CAMP WASINGTON – COMMERCIAL - PEDESTRIAN

1) What were you trying to accomplish with your plan?

The essence of the Urban Design Concept is to make the Camp Washington Neighborhood Business District an attractive and vital retail environment on both the City and County sides of Hopple Street. The Urban Design Concept recognizes as its most basic premise that revitalization of the Camp Washington Business District can only be achieved by the redevelopment of the commercial property on both sides of Hopple Street.

**Goals:**
1. Maintain and strengthen existing businesses and recruit new businesses that enhance the economic vitality of the Square.
2. Maintain an aesthetically attractive, pedestrian oriented, community business district with a desirable mix of uses and businesses.
3. Create an attractive, positive image identity for the Square.
4. Increase the availability of safe convenient customer parking.
5. Improve pedestrian and vehicular safety in Camp Washington Square.

**Objectives:**
1. Develop a clear physical image, which provides for functional cohesiveness in building facades and form, which results in a new retail environment with a strong identity, and pedestrian orientation.
3. Increase the visual attractiveness of streets and sidewalks through coordinated streetscape and landscaping improvements.
4. Retain and increase the opportunities and landscaping within the Square without adversely affecting development opportunities.
5. Establish a unique, identifiable “personality for the district.

What existing plans or ideas from stakeholders (e.g. recent city plans or plans as described by our city visitors) were you responding to and in what way?

When I met with Joesph Gorman, Camp Washington Community Council leader, he gave me a tour of the Camp Washington Business District. While on my tour he kept stressing to me how Camp Washington needs businesses that bring back people and profit. The plans I have made, as illustrated in the Urban Design Concept, are made to fulfill both
his requests. They are to give Camp Washington more neighborhood niches and to bring stores that every age group can enjoy.

**What precedents did you learn from or use in your plan? (Be specific with references)**

**Precedents I used in my plan:**

I feel that the following rules must be followed and implemented first when Camp Washington is revitalized:

- Diverse environment and accepting off all ages.
- Accessible for everyone.
- Make the building fronts permeable, none blank.
- Prohibit parking lots in front of buildings, allowing area to be walk-able by building to the sidewalk.
- Adequate signalization and street markings (crosswalks, etc.)
- Aesthetically pleasing
- Adequate lighting for safety purposes

Having these set standards to follow will ensure that the future Camp Washington Square will provide community members with amenities that they will be able to utilize. This also will make sure the area is safe for current residents and their families. When the crime rate of an area is down more people are more likely to visit and by having these additions to the area will grantee this change.

**What aspects of your plan did the engineering students contribute to?**

The engineering student we had for our group contributed by giving his input to how our designs were coming along. He also provided us with ideas he thought would be necessary to include throughout our plans for the new commercial districts that we each planned. He helped our group stay realistic and focused on things that could be accomplished to help our area be successful. He also we very helpful in providing insight to successful road designs and the processes needed to provide adequate improvements in that area.

**How do you think that your design was successful in illustrating your intent?**

I think my board portrays all the ideas I wanted to accomplish in my urban design concept. I think graphically my ideas are very obvious when looking at the board; they are basic, but strong in their ideas. During my presentation I think it was very easy for the audience to be able to follow my words and be able to look at the graphics to easily understand what I was presenting to them. In the planning world it is important to have ideas that are portrayed very basic because during a public hearing or planning
commission meeting it is most important for the public to understand first what is going on so they can voice their opinions. I feel I successfully did that for when community members came for our open house they were able to look at the board and understand what I was trying to accomplish with my Urban Design Plan.

**How not?**

What I could have done better to illustrate this project would have been to include more basic diagrams to get more ideas across. I think by labeling the current neighborhood niches would be important to community members so they could get an idea where these are in relationship to the new retail stores. This would then help them be able to give their opinion of what future retail they think should surround these current shops that are important to Camp Washington. I also think I could have done more research with different case studies to better support my ideas. When a person sees a case study where an idea was successful it gives the idea you have more credibility. Had I found at least one case study and included it on my board as reference this would have been very helpful in backing up my ideas.

**Can you describe you design ideas in more detail, with quantities, e.g. building height, square feet, number of businesses, etc.?**

- Promote good design principles and practice throughout Camp Washington where any development or redevelopment is proposed
- Provide an environment, which is attractive to investment and, in turn, to guide that investment to enhance the built environment
- Provide a safe, comfortable, diverse and rich "public realm" which is both legible and stimulating.

Maximum Building Height – 35 ft  
Minimum Building Height – 25 ft  
Square Feet – 30,000 (10,000 each floor) 3-story building  
Number of Businesses – 22 – 25 different types

**More in Depth:**  
Each Diagram has been labeled by color and number and is attached on the last page (7).

**Descriptions:**

1) **This Urban Design** statement as a diagram shows its importance. Having goals and objectives established is very important with a commercial reconstruction plan such as mine. Outlining goals gives this plan something to work on in the short term and long term planning. (It is outlined in the beginning of this paper).
2) **This is the Plan View.** Shows the building placement and the new park. This plan is one that is abstract and requires lots of reconstruction to the Camp Washington area. This entails knocking down many previous buildings that include – industrial buildings, and many vacancies and some residential. This plan will also include addition of new improved building facades and many roadway improvements.

3 Aerial Views:
1) Park View – It follows the inspiration from the other successful parks (discussed further down)
2) Northern Park View – Shows landscaping idea, and placement of parallel parking
3) South View – Shows a different angle of the park along with building placement.

3) **Park Plan** – This is a detailed view of the new envisioned park. The numbers on the map show the location of the park amenities, such as the Fountain, Picnic Area, Children’s Park, Restrooms, etc. This plan view also describes the future vegetation that will be located in the park. This ranges from Heavily Wooded Areas to Ornamental Trees. Also the landscaping indicated will be Seasonal and Perennial types. The legend also indicates what the colors and shapes mean (sidewalks, benches, etc.). One of the most important things shown on this map is the parallel parking spots and that they are a “bump out”. This is a method that helps slow traffic to make the pedestrian travel safer when crossing traffic lanes. These parking spots help make coming to Camp Washington convenient for visitors with specific needs so that they can park outside the store.

4) **Inspiration for Parks** – I chose my park to imitate these parks because they are very successful in their function. They both are very aesthetically pleasing and very eye catching. Like those parks I wanted mine to be somewhere that the public could come relax, bring children, or for different recreational purposes. The park is the focal point in my commercial district design and should be treated that way by having tremendous detailing. Having these two parks as inspiration shows what kind of class it will have and they types of people it will attract. This park is meant for all ages and diversities to come mingle and enjoy.

5) **Future Retail Diagram** – This diagram shows the placement and types of retail that will be coming to Camp Washington. These retail shops are geared to bringing back life to the area, and enjoyment for everyone. As illustrated in the last diagram, this diagram shows the park being the main focal point. Then the diagram brings your eyes to the black retail buildings located up and down the main streets on both sides of Hopple Street. At the most northern part of the “new” business district is the “Entertainment Retail” then “Neighborhood Retail”, “Regional Retail”, then back to “Neighborhood Retail”. Entertainment Retail will bring local crowds. Neighborhood Retail will provide the needs of local residents and will still draw in new visitors. Regional Retail will be
businesses that bring the new visitors and people coming for a specific need or shop. The dashed lines on this diagram indicate public access areas and where the certain retail shops will be located.

6) **NBD Attractions Diagram** - This diagram shows a different perspective of what age and types of people will come to the new and improved Camp Washington Business District. Starting from top to bottom:

**College Students/High School Students** – This age group will be coming from school in the afternoons and heading to Camp Washington for the shops, entertainment, and food during the day, and for the nightlife. This age group is at the top of the diagram because they will be Camp’s biggest entertainer.

**Families** – Families will be coming after work or during the day to take their children to enjoy the park or to the restaurants. Having Camp Washington family friendly makes more people attracted to the area.

**Business Crowd** - These are the men and women coming at the times that are considered “rush hours” and using the restaurants. They might use their lunch breaks to come sit in the park to relax or browse the shops. Being able to provide for their needs during the day may attract them for other times outside work hours.

**Travelers/Older Crowd** – This age group is those coming for the historic designations. While visiting this area with much history they will most likely want to stop in a shop or eat.

7) **Future Façade Example** – This 3D model shows what the future businesses may look like, including the level of detail. This is the example of a future coffee shop shows the chairs outside and decorative awnings. All future businesses will provide some sort of landscaping and provide an “inviting” storefront. This new Business District will be very pedestrian friendly.

8) **Future Retail Ideas** – These will all fill the needs of current residents. The new Camp Washington Square will provide shops to the area that will be considered “Neighborhood Niches” meaning they will be very unique and be “Destination Locations” bringing new visitors to the area. Some of these include: produce store, movie theatre, vintage clothing shops, a bead shop, pawn shop, etc. The community members of Camp Washington voiced these ideas in the visits I had to the area.

9) **Pictures** – Current neighborhood niches that will be staying in Camp Washington in the future. Camp Washington is a historic district and brings people from different places to see the older retail buildings. With the revitalization of the area this will help these niches attract more business.
10 **Retail Target** - This diagram illustrates with text what things Camp Washington’s Future Square needs to be successful. This will bring new retail to the area and new potential shoppers. This is just another easier way, and different perspective, of showing this process.

11) **Street Section View** – Future Heights and Widths of Camp Washington’s Business District. The Diagram says the basics and gets the point across to the viewer. Shows the height of the pedestrian in relationship to their surroundings.

**ADDITIONAL WORK:**

**Neighborhood Niche Location Map** – Shows where they are currently before the revitalization of Camp Washington takes place. Didn’t include on board because I didn’t think it was strong graphically as a diagram.