



New York Upstate APA – 2019 Chapter Conference

The Role of Design Charrettes and Community Engagement

October 3, 2019

AGENDA

Session Introduction

- **Nana-Yaw Andoh**, Rochester Institute of Technology

The Role of Design Charrettes & Community Engagement

- **Julius Chiavaroli**, Rochester Institute of Technology
- **Maria Furgiuele**, Community Design Center Rochester
- **André Primus**, Highland Planning
- **Marine Mukashambo**, LaBella Associates
- **Donald Naetzker**, SWBR

Panel Discussion

Q & A



Step 1: Community Engagement

- Start by listening to the experts
- Make a list of desired outcomes
- Have the experts draw or show images of hopes and dreams



Step 2: Design Charrette

- A short design exploration to graphically express the outcomes of the community engagement
- Step 1 & 2 can be done simultaneously



Step 3: Communication

- Design is a process and we ensure that we maintain constant communication with the community experts
- We encourage participation and constant feedback from the community throughout the design process

Nana-Yaw Andoh, Assoc. AIA, CNU

Assistant Professor of Architecture

Email: naagis@rit.edu

Twitter: [@Professor_Andoh](https://twitter.com/Professor_Andoh)



Step 4: Advocate

- You must be willing to advocate for those who do not have a seat at the table



Before



After

Nana-Yaw Andoh, Assoc. AIA, CNU
Assistant Professor of Architecture
Email: naagis@rit.edu
Twitter: @Professor_Andoh



Step 5: Sell the ideas with passion

- Generate empathy for the community and why the proposal will improve the quality of life in the community

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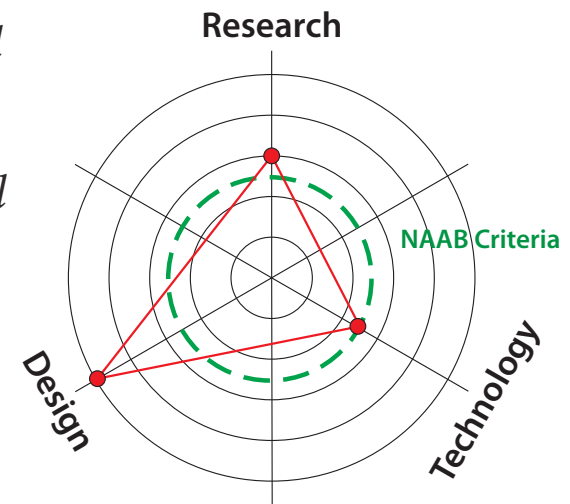
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The Role of Design Charrettes and Community Engagement

Professor Julius J. Chiavaroli, AIA, NCARB, LEED-AP
Rochester Institute of Technology

Categories of “Scholarship” at RIT from Earnest L. Boyer

1. **Scholarship of discovery:** When faculty use their professional expertise to discover knowledge, invent, or create original material.
2. **Scholarship of teaching/pedagogy:** When faculty engage in the scholarship of teaching practice through peer-reviewed activities to improve pedagogy.
3. **Scholarship of integration:** When faculty use their professional expertise to connect, integrate, and synthesize knowledge.
4. **Scholarship of application:** When faculty use their professional expertise to engage in applied research, consultation, technical assistance, policy analysis, program evaluation, or similar activities to solve problems.
5. **Scholarship of engagement:** When faculty engage in scholarship that combines rigorous academic standards in any of the four other dimensions of scholarship, *and is developed in the context of reciprocal and collaborative community partnerships.*



From RIT Policy E04.0 FACULTY EMPLOYMENT POLICIES

Scholarship of Engagement

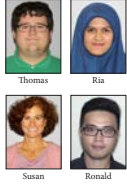
A community engaged research and design collaborative between faculty, students, and community partners that creates and disseminates knowledge and creative expression with the goal of contributing to the discipline while strengthening the well-being of the community.

Professor Julius J. Chiavaroli, AIA, NCARB, LEED-AP

GRADUATE SCHOLARSHIP: SPRING 2017

Programming for Healthy Housing

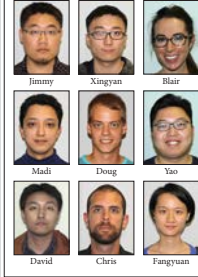
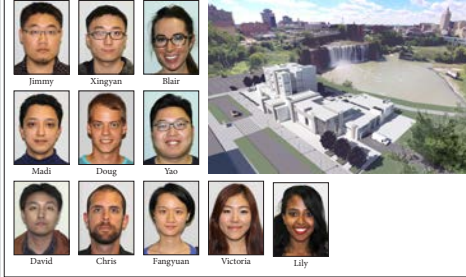
Students conduct pre-design work as a prelude to the design process. The research team uncovers the dynamics of and trends in affordable housing in a general sense. They then study and apply these data to the specifics of the Hudson Avenue Neighborhood resulting in recommendations as to the mix of housing types.



INTEGRATIVE DESIGN: SPRING 2018

High Falls Boutique Hotel Design

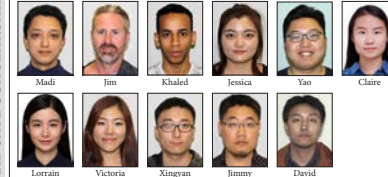
Adding to the Roc the Riverway initiative, students make bold proposals to capitalize on an underutilized park.



GRADUATE SCHOLARSHIP: SPRING 2018

Research and Design Development

Six students produce design development drawings as a followup to their previous designs. Five students conduct research on delivery methods for affordable housing, selecting housing types, cost reduction techniques, and energy performance analysis.



SENIOR CAPSTONE: SPRING 2018

Research

Under the direction of Dr. Van... students at RIT Croatia conduct perceptions among community...



CITY OF ROCHESTER REVITALIZATION

R.I.T. ARCHITECTURE

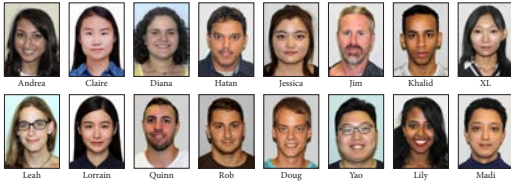
CONEA



GRADUATE SCHOLARSHIP: FALL 2017

Housing Schematic Designs

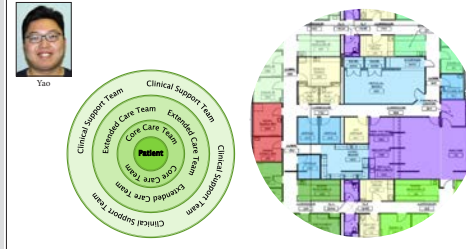
Sixteen students produce residential designs ranging from single family homes to co-housing to multi-family apartments.



GRADUATE SCHOLARSHIP: FALL 2018

Health Center Programming

Partner with the Anthony L. Jordan Health Center to quantify and qualify space needs for a new, relocated, or renovated health center located in the Lyell Avenue neighborhood of Rochester.



GRADUATE SCHOLARSHIP: FALL 2019

Missing Middle Housing

Students work to answer the research question: Given national trends, and the specific context of the Hudson Avenue neighborhood in Rochester, what would be the recommended mix/configuration of "missing middle housing" and what would be the opportunities and constraints of achieving this mix.



Programming for Healthy Housing

Students conduct pre-design work as a prelude to the design process. The research team uncovers the dynamics of and trends in affordable housing in a general sense. They then study and apply these data to the specifics of the Hudson Avenue Neighborhood resulting in recommendations as to the mix of housing types.



Thomas



Ria



Susan



Ronald



Housing Schematic Designs

Sixteen students produce residential designs ranging from single family homes to co-housing to multi-family apartments.



Andrea



Claire



Diana



Hatan



Jessica



Jim



Khalid



XL



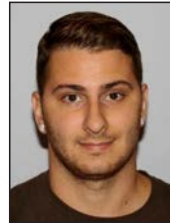
Leah



Lorrain



Quinn



Rob



Doug



Yao



Lily



Madi





Research and Design Development

Six students produce design development drawings as a followup to their previous designs. Five students conduct research on delivery methods for affordable housing, selecting housing types, cost reduction techniques, and energy performance analysis.



Madi



Jim



Khaled



Jessica



Yao



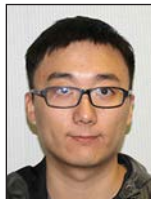
Claire



Lorrain



Victoria



Xingyan



Jimmy



David

SENIOR CAPSTONE: SPRING 2018

Research

Under the direction of Dr. Vanda Bazdan, students at RIT Croatia conduct research to see if perceptions among community stakeholders vary.



Jelena



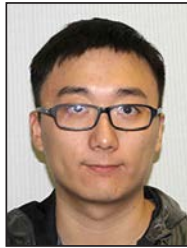
Margareta

High Falls Boutique Hotel Design

Adding to the Roc the Riverway initiative, students make bold proposals to capitalize on an underutilized park.



Jimmy



Xingyan



Blair



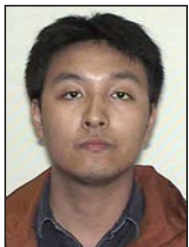
Madi



Doug



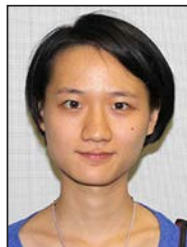
Yao



David



Chris



Fangyuan



Victoria



Lily

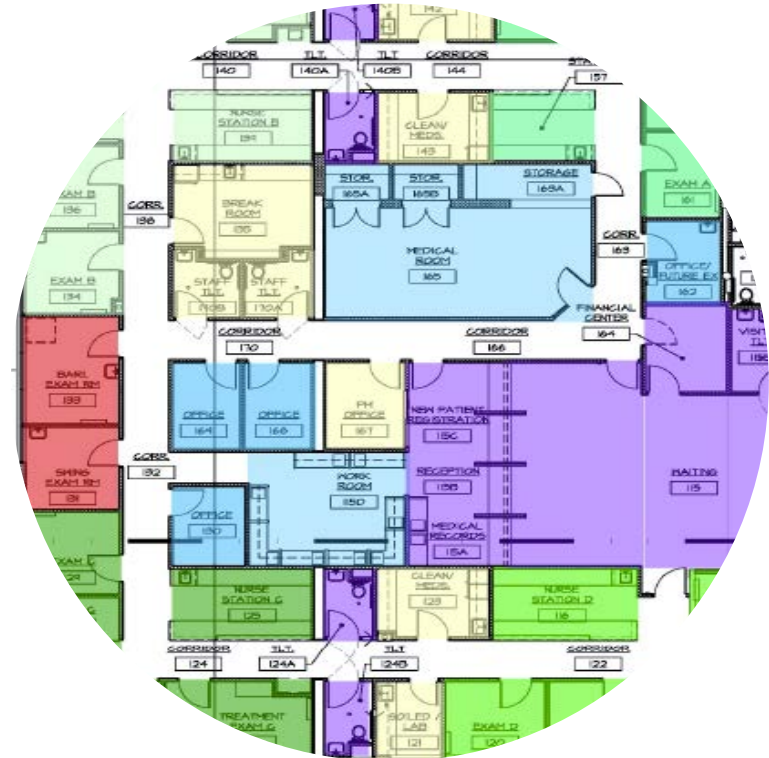
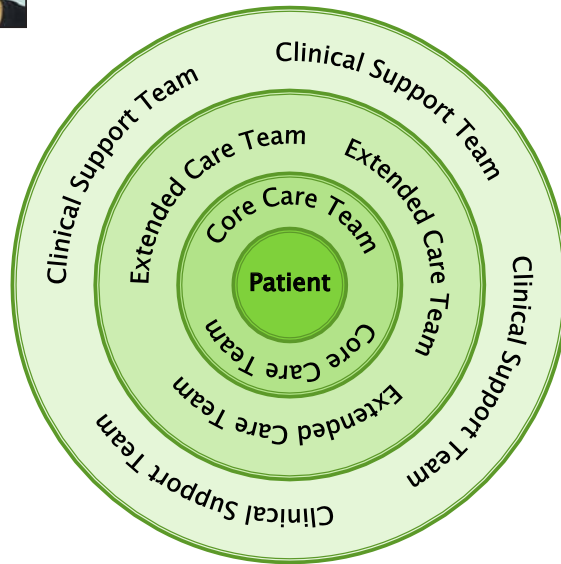


Health Center Programming

Partner with the Anthony L. Jordan Health Center to quantify and qualify space needs for a new, relocated, or renovated health center located in the Lyell Avenue neighborhood of Rochester.



Yao



Missing Middle Housing

Students work to answer the research question:

Given national trends, and the specific context of the Hudson Avenue neighborhood in Rochester, what would be the recommended mix/ configuration of “missing middle housing” and what would be the opportunities and constraints of achieving this mix.



Claire



Kemal



The Role of Design Charrettes and Community Engagement

Maria Furgiuele, Executive Director
Community Design Center Rochester

Who We Are



- **Founded 2003**
- **Led by Design Professionals**
- **100+ Volunteers**

\$3,000,000+ in pro bono services and grants have benefited area communities and the city as a direct result of our projects and activities.



What We Do



“**Community Design Centers** (CDCs) emerged in the context of the US civil rights movement and the women's liberation movement of the 1950s and 1960s, generally providing technical and **design** advice to communities who could otherwise not afford it.”

“Over the last forty years, CDCs have been effective in providing a broad range of services to economically distressed communities.”**

“ For the design and planning professions, community design centers have been the equivalent of what health clinics are to medicine and what legal aid is to law.”**

What is a Charrette?



Port of Rochester & Charlotte Community Charrette





Social Clubs

Business Owners &
Associations

Neighborhood Organizations

Residents

Community
Leaders

Design Professionals

Historical Societies

Emergency Services

Public Services



Port of Rochester & Charlotte Community Charrette



Study Area



Port of Rochester & Charlotte Community Charrette

Focus Areas



- These include goals, concerns to address and strategies to develop within the Study Area.
- Focus Areas can be defined by, but not limited to, business, transportation, or land use corridors and gateways.
- Focus areas may be applicable to the entire Study Area in which a physical area is defined as an example.

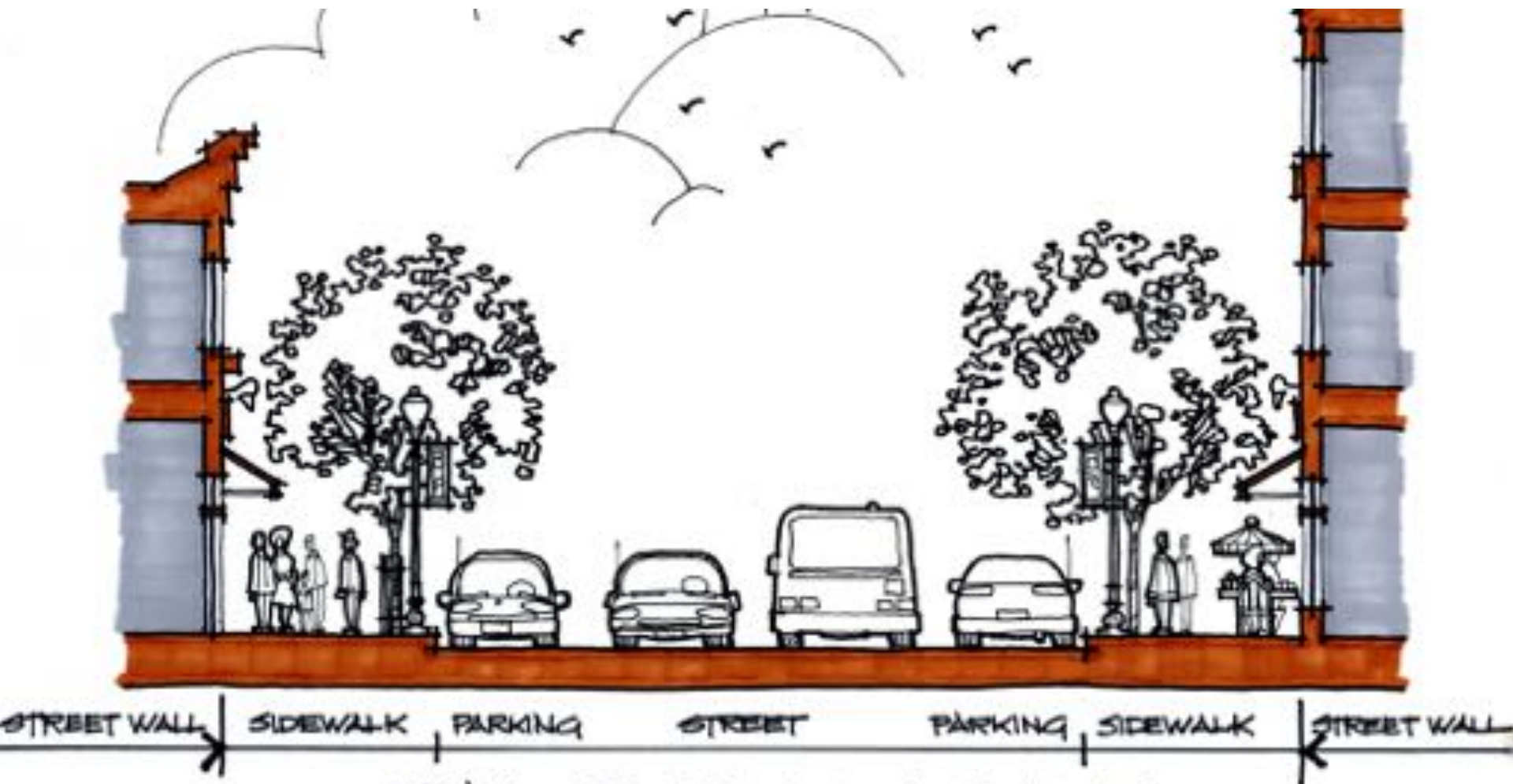
Charrette Day



Charrette Program

- 8:30 am to 9:00 am Welcome Breakfast and Registration
- 9:00 am to 9:15 am Keynote Speakers
Lovely Warren, Mayor, City of Rochester
Joseph Morelle, NYS Assemblyman/Majority Leader
Joseph Robach, NYS Senator
- 9:15 am to 9:45 am Presentations
Community History - Michael May, Lighthouse Society
Community Today - Community Design Center Rochester
Design Principles and Tools - Community Design Center Rochester
Breakout into Focus Groups/Walking Tour
- 11:45 am to 12:00 pm Break
- 12:00 pm to 3:00 pm Working Lunch, Visioning & Documentation of Ideas
- 3:00 pm to 4:30 pm Focus Group Team Presentations
- 4:30 pm to 4:40 pm Wrap up and Next Steps





• THE PUBLIC REALM •

Coordination and Planning

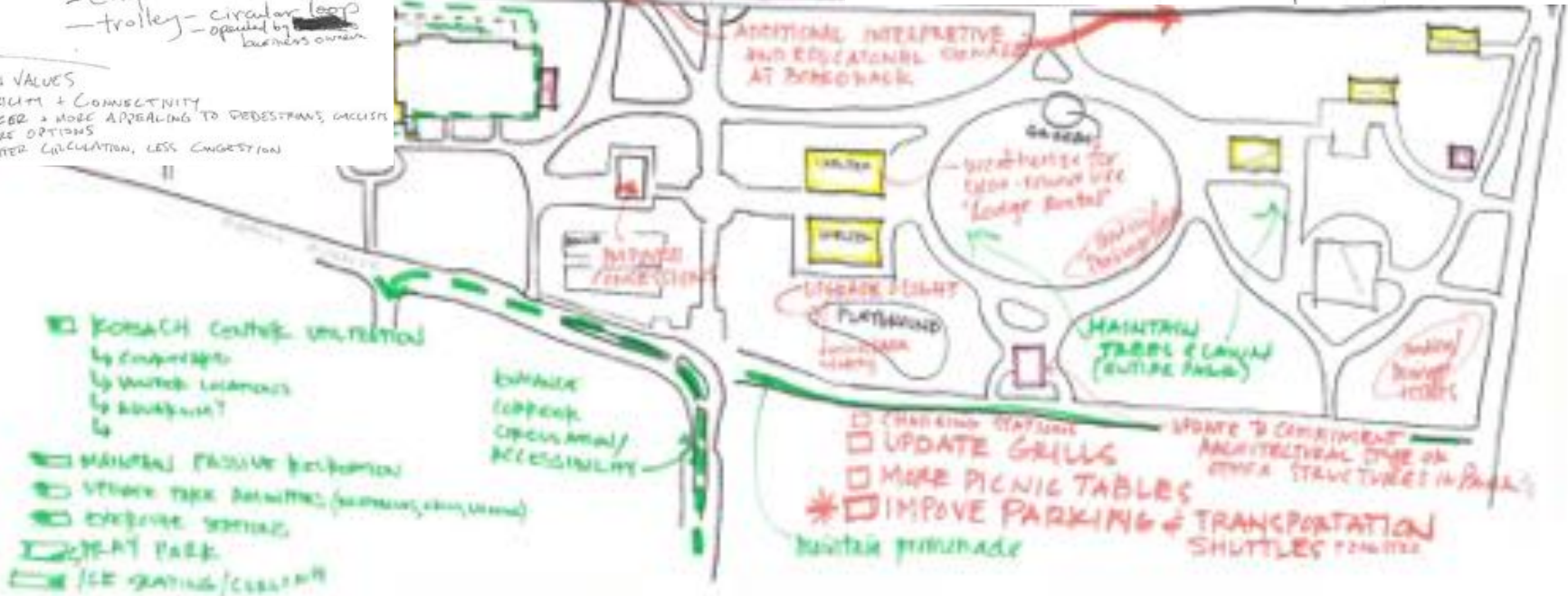


- Modes of transportation
- City Bus ¹ → more frequent
 - CAR (park+ride) → more stops
 - boat
 - bike K'biketaxis
 - train (potentially)
 - walking - ~~Historic~~ ^{Historic} ~~from~~ ^{from} ~~the~~ ^{the} ~~bridge~~ ^{bridge}
 - trolley (Jitney) → more shelters benches
- Four
down
LA

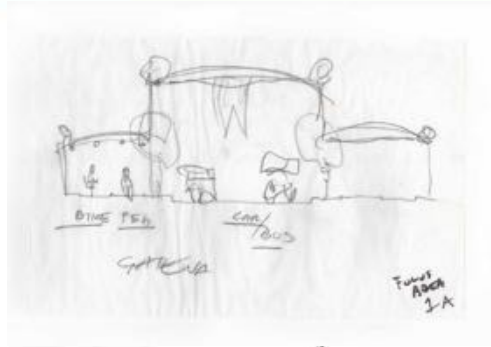
- Multimode Terminal
- Old train Depot
 - field off Estes St.
 - Zagster bike rental
 - boat taxi + rentals
 - City Bus - shuttle
 - trolley - circular loop operated by business owners

Goals & Values

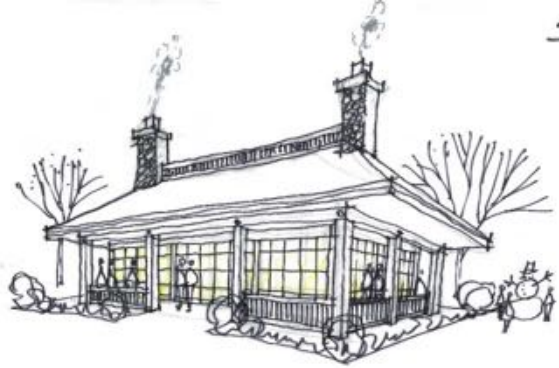
- MOBILITY & CONNECTIVITY
- SAFER & MORE APPEALING TO PEDESTRIANS, CYCLISTS
- MORE OPTIONS
- BETTER CIRCULATION, LESS CONGESTION



Charrette Findings



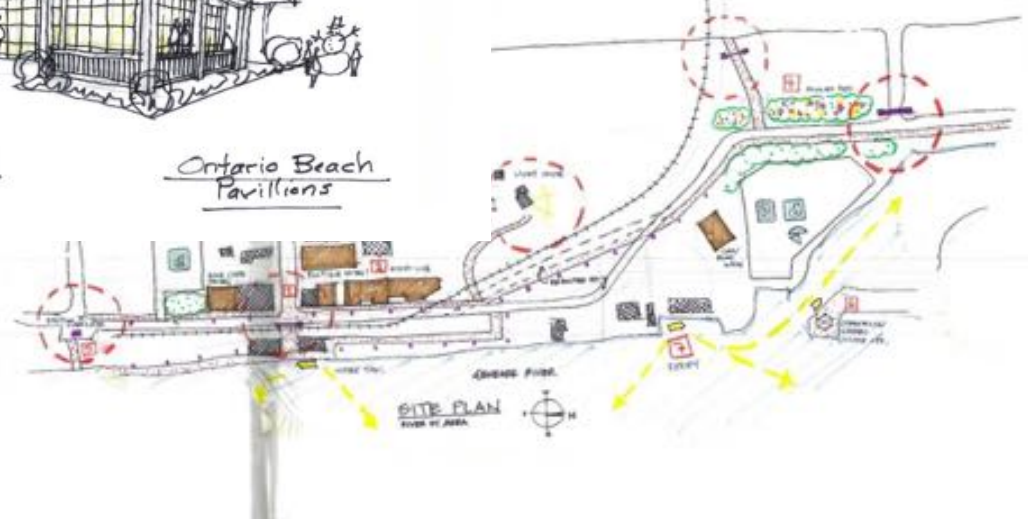
- ### Modes of Transportation
- City Bus → more frequent → more stops → more shelter benches
 - CAR (park/ride)
 - boat
 - bike (biketaxis)
 - train (potentially)
 - walking - Pedestrian friendly bridge
 - Trolley (Jitney) - Train Passenger Area to existing main way to Center City from Adams Rd. (Clark Rd. on)
- ### Multimode Terminal
- Old train Depot
 - field off Estes St.
 - Zagster bike rental
 - boat + taxi + rentals
 - City Bus shuttle
 - trolley - circular loop operated by business owners



garage doors so can open in summer & close in winter

Ontario Beach Pavilions

- ### GOALS & VALUES
- MOBILITY & CONNECTIVITY
 - SAFER & MORE APPEALING TO PEDESTRIANS, INCLUDING
 - MORE OPTIONS
 - BETTER CALCULATION, LESS CONGESTION





2017 PORT OF ROCHESTER & CHARLOTTE COMMUNITY CHARRETTE

REPORT

FEBRUARY 2018



THE PORT OF ROCHESTER & CHARLOTTE COMMUNITY CHARRETTE HAS BEEN MADE POSSIBLE THROUGH GRANTS AND FINANCIAL CONTRIBUTIONS FROM:



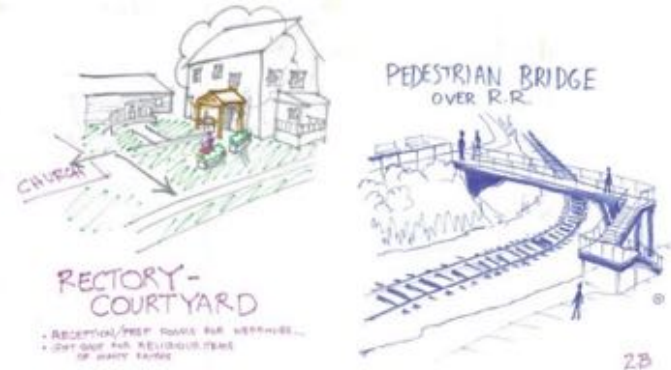
PRODUCED BY: COMMUNITY DESIGN CENTER ROCHESTER

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AUTHORS: AARON M. LEUKAN
EDITORS: MARLA FUSONELLE
DESIGN/LAYOUT: AARON M. LEHMAN
AND SHIH-HSIUAN HUANG



CHARRETTE: FOCUS AREA #2 WORKGROUP 2B YEAR-ROUND ACTIVITIES / MAXIMIZING UNDERUTILIZED SPACES



2B





Thank You!

maria@cdcrochester.org

www.CDCRochester.org

The Role of Design Charrettes and Community Engagement

M. André Primus, Planner
Highland Planning

Iterating on
Engagement
Techniques

Empowering People to
Engage Their Own
Communities

What is Meeting in a box?

- Meeting in a box is a toolkit, usually in the form of a .pdf file, that includes instructions on how to run a meeting to gather input on a planning project, and how to send the input collected back to the project team.

Why empower people to engage their communities?

- Better answers to the same questions.
 - Generally our we design different techniques to gather the same data in the same phase, a Meeting in a Box won't ask any that an Online Survey wouldn't. But MiaBs have more diverse respondents, and they get to answer from within their community context, allowing for richer, more nuanced responses.
- Smoother Project Implementation.
 - By empowering community members to discuss the project in their own context, you create a sense of ownership of the project, which is vital for project implementation.

Off the shelf MiaB

- Our first MiaB was a simple one we based off of a template we found online.
- We asked participants to discuss basic questions:
 - Strengths/Weaknesses
 - Vision/Recommendations

2016

ALLEGHENY RIVER PUBLIC ACCESS & RECREATION PLAN



Communities coming together to develop a safe, vibrant, and user-friendly Allegheny River Public Access and Recreation Plan.

MEETING-IN-A-BOX

August 5, 2016



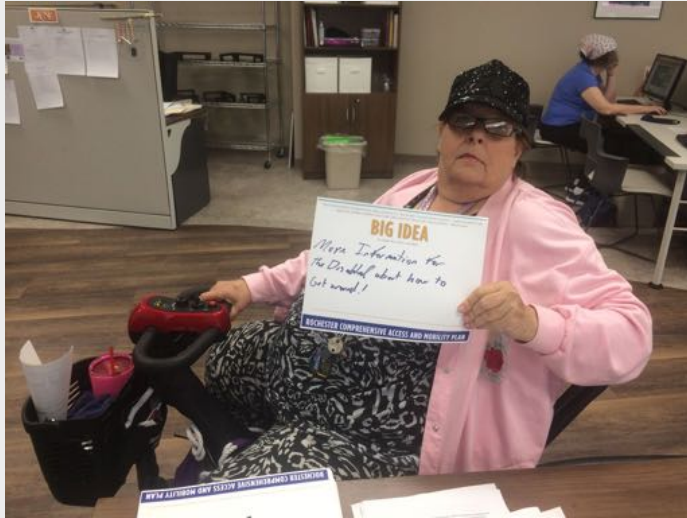
Custom MiaB

- For Reimagine RTS, we wanted to create more informed participants:
 - We included a FAQ
 - We included a more dynamic prioritization/budgeting exercise.
- Participants were often focused on day-to-day concerns rather than the vision for a new system.



2017

Pop-up in a Box



- For CAMP, we designed a more hands-on approach that disposed of the meeting in favor of pop-up engagement.
 - We addressed the off-topic answers by holding a training for the volunteers.
 - We created an online form for volunteers to submit meeting results
 - We provided boards, easels, and other materials

CITY OF ROCHESTER

Climate Change Resilience Plan

Preparing Rochester for the impacts of climate change is critical to the city's continued economic prosperity, and will ensure that Rochester remains a safe, inclusive, and vibrant place to live and visit.



MEETING IN A BOX

PUiaB/MiaB

- For the Climate Change Resilience Plan we combined the Meeting in a Box and the Pop-Up in a Box.
 - Allowed Pop-Ups to be held while eliminating the need for us to coordinate printing and material distribution
 - Shared the volunteer training as a webcast to allow more scheduling flexibility.
 - Included a presentation on the background of the project

2019

What did we learn?

- Balancing trust and guidance
 - Better boundaries enable more trust.
- You need champions
 - Find them or create them, don't just hope for them.
 - You need both a wide net and a narrow focus.
- Iteration helps you understand why a technique is effective.
 - Comparing changes in format to changes in effectiveness helps you dial in your techniques.

Project Ambassador Toolkit™ (in development)

- Combines the flexibility of the climate PUiaB/MiaB with the hands on guidance of the CAMP Pop-Ups
- Digital and physical elements work in concert.
- Extends across phases, rather than phase-by-phase
- Can be iterated on during the project with ambassador feedback.
- Creates a framework for working with the community through implementation.

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The Role of Design Charrettes and Community Engagement

Marine Mukashambo, Assoc. AIA

LaBella Associates



LaBella

Powered by partnership.

**Community Engagement
Planning K-12 Education Project**

Community Engagement

Planning K-12 Education Projects

- Board Meetings - Open to the public and scheduled time for public comments or questions
- Review school budgets

Achieve Strategic Initiatives

- Educational Programming
- Facilities Planning
- Fiscal Sustainability

Maximize State Building Aid Through Project Phasing
Minimize and Manage Impact on Teaching and Learning



Planning Phase

K-12 Education Projects

District Advisory Council (DAC) – 300 volunteers

Educational Programming

Facilities Planning

Fiscal Sustainability

- Enhancing educational programming and opportunities for students
- Flexible Learning Spaces
- Curricular Coherence
- **Improve Building Safety**
 - Ensuring/enhancing the safety of all students and staff
- **Technology**
 - Supporting/increasing technology integration
- **Professional Development**
 - Supporting/increasing support for professional learning for teachers and staff
- **Facilities**
 - Enhancing educational facilities of the school district



Priority Areas as Rated by Respondents

	Most Important	Highly Important	Important	Less Important	Least Important	Average rating
Educational Programming (98%)	58%	31%	9%	1%	0%	4.46
Safety (97%)	55%	26%	16%	3%	1%	4.30
Technology (88%)	21%	37%	30%	10%	2%	3.68
Professional Development (84%)	16%	33%	35%	13%	3%	3.45
Facilities (81%)	16%	33%	32%	15%	3%	3.44
Equity & Inclusion	19%	29%	30%	14%	8%	3.38
Taxes	23%	23%	24%	18%	12%	3.28
Communication	12%	25%	27%	20%	15%	2.98
Town Collaboration	9%	21%	28%	25%	17%	2.80
Traditions	10%	17%	22%	26%	25%	2.62



Scope

Addition, Renovations and Space Improvements

- **Classroom Remodel**
 - Reconstruct existing Faculty Work Room and 2 existing classrooms into 3 new Classrooms
- **Library Remodel**
 - Reconstruct Existing Library w/ Teacher Workrooms
- **Science Classroom Renovation**
 - Modernize Existing Science Labs and Classrooms
 - Larger Safer Science Classrooms



Building Condition Survey



- Technology Space Remodel
- Team Rooms Renovation
- Athletics Renovation
- Gym and Pool Improvements
- Cafeteria | Kitchen Reconstruction
- Science Classroom Reconstruction
- LGI in Cafeteria

Considerations

- Protecting your investment
- Maintaining your infrastructure

- This needs to happen regardless of a potential merger to achieve DAC initiatives



1

phase



- Science CR Reconstruction (15-16)
- Cafeteria | Kitchen Reconstruction
- Faculty Room Reconstruction
- Team Room Reconstruction
- Gymnasium Improvements
- Turf Field Reconstruction
- LGI in Cafeteria
- BCS work

Considerations

- Safety and Security benefits.
- Address the need for flexible learning environments.
- Creates a “hub” of modern teacher work rooms.
- Start Time Aligned to Research

 Master Plan | Phase 1

This needs to happen regardless of a potential merger

2019 Capital Improvement Project



2

phase

- STEM Technology Addition & Reno.
- Classroom Reconstruction to Accommodate Merger
- Library Reconstruction
- New Teacher Work Rooms 6,900 SF
- AD Office | Fitness Center
- Pool Improvements
- Bus Loop | Fire Access Road
- BCS work

Considerations

- Safety and Security benefits.
- Address the need for flexible learning environments.
- Creates a “hub” of modern teacher work rooms.
- Accommodate added student and teacher population comfortably.

 Master Plan | Phase 2

****Potential Project Completion and Merger 2025-26**

2022 Capital Improvement Project



Project visualization



End Users given the opportunity to inform the design and address any potential issues

Engaging the end user at the appropriate stage of the project



Planned meetings with students and staff to review the project scope





Thank You!



The Role of Design Charrettes and Community Engagement

Donald P. Naetzker II, RLA
SWBR

PARTICIPATION

CASE #1

Education

Accessibility

Outcome

CASE #2

Collaboration

Inclusion

Trust

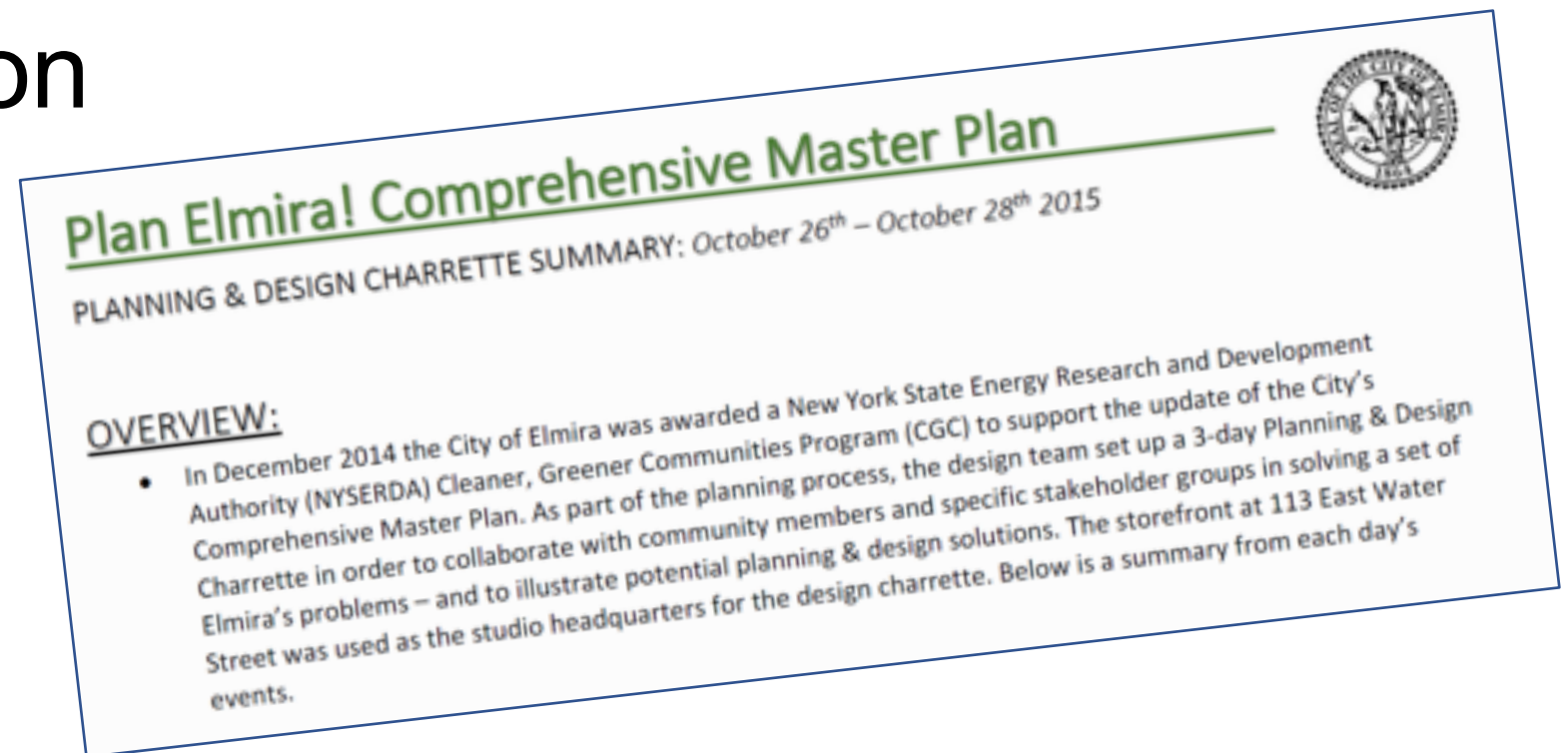


9/25/2019

SWBR

CASE STUDY: ELMIRA COMP PLAN

- Accessible Information & Workshops
- Education Program
- Project Adoption





Community Vision

Healthy & Safe

- With no concerning drug problems
- Safe streets to live, play and walk on
- Healthy people eating right and exercising
- Access to health care for all residents

Sustainable

- Economically – for both the City and its residents
- Socially – with equity and fairness
- Environmentally – with green practices

Vibrant

- People working downtown and in neighborhoods
- Downtown as a bustling urban neighborhood
- Neighborhoods thriving with investment
- Activities through-out the City 24/7/365

Culturally Rich and Diverse

- College and higher education as staples of the community
- Theater and arts thriving in great locations
- Sports & entertainment abundantly available

With Energized Human Capital

- Home for entrepreneurship
- Leaders evolving at all levels
- Caring and philanthropic citizens
- Self-reliant culture
- Proud Elmirans

Be known by a Differentiated Brand

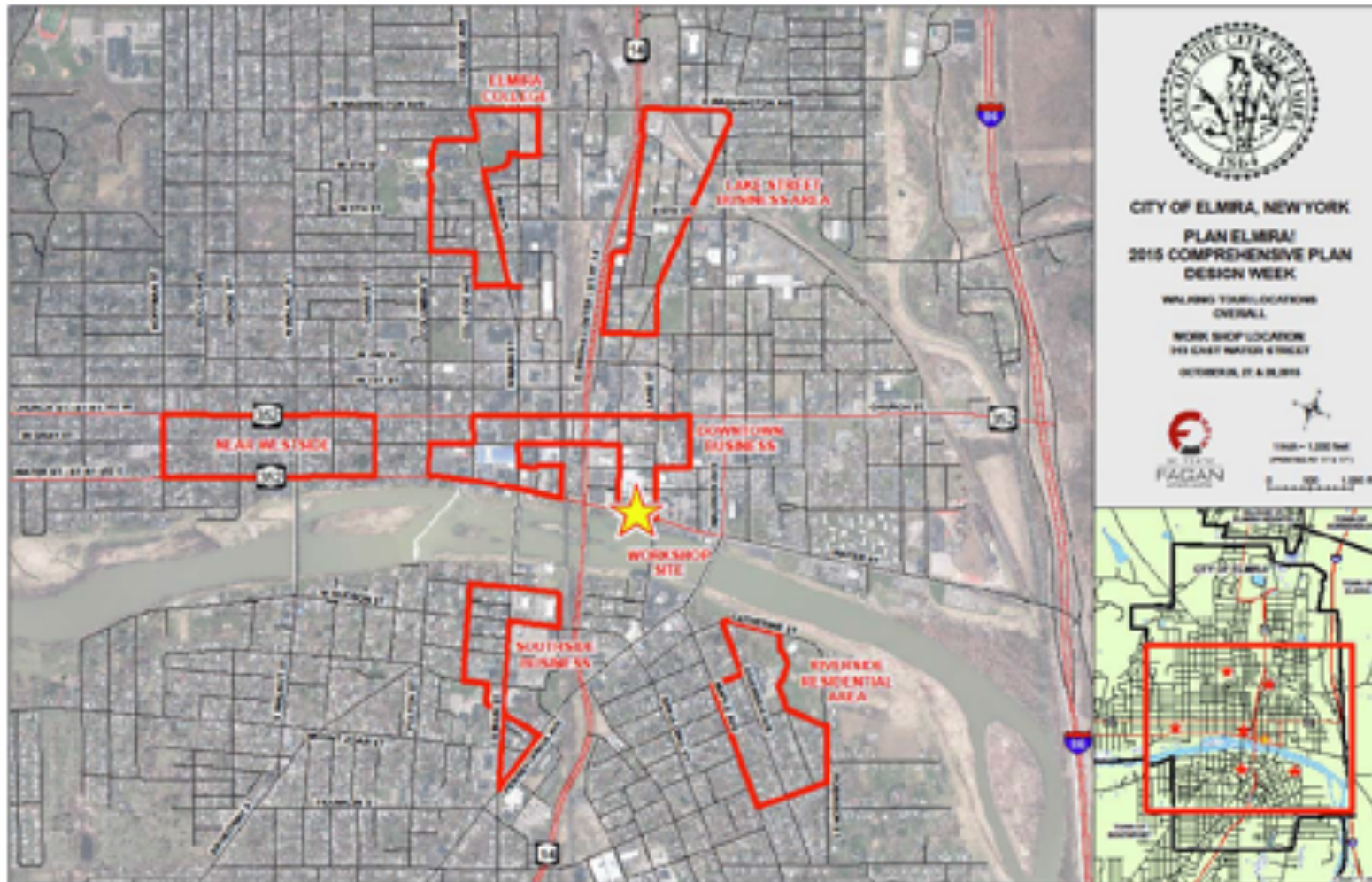
- A College-town
- A “Hip” and Cool History – remembering Mark Twain
- An Iconic Riverfront with Special Bridges
- Great Downtown Design

DAY 1 | OCTOBER 26th:

WALKING TOURS:

Participants were divided into 5 walking tour groups, each focusing on a different location in Elmira. Each group was asked to summarize the existing conditions, what could be improved, and what opportunities they saw. Below is a list summarizing overall findings.

THREE-DAY KICK-OFF WORKSHOP



9/25/2019

SWBR

PUBLIC "HANDS-ON" VISION WORKSHOP:

6:00 – 8:30 pm @ Community Arts of Elmira
68 Participants

Don Naetzker, Planning Manager at SWBR Architects, gave an overview of the project and workshop agenda. Don then presented the Community Survey, first public meeting, and market characteristic results. From there participants were broken up into 6 groups that each focused on a different theme. Each group was asked to create a "Neighborhood & District Map", and propose new concepts, recommendations and/or projects related to each theme. Below are a summary of the results from each group.



TRADITIONAL BREAK-OUT GROUPS

NEIGHBORHOOD & DISTRICT MAPS:



Each group came up with their own neighborhood and district map that consisted of place names (historic, current or desired) and main destination spots throughout the city.

An article in the [Stargazette](http://www.stargazette.com/story/news/local/twin-tiers-roots/2014/10/11/elmira-history-place-names/16654275/) summarizes many of Elmira's historic neighborhood names and their meanings - <http://www.stargazette.com/story/news/local/twin-tiers-roots/2014/10/11/elmira-history-place-names/16654275/>

DAY 2 | OCTOBER 27th:

Stakeholder meetings were held throughout the day as the design team worked on concept alternatives generated from input from the vision workshop. Meetings were held with the following groups of stakeholders:

Housing: Several persons representing housing developers and realtors came by the office. The focus of discussion was on existing housing conditions, and potential markets to address if new or rehabbed housing was constructed.

Education: Representatives from Elmira College and Corning Community College reviewed work to date, including the reporting of the Education Breakout Group from Day 1. An emphasis on workforce development, middle skills training, and life-long learning was confirmed, as was better connecting the Colleges to the community.

Business: Approximately 10 representatives from the business community and economic development organizations participated in a spirited and focused discussion that resulted in specific action items. One item was to explore the potential of an Elmira Land Bank, and the other to immediately begin an initiative aimed at housing LECOM students and professors, within a time frame of approximately 18 months. A long list of housing issues and quick wins were generated.

Arts & Culture: A group of approximately 8 persons reviewed the recommendations of the Arts & Culture Breakout Group from Day 1. There was support for the concept of a "Cultural Corridor" that would run through Elmira linking historic and cultural points of interest. A suggested focus on the downtown cultural district as a starting point, working its way north and south. Southern Tier Arts Council presented a research project that should provide valuable data, issues involving the Clemens Center were discussed and the development of a "Creative Community Plan" as a chapter of the Master Plan was suggested.

Non-Profits & Agencies: Several non-profits and regional agencies convened to listen to planning directions and share group interests. Diverse discussion was held regarding housing, homesteading, thematic history, complete streets, transit, health, policing and energy. The Chemung County Age-Friendly Community Action Plan was shared.

NYSERDA: A meeting was held with NYSERDA's Regional Outreach Contractor to discuss energy and sustainability input to date. The Working Vision Statement was shared, and a promise of more to come was made.

OPEN FOR BUSINESS: 313 EAST WATER ST.



AFTERSCHOOL YOUTH WORKSHOP:

3:30 – 5:00pm @ Southside
Community Center, Ernie Davis
Community Center, Frontline
Community Center
30-40 Children

Three afterschool youth workshops were held at Southside Community Center, Ernie Davis Community Center, and Frontline Community Center to engage children in the planning process. They were asked to draw what they liked and what they didn't like in their community. Many chose the local parks as a place they liked.



URBAN DESIGN 101 – ENLIGHTENMENT NIGHT:

6:30 – 8:30pm @ [Kolker](#) Lecture Hall, Elmira College
20 Participants

Portions of three speaker videos from the Congress for the New Urbanism's 2015 conference in Dallas were introduced, shown and discussed. The presentations focused on The Market, Transect and Coding, and Street Design.

1) [The Market](#), by Todd Zimmerman

(<https://www.youtube.com/watch?v=cWxFA26B3Io&index=15&list=PL8GKDNzoOfiniCeielCg8B5ivhHxK5OaF>)

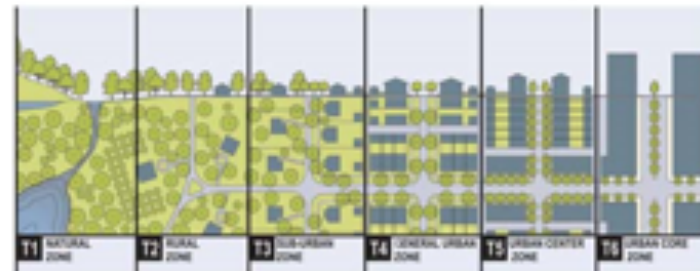
This video discussed major demographic and economic trends and how New Urbanism is a market-driven success story. Car-centered suburban planning in the post-World War II era increasingly isolated people from opportunity – jobs, social lives, shopping, and entertainment. With the baby boomers hitting retirement age, Zimmerman discusses how we should now be designing for the millennial generation.

2) [Transect and Coding](#), by Sandy Sorlien

(<https://www.youtube.com/watch?v=qEK3tWK2qyc&index=14&list=PL8GKDNzoOfiniCeielCg8B5ivhHxK5OaF>)

An introduction to the Transect and form-based codes as tools of the New Urbanism were presented by [Sorlien](#). This zoning system replaces conventional separated-use zoning systems that have encouraged a car-dependent culture and land-consuming sprawl. The six Transect Zones instead provide the basis for real neighborhood structure, which requires walkable streets, mixed use, transportation options, and housing diversity. The T-zones vary by the ratio and level of intensity of their natural, built, and social components. They may be coordinated to all scales of planning, from the region through the community scale down to the individual lot and building, but the new zoning itself is applied at the community (municipal) scale. This discussion helped many of the participants think differently about zoning and reconsider the current zoning code in place for the City of Elmira.

3) [Street Design](#), by Victor Dover



(<https://www.youtube.com/watch?v=nGGXS-dk8dE>).

Victor Dover, co-author of the book *Street Design, The Secret to Great Cities and Towns*, discussed how in every community, successful public spaces depend upon matching the right thoroughfare design with the right location. Many retrofitted street examples were shown that opened up a discussion on how this can be applied to streets in Elmira. Specifically, many participants discussed Clemens Center Parkway and what could be

NATIONAL EXPERTS ON MARKET TRENDS, FORM- BASED CODES AND STREET DESIGN

DAY 3 | OCTOBER 28th:

Stakeholder meetings continued as the design team worked on production drawings for the evening open house.

PUBLIC OPEN HOUSE AND COMMUNITY DISCUSSION:

4:00 – 8:00 pm @ 313 East Water Street

Approximately 100 persons Stopped by.

The public was invited to the studio at 313 East Water Street to review the work completed thus far. The drawings focused on feedback generated from the [3 day Charrette](#). Below are photos from the event.



OPEN FOR BUSINESS: 313 EAST WATER ST.

& COMMUNITY DISCUSSION



Plan unanimously adopted by The City of Elmira on November 28, 2016



CASE STUDY: CORNING COMMUNITY COLLEGE MASTER PLAN

- Collaboration
- Inclusion
- Trust





CORNING COMMUNITY COLLEGE MASTER PLAN (DRAFT 9/19/14)
Preliminary Workshop #1 Itinerary (October 7, 8 & 9)

	Day 1		Day 2		Day 3	
	Paul	Monica	Paul	Monica	Paul	Monica
8:00 AM						
8:15 AM						
8:30 AM						
8:45 AM	President's Senior Staff: Full SWBR Team; Location TBD; Agenda - Organization of Workshop, Findings to date, Mini SWOT					
9:00 AM						
9:15 AM						
9:30 AM						
9:45 AM	Oversight Committee: Full SWBR Team; Location TBD; Agenda - Organization of Workshop, Findings to date, Mini SWOT					
10:00 AM						
10:15 AM						
10:30 AM						
10:45 AM						
11:00 AM						
11:15 AM						
11:30 AM						
11:45 AM						
12:00 PM	Student Meeting: Facilitated by Paul Tankel; Location TBD;			Faculty Meeting: Facilitated by Monica Meyerhoff; Location TBD;	Team Meeting: SWBR Team; Accounting Conference Room; Agenda - Information Sharing, Assemble Initial Findings & Next Steps	
12:15 PM	Agenda - Why Corning CC, Most memorable experience, Favorite Places			Agenda - Planning Process, Mission & Strategic Basis; Mini SWOT		
12:30 PM						
12:45 PM						
1:00 PM		Faculty Meeting: Facilitated by Monica Meyerhoff; Location TBD;	Staff Meeting: Facilitated by Paul Tankel; Location TBD;			
1:15 PM		Agenda - Planning Process, Mission & Strategic Basis; Mini SWOT	Agenda - Planning Process, Mission & Strategic Basis; Mini SWOT			
1:30 PM						
1:45 PM						
2:00 PM						
2:15 PM						President's Senior Staff: Full SWBR Team; Location TBD; Agenda - Information Sharing, Assemble Initial Findings & Next Steps
2:30 PM						
2:45 PM						
3:00 PM						
3:15 PM						Oversight Committee: Full SWBR Team; Location TBD; Agenda - Information Sharing, Assemble Initial Findings & Next Steps
3:30 PM						
3:45 PM						
4:00 PM			Student Meeting: Facilitated by Paul Tankel; Location TBD;		Schedule If needed	Schedule If needed
4:15 PM			Agenda - Why Corning CC, Most memorable experience, Favorite Places			
4:30 PM						
4:45 PM						
5:00 PM						
5:15 PM						
5:30 PM						
5:45 PM						
6:00 PM						
6:15 PM						
6:30 PM			Community Open House: Facilitated by Don Naetzker; Location TBD; Agenda - Planning Process, Mission & Strategic Basis; Mini SWOT			
6:45 PM						
7:00 PM						
7:15 PM						
7:30 PM						
7:45 PM						
8:00 PM			Evening Site Walk: Team & Interested Administrators, Faculty & Staff; Route TBD; Agenda - Co-Curricular Life, Safety, Lighting			
8:15 PM						
8:30 PM						

**WORKSHOP #1
(OF 3):**

THREE DAYS

TWO NIGHTS

12 MEETINGS

**7 STAKEHOLDER
GROUPS**



In 2014, Corning Community College engaged SWBR Architects for the College's future physical environment – a five-year plan, a natural extension of the College's Strategic Planning process. The plan's principle tenets: (1) a commitment to develop and refine our resolve to remain at the forefront of educational excellence; (2) renewed vigor to partner with our communities to address economic and workforce challenges.

Like most colleges, we face a number of facility challenges: outdated classroom and instruction spaces which have not kept pace with new methods and technology; building systems which are reaching the end of their useful life; structures in need of simple maintenance and code compliance. We need to address these challenges to further enhance our campus and to renew our commitment to best serve our region.

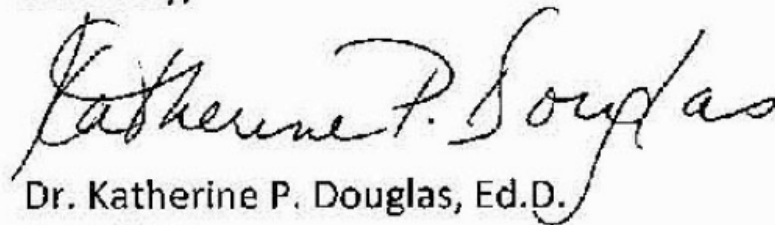
The creation of a successful plan requires a clear vision, a rigorous methodology based on the fundamentals of collaboration and inclusion, and trust in the integrity of the study process. All of these were embedded in the richly interactive and collaborative undertaking facilitated by our planning team. Hundreds of campus and community participants informed this study contributing to its recommendations. Together, we developed a set of recommendations and planning guidelines we are confident will inform our decisions to create a richer learning environment. Our College, and future generations of our students, will be well served as a result.

Sincerely,


Dr. Katherine P. Douglas, Ed.D.
President

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Sincerely,


Dr. Katherine P. Douglas, Ed.D.
President

The most successful projects begin with a great conversation...



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