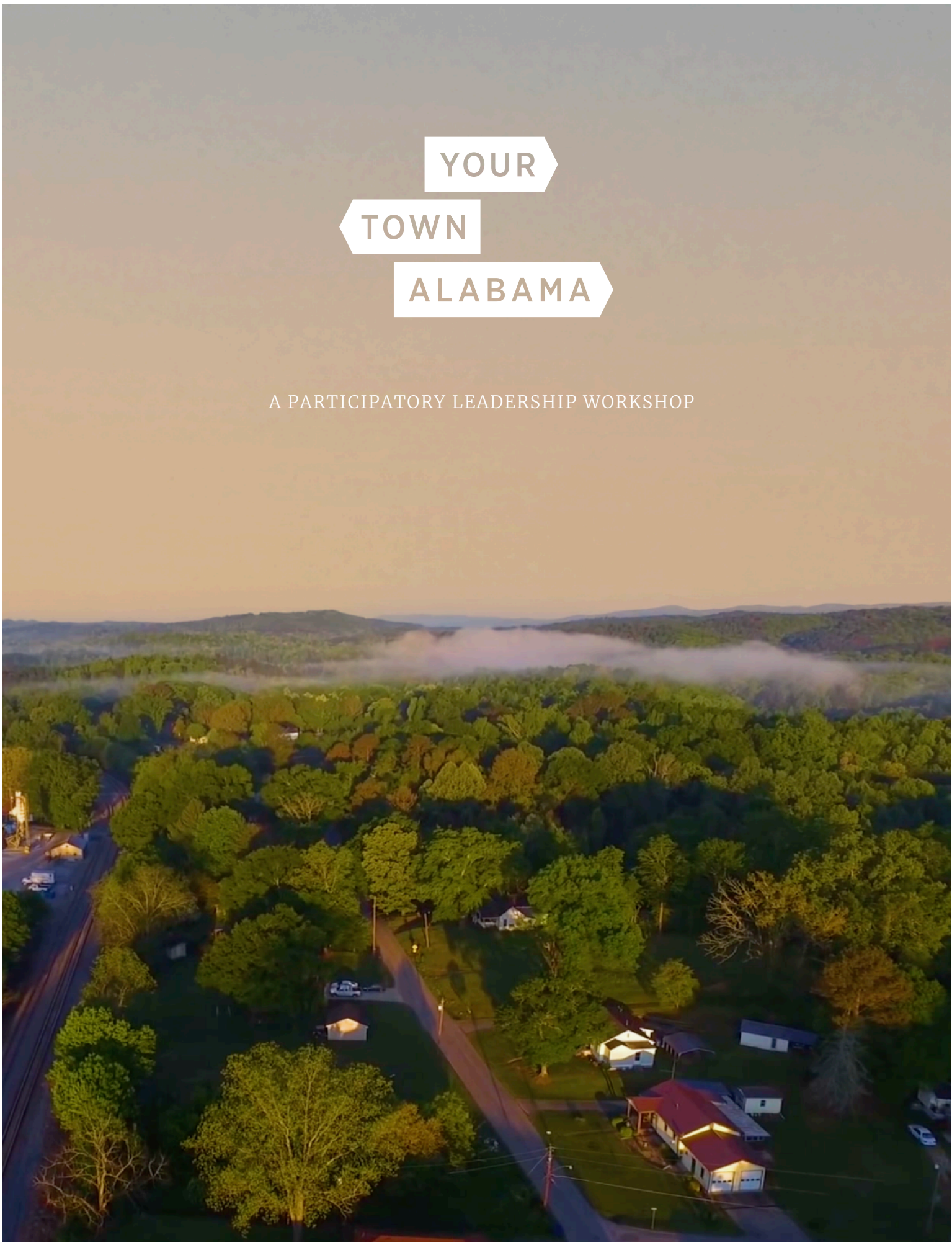


YOUR  
TOWN  
ALABAMA

A PARTICIPATORY LEADERSHIP WORKSHOP



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# Design Workshop Introduction

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## KEY COMPONENTS OF THE PLANNING & DESIGN PROCESS

### Inventory of Existing Conditions

- Natural features
- The built environment
- Economic givens/potential
- People/demographics
- History and culture

### Assets and Opportunities Identification

- Includes attitudes, values, hopes and aspirations
- Includes economic development/investment options
- Good assessment is inclusive

### Create a VISION for the future

- Identify community Goals and Objectives

### Issue Resolution – Asset-Based Approach

- Make sure you are solving the right problems
- Think in the Alternative(s)
- Seek appropriateness given your distinctive character
- Base alternatives on the shared vision

### Evaluation

- Evaluate alternative solutions
- Create win-win scenarios

### Strategies & Implementation

- Prioritize
- Seek means of achievement
- Create plans of action – action committees
- seek out resources
- seek out professionals

### Tools of Assessment:

- public meetings
- leadership interview
- surveys of stakeholders
- visual preference survey

## WHY PLAN ?

A good planning and design process is inclusive. It engages a community's stakeholders in a process of documenting assets and opportunities and setting goals and a common vision for shaping the long term physical character of the community. A master plan can then capitalize on the unique attributes of that community and can answer its issues and challenges within the context of this shared vision.

- A good master plan is a tool for decision making; providing strategies for advancement; prioritizing actions and investments; and attracting resources. It is a tool for helping a community achieve real “quality of life.”
- Master plans are living documents that should adapt to the changing nature of a community's assets, opportunities and attitudes. They should be revisited regularly to assure their ongoing validity and appropriateness.

# Design Workshop Introduction

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## PRINCIPLES FOR SUCCESS

Keep these in mind as you and your teammates move through the workshop:

### **1. Understand “your town” and what is good there.**

- Use an asset-based approach, NOT a problems-based approach.
- Identify and focus on opportunities, remember some problems may be opportunities when looked at in a different light.

### **2. Understand how current circumstances evolved.**

- What in the past created the conditions or circumstances in which the community finds itself, particularly those circumstances that are not acceptable and need to be changed?
- If still evident, these causes need to be addressed.

### **3. Define where you want to go.**

- The community vision is the Big Picture. It should be bold, not modest; real, not fantasy. It must be translated into a broad but clear set of goals.
- Goals should be understood in terms of achievable and measurable objectives.
- Strategies describe specific actions the community will take to achieve its goals and objectives.
- Every decision must be supportive of the Vision.

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## EXAMPLES

*The following illustrate the differences between Vision statements, Goals, Objectives and Strategies:*

*Vision – Your Town is a place of connections: to our heritage, to the future, to the environment, to prosperity.*

*Goal – Our community is interconnected through safe and convenient walking and biking facilities.*

*Objective – Develop 5 miles of walking and biking paths within 5 years.*

*Strategy – Acquire federal/state grant funds to develop*

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### **4. Develop a Plan.**

- A plan needs to be vision-based, include clear goals, measurable objectives, and well-crafted strategies.
- Develop an Action Program that identifies steps to be undertaken immediately and accomplishments for the longer term.
- Follow the plan, it is your guidebook.
- As time goes on, monitor the plan, and update it periodically, especially as conditions change.

### **5. Ask the right questions and solve the right problems.**

- Look for opportunities inherent in the problem, because in dealing with these opportunities lies the solution to the problem.
- The right questions are often not the usual questions.

### **6. Finally, take home the energy to make things happen.**

- Success requires strong leadership committed to the community’s vision and plan.



# Graphic Tools in Design

Design graphics are an important tool in the work we will do in our workshop. This work will involve both interpreting graphic images and producing images to communicate ideas and solutions. COMMUNICATION is the key word here. The graphics that we will use should not be confused with art. While we may hope that they are beautiful, beauty is not a necessary requisite. Communication is. The design process is most effective when it actively involves all the stakeholders in a community. Effective graphics can support that involvement as they make both the process and the results available and understandable to all participants. They can help to elicit community opinions; clarify community values and desires; and create critical dialog.

## TYPES OF GRAPHIC IMAGES

Symbolic - maps, diagrams, plans & elevations  
Pictorial - photographs & perspective drawings

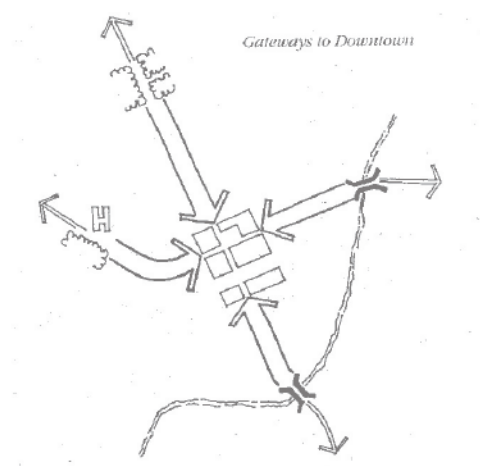
### Scale Drawings

In a scale drawing a large area or object is represented much smaller than it is in reality. Generally, each inch on the map or drawing represents a described number of feet in reality. For instance, one inch may equal 10 feet. In this case, a street that measures 4 inches across in the drawing is 40 feet wide in reality. Scale drawings are usually either represented in engineering scale, each inch is divided into increments of 10, or in architectural scale, each inch is divided into increments of 16. Drawings should have a legend which tells you the scale used.

### Diagrams

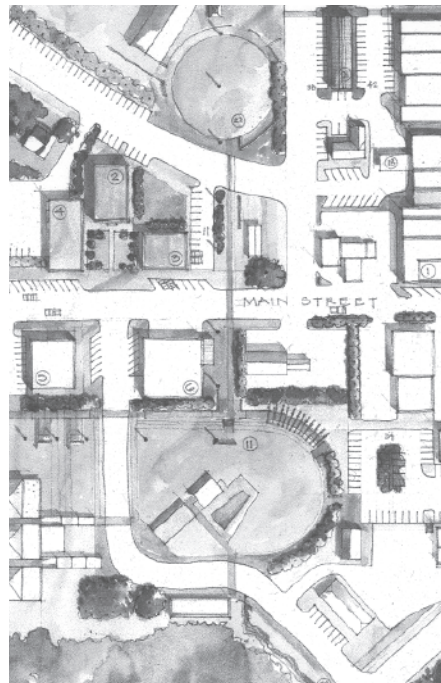
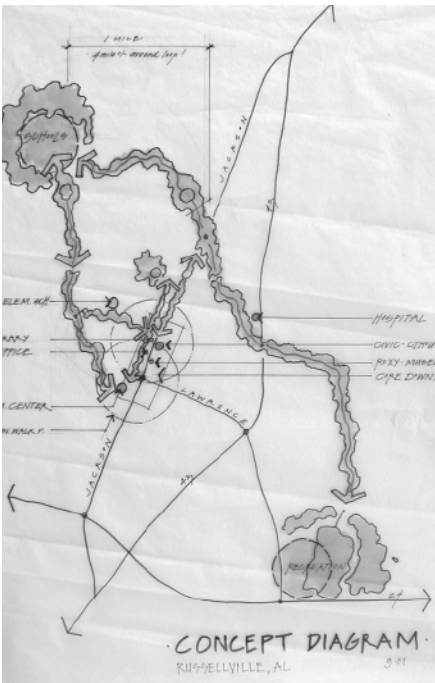
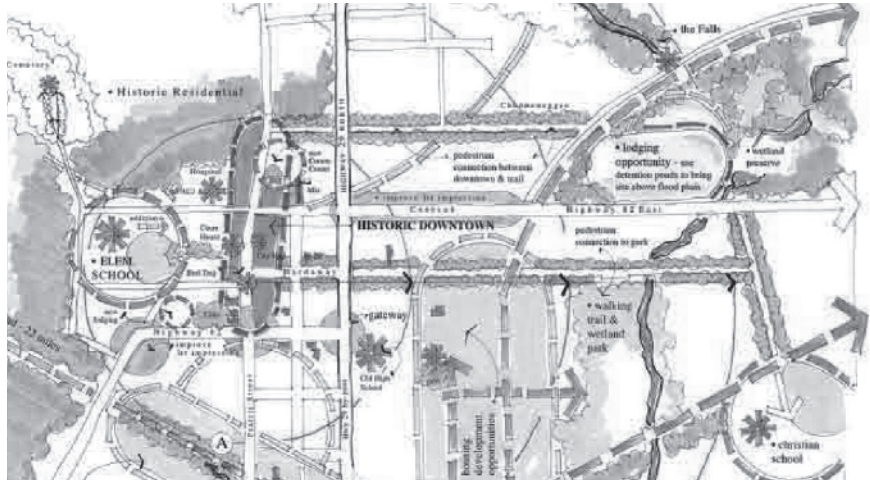
Diagrams are useful graphic tools for dealing with complex relationships in a simpler, abstract way. This can help us to think clearly and straightforwardly about interrelated issues, as well as improve our potential to see new relationships and solutions to the problem at hand. You are familiar with diagrams. A graph is a kind of diagram, so is an illustration of a football play!

Diagrams can be very simple, dealing with one idea, say “gateways,” or they may document an elaborate array of circumstances and relationships. It may take several overlays to find the diagram that conveys your idea. Diagrams use symbols to capture ideas. For instance a district may be indicated with a circle; an important historic site with an asterisk; and circulation with arrowheaded lines. Usually more important vehicular or pedestrian circulation has wider or bolder lines.



Plans are two dimensional representations of side-by-side relationships seen as though from above. Elevations are two dimensional representations of the “face” of a building or street front.

# Graphic Tools in Design



*“Graphic communication is an inseparable part of design, the means not only of presenting proposals but also of communicating with oneself..”*

FRANK CHING, Architectural Graphics

# Designing for the Future

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## FINDING AND REALIZING COMMUNITY POTENTIAL

There is greatness in every place, every community. The goal is to find and realize the community's potential. We can act to make wise choices and well-informed decisions so that growth is an ally, not a foe.

- Ask the right questions.
- Look 'outside the box' for the answers.
- Believe that the greater is possible and the lesser need not be accepted.

Design, quality of life, and economic development are all important and related.

- Good civic design is important.
- Good civic design contributes to the community's quality of life.
- Good civic design increases potential for worthwhile economic development.

Who is responsible? The community itself. Community strength must come from within, from the closely held belief that the community can and should be the master of its own fate.

Community leadership must always remember that their decisions will create the environment in which others will live, including their own children and their children's children.

Planning is creating the future for those as yet unborn. It is an important task.

## PLANNING FOR OR REACTING TO CHANGE

Change in communities comes in two forms. Both often occur at the same time:

- Growth and Investment
- Decline and Disinvestment

To assure that new growth can have long-lasting, positive physical and economic impacts, a community must plan ahead. Without planning communities can only witness and react to change — leaving some important issues to chance. Just as communities must have policies and strategies to shape future growth, they must also put forethought and effort into preserving and revitalizing existing parts of the community.

### **Growth and Investment**

New residential subdivisions often have no chance of becoming neighborhoods. And, new commercial strip development is often disconnected from the original fabric of the community...even from nearby housing.

Too often, new development is 'valued' because it represents needed near-term additions to the economy and tax base. But new development





# Designing for the Future

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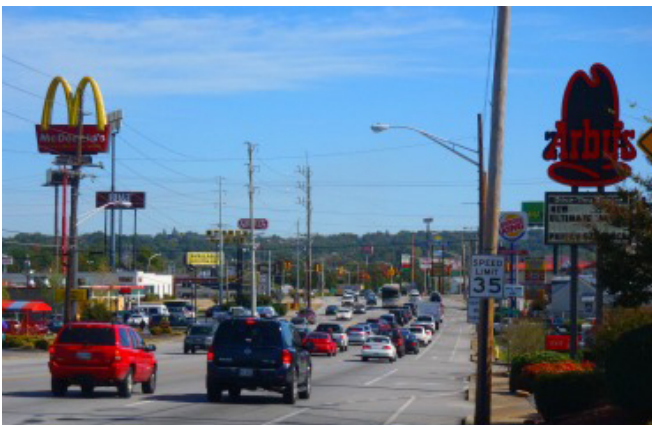
rarely has any sense of place; does not add to the community's sense of place; and, in fact, often detracts from it. Concerns about the local economy and tax base are legitimate, often critical; but thinking only of the near-term is shortsighted. New investment does not have to be bad or ugly to benefit the local economy. Wise decision-making is required to properly manage growth and investment for the long-term benefit of the community.

## Decline and Disinvestment

Older neighborhoods deteriorate and decline when not valued sufficiently to warrant public and private reinvestment. Older commercial areas are abandoned to decay because they are not valued or because reinvestment in them cannot be supported by a local economy.

- The community must put in place well-considered strategies to infuse the local economy with added vitality.
- The community must value things historic.
- The community must embrace the notion of equity and opportunity for all residents.
- These three ideas must be linked.
- Too frequently community character is diminished during the process of change. This can create a vicious cycle where the diminished physical environment fuels more inappropriate growth and unfortunate decline.
- Communities need not be sacrificed to poorly managed growth.
- Communities need not be the victims of change.

**Your decisions are your legacy!**



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*Change is inevitable. If, as people, we're not changing, then we're dead. The same is true of communities.*

## Connections: Excerpts from Ed McMahon Presentation

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### Everything is connected to everything else.

- There is a connection between conservation and economic development
- There is a connection between environmental protection and quality of life
- There is a connection between the built environment and the natural environment
- There is a connection between people and the land America is the world's leader in environmental protection and yet the "special character" of our cities, towns and countryside is disappearing faster than ever. Our landscape is becoming uglier, more fragmented and disorienting by the day.

### We are losing our 'sense of place,' explicitly that which makes our physical surroundings worth caring about.

We have a fundamental need for a sense of orientation, a sense of roots, a sense of place. It is important to preserve connections with the past. This gives us security, psychological stability and cultural continuity. While we may be saving landmarks and buildings of historic value, we have not been good at saving the landscapes that give our special buildings, landmarks and natural features their special character and meaning. When we design and build we need to ask ourselves the question "Is this place worth caring about?" If we neglect the public realm, we neglect the public good.



### DEVELOPMENT

Growth and development and change are inevitable and desirable, but the destruction of a community's character is not. Progress does not demand the degradation of our surroundings. Ultimately the question is not whether we grow, but HOW we grow. Development is not the problem, it is the patterns of development that create loss of character.

Where do we put it ? How do we arrange it ? What does it look like ?

Some places are better for development than others. We need to save our sacred places — special and distinctive places — in addition to environmentally sensitive areas like flood plains and steep slopes. Communities need guides for conservation that preserve special landscapes AND facilitate development where development is appropriate.

Small towns are the first choice of Americans as an ideal place to live. Characteristics of small towns, historically, include:

- Identifiable edge and center
- Walkable and pedestrian friendly
- Mix of uses and housing types
- Architecturally coherent and interesting
- Sense of community
- Sense of place

Characteristics of post World War II "sprawl" include:

- No identifiable edge or center
- Car oriented - must drive for everything
- Segregated uses and housing by income levels
- Little architectural character or coherence
- Little sense of community
- No sense of place

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*"There are alternatives to sprawl. These alternatives are — more attractive, more efficient and more profitable."*



# Connections: Excerpts from Ed McMahon Presentation

## BEST PRACTICES

Goals of sustainable development include a healthy environment, vigorous economy and vibrant community. There are good models for growth that respect our communities and compliment the environment and quality of life.

For Example:

**Street Widths.** Narrower streets (24' right-of-way versus 40' right-of-way) in residential neighborhoods require less materials for construction, reduce the cost of new houses, produce less runoff and erosion, require fewer trees be cut and are four times safer.



**Trees.** Trees add value to both commercial and residential properties. Tree shaded neighborhoods have higher property value and lower utility bills. Trees increase commercial real estate value 5-15%, increase the rate of project absorption, improve employee productivity, moral and job satisfaction, and improve the image of prestige, security and care.

**Gateways.** Gateways are the front door to our communities. They provide first impressions. A good first impression is important; a bad first impression is hard to change.

**Community Image.** A community's image is directly related to its economic well being. Every day in America people make decisions about where to live, where to invest, where to vacation and where to retire based on what communities look like.

**Scenic Views.** People are willing to pay to see special and beautiful views and to experience the unique character of a place. Views have quantifiable economic value. You can put a dollar value on a view. Housing, hotels, offices with outstanding views command premium prices: the better the view the higher the price.

**Historic Preservation.** By preserving its unique past, a community can create new economic growth for the future. Even those areas seen as detriments can be turned into economic assets. Look at the San Antonio River Walk, Pike's Place Market, South Miami Beach and many others. Heritage tourism is one of the fastest growing forms of tourism. Visitors interested in historic buildings and sites stay longer and spend more than other visitors. Historic districts attract new investment because "scarcity" and "certainty" are the two things that create value in real estate. Investment will not be undercut by insensitive development next door. What are we building today that will be worth preserving in the future? Eighty percent of everything ever built in America has been built since WW II. Is it worth saving?

**Tourism.** Tourism is about seeking those places that are different, unusual and unique. Towns and cities do best when they enhance what is special about them. We should demand architecture that respects the unique history and character of our towns, cities and region. This rule should apply whether we are building homes, retail establishments or businesses.

**Signs.** Sign clutter is ugly, expensive and doesn't work. Signs affect a community's image — either positively or negatively. Sign clutter creates chaos and confusion. It overloads drivers with more information than is possible to manage. Strong sign controls are pro-business because an attractive business district will attract more customers. Smaller, people-oriented signs are cheaper, more legible and more effective.



**Walking/Trails.** Walking for pleasure is the single most popular form of recreation in this country. When a community builds a golf course, only 1-2% of the residents use it. When a community builds a public pool 7-8% of the community use it. When a community builds a public walking/biking path 50-60% of the people use it!



**Accessible Shopping.** When planning retail developments, always think of the diversity of means of getting to the shops - cars, walking, biking, bus, train, etc. It has been shown that people prefer shopping in a neighborhood rather than a mall. This is the beauty and power of the traditional downtowns in our cities and small towns.

**Residential Development.** Arrange houses in residential developments to preserve and provide green space. Houses next to green space sell faster and at higher prices. And with less infrastructure, the developer can also increase their profit. The open space can preserve the character of the agrarian countryside, create potential for recreation and walkability in the community. Communities that say no to poor quality development almost always get better development in its place. Good ideas do not follow money; money follows good ideas.

#### ED'S RECOMMENDATIONS FOR SUCCESS

1. Have a vision for the future.
2. Create an inventory of local resources.
3. Build plans to enhance natural and cultural assets.
4. Remember you always have choices.
5. Cooperate with resource managers for mutual benefit.
6. Consider aesthetics as well as economy and ecology.
7. Create a quality of life lobby.

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*“Communities can either compete to the bottom or they can compete to the top.”*

# Glossary

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**accessory use** — a use incidental to, and on the same lot as, a principal use, such as a detached garage apartment on a residential lot.

**adaptive use** — conversion of a building into a use other than that for which it was designed, such as changing a warehouse into a gallery space or housing.

**agricultural district** — the legal designation of farmland (with the consent of the owner) to remain in agricultural use for a predetermined number of years in exchange for a tax credit or other financial incentive.

**amenity** — design features which are valued by the users of a building, public space, or community. Examples of amenities include open space, landscaping, seating, an outdoor amphitheater, and public art.

**architectural drawings** — used by architects and other design professionals during the design process. An axonometric drawing appears three-dimensional and is generally an overhead view. An elevation is a two-dimensional drawing which shows a facade or side-view of a design. A perspective also creates the illusion of three-dimensionality, but with reference to relative depth or distance. The plan illustrates the room or spatial layout, as well as the placement of various design elements (walls, trees, buildings). A section cuts through the design, illustrating wall heights, grade changes, and the like.

**axis** — a real or imaginary straight line around which the parts of a structure or plan are symmetrically or evenly arranged or composed.

**background buildings** — buildings that may lack exemplary character or significance but are essential to creating a sense of place.

**balance** — the relationship between masses and spaces in which compositional equilibrium / tension is established.

**buffer** — a strip of land identified on a site plan or by a zoning ordinance, established to protect one type of land use that is incompatible with another adjacent use or occupant. Normally, the area is planted and/or left natural and kept in open space.

**building cap** — maximum allowable construction in a designated area or city. For example, San Francisco limits annual downtown office space construction to 475,000 square feet and Petaluma, Calif., limits the number of residential building permits issued annually.

**buildout** — the maximum allowable buildable area as stipulated by land use controls like zoning or a building cap.

**business incubators** — organizations which provide technical assistance, administrative services, and / or space to start-up companies.

**certified historic structure** — for the purposes of the federal preservation tax incentives, any structure subject to depreciation as defined by the Internal Revenue Code that is listed individually in the National Register of Historic Places or located in a registered historic district and certified by the Secretary of the Interior as being of significance to the district.

**certified rehabilitation** — any rehabilitation of a certified historic structure that the Secretary of the Interior's standards have determined is consistent with the historic character of the property or the district in which the property is located.

**charrette** — a quick, intensive collaborative design exercise that generates ideas for a project or plan.

**circulation** — movement patterns of pedestrians and vehicular traffic.

**cluster development** — a development design technique that concentrates buildings in specific areas on a site to allow the remaining land to be used for recreation, common open space, and preservation of environmentally sensitive areas. Units are grouped on a smaller land parcel for each unit than specified as the minimum lot size for an individual unit, but the overall density for the zone is maintained.

**compatibility** — 1. The characteristics of different uses or activities which allow them to be located near each other in harmony. Some elements affecting compatibility include intensity of occupancy as measured by dwelling units per acre; floor area ratio; pedestrian or vehicular traffic. Also, complementing uses may be compatible, like residential and retail uses. 2. The characteristics of different designs which allow them to be located near each other in harmony, such as scale, height, materials, and fenestration.

**comprehensive plan** — (see “master plan”) a broad-reaching general plan for a large area such as a state, county or municipality. Elements of the plan may include land use, housing, natural resources, economic development, and traffic and circulation.



# Glossary

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**conservation** — as defined by Gifford Pinchot, the wise use and management of natural resources to achieve the greatest good for the greatest number of people for the longest period of time. This definition may be expanded to include some forms of preservation, and the consideration of all resources, e.g., natural, cultural, and economic.

**core** — the central area of a village, or town, generally identified by the clustering of buildings in close proximity, particularly retail shops, services, and government offices.

**cornice** — the top of a wall or building element made evident by an assembly of projecting moldings which strike a definitive limit to that section of the building.

**demolition by neglect** — the destruction of a building, structure, or landscape through abandonment or lack of maintenance.

**density** — measurement of the number of units, e.g., housing, or persons per acre, which may indicate the level of activity in an area.

**design guidelines** — criteria established to direct development. Good guidelines offer options without restricting design and reflect community image and character.

**design review board** — a municipal body, generally made up of designers and laymen and appointed to serve by the local governing body, which reviews the design component of proposed developments or modifications to existing developments, generally within a specified area.

**directional emphasis** — refers to the predominant emphasis of a design element or building, either horizontal or vertical. Recognizing this aspect of design is especially important when designing additions to historic buildings or when planning a new development in a historic district.

**early warning system** — the combination of impact and attractiveness analyses to determine what areas are both preferred by development and sensitive to development impacts. This is called “early warning” because it forewarns communities of impending land use conflicts.

**easement** — a restriction on real property acquired through donation or purchase and carried as a deed restriction or covenant to protect important farmland,

open spaces, views, or building facades and interiors.

**ecotourism** — tourism based on the interest in the natural environment.

**edges** — delineation of districts or areas which could be physical in nature (e.g. medieval walls or greenbelts) or psychological (e.g. major street joining residential and commercial districts). Hard edges create a break between areas. Waterways and busy thoroughfares are generally strong hard edges, which create a physical or psychological barrier. Soft edges create a subtle break or transition between areas or uses and, unlike hard edges, are not particularly difficult to cross. For instance, a plaza, park or a non-offensive change in land use is considered a soft edge.

**Environmental Impact Statement & Environmental Impact Report (EIS & EIR)** — A legally mandated report (either federally by NEPA, or locally by similar state legislation) prepared to document the potential impacts of a proposed development project or action.

**eminent domain** — the power of government to acquire private property for public use for which the owner must receive just compensation. Redevelopment authorities, state universities, and special districts may also be empowered with eminent domain to acquire parcels of land for economic development uses, infrastructure, and other uses deemed in the public interest.

**enclosure** (sense of) — an experience where a pedestrian feels sheltered by the degree to which a space is defined by vertical and overhead planes. Trees, buildings, walls, streets widths, awnings, and canopies articulate a sense of enclosure.

**environmental impact** — influence of a development on the natural or built environment.

**equity** — cash investment (as opposed to mortgage debt) in a project. Sweat equity is the investment of the occupants’ own labor in rehabilitation work.

**fabric** (e.g. rural fabric) — the physical material of a structure, village, or town, connoting an interweaving of component parts.

**facade** — the exterior wall of a building exposed to public view or that wall viewed by persons not within the building.

**FAR** (floor area ratio) — a formula for determining permitted building volume as a multiple of the area of

# Glossary

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the lot. The FAR is determined by dividing the gross floor area of all buildings on a lot by the area of the lot. For example, a 6 FAR on a 5,000 square foot lot would allow a building with gross area of 30,000 square feet.

**fee acquisition** — acquisition of real property through exchange of a fixed fee (as opposed to an easement acquisition).

**fenestration** — design elements of the exterior (architectural) window treatments such as pattern, rhythm, and ornamentation.

**gentrification** — the phenomenon of middle to upper income urbanites moving to urban neighborhoods or small rural towns (often associated with preservation efforts). Resulting problems include inflating real estate values, social tensions, and displacing lower income segments of the local population.

**Geographic Information Systems (GIS)** — computer systems that store, display, and manipulate a wide variety of map-related data. Such systems allow professionals to manipulate maps in the same way that a spread sheet manipulates numbers. The data can be in the form of tables or maps. An advantage of GIS is that it can quickly combine and analyze maps regardless of differing sizes, thematic contents, and in certain cases, scales. This ability makes GIS an important decision support tool for managers, planners, and engineers.

**greenbelt** — a complete or partial ring of open space (green) encircling a town or city, usually at the urban fringe.

**greenway** — a “green” or undeveloped corridor of land, often following an existing linear feature like a river or canal, which is reserved for passive recreational use such as a walking or biking trail.

**grid** — a traditional American street plan using streets which are primarily perpendicular to one another. The grid pattern is often efficient from a traffic engineering standpoint and offers ease in orientation and way-finding.

**growth management** — the use of a variety of tools, including tax incentives, tax abatements, purchase and transfer of development rights, and comprehensive planning, to regulate construction in new areas.

**hierarchy** — the establishment of a system of relative importance or prominence (often in sequence from lesser to greater or vice-versa) of a series of spaces or design elements.

**historic district** — a geographically definable area with a significant concentration of buildings, structures, sites, spaces, or objects unified by past events, physical development, design, setting, materials, workmanship, sense of cohesiveness, or related historical and aesthetic associations. The significance of a district may be recognized through listing in a local, state, or national landmarks register and may be protected legally through enactment of a local historic district ordinance administered by a historic district board or commission.

**historic rehabilitation tax credit** — the Tax Reform Act of 1986 permits owners and some lessees of historic buildings to take a 20 percent income tax credit on the cost of rehabilitating such buildings for industrial, commercial, or rental residential purposes. The rehabilitated building must be a certified historic structure that is subject to depreciation, and the rehabilitation must be certified as meeting standards established by the National Park Service.

**hydrology** — the characteristics of surface and sub-surface water at a particular site or location, including drainage, patterns of movement, and quality.

**imageability** — that quality in a physical object which gives it a high probability of evoking a strong image [physical form or shape] in any given observer. It is that shape, color, or arrangement which facilitates the making of vividly identified, powerfully structured, highly useful mental images of the environment.

**impact analyses** — also called vulnerability analyses, impact analyses combine maps representing cultural and natural features most sensitive to a proposed change in the landscape. A finished analysis would result in the identification of the areas least suitable for proposed changes.

**impact fees** — payments used to defray the additional cost for use of providing a service, such as water and sewage.

**infill** — housing or other development in a town or village that is designed to fill a void left by vacant or abandoned property. Generally, the purpose of infill is to revitalize the surrounding area.

**infrastructure** — public utilities, roads, and physical or social support systems in a community including water, gas, electricity, and schools.

**inventory of resources** — (also called survey) a list or matrix of identified resources within a community or



# Glossary

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area. The inventory is a valuable tool for analyzing the use of existing features and assessing needs.

**land banking** — the purchase or control of land by a local municipality or agency for the purpose of reserving land for future use or development.

**landmark** — 1. a structure or feature of historical, cultural, or architectural significance (see National Historic Landmark). 2. an object that is useful for orientation. This term is used without regard to historic value and can describe a maple tree or church steeple as well as a monument.

**landscape character areas** — homogenous areas of distinct and related landscape patterns, i.e. an upland dairy-agricultural landscape or a milltown-village landscape.

**landscape patterns** — the natural or cultural composition of forms in the landscape, such as topography, road systems, agricultural practices, and settlement/development practices.

**landmarks register** — a listing of buildings, districts, and landscapes designated for historical, architectural and other special significance that may carry protection for listed properties.

**leapfrog development** — development that occurs well beyond the existing limits of urban development and thus leaves the intervening vacant land behind and results in sprawl.

**linkage** — tying one sort of development to related services, i.e., requiring office space developers to provide a certain number of housing units or adjunct services like child care.

**mapping** — technique used for communicating information about the physical environment. Maps may represent physical features such as land use or topography or abstract concepts such as view corridors and pedestrian nodes.

**mass** — combines all three dimensions (length, height, and depth). A building is often composed of many masses, hence the term massing, which is often used to describe the form or shape of structures.

**masterplan** — an overall plan for a specific area such as a downtown, mainstreet, neighborhood, or waterfront that reflects community vision. A masterplan is more specific and detailed than a comprehensive plan.

**mixed-use** — a project or limited area of development which combines different uses, such as housing, retail, and offices, within one building, project, or site.

**National Historic Landmark (NHL)** — buildings, historic districts, structures, sites, landscapes, and objects that possess exceptional values or quality in illustrating or interpreting the heritage of the United States. The NHL program is run by the National Park Service, U.S. Department of the Interior.

**National Register of Historic Places** — the nation's official list of historic, architectural, archeological, and cultural resources. It is maintained by the National Park Service, U.S. Department of the Interior.

**node** — a location or point of activity; a place where pedestrians and/or traffic converges.

**neotraditional design** — a movement in community design based upon the theory that design characteristics of the pre-automobile era were fundamentally more conducive to stronger and more diverse community social structure. Neotraditional designs focus upon strong, pedestrian friendly, formally organized streets; more intensive building densities; and mixed land use. Also known as “the new urbanism.”

**ordinance** — a legally codified mechanism for regulating the actions of the public, i.e. a zoning “ordinance” or a subdivision “ordinance.”

**open space** — undeveloped natural or agricultural land.

**overlay mapping** — a series of maps drawn to the same scale on transparent media, each representing a specific resource (i.e. soils, topography, wetlands, buildings, or historic sites). Analyses may be made by combining maps to see the spatial interrelation of various resources.

**overlay zoning** — a type of specialized land use regulation utilizing an existing zoning ordinance as an enabling legal structure. A single type of special resource or feature (i.e. properties of historic or environmental significance) may be designated within an “overlay zone,” in addendum to its existing zoning designation, thereby adding regulations in use without requiring a change in zone.

**planned unit development (PUD)** — a form of development usually characterized by a unified site design for a number of housing units, clustering buildings and providing common open space, density increase, and a mix of building types and land uses. It permits the planning of

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a project and the calculation of densities over the entire development, rather than on an individual, lot-by-lot basis. It is usually administered through a special permit or rezoning process.

**preservation** — providing for the continued use of old and historic buildings, sites, structures, and objects, including restoration, rehabilitation, and adaptive use. According to the Secretary of the Interior, it is the act or process of applying measures to sustain the existing form, integrity, and material of a building or structure and the existing form and vegetative cover of the site. It may include stabilization work, where necessary, as well as ongoing maintenance of the historic building materials.

**preserve** — a vulnerable area protected from development, such as a natural area or an agricultural area.

**proportion** — the ratio or relative size of two or more dimensions. The term can be used to refer to the ratio of the height and width of a space or building, or to the relative size of a human figure.

**public space** — an open area within a village or urbanized area used by local residents and visitors and maintained as a public facility, e.g. parks or squares; also “public realm.”

**reconstruction** — the act or process of reproducing by new construction the exact form and detail of a vanished building, structure, or object, or a part thereof, as it appeared at a specific period of time.

**rehabilitation** — the act or process of returning a property to a state of utility through repair or alteration which makes possible an efficient contemporary use while preserving those portions or features of the property which are significant to its historical, architectural, and cultural values.

**renovation** — modernization of an old or historic structure. Unlike restoration or rehabilitation, renovation may not be consistent with the original design.

**resource significance** — may refer to historic, ecological, or other resources and describes the relative importance, rarity, or parallel association with other significant resources.

**restoration** — the act or process of accurately recovering the form and details of a property and its setting as it appeared at a particular period of time by means of the removal of later work or by the replacement of missing earlier work.

**Request for Proposal (RFP)** — a written set of guidelines used in soliciting proposals from consultants, architects, developers, artists, and other contractors.

**Request for Qualifications (RFQ)** — a call for qualifications such as a resume, portfolio, and project list.

**rhythm and pattern** — relate to materials, styles, shapes, and spacing of building elements and the buildings themselves. The predominance of one material or shape, and its patterns of recurrence, are characteristics of an area that should be maintained.

**rural historic landscape** — a geographical area that historically has been used by people, shaped or modified by human activity, occupancy, or intervention, and that possesses a significant concentration, linkage, or continuity of areas of land use, vegetation, buildings, structures, roads, waterways, and natural features.

**scale** — the apparent size of a building, window, or other element as perceived in relation to the size of a human being. Scale refers to the apparent size, not actual size, since it is always viewed in relationship to another building or element. For instance, the scale of one element may be altered simply by changing the size of an element nearby, such as windows, doors, or other architectural details. These relationships contribute to the experience of a place as intimate, vast, larger than life, and daunting, for example.

**scenic corridor** — a strip of land on each side of a stream or roadway that is generally visible to the public travelling on such route or roadway that has a view of unusual aesthetic significance in a community.

**scenic easement** — a less-than-fee interest in real property acquired to provide roadside screening or to protect the view from a vantage point or corridor of travel.

**Section 106** — provision of the National Historic Preservation Act of 1966 which requires the head of a federal agency financing or licensing a project to determine the impact of the project on property in or eligible for the National Register of Historic Places.

**sense of place** — the feeling associated with a location, based on a unique identity and other memorable qualities.

**setback** — zoning code standard for locating a building or structure at a minimum distance back from a street or lot line.

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**sign ordinance** — a legal mechanism for controlling the design, size, and height of signs.

**site plan** — a plan prepared to scale, showing accurately and with complete dimensioning, the boundaries of a site and the location of all buildings, structures, uses, and principal site design features proposed for a specific parcel of land.

**sprawl** — dispersed low density development over large areas of landscape, generally located at the fringe of an existing settlement.

**stabilization** — the act or process of applying measures designed to reestablish a weather resistant condition and structural stability to deteriorating buildings or landscapes while maintaining the essential form as it exists at present.

**street furnishings** — design elements supporting the aesthetic and functional purpose of the street, including light fixtures, fire hydrants, police and fire call boxes, trash receptacles, signs, benches, newspaper boxes, and kiosks.

**streetscape** — the distinguishing character of a particular street as created by its width, degree of curvature, paving materials, design of the street furnishings, and forms of surrounding buildings.

**strip development** — a linear pattern of highway-based commercial development characterized by large signs and parking lots. Also may refer to the practice of subdividing farmland in long narrow parcels.

**subdivision** — the process of dividing a parcel of raw land into multiple lots, blocks, streets, and public areas. Its purpose is the transformation of raw land into building sites. In most states, a subdivision is defined as the division of a tract of land into five or more lots.

**texture** — a tactile or visual quality of a design material or form noting relative roughness or smoothness.

**townscape** — the relationship of buildings, shapes, spaces, and textures that gives a town or area its distinctive visual character or image.

**transfer of development rights (TDR)** — a system of land development control wherein rights, or development units, are assigned to each parcel of land based upon planning studies and density control factors. These rights are separable and may be transferred to other parcels; thus they are marketable. Once the development right is transferred, a restriction on development will

run with the land. TDRs have frequently been used to protect agricultural land and permit increased density in targeted areas.

**vernacular** — a type or tradition of design which is generally indigenous to a local region and/or culture. Vernacular design traditions generally evolve over time through adaptation and experimentation by non-professional designers.

**viewshed** — the area of land visible from a stationary viewpoint.

**visual analysis** — a type of land analysis utilizing evaluative criteria specifically addressing visual or scenic quality.

**zero-lot-line** — a type of zoning eliminating one or more building setbacks, allowing the placement of exterior building walls directly on the lot-line. This practice generally increases the density and efficiency of land use and may lower development costs. In commercial areas, no setbacks are required from any lot line.

**zoning** — the development regulation mechanism most frequently used in the United States. Based upon local governments' right to exercise police powers, properties are designated into "zones" proposing potential land uses. Uses permitted in different zones regulate future development according to perceived impacts upon public health, safety, and general welfare.