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@jgmoore



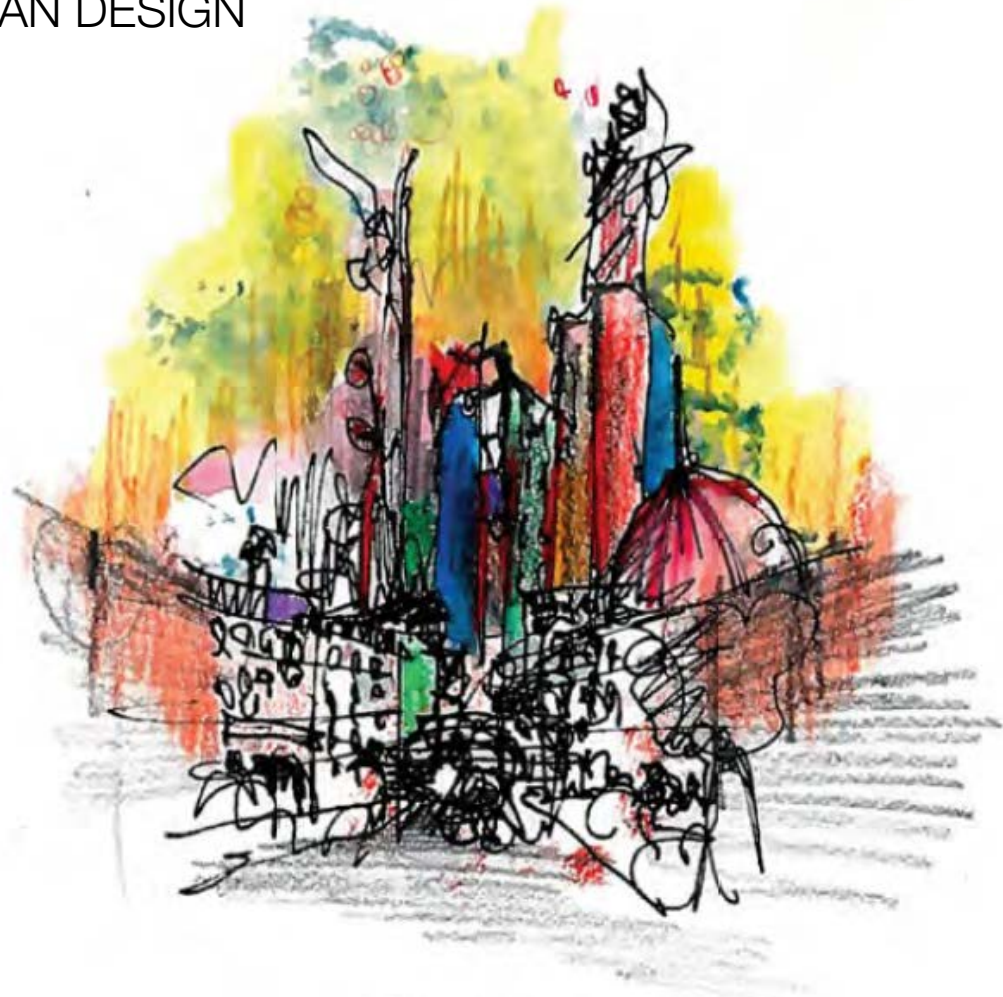


**WHAT IS IT ABOUT?** About people. About their needs. Their abilities. The land they live on. The land they till. The food they grow. About the cities they live in. About the jobs they do. How they do them. And about the houses in which they live. About what people know. And don't know. And what they ought to know. Ought to know to help make America still greater.

- Flanner House *New Frontier*

# NYC URBAN DESIGN PRINCIPLES

NYC DCP URBAN DESIGN



PLACE



EQUITY



DETAIL



COMFORT



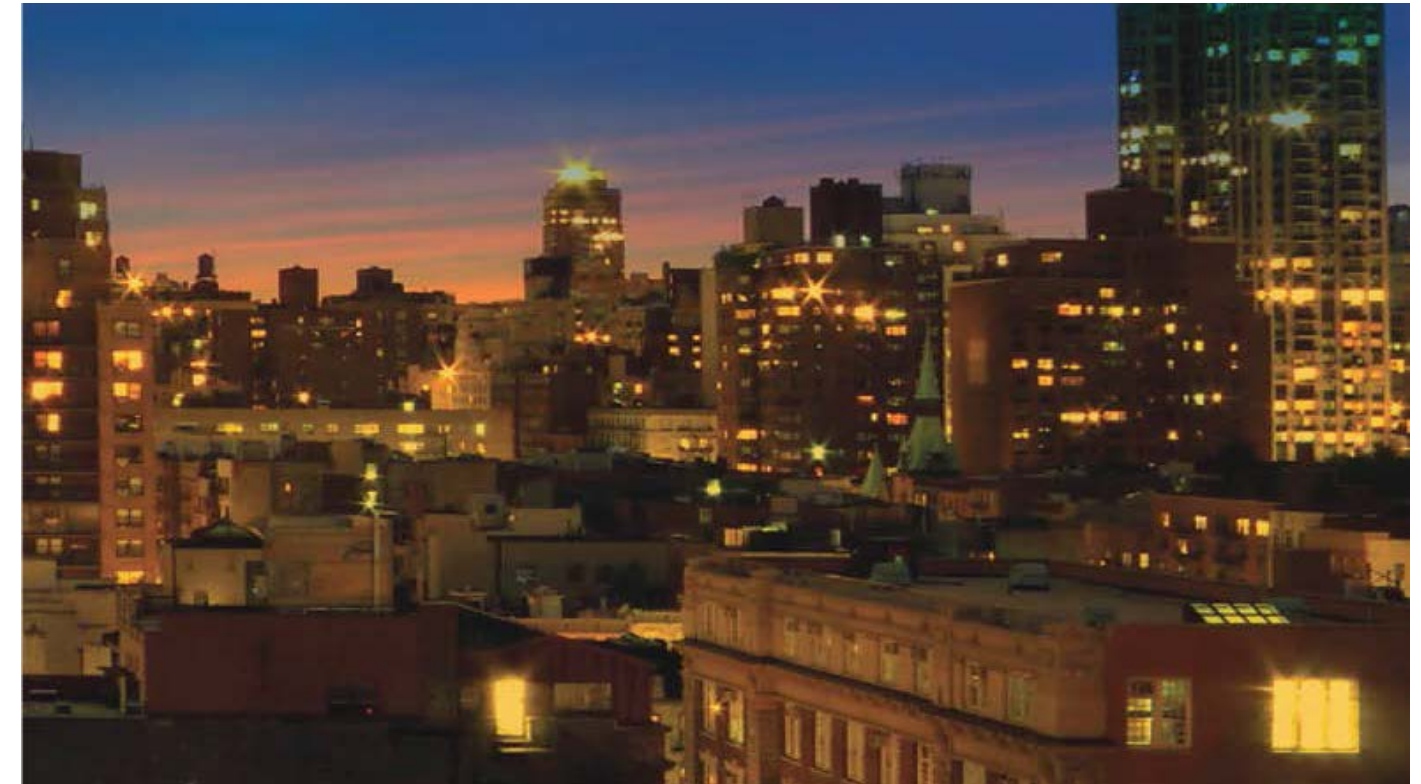
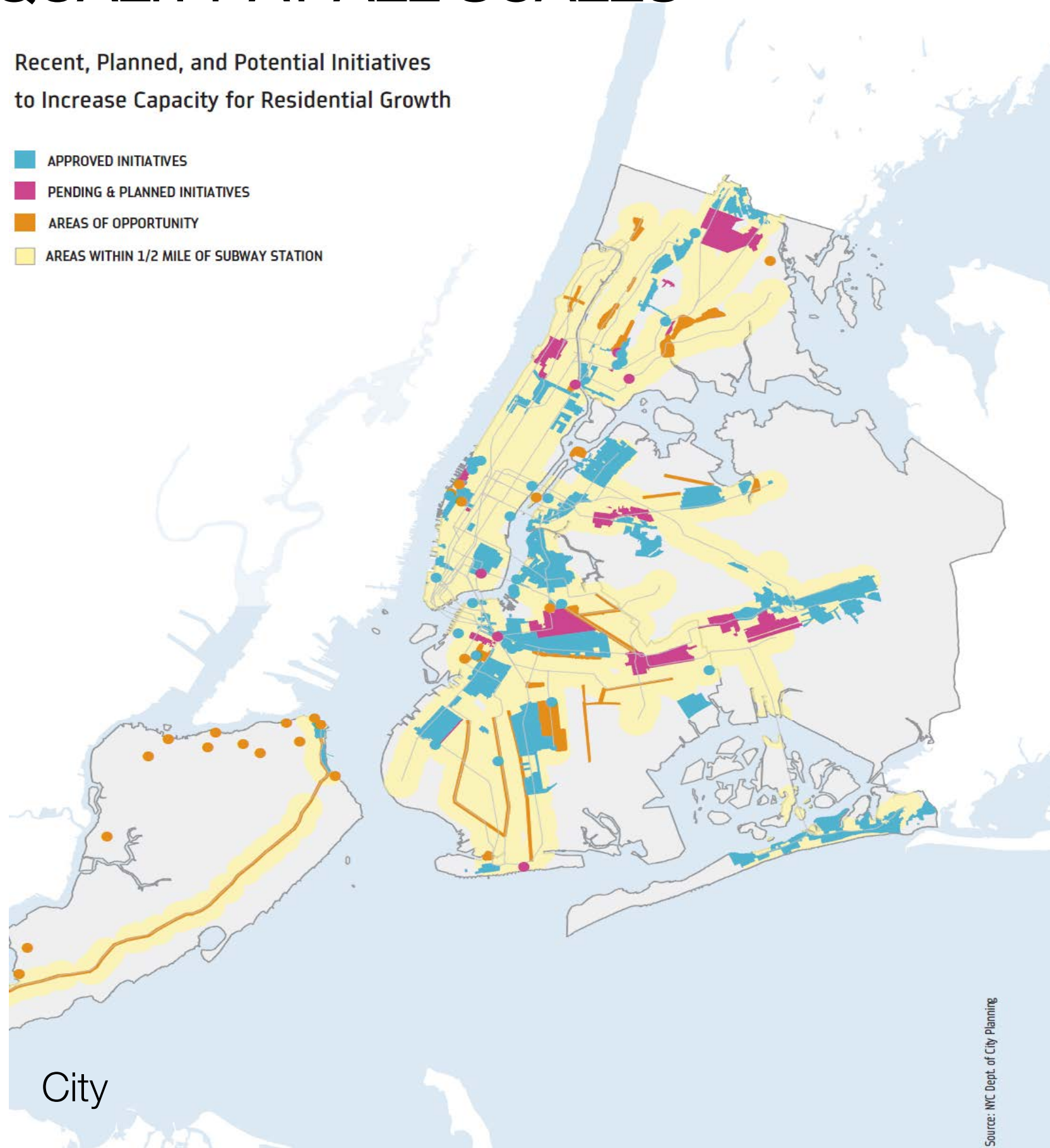
# NYC URBAN DESIGN PRINCIPLES

NYC DCP URBAN DESIGN

## QUALITY AT ALL SCALES

Recent, Planned, and Potential Initiatives  
to Increase Capacity for Residential Growth

- APPROVED INITIATIVES
- PENDING & PLANNED INITIATIVES
- AREAS OF OPPORTUNITY
- AREAS WITHIN 1/2 MILE OF SUBWAY STATION

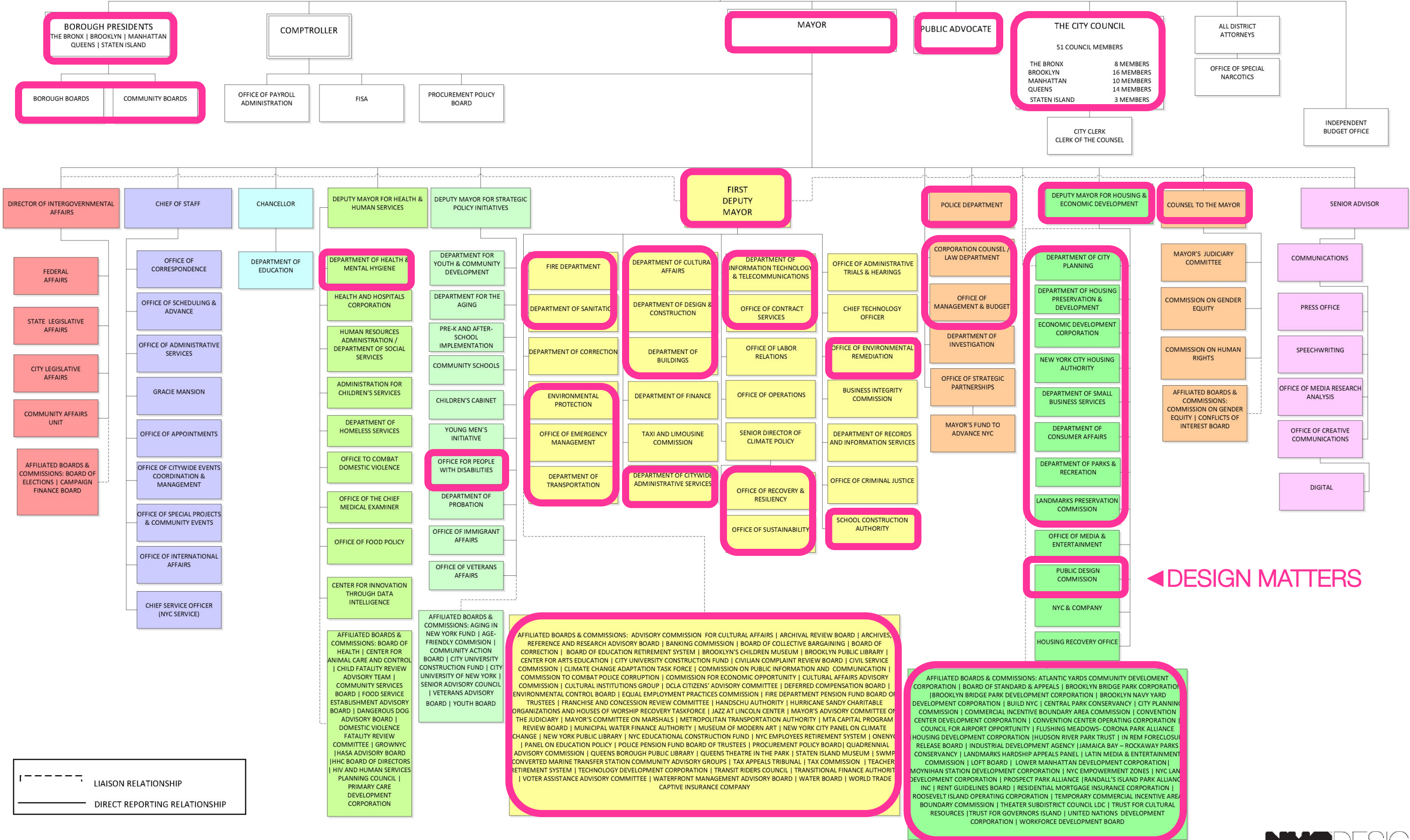


Neighborhood/Building

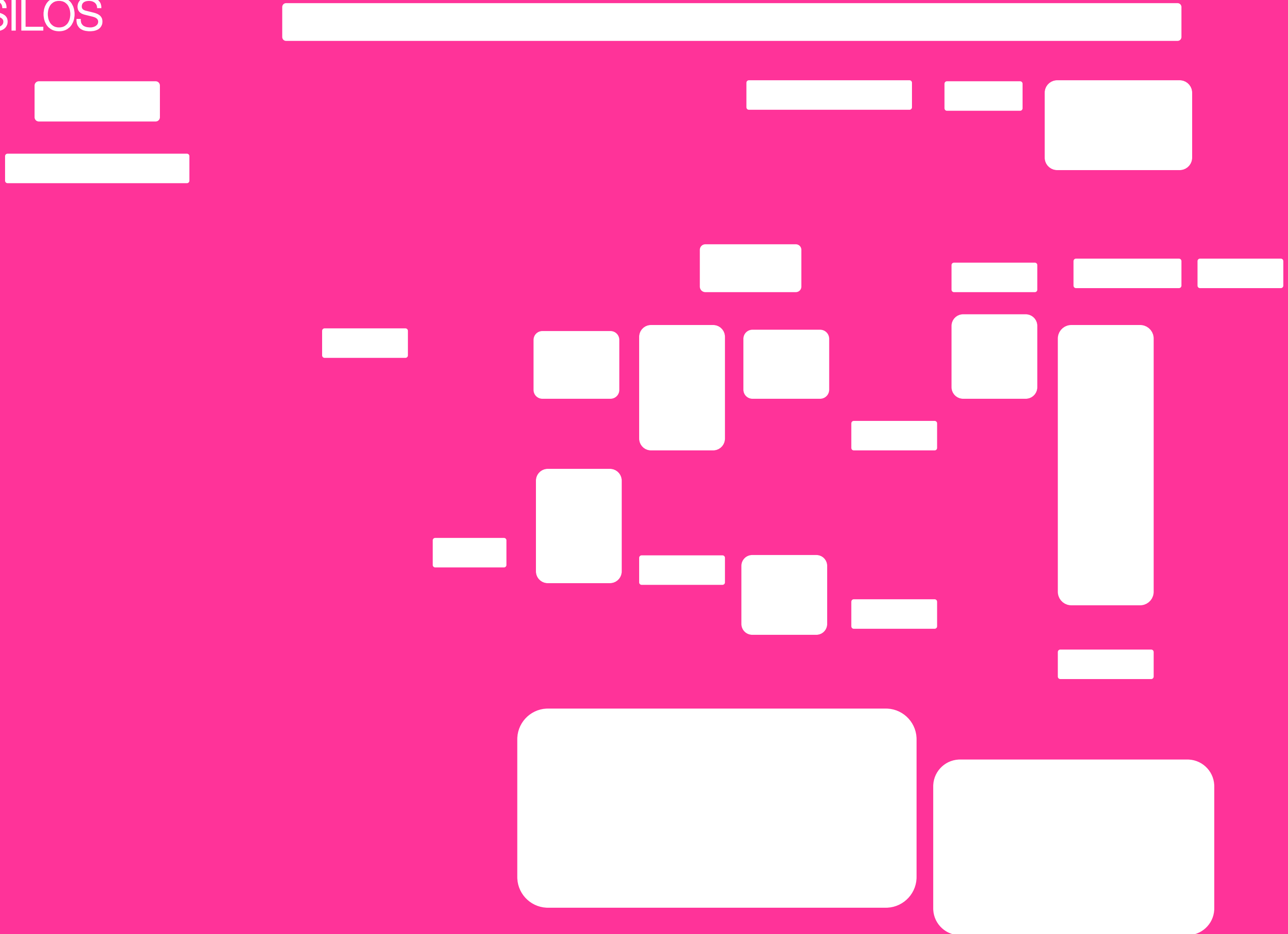


Human Experience

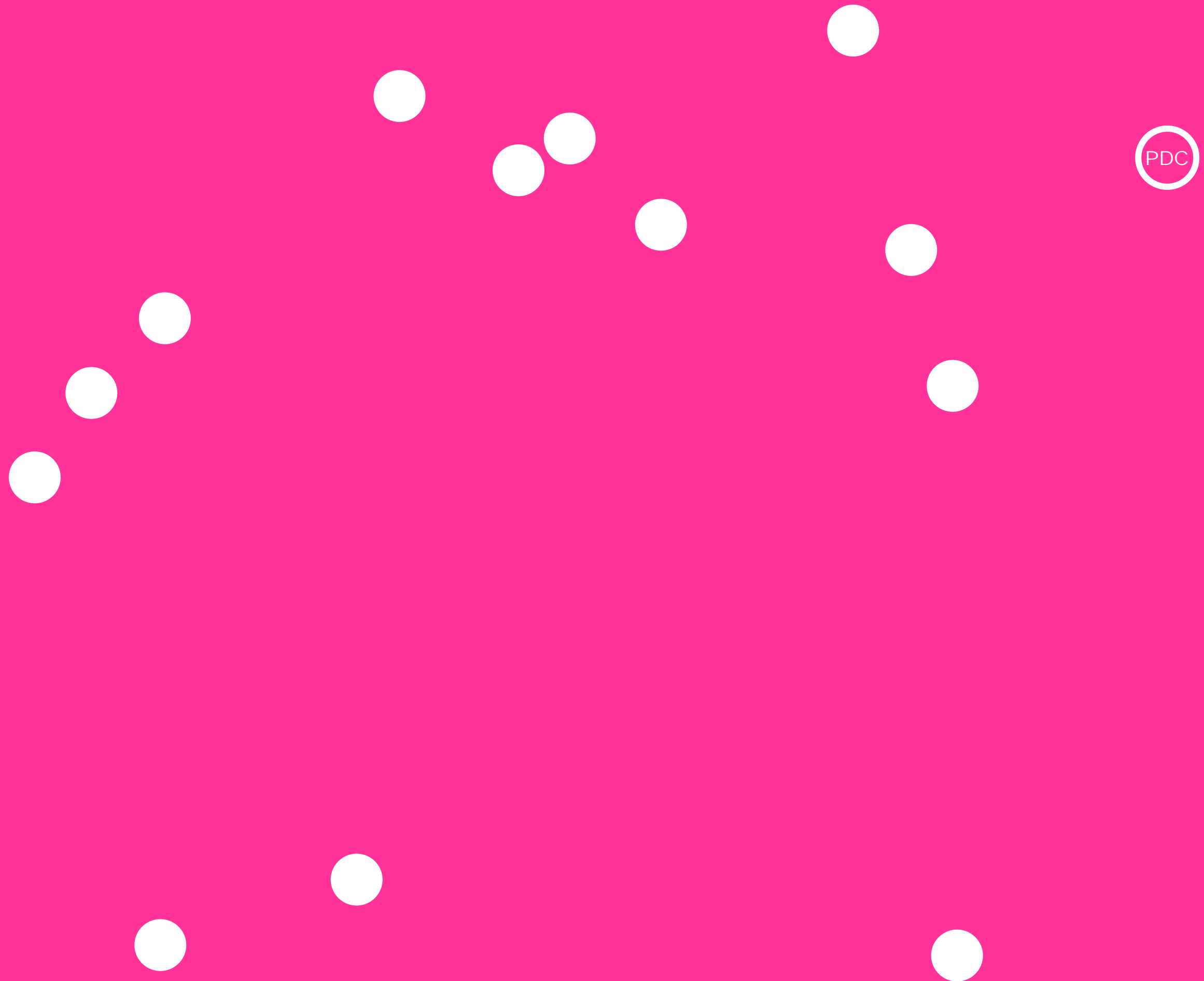




# SILOS

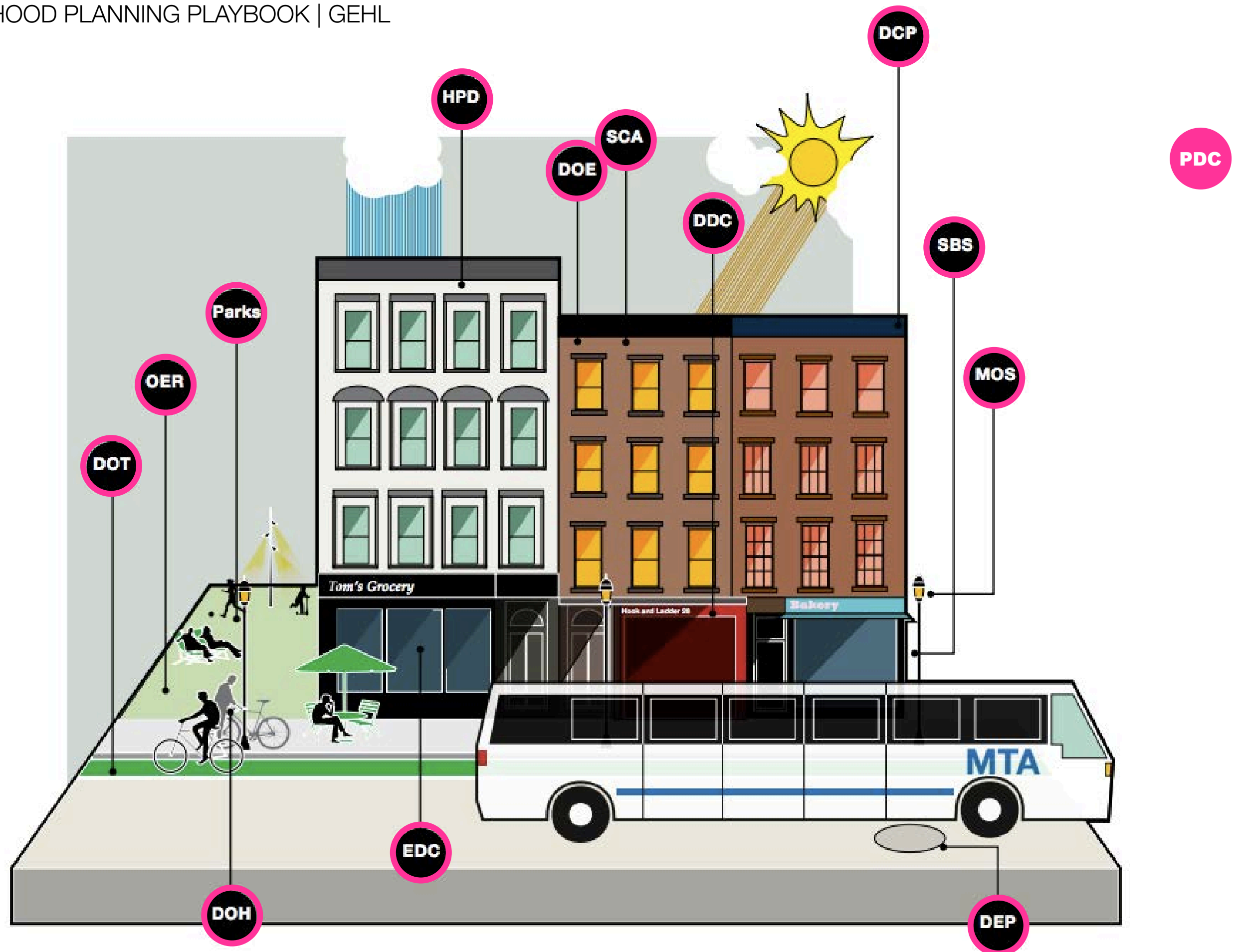


# COORDINATING THE DESIGN OF THE PUBLIC REALM



# COORDINATING THE DESIGN OF THE PUBLIC REALM

NYC HPD NEIGHBORHOOD PLANNING PLAYBOOK | GEHL









# The Peninsula





## RFP Process



## Community Engagement

- Initial Community Engagement session hosted at The Point CDC and facilitated by NYCEDC (August 3, 2015).

Integrated priorities and potential uses by residents and other stakeholders into the development plan.

- Followed public meeting with a more focused conversation and design charrette led by the project design team. The three-hour event was hosted by the Knowledge House at the Bronx Business Incubator located in the American Banknote Building in Hunts Point.

Nearly thirty South Bronx businesspeople, non-profit executives, community advocates, neighborhood artists and coders gathered together to share ideas for the development and help craft a guiding vision for the site.



# Proposal

## Jobs & Community Engagement

- Seeks to incubate, support, and sustain homegrown food manufacturing, technology, media production, and commercial/retail uses that spring from growing sectors in the South Bronx economy and create high-quality, living wage, & career-oriented jobs;
- Forges and expands connections to new and existing community services and amenities within the campus and neighborhood beyond through an imaginative design and a carefully conceived and community-driven site plan.
- Supports the work and vision of community organizations such as Casita Maria, Sustainable South Bronx, BronxWorks, The Bronx Academy of Arts & Dance, The Knowledge House, and Rocking the Boat by establishing program partnerships and exploring other opportunities to collaborate.

# Non-Residential Program



**CASITA  
CENTER MARIA  
FOR ARTS &  
EDUCATION**

**Bronxworks**  
*Lifting Lives Building Futures*



**THE KNOWLEDGEHOUSE**

**SUSTAINABLE  
SOUTH  
BRONX**



## Prospective Tenants

### Il Forno Bakery

- MBE family-owned wholesale specialty bakery located in Hunts Point that supplies artisanal bread to grocery stores and restaurants throughout New York City.
- 47 employees, 90% of whom live in The Bronx; a living wage business

### Bascom Catering

- Hunts Point-based MBE catering company and restaurant.
- 10 employees, 7 of whom live in The Bronx; a living wage business.
- Provides training to young people and healthy food options to the Hunts Point community

### Spring Bank:

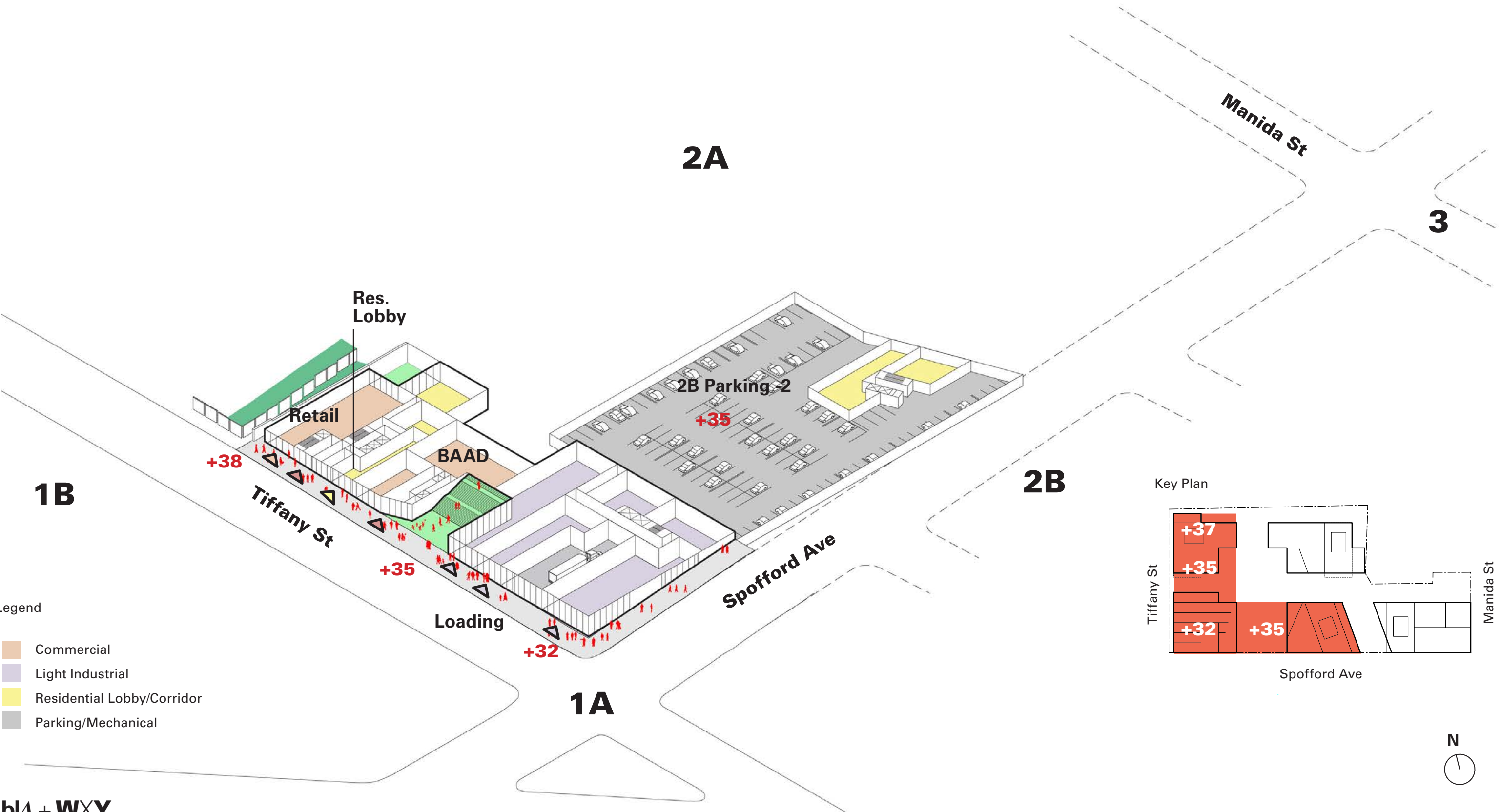
- Federally-designated Community Development Financial Institution that established its headquarters and first branch in the South Bronx in 2007.
- One of only 5 "B-Corp" certified banks in the U.S. Living wage business.
- Mission is to provide banking for the "under-banked"

### Lightbox-NY

- Daylight film, photography and music video studio, currently located in the American Banknote Building.
- 3 full-time employees; uses local vendors for film shoots

Ground Floor Uses

Tiffany Street (Level 0)

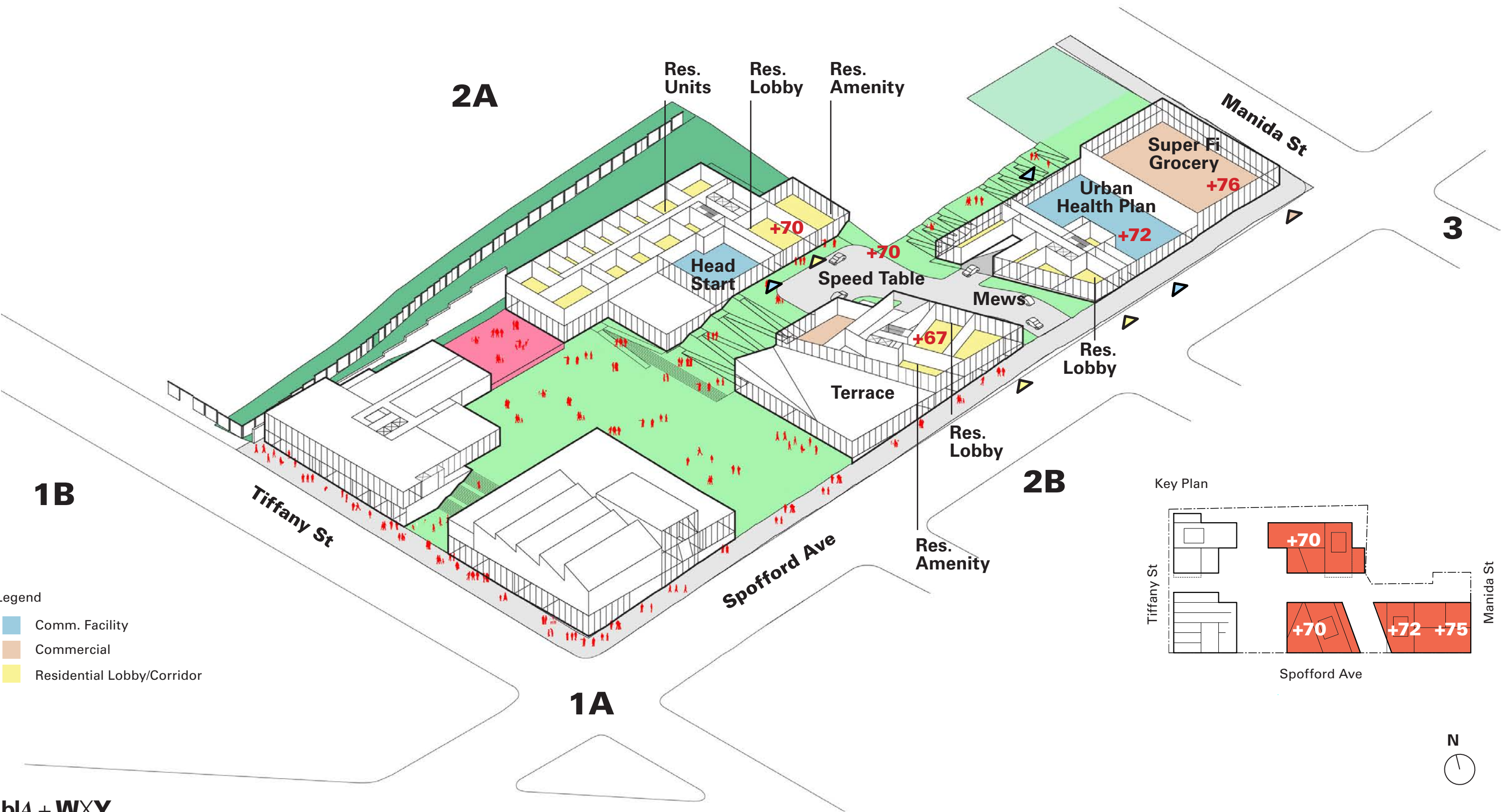




Ground Floor Uses

Plaza (Level 1)







Aerial View





View from Tiffany and Spofford





Courtyard View











BAM

BROOKLYN CULTURAL DISTRICT

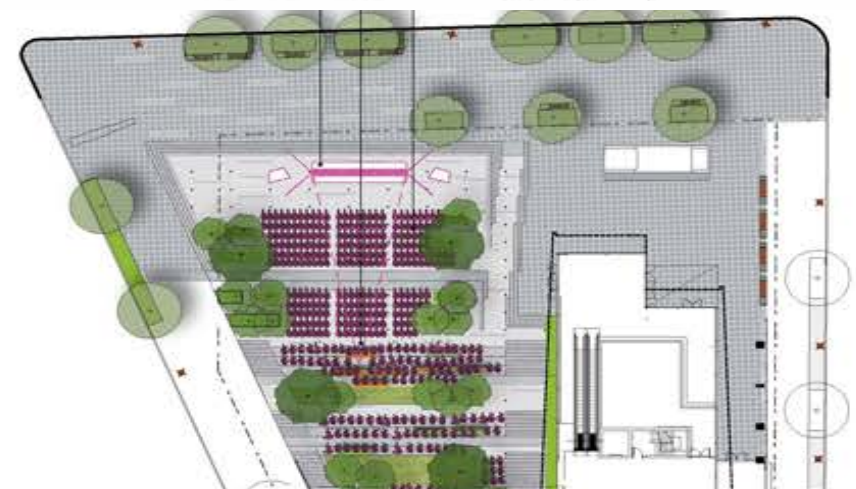


# BAM SOUTH (ASHLAND PLACE)





# BAM SOUTH (ASHLAND PLACE)















SHOP 24/7 ONLINE  
COOKIEKIDS.COM

**Cookie's**  
the world's largest  
kids  
department store

**HubBK.com**  
apartments  
now leasing  
718.320.3330

retail space  
212.750.8585  
Jason Pennington  
jpennington@rpsny.com

40,000 square feet  
of private amenities  
HubBK.com

hub











HISTORY

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- Flanner House *New Frontier*





















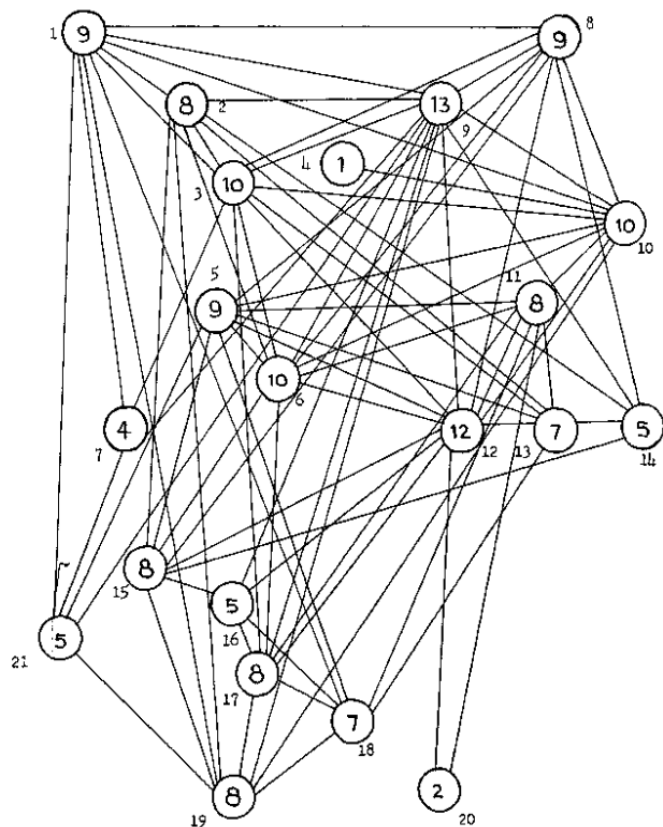
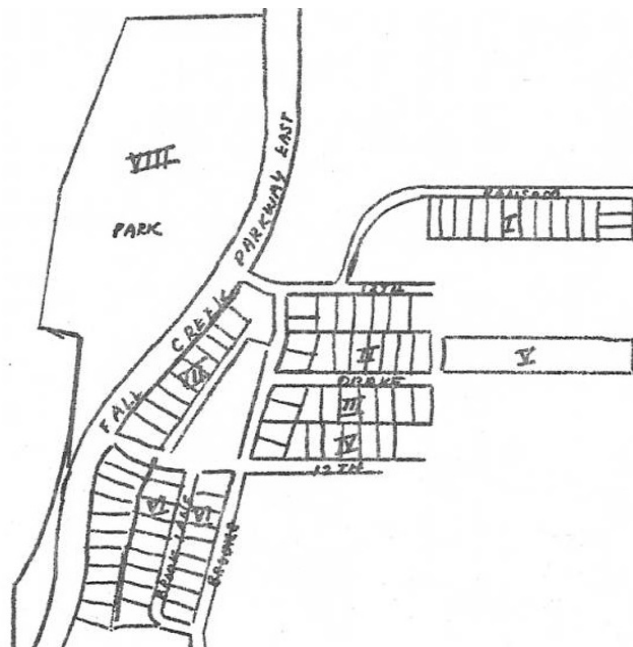


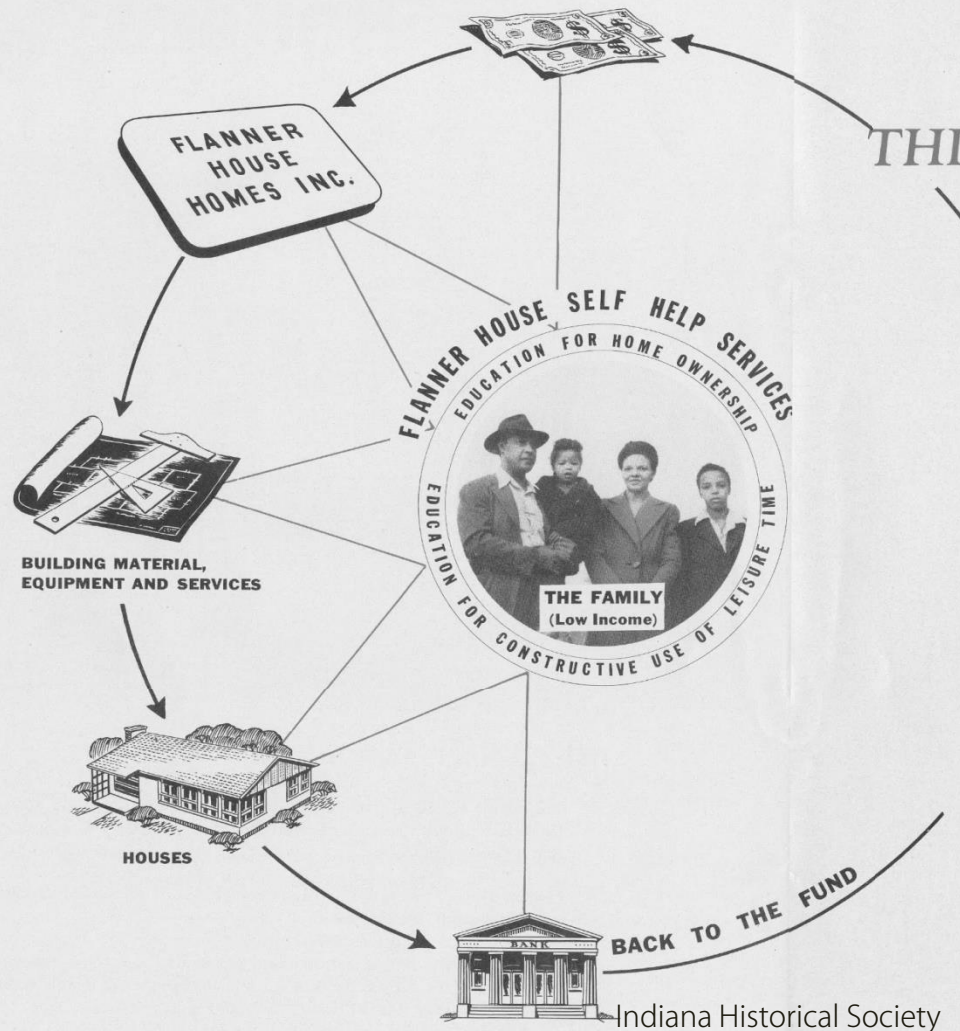
Fig. 3. Sociogram showing relationships of first 21 families. (The number inside the circle presents the number of mutual choices, and the number outside the number of the unit.)







PRE-REDEVELOPMENT ASSESSED VALUES				POST-REDEVELOPMENT ASSESSED VALUES		
Redevelopment Cases	Land	Improvements	Total	Land	Improvements	Total
I. 347-368	15,880	14,850	30,730	5,360	77,160	82,520
II. 265-278 315-320	5,662	11,738	17,400	6,360	43,330	49,690
III. 256-264 216 & 217(1/2)	5,120	6,490	11,610	4,390	30,570	34,960
IV. 217-225	2,728	4,270	6,998	2,400	16,680	19,080
V. 279-293	7,380	7,630	15,010	3,445	38,740	42,185
VI. 404-445 456 & 457	7,614	3,600	11,214	5,180	57,400	62,580
VII. 456 (315) and 320	2,954	—	2,954	3,710	41,070	44,780
VIII. 388-394 411-421	8,598	10,410	19,008	Land Transferred to the Park Board		
TOTALS	55,936	58,968	114,924	30,845	304,950	335,795











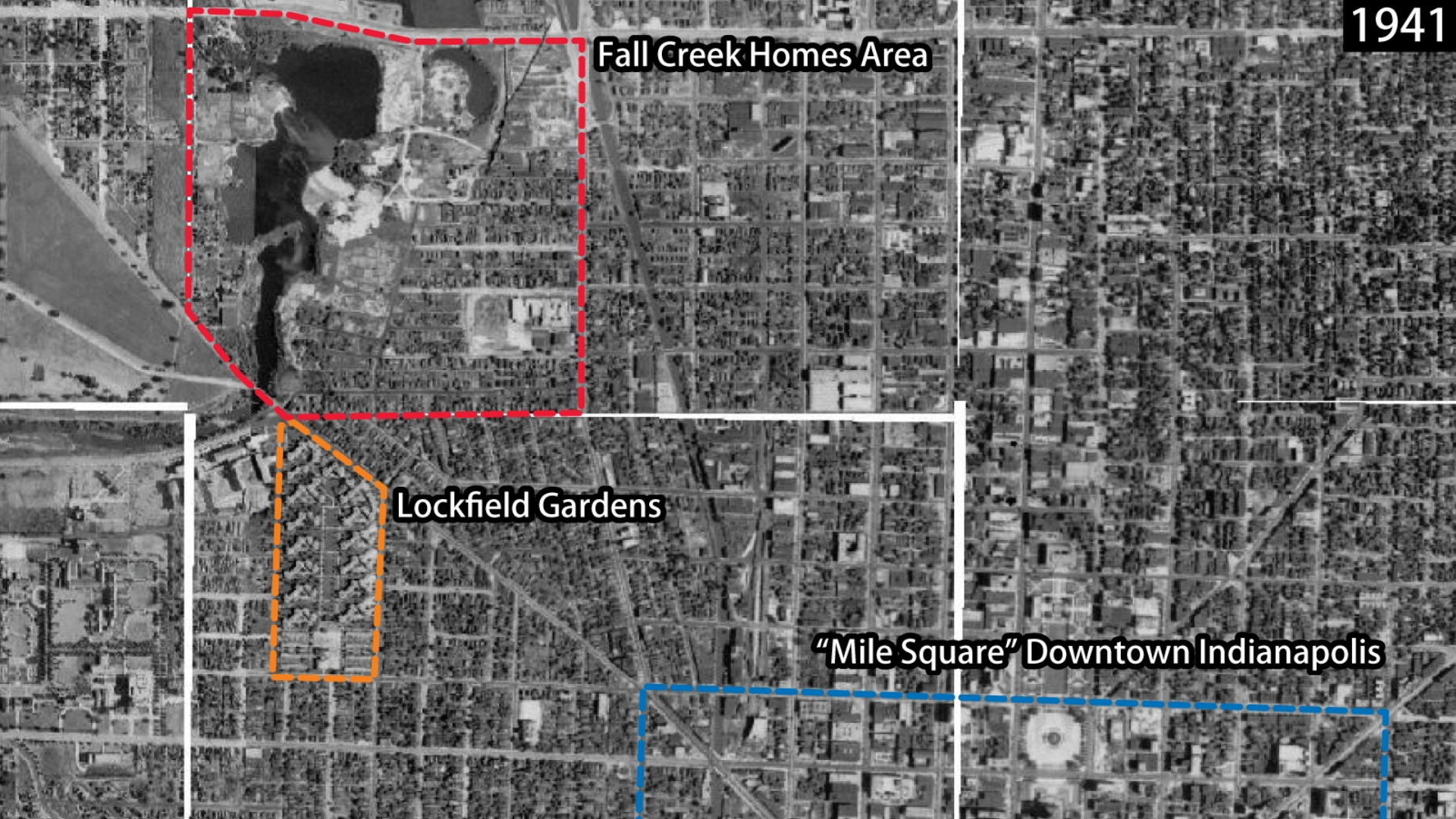


1941

Fall Creek Homes Area

Lockfield Gardens

"Mile Square" Downtown Indianapolis





1962

Fall Creek Homes Area

Lockfield Gardens

"Mile Square" Downtown Indianapolis



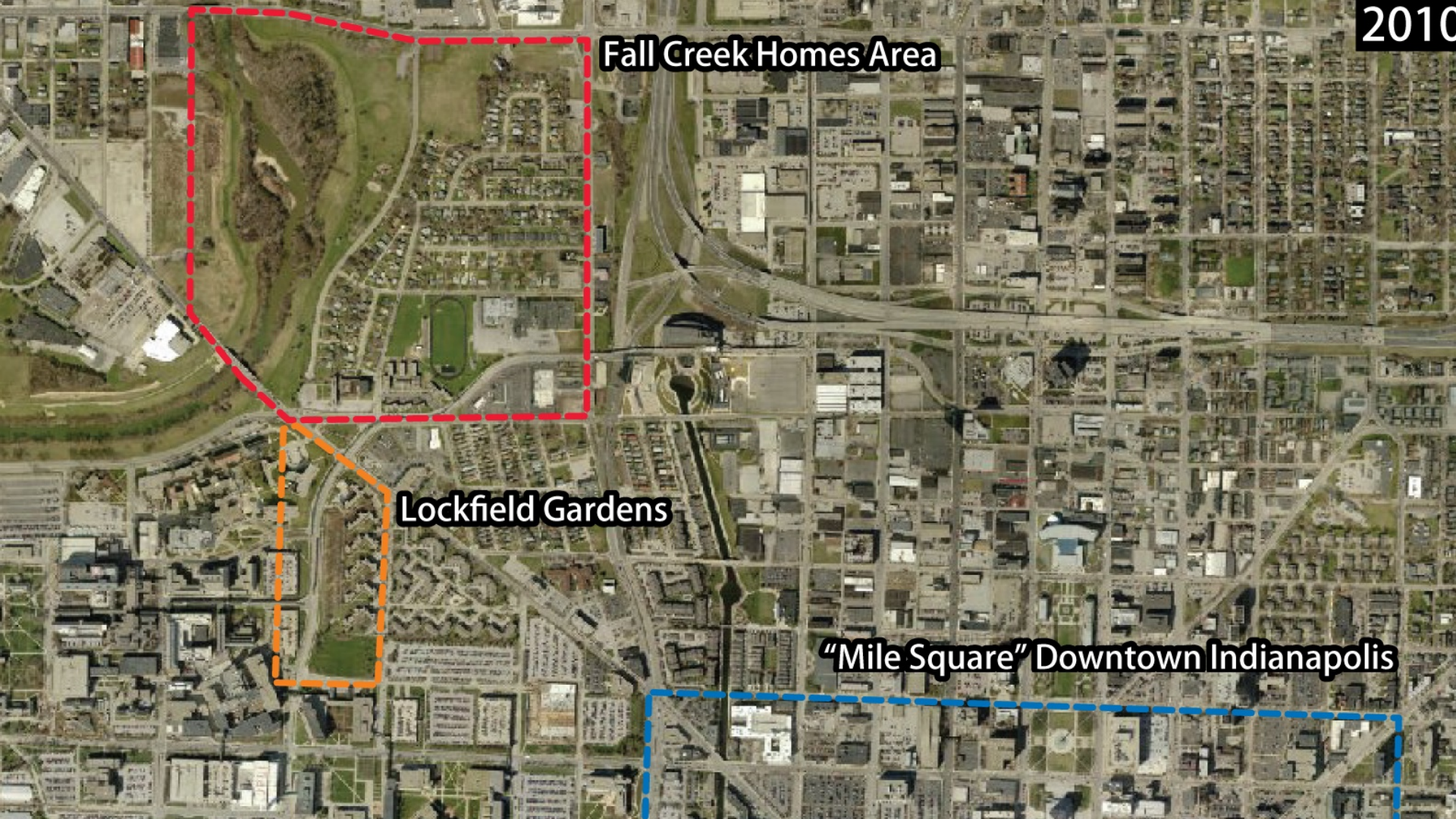


2010

Fall Creek Homes Area

Lockfield Gardens

"Mile Square" Downtown Indianapolis







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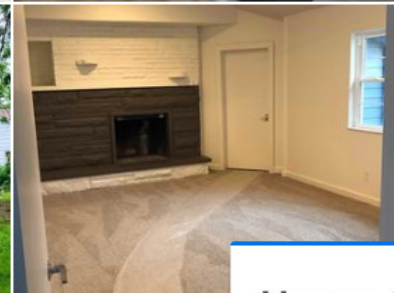
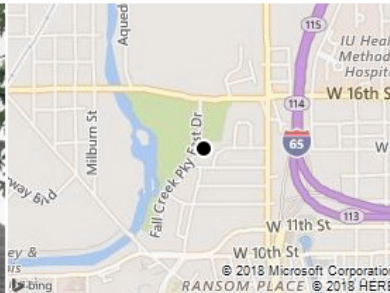
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[Public View](#)

[Owner View](#)

Indiana · INDIANAPOLIS · 46202 · Downtown · 1329 Fall Creek Parkway East Dr



# 1329 Fall Creek Parkway East Dr Indianapolis, IN 46202

3 beds · 2 baths · 1,300 sqft

♥ OFF MARKET

Zestimate®: \$83,015

Rent Zestimate®: \$850 /mo

EST. REFI PAYMENT

\$343/mo [📅 ▾](#)

[See current rates](#)

## Home Shoppers are Waiting

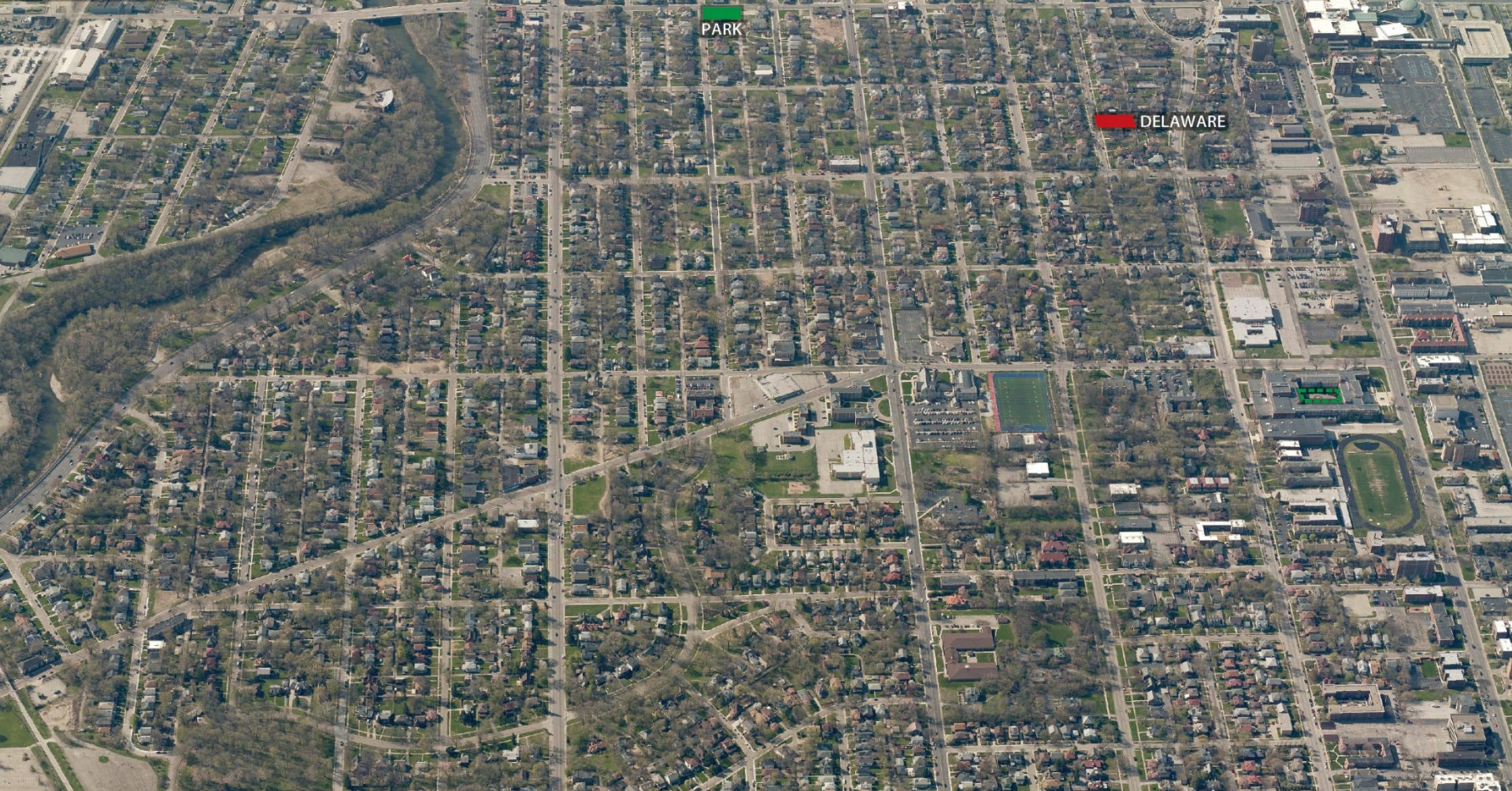


Ask an agent about market conditions in your neighborhood.



COMMUNITY

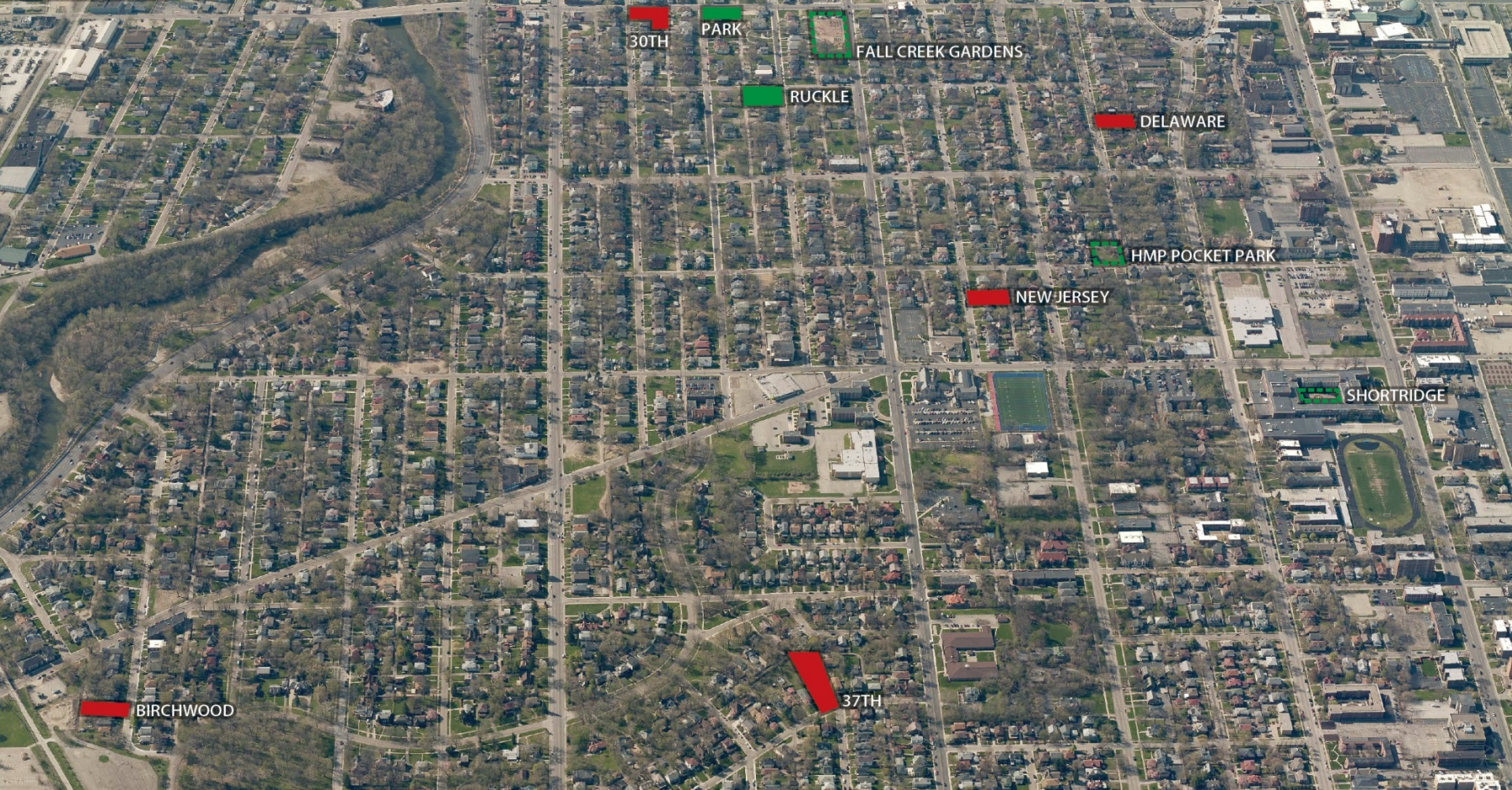




PARK

DELAWARE







2011





2017









2009





2013



























Booker T. Washington



Cleo Blackburn



Albert Moore













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AFRICAN CITY  
(WAKANDA FOREVER)



RWANDA





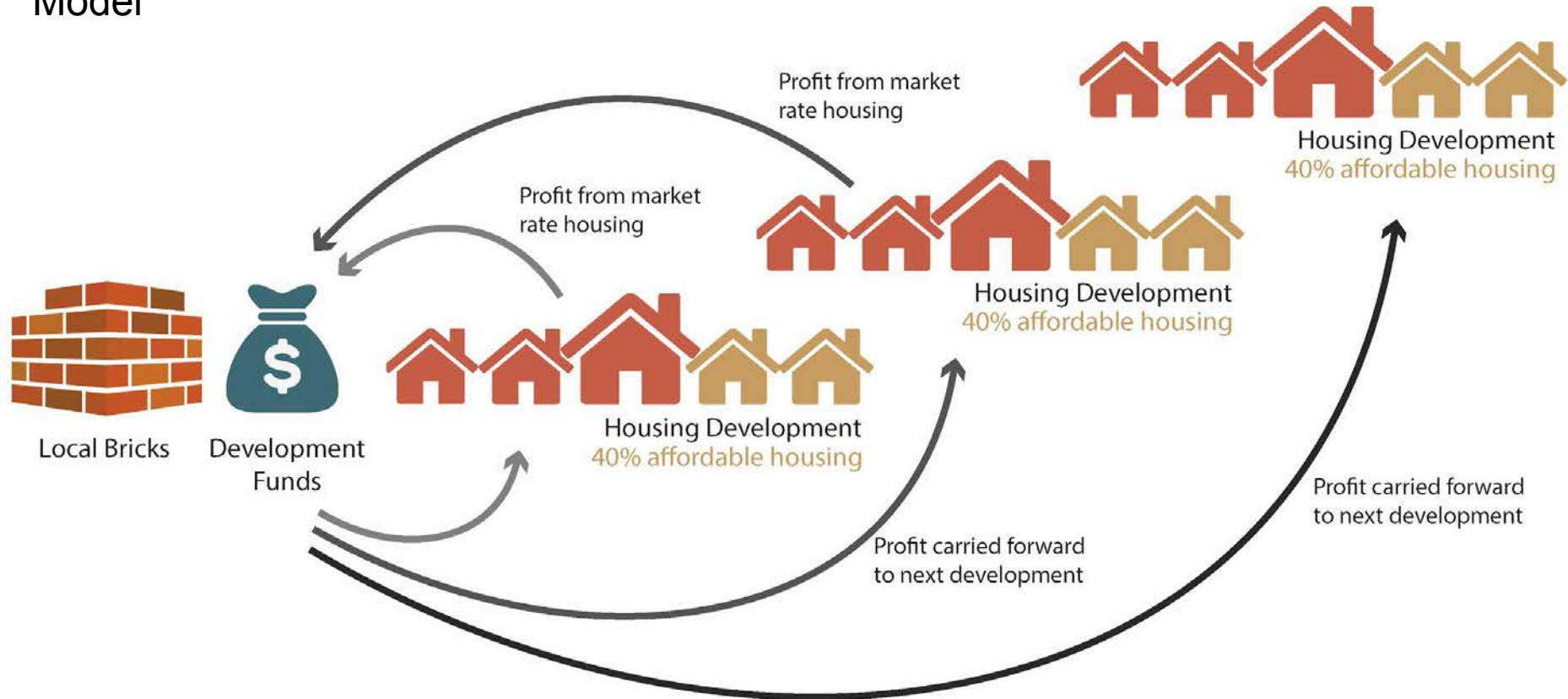
The logo consists of a square divided into four quadrants: top-left is blue, top-right is yellow, bottom-left is dark green, and bottom-right is light green. A yellow house silhouette is centered over the top-right quadrant.

# URBAN PATCH KIGALI





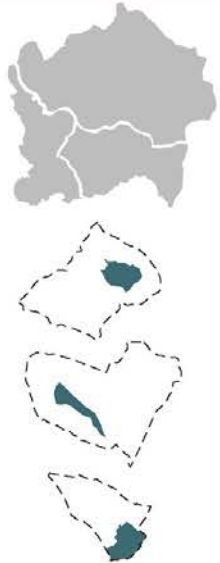
# A Scalable Business Model





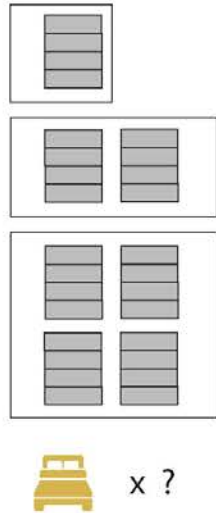
# Scope + Process

## 01 SITE ANALYSIS



Site research of the city, as well as granular data to depict the differences among the 3 districts. Select 3 sites based on land value, slope gradient, elevation and zoning.

## 02 ZONING + UNIT ANALYSIS



Determine how many units and floor area we can build on a standard plot within the zoning requirement. Determine unit mix.

## 03 OPTIMIZATION



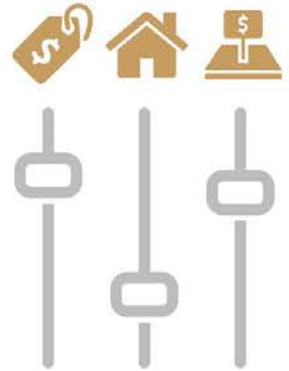
Build an optimization model to determine ratio of affordable ratio and allocation to achieve the target.

## 04 FINANCIAL MODELLING



Build a financial model based on selected sites, information given and assumptions made about construction and development costs, and sales prices.

## 05 SENSITIVITY ANALYSIS



Test how different scenarios affect revenue and affordable housing ratio. The target is to lower affordable price by adjusting prices of affordable housing; flat site vs sloped site; market price of house sales; land value.



# Kibagabaga, Kimironko, Gasabo

Zoning



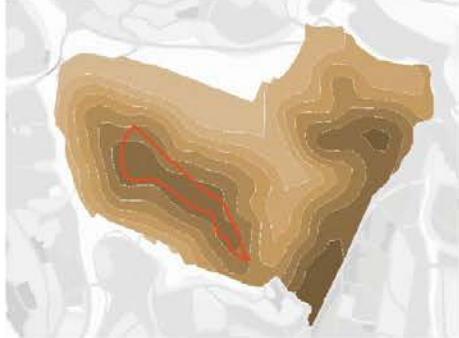
Land Value



Topography



Elevation



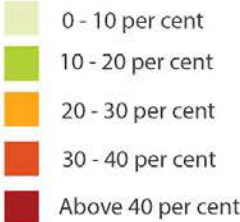
Land Use Zoning



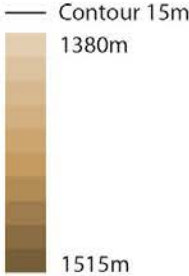
Mean land values (RWF/sqm)



Slope Gradient (%)



Elevation (m)



Selected cell: **Rugero**

Mean land value: 30,000 RWF/sqm





































REDEFINE PRACTICE



BLACKSPACE

@blackspacenyc





BLACKSP



# BLACKSPACE MANIFESTO

We are Black urban planners, architects, artists, activists, designers, and leaders working to protect and create Black spaces. Our work includes a range of activities from engagement and projects in historically Black neighborhoods to hosting cross-disciplinary convenings and events.

While what we do is very important, the way we do it is also critical. Acknowledging our triumphs, oppressions, aspirations, and challenges, we've

created this manifesto to guide our growth as a group and our interactions with one another, partners, and communities.

We push ourselves, our partners, our fields, and our work closer to these ideals so we may realize a present and future where Black people, Black spaces, and Black culture matter and thrive.

## CREATE CIRCLES, NOT LINES

Create less hierarchy and more dialogue, inclusion, and empowerment.



## CHOOSE CRITICAL CONNECTIONS OVER CRITICAL MASS

Quality over quantity. Focus on creating critical and authentic relationships to support mutual adaptation and evolution over time.\*

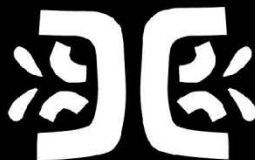


## MOVE AT THE SPEED OF TRUST

Grow trust and move together with fluidity at whatever speed is necessary.\*

## BE HUMBLE LEARNERS WHO PRACTICE DEEP LISTENING

Listen deeply and approach the work with an attitude towards learning, without assumptions and predetermined solutions. Take criticism without dispute.





## CELEBRATE, CATALYZE, & AMPLIFY **BLACK JOY**

Black joy is a radical act. Give due space to joy, laughter, humor, and gratitude.



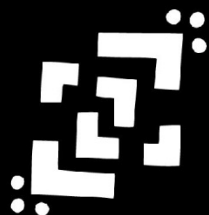
## PLAN WITH, DESIGN WITH

Walk with people as they imagine and realize their own futures. Be connectors, conveners, and collaborators—not representatives.



## CENTER **LIVED EXPERIENCE**

Lived experience is an important expertise; center it so it can be a guide and touchstone of all work.



## SEEK **PEOPLE AT THE MARGINS**

Acknowledge the structures that create, maintain and uphold inequity. Learn and practice new ways of intentionally making space for marginalized voices, stories, and bodies.

## RECKON WITH THE PAST TO BUILD THE FUTURE

Meaningfully acknowledge the histories, injustice, innovations, and victories of spaces and places before new work begins. Reckon with the past as a means of healing, building trust, and deepening understanding of self and others.



## PROTECT & STRENGTHEN CULTURE

Make visible and strengthen Black cultures and spaces to honor their sacredness and prevent their erasure. Amplify and support Black assets of all forms—from leaders, institutions, and businesses to arts, culture, and histories.







## CULTIVATE WEALTH

Cultivate a wealth of time, talent, and treasure that provide the freedom to risk, fail, learn, and grow.



## FOSTER PERSONAL & COMMUNAL EVOLUTION

Make opportunities to expand leadership and capacity.

## PROMOTE EXCELLENCE

Amplify, elevate, and love Black vanguards and the variety of their challenging, creative, exceptional, and innovative work and spaces. Allow excellence to build influence that creates opportunities for present and future generations.



## MANIFEST THE FUTURE

Black people, Black culture, and Black spaces exist in the future! Imagine and design the future into existence now, working inside and outside of social and political systems.



\*This principle is derived from Adrienne Maree Brown's Emergent Strategy: *Shaping Change, Changing Worlds*.

We are grateful to the many individuals and organizations that inspired these principles.







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