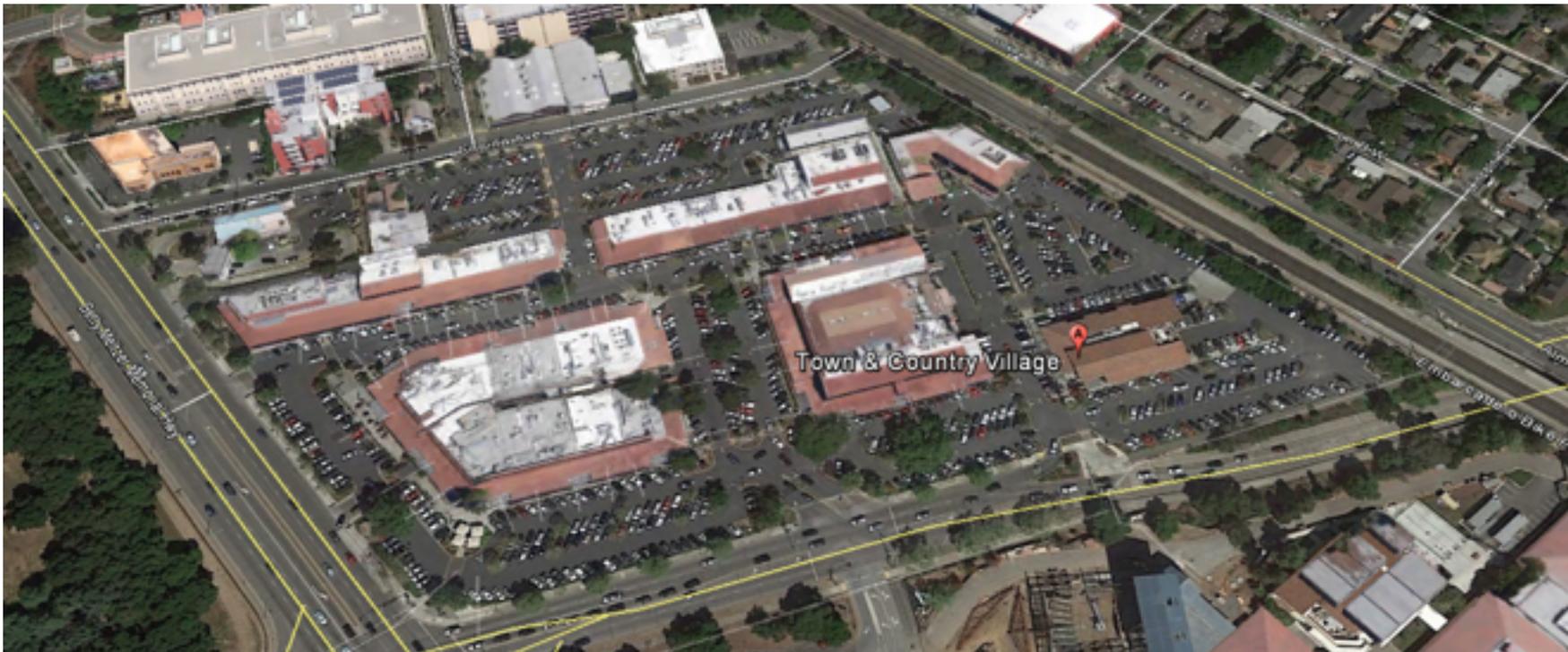


Case Study I. Town & Country Shopping Center

Palo Alto, CA: Population: 67,000 | Median Household Income: \$121,000

Repurposing of 1950's-era shopping center.



Town & Country Shopping Center

Key Takeaways:

- Similar demand for more sophisticated and boutique dining.
- More attractive and local-centric shopping experience to keep retail dollars in the community and reduce travel for residents.
- Renovation required less capital and time, and limited disruption via phased development.
- Parking reductions and shared parking facilities to meet parking requirements.
- Reviewed and approved by a Design Review Board and conformed to design guidelines.



Case Study 2: Danville Hotel Project

Danville, CA: Population: 43,000 | Median Household Income: \$136,000

New mixed-use residential, retail, and restaurant space in the heart of Downtown Danville.



Danville Hotel Project

Key Takeaways:

- Maintains street frontage, uses a variety of parking types (curbside, private, shared).
- Provides pedestrian oriented amenities,
- Mixed income, multi-family residential component integrated into the downtown commercial area.
- Sensitive to surrounding context in scale and design. Historic Danville Hotel and McCauley House capitalize on the local character and authenticity of the project.
- Danville seeking to maintain its community character while increasing retail sales tax base.



Case Study 3. The Village at Broad Street

San Luis Obispo, CA: Population: 46,000 | Median Household Income: \$45,000

Mixed-use retail commercial and residential project within suburban context.



The Village at Broad Street

Key Takeaways:

- Mixed-use development along a major thoroughfare with similar circulation and traffic conditions to MCSP Area.
- Affordable housing component with financial support from the City.
- Broad setback separates businesses from street, limiting pedestrian and bicycle connections and walkability.
- Concentrates internal vehicular circulation and leaves less opportunity for landscaping and architectural elements as part of the experience.



Case Study 4. Eastgate Town Center

Chattanooga, TN: Population: 173,000 | Median Household Income: \$38,000

Transformation of a suburban shopping mall into more inviting town center by inverting circulation and frontage outwards, embracing the street and public realm.

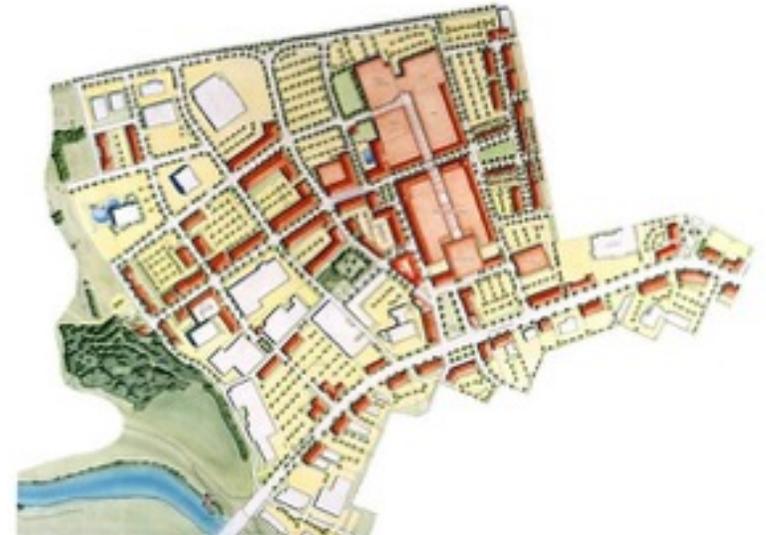


Source: Dover Kohl & Partners (<http://www.doverkohl.com/project.aspx?id=20&type=5>)

Eastgate Town Center

Key Takeaways:

- Urban design concept to reconfigure an imposing mall.
- Could inform smaller scale development along School Street.
- Center reinvented itself by accommodating a range of new, non-retail tenants that supported new jobs in the area.
- Depicts limitations of wholesale conversion of a large shopping center: Success requires a strong financial markets, stable demand and access to capital, and a long-term commitment to achieve the plan vision.



Source: Dover Kohl & Partners (<http://www.doverkohl.com/project.aspx?id=20&type=5>)

Case Study 5. Mashpee Commons

Mashpee, MA: Population: 14,000 | Median Household Income: \$64,000

1960s strip mall retrofitted into a mixed-use town center.



Source: Duany Plater-Zyberk & Company (<http://www.dpz.com/Projects/8633>)

Case Study 6. Masonvale

Fairfax, VA: Population: 24,000 | Median Household Income: \$97,000

Award-winning residential rental development built by George Mason University to provide needed faculty housing.



Masonvale

Key Takeaways:

- Project became valuable recruitment tool to attract faculty in prohibitive housing market.
- Proximity to campus allows residents to bike or walk to work, reducing vehicle trips and the congestion.
- Innovative financing approach to develop quality housing at affordable prices.
- Creek setbacks, open green spaces, and internal pedestrian circulation amenities create valued sense of “place”.

