

SUSTAINABLE CITIES DESIGN ACADEMY

WASHINGTON, DC

October 29-31, 2014

FINAL REPORT

American
Architectural
Foundation

Presenting Sponsor



**United
Technologies**



“The coming together of fresh eyes on our challenges yielded invaluable ideas that had not been considered...from an ownership perspective, it was comforting and reassuring to [our team] that planning was on the right thought track locally and our participation in the Academy gave reassurance and confirmation.”

– Jim Hopper



“We share nationally so many of the same local challenges. We need to get together more often to solve them!”

– Michael Busha



“I appreciate the collegial atmosphere that prevailed [at SCDA] - everyone checked their egos. Wonderful experience.”

– John Southgate

OBJECTIVES

AMERICAN ARCHITECTURAL FOUNDATION

Sustainable Cities Design Academy Objectives



“Having a mix of backgrounds at the table was eye opening and provided many “Eureka” moments...as did different perspectives. This was a terrific opportunity.”

— SILVIA VARGAS, AICP



The Sustainable Cities Design Academy (SCDA) is an initiative of the American Architectural Foundation, a national 501(c)(3) non-profit organization, that supports and advances good sustainable design practices. Since 2009, SCDA has provided leadership development and design assistance to local community leaders with the process of planning public-private development projects that advance their communities' sustainability goals.

During SCDA 3-day charrettes, city leaders from diverse disciplines and professions present specific project challenges. Leaders may include: mayors, city managers, transit planners, economic development authorities, and non-profit executives. These leaders work collaboratively with resource teams of design professionals who help them consider new, innovative options and solutions.

SCDA charrettes use the design process to guide discussion around challenges and opportunities for each project. This process helps project teams to analyze effectively specific challenges and to identify appropriate solutions. Prior to the workshop, AAF staff visit participating cities to meet with project teams, gather information, visit the proposed site, and discuss the select projects. Four project teams participate in each session, with each team composed of four key project influencers and 12 design experts. AAF draws from a wide network of professional contacts to bring the right people to the table.

SCDA charrettes begin with an informal work environment that encourages participants to meet and get to know each other. On the following day, project teams make brief presentations to introduce their projects and resource team members present their work. After the presentations, project teams work with assigned resource team members in break-out work sessions. In these sessions, teams analyze their plans, identify challenges, and incorporate best practices into their plans. The next day, project teams present their work to the assembled group for feedback from participants and to confirm their steps toward implementation. SCDA creates a nurturing environment through the use of facilitated discussion, working meals, informal receptions, and overnight stays. This enables participants to build trust and reflect, leading to productive outcomes.

Sustainable Cities Design Academy

AMERICAN ARCHITECTURAL FOUNDATION



SCDA 13 Washington, DC

OCTOBER 29-31, 2014

FRONT ROW, LEFT TO RIGHT

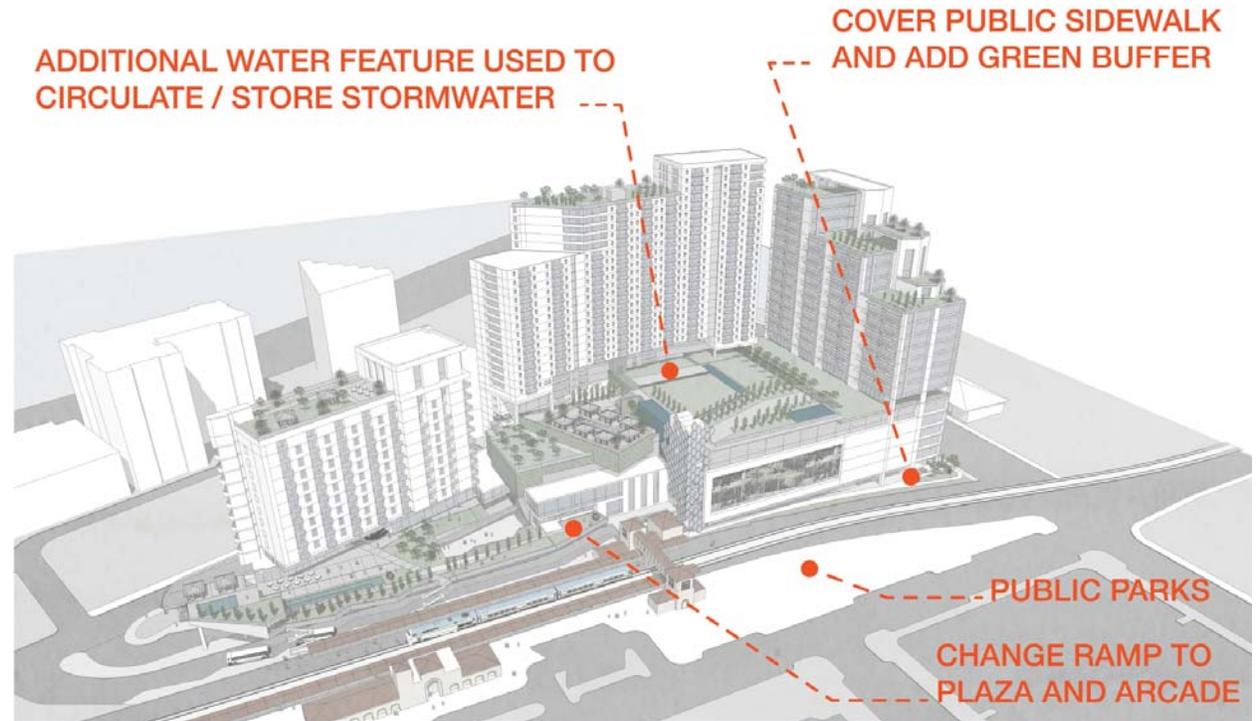
Justin Falango, Arlington County
 James Stitt, Pittsburgh
 Raphael Clemente, West Palm Beach
 Katherine Camp, Pittsburgh
 Silvia Vargas, WRT
 Arlova Vonhm, Arlington County
 Lisa Brown, Pittsburgh
 Zachary Keegan, AECOM
 Dan Marriott, PD Marriott + Associates
 Garrett Avery, AECOM
 Elizabeth Blazevich, AAF

MIDDLE ROW, LEFT TO RIGHT

Mark House, West Palm Beach
 Sam Stiebel, The JBG Companies
 Doug Crawford, West Palm Beach
 Brandon Vatter, Pittsburgh
 Parag Agrawal, Bridgeport
 Michael Masanoff, West Palm Beach
 Bel St. John Day, Bradley Site Design
 Catherine Campbell, Hillsborough
 Margaret Hauth, Hillsborough
 Mike Saunders, McCormack Baron
 Salazar
 Matt Fulda, Bridgeport
 Jim Hopper, Hillsborough

BACK ROW, LEFT TO RIGHT

Kevin Cahill, Interface Engineering
 John Southgate, Southgate Consulting
 Jay Habansky, Bridgeport
 Michael Karsch, West Palm Beach
 Peter Majewski, Bridgeport
 Michael Busha, West Palm Beach
 Jay Hopper, Hillsborough



WEST PALM BEACH, FLORIDA

West Palm Beach Transit Village



CASE STUDY

WEST PALM BEACH, FLORIDA

West Palm Beach Transit Village

The West Palm Beach Transit Village is planned to invigorate this South Florida city's western edge. The Transit Village, a mixed-use, multi-modal development, over and surrounding the Intermodal Transit Center (ITC) that provides mass transit services for Palm Tran, Amtrak, and Tri-Rail transit lines. The West Palm Beach project team believes the Transit Village has the potential to be most important transit-oriented development (TOD) in the State of Florida and even a national model for sustainable development that supports economic growth, encourages livable communities, and preserves environmental resources. Desired outcomes of this project by the project team as well as the City of West Palm Beach and Palm Beach County include providing for additional workforce housing, increased civic and educational activities supported by local institutions, and commercial space that supports job creation, supported by transportation and pedestrian systems that will create a desirable urban environment for people of all ages. Located on the western edge of the City's historic downtown, the Transit Village has the potential to reinforce the existing street grid and create connections to adjacent neighborhoods while providing a capstone for the City's downtown redevelopment efforts.

Nearly 20 years of planning has helped to inform the current Transit Village scheme. Most notably, a 2005 charrette sponsored by Treasure Coast Regional Planning Council, Florida Department of Transportation, the County, the City, and South Florida Regional Transportation Authority. This charrette garnered widespread support from stakeholders and encouraged the current development team to proceed with designs for a TOD that was complimentary to the Downtown Master Plan guidelines after winning the bid for this parcel in 2010.

Due to the site's unusual wedge-shape configuration, this project has significant design challenges. Among the challenges are the integration of the ITC with the proposed

uses in the Transit Village plans, as well as providing access for adjacent neighborhood residents. To date, the following design interventions have been proposed: a rooftop amenity deck on the parking structure that covers approximately four acres; ground level retail with landscaping that will line parking structures and provide for a pedestrian-friendly scale; a pedestrian route that will allow people to access Tri-Rail, Palm Tran, and private garages as well as hotel, offices, housing, retail, and civic uses; and a connection to the nearby Dreyfoos School for the Arts and other popular nearby institutions and attractions.

QUESTIONS:

- What federal grants, subsidized financing, and / or tax credits for a transit-oriented development in an urban infill area should the team pursue?
- How can the team best attract potential corporate tenants to this sustainable development? What types of incentives or amenities have proven to be attractive in similar developments?
- What aspects of the current design could be improved; the mix between uses, amenities, and open space? Is the team using the space most efficiently and working to integrate this development with the surrounding area? Is the current circulation plan for pedestrians and vehicles friendly, or is there a better comprehensive plan?



WEST PALM BEACH, FLORIDA

Incorporate Sustainable Systems

- Investigate incorporation of central energy plant.
- Consider using sewage as heat source.
- Consider a shared back-up emergency generator.
- Consider using storm water for planting materials.
- Consider using storm water for cooling central energy plant.

Graywater, Stormwater, & Urban Park Features

- Introduce an additional artistic water feature on parking roof deck and consider using stormwater as part of this artistic feature.
- Use graywater produced in office tower for flushing in office tower.
- Create area for stormwater overflow / retention on southern parcel.
- Request that the City provide public and open park space on the northern and southern end of the Tamarind Parcel on the east side of the track.

Circulation

- Change ramp to directly connect plaza and arcade to and from train station.

- Improve architectural development of circulation tower between train station and plaza. Consider using the stormwater in an artistic water feature.
- Incorporate more pedestrian-friendly design considerations overall by tightening sidewalk crossings.
- Reduce planted area and increase bike circulation routes on northwest corner.
- Tighten turning radius of curbed areas to be more urban friendly.
- Maximize parking and study proposed systems' efficiency.
- Review connections and access on the north side of the site to make it more open to Banyan and areas to the north.

Transit & Transportation Systems

- Consider greater sharing of parking and the use of an electronic parking tracking system or other method to allocate parking based on use.
- Add rental car and / or Zip Car facility in parking area.



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- Provide welcoming access and arrival from and to the train station to the retail amenities.
- Increase air flow to at least 40% in parking structure to avoid mechanical ventilation.
- Cover parking areas with green buffers and living walls.

User Amenities

- Include a bike and / or storage / maintenance room.
- Encourage bike rental business and / or bike share stations to be located onsite.
- Further develop arrival to the hotel and enhance the entry experience. Consider providing additional drop-off areas.
- Flip retail and services at hotel entry to better serve site visitors and residents.
- Decrease size of units in the residential tower to allow for efficiency and answer market demand.
- Create club house for residential tower occupant use.
- Provide space for institutional and civic amenities, including fitness center, that can offer day care and recreational facilities, and banks.

Best Practices for Review:

- American Tobacco Building (Durham, NC): recycling water onsite through prominent water feature. [<http://www.americantobaccohistoricdistrict.com/>] & [http://www.srssa.com/project.php?cat=Landscape_Architecture&subCat=Projects&subCatID=16]
- Lurie Garden [Chicago, IL]: interactive water feature. [<http://www.luriegarden.org/lurie-garden-design-narrative>]
- Green Street Treatments (Portland, OR): [<http://www.portlandoregon.gov/bes/article/167503>]
- Green Alleys & Sidewalk Treatments (Washington, DC): [<http://ddot.dc.gov/node/469792>]



WEST PALM BEACH, FLORIDA



Michael Busha, AICP
TREASURE COVE REGIONAL PLANNING
COUNCIL

Michael Busha has spent 32 years with the Treasure Coast Regional Planning Council and the last 19 as its Executive Director. Michael has spoken from coast to coast on the topics of downtown redevelopment, town planning and urban design, job creation and economic development, and the land use / transportation connection. He has been involved in over 105 different public planning charrettes for the Council over the last 25 years, establishing successful redevelopment plans for cities like Stuart, Fort Pierce, Delray Beach, Lake Worth, Bartow, Flagler Beach, and West Palm Beach, Florida. He is the primary author of the Council's 1995 long-range, strategic regional policy plan, which is based on the Charter of the New Urbanism, and is responsible for overseeing the contents of the Seven50 long-range strategic regional plan for the Southeast Florida Region.

Michael also serves as President of the Treasure Coast Enterprise Fund, Inc., a small business loan fund operating on the Treasure Coast, and in August 2010, he was elected to the Martin County School Board. Michael has lived in Stuart, Florida for 37 years and is a graduate of Florida Institute of Technology.

Michael Busha, AICP

Executive Director
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Raphael Clemente, AICP
WEST PALM BEACH DOWNTOWN
DEVELOPMENT AUTHORITY

Raphael Clemente, Executive Director of the Downtown Development Authority (DDA), has been contributing to the improvement and renewal of the Downtown District since 2006. A self-described “urbanist”, Raphael is a dedicated advocate for the community who works hand-in-hand with stakeholders to address wide ranging issues affecting the Downtown. He combines local knowledge with 15 years of experience in urban planning, community development, and project management to move Downtown West Palm Beach toward the DDA's long-term goals: economic strength, vibrancy, sustainability, and improved quality of life for residents and visitors alike.

Raphael holds a Bachelor of Arts degree in Social Science, a master's degree in urban planning, and is a member of the American Institute of Certified Planners (AICP).

Raphael Clemente, AICP

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WEST PALM BEACH, FLORIDA



Douglas Crawford,
LEED GA
THE BECK GROUP

Douglas Crawford is a Project Leader for the Florida Division of The Beck Group. Founded in 1912, The Beck Group offers a full spectrum of commercial professional services including development, planning, architecture, interior design, construction, and sustainability consulting. Doug has worked with The Beck Group since 2013, and began his current role in 2014.

Prior to this role, Doug worked in interior design for Disney. He helped design and oversee the interior development for one of Downtown Disney's premier stores, The Marketplace Co-Op. He applies the knowledge and design experience gained while working at Disney to his architectural projects.

Doug holds a Bachelor of Environmental Design in Architecture and a Bachelor of Architecture degrees from North Carolina State University. He also earned a post-professional Master of Architecture degree from the University of Florida. While studying at the University of Florida, he participated in the Florida - Sao Paulo Dialogues, a design research initiative for multimodal transit communities developed around Florida's Intracoastal Waterway and Sao Paulo, Brazil's Metropolitan Waterway Ring. The research he conducted on multimodal transit communities has been a vital asset to his work in urban design and planning.

Douglas Crawford, LEED GA

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Mark House, LEED AP
THE BECK GROUP

As Director of Strategic Projects, Mark House works with The Beck Group's Leadership and Business Developers across the firm to seek out investors and end users of real estate where Beck can provide program / project management, design, and construction services.

Mark holds a Florida Class "A" General Contractor's license as well as a Bachelor of Science Aerospace Engineering from The United States Military Academy at West Point, where he served for more than five years on active duty. He is a Master Parachutist and a U.S. Army Ranger. Upon leaving the military in 1985, Mark began his commercial construction career in Tampa, Florida. In 1989, Mark started a specialty contracting company providing general construction services and commercial floor coverings to hospitals, schools, and office buildings. The company was listed in Inc. Magazine's "500 Fastest Growing Private Companies in America" and earned numerous Associated Builders and Contractors awards for quality in construction. In 1996, Mark sold the company to Shaw Industries.

Joining The Beck Group in 1999, Mark was responsible for developing the firm's new Integrated Services Division incorporating real estate and design / build work, including land and finance acquisition services. In 2002, he was selected to be the Chief Human Resource Officer for the company and moved to the corporate headquarters in Dallas. During his tenure in Dallas, The Beck Group was selected for various awards honoring a quality work environment, including a ranking on Fortune Magazine's "Top Places to Work" list. In 2006, Mark moved back to Tampa to take responsibility for the Florida Division and in 2014, was promoted to lead Beck's Strategic Projects group.

Mark House, LEED AP

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WEST PALM BEACH, FLORIDA

**Michael Karsch**

BELSON KARSCH, LLC

Michael Karsch is a partner at Belson Karsch, LLC and has been a practicing business attorney since 1985. Michael has become more involved in transactional commercial real estate for the last few years after spending most of his career in corporate finance and mergers and acquisitions. He has participated in hundreds of financing transactions and acquisitions in his career, from multi-billion to start-up. His clients have ranged from some of America's leading companies to local entrepreneurs in a broad range of businesses including, technology, Internet-based products, software, consulting services, financial services, manufacturing, pharmaceuticals, and consumer products. He has represented buyers, sellers, issuers, investors, and lenders.

Michael also provides general corporate counseling on a broad range of issues, including formation and governance matters. He has represented many clients in the negotiation, structuring, and documenting of real estate asset transactions, primarily in connection with shopping centers and office buildings. Additionally, he works with developer clients in connection with the acquisition, finance, and development of large tracts of real estate.

He has practiced in South Florida since 2007. Early in his career, Michael was an associate in the corporate finance groups of Skadden, Arps, Slate Meagher & Flom in New York and Vinson & Elkins in Houston, Texas, two of the country's leading law firms. He is a graduate of the University of Pennsylvania Law School (1985) and The Wharton School of the University of Pennsylvania (1982).

Michael Karsch

Partner

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**Michael Masanoff**

TRANSIT VILLAGE LLC

Michael Masanoff is the Managing Member and President of Transit Village, LLC. Michael has expertise in structuring complex corporate transactions, leading teams in obtaining federal, foreign, and local governmental approvals, and acquiring and / or closing on acquisitions and dispositions of operating corporate and real estate assets throughout the U.S. and abroad. His career has focused on corporate and real estate finance, representing Fortune 500 companies and national and regional real estate developers.

A firm believer in improving the quality of life through well planned and structured growth, in September 2001 the Governor of the State of Florida appointed Michael to the Board of Directors of Tri-County Community Rail Authority (Tri-Rail). In June 2002, the Board elected Michael as Vice Chair of Tri-Rail and in 2003, as Chair of Tri-Rail. As a result of his and other's efforts, the South Florida Regional Transportation Authority (SFRTA) was created to coordinate all passenger and freight transit systems in the tri-county area of Miami-Dade, Broward, and Palm Beach counties. He was then again appointed by the Governor of the State of Florida to the Board of the SFRTA and elected Chair. In 2005, Michael resigned from SFRTA to devote his efforts to transit-oriented developments and commercial projects through public-private partnerships. He is the first and proud recipient of the South Florida Regional Resource Center's Regional Governance Award for Regional Thinking and Action in South Florida.

A Palm Beach County project that Michael is especially proud of is the acquisition of Blue Lake, the 567-acre Boca Raton, FL campus owned by IBM that he transformed from a development of 1,900,000 square feet of two nearly vacant buildings into South Florida's leading technology campus.

Michael Masanoff

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Program Partners

American Architectural Foundation

The American Architectural Foundation (AAF) is dedicated to the vibrant social, economic, and environmental future of cities. AAF works directly with local leaders and provides leadership training and technical assistance to hundreds of elected officials, public-private partnerships, education and business leaders, and other key local decision makers in the design process. To date, AAF has facilitated more than 700 city engagements. For more information about AAF, visit www.archfoundation.org.



United Technologies

AAF is honored to be affiliated with United Technologies, a partner for over 30 years and a global knowledge leader whose influence and impact in urban design, intelligent buildings, and sustainability has a profound and positive effect in the United States and around the world. UTC's funding for Sustainable Cities Design Academy is provided to support the development of more livable and sustainable cities across America. To learn more about UTC, visit www.naturalleader.com.

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WRT is a national collaborative practice of city and regional planners, urban designers, landscape architects, and architects headquartered in Philadelphia. Established in 1963, the firm's origins are rooted in the principles of sustainability, dedicated to improving the quality of the natural and built environments in the planning and design of buildings, landscapes, cities, and regions. www.wrtdesign.com

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