

The University of Florida
College of Design, Construction and Planning

People Experiencing People

Downtown Sebring Redevelopment Master Plan

An Undergraduate Capstone in
Landscape Architecture

by

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Submitted in fulfillment of the degree Bachelor in Landscape Architecture

This proposal is dedicated to the **Lord** for his grace and mercy for which he has bestowed and built a foundation for my life; my **mother** for her consistent patience, maternal love, and compassion; my **father** for his unconditional support and guidance; my **sister and family** for their encouragement and passions; the **faculty** at the University of Florida for their wisdom, time, and patience in this journey.

Thank you.

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PROJECT INTRODUCTION

A Beginning to Living

■ description

■ vision and program

Title. "People Experiencing People"; Modernizing Idle Downtown Spaces with Green Infrastructure Planning

Type. Downtown Redevelopment

Where. Downtown Sebring, Florida.

What. Planning a green infrastructure can be considered the framework for understanding how city resources may be directly related to valuable natural resources to improve that human environment. Interconnected networks of green spaces provide a balance between the built and natural environments, while serving an ecological function.

Why. To establish a viable framework for the future development in the downtown Sebring district, which is rich in historic and cultural character but has been degraded by strip development from Highway 27.

vision

" The chief purpose of a park is the effect on the human organism by an action of what it presents to view, which action, like that of music, is of a kind that goes back of thought, and cannot be fully given the form of words."

- Frederick Law Olmsted

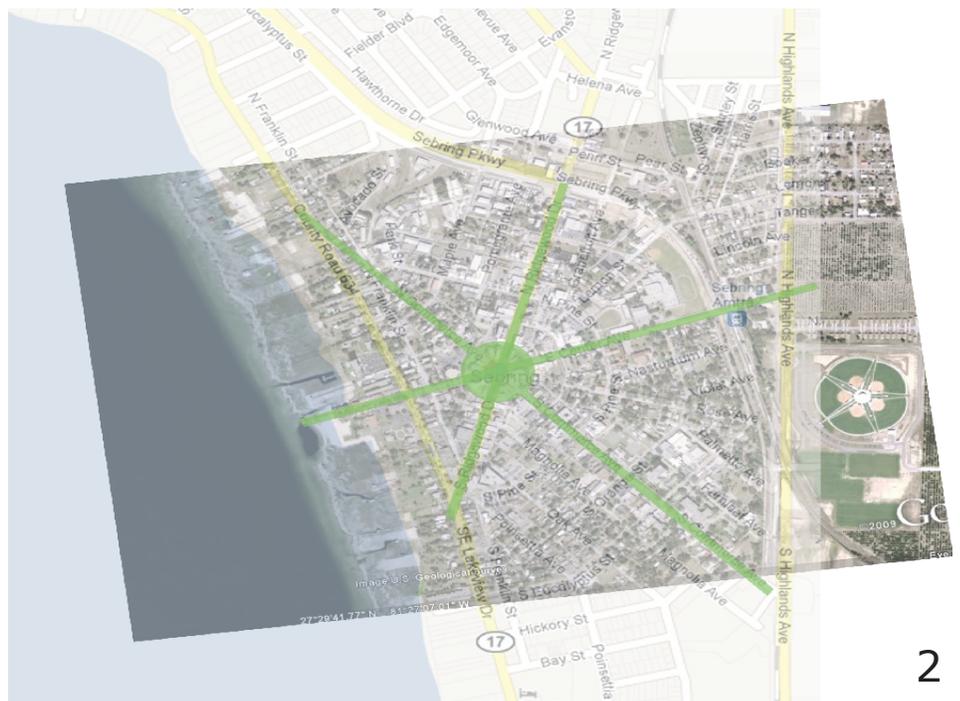
description

vision and program

Goals and Objectives.

Original vision: George Sebring envisioned an active community focused on a central gathering in order to establish *Sense of Community* and *Sense of Place*.

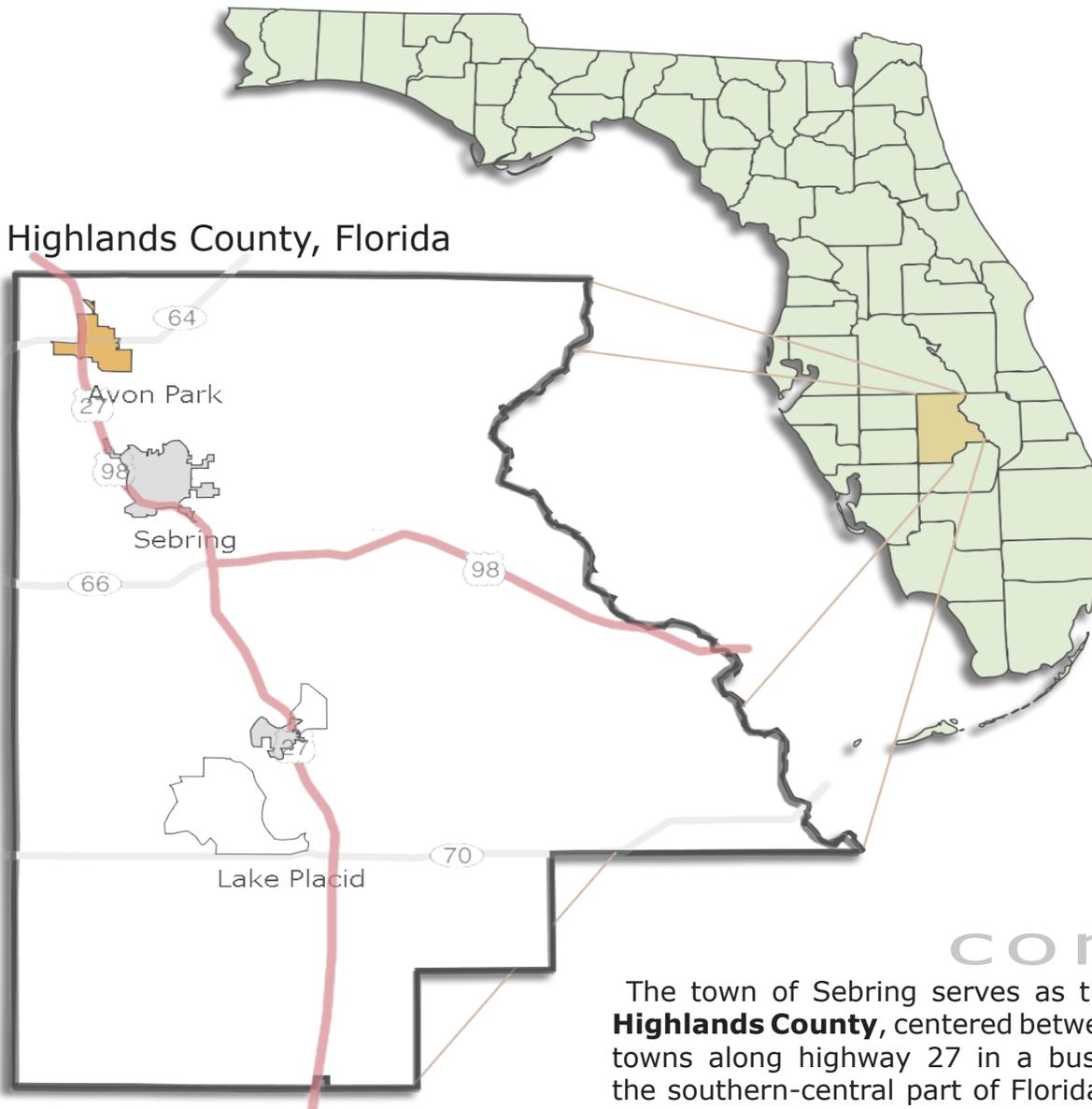
- 1) Downtown Livability
 - Finding the best use!
 - Establishing destinations such as amenities and activities that entice and draw the community into the area.
 - Motivating active use throughout the daytime and evening.
- 2) Relationship with the City
 - Creating a destination!
 - Limit the vehicular bypassing of downtown.
 - Reconnect to historical features and establish identity.
- 3) Sustain
 - Improving stormwater management for future development.
 - Improve walkability once alternative transit issues are addressed.
 - Can a district transit alternative be implemented in this scale or feasible for the town? Could it link regionally in the future?
- 4) Restore the Identity of Sebring
 - Spatial alternatives due to such large amounts of parking.
 - Improving *Sense of Community*
 - Address vacancies and empty structures



SITE HISTORY

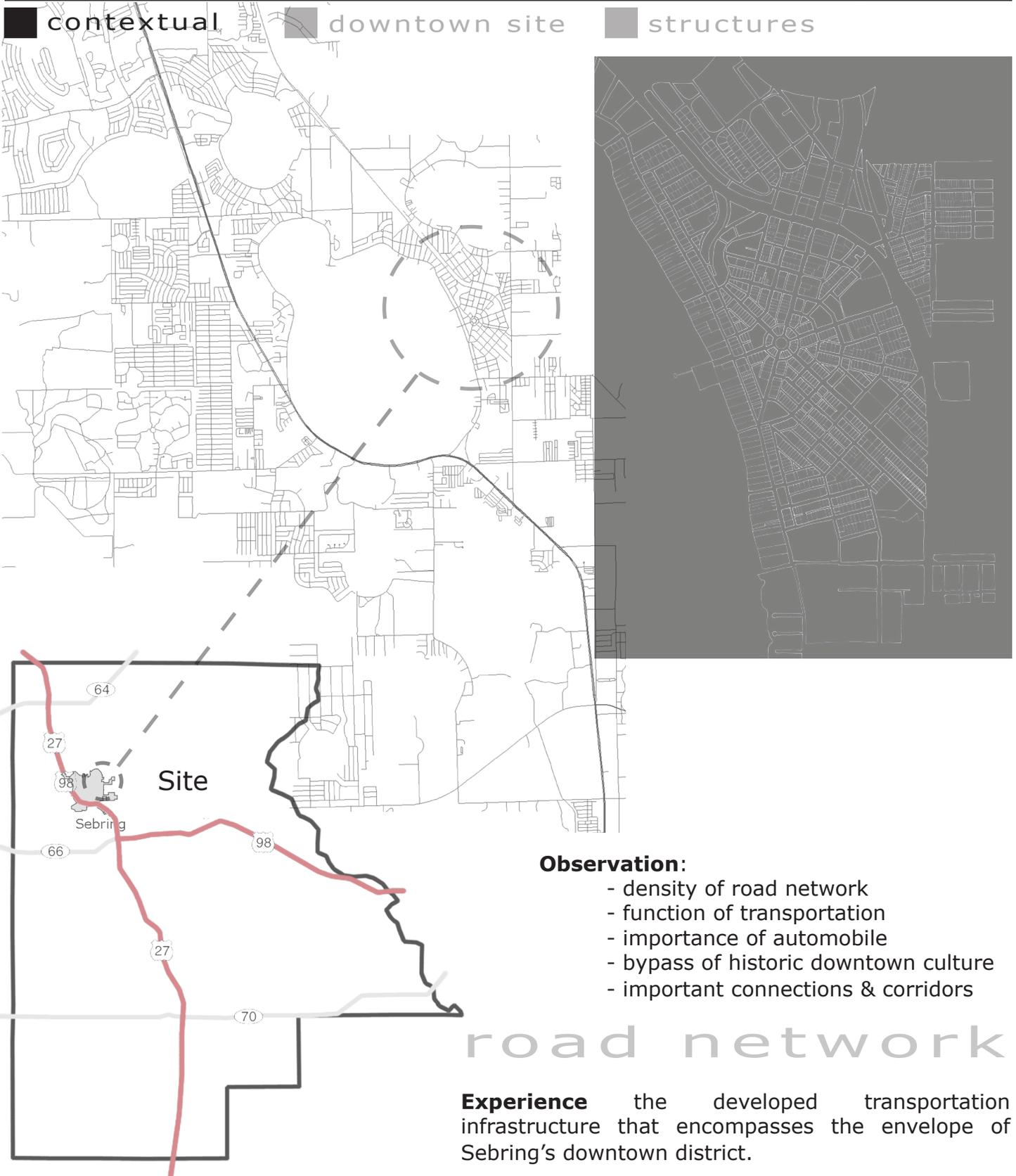
Discovering A New Town

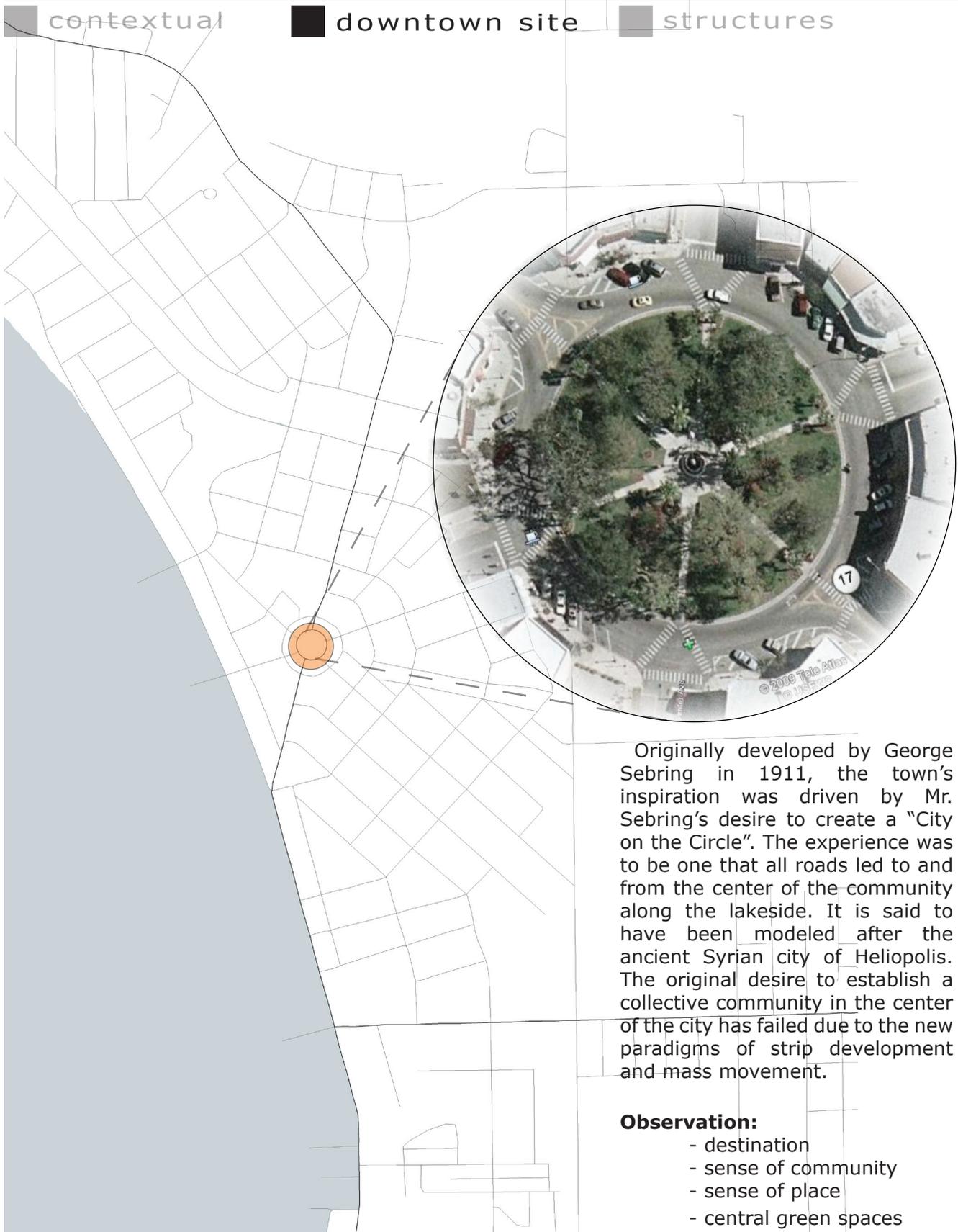
■ contextual ■ downtown site ■ structures



context

The town of Sebring serves as the county seat of **Highlands County**, centered between two prospering towns along highway 27 in a business Mecca near the southern-central part of Florida. In the 1920's, Sebring began to prosper in business and industry bringing in a variety of cattle ranch and citrus grove developments. As the city developed, the demand of housing exceeded the ability to construct. Major roads were designed to expand the developing area and stretch the city to the capacity it needed to accommodate population change.





Originally developed by George Sebring in 1911, the town's inspiration was driven by Mr. Sebring's desire to create a "City on the Circle". The experience was to be one that all roads led to and from the center of the community along the lakeside. It is said to have been modeled after the ancient Syrian city of Heliopolis. The original desire to establish a collective community in the center of the city has failed due to the new paradigms of strip development and mass movement.

Observation:

- destination
- sense of community
- sense of place
- central green spaces

"City on the Circle"

contextual

downtown site

structures



1

Architecture. Downtown Sebring is rich in unique and intriguing historic architecture. Styles include Art Deco, Spanish Colonial, Classical Revival, Japanese and more



3

City Courthouse. A statement of Classic Revival, the courthouse was built as an expression of confidence in the economic future of the town. *National Register of Historic Places*



5

Sebring Amtrak Station. Known as the Old Sebring Seaboard Air Line Depot, in 1990 it was added to the US National Register of Historic Places. It is still in operation today.



2

Lake Jackson Pier. The axis extending through the circle is anchored by a breath taking waterfront public park and historic library.

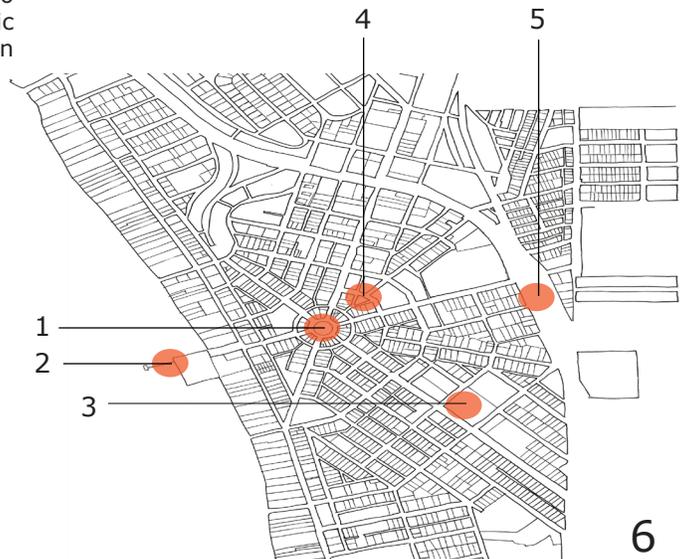


4

Sebring Central Station. This historical firehouse is an expression of Art Deco. It was the first fire station of its kind in Florida and set the standard for many more.

Observation:

- celebrate identity!
- historic linkages
- important nodes
- architectual diversity



6

Herrera-Mishler, Thomas. The Olmsted City. The Buffalo Olmsted Park System: Plan for the 21st Century. 2008 January.

The Olmsted City provides the planning framework needed to guide the exciting renaissance of Buffalo's historic and picturesque system of parks and parkways designed by America's greatest landscape architect, Frederick Law Olmsted, Sr. Olmsted visioned a series of parks interconnected as a ribbon of greenspace through the city. I believe the accounts in this book are beneficial to establishing a successful green infrastructure for downtown Sebring.

Bacon, Edmund N. Design of Cities. 1967. Viking Penguin Inc.

Quoted on the beginning page of Bacon's book, Daniel H. Burnham says "...a noble logical diagram once recorded will never die; long after we are gone it will be a living thing asserting itself with ever-growing insistency.." Graphically reproducing our vision as designers is a necessity to communicate our radical thought process. I plan to study and implement the rational and logical form of diagrams that Ed Bacon produces.

Jellicoe, Geoffrey and Susan. The Landscape of Man. 1987. Thames and Hudson Inc.

The Landscape of Man portrays our most common factor as being "the mechanism of the five senses themselves, with their peculiarities and distortions, which have scarcely changed since pre-history and through which all perceptions still pass to stimulate the emotions." Studying the global view of landscape design and the city is a valuable way to find out how man adapts to philosophy and time. In order to understand how to revitalize Sebring, it is my responsibility to discover timeless trends that nature may reveal in the process.

Bosselman, Peter. Urban Transformations: understanding city design and form. 2008. Island Press.

Bosselman uses aerial mapping data to view transformations of the everyday city over time. Through his analysis of major cities and design, one begins to understand quality of life parameters that are often considered unmeasurable, such as vitality, livability, and belonging. These studies hold closely to my vision for downtown Sebring in my attempt to strengthen livability and people experiences.

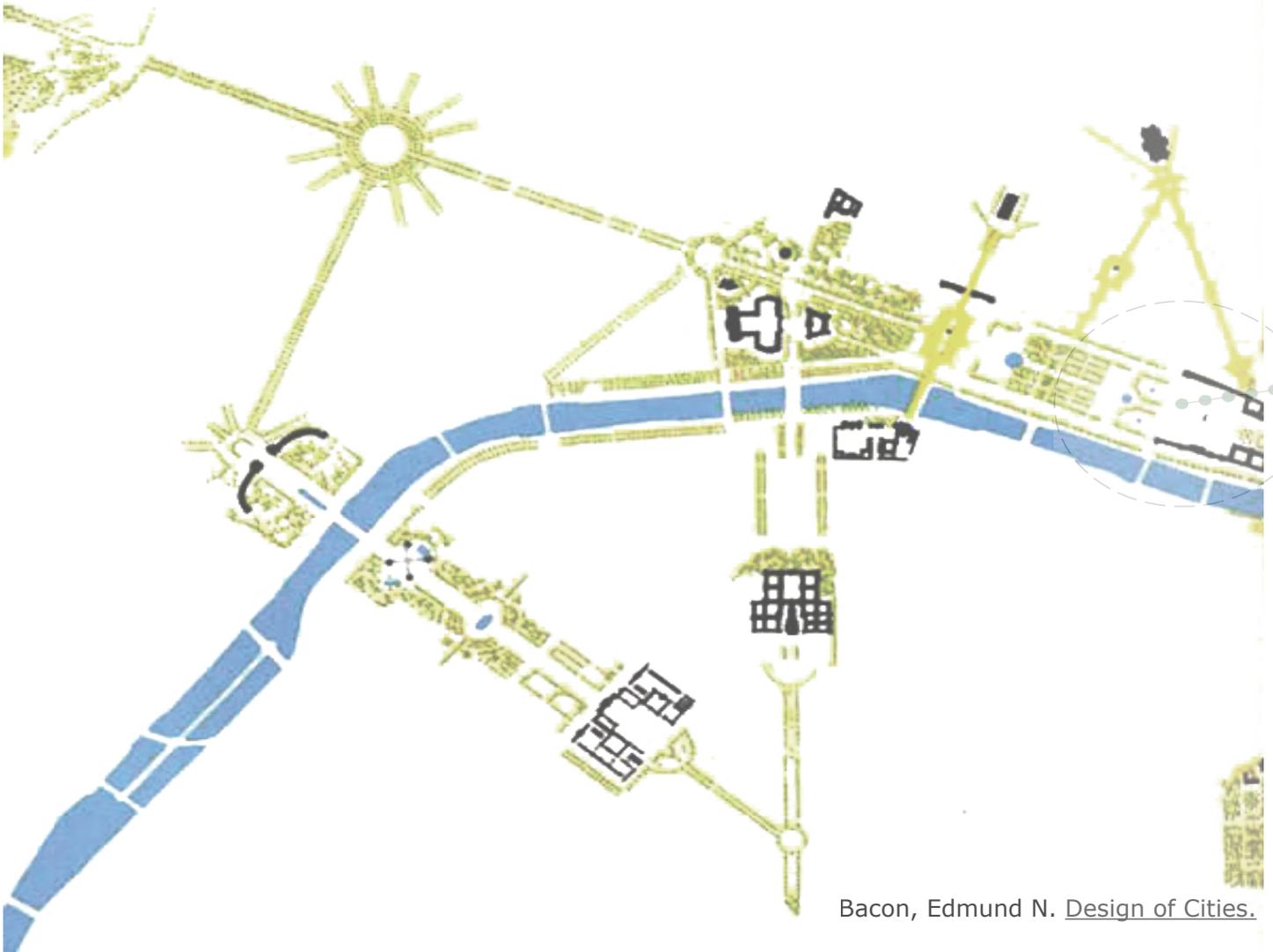
■ publications ■ city form

Gratz, Roberta Brandes. The Living City: How America's Cities are being Revitalized by Thinking.

This publication explains the implications involved of economic decisions relative to urban form and preservation. She clearly points out the importance of communication inside a healthy city. This book serves as encouragement for revitalizing a historic framework in Sebring.

Howard, Ebenezer. Garden Cities of Tomorrow. BiblioBizaare. 2008.

Symbolizing the town development as separate magnetic forces, one being nature and the other dense city spaces, intrigues readers to find out more on how the two could melt together. I believe that the new design of downtown Sebring could represent this combination of magnetic forces.



Bacon, Edmund N. Design of Cities.

design inspirations

Frederick Law Olmsted

In order to have a unique vision for Sebring's downtown future and explore how cultural heritage can translate through design; I must study the foundation of cultural design in cities, through the "father" of our profession, Frederick Law Olmsted. I would like to explore how Olmsted's original guidelines that set precedent for many of cities, could affect a contemporary downtown space. Can these beliefs still be carried through today?

7 Principles

Scenery: Designs that give a sense of movement through a series of spaces large and small that constantly open up to new views. This is achieved by indefinite boundaries and the play of light and shadow.

Suitability: Respect for the local site and its natural scenery, vegetation, and topography.

Style: Use of different styles with specific purposes: "pastoral" for soothing, "picturesque" for a sense of richness and bounteousness of nature and for a sense of mystery.

Subordination: The subordination of all elements, features and objects to the overall design.

Separation: Separation of areas designed in different styles; separation of movement to ensure safety; separation of conflicting or incompatible uses.

Sanitation: Adequate drainage and engineering, not just surface arrangement; designs to promote physical and mental health of users.

Service: Design serves direct social and psychological needs.

(Source - Beveridge, Charles. (1986))

“The Emerald Necklace”

designed by: Frederick Law Olmsted
Boston, MA.



designer

The artist I refer to here is Frederick Law Olmsted who, for his vision and craft, is known as the father of landscape architecture. Olmsted designed this park system in the later 19th century to provide a common ground to which all people could come for healthful relief from the pollution, noise and overcrowding of city life. The Emerald Necklace is considered one of Olmsted's finest works.

purpose

Olmsted designed this park system in the later 19th century to provide a common ground to which all people could come for healthful relief from the pollution, noise and overcrowding of city life. Boston's Emerald Necklace consists of an 1,100-acre chain of nine parks linked by parkways and waterways.

relevance

The gesture of interconnected inner city parks is bold and under appreciated. I plan to investigate how Olmsted interpreted these spaces in order to apply them to the downtown Sebring area and waterfront. The idea of bettering livability in growing cities by establishing a green infrastructure and corridors will increase the character and value of downtown Sebring

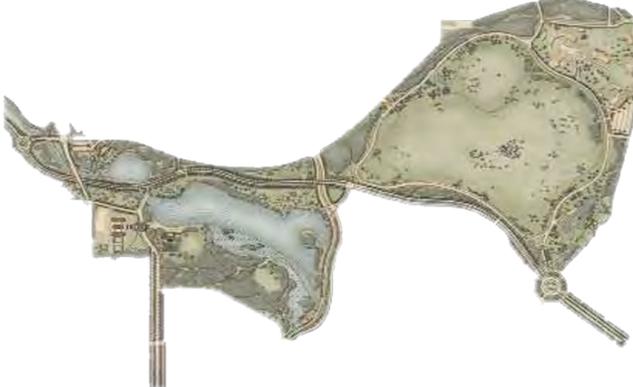
How can these purposes affect Sebring?

- Green infrastructure : green space connectivity and livability
- Health : increase ecological functions and provide healthy environments
- Safety : allowing safe pedestrian connections

"Buffalo Park System"

designed by: Frederick Law Olmsted
Buffalo, NY.

Olmsted designs for an extensive system of parks linked by wide, European-style parkways and elegant traffic circles was integrated into Buffalo's Joseph Ellicott radial street design. Indeed, Olmsted was inspired by Buffalo's design, famously declaring it to be the "best planned city...in the United States if not the world." Today, Buffalo's Olmsted Park System is listed as a cultural landscape on the National Register of Historic Places, and is one of a very small number of Olmsted park and parkway systems in the U.S.



A 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."

So WHAT?

I BELIEVE THAT SEBRING MAY SUCCEED AND BENEFIT IN BECOMING A CULTURAL LANDSCAPE.

So WHY?

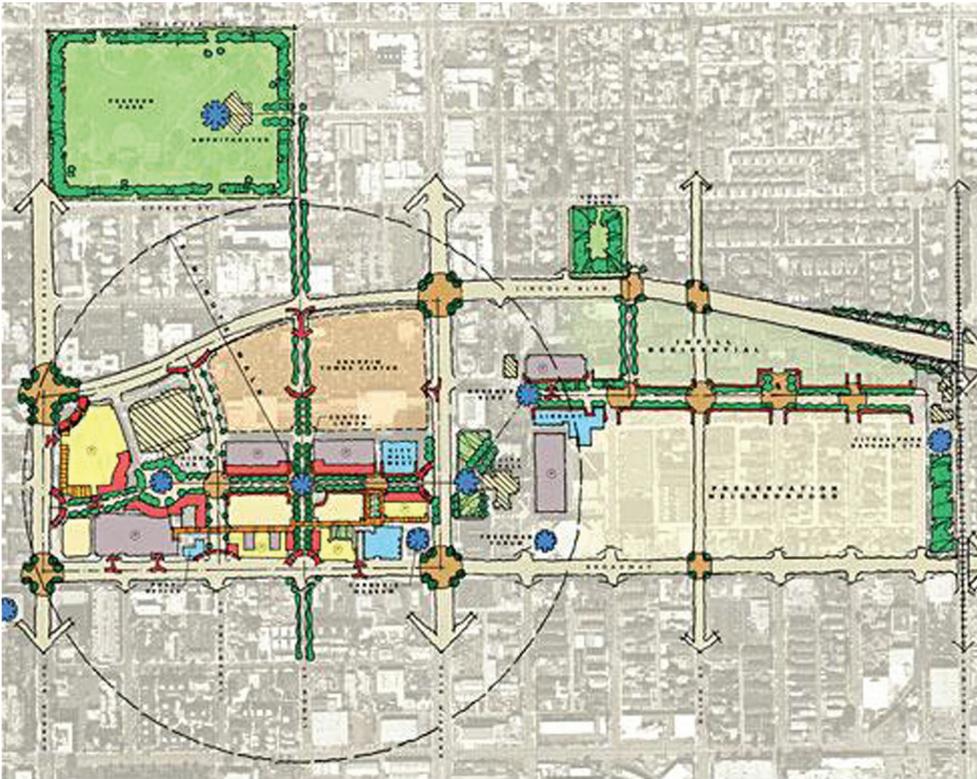
- 1) INCENTIVES FOR PROJECT FUNDING.
- 2) CELEBRATE HISTORIC STRUCTURES EXISTING.
- 3) INCENTIVES FOR ALL STAKEHOLDERS
 - IDENTITY
 - MARKET/PROPERTY VALUE
 - CENTRAL COMMUNITY
 - BUSINESS
 - RESIDENCE
 - ALTERNATIVE TRANSIT OPPORTUNITIES
 - TOURISM

So How?

- CONNECT TO HISTORIC PLACES WITH GREEN INFRASTRUCTURE.
- CELEBRATE A UNIFIED IDENTITY OF DOWNTOWN.

Downtown Anaheim

designed by: RTKL Design
Anaheim, CA.



purpose

RTKL was called upon to develop a master plan that would create a sustainable live/work/play environment that would foster an around-the-clock vitality.

One of the central facets of the new master plan was the intuitive integration of the area's streets and open spaces, creating pedestrian-oriented streetscapes that complement the existing public art in the area

relevance

In my attempt to interpret Olmsted's principals of city design for contemporary urban downtown spaces, I feel that it is important to investigate contemporary ideas of downtown restoration. RTKL looks at innovative solutions to pedestrian oriented streetscapes, sustainable building, and transportation modes for downtown spaces.



ANALYSIS & SYNTHESIS

Downtown Growth & Development

■ county scale

■ city scale

■ site specific

- Agriculture lands
- Water bodies
- - Site boundary
- Stormwater flow

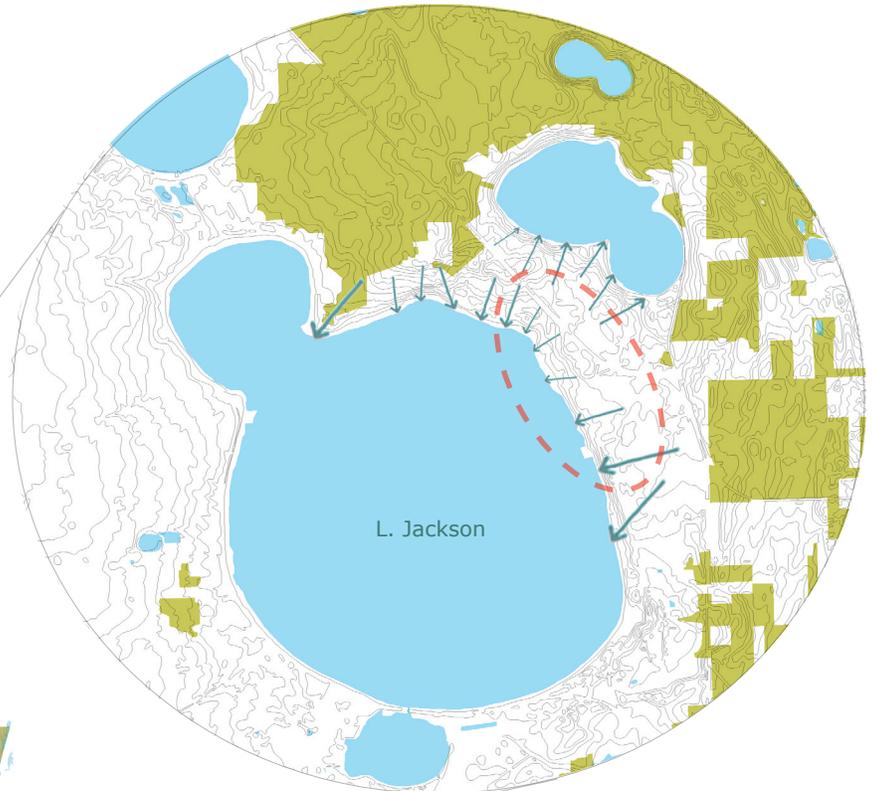


Figure 1: Highlands County Land Context

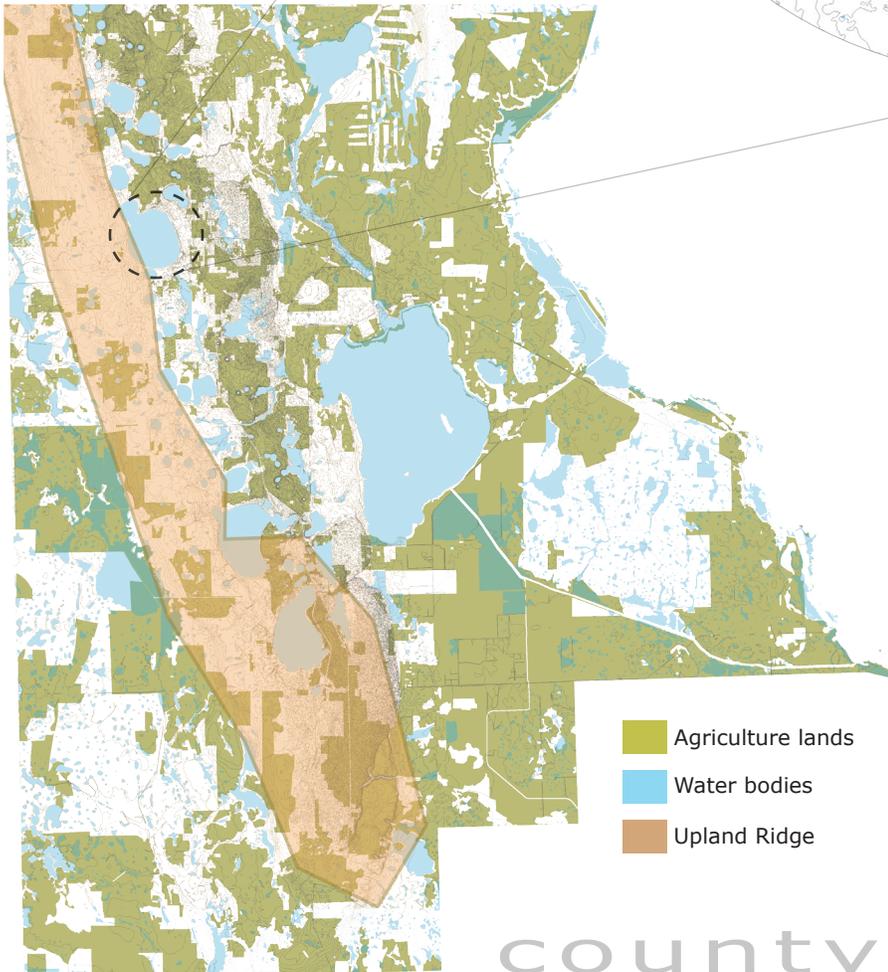


Figure 2: Site Context and Hydrology

DESCRIPTION:

HIGHLANDS COUNTY CONTEXT MAP:
INCLUDING TOPOGRAPHY, HYDROLOGY,
AND AGRICULTURAL LANDS.

OBSERVATION:

- 1) DEVELOP CULTURAL CHARACTER
 - HOW AGRICULTURE PLAYS ROLE?
 - WHAT RURAL RELATIONSHIPS SHOULD REFLECT IN THE CITY REVITALIZATION?
- 2) ANALYZE MAN'S DECISION TO DEVELOP ON CERTAIN LAND CONDITIONS.
 - UPLANDS VS. LOWLANDS
- 3) STORMWATER STRATEGY
 - FLOW DIRECTION ON SITE

county analysis

county scale

city scale

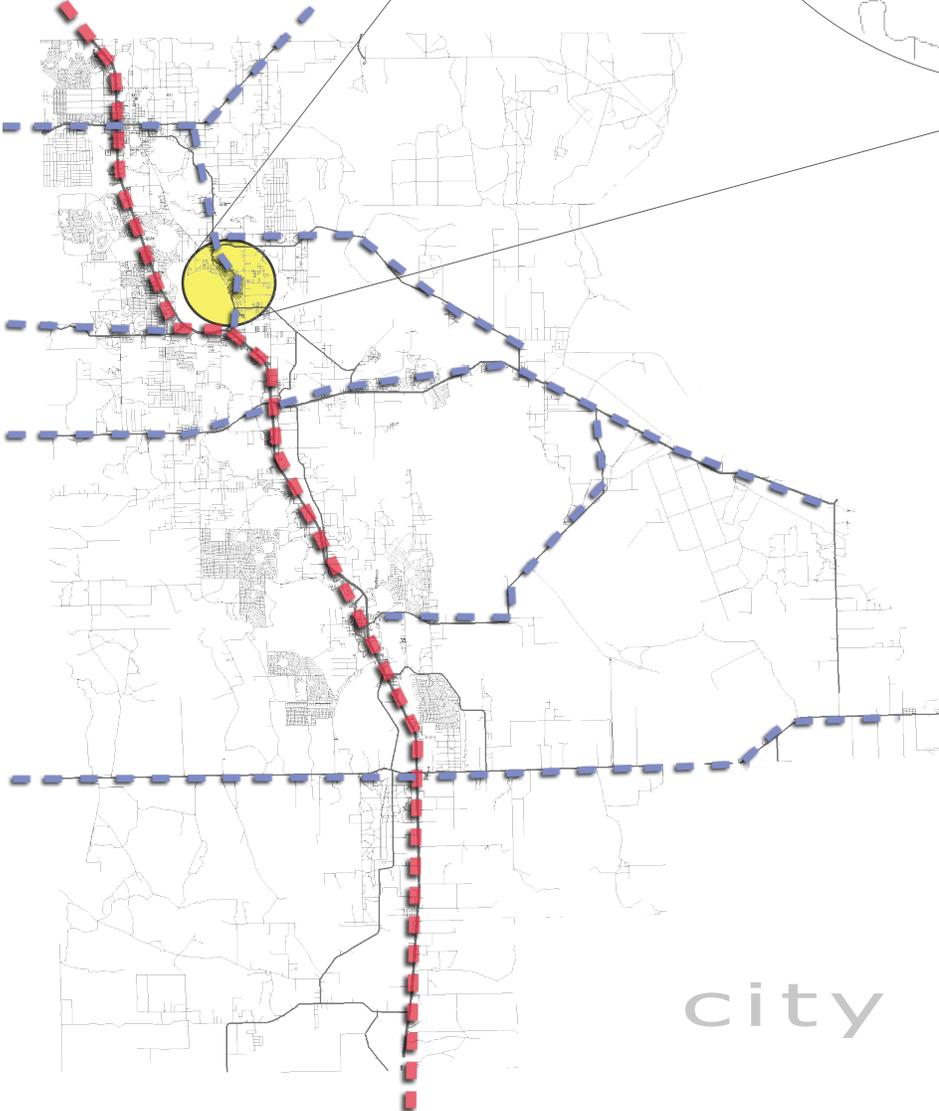
site specific

-  Principal Arterial
-  Minor Arterial
-  Site boundary



Figure 2: Site Context Road Infrastructure

Figure 1: Highlands County Road Infrastructure



DESCRIPTION:

HIGHLANDS COUNTY TRANSPORTATION MAP.
INCLUDING SITE TRANSPORTATION CONTEXT.

OBSERVATION:

- 1) HIGH DENSITY PRINCIPAL ARTERIAL THAT CONNECTS A RANGE OF CITIES NORTH/SOUTH.
 - PROJECT SITE IS ADJACENTLY LOCATED
- 2) FORM A CONNECTION BETWEEN ARTERIAL STREETS AND DOWNTOWN SITE.
 - CREATE NODES AND GATEWAYS
 - SLOW DOWN TRAFFIC MOVING AROUND SITE
- 3) DISTINCT DIFFERENTIATION OF SCALE RELATING TO MOVEMENT INSIDE VS. OUTSIDE OF PROJECT AREA.

city analysis

■ county scale

■ city scale

■ site specific

movement analysis

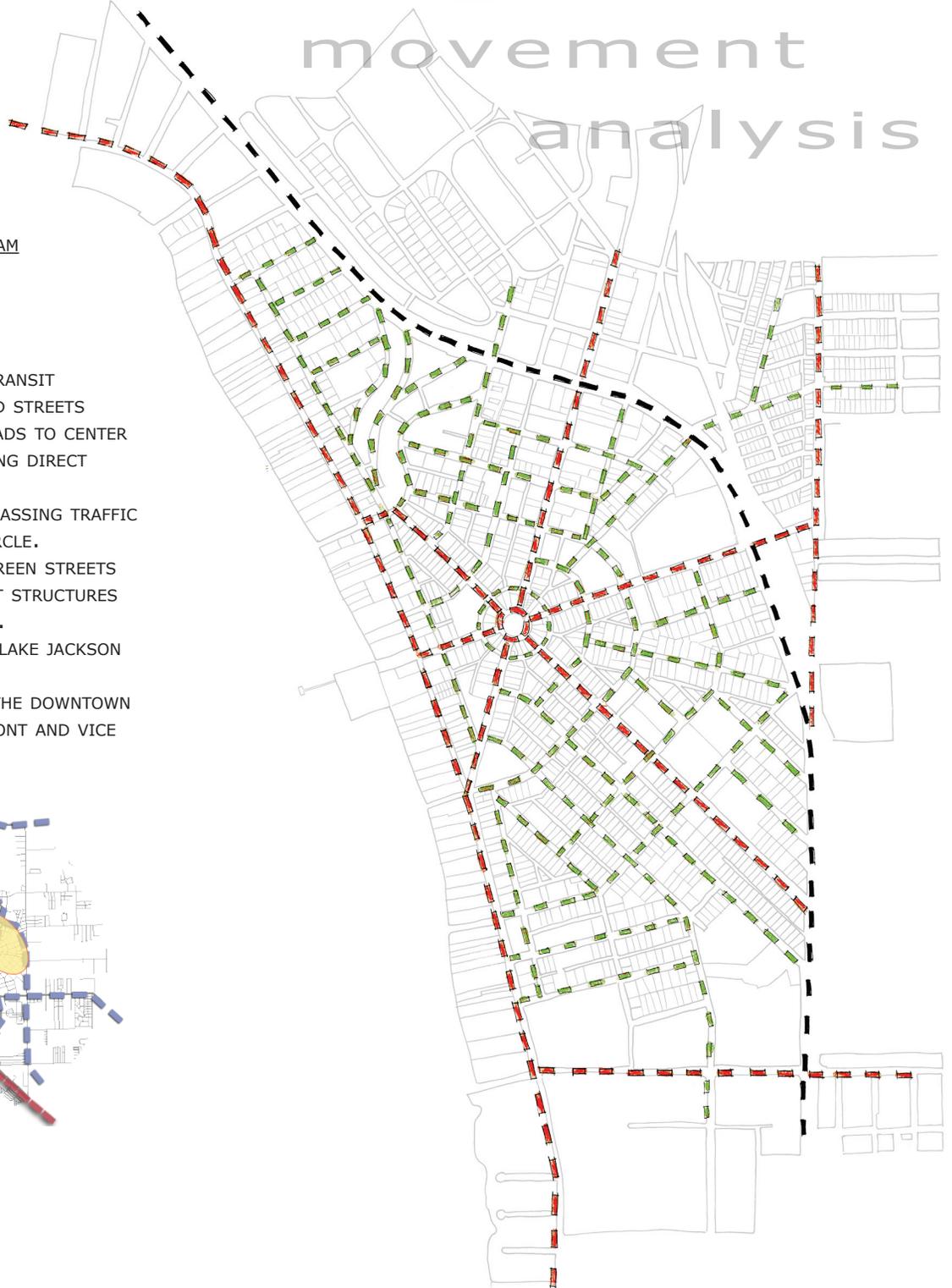
DESCRIPTION:

SITE TRANSPORTATION DIAGRAM

- MAJOR CIRCULATION
- MINOR CIRCULATION

OBSERVATION:

- 1) DENSITY OF VEHICULAR TRANSIT
 - NO PEDESTRIAN ORIENTED STREETS
- 2) ROAD INFRASTRUCTURE LEADS TO CENTER WITH MAJOR STREETS HAVING DIRECT CONNECTION
 - OPPORTUNITY TO BRING PASSING TRAFFIC INTO THE DOWNTOWN CIRCLE.
 - OPPORTUNITY TO OPEN GREEN STREETS THAT CONNECT IMPORTANT STRUCTURES AND HEALTHY CORRIDORS.
- 3) MAJOR CONNECTION WITH LAKE JACKSON WATERFRONT.
 - OPPORTUNITY TO BRING THE DOWNTOWN CLOSER TO THE WATERFRONT AND VICE VERSA.



county scale

city scale

site specific

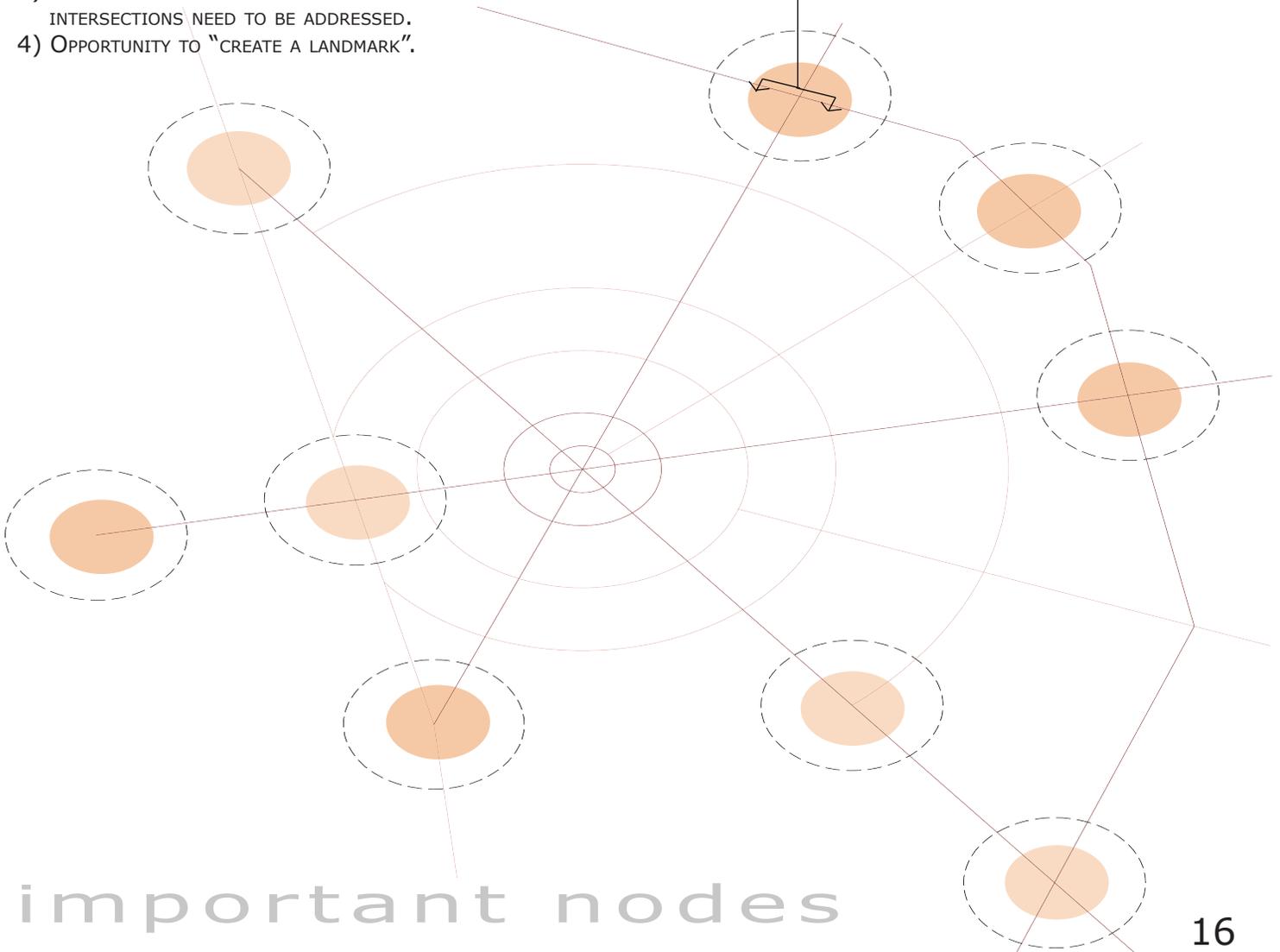


DESCRIPTION:
SITE NODES & GATEWAYS DIAGRAM

N. Ridgewood Parkway intersection
Ex. of "Dangerous & unattractive intersection"

OBSERVATION:

- 1) CRITICAL POINTS OF INTERSECTION MAY REFLECT PRIMARY CONNECTIVITY POINTS.
- 2) ESTABLISH GATEWAYS INTO DESTINATION.
- 3) DANGEROUS & UNATTRACTIVE INTERSECTIONS NEED TO BE ADDRESSED.
- 4) OPPORTUNITY TO "CREATE A LANDMARK".

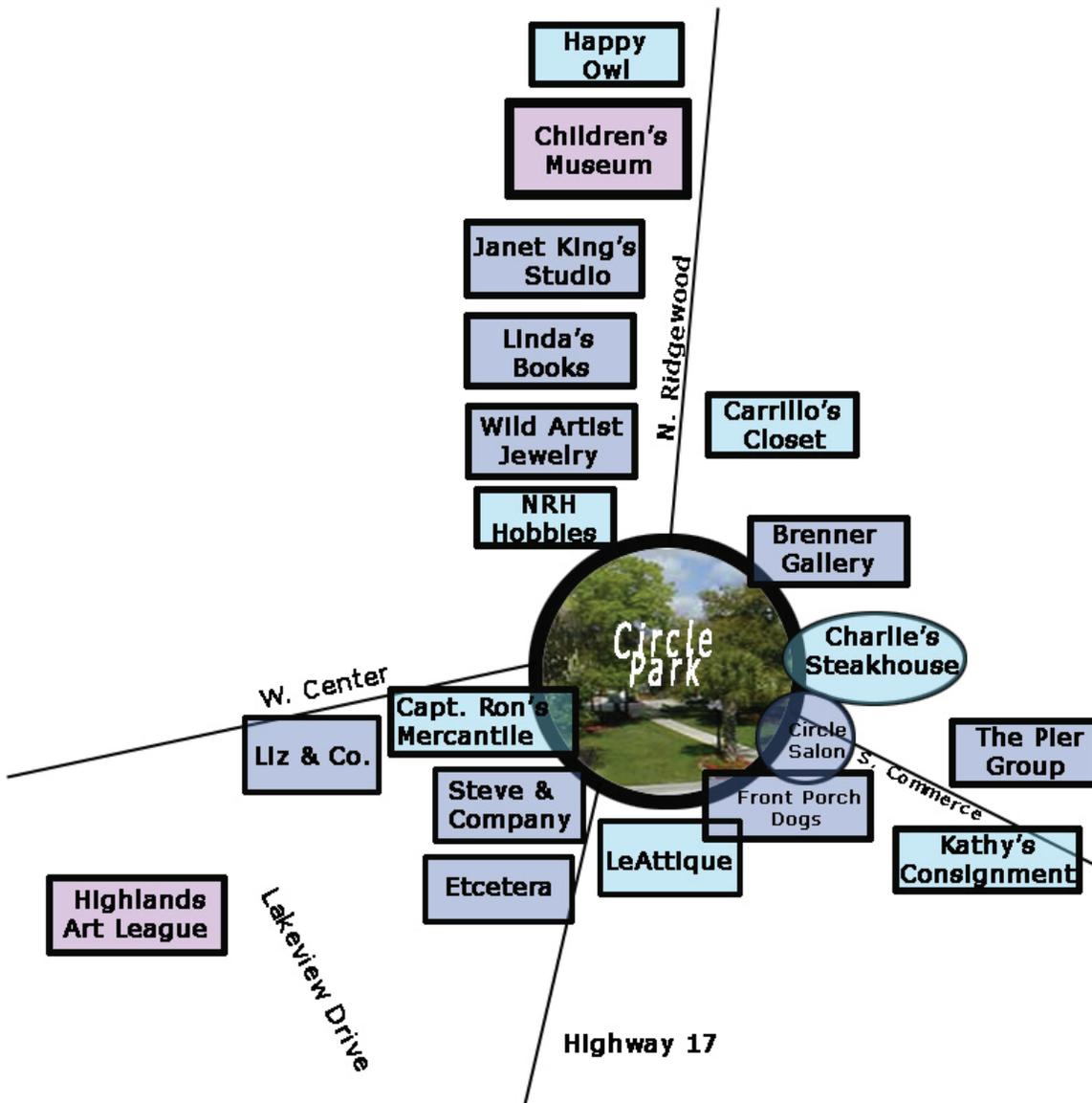


■ county scale ■ city scale ■ site specific

movement synthesis



■ county scale ■ city scale ■ site specific



sense of place

county scale

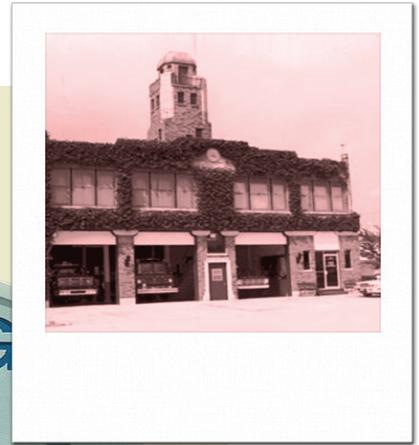
city scale

site specific

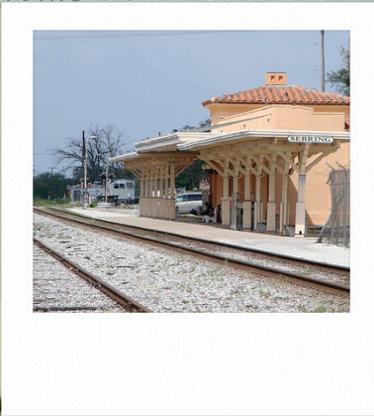
landmarks



courthouse



firehouse



train station



Sebring



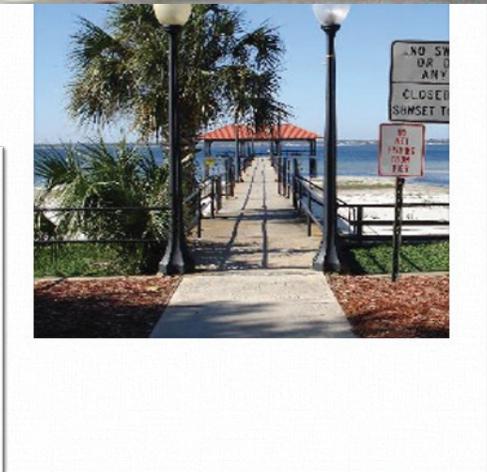
Circa 2004



12 hrs. of sebring



the palms



waterfront pier



county scale

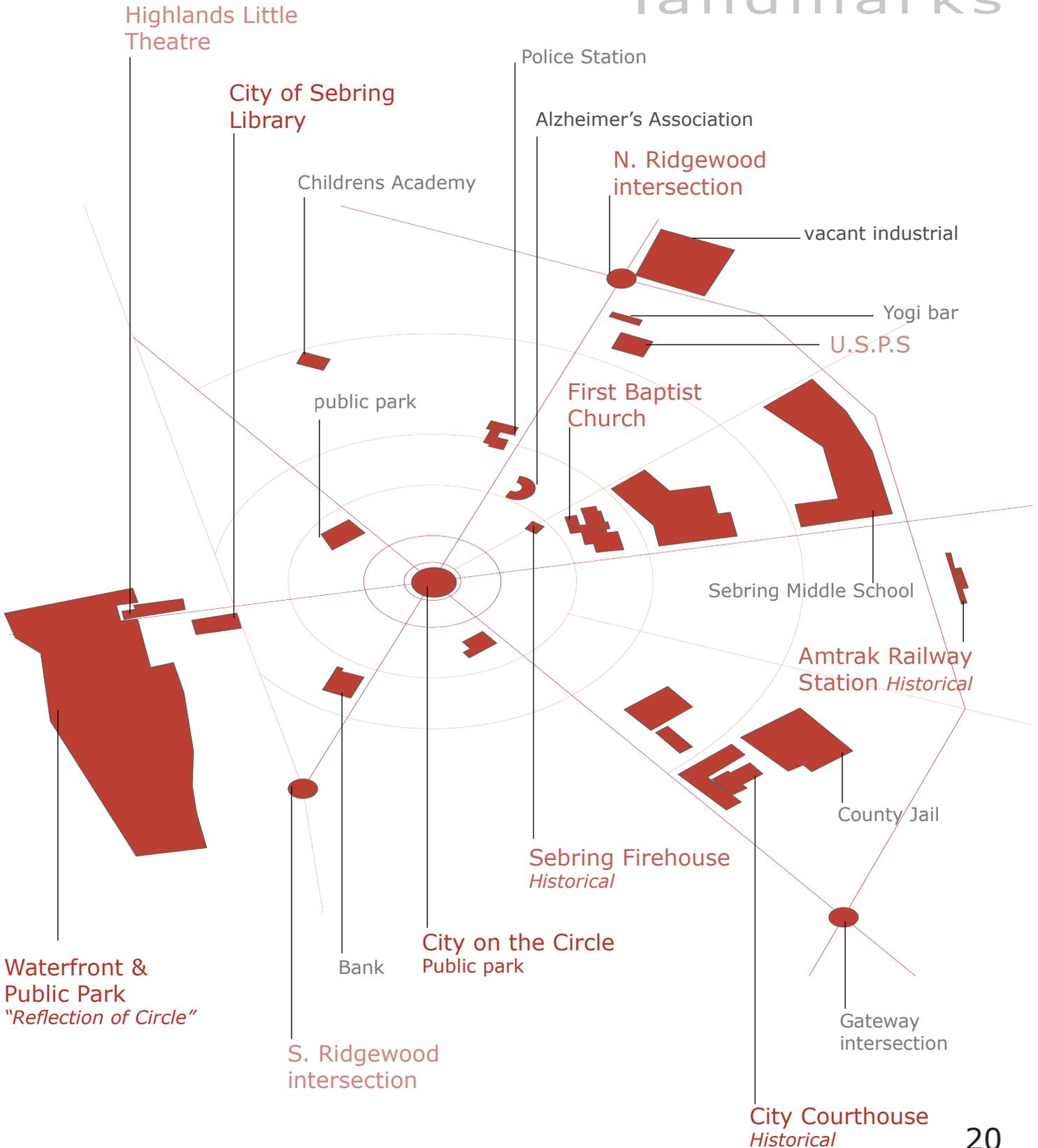


city scale



site specific

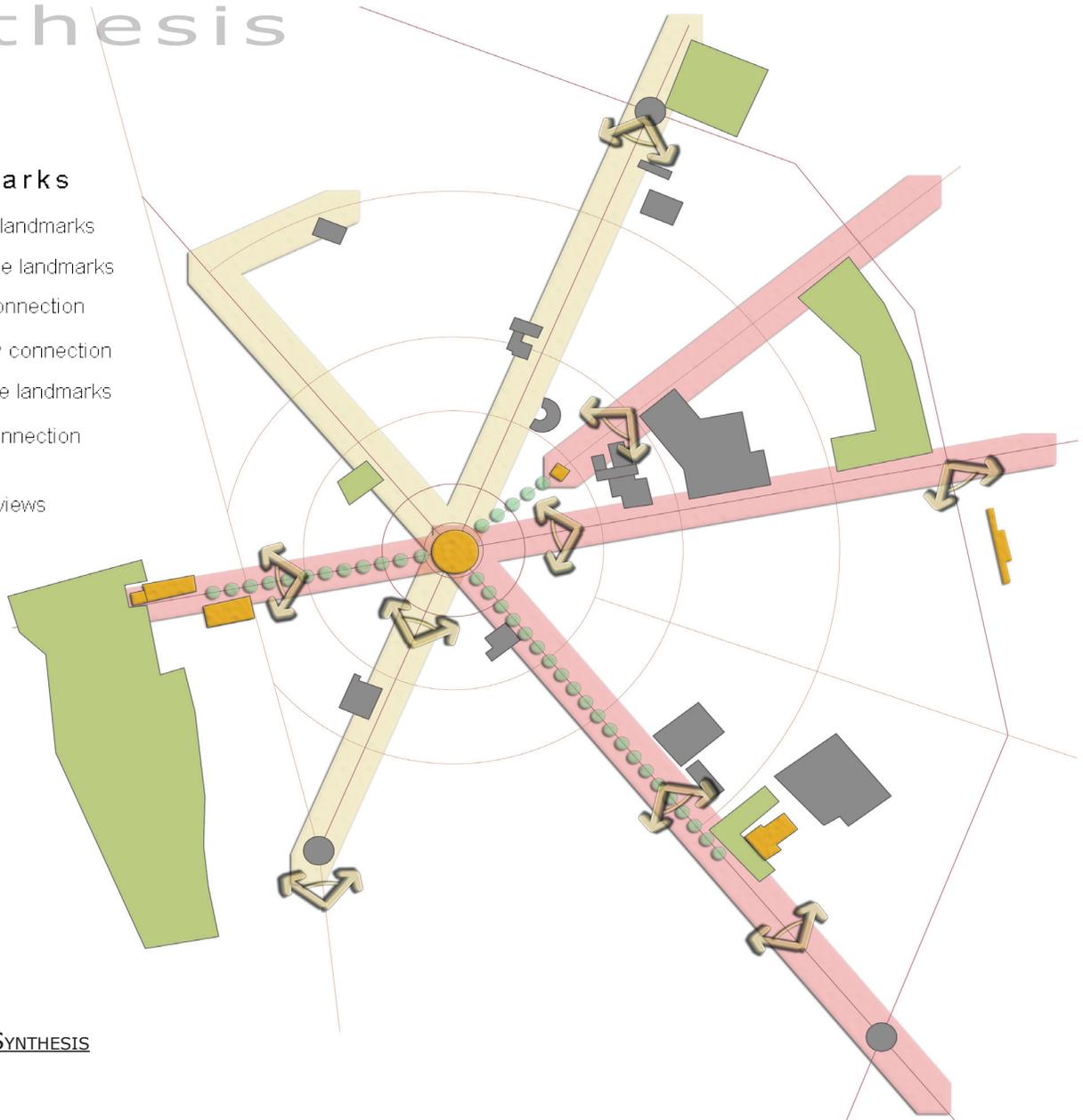
landmarks



■ county scale ■ city scale ■ site specific

landmark synthesis

- landmarks**
- major site landmarks
 - open space landmarks
 - primary connection
 - secondary connection
 - historic site landmarks
 - historic connection
 - ↔ important views



DESCRIPTION:
SITE LANDMARK SYNTHESIS

- OPPORTUNITIES:**
- 1) MAKE A BOLD CONNECTION BETWEEN HISTORIC FEATURES.
 - 2) CONNECT MAJOR LANDMARKS WITH IMPROVED STREETS.
 - 3) EMPHASIZE LOCATION OF GREEN STREETS WITH LANDMARK CONNECTIONS.
 - 4) TAKE ADVANTAGE OF IMPORTANT VIEWS.
 - 5) CREATE A NEW LANDMARK

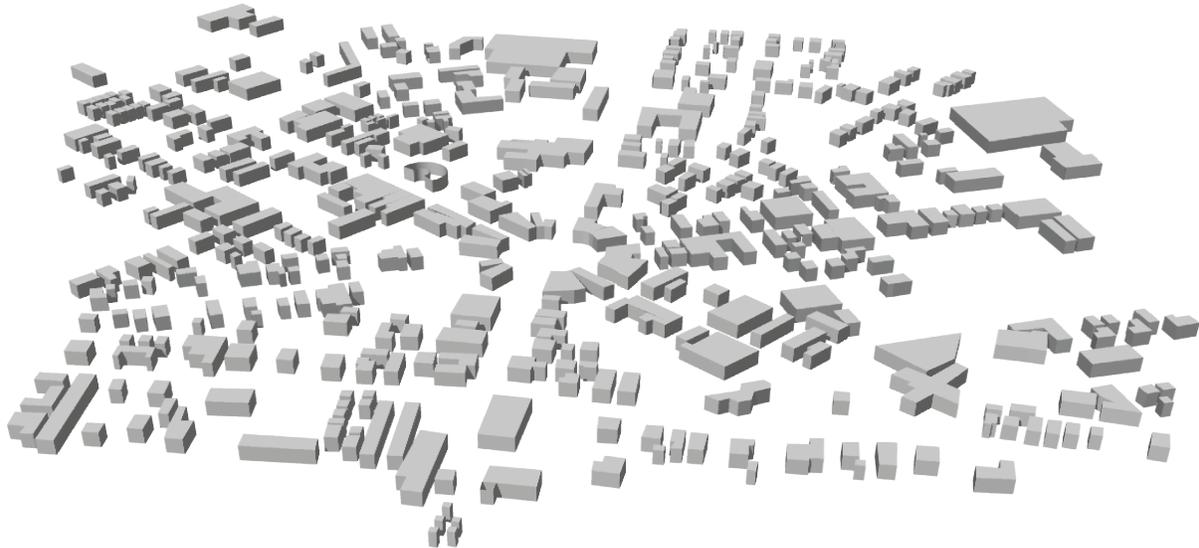
- CONSTRAINTS:**
- 1) PUBLIC VERSUS PRIVATE SECTOR
 - 2) FRAGMENTATION OF SITE LANDMARKS
 - 3) PUBLIC INTEREST

county scale
 city scale
 site specific



figure ground

■ county scale ■ city scale ■ site specific



Developed by Edgar Rubin, the figure versus ground method investigates both what the mind perceives and how the mind perceives it. In planning purposes, one may find that the **ground is** quite in fact the **figure** for **vision**. This is now left to the interpretation of the designer.

DESCRIPTION:

SITE FIGURE VERSUS GROUND

OPPORTUNITIES:

- 1) POTENTIAL INFILL IN PRIMARY SITE ZONES.
(PARKING GARAGES, PARKS, STRUCTURES)
- 2) DETERMINING GREEN STREET IMPROVEMENT HIERARCHY.
- 3) PARK SPACES MAY BE INTEGRATED IN HIGH DENSITY AREAS.
(OLMSTED PRINCIPALS)
- 4) DETERMINE MAJOR CORRIDORS AND CONNECTIONS.
- 5) POTENTIAL STORMWATER IMPROVEMENTS FOR MAIN
COMMERCIAL/RESIDENTIAL CORRIDORS
- 6) POTENTIAL FOR INNER CITY STORMWATER COLLECTION PARK.

CONSTRAINTS:

- 1) HIGH DENSITY ZONES REFLECT NEED FOR HIGH DENSITY PARKING.
- 2) SPATIAL DENSITY

■ county scale ■ city scale ■ site specific

parking synthesis



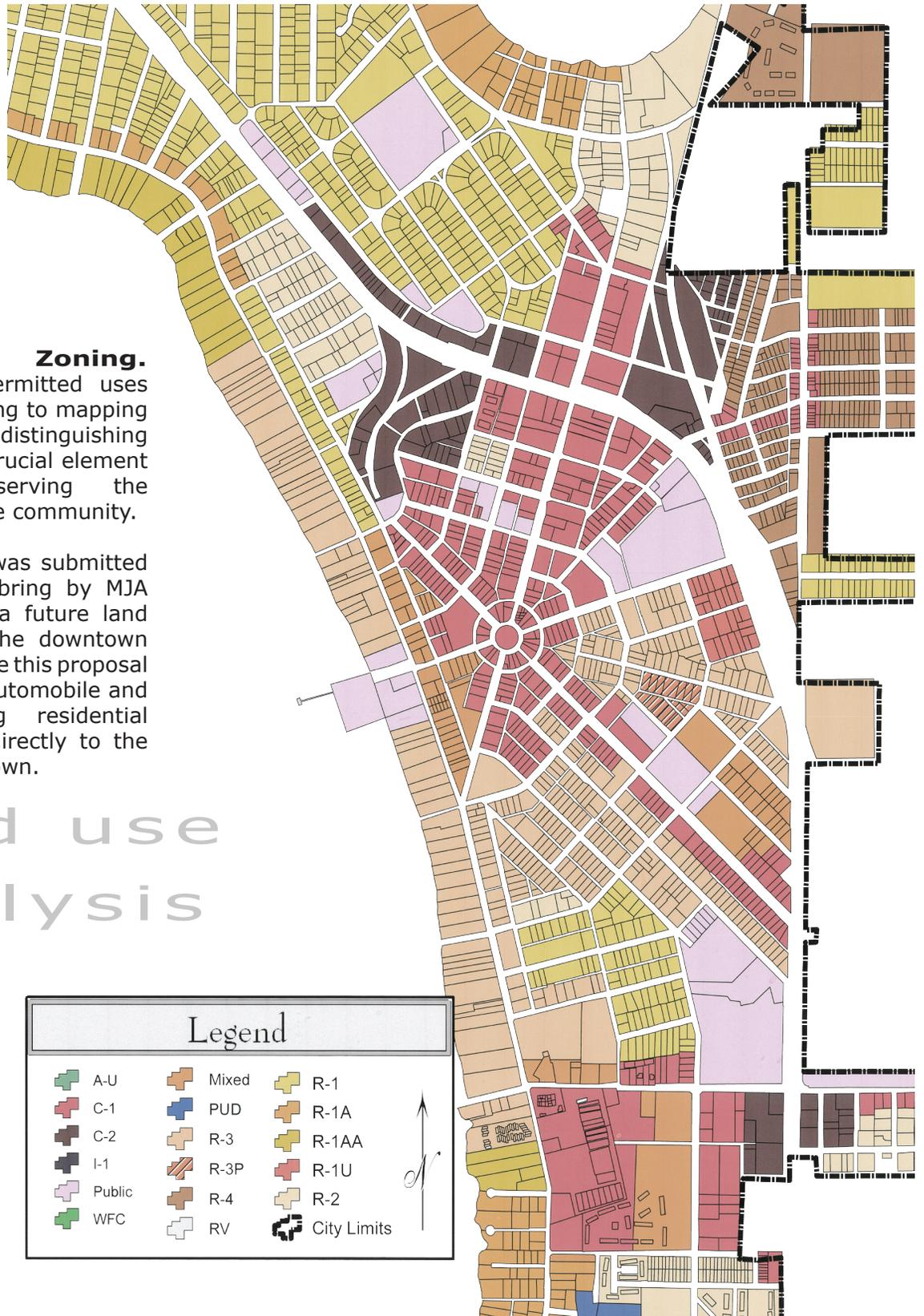
DESCRIPTION:
PARKING SYNTHESIS

- OPPORTUNITIES:**
- 1) ADAPTIVELY REVITALIZE
 - 2) EXTEND STREET WIDTH TO ACCOMODATE GREEN PROPOSALS
 - 3) CONCENTRATE PARKING WITH USE OF GARAGES

- CONSTRAINTS:**
- 1) LARGE AREAS OF DIMINISHED ECOLOGY
 - 2) DENSITIES OF USER PARKING
 - 3) COST OF GARAGES
 - 4) COST OF RESTORING DIMINISHED ENVIRONMENTS

- parking
- parking zones
 - highest density=high need
 - moderate density=mod. need
 - low density=minimum need
 - address street parking
 - potential siting of parking garage addition

county scale
 city scale
 site specific



Zoning.

Designating permitted uses of land according to mapping zones and distinguishing their use is a crucial element towards preserving the character of the community.

This proposal was submitted recently to Sebring by MJA Consulting as a future land use plan for the downtown district. I believe this proposal endorses the automobile and lacks bringing residential opportunities directly to the center of the town.

land use analysis

Legend			
	A-U		R-1
	C-1		PUD
	C-2		R-3
	I-1		R-4
	Public		RV
	WFC		Mixed
			R-1AA
			R-1U
			R-2
			City Limits

Figure 1: Existing zoning plan - MJA Consulting

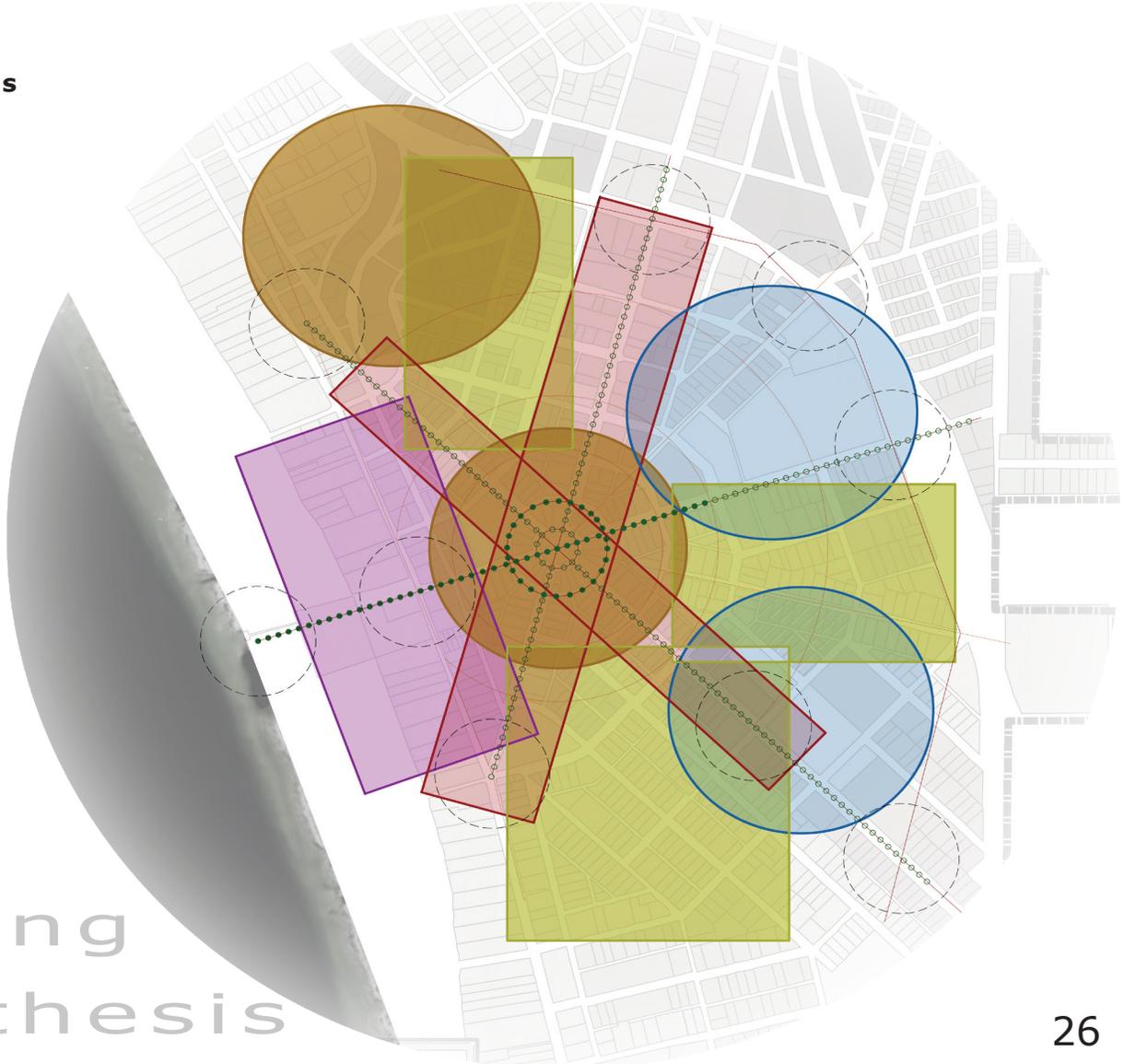
county scale
 city scale
 site specific

<p><u>mixed use</u> "Community center"</p> <p>- These areas may offer unique opportunities to introduce residences into a prolifically commercial sector, in order to bridge the gap between the two, that was lost in the 1950's.</p>	<p><u>commercial use</u> "Market value"</p> <p>- Mixing up the zoning of commercial uses will break the status quo of traditional growth habits of American cities since the 1950s</p>	<p><u>residential use</u> "Livability"</p> <p>- This space offers opportunity to phase in residential communities and neighborhoods into areas of unique infrastructure, which will promote safe inner city living.</p>	<p><u>public use</u> "integration"</p> <p>- Distinguishing areas of potential public corridors to activate an integration between the city offices, downtown users and residences.</p>	<p><u>Art District</u> "sense of place"</p> <p>- An opportunity to establish a thriving arts district connected by pedestrian oriented streetscapes and provide an invaluable community amenity.</p>
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Zoning Goals
"Mix it up"

- livability
- walkability
- integration
- community
- clean up status quo

"A place where residents can feel safe with their families while sharing a walk in the city, to have an ice cream or experience the public art."



zoning
synthesis

■ county scale

■ city scale

■ site specific

downtown tissue

Tissue* is a cellular organizational level intermediate between cells and a complete organism; an ensemble of cells, not necessarily identical, but from the same origin, that together carry out a specific function. Organs are then formed by the functional grouping together of multiple tissues.

Individual Entity.

- shows relationships between site elements.
- develop a "sense of place"; character
- section offers sense of scale and density.

*definition of *tissue*. Source: [http://en.wikipedia.org/wiki/Tissue_\(biology\)](http://en.wikipedia.org/wiki/Tissue_(biology))



Section: study of density and scale; proposed streetscape opportunity.

■ county scale ■ city scale ■ site specific

stormwater

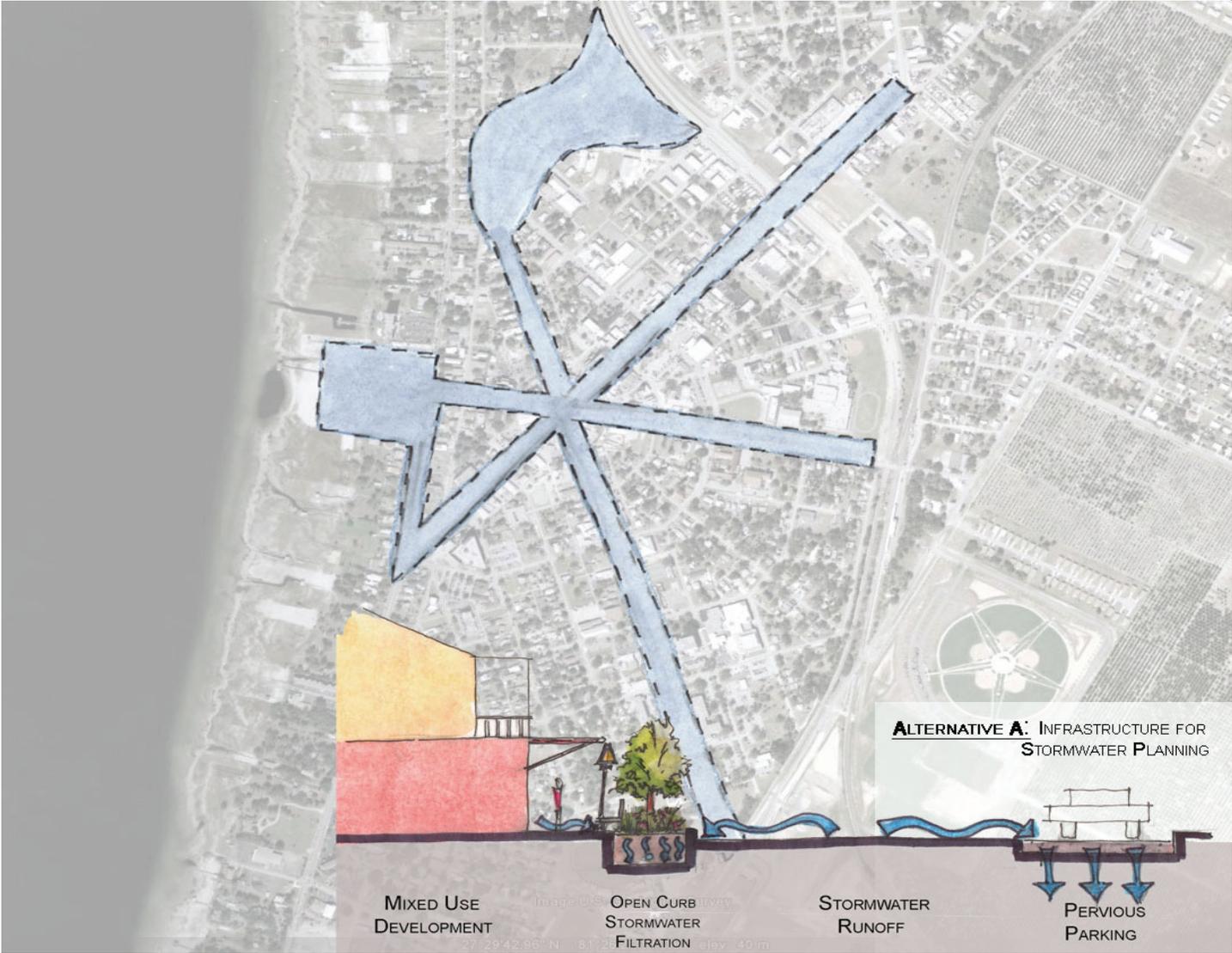


Figure 1: proposed stormwater improvements
Section A: alternative green street improvements

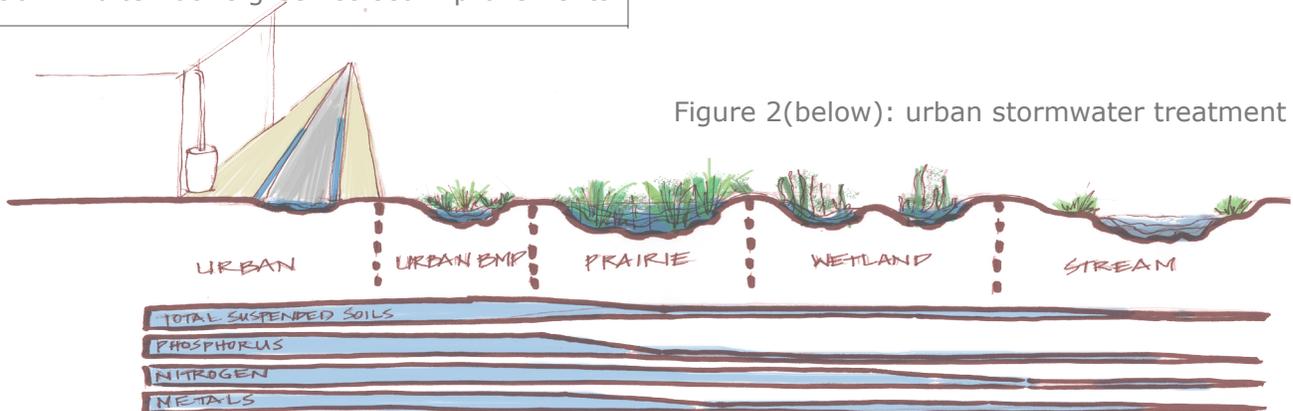


Figure 2(below): urban stormwater treatment

county scale
 city scale
 site specific



Fig. 1: Movement synthesis

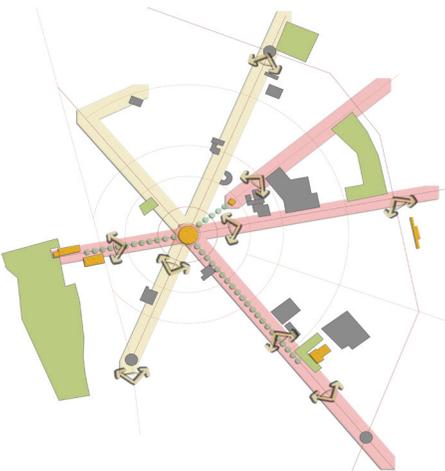


Fig. 2: Landmark synthesis



- + StreetCar Station
- Main Route
- Secondary Route
- StreetCar stops



Fig. 3: Zoning synthesis

transit

A street car transit proposal would celebrate a sustainable move into the future of how people experience downtown spaces. As the increased number of automobiles diminish the safety, protection, and livability for the pedestrian, downtown areas need more improved modes of transportation, and most importantly modes that emphasize the development of community. This study focuses on connecting the most utilized landmarks, while contributing to the overall flow of movement and connectiveness of the community as a whole.

CONCEPT DESIGN

Creating Livable Spaces

■ vision

■ alternatives

■ conclusion

strategy

The approach for conceptual development for the downtown area is focused as **Issue by Issue**, pertaining directly to the synthesized tissue and character of downtown Sebring, as opposed to the common *Spatial Development* strategy.

and Objectives.

Original vision: George Sebring envisioned an active community focused on a central gathering in order to establish *Sense of Community* and *Sense of Place*.

1) **Downtown Livability**

- Finding the best use!
- Establishing destinations such as amenities and activities that entice and draw the community into the area.
- Motivating active use throughout the daytime and evening.

2) **Relationship with the City**

- Creating a destination!
- Limit the vehicular bypassing of downtown.
- Reconnect to historical features and establish identity.

3) **Sustain**

- Improving stormwater management for future development.
- Improve walkability once alternative transit issues are addressed.
- Can a district transit alternative be implemented in this scale or feasible for the town? Could it link regionally in the future?

4) **Restore the Identity of Sebring**

- Spatial alternatives due to such large amounts of parking.
- Improving *Sense of Community*
- Address vacancies and empty structures

5) **Conceptual design**

- Bring innovative and passionate ideas pertaining to what I have learned in Landscape Architecture and Planning.
- Solve critical issues that affect downtown spaces and the outdated paradigm of the status quo.
- Step 'outside the box' of the traditional design and break the walls of the status quo.
- Cohesiveness in character and language.

vision

alternatives

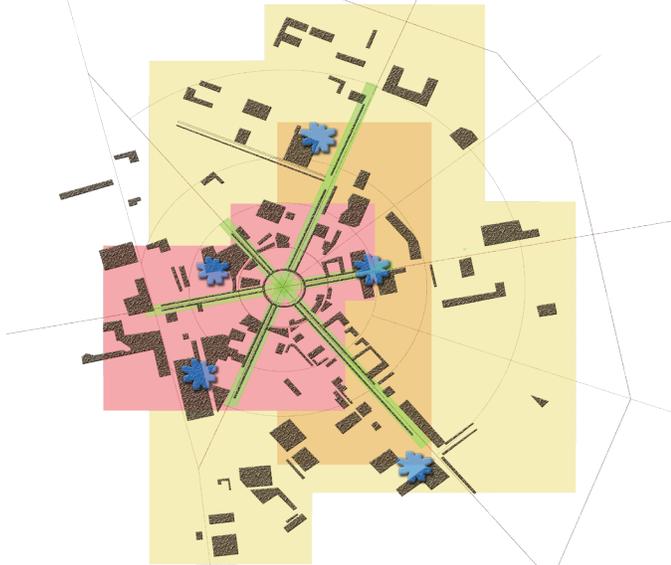
conclusion

This conceptual diagram representing new zoning designations is an essential component for achieving the overall vision in downtown Sebring. The commercial core will increase **market values** while providing business stakeholders long-term **incentives**. The core is also strengthened by adding residential opportunities to promote **affordable living** and **smart growth**. This incentive will promote an increase in building more residential units in the center of the city, while also increasing potential in funding for affordable housing.

Mix it Up!



vision alternatives conclusion



The Parking2Parks project is a concept developed prior to analyzing the overwhelming calculated area of parking areas in downtown. This began as a constraint for the development of a green infrastructure, but if carefully executed may become a unique opportunity.

Parking2Parks

 Potential Green Spaces
 Proposed Parking Garages



Figure 2: Proposed Parking2Parks concept plan

vision

alternatives

conclusion



Figure 1: green streets and park connections

Parking 2 Parks

This proposal focuses mostly on a concern for the pedestrian. *Asphalt gardens* have occupied this space for years, limiting pedestrians, bicyclists, and festivals from intimately experiencing the space. Limiting on street parking, introducing new parking garages, and integrating connective green spaces will establish a scale relative to the pedestrian.



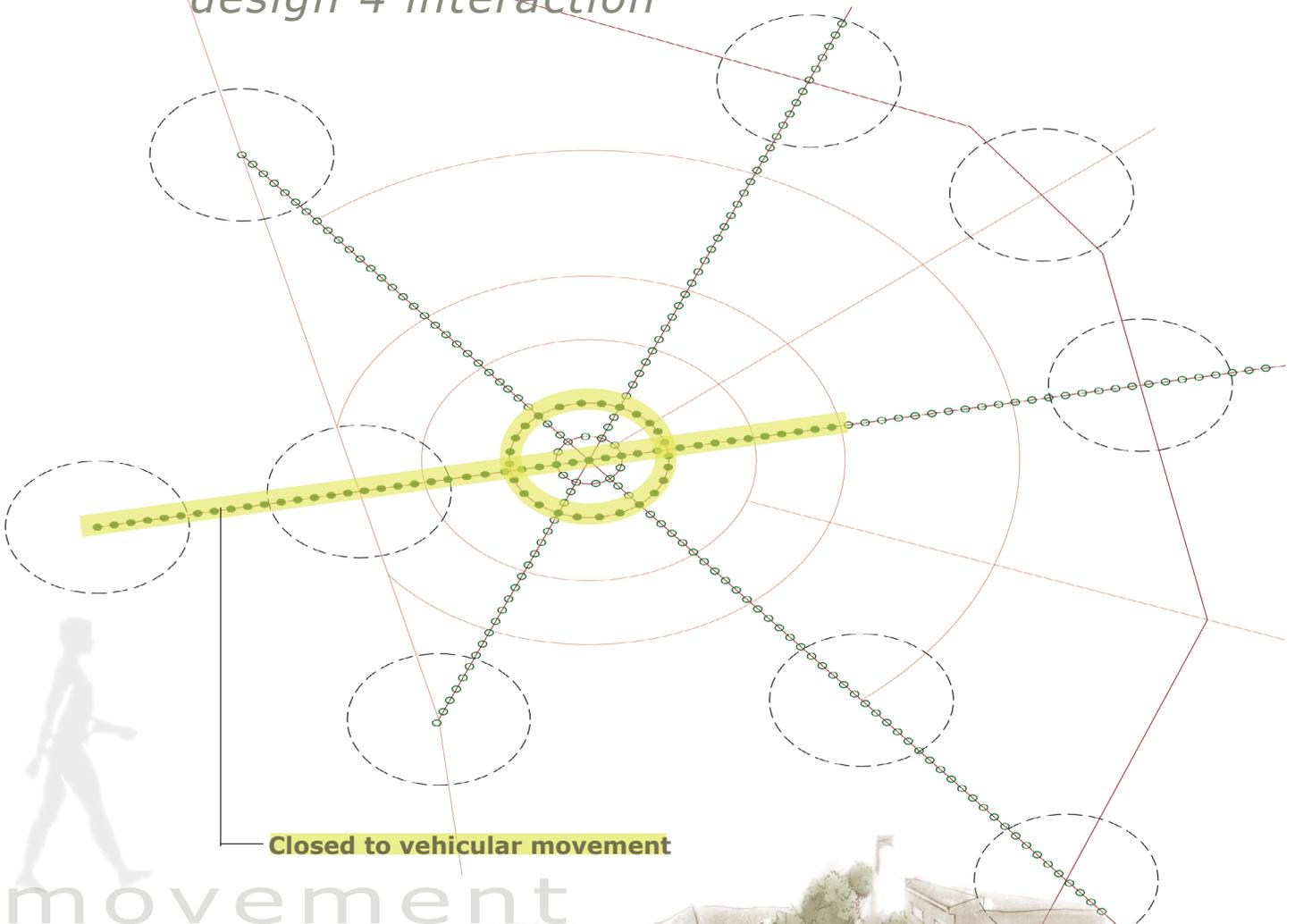
Figure 2: proposed "gateway" and parking garage

■ vision

■ alternatives

■ conclusion

design 4 interaction



Closed to vehicular movement

Who & What is being facilitated?

The primary focus of this concept is to celebrate the life and community of the downtown space. There are currently no pedestrian friendly streets, which make it nearly impossible to experience an intimate walk through downtown Sebring. By connecting to the waterfront and emphasizing the character of the circle, this would serve as a prime corridor for weekend markets, street vendors, and safe daily strolls.

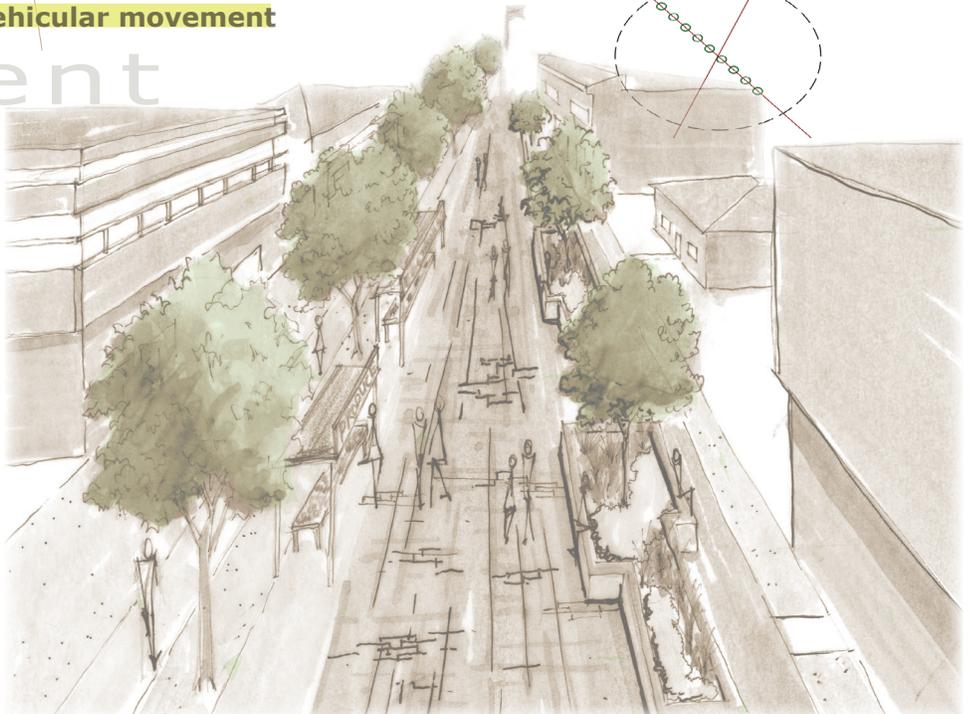


Figure 1: sketch of pedestrian green street

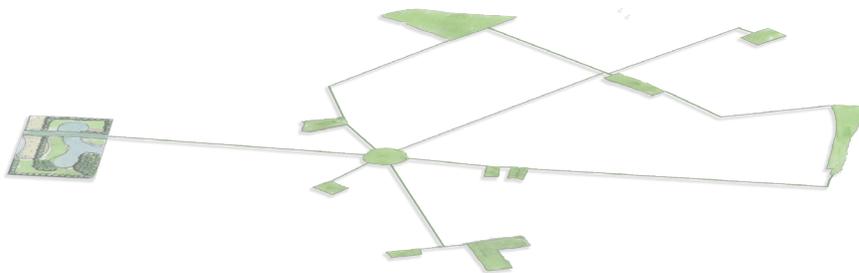
■ vision

■ alternatives

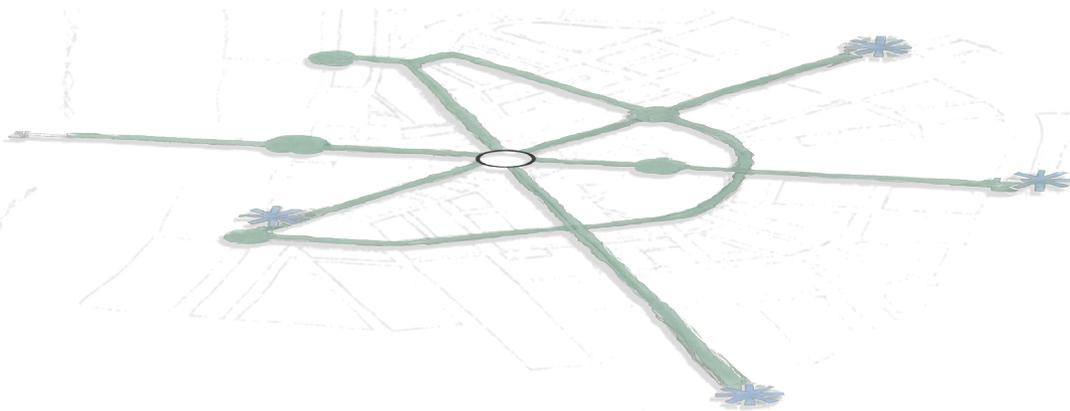
■ conclusion



Pedestrian Corridor and anchor to the waterfront.



Interconnected green park system and corridors.

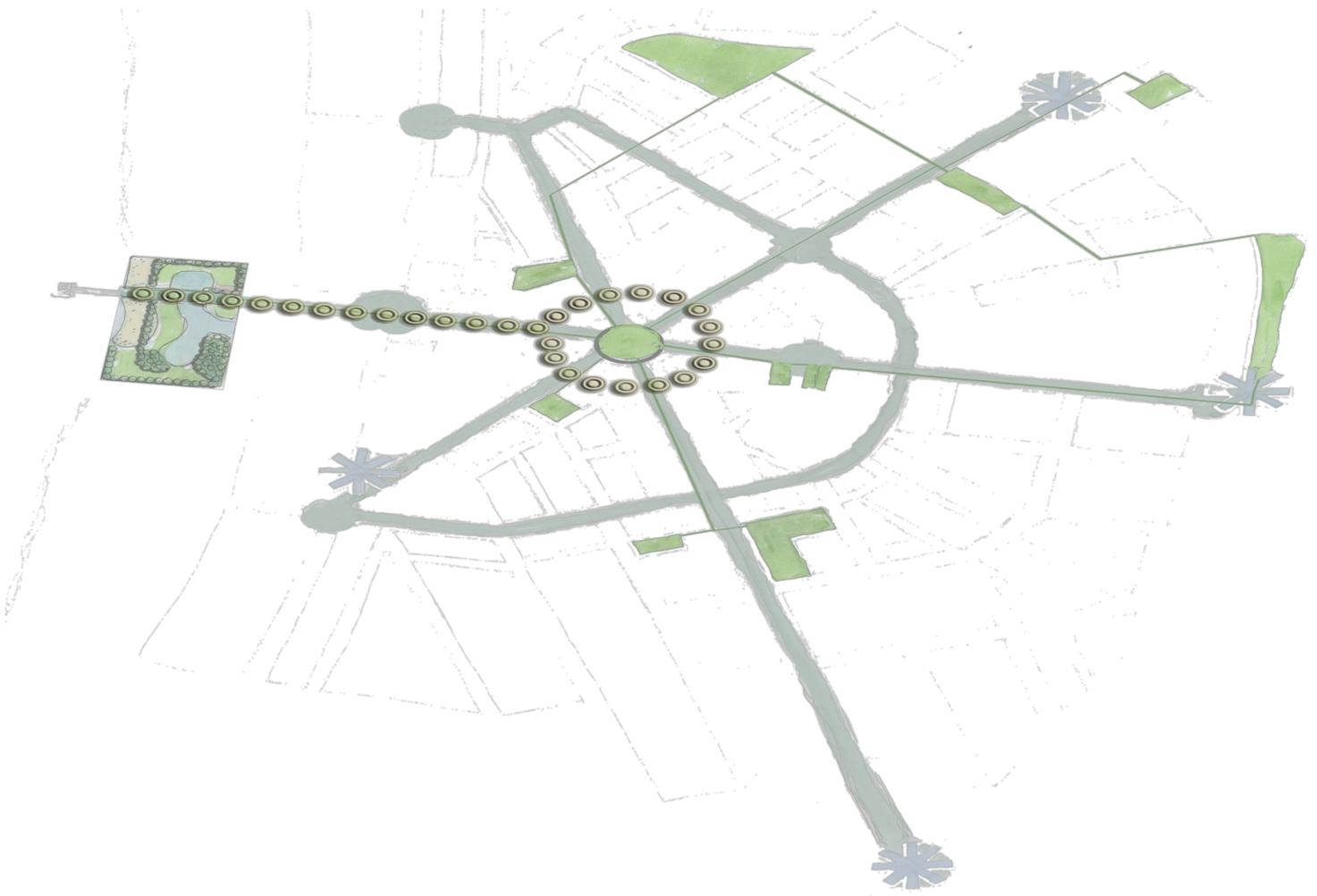


Proposed green street improvements, important nodes, and emphasizing the entry.

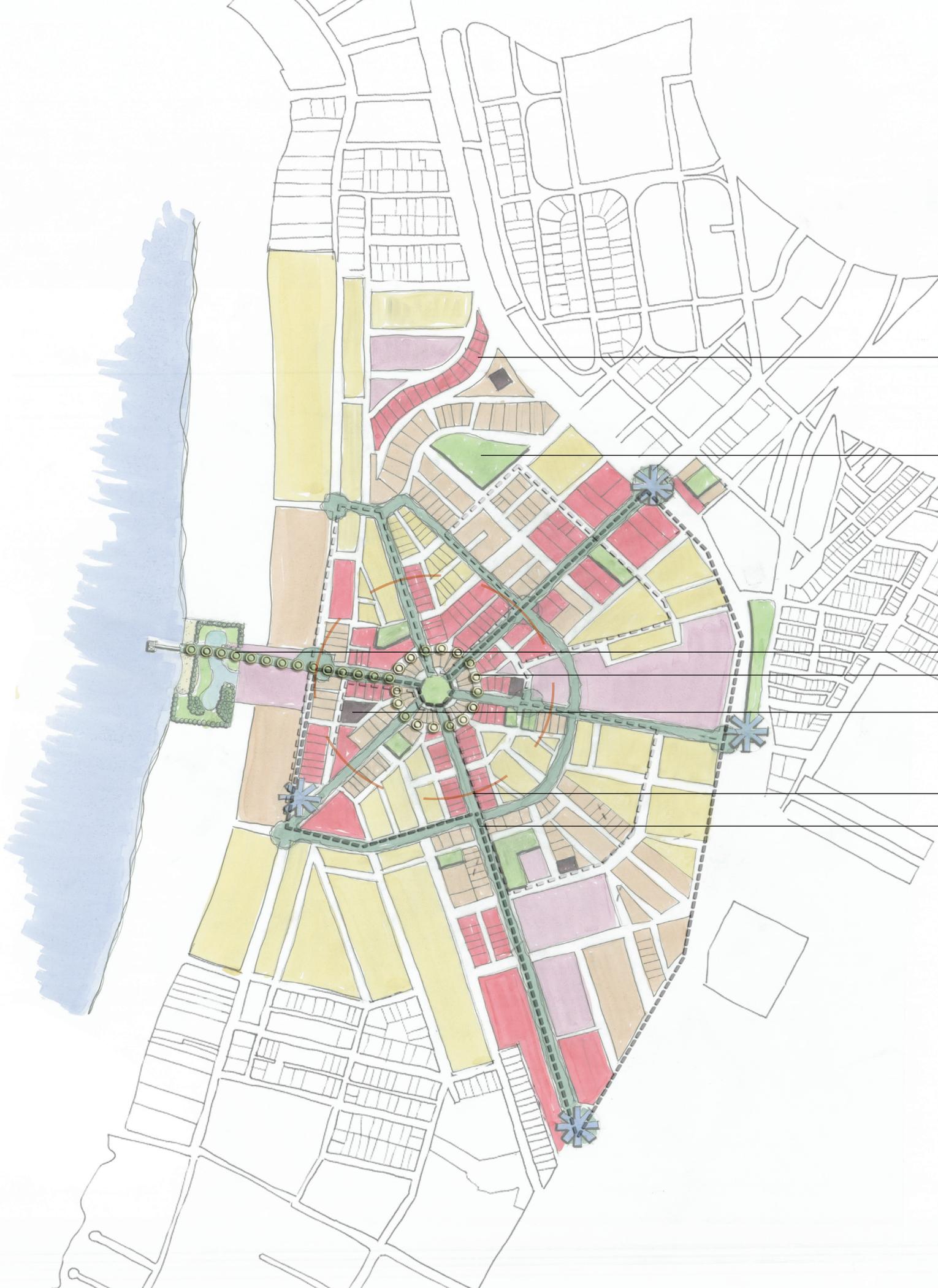
■ vision

■ alternatives

■ conclusion



green infrastructure



final downtown concept

New commercial corridor
(past industrial brownfield)

Community stormwater park

Gateway defining sense of entry

Interconnected city parks (442,000 sq. ft. added)

Green street improvements

Waterfront park addition

Pedestrian only streets

Proposed parking garage site

Commercial corridor

Surface brick paving begins

Streetcar transit route

MASTER PLANNING

the framework

identity

amenity

final



During my time spent collecting on-site data, the realization that downtown Sebring exhibited a lack of pedestrian friendly experiences was evident. Wall Street is currently a one way vehicular corridor and serves an invaluable purpose for the accomodations of deserted parking and asphalt gardens.

My goal is to shine a light on this degraded, but truly delightful downtown corridor by transforming it into a full pedestrian connection that emphasizes the original character of "City on the Circle." This is a place for safe daily strolling, weekend markets, and unique street vendors bringing community into the downtown.

walkin on wall st.



Perspective 1: Wall Street pedestrian connection and safe corridor crossing



Perspective 1: Wall Street pedestrian connection and safe corridor crossing

identity amenity final



Pic 1(top): Proposed Bike Network
Approx. 2.5 miles added in Phase 1



Section: Bike to street connection

new bike lanes



Pic 2: Perspective of removed parking to bike lane

By introducing the new bike connections, the downtown may become a destination to exercise or simply experience nature in community. It will also raise pedestrian awareness to the hazardous existing automobile network. Over 2.5 miles of bike lane will be added to this master plan, serving as a catalyst to a smart and healthy downtown community lifestyle.

identity

amenity

final

Ornamentals



Vitex agnus-castus
Chaste Tree

Optimal Light:		Growth Rate:	Fast
Light Range:		Mature Height:	10 - 20 ft.
Soil Moisture:		Mature Spread:	10 - 20 ft.
Wildlife:		Soil Texture:	Any
Native:	No	Soil pH:	Slightly acidic, Slightly alkaline
Drought Tolerance:	High	Salt Tolerance:	Medium
Perennial:	N/A	Hardiness Zone:	8 - 10
Invasive Status:	Not Assessed		

Comments:
purple flowers in summer; attracts wildlife



Lagerstroemia indica
Crape/Crepe Myrtle

Optimal Light:		Growth Rate:	Fast
Light Range:		Mature Height:	10 - 30 ft.
Soil Moisture:		Mature Spread:	15 - 30 ft.
Wildlife:		Soil Texture:	Any
Native:	No	Soil pH:	Any
Drought Tolerance:	High	Salt Tolerance:	Low to None
Perennial:	N/A	Hardiness Zone:	8 - 10b
Invasive Status:	No		

Comments:
flowers vary, summer; use mildew resistant cvs, good air circulation; watch for aphids/sooty mold/root rot; high wind resistance; invasive assessment: not considered a problem, incomplete conclusions



Quercus virginiana
Live Oak

Optimal Light:		Growth Rate:	Medium
Light Range:		Mature Height:	40 - 80 ft.
Soil Moisture:		Mature Spread:	60 - 120 ft.
Wildlife:		Soil Texture:	Any
Native:	Yes	Soil pH:	Acidic, Slightly acidic, Slightly alkaline
Drought Tolerance:	High	Salt Tolerance:	High
Perennial:	N/A	Hardiness Zone:	8b-10b
Invasive Status:	N/A		

Comments:
wildlife food; not for small lots; caterpillars, root rot and insect galls sometimes a problem; tolerates occasionally wet soil; high wind resistance



Ulmus parviflora and cvs.
Chinese Elm

Optimal Light:		Growth Rate:	Medium
Light Range:		Mature Height:	40 - 50 ft.
Soil Moisture:		Mature Spread:	35 - 50 ft.
Wildlife:		Soil Texture:	Any
Native:	No	Soil pH:	Any
Drought Tolerance:	High	Salt Tolerance:	Medium
Perennial:	N/A	Hardiness Zone:	8-10a
Invasive Status:	Not Assessed		

Comments:
low wind resistance; may experience freeze problems and pest problems in north FL; tolerates occasionally wet soil



street trees

Street Shade

identity

amenity

final

Character



Phoenix spp. except P. reclinata
Date Palms

- Optimal Light:**
- Light Range:**
- Soil Moisture:**
- Wildlife:**
- Native:** No
- Drought Tolerance:** High
- Perennial:** N/A
- Invasive Status:** Not Assessed
- Growth Rate:** Slow
- Mature Height:** variable
- Mature Spread:** variable
- Soil Texture:** Sandy, Loam
- Soil pH:** Slightly acidic, Slightly alkaline
- Salt Tolerance:** Medium
- Hardiness Zone:** 8-11

Comments:
yellow flowers in summer; Phoenix canariensis, Phoenix dactylifera and Phoenix roebelinii have high wind resistance



Wodyetia bifurcata
Foxtail Palm

- Optimal Light:**
- Light Range:**
- Soil Moisture:**
- Wildlife:**
- Native:** No
- Drought Tolerance:** Medium
- Perennial:** N/A
- Invasive Status:** Not Assessed
- Growth Rate:** Fast
- Mature Height:** 30 ft.
- Mature Spread:** 8 - 20 ft.
- Soil Texture:** Any
- Soil pH:** Slightly acidic, Slightly alkaline
- Salt Tolerance:** Medium
- Hardiness Zone:** 10-11

Comments:
white flowers in spring; no pest problems



Photo Credits

Sabal palmetto
Cabbage Palm

- Optimal Light:**
- Light Range:**
- Soil Moisture:**
- Wildlife:**
- Native:** Yes
- Drought Tolerance:** High
- Perennial:** N/A
- Invasive Status:** N/A
- Growth Rate:** Slow
- Mature Height:** 25 - 60 ft.
- Mature Spread:** 10 - 15 ft.
- Soil Texture:** Any
- Soil pH:** Any
- Salt Tolerance:** High
- Hardiness Zone:** 8b-11

Comments:
FL's state tree; adapted to most landscapes; white flowers, summer; watch for giant palm weevil/scale /ganoderma butt rot; high wind resistance; older palms transplant easily; fruit imp. to wildlife



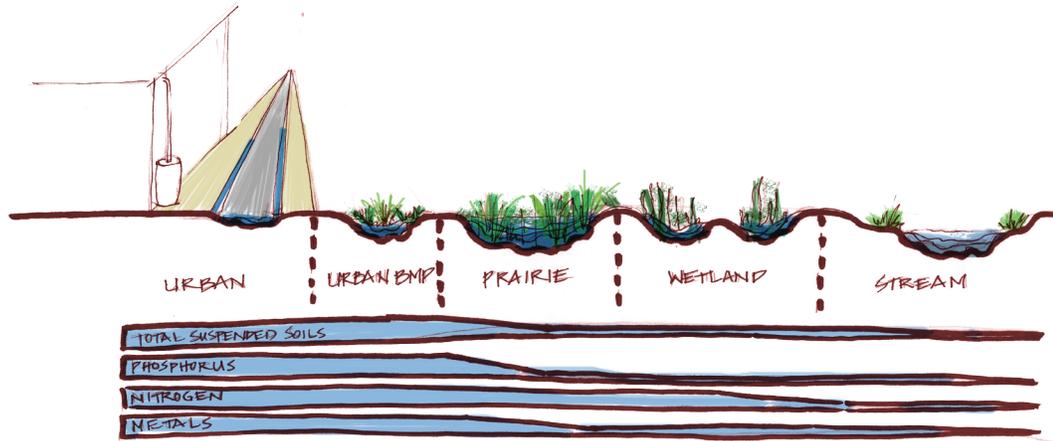
Taxodium ascendens
Pond Cypress

- Optimal Light:**
- Light Range:**
- Soil Moisture:**
- Wildlife:**
- Native:** Yes
- Drought Tolerance:** High
- Perennial:** N/A
- Invasive Status:** N/A
- Growth Rate:** Fast
- Mature Height:** 50 - 60 ft.
- Mature Spread:** 10 - 15 ft.
- Soil Texture:** Any
- Soil pH:** Any
- Salt Tolerance:** Medium
- Hardiness Zone:** 8b-9

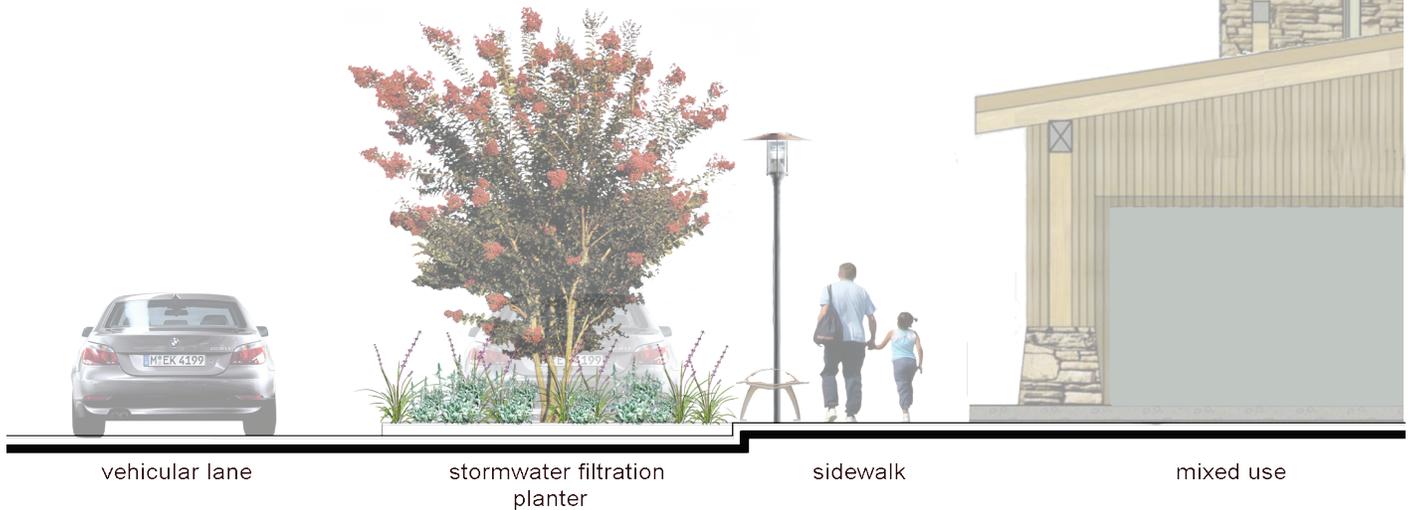
Comments:
also known as Taxodium distichum var. nutans; flammable - in wildfire-prone area, plant a min. 30' from bldgs; wetland plant but adapts to dry sites; usually has yellow-brown fall color; high wind res



identity amenity final

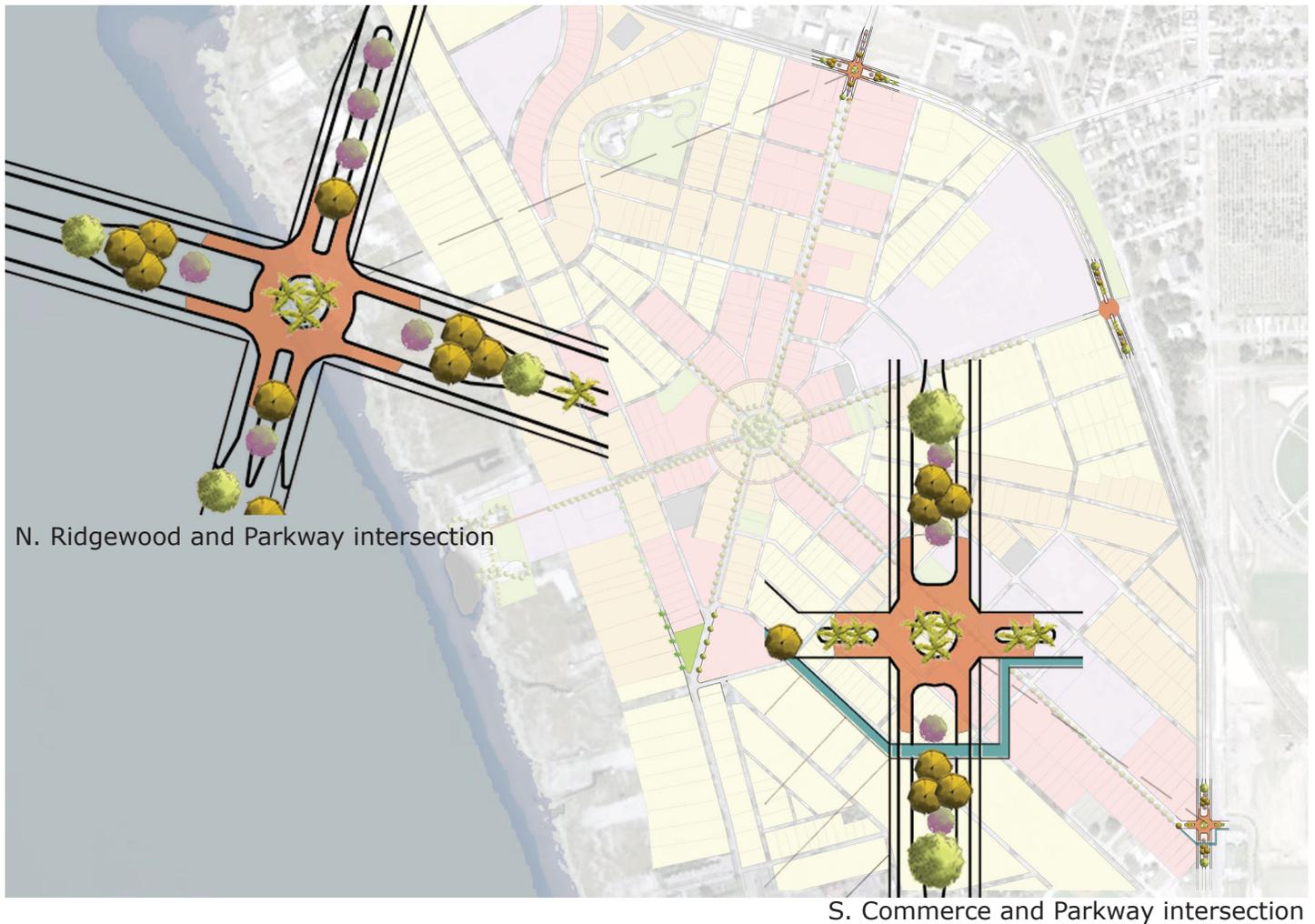


stormwater filtration



The site of downtown Sebring is located adjacent to a fresh water lake that covers over 9,000 acres of area. Lake Jackson is also home to many of the towns valuable wildlife and became the driving inspiration to the design of the city in 1911. Today, there is very minimal mitigation done to alleviate untreated stormwater from flowing directly into the lake. The street stormwater improvements will decrease sediment and toxins caught by the filtration process directly on the street edge.

■ identity ■ amenity ■ final



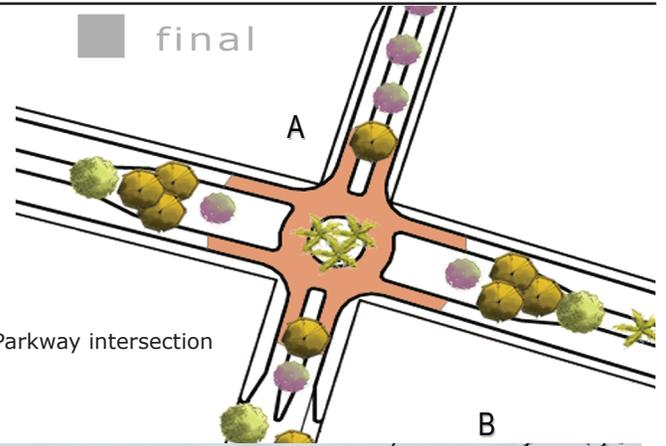
gateways as identity

The downtown site has two existing bypasses connecting to North and South highways. My goal is to slow down the vehicular traffic adjacent to the site and create an identifiable entry which currently does not exist. To do this, I have proposed round a bout options on both the north and south entry points. The construction guidelines should be suitable for the density. Defined gateways will not only benefit in drawing users into the space, but also satisfy aesthetic appeal with new signage and lush plantings.

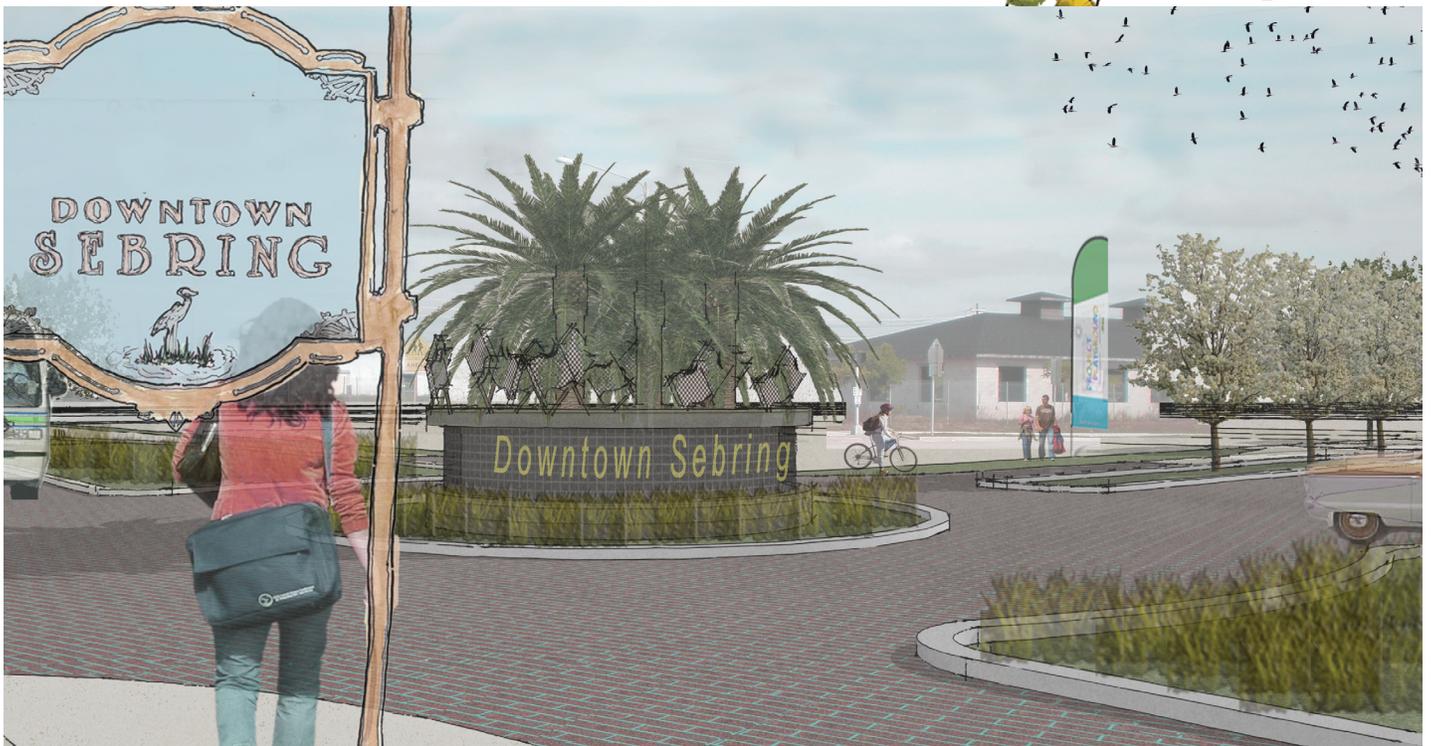
identity

amenity

final



Reference Map:
N. Ridgewood/Parkway intersection



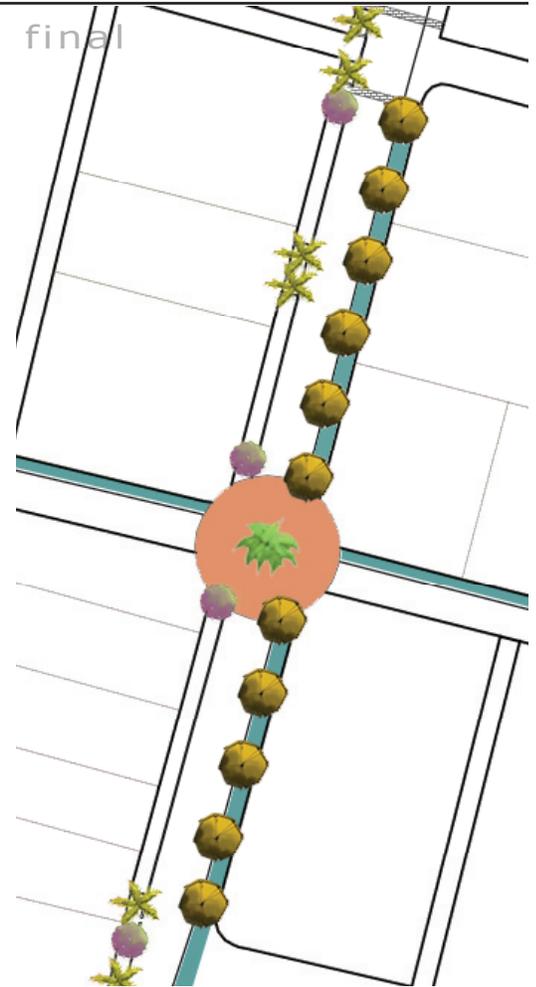
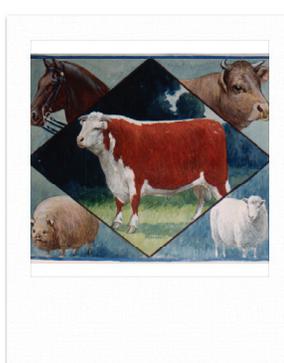
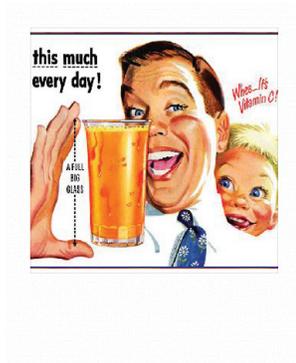
Perspective A (top):
Street view of parkway entrance
looking toward downtown Sebring.

Perspective B (left):
Bird's eye view of round a bout
approach and downtown entry
character.

identity

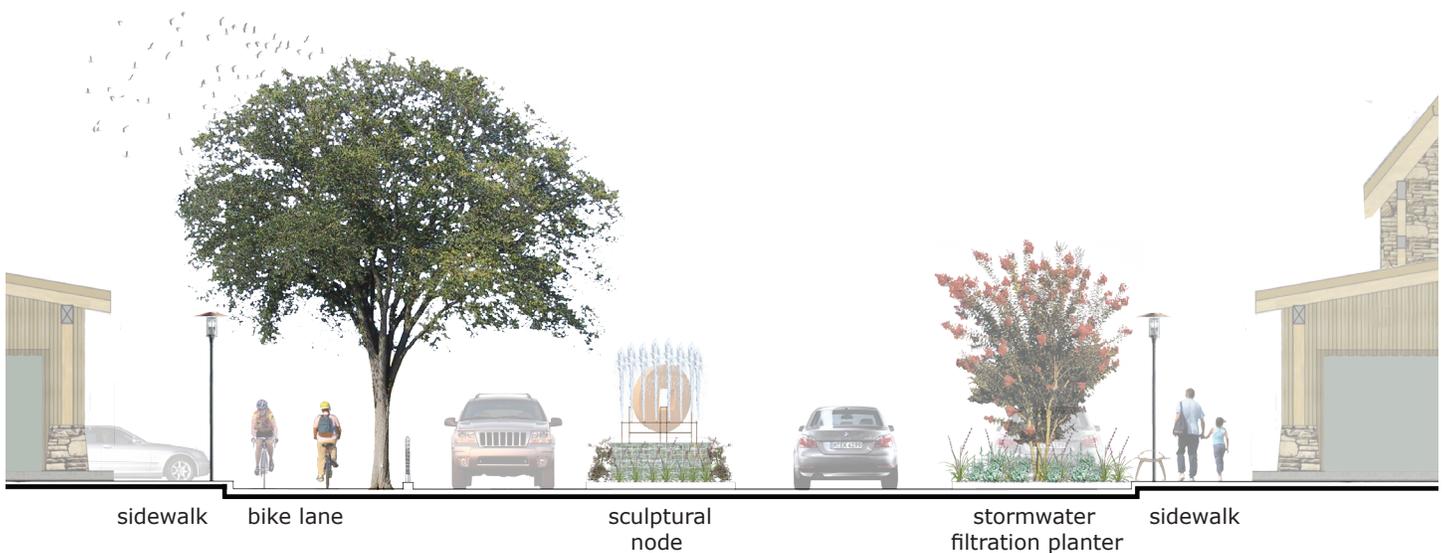
amenity

final



To further emphasize the need to celebrate character and sense of place in downtown Sebring, I have conceptually proposed defined intersections at major nodes. These nodes will offer a continuity in character of the site, as well as define major corridors for both the vehicle and pedestrian. Here the node does not conflict with traffic movement due to it's scale. The sculptural elements involved at each node offer an opportunity to celebrate historic characteristics of the town.

nodes as identity



sidewalk

bike lane

sculptural node

stormwater filtration planter

sidewalk

identity

amenity

final

Probably the most diminished identity of Downtown Sebring is the lost connection that the circle once made to the waterfront. Currently, the connection is broken along Lakeview Rd. by large scale horizontal parking lots and poorly placed structures. My goal is to reconnect these two elements and bring back the vision that once existed. I also am emphasizing this corridor by closing off one half of the connecting street to vehicles, while opening up the other half to accomodate a pedestrian mall. This will bring a new amenity into downtown and give people a place to shop, stroll, bike, and much more.

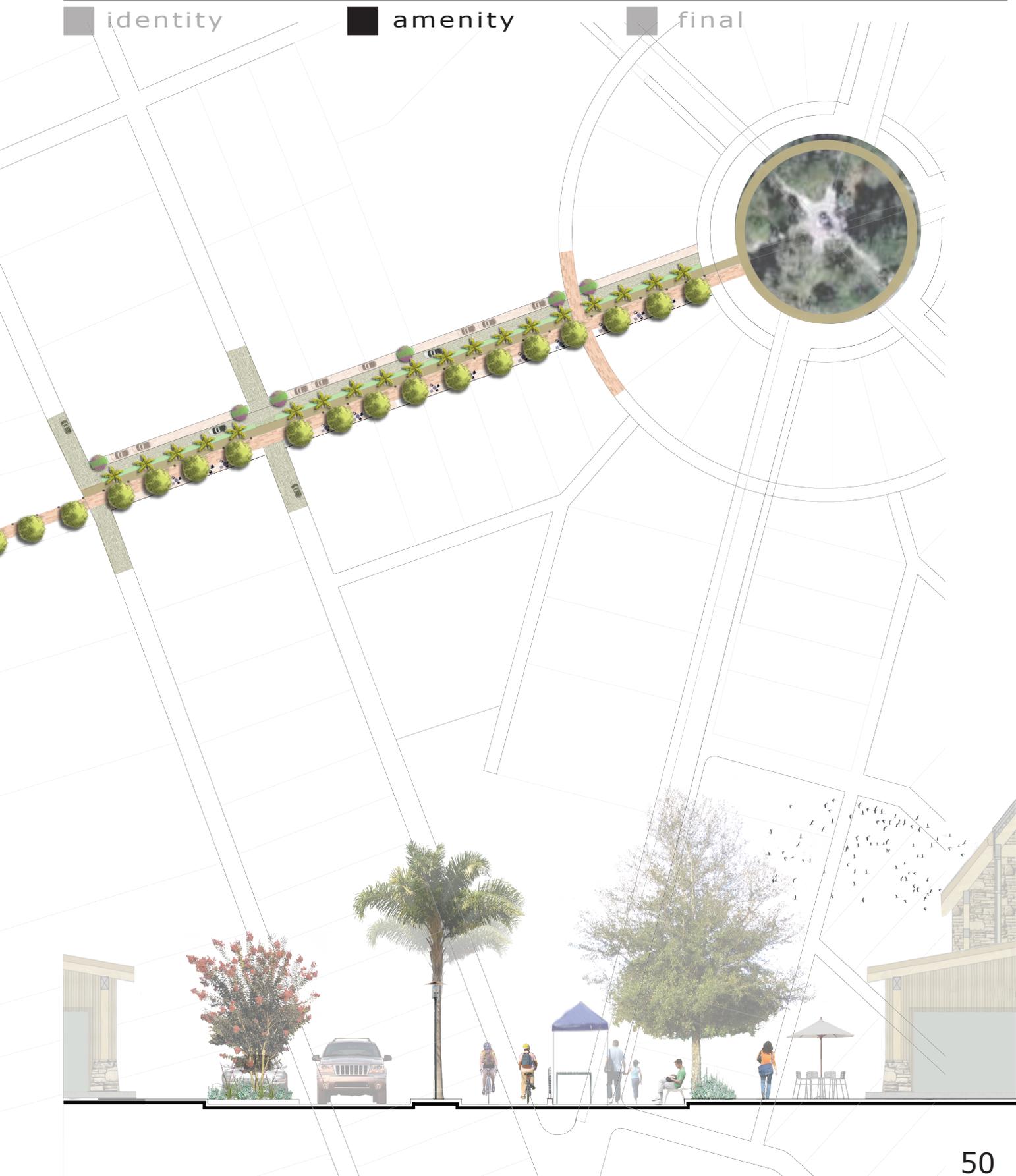
pedestrian mall & waterfront corridor



identity

amenity

final



identity

amenity

final



Section 1: Lake Jackson waterfront park with stormwater park improvements



Section 2: Pedestrian connection between waterfront and Center Dr.



Section 3: Intersection of Center Dr. (pedestrian mall) and Lakeview Dr.

identity

amenity

final



Section 4: Pedestrian mall streetscape and market corridor



Section 5: Intersection at Wall St. and Center Dr.



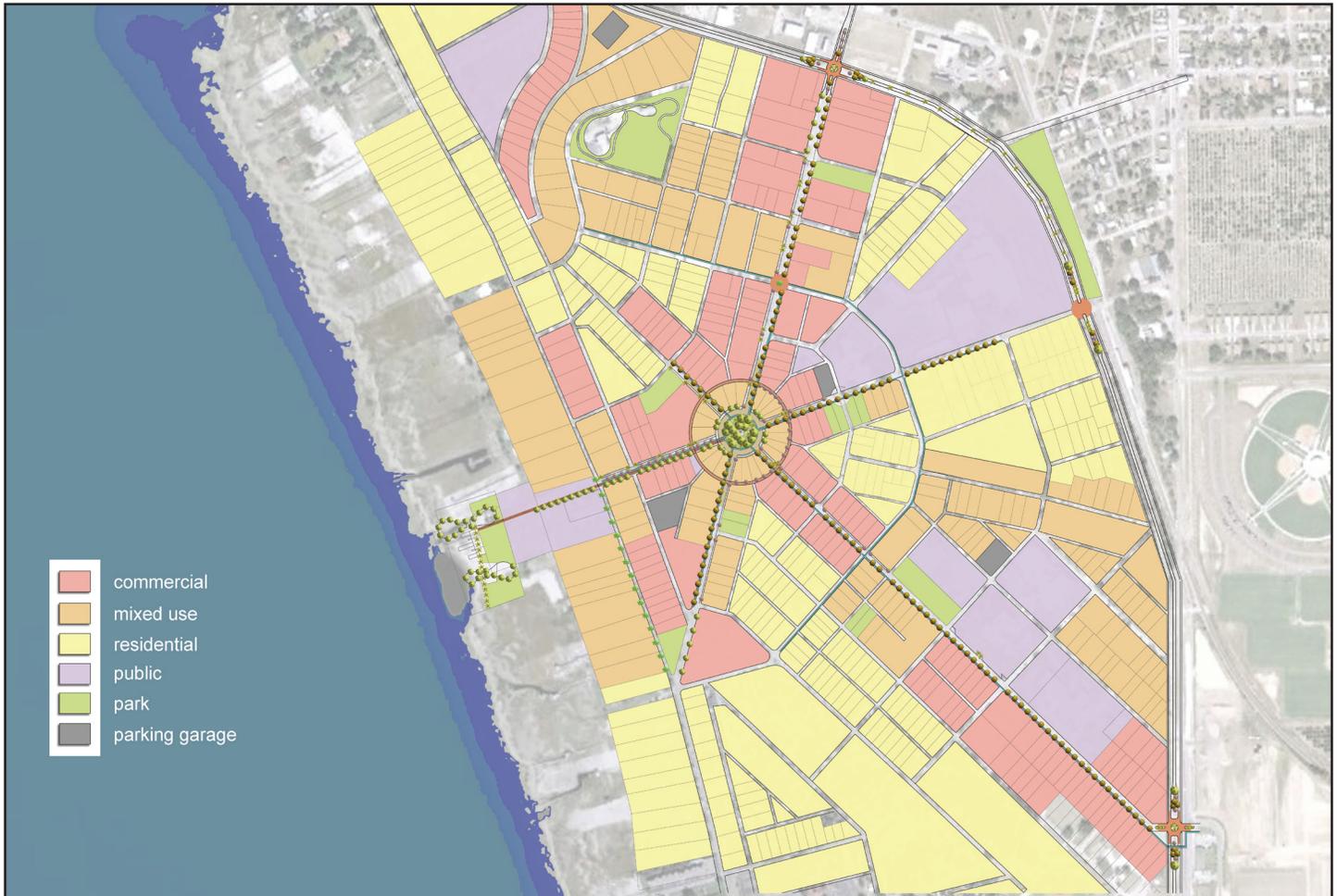
Section 6: Transition between pedestrian mall and circle park

identity

amenity

final

master plan



The downtown Sebring redevelopment master plan focuses on downtown livability, restoration of identity, sustainability, and establishing a stronger connection to the city. It incorporates a new land use proposal designed to bring residents to the center, forming a more cohesive community, and increasing social awareness throughout the site. There are a series of interconnected parks adjacent to each residential sector, which will establish an identity through the site and offer amenities to increase property and social value. Due to the immense parking, this plan proposes parking garages in a phasing program, allowing the streets to be revitalized with bike lanes and stormwater filtration planting. The green streets will become the connection between the parks. The most bold provision in this plan is the large pedestrian corridor stretching from the circle park west to the waterfront. Incorporating a pedestrian mall, and extending the path will offer a destination for weekend markets, street vendors, community, or a daily stroll to soak in the true character of downtown Sebring. This is a framework. Many downtowns do not have the rich character that downtown Sebring holds, so it is extremely important to revitalize and revamp this wonderful community.



CAPSTONE 2010

Downtown Sebring Redevelopment Master Plan

Jack Caldwell | Advisor: Professor Lester Linscott | University of Florida



intro



vision



site inventory



site analysis



concept



Master plan

vision

People Experiencing People

what

Downtown Redevelopment

where

Downtown Sebring, Florida.

why

To establish a viable framework for the future development in the downtown Sebring district, which is rich in historic and cultural character but has been degraded by strip development from Highway 27.



Project Introduction



intro



vision



site inventory



site analysis



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Master plan

1) Downtown Livability

- Finding the best use!
- Establishing destinations such as amenities and activities that entice and draw the community into the area.
- Motivating active use throughout the daytime and evening.

2) Relationship with the City

- Creating a destination!
- Limit the vehicular bypassing of downtown.
- Reconnect to historical features and establish identity.

3) Sustain

- Improving stormwater management for future development.
- Improve walkability once alternative transit issues are addressed.
- Can a district transit alternative be implemented in this scale or feasible for the town?

4) Restore the Identity of Sebring

- Spatial alternatives due to such large amounts of parking.
- Improving *Sense of Community*
- Address vacancies and empty structures



Goals and Objectives



intro



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Master plan



Originally developed by George Sebring in 1911, the town's inspiration was driven by Mr. Sebring's desire to create a "City on the Circle". The experience was to be one that all roads led to and from the center of the community along the lakeside. It is said to have been modeled after the ancient Syrian city of Heliopolis. The original desire to establish a collective community in the center of the city has failed due to the new paradigms of strip development and mass movement.



Observation:

- density of road network
- function of transportation
- importance of automobile
- bypass of historic downtown culture
- important connections & corridors





intro



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Master plan

-  Agriculture lands
-  Water bodies
-  Site boundary
-  Stormwater flow

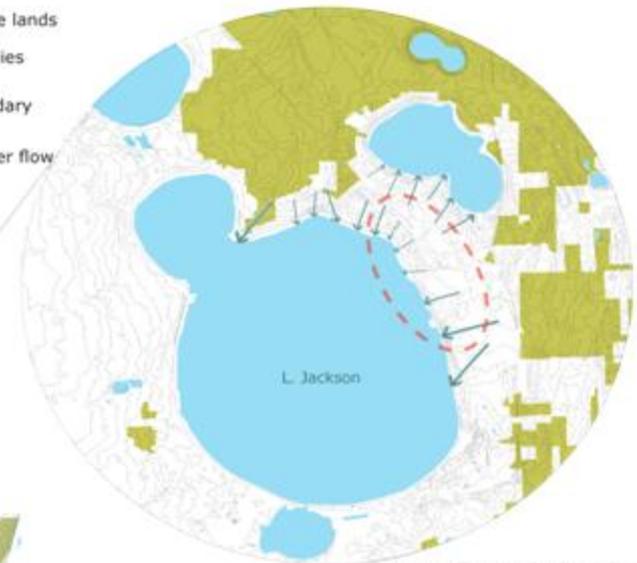
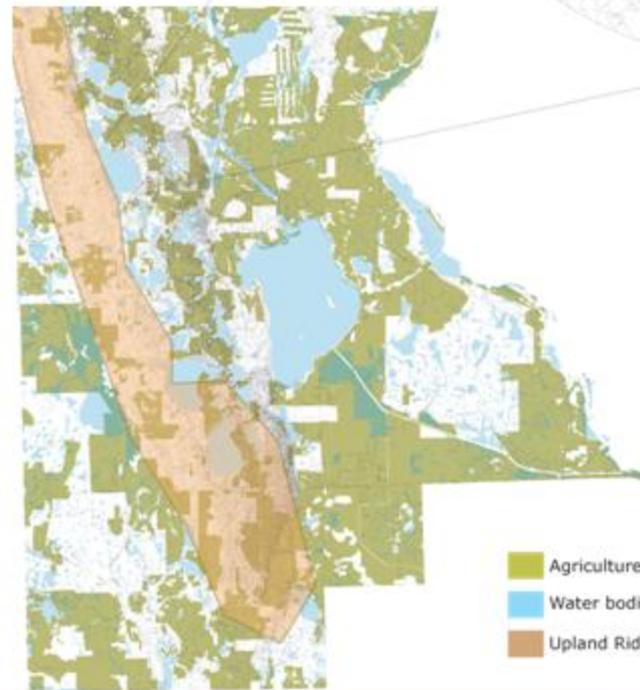


Figure 2: Site Context and Hydrology

Figure 1: Highlands County Land Context



-  Agriculture lands
-  Water bodies
-  Upland Ridge

DESCRIPTION:

HIGHLANDS COUNTY CONTEXT MAP:
INCLUDING TOPOGRAPHY, HYDROLOGY,
AND AGRICULTURAL LANDS.

OBSERVATION:

- 1) DEVELOP CULTURAL CHARACTER
 - HOW AGRICULTURE PLAYS ROLE?
 - WHAT RURAL RELATIONSHIPS SHOULD REFLECT IN THE CITY REVITALIZATION?
- 2) ANALYZE MAN'S DECISION TO DEVELOP ON CERTAIN LAND CONDITIONS.
 - UPLANDS VS. LOWLANDS
- 3) STORMWATER STRATEGY
 - FLOW DIRECTION ON SITE

Context: Topo, Stormwater, Ag. Lands



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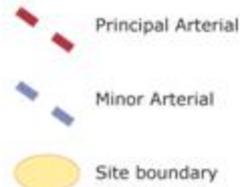
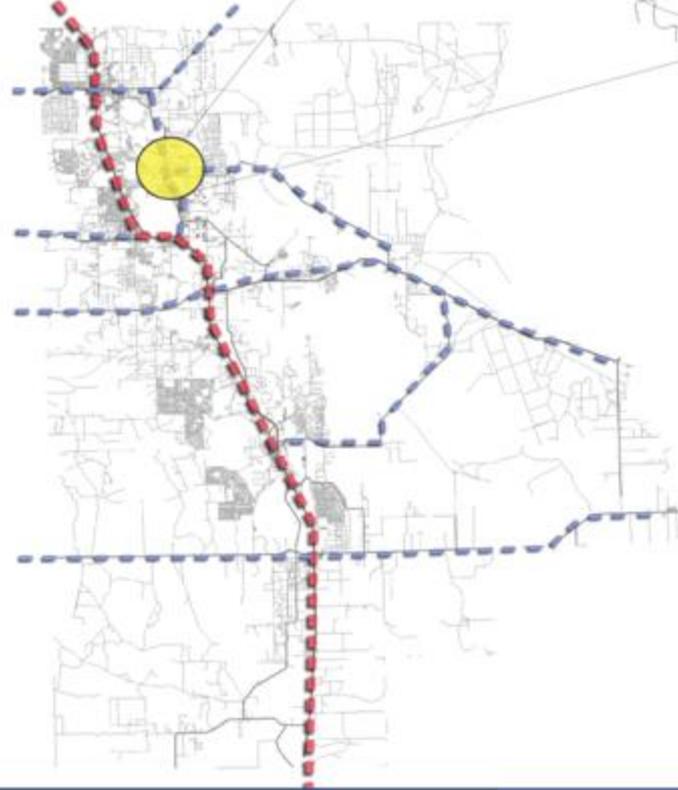


Figure 2: Site Context Road Infrastructure

Figure 1: Highlands County Road Infrastructure



DESCRIPTION:

HIGHLANDS COUNTY TRANSPORTATION MAP.
INCLUDING SITE TRANSPORTATION CONTEXT.

OBSERVATION:

- 1) HIGH DENSITY PRINCIPAL ARTERIAL THAT CONNECTS A RANGE OF CITIES NORTH/SOUTH.
- PROJECT SITE IS ADJACENTLY LOCATED
- 2) FORM A CONNECTION BETWEEN ARTERIAL STREETS AND DOWNTOWN SITE.
- CREATE NODES AND GATEWAYS
- SLOW DOWN TRAFFIC MOVING AROUND SITE
- 3) DISTINCT DIFFERENTIATION OF SCALE RELATING TO MOVEMENT INSIDE VS. OUTSIDE OF PROJECT AREA.

Context: Transportation



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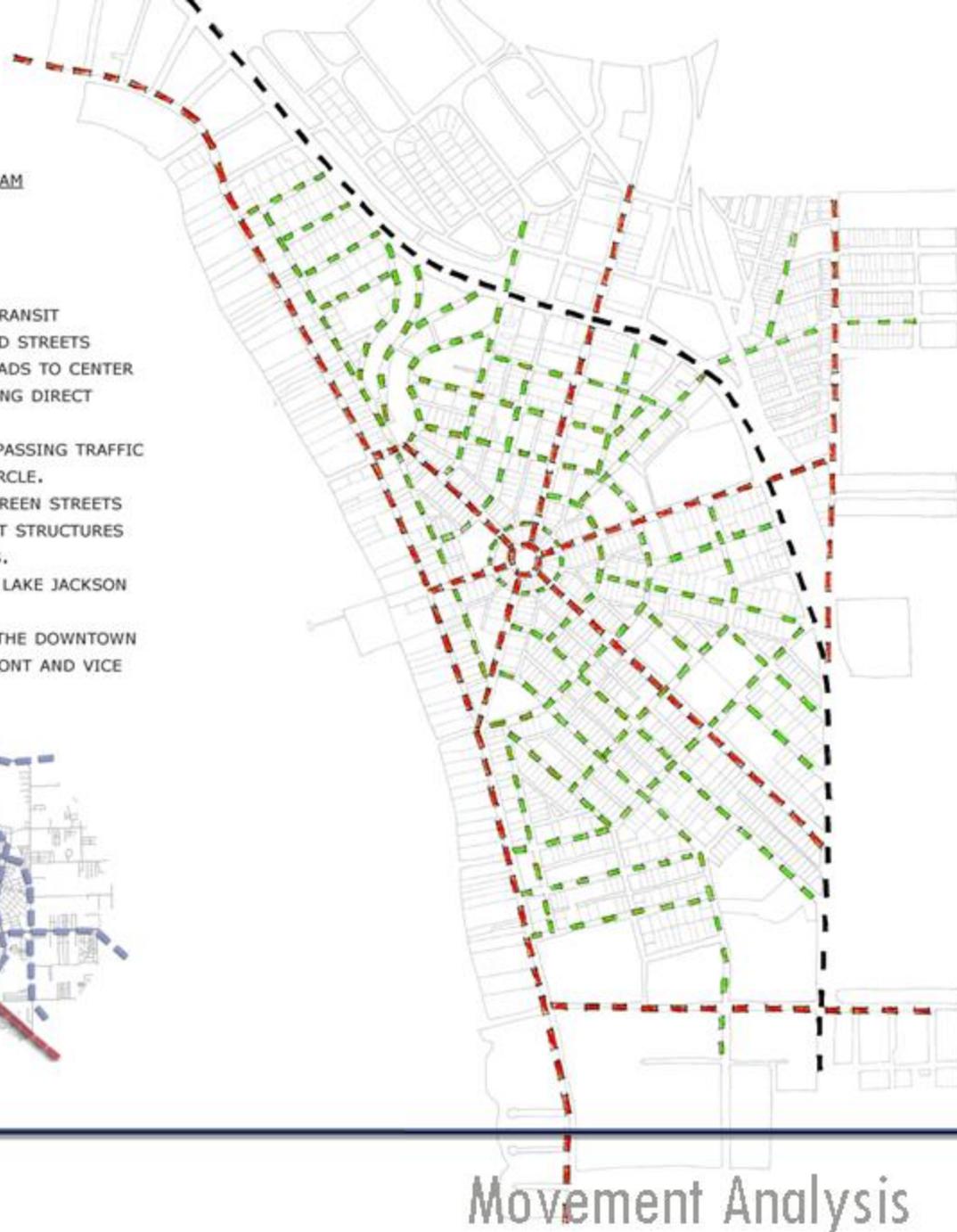
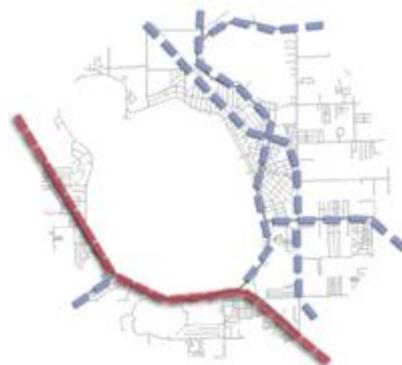
DESCRIPTION:

SITE TRANSPORTATION DIAGRAM

- MAJOR CIRCULATION
- MINOR CIRCULATION

OBSERVATION:

- 1) DENSITY OF VEHICULAR TRANSIT
 - NO PEDESTRIAN ORIENTED STREETS
- 2) ROAD INFRASTRUCTURE LEADS TO CENTER WITH MAJOR STREETS HAVING DIRECT CONNECTION
 - OPPORTUNITY TO BRING PASSING TRAFFIC INTO THE DOWNTOWN CIRCLE.
 - OPPORTUNITY TO OPEN GREEN STREETS THAT CONNECT IMPORTANT STRUCTURES AND HEALTHY CORRIDORS.
- 3) MAJOR CONNECTION WITH LAKE JACKSON WATERFRONT.
 - OPPORTUNITY TO BRING THE DOWNTOWN CLOSER TO THE WATERFRONT AND VICE VERSA.



Movement Analysis



intro



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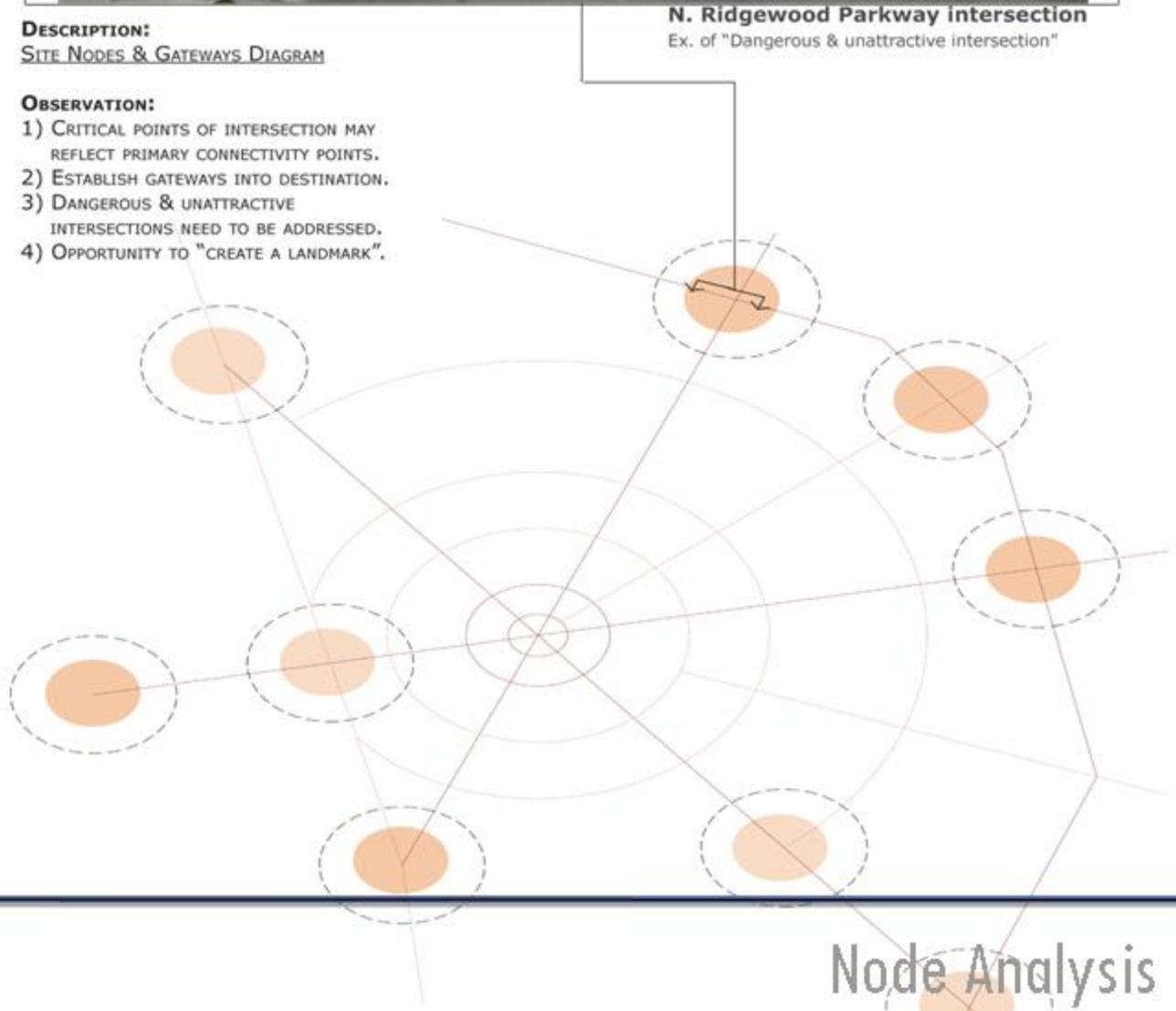
Master plan



N. Ridgewood Parkway intersection
Ex. of "Dangerous & unattractive intersection"

DESCRIPTION:
SITE NODES & GATEWAYS DIAGRAM

- OBSERVATION:**
- 1) CRITICAL POINTS OF INTERSECTION MAY REFLECT PRIMARY CONNECTIVITY POINTS.
 - 2) ESTABLISH GATEWAYS INTO DESTINATION.
 - 3) DANGEROUS & UNATTRACTIVE INTERSECTIONS NEED TO BE ADDRESSED.
 - 4) OPPORTUNITY TO "CREATE A LANDMARK".



Node Analysis



intro



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site inventory



site analysis



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Master plan



Movement Synthesis



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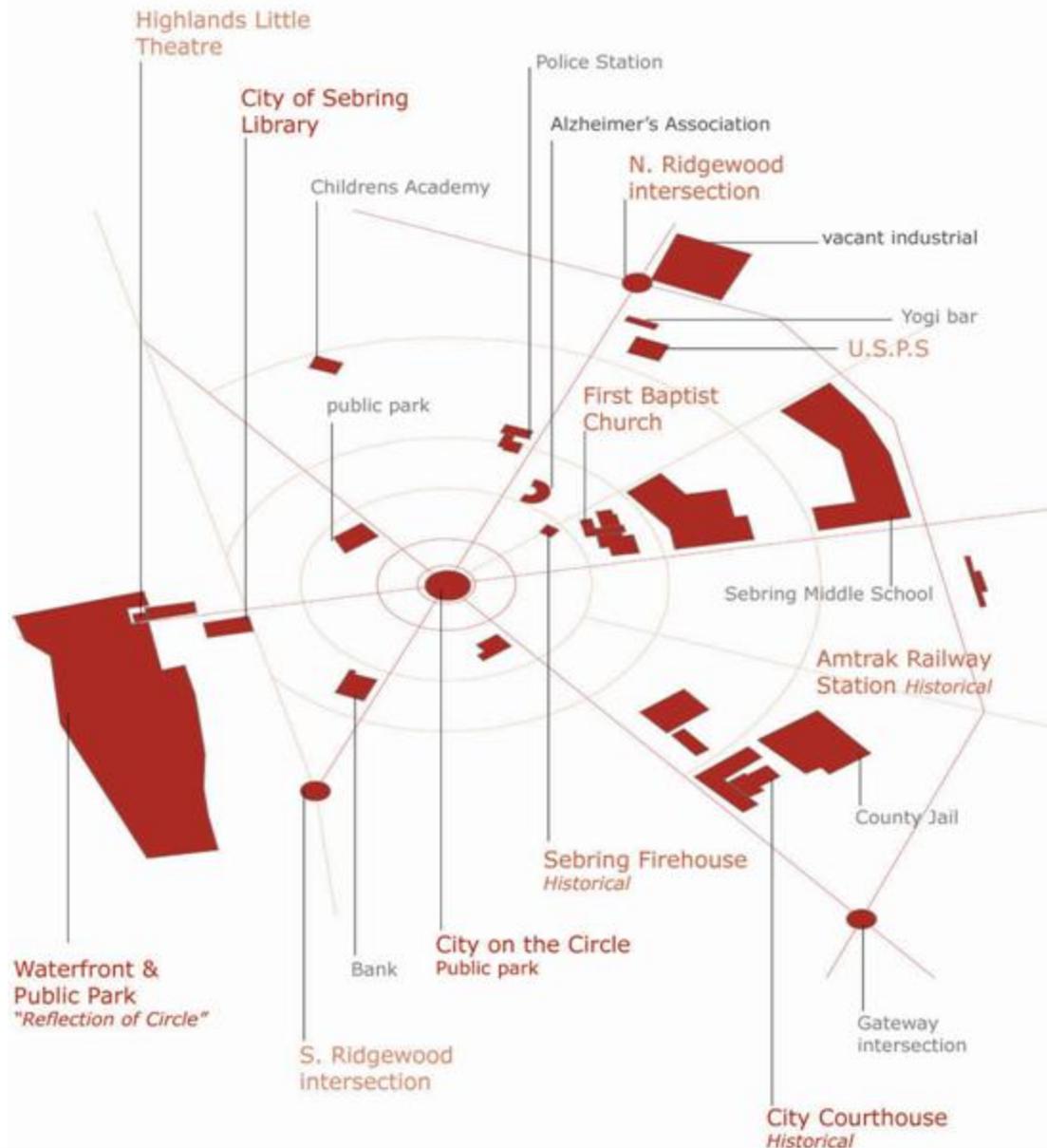
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Master plan



Landmark Analysis



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site analysis



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Master plan

- landmarks**
-  major site landmarks
 -  open space landmarks
 -  primary connection
 -  secondary connection
 -  historic site landmarks
 -  historic connection
 -  important views



Landmark Synthesis

StreetCar Transit Route Alternative A.



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Master plan



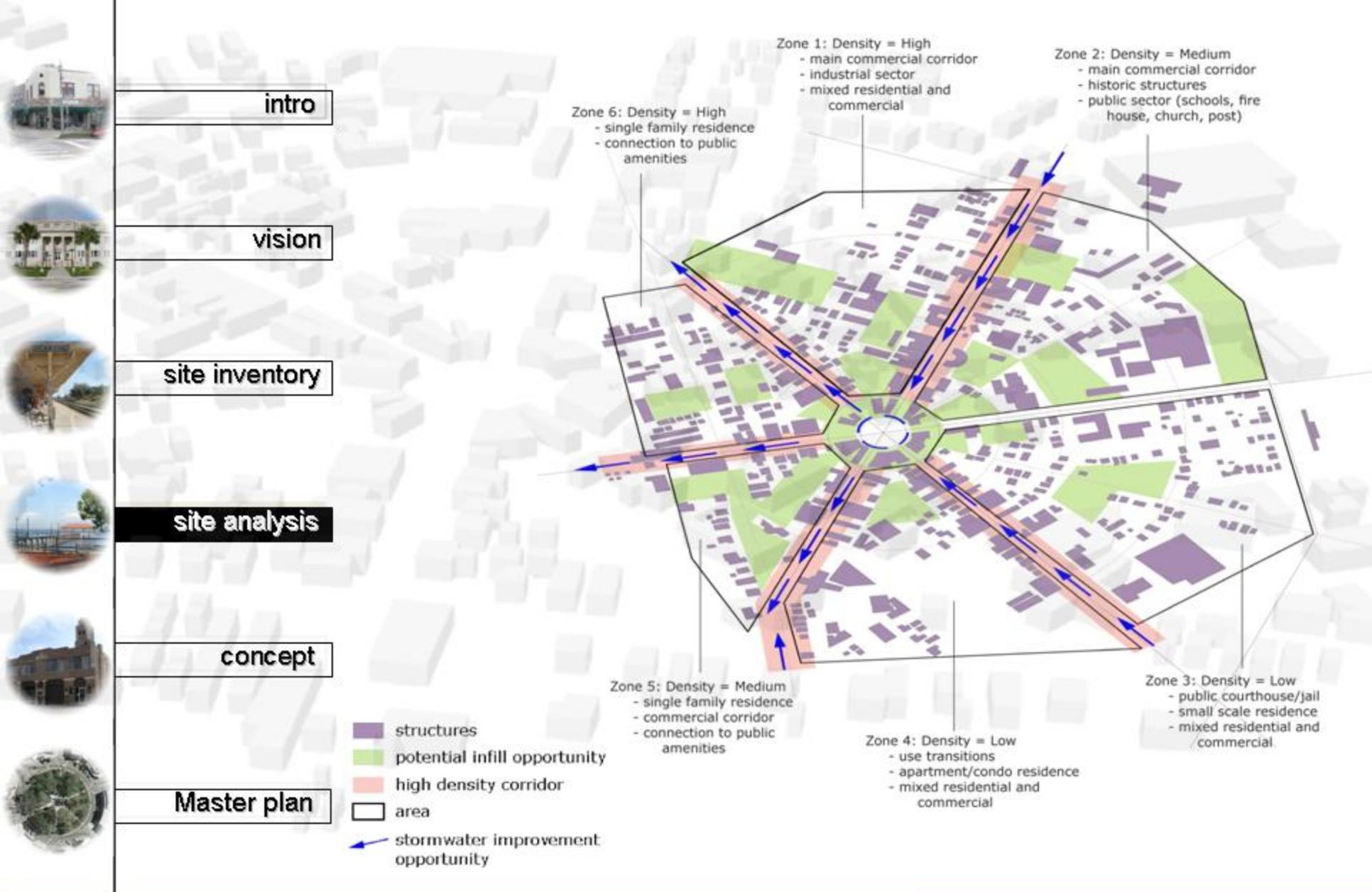
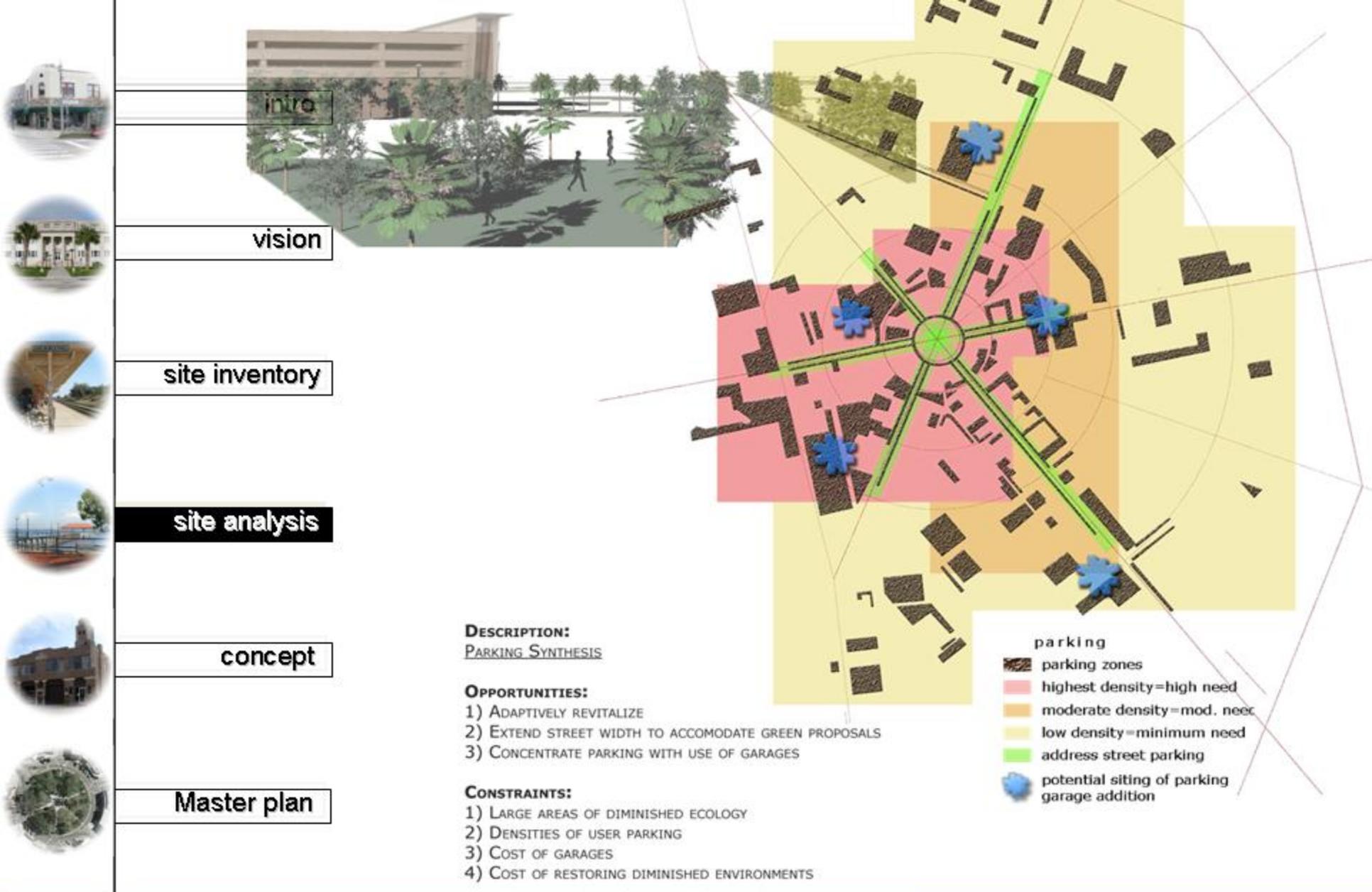


Figure Ground Synthesis



Parking Synthesis



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site inventory



site analysis



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Master plan

mixed use
"Community center"

- These areas may offer unique opportunities to introduce residences into a prolific commercial sector, in order to bridge the gap between the two, that was lost in the 1950's.

commercial use
"Market value"

- Mixing up the zoning of commercial uses will break the status quo of traditional growth habits of American cities since the 1950s

residential use
"Livability"

- This space offers opportunity to phase in residential communities and neighborhoods into areas of unique infrastructure, which will promote safe inner city living.

public use
"integration"

- Distinguishing areas of potential public corridors to activate an integration between the city offices, downtown users and residences.

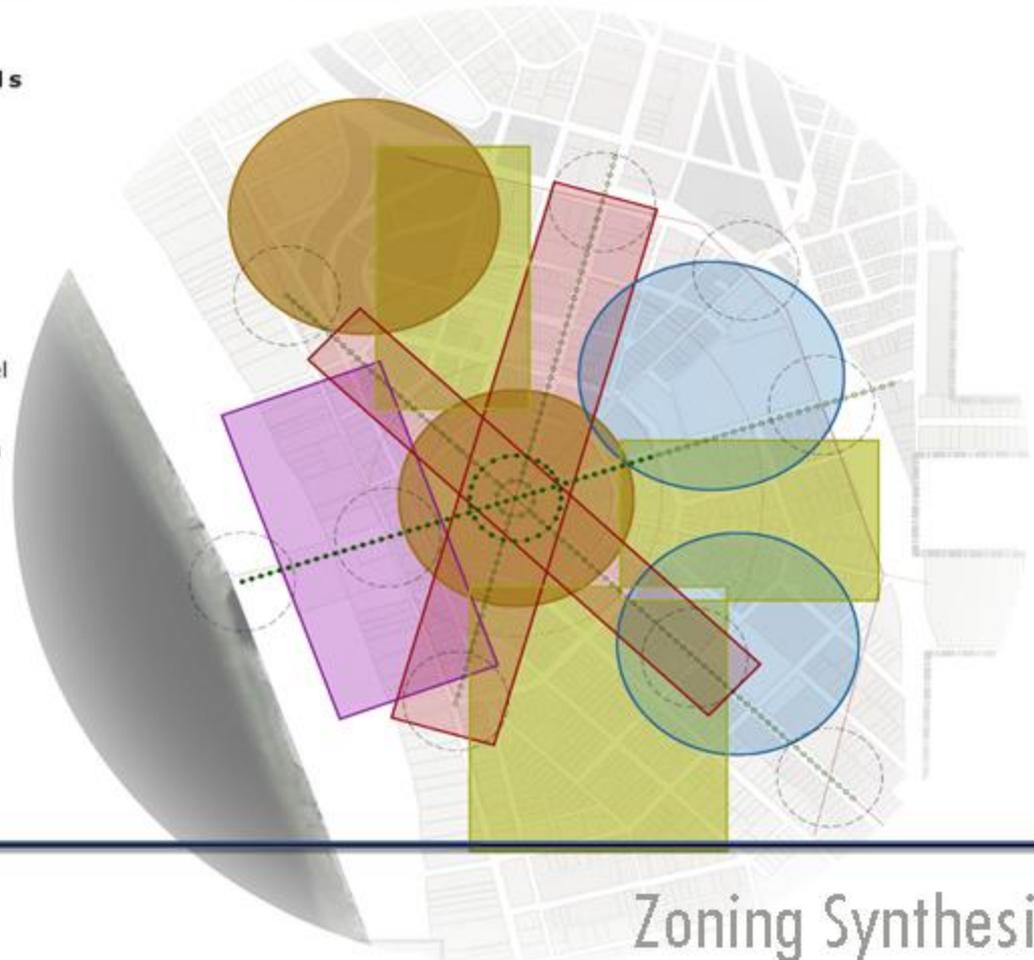
Art District
"sense of place"

- An opportunity to establish a thriving arts district connected by pedestrian oriented streetscapes and provide an invaluable community amenity.

Zoning Goals
"Mix it up"

- livability
- walkability
- integration
- community
- clean up status quo

"A place where residents can feel safe with their families while sharing a walk in the city, to have an ice cream or experience the public art."



Zoning Synthesis



intro



vision



site inventory



site analysis



concept



Master plan



Mix it Up!

"Downtown as a lifestyle"



Parking2Parks

"Transforming the asphalt gardens"



"Celebrate community"



Conceptual brainstorming



intro



vision



site inventory



site analysis



concept



Master plan



Connections



intro



vision



site inventory



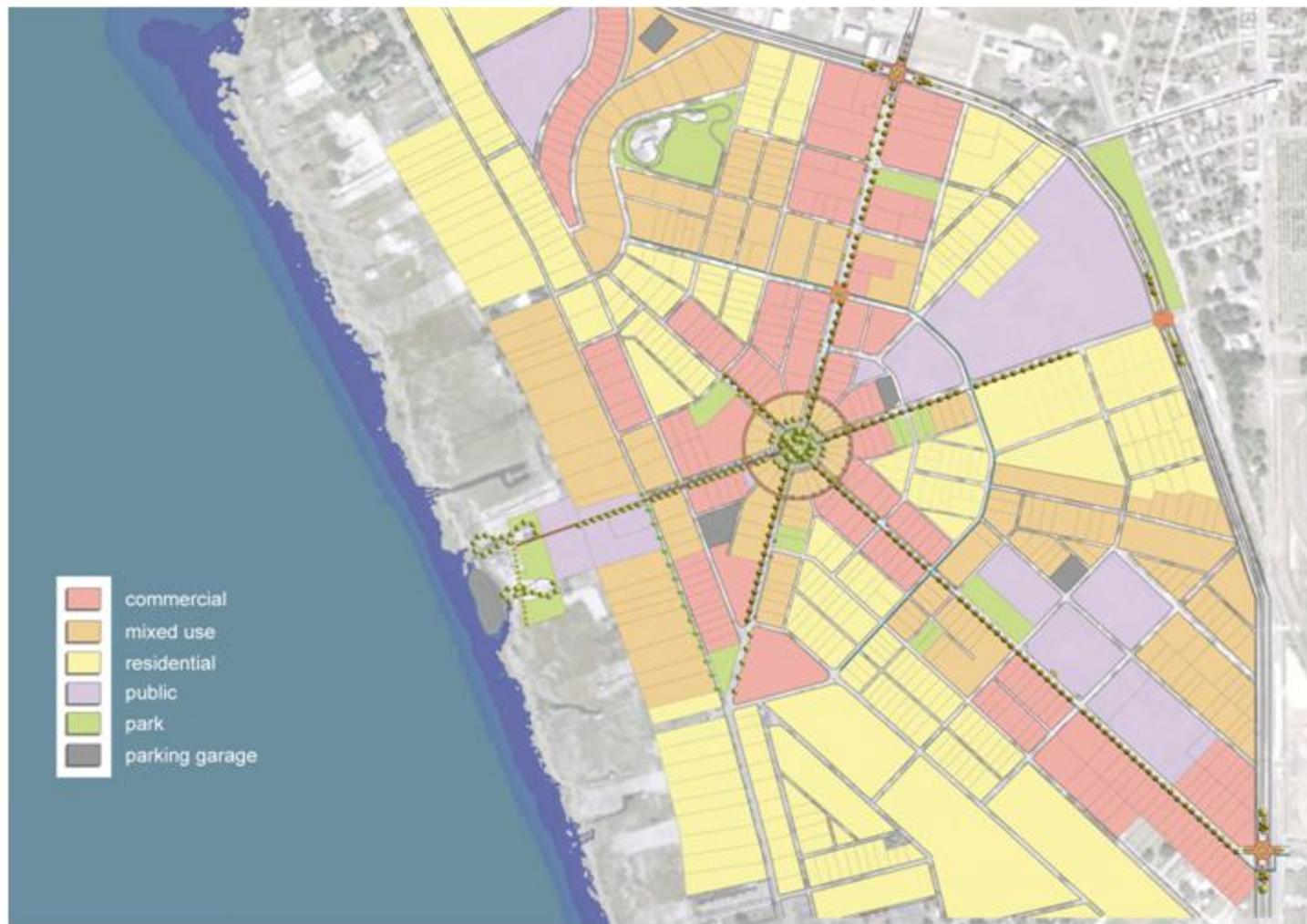
site analysis



concept



Master plan



Downtown Sebring Redevelopment Master Plan



intro



vision



site inventory



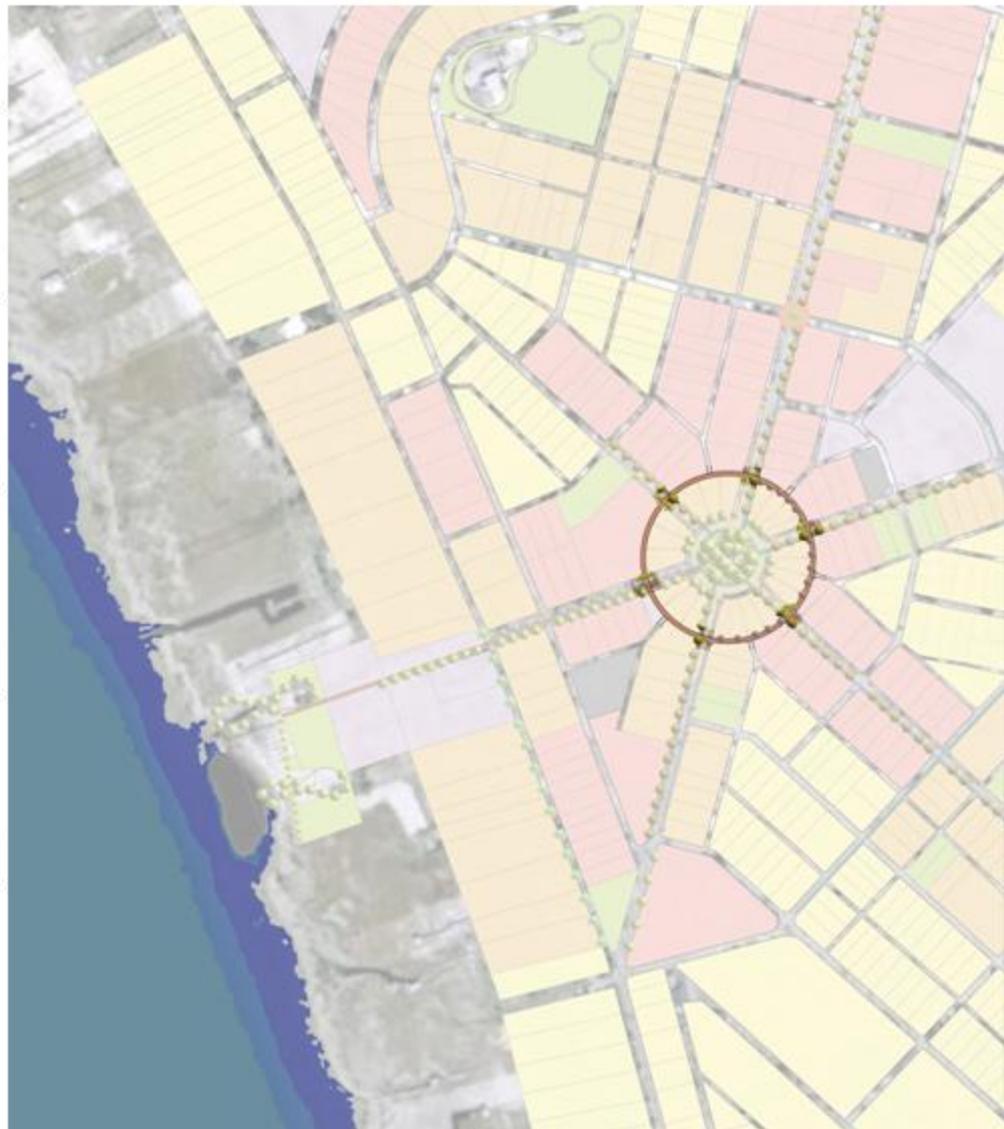
site analysis



concept



Master plan



Walkin' on Wall Street



intro



vision



site inventory



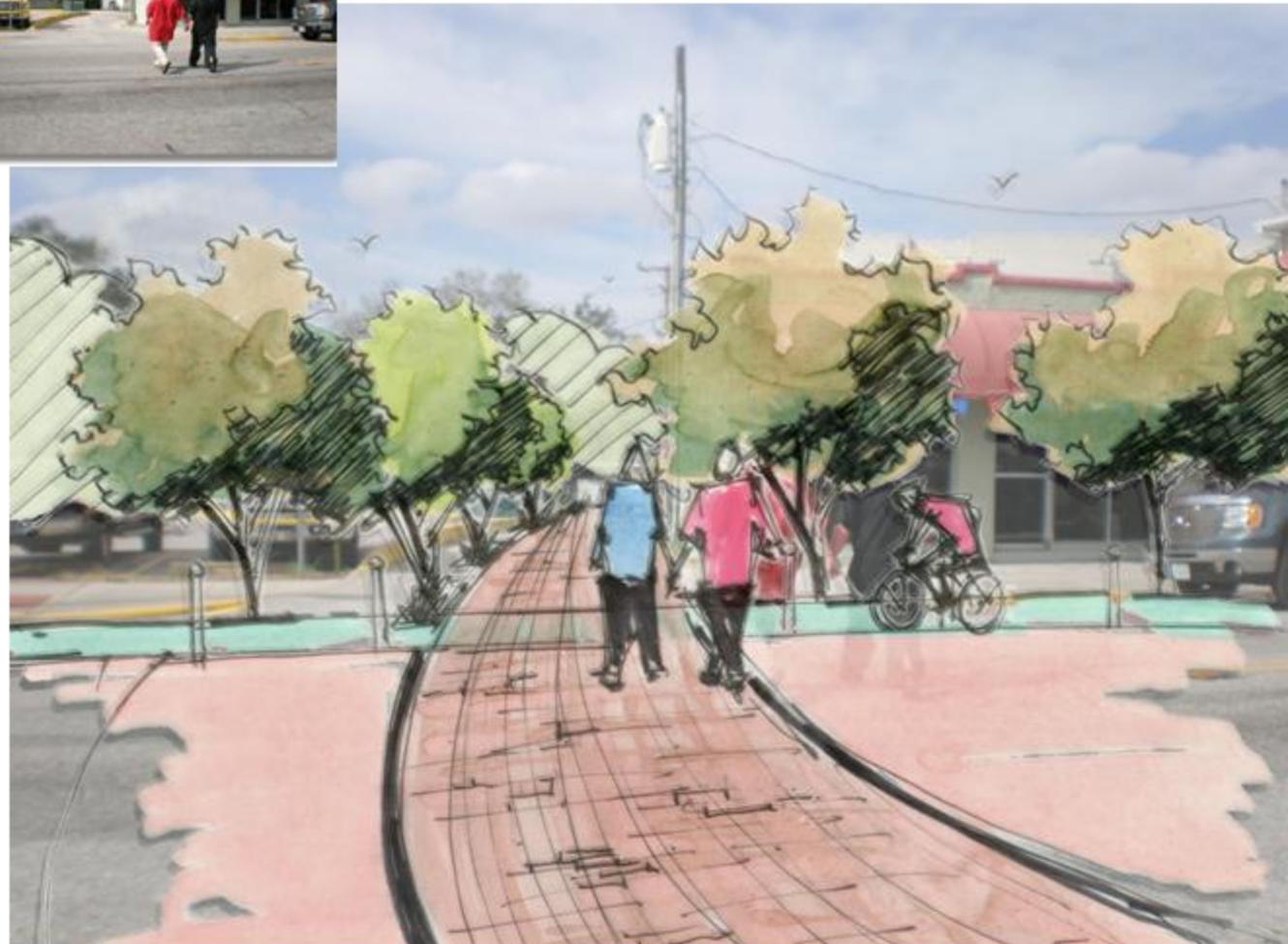
site analysis



concept



Master plan



Walkin' on Wall Street



intro



vision



site inventory



site analysis



concept



Master plan



Walkin' on Wall Street



intro



vision



site inventory



site analysis



concept



Master plan



New Bike Lanes



intro



Filix agnes-casta
Chaste Tree

Optimal Light:	●	Growth Rate:	Fast
Light Range:	●●	Mature Height:	10 - 20 ft.
Soil Moisture:	●●●	Mature Spread:	10 - 20 ft.
Wettable:	☞	Soil Tolerant:	Any
Native:	No	Soil pH:	Slightly acidic, slightly alkaline
Drought Tolerance:	High	Salt Tolerance:	Medium
Pruned:	N/A	Hardiness Zone:	8-11
Invasive Status:	Not Assessed		



Phoenix spp. except P. rostrata
Date Palm

Optimal Light:	●●	Growth Rate:	Slow
Light Range:	●●●	Mature Height:	variable
Soil Moisture:	●●●	Mature Spread:	variable
Wettable:	☞	Soil Tolerant:	Sandy, Loam
Native:	No	Soil pH:	Slightly acidic, slightly alkaline
Drought Tolerance:	High	Salt Tolerance:	Medium
Pruned:	N/A	Hardiness Zone:	8-11
Invasive Status:	Not Assessed		



vision



Elms parviflora and cv.
Chinese Elm

Optimal Light:	●●	Growth Rate:	Medium
Light Range:	●●●	Mature Height:	40 - 50 ft.
Soil Moisture:	●●●	Mature Spread:	17 - 30 ft.
Wettable:	☞	Soil Tolerant:	Any
Native:	No	Soil pH:	Any
Drought Tolerance:	High	Salt Tolerance:	Medium
Pruned:	N/A	Hardiness Zone:	8-11a
Invasive Status:	Not Assessed		



Wodyetia bifurcata
Foxtail Palm

Optimal Light:	●●	Growth Rate:	Fast
Light Range:	●●●	Mature Height:	30 ft.
Soil Moisture:	●●●	Mature Spread:	8 - 20 ft.
Wettable:	☞	Soil Tolerant:	Any
Native:	No	Soil pH:	Slightly acidic, slightly alkaline
Drought Tolerance:	Medium	Salt Tolerance:	Medium
Pruned:	N/A	Hardiness Zone:	10-11
Invasive Status:	Not Assessed		



site inventory



Lagerstroemia indica
Crape/Crepe Myrtle

Optimal Light:	●	Growth Rate:	Fast
Light Range:	●●	Mature Height:	10 - 30 ft.
Soil Moisture:	●●●	Mature Spread:	17 - 30 ft.
Wettable:	☞	Soil Tolerant:	Any
Native:	No	Soil pH:	Any
Drought Tolerance:	High	Salt Tolerance:	Low to None
Pruned:	N/A	Hardiness Zone:	8-11b
Invasive Status:	No		



Sabal palmetto
Cabbage Palm

Optimal Light:	●●	Growth Rate:	Slow
Light Range:	●●●	Mature Height:	27 - 60 ft.
Soil Moisture:	●●●	Mature Spread:	17 - 30 ft.
Wettable:	☞	Soil Tolerant:	Any
Native:	Yes	Soil pH:	Any
Drought Tolerance:	High	Salt Tolerance:	High
Pruned:	N/A	Hardiness Zone:	8b-11
Invasive Status:	N/A		



site analysis



Juniperus silicicola
Southern Red Cedar

Optimal Light:	●●	Growth Rate:	Fast
Light Range:	●●●	Mature Height:	40 ft.
Soil Moisture:	●●	Mature Spread:	20 ft.
Wettable:	☞	Soil Tolerant:	Any
Native:	Yes	Soil pH:	Any
Drought Tolerance:	High	Salt Tolerance:	High
Pruned:	N/A	Hardiness Zone:	8a-11b
Invasive Status:	N/A		



Quercus virginiana
Live Oak

Optimal Light:	●●	Growth Rate:	Medium
Light Range:	●●●	Mature Height:	40 - 80 ft.
Soil Moisture:	●●●	Mature Spread:	60 - 120 ft.
Wettable:	☞	Soil Tolerant:	Any
Native:	Yes	Soil pH:	Acidic, slightly acidic, slightly alkaline
Drought Tolerance:	High	Salt Tolerance:	High
Pruned:	N/A	Hardiness Zone:	8a-11b
Invasive Status:	N/A		



concept



Taxodium ascendens
Pond Cypress

Optimal Light:	●	Growth Rate:	Fast
Light Range:	●●	Mature Height:	10 - 60 ft.
Soil Moisture:	●●●	Mature Spread:	10 - 17 ft.
Wettable:	☞	Soil Tolerant:	Any
Native:	Yes	Soil pH:	Any
Drought Tolerance:	High	Salt Tolerance:	Medium
Pruned:	N/A	Hardiness Zone:	8b-9
Invasive Status:	N/A		



Magnolia grandiflora and cv.
Southern Magnolia

Optimal Light:	●●	Growth Rate:	Medium
Light Range:	●●●	Mature Height:	40 - 80 ft.
Soil Moisture:	●●●	Mature Spread:	17 - 60 ft.
Wettable:	☞	Soil Tolerant:	Any
Native:	Yes	Soil pH:	Acidic, slightly acidic, slightly alkaline
Drought Tolerance:	Medium	Salt Tolerance:	High
Pruned:	N/A	Hardiness Zone:	8-11b
Invasive Status:	N/A		



Master plan

Site Trees



intro



vision



site inventory



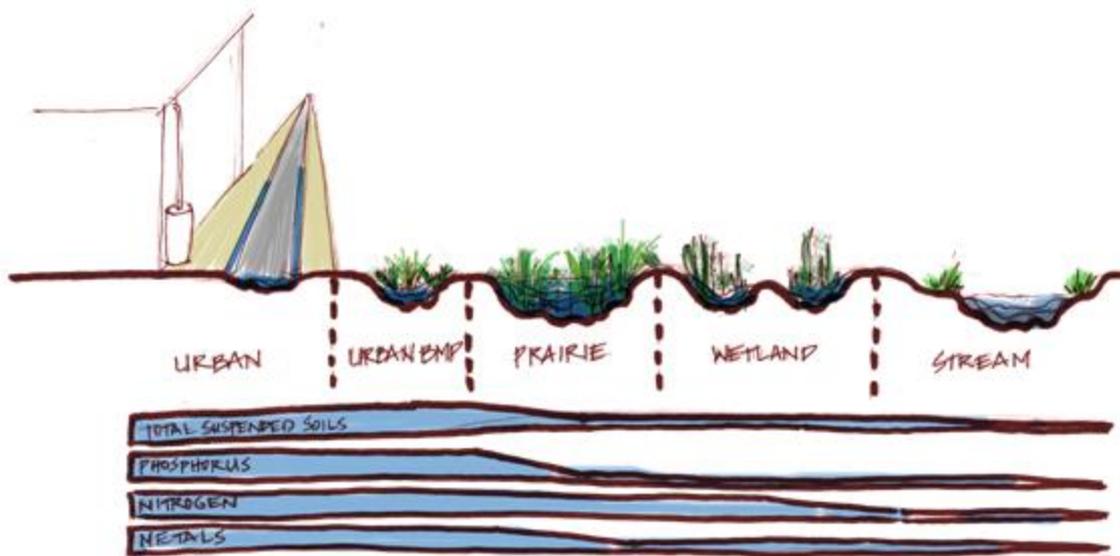
site analysis



concept



Master plan



vehicular lane



stormwater filtration planter



sidewalk



mixed use

Storm Water Treatment



intro



vision



site inventory



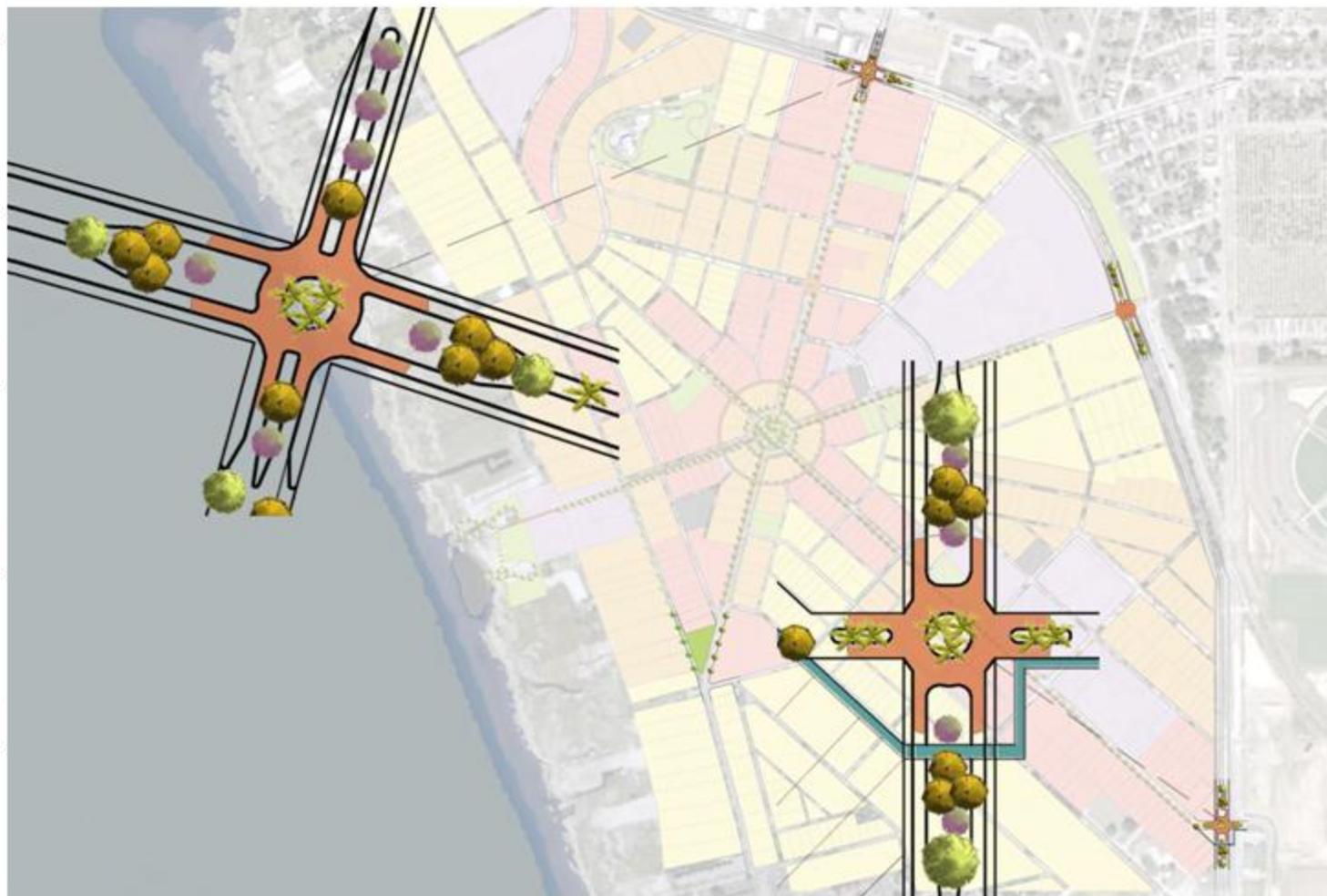
site analysis



concept



Master plan



Identity: Gateways



intro



vision



site inventory



site analysis



concept



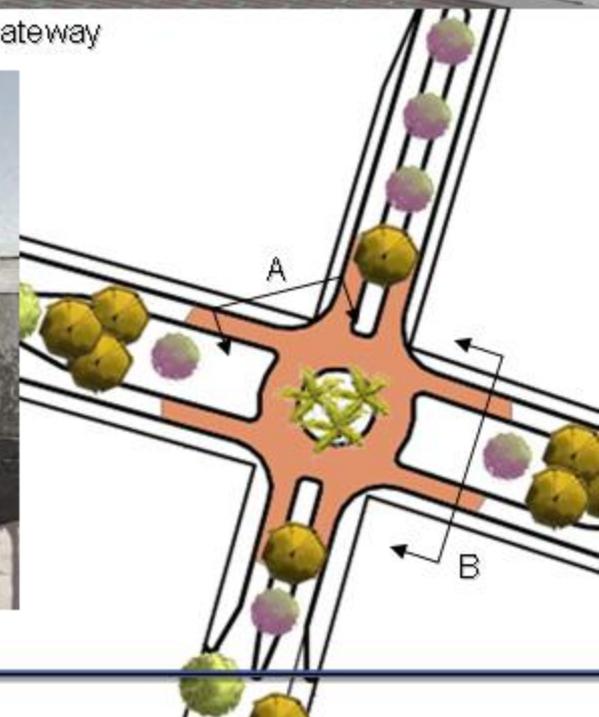
Master plan



Section A: street view of downtown gateway



Section B: aerial view of downtown gateway



Identity: Gateways



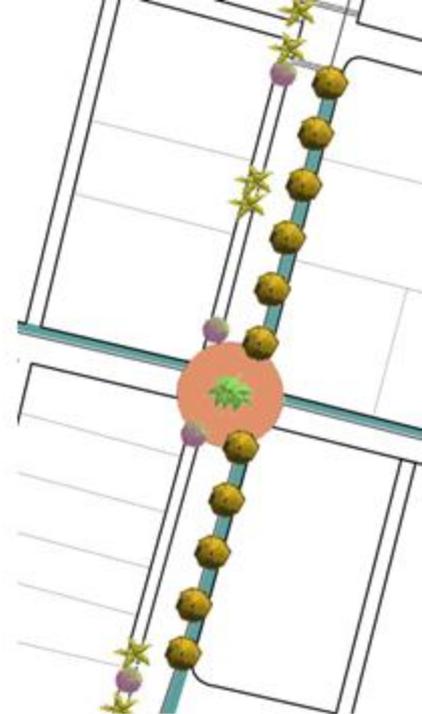
intro



vision



site inventory



site analysis



concept



Master plan



Identity: Nodes





intro



vision



site inventory



site analysis



concept



Master plan



Pedestrian Mall



Pedestrian Mall



conclusion



Most Important Aspects

- thorough site analysis
- digital data can be misleading
- listen to what the site tells you
- communication with users
- communication between multiple departments of planning
- read local news
- money is an obstacle

Independent design process

- be organized
- be passionate
- enjoy it
- expand horizons
- identify with stakeholders
- balance quantity and quality

Thank you.