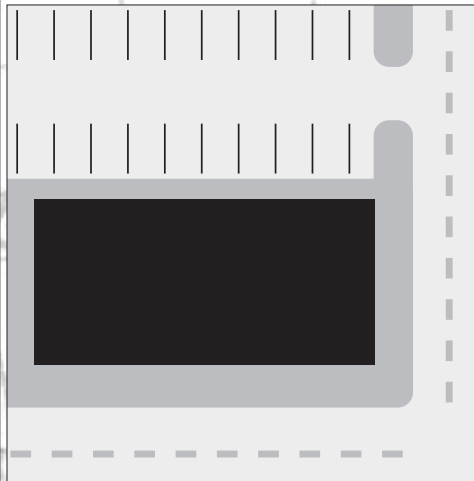


# WHAT IS "URBAN"?

Even in urban neighborhoods it is often difficult to persuade new developers to build an urban development. Since the 1950s, a majority of new development has been suburban style, to the detriment of many older neighborhoods. So what makes a development "urban" or "suburban"?

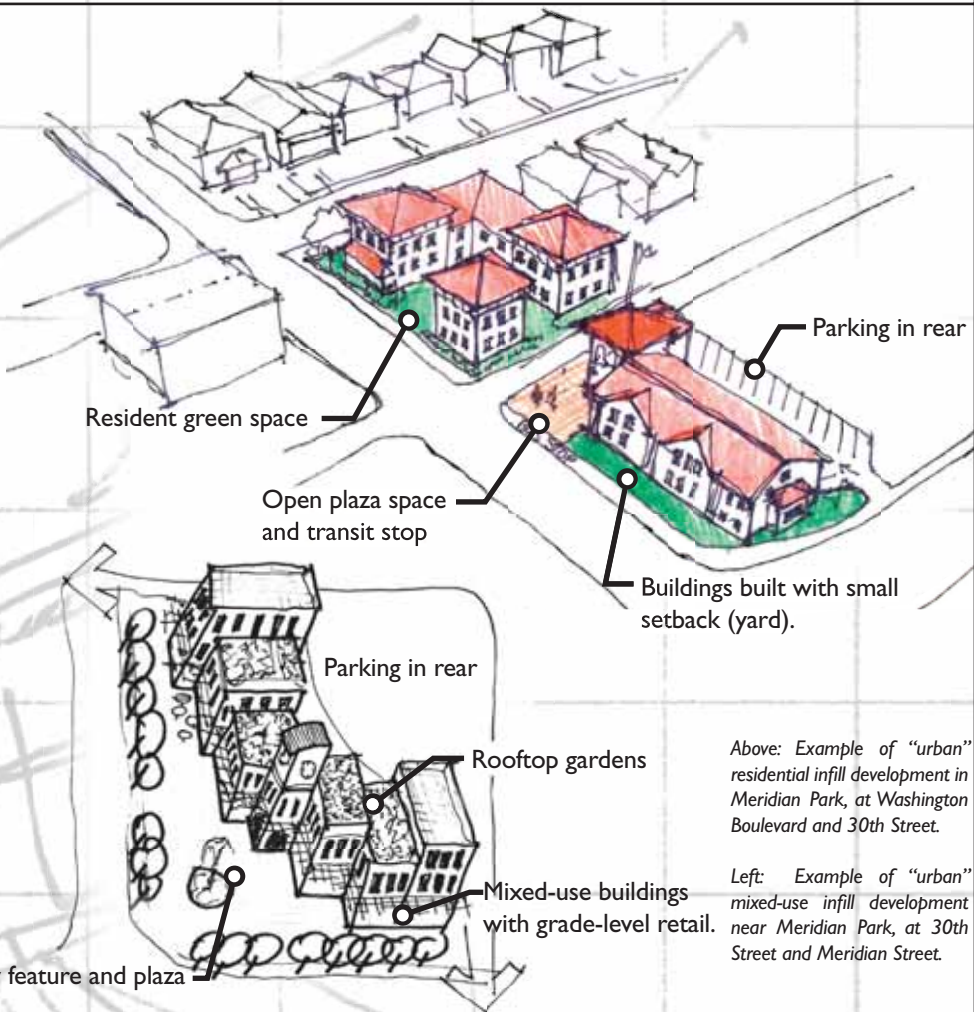
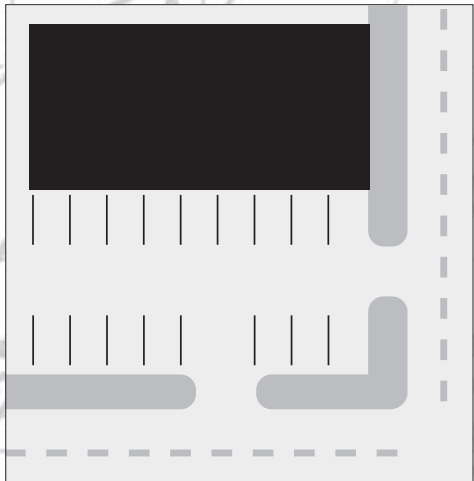
## URBAN

- Building ON the property line
- Parking BEHIND building
- PEDESTRIAN oriented, with windows, awnings, lighting, etc.
- Main entrance on SIDEWALK



## SUBURBAN

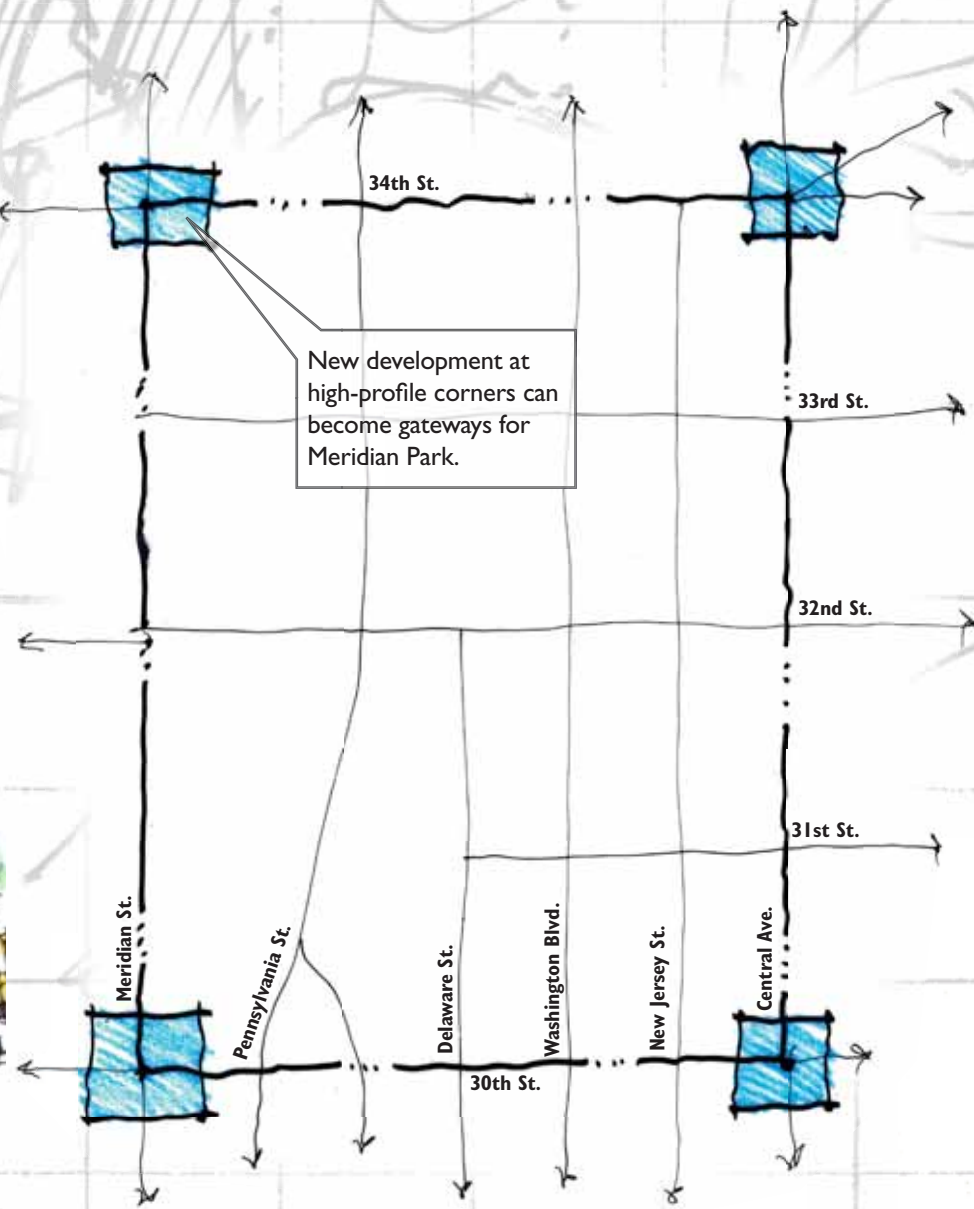
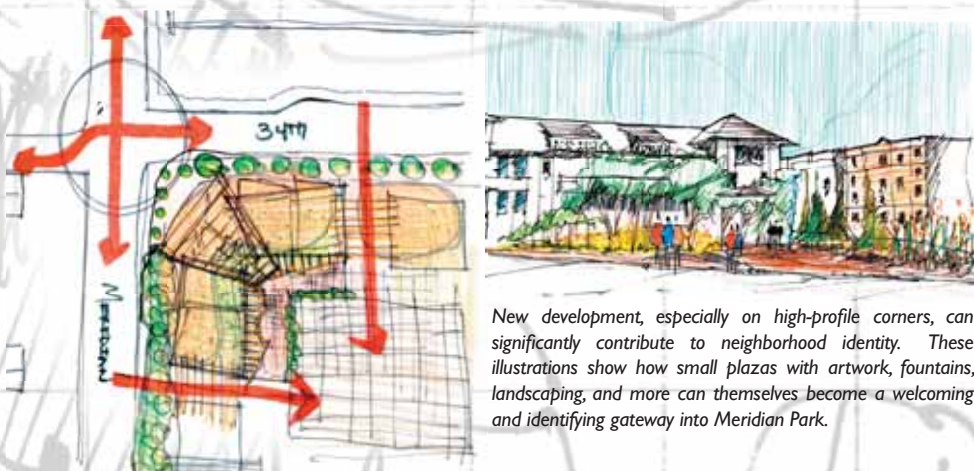
- Building SETBACK some distance
- Parking IN FRONT of building
- AUTOMOBILE oriented with large curb cuts and little connection between the sidewalk and main entrance.
- Main entrance on PARKING LOT



Above: Example of "urban" residential infill development in Meridian Park, at Washington Boulevard and 30th Street.

Left: Example of "urban" mixed-use infill development near Meridian Park, at 30th Street and Meridian Street.

Just as the historic homes in Meridian Park create the defining identity, new development can contribute to neighborhood character. New development, especially at high-profile intersections at the corners of the neighborhood, should be encouraged to incorporate gateway-type elements such as plazas, fountains, neighborhood graphics, public art and unique architecture. New buildings should themselves create identity and become neighborhood landmarks. This does not necessarily mean new development should mimic the early 20th century architecture of the homes. In general, the historic preservation movement celebrates buildings of their time, and strongly discourages falsely building a 1900s era building today. In fact, some of the most "modern" homes in the area are being built in nearby protected historic districts of the Old Northside and Herron-Morton Place. Careful design consideration ensures that new buildings are not "fake" by appearing to be historic but also follow basic design parameters, including being pedestrian-oriented, having patterns and openings in the facade similar in scale to nearby buildings, and using compatible building materials.



# Build Identity INTO NEW DEVELOPMENT