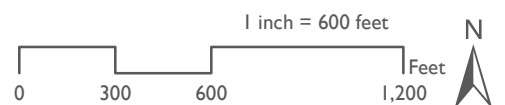


Figure 4.5. A Divided District.
 Pumphrey 2012. Source Data: MARC GIS 2011.



EXISTING LANDUSE IN RAYTOWN'S CENTRAL BUSINESS DISTRICT

Existing landuses within the CBD vary from industrial and commercial uses to multi-family and single-family residential. A comparison between the existing landuse in the CBD and also within a 15-minute walk of the future rail stop is shown in Figure 4.6. The landuse comparison between the two explains how much of each land use type is present in a zone transit riders are likely to access.

As represented in Figure 4.7, the landuse pattern is primarily dominated by single family residential. Commercial uses saturate the district's center. A concern with the existing landuse pattern is the low density of approximately 1.6 Dus/Ac in the CBD. To fully support future rail development, the density must increase to a minimum of 10 Dus/Ac.

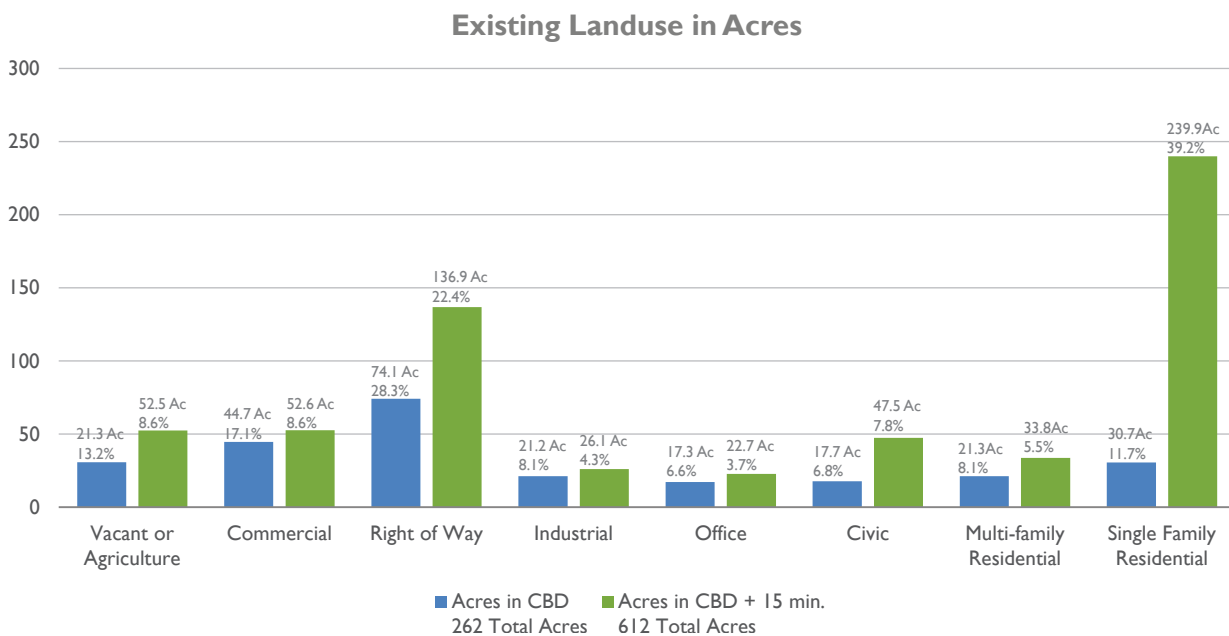


Figure 4.6. Existing Landuse Percentage.

Pumphrey 2012. Source Data: MARC GIS 2011.

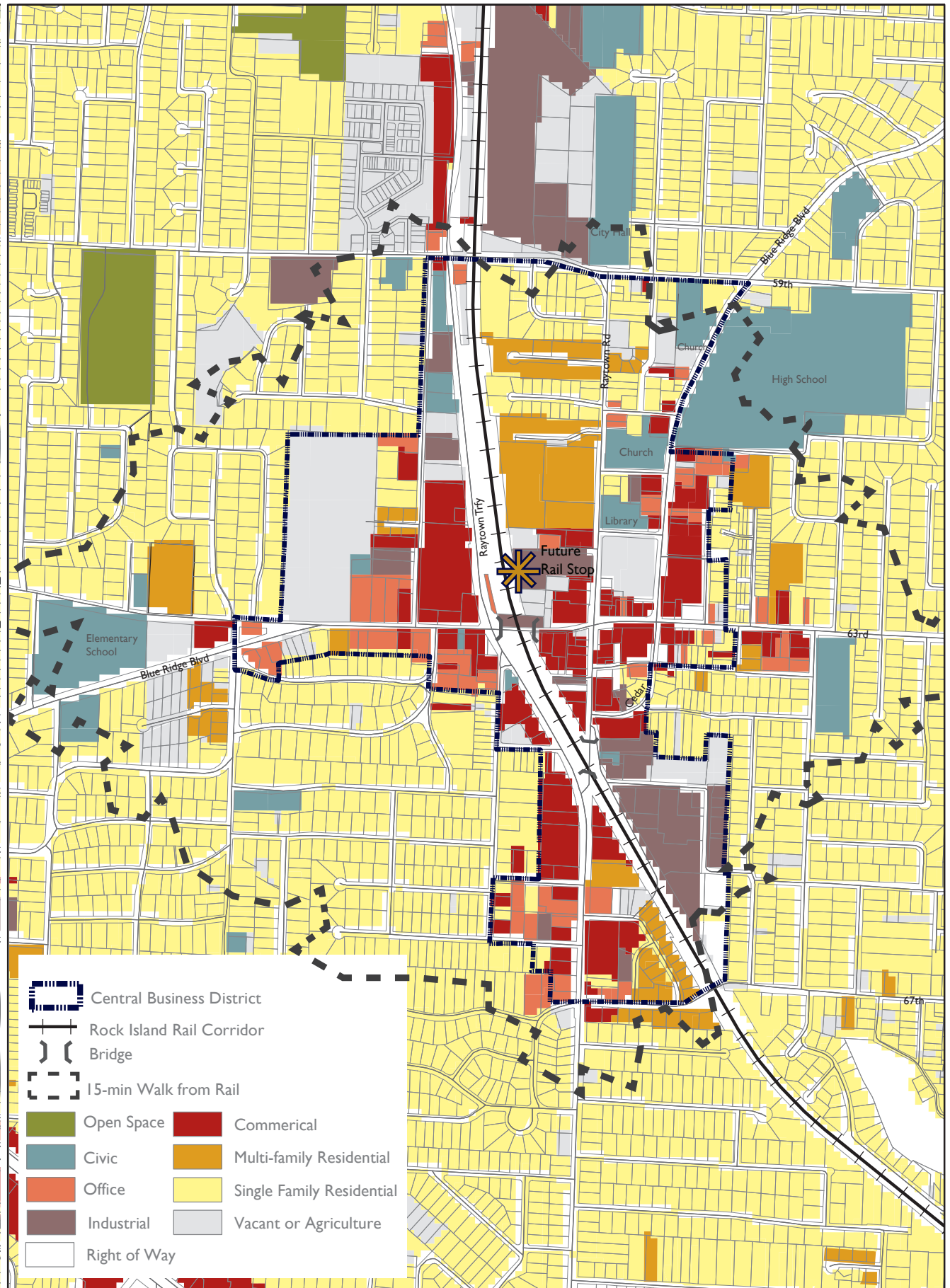
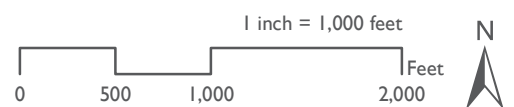


Figure 4.7. Existing Landuse.
 Pumphrey 2012. Source Data: MARC GIS 2011.



MOST OF CBD RESIDENTS ARE WITHIN A 15-MINUTE WALK OF THE PROPOSED RIC COMMUTER RAIL STOP

Using a network analysis from the future rail stop, most residents living within the CBD can access the station in a 15-minute walk, as shown in Figure 4.8. A 15-minute walk services 998 dwelling units. But with infill and an increased density in the CBD more residents can be served. Revitalization should be focused on providing a range of housing types and community services within the 15-minute walk boundary.

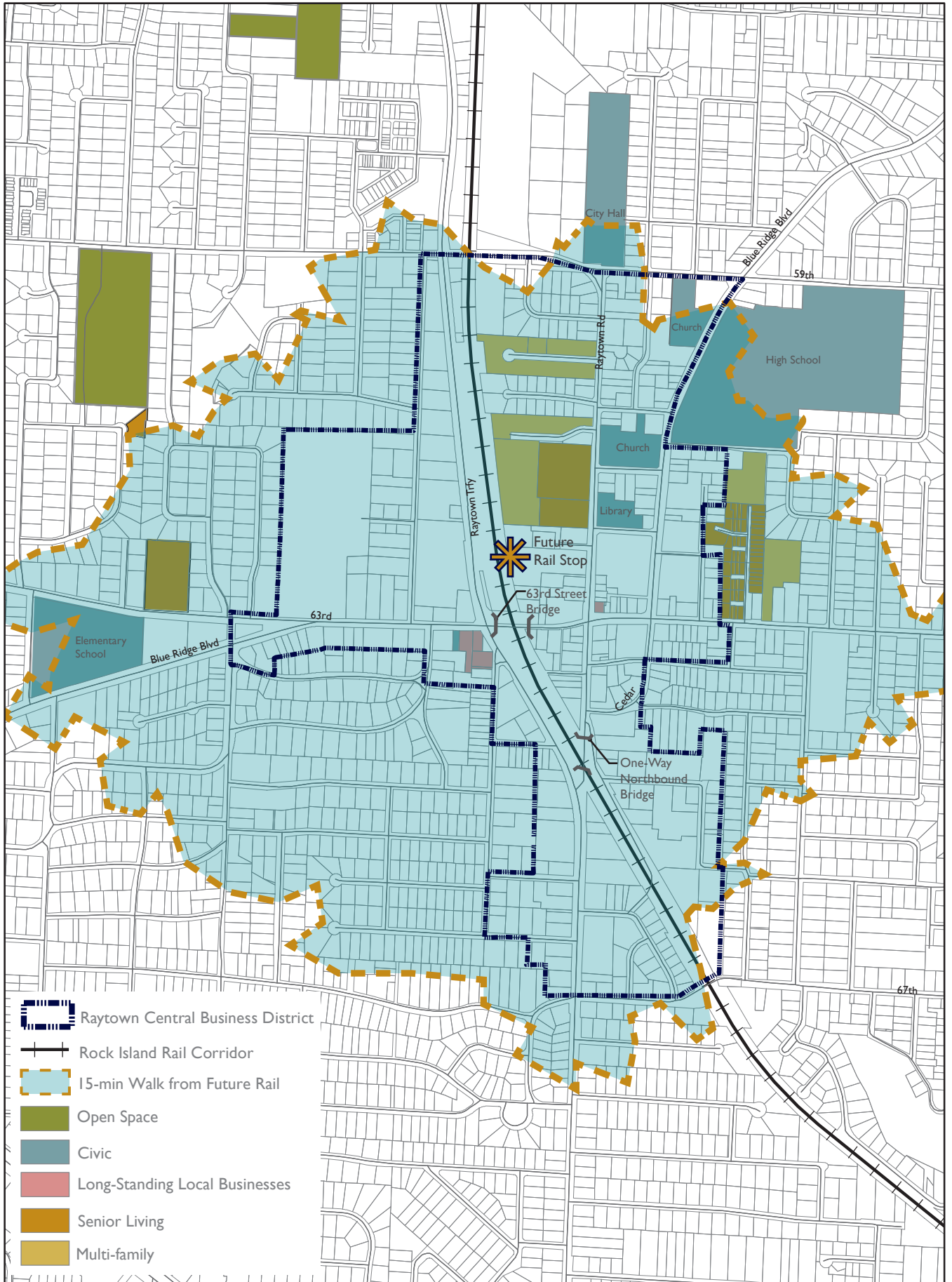
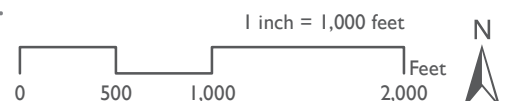


Figure 4.8. Infill Must Occur Within a 15-Minute Walk of the Future Rail.

Pumphrey 2012. Source Data: MARC GIS 2011.



POTENTIAL RELOCATION OF EXISTING WATER INFRASTRUCTURE

Several pieces of water related infrastructure are located in the CBD. The water company headquarters and an inactive 50,000 gallon water tank (Figure 4.9) are located north of the 63rd Street Bridge (RWC 2010). An active 2-million gallon water tower (Figure 4.10) is also present west on 63rd street, which must remain. Each of these elements are located in Figure 4.11.

As revitalization in the CBD occurs, it is essential to consider the value of each piece of infrastructure. As owner of the Raytown Water Company, Neal Clevenger stated, “the [50,000 gallon tower] is not in use, but considered a landmark by many. It can be removed, but at a cost. [In addition,] the Water Company has considered building

a larger headquarters. The present building was constructed in 1925” (2012). From Clevenger’s statement, it is reasonable to assume that an agreement can be reached with the Raytown Water Company to relocate their headquarters in a new part of the CBD because of the buildings age.

Even though the inactive water tower is considered a “landmark,” it might be because nothing else exists for the community to identify with. Also, as the tower ages it is only a matter of time before the tower will eventually become unsafe. In the end, removal of the water tower and relocation of the Raytown Water Company’s headquarters will create additional space that allows for a more intensive development pattern near the rail.



Figure 4.9. Inactive Water Tower at Headquarters.
Pumphrey 2012.



Figure 4.10. Active 2-million Gallon Water Tower In CBD.
Pumphrey 2012.

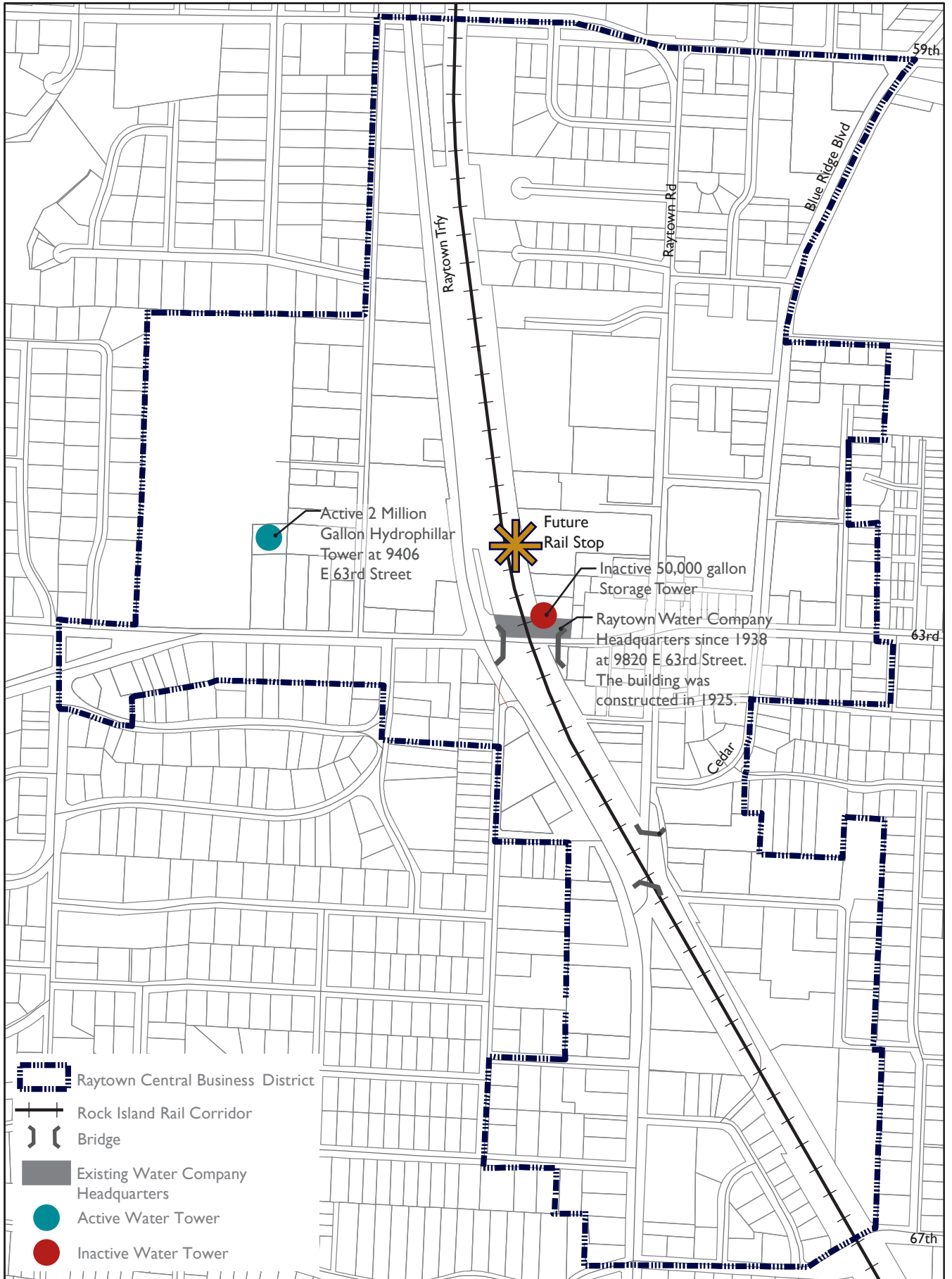
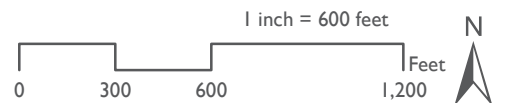


Figure 4.II. Location of Existing Water Infrastructure in the CBD.
 Pumphrey 2012. Source Data: MARC GIS 2011.



PUBLIC OPEN SPACE NOT ACCESSIBLE IN DOWNTOWN OR WITHIN A 10-MINUTE WALK OUTSIDE

A major equity issue for Raytown's Central Business District is the lack of open space. Using a buffer analysis with street centerlines in Figure 4.12, it is apparent that residents living within the CBD are unable to walk to a community park. Open spaces do not exist within the district or within a 10-minute walk of its boundary. This is a factor of inequity because residents within the CBD are underserved and therefore required to drive or walk long distances to access a local public park.

Not having open space also severely inhibits the experience of the CBD as users do not have a place to recreate. The lack of open space limits the CBD's ability to become a place that brings a diverse group of people together and afford an opportunity for cultural expression. As revitalization occurs, it is imperative that a park be integrated into the CBD to enhance user experience, create place identity, and increase social equity through creating an environment where all people have an opportunity for a quality life.

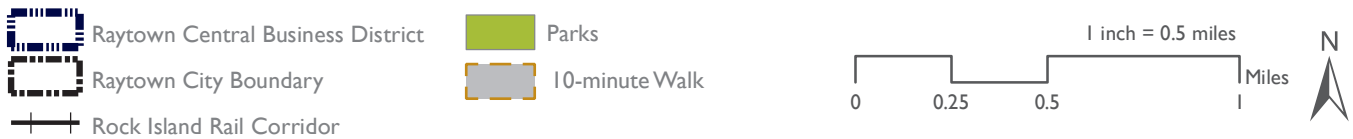
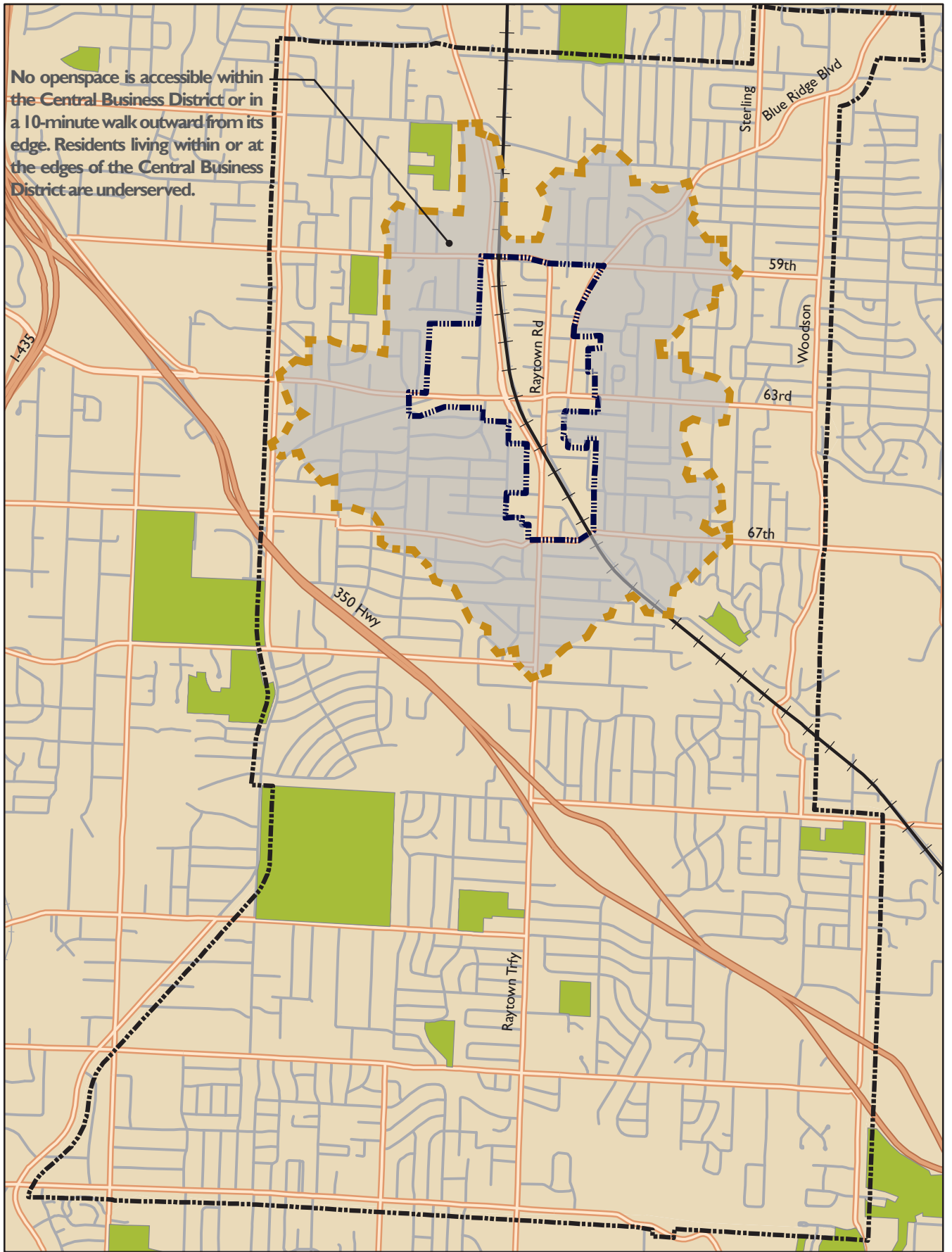


Figure 4.12. No Public Open Space Within a 10-Minute Walk.

Pumphrey 2012. Source Data: ESRI 2011, MARC GIS 2011.



Figure 4.13. Steepest Slopes Adjacent to Future Rail.
 Pumphrey 2012. Source Data: MARC GIS 2011. USDA 2012.

STEEP TOPOGRAPHY OF RAIL BED. SPECIAL ATTENTION REQUIRED FOR INTEGRATED ACCESS.

As illustrated in Figure 4.13, slope percentages in the CBD have been classified using a suitability rating based on the preferred slopes for site features and accessibility standards. Slopes less than 8.33-percent are best suited for most development and conform to accessibility standards. Generally, most slopes within the CBD can support development without requiring a highly engineered grading solution.

However, the topography along the rail corridor is extremely steep and intensifies the east-west division previously shown in Figure 4.5. As illustrated in Figure 4.14, the slope is the steepest at the future rail stop. Here, the slope is approximately 38-percent and the rail bed is located 32-feet below grade. In order to access the rail, an engineered solution that is integrated into neighboring development is required to avoid a +/-384-foot long ramp at the maximum accessible slope.

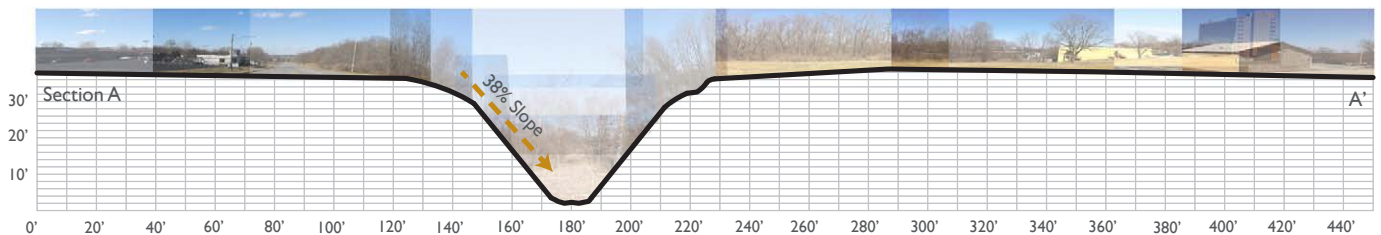


Figure 4.14. 38% Slope Limits Rail Access. Access Must be Integrated with Adjacent Development.

Pumphrey 2012. Source Data: USDA 2012.

VARIED RIGHT-OF-WAY. 80' WIDTHS PREFERRED.

Figure 4.15 classifies the suitability of right-of-way widths throughout the CBD. Right-of-ways greater than or equal to 80-feet are most preferred as they have the highest suitability to accommodate a generous sidewalk, maintain consistent amenity zones, and provide on-street parking. Right-of-ways between 60-feet and 79-feet require reduced sidewalk and amenity zone widths to accommodate parking on both sides of the street. With this condition, parking might only occur on one side of the street to provide a wider sidewalk and still fit within the existing right-of-way. When the right-of-way is less than 60-feet, on-street parking should be eliminated in order to maintain a clear sidewalk and amenity zone throughout the CBD. If on-street parking is desired in places where the right-of-way is less than 60-feet, additional right-of-way will need to be purchased from private property owners or the sidewalk limited to one side of the street.

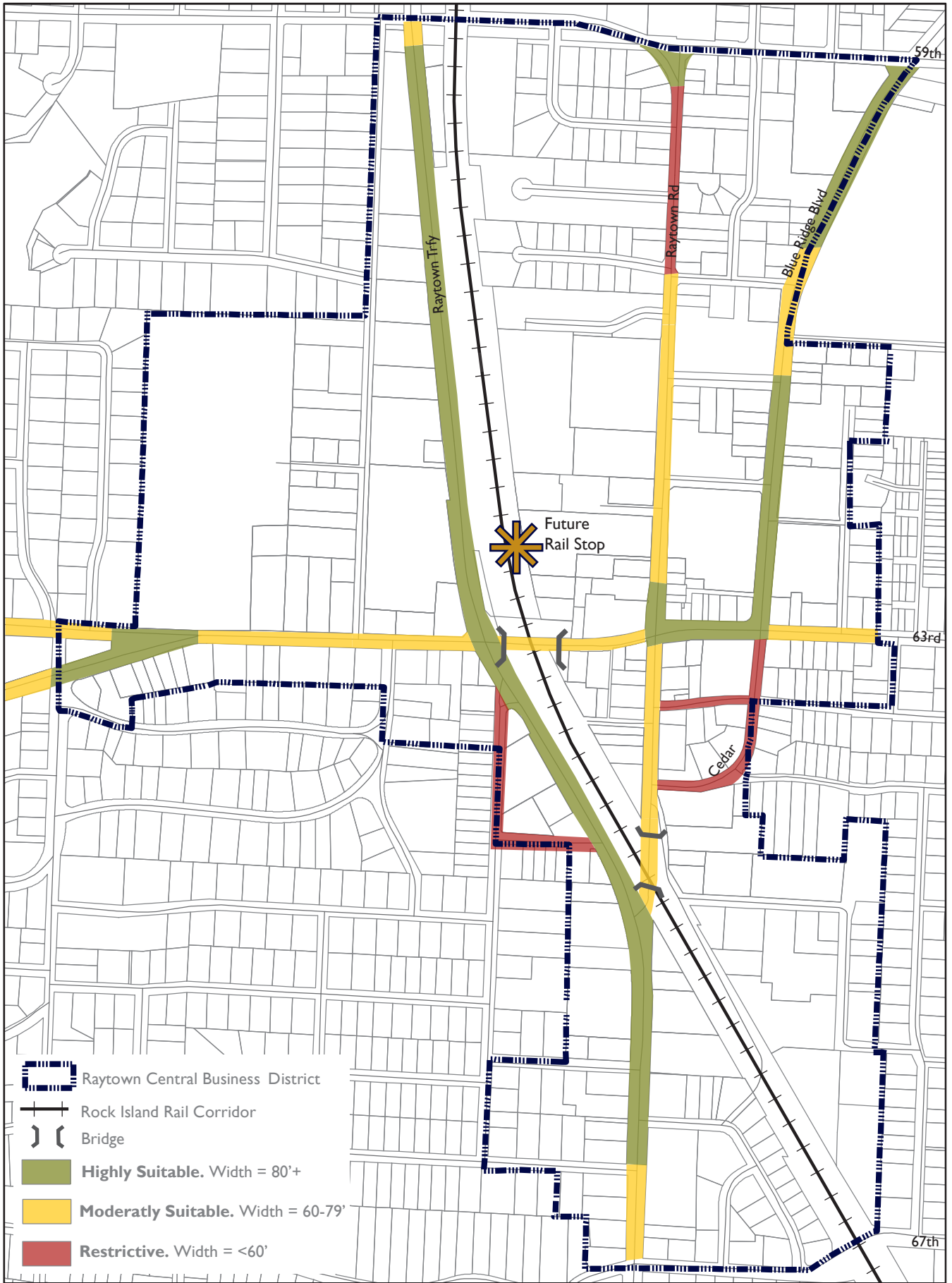
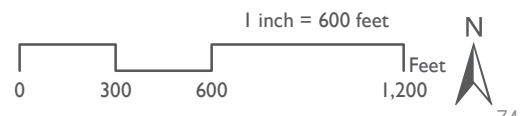


Figure 4.15. Locating the Most Suitable Right-of-Ways.
 Pumphrey 2012. Source Data: MARC GIS 2011.



BUILDING SIGNIFICANCE ADAPTED FROM BRAND'S CLASSIFICATION

William Ray's blacksmith shop has been replaced with road infrastructure and strip mall developments. Existing development tends to be composed of outmoded architecture, exhibiting design characteristics from the 1960s. Such development is not designed to grow with the community as an amenity as buildings tend to sit empty through their focused singular use. The buildings adjacent to the corridor in Raytown have had little improvements throughout the years and when improvements do happen they are simply short lived facade remodels. The facade remodels only mask the prior identity of the building, without actually turning the built environment into something that can truly activate the CBD.

Figure 4.16 applies Stewart Brand's methodology to identify the significance of existing buildings in the CBD. Brand (1994) describes three types of buildings "low road, no road, and high road." For the purpose of this project, however, a fourth category, "perceived high road," has been adapted using Brand's original definitions.

Low road buildings are described as having little historical or aesthetic integrity. Brand asserts low road buildings have "low-visibility, low rent, no style, and high turnover." Any change to them is viewed as an improvement, since low road buildings are "discarded [and] fairly free of concern" (1994, 24). No road buildings are described as magazine architecture, resulting from modern and post-modern design. Form dominates building function. No road buildings cut people off from each other and obscures people from view. High road buildings have

high visibility, are constantly refined, and exude architectural permanence. Due to their high visibility and prominence in the landscape, people tend to become emotionally attached to high road buildings (Brand 1994).

On the other hand, perceived high road buildings stem not as a result of the physical building itself, but because the place has a long-term tenant, a historic looking sign or architectural detail, or serves as a landmark because none other exists. Perceived high road buildings are actually low-road structures that exhibit an emotional attachment. These structures can be removed or modified, but steps need to be taken to relocate an existing tenant or integrate a historic looking design element with new construction.

Brand's classification aids in determining what buildings within the CBD are most important. As evidenced in Figure 4.16, much of the existing development in Raytown along the Rock Island Corridor is "low road." Therefore, the proposed design for Raytown can use Brand's methodology to decide what buildings can be removed or reconfigured first to begin revitalization.

In the end, decisions about what buildings should remain need to consider the goal of creating a positive user environment. This environment should give rise to the "possibility of life, spontaneity, or [a] flexible response to unanticipated events" (Brand 1994, 78). Timid thinking must cease when determining the significance of a building in order to achieve a better use that activates the CBD.

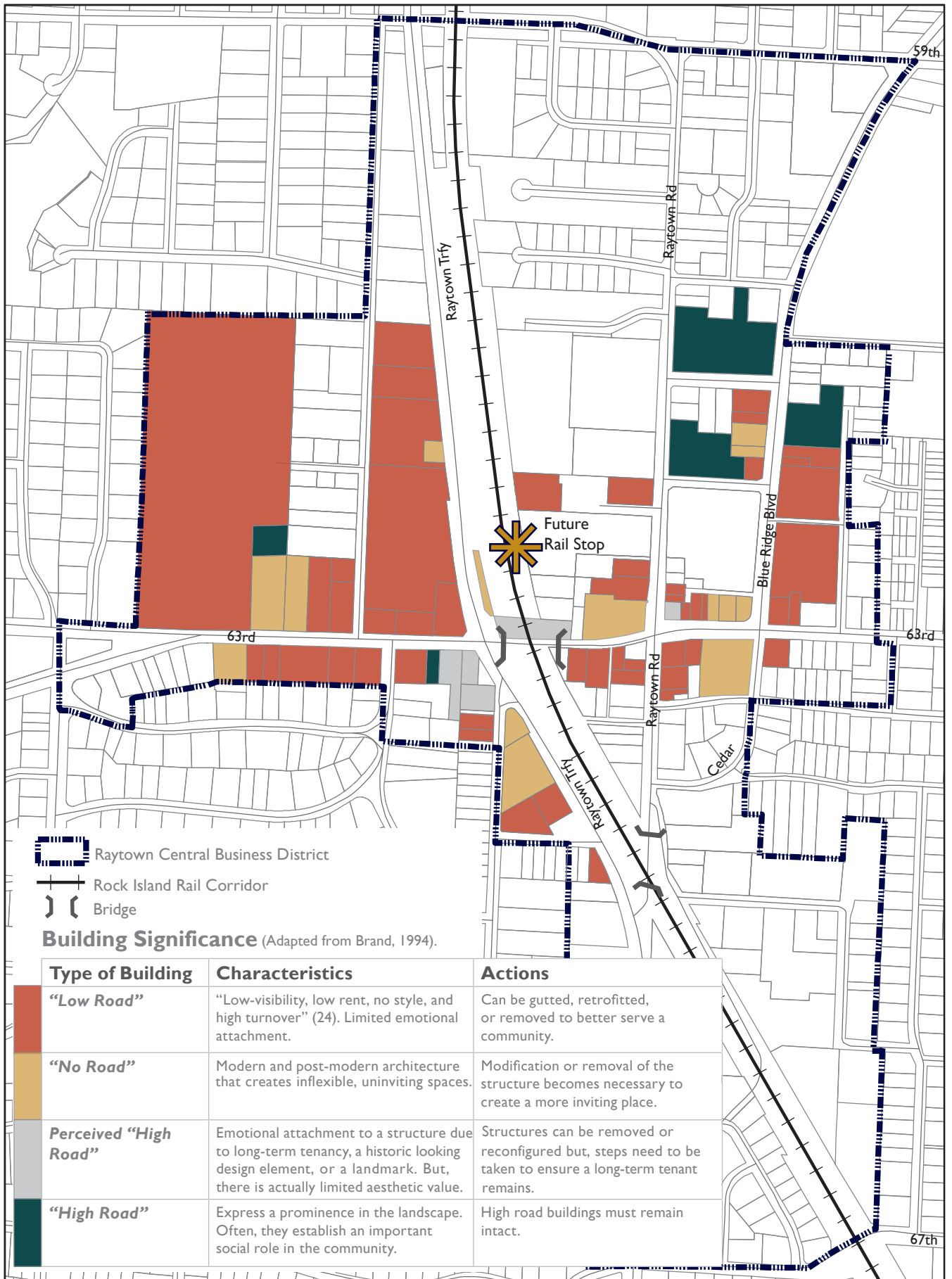
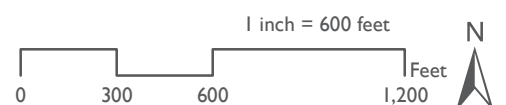


Figure 4.16. Building Significance in the CBD.
 Pumphrey 2012. Source Data: MARC GIS 2011.



EXISTING BUILDING CHARACTER

To further establish an understanding of the existing building significance, a series of elevation studies in Figure 4.17 illustrate the aesthetic nature of buildings in the CBD. Buildings along major arterials have been represented. In general, a consistent building style does not currently exist. Building styles vary throughout, ranging from one story steel construction to three story brick facades. As it stands now, the one to three story buildings are not conducive of an environment that can adequately support rail transit and increase density. In addition, Brand's classification is applied. Areas where several low road buildings are concurrently identified are priority areas for redevelopment in the CBD. These areas should have their parcels combined where possible and be redeveloped first.



Figure 4.17. Existing Building Character.
Pumphrey 2012.



West Raytown Road



East Raytown Road



West Blue Ridge Boulevard



East Blue Ridge Boulevard

- "Low Road" Buildings
- "No Road" Buildings
- Perceived "High Road" Buildings
- "High Road" Buildings to Remain



West Raytown Trafficway



East Raytown Trafficway



North 63rd Street



South 63rd Street

30-PERCENT OF LAND IN CBD EXHIBITS SOME TYPE OF VACANCY

Mapping physically vacant and perceived vacant parcels is an important process to identify places that negatively impact the CBD's identity. Physically vacant parcels are identified using existing land use coding and the Vacant Property Registration Database from Raytown's Community Development Department (2012). Likewise, perceived vacant sites are located through site observation, stakeholder feedback, and aerial photography. Perceived vacant sites tend to have a low traffic volume, unmaintained structures or lots, as well as limited visible activity. Few people are visible on sites perceived as vacant, causing them to have no "apparent productive use" (Corbin 2003, 12).

Vacant sites in the CBD are represented in Figure 4.18. A high concentration of vacancy exists adjacent to the future rail stop, giving rise to a development opportunity. A second area where a high concentration of vacancy exists is south of 63rd Street and Raytown Trafficway. Vacancy in the CBD is problematic for the area's image because people simply pass through the district. The dilemma of vacancy, however, provides an opportunity for revitalization. A summary of vacancy within the CBD is as follows:

- **There are 263 total acres in the CBD.**
- **In the CBD, 79 acres are classified as either physically vacant or perceived vacant.**
- **Vacancy consumes 30% of the land area in the CBD, but at the same time affords the opportunity to revitalize 1/3 of the area.**
- **Assessed value of approximately \$12.7 Million.**

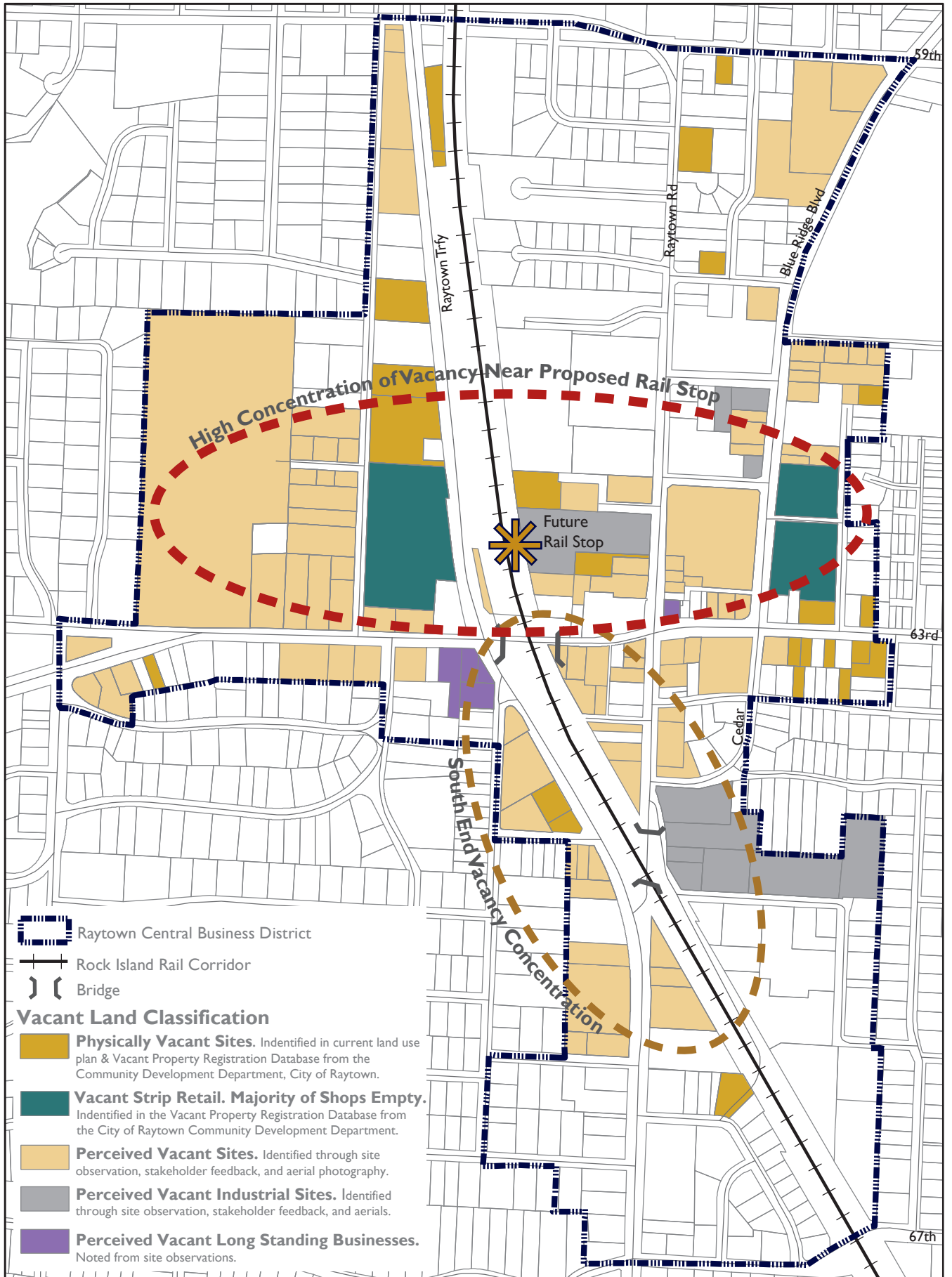
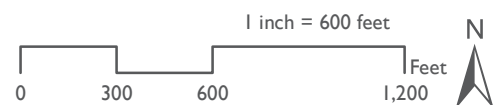


Figure 4.18. Vacant Sites Concentrated Adjacent to Future Rail Stop.
 Pumphrey 2012. Source Data: MARC GIS 2011. City of Raytown Community Development Department 2012.



PARCEL SIZE LIMITS DEVELOPMENT ALONG 63RD STREET WITHOUT CONSOLIDATION

Another factor that must be considered when determining where revitalization should occur is the size of parcels. Parcel size classifications are adapted from the American Planning Association's (2006) standards based on different building types. At a minimum, parcels greater than or equal to 20,000 square feet can support mixed-use development. However, parcels greater than or equal to 60,000 square feet have a much higher potential to support mixed-use development at a range of densities from mid-rise to high-rise building types.

In Figure 4.19, recommended parcels sizes are applied to existing parcels within the CBD to identify which parcels can support higher density development as the parcel boundary currently stands or which parcels need combined to support mixed-use development. A high concentration of parcels, greater than or equal to 60,000 square feet are present adjacent to the future rail stop. These parcels do not require consolidation and should be considered for first phase revitalization. However, the majority of parcels along 63rd Street have a low suitability for supporting mixed-use development. Parcels along 63rd Street will need to be consolidated and possibly utilize a zero lot line strategy to maximize available space.

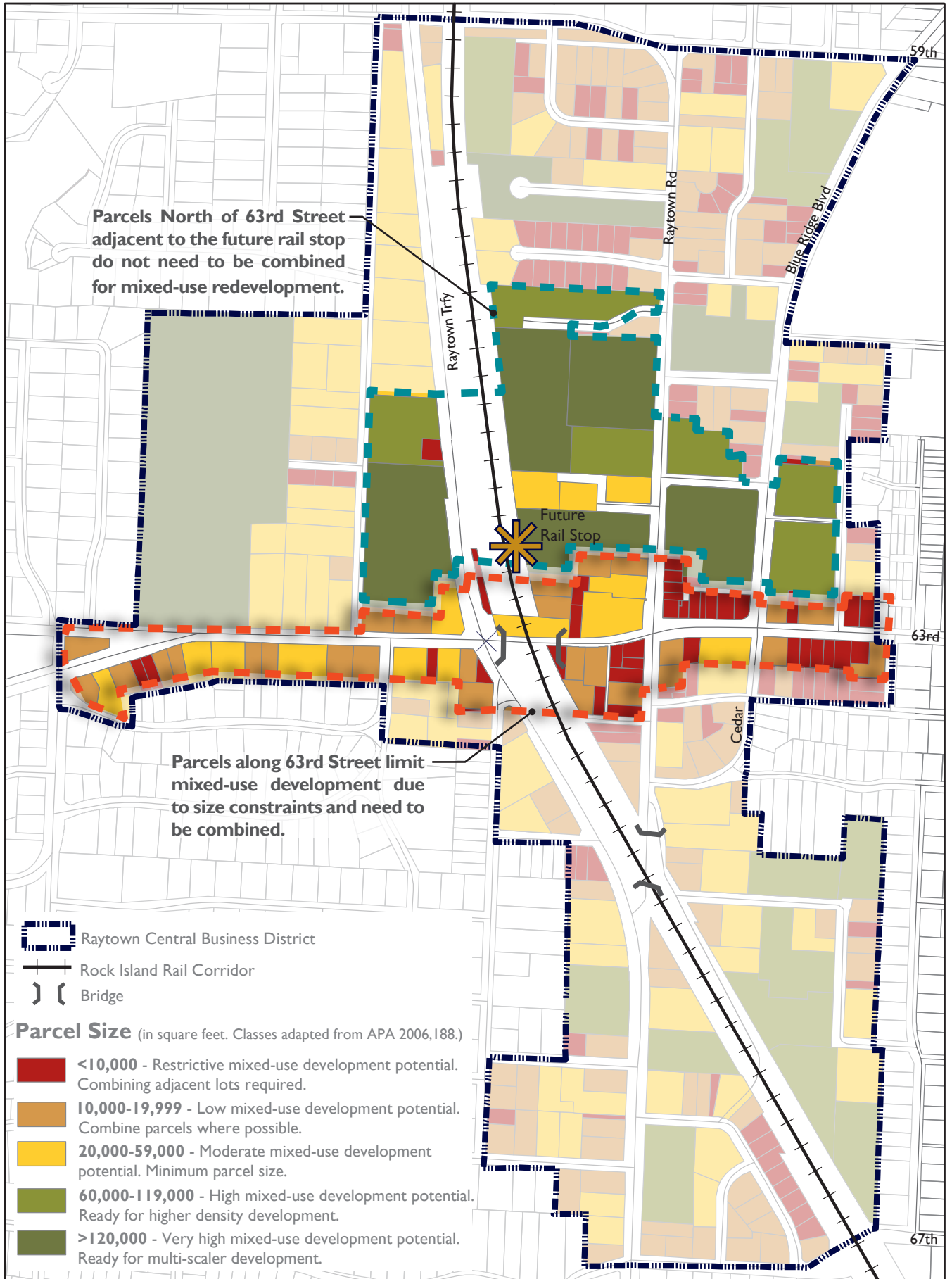
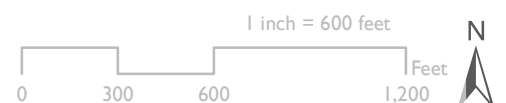


Figure 4.19. Identifying Best Suited Parcel Sizes.
 Pumphrey 2012. Source Data: MARC GIS 2011.



REDEVELOPMENT READY SITES

An overlay of vacant parcels identified in Figure 4.18 and parcel size classifications in Figure 4.19, bring forth where the primary redevelopment opportunities are located in the CBD. Sites that are vacant and greater than 60,000 square feet are “redevelopment ready.” The location of these sites is shown in Figure 4.20. A cluster of redevelopment ready sites exist adjacent to the future rail stop. Therefore, redevelopment is best suited to start near the rail, north of 63rd Street as these sites are currently vacant and their size is most conducive to higher density, mixed use development.

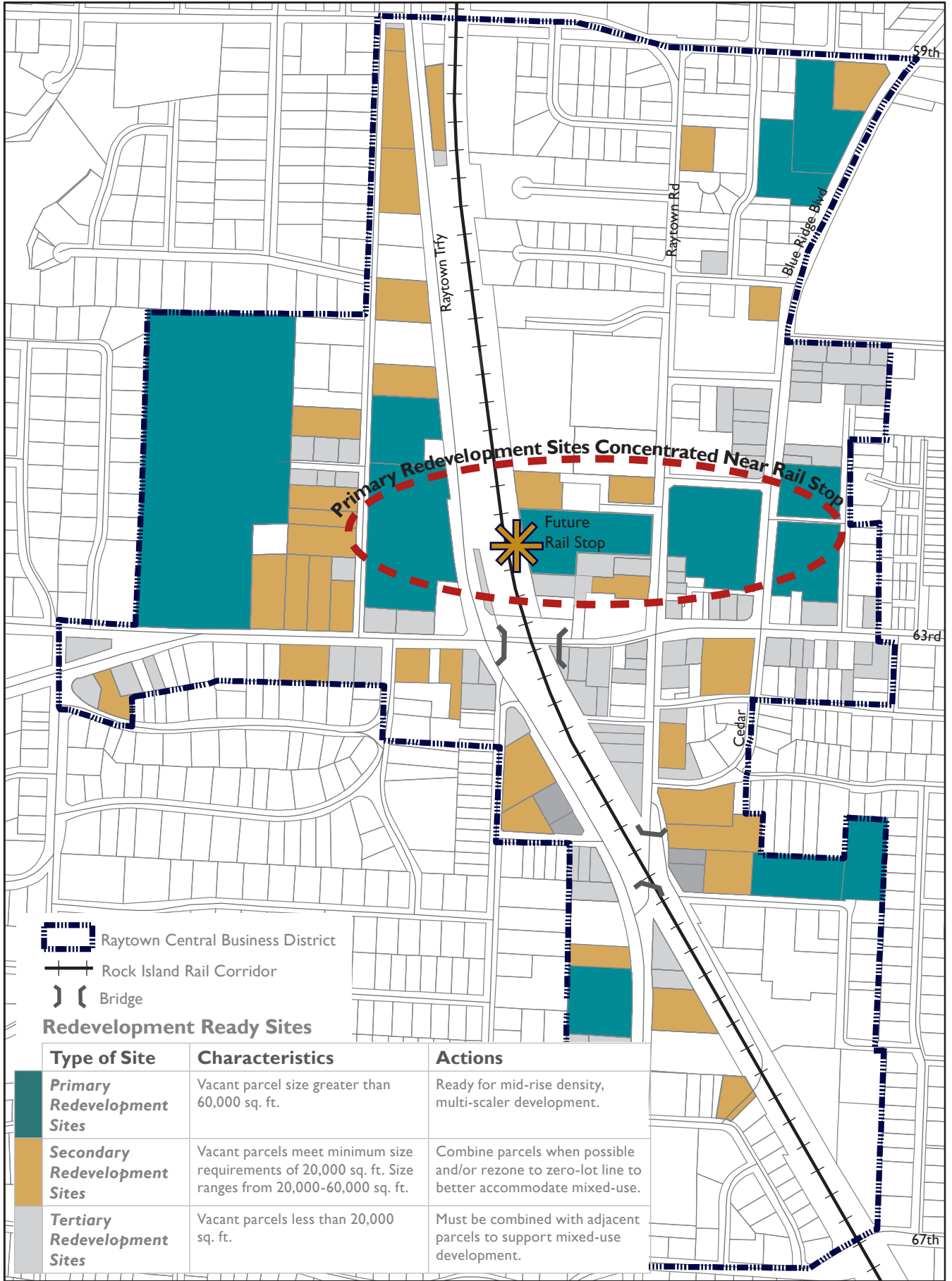
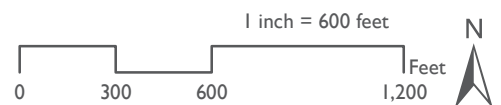
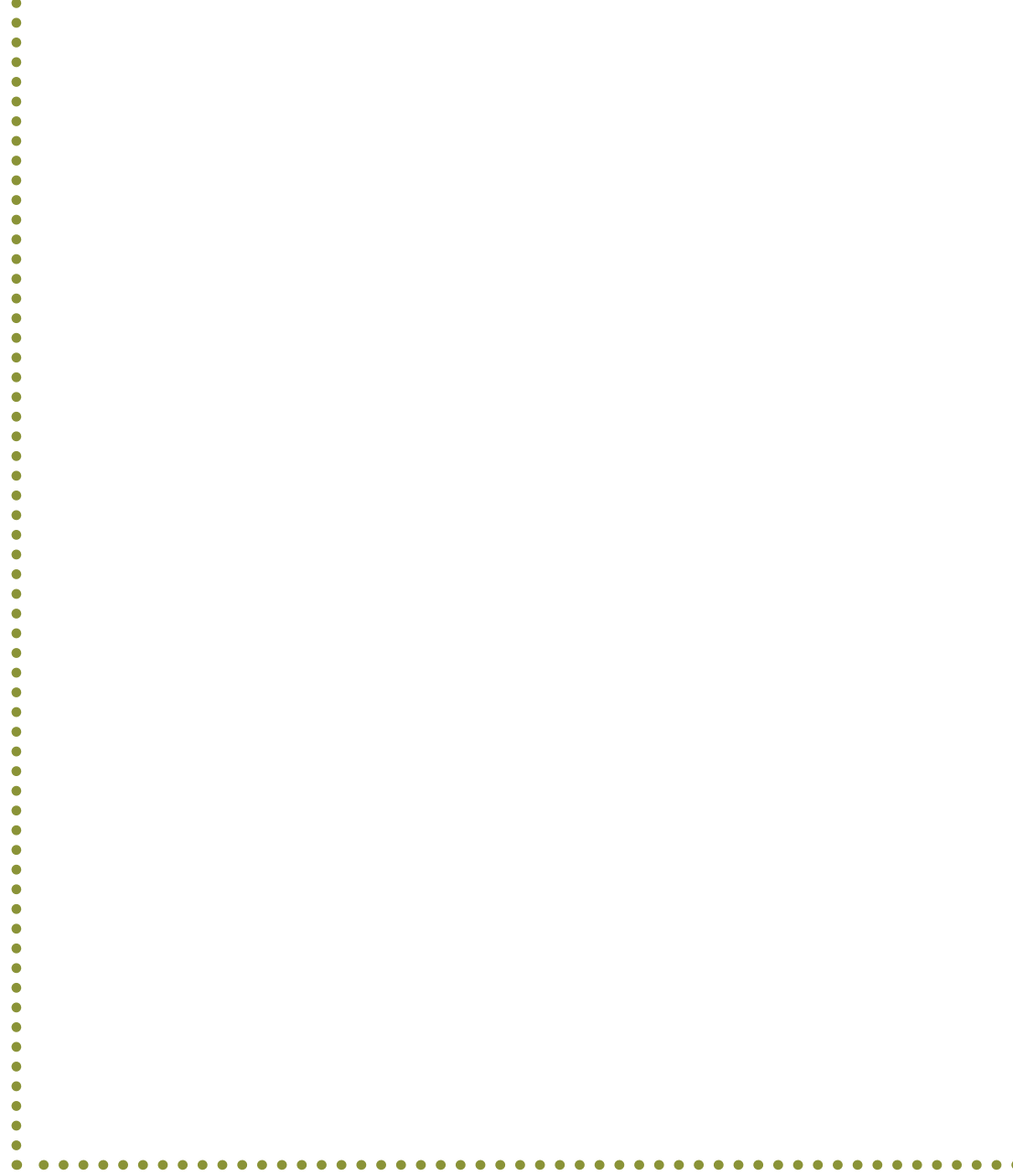


Figure 4.20. Redevelopment Ready Sites in the CBD.
 Pumphrey 2012. Source Data: MARC GIS 2011.



“It is the inter-relationship between dwelling and street that can have a major impact on the success of a strategy; because of greater surveillance by ‘street watcher’ residents and pedestrians alike. Seeing and being seen is the ‘social glue’ that keeps the community together.”

..... Hein Doesksen 1997, 244.



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PROGRAM DEVELOPMENT

Program development is a critical component to determine Raytown's future. This chapter explains the program development for the project through a brief explanation of the 2002 Central Business District Plan. Specific programming then identifies five targeted goals and objectives that build upon the existing district plan and relate to the project's dilemmas, thesis, and philosophy. A summary of final program elements derived from literature, site analysis findings, precedent studies, and stakeholder feedback identifies proposed programmatic elements for each development phase.



PURPOSE

The Raytown Central Business District (CBD) Plan articulates changes that need to be considered to redevelop one of Raytown's primary commercial districts. The plan was adopted by the City of Raytown in 2002. The purpose of the CBD plan is to "identify a future development vision and plan for the CBD based upon community input and action" (Gould Evans Goodman Associates, LC. 2002, 11).

Using survey results and goals outlined in the CBD Plan as a starting point, five targeted programming goals are created. The programming goals evolved as a result of literature, precedent studies, and conversations with stakeholders. The goals consider the design interventions that must happen to revitalize the CBD, create place identity, promote sustainability, establish a sense of community, and provide a framework for implementation. Priority is based on each goal's level of specificity. Goal 1, 2, and 3 provide broad ideas for redevelopment, while Goals 4 and 5 define a means to an end.

Each programming goal is explained in detail through William Peña and Steve Parchall's programming methodology (Tables 5.1-5.5). Their methodology allows for a series of objectives to develop that coincide with a particular programming goal. The objectives, therefore, become a measure for the achievement level of each goal. Objectives again are prioritized based on their level of specificity with broader reaching objectives being of higher importance.

In addition, literature and precedent studies help identify possible programming strategies. Elements found in the precedent studies create a rationale for design, placement, and implementation of strategies for redeveloping the CBD. An in-depth analysis of each precedent study can be found in Appendix B. A summary of program elements are described at the end of this chapter.

GOAL 1

Provide a variety of uses to continuously activate the area.

- Focus redevelopment on vacant and underperforming parcels.
- Use planning to address the needs of a diverse population that forge bonds between people.
- Activate Raytown through a variety of neighborhood services and niche shops.
- Intermix retail, employment, and housing.
- Housing should be affordable and accommodate seniors, young professionals, and families.
- Bring art amenities to downtown.
- Increase access to usable and public open space.

Goal 1 : Provide a Variety of Uses to Continuously Activate the Area					
	Goals	Facts	Concepts	Needs	Problem
Function Land Use	Meet the needs of population through diversity in uses and increased density. Include niche retail and integrate open space.	CBD is bisected by rail corridor. Currently 30% of sites are physically or perceived vacant.	Make streets active public space. Convert razed site to park space. Concentrate new mixed-use development on vacant parcels with greatest opportunities.	Mixture of uses - dining, entertainment, arts/culture, niche retail. Provide options in house to densify downtown.	Zoning codes will need to be updated.
Form Mixed Use District	Event space. Housing mix and integration. High density around transit stop.	Currently a pass through space. No destinations. Limited public transit. No major employment. Landuse dominated by low density residential.	High intensity development around rail stop that phases north and south to frame a district. Integrate open space.	Accommodate different groups of residents. Provide a performance space.	Higher densities are a big change from the single family context. Needs to be transitional.
Economy Public/Private Partnership & Investments	Encourage dynamic interaction between the two entities. Generate tax revenue through BID (business improvement district) or CBD (community benefit district).	Value of vacant parcels is 12.7 million. 79 Acres of total land area. Need more attractive uses.	Tax revenue incentive for redevelopment that betters the community. BID High-Density Zoning Overlay.	Balance new development with private property rights. Promote an understanding of how redevelopment is beneficial to many individuals and groups.	New development needs to avoid gentrification. Instead, it should integrate affordable housing opportunities.
Time Present Short-term Future Long-term Future	Phased land use. What you can do tomorrow? In 10 years? In 40-years? Temporary catalysts to excite residents.	Downtown is only used during the day. Presently low-density residential, Raytown is growing in diversity.	Design spaces capable of being modified and adapted through phasing over time.	Strategic plan that allows district to expand with time.	People and activities are not visible and district has no evening/night functions.

Table 5.1. Programming Goal 1.
Pumphrey 2012. After Peña and Parchall 2001.

GOAL 2

Develop a high quality living environment for people.

- Create a pedestrian friendly environment to encourage people to be outside and increase overall perceived safety.
- Redesignate primary roads as pedestrian oriented streetscapes.
- Establish gateways into the area.
- Determine a future connection to Metro Green.
- Strategically connect to the rail line.

Goal 2 : Develop a high-quality living environment for people					
	Goals	Facts	Concepts	Needs	Problem
Function How do people circulate through downtown Raytown?	Create routes and streets that encourage people to be outside, limiting automobile use through street aesthetics and pedestrian safety.	Much of the area has narrow, cracked sidewalks that are not continuous. No pedestrian amenities like shade and benches exist.	Pedestrian oriented TOD design that creates an environment where people can Live+Work+Play by providing an enjoyable user experience.	Improved visual character. Programmable activities/destinations. Increased density.	Culture change will need to happen to transition from auto-centric suburb.
Form Street Greening/ Boulevards Landmarks Gateways	Develop a place identity that encourage people to stop in Raytown. Bring forth what Raytown once was and should become again in the future.	Auto-oriented streets. No curb appeal. No public open space.	Green Boulevards. Cultural Gateways. Mixed Use. Pedestrian Amenities. Rail/Trail Access. Raytown First Campaign.	Materials people can relate to. Strategic connections that promote movement and easily connect residents to rail.	Steep slope at rail. Current zoning shows no mixed-use or high-density residential. Road widths and ROW distances. Acquisition of private land.
Economy Initial Cost Maintenance	Use public funds efficiently. Incorporate low-cost, durable materials.	City owns sidewalks, but the adjoining property owner must maintain it.	Local materials and material reuse. Funding through community grants, donations, and memorials.	City maintenance fund to maintain sidewalks under department. Trained volunteers. Expand ROW/narrow 63rd.	Current lack of funding and personnel to implement and maintain.
Time Past Present Short-term Future Long-term Future	Improve district through phasing, while ensuring existing businesses still perform well.	Many surface parking lots. Long blocks with wide streets.	Prioritize improvements and start in central location.	Materials that can easily be cleaned and replaced through time. Strategy for reusing on-site materials.	Limited precedent for mixed-use revitalization and rail corridor development in Midwest states.

Table 5.3. Programming Goal 2.
Pumphrey 2012. After Peña and Parchall 2001.

GOAL 3

Create opportunities for cultural learning.

- Establish a variety of community gathering spaces that can be used throughout the day and night.
- Highlight the historical background of Raytown.

Goal 3 : Create opportunities for cultural learning.					
	Goals	Facts	Concepts	Needs	Problem
Function Day and Night Spaces. Places of cultural engagement.	Artistically express past histories. Allow for opportunities of social mixing. Vary business type and incorporate civic uses.	People in the CBD desire entertainment, night life, and destinations. Near proximity to schools, library, and senior living.	Family restaurant. Employment center/office. Local shops. Local materiality and historical images. Arts Center.	Help anchor a connection to rail. Variety in type and scale of development.	Population is aging so uses need to provide services to older adults as well as encourage young people to move to Raytown.
Form Gathering Spaces Temporary Installations Artistic Reinterpretation Exhibits/Art	Provide opportunities for citizens to socialize.	Public spaces do not exist. No open space within 10-minute walk from outside of CBD.	Community gardens. Pedestrian amenities/café dining. Mixed housing.	Durable materials that are uniquely used yet fit with local context. Groups who can provide community entertainment/programming.	Reconciliation of priorities. Grounding of where these spaces should be placed first.
Economy Funding Maintenance	Use public funding responsibly to benefit citizens and grow businesses.	Owners do lot maintenance. City is responsible for civic spaces.	Create an oversight committee. Provide incentives for private owners that allow temporary installations on their property.	Funding sources. Developer Incentives. Maintenance plans and ownership agreements.	Public use on privately owned parcels.
Time Past Present Short-term Future Long-term Future	Transition and adapt through time to meet user needs.	Raytown has a rich history and is a young city. It wants to become a place with a very unique local identity.	Start with vacant lands and express and identity that preempts future phases.	Designs that the users can move and interact with.	Promotion of more temporary strategies that explains their purpose to community.

Table 5.3. Programming Goal 3.
Pumphrey 2012. After Peña and Parrchall 2001.

GOAL 4

Adaptively reuse buildings and establish an expressive material palette.

- Repurpose buildings to better meet the needs to the community and phase proposed changes.
- Reuse materials found on-site throughout the CBD to express the embodied history of the place.
- Utilize traditional Midwestern brick with the integration of more modern materials.
- Use durable and sustainable materials that can easily be maintained.

Goal 4 : Adaptively reuse buildings, local materials and establish an expressive material palette.					
	Goals	Facts	Concepts	Needs	Problem
Function Reuse materials Local materials	Transition the building use between temporary strategy and later phases. Maximize reuse of on-site, recycled materials or other local material sources to promote sustainability.	Existing materials consist of asphalt, brick facades, and concrete. Possibility of aged wood.	Bring forth the patina in materials to express the established nature of Raytown with modernity.	Native plants. New materials that complement old.	Some of the building materials might not be suitable for at-grade installation. It is also difficult to estimate the amount of materials that can be reused.
Form Public Spaces Circulation Paths Building Facades	Consistency with variety through the design.	Newest buildings are 60s style and uninviting. They do not fit with older brick buildings.	Reuse concrete as "barney rubble." Similar color scheme. Arrange buildings to front the street and frame pedestrian space.	Consistent street wall and spatial definition.	Existing material might be limited and its use must look intentional.
Economy Funding Maintenance	Maximize savings on material costs and support regional manufacturers.	When building and parking lots are removed, material can be cleaned and stockpiled.	Recycle materials reintegrating them in artistic ways.	Estimation of material quantities. On-site facilitator. Developer/contractor that is in support.	Limited support.
Time Past Present Short-term Future Long-term Future	Maximize life-cycle savings.	Requires durable materials. Past stories of Raytown are expressed through patina.	Reuse concrete and asphalt as pavers and subbase that can be reused again in the future.	Systematic phasing of building removal and stockpiling.	Conflict between when a building needs to be removed for materials and tenancy.

Table 5.4. Programming Goal 4.
 Pumphrey 2012. After Peña and Parchall 2001.

GOAL 5

Identify implementation strategies, on-site partners, and community programming opportunities.

- Utilize a phasing strategy to establish a vision that determines what can be done now and in the future.
- Define transformative uses and community programs that engage local citizens.
- Strengthen and facilitate the public-private partnership.
- Promote connections between currently uncoordinated organizations.

Goal 5 : Identify implementation strategies, community programming, and on-site partners.					
	Goals	Facts	Concepts	Needs	Problem
Function Educate and Engage Bringing different groups together	Use on-site partners and organizers to facilitate implementation and program the area to engage citizens.	Education of citizens must take place in order to ensure long-term success. Citizens need to be a part of the phasing.	Non-profit art and garden organizations. Chamber of Commerce programs. Historical engagement spaces.	Multiple organizations that are united under a common vision.	Gaining enough community support and interest to participate in different activities on a repeat basis.
Form Organization types	Use partners to strengthen the public-private relationship.	Non-profit organizations are a potential option similar to Chicago's Artist Resident Program or Detroit Gardeners.	Someone works outside of the city government serving as a liaison between community and city.	On-site facilitator in downtown who people can ask questions of and give feedback to.	Determining the best means of contact.
Economy Funding	Liaison distributes workflow between multiple organizations.	Helps create momentum for revitalization of Raytown and public investment in transit stop and town center.	Use BID or CBD tax revenues to fund community organizers and programs.	A strategy that addresses financing and funding.	Current funding is insufficient, but acquiring additional money through tax measures might be problematic in poor economic times.
Time Past Present Short-term Future Long-term Future	Blend short-time partners with a more long-term on-site organizer.	Can unify redevelopment and strengthen sense of community.	Try it out at a smaller scale such as programming one temporary intervention and see how the program works.	A growth plan for vacant lots.	Might not have enough interest to carry forward with long-term investment.

Table 5.5. Programming Goal 5.
Pumphrey 2012. After Peña and Parchall 2001.

PROGRAMMING THE CENTRAL BUSINESS DISTRICT

Two phases are proposed for revitalization of Raytown’s Central Business District. Each phase requires a different set of program elements. Temporary programming elements are summarized in Table 5.6. Program elements at proposed future build out are described in Table 5.7. Each program element was determined with consideration of the programming goals and examples provided through precedents or literature. In the next chapter, these program elements are further illustrated with regard to their form, location, and specific strategy for Raytown.

Central Business District Temporary Program Elements		
Type	Details	Source/Example
Vacant Lot Garden	Convert underutilized parking to a temporary public use.	See Vacant Lot Allotment Garden: Pitfield Estate Precedent in Appendix B.
Artist Exchange	A temporary conversion of vacant strip malls into artist residences and gallery spaces.	Adapted from Chicago's Open Studio Program as described in Kotval 2010, 236.
Better Block Conversion	Temporarily repurposing streets to give a sense of what future pedestrian oriented streets would feel like.	Adapted from Roberts 2012.
Temporary Park Intervention	Give a sense of the activity a downtown park brings to the CBD and allow for art programs.	
History Walk	Organized around a Raytown First Marketing Campaign, this strategy seeks to focus attention on vacant buildings with the CBD.	

Table 5.6. Temporary Program Elements.
Pumphrey 2012.

Programmatic Design Elements of the Central Business District at Future Build Out		
Type	Details	Source/Example
Low to Mid-Rise Density Mixed Use Nodes.	Achieve a gross density of 20 and 40 Dus/Acre.	Residential Housing Types. APA 2006, 188. See Atlanta BeltLine Precedent in Appendix B.
Parking Design & Requirements	Street parking should be maximized, while surface lot parking minimized. When a large surface lot is required, it should be consolidated into a parking structure. In addition, since the proposed development is a TOD, parking requirements should be minimized to one space per dwelling.	
Pedestrian Oriented Streetscape	Narrow lanes and widen pedestrian ways. Establish a grid with blocks sizes with a minimum length of +/-250' and a maximum of +/-450 to promote walkability.	
Gateways	Activate intersections to instill identity in a place.	
Central Park and Amphitheater	Integration of this element would provide much needed community space to downtown Raytown.	Desire for an amphitheater space is expressed in the CBD Plan (Gould Evans 2002).
Secondary Openspace	Incorporate public plazas and pocket parks when possible to enhance user experience.	
Pedestrian Bridge	Provides a linkage over the rail and also serves as a landmark element.	See Denver Millennium Bridge Precedent in Appendix B.
Material Reuse	On-site materials should be recycled and used in proposed hardscape elements or new construction.	See Urban Outfitters Corporate Campus Precedent, especially the use of "Barney Rubble" in Appendix B.
Integrated Rail Access	Due to topographic constraints at the proposed rail stop in Raytown, access should be integrated with the building using a tunnel to the platform.	See Atlanta BeltLine Precedent in Appendix B.
Rail & Trail Integration	Consideration must be given to the safety of trail users in order to avoid conflict with the rail line. Buffers and clear pathways must be implemented.	See Elliot Bay Trail Precedent in Appendix B.

Table 5.7. Programmatic Design Elements at Future Build Out.
Pumphrey 2012.

“Dramatic physical transformations are taking place right now in North American suburbia. These changes hold great promise for replacing less sustainable development patterns with more valuable sustainable places. Isolated, privately owned shopping malls and aging office parks are being torn down and replaced with multi-block, mixed-use town centers, many with public squares and greens.

..... Ellen Dunham-Jones and June Williamson 2009, vi.



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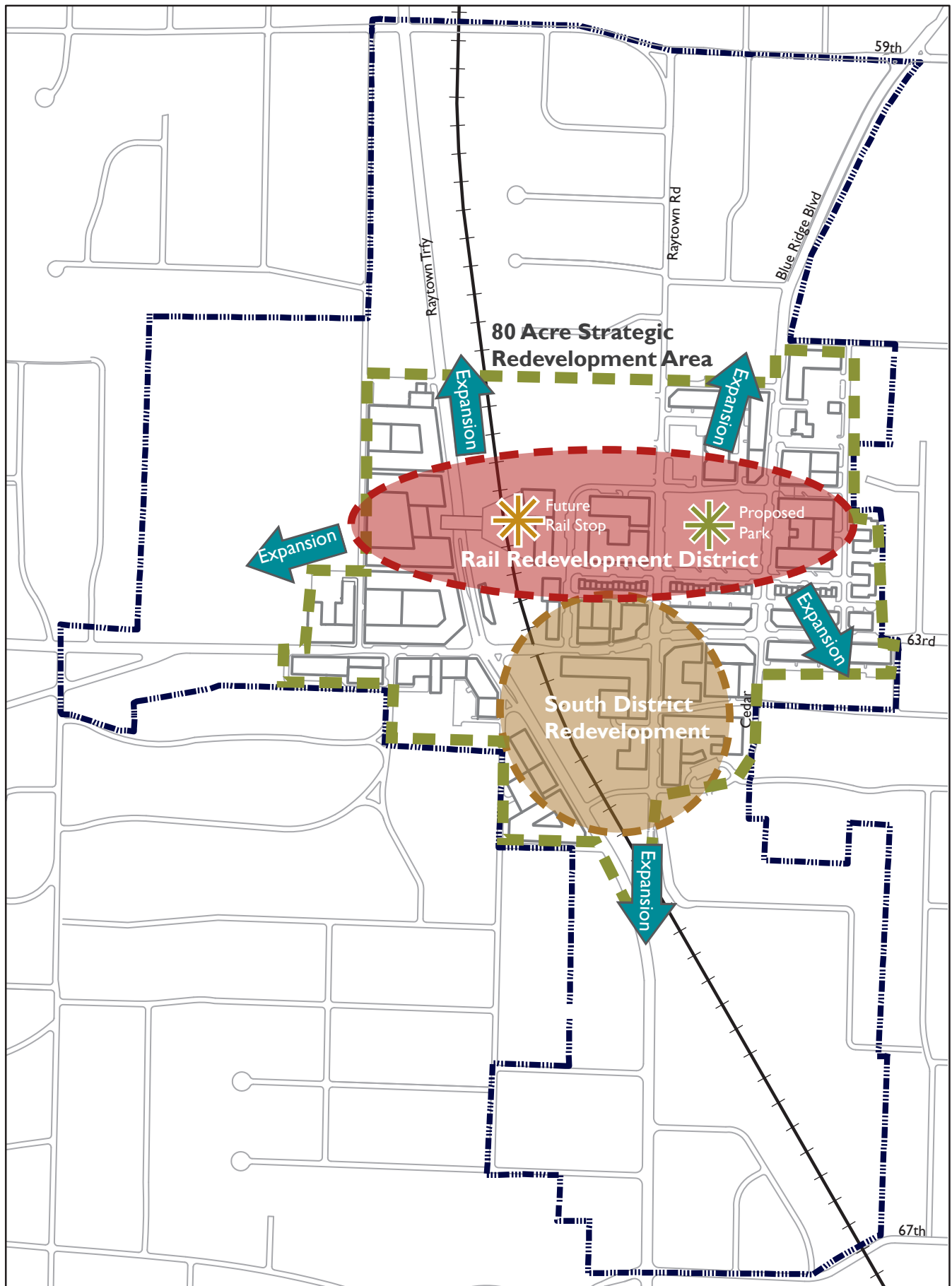
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ENVISIONING RAYTOWN

This chapter utilizes the site analysis factors and program development to direct design interventions. Through first explaining the development concept, the potential future build out is articulated. A series of temporary strategies follow with the intent of creating vibrant community uses in the Central Business District. The discussion then further explains the future build out through more permanent design solutions such as the proposed building massing, open spaces, integrated rail access, and street improvements. The chapter concludes with a concept for a future trail network in Raytown.





-  Raytown Central Business District
-  Rock Island Rail Corridor
-  Future Expansion Throughout CBD
-  Strategic Redevelopment Area

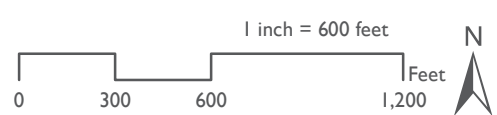


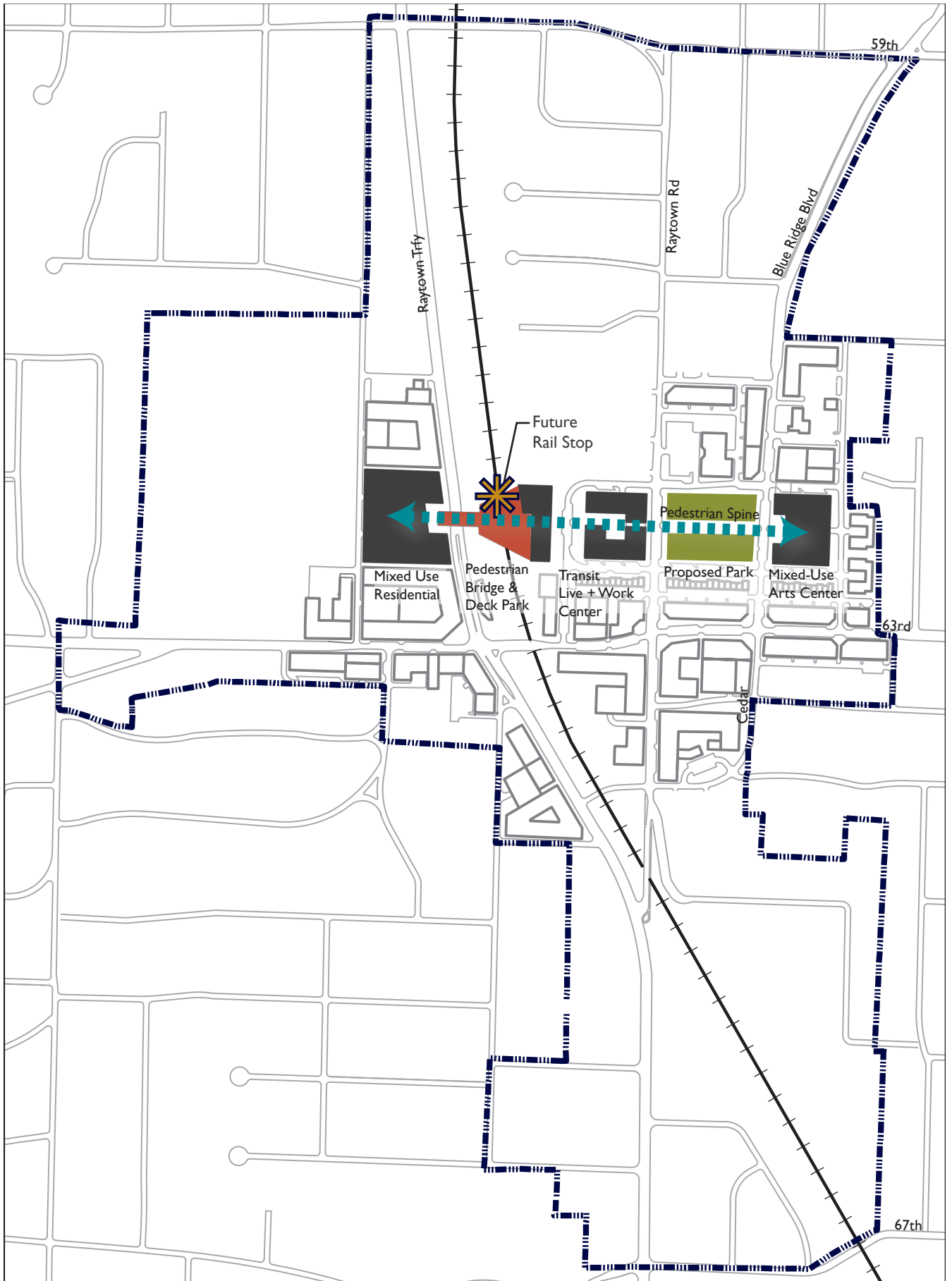
Figure 6.1. Redevelopment Districts Begin Revitalization Efforts.
 Pumphrey 2012. Source Data: MARC GIS 2011.

DISTRICT REDEVELOPMENT CONCEPT

After mapping the existing vacant sites (Figure 4.18), parcel sizes (Figure 4.19), and redevelopment ready sites (Figure 4.20), an 80-acre Strategic Redevelopment Area is identified as shown in Figure 6.1. Two districts are defined within this redevelopment area. The idea is that revitalization first occurs in the Rail Redevelopment District and then proceeds to the South District Redevelopment. Further redevelopment of the Central Business District (CBD) expands outwards from these two districts.

AXIAL DEVELOPMENT CONCEPT

Revitalization within the Rail Redevelopment District begins through the formation of a pedestrian spine that crosses through some of the largest redevelopment ready sites in the CBD. As shown in Figure 6.2, the spine crosses through what will be some of the most intensive uses in the area. The spine is anchored by a mixed-use residential building to the west, while a mixed use arts center forms the eastern terminus. The spine also crosses through the mixed-use transit center. Two primary open space amenities are proposed along the pedestrian spine. One of the amenities is a centrally located park to increase the amount of available open space in the CBD. The second amenity is a pedestrian bridge and deck park to increase connectivity across the rail and allow pedestrians to safely cross Raytown Trafficway.



 Raytown Central Business District

 Rock Island Rail Corridor

1 inch = 600 feet

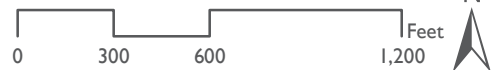


Figure 6.2. Axial Development in Rail Redevelopment District.

Source Data: MARC GIS 2011.

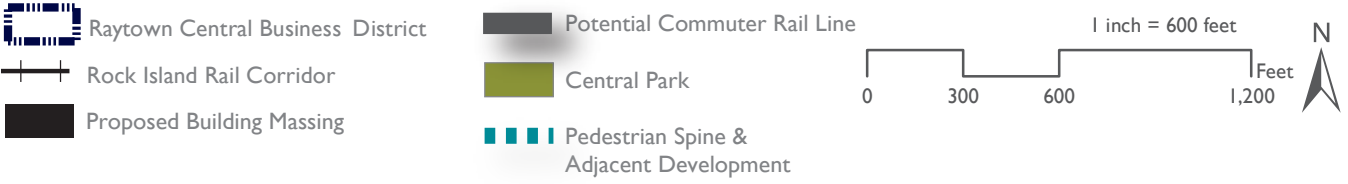


Figure 6.3. Sources of Public Investment are Catalysts for the CBD.
 Source Data: MARC GIS 2012.

SOURCES OF PUBLIC INVESTMENT ARE A CATALYST FOR THE CBD

Figure 6.3 indicates redevelopment catalysts that form as a result of public investment. One of the primary catalysts is the Rock Island Corridor (RIC) itself. Public investment is required to create demand for the rail line redevelopment and obtain rail stops in adjacent communities. A study of future transit alternatives and commuter rail use of the RIC is underway through the Jackson County Commuter Corridor Alternatives Analysis (KC Smart Moves 2011). This planning effort evaluates how the RIC can enhance metropolitan transportation. Even though the potential for rail redevelopment exists and would become a major catalyst for revitalizing Raytown's CBD, timing is unpredictable and reinvestment might not occur as quickly as anticipated. Therefore, two other sources of public investment have been identified — the central park and pedestrian spine. The park and mixed use portions of the pedestrian spine could be developed without waiting for the rail to come.

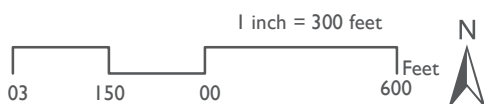


Figure 6.4. Potential Future Build Out.
 Pumphrey 2012. Source Data: MARC GIS 2011. USDA 2012.



POTENTIAL FUTURE BUILD OUT

As illustrated in Figure 6.4, a dramatically different urban pattern can be developed over time. As a long-term future build-out, the vision for the CBD integrates the potential rail and defines a town center with central green. Through time, as Brand's Classification in Figure 4.16 and 4.17 indicated, "low-road," "no road," and perceived "high road" buildings are replaced or retrofitted to accommodate higher density, mixed use development. The long-term vision seeks to fully activate downtown by better utilizing available land to maximize activity through a variety of day and night uses and establish a localized density to better support the district.



TEMPORARY DESIGN INSTALLATIONS

Temporary design solutions can help transform a community and build the momentum necessary for reinvestment. Kotval, Machemer, and Mullin (2010), assert that “finding productive temporary uses for underutilized or vacant land and buildings can reverse disinvestment, foster a sense of community, curb crime, save on maintenance costs, and raise property values” (233). Temporary solutions are often “vibrant, exciting, and lead to new markets” (Kotval, Machemer, and Mullin 2010, 241). These temporary uses should complement existing development or direct development in a way that could potentially improve the entire community. One advantage with temporary strategies is they are generally low-cost, readily implementable solutions that have the ability to evolve with time. If something does not work as planned, the temporary strategy can be reevaluated and modified, generally with minimal complications.

Temporary installations afford opportunities for community gathering by providing spaces for users to experience an active downtown. Users gain a feeling for the future potential of a space or how a pedestrian streetscape might feel, without waiting for permanent redevelopment to occur. To keep the community curious about the temporary strategies, it is best that they are phased over time. Phasing of the strategies might be based on community desires, needs, or funding potential. Several temporary strategies might be installed initially, but depending of actual use and future needs, some could be removed and replaced while other installations remain.

The public-private partnership is critical to temporary strategies as funding, zoning changes, and lease agreements have to be defined. Temporary strategies require agreements to make improvements for public benefit, while the site or building remains privately owned.

Five temporary design installations have been developed for Raytown and are identified in Figure 6.5. The intent of these strategies is to bring visibly productive uses on some of the largest vacant parcels and right-of-ways, including a strip mall, to draw the attention of people. Each of the temporary strategies summarized below is further illustrated and discussed in greater detail on the following pages.

- 1. History Walk :** A temporary banner and corresponding sidewalk treatment tells a story about Raytown’s past, present, and future by utilizing physically or perceived vacant buildings.
- 2. Vacant Lot Community Garden :** Repurposes a parking lot in front of Raytown Plaza, a vacant strip mall, to create a space of socialization and provide an opportunity for residents to grow their own food.
- 3. Artist Exchange :** An opportunity to integrate art into the CBD through converting the buildings at Raytown Plaza into artists residences, studios, and gallery spaces.
- 4. Better Block Conversion :** A week long festival taking place around narrowing the street in to a pedestrian oriented space.
- 5. Temporary Park Intervention :** An installation on the site of a proposed central park space to activate a site, where an existing structure has previously been razed. This installation creates an opportunity for community gathering organized around “Arts in the Park.”

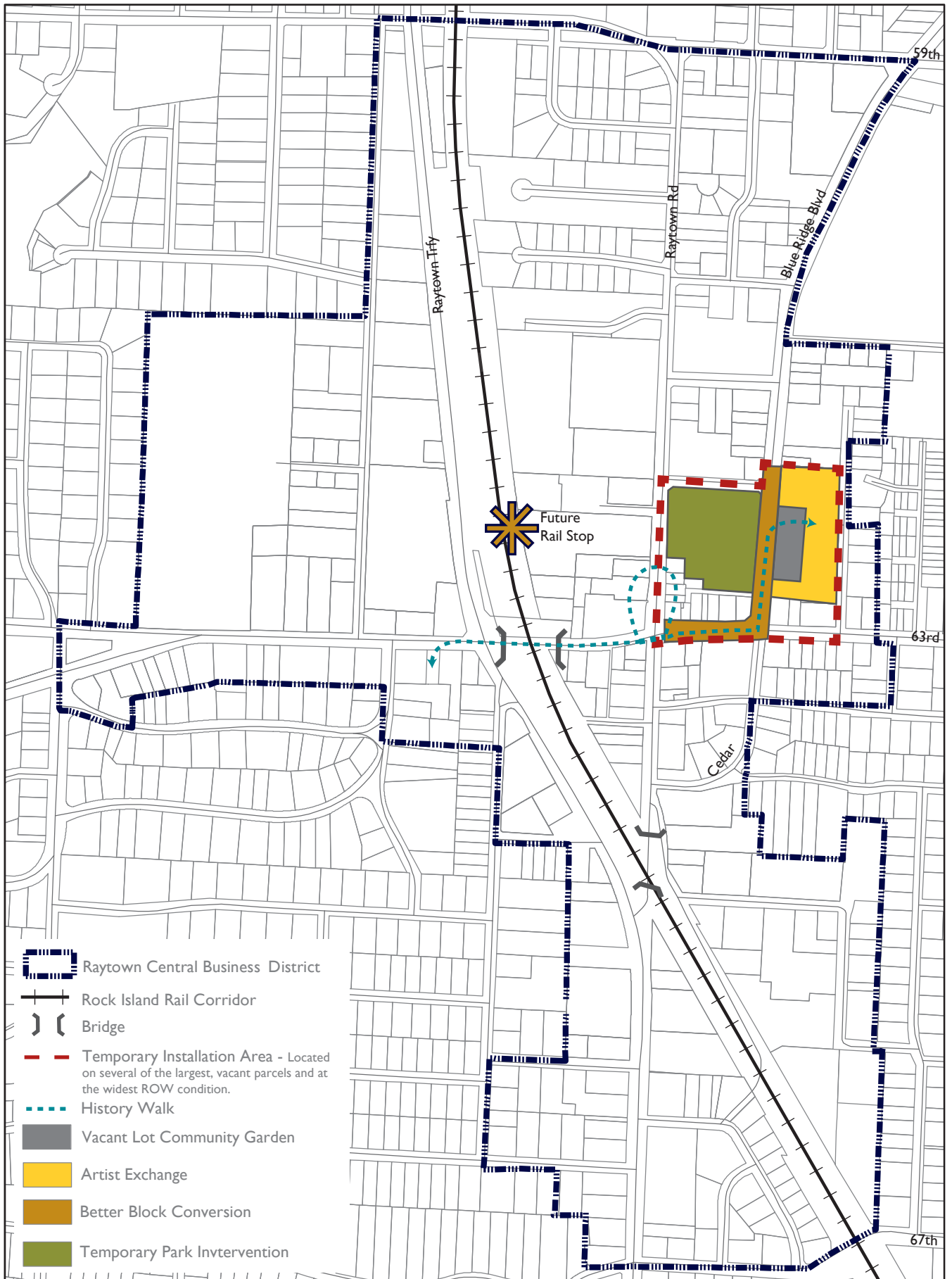


Figure 6.5. Temporary Strategy Locations.
 Pumphrey 2012. Source Data: MARC GIS 2011.

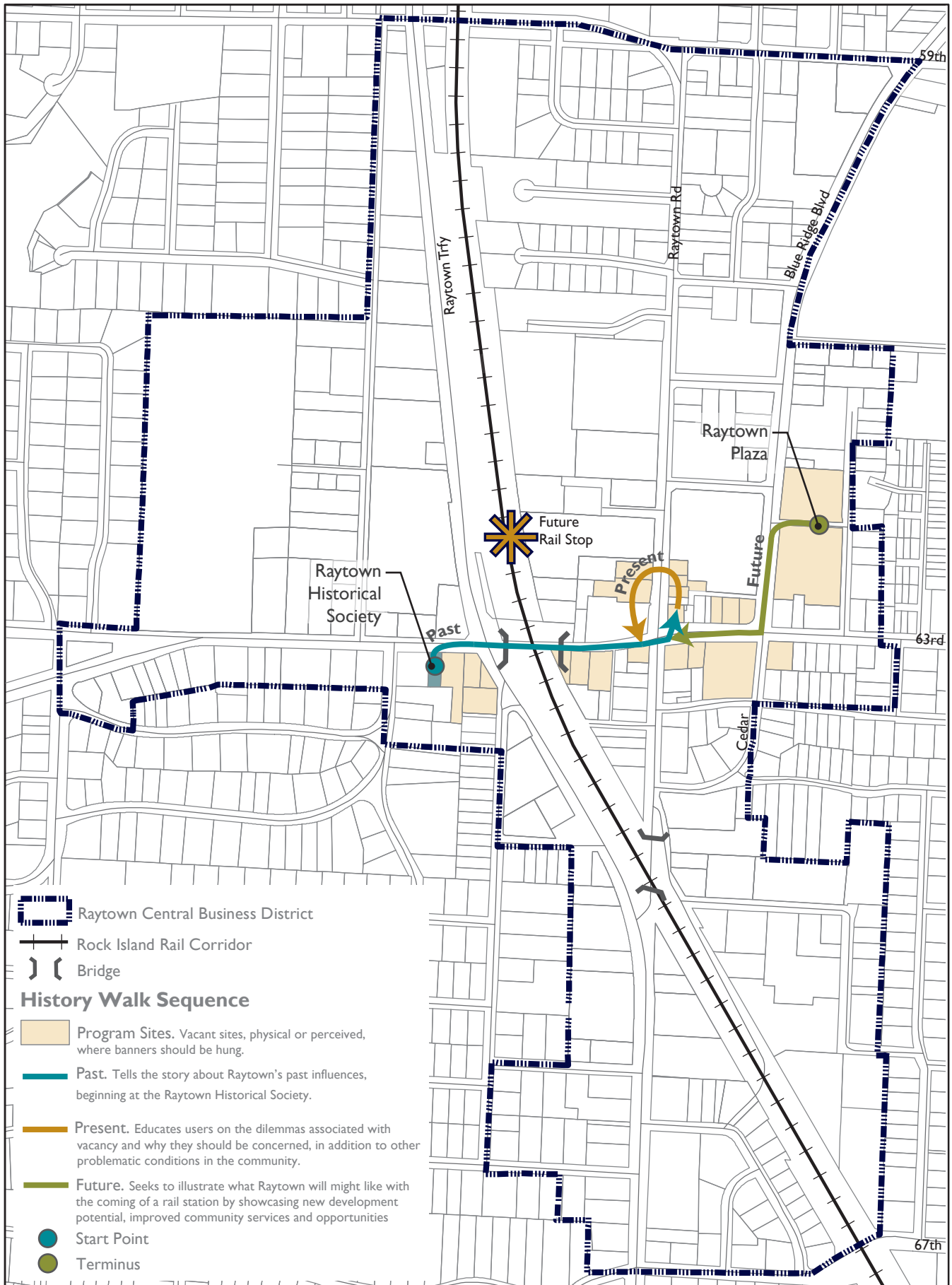
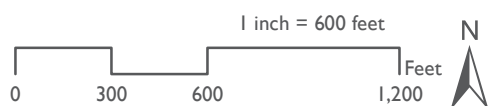
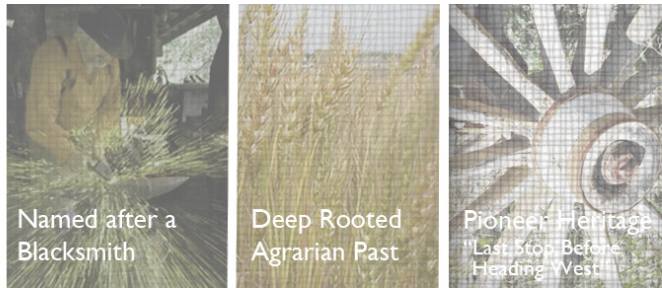


Figure 6.6. History Walk Sequence.
 Pumphrey 2012. Source Data: MARC GIS 2011.



ACTIVATING VACANT BUILDINGS THROUGH A HISTORY WALK

In the **past** sequence, banner images from Raytown's history are displayed to tell how the community came to be. These images might be enlargements of historic photos on record from the Raytown Historical Society.



Sidewalk Color

Through the **present** sequence, banners illustrate dilemmas in the CBD and solicit community ideas. Hard facts are pulled forward to prompt action for revitalizing downtown.



Sidewalk Color

Finally, the **future** sequence of the walk illustrates what Raytown might look like in the future as depicted by artists, consultants, and ideas from local residents.



Sidewalk Color

Figure 6.7 History Walk Palette.
Pumphrey 2012.

Organized as part of a Raytown First marketing campaign that seeks to educate local residents about the importance of doing business in the Raytown Community, the history walk expresses how Raytown began and its future potential. As shown in Figure 6.6, the history walk encompasses three sequences — past, present, and future — beginning at the Raytown Historical Society and moving northeast to a terminus at Raytown Plaza.

At each sequence of the walk, corresponding banners depict a particular time period and are sized to fit vacant (either physical or perceived) building facades and windows. The sidewalks in front of these installation are painted to bring forth continuity, or lack thereof in the CBD's existing pedestrian network. Painting sidewalks also gives an indication of something being different to people driving through the area at 30 miles per hour. A sample representation and brief description of each history walk sequence is noted in Figure 6.7.

BANNER PLACEMENT AND EVOLUTION THROUGH TIME

The intent of the history walk is to draw attention to vacant buildings throughout the CBD, creating spaces where people can mingle and learn about what Raytown is about. As a result, these spaces function a hybrid community space. With increased traffic caused by the installation, it is possible these buildings could once again become occupied. Figure 6.8 illustrates the general process of fully covering buildings and then how the installation might adapt to future tenancy to maintain continuity of the history walk over time. In addition, Figure 6.9 is how a fully covered building in the present sequence might look. Here, the sidewalk is painted orange, a bench is positioned, and windows are fully covered. Figure 6.10 anticipates the same building, as it is occupied. In this situation, banners are removed from one side of the windows and the bench is repositioned to maximize window visibility. New signage is added to the facade and simple improvements such as planters are placed in front.

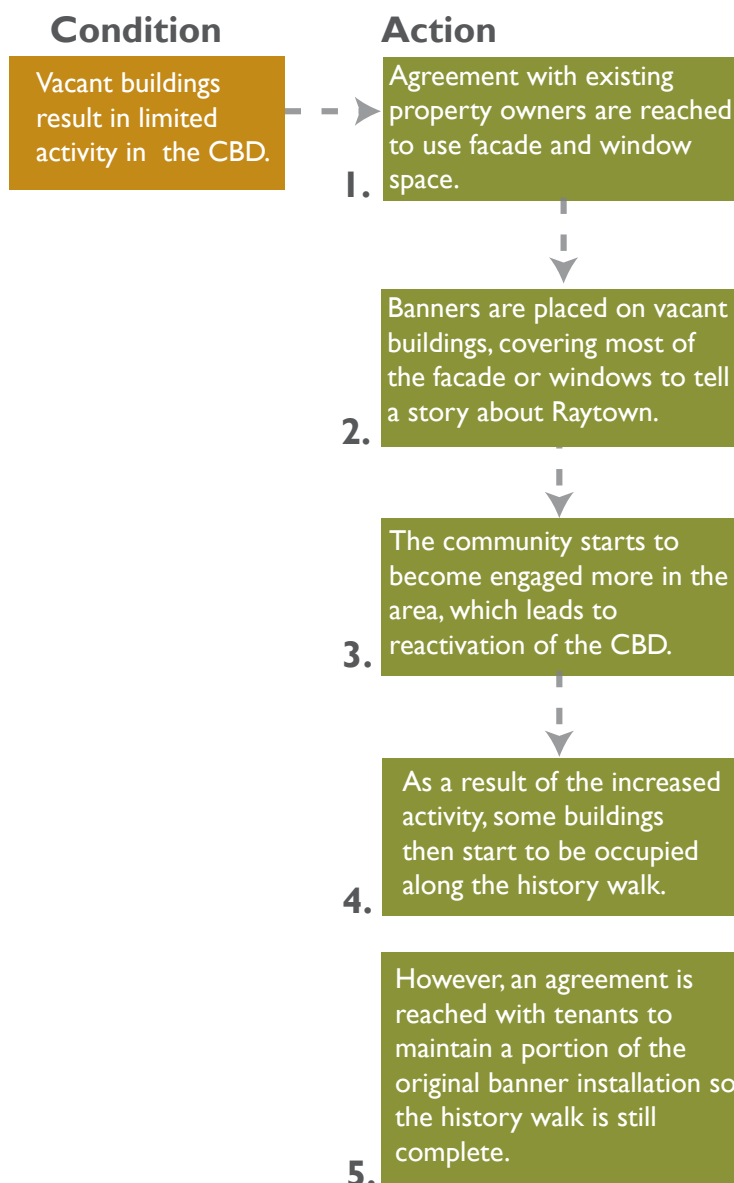


Figure 6.8. Transformation Process.
Pumphrey 2012.



Figure 6.9. Fully Bannered Unoccupied Building.
Pumphrey 2012.



Figure 6.10. Partially Bannered Occupied Building.
Pumphrey 2012.

VACANT LOT GARDEN AT RAYTOWN PLAZA

The Vacant Lot Garden at Raytown Plaza is adapted from the Vacant Lot Allotment Garden: Pitfield Estate by What if: projects Ltd (see Appendix B). It seeks to repurpose a portion of the frequently empty parking lot in to a temporary community garden. The installation helps focus attention on the vacant strip mall, giving a productive use to a site that is often bypassed. Such productive use, therefore, affords the opportunity for social interaction amongst users and provides valuable public space in the district. Figure 6.11 illustrates the existing conditions and how the potential installation might look. A more detailed explanation of the design is shown in Figure 6.12.

Anyone can lease a grow bag for a nominal annual fee. The fee pays for purchasing of the grow bag, soil, and plant starts. Users then gain access to on-site resources such as tools and water. Local garden clubs could assist in initially starting the project by providing basic how-to instructions about gardening. In addition, grow bags could be purchased and donated by people who are interested in the vacant lot garden, but do not wish to do the actual gardening themselves.



Figure 6.11. Creating Public Space in Underutilized Parking Lots Before and After. Pumphrey 2012.



Garden Services

On site amenities, such as a storage shed, water towers, and benches are provided to aid with the task of gardening and enhance human comfort.

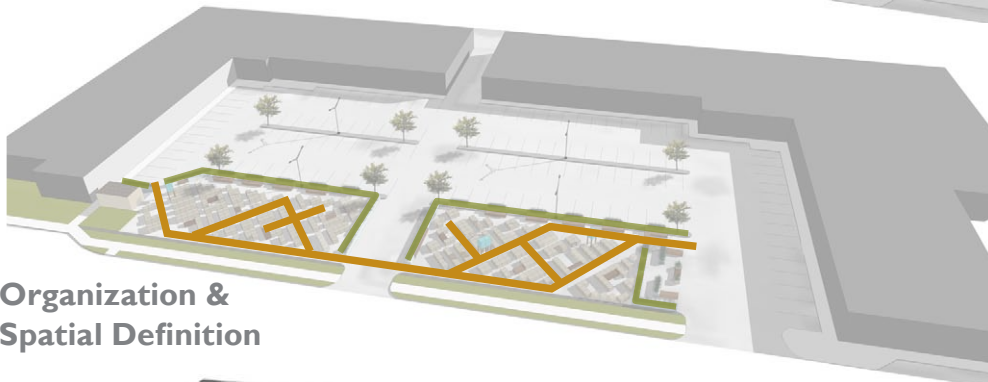
- Storage Shed
- Water Towers
- Benches



Staging Areas

A hierarchy of spaces are defined, ranging from a market space to internal staging areas. These spaces allow socialization to happen throughout the garden.

- Primary Market Space
- Secondary Staging Area
- Tertiary Staging Area



Organization & Spatial Definition

The site is organized using primary circulation paths on a rotated 45-degree grid that connect both gardens. Linear arrangements of planter boxes spatially define the edge.

- Primary Circulation
- Planter Box Edge



Concept Design

North Garden
(196 Grow Bags)

South Garden
(184 Grow Bags)

The design concept relies on the idea of creating two large garden spaces that contain a series of smaller staging areas. Each design element also needs to be movable and easy to relocate, in case a more permanent use is required on-site.



Existing Conditions

Vacant Lot Garden Repurposed
Underutilized Surface Parking

Blue Ridge Blvd

A large parking lot fronts Blue Ridge Boulevard with few cars in sight. The vacant lot garden seeks to transform a part of the parking lot from an underutilized space to one that harbors a sense of community.



Figure 6.12. Design Elements.
Pumphrey 2012. Source Data: Google Earth 2011.

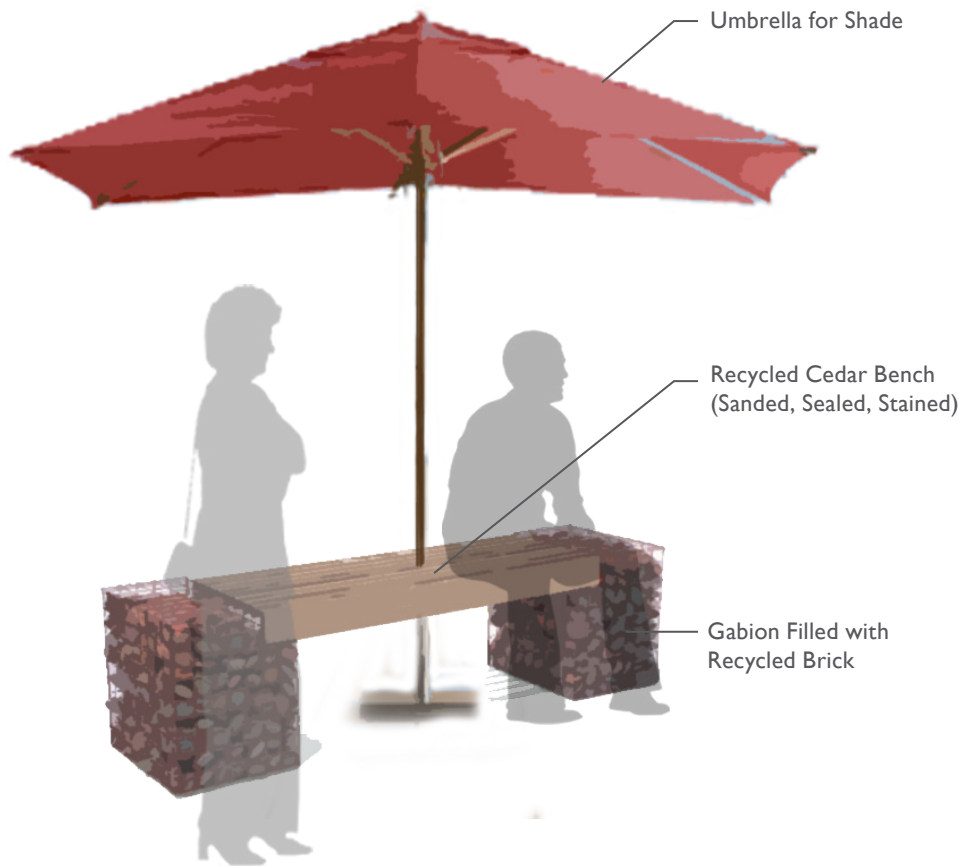


Figure 6.13. Gabion Benches + Shade.
Pumphrey 2012.



Figure 6.14. Typical Planter.
Pumphrey 2012.

VACANT LOT GARDEN FURNISHINGS

An important consideration for the vacant lot garden is having furnishings that are not permanently installed on site, but still have a significant presence. The non-fixed nature of the furnishings allow for flexibility in the spaces and non-destructive removal for a more permanent site use. In addition, furnishings need to be relatively low cost, but still be durable and of a high aesthetic. Figures 6.13 to 6.15 are prototypes for the envisioned site furnishings. High chroma colors and recycled materials are used to develop an element that stands out, catches peoples' attention, and reduces cost. Each of these site furnishings could be constructed as part of a volunteer design-build project through a series of workshops. When it comes time for a more permanent use at Raytown Plaza, since nothing is permanently fixed in place, the furnishings could be moved to another site within the CBD. Furnishings could also be integrated into the larger scale revitalization efforts. Gabion benches might be relocated to courtyard spaces and native plants used in street planting areas.

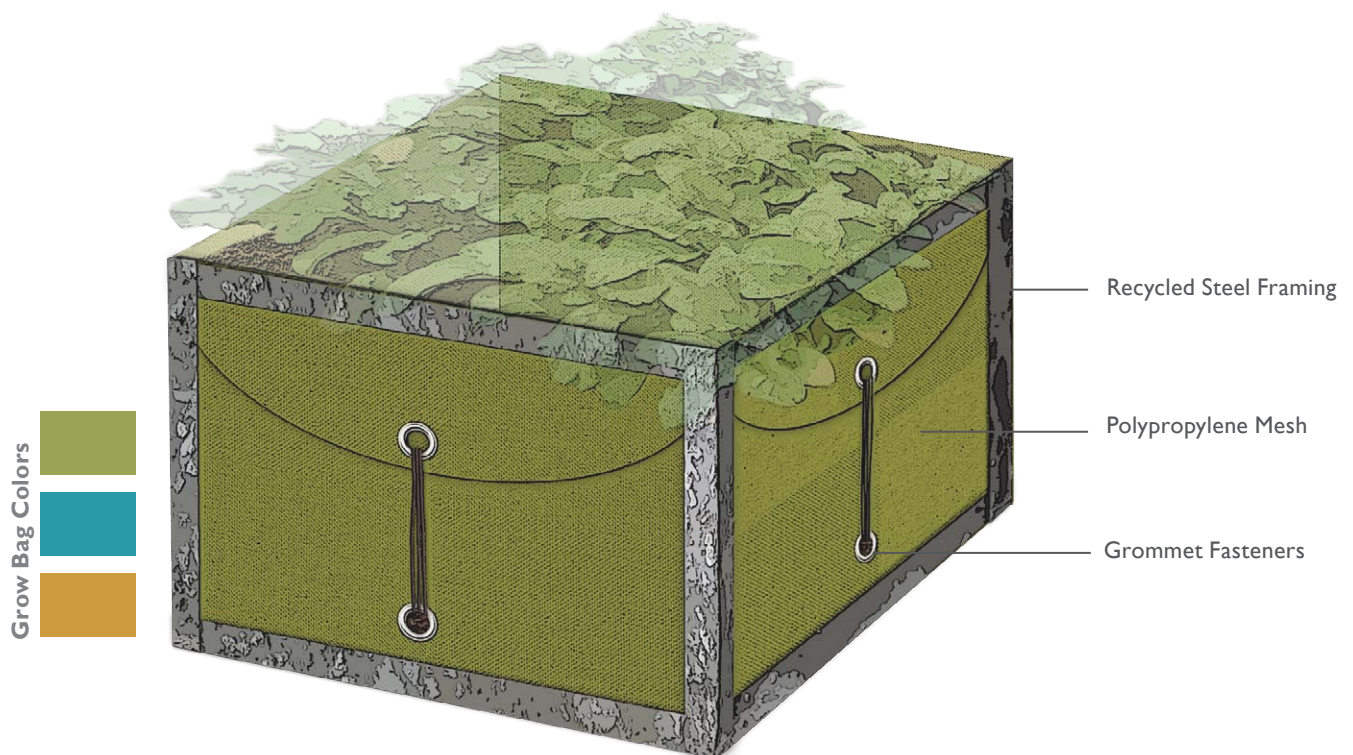


Figure 6.15. Reinforced Grow Bag.
Pumphrey 2012.

ARTIST EXCHANGE

The Artist Exchange is a program that converts physically vacant buildings into artists residents, studio, and gallery spaces beginning at the Raytown Plaza strip mall. Adapted from Chicago's open-studio project (Kotval, Macheimer, and Mullin 2010), artists could occupy the space for a reduced rent, but in exchange agree to open their studio or gallery to the public. A process diagram of this program is illustrated in Figure 6.16. In essence, the Artist Exchange acts as an incubator for the CBD that recreates interest in the area and brings people together around art. When interest peaks and the site is ready for different, more permanent use, another vacant building is converted and the program moves.

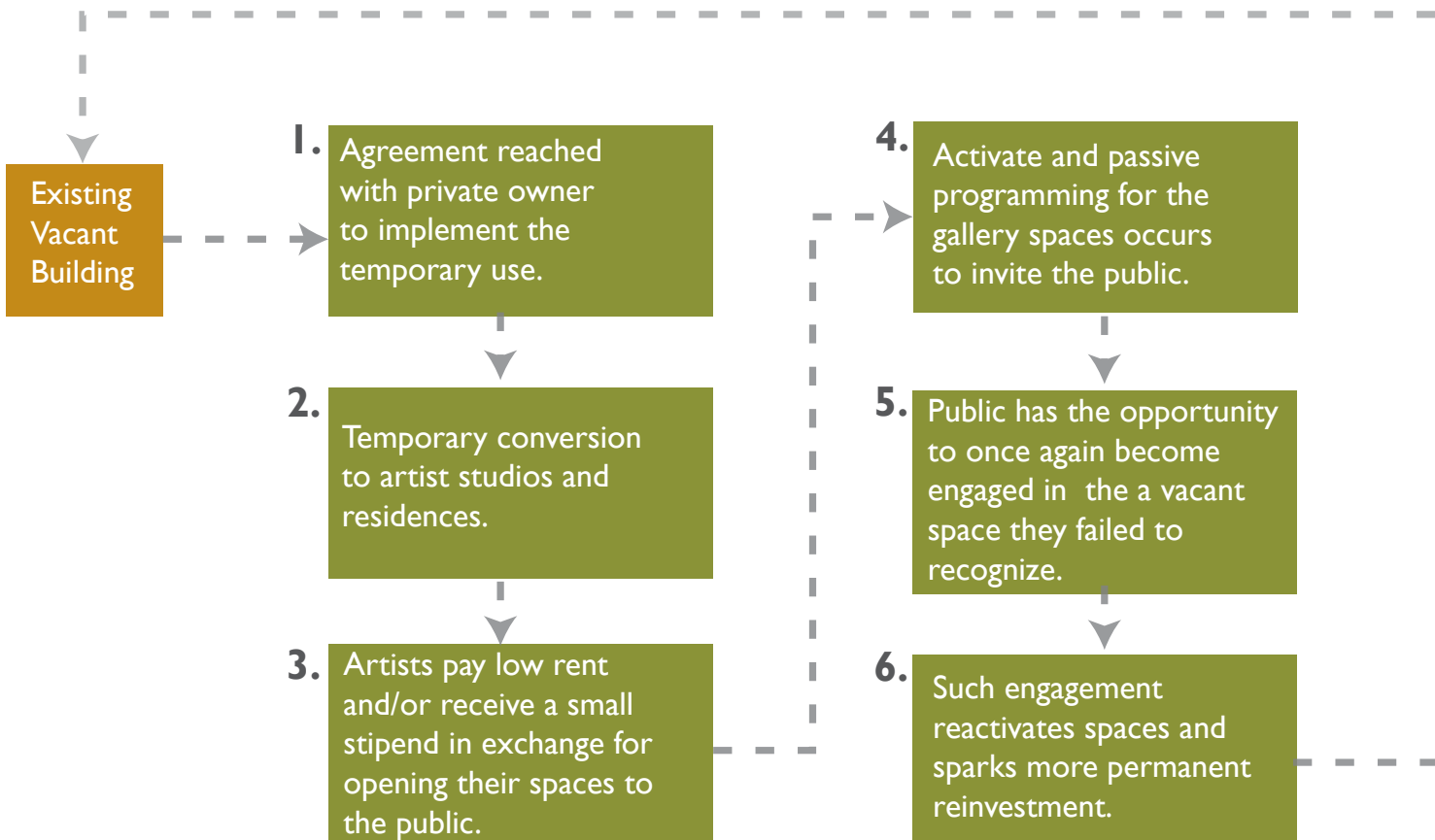


Figure 6.16. Artist Exchange Process.
Pumphrey 2011.

7. When the time comes for a more permanent use and newer development of the site, the artists studios are relocated to an adjacent vacant building.

The process repeats.

CELEBRATING COMMUNITY WITH A “BETTER BLOCK”

The term “better block” came about “when a group of community organizer, neighbors, and property owners gathered together to revitalize a single commercial block in an underused neighborhood corridor. [...] The group brought together all the resources from the community and converted the block into a walkable, bikeable neighborhood destination for people of all ages complete with bike lanes, cafe seating, trees, plants, pop-up businesses, and lighting” (Roberts 2012). These types of projects can typically be done on a very low budget since “the project is a demonstration [...] and the majority of the items needed for the project [can be borrowed]” (Roberts 2010).

For Raytown, the better block project occurs along 63rd Street between Raytown Road and Blue Ridge Boulevard turning north on and proceeding past Raytown Plaza. The better block is best suited for these street segments because they currently have the widest right-of-way (Figure 4.15) and few pedestrian amenities. The project could be installed on one weekend in the spring or summery and last through the following weekend.

Figure 6.17 illustrates how a section of the installation might look. Lanes are temporarily reduced and more space given over to pedestrians. Tables and seating elements are then placed in within the newly created pedestrian zone. Trees might be borrowed from a local nursery to show the effect of street trees. Street vendors could be invited as well as local performers. At the same time, a week long festival could also take place in the CBD. Although only short-term, this could generate some revenue for the district while exposing users to the feeling of an active CBD.





Figure 6.17. Better Block Celebration.

Pumphrey 2012.

TEMPORARY PARK INTERVENTION: ART FESTIVAL AT UMBRELLA PARK

The park intervention is located on the former site of the First Baptist Church of Raytown. The existing on-site building has been razed, leaving a void in the CBD as previously noted in Figure 3.6. Converting the site with a temporary park installation would give a sense of what a large, centrally located open space area feels like in the CBD. This temporary installation takes place on a site that is proposed to be a public park in future development phases.

The concept driving the intervention is “Arts in the Park.” One of the main events is opening the space to artists and performers. Spectators are invited to can bring their lawn chairs, picnic, and outdoor activities to enjoy an afternoon of recreation and entertainment. As shown in Figure 6.18, bright, movable umbrellas are positioned around the site each weekend to provide shade. Umbrellas might be donated through sponsorships or on loan from a vendor. When the umbrellas are up, they also help to catch the attention of passing drivers and make a statement that alerts users to the on-site activities to happen that day. At the end of the day, the umbrellas are collected and stored for the night to await repositioning the next day.

Furthermore, improvements to the adjacent sidewalks are made, such as painting them a high chroma color and the placement of benches. Wildflowers are also seeded along the periphery of the site with intermediate ADA accessible gravel paths. These edge amenities provide visual interest and access to the site.



Figure 6.18. Umbrella Park Arts Festival.
Pumphrey 2012.



A CHANGED AESTHETIC

With the potential development of the Rock Island Corridor as a commuter rail, the character of Raytown will have to significantly change to support a rail stop. Density will need to be increased and aesthetics improved to encourage people to visit or relocate to the CBD. Figure 6.19, conceptualizes the proposed character for Raytown's CBD and potential improvements that should be made.



Figure 6.19. Conceptualizing 63rd Street.
Pumphrey 2012.



ELEVATOR TO PLATFORM



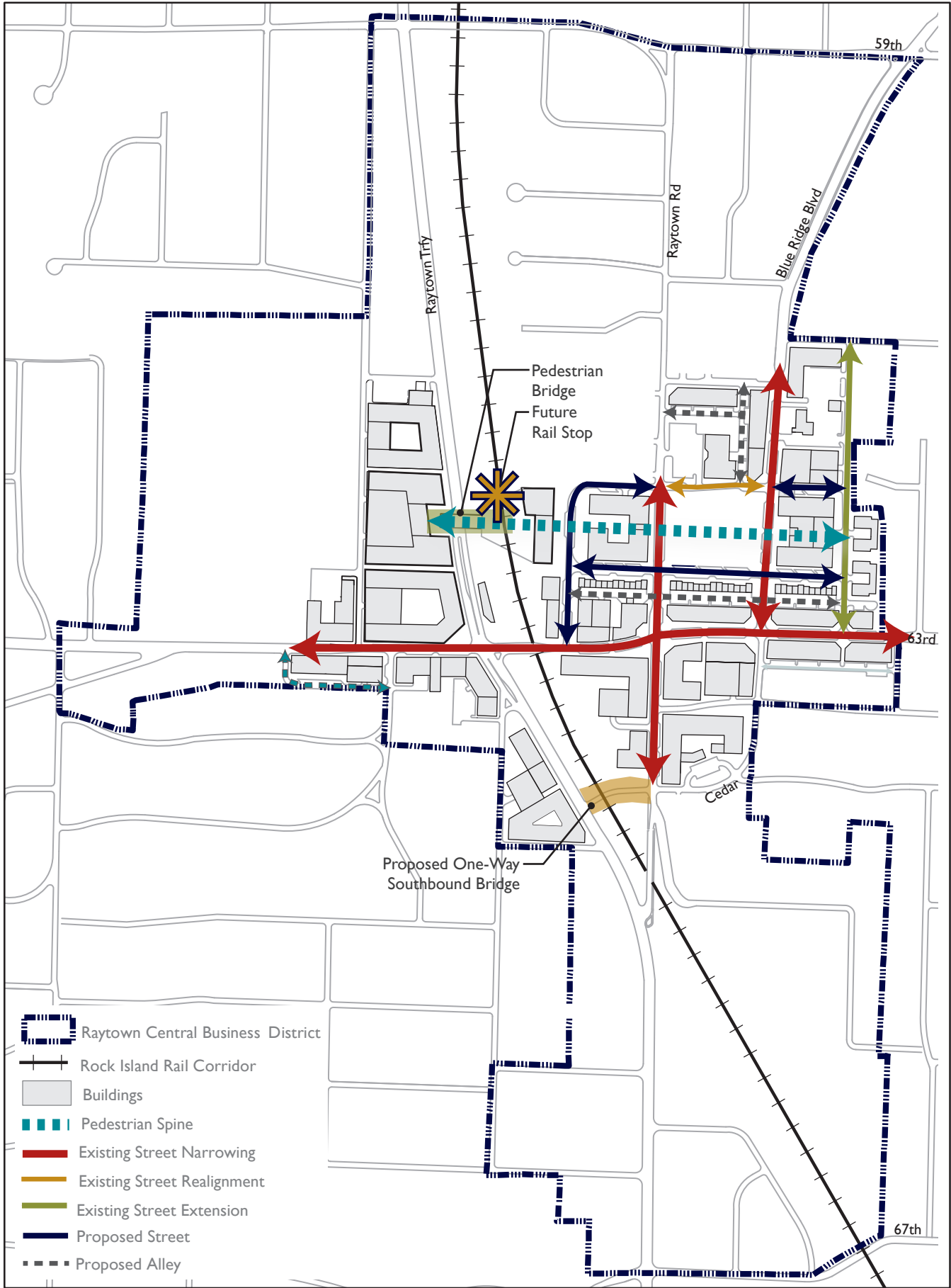
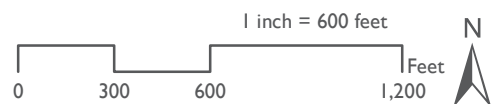


Figure 6.20. Street Improvements & Grid Reconfiguration.

Pumphrey 2012. Source Data: MARC GIS 2011.



CONNECTING THE GRID

A key urban design strategy for redevelopment of the CBD is reconfiguring existing streets and constructing new streets to establish a well connected, pedestrian oriented district. Shorter blocks ranging from 250 to 450-feet create opportunities for more a direct routing of pedestrians, helping make walking a convenient alternative for residents in the CBD.

Figure 6.20 identifies the type of improvements that are proposed to the street grid in order to enhance pedestrian experiences. To begin, portions of 63rd Street, Raytown Road, and Blue Ridge Boulevard are proposed to be narrowed from four to two traffic lanes. On-street parking and wider sidewalks are then able occupy the outer lanes. Improvements such as a realignment and extension of existing roads, further enhance overall connectivity. Three new streets and four alleys are proposed as a direct result of establishing a more compact street grid. In addition, two new bridges are proposed. One of the bridges is designated as a one-way southbound bridge from Raytown Road to Raytown Trafficway. The other is a pedestrian bridge on the west end of the pedestrian spine over Raytown Trafficway. These proposed bridges help create stronger connections and improve circulation throughout the district.

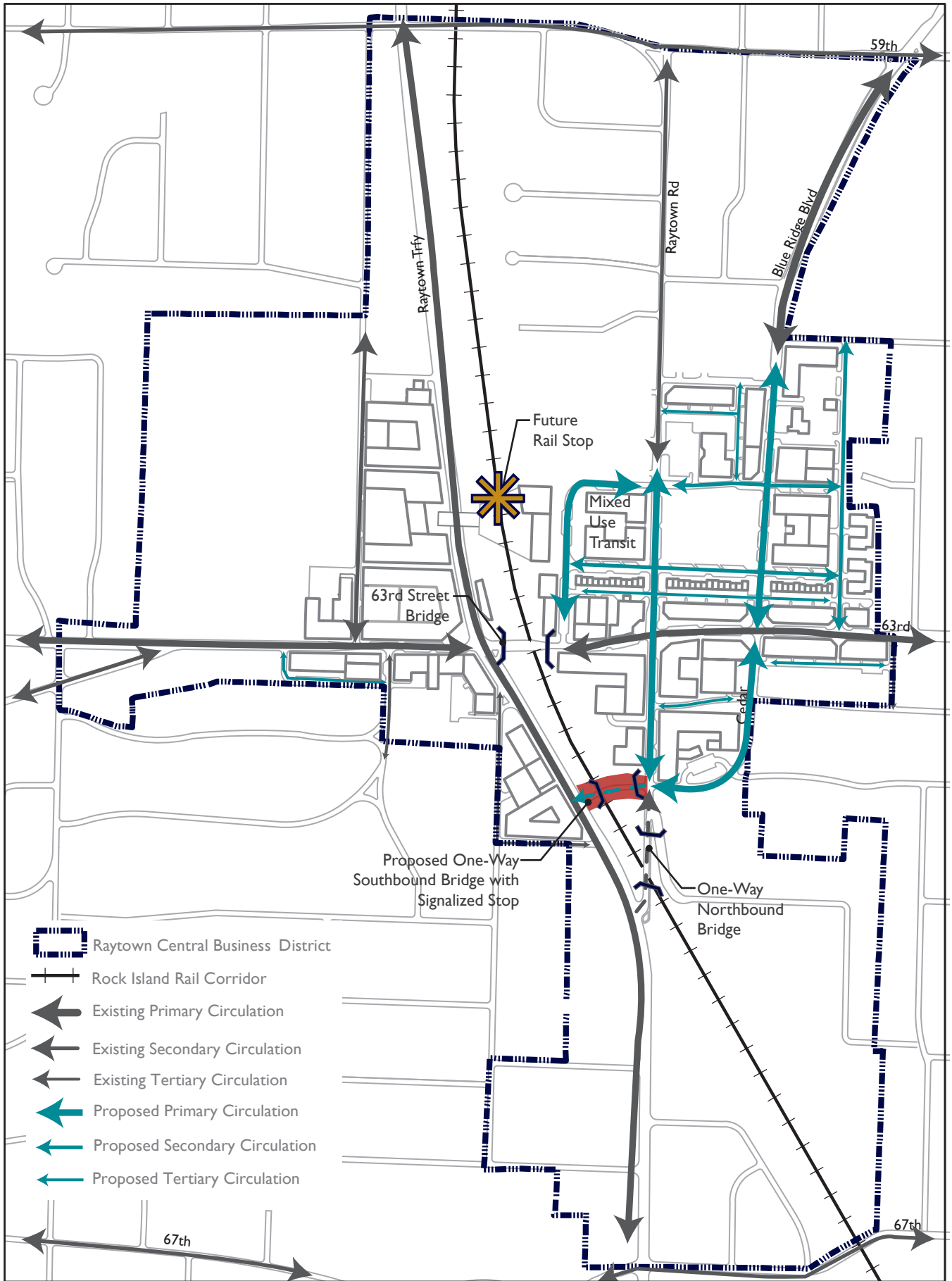
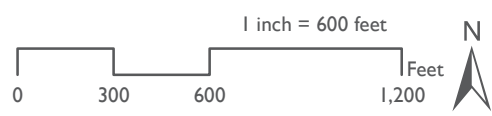


Figure 6.21. Revised Circulation Routes.
Pumphrey 2011.



IMPROVED CIRCULATION ROUTES

Proposed changes to the existing grid, as indicated by Figure 6.20, will improve circulation routes. In Figure 6.21, a reclassification of circulation routes is represented within the redevelopment area. A primary goal to the proposed circulation routes is establishing a network with smaller, internal loops. Existing streets such as Raytown Road will become a primary circulation route due to its adjacency with the mixed use transit center. Some of the existing secondary streets such as Cedar will be upgraded to a primary circulation route.

Furthermore, the proposal of a one-way southbound bridge on Raytown Road south of 63rd Street, aids in providing circulation over the rail. As previously noted in Figure 4.5, the below grade condition of the rail creates an east-west division in the CBD when bridges are closed for repairs. The addition of a south bound bridge over the rail creates a loop and forms a local detour.

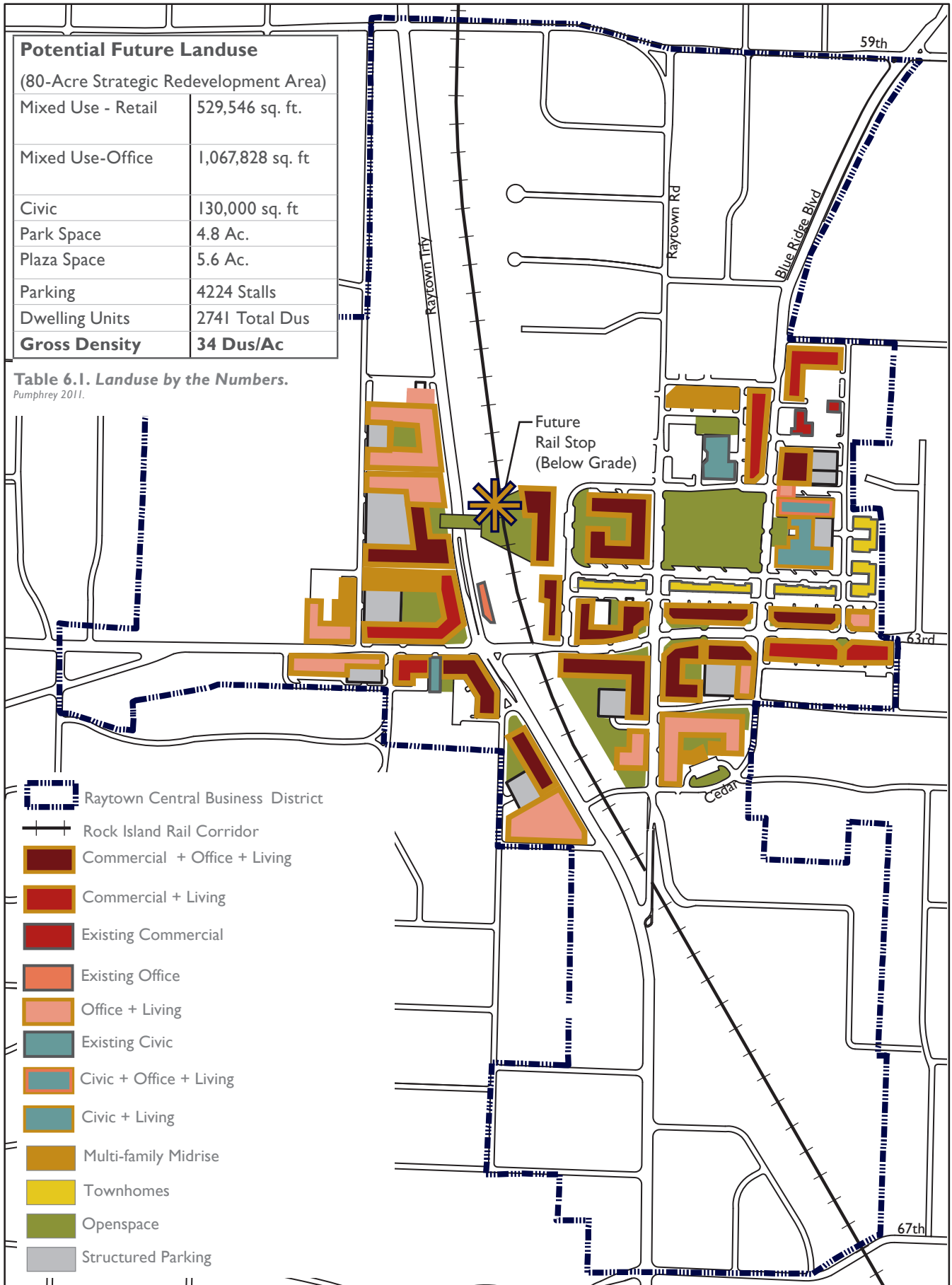


Figure 6.22. Potential Landuse.
Pumphrey 2011. Source Data: MARC GIS 2011.

LANDUSE & MASSING AT FUTURE BUILD OUT

Bold revitalization is necessary to support rail transit and infill for a growing population. As previously noted in Figure 4.18, 30% of the land within the CBD is classified as either physically or perceived vacant. Likewise, the classification of building significance in Figures 4.16 and 4.17 indicates a majority of existing buildings in the CBD are “low road,” making them well suited for major modifications or removal (Brand 1994).

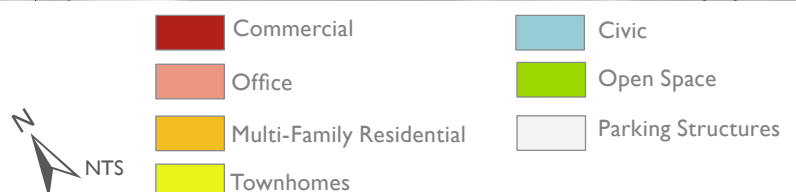
Table 6.1 and Figure 6.22 illustrate the land use at potential future build out. The intent of the landuse plan is to utilize mixed use buildings to increase density and provide adequate community services to residents in the CBD. A gross density of 34 dwelling units per acre is proposed within the 80-acre Strategic Redevelopment Area. This density meets the minimum of 10 dwelling units per acre required to support rail transit. In total, 2,741 dwelling units can potentially be developed in the CBD to accommodate at least one-third of Raytown’s projected population increase of 8,474 people. Through a mixed use development pattern of retail, employment centers, and residential uses, the district can be supported in a more holistic manner and provide local resources for residents.

Proposed massing in Figure 6.23 illustrates a mid-rise form as it relates to the overall landuse pattern. The proposed building massing is primarily three to six stories tall. However, building height increases from seven to ten stories for transit oriented buildings and those along the pedestrian spine.

In order to implement the proposed landuse, a mixed use overlay can help start redevelopment. Zoning codes need to be evaluated and updated when necessary, with consideration given to parking requirements, street design standards, and setbacks. This is necessary to achieve an environment that promotes alternative transit and defines a clear pedestrian environment. Furthermore, a funding strategy and incentives are essential to advancing the proposal. One funding strategy is utilization of a Business Improvement District (BID) to collect and allocate funds for public investment. Various tax credits are also possible incentives to encourage current owners to invest in developing new, higher density mixed use buildings. A potential approach to implementation, funding, and incentives is discussed further in Chapter 7.



Figure 6.23. Proposed Mid-Rise Density Massing.
Pumphrey 2011. Source Data: MARC GIS 2011. USDA 2012.



URBAN DESIGN FEATURES

Figure 6.24 brings forth some of the most important urban design features that occur as part of the potential future plan. Over time, the building massing will be redeveloped as density is increased. To maximize available land, it is proposed that all but four of the buildings are removed and replaced to better support mixed use development.

With the increase in density, parking could become an issue. Using a series of shared parking structures, limited surface parking, and private garages approximately 4,224 parking spaces are provided. As development occurs, parking should be placed in the rear of buildings, shared between multiple buildings as a parking overlay district, or reduced to a minimum standard of one space per dwelling unit. A reduction to parking requirements is feasible, since it is likely automobile use will decrease with development of rail and improved pedestrian mobility. As proposed, 1.5 parking spaces are available per dwelling unit to accommodate the proposed minimum standard, while still providing parking for retail, office, and civic use.

Finally, several types of open space exist ranging from public parks to more private courtyards. The variety in open space works toward achieving Programming Goal 3, Create Opportunities for Cultural Learning (Figure 5.3) by promoting different types of interaction among people. For instance, in private open spaces residents might interact daily with their neighbor. Public open space, however, become spaces for spontaneous interaction and large multi-cultural events. .

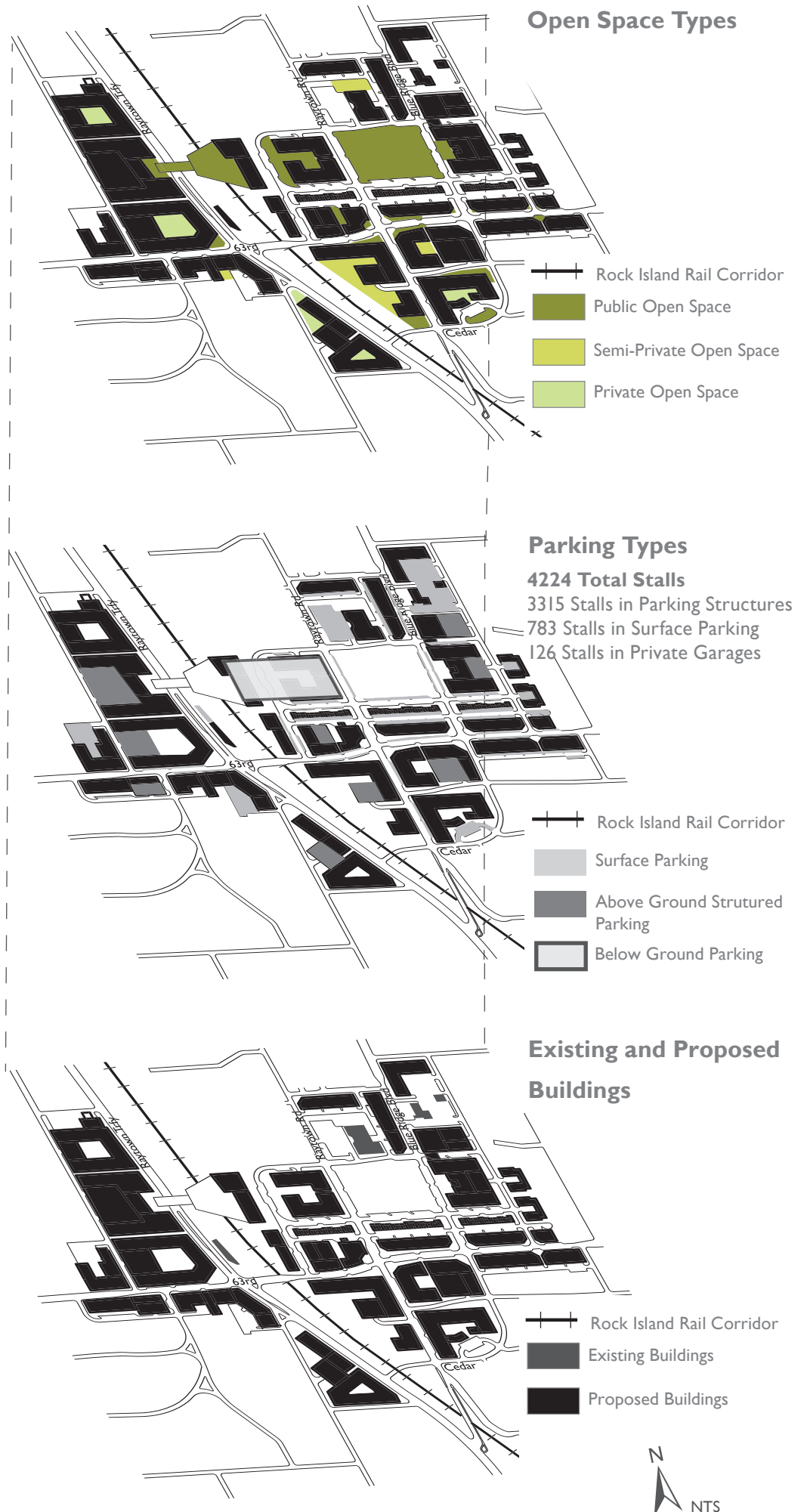


Figure 6.24. Urban Design Features.
 Pumphrey 2011. Source Data: MARC GIS 2011.

TRANSIT ACCESS + SLOPE INTEGRATION + GATEWAY

A significant challenge for Raytown's CBD is determining how users will access the rail line, since it is approximately 32-feet below grade (Figure 4.14). The proposed solution to overcome the grade change is to integrate circulation down to the rail within an adjacent transit center building. A tunnel through the slope then connects users to the rail platform as represented in Figure 6.25. Another opportunity is also presented, which involves decking over the rail to increase open space and socialization opportunities within the CBD. Finally, a pedestrian bridge spans Raytown Trafficway and connects into a mixed use building that is primarily focused on residential. A 70-foot tall mast supports the cantilevered ends and forms a primary gateway in to the CBD, anchoring the west end of the pedestrian spine.

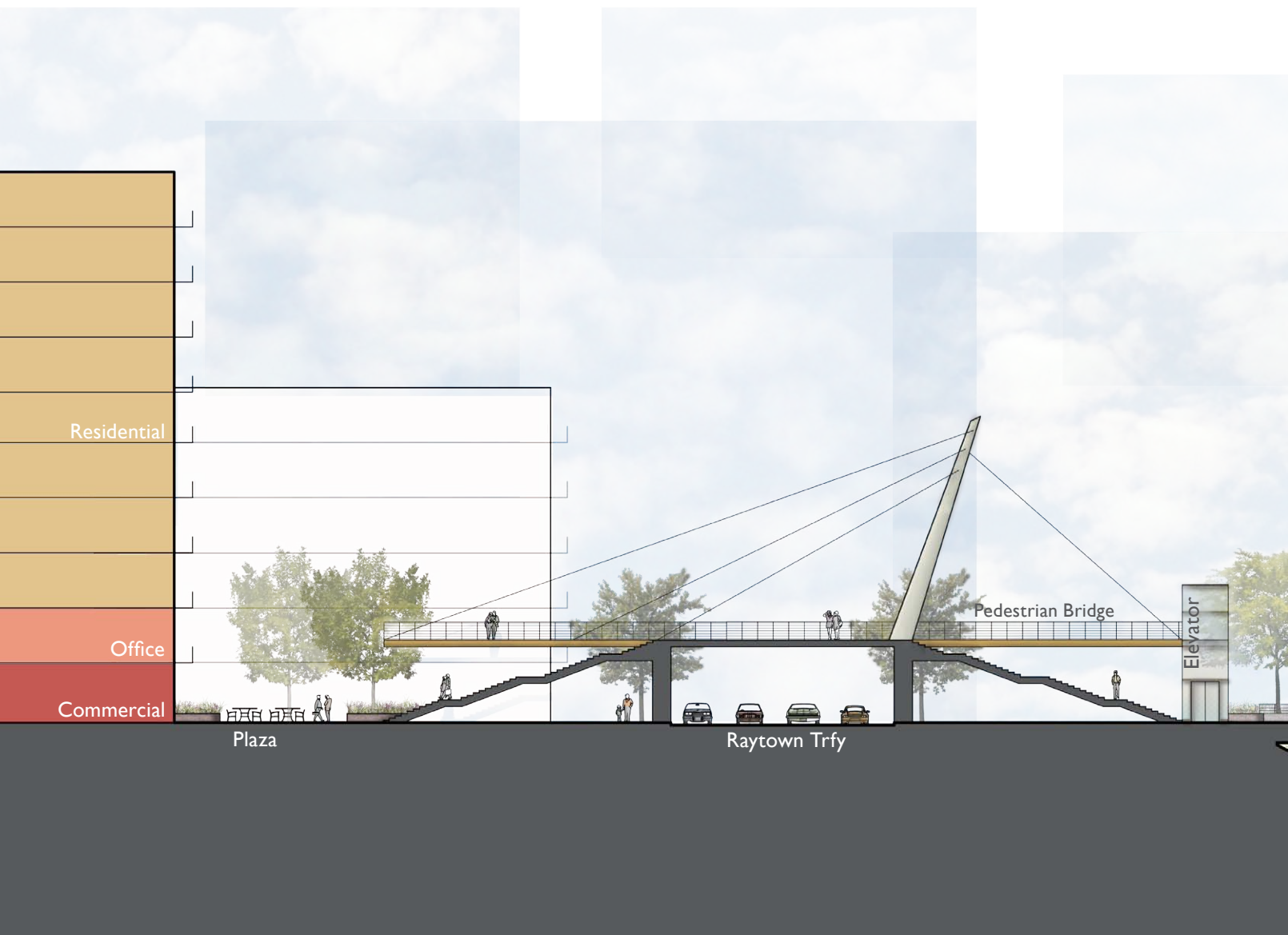
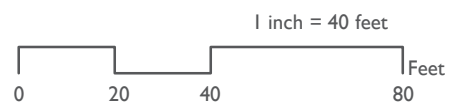


Figure 6.25. Pedestrian Bridge, Deck Park, and Integrated Rail Access .
Pumphrey 2011.



BUILDING COMMUNITY: SOCIALIZING AT THE RAYTOWN ARTS CENTER

A mixed use arts center forms the east anchor of the pedestrian spine. The plaza space, as illustrated in Figure 6.26, becomes a space for social interaction among residents. The arts center plaza and building design is envisioned to be an iconic statement within the CBD.





Figure 6.26. Raytown Arts Center.
Pumphrey 2011.



Figure 6.27. A New “Old” Community.
Pumphrey 2011.

INTEGRATING PATINED ELEMENTS

One way the embodied history of the CBD can be expressed in the proposed redevelopment is through the integration of patined materials. Stories are lost when these types of elements are simply removed from the landscape (Bargmann 2011*). Such materials consist of historic looking signs from long standing businesses, aged architectural details, and recycled hardscape materials.

Figure 6.27 illustrates how existing historic looking signage and recycled hardscape elements could be utilized in the CBD. As indicated in Brand's Classification, Figure 4.16 and 4.17, buildings with a long term tenant or historical looking design elements exhibit an emotional attachment and therefore are a perceived "high road building." Fox Drug, a business that has existed in the CBD for 73 years is classified as a perceived "high road building." The signage on the building is something that exhibits historic character and should be integrated into the business's new location. Likewise, crosswalks are constructed from "barney rubble," a marketable term for recycled concrete. The use of "barney rubble" captures the aged effects of materials and also helps reduce the amount of waste sent to the landfill (Bargmann 2011*). Barney rubble is further explained in the precedent study for the Urban Outfitters Headquarters in Appendix B.



INTERSECTIONS CREATE A GATEWAYS AND DEFINE PEDESTRIAN ZONES

The design of intersections should form a gateway to a community, not just a sculpture or sign that says “welcome”. Instead, the spatial definition, adjacent activity, and materiality are able to form a stronger gateway that tells people they are entering some place different from where they just were. Figures 6.28 and 6.29 illustrate what a typical revitalized intersection in the CBD looks like.

Again, clear pedestrian zones are defined through the change of material, such as the use of “barney rubble” for crosswalks. Bulbouts are also utilized at intersections to form a corner plaza space and decrease the distance necessary for a pedestrian to cross the street. At major intersections, especially along 63rd Street, the pedestrian crossing should be signalized through push button activation and timed to accommodate a minimum pedestrian speed of four feet per second (TxDot 2009).

Lighted bollards define the edge of bulbouts to reduce a potential conflict with automobile traffic, while promoting views into the plaza spaces. Lastly, banners hung at the intersection helps to further reflect cultural values. The banners might be in celebration of a community festival or campaign. Banners are located on the light poles and also can be strung across the street through a cable hanging system.



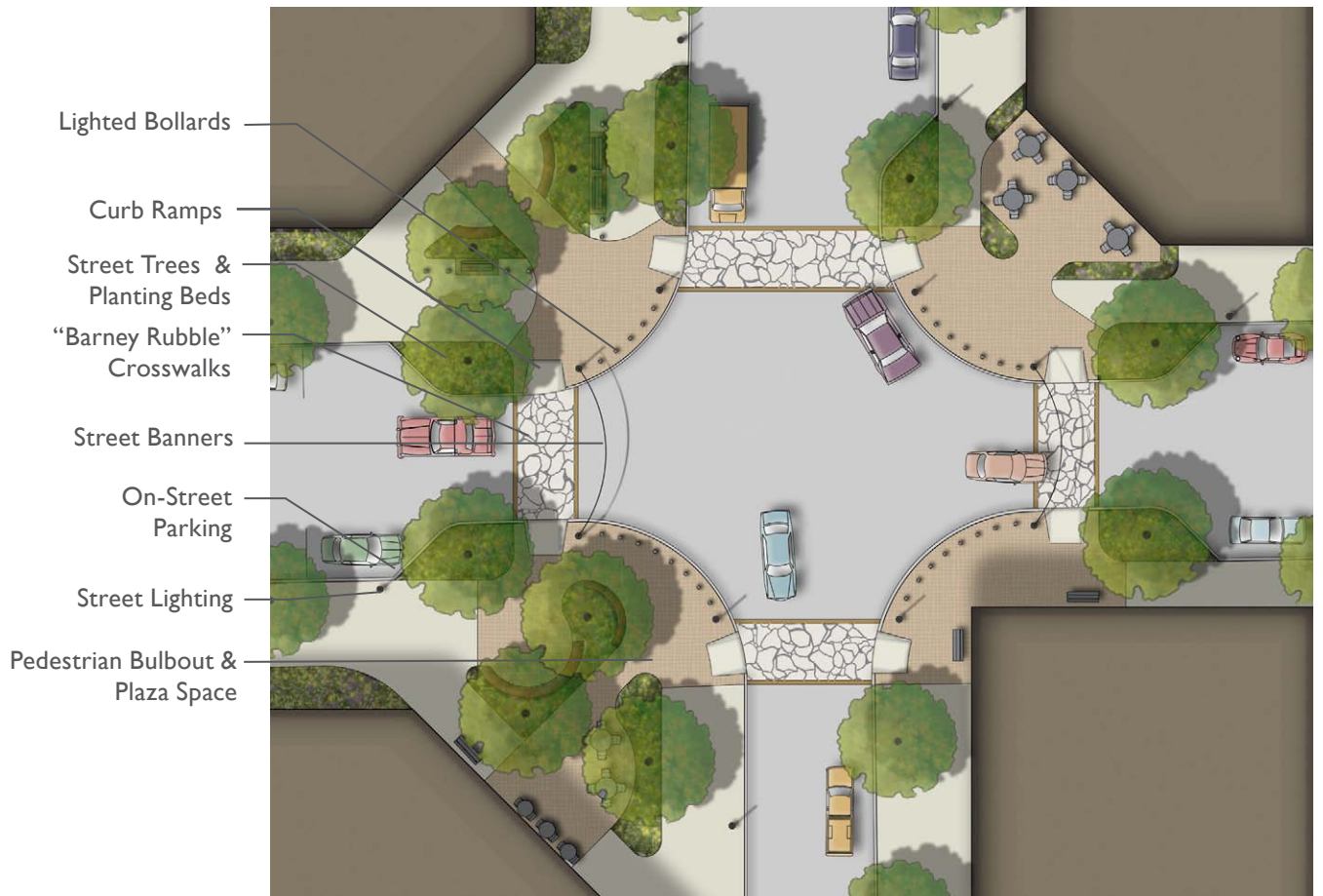


Figure 6.28. Typical Intersection Improvements.
Pumphrey 2011.

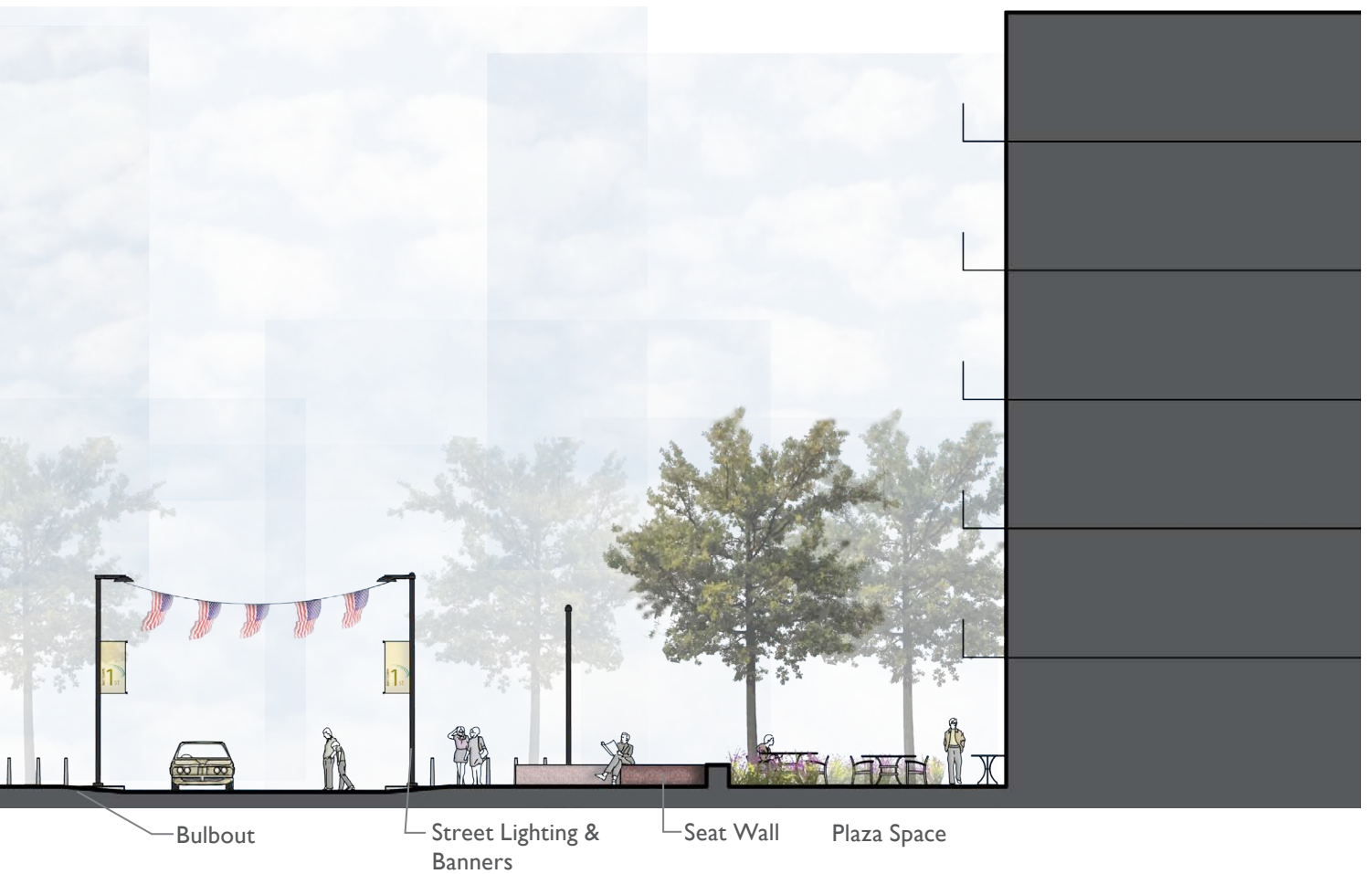


Figure 6.29. Plaza Spaces, Edge Definition, and Culturally Expressive Elements.
Pumphrey 2011.

PEDESTRIAN ORIENTED STREET TYPOLOGY

In order to create a high quality living environment, street design standards must be enhanced by placing less emphasis on the automobile and more emphasis on pedestrians. Figure 6.30 is a reference map for the nine different street types that are proposed in the CBD. Subsequently, Figures 6.31 to 6.39 illustrate a typical street section with proposed improvements. These street sections are designed to conform to the existing street right-of-way. In all cases, a minimum 6-foot wide walk is provided with an amenity zone and on street parking to buffer the pedestrian from moving traffic. A consistent street tree treatment is also included in the street types to enhance aesthetics, serve as an amenity to users, and calm adjacent traffic.

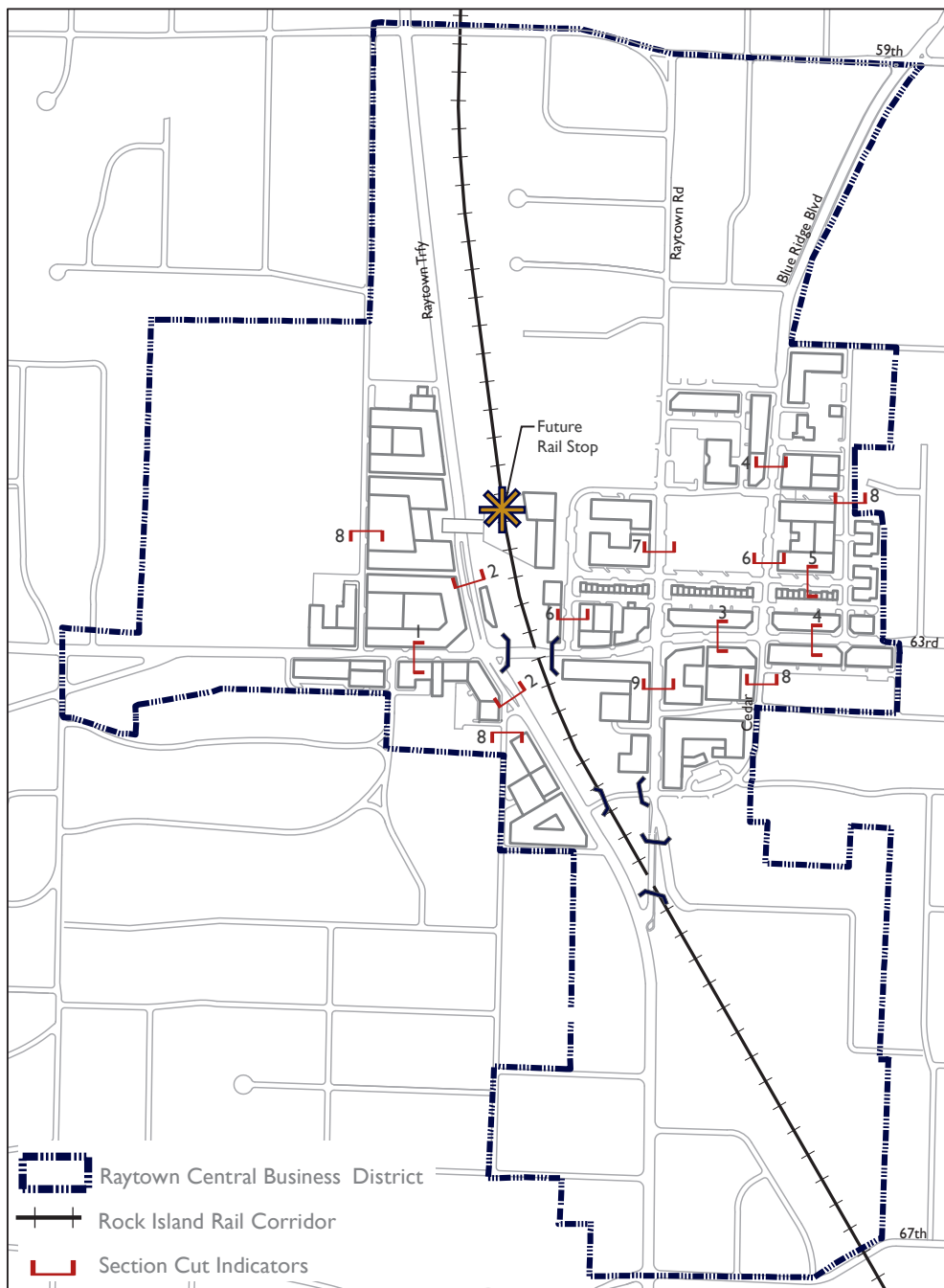


Figure 6.30. Street Typology Reference.
 Pumphrey 2012. Source Data: MARC GIS 2011.



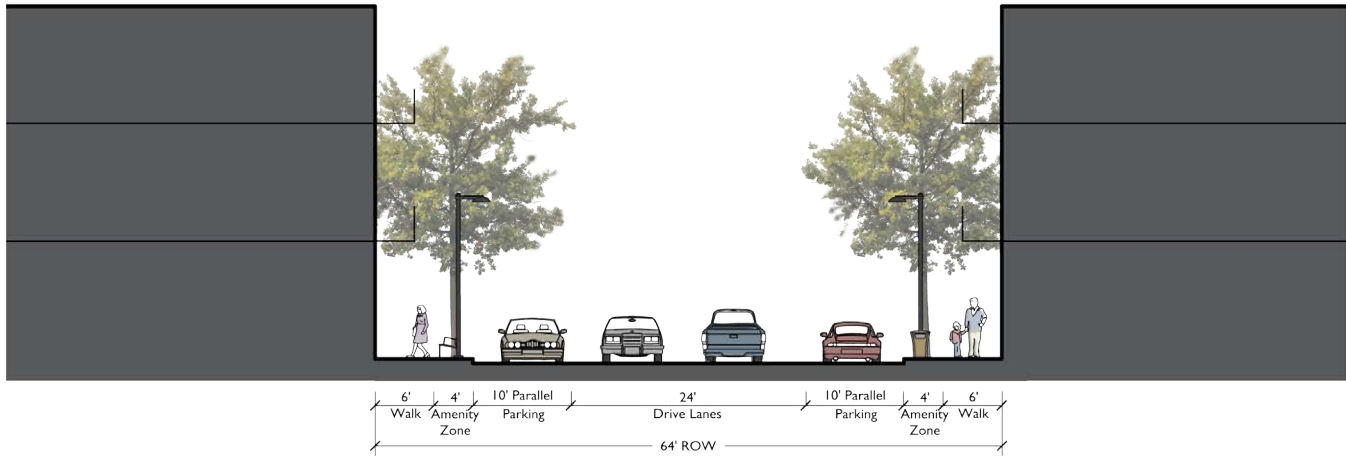


Figure 6.31. Street Type 1 : West 63rd Street.
Pumphrey 2012.

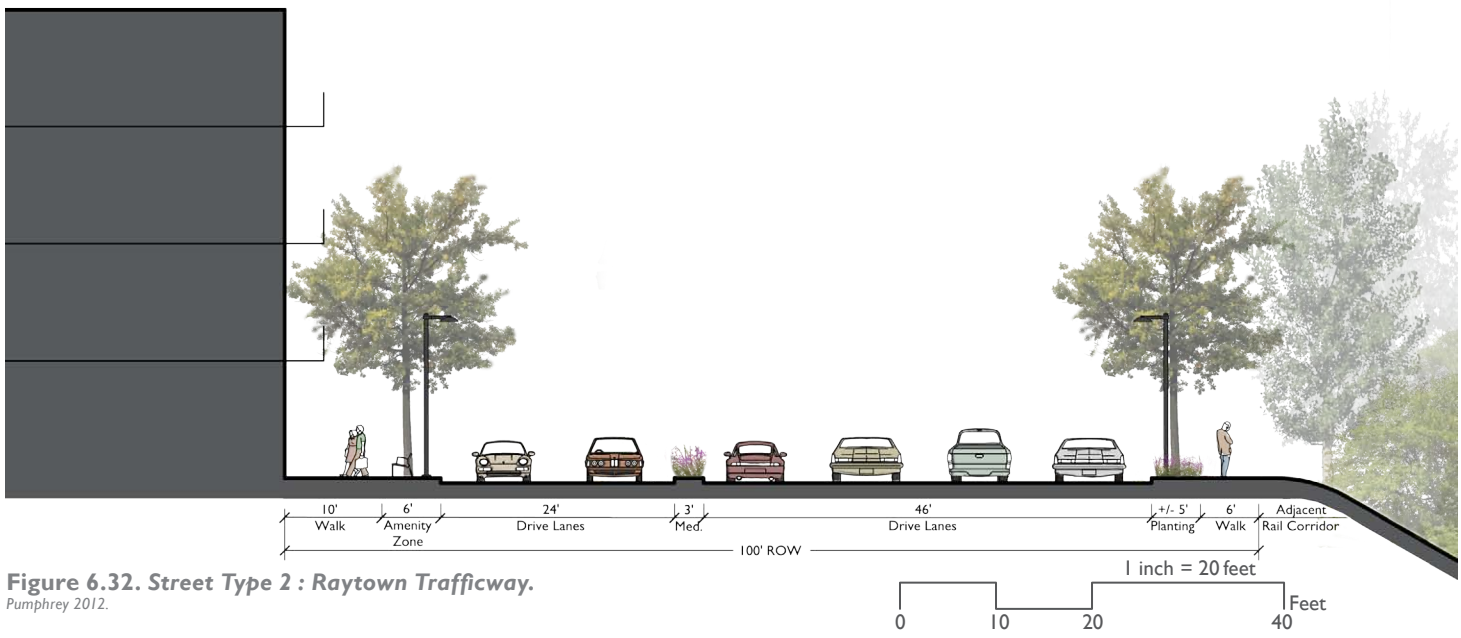


Figure 6.32. Street Type 2 : Raytown Trafficway.
Pumphrey 2012.

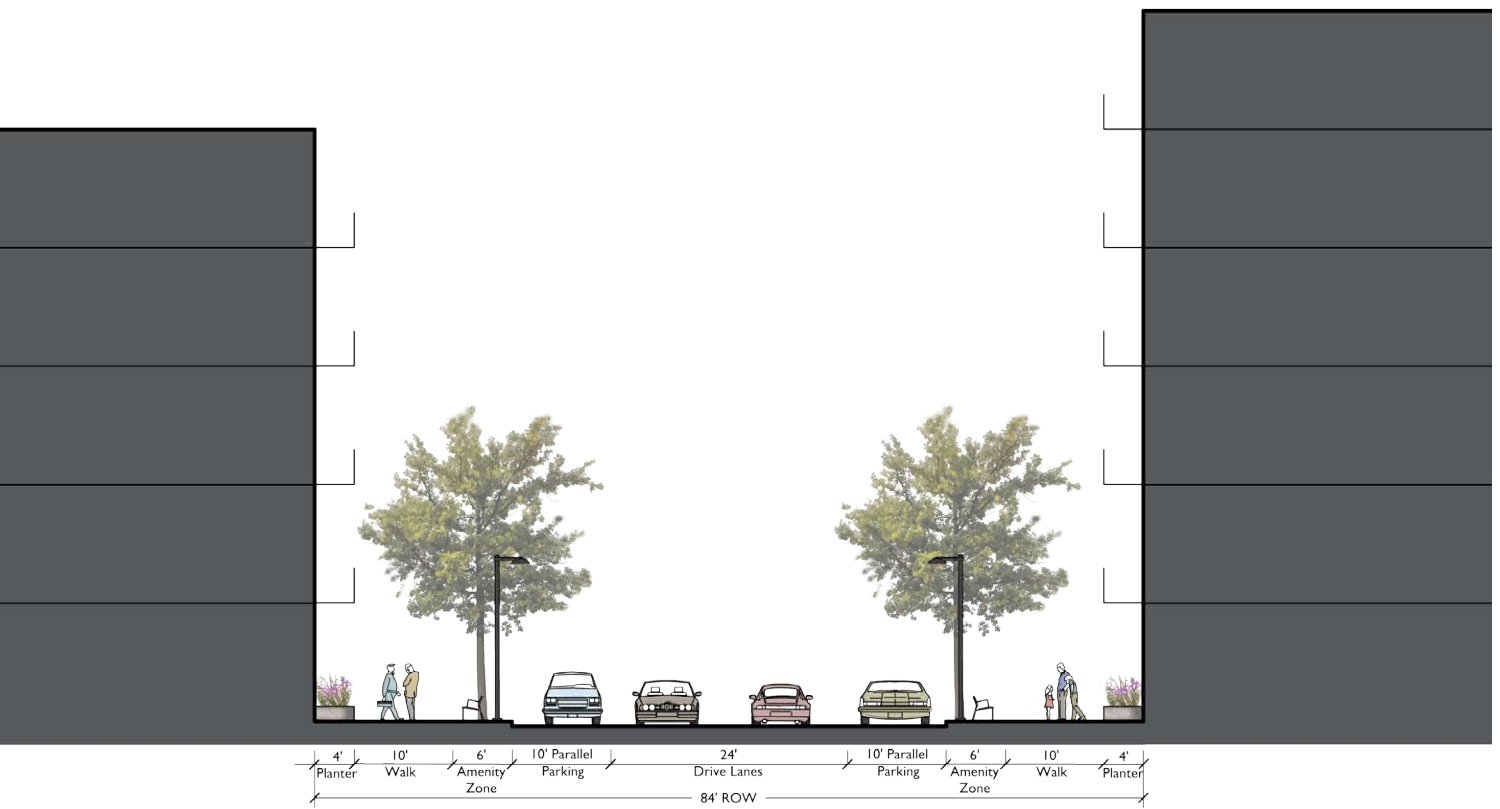


Figure 6.33. Street Type 3 : Central 63rd Street.
 Pumphrey 2012.

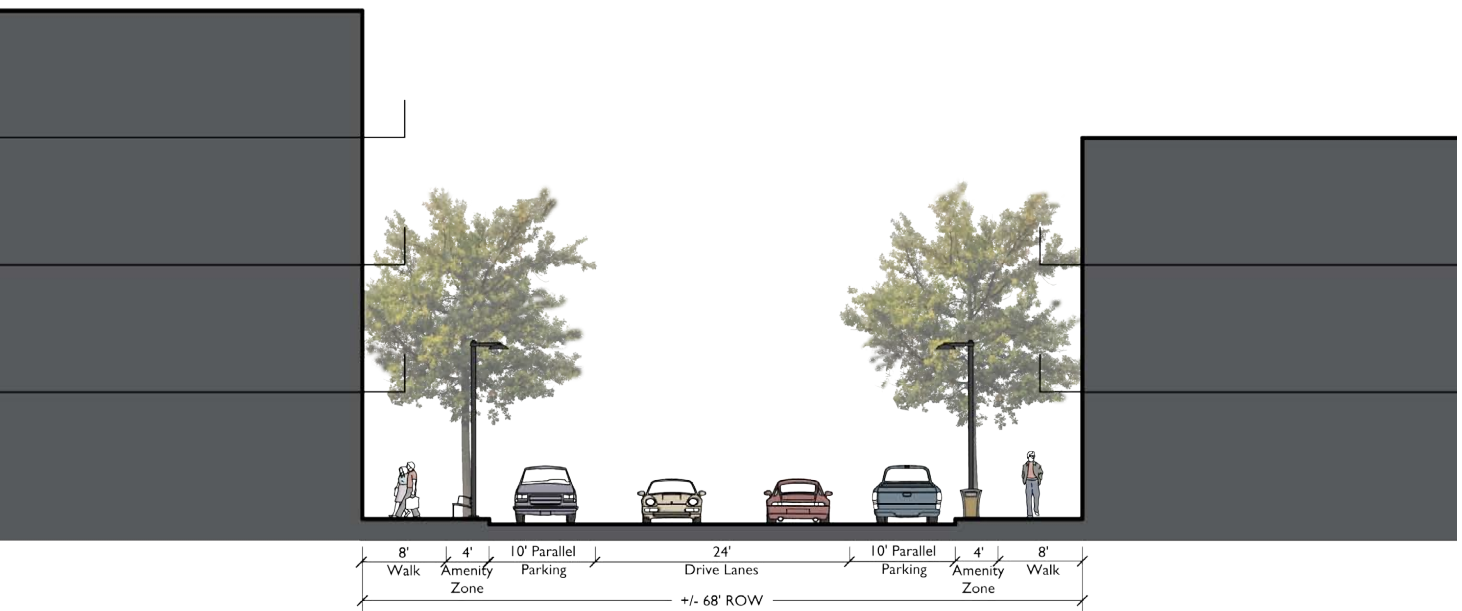


Figure 6.34. Street Type 4 : East 63rd Street.
 Pumphrey 2012.

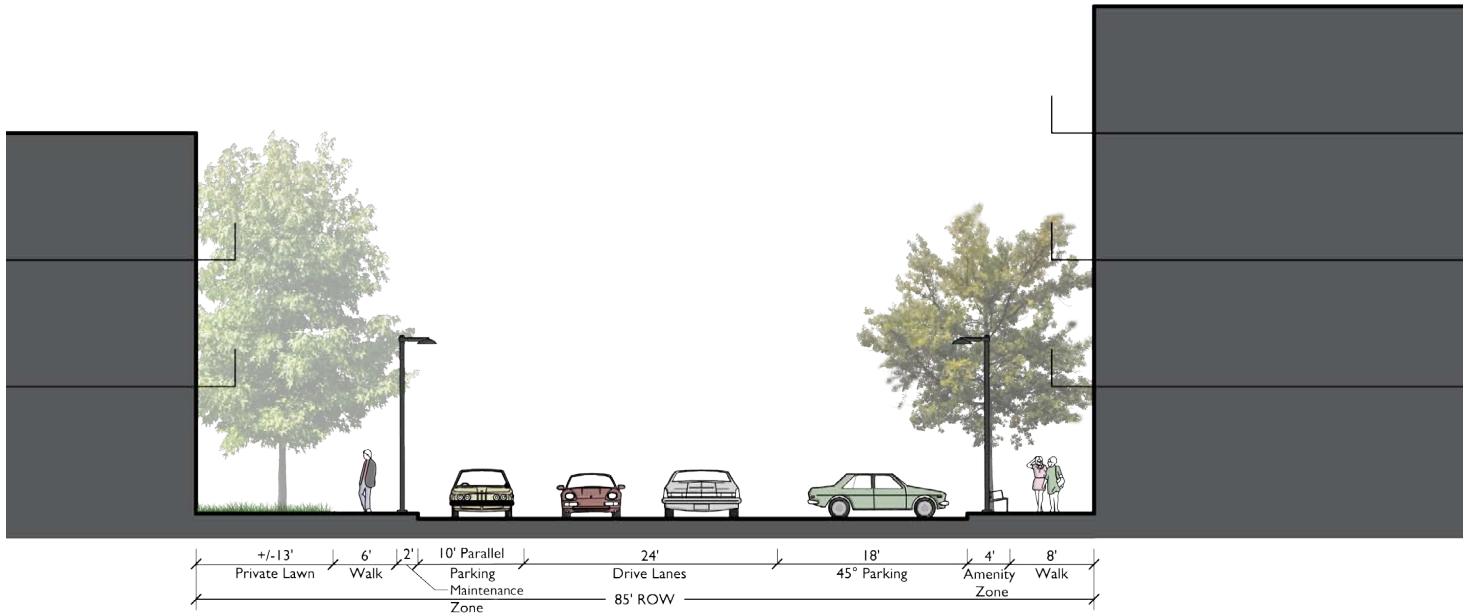


Figure 6.35. Street Type 5 : Townhome Frontage.
 Pumphrey 2012.

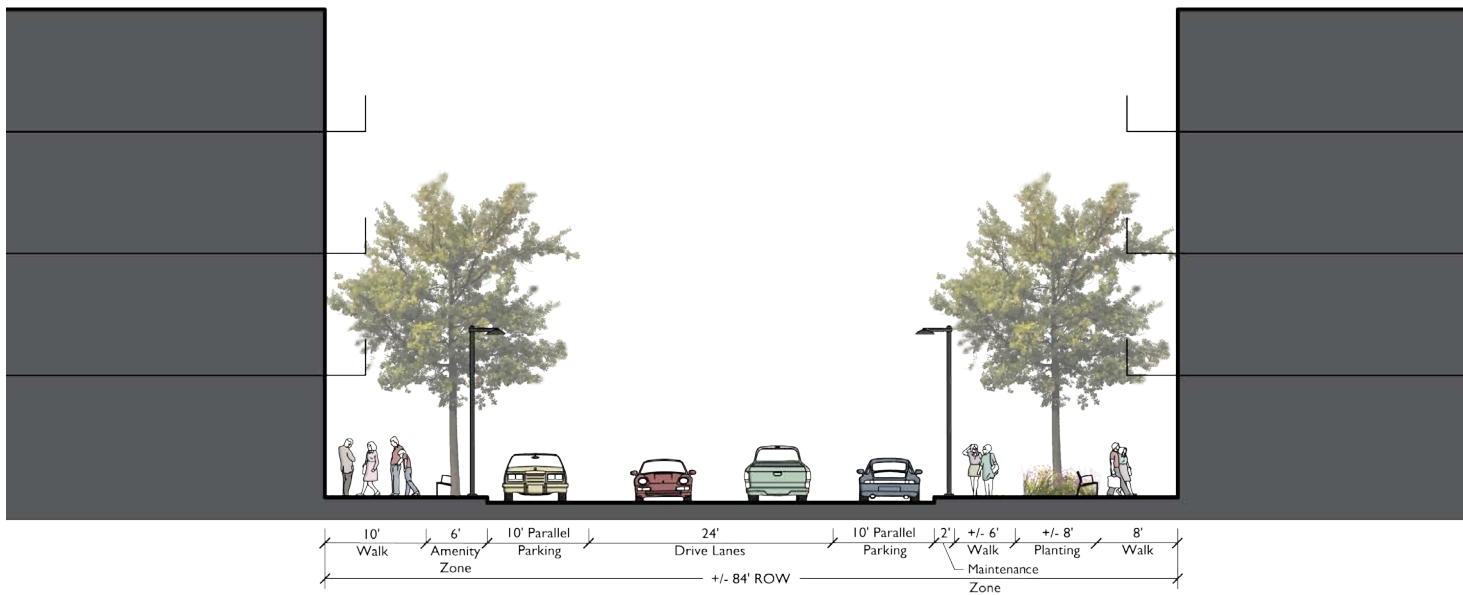


Figure 6.36. Street Type 6: Divided Pedestrian Zone.
 Pumphrey 2012.



Figure 6.37. Street Type 7: Transit + Park Frontage.
Pumphrey 2012.



Figure 6.38. Street Type 8 : 50' ROW with Existing Residential.
Pumphrey 2012.

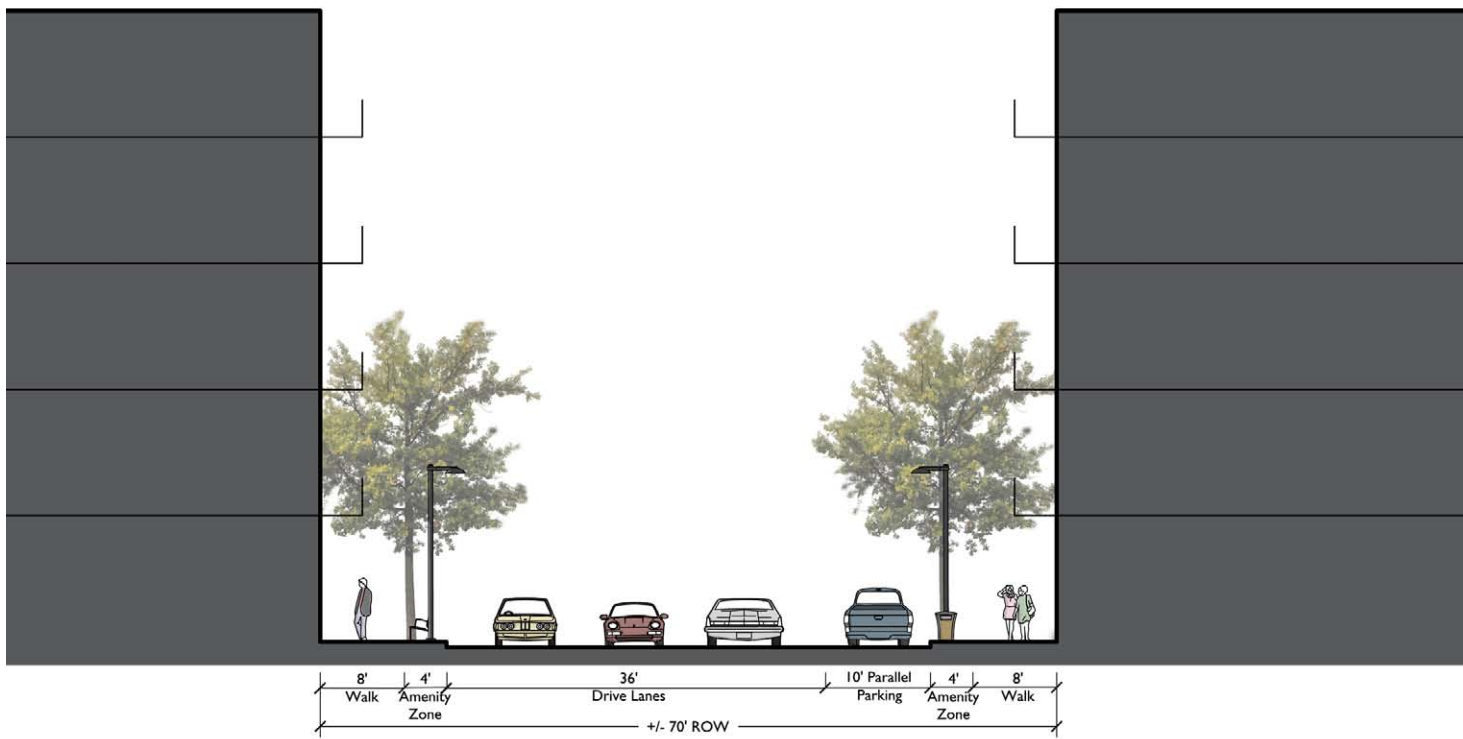


Figure 6.39. Street Type 9 : Raytown Road.
 Pumphrey 2012.

MATERIALITY

The materiality for proposed redevelopment seeks to blend old and new materials as evidenced by Figure 6.40. The materials are selected due to their proven longevity, localism, and environmental benefits. When possible, materials from deconstructed buildings should be salvaged and reused in new development. In addition, on street parking should utilize permeable paving where feasible to infiltrate stormwater.

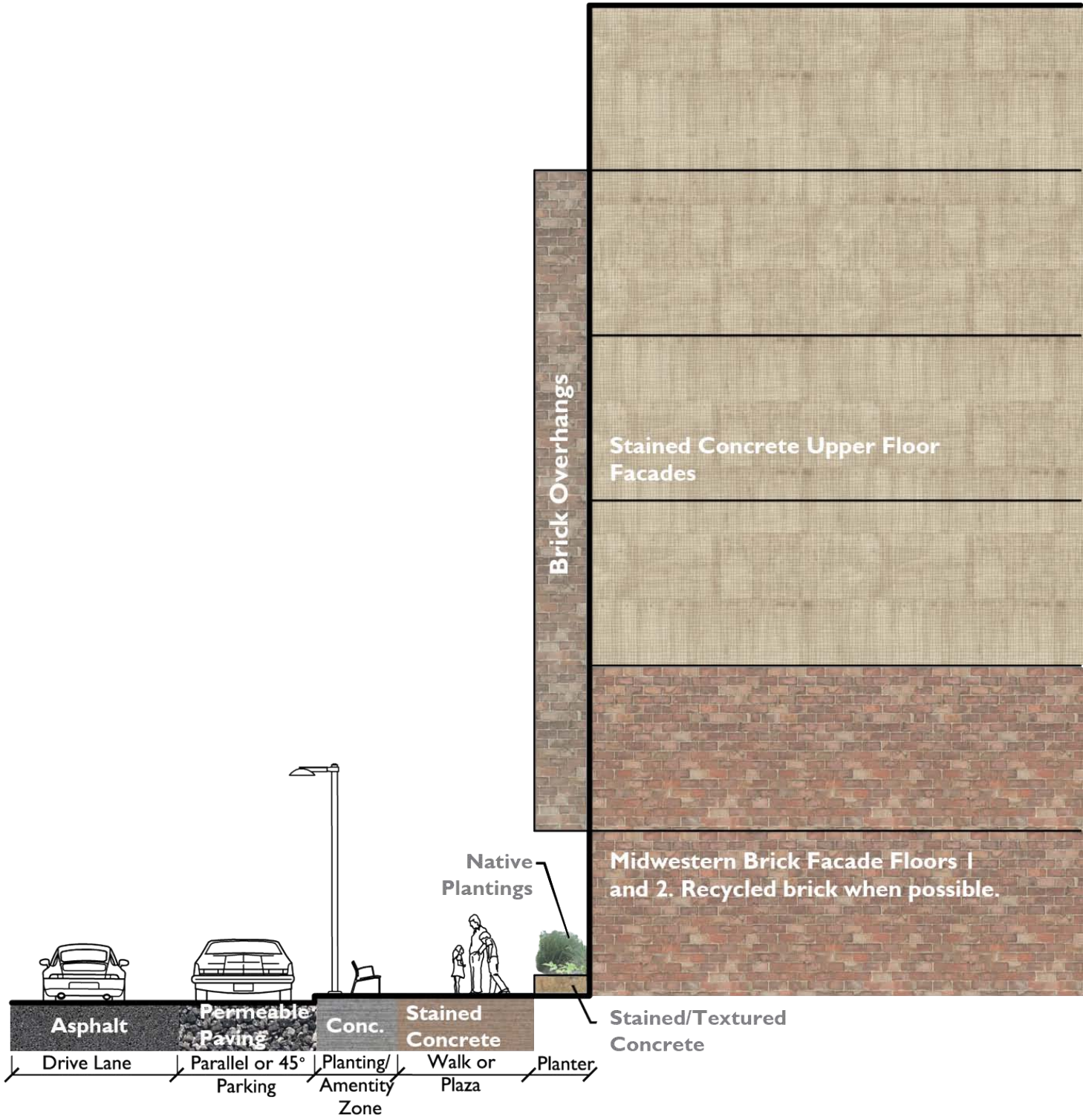


Figure 6.40. Materiality.
 Pumphrey 2012. Source: CGTextures.

SITE FURNISHINGS

Well designed and constructed site furniture for both aesthetics and human comfort are important to developing a place that people visit often. Figures 6.41 to 6.48 propose site furnishings that are contemporary in style, yet functional in form. These pieces utilize durable materials that weather well and are low maintenance, while fitting with a variety of building exteriors.



Figure 6.41. "Charlie" Table.

Source: Landscape Forms 2012.



Figure 6.42. "NYNY" Café Table.

Source: Landscape Forms 2012.



Figure 6.43. "Neocombo" Bench.

Source: Landscape Forms 2012.



Figure 6.44. "Neoliviano" Bench.

Source: Landscape Forms 2012.



Figure 6.45. Metro 40 “Ride” Bike Rack.
Source: Landscape Forms 2012.



Figure 6.46. “35 Pitch” Trash Receptacle.
Source: Landscape Forms 2012.



Figure 6.47. “LEO” LED Light.
Source: Landscape Forms 2012.



Figure 6.48. Metro 40 “Stop” Lighted Bollard.
Source: Landscape Forms 2012.

FUTURE TRAIL CONNECTION THROUGH CBD

Currently, Raytown does not have any internal trail networks nor connections to the regional Metro Green trail system. An opportunity exists to develop trail networks and connect into MetroGreen as shown in Figure 6.49. With the development of the Rock Island Rail Corridor, there is potential to bring a trail network through the center of the CBD. Furthermore, a series of secondary and local trails should be considered to further connect the community to regional trail networks and establish multiple loops through downtown Raytown. Ultimately, the development of a trail network provides an additional means of recreation for the Raytown community, promoting cycling and walking, as well as enhanced connectivity.

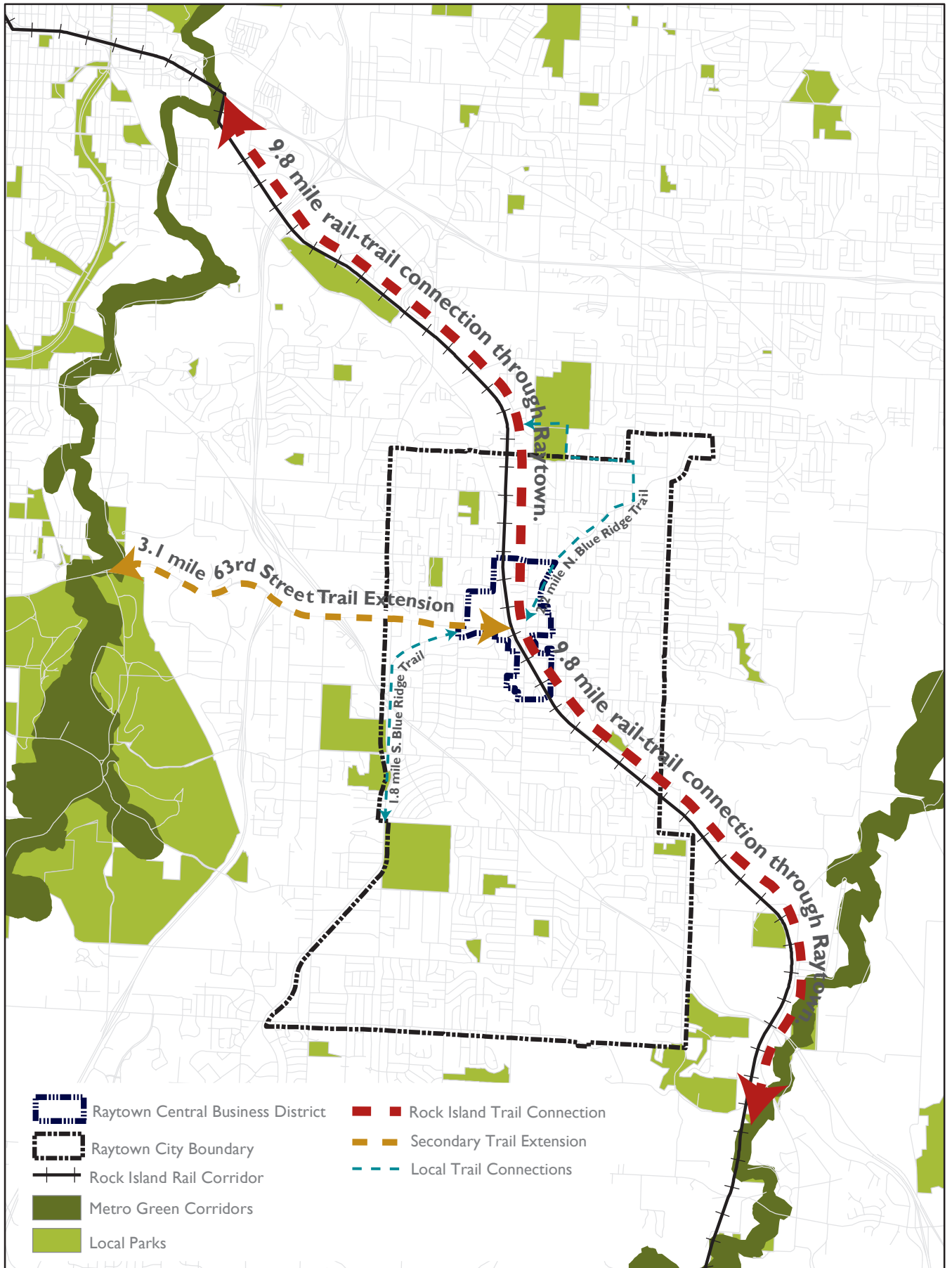
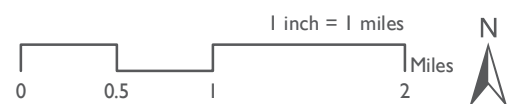
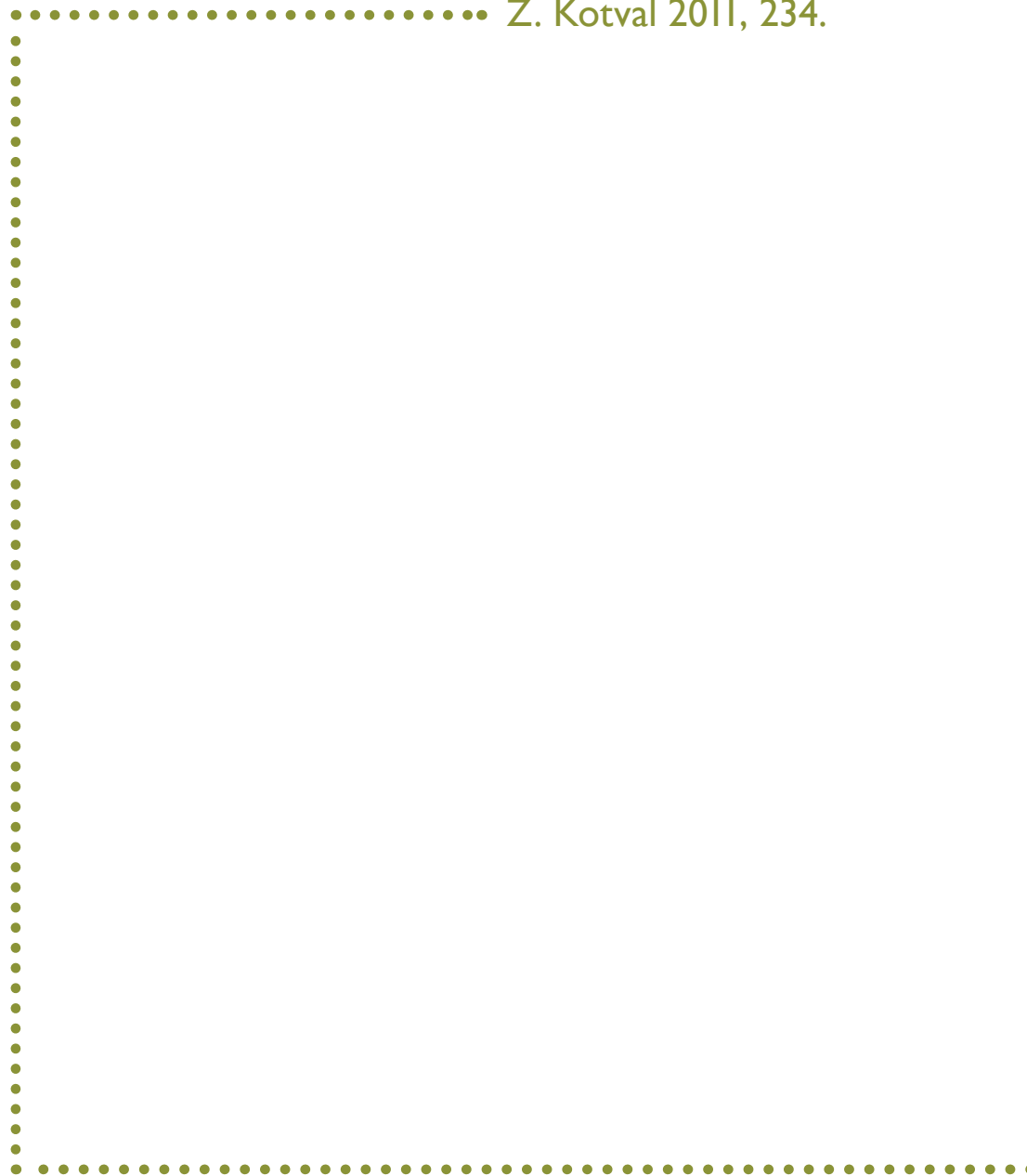


Figure 6.49. Expanded Trail Network Through Raytown.
 Pumphrey 2012. Source Data: MARC GIS 2011.



“Temporary uses can be planned, financed, or operated by municipalities, independent parties, or both [...]. For cities with limited budgets and planning staff, it is often more realistic to encourage outside parties to plan, finance and implement temporary uses. To establish successful temporary use programs in this manner, a city must be willing and flexible.”

Z. Kotval 2011, 234.



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IMPLEMENTATION APPROACH

It is imperative that the final solution has a plan for implementation — now and in the future. This chapter outlines a potential phasing strategy. In addition, discussion of incentives for redevelopment, policy changes, community programming, funding sources, and the importance of a public-private partnership are included.



INTENT

The purpose of phasing is to start redevelopment that anticipates the rail, but does not wait for the rail before starting revitalization. The phasing strategy presented in this chapter identifies how the CBD might transform over time from temporary installations to the potential future build out. Together, phasing, redevelopment incentives and changes to the zoning codes are key considerations for determining the most suitable implementation strategy for Raytown. Potential programming activities, funding sources, and alliances between community groups should be utilized to encourage revitalization efforts.

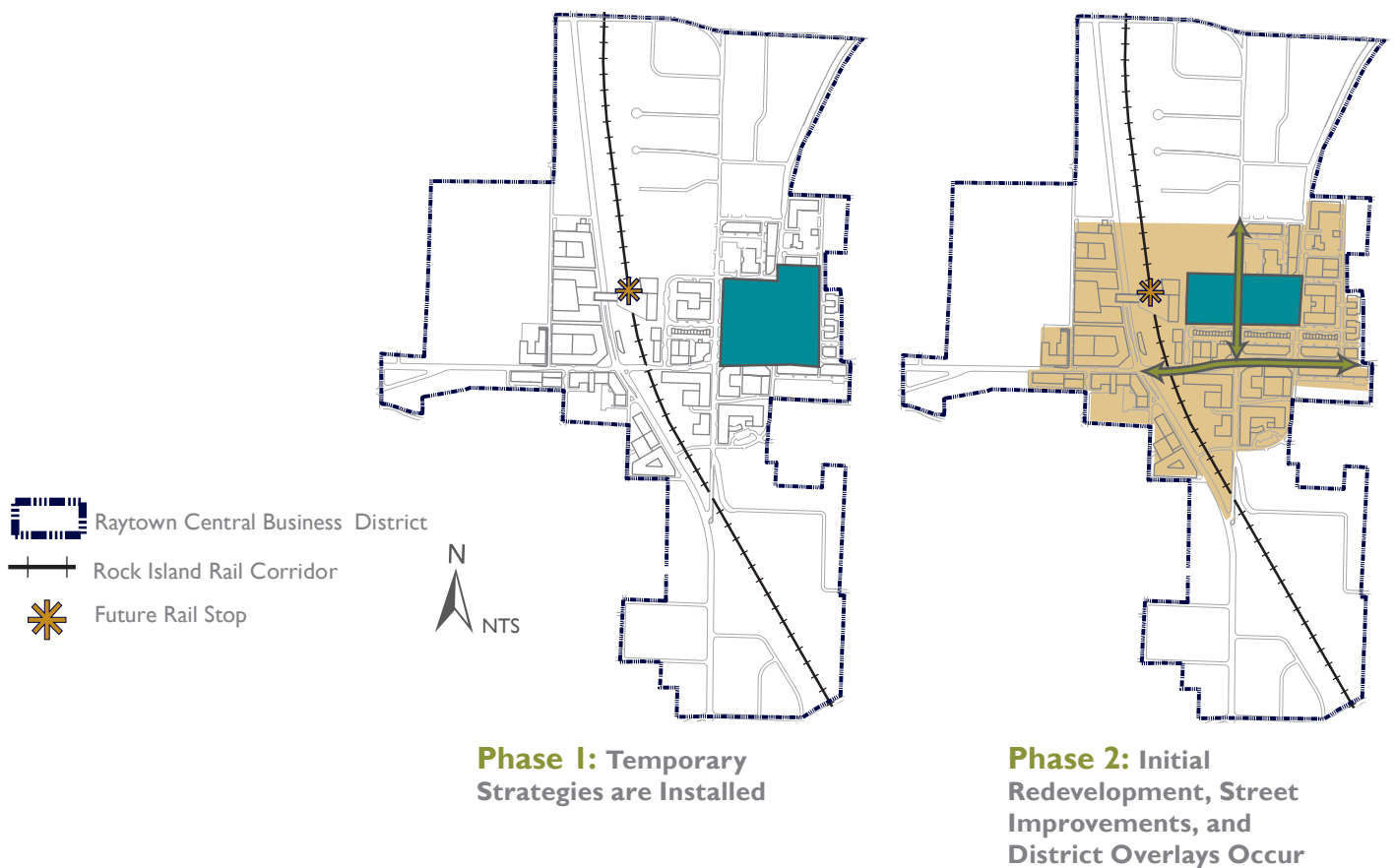


Figure 7.1. Phasing Strategy.
Pumphrey 2011. Source Data: MARC GIS 2011.

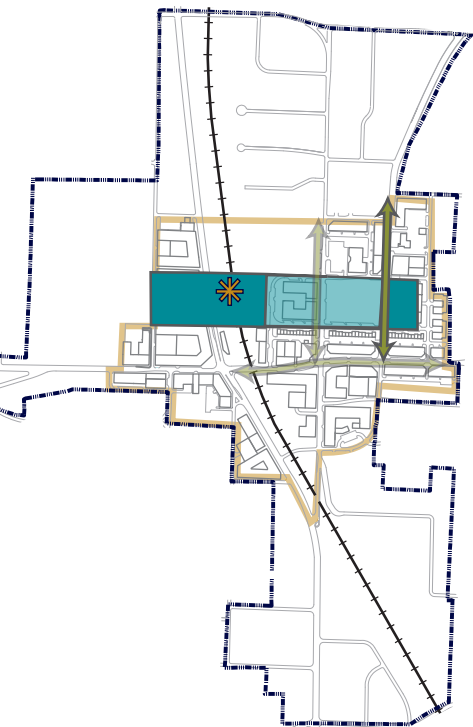
PHASING STRATEGY

The phasing strategy described in Figure 7.1, illustrates how the CBD can be transformed through time. The first phase is the installation of temporary strategies on some of the largest, vacant sites. The second phase involves placing two district overlays in the Strategic Redevelopment Area. One proposed overlay is a mixed use overlay to encourage higher density development. A second overlay is a business improvement district (BID) to generate additional tax revenue for public improvements and maintenance funding. The BID helps provide funds to promote a clean and safe district.

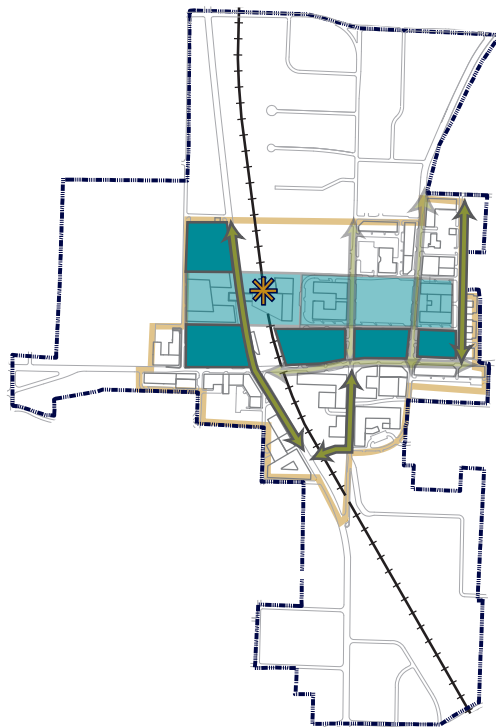
During the second phase, permanent development ensues with the construction of the proposed park on the vacant First Baptist of Raytown site. This is followed by development of a mixed use building north on Raytown Road, west of the park. Streetscape improvements also occur along 63rd

Street, between Blue Ridge Boulevard and the 63rd Street Bridge, with additional improvements on Raytown Road, north of 63rd Street.

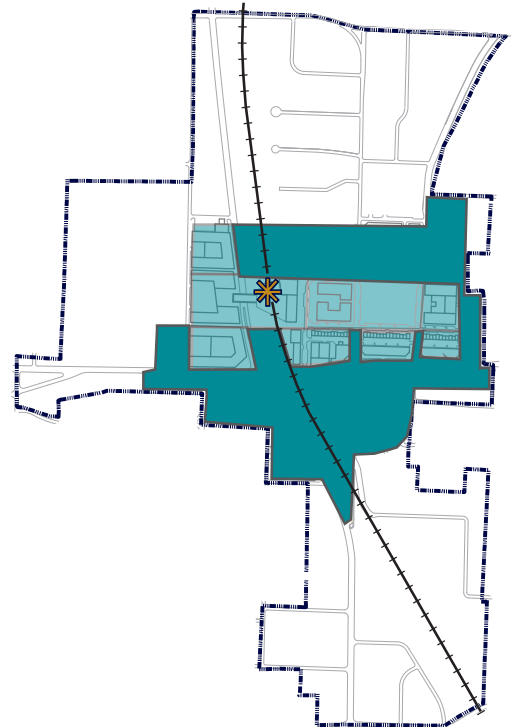
The third phase expands the previous development to complete the pedestrian spine east and west, as well as the rail stop. Also in this phase, street improvements are made north of 63rd Street on Blue Ridge Boulevard. The fourth phase of development expands along the western edge of the Strategic Redevelopment Area and also begins fronting the north side of 63rd Street. Streetscape improvements are made to Raytown Trafficway and Raytown Road, south of 63rd Street. New circulation routes are created in the CBD with the extension of Hadley Street northward and the construction of the proposed southbound bridge. Finally, development continues through time to achieve future build out as depicted in the fifth phase, with a fully reactivated CBD.



Phase 3: The Rail Stop is Developed and Pedestrian Spine Completed



Phase 4: Redevelopment Catalyzes 63rd Street and Continues Improvements to Circulation Routes



Phase 5: Redevelopment Expands Until Potential Future Build Out is Complete

PARCEL CONSOLIDATION STRATEGY

Four parcels, as represented in Figure 7.2, remain in their current configuration. Many of the parcels, however, will need to be consolidated or split to achieve a more intensive landuse pattern and the desired urban form as illustrated in Figure 6.4. Even though redevelopment ready sites are identified in Figure 4.20, these existing parcels are proposed to either expand through lot consolidation or be split into smaller parcels to enhance circulation routes and maximize connectivity. In essence, the modification of parcels creates smaller blocks that are more direct and helps ensure a pedestrian scaled environment (City of Pleasanton 2010).

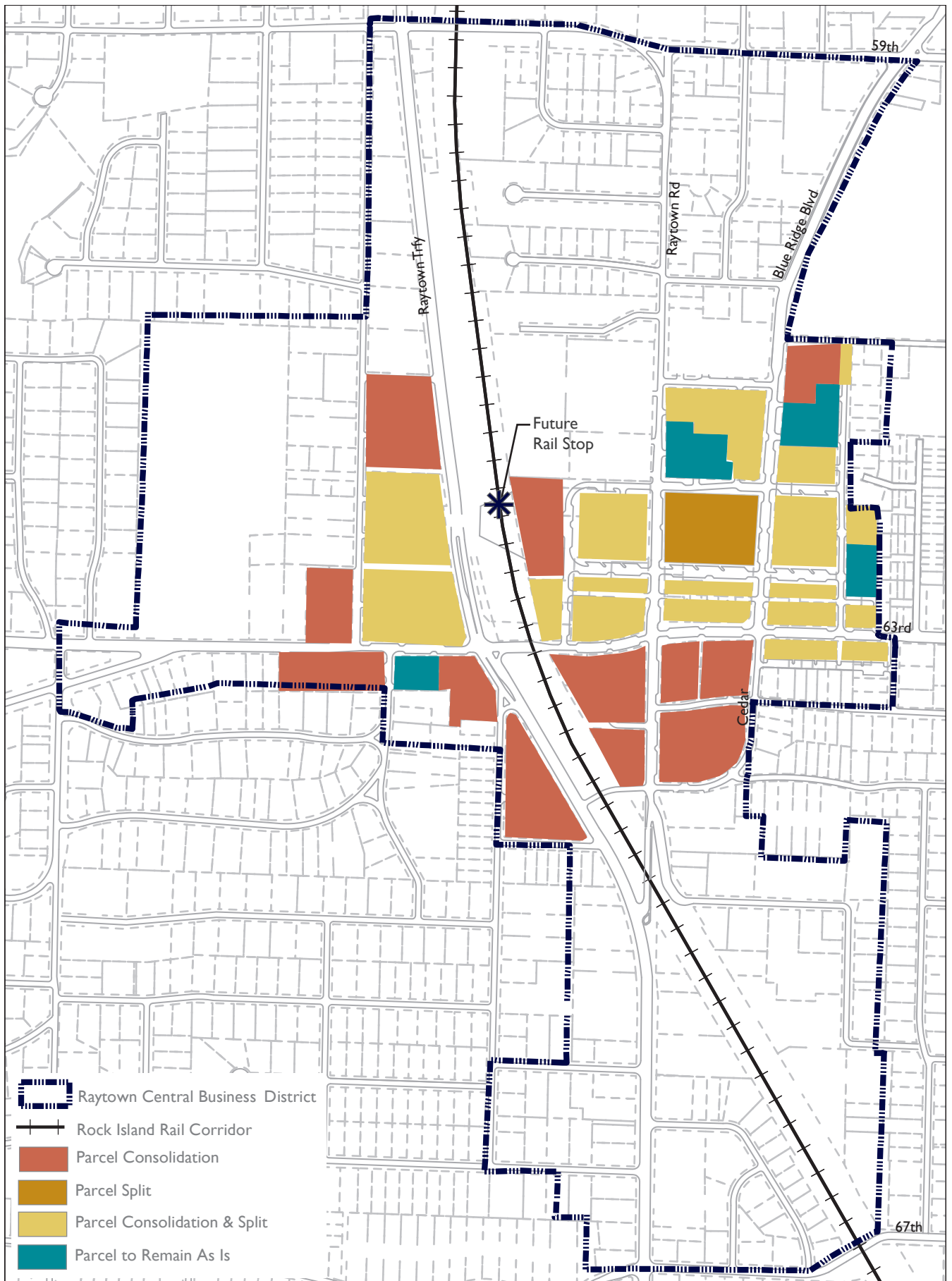
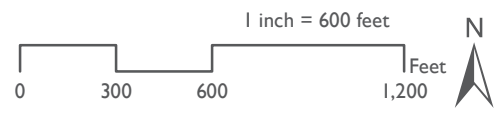


Figure 7.2. Parcel Consolidation
 Pumphrey 2012. Source Data: MARC GIS 2011.



OVERLAY DISTRICTS, ZONING UPDATES, AND INCENTIVES TO ACHIEVE FUTURE BUILD OUT

In order to achieve future build out, city officials and citizens need to rethink the existing tax structure, regulations, and incentives to encourage redevelopment of the CBD. One of the primary ways revitalization is encouraged and funded in this plan is through two district overlays in the Strategic Redevelopment Area in the CBD. A mixed use overlay requires all new construction to be mixed use, encourages higher density development in the area, and provides design standards. Design standards address requirements such as setbacks, minimum lot size, allowable building heights, materiality, pedestrian streetscapes, and open space requirements. Parking requirements are also reduced in the mixed use overlay and only permitted in the rear of buildings or in garages.

A second overlay in the Strategic Redevelopment Area establishes a business improvement district (BID). The BID is a “public-private partnership, which property and business owners elect to make a collective [tax] contribution to their commercial district” (NYC 2003, 1). BIDs help fund management of a place through an additional property assessment.

Revenue collected from the additional assessment is transferred back to the district to “finance a myriad of enhanced services, including security, maintenance, marketing, economic development, parking, and special events” (Houstoun 2003, 4). They assist in bringing property owners together to collectively make decisions pertaining to

improvement of the area. BIDs provide the funds necessary to create a clean and safe environment by paying for maintenance, security equipment, and additional security personnel such as police, fire, and hospitality coordinators.

In addition, BIDs help respond to declining public resources. Funds can be put toward planning efforts or various capital improvements in the district. BIDs help downtown business compete with suburban malls by providing a means to market the district. Financial incentives can assist new or expanding businesses and encourage those properties that are visible from the public right-of-way to make improvements (Houstoun 2003).

To take full advantage of the mixed use and BID overlays, however, changes are required to existing zoning ordinances. Zoning changes should encourage the higher density development pattern shown in Figure 6.23, in order to support rail transit and provide a higher quality environment for users. Some of the potential changes are noted in Table 7.1.

Incentives are a critical component to encouraging new development. Incentives exist at several governmental levels from the federal government to the city. These incentives encourage reinvestment and help offset costs individual property owners or developers may incur as they work towards achieving the vision of the CBD. Potential incentives for redevelopment are identified in Table 7.2.

Regulation	Potential Update
Setbacks	Zero-lot line should be utilized where appropriate to maximize developable area and provide a consistent street wall. Eliminate side yard requirements to allow buildings to share a common wall.
Density	Density requirement should establish a minimum for the CBD as opposed to a maximum. This will help encourage more residential units to be constructed, therefore, enhancing marketability of the area through an increase in activity through the day and night.
Parking	Parking requirements should be reduced since development focuses on the rail and encourage a shared parking district. All parking needs to either be on street, in lots at the rear of buildings, or in garages. Parking should not separate the building from existing street right-of-way.
Lot Size	A minimum lot size should be established to encourage consolidation of existing lots that are unable to support higher density development.
Streets & Sidewalks	As improvements are made, new development is required to make streetscape improvements and connect sidewalks to promote a well connected, pedestrian environment.
Signage	Sign regulations should be amended to encourage creative and appropriately sized signage for people who are both drivers and pedestrians. Sign regulations will potentially need amended to allow for temporary banner installations.
Materials	The district should utilize a consistent materials palette that expresses regional character. Guidelines should be included with zoning ordinances that capture a similar style, while leaving final selection to individual owners or developers.

Table 7.1. Zoning Updates.

Pumphrey 2012.. Adapted from New Hampshire Department of Environmental Services 2008.

Program	Source	Description
Federal Transportation Enhancement Grants	Federal Department of Transportation	Funds are provided to projects that expand transportation choices and experience. Funding from the Federal Transportation Enhancement Grants could be used to implement streetscape improvements.
Low Income Housing Tax Credit	Federal Government	Provides a dollar-for-dollar tax reduction in federal income tax for developers who construct housing for low income individuals.
Development Tax Credit	State of Missouri	A tax credit for business recruitment and expansion. The program can be used for acquisition of land or buildings by developers.
Small Business Incubator Tax Credit	State of Missouri	With designation as an approved incubator, this tax credit reduces the amount of state income tax owed by owners of small businesses to establish an area where small business can advance.
Private Activity Bond Allocation "Tax Exempt"	State of Missouri	Incentivizes development of affordable multi-family or senior rental housing as well as utility upgrade projects.
Tax Abatement	City of Raytown	The largest, vacant properties in the CBD have a percentage of property taxes waived for five to ten years. Owners, however, are required to make improvement that help advanced the overall vision for revitalization.
Community Development Loan	City of Raytown	Provides a developer capital to construct or rehabilitate the district for community benefit.

Table 7.2. Potential Incentives.

Pumphrey 2012. Adapted from CCFL 2010, Grants.gov 2012, Missouri Department of Economic Development 2012.

TEMPORARY STRATEGIES

Temporary strategies are a short term solution to catch people’s attention and gain momentum for the revitalization efforts that need to occur in order to support rail transit. Five temporary strategies that could be implemented in the CBD are proposed in Chapter 6. However, each solution has a different level of priority with regards to timing, funding, and owner agreements. Table 7.3 prioritizes each temporary strategy and explains why it is assigned a particular priority.

Priority	Intervention	Rational
1	<i>Better Block Conversion</i>	A better block conversion occurs within the public right-of-way and requires minimal funding as most elements can be borrowed. The short time span of the installation makes it more conducive to start and see how the local community responds.
2	<i>Temporary Park Intervention</i>	The shorter duration of a couple weeks or through the entire summer for the temporary park intervention makes this installation a higher priority. Costs are relatively low as umbrellas and benches could be donated or loaned. An agreement would need to be reached with the owner of the vacant site and city to make improvements such as painting sidewalks and wildflower seeding. However, these improvements are only semi-permanent and do not create a conflict with existing site uses since none exist.
3	<i>Vacant Lot Garden</i>	The vacant lot garden requires more funding than previous interventions. Site elements are more custom pieces that will need to be designed and constructed. More time is also required to create public interest and potentially reach an agreement with the property owner to allow a public use.
4	<i>History Walk</i>	Since, the history walk only occurs within the public right-of-way and on building facades, this intervention is feasible. The difficulty is the time required to organize an art competition and select images for banners. Funding is anticipated to be higher due to the project's span over several block and the large scale of the banners. An agreement with private owners will also take time to reach, since banners are physically attached to facades and also cover up all or a portion of a building's windows.
5	<i>Artist Exchange</i>	The Artist Exchange will require significant agreements between private business owners, partner organizations, and artists themselves. The very nature of the lease and changed occupancy will require funding and time to facilitate legal contracts. Since, building reconfiguration is likely owners will need an incentive such as a tax break. Therefore, this intervention is better suited for a later point in time as interest begins to increase in the CBD.

Table 7.3. Temporary Strategy Prioritization.
Pumphrey 2012.

PRIVATE OWNER AGREEMENTS

Since most temporary strategies occur on private property, it is important to reach a mutual agreement with private property owners. Private owners will likely need to gain something from the intervention. Their gain might be a modest compensation, improvements to their property, an ongoing lease agreement with tenants, or increased traffic volume. Perhaps, a temporary installation can tap into utilities or install banners on buildings with a quasi-lease agreement, where the owner is minimally compensated. From a government side, incentives might involve a tax credit or grant for property owners who allow a significant public use on a currently underutilized, privately owned site. In the end, negotiation is a key component to pursue a temporary installation so each party feels they have something to gain.

Likewise, the agreement should address the possibility of litigation in case an accident occurs. Many questions need to be asked and answered such as who is responsible for ensuring proper on-site safety? Is it the owner, city, or some other partner? Or is the temporary installation a use at your own risk scenario? Clear answers must be given to these questions before a temporary strategy can be implemented to protect all involved participants from any undue harm.

COMMUNITY CELEBRATIONS

Community celebrations are important programming considerations to create community gathering opportunities. Community events must be welcoming to people young and old alike. A variety of activities are needed to entice people with different interests to join in celebration. Three community celebrations currently exist (Figures 7.3 to 7.5). But, more activities need to occur to fully activate the CBD and excite the local community. Table 7.4 lists potential community celebrations that could occur in the CBD. Some celebrations are programmed to specifically coincide with temporary installations, while other events take place at various points during any redevelopment phase.



Figure 7.3. Easter Egg Hunt.
RMSA 2010.



Figure 7.4. Raytown Summerfest.
Raytown Area Chamber of Commerce 2009.



Figure 7.5. Lighting Ceremony.
RMSA 2009.

Event Name	Time of Year	Status	Description
Egg Hunt	<i>Spring, Easter Time</i>	<i>Existing Annual Event</i>	Raytown's egg hunt has entertainment for everyone. The morning is spent at an antique car show. Children have the opportunity to take pictures with the Easter Bunny and listen to stories read by the Mayor. An Egg Hunt for the children finishes the event. In addition, the event asks all participant to bring a can good to support REAP, the local Raytown food pantry.
Summerfest	<i>Summer, June</i>	<i>Existing Annual Event</i>	Sponsored by the Raytown Area Chamber of Commerce, Summerfest hosts live entertainment, relay games, and a BBQ cook off. It takes place on a weekend, typically in early June.
Lighting Ceremony	<i>Winter, Christmas</i>	<i>Existing Annual Event</i>	The lighting ceremony brings community members to gather around and turn on holiday lights in the CBD. Fire pits are lit for participants to warm up and entertainment is provided by local school choirs. Holiday treats like warm cider and gingerbread cookies are served. There is potential for a larger holiday event with CBD revitalization.
Raytown First 5K	<i>Spring or Fall</i>	<i>Proposed Annual Event</i>	A 5K event through the CBD. It could be organized around St. Patty's Day, Mother's Day, or Thanksgiving.
63rd Street Farmer's Market	<i>Spring and Summer</i>	<i>Proposed Event</i>	The 63rd Street Farmer's Market is proposed to run weekly on Saturday mornings to offer a variety of locally grown produce for community members throughout the region. Users have the opportunity to enjoy the market in a pedestrian environment that closes traffic lanes for the event. As revitalization occurs, users can also enjoy stopping by local shops.
Moonlight Film Festival	<i>Summer</i>	<i>Proposed Event</i>	Participants bring a blanket or lawn chair to see movies on a big screen in Central Park. Movies run every Saturday, featuring a kid-friendly classic or feature film. Special documentaries are shown once a month.
Circus Dance	<i>Summer, July</i>	<i>Proposed Event with Park Redevelopment</i>	An interactive event series for children. Families can bring a picnic to Central Park and enjoy the day, while children are engaged in hands-on sessions. Children have the opportunity to learn the fundamentals of circus arts and dance in a safe, fun, and educational environment.
Pumpkin Fest	<i>Fall, October</i>	<i>Proposed Annual Event</i>	Families and children are encouraged to come the CBD in full custom for trick-or-treating from downtown merchants. Families are also encouraged to bring pumpkin carving supplies and one pumpkin per child is given out to participate in the annual pumpkin carving contest.
Arts in the Park	<i>Summer</i>	<i>Proposed Event with Temporary Park Intervention</i>	During the course of temporary park installation, an arts in the park program runs concurrently inviting local artists and musicians to come work or perform in the space. Street vendors are also invited. The local community is encouraged to spend the afternoon in the park and enjoy some entertainment.
Block Party	<i>Summer</i>	<i>Proposed Event with Better Block Project</i>	A week long block party to take place alongside the better block installation. Community members come together to enjoy each other's company. Street vendors provide entertainment and food for participants.

Table 7.4. Community Celebrations.

Pumphrey 2012. Adapted from City of East Lansing 2012, Raytown Area Chamber of Commerce 2012, RMSA 2011.

POTENTIAL FUNDING SOURCES

Revitalization of Raytown will not occur without adequate funding sources. Table 7.5 identifies potential funding programs from a range of sources including the government entities, foundations, and private citizen donations. Together, these sources can fund certain parts of the revitalization efforts such as temporary installations, transportation improvements, or new construction.

Program	Type	Source	Description
Federal Transportation Enhancement Grants	<i>Grant</i>	<i>Federal Department of Transportation</i>	Funds are provided to projects that expand transportation choices and transit experience. Funding from the Federal Transportation Enhancement Grants could be used to implement streetscape improvements.
TIGER	<i>Grant</i>	<i>Federal Department of Transportation</i>	Grants are awarded to fund projects that invest in transit improvements. In particular, funds are provided to multi-modal transit project that improve livability and sustainability in communities. These funds could be used for streetscape improvements and rail development.
Entitlement Communities	<i>Annual Grant Funding</i>	<i>Department of Housing and Urban Development (HUD)</i>	Funding covers a wide range of development activities to revitalize neighborhoods through enhancing community resources. In particular, emphasis should be place on improving housing quality and improving local economies for low to moderate income residents.
Artist Communities, Local Arts Agencies, Design	<i>Grant</i>	<i>National Endowment for the Arts</i>	Grants are awarded to art based organizations, art incubator projects, public art projects, and larger projects that involve urban design and exhibitions. Funding from these projects could be used to create banners, establish the Artist Exchange, or integrate art into the CBD.
Community Garden Fund	<i>Grant</i>	<i>American Community Gardening Association</i>	Funds are provided to pay for startup costs, maintenance, education, and marketing of an existing or proposed community garden. Potential funding could be used towards creating the vacant lot garden.
LISC	<i>Loan</i>	<i>LISC Community Development Financial Institution</i>	A charitable lending program that works toward creating a better community. Loans can fund projects from rental housing to community centers at a range of development phases from pre-construction through finished construction.
Truman Heartland Community Foundation	<i>Grants</i>	<i>Foundation for Eastern Jackson County</i>	Local grants are given to communities based on a needs assessment. Potential projects include: arts, culture, and historic preservation, building stronger neighborhoods, transportation improvements, and increasing community spirit.
CBD Matching Grant Program	<i>Grant</i>	<i>City Government</i>	The city provides matching fund to owners who make improvements to property that is visible from public right-of-way and works toward advancing the future vision for Raytown's CBD.
Community Revitalization Fund (CRV)	<i>Tax</i>	<i>City Government</i>	Appropriated tax dollars are set aside for various public improvement projects in the CBD. City funds might also be given to private developers who invest in the CBD in the form of a low-interest loan.
BID	<i>Tax</i>	<i>CDB Businesses</i>	Additional tax collected from businesses in the CBD to fund improvement projects, maintenance, and security personnel.
Raytown First	<i>Fundraiser</i>	<i>Local Community</i>	Utilize Friend's of Raytown Park's 503C status to solicit private donations from community members that are designated to CBD revitalization projects.

Table 7.5. Potential Funding Sources.

Pumphrey 2012. Adapted from ACGA 2011, Grants.gov, Krizek 2012, Missouri Department of Economic Development 2012, RVANews 2011, Truman Heartland Community Foundation 2010.

CBD ALLIANCE

To enhance the public-private partnership, an alliance between active community groups, the city, and a citizen’s advisory council is proposed. Potential alliance members include the Raytown Area Chamber of Commerce, city planning department, Raytown Main Street Association, Friend’s of Raytown Park, Raytown Parks and Recreation, and the Raytown Garden Club. The citizens advisory council consists of residents from different neighborhoods throughout Raytown to represent the local people and give public input.

One of the primary responsibilities of the alliance is to see to it that the existing people and businesses in the CBD are able to stay and take advantage of the benefits revitalization brings. The alliance advocates on the community’s behalf to help gain support for revitalization and decide on important factors such as the transit stop, funding, and deciding how redevelopment should occur. In addition, the alliance is responsible for organizing community events, communicating with the public, overseeing temporary installations, writing grant proposals, and hiring consultants.

The alliance serves to advise the city on changes that need to be made to existing zoning ordinances to implement the future vision. Furthermore, it is important to consider if full time personnel should be hired as a director of the revitalization effort under the direction of the CBD Alliance. These staff members could be integrated into the city structure as a special department dedicated to the CBD. Figure 7.3 summarizes the purpose and responsibilities of the alliance.

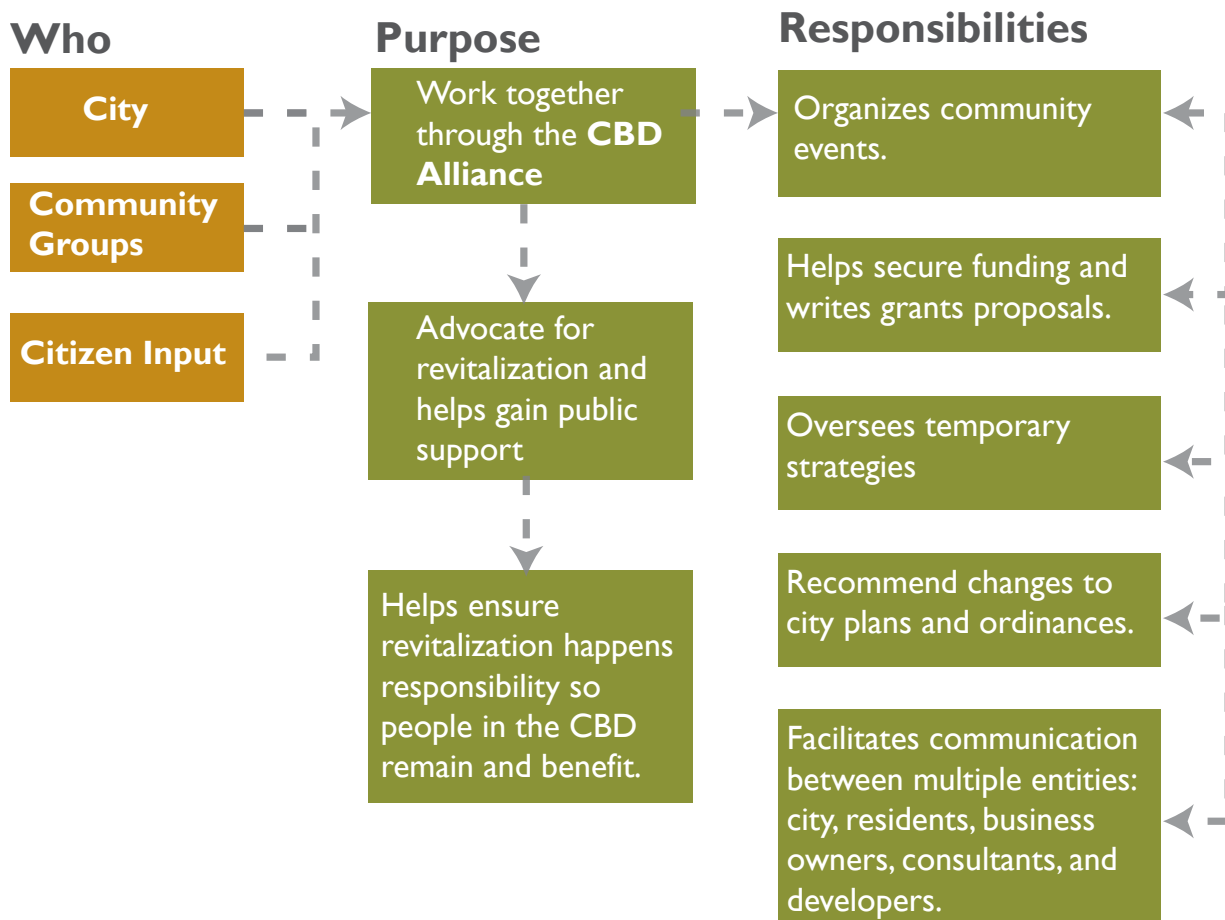
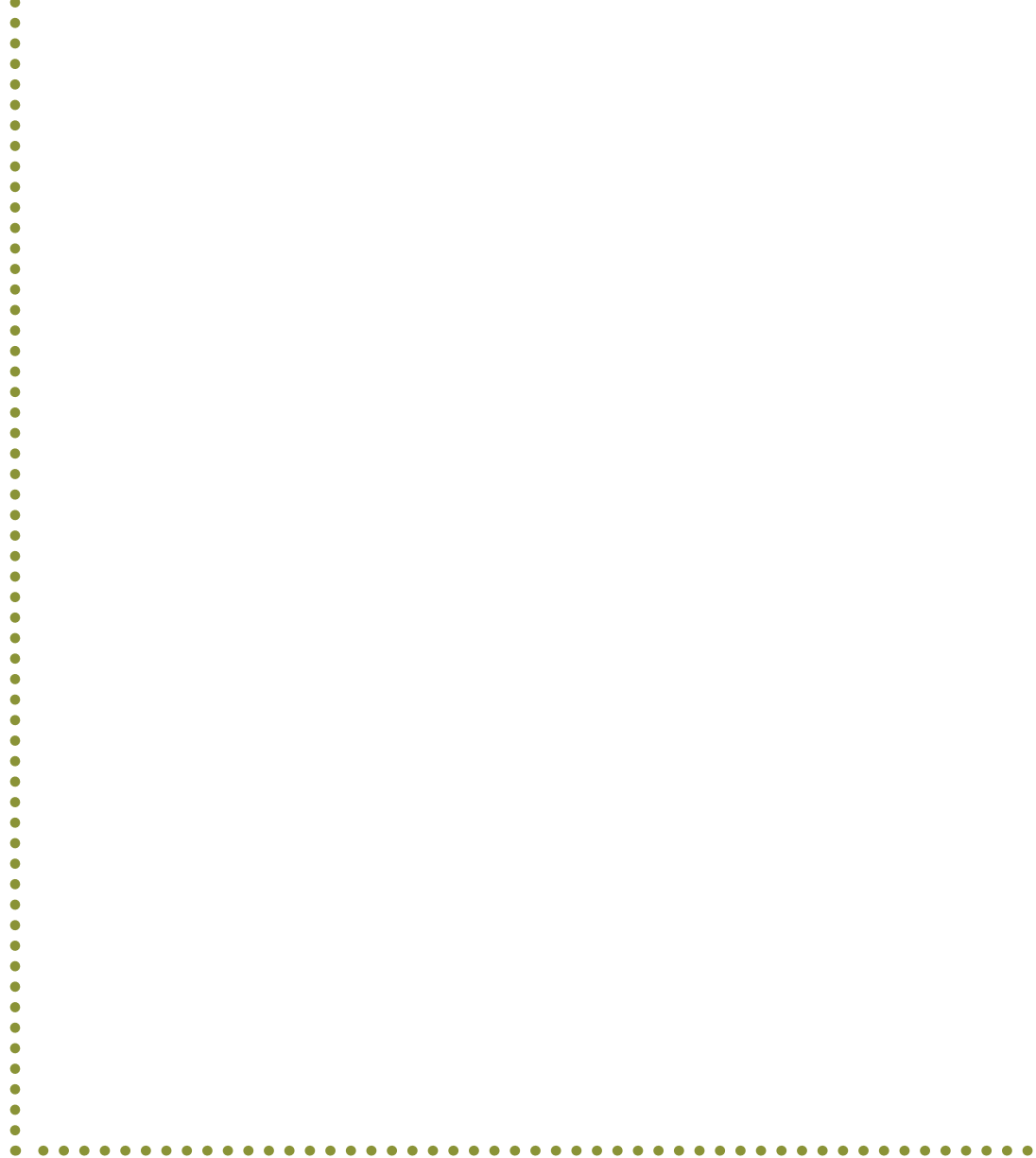


Figure 7.6. CBD Alliance Responsibilities.
Pumphrey 2012.

“It is clear that conventional strip-style development has altered our perspective of the city itself. The problem with our sprawling landscape is not just its separation of people, human activities, or its inefficient use of public resources. The other problem, perhaps even more important is we now have a generation of people who grew up with the shopping mall as the highest standard of development.”

..... Ryan Gravel , 2008, 140.



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CONCLUSION

Concluding thoughts about the master's report and project begins with summarizing the importance of the project. The chapter then restates the research questions and answers them by explaining how specific design strategies relate. Next, discussion leads into how the project's application benefits the CBD and important considerations that must occur to engage the community. Discussion follows about the project limitations. Finally, the chapter concludes with questions that have stemmed from the project and can create future research opportunities.



PROJECT SUMMARY

The population is growing and sprawl seems to be inevitable. Suburban sprawl not only exploits natural resources as cities grow, but it also fuels neglect in inner-city neighborhoods by promoting growth away from current city centers. When outward growth begins to neglect inner-city areas, a grave problem is created within communities. A problem where development patterns disconnect people, eroding the local social fabric. In addition, people remaining in these now neglected places are faced with an even greater problem. They live in a place where opportunities tend to be few and far between — a place where community resources have significantly declined.

The correlation between social inequity and vacancy is often problematic as communities struggle with how to overcome the negative perception of place. The act of vacancy disrupts flows between people, community services, local economies, and history. These systems no longer harmonize with one another. And even more disturbing is the resulting prejudices, stemming from the negative association with vacancy.

However, vacant sites should be viewed as a opportunity to revitalize urban centers and express what a community is about. Vacant sites are places that can harbor a productive use, helping improve the adequacy and distribution of community resources for all residents. In addition, vacant sites are generally ready for infill opportunities that can be used to absorb future population growth on disturbed ground, while protecting adjacent agricultural and natural areas.

The Exchange leverages the future redevelopment of the Rock Island Rail Corridor as a catalyst for reprogramming vacant sites in the Central Business District of Raytown, Missouri. The proposal establishes a vision for redevelopment that challenges current development patterns and plans for a future that anticipates major changes a rail stop will bring to the area. One of the most important parts of the project is the phasing that has the ability to excite the community for the reinvestment necessary to activate the CBD.

Even though the full extent of each phase cannot be determined at the present moment in regards to reactivating the Raytown community, I am confident in the process used to determine where and what type of redevelopment should

happen. Decisions are based on the philosophy, site analysis findings, and programming goals to ultimately create a well-designed living environment for people. Through juxtaposing vacant site classifications with parcel sizes in the CBD, the most suitable sites for redevelopment are identified to lead to the design proposal for a pedestrian spine. In addition, factors such as topography, right-of-way distances, adjacent open space, and walking times are mapped to determine the needs of the community. Together the philosophy and programming goals focus on creating a place rich with activities that bring people together, while promoting a pedestrian experience that resonates the story of the place and looks toward the future.

To further articulate the value and findings of The Exchange, it is best to answer the research questions set forth:

1. What are the metro wide equity issues and how can they be acknowledged or solved at a site specific level?

Critically mapping and identifying social equity issues is looked at from a metropolitan perspective and further analyzed for potential implications each factor bears on the City of Raytown. With multiple variables pertaining to equity issues, it is difficult to pinpoint specifics. However, in a broad sense, it is clear that there are isolated pockets inequity aligning between each map. The pockets serve as indicators for where some of the most inequitable neighborhoods appear to exist. At a site specific level, these issues can be acknowledged or solved through redevelopment taking a proactive part in ensuring a welcoming place for all in a well-designed, affordable living environment.

2. How can vacant built landscapes be reprogrammed to improve visual perception and catch people's attention?

Reprogramming vacant built landscapes in Raytown's CBD improves perception by bringing a productive use to the site. Aesthetics on these sites must be substantially improved to have the greatest effect to improve perception. Artistic elements, bright colors, contemporary materials, active programmable spaces, a noticeable level of care, higher density, and visibility of people all could lead to successful reprogramming.

Additionally, reprogramming of vacant sites has the potential to repair the social fabric of communities by filling voids that currently inhibit the interaction between people due to a lack of physical connection, housing options, or inadequate community resources that decrease socialization. It is imperative that the reprogramming of vacant spaces work toward bringing people together.

3. How will the proposed development evolve through time? More specifically, how can it be strategically phased from temporary solutions to more permanent build out?

The proposed CBD development evolves through a strategic phasing strategy that transitions from temporary, transformative uses to potential future build out. To begin, temporary installations within the CBD afford an opportunity to utilize large vacant sites with the hope of changing the current negative perception of vacancy. Temporary strategies give vacant sites a productive use, focusing attention on space that is often unnoticed. The next phase establishes a business improvement district and redevelops some of the redevelopment ready sites to bring open space and new development to the area. The third phase expands the pedestrian spine with the coming of the commuter rail line. Soon, development begins to catalyze along 63rd Street in the fourth phase. Subsequent phases follow to redevelop the remaining parcels within the CBD.

Phasing is critical to the project as it eases people into experiencing what a revitalized downtown might look and feel like. Phasing can be used to gradually change ideologies aimed at building the support necessary to create a higher density, mixed use area by establishing an emotional attachment to the district over time.

4. What role does history play in creating place identity?

History plays an important, but pliable role when creating place identity. Designers must reflect on the past histories of a place to gain insight into how a place once functioned. However, due to the negative perception of vacancy, these stories are typically so far dismissed by users that it is difficult to bring them forth and have them be told as something people can actually relate with. Therefore, it is important to integrate these

stories in an abstract manner that moves a place in the direction it wants to be known for in the future. Revitalization efforts should not simply preserve existing development. Preserving low density structures in the midst of proposed higher density development acts more as a sympathetic gesture to the past than something that artistically embraces historical meaning.

5. What relationships can be forged and planning practices implemented to strengthen the public-private relationship?

An alliance between active community groups, property owners, and the city government must be formed to facilitate change. This might happen through the formation of a unified non-profit organization. The alliance is responsible for organizing events, soliciting funding, actively programming the CBD, and keeping the public informed. The alliance receives input from the community at large and makes recommendations. They also are responsible for pursuing zoning code changes and push for integrated affordable housing.

Through community programming efforts set forth by the alliance, social sustainability can be enhanced. Programming includes events that celebrate the history of Raytown, allow for artists to perform in public, or call all citizens to action. Such programming efforts further bring a diverse group of people together in order to enhance the experience of the CBD and instill a sense of ownership in revitalization efforts.

6. How does this project shape a sustainable future for Kansas City by helping MARC think innovatively about the dilemmas at hand to better current development practices?

The project advances MARC's goals outlined in the Creating Sustainable Places initiative of vibrant, connected, and green by identifying development opportunities that improve access to community services for all, activates outmoded space, and capitalizes on multi-modal transit. The CSP goals can be achieved through the phasing approach and methods that were used to identify sites for potential redevelopment.

The phasing strategy between temporary strategies and a more permanent build out could be a way to catalyze multiple areas along the

Rock Island Corridor that are either physically or perceived vacant. Temporary strategies can work to enhance the sense of community, even before the rail is established, helping begin revitalization.

Lastly, the project establishes a methodology for identifying redevelopment ready sites that prompt infill opportunities with the potential of addressing the projected increase in population. It is also foreseeable that Brand's classification can be used by MARC to build an argument about the significance of existing buildings, explaining to the stakeholders why some buildings can be removed.

CONSIDERATIONS

For Raytown, the project demonstrates the magnitude of public reinvestment required to fully reactivate the CBD. Publicly charged infill opportunities have great potential to increase the economic, social and environmental sustainability in ways that generate tax revenues, increase utilization of the area, promote socialization, and reduce carbon emissions through alternative transit options. As reinvestment in Raytown proceeds, the project should be used to direct planning efforts and expose the potential that exists on vacant sites in the CBD.

Temporary installations require an agreement with private property owners. This agreement might be in the form a quasi-lease where the owner agrees to the temporary installation if some improvement is made to the site. The agreement should also state a time frame the installation will be up, but also be flexible incase the property owner needs the space back for a more permanent solution. In essence, good communication between property owners and those in charge of the temporary installation is critical to ensure project evolution.

Community empowerment is the result of active engagement and ownership in a place. Education and awareness of critical dilemmas are a high priority to gain community support. Landscape architects, planners, and decision makers must carefully consider each design phase and include residents in the planning or efforts. The inclusion of residents aids in developing place identity to

truly reflects local culture. In addition, a phased design approach leads to greater empowerment of communities through its ability to adapt to the needs and values of a changing population.

LIMITATIONS

Even though many facets of the project have been addressed in detail, there are limitations that must be recognized. One of the primary challenges is distilling the very complex relationship between social inequity and vacancy into a dilemma and thesis that is researchable in the allotted two semester time frame. In retrospect, the project would have benefited from a more tightly defined scope that focused more on either social inequity or vacancy concerns. As the project stands, however, the decision to look at equity from a metropolitan scale and vacancy at a more detailed level is an acceptable way to acknowledge multiple issues in a concise and understandable format.

The two hour distance to the project site limited the amount of time spent on-site. The site visits that occurred were a good indicator of conditions, but more time should have been spent observing the site. With more time, resident surveys could be conducted to understand more about what the community desires and what uses should remain. More than likely the needs have changed since the 2000 CBD Plan and current data would have been beneficial for comparison.

Limitations in terms of equity issues exist because fine grain, analysis level data is not readily available for many of the factors that are indicative of social equity. At the time of publication, demographic data from the 2010 Census was not yet released. To better illustrate equity issues, field verification for some of the existing data is necessary and might occur through observation and survey methods. In addition, the social equity factors present challenges with regards to representation and determining the magnitude each factor plays in achieving an equitable community.

Lastly, given the extent of redevelopment proposed and my limited experience, it was difficult to develop a phasing strategy that incorporates many unknown variables — the

timing of the rail, lot consolidation, policy updates, cost, and funding sources to name a few. These variables will undoubtedly affect what happens at any given point in time. Therefore, it as a priority that no matter the path revitalization of the CBD follows, the goal of creating a high-quality living environment to activate the area must remain at the forefront of planning efforts.

FUTURE RESEARCH

The programming of vacant built landscapes offers opportunities for landscape architecture and allied professionals to become involved in an emerging field of practice. As the population grows and available land in some cities decreases, it is essential to create dynamic environments on vacant sites. Future research opportunities are described through more study of the correlation between social inequity and vacancy, questions stemming from the project, and how the Raytown CBD revitalization project might be advanced.

Future research might include a more explicit study into how social inequity and vacancy are interconnected. In general, existing research seems to be in its infancy and relates more to defining the problem, instead of determining potential solutions. Research should focus more on how the perception of vacancy affects economics and negatively impacts development patterns in order to further identify possible design solutions.

Questions involving the affordability of a place, evaluation of temporary design strategies, and potential ecological benefits from infill expand the realm of research. As revitalization efforts occur, more research needs to explore the incentives necessary to encourage reinvestment and also create an environment that affords diverse living options for people of multiple income classes.

Additionally, more application and research must be conducted to guide temporary interventions. Research might evaluate public perception of temporary solutions and the value they add to the community. Also, as infill development increases, questions should be asked pertaining to how redevelopment efforts decrease stormwater, reduce carbon emissions, and what is the value

of not developing greenfields? These questions help further identify and understand the potential benefits of infill development for social, economic, and environmental sustainability.

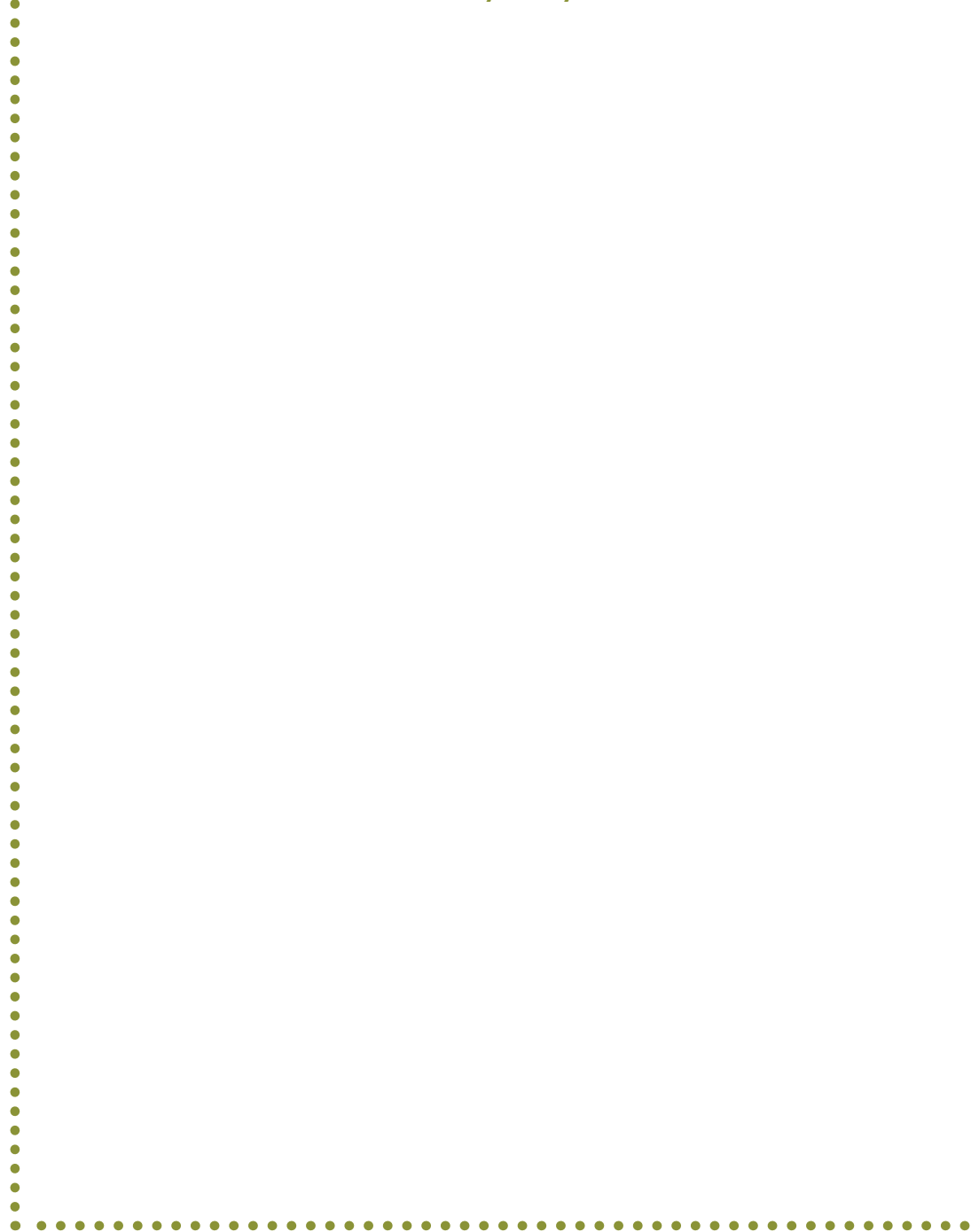
The Raytown CBD can be expanded to address feasibility and advance opportunities. Further study in the cost of each design strategy or phase and possible funding strategies should occur. Through understanding the potential cost associated with revitalization, phasing strategies can be modified to align better with what is economically feasible. Further study redevelopment in the CBD should investigate the feasibility of narrowing roadways throughout the CBD, while considering current traffic volume in addition to projected volumes that include diverted automobile traffic to rail or pedestrian uses.

An alternative development strategy could also research the idea of a one-way couplet. This alternative proposes Blue Ridge Boulevard and Cedar as southbound traffic and Raytown Road as northbound traffic through the CBD. A couplet might be a better suited option for dealing with the one-way bridges that cross the Rock Island Rail Corridor. Further study of a bike overlay, as well as a potential trolley along 63rd Street could increase the alternative transit options in the CBD.

Ultimately, vacant sites hold great potential for reinvestment in communities that can increase community resources, improve connectivity, and shape a more sustainable future. As designers, the potential reprogramming is only limited to our ability to think beyond conventional means.

“**S**pecific places come and go, but the generic ephemeral places will continue forever — to be essential moving parts of the human society, so long as human societies exist.”

..... Grady Clay 1989, 6.



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APPENDICES

This chapter includes the essential research completed to develop and substantiate the project. Appendix A contains reviews from a relevant body of literature. A full review of five precedent studies is in Appendix B. The project glossary comprises Appendix C. Finally, Appendix D is the works cited.



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APPENDIX

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LITERATURE
REVIEWS

LITERATURE
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“Claiming Public Space: The Case for Proactive, Democratic Design.”

Aeschbacher, Peter and Michael Rios [2008].

SUMMARY

How can design contribute to democracy? After all, “its artifact – the built environment – reflects the contemporary state of society” (85). Aeschbacher and Rios question how people can become more engaged in society that acts as a catalyst for positive social change. Within the public realm, they argue space is a “political and physical terrain of struggle that is produced contextually, relationally, and through dialogue; that is incrementally negotiated over time through democratic participation and that is manifested in material form” (85).

They suggest three types of public spaces. The first type of space is Space as Recognition (87). This type of space looks beyond political and geographical boundaries to more actively engage individual and groups in the political process. Space as recognition allows individuals, designers, and groups to assert their roles and responsibilities in defining shared claims and rights to space. Space of Engagement defines networks that connect locals to form the building blocks of society (87). Lastly, Space of Materiality is a designer’s overall goal to reveal culture and citizenship. These spaces “express an embodied aesthetic comprising multiple identities and relations that all citizens have the right to claim. [...] Material spaces reveal hidden social ecologies, express identities, and offer a means for deeper self-understanding” (88). Spaces of Materiality gain strength from public participation that “springs from the direct involvement of citizens in everyday landscapes” (89).

LEARNING OUTCOME

The three types of public spaces outlined by Aeschbach and Rios play a crucial role when designing for justice and equality. Each of these spaces has far reaching impacts that can connect people and begin discussions that can potentially improve contemporary society. It is essential to integrate this typology of public space with the program for the Rock Island Corridor as a way to begin empowering local communities to change.

Integrating Humans into Ecology: Opportunities and Challenges for Studying Urban Ecosystems Alberti, Marina, et. al. [2003].

SUMMARY

Even though only 6% of the Earth's surface is urbanized, urbanized areas have a complex and far reaching impact on ecosystems. As a result, the study of ecology must include human activities to identify factors such as transportation, mobility, market drivers, and social preferences that shape the built environment (1170). Therefore the resilience in cities depends on "the degree in which cities tolerate alteration before reorganizing around a new set of structures and processes" (1170). Urbanization presents complex landscape patterns that directly affect the function of ecological processes. It is critical that research and design strategies be developed that are able to "fully and productively integrate the complexity and scale of human activity into ecological research" (1172).

Cities are self-organizing systems where "emergent bottom-up processes create distinct neighborhoods and unplanned demographic, socioeconomic, and physical clusters" (1174). Such systems and patterns are a result of land and real estate markets. In the end, a framework to studying urban ecology is critical to seeing how human and ecological processes interact through time and space (1174). One approach to studying the integrative nature of human and ecological process is described through four key questions (1174).

1. What forces drive patterns of urban development?
2. What are the emerging patterns for natural and developed land?
3. How do these patterns influence ecosystem function and human behavior?
4. How does ecosystem and human processes operate as feedback mechanisms?

LEARNING OUTCOME

Alberti's article is applicable to the project because it poses a series of questions that could be applied as a method to analyze both ecological and urban patterns (i.e. social systems and markets) along the Rock Island Corridor. Additionally, this article broadly defined urban ecology, while arguing that its principles are critical to create dynamic and resilient urbanized environments.

Drosscape: Wasting Land in Urban America.

Berger, Alan [2007].

SUMMARY

Berger defines drosscapes as “landscapes that accumulate in the wake of socio- and spatio-economic processes of deindustrialization, post-Fordism, and technological innovation” (ii). They serve “no overt functional purpose. They merely appear as “leftovers” from development” (21). Drosscapes form surfaces that in the “wake of rapid horizontal urbanization is not a clearly defined, stable, or a fixed entity. It is the between occupancies and uses, successional phases, and (dis)investment cycles. [...] The in-between landscapes of the horizontal city [await] societal desires to inscribe them with value and status” (29). These in-between spaces are critical to a city’s urban open spaces, helping to cultivate communities (31). The act of drosscapping refers to “the placement upon the landscape of new social programs that transform waste (real or perceived) into more productive urbanized landscapes to some degree” (237). These “new programs or new sets of values remove or replace real or perceived wasteful aspects of geographic space (i.e. redevelopment, toxic waste removal, tax revenues)” (237).

The term *terrain vague* was developed by Ignasi Solá Morales and defines the land types that appear to be “empty, abandoned space” (33). The *terrain vague* concept seeks to transform spaces seen as waste into valuable community assets by converting them into productive new forms. Berger suggests that one way for empty inner-city sites to compete is by finding a cultural niche in the community (51). Through adaptively reusing sites that are a result of deindustrialization, cities can have a net gain in productive uses through permanent open spaces or infill opportunities (53). In addition, each drosscape must be carefully analyzed for its location to adjacent land uses, roadway systems, and other agglomerations (56-58).

LEARNING OUTCOME

Throughout the book, Berger gives great attention to how wasteful the American landscape is. Instead of infilling and finding a new productive use for a “drosscape,” development simply moves farther out. Berger classifies waste landscapes into five types including Waste Landscape of Dwelling (LODs), Waste Landscapes of Infrastructure (LINs), Waste Landscape of Obsolescence (LOOs), Waste Landscape of Exchange (LEXs), and Waste Landscapes of Contamination (LOCs). These types of waste landscape will be used to identify areas along the corridor that are wasteful and perceived as being vacant. Also, the spindle diagrams and dispersal graphs that Berger uses to illustrate regional dilemmas in relation to population growth and industrialization could be adapted to illustrate social equity and waste landscapes that exist along the Rock Island Corridor.

Raytown Remembers: The Story of a Santa Fe Trail Town

Bonnewitz, Roberta L. [1975].

SUMMARY

Raytown Remembers is a detailed account of Raytown's history beginning with its Santa Fe Trail days. The story moves chronologically through Raytown's past explaining some of the most significant people and events of its history. When the Santa Fe Trail came through Raytown, it followed a route that today is Blue Ridge Boulevard. The area had timber and springs that were used as a camping ground. Settlers would stay "until the prairie grass sprouted" (1). These camping conditions made Raytown a prime spot for stopping before heading farther west.

Raytown was once a part of the Brookings Township, established in 1872. The area known as the lost township due to a surveyor mistake and the township was not included in the "early sale of western lands" (7). One of the reasons the Brookings Township was not included is because settlers coming from the south thought the grassy plains were undesirable and underestimated the fertile lands in Raytown (8).

William Ray owned a blacksmith shop on the southeast corner of 63rd and Raytown Road. His shop became a landmark for the area and locals would reference Raytown in proximity to Ray's shop. Due to the impact the blacksmith shop had on the area, in May 1984, the Jackson County Courts officially designated the community as Raytown (11).

Raytown continued to prosper and in 1912, 500 people gathered to bid on lots that had been subdivided (85). Raytown became known as a place where "opportunity knocks" with builders and businesses encouraging people to relocate. A local restaurant was present to provide dinners and quick lunches for visitors (88). Old Richard's Field served as Kansas City's first contract airmail landing site in 1924 (94). In 1926, Wildwood Lakes was developed as a resort setting and became a place of prestige where homeowners, families, and guests would picnic, fish, and listen to bands (98).

As the local Commercial Club, the Raytown Chamber served as a leader for the community and created "a living city without being one" (143). The Chamber was influential in establishing Raytown's current business district. Members would meet in Raytown's lone cafe on 63rd between Raytown Road and Cedar Street in 1946 (144). After nearly 100 years of not being a legal city, Raytown was incorporated in 1950 because the community feared annexation. Citizens became "concerned about preserving the community's autonomy" (109). Petitions were signed and filed with the Jackson County court and the formal decree of incorporation was signed on July 17, 1950.

LEARNING OUTCOME

Raytown is a self-lead community. Even without formal leadership of government, individual community members banded together. The natural and social processes from Raytown's past have truly created a unique place. However, many people today do not readily know about Raytown's past. New opportunities need to be brought forth to explain past natural and social processes, while anticipating the future for a better Raytown.

“Propositions for a New Suburbanism.”

Borden Peter, Gail [2008].

SUMMARY

Borden argues “suburban form is the manifestation of our culture. [It is a] pure spatial expression of democracy, capitalism and America’s agrarian geography” (229). The current suburban condition is still the American dream which many aspire to achieve. Suburbanism is a “cultural response to land that is bracketed within the boundaries of economic and construction systems” (234). However, much of the suburban landscape is devoid of character “dominated by speculative builders that subscribe to a single model of development” (229). Borden offers a programmatic framework for suburban homes that adds diversity to the housing market. She describes four prototypical models that reinvent everyday architecture and make it a more integrated component to the landscape.

LEARNING OUTCOME

Borden’s short essay advances the project because it highlights key components that need to be considered in all building – not just housing. This text is insightful because it familiarizes landscape architects with building design principles, something that is often left up to an architect.

“Transforming America’s Cities: Policies and Conditions of Vacant Land.”

Bowman, Ann O’M., and Michael A. Pagano [2000].

SUMMARY

Without land, there will never be cities. Land is fixed and cannot be created – it is immobile. Land becomes a place of productivity, recreation, and promotes a sense of shared community experience. Vacant land typically refers to “various types of unused or underused land” (560), often cited as the result of disinvestment, suburbanization, deindustrialization, contamination, and population out-migration. Vacant landscapes sometimes are the result of remnant parcels, lands left undeveloped for future expansion, or lands which express severe physical limitation for development. However, it is through infilling vacant parcels that economic revitalization can happen (561).

The term vacant land is typically viewed as negative. Vacant lands should be referred to in a more positive light by focusing on their potential. One creative term is TOADS (Temporarily Obsolete, Abandoned, or Derelict Sites). This term focuses on the notion that vacant lands are only temporary and will soon have some type of “productive value.” Vacant lands can be utilized as green-belts to create a high quality of living in urban areas (561).

Vacancy has become a “significant part of the overall land use pattern of most cities and amounts to a major problem in a number of them” (562). Six general problems have been noted when dealing with vacant land – it’s in oversupply, undersupply, been vacant too long, in the wrong location, odd-shaped parcels, or cannot be assembled in to large enough parcels. One approach to limiting vacancy is through public policy. Several types of policies are suggested (567-569):

1. The use of a razing fee, whereby the city recovers the cost of demolishing an abandoned structure.
2. The adoption of policies for unoccupied residential structures predicated on health and safety concerns.
3. The adoption of policies for unoccupied commercial or industrial structures predicated on health and safety concerns.
4. The creation of special programs to encourage the use or reuse of vacant land or structures.
5. Tax breaks and policies that encourage ongoing occupancy.

LEARNING OUTCOME

Bowman offers insight into the classification of vacant lands and the difficulty cities have in developing them. This article is important because the terms used to describe vacancy must be carefully considered so it is portrayed in a positive manner, making it appear as an opportunity to communities. In addition, Bowman also describes several policy ideas that could be used to address vacancy.

“Vacant Land in Cities: An Urban Resource.”

Bowman, Ann O’M., and Michael A. Pagano [2000].

SUMMARY

This article discusses the impact redeveloped land can have on implementing a number of economic development strategies. Vast opportunities exist for “reusing vacant land and abandoned structure [...] for the economic growth and recover of a diverse range of urban areas” (1). One of the key opportunities for vacant land is the ability to increase density in these areas without further developing suburbs. In general, one of the issues when looking at the opportunities to redeveloping vacant land is the lack of attention to long-term solutions that truly serve as social and economic assets. Too often “managing vacant land results in short-term solutions” (2).

Results from a 1998 survey were collected from 99 cities with a population of over 100,000 people. It was found that 15% of all urbanized land in cities was deemed vacant. Kansas City is estimated to have 12,800 acres of vacant land, 6.3% of its total land area. This figure is very close to the average acreage of vacant land at 12,367 acres. It is also estimated that Kansas City has 11.30 abandoned structures per 1000 inhabitants – the highest when compared to all Midwest survey responses (5). Out of all survey responses, “the size, shape, and location of vacant land were the most vexing conditions” (8). For instance, reports from 80% of Midwest cities indicated vacant parcels were not adequately sized for development purposes (8).

LEARNING OUTCOME

From this survey, it appears the Midwest has a significant problem when it comes to vacant land and what should be done with it. Policy and planning needs to take a closer look at how vacant lots can be innovatively redeveloped. Small, triangular parcels need to be reused in ways that allow it to become an asset – both socially and economically. For the Rock Island Corridor, careful planning of vacant land can turn it into a valuable resource that adds density to urban cores.

How Buildings Learn :What Happens After They're Built.

Brand, Stewart [1994].

SUMMARY

Brand describes three types of architecture – the low road, the high road, and the no road. The low road are buildings that any change to them is seen as an improvement. Low road buildings are “discarded buildings, fairly free of concern from landlord or authorities: ‘Do what you want. The place can’t get much worse anyway.’” (24). Low road buildings have a “low-visibility, low rent, no style, and high turnover. [... They entice] inventive creativity, especially youthful creativity” (24). Low road buildings, because of their low rent, tend to become the spaces for local neighborhood shops. Also, low road buildings tend to be flexible with their use and in some cases even temporary. This type of building can simply be reconfigured to support a different use without worrying about its “historical or aesthetic integrity” (25).

High road buildings are those which conform to the landscape embedding a social role that withstands the test of time through becoming a part of history. High road buildings are prominent features and “expresses a confidence of its own” (35). They have “high-visibility, often high-style, and nearly always high-cost” (38). On the other hand, a no road building is magazine architecture. These buildings are sterile creations in the landscape. Landscape prominence becomes overly expressed whereas function is lost to “art” and “humans remain invisible in the space” (53).

Lastly, Brand argues that design is shaped by a community through its regulations. Building form is dictated by political agencies whose goal is to make sure development fits with the existing neighborhood. Buildings must conform to a predetermined lot size because “consolidating lots alters urban change from steady and small to sudden and large – from adaptive to convulsive” (77). But, too much regulation limits “any possibility of life, spontaneity, or flexible response to unanticipated events” (78). Development should encourage buildings that are adaptable and encourages investment for the long term, instead of “instant, shallow, [and] flashy” (84).

LEARNING OUTCOME

The Rock Island Corridor project needs to carefully consider the types of buildings Brand describes. His building typology lays a foundation for arguing why some buildings should stay and be preserved, while other can be demolished or significantly modified. In Raytown, most of the buildings in the area fit the low road typology – being built in the 60s having low rent, low aesthetic value, and high turnover rates. Redevelopment should modify buildings to meet current demands in order to stabilize the market and achieve a better sense of community. Redevelopment, however, should conform to current regulations and build community. But, measures will need to be taken to change regulations when a more innovative solution is the better choice, making an area successful for a longer period of time. to urban cores.

“Social Consciousness in Landscape Architecture Education: Toward a Conceptual Framework.” Brown, Kyle and Todd Jennings [2003].

SUMMARY

Landscape architecture questions power and therefore is inherently political. It is forced to confront political power and social structures that shape society. As a result, landscape architecture must encompass the principle of social justice as a foundation to its collective consciousness (99). Brown asserts that in general the profession lacks “explicit discussion of equity and justice in society or recognition of power, oppression, and privilege within communities” (100). It is essential that landscape architects ensure the health and well-being of people and their cultures, allowing for long term economic progress. They must be diligent to ensure ecological systems and cultural functions are integrally maintained.

Between 1997-2001, less than 10% of all projects were classified as having plural design qualities. Plural design refers to an “orientation towards equality, justice, and empowerment” (100). Brown highlights several justice reasoning and development models and identifies the strength and weaknesses of each (105-107). Each of these models seeks to balance the very public political process and individual needs to create a less apolitical design process.

LEARNING OUTCOME

Brown’s article is relevant to the project because it describes the reasoning and process behind designing a project that addresses social justice. One of the most relevant theories that Brown explains is Paulo Freire’s model of development for a social consciousness that limits apolitical thinking. Freire’s model can be described as “design solutions that are embedded in historic social contexts as defined by relationships of power, oppressions, and privilege” (106). Freire’s model correlates with my personal belief that social justice can be attained in a community through revealing the unique cultural history of vacant built landscapes.

“Ephemeral Places: Here Today, Gone Tomorrow.”

Clay, Grady [1989].

SUMMARY

Grady Clay introduces the subject of ephemeral places stating people are accustomed to half glimpses and accept things the way they are and have been. Instead, these eyes should be taught to look beyond ephemeral events and see “the makings of many futures. [People should] learn to accustom one’s eyes to futures aborning [as] a way of coming to grips with what come next” (3). Ephemeral places occur along urban fringes “of subdivision and other marginal habitats, [...] here today-gone tomorrow. [Ephemeral places] are the products of a restless, destructive, uprooting capitalistic-industrial system that forces all places to become, or to respond to, markets” (4).

Places evolve and transition over time. Clay states “time is the one unifying element connecting all man-made generic places, that basic ordering element in our relation to the universe” (5). Buildings “are designed for permanence even though [it] can never be fully achieved. [...] In contrast, the meaning of works of landscape architecture lies in their transformations through time. They go through changes, but retain their generic presence. They speak to us clearly about ourselves. They are forever asking ‘how long are we willing to tend gardens that are forever threatening to turn themselves into thickets and forests, or back to deserts. Gardens and landscapes link us firmly to time’s passing” (5-6). As places come and go, lessons will be left through time. Such lessons form “epitome districts where the locales carry symbolism and meaning [with the] capacity to package emotion, energy, history, and allusion into compact spaces” (6-7).

LEARNING OUTCOME

Clay addresses several types of ephemeral places. The most critical type to my project is an abandoned area. Abandonment is only temporary and might be more of a response to market of function changes. However, “even when temporary, the act of abandonment disturbs deep psychic roots. A place left unoccupied by its original settlers, but not necessarily deserted is soon to be re-occupied or influenced by others” (8). Abandonment is often thought as a bad thing, but soon the place will be inhabited by someone who can find a place’s productive use. As the project advances, discovering the corridor’s next productive use is essential to creating growth. This article is also supportive in its definition of epitome districts by stressing how important finding the uniqueness of a place is to allow it to successfully evolve and adapt through time. What strategies can be implemented to shift people’s eyes to these places that are here today-gone tomorrow?

“Vacancy and the Landscape: Cultural Context and Design Response.”

Corbin, Carla I [2003].

SUMMARY

Vacant space should be used for art and community projects. Describing something as vacant means “there are no structures or people visible. [The site appears to be] currently unoccupied, or that neither have an apparent productive use” (12). Visually it is perceived as nothing is there, but there are unseen natural and cultural processes present. Vacant lands tend to only be recognized as problematic, instead of an “opportunity to grow communities, inspire new approaches to affordable housing, and address vacant lots as a valuable resource” (13). Cultural ideologies describing vacancy dramatically affect how land is perceived and valued. Vacancy can sometimes be seen in a positive vantage point when local citizens can use parcel remnants to grow food related to their individual culture. For instance, a man in New York City grew corn in an abandoned right-of-way that was visually pleasing and reflected on his home in the Dominican Republic. Corbin ascertains that short term vacancy is normal, but long term vacancy speaks to failure, lack of funding, bad management, blight, and waste (15).

Corbin addresses several issues when examining vacant landscapes (15-20):

1. **Vacant Land and Value: The Importance of Productivity and Function** discusses how aesthetics and function play a critical role in the perception of vacant sites. Without an understandable function, people are unable to easily associate with the land.
2. **The Cleared Site vs. Constructed Site** is the notion that buildings are often razed and the site is “simply erased” because it is seen as unoccupied and empty. The constructed site, however, is a balance between building and landscape that is combined through the natural and human forces that shape the land.
3. **Landscape Recovery** refers to giving presence to the otherwise invisible history and processes, which are made legible in the forms and content of new interventions.
4. **The Vacant Site vs. Open Site** concept views vacant parcels as positive additions to the urban landscape. Such voids are necessary to balance dense city blocks with accessible open space.

LEARNING OUTCOME

The redevelopment of vacant sites must stem from a program that addresses the natural processes or local history to become a valuable community resource. Corbin’s text begins to lay the foundation for how the reprogramming of vacant sites might occur. Built artifacts on vacant sites must be carefully considered for their salvage value as they might have meaning in a community. Attention needs to be focused on how the design responds to the perception of vacancy to “mitigate social impacts such as erosion of a community identity and loss of safety” (22). Corbin also lists five potential strategies designers can use when redesigning vacant sites and making decisions that have far reaching impacts on perception and local economies. Each of the design strategies hold potential in reprogramming built landscapes that are seen as ordinary and unproductive. Corbin suggests (22):

1. Show a heightened awareness of what exists in the perceived vacant places.
2. Explore small scale interventions that have the potential for large scale impacts.
3. Propose new uses that also allow evidence of past uses to remain.
4. Develop a design that demonstrates how perceived fragments and abandoned landscapes are part of a wider perspective.
5. Create solutions that are short-term or temporary awaiting a period in time when a more permanent solution is better suited.

Stalking Detroit.

Daskalakis, Georgia, C. Waldheim, and J. Young [2001].

SUMMARY

Stalking Detroit highlights how Detroit, Michigan was once the capital of the 21st Century. However, over the last 30 years it has seen rapid decline due to deindustrialization, abandonment, and population out-migration. Today, Detroit is trying to implement design and planning strategies that combat the sense of voids and abandonment. Daskalakis addresses four broad concepts for reinventing Detroit: terrain vague, projecting, erasure, and decamping. Terrain vague seeks to find ways that use voids to “capture the attention of people, provoke an event, and create a visibility to the unseen” (84). Projecting refers to the landscape being viewed as an “active and productive form of mediation between the terms of oppositions: the cultural and the natural; building and unbuilding; use and disuse; permanence and impermanence” (85). Projecting sets up flexible spaces for staging of the unpredictable that mediates a reconceptualization of land. It plans for the ephemeral shifts in the landscape (87). Erasure is the act of demolishing large portions of neighborhoods and houses. Following the act of erasure such areas are landscaped or allowed to return to nature (102-106).

Decamping Detroit, an essay by Charles Waldheim and Marili Santo-Munne describes a process of repurposing areas that struggle with de-densification (105). Decamping Detroit is a plan for abandoning the most vacant portions of the city and allowing them to return to the landscape (110). Essentially, decamping “constructs immense empty spaces, tracts of land that are essentially void spaces. [...] Landscapes become the only medium capable of dealing with simultaneously decreasing densities and indeterminate futures” (110). Decamping is a four step process that begins with the abandonment of the least viable lands. The steps are as follows (112-114):

1. **Dislocation** is the voluntary relocation of remaining residents and the discontinuation of city services. Once, dislocation occurs these vacant lands are successfully severed from the more viable portions of the city.
2. **Erasure** authorizes the demolition of abandoned structures through large-scale arsons. These burns are then followed by the release of relocated wildlife species and insertion of plant species.
3. **Absorption** proposes the ecologic re-constitution of portion of the abandoned zones through tree farming and selective flooding. This is a time when natural processes are allowed to gain control with a lessened degree of human investment.
4. **Infiltration** is the final stage where re-programming of these decamped areas allows them to once again harbor activities that are economically viable given ongoing market conditions.

Another strategy discussed by James Corner is using the voids as “blank and open fields [that] invite the participation of all the city’s residents. [...] They are readily accessible, openly shared, yet non-descript, banal, and ordinary. It is precisely these characteristics of blank space, the very lack of identity and cognizance that enable it to perform adaptably and inclusively over time” (125). Perhaps, designed void spaces could be interwoven within the urban fabric that is intentionally left blank to allow citizens the opportunity to express their own social and cultural ideals.

LEARNING OUTCOME

Several innovative design strategies that can significantly advance the landscape architecture discipline are described in *Stalking Detroit*. Each strategy seeks to systematically transition void spaces into productive cultural spaces or return urbanized land to nature. The strategies describe an implementable idea that could be applied to redevelopment along the Rock Island Corridor.

“Reducing Crime and the Fear of Crime by Reclaiming New Zealand’s Suburban Street.” Doeksen, Hein [1997].

SUMMARY

A designer’s attention should be focused on instilling solutions that create an emotional attachment to a place and establish a sense of community. Designers should create an environment that “encourages activity in the street, with more eyes to watch. Seeing and being seen is the ‘social glue’ that keeps the community together” (244). Without a visual present of activity on the street, people are often scared by the thought of crime through “incivilities such as vacant lots, run down housing, and litter” (244). The streets, which function as a primary public space in suburbs, should therefore be designed to connect people and strengthen the overall social structure of a community. Doeksen argues that street beautifying and lighting standards are not enough as people often feel threatened by large shrubs and lighting to guide innocent pedestrians into the wrong place at the wrong time (245-246). Instead designers should promote place identity using “natural observation” solutions that entices people to stay outside a little longer and take responsibility in their surroundings (247). Hence citizens gain an attachment to their places both emotionally and socially, helping “reinstate social interaction as one of the cornerstones of a safer community” (251). Designers must establish a place identity that encompasses the “visual, conceptual, behavioral, and physical” environments (251).

LEARNING OUTCOME

The street is one of the most important components to activating areas, connecting people, and instilling a sense of safety in a community. Streets must be multi-functional, place specific, and inspire people to be attracted to their surroundings. Through decreasing the perception of crime through minimizing visual incivilities, streets can be activated helping become the social glue that ties a community together.

“Mainstreaming Good Design in Affordable Housing: Strategies, Obstacles, and Benefits.” Dorgan, Kathleen and Deane Evans [2008].

SUMMARY

Affordable housing is a major concern for 25-percent of all American household. American households face severe challenges including “insufficient funds for monthly rent or mortgage payments, maintenance, overcrowding within individual dwelling and high-density multifamily development and structural deficiencies” (149). The rising cost of land is only one of the issues when it comes to affordable housing. Push back from NIMBY homeowners see affordable housing as “projects” that will decrease home values. As a result, “design excellence can and should play a key role in addressing critical housing issues” (149).

Projects that are thought of as inferior tend to not emphasize the quality of the project – instead are overly focused on the financial projections. Successful affordable housing projects must address design aesthetics as well as its function in regards to how the space feels and meet the need of its occupants. Good design does not definitively add value to projects directly, but can help with implementing projects in resisting neighborhoods (150). On average well designed affordable housing projects cost 3-percent above what is considered “affordable”. Designers and developers alike must seek innovative funding solutions by partnering with local charities or seeking volunteer labor. In the short term affordable housing projects that are well designed cost more, but their overall life cycle costs will be less because units will not be an “ugly, leaky box that get torn down after one generation” (152).

LEARNING OUTCOME

Affordable housing is an important component to the Rock Island Corridor as it addresses issues concerning social equity. People living along the corridor should be able to find something they can afford, but is also a very livable environment in close proximity to services. This article is helpful because it sheds light on how to implement affordable housing projects with minimal community resistance. It also identifies several affordable housing precedents that are affordable and well-designed, which have withstood the test of time.

Retrofitting Suburbia: Urban Design Solutions for Redesigning Suburbs.

Dunham-Jones, Ellen and June Williamson [2009].

SUMMARY

Suburbs can be defined through their physical form instead of geographic location. This book provides a strong argument as to why suburbs should be retrofitted and to what extent retrofits should occur. Using case studies and historical viewpoints, suburban neighborhoods can be transformed to accommodate affordability, transit, and sustainability. Retrofitting of suburban forms “holds great promise for replacing less sustainable development patterns with more valuable, sustainable places. Isolated, privately owned shopping malls and aging office parks surrounded by asphalt are being torn down and replaced with multi-block, mixed use town centers, many with public squares and greens. Edge city agglomerations of suburban office and retail are being interlaced with residences and walkable streets” (vi).

LEARNING OUTCOME

A suburban retrofit is one approach to redeveloping outmoded parts of cities. Retrofits can bring reinvestment to communities in ways that promote environmental, economical, and social sustainability. Innovative case studies at multiple scales are provided throughout that could potentially be adapted to redevelopment along the Rock Island Corridor. Housing design prototypes are given that could be adapted for mixed use redevelopment areas. The authors also provide insight and bring awareness to issues regarding financing, implantation, and other issues of public debate.

The Just City.

Fainstein, Susan S [2010].

SUMMARY

Economics is a primary driver to contemporary society. Decisions are based on a for-profit mentality, not ideas that improve local neighborhoods. Over the last 50 years, “urban politics have criticized urban decision makers for imposing policies that exacerbated the disadvantaged” (3). The Just City model seeks to instill “public investment and regulation [that] would produce equitable outcomes rather than support those already well off” (3). Fainstein questions if the idea of justice can turn capitalism into a more human society. How do you “fix” the problem of justice without simply hiding it (10)? To simply force diversity and equity on people overrides democratic consideration and can result in violence (48).

After discussing philosophical approaches to the problem of justice, Fainstein examines justice in three planning contexts – NYC, London, and Amsterdam. In each of these cities, she pulls forward the key planning ideas (that seem simple) and identifies how they might improve justice. Four of the most prominent ideas are affordable housing that promotes race and income diversity, any development must provide a public benefit, an expression of history through design is a must and the potential for growth from a variety of groups should be a goal.

LEARNING OUTCOME

This text provides a foundational understanding to social justice and what it looks like from a generalists view. The theories and planning ideas are essential to design a place that is fundamentally diverse and does what is best for the people. Fainstein’s critique of social justice in a capitalist society sheds light on a topic that is often dismissed in the design and planning professions, making designers think critically about the justice issues at hand.

Vacant Lots.

Genevro, Rosalie, Carol Willis, and Architectural League of New York [1989].

SUMMARY

Vacant Lots was a design competition that sought to redevelop parcels thought to be too small. Solutions were geared towards increasing affordable housing opportunities for New York City's homeless and under-housed. The vacant lots "which could be developed by small-scale contractors or community-based development groups, could be the basis of a new strategy for reweaving the fabric of neighborhoods. Such sites offer opportunities to inventive solutions in apartment design [...] in relationship of the building to site" (7). The solutions brought forth had to conform to New York zoning and building codes, but challenge existing regulations when doing so to establish "more livable or economical buildings" (7). Ten sites were selected and the program called attention to designing living spaces for "non-nuclear and of disenfranchised groups living in urban areas where neglect has been less than benign" (17).

Prototypical design solutions that fit on difficult sites ranging from narrow through block lots to triangular corner sites were conceptualized. These prototypical solutions give great insight into the potential for sites that are thought to be impossible for development. Implementation of these designs would happen with the mission of housing the greatest number of people without preference for specialty groups (18-19).

LEARNING OUTCOME

This resource is filled with valuable ideas about how to design affordable housing on sites that are thought to be undevelopable because of lot size. Each of these solutions provides innovative solutions that could create a unique sense of community through affordable housing design in areas along the corridor that have lost their momentum.

“Designing Infrastructure/Designing Cities.”

Gravel, Ryan [2008].

SUMMARY

We grow up cities where malls dominant as the highest standard of how cities are designed and built. We therefore grow accustomed to the mall dominated lifestyle where “highways, outparcels, and drive-throughs are the physical manifestation of our preferred lifestyle” (141). These developments stem from a time when “automobiles dominate the design of urban frameworks, resulting in cities that are significantly less dense and far more disconnected than in previous eras” (141). The challenge for new development is to create an awareness that cities should be designed and built with higher standards. Creative solutions must be developed to accommodate contemporary living variables like the car, but also maintain a high quality of life. Not only must the physical form of cities change, but also how we think about what a community looks like to create places with a unique identity.

These ideas are expressed in one of Gravel’s most influential projects – the Atlanta BeltLine. The BeltLine was developed after the Civil War as a series of railroad circling around downtown Atlanta to expand industrial development. However, as railroad shipping transitioned to semi-trucks the areas surrounding the belt-line were left abandoned and contribute to the blight of many neighborhoods. Reinvestment in the BeltLine areas provides opportunities for mixed use redevelopment that will reconnect 40 diverse neighborhoods. The proposal “connects an emerging interaction between design, culture, and quality living [... through] the relationship between the design of public infrastructure and private-market development” (144). The BeltLine seeks to resolve complex spatial relationships between historic and new development through blending competing factors in ways that make it unique. The BeltLine has become a single opportunity with multiple goals that “has opened itself up to a much larger conversation.” This conversation has allowed the opportunity “to educate our communities about good design and have a positive effect on urban development” (145).

LEARNING OUTCOME

Gravel’s work reassures my thinking that design can be a conversation starter for changing societal beliefs. New design must integrate contemporary living variables, while also promoting high quality of life. Creative solutions that reconcile competing factors must be developed using high quality design standards. These high quality design standards create an expressive dialogue between systems such as design, culture, and history to educate a community and blend factors in a way that expresses the uniqueness of a place. In addition, the Atlanta BeltLine is a precedent for redeveloping an abandoned rail corridor in order to connect diverse neighborhoods and spur new development.

“Toward a Humane Environment: Sustainable Design and Social Justice.”

Hosey, Lance [2008].

SUMMARY

The foundation of sustainability and its future is of a very broad context. In a general sense, sustainability is “meeting the needs of the present without compromising the ability of future generations to meet their needs” (35). Sustainability “requires meeting the basic needs of all and extending to all the opportunity to fulfill their aspirations for a better life. A world in which poverty is endemic will always be prone to ecological and other catastrophes” (35). Sustainability was a term that stemmed with the intent of addressing poverty. In the United States poverty is defined as making an annual income that amounts to approximately \$30 per day (36).

For sustainable design to be socially just, five Principles Toward a Humane Environment have been developed (39):

1. **People come first.** The problem of our planet is first and foremost a human problem. To reverse the devastation of nature, we need to reverse the devastation of culture.
2. **Now comes before later.** Definitions of sustainability focus on the future. We should not forget about our responsibility to the generation currently occupying the earth.
3. **More for more.** Prosperity must be measured with all humanity together.
4. **The triple bottom line is bottom up.** Social, economic, and ecological value must be built from the ground up, beginning with the most disadvantaged among us.
5. **Nature knows no borders.** National boundaries have little bearing on the most pressing of today’s problems. Natural and human communities transcend politics.

LEARNING OUTCOME

Sustainability is more than being green. It must be used to conquer the larger problem of poverty helping saves lives and builds economies by producing a product that serves people, but a process that benefits communities through commerce. How can sustainability be used as a mechanism that fulfills users’ aspirations and gives them a better life overall? Hosey’s *Principles Toward a Humane Environment* provide designer’s an understanding about how to design in responsible ways that directly helps people.

Greening Cities, Growing Communities: Learning from Seattle's Urban Community Gardens. Hou, Jeffrey, J. Johnson, and L. Lawson [2009].

SUMMARY

Hou's text presents case studies to showcase "urban community gardens as hybrid public spaces that serve a range of spatial and social needs at telescoping scales. A series of lessons and steps that suggests actions by gardeners, designers and planners, not-for-profit organizations, researchers, city officials, and citizens at large" (5). Each of the selected case studies examines the urban community gardens in Seattle, WA. Their design, funding sources, and associated community programs are discussed.

Urban community gardens must be permanent installations to fully address social, economic, and environmental dimensions in a community. They can serve as resources for a community, particularly low-income and senior population and act as viable public open space (7). Urban community gardens provided a "shared space for people to garden" (11) and can serve as coping mechanisms in communities as a result of social and economic crisis (13). Community gardens stir local activism movements and can "serve as a means of expression" (19) becoming neutral spaces for historical and cultural learning (20).

LEARNING OUTCOME

The urban communities gardens highlighted in this book provide inspirational examples of that could be applied to create a sense of community and identity within the corridor. These features could serve as features to activate places where the perception of vacancy exists. Through examples of funding sources and gardens that also become public parks, the case studies are strong examples of strategies to reprogram outmoded built landscapes.

Derelict Landscapes: The Wasting of America's Built Environment.

Jakle, John A. and David Wilson [1992].

SUMMARY

Using a set of urban environments such as Detroit, New York City, and Indianapolis the authors create a picture into how these once prosperous cities became victims of neglect and abandonment. They assert that “derelict landscapes emerge that reflect a failure to match urban resources with growing populations” (1). Hence, dereliction is the result when “decline begins in [the] landscape when structures, built to contain efficiently and symbolize prescribed functions, prove less efficient” (6). Dereliction is something that people become accustomed to and occurs in a degree of ranges from that which symbolizes transition through utter failure.

The capitalist society is the primary cultural value that drives the act of dereliction. Dereliction is a market driven response to functional obsolescence, rising maintenance costs, and tax advantages. The abandonment of “buildings in the inner-city neighborhoods continue to erode the local social fabric. They signify the ills of neglect, communicating to people the futility of inner-city living” (175). The argue that “neighborhood are fundamentally social units the define space, place, and behavior” (185). Neighborhoods of dereliction possess uncivil behaviors disrupt social equilibrium. Therefore, reinvestment can promote healthy neighborhoods where “individual good is enhanced by conformance of social norms” (185).

LEARNING OUTCOME

This text grounds my thinking in that derelict and vacant landscapes erode a communities potential and establishes a negative image to newcomers in a community. The authors provide succinct definitions for many terms that are critical to developing the project in a more holistic manner.

Urban Design and the Bottom Line: Optimizing the Return on Perception.

Jerke, Dennis, Douglas Porter, and Terry Lassar [2008].

SUMMARY

Knowing how perception affects consumers is essential to creating a positive response. As a result, the built environment must be well-designed and include amenities that enhance the quality of life for users. It is through well designed open space areas, transportation networks, retail centers, and residential communities that livability through urban form and place making can be enhanced. The authors provide well-designed precedents for each of the above amenities as well as discussion on the challenges and opportunities for implementation.

LEARNING OUTCOME

The precedents in this book provide well-designed urban amenities that could be adapted to activate the Rock Island Corridor. Their analysis of the challenges and opportunities provides direction into what specific design guidelines should entail. Such analysis not only addresses implementation of design ideas but also recognizes that social and cultural benefits of each.

“Transformative Temporary Use.”

Kotval, Z., P. Machemer, and J. Mullin [2010].

SUMMARY

Often times, land use policy does not differentiate temporary land uses. Kotval asserts that “finding productive temporary uses for underutilized or vacant land and buildings can reverse disinvestment, foster a sense of community, curb crime, save on maintenance costs, and raise property values” (233). Temporary uses can maximize tax revenue and increase interest in vacant areas by creating a sense of community, while a more permanent use is determined. Temporary solutions are often “vibrant, exciting, and lead to new markets” (241). The public-private relationship is critical to temporary uses in regards to changing land use designations and financing (234).

Common temporary uses to vacant parcels include events such as annual carnivals or farmers markets. Events should reflect the local character of the place. Urban agriculture is also growing in popularity. It not only provides locally grown food for the local community, but also improves the appearance of blight and adds green space. Often, programming such as the Gardening Resource Program in Detroit is associated with urban agriculture programs – helping to establish a private-public relationship that looks for funding sources. Building reuse through incubator programs has also been shown to revitalize vacant parcels. Chicago’s open-studio program supplies studio spaces and a monthly stipend to local artists. In exchange, artists provide access for public viewing. Incubator projects can be a catalyst to the area and put a once forgotten area back on people’s radar (235-237). Temporary uses should complement permanent businesses. Kotval describes this in terms of the local farmers market. Produce sold at the farmer’s market should be fresh and local, not selling products that are typically sold in grocery stores.

Temporary uses can help restore a sense of safety to the area by attracting people that simply pass by. It might even be necessary to create policies that address curfew times, install cameras, and limit access to surrounding structures. Kotval suggests “if safety measures are implemented successfully, the chances for return visitors, positive feedback, and word-of-mouth promotion will be much higher” (238).

LEARNING OUTCOME

Temporary uses are essential to spurring interest in a previously vacant area. Landscape architects must work alongside city governments to develop an argument for the importance of temporary uses. A temporary use can become a catalyst to create a dynamic system that functions throughout time. Kotval’s text provides highly relevant and implementable solutions that could occur and evolve as the rail system gains momentum along the Rock Island Corridor. The analysis of the challenges and opportunities provides direction into what specific design guidelines should entail. Such analysis not only addresses spatial relationships of design ideas, but also recognizes the social and cultural benefits.

“7.0 Pedestrian Element.”

MARC [2005].

SUMMARY

This publication strives to address a community that is less auto-dependent by encouraging transportation systems that invest in pedestrian-safe street environments. Current studies indicate that over 70% of trips are taken daily in a driver only automobile. Many Kansas City metropolitan transit stops are not adequately served by sidewalks or facilities to protect riders, the car becomes priority. Walking provides citizens a practically free means of transportation and could be implemented for short distances. Using non-auto transportation for short trips could have significant environmental benefits as the majority of pollution occurs within the first few minutes of automobile operation. Current programs to enhance walkability include regional promotion of its benefits, statewide policies, greenway investment, and mixed use development.

LEARNING OUTCOME

“7.0 Pedestrian Element” provides insight into regional transit programs that promote walkability. The proposal for the Rock Island Corridor should take advantage of the initiatives already in place to promote walkability. Through the development of mixed use centers along the corridor walkability problems could be solved by infilling affordable housing, services, and jobs that are all connected through continues walking paths or have easy access public transit.

“Accessibility.”

MARC [2010].

SUMMARY

Currently 17% of adults in the KC metropolitan area do not own a car and the population age 65+ will increase by 50% in the next 20 years. Existing transit service currently meets 50% of the demand for people with disabilities. The 2040 Accessibility Goal has four primary objectives:

1. Eliminate barriers for transportation through coordinated and accessible services for seniors and those with disabilities.
2. Expand funding for bicycle and pedestrian networks.
3. Integrate transportation and land use planning with multiple routes and connections.
4. Expand regional transit service.

LEARNING OUTCOME

Equality in the sense of transit means that people should not be forced to own and car. It is a right to be able to access community services through alternative transportation methods. New development along the Rock Island Corridor must integrate these planning principles to help attain the accessibility goal, achieve a level of social equity, and help make the community accessible for all citizens.

Creating Sustainable Places: A Regional Plan for Sustainable Development in Greater Kansas City. MARC [2011].

SUMMARY

The Creating Sustainable Places (CSP) Initiative is set forth by the Mid-America Regional Council (MARC) to plan for the future of the Kansas City Metropolitan Area in a sustainable manner. The Kansas City Metro is projected to grow by 700,000 people over the next 40-years. With this amount of growth, the area will face economic and demographic concerns that will force the reevaluation of past practices. In order for the region to grow sustainably, a shared vision is imperative. The CSP defines a sustainable region as “one that balances a thriving economy, social equity, and a healthy environment, meeting today’s needs without compromising the needs of future generations” (1).

Three key regional sustainability principles are identified (1):

1. **Economy:** Create an innovative and competitive 21st century economy, supported by a highly skilled workforce positioned to take full advantage of emerging opportunities, including green jobs.
2. **Society:** Support a rich diversity of cultural opportunities, encourage cooperative relations, and promote the just and equitable distribution of resources and opportunities.
3. **Environment:** Preserve, protect, and restore natural assets and work to improve the quality of the environment.

In addition, the CSP builds a single vision for a sustainable region by bringing together a set of “regional plans with than ten years of planning efforts and input” (3). Through assessing individual planning efforts three common themes are evident: **Vibrant, Connected, and Green**. The themes for the CSP establish a “development pattern that emphasizes a network of attractive, vibrant centers connected by transportation corridors and offers residents choices for getting from place to place, including public transit” (5). Furthermore, the CSP creates a framework for implementation through collaboration with partners from various backgrounds including local government, businesses, non-profits, equity organization, universities, and professional associations. It is the hope of the CSP that through collaboration, decision making may be enhanced by developing new tools, policies, and practices, and demonstrating new models of development (7).

LEARNING OUTCOME

The CSP document presents a vision that must be explicitly addressed and advanced through development of the Rock Island Corridor. Vacant land adjacent to the corridor is where centers can be modeled in anticipation of future commuter rail, as well as where tools that enhance the decision making process can be tested. In the end, proposed development should utilize existing regional planning efforts to express a vibrant, connected, and green future for the Kansas City Metropolitan Area.

“Culture and Changing Landscape Structure.”

Nassauer, Joan Iverson [1995].

SUMMARY

“Culture and landscape interact in a feed-back loop in which culture structures landscapes and landscape inculcate culture” (229). The cyclical nature between culture and landscape “helps suggest the enormous array of possible human action and construction in the landscape, including landscapes that do not exist now but might be designed to promote ecological function” (230). Through completing a feed-back loop cultural drivers can change public perception of the landscape.

Nassauer outlines four principals for designing a landscape that address the effect culture has on landscape and vice-versa. The first principle is “*human landscape perception, cognition, and values directly affect the landscape and are affected by the landscape*” (230). Generally, people prefer natural looking landscapes and preference such landscapes with a high aesthetic value. The second principle is “*cultural conventions powerfully influence landscape pattern in both inhabited and an apparently natural landscapes.*” Here “cultural conventions and customs directly affect what people notice, find interesting, and prefer about the landscape.” They hold the biases that some particular landscape feature should “look a certain way” that is based upon convention and caution of “what they believe their neighbors will think of market expectations” (233). Principle three is “*cultural concepts of nature are different from scientific concept of ecological function.*” Principle three states “cultural concepts of nature and scientific concepts of ecological function have no necessary relationship. [...] Preconceptions of what healthy ecosystems look like may be more resistant to change because cultural perception of naturalness are so deeply identified with cultural perceptions of ecological health” (234). Lastly, the fourth principle is “*the appearance of landscape communicates cultural values.*” In this fourth principle, landscape are seen through the lens of a cultural filter (235).

LEARNING OUTCOME

One of the primary questions Nassauer asks is “how to create new landscape forms that accommodate ecological function in a way that is consistent with public values and cultural expectation” (235). Culture and landscapes are dynamically linked to one’s perception. This article brings forth an understanding into how cultural systems play a critical role in a communities understanding of ecological systems. What is the overall culture of the Rock Island Corridor and how can its values system be utilized to bring awareness to ecological functions?

“Protecting Cultural Landscapes.”

National Park Service [1994].

SUMMARY

Cultural landscapes “reveal aspects of a [place’s] origins and development through their form and features and the way they [are] used.” Cultural landscapes are categorized into four types: *historic sites*, *historic designed landscapes*, *historic vernacular*, and *ethnographic landscapes*. Studying cultural landscapes involves examining how the landscape has changed through time. It is also important to read a cultural landscape on many levels at differing viewpoints. In doing so a cultural landscape can be better understood in terms of time and place. It is also important when working in cultural landscapes to integrate interpretive elements that can help tell the story of a place.

LEARNING OUTCOME

Cultural landscapes as well as ethnographic landscapes are important considerations when designing places that reflect or will affect a place’s cultural and natural history. This article calls for investigation into sites that can tell the story of places through their historical changes. Investigation into historical activities along the Rock Island Corridor could help develop a scheme that speaks to the past, but also harvests the corridor’s future potential.

“Historic Raytown.”

Raytown Historical Society [1999].

SUMMARY

Raytown started as a stop along the Santa Fe Trail. Today it is the second oldest town in Jackson County. The area was very economically profitable during this time period as people would stock up on supplies before heading further west. William Ray’s blacksmith shop (which today would be located at the intersection of 63rd St. and Raytown Rd.) became an iconic landmark. In 1872, Raytown and Little Blue formed the Brooking Township. The Brooking Township thrived as a farming community up through the 1930s. Raytown began to grow in 1903 with the construction of the Rock Island Railroad. People considered the rail safer and a faster moving transit option. It was not until the late 1940’s that the Brooking Township started taking legal action to make Raytown its own distinct city to avoid annexation by Kansas City. In 1950, Raytown legally became a city. Raytown has significantly “changed from what it was in the past – from southern farmers to commuters; from plantations to housing developments; from large young families to senior citizens; and all these have had a special place in our history.”

LEARNING OUTCOME

This web page gives insight into how Raytown, Missouri become what is is today. The design of the Rock Island Corridor needs to be reminiscent of the city’s historical foundation, while helping to advance it into the future. New development must account for the significant role agriculture and the rail once place in the past functions of Raytown.

“Perception of Personal Safety in Urban Recreation Sites.”

Schroeder, Herbert W. and L.M. Anderson [1984].

SUMMARY

Many parks are underused because they are “seen as undesirable, threatening places where crimes frequently occur” (178). This article used photographic analysis and an extension of Thurstone’s procedure, the Scenic Beauty Estimation method, to gauge perception of urban parks in Chicago and Atlanta to identify what features affect perception of safety in parks. When comparing features that effect perceived safety it was found that “shrubs, graffiti, and litter have negative coefficient, and manmade feature have positive coefficients. Grass and water are also good predictors of high perceived safety, perhaps because they are usually associated with more open park areas” (189). Scenic quality that was of a high value included “wood vegetation and water, while manmade features, litter, graffiti, and maintenance problems detract from scenic quality” (189). In short, shrub areas higher sense of scenic quality, but a negative crime perception because visibility might be limited. Adjacent buildings increase perceived safety, but detract from scenic quality.

Likewise, “undeveloped [forest sites] received an extremely low perceived security judgment and also the highest scenic ratings. Athletic fields were perceived as the safest but least scenic type of site. Picnic areas are moderately high in both perceived safety and security, presumably because they are not as wild as undeveloped forests and now highly developed as urban parks and playfields” (190). Perhaps a compromise between the perceived safety and scenic quality can be “achieved by reducing shrubs and raising tree canopies to improve visibility at ground level, while preserving a feeling of naturalness.

LEARNING OUTCOME

This article gave insight into designing places that are both scenic, yet perceived as safe. One strategy that can be used in repurposing sites is to develop nature like picnic areas that are both scenic and visually clear. A balance with the size of plant materials needs to be reached in order for the aesthetic natural feeling of the corridor to thrive, but still possess a sense of safety.

Planning for Sustainability: Creating Livable, Equitable and Ecological Communities. Wheeler, Stephen M [2004].

SUMMARY

Sustainability is more than environmental concerns. It must also consider equity and economic issues. Dilemmas such as inefficient land use, automobile dependence, energy conservation, pollution, poverty, sense of community are interrelated and must be solved in a comprehensive manner. Planning, when used correctly, yields the power to “implement, inspire action, and help bring positive change to the world” (51).

Quality housing must be available for those of a low income status. Current trends show affordable housing in low supply due to for-profit developer and local prejudice in communities. Perhaps, interjurisdictional equity in terms of tax resources could be developed that create regional tax sharing profits to be distributed to communities that require more assistance. In addition, less auto dependent transportation must be developed to provide options for those who cannot afford a car. Users must also be able to easily access transportation networks and cross them.

To fully implement sustainable solutions that accomplish economic, equity, and environmental concerns, with education and consensus building being used a critical tool. Active participation of local citizens in the planning process ensures their values are addressed. Also, policy changes to zoning regulations might be necessary to establish more sustainable communities.

LEARNING OUTCOME

Simple solutions to many problems that prevent communities from truly being sustainable are offered in this text. By presenting the argument for sustainability through an interconnected web of design dilemmas, planning approaches can achieve a more holistic role and have a greater impact. Several precedents are illustrated that discuss housing and transportation dilemmas in a city and how they were overcome in an equitable manner.

“The Architectural Bat-Signal: Exploring the Relationship between Justice and Design.” Wilson, Barbara [2008].

SUMMARY

Architecture prides itself on “making places, communities, cities, and thus the world better. But only a small elite percentage of the population typically benefits from architectural services” (29). The majority of the population lacks a voice in design processes causing “communities to lose the character, diversity, affordability, and integrity that make them thrive” (29). Such lack of community involvement creates places that are less than ideal. Without community involvement in design how can justice even start to be quantified?

The SEED Network (Social, Economic, and Environmental Design) was started with the goal of “advancing the right of every person to live in a socially, economically, and environmentally healthy community” (29). The end goal of seed is to “empower, invigorate, and unify communities” (29) by creating social-architecture. The SEED Networks places designers alongside local community members “allowing design to benefit from both expert and local knowledge” (30). SEED works to “advocate design as mode of community support and empowerment where participants hope to facilitate culturally and ecologically sensitive community-based design efforts through the supportive web of its membership” (31).

LEARNING OUTCOME

Design is political and must address the concerns of local level citizens to truly be successful. Design ideas must “grow from a place and build local capacity” (30). Design is nothing without the active participation of the end-users. Wilson’s essay addresses several examples of methods that could be employed to refine design as a matter of public input through the SEED Network.

[B]

APPENDIX

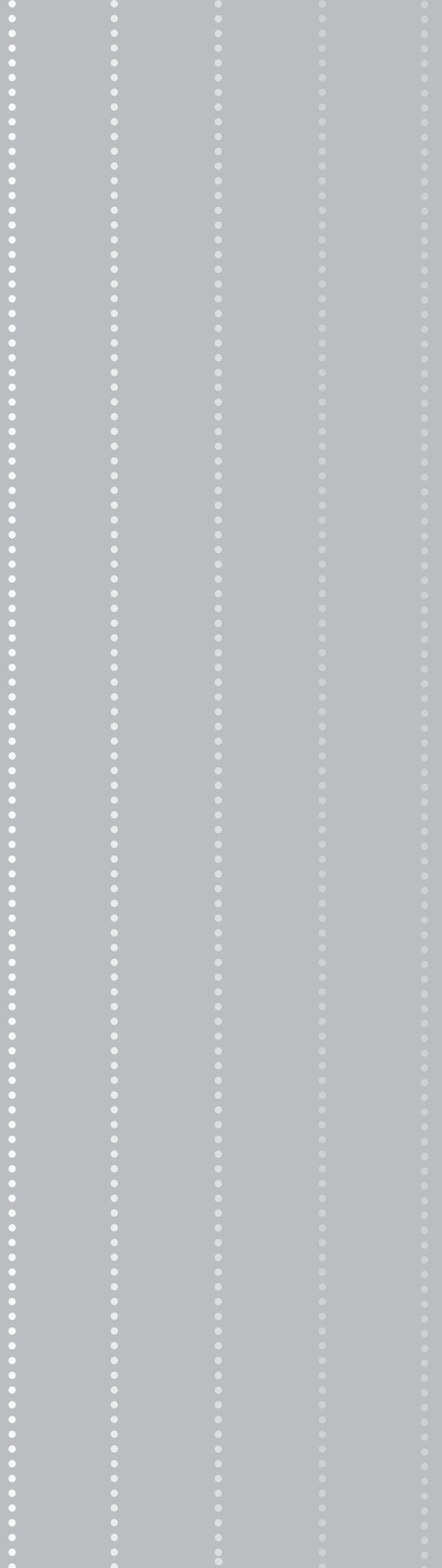
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PRECEDENT
STUDIES

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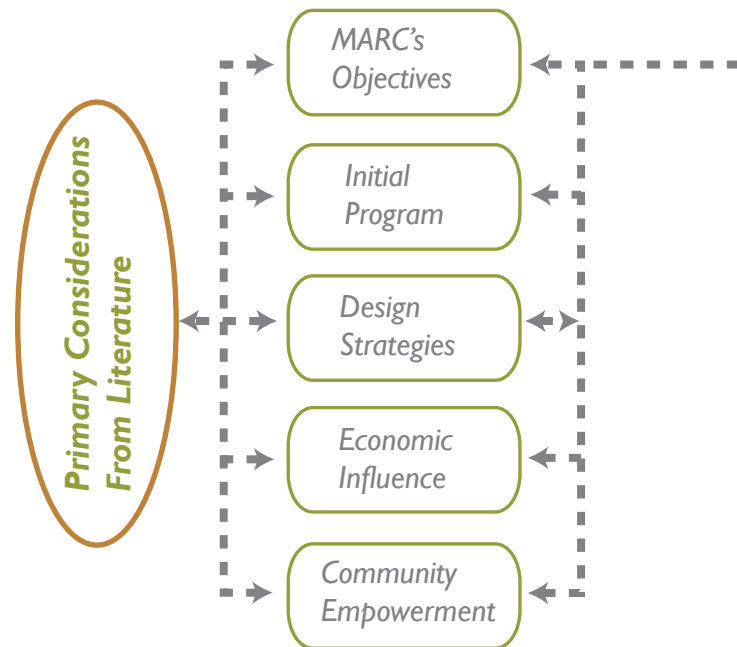
PRECEDENT
STUDIES

METHODOLOGY

Precedent studies are critical to the development of the project. Each of the precedents play a role in grounding the initial thinking developed through literature. The literature suggests a wide range of program elements including affordable housing, community gardens, public transit options, street safety and aesthetics, as well as access to open space and trail networks. In addition, one of the reoccurring themes in the literature is community programming that empowers local level citizens and instills catalytic change in terms of diversity, equity, and a passerby's perception.

However, much of the discussion in literature addressing social equity and vacancy speaks more to a theoretical realm of thinking, generalizing specific solutions. The chosen precedents in this section afford a more in-depth look at what can be done to sites that are outmoded, where the perception of vacancy becomes damaging to a community.

As illustrated in Figure B.1, the precedent methodology is derived from theoretical discourse that helps determine applicable projects to study. These projects are viewed and analyzed through a filter that revolves around asking a series of questions related to culture, community, vacancy, and social equity. The questions help determine applicable program elements and design solutions from the precedent. Each precedent is also analyzed for its potential in advancing MARC's goals of vibrant, connected, and green. It is important to understand the following terms in regards to how they shape the overall project and influence the precedent methodology.



Local Community - A set of social relationships or roles among people who are related geographically through production and consumption of goods and services (Jakle and Wilson 1992,258).

Culture - The sum total of ways of living built up by a group of human beings and transmitted from one generation to another (Nassauer 1995, 230).

Vacancy (physical) - Having no contents, occupant, or is not in use (Dictionary.com, LLC 2011).

Vacancy (perceived) - The idea that because one cannot visually see structures or people or it currently seems unoccupied and does not have an apparent productive use a site must be vacant. Visually it is perceived as nothing is there, but unseen natural and cultural processes are present (Corbin 2003).

Social Equity - Supporting a rich diversity of cultural opportunities, encourage cooperative relations, and promote the just and equitable distribution of resources and opportunities. (MARC 2011, 1).

Vibrant - A community design that creates a robust mixture of programmatic uses and positions diversity or equity as an integrative component, where individual cultures thrive and positively influence the whole (Pumphrey 2011).

Connected - Availability of and access to trails, transit, and road networks that link people to each other as well as local amenities through a dynamic interaction with ones environment (Pumphrey 2011).

Green - Community growth that efficiently uses local resources through a conscious effort in regards to economics and the natural environment (Pumphrey 2011).

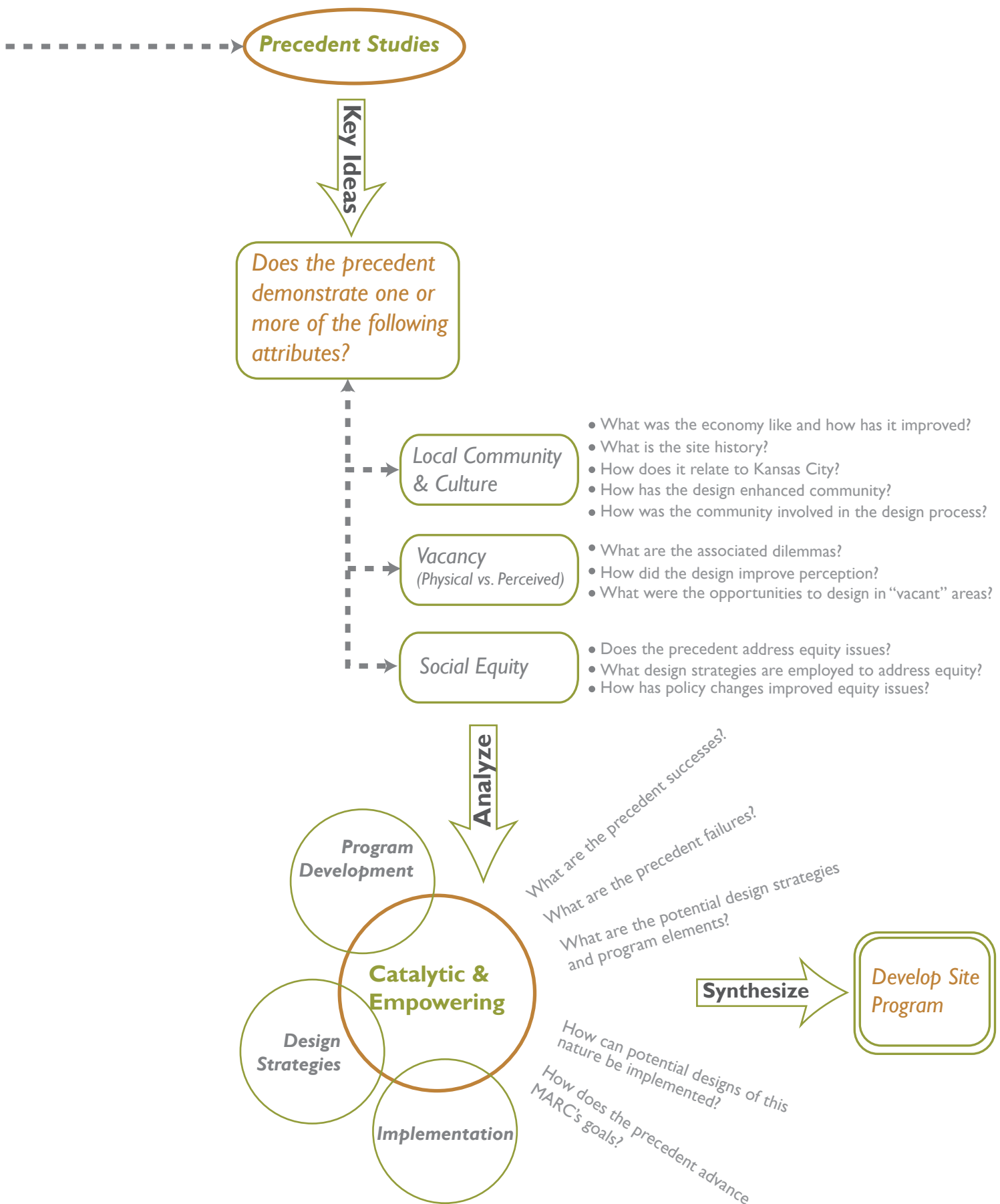


Figure B.1. Precedent Methodology. Pumphrey 2011.

ATLANTA BELTLINE

Project Type - Rail Corridor Redevelopment.

Location - Atlanta, GA.

Designers - Perkins + Will and James Corner Field Operations, EDAW.

Client - Atlanta BeltLine Inc. & Atlanta BeltLine Partnership.

Year Designed/Built - Started in 2001 to Present.

Project Size - A 22-mile rail corridor loop totaling 14,000 Acres of potential redevelopment.

Projected Cost - \$2.8 billion

Dwelling Units - 5,000 affordable housing units over 25 years.

Open Space - 1,300 acres of new parks and greenspace with a 33-mile trail network.

HISTORICAL SIGNIFICANCE & TODAY'S CONDITION

After the Civil War, Atlanta began to find its future as a railroad hub. A series of "beltline" railroads were constructed encircling the downtown core to expand industrial development (Figure B.2). At the same time, neighborhoods around the BeltLine became dynamic places for socialization by using the streetcars networks that connected to the BeltLine (Figure B.3). As time passed and the industries moved to shipping goods through truck-based freight and automobile usage increased, the rail infrastructure was abandoned. Many of the neighborhoods that once thrived from their adjacency to the rail were left in a blighted state as shown in Figures B.4 and B.5 (Gravel 2008).

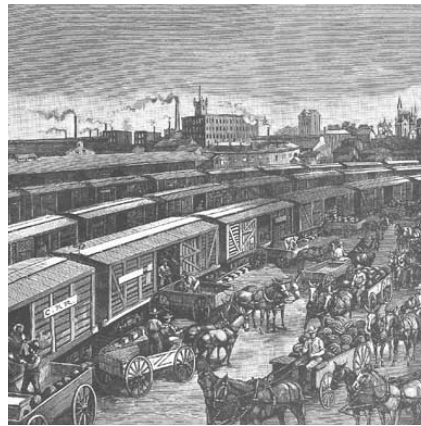


Figure B.2. Loading Railroad Cars.

Source: Georgia Info Database 2011.



Figure B.3. Atlanta Streetcars.

Color and Text Overlay by Pumphrey 2011. Source: Georgia Info Database 2011.



Figure B.4. Overgrown Tracks.

Color and Text Overlay by Pumphrey 2011. Source: Abbot 2009.



Figure B.5. Vacant Adjacencies.

Color and Text Overlay by Pumphrey 2011. Source: Shakespeare 2009.

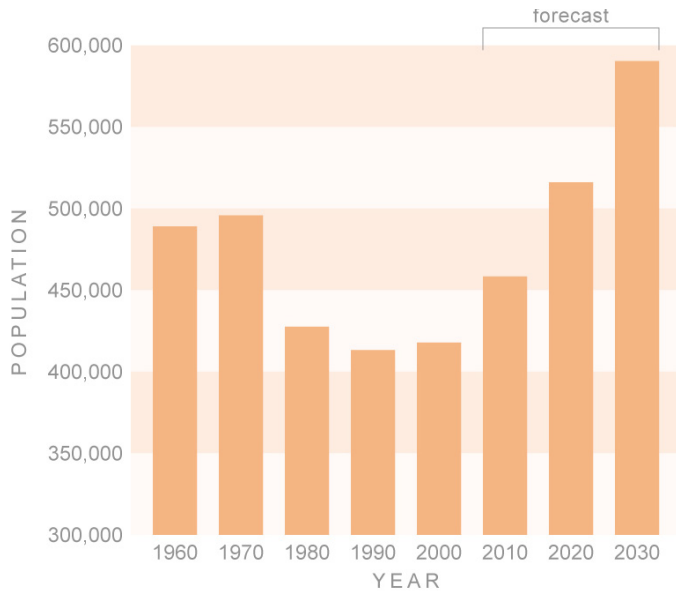


Figure B.6. Atlanta's Projected Population.
 Color Adjustment by Pumphrey 2011. Source: Atlanta BeltLine, Inc. 2005,5.

SITE CONTEXT

After three decades of population decline Atlanta is forecasting an increase of 150,000 people (Figure B.6). Where will these people live?

Current site conditions present overgrown vegetation, a disconnection from the surroundings, and underutilized housing, transit, and public infrastructure. The BeltLine comprises 8% of Atlanta's land area and provides a prime opportunity to connect 45 neighborhoods and give residents direct access to public transit networks (Figure B.7). The 22-miles of rail line and 33-miles of trails will help reintegrate communities (Atlanta BeltLine, Inc. 2005).

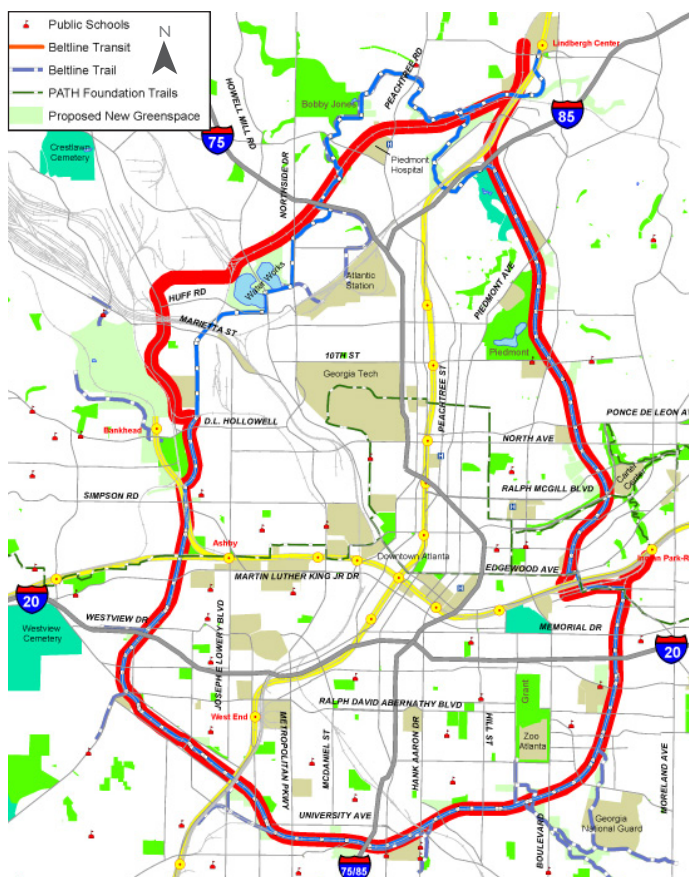


Figure B.7. BeltLine Loop and Surrounding Infrastructure.
 Source: Atlanta BeltLine, Inc. 2005.

LAND USE

Figure B.8 illustrates the existing land use. Currently, 23% of the land is industrial. In contrast, only 1.8% of the land is mixed use. In the proposed land use plan (Figure B.9), industrial areas will become more dense with a series of mixed use cores near established neighborhoods. Remaining industry becomes light industrial sites. The amount of open space and housing will also increase (Atlanta BeltLine, Inc. 2005).

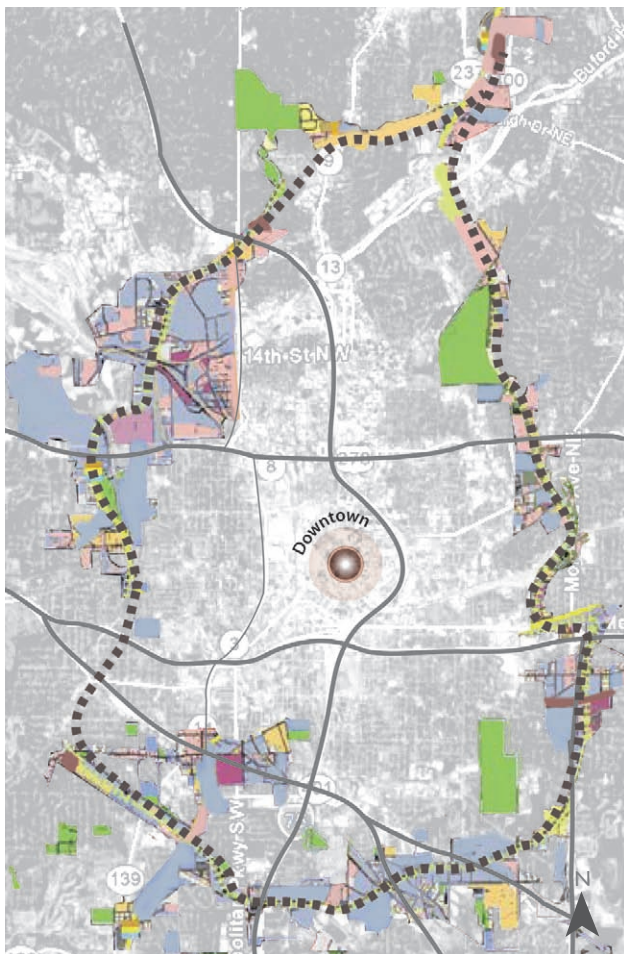
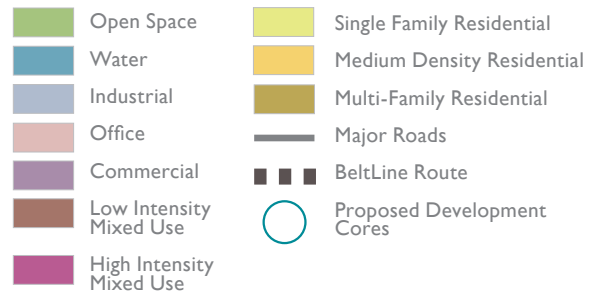


Figure B.8. Existing Land Use.
Pumphrey 2011. Source Data: Atlanta BeltLine, Inc. 2005,21. Google Earth 2011.

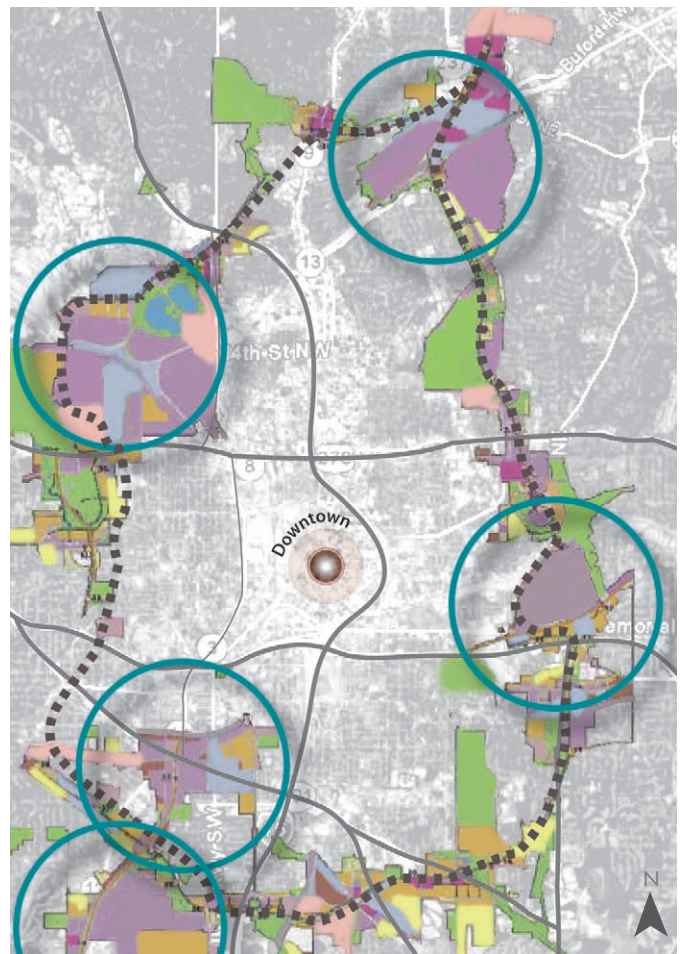


Figure B.9. Proposed Land Use + Mixed Use Nodes.
Pumphrey 2011. Source Data: Atlanta BeltLine, Inc. 2005, 32. Google Earth 2011.

COMMUNITY & CULTURE

Throughout the planning process, input from citizens is solicited to ensure local ideas and opinions are expressed. The City of Atlanta discusses what projects tax earnings should fund first based on community demand and prepares quarterly briefings to keep the community informed. The proactive involvement of the city allows the overall design of public spaces to engage the public according to their desires (Figure B.10). The resulting design allows users flexibility in programming (Atlanta Belt Line, Inc. 2011).



Figure B.10. Community Geared Programming
Source: Martin 2011.

VACANT LANDSCAPE

Vacancy is addressed through reprogramming abandoned industrial sites along the corridor. These spaces are woven back into the urban fabric of the BeltLine. Through turning outmoded buildings and infrastructure into community assets, these forgotten areas can once again become productive spaces. A high level of aesthetics and cultural programming play a critical role in encouraging people to stay (Figure B.11-B.12).



Figure B.11. Reactivating Vacant Land.
Text Overlay by Pumphrey 2011. Source: Atlanta BeltLine, Inc./Perkins + Will 2011 and Google Earth 2011.

SOCIAL EQUITY

The equitable development plan seeks to not only provide connectivity, but also break down economic and cultural barriers through enabling all areas of the BeltLine to experience healthy growth (Atlanta BeltLine, Inc. 2009, 2). Key equity strategies include:

1. *Developing amenities that create more livable and geographically balanced communities.*
2. *Economic development that creates local jobs.*
3. *Minimize displacement and leverage economic opportunity.*
4. *Encourage community voice in project implementation.*
5. *Preserve and enhance the historic and cultural character of neighborhoods.*

Other key strategies for addressing equity include affordable housing (5,000 units at completion), safe pedestrian and bike access, equal access to services, as well as uses that appeal to a variety of age groups.



Figure B.12. Design Elements.
Text Overlay by Pumphrey 2011. Source: Atlanta BeltLine, Inc./Perkins + Will 2011.

RAIL CORRIDOR INTEGRATION

A series of sections completed by Perkins + Will illustrate alternatives for placing the rail line, platforms, and trails within the corridor ROW (Figure B.13 and B.14). It also appears that one of the limitations to design implementation is topographic constraints. Each of the below sections are very relevant to redevelopment along the Rock Island Corridor with regard to how many uses fit within a fixed ROW distance and conform to topographic constraints.



Figure B.13. Rail + Ridge + Vegetation.

Color Adjustment and Text Overlay by Pumphrey 2011. Source: Atlanta BeltLine, Inc./Perkins + Will 2011.



Figure B.14. Integrating Circulation + Slope + Building.

Color Adjustment and Text Overlay by Pumphrey 2011. Source: Atlanta BeltLine, Inc./Perkins + Will 2011.

VIBRANT

Anticipated to serve as a catalyst for economic and community development throughout the City of Atlanta, the newly created environment along the BeltLine directly benefits people living there. It promotes a healthier lifestyle and provides a range of programmatic uses to reactivate the area. Both day and night opportunities to recreate are improved as well as the chance to interact with other people and express local culture in ways that increase overall diversity.

CONNECTED

Since the BeltLine is located between neighborhoods, its revitalization can help reconnect people. The BeltLine reinvisions Atlanta's rail legacy in innovative ways through multi-modal transit and continuous trail networks.

GREEN

Economically, infill opportunities throughout the BeltLine provide strategic reinvestment in communities. Environmentally, carbon emissions can be decreased through improved transit options and "green" buildings. In addition, ecological restoration can happen through removing invasive species and reintroducing native plants.

FUNDING & IMPLEMENTATION

The project is anticipated to be built out over the next 25 years. Implementation starts at small scales such as park designs in mixed use nodes. These parks then become a catalyst for new development. In order to obtain funding for subsequent projects, the BeltLine has implemented a Tax Allocation District. This means that new development will be taxed at a higher percentage, while current development will remain at the normal tax base (Atlanta BeltLine, Inc. 2005, 11).

Another key consideration to implementation is external ownership. External ownership means becoming partners with local agencies to raise awareness about local culture and educating citizens on how redevelopment projects are helping communities (Atlanta BeltLine, Inc. 2009, 13). External ownership also happens through organized events such as community wide cleanup days on the BeltLine.

SUCCESSSES, FAILURES, & RELEVANCE

One of the primary successes with the BeltLine project is their community involvement in planning. Such planning approach helps guarantee the project is well-received. Through orienting implementation projects around community involvement, organizers can help ensure long term success. Another success revolves around improving the corridor, while at the same time planning for new development that will accommodate Atlanta's growth. However, one of the limitations to the project is the lack of design tools for social equity. The Atlanta BeltLine, Inc. has determined specific goals with the intent of achieving social equity, but have not explicitly stated how said goals will be achieved and measured.

This precedent is relevant to the Rock Island Corridor project as it sets a planning and implementation framework that could be adapted. Also, it begins to establish a set of potential design strategies that can reprogram vacant built landscapes and improve visual perception.

APPLICABLE PROGRAM ELEMENTS & STRATEGIES

1. Parks and open space networks that enhance the connections between people and places.
2. Highly aesthetic transit corridor with multiple functions.
3. Space flexibility of community events.
4. Well defined pedestrian crossings.
5. Adaptive reuse and integration of existing buildings.
6. Conversion of industrial sites into mixed use neighborhood hubs.

VACANT LOT ALLOTMENT GARDEN: PITFIELD ESTATE

Project Type - Temporary Allotment Garden.

Location - Pitfield Estate, Shoreditch, London, UK

Designer - What if: projects Ltd.

Client - Shoreditch Trust, UK.

Year Designed/Built - 2007.

Project Size - Approximately 2,200 square feet.

Cost & Funding Sources - \$473,000 (initial investment & 3-years maintenance). In-kind support and User improvement grants.

User Cost - \$5 key fee plus personal supplies.

SITE CONTEXT & ANALYSIS

The site is located in inner-city Shoreditch, London within the Hackney neighborhood on Chart Street. It is nestled within a massing of mixed use buildings to the south-east and primarily public housing units to the north-west. Directly north on Chart street is a public park (Figure B.15). Chart street seems to be utilized for both pedestrian and vehicular movement to cut through the Hackney neighborhoods in order to access the primary roads B101 or A501.

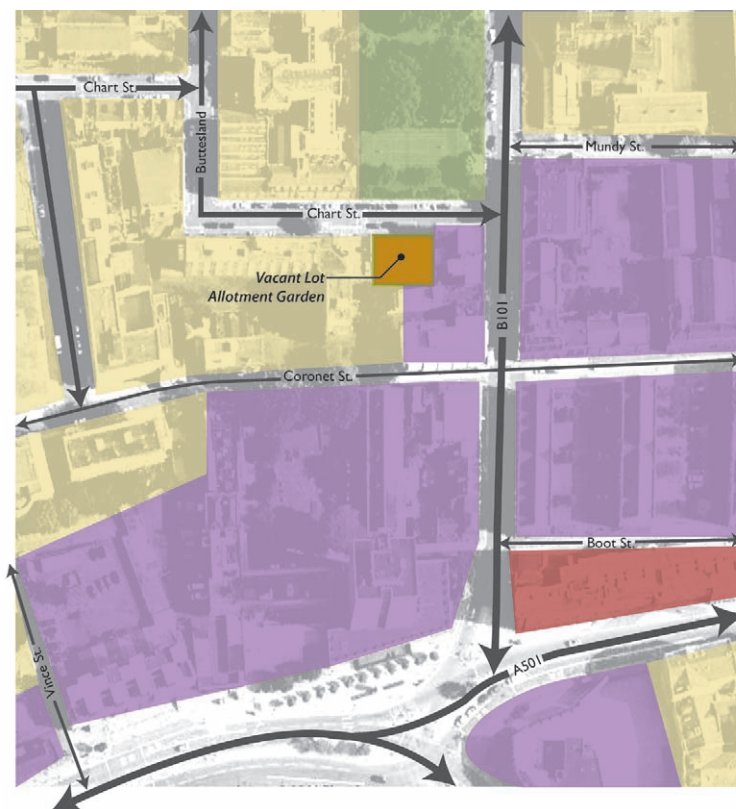
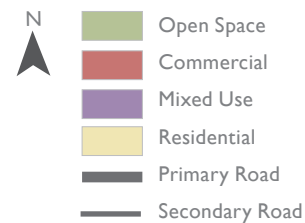


Figure B.15. Adjacent Land Use and Street Network.

Pumphrey 2011. Source Data: Google Earth 2011.



DESIGN CONCEPT

“How might you meet the demand for ‘grow-your-own’ within dense urban area where available land is scarce?”

- What if: projects Ltd. 2011.

The allotment garden project is the result of “mapping vacant and neglected spaces that surround inner city housing in London.” The allotment garden concept is used to reconnect “gaps within the urban fabric [that] both detach and isolate communities”. The intent of the gardens is to transform neglected sites into productive spaces that provide basic food needs and an outdoor space for socializing. In addition, these allotment gardens are installed on lots which are leased from the owner. The designs are conceived as temporary installations so lot owners become comfortable with the project in case they want to develop the site at a later date (Urban Matters 2011).

The Hackney neighborhood allotment garden (Figure B.16) sits in a paved lot behind a local bar and was the first installation in London. The water tower was constructed first, announcing the installation of the garden by projecting above the perimeter wall (Urban Matters 2011). Grow bags are organized in a grid pattern around the water tower.



Figure B.16. Overall Concept.
Pumphrey 2011. Source Data: Google Earth 2011.

DESIGN SUMMARY

Figure B.17 highlights the essential design elements of the allotment garden. It utilizes the existing perimeter wall and fence to limit access to garden users. Before entering the site, users are welcomed by a planting bed. Upon entering, seventy grow bags are arranged in three clusters on a rotated grid around the water tower. Several staging areas are defined with the grow bags to give users space to store supplies, gather, and rest. Likewise, the circulation system is compact with narrow aisles between grow bags. The primary circulation happens around the perimeter and through the grow bag clusters. Secondary circulation is between grow bag rows as shown in Figure B.18.



Figure B.17. Design Elements.

Pumphrey 2011. Source Data: Google Earth 2011.



Figure B.18. Site Circulation.

Pumphrey 2011. Source Data: Google Earth 2011.

GROW BAGS

Each grow bag measures 1 x 1 meter and is made of a polypropylene membrane (Figure B.19). They can hold up to one-half (1/2) ton of grow materials (soil and produce). Since it is only the weight of the grow bag that keeps it held in place, they can be rearranged if necessary. The grow bags are also imprinted with the vacant lot campaign logo, being a piece of advertisement for passersby (What if: projects Ltd. 2011).



Figure B.19. Grow Bag Detail.

Pumphrey 2011. Source Data: What if: projects Ltd 2011.

FUNDING & IMPLEMENTATION

Project funding originated from private donors including local Hackney developers and the Arts Council England. The gaps between funding sources and design implementation were closed through volunteer labor.

The implementation strategy was a partnership between What if and four local gardeners, a construction training organization, and local community members. Flyers were distributed to solicit participation and encourage locals to take ownership of a grow bag. Users were able to take part in construction and fill the grow bags with soil. Regular garden teaching sessions are offered to educate participants and encourage long-term success. Ongoing maintenance is completed by users in their newly formed gardening groups. These gardening groups can apply for subsequent funding to implement new ideas or modifications to the original design.

COMMUNITY & CULTURE

The allotment garden establishes a sense of community in spaces that have previously been neglected. Users are able to socialize and build relationships with neighbors of all demographics and ethnic groups (Figure B.20-B.21). The design also establishes a sense of care in the community as plot holders have a direct responsibility for constructing and tending to garden plots. In addition, the allotment garden resonates a culture which speaks to healthy lifestyles through growing local, fresh produce.

VACANT LANDSCAPE

Through enhancing aesthetics and literally giving the site an apparent productive use the negative perception associated with vacancy can be limited. Through improved aesthetics, a catalyst is created that brings awareness to a once forgotten space in a neighborhood. During the growing season the site is filled with plant life (Figure B.22). In winter even though the plants are no longer alive, the grow bags give a sense of being and anticipation to the site (Figure B.23).

SOCIAL EQUITY

The primary way social equity is addressed in the project is through its capability for providing fresh produce to participants. Users have the freedom to grow what they want. Furthermore, the project deals with social equity by providing open space to people who have previously been underserved.



Figure B.20. Community Planting Day.
Source: What if: projects Ltd. 2011.



Figure B.21. A Place to Rest and Converse.
Source: What if: projects Ltd. 2011.



Figure B.22. A "Green" Site.
Source: What if: projects Ltd. 2011.



Figure B.23. Winter Waiting.
Source: What if: projects Ltd. 2011.

VIBRANT

Not only does the project provide a vital link for the neighborhood, but it is also catalytic for greater London. The project has created a region wide conversation about what to do with vacant land and how to grow produce in an urban environment. The positive reactions have caused sample plots to go on display at London department stores (What if: projects Ltd. 2011).

CONNECTED

The allotment gardens provide opportunities to grow local neighborhoods and establish a culture that can thrive in places that were once forgotten.

GREEN

The allotment gardens are sustainable on multiple levels. Not only do the plots provide local produce for the community, but they also reduce the heat island effect of grey fields.

SUCCESSSES, FAILURES, & RELEVANCE

The project is successful because it was indeed catalytic. Since it's installation, other communities have spearheaded their efforts to develop allotment gardens in other nearby sites. Twenty more allotments will be implemented between 2009 and 2012 throughout London using the Hackney allotment garden as a model. Likewise, the implementation process helps ensure a successful project. Because stakeholders encourage local participation in the garden's design, implementation, and ownership, the gardens help build a sense of community pride. It can also be presumed that the gardening instruction component is critical to ensuring success. Even though this project is successful on several levels, it does not address the adjacent street because the existing wall blocks sight lines into the space. This is a missed opportunity for furthering the message the site portrays to those who walk by that fail to notice the garden. Another missed opportunity is the location of the water tower. It should be more integrated with the buildings to collect rooftop runoff.

Due to the temporary transformative use of the allotment garden, it too could be implemented along the Rock Island Corridor to build community links and spur interest in vacant areas. The flexibility alone of the grow bags allows for easy removal of the project once more permanent development occurs on a site. Such flexibility also gives users more control in regards to the spatial layout. If friendships are formed and people would like to cluster their plots together or more staging space is needed, users can simply drag their grow bags to a more desired position. Lastly, advertising on the grow bags raises awareness for the installation and helps educate community members as to the purpose the allotment serves. This step of advertising is critical to helping the project gain acceptance and understanding.

APPLICABLE PROGRAM ELEMENTS & STRATEGIES

1. Grow bag garden plots.
2. Garden Staging areas with seating.
3. Keyed site access.
4. Address the street with public visibility.
5. Project advertising as artistic awareness campaign.
6. Leased lot approach.
7. Non-profit funding sources.
8. Gardening training classes.

ELLIOT BAY TRAIL

Project Type - Rail with Trail

Location - Seattle, WA.

Designer - Weiss/Manfredi.

Client - Seattle Art Museum and City of Seattle.

Year Designed/Built - Project first developed in 1960s, but significant improvements occurred with in 2007 with the completion of the Olympic Sculpture Park.

Project Size - 1.25 mile long segment of the 5 mile Elliot Bay trail consists of winding bike and pedestrian paths.

Connections - Connects users to both Myrtle Edwards Park and Olympic Sculpture Park allowing them to safely cross an active rail line.

Maintenance - Provided by City of Seattle.

SITE CONTEXT & ANALYSIS

Elliot Bay Trail follows the path of the shoreline. The portion of trail illustrated in Figure B.24 passes through Myrtle Edwards Park and connects to Olympic Sculpture Park. It encompasses a 1.25-mile long network of interconnecting bicycle and pedestrian paths (City of Seattle 2011). Primarily office and industrial land uses back up to the northeast edge of the trail. A rail road corridor approximately 100-250 feet wide is also located on the northeast edge. Elliot Avenue, Western Avenue, and Broad Street are the primary arterials in this area ranging from four to eight lanes wide.

SAFETY & EXPERIENCE

The rail corridor and primary roads are wide pieces of infrastructure. Consideration was given in how trail users cross the existing infrastructure. Figure B.25 shows how topography is used to accommodate the pedestrian bridge. A high point was built for a pedestrian bridge that creates an elevated crossing to help establish a clear connection between Olympic Sculpture Park and the greater extent of the Elliot Bay Trail. One side of the pedestrian bridge, as illustrated in Figure B.26, is made of highly saturated photographs of the Seattle sky displayed between glass panels. These sky images reflect the local scenery, “inviting people to take cover and experience Seattle’s changing skies” (Seattle Art Museum 2011).

The change in topography also helps limit the monotony of a flat trail system, enhancing a user’s experience. Figure B.27 shows a set of stairs that direct users down from the high point to street level, transitioning from the trail network to the sidewalk. A signaled at grade crossing is provided over the rail.

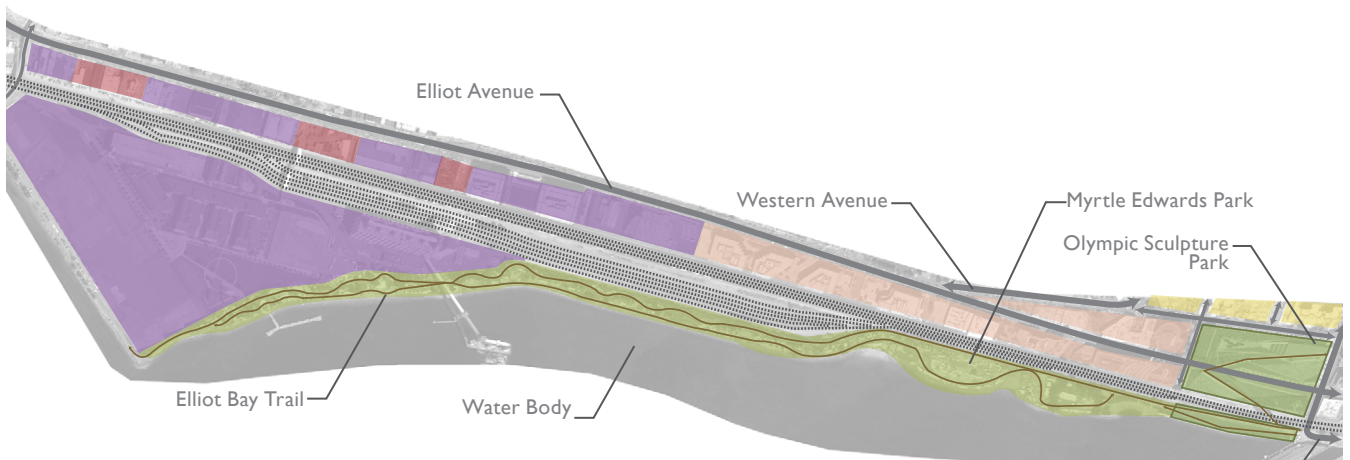


Figure B.24. Site Context.
 Pumphrey 2011. Source Data: Google Earth 2011.

- | | | |
|------------------|---------------|---|
| — Primary Road | — Open Space | N |
| — Secondary Road | — Commercial | |
| — Tertiary Road | — Office | |
| Rail Road | — Residential | |
| — Trail | | |

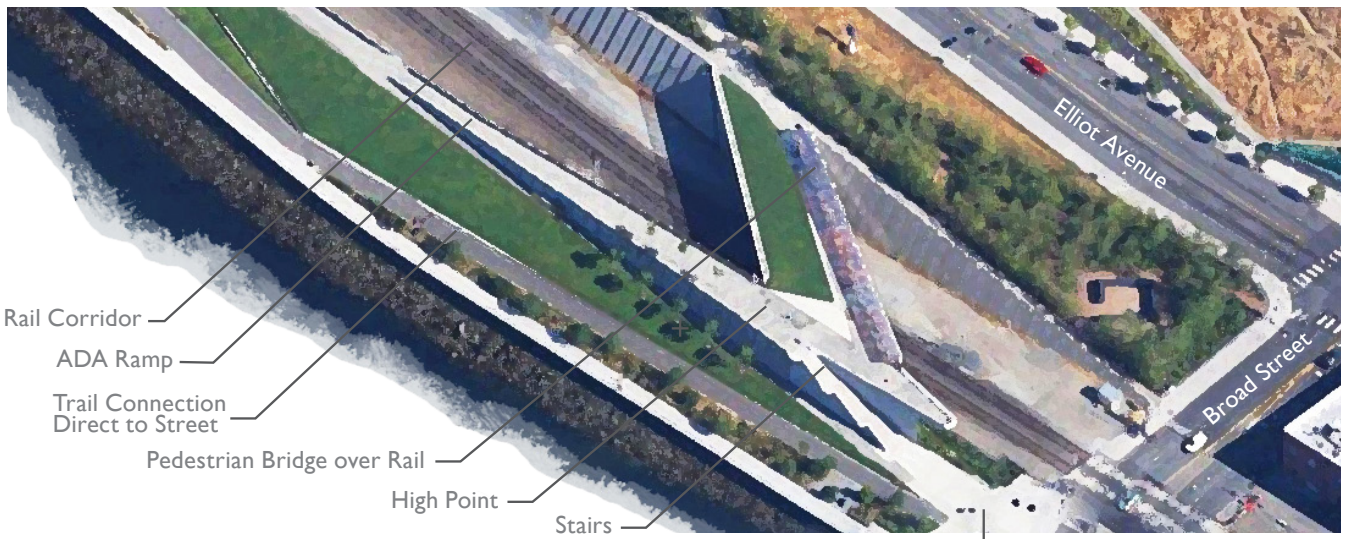


Figure B.25. User Movement.
 Filter and Text Overlay by Pumphrey 2011. Source: Google Earth 2011.

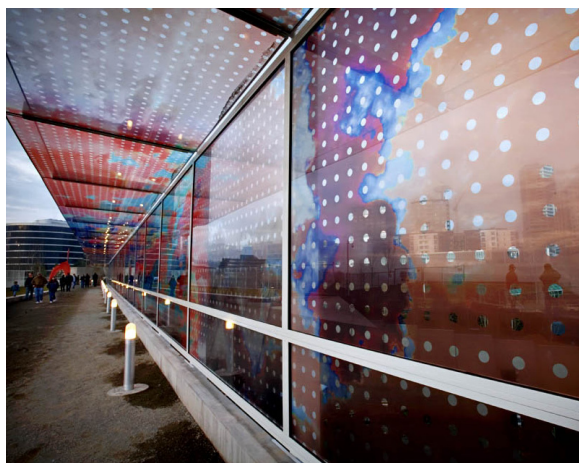


Figure B.26. "Seattle Cloud Cover."
 Source: Roxas 2007.



Figure B.27. Street Level Connections and Crossings
 Filter and Text Overlay by Pumphrey 2011. Source: Google Earth 2011.

TRAIL DEFINITION & RAIL SEPARATION

To further enhance safety and experience, the trail is marked with lanes and arrows (Figure B.28). The division of the trail helps keep traffic moving and also gives each user a dedicated portion of the trail to use. Due to the trail's adjacency to an active freight rail line, it is important to maintain a separation of uses. As illustrated in Figure B.29, there is a minimum of 25' placed between the trail and rail bed. A dense shrub massing identifies the edge of this separation and a chainlink fence hinders trail users from trespassing on the rails.

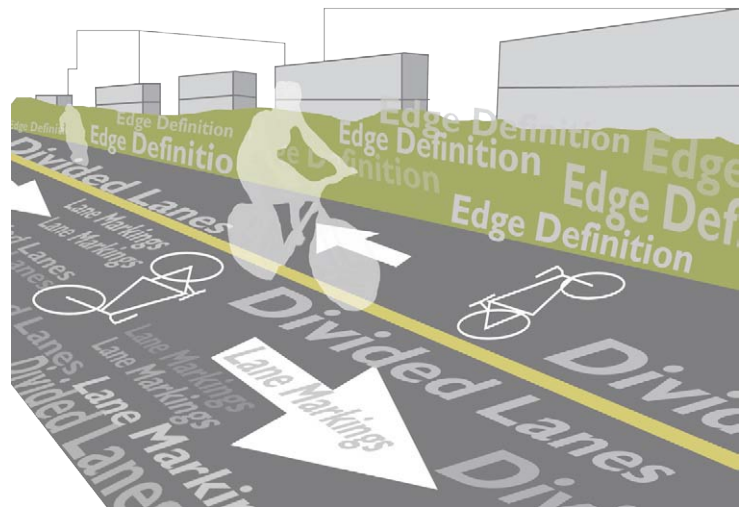


Figure B.28. Trail Markings.
Pumphrey 2011.

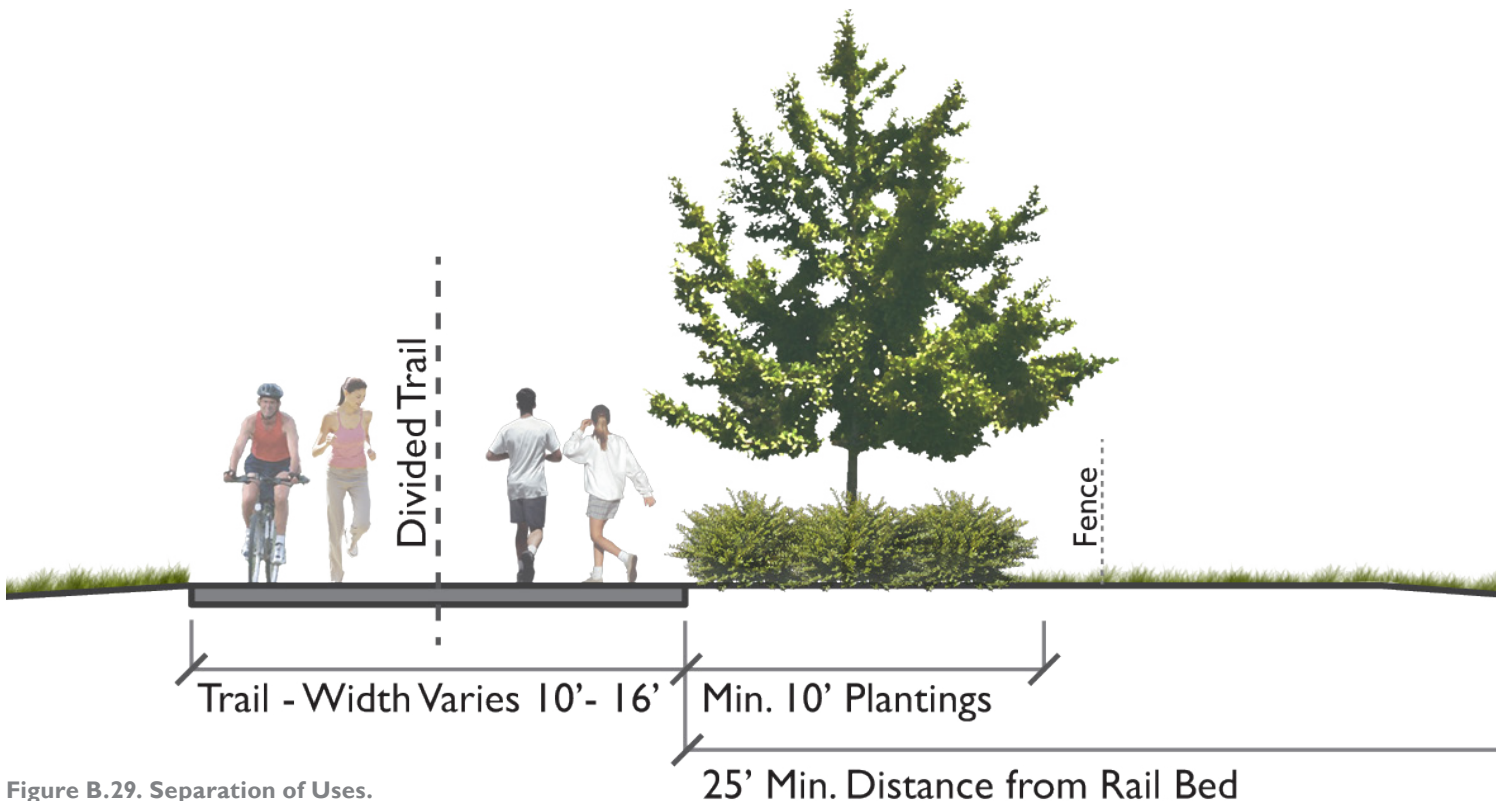


Figure B.29. Separation of Uses.
Pumphrey 2011.

COMMUNITY & CULTURE

The Elliot Bay Trail provides one of the longest stretches of automobile free travel in Downtown Seattle. The trail within Myrtle Edwards park also provides the required infrastructure to make the site a place that hosts many of Seattle's annual events and celebrations (Figure B.30). Likewise, it boasts a celebratory experience as riders are able to focus on distant views of Downtown and the Puget Sound (Figure B.31).

VACANT LANDSCAPE

Since the trail follows a rail corridor and is adjacent to the rear of industrial buildings, it helps activate a landscape that often remains sterile. Typical trail use combined with the annual special events functions, gives the space an apparent productive use.

SOCIAL EQUITY

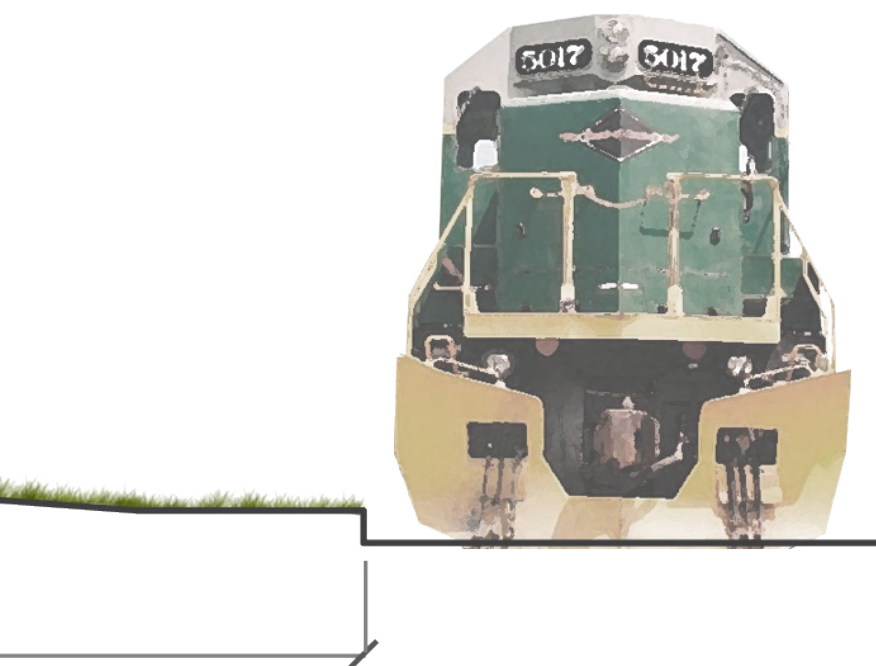
Social equity concerns are addressed through increasing the amount of public greenspace in Downtown Seattle, as well as giving users the chance to be auto-independent.



Figure B.30. Annual Festival Gathering.
Source: Redmond 2011.



Figure B.31. Trail View of Puget Sound.
Source: Redmond 2011.



VIBRANT

The Elliot Bay Trail creates a dynamic rails-with-trails (RWT) opportunity that helps establish an active lifestyle for Seattle Residents. The trail provides evidence that RWT initiatives can work to be both a benefit for communities, while achieving a high degree of safety.

CONNECTED

The Elliot Bay Trail provides an essential connection to Seattle's waterfront. It also has accomplished a clear connection between Myrtle Edwards Park and Olympic Sculpture Park. Since, the trail connects to such unique destinations it helps encourage users to explore their surrounding landscape.

GREEN

With the development of Olympic Sculpture Park, several industrial sites around the Elliot Bay Trail were cleaned up in addition to the shoreline being restored to its pre-urban condition (Seattle Art Museum 2011). The trail also promotes a sustainable lifestyle by providing a safe pedestrian environment that encourages people to walk and bike.

SUCSESSES, FAILURES, & RELEVANCE

The Elliot Bay Trail is a well designed project that activates the rear of industrial buildings to create a unique experience along the Seattle shoreline. Through the use of buffering, the trail was able to be constructed in close proximity to an active rail corridor, while preventing pedestrians from mistakenly encountering the rails. The winding pathways create a unique experience allowing the trail users freedom of movement. Even though a strong connection is evident by using topography and bridging over the tracks into Olympic Sculpture Park, trail users have a choice of either visiting this park or seeking the alternative path to proceed to Broad Street. One way the Elliot Bay Trail can be enhanced is by improving the street level entrance at Broad Street.(Figure 5.27). The aesthetic qualities in this space seem to be more focused on the bridge crossing, rather than ground level. The addition of pedestrian amenities such as benches and street trees could significantly improve this particular space on the trail.

With regards to the Rock Island Corridor, the Elliot Bay Trail provides a buffering strategy that safely integrates pedestrians in close proximity to an active rail line. It also is an example of how the trail itself might be designed to efficiently move users through lane divisions. In addition, the Elliot Bay Trail gives guidance with regards to connecting adjacent destinations and how a trail network can link into street infrastructure.

APPLICABLE PROGRAM ELEMENTS & STRATEGIES

1. Develop a trail that connects into existing street infrastructure and links local parks.
2. Give trail users movement choices and alternatives.
3. Use topography to enhance the user experience by bridging over existing infrastructure.
4. Focus trail users on distant sights to maintain visual interest.
5. Maintain a 25' buffer between rail and trail.
6. Utilize a planted edge and fence line to keep users at a minimum distance from the rail.
7. Provide pavement markings and signage to designate lanes and help trail users safely travel.

URBAN OUTFITTERS CORPORATE CAMPUS

Project Type - Campus Design.
Adaptive & Artistic Reuse for
Reclaiming Industrial Sites.

Location - Philadelphia, PA.

Designers - Meyer, Scherer &
Rockcastle, Ltd and D.I.R.T Studio.

Client - Urban Outfitters, Inc.

Year Designed/Built - 2004-2007

Project Site - A 12 Acre site
with 4 structures. The site once
functioned as a Navy Shipyard, but
was abandoned in 1995.

Project Cost - \$100 million.

Purpose - Consolidate the
company operations into “design
centers” that enhance employee
creativity and encourages a
healthier lifestyle through
capitalizing on public open space.

HISTORICAL BACKGROUND & EXISTING CONDITIONS

Once an active Navy shipyard, the site served a vital function for the nation’s military (Figure B.32). In 1995, however, the Department of Defense decided to close the shipyard and move operations elsewhere (McKnight 2009). For almost 10 years the site sat abandoned until Urban Outfitters purchased it to relocate their entire company into one campus. The five existing structures were in great need of repair (Figure B.33). The site was dominated with a landscape of asphalt and concrete (Figure B.34). What remained was a place where life ceased to exist, creating speculation as to if this site would truly harbor creativity for the company (McKnight 2009).



Figure B.32. Historic Activities.
Source: Bargmann 2011, 53.



Figure B.33. Dilapidated Buildings.
Source: MS&R 2005.



Figure B.34. Asphalt and Concrete Covered Site.
Color Adjustment by Pumphrey 2011. Source: Bargmann 2011, 61.

DESIGN INTENT

The design for the Urban Outfitters Corporate Campus was not a preservation project. Instead it is “about revealing the palimpsest of history, rather than sanitizing it back to one moment in time” (McKnight 2009). As industrial pieces of the site were revealed such as scrap metal, crainways, and the arbesque pattern of the old railway, they played a role in directing the site design. These pieces of history were artfully reintegrated into the design. As illustrated in Figure B.35, the driving concept relied on the idea of a “the large scale of long hedgerow swales along the west facades and sweeping rail tracks contrast the fine textures of new gardens” (Bargmann 2011*). Bargmann also was determined to keep all material created during demolition on-site, incorporating it into to final design with a high degree of aesthetics.



Figure B.35. Concept Sketch.

Filter and Text Overlay by Pumphrey 2011. Source: Bargmann 2011, 61.

SPATIAL PLANNING & CIRCULATION

Spatial planning was an important process for the project and is illustrated in Figure B.36. Spatially, the campus design is clustered around three open space nodes aside remaining Naval infrastructure. Parking lots are concentrated along the periphery, making for an improved pedestrian experience. Tree lined walks and roadways direct traffic on the site, while serving as a pedestrian amenity. Vehicular circulation as in Figure B.37 is limited. Only one roadway bisects the site, while other roads dead end or require vehicles to slow down to complete quick maneuvers. As a result, the roadway system enhances mobility and dramatically reduces the amount of asphalt paving. Pedestrians are able to easily move on the site using an east-west pathway between buildings as in Figure B.38. In addition, pathways along the rail lines, discovered during demolition, artfully express the site's historical past.

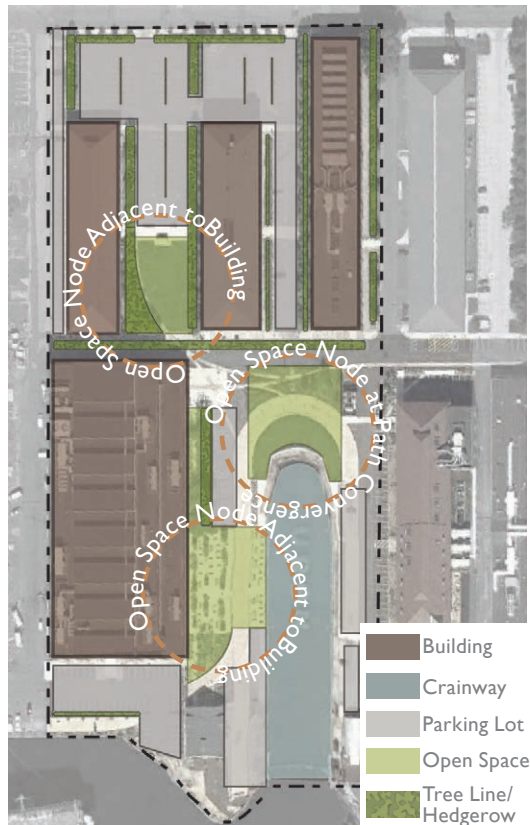


Figure B.36. Spatial Planning.
Pumphrey 2011.

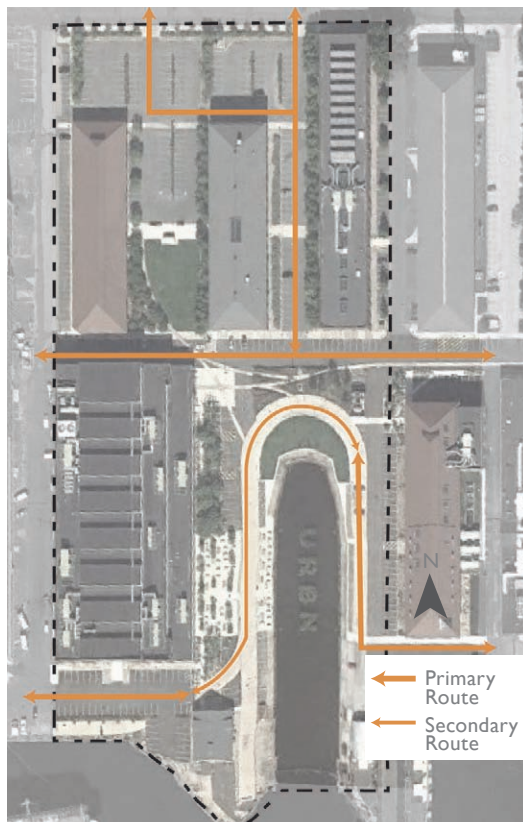


Figure B.37. Vehicular Circulation.
Pumphrey 2011.

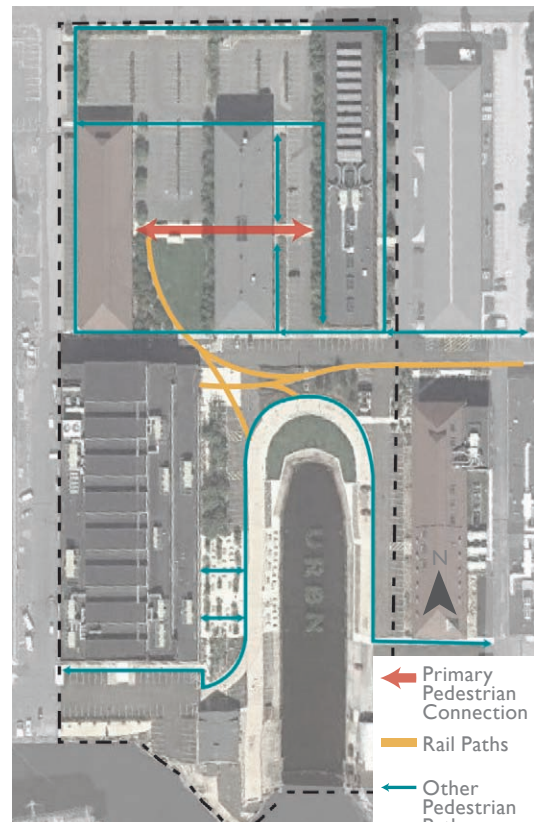


Figure B.38. Pedestrian Circulation.
Pumphrey 2011.

EXPRESSING SITE IDENTITY

Bargmann holds true that designer's should "work with the site, rather than erase it" (Ring 2006). Derelict sites are part of a cultural landscape with stories that is worth being told. Designer's should not just obliterate the past as it means something to the entire design process (Bargmann 2011*).

The Urban Outfitters Corporate Campus expresses the site's embodied history through adaptively reusing material and expressing the unearthed rail line. At the request of the designers, the contractor was asked to break up and stockpile all asphalt and concrete on site to be reused as pavers or crushed aggregates (Figure B.39 and Figure B.40). Broken pieces of rail road track were fashioned into path lighting. The rail line itself became a path defining element. Together, as illustrated in Figure B.41, the recycled concrete, track lights, and rail path came together to form a unique and highly aesthetic space. Similarly, planter beds were utilized to express the organic nature of the rail line, creating a memorable user experience (Figure B.42).



Figure B.39. Breaking Pavement.

Source: Bargmann 2011, 63.



Figure B.40. Sorting and Stockpiling Salvaged Materials.

Source: Bargmann 2011, 65.

PROCESS OF MATERIAL RECYCLING

(After Bargmann 2011, 64-69).

1. **Count** - What is the embodied energy?
2. **Unearth** - Nice detritus.
3. **Pile**- Stockpile and quantify materials.
4. **Re-Place (with care)** - Reuse material on-site.
5. **Brand** - Name the reused materials.
6. **Seep** - What are the ecological benefits?



Figure B.41. Plaza Space Design.
 Filter and Text Overlay by Pumphrey 2011. Source: D.I.R.T Studio 2011.

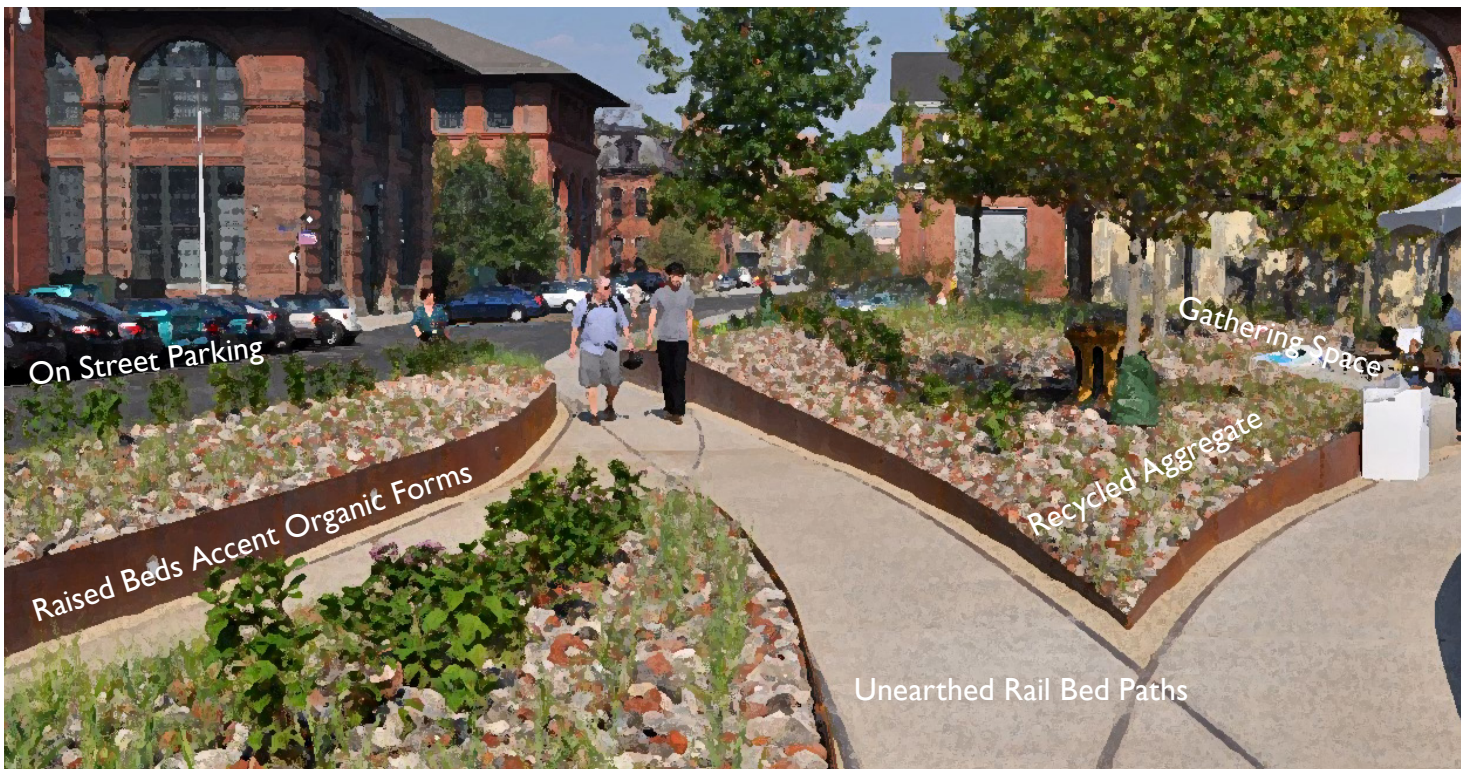


Figure B.42. Accentuating the Rail.
 Filter and Text Overlay by Pumphrey 2011. Source: D.I.R.T Studio 2011.

COMMUNITY & CULTURE

Common open spaces, such as the one shown in Figure B.43, allow users to be outdoors. The design's interpretation of the site's past fosters a creative work environment.

VACANT LANDSCAPE

The design reprograms a derelict site into creatively functioning place. Significant improvements were made that innovatively reused on-site materials to tell a story about the site's past, while encouraging future prosperity.

SOCIAL EQUITY

Social equity is addressed through developing a place which improves office moral, promotes healthy lifestyles, and seeks to develop a common ground that brings the company's 600 employees together.



Figure B.43. Creative Gathering Space.

Source: Swimmer 2006.

VIBRANT

Through placing the entire company on one site, a heightened awareness of the company's purpose can be achieved. The design allows "imagination to flourish," where the "workplace become[s] an incubator for innovation" (McKnight 2009).

CONNECTED

Even though the company is spread out in four buildings, an efficient network of vehicular and pedestrian trafficways ensures campus connectivity. The path network follows existing and historic infrastructure to establish a more significant interpretation of the site.

GREEN

The design eliminated the need for removed materials to be disposed of in a landfill by finding ways for them to be repurposed. Reusing materials also help minimize cost, without decreasing aesthetics.

SUCCESSSES, FAILURES, & RELEVANCE

A major success of this project is its ability to solve problems at multiple levels. Not only does it address site aesthetics by expressing site history in an artful manner, but it also addresses a level of environmental stewardship by keeping waste on site. According to Bargemann, "the more levels a project operates at, the more successful it is" (Ring 2006). The adaptively reused material palette creates a place that has a unique character in order to enhance user experience. Furthermore, the project is also successful through its functional path system that incorporates a once buried rail line. Pedestrians are given a sense of what once existed without a literal interpretation.

In relationship to the Rock Island Corridor, the design for the Urban Outfitters Corporate Campus conceives several new ideas with regards to reusing materials in an innovative way. Pavements removed on-site should be kept on site, but given a new use. Old metal should be repurposed to define planter edges. And flowering plants should be utilized to enhance aesthetics.

APPLICABLE PROGRAM ELEMENTS & STRATEGIES

1. Find creative ways that speak to a site's historical significance without restoring it to a past time period.
2. Keep materials on-site, using them as palimpsest.
3. Maximize pedestrian circulation, while minimizing vehicular.
4. Develop open space nodes.
5. Accentuate existing site features through changes in elevation.

DENVER MILLENNIUM BRIDGE

Project Type - Urban Design.
Pedestrian Linkage.

Location - Denver, CO.

Designers - OverArup & partners,
ArchitectureDenver, and Design
Workshop.

Client - City of Denver.

Year Designed/Built - 1999-2002.

Project Site - At the terminus
of the LoDo district of the 16th
Street Mall, the project connects
into Denver's Central Platte Valley
neighborhood by spanning the
currently dividing train tracks.

Project Cost - \$9 million.

Purpose - Pedestrians climb 25-
feet above street level to walk
across a 130-foot-long bridge
that crosses railroad tracks and
regional light rail system.

INTENT

The Denver Millennium Bridge stands as a landmark for users in Denver's LoDo and Central Platte Valley neighborhoods. It creates a major artery that reconnects "a complex of stores, condos, and green spaces to the 16th Street Mall" (Groundspeak, Inc. 2012). Since the construction of the bridge, mixed use infill opportunities have advanced in the adjacent parcels that emphasize residential uses (Figure B.44).

DESIGN CONSIDERATIONS

The bridge is a 130-foot long and suspended 25-feet above the rail. A major design consideration was supporting the bridge, without interfering with the passing trains beneath. Therefore, "the support structure had to be above the deck using a cable stayed system" (Groundspeak, Inc. 2012). A 200-foot tall steel mast, supports the bridge and quickly became a "notable landmark for lower downtown Denver" (Groundspeak, Inc. 2012).

Pedestrian circulation and amenities are integrated at the base of the bridge as illustrated in Figure B.45. Plaza spaces adjacent to the rail line accommodates larger pedestrian flows. Pedestrian amenities such as shade, seating, and waste receptacles are provided within the plaza space. An elevator to the bridge deck meets ADA guidelines so users who are unable to use the stairs can still experience the bridge.

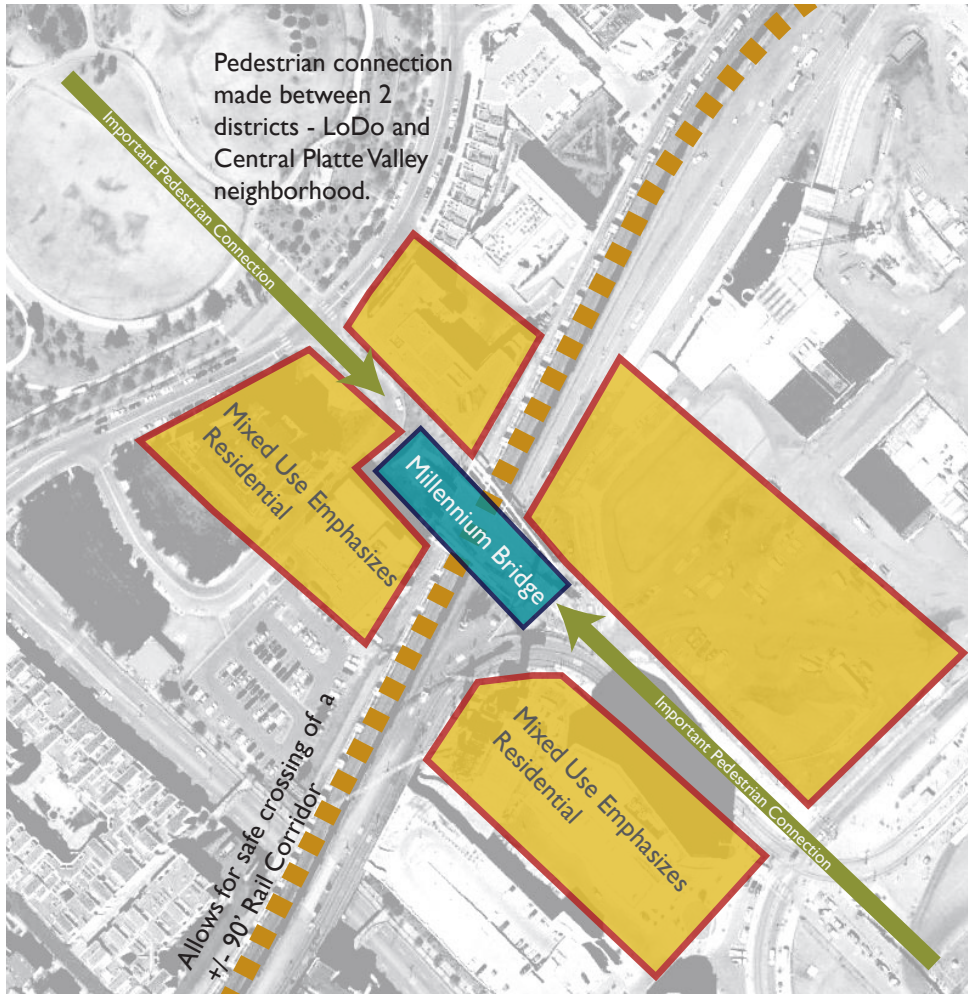


Figure B.44. Strategic Connection Prompts Infill.

Pumphrey 2012. Source Data: Google Earth 2012.

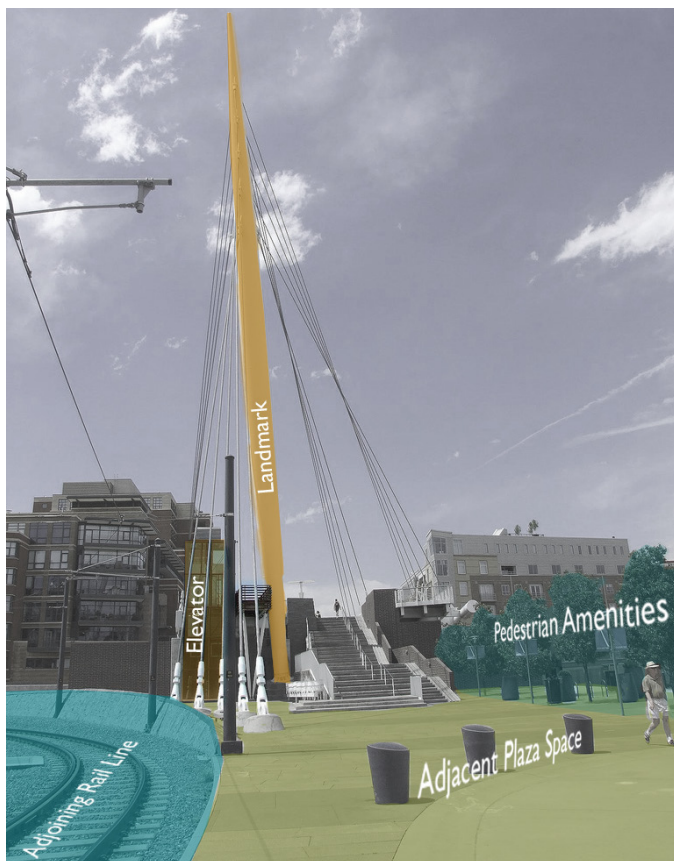


Figure B.45. Pedestrian Amenities.

Color and Text Overlay by Pumphrey 2012. Source: Cutts 2008.



BRIDGE DECK ELEMENTS

The design of the bridge deck emphasizes views on the mast and cables. To make the size of the bridge be a more human scale, built-in seating creates bays for users to socialize. A shallow water feature also adds interest to the bridge deck and helps define smaller spaces.

Figure B.46. Bridge Deck Elements.

Color and Text Overlay by Pumphrey 2012. Source: Tracie 2010.

VIBRANT

As a result of the bridge, mixed use development is prompted to help continuously activate the area. Such activation transforms further develops LoDo into an economically viable area.

CONNECTED

The bridge connects two districts that were previously divided by railroad tracks. People are able to better access services in Downtown Denver.

GREEN

Due to the connection that is made between districts, the bridge encourages pedestrian mobility. The increase in pedestrian traffic decreases the amount of carbon produced through automobile traffic.

SUCCESSSES, FAILURES, & RELEVANCE

The primary success of the bridge is its ability to connect two districts and create place identity through designed form. A heightened experience is also created that allows pedestrians to safely cross over a wide rail corridor. Plazas at the bases create spaces for people to socialize and entertain, further advancing the sense of community. Activity is expected to increase as downtown public transit is expanded in the future (Westword 2011).

Material choices might be one of the biggest drawbacks of the project as some of the granite steps have deteriorated (Westword 2011). Another failure of the project is the lack of shade on top of the bridge deck. Adding shade elements would further enhance the user experience. Considering the Rock Island Corridor and Raytown CBD, the Millennium Bridge integrates a strategic pedestrian connection, while also creating a landmark that establishes valuable public space.

APPLICABLE PROGRAM ELEMENTS & STRATEGIES

1. A pedestrian bridge spanning the rail and crossing Raytown Trafficway.
2. A plaza space at the base of the bridge.
3. Mixed use that emphasizes residential adjacent to the bridge.

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GLOSSARY

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[A]

Affordable Housing – Housing that costs less than 30-percent of a family's income. Housing is not considered affordable when more than 30-percent of one's income is used for housing as the cost burden increases the difficulty to afford basic necessities (U.S. Department of Housing and Urban Development 2011).

Agglomeration – 1. Built-up zone outside a traditional central city or town. 2. A distinct center or cluster of productive, where industries and enterprises share various advantages of geographical proximity (Berger 2007, 56).

Awareness – Recognition and knowledge of the societal issues that are often problematic for communities (Pumphrey 2011).

[C]

Community Garden – 1. A defined area of tillable land made available to groups of individuals, households, classes, and others to garden. 2. Community gardens are also known as allotment gardens, vacant-lot gardens, neighborhood gardens, rent-a-garden, and garden patches which provide a share place for people to garden and socialize (Hou 2009, 11).

Connected – Availability of and access to trails, transit, and road networks that link people to each other as well as local amenities through a dynamic interaction with one's environment (Pumphrey 2011).

Culture – 1. The sum total of ways of living built up by a group of human beings and transmitted from one generation to another (Nassauer 1995, 230). 2. Value that ascribe norms and meanings to everyday life as they infused daily events with relevance and significance (Jakle and Wilson 1992, 31).

Cultural Landscape – A geographic area, including both cultural and natural resources and the wildlife or domestic animals therein, associated with a historic event, activity, or person or exhibiting other cultural or aesthetic values (NPS 1994).

[D]

Decamping – Systematic abandonment of the least viable vacant landscapes within a city which speculates on the process of decommissioning and staging of their vacancy (Daskalakis 2001, 105).

Dereliction – Decline that begins in a landscape when structures, built to contain efficiently and symbolize prescribe functions, prove less efficient (Jakle and Wilson 1992, 6).

Drosscape – 1. Landscapes that accumulate in the wake of socio- and spatio-economic processes of deindustrialization, post-Fordism, and technological innovation. They serve no functional purpose, merely appearing as left over from development (Berger 2007, 2-5). 2. As a verb, Drosscapping is the placement of new social programs that transform waste (real or perceived) into more productive urbanized landscapes to some degree (Berger 2007, 237).

[E]

Education – Learning about local culture to understand a community's historical past and local citizens (Pumphrey 2011).

Emergent Phenomenon – Each component in a system is dynamic which contributes to but does not control the form and behavior of the whole (Alberti 2003, 1170).

Ephemeral Landscapes – Places that lack permanence as the result of a restless, destructive, and uprooting capitalistic-industrial system that forces all places to become or respond to markets (Clay 1989, 4).

Epitome District – Spaces where the locales carry symbolism and meaning with the capacity to package emotion, energy, history, and allusion into compact spaces (Clay 1989, 6).

Erasure – Demolishing large portions of abandoned neighborhoods and then afterwards landscaping them or allowing the sites to simply return to nature (Daskalakis 2001, 112).

Ethnographic Landscape – A landscape containing a variety of natural and cultural resources that associated people define as heritage resources (National Park Service 1994).

Experience – Positive and recurring events that leave an impression on users, encouraging people to stop at a place, explore it, and hopefully return again (Pumphrey 2011).

[F]

Functional Obsolescence – Once functioning places are rendered obsolete under the vagaries of changing technologies, cultural predilections, and investment opportunities. (Jakle and Wilson 1992, 20).

[G]

Green – Community growth that efficiently uses local resources through a conscious effort in regards to economics and the natural environment (Pumphrey 2011).

[H]

High Road Building – Buildings that express a prominence in the landscape by embedding themselves in the social functions of a place, while withstanding the test of time. This type of building has “high-visibility, often high-style, and nearly always high-cost” (Brand 1994, 35-38).

[I]

Immersion – Active participation in programming and community processes that can instill civic pride (Pumphrey 2011).

[L]

Local Community – A set of social relationships or roles among people who are related geographically through production and consumption of goods and services (Jakle and Wilson 1992, 258).

Low Road Building – Structures with “low-visibility, low rent, no style, and high turnover.” These structures entice creativity and can become places of local identity. This type of building can easily be reconfigured to support a different use without worry about its “historical or aesthetic integrity (Brand 1994, 24-25).

[M]

Market Factor – A feature or characteristic in a market that is related to the demand for the product (AMA 2011).

[N]

No Road Buildings – Sterile creations in the landscape where function is often lost and people are invisible in the space. Often, these buildings are the result of modern and post-modernist movements (Brand 1994, 53).

[P]

Plural Design – A design approach that focuses on equality, justice, and empowerment (Brown 2003, 100).

Projection – The active and productive form of mediation between the terms of oppositions setting flexible spaces for staging of the unpredictable through planned ephemeral changes (Daskalakis 2001, 87).

Perceived High Road Buildings – Structures that exhibit an emotional attachment often through intangible functions and unfixed design elements. For example, long-term tenancy, civic use, and historic looking architectural details of a building might deem it as high road, when in fact the building has minimal aesthetic and cultural value making it instead a low road building (Pumphrey 2011).

[R]

Resilience of Cities – The degree in which cities tolerate alteration before reorganizing around a new set of structures and processes (Alberti 2003, 1170).

[S]

Space as Recognition – Individual and groups have the ability to assert their roles and responsibilities through defining a shared set of claims and rights (Aeschbacher and Rios 2008, 85).

Space of Engagement – Networks that connect locals to form the building blocks of society (Aeschbacher and Rios 2008, 85).

Space of Materiality – Spaces that reveal culture and citizenship through expressing an embodied aesthetic comprising multiple identities and relations that all citizens have the right to claim. Material spaces reveal hidden social ecologies, express identities, and offer a means for deeper self-understanding (Aeschbacher and Rios 2008, 85).

Social Equity – **1.** Supporting a rich diversity of cultural opportunities, encourage cooperative relations, and promote the just and equitable distribution of resources and opportunities (MARC 2011, 1). **2.** Increasing the housing, employment, and transportation choices and ensuring accessibility for all residents. **3.** Engaging citizens in decision-making processes (MARC 2011, 5). **4.** Just and fair inclusion. An equitable society in which all can participate and prosper. The goals of equity must be to create conditions that allow all to reach their full potential (Policy Link 2011). **5.** A city in which public investment and regulation would produce equitable outcomes rather than support those already well off (Fainstein 2010, 3).

Social Justice – An idea that moves past simple “fairness” encompassing equity, democracy, and diversity. Its influence should be on all public decisions to create the conditions for human flourishing (Fainstein 2010, 3).

Suburb or Suburban – **1.** Characterized by building design to be viewed as objects that dominate in the landscape which serve primarily a single land use. **2.** Auto dependent development involving surface parking lots and roads that are often organized in dendritic pattern that are disconnected from larger networks. **3.** Forms that tend to have lower-density and be evenly spread out (Dunham-Jones and Williamson 2009, x).

Sustainability – **1.** Balance a thriving economy, social equity, and a healthy environment, meeting today’s needs without compromising the needs of future generations (MARC 2011, 1). **2.** Development that requires meeting the basic needs of all and extending to all the opportunity to fulfill their aspirations for a better life (Hosey 2008, 35).

[T]

Temporary Catalysts – Annual events, programming, and temporary design solutions that are vibrant, exciting, and lead to new markets (Kotval 2010).

Terrain Vague – **1.** Coined by Ignasi de Solà-Morales is the idea of absence in the contemporary metropolis. This interest focuses on obsolete and unproductive spaces and building, often undefined and without specific limits with a generalized tendency to “reincorporate” these places as productive reconstructed spaces in a city (ACCA 2006). **2.** The relationship between the absence of use, of activity, and the sense of freedom, or expectancy, is fundamental to understanding the evocative potential of the city. (Daskalakis 2001, 84).

TOADS – Temporary obsolete, abandoned, or derelict sites (Bowman 2000, 561).

[U]

Urban Ecology – The study of a cities' ability to simultaneously maintain ecosystem and human functions and how human activities directly affect factors that control natural processes (Alberti 2003).

[V]

Vacant Built Landscape – Long term vacancy in urbanized areas that speaks failure, lack of funding, bad management, blight, and waste (Corbin 2003, 15).

Vacant Landscape – Various types of unused or under used land sometime as the result of remnant parcels, left undeveloped for future expansion, or expressing severe physical constraints (Bowman 2000, 561).

Vibrant – A community with a robust mixture of programmatic uses that positions equity and diversity as an integrative component, where individual cultures thrive and positively influence the whole (Pumphrey 2011).

Vacancy (perceived) – The idea that because one cannot visually see structures or people or it currently seems unoccupied and does not have an apparent productive use, a site must be vacant. Visually it is perceived as nothing is there, but unseen natural and cultural processes are present (Corbin 2003).

Vacancy (physical) – Having no contents, occupant, or is not in use (Dictionary.com, LLC 2011).

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“Sustainability requires meeting the basic needs of all and extending to all the opportunity to fulfill their aspirations for a better life. A world in which poverty is endemic will always be prone to ecological and other catastrophes.

Lance Hosey 2008, 35.