

land use AND THE environment

16th ANNUAL land use conference

MARCH 7, 8 & 9, 2007

University of Denver Sturm College of Law

Join your colleagues from all across the United States at the region's largest and most comprehensive land use planning and law event. This three day annual conference brings together a diverse group of professionals and faculty from across the Rocky Mountain West and the country for discussion and debate of critical regulatory, environmental, and land development issues.

Dynamic sessions focus on current and controversial topics led by world-class speakers who are sure to educate, provoke, and entertain.

Networking opportunities are unparalleled, while new clinic and workshop options will engage the intellect and provide maximum opportunity for interaction.

who should attend:

attorneys
planners
architects
landscape architects
environmental professionals
public health professionals
builders & developers
real estate practitioners
utilities and water industry professionals

land trust representatives
elected & appointed officials
academic faculty
redevelopment agency representatives
community stakeholders
students
others interested in land use

Overcoming The Dreaded D Word



David Jensen, FASLA, APA

DAVID JENSEN ASSOCIATES, INC.
Community Planning & Design

1451 S. Parker Road

Denver, CO 80231

303/369-7369

djensen@davidjensenassociates.com

It's More About
Community Than
Density



Divided We Sprawl

Traditionally, Lower Density
Has Been Synonymous with
Higher Quality Housing with
the Focus on Lot Size.



Planners and
Residents of
Higher Density
Communities
Believe Just the
Opposite



Divided We Sprawl

Conventional lot-by-lot
zoning is usually
designed to keep the
worst from happening,
not to encourage the best



Divided We Sprawl

Density is a Primitive
Form of Evaluating the
Quality of the
Community



Divided We Sprawl

Euclidean Zoning Segregates
Land Uses Into Dimensional
Standards Separating The
Larger Lots From The
Smaller “Less Expensive”
Lots



Higher Land Costs
have Reduced
Purchasing Power



Typical for Tampa/St. Petersburg, Florida Area

Average New Home Price	\$160,000
Average Raw Land Price	\$37,500/ Ac.
	\$11,720/unit
Average Finished Lot Price	\$33,500
Typical Density	3.2 Units/ Ac.
Raw Land to Home Price Ratio	7.33%
Finished Lot to Home Price Ratio	20.94%



Source: Tampa/St. Petersburg HBA, Local Realtors and THK Associates, Inc.

If raw land costs are \$50,000 /
acre in this area, what is the
necessary home price to maintain
a density of 2.0 units / acre?

Assume raw land to home price of 7.33%.



\$341,064



If raw land costs are \$75,000 /
acre in this area and the
average cost of a single family
home is \$160,000, what is the
required density to keep the
home price at \$160,000?

Assume raw land to home price of 7.33%.



6.4 units / acre



Typical for Tampa/St. Petersburg, Florida Area

Home Price Necessary to Develop Typical 3.2/ Acre Density

Raw Land Price/Acre	Raw Land Price/Unit	Necessary Home Price
\$37,500	\$11,720	\$160,000
\$52,500	\$16,406	\$223,820
\$75,000	\$23,438	\$319,750
\$85,000	\$26,560	\$362,380
\$100,000	\$31,250	\$426,330



Source: Tampa/St. Petersburg HBA, Local Realtors and THK Associates, Inc.

Typical for Tampa/St. Petersburg, Florida Area

Density Necessary to Develop Average \$160,000 Home

Raw Land Price/Acre	Raw Land Price/Unit	Required Density/Acre
\$37,500	\$11,720	3.2
\$52,500	\$11,720	4.5
\$75,000	\$11,720	6.4
\$85,000	\$11,720	7.3
\$100,000	\$11,720	8.5



Source: Tampa/St. Petersburg HBA, Local Realtors and THK Associates, Inc.

Understand the Homebuyer and How they Purchase



Buyer Purchasing Sequence

It's NOT Location,
Location, Location

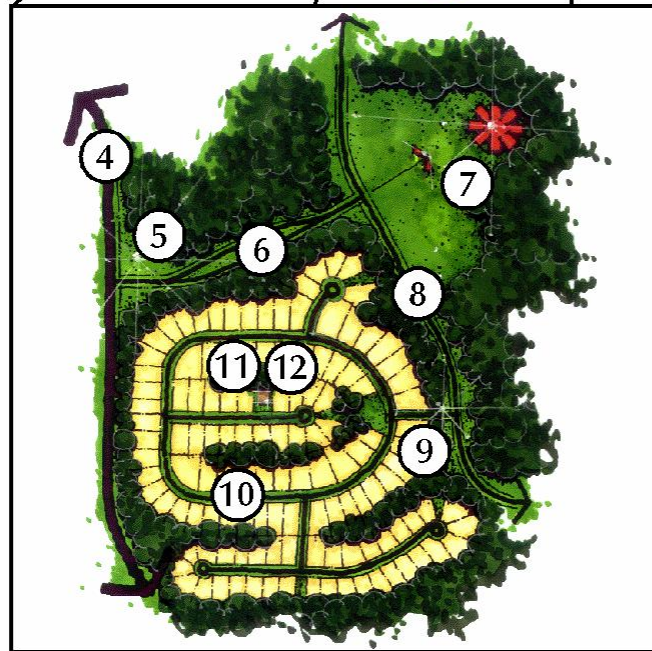




Investigate Features of a Particular Area of Town

1. Reputation and Quality of the Schools
2. Access to Employment Opportunities
3. Image and Character of the Area Including Recreational Facilities and Lifestyle Opportunities

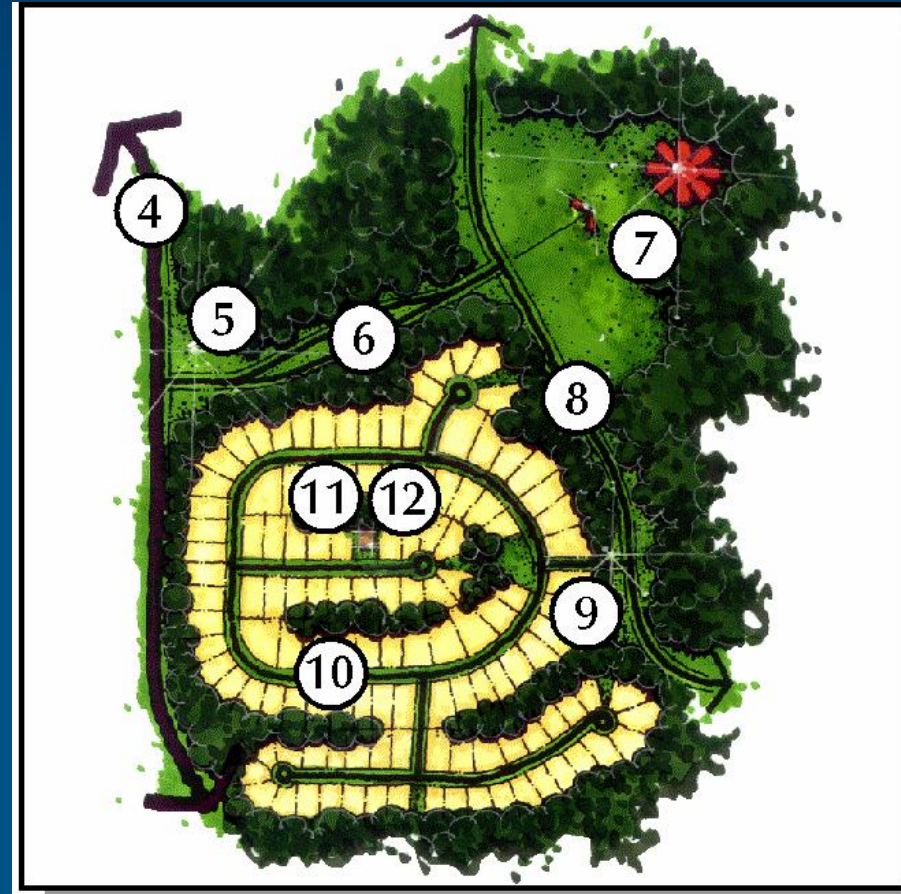
1
2
3





Investigate Features of Community

- 4. The Community Perimeter
- 5. The Community Entry
- 6. The Community Transition Drive

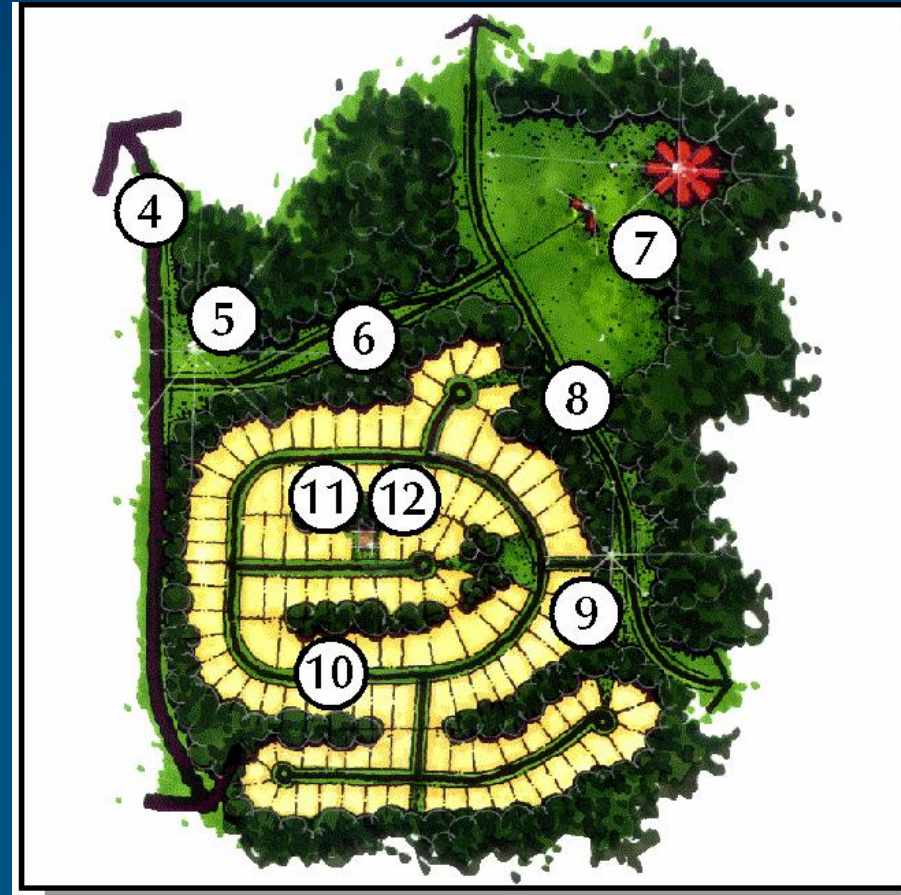




Investigate Features of Community

7. The Community Lifestyle

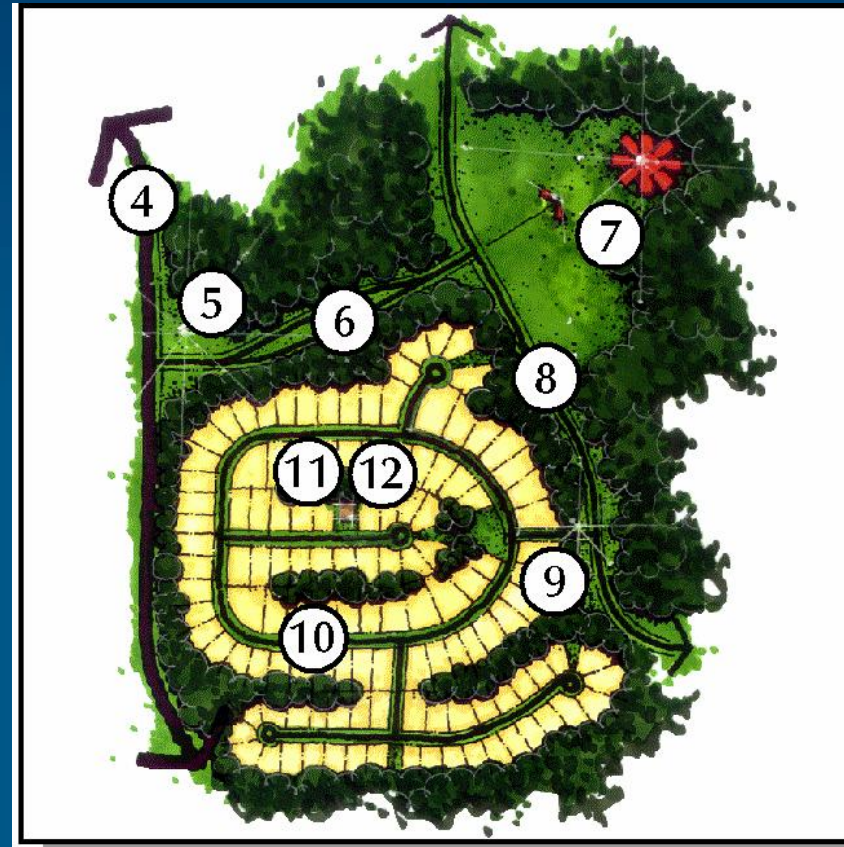
8. The Community Drive





Investigate Features of Village

- 9. The Neighborhood Entry
- 10. The Neighborhood Streetscape
- 11. The Lot
- 12. The House

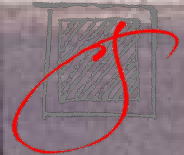






Old Idea: Density

- Large Lots are desirable
- Low density is Good

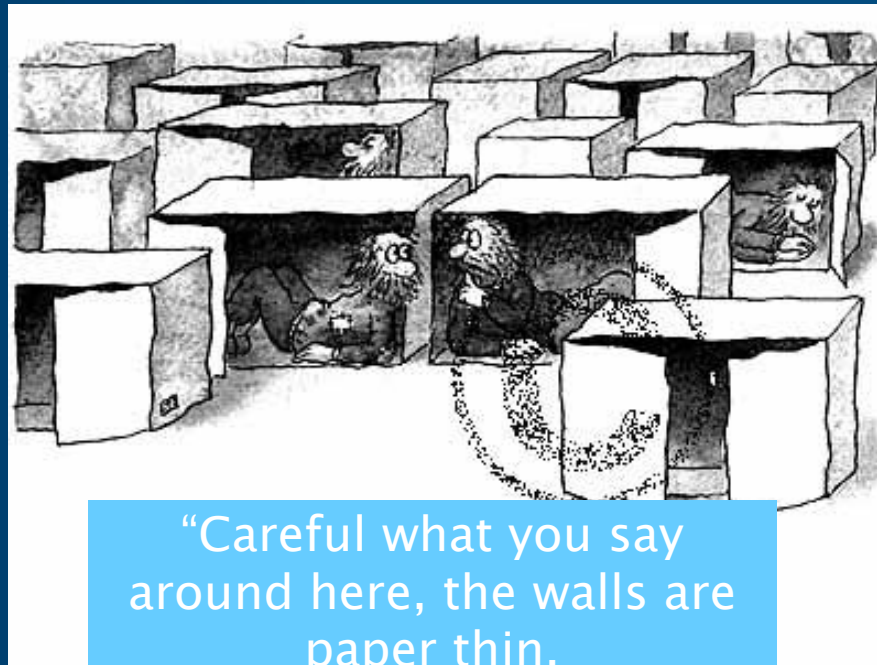


New Idea: Density

- Low Density Contributes to Sprawl and Air Pollution
- Higher Density Can:
 - Preserve Farmland
 - Preserve Rural Character



People Fear that Any Increase in Density will Mean a Downgrade in Quality



"Careful what you say
around here, the walls are
paper thin."



Overcoming the Dreaded D Word

- Meet The Needs and Wants of Consumers
- Create a Feeling of Openness
- Incorporate Pedestrian Scaled Connections



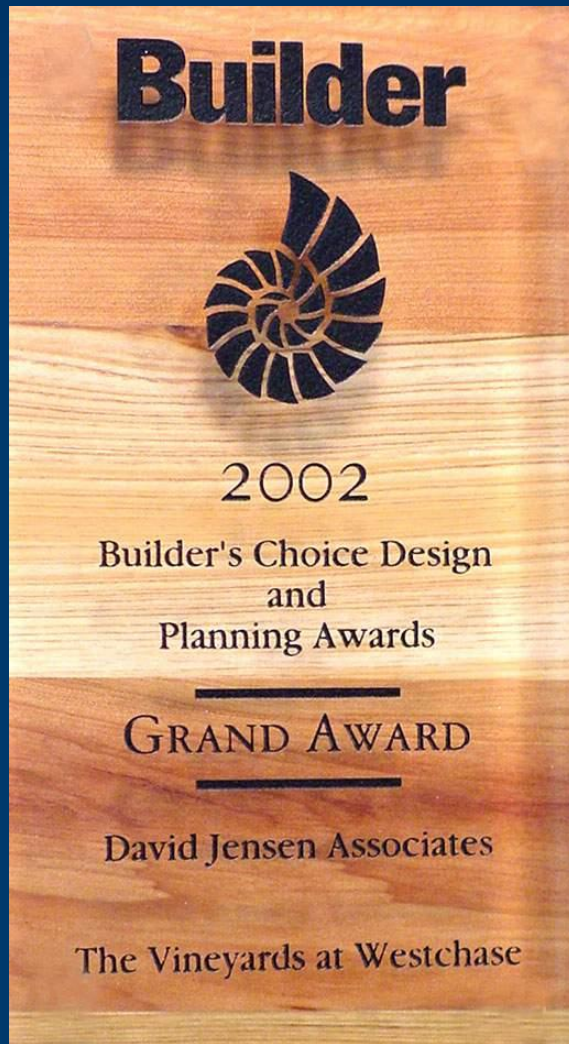
Overcoming the Dreaded D Word

- Include Community Spaces
- Include Mixed uses to Promote Live, Work, and Play Environments
- Recognize the Role of Density in Affordability



Meet the Needs and Wants of Consumers





The Vineyards

Hillsborough County, Florida





The Vineyards Project Statistics

Gross Acres:	18.8
Number of Units:	120
Gross Density:	6.4 DU/AC
Typical Lot Size:	35' x 85'
Home Price:	\$138K - \$180K



THE VINEYARDS

at WESTCHASE



Illustrative Plan







CONSERVATION
AREA

S5-25



Create a Feeling of Openness



The Golf Club at Cherry Creek

Denver, Colorado

The Golf Club at Cherry Creek

Project Statistics

Gross Residential Acres: 56.2

Number of Units: 208

Gross Density: 3.7 DU/AC

Typical Lot Size: 45' x 90'-100' x 100'

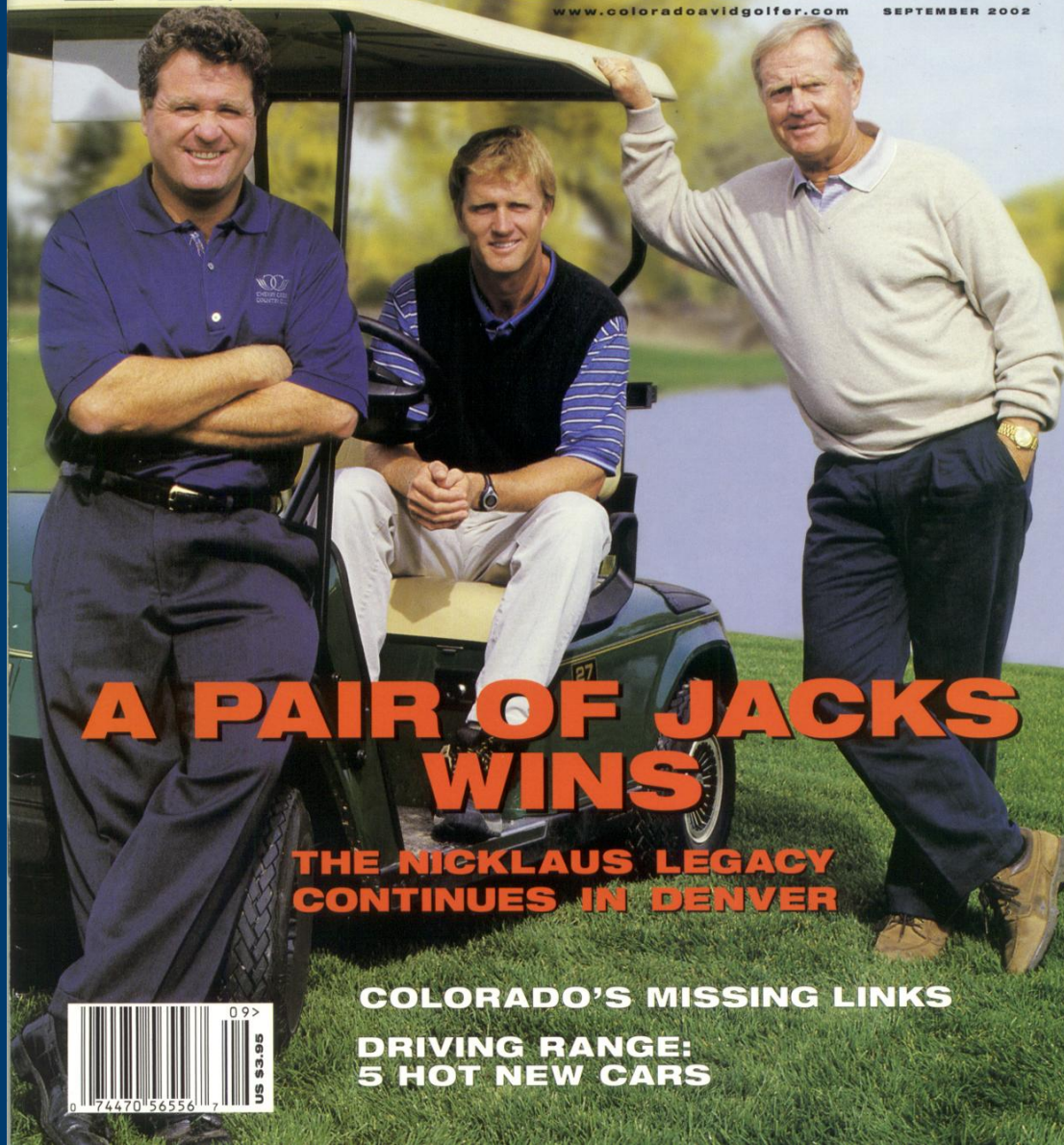
Home Price: \$600K - \$1.2M



LOVELAND • ST. GEORGE & MESQUITE • SUMMIT COUNTY

COLORADO AVID GOLFER

www.coloradoavidgolfer.com SEPTEMBER 2002



A PAIR OF JACKS WINS

THE NICKLAUS LEGACY
CONTINUES IN DENVER

COLORADO'S MISSING LINKS

DRIVING RANGE:
5 HOT NEW CARS



Wabash St

Hertz School

GOLF COTTAGES

GOLF CLUBHOUSE

DRIVING RANGE

LAKE

LAKE

Hightline Canal

Western Creek









Courts

Guardhouse

Cliff Avenue

21'

Entry Lane

Exit Lane

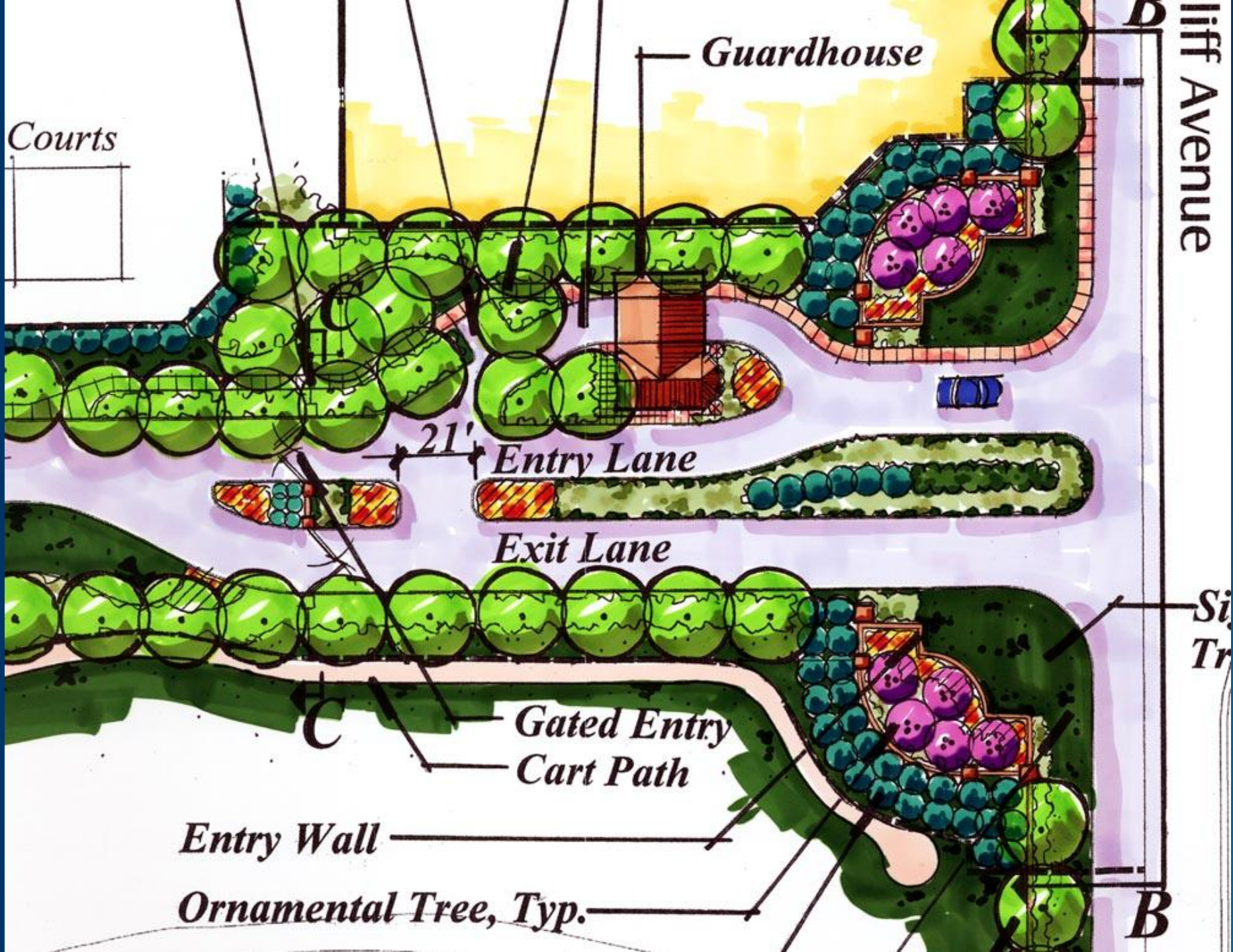
Gated Entry
Cart Path

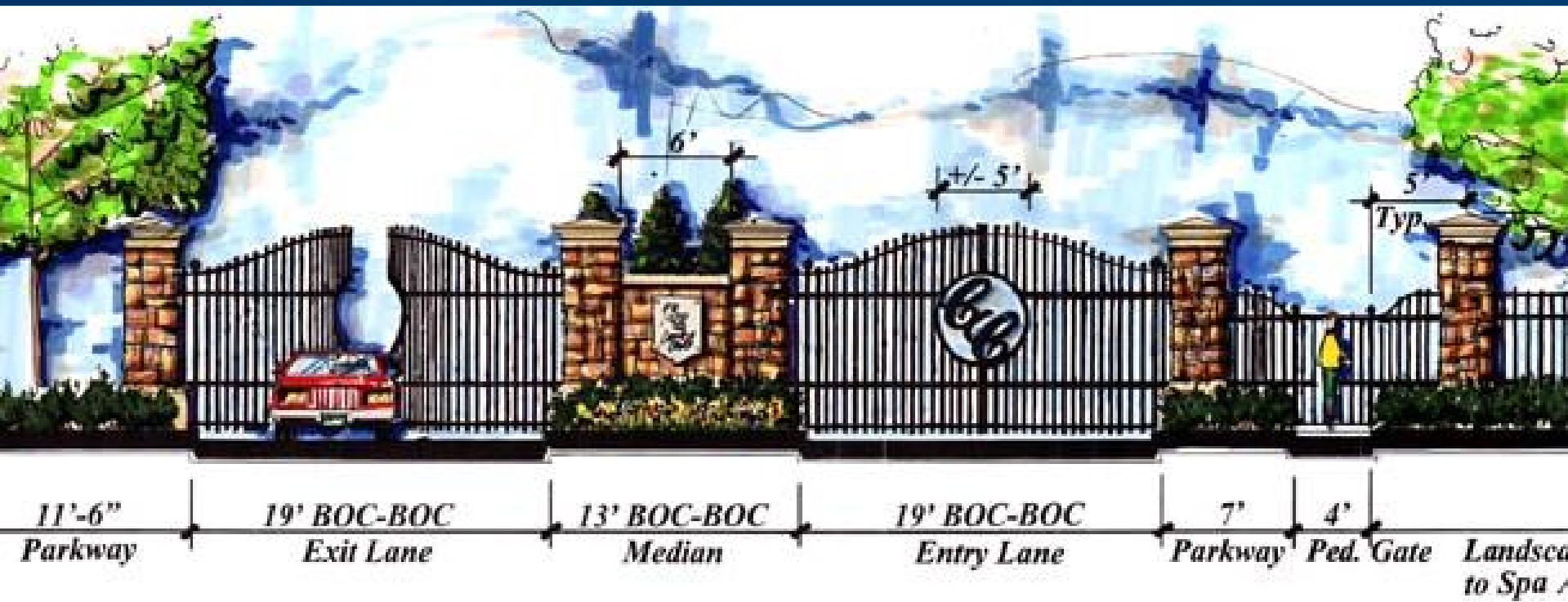
Entry Wall

Ornamental Tree, Typ.

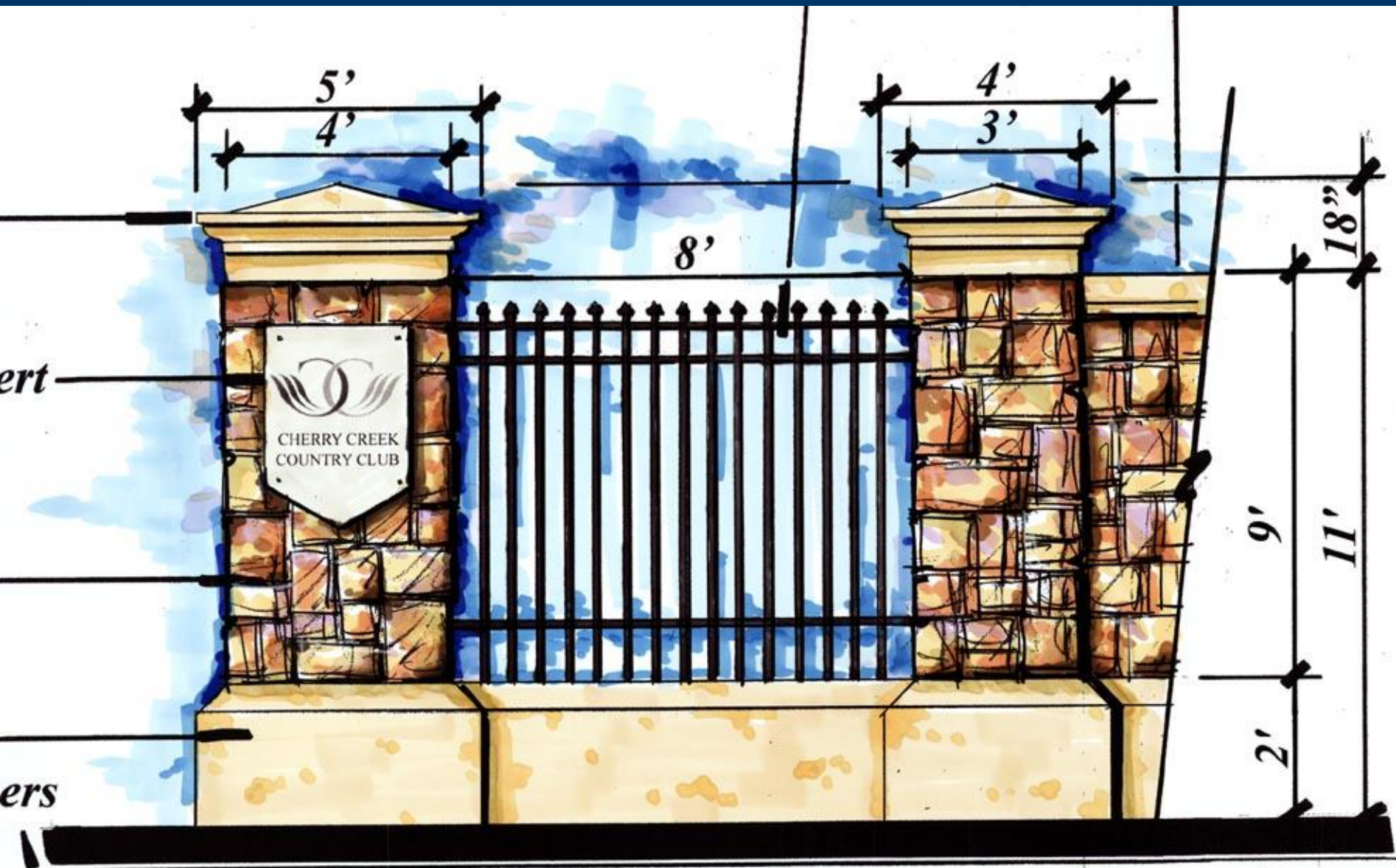
Si
Tr

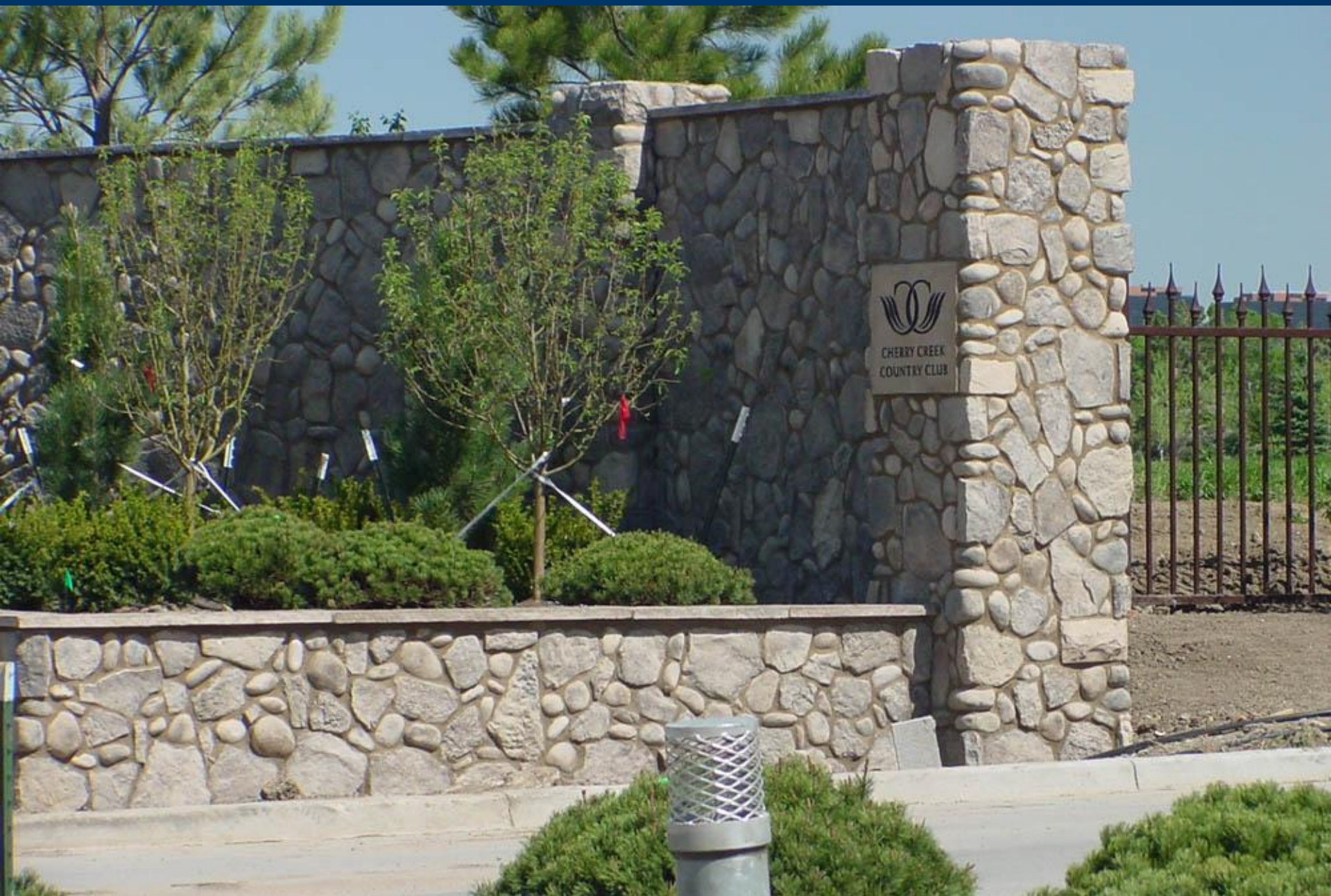
B















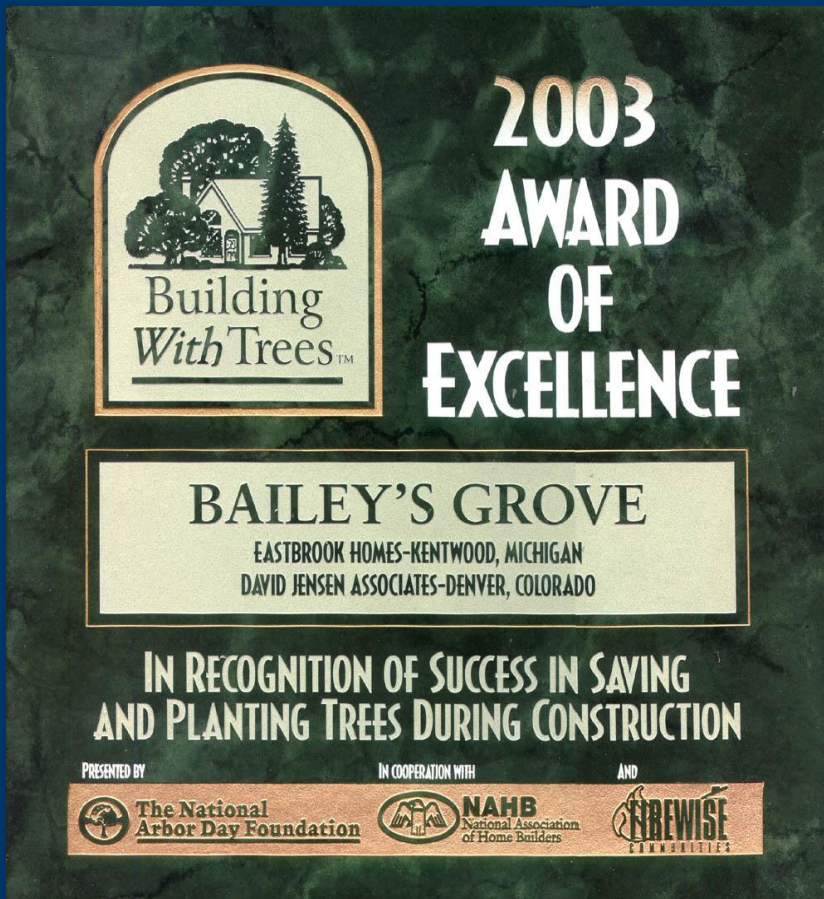
PERRY CREEK COUNTRY CLUB *Denver, Colorado*





Incorporate Pedestrian Scaled Connections





Bailey's Grove

Kentwood, Michigan

Bailey's Grove

Project Statistics

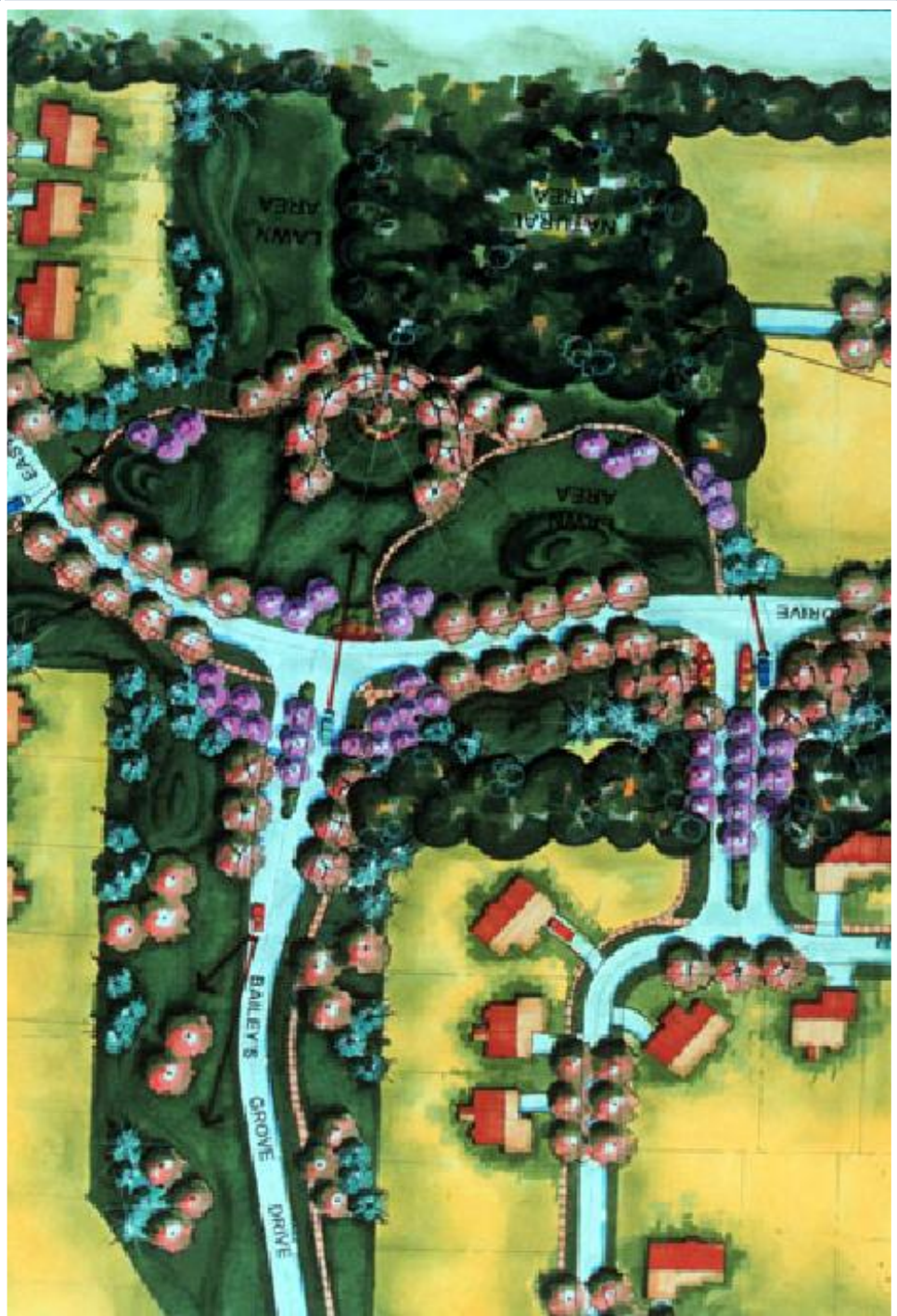
Gross Residential Acres:	280
Number of Units:	1105
Gross Density:	3.9 DU/AC
Typical Lot Size:	55' + 80' x 100'
Home Price:	\$140K - \$350K



















Include Community Spaces





■ MERIT AWARD

■ DAVID JENSEN ASSOCIATES

■ PEBBLE CREEK

■ PRESENTED BY BUILDER MAGAZINE

1994

Builder's
Choice
Design &
Planning
Awards

Pebble Creek

Henderson, Nevada

Pebble Creek

Project Statistics

Gross Acres: 67.4

Number of Units: 405

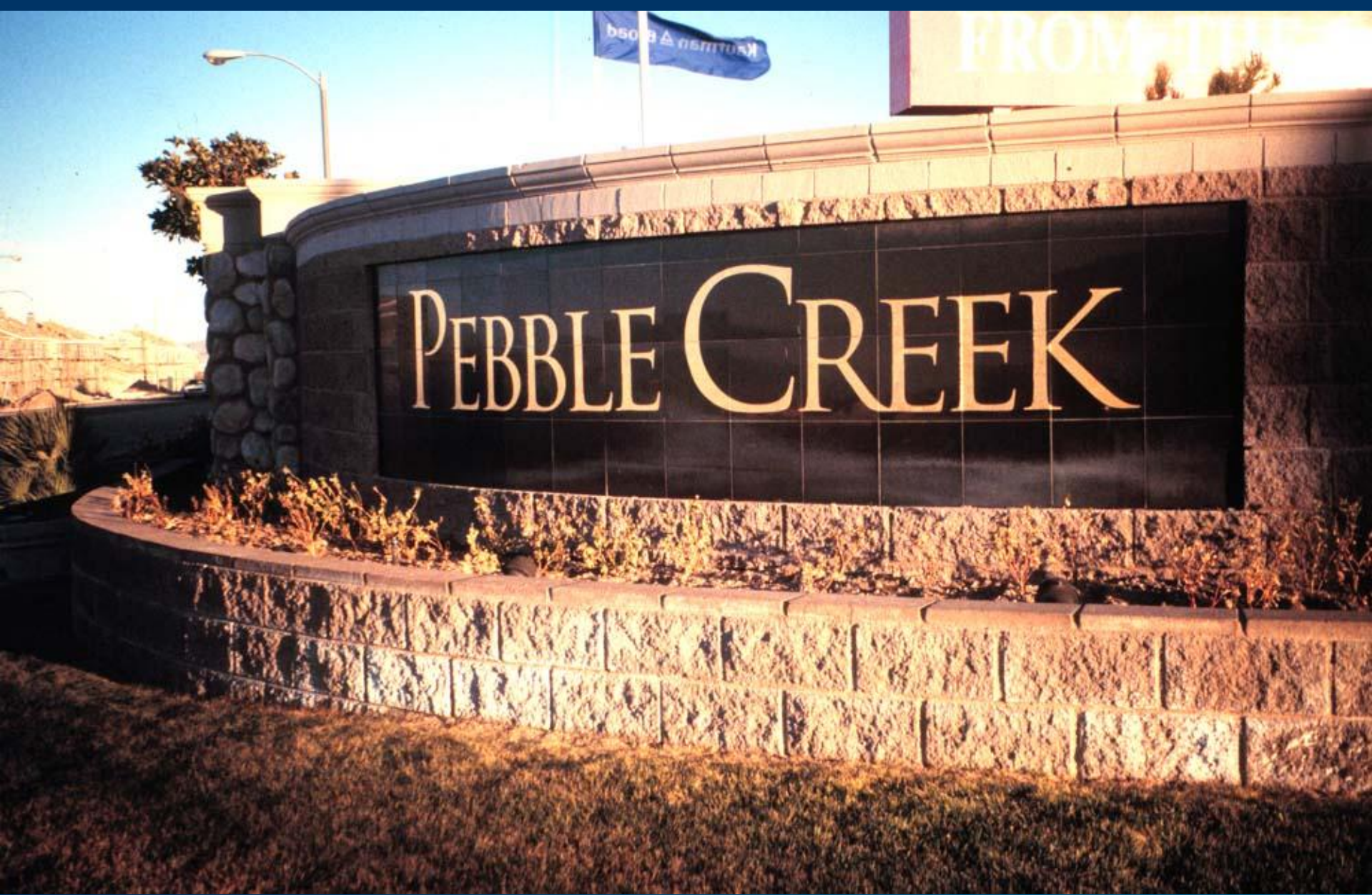
Gross Density: 6 DU/AC

Typical Lot Size: 45' x 95'

1994 Home Price: \$97K - \$127K

Sold 280 Homes in First Year















Summit Pointe Parcel 4 At Green Valley Ranch

Henderson, Nevada

Summit Pointe Project Statistics

Gross Residential Acres:	41
Number of Units:	269
Gross Density:	6.6 DU/AC
Typical Lot Size:	50' x 80 - 50' x 62'
Product:	Single Family Detached and Duplex

COMMON PROJECT ENTRANCE

COMMUNITY
RECREATION CENTER

VILLAGE ONE

VILLAGE TWO

VILLAGE THREE

PEDESTRIAN CONNECTION

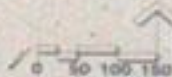
OPEN SPACE PATH/DRAINAGE
CORRIDOR

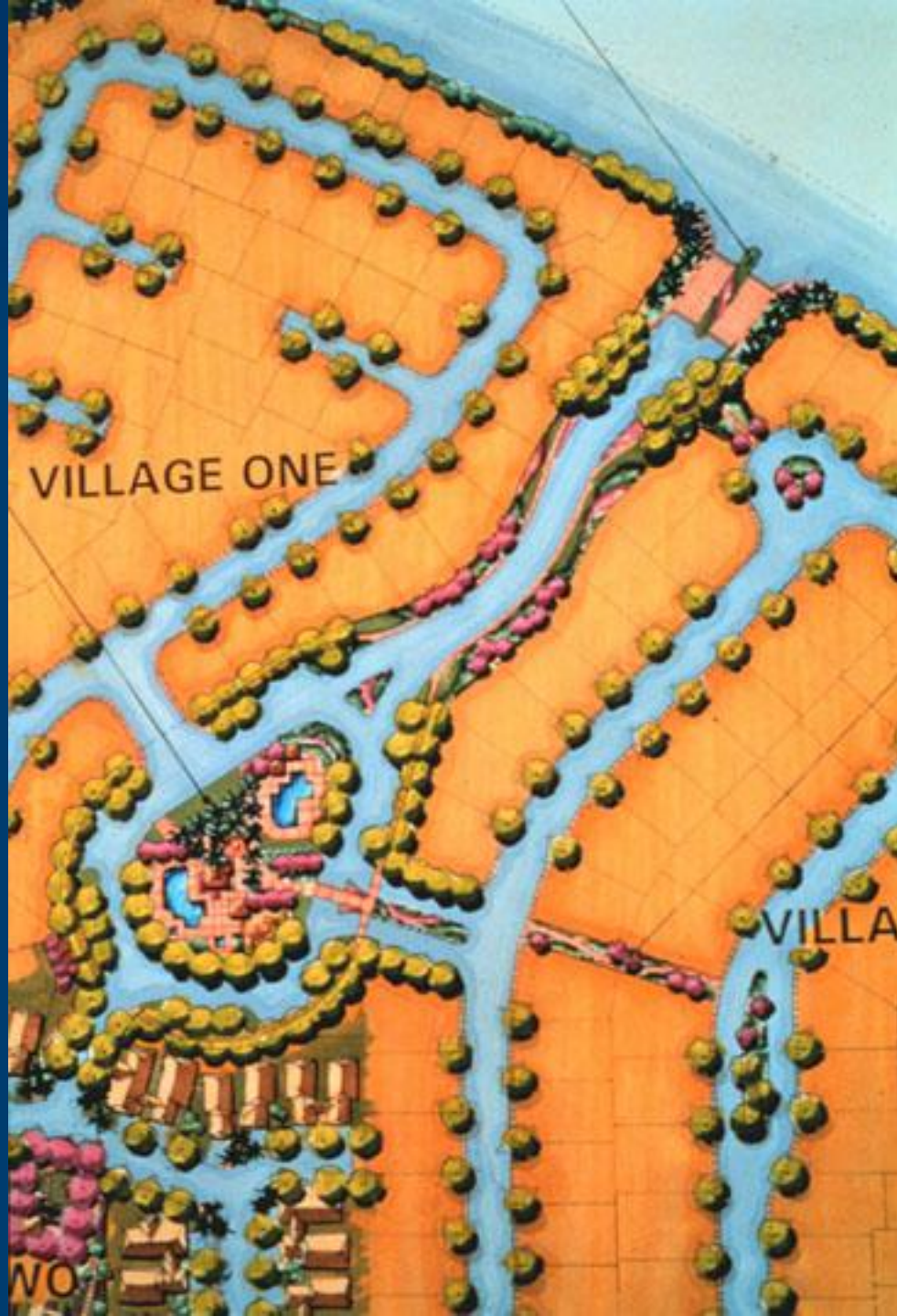
COMMUNITY CONCEPT

THIS 4 ACRE MINI-VILLAGE COMMUNITY FEATURES THREE DISTINCT PRODUCT TYPES CLUSTERED ABOUT A COMMON RECREATION CENTER AND ENTRY DRIVE. ELEMENTS CONTRIBUTING TO THE PROJECT'S REMARKABLE SUCCESS INCLUDE:

- A STRONG SENSE OF COMMUNITY IDENTITY DEFINED BY CAREFUL PLACEMENT AND DESIGN OF COMMON ELEMENTS.
- A SPACIOUS FEEL AT A DENSITY OF OVER SIX UNITS PER ACRE.
- QUALITY AMENITIES DESIGNED TO DELIGHT RESIDENTS AND PROMOTE HOME SALES.
- A DIVERSITY OF PRODUCT TYPES APPEALING TO A BROAD RANGE OF BUYERS.

Community Site Plan









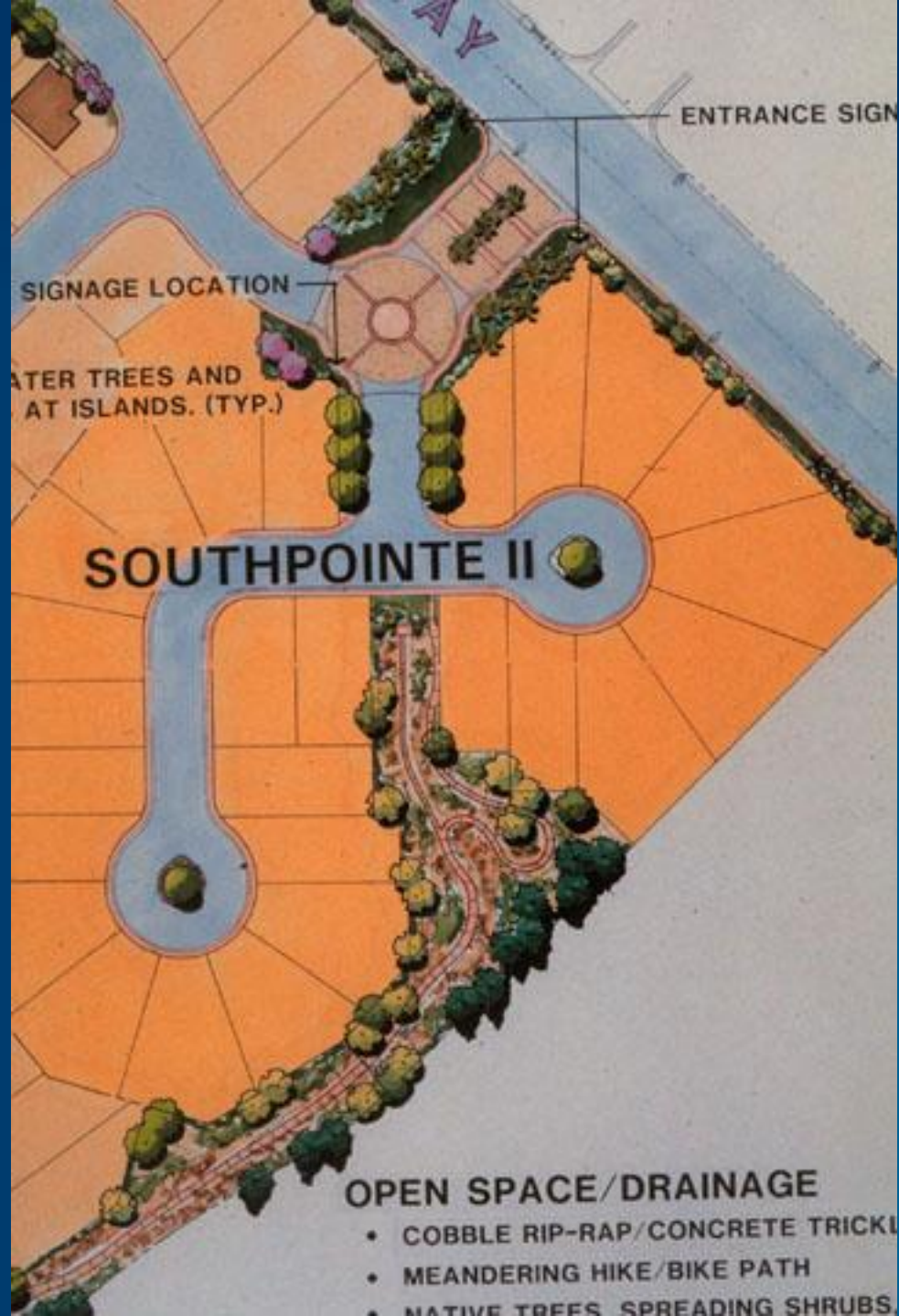
NG.

STRAWBERRY FIELDS (By Others)

SEE COMMUNITY REC CENTER
CONCEPT PLAN (3/3/93)



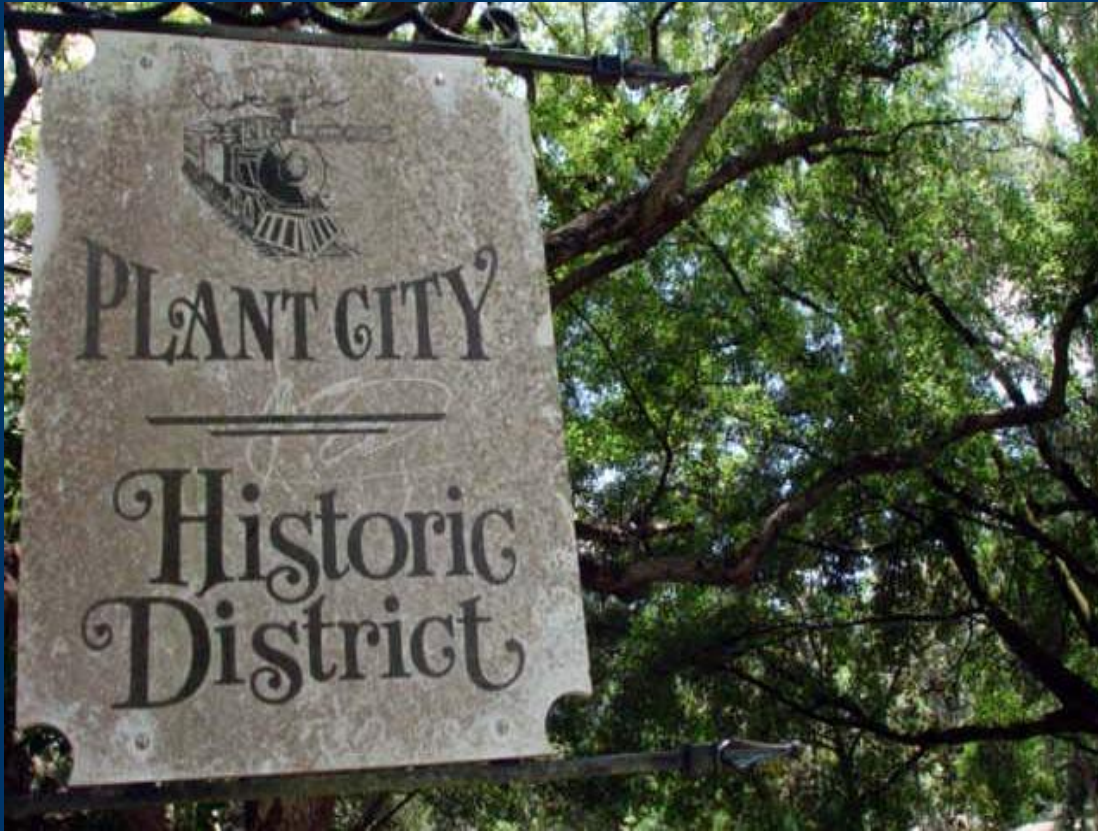






Include Mixed Uses to Promote Live, Work, and Play Environments





Lakeside Station

Plant City, Florida

Lakeside Station

Project Statistics

Gross Acres: 1,370

Open Space: 623

Number of Units: 2,813

Typical Lot Sizes: 4,000 - 8,000 sq ft

Home Price: To be Determined



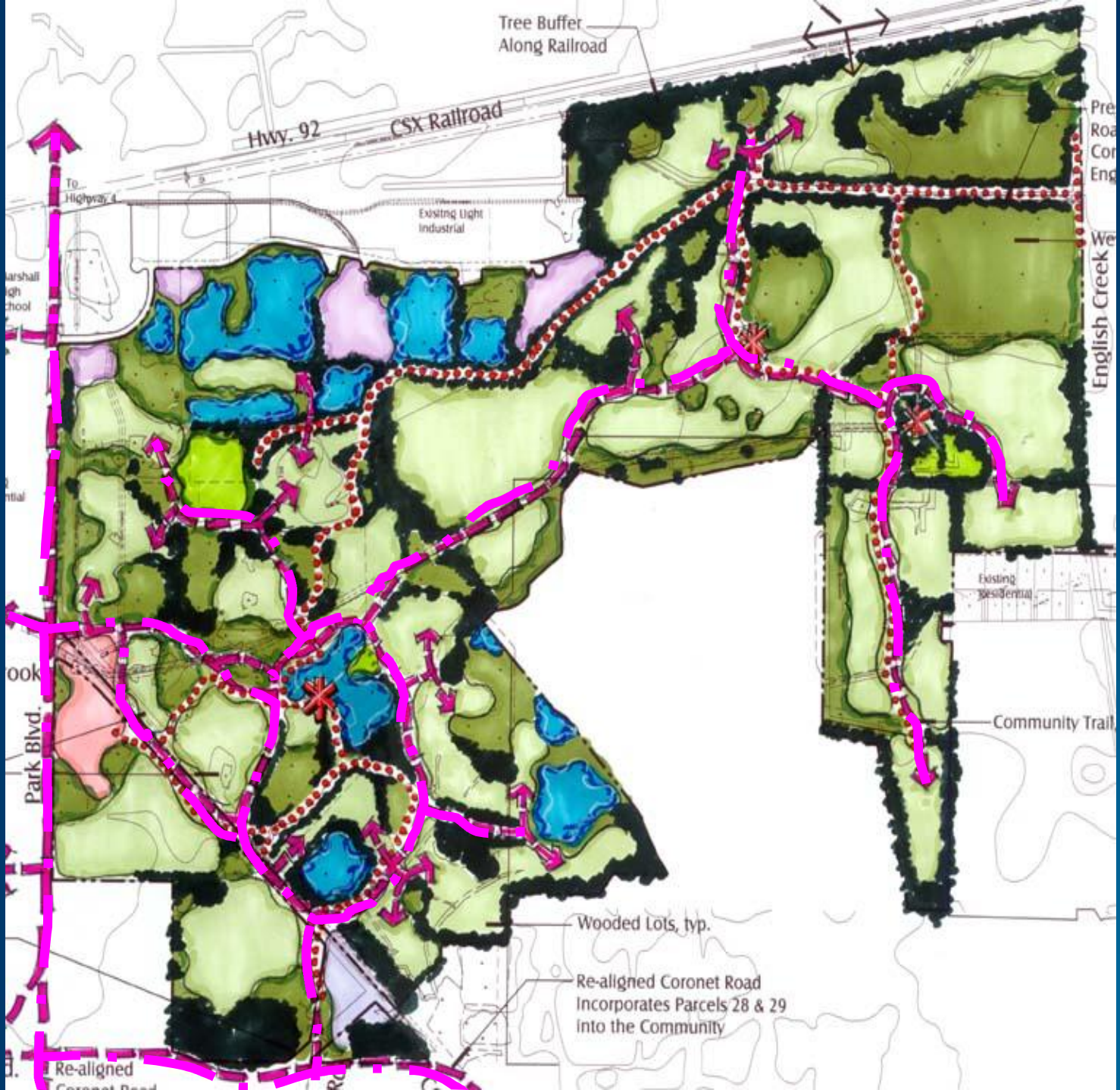
Open Space Summary

<u>Land Use</u>	<u>Acres</u>
Wetlands With Buffers	413
General Open Space	183
Community Park	27
Total Open Space	623



Sunrise Park Open Space Plan





Natural Wetlands as Community Feature



Historic Road to Remain





Pedestrian Oriented: Promote-Live/Work



Provide Passive Parks for Each Neighborhood





Recognize the Role of Density in Affordability



Rosebrook

Whitehouse, Texas

Rosebrook Project Statistics

Gross Acres: 31

Number of Units: 125

Gross Density: 4.0 DU/AC

Typical Lot Sizes: 4,800 – 9,900 sq ft

Price: Phase II starting at \$154,000





OWNER

MR. STEPH
508A High
Whitehouse

PLANNER

DAVID JEN
360 S. Mor
Denver, Co

**ROSEBROOK
WHITEHOUSE, TEXAS**

SCALE:







Rosebrook

Entry Landscape Concept 'C'



Pedestrian Elevation 'C' Alternative 1

Scale 1"=5'



Pedestrian Elevation 'C' Alternative 2

Scale 1"=5'





EXISTING FENCE AND COLUMNS

LAWN

5' DETACHED SIDEWALK

STANDARD SHADE STREET TREES
30' O.C. LOCATE TRUNKS 3'
MINIMUM FROM PAVING

PROPOSED HOUSE LOCATION
AND DRIVEWAY

PAIR STREET TREES ON SOUTH
SIDE OF ROAD

Plan 'A'

HWY 110 S

Note:
This design concept is the property of David

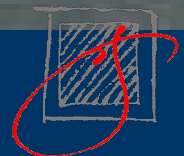
Project Number: 5540

Designed by: ma





Proposed Future Entry
Subject to change without notice.

















Overcoming the Dreaded D Word

- Meet The Needs and Wants Of Consumers
- Create a Feeling of Openness
- Incorporate Pedestrian Scaled Connections



Overcoming the Dreaded D Word

- Include Community Spaces
- Include Mixed uses to Promote Live, Work, and Play Environments
- Recognize the Role of Density in Affordability



It's More About
Community Than
Density



Overcoming The Dreaded D Word



David Jensen, FASLA, APA

DAVID JENSEN ASSOCIATES, INC.
Community Planning & Design

1451 S. Parker Road
Denver, CO 80231
303/369-7369

djensen@davidjensenassociates.com