



# DESIGNING FOR PEOPLE

**The New Pioneers**





# Clay Tile Vaulting

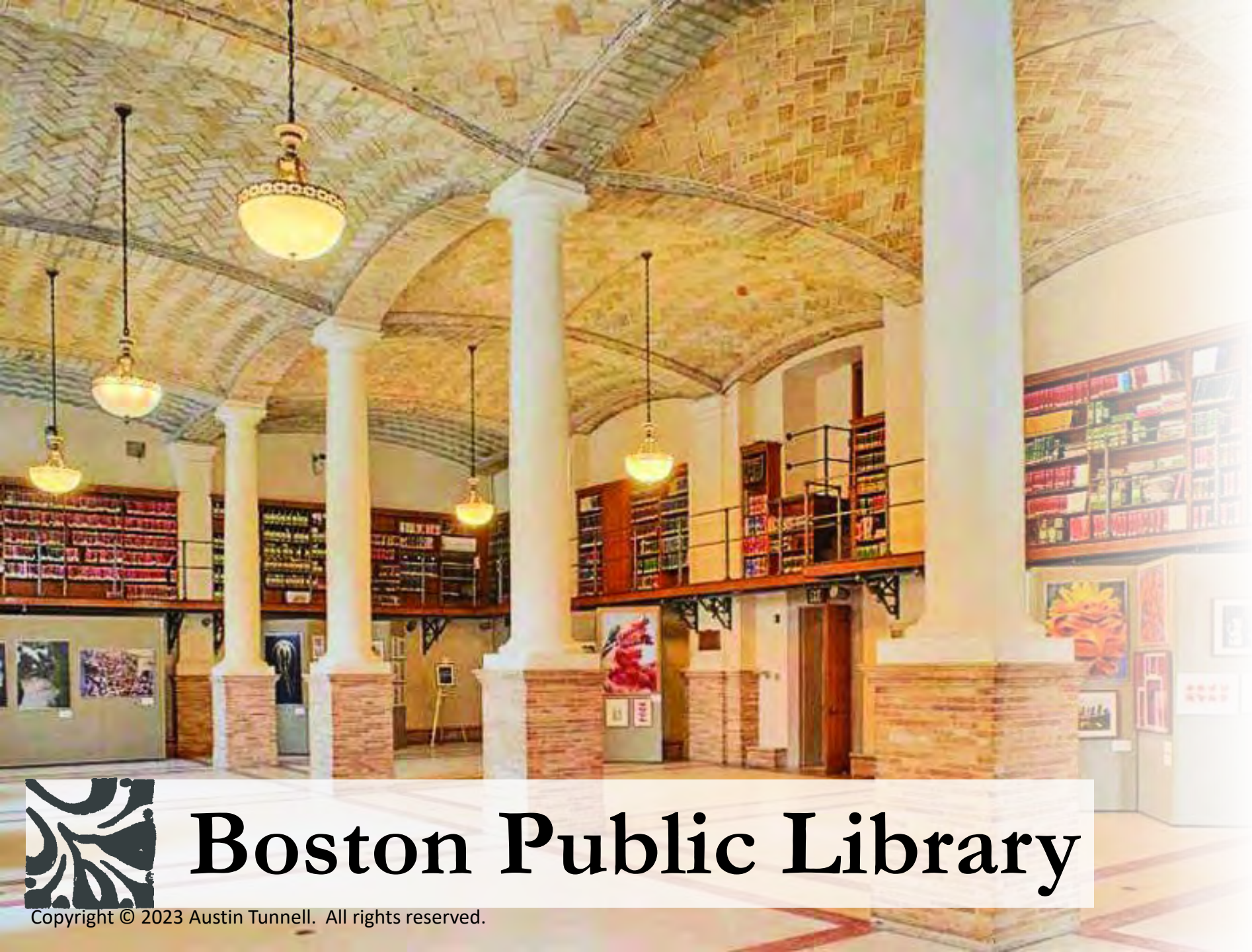






# Rafael Guastavino



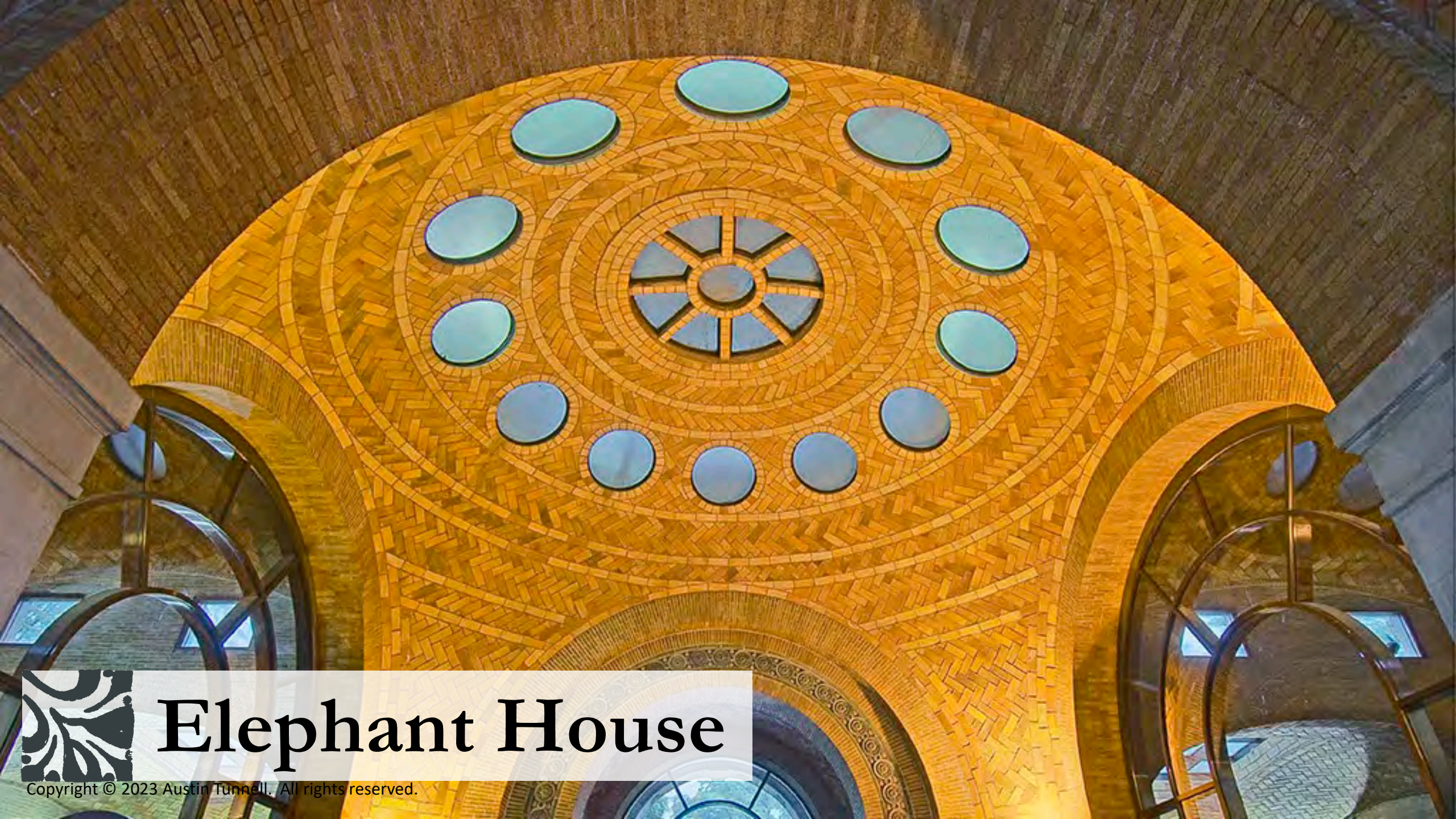


1889



# Boston Public Library

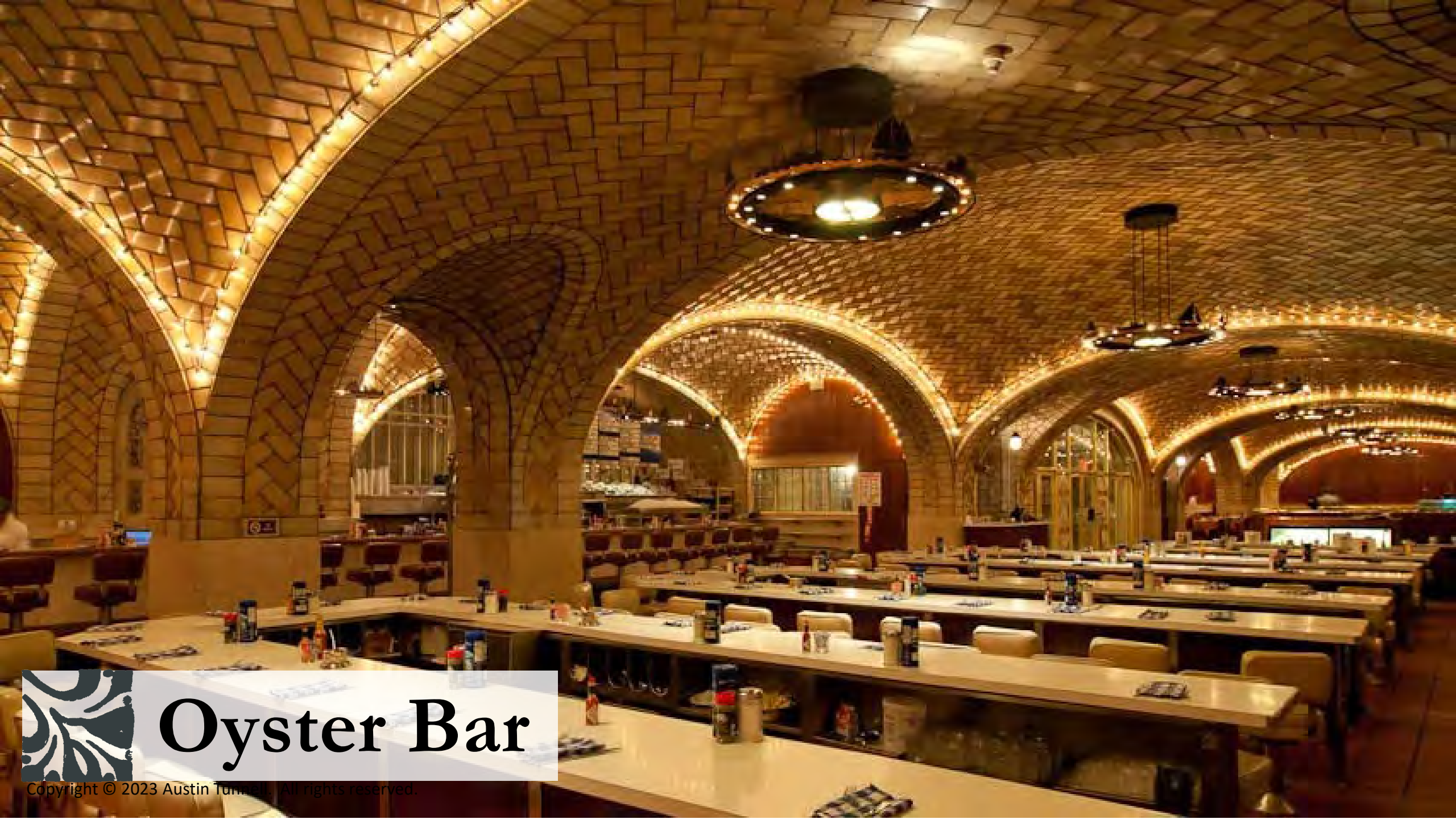




# Elephant House

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# Oyster Bar





# City Hall Station





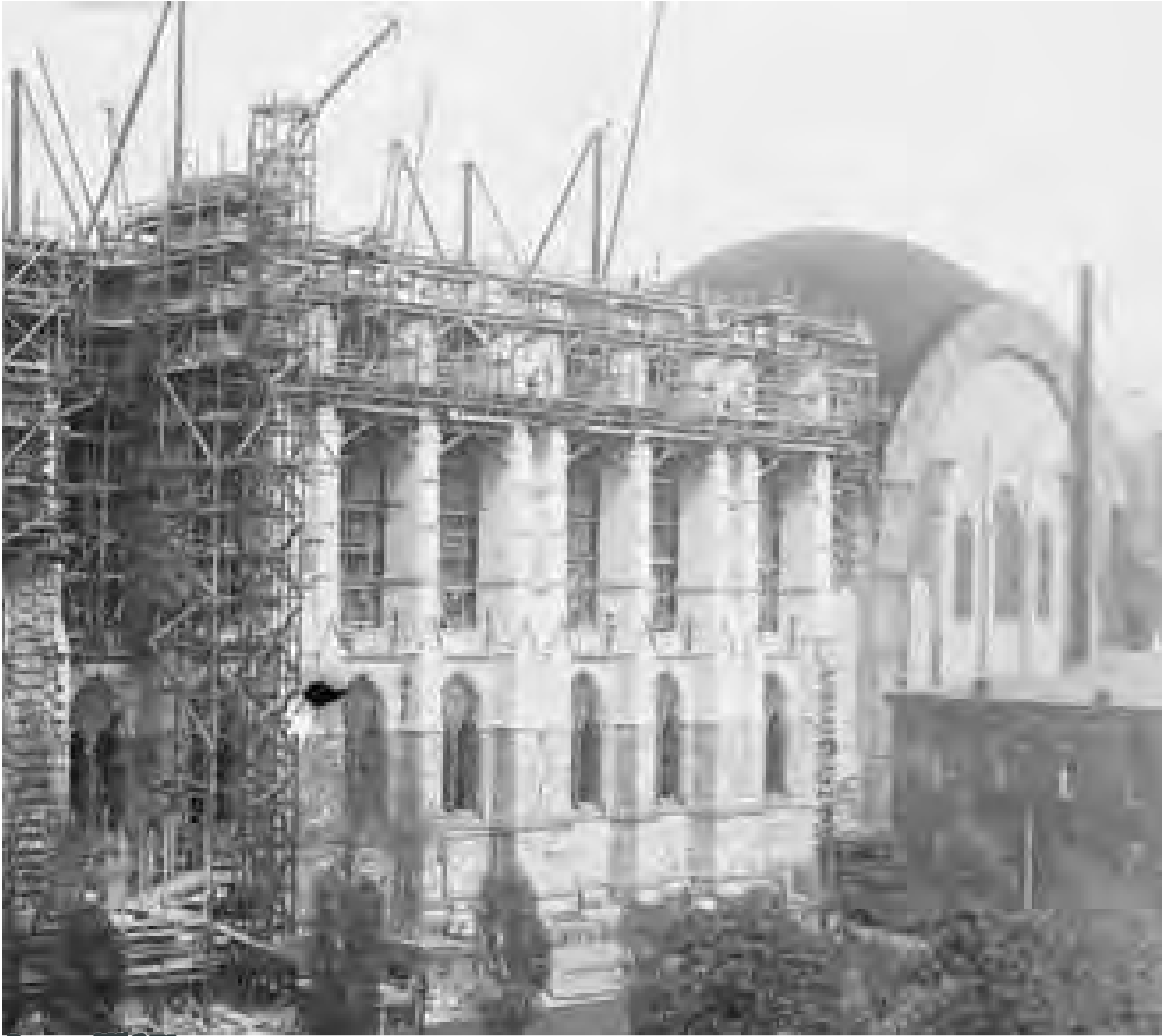
# Architectural Expression





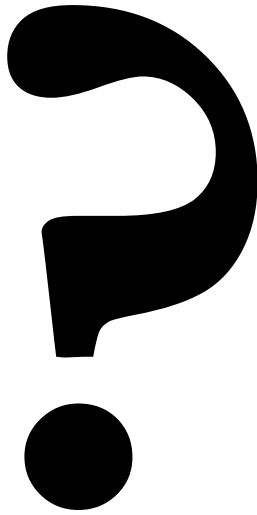
# Basilica of the National Shrine of the Immaculate Conception





 **St John the Divine**





# Michigan Central Depot

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# Helical Staircase At Carnegie Mellon





A photograph of a vaulted ceiling made of light-colored tiles, possibly a dome or a large arched structure. The tiles are arranged in a repeating pattern of small squares and rectangles. The ceiling is supported by a network of ribs that form a series of arches. The lighting is even, highlighting the texture of the tiles. A semi-transparent white banner is overlaid across the center of the image, containing the text "Tile Vaulting is Dead" in a black, serif font.

# Tile Vaulting is Dead





“At a place like MIT, you could easily fall prey to the idea that we are at the pinnacle of all time—that we are at the height of technological achievement in the history of the world. That’s probably true with respect to understanding the human brain. But there are also lost arts. They could do things that we are only beginning to understand and appreciate today.”

*- Prof. John Ochsendorf, MIT*

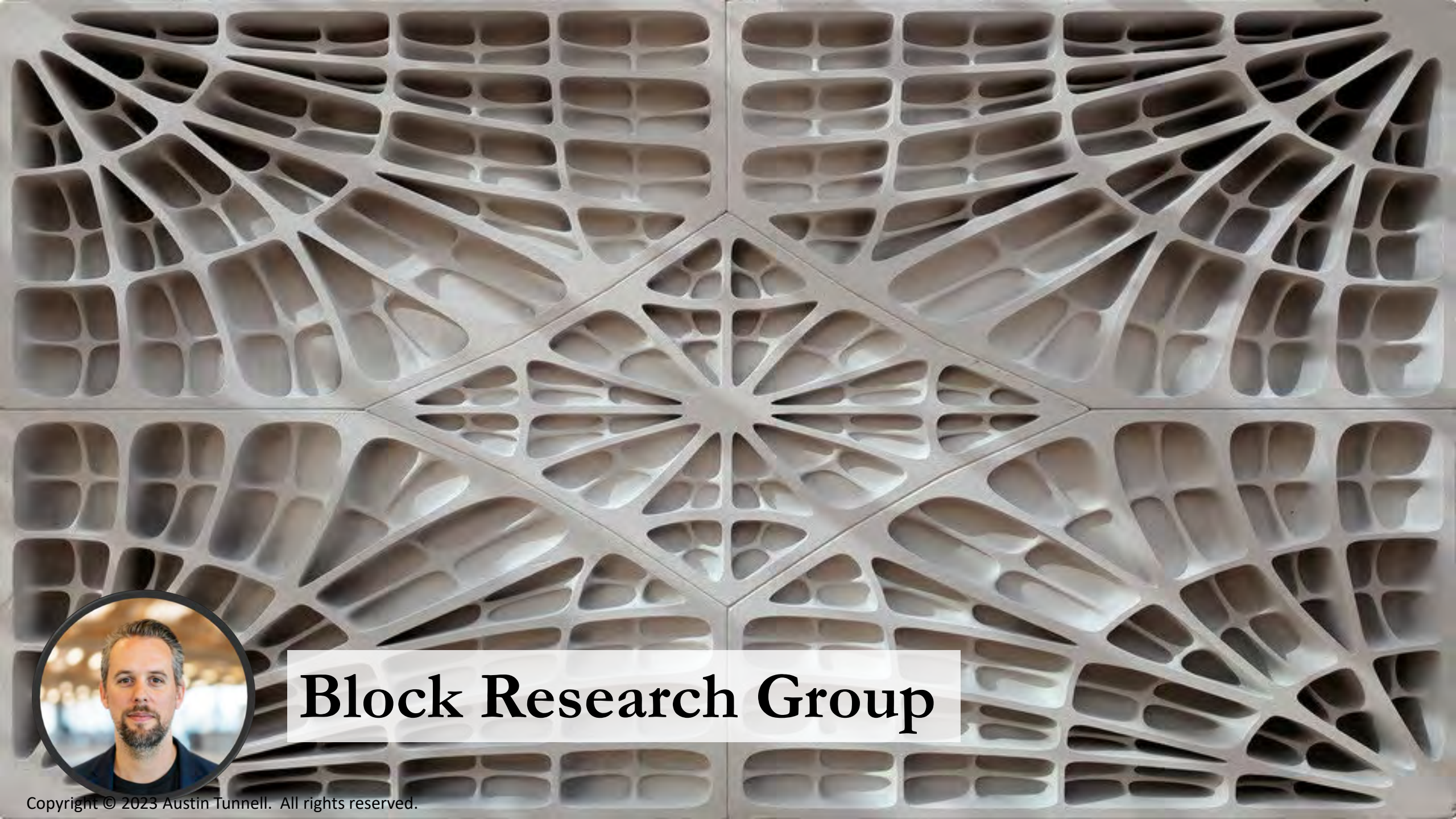


Blending the  
Best of Old  
and New



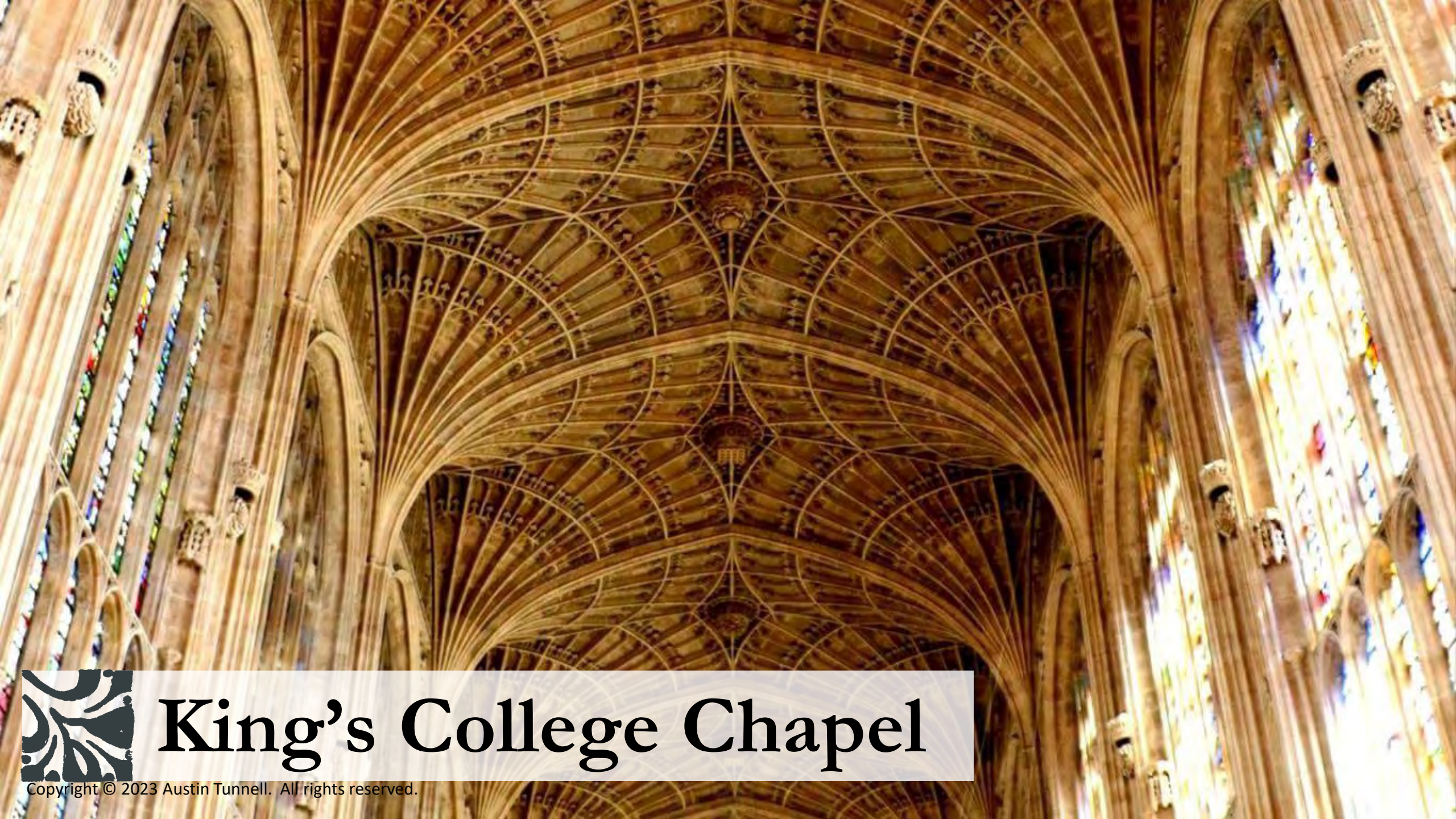






# Block Research Group

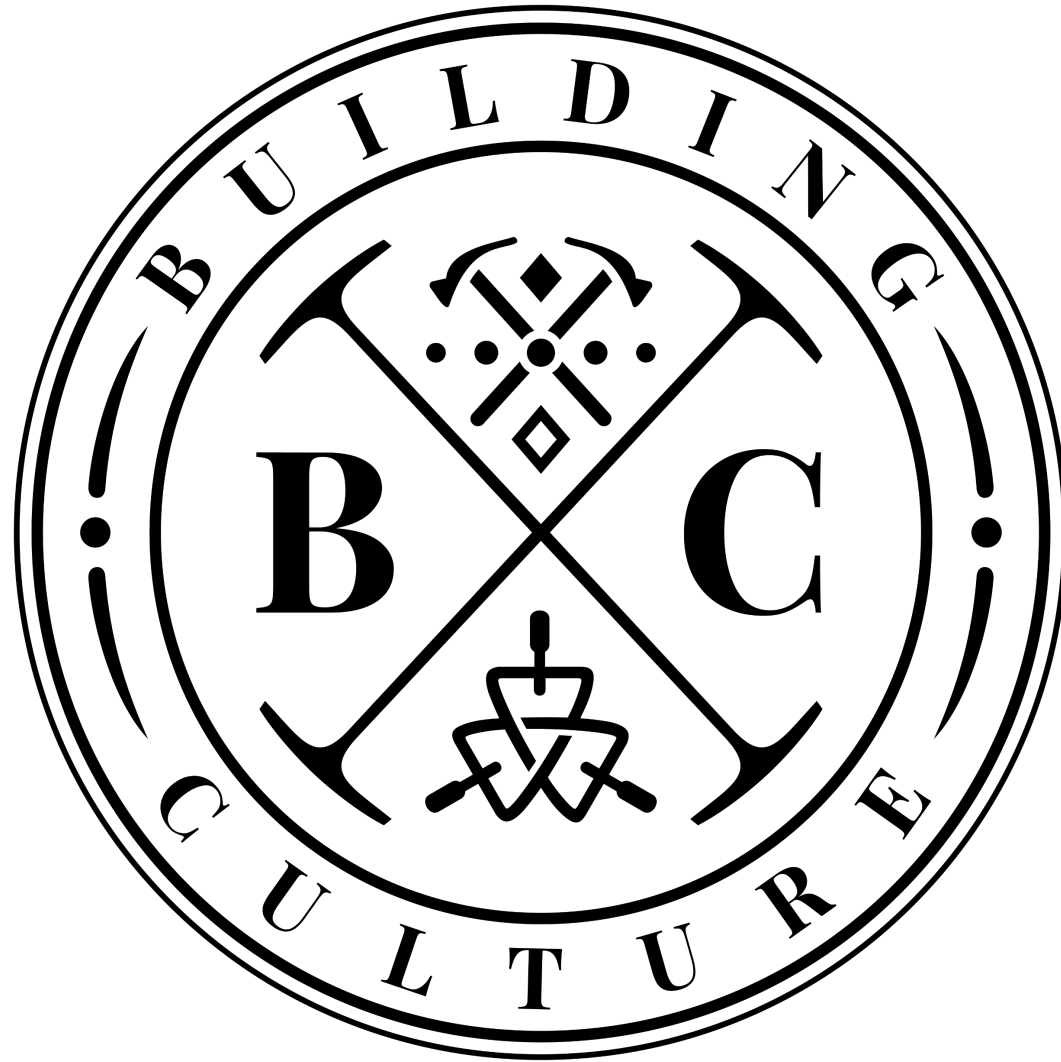




# King's College Chapel

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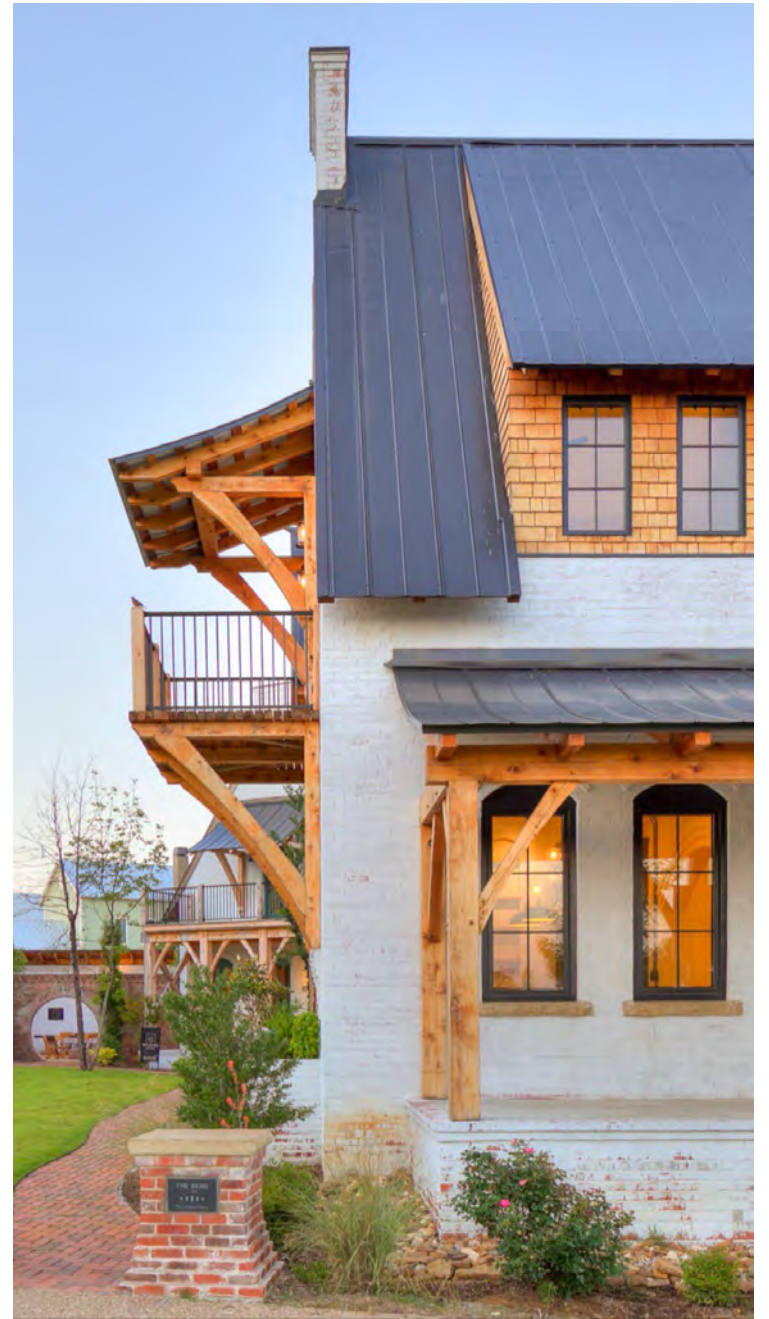






















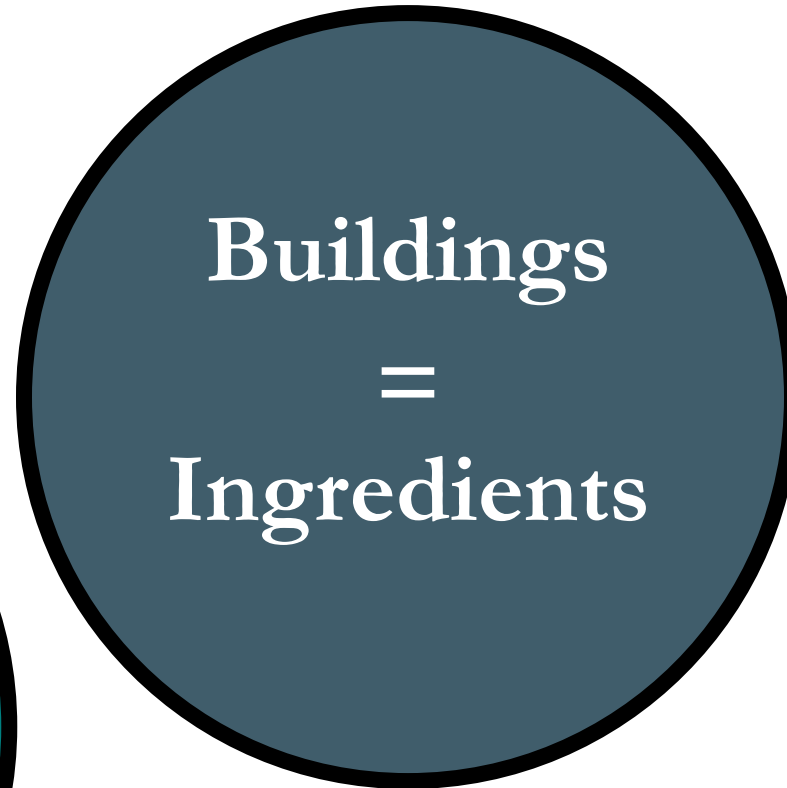


**First we shape our  
buildings; thereafter,  
they shape us.**

*- Winston Churchill*



# If the Built Environment Were a Pie







# Step 1: Leave the House

---





Step 2:  
Get on a Busy  
Street or Highway





Step 3:  
Drop Kids at  
School





Step 3.5:  
Get on a Busy  
Street or Highway








# Step 4: Get Coffee

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# Step 5: Go to Office

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# Step 6: Go to Lunch

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# Step 7: Back to Office

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# Step 8: Hit the Gym

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# Step 9: Run Errands

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# Step 10: Arrive Home

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# Step 11: Pick up Grandma

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# Step 12: School Recital

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# Step 13: Dinner







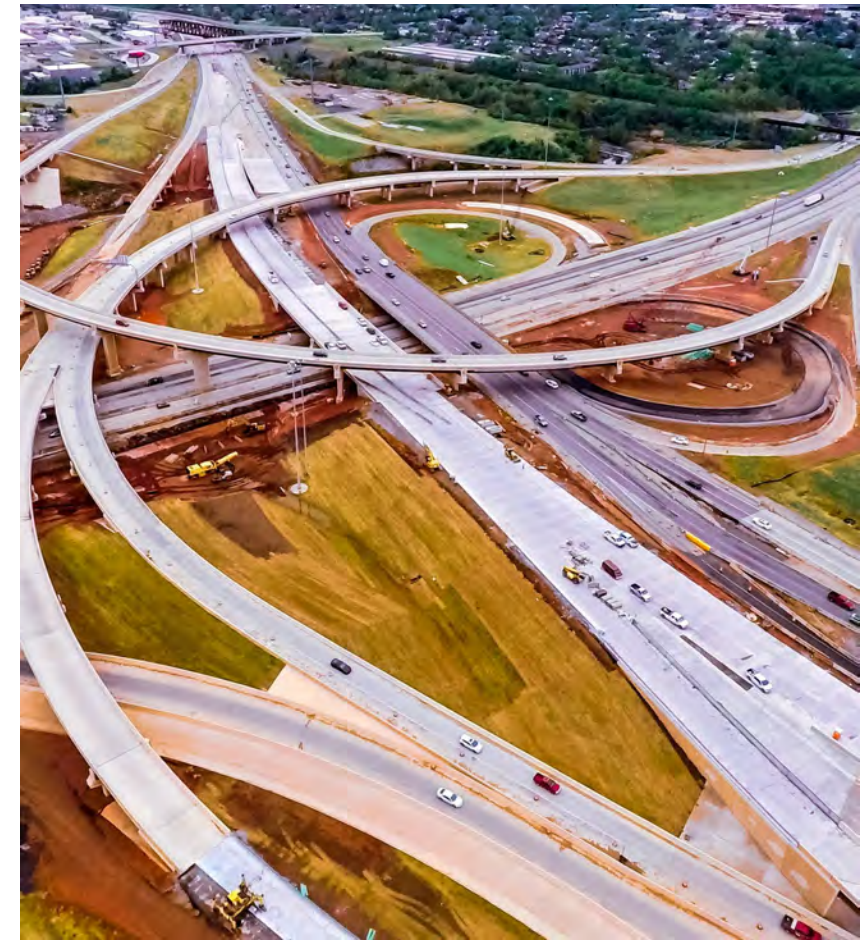
# Step 14: Arrive Home

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# Step 15: Do It All Again





# Step 1: Leave the House







# Step 2: Walk through the Neighborhood

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# Step 3: Drop Kids at School





# Step 4: Get Coffee







# Step 5: Go to Office





# Step 6: Go to Lunch





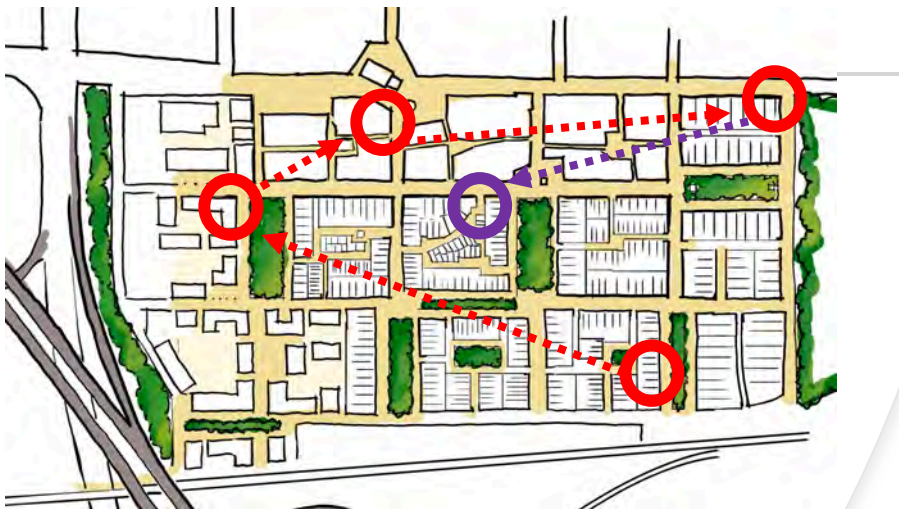
# Step 7: Back to Office







# Step 8: Hit the Yoga Studio



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# Step 10: Arrive Home







# Step 11: Pick up Grandma







# Step 12: School Recital





# Step 13: Dinner







# Step 14: Arrive Home





# Step 15: Do It All Again





# What's the Difference?

## The Deconstructed City



The Human City





# What's the Difference?

The Deconstructed  
Non-City

VS

An Actual City

1. Office

4. Roads

2. Shopping

5. Civic

3. Housing







# The Industrial Scale





# The Human Scale



# Industrial Scale VS Human Scale



Sleeping Facilities



Place to live

VS



# Industrial Scale VS Human Scale



# School Complex VS School House



# Industrial Scale VS Human Scale



Nursing Institution  
(place to die while old) VS



Nursing Home  
(place to live while old)



# Industrial Scale VS Human Scale



Drive Through VS Coffee Shop



# Industrial Scale VS Human Scale



Office Park

VS



Mixed Use



# Industrial Scale VS Human Scale



Big Box



VS



Small Box



# Industrial Scale VS Human Scale



Leftover Land



Intentional  
Public Space

VS



# Industrial Scale VS Human Scale



# Monolithic Housing VS Diverse Housing



# Industrial Scale VS Human Scale



“Affordable” Housing VS Garage Apartments



# Industrial Scale VS Human Scale



Strip Mall



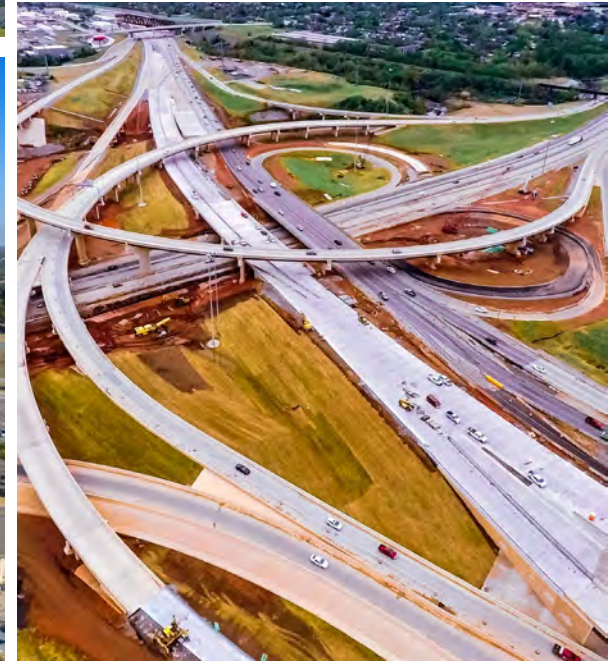
Main Street

VS



# CRISIS #1

## The Debt Crisis



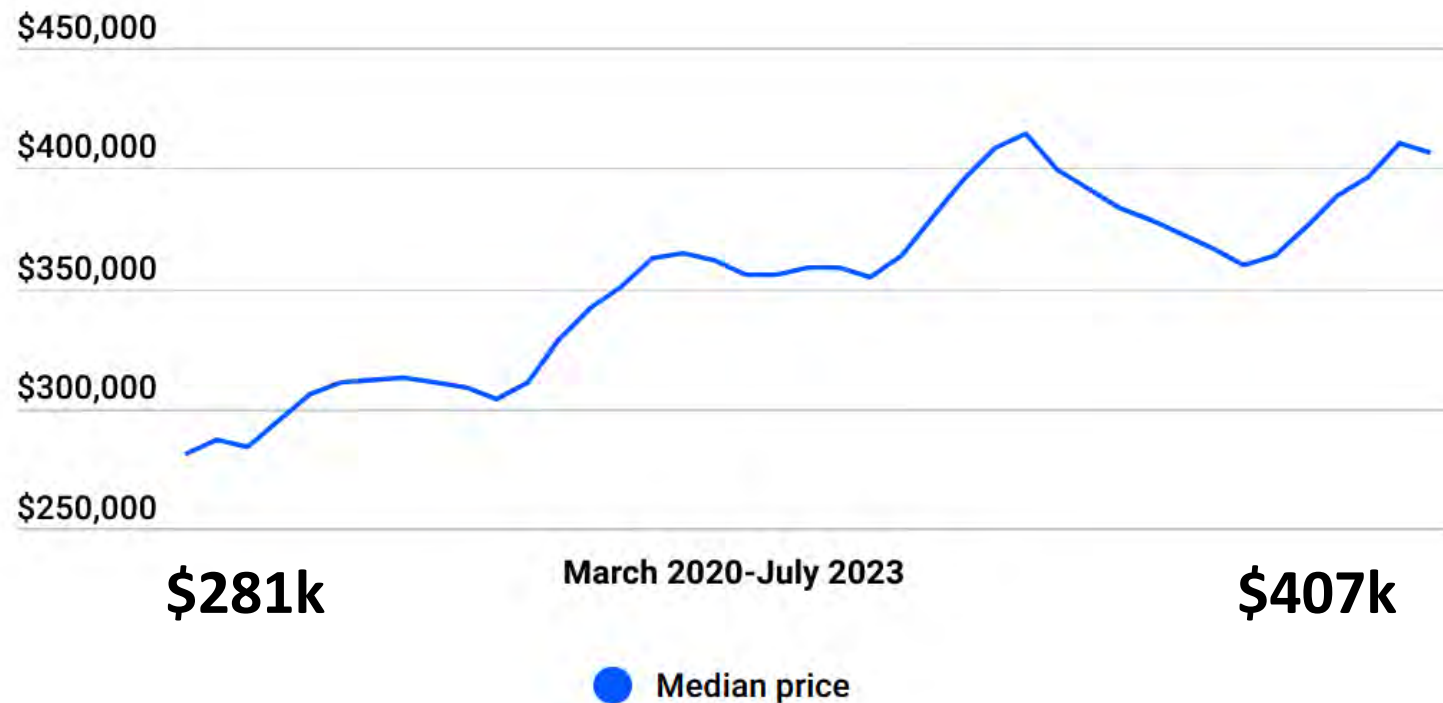


# CRISIS #2

## The Affordability Crisis

### Existing home prices

The median price of homes sold by Realtors has risen sharply since the beginning of the pandemic.



Source: National Association of Realtors



# CRISIS #3

## The Environmental & Climate Crisis





# CRISIS #4



## Decline in Independent Activity as a Cause of Decline in Children's Mental Well-being: Summary of the Evidence

Peter Gray, PhD<sup>1</sup>, David F. Lancy, PhD<sup>2</sup>, and David F. Bjorklund, PhD<sup>3</sup>

It is no secret that rates of anxiety and depression among school-aged children and teens in the US are at an all-time high. Recognizing this, the American Academy of

**Decline in Children's Opportunities for Independent Activity**

# The Health Crisis

**"Our thesis is that a primary cause of the rise in mental disorders is a decline over decades in opportunities for children and teens to play, roam, and engage in other activities independent of direct oversight and control by adults."**



# CRISIS #5

## The Culture Crisis



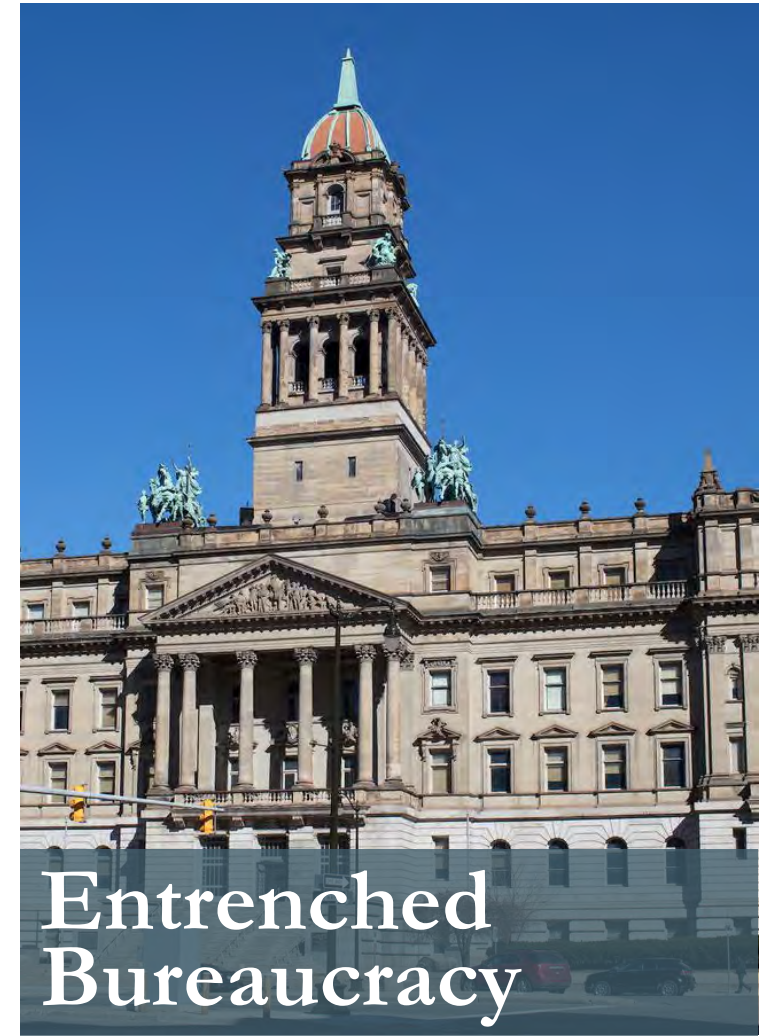


# What We Build Matters.





# Let's be Honest...





# Architecture

is not

Neutral.





# Mandated By:

1. Zoning
2. Infrastructure
3. Utilities
4. Fire Codes
5. Building Codes





# While Making Beauty Illegal





First, Define  
the Why.





# Human Flourishing

First, Define the **Why.**





# We KNOW How to Bake a Pie

1. Mixed-use
2. Walkable
3. Range of Housing
4. Civic Space
5. Safe Streets
6. Compact & Connected
7. People First





# Reflecting Values in Architecture

Black Culture

Ownership

Land Use & Density

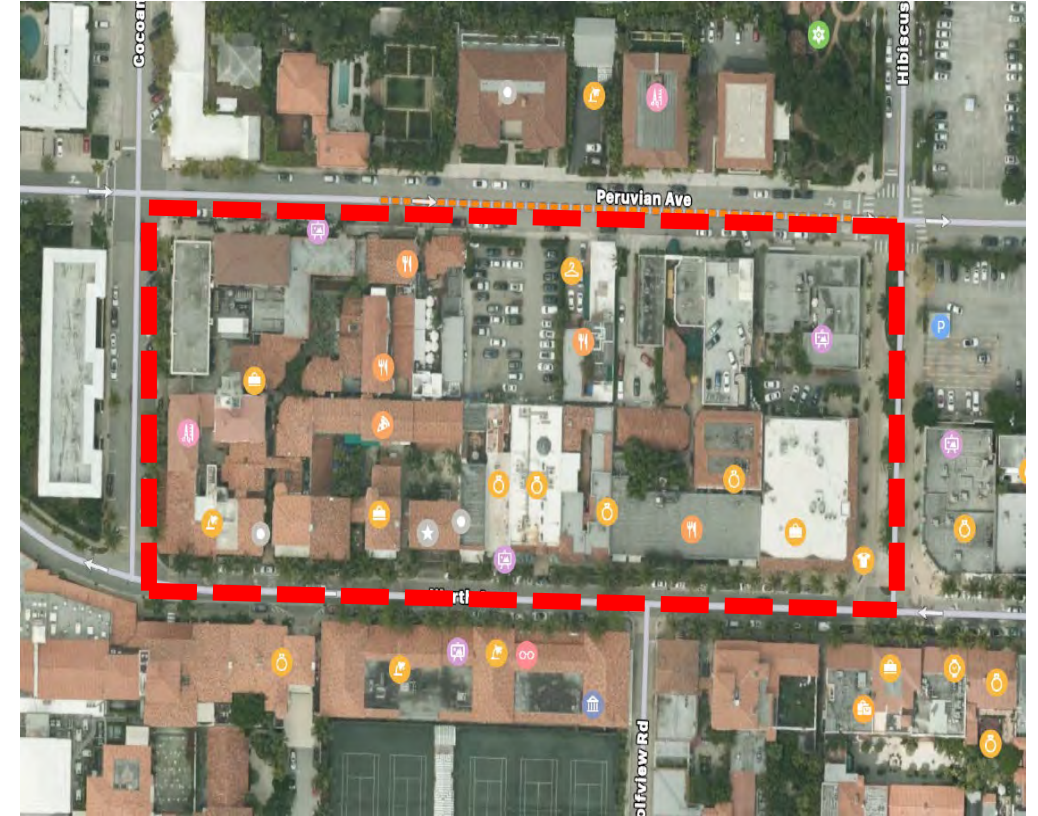
Connectivity

Ecology





# Inner Block Development







Inner Block Makes  
Human Scale  
Possible







Panama St. Philadelphia  
Image: Yesenia Perez-Cruz





# DEMOGRAPHICS

Households



- Households with Children 33.49%
- Households without Children 66.51%

Average People Per Household

3 -1.1%

### HOUSEHOLD SIZE

HOUSEHOLD SIZE	% OF TOTAL
1-person household	20.7%
2-person household	39.7%
3-person household	16.7%
4-or-more-person household	22.9%
	100.0%

**60%** of households are 1-2 person.  
**77%** are 1-3 person



# A Car Free Neighborhood in Arizona

Culdesac







**636 units**

**1 & 2 Bedrooms**

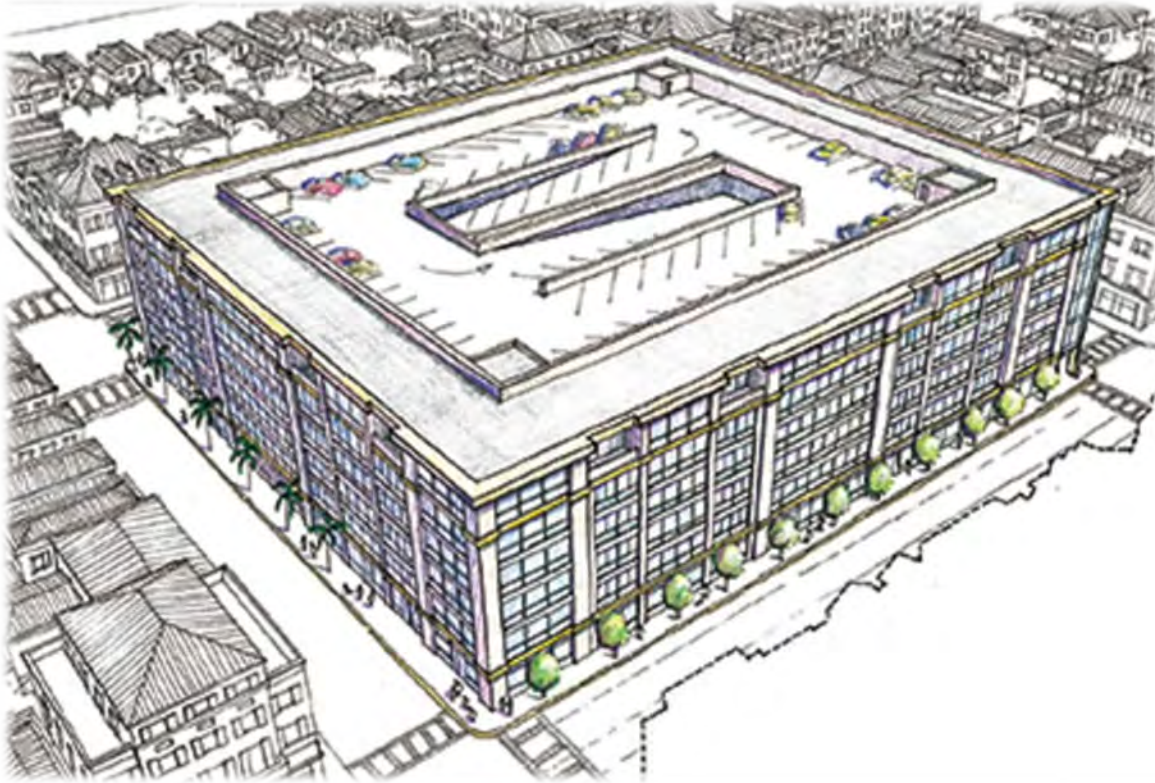
**680 SF to 1131 SF**

**Direct access to shared courtyard spaces”**

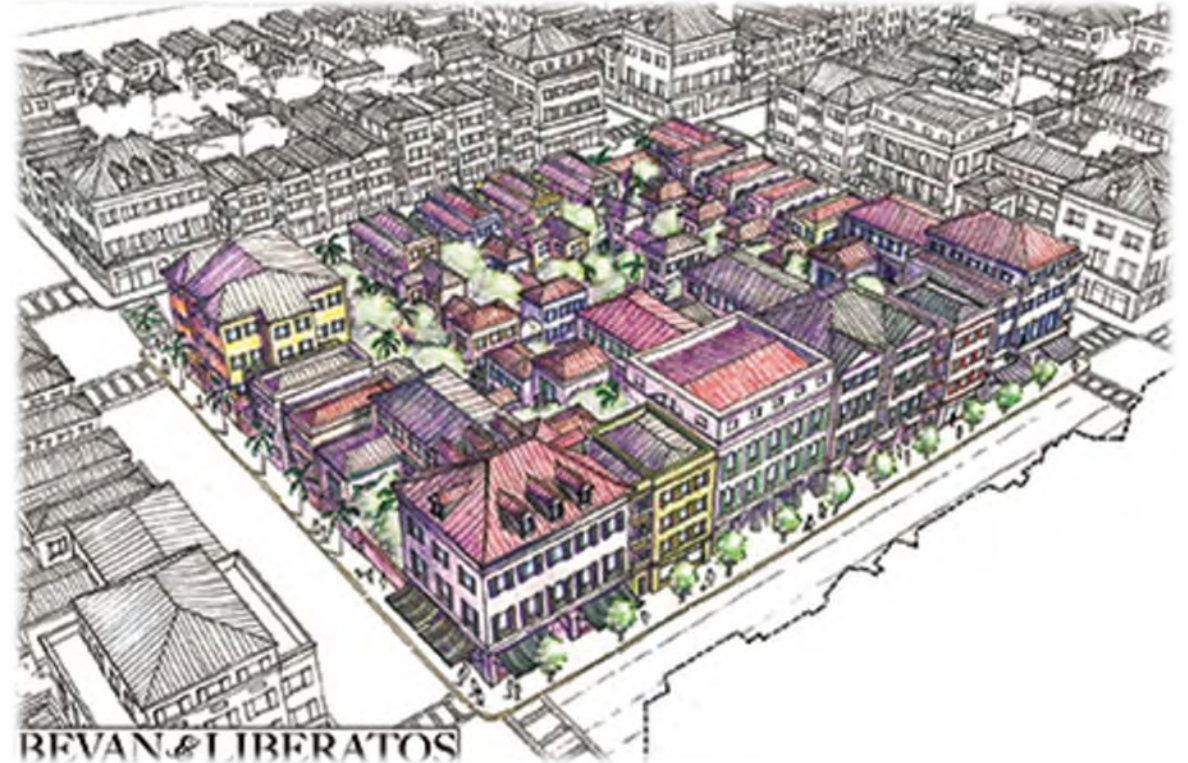
© DEPICTION, LLC 2019



# Same Block. Same Density. Completely Different Outcomes.



**Legal & Incentivized**



**Illegal & Disincentivized**

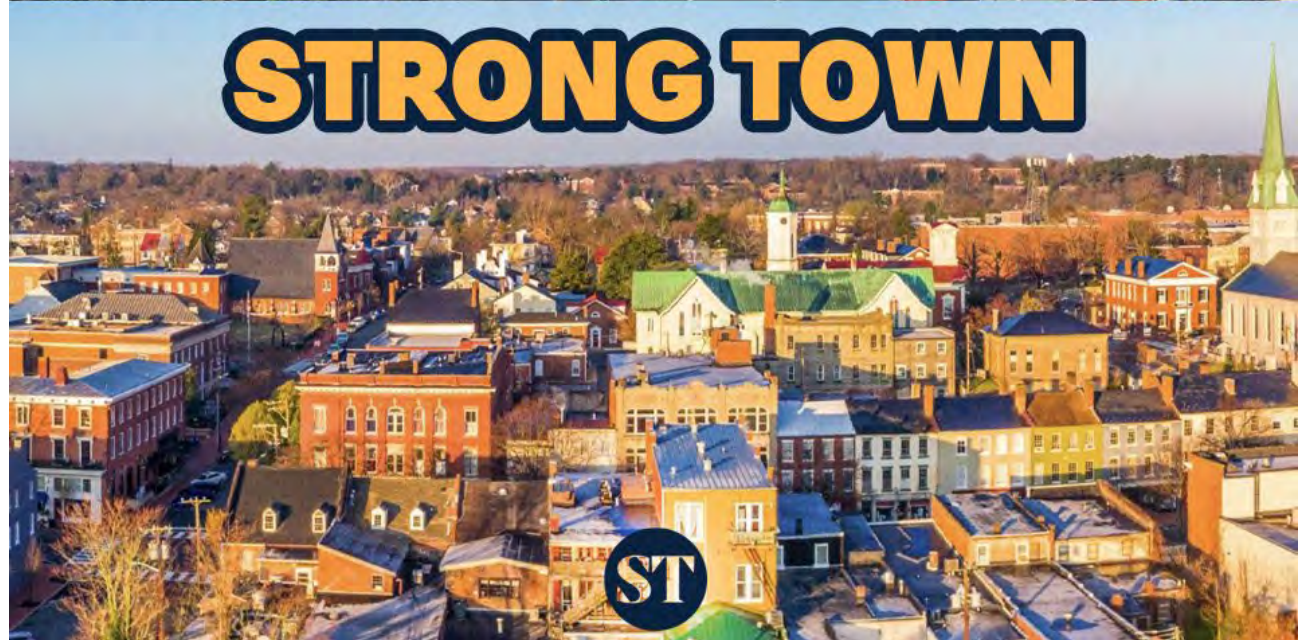




You Can Help  
Create **Lovable &**  
**Thriving** Places

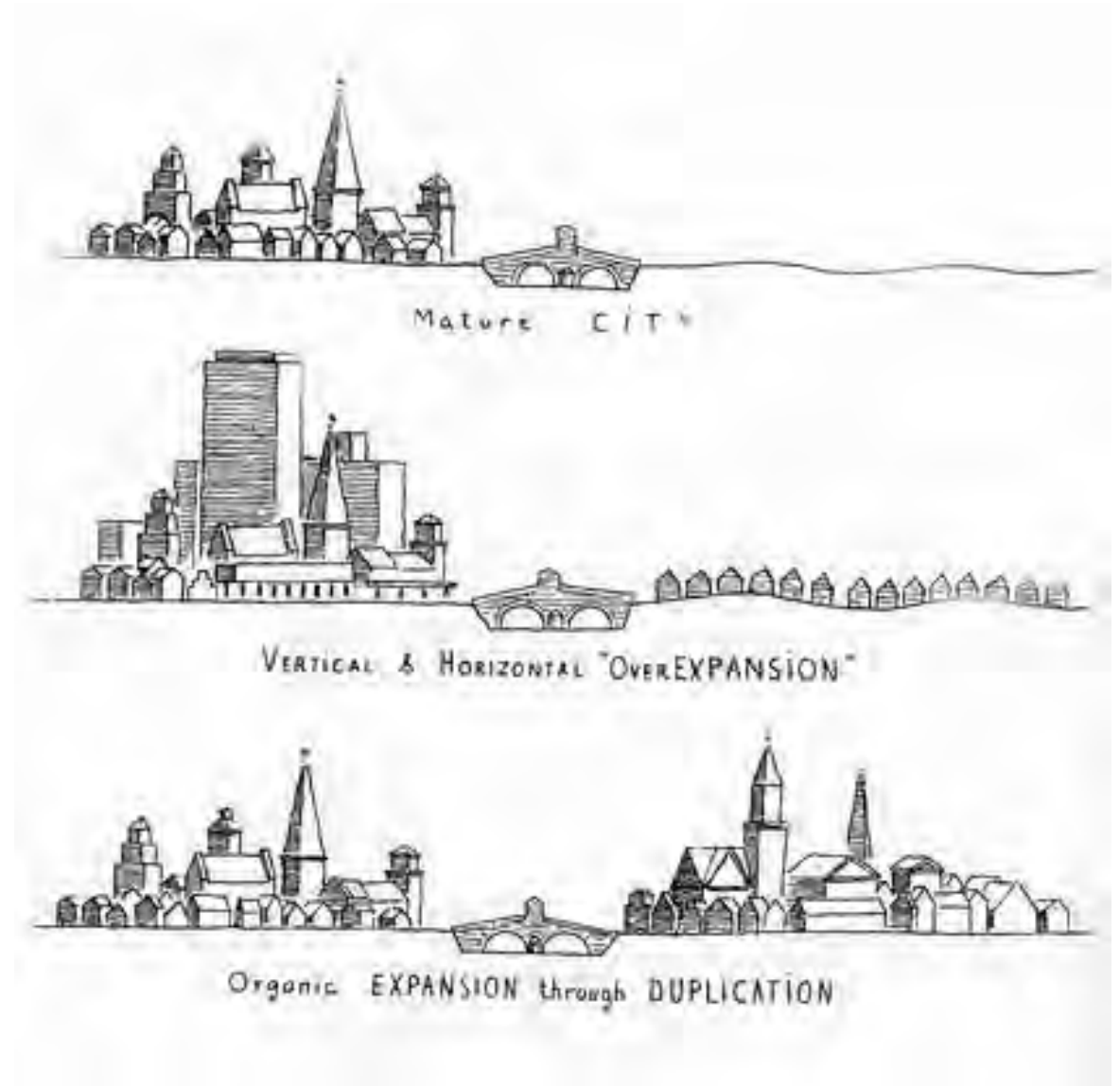


# GOAL





# How to Grow a City

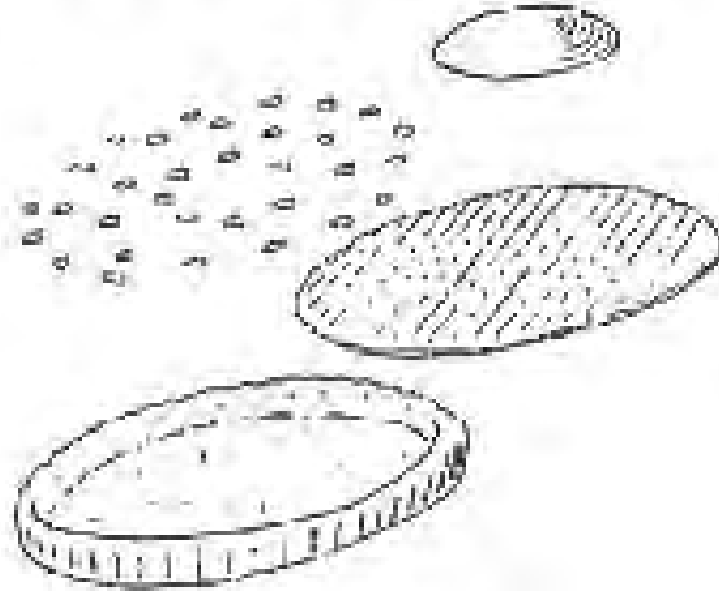




# ZONING

**A Functional ZONE  
admits  
one single quality (function) of a City  
at the exclusion of all others**

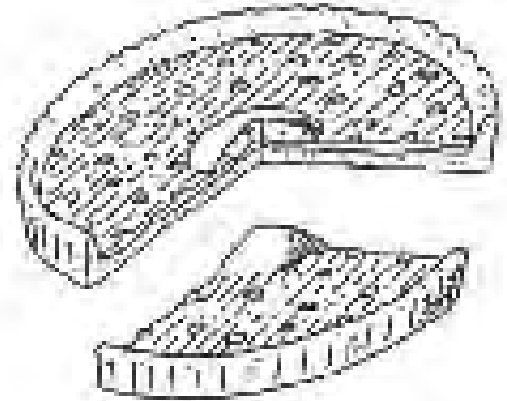
**EXCLUSIVE**



**All that is not specifically obligatory  
is strictly forbidden**

**An Urban QUARTER  
CONTAINS and PROMotes  
all the Qualities of a  
CITY**

**IN-CLUSIVE**



**All is Permitted & Promoted  
that is not strictly forbidden**



# GET RID OF PARKING MINIMUMS



# PUBLIC WORKS, UTILITIES & TRASH



# FIRE DEPARTMENTS



# Fire Trucks





# ZONING // FEE SIMPLE ADUS

# ALLOW ADU'S EVERYWHERE





**ALLOW  
4PLEXES  
EVERYWHERE**





# BUILD STREETS & HIGHWAYS. NOT STROADS.





# EVALUATE YOUR PROPERTY TAXES



**DON'T  
OVERSPEND ON  
INFRASTRUCTURE**

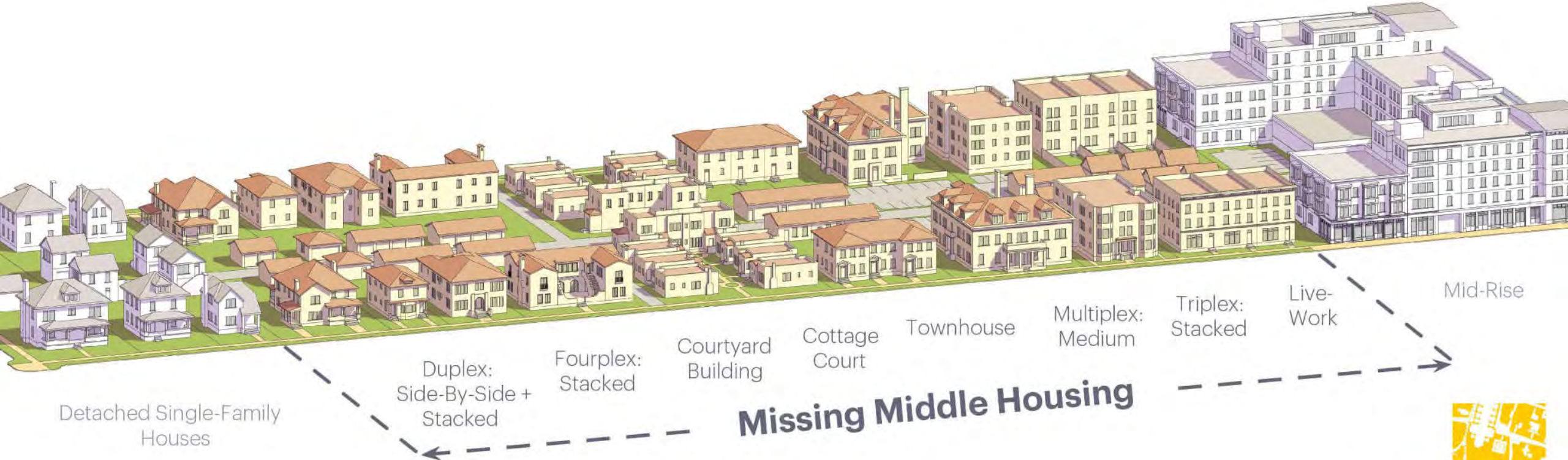


# PRE APPROVED PLANS





# ENCOURAGE MISSING MIDDLE



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# MAPS

## Metropolitan Area Project Plan

1. Defined Capital Improvement Projects
2. Funded by Temporary Sales Tax
3. Deposited into Trust for Specific Projects
4. Debt Free
5. Managed by Dedicated City Staff
6. Supervised by Volunteer Citizen Oversight Committee



# TAX INCREMENT FINANCING (TIF)



# DOWNTOWN TRANSFORMATION MANAGER



# MVP

Minimum  
Viable  
Place



Low Cost, High Impact Architecture



Coffee Shop  
Courtyard



Food Truck Court



Pop Up Shops + Event Programming



Architecture



Community Events



# AFFORDABLE HOUSING



# **ATTRACT DEVELOPMENT WITH:**

- 1. Zoning/PUD**
- 2. Utilities/Fire/Officials**
- 3. Streamlined Entitlement Process**
- 4. Opportunity Zone**
- 5. TIF**
- 6. “How to Say Yes”**



# The Humanist City







# Rafael Guastavino