Cultural Urbanism: Distinct Urban Places that Promote Social Interaction and Create Value

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What is cultural urbanism?

1. Paying attention to the context
2. Understanding local preferences
3. Allowing for a diversity of users
4. Providing a variety of products
5. Taking a chance to be different
6. Establishing high-quality open space
7. Creating higher real estate value
GUBEI GOLD STREET
SHANGHAI, CHINA
People in China are used to higher density
They like to spend time in the public realm
The values about community open space are changing.
Gubei Gold Street
Shanghai, China

Gathering spots instead of walls
Sometimes for things we don’t anticipate
Gubei Gold Street
Shanghai, China

and for things that we do...
CTS Resort Community
SUBURBAN BEIJING, CHINA
CTS Resort Community
Suburban Beijing, China

Traditional values with modern form
CTS Resort Community
Suburban Beijing, China

An emphasis on social gathering places
CTS Resort Community
Suburban Beijing, China

Allowing for temporary programmed events
Landscape infrastructure as amenity...
DUBAI MARINA
DUBAI, UAE
Dubai Marina
Dubai, UAE

Designing for mixed cultures of ex-pats
Considering climate along with social values
Tightly linked indoor and outdoor space
Good urban places should be fun and have many things to do...
MARINASIDE CRESCENT
VANCOUVER, BRITISH COLUMBIA
Leveraging waterfronts as destinations
Marinaside Crescent
Vancouver, British Columbia

High-quality, linear, community open space
Walking is a top priority of multi-family tenants
Easy access to restaurants and shopping
hot spots of social interaction that drive sales
SANTANA ROW
SAN JOSE, CALIFORNIA
Creating a high-end destination where none existed
Farmer’s markets promote community interaction
Vertical mixed-use makes all the difference
The space between the building and the street
The central open space attracts diverse users.
JACK LONDON SQUARE
OAKLAND, CALIFORNIA
Jack London Square
Oakland, California

Re-inventing the waterfront as public open space
Jack London Square
Oakland, California

A blend of promenade, plazas, lawns and planters
A new destination that added real estate value
Jack London Square
Oakland, California

Events drive awareness, leasing and sales
Jack London Square
Oakland, California

Within walking distance of affordable residential
A focus on locally grown and produced goods
CITY CREEK CENTER
SALT LAKE CITY, UTAH
City Creek Center
Salt Lake City, Utah

A new destination in the heart of downtown
The natural system is the prime amenity
Remembering our connection to the context
City Creek Center
Salt Lake City, Utah
Unique, fun spaces that enhance local values
City Creek Center
Salt Lake City, Utah

Investment in high-quality buildings and open space
Commercial provides value add to residential
City Creek Center
Salt Lake City, Utah

Attracts all user groups and demographics
City Creek Center
Salt Lake City, Utah
Accommodates large groups and individuals
City Creek Center
Salt Lake City, Utah
Reinforces exploration and interaction
VICTORY DEVELOPMENT
DALLAS, TEXAS
Victory Development
Dallas, Texas

72 acre Brownfield redevelopment
Victory Development
Dallas, Texas

Mixed-use with a green social heart in the center
Urban product needs quality open space
Victory Development
Dallas, Texas

A combination of paved plaza and green space
Victory Development
Dallas, Texas

Flexible open space adds value
Places to relax and get away from work
BUFFALO BAYOU PARK
HOUSTON, TEXAS
Buffalo Bayou
Houston, Texas

Underutilized space turned into a community asset
Buffalo Bayou
Houston, Texas

Infrastructure: Multiple goals with every dollar
Buffalo Bayou
Houston, Texas

Enhanced community image and pride
Buffalo Bayou
Houston, Texas

New resources for active recreation
Buffalo Bayou
Houston, Texas

Flood control, transportation, utilities
Opportunities for exercise and fitness
Great - so does it work?

1. Consider the flat national office market trend

2. Despite 2012 office rent stagnation, ‘cultural urbanism’ cities are thriving

3. According to the Wall Street Journal (2 October, 2012) - “Cities with growing social networking and internet firms from San Francisco, New York, Houston and Austin were top performers.”
Foundry Square

- In downtown San Francisco’s SOMA district
- Has diverse tenants including Internet Gaming, Kabam (tech firm), Barclays, Gymboree, and several big law firms
- The last of 4 buildings is now under constructions - all spec, all cash
Foundry Square I

330,000 SF Commercial Office

Owned by Glenborough – 400 Howard St.
Foundry Square II

25,000 SF leased to Kabam

Orrick Building – 405 Howard Street
Foundry Square III

290,000 SF Com. Office – LEED Gold

Owned by Tishman – 505 Howard Street
Foundry Square IV

Value: Sold for $800 / SF in July 2012

Owned by Heitman – 555 Mission Street
SF Mid Market

- Fast growing sub-market
- Drawing ‘cultural urbanist’ tenants such as Twitter, Zynga, Dolby Labs
- Adjacent to Civic Center / City Hall
- 3 blocks from Powell / Union Square
- Access to BART train
- People want to be where the action is!
Contact

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