Evans & Rosedale Urban Village Project

Presentation of the Market Assessment, Prototype Plans, and Design Guidelines
Thursday, 23 February, 2009
Scope of Work

- Background research and assessment
- Housing market assessment
- Prototype housing types and plans
- Illustrated design guidelines
Project Area
Area Characteristics

- Close proximity to downtown and Near East Side Urban Village
- Close proximity to Near Southside and South Main Urban Village
- Well-connected to regional highway system
- Has an abundance of vacant property
- Should be ripe for redevelopment, but has been a neglected area for many decades
Evans Avenue and East Rosedale Street

- Neighborhood service commercial corridors
Area Characteristics

Terrell Heights Historic District

- Predominantly modest single-family homes
<table>
<thead>
<tr>
<th></th>
<th>0-1 Mile</th>
<th>0-10 Mile</th>
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<tbody>
<tr>
<td><strong>Population</strong></td>
<td></td>
<td></td>
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<tr>
<td>1990 Census</td>
<td>10,519</td>
<td>650,613</td>
</tr>
<tr>
<td>2008 Estimate</td>
<td>8,903</td>
<td>827,857</td>
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<tr>
<td>2013 Projection</td>
<td>9,022</td>
<td>901,898</td>
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<tr>
<td><strong>Median household income</strong></td>
<td>$23,860</td>
<td>$53,177</td>
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<tr>
<td><strong>Owner to renter ratio</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Owner Occupied</td>
<td>51%</td>
<td>59%</td>
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<tr>
<td>Renter Occupied</td>
<td>49%</td>
<td>41%</td>
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Housing Market: Conclusions

- Demand assuming “normal” conditions 2008-2013:
  - 453 units in the 0-2 mile area
  - 9 to 13 units per year in project area (10-15%)
Housing Market: Conclusions

• **Type of Units:** Single-family
  - (Immediate demand for multi-family, but limited)

• **Price Range:** $85,900 to $102,900

• **Unit Size:** 1,250 to 1,500 SF

• **Plan Type:** 3 Bedroom / 2 Bath
Prototype House Plans

- Single-Family Detached
  - 2 BR/1B @ 920 SF to 4 BR/3B @ 2100 SF
- Townhomes and Patio Homes
  - (Immediate demand for multi-family, but limited)
- Price Range: $85,900 to $102,900
- Unit Size: 1,250 to 1,500 SF
- Plan Type: 3 Bedroom / 2 Bath
Single-Family

Plan B
1,382 SF / 3 BR - 2 Bath
Single-Family Attached

Plans I & J
Plan I - 1,248 SF / 2 BR-2.5 Bath
Plan J - 1,571 SF / 3 BR-2.5 Bath
Live-Work Attached

Plan M
First Floor Work Space/3 BR-2.5 Bath
Lot Layout - Front Loaded

- Most blocks have platted (unpaved) alleys
- Front access / rear garage is prevailing pattern
- Rear access preferred for higher density
Front or Rear Loaded?

Front loaded access can be done well if the garage is de-emphasized and placed on the rear of the lot.
Lot Layout - Front Loaded

Front access /rear garage can use up a substantial portion of the lot
Lot Layout - Rear Loaded

Rear access dedicates less area to the car and provides wider frontage for the house.
Elements of the Design Guidelines

- General Provisions
- Classification of Sub-area
  - (Regulating Plan)
- Site Development Standards
- Building Development Standards
- Site Elements, Landscaping, and Signage
Form Based Zoning

Rural (least intensive)
- Less density, more open space
- Residential, larger lots

Urban (most intensive)
- More density, less open space
- Mixed uses, well integrated

Image courtesy of DPZ
Regulating Plan
Classifications of Sub-areas and Standards

- **UV - Urban Village**
  - Most intensive, mixed-use, MU-1

- **T5-N - Urban Center**
  - Higher density mixed-use building types, accommodate a wider variety of uses

- **T4-N - Urban Neighborhood**
  - Neighborhood service commercial, some multifamily

- **T3-T - Transition Neighborhood**
  - Transitional; allows attached single-family and small commercial

- **T3-H - Historic Neighborhood**
  - Single-family residential, compatible with historic neighborhood
Site Development Standards

- Building placement and setbacks
- Vehicle access and garage location
- Special characteristics (frontage conditions)

T3-H Standards

Building placement and setbacks

Vehicle access and garage location
Minimum Fenestration requirements

- T3-H has a minimum requirement of 30%
- Both T4-N and T3-T have minimum requirements of 60% for commercial/40% residential
Building Development Standards

- **Stylistic typologies**
  - No particular style required
  - Varies from vernacular to refined

Figure 4.1 Examples of stylistic variations in the Evans & Rosedale area.
Building Development Standards

Massing and Composition

• Simple, straightforward massing
• Address / engage the fronting street
• Compatible with historic structures
T3-H Massing and Composition

1. Simple rectilinear forms.
2. Raised pier and beam foundations, typically requiring several steps to reach floor level.
3. A prominent front porch, large enough to serve as a usable outdoor room.
4. Pitched roofs, usually with end gables. Exposed rafter tails are fairly common.
5. Garages are separate outbuildings located at the rear of the lot.
6. Narrow, vertically proportioned windows, with horizontal lintels.
T-3T Massing and Composition

1. A relatively shallow front yard space (between 10 and 15 feet) to create a buffer between the sidewalk and the predominantly residential uses.

2. Denser residential development of two to three stories in height, which may be attached or detached.

3. A welcoming front feature such as a porch or stoop to define the entrance to each unit or building.

4. The placement of parking and garages behind the principal building; driveway access from the front of the lot is highly discouraged.
Site Elements

Landscaping

- Supporting element
- Public realm
- Protect pedestrian
- Shade sidewalk
- Enhance, don’t screen
Site Elements

Signage and Graphics

- Building sign
- Sign band
- Blade and bracket signs
- Post signs
- Monument signs
- Window sign
- Sidewalk sign
Historic Neighborhood

- Must address alterations to existing buildings as well as new infill development
- Define acceptable or appropriate extent for additions
- New construction is compatible, but distinct
  - Setbacks along blockface
  - Exterior features and materials
  - Proportions: height, width, length, roofline