

EXPAND

KTGY
THOUGHT
DESIGN
INSPIRATION
2017

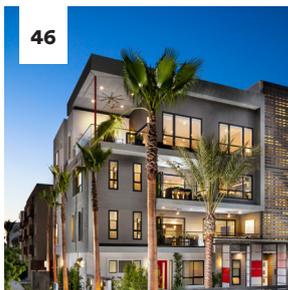
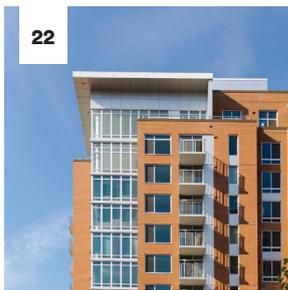
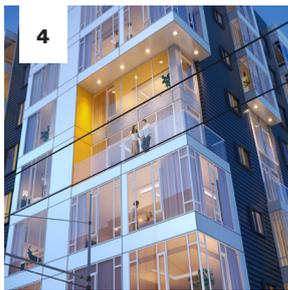
Design for Community





EXPAND

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Design for Community

Design in our evolving world has the power to enhance the quality of human interaction between myriad people. It has the power to bring us together and the power to create change.

With this in mind, KTGy is pleased to present this 2017 issue of *Expand*, wherein we consider Design for Community. We look at how a few of our recent projects have responded to the changing needs of their neighborhoods and we look forward with articles on our R+D Studio's innovations for living in the city.

We hope you enjoy this issue. We encourage you to revel in all that community means to you.



At Home in SoMa

360

5TH STREET

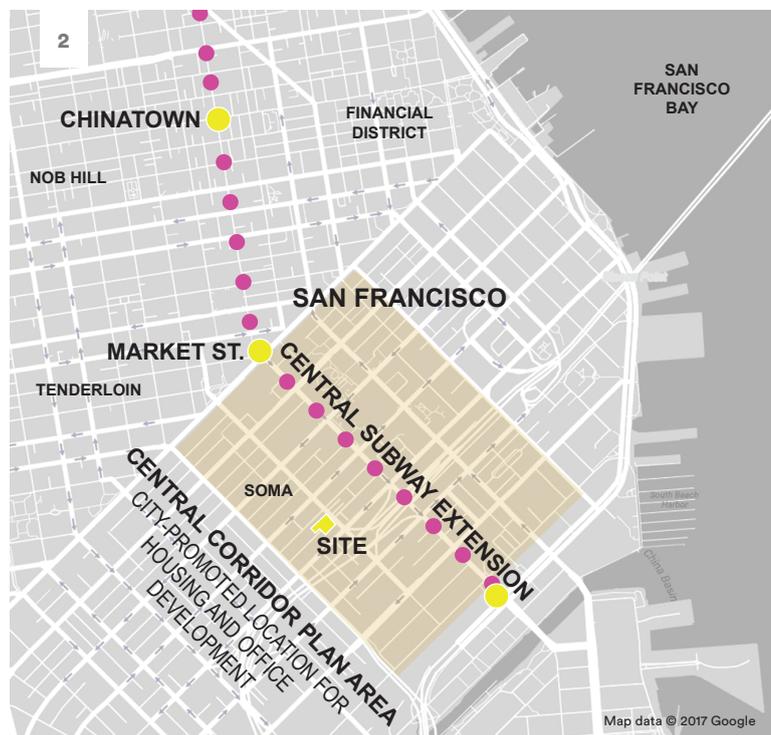
Situated in the heart of San Francisco's SoMa district, 128 residential units on .53 acres at 360 5th Street are being thoughtfully planned in collaboration with local community groups. Working hard to respect the existing community and the city's considerable history, while providing modern new residences to the area, Trammell Crow Residential and KTGy are focusing on connecting the new building with its neighborhood and with the city of San Francisco.



Facing 5th Street, a major arterial, the building is bound by Clara Street and Shipley Street. The side streets are narrower “living streets” where the intention of the city is to create residential enclaves. The architecture facing the side streets harkens back to what may feel like a simpler time, with street-level front doors and stoops. The design makes a grand gesture to the San Francisco tradition of bay windows, incorporating them throughout the development, filling the rooms with light and views to the outside.

During community meetings, area residents expressed appreciation for the community-enhancing design and expressed their hopes and excitement for a new development that connects to the street in a way that encourages interaction, an atmosphere of safety, a sense of place and that feels like home.

The SoMa area, including the existing building at 360 5th Street, is currently home to artisan and craftsman businesses. The community prides itself on the “makers” arts community and expressed this as an important value. Trammell Crow’s plans for the new development include creative workspace and some retail spaces at the ground floor level, further preserving the sense of community for SoMa.

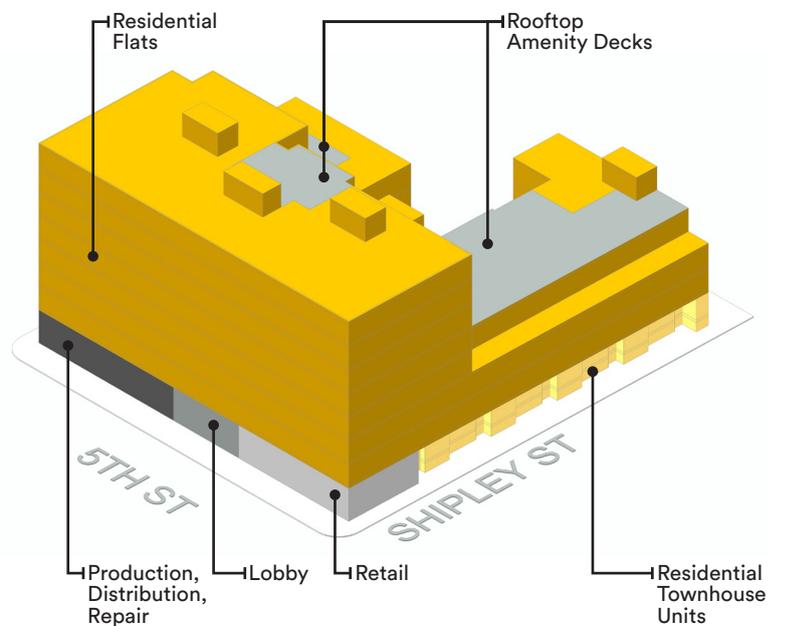


CONNECTING WITH THE NEIGHBORHOOD

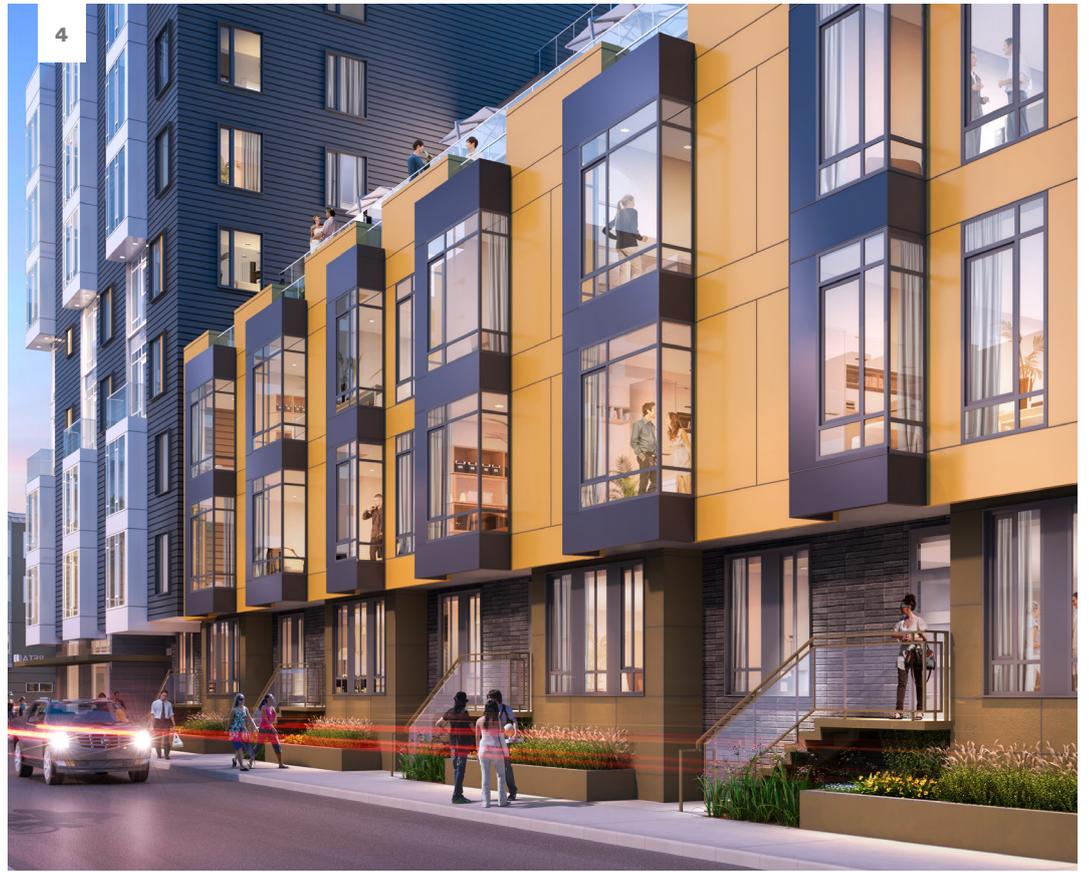
1 | Retail space and “makers” space anchor the corners along 5th Street, activating what once was a used car lot.

2 | 360 5th Street is within the Central Corridor Plan Area: a neighborhood the city has promoted for housing and office development. Future tenants will also benefit from the subway extension slated for 2019.

3 | A current tenant on the site (Wood Thumb) will be relocated in the Production, Distribution, Repair area on the ground level and basement of the building.



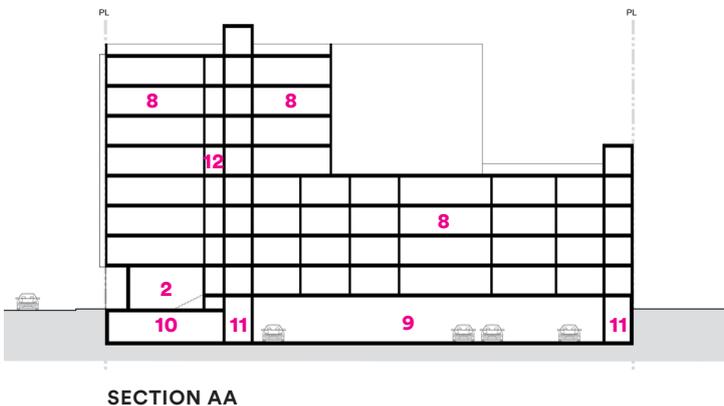
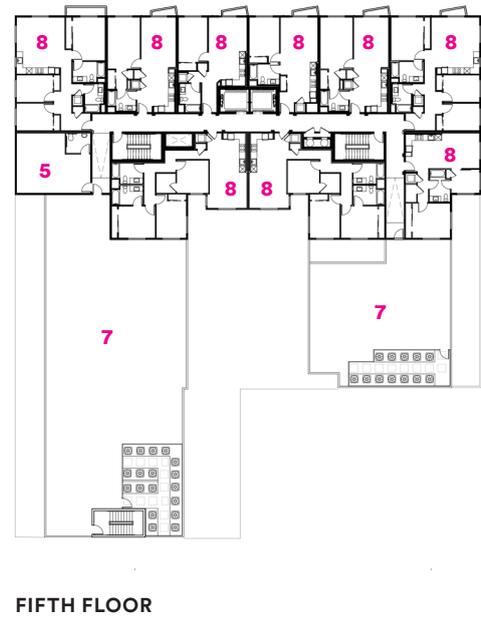
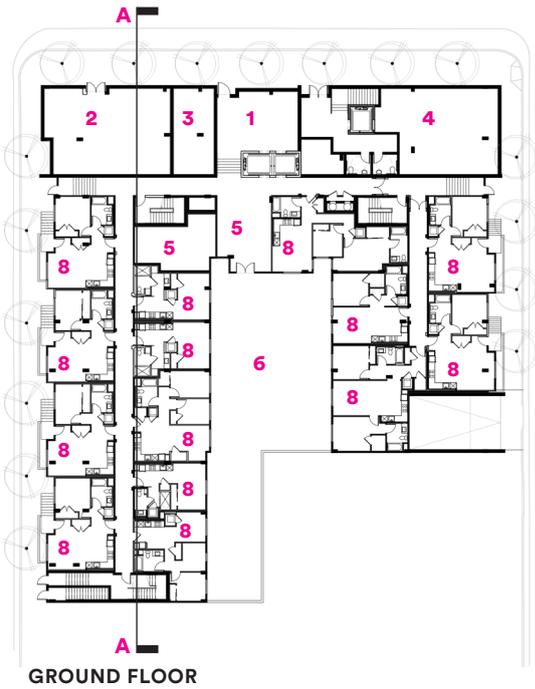
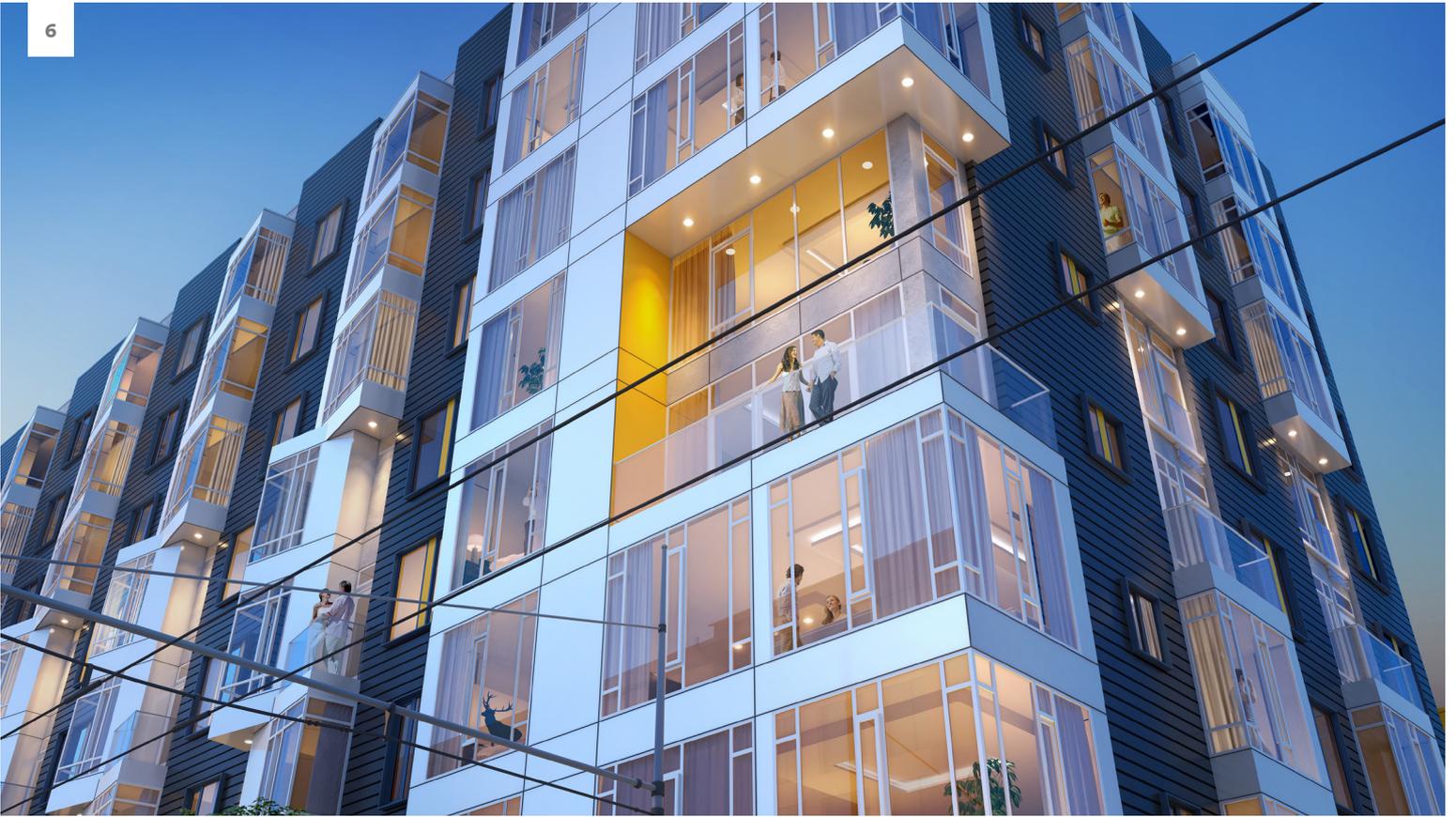
With a wink to the traditions of the neighborhood, 360 5th Street looks strongly to the future in a way that will help it become a beloved building for years to come. Breaking the rules of traditional bay windows, a colorful “belt” around the building separates lower units from those above. A generous roof deck ensures usable open space is exclusive to residents. Building amenities include a fitness facility and business center.



4 | Townhouse stoops along Shipley Street connect front doors to the street level and reinforce the city’s vision for living streets.

5 | The Clara Street elevation demonstrates the stepping of building massing to the south as well as the variation in building materials.

6 | The open corner condition at 5th and Shipley provides plenty of daylight to living spaces.



- 1 LOBBY**
- 2 RETAIL**
- 3 MAIL**
- 4 PRODUCTION, DISTRIBUTION, REPAIR**
- 5 AMENITY SPACE**
- 6 COURTYARD**
- 7 ROOF DECK**
- 8 APARTMENT**
- 9 PARKING GARAGE**
- 10 BIKE PARKING**
- 11 STAIR**
- 12 CORRIDOR**

Area residents expressed their hopes and excitement for a new development that connects to the street in a way that encourages interaction, an atmosphere of safety, a sense of place and that feels like home.





While the ground-level units enjoy the connection to the street, upper units are elevated flats with private decks. Shadow analysis along the top of the building led KTGy to incorporate step-backs in the building design, optimizing the light to the building and the neighbors. The design makes maximum use of the building envelope, under San Francisco's new building code, with five levels of Type III construction over three levels of Type I.

A minimal number of parking spaces reflects the location's proximity to public transportation. 360 5th Street's accessibility to transportation is excellent and will be augmented by San Francisco's Central Subway, one of the biggest infrastructure projects in the city. The new line will serve popular destinations along the 1.7 miles from SoMa to Chinatown including Moscone Center and Union Square. Located just blocks from one another, 360 5th Street and the Central Subway are both planned to open in 2019.

PROJECT TEAM

Owner | Developer: Trammell Crow Residential
Architect: KTGy Architecture + Planning
Landscape Architect: The Guzzardo Partnership Inc.
Civil: BKF Engineers
Structural: DCI Engineers
Mechanical, Electrical & Plumbing: Meyers + Engineers

FACTS

Density: 241 du/ac
Unit Plan Sizes: 440-1,189 sq. ft.
Number of Units: 128 du
Site Area: 0.53 ac
Number of Stories: 4-8
Parking: 36 spaces
Construction Type: I + III

TYOLOGY

Mixed-Use Podium Apartments | Retail

Realigning the Development Compass

by Jessica Musick

Developers and architects can fill a void in the market by exploring housing concepts that require more communal living, smaller living spaces, de-emphasize the car and emphasize sharing in exchange for affordability.

Once praised for its breathtaking topography, iconic bridges, and rich architectural history, local news articles about the ongoing housing crisis completely overshadow the contributions that Bay Area cities are making to local and global cultures. On a macro level, the region is still being talked about for its technology advancements and mega tech campuses. Drill down a little further and locals are busy pointing the blame for the region's deeply complex housing crisis on technology, greed and politics. This issue continues to get more contentious every day. November ballots focused on issues such as affordable housing and rent control. In December, the fire in Oakland's infamous Ghost Ship warehouse began to shed national light on the matter with some press sources linking fault to the local housing crisis. Housing has become a topic where blame is easy to assign but solutions are difficult to identify.

Though no one local challenge is exclusively responsible for the region's housing shortage, many have made significant contributions. One that has been easy to track is local job generation. Recent Building Industry Association (BIA) information has suggested that since 2011, the Bay Area has created more than 530,000 jobs but has only permitted 94,000 housing units. Coming out of the recession, these figures represent 250 times the number of jobs required for steady growth and only 70 percent of the necessary building permits to date. Tech companies make up much of this job creation with more than 34,000 tech jobs added to the Bay Area local economy in 2016. New campus facilities and high-

profile commuter buses make the tech industry an easy target to blame for gentrification and increased rental prices.

In San Jose's new urban village area, residential developers are planning mixed-use development where commercial office space is key in making residential development more palatable for city officials. Residential entitlements are tied to office development and its forecasted benefits for the city. December Career Builder statistics have shown that within a 30-mile radius of San Jose, there are more than 1,185 unfilled job postings. These statistics further point to a growing local economy with potential infrastructure and resource needs.

Several members of San Francisco's Board of Supervisors have recognized the need to put some of the region's social responsibility on the shoulders of tech companies. Members proposed a 1.5 percent payroll tax that could potentially generate more than \$100 million in financial benefits for the city's growing homeless population. This proposal, which was nicknamed the "tech tax," never made it onto November ballots. It was criticized heavily for its attempts to solve social issues by potentially hurting the local economy, a feeling shared by many throughout the Bay Area.

Though increased tax proposals aren't moving forward without opposition, one solution might be to implement a one-time employee fee for Bay Area tech companies. Funds generated from this fee could help subsidize land cost and residential development fees. It's not unrealistic for cities to expect job generators to contribute to local communities.





There are many factors that go into making the Bay Area an attractive destination for employees. There needs to be services, schools and housing for their employees, as well as the people that fulfill other community needs. It's about aligning housing demands with housing supply and asking commercial development to contribute to market-rate residential development at a rate proportional to their employee projections.

It makes sense to think that adding more housing to the Bay Area could solve the shortage. However, this is not an easy feat in California – especially the Bay Area. This is an area with 12-18 month entitlement durations layered with California Environmental Quality Act (CEQA) and community outreach milestones. Further layer these requirements with geographically challenging parcels dealing with water tables, topography and historical components and you have a typical Bay Area site. Once developers have made their way through design review, their tenacity is congratulated with a series of impact fees covering everything from parks, schools, art and affordable housing. The rigors that cities put housing development through – only to reward with costly stipulations – shows that Bay Area jurisdictions aren't ready to solve a housing crisis. In some ways, local governments are exacerbating the problem with a "pay-to-play" approach placed squarely on the shoulders of the commodity the community needs most.

One possible solution to this epidemic is to incentivize, not strong-arm, housing development contributions. Incentives

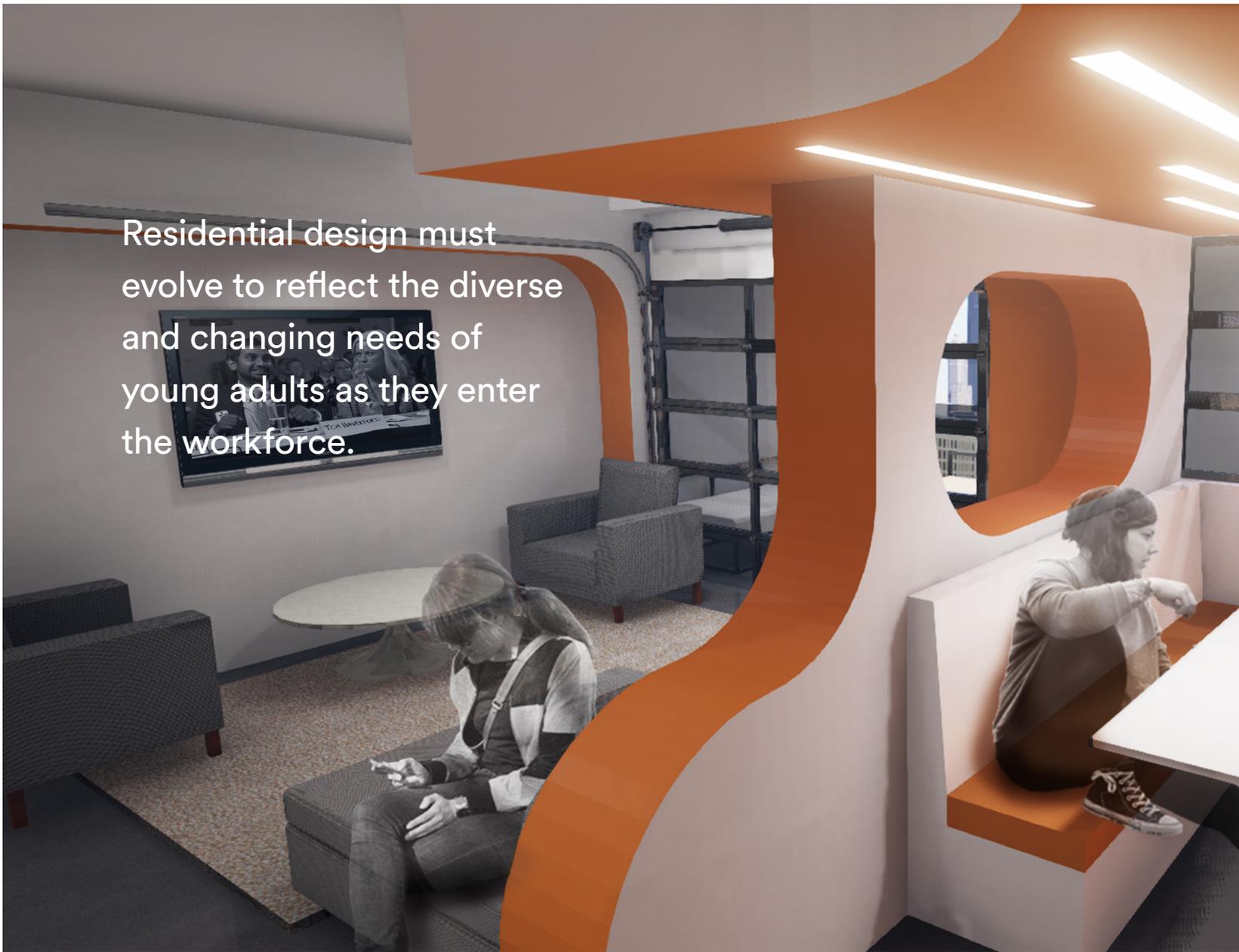
for developers proposing high-density housing may include discretionary approvals to speed up the entitlement process or increased densities or reduced parking ratios in exchange for fees. Currently, state law allows for up to one development concession if affordable housing is incorporated into the project. This same policy should be considered for market-rate housing, contributing not only to affordable housing, but to schools, infrastructure, art and parks.

These potential solutions are all reactionary and take a bit of politicking and patience to implement. One thing that architects and residential developers can do now is to think differently about proposed housing solutions. Many Bay Area residents are already being forced to think creatively to solve their housing needs. Some of these decisions are proving unsafe at best. Developers and architects can fill a void in the market by exploring housing concepts that require more communal living, smaller living spaces, de-emphasize the car and emphasize sharing in exchange for affordability. Looking at ideas like Denmark's co-housing concepts and examining student housing models as potential solutions in certain Bay Area cities is one way to add people, not density, to constrained sites. The challenge still lies in convincing non-local investors that thinking differently about residential development could ultimately save time and money. Changing the needle on the residential design compass is difficult, but in a region where there aren't a lot of options, challenging the development world to think differently about residential housing isn't risky. It's necessary.



THE MACRO-UNIT

A HOUSING CONCEPT FOR YOUNG URBAN PROFESSIONALS



Residential design must evolve to reflect the diverse and changing needs of young adults as they enter the workforce.

As millennials continue to move in droves to urban centers, there is increased demand for housing solutions designed to meet their diverse set of needs. In most urban markets, there is a limited supply of rental units appropriate for a single person with a starting salary budget. This disparity of supply and demand has driven rental prices up to a point where many young adults are spending more on their housing expenses than is typically recommended. Young renters in New York, Boston and San Francisco, for example, can easily spend 50 percent or more of their gross salary on rent. Those who choose to pay unsustainably high rents to live the

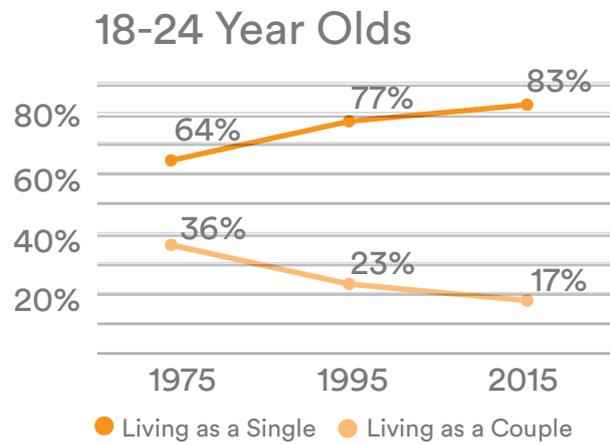
lifestyle they desire may then sacrifice potential savings or risk accruing increased personal debt. Others may have to live in unsafe areas or in substandard conditions. Many developers are addressing these issues by decreasing the size of studio apartments in their recent developments. As unit square footages decrease, rents tend to follow. Over the last 10 years, the average size of a studio apartment has decreased 18 percent, from 614 square feet to 504 square feet. This trend is also linked to the recent rise of the Micro-Unit: super-small studios popping up in urban areas around the nation and abroad.

Residential design must evolve to reflect

the diverse and changing needs of young adults as they enter the workforce. While decreasing the size of the units is one solution for maintaining affordable rents, not all renters want to live in a tiny apartment by themselves. The millennial generation thrives on the social interaction of internet sites like Instagram, Snapchat and Facebook, and by hanging out with groups of friends at coffee shops, breweries and food halls. The Macro-Unit is a new community living solution that integrates a connection to a greater social network by combining the modest rent associated with small square footage per resident, with the social interaction of shared common living spaces.



Young adults of today are more likely to live in urban areas as a single than previous generations.



5,626,816

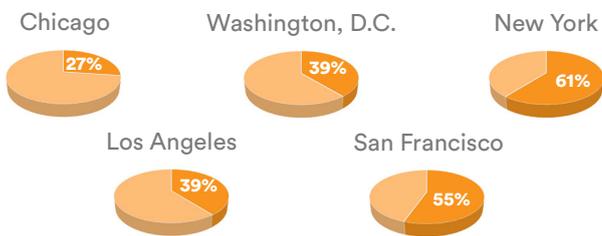
Young adults [ages 18-34] moved to metropolitan areas with a total population greater than 100,000 from 2010 to 2012.

It can be challenging to afford the type of lifestyle many young professionals desire.

The Macro-Unit is a single large dwelling unit with many private bedrooms (each with their own private bathroom) and a common shared kitchen and living area for all residents within the unit to enjoy.

By minimizing the square footage of the private bedrooms and bathrooms, a larger space can be devoted to the common kitchen and living areas. A variety of seating configurations have been incorporated into the living area to serve multiple people or groups of people engaging in smaller conversations. The lounge seating area in the living room connects through a glass roll-up garage-style door to the large outdoor balcony, expanding the area of the living space. The kitchen provides duplicate appliances to better serve all 11 residents. Two refrigerators, two dishwashers, two microwaves and two ovens make simultaneous cooking projects possible. Booth and bar seating with built-in charging stations are designed for eating and socializing, as well as providing a location for residents to work from home.

Comparing the average rent of a studio apartment as a percent of average starting salary of recent college graduates:



\$37,172 Average Student Loan for 2016 College Graduates

Many young adults are spending a larger portion of their salary on rent than recommended.



SOCIAL LIVING

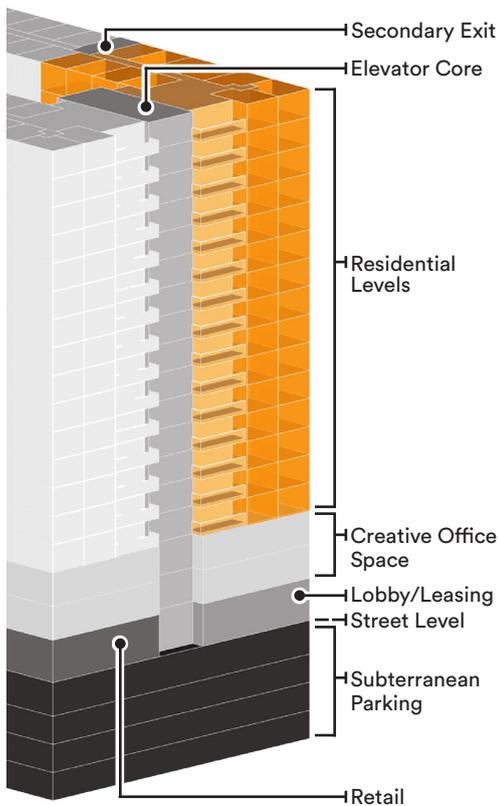
Bar and booth seating with built-in charging stations provide a social work environment from the comfort of home.



Young adults have been renting large houses and dividing the spaces with their friends to make the rent affordable for many years. The Macro-Unit takes that concept a step further to create a more formalized design solution. With a variety of management and leasing options, and flexibility in the building design, the Macro-Unit can be adapted to the specific needs of a site and target demographic. In keeping with the great diversity of today's young urban professional community, residential housing solutions intended to serve this community must strive for equally varied housing solutions. The Macro-Unit aspires to contribute to that diversity.

Typical Building Diagram

Number of levels and ground level services vary as needed



LIVING AS A COMMUNITY

1 | The large living and kitchen area provides a range of seating options for eating, working, relaxing and socializing.

2 | Duplicate kitchen appliances make simultaneous cooking projects possible.

3 | The lounge seating area extends out to the over-sized balcony through a roll-up garage-style glass door.



MACRO-UNIT

[More Than a Micro-Unit]

3,866 Square Feet

11 Bedrooms/11 Bathrooms

351 Square Feet/Resident

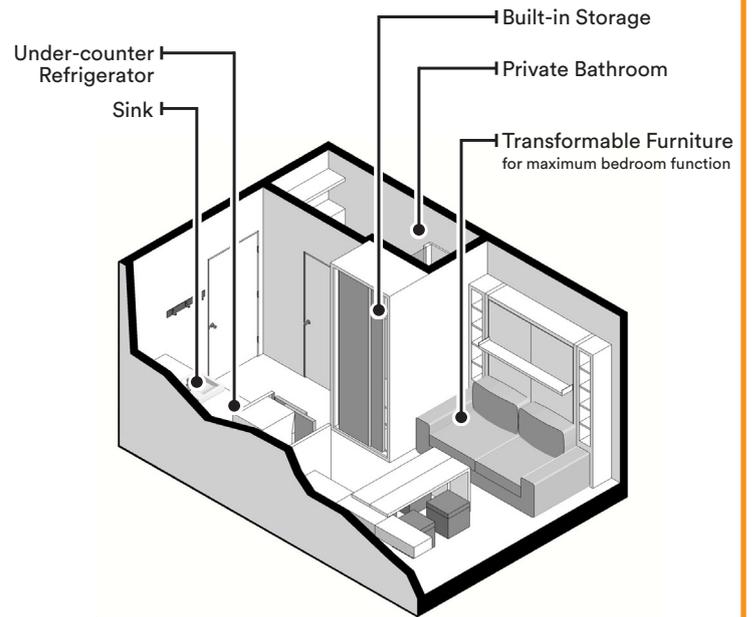
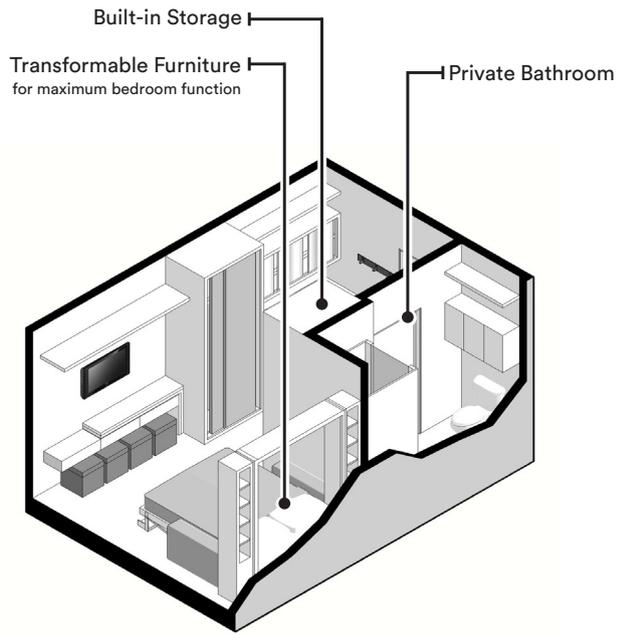
The Macro-Unit proposes to create social, community living experiences within urban areas to appeal to young professionals, while curtailing rental cost by minimizing the rentable square footage per resident.

- 1 TRASH ROOM
- 2 EXIT VESTIBULE
- 3 EXIT STAIR
- 4 METER CABINETS
- 5 FIRE ACCESS LOBBY
- 6 ELEVATORS
- 7 UNIT ENTRY
- 8 LAUNDRY
- 9 COAT CLOSET
- 10 BOOTH SEATING
- 11 BALCONY
- 12 ROLL-UP DOOR
- 13 LIVING ROOM
- 14 KITCHEN
- 15 SECONDARY EXIT VESTIBULE
- 16 SECONDARY EXIT STAIR



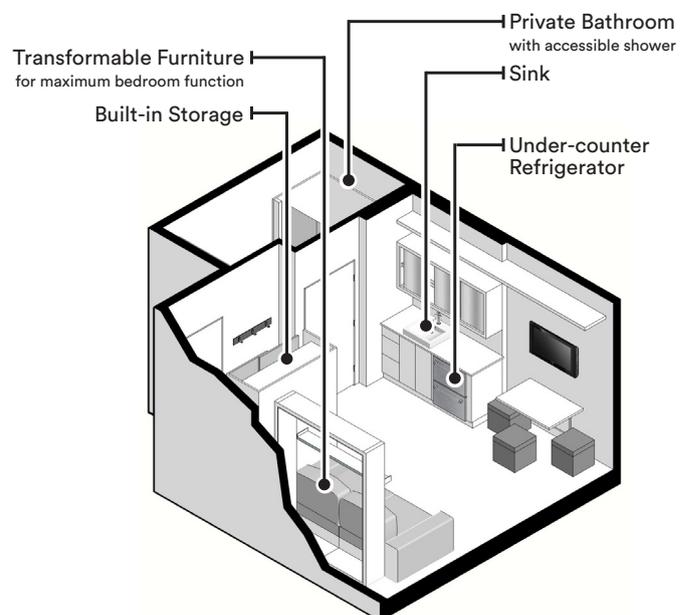
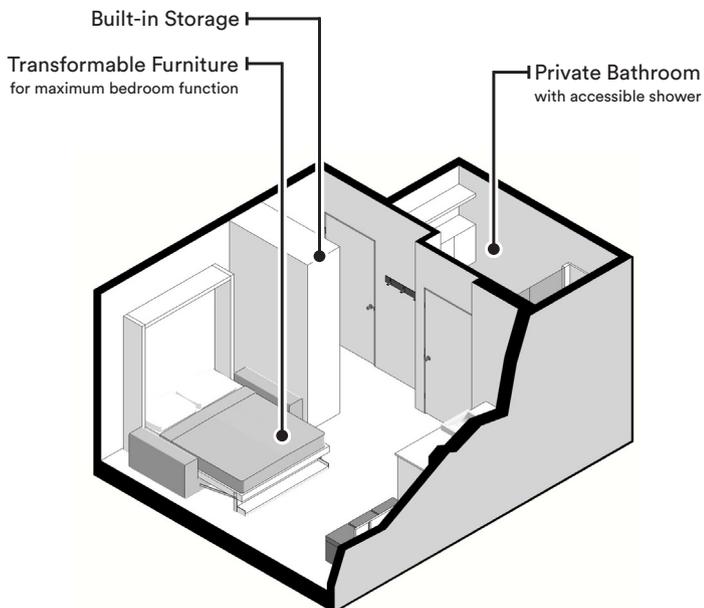
Bedroom Plan 1

240 Square Feet [8 per unit]



Bedroom Plan 2

260 Square Feet [3 per unit]



m

flats

WALKING IN VA

Located just across the Potomac River and Washington, D.C., the Crystal City neighborhood of Arlington, Virginia, is transforming into a thriving, walkable, transit-oriented district, as the first projects under its 2010 Crystal City Sector Plan come to life. The plan calls for human-scale public streets, amenities, landscaping, activation of building frontage, and connectivity to the greater D.C. transit system.





m flats

A man in a light blue jacket and dark pants is walking across the crosswalk in the foreground.

Two people are standing near a yellow newspaper box on the sidewalk.

A silver car is driving on the street to the right.



Crystal City was originally developed in the 1970s at the height of car culture. T-shaped concrete residential towers isolated from thoroughfares on park-like grounds with sprawling parking lots, an underground mall and office uses, created relative density for this close-in D.C. suburb, but no street life. Over the years, this prime area, so close to the nation's capital, grew in density yet fell behind in appeal as the desire for walkable communities became a top lifestyle priority for the two largest demographics: baby boomers and millennials.

Developed by KETTLER and designed by KTGy, m.flats Crystal City opened in the fall of 2016. The contemporary, luxury, multi-family, 11-story, 198-unit building was the first residential building proposed to the Arlington County Board since the adoption of the Crystal City Sector Plan.

1 | The Crystal City neighborhood provides wide, tree-shaded sidewalks with proximity to transit and amenities.

2 | A light-filled lobby space invites residents to linger.





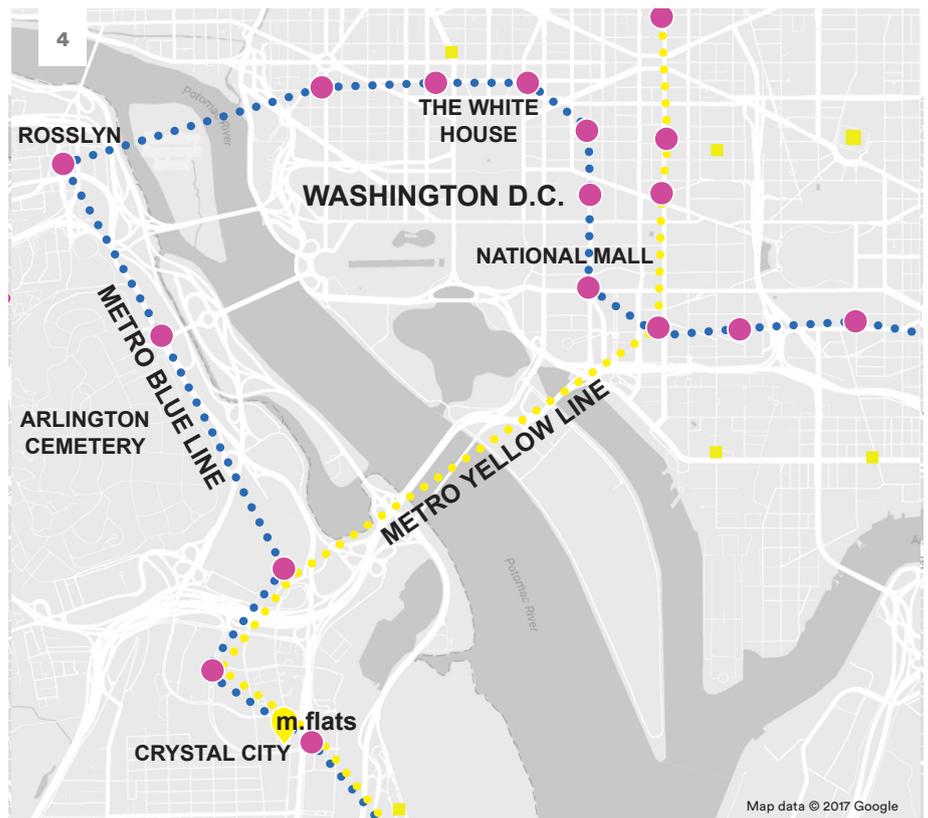
3 | With a Walk Score of 91, close attention was paid to designing a higher-quality pedestrian experience at the street level.

4 | Located along the Yellow and Blue Metro lines, m.flats is well connected to both Washington, D.C. and Arlington.

m.flats was designed to inspire a city life for its residents and encourage connectivity with the community around it. This starts with the position of the building frontage along the sidewalk edge, where an extra-wide, scored, tree-shaded sidewalk leads pedestrians to the lobby great room that serves as the central gathering space, bridging 18th Street, one of the city's most walkable streets, with the building's tranquil outdoor courtyard.

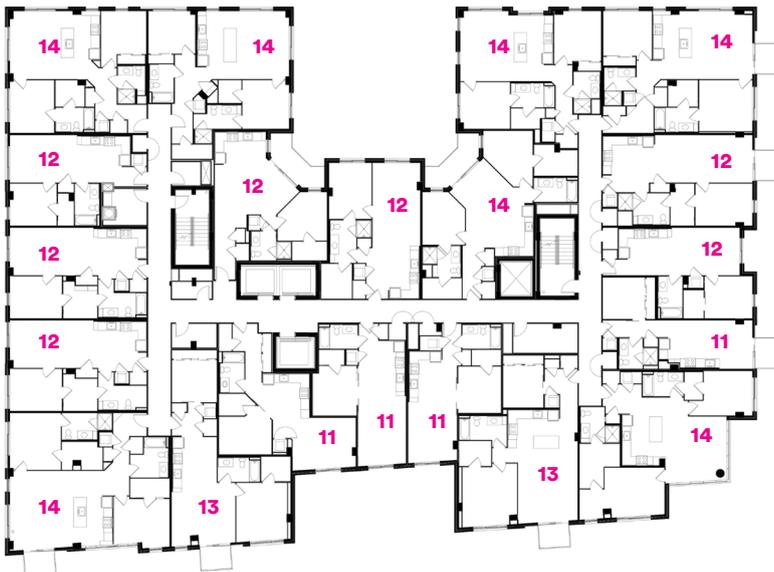
Designed to LEED Silver standards, the development is the revitalization of an underused site, a former post office, located just one block from the Crystal City Metro. This quick access to public transportation connects building residents to the greater D.C. area.

The exterior aesthetic at m.flats is contemporary yet restrained. In contrast to the existing 1960s-era buildings, the facades add color, texture and transparency. The stack of floor-to-ceiling glazing at the corner brings abundant light to the interiors during the day and lights the building in the evening hours.

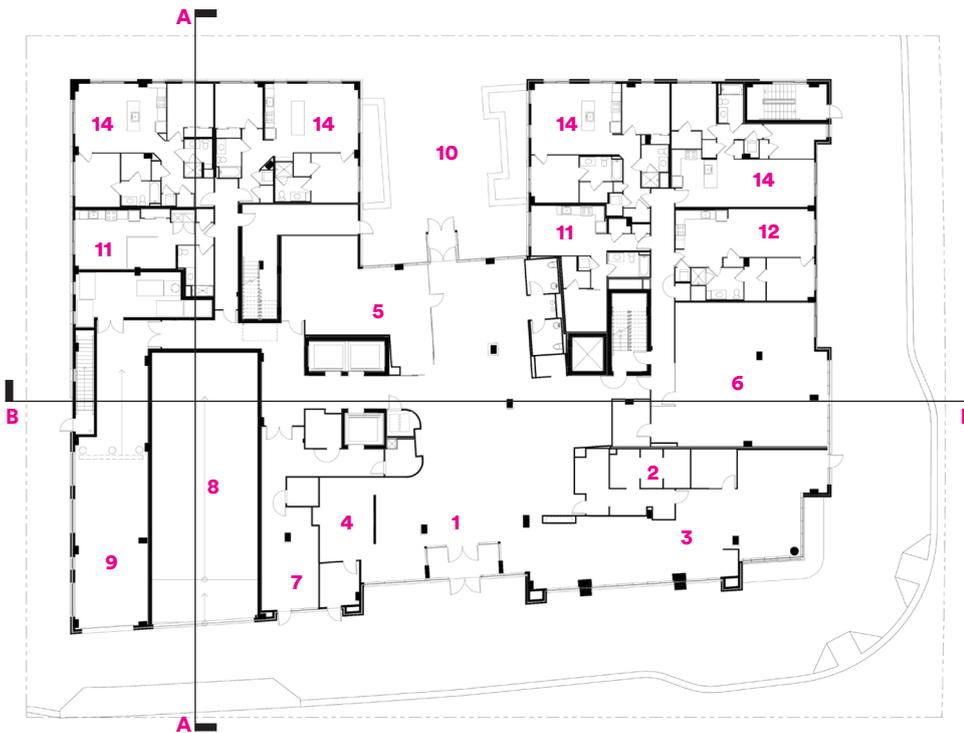


5 | Bright, contemporary finishes and varied seating arrangements make amenity spaces an extension of the residents' living rooms.

6 | Fireplaces turn the ground-level courtyard into a year-round gathering space for residents.

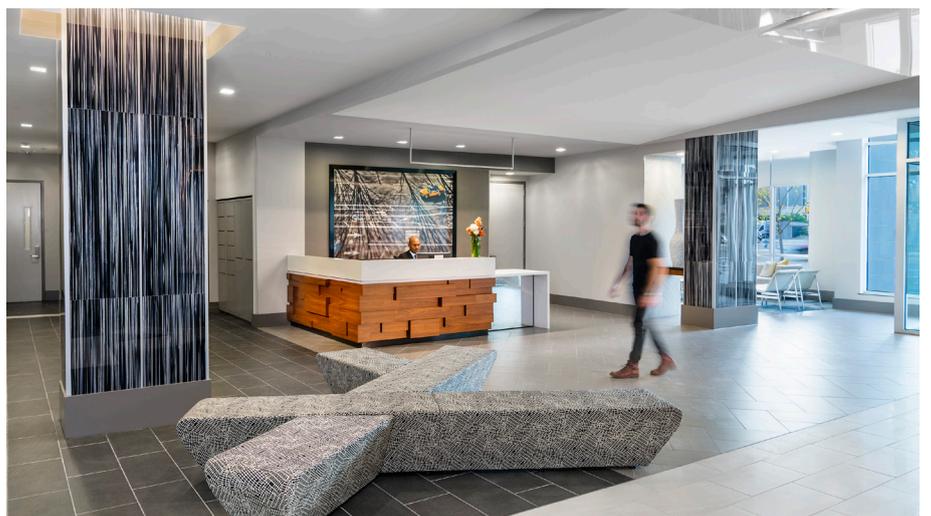
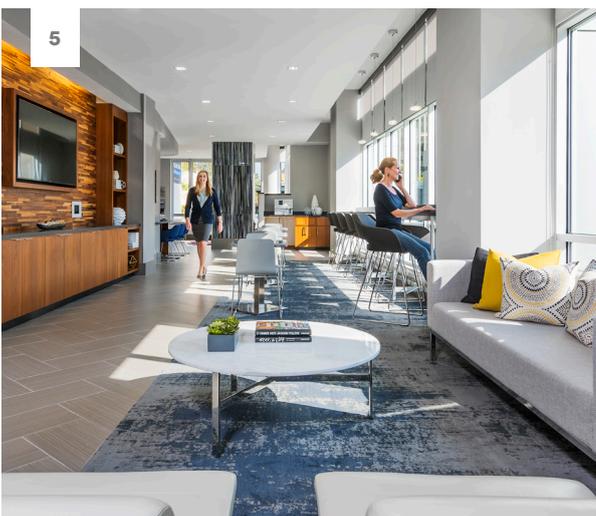


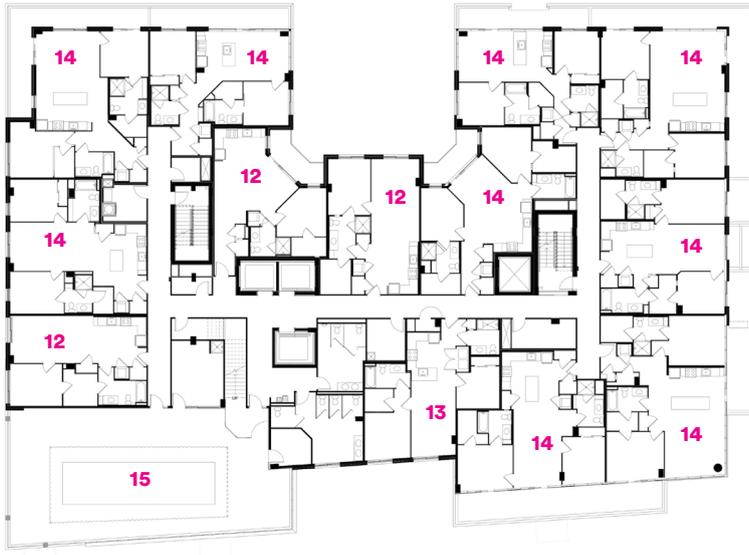
FIFTH FLOOR



GROUND FLOOR

- 1 LOBBY
- 2 LEASING
- 3 CAFE
- 4 MEETING
- 5 LOUNGE
- 6 FITNESS
- 7 BIKE STORAGE
- 8 GARAGE RAMP
- 9 LOADING
- 10 COURTYARD
- 11 STUDIO
- 12 ONE BEDROOM
- 13 ONE BEDROOM + DEN
- 14 TWO BEDROOM
- 15 POOL DECK



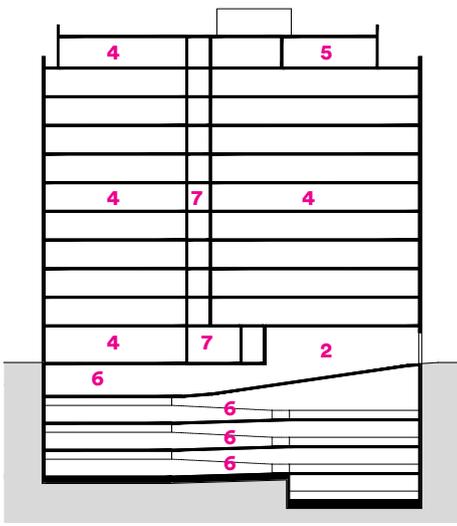


ELEVENTH FLOOR + ROOF DECK

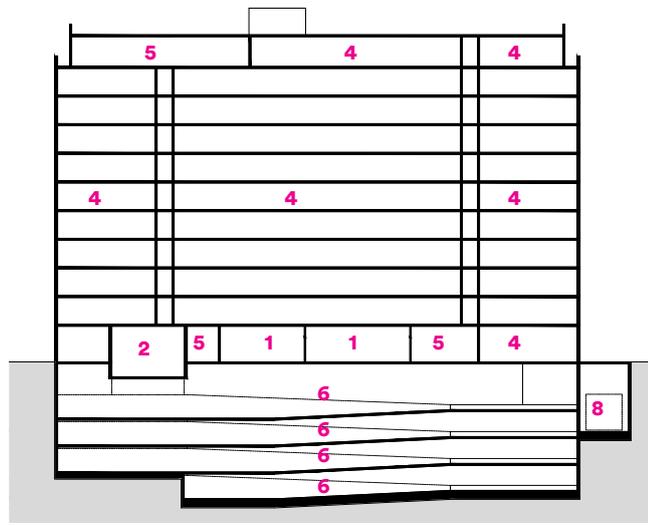
The luxury apartments at m.flats were created to meet the discriminating standards of those who want a city lifestyle, close to work, restaurants, shopping and entertainment. One- and two-bedroom units offer standard unit finishes, including washed oak flooring, quartz countertops and stainless steel appliances. Building amenities include a club room equipped with Wi-Fi and ample lounge areas, a fitness center, bike storage and workstations, as well as an all-season landscaped courtyard with fire and water features.

The terraced rooftop allows all residents to enjoy multiple entertainment spaces with outdoor seating and dining areas, outdoor kitchens with grills and fireplaces, in addition to a southern-facing sundeck with cabanas overlooking the rooftop swimming pool and sweeping views of Alexandria, Washington, D.C. and beyond.





SECTION AA



SECTION BB

- 1 LOBBY
- 2 PARKING RAMP
- 3 LOADING
- 4 APARTMENT
- 5 AMENITIES
- 6 PARKING
- 7 TRASH
- 8 TRANSFORMER VAULT

7 | Floor-to-ceiling glass enlivens the sidewalk and creates a visual connection to the street from within.

Opposite page | Shifting from a car-centric to a walkable neighborhood, Crystal City's recent planning initiatives encourage new developments to strengthen the sense of place. The m.flats development accomplishes that through quality streetscaping, an activated ground level, and materials respectful of the neighborhood fabric.

PROJECT TEAM

Owner | Developer: KETTLER
Architect: KTG Architecture + Planning
General Contractor: John Moriarty & Associates of VA
Interior Designer: Ortega D.A.S. LLC
Landscape Architect: LSG Landscape Architecture
Civil: Bohler Engineering
Structural: Tadjer-Cohen-Edelson Associates, Inc.
Mechanical, Electrical & Plumbing: Alliance MEP Engineers
Photography: Judy Davis, John Cole

TYPOLGY

High-Rise Mixed-Use Apartments

FACTS

Density: 258 du/ac
Unit Plan Sizes: 550-1,024 sq. ft.
Number of Units: 198 du
Site Area: 0.78 ac
Number of Stories: 11
Parking: 181 spaces (0.89 sp./unit)
Construction Type: I



m.flats Crystal City was designed to inspire a city life for its residents and encourage connectivity with the community around it.



The Metropolis of Mediocrity

WHAT WOULD IT TAKE TO MAKE IT BETTER?

by Mark Oberholzer

It's a drama played out almost every weeknight in cities throughout the country. The players are some of the smartest and most creative people around: developers, attorneys, city officials, urban planners, architects and neighbors. Over months (and sometimes years), this group works both with and against each other in the process of land development. It may be called a design review board, a planning commission meeting or a planning workshop. Whatever the name, it's an event that decides what gets built next in the city.

Each of the players has great ideas and an area of expertise. City planners envision how each new project may add to and improve the city, creating a framework for a better civic life. Developers work to create long-lasting value both in buildings and land that responds to ever-changing market conditions. Architects are searching for an elegant, innovative solution that reconciles the reality of construction with the aspirations of design. Local stakeholders advocate for their own sense of what's important about their neighborhood.

At the end of the night, it's rare that everyone leaves these meetings satisfied. It's even rarer for anyone to be satisfied with the built result of this process. Often, the collective work of this talented group that has invested untold amounts of resources and effort is, well, pretty mediocre.

There are many explanations of how this process leads to humdrum results, but almost all of the players would agree that some of the problem starts with the zoning code. Neighbors might feel that zoning is too permissive or doesn't represent their needs. To developers, the zoning code often seems contrary to market demands. Architects may bridle at a code's aesthetic controls, while to city staff, implementing the zoning code can be like trying to perform surgery with a rusty garden trowel.

Zoning codes and design guidelines are meant to encourage good design and urban

planning – but the codes are by nature legislative. The laws follow the accepted principles of laws in modern democracies, which imply that everything that is not forbidden is allowed. Or in the case of land development, everything that is not forbidden can be built!

Without zoning laws and design guidelines, what gets built next relies only on the level of talent, interest and goodwill of the project team. In Houston, the lack of comprehensive zoning has yielded some masterpieces, such as the Menil Collection, but a staggering number of startling failures, including ersatz historical high rises that back up to single-family houses and gated developments that squelch the life out of urban districts. Rather than starting a productive conversation, design and land use disputes often are resolved only in litigation, with the ultimate loser being the greater good of the city.

Clearly, there is an important role for zoning in cities. Although zoning codes and their review process may aid in keeping terrible buildings from being built, they often have the unintended consequence of creating entire cities full of buildings that conform to the law, but don't rise above the mediocre. They comply, but do not innovate.

Zoning codes cannot legislate good design because successful design is a satisfying synthesis of opportunity, constraint, inspiration and control that sometimes breaks the rules.

New York City real estate investors Stephen Smith and Sandip Trivedi inventoried Manhattan in 2016 and found that roughly 40 percent of the city's existing buildings would not meet current zoning codes¹. These buildings include some of the most valued building stock and neighborhoods in the world including the iconic, historic Flatiron Building. So what's going on?

Cities and ideas about cities are always changing. Yesterday's waterfront industrial district becomes today's mixed-use district or tech startup hub. Former slaughterhouses

become desirable lofts. Irrigated agricultural lands become shopping centers with drought-tolerant landscape. Sometimes it seems that there's a shortage of parks or urban plazas, then sometimes it seems that there's too much open space and no pedestrian connectivity. It's difficult to predict the future except that the future will be surprising, and the only safe bet is that the future is different than anyone can anticipate. Zoning codes are developed by looking at the present, and attempting to direct the future.

Some of the country's most exciting cities struggle with zoning codes that have evolved over time. Los Angeles is well known for having a very complex set of zoning regulations, which represent many attempts over many years to reflect on and redirect what should get built in response to a fluid diversity of public needs. Recent controversy over the pace and scale of new developments in Los Angeles has raised concerns to the point that a development moratorium is on the next election's ballot². This development moratorium is intended to spark a reform of the zoning code that would simplify and limit exceptions to the code. If the city's zoning code is simplified and rewritten to require and allow fewer exceptions, then Los Angeles will have a perfect zoning code – for now. But the moment the code is adopted, it will already be out of date, attempting to project a better future only by legislating out the mistakes of the past.

New York City's brilliant Seagram Building created a "pause" in the urban street wall by pulling the building away from the street, creating a public plaza. But a city full of public plazas drains away the vitality from the streets and renders the city antiseptic and potentially unsafe. In theory, the massing of large-scale urban buildings should always be broken down, but if this rule was followed then the charm and vibrancy of 19th century Paris boulevard districts would never have



Panoramic view of Hollywood, circa 1905. Hollywood Boulevard, then named Prospect Avenue, runs horizontally through the middle of the photograph, and Orange Drive runs vertically at the photo's right. The white building at top-center is Hollywood High School. Courtesy of the USC Digital Library. California Historical Society Collection, 1860-1960.

been built. The romance of these city blocks has much to do with variety in detail in contrast to repetitive massing and nearly uniform color and materials.

Traditional use-based zoning codes, newer form-based zoning codes, zoning overlays and zoning specific plans are all trying to encourage, charm and sometimes bully users into participating in a collective vision of a place. But what codes can't do is require the level of design brilliance that makes our best places what they are. It's the ones who create, live with and use the codes who need to act.

For those of us who like things just the way they are, we need to accept the fact that things change. A little more than 100 years ago, Hollywood was mostly farmland, and early movie studios rented out existing barns for their work. Currently it's a vibrant, dense urban neighborhood and a magnet for visitors who want to sample that vibrancy. The neighborhood has changed and will continue to change whether we want it to or not. Time will not freeze, despite the best attempts. Even in seemingly static communities with

well-defined covenants that define paint colors and exterior modifications, significant change happens. As families age, the micro-demographics of the neighborhood change, children disappear from the streets and people change in significant ways that alter the underlying character of the neighborhood, if not the way it looks. Things will change regardless of regulations, and being open to change is what it takes to maintain interesting, engaging places over the long term.

For those of us in both the private and public spheres who create and administer zoning codes and their inevitable, endless refinements, we need to demand true creativity over mere compliance, and our makeup should reflect a commitment to implementing a significant, collective vision. Design review boards should be the most important aspect of the approval process, but often lack authority, experience and time to advocate for creativity in the process. The goal needs to be something much more than just avoiding bad buildings – we've got to figure out how to draw out the best possible

design from everyone involved in the process.

For those of us who develop and design to respond to the ebb and flow of people, commerce and ideas, we need to make every place we touch better than it was before. If there is deep distrust of developers and designers, it may be because there is plenty of existing evidence that new buildings aren't thoughtful, engaging or creative solutions to how a neighborhood or city changes. The best designers know that good design transcends style, material, color and all written guidelines because, at its center, design is about ideas that matter.

That public planning meeting is about to start. We need the same people to come together but in a much different way: with more willingness, better commitment to the process and more talking about ideas that truly matter.

1. Bui, Chaban and White: "The Upshot", May 20, 2016. The New York Times.

2. An initiative to restrict General Plan amendments and development, Measure S, will be on the ballot for voters in Los Angeles, California, on March 7, 2017.

Westside

AT SHADY GROVE METRO





1 | Four multi-family communities, each with its own contemporary design, use significant massing, material, color and detail changes to differentiate architectural aesthetics.

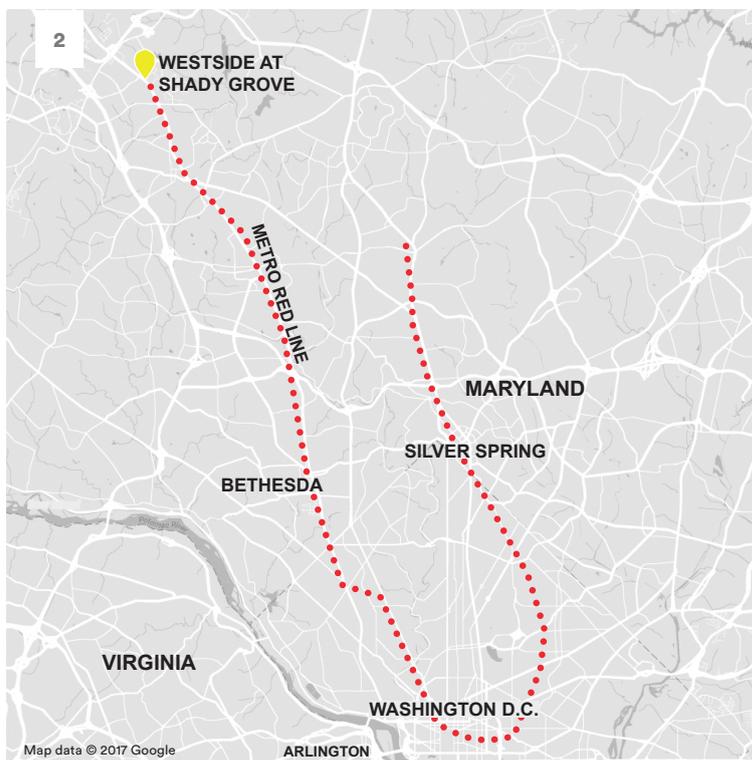
2 | The location near the Shady Grove Metro and major highways provides convenient access to the greater Washington, D.C. area.

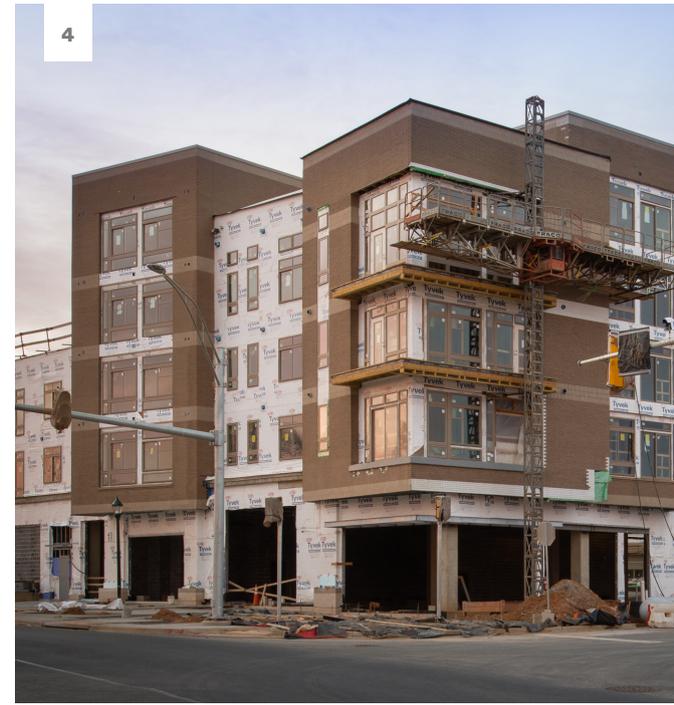
Creating a New Place

Westside at Shady Grove Metro is a four-phase development that will, upon completion, deliver an urban village to the furthest Maryland Metro stop connection to Washington, D.C.

The development, comprised of 1,114 apartment residences, 407 townhomes, 37,000 square feet of retail, 130,000 square feet of office, an elementary school, a public library, pool, dog park and a community garden on 45 acres was more than 12 years in the making. Located in the city of Rockville, the development brings a higher use to land that was once used for county service buildings – offices, storage and parking – making it an important part of Montgomery County’s Smart Growth Initiative.

Developed by The Bozzuto Group and EYA, in partnership with Montgomery County, the development is new construction in a walkable town center atmosphere that is close to major transportation including the Shady Grove Metro and major highways. The new neighborhood emphasizes open space and pedestrian circulation in a way that allows for a walkable daily life with neighborhood shopping and dining, parks and public amenities. Affordable, moderate and market-rate apartments and townhomes make this new development appealing to families looking for an affordable alternative to the city that offers community and accessibility to the greater area.







Designed by KTGy, Westside at Shady Grove consists of four multi-family communities, each with its own contemporary design using significant massing, material, color and detail changes to differentiate architectural aesthetics on a macro level. Along prominent streets, articulation in the overall building massing was refined by breaking the buildings up into smaller modules, stepping the buildings and introducing an additional architectural language to the design.

On a micro level, each building has two to three massing languages that work together to break down the overall building scale. Each individual language consists of a distinct color, material and detail palette including awnings, window groupings and railings. Buildings were designed so that glazing was maximized for the specific construction type and

use. Stoops, walks, balconies and garage screens were designed, where appropriate and feasible, throughout the multi-family development. The retail experience also provides significant articulation at the ground level for two of the four multi-family buildings.

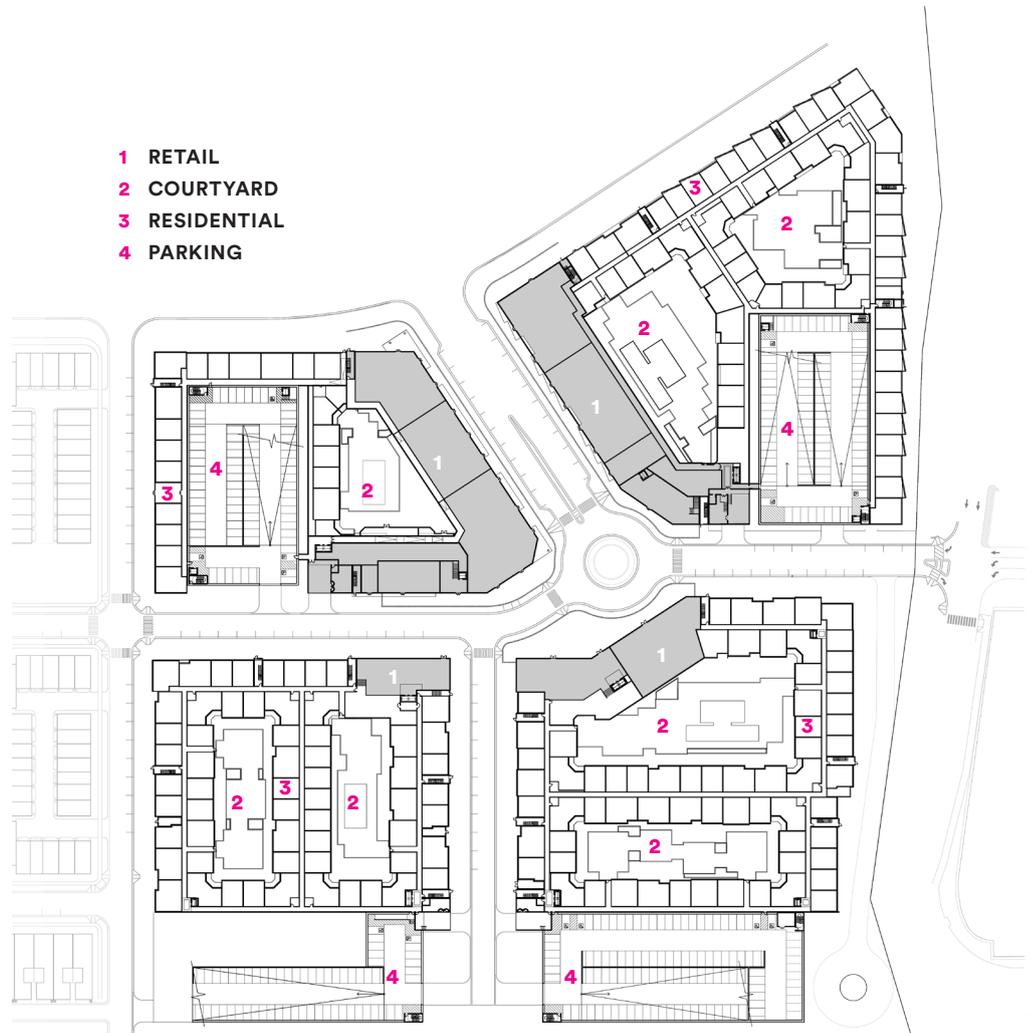
Facades, floor plans and landscaping were designed to increase the amount of private open spaces where residents can find serenity: patios, balconies and residential amenity courtyards. Public open space and seating nooks are provided along Crabbs Branch Way en route to the Metro Station.

Phase one is currently under construction with plans to open in 2017.

3 | Along prominent streets, articulation in the overall building massing was refined by breaking the buildings up into smaller modules, stepping the buildings and introducing an additional architectural language to the design.

4 | Phase one is pictured under construction in December 2016, at the corner of Crabbs Branch Way and Columbus Avenue.

5 | The new neighborhood emphasizes open space and pedestrian circulation in a way that allows for a walkable daily life.





PROJECT TEAM

Owner | Developer: EYA | The Bozzuto Group
Architect: KTG Architecture + Planning
Interior Designer: Forrest Perkins
Landscape Architect: STUDIO39
Civil: VIKI Maryland, LLC
Structural: TCE & Associates, Inc.
Mechanical & Plumbing: SSA Engineering, LLC
LEED Consultant: Architectural Energy Corporation
Photography: John Cole

TYPOLOGY

Mixed-Use Wrap Apartments | Retail

FACTS

Density: 24.46 du/ac
Unit Plan Sizes: 615-1,196 sq. ft.
Number of Units: 1,114 du
Site Area: 90 ac
Retail: 37,500 sq. ft.
Amenity Area: 29,500 sq. ft.
Number of Stories: 4
Parking: 1,663 spaces (1.49 sp./unit)
Construction Type: III & V

The development brings a higher use to land that was once used for county service buildings.





THE URBAN NEST



A HOUSING CONCEPT FOR THE URBAN FAMILY



The Urban Nest is a residential design concept intended to serve the unique and changing needs of young adults as they choose to remain part of the urban community while raising their families.

In recent years, the desire of the millennial generation to live in the diverse community of the city has created an urban revitalization. This has led many cities to increase development of residential units and companies to relocate their business headquarters to urban locations. Young professionals have established their lives and careers in the city, and now the oldest segment of this group is starting to think about marriage and children. Unlike previous generations, they are looking for opportunities to remain in the cities to raise their families.

The shift from meeting up at bars to meeting up at playgrounds does not have to force young families to flee the city in search of suburban neighborhoods. Living directly in the city can eliminate long commutes, which equates to more time to spend with their families. Urban amenities become the backyard; the local park and public museum, an extension of the home. The city culture offers a rich and diverse set of experiences for both parents and children.

The Urban Nest concept proposes a new way of living for families in an urban

environment by curating a mixed-use ground level, providing units tailored to families, and creating community through programmatic elements and planned activities. Three unique floor plans were designed for families at different stages of life: The New Family (one bedroom + flex space), The Young Family (two bedrooms), and The Growing Family (three bedrooms). The floor plans also cater to a family's evolving needs during the different stages of parenthood. Flexibility of spaces, increased storage and convenient access to everyday necessities have been incorporated into each floor plan.

Beyond the convenience of a family-tailored floor plan, The Urban Nest also offers family-centric amenities, making life easier and more fun for kids and parents alike. The amenity spaces and organized resident activities strive to bring families together through common interests and the idea of sharing. By creating a community of urban families, the building thus becomes the neighborhood and the residents can grow together and support each other.



5.6
MILLION

**young adults ages 18-34
moved to metropolitan areas
with populations of more than
100,000 from 2010-2012.**

**Increase in Millennial Share
of U.S. Population From 2006-2014**

Los Angeles	+1.4%
Houston	+1.8%
Chicago	+2.7%
New York	+3.1%
Philadelphia	+6.3%

Families Woven into the Urban Fabric

By choosing to raise their kids in an urban setting, parents are expressing their priority of a culturally diverse living experience with unique social opportunities for their children. An interactive and playful building design further promotes these values. Unique cues from the building exterior can help children to identify their building amongst others on the street, as well as to locate their specific unit within the building. Colorful graphics, patterns and youthful design elements incorporated into the exterior design provide urban families with a home that makes an architectural statement about their inclusion in an already diverse urban fabric.

By 2020, the majority of millennials will be in their 30s.

70%
want to get
MARRIED

74%
want to have
CHILDREN

INTERACTIVE URBAN DESIGN

- 1 | An interactive pin wall can be manipulated by residents from inside the building.
- 2 | Each unit could feature a unique “kid window” that varies from unit to unit.
- 3 | Kids can watch the street from bubble windows similar to a playground bubble panel.

Opposite page | The interactive pin wall enables children to physically impact the design of their home.







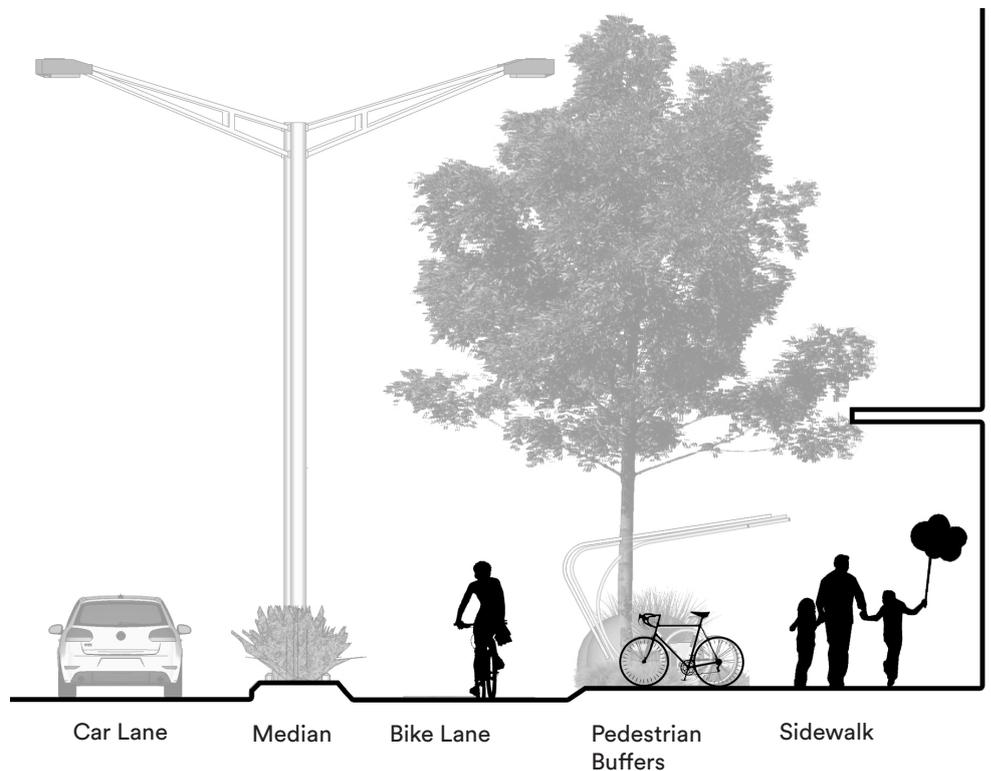
Creating a Kid-Friendly Sidewalk Environment

In the suburbs, children can often run up and down sidewalks with little worry. In an urban setting, however, there can be more traffic and distractions. To help mitigate this issue, a variety of design solutions can be applied at the ground level. Sidewalk and planter design, increased lighting, and physical and visual barriers incorporated along the street can help ease parents' minds and create an interesting experience for children.

URBAN PEDESTRIAN EXPERIENCE

4 | Large sculptural elements, benches, trees, shrubs, creative lighting and bike lanes encourage small children to stay on the sidewalk.

5 | Drop-off at day care becomes less of a hassle when stroller parking is provided.



Curated Mixed-Use

On-Site Day Care Facilities
Community Work Space
Local Market
Family-Friendly Restaurant

Creating Community

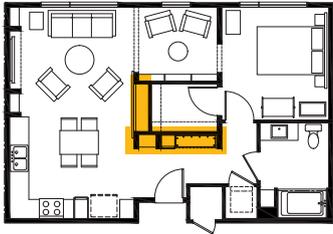
Organized Children's Activities
Organized Resident Activities
Resident Play Room
Outdoor Play Courtyard
Splash Pad
Community Toy Sharing
Car and Bike Sharing



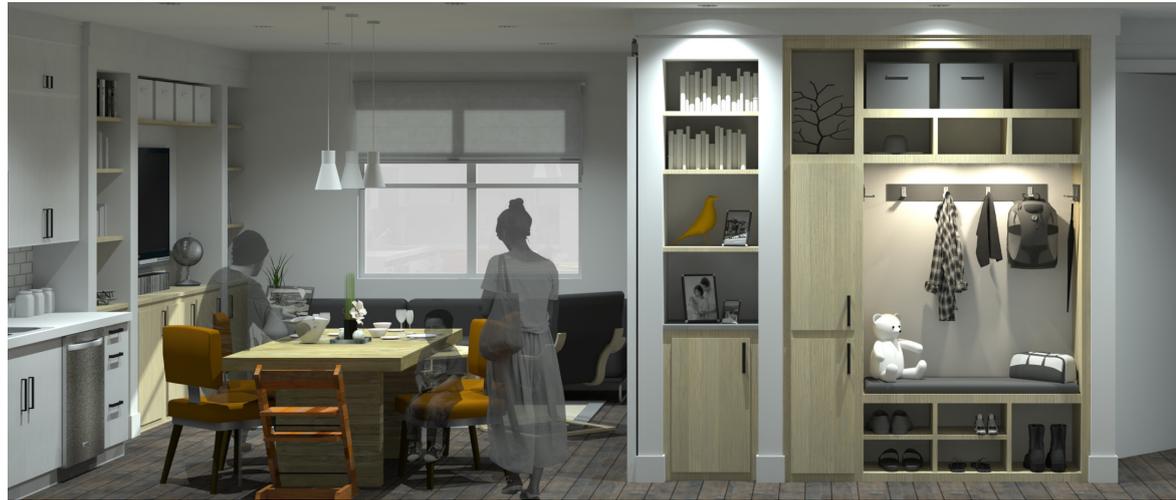


The New Family Unit

1 Bedroom | Flex Space | 1 Bath | 770 Square Feet



Convenience:
Drop Zone | The Urban Mud Room



The Young Family Unit

2 Bedroom | 2 Bath | 1,070 Square Feet

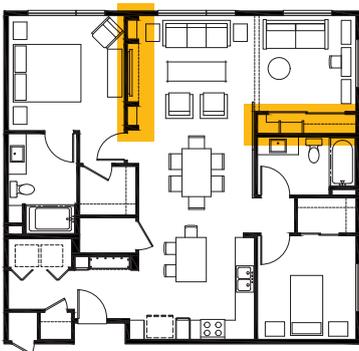


Adaptability:
Flexible Spaces



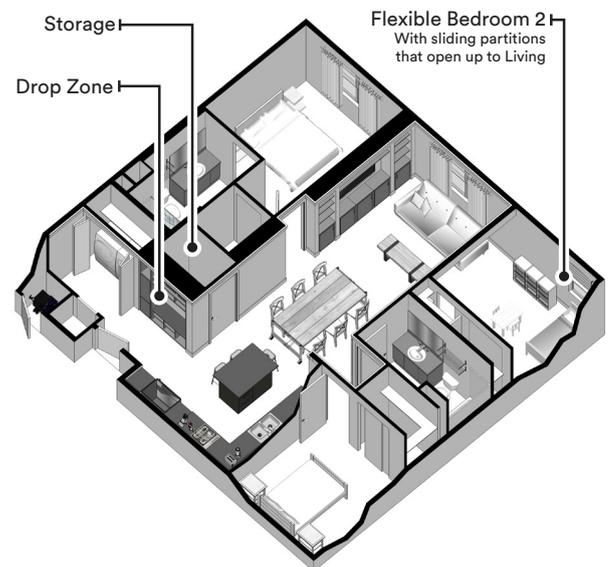
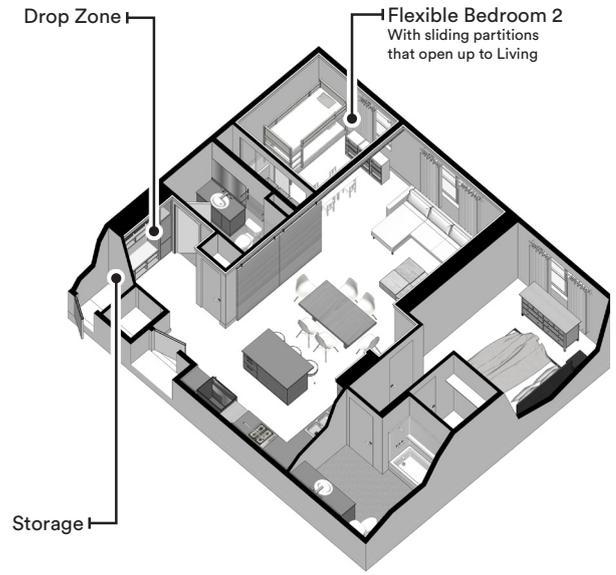
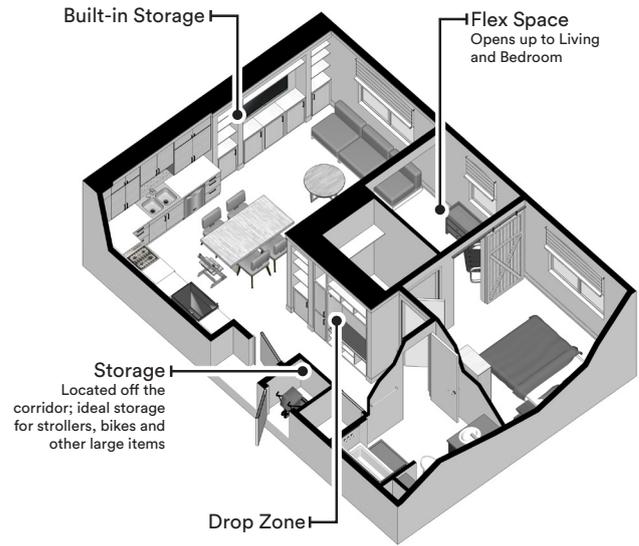
The Growing Family Unit

3 Bedroom | 2 Bath | 1,260 Square Feet



Efficiency:
Creative Storage Solutions

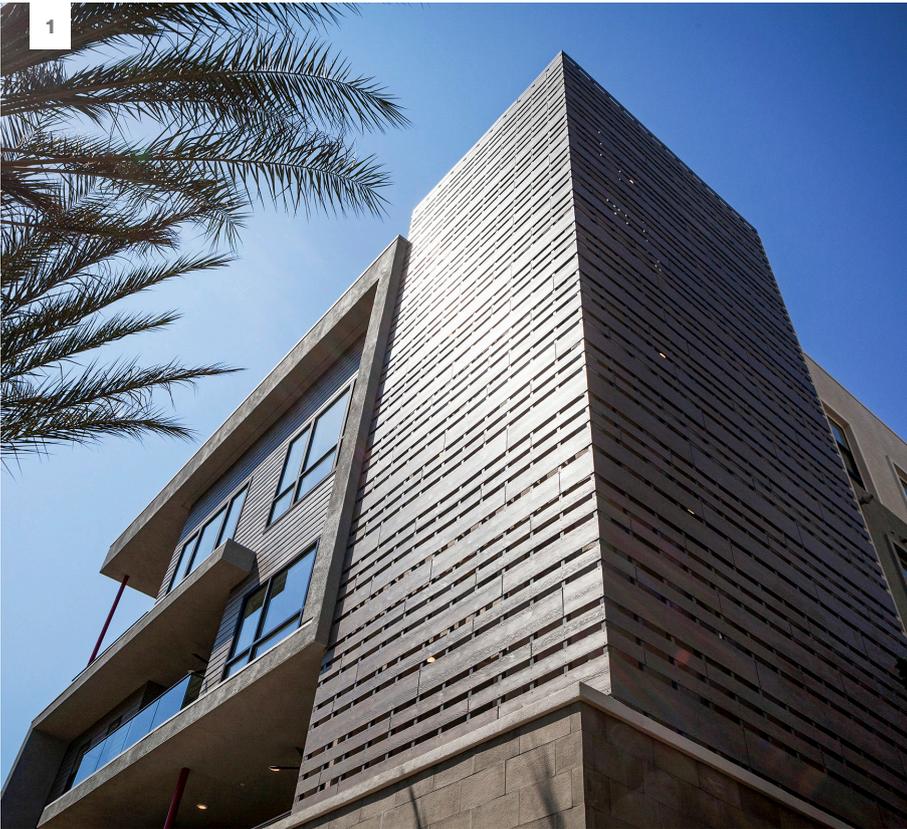






Cleo Updates Coastal Living

CLEO AT PLAYA VISTA



Nestled below the Westchester bluffs and offering views out to the horizon, Cleo, a new four-story, single-level living for-sale community is situated on one of the last remaining sites of the walkable and amenity-rich Playa Vista mixed-use neighborhood in Los Angeles.

While Playa Vista was initially conceived in the 1970s, it took the twists and turns of this storied area to lead us to today: the right time and the right place for developer Brookfield Residential and KTGy to take a fresh look at what makes a leading-edge residential design.

1 | Alternating fiber cement boards create a decorative open-air screen around the elevator and stair tower, concealing but also celebrating the required vertical circulation.

2 | Flex spaces offer residents the option to customize the home now and over time, meeting the varied needs of a diverse buyer profile. The creative office space shown here offers a live-work option to the home.

3 | Cleo is in the midst of Silicon Beach. Successful tech entrepreneurs are a major driver for the demand for new luxury residential construction in the area.





A modern beauty, Cleo's design is mindful of the site's entrepreneurial history with Howard Hughes and today's Silicon Beach tech entrepreneurs who are among the residents making their homes there.

The solution is entire-floor living in an open, contemporary style that truly feels like home for residents from a mix of household compositions, including singles, couples and families with young children. Units have no shared walls, with flats ranging in size from 2,000 to 2,700 square feet.

Each unit creates a retreat from the high-density activity around it, with 10-foot ceilings, a large customizable master suite, three bedrooms, flex space, an expansive great room with bi-fold glass doors and private decks that serve as outdoor rooms to facilitate indoor/outdoor living and entertaining.

Maximizing the views of the outdoor amenities, parks, and up the bluff to the Loyola Marymount University (LMU) campus and iconic clock tower, extensive glazing and well-placed balconies offer views from every room in the home, and invite in the ocean breeze.

Direct elevator access to each unit's personal lobby provides residential privacy and convenient access from the two-bay garages.

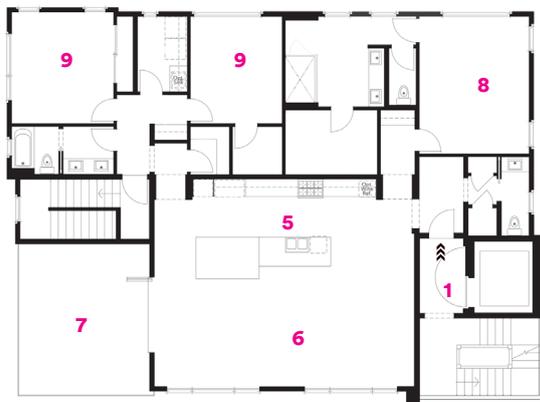
Architectural details express the clean lines that lend themselves to the modernity, beauty and creativity of the property. Alternative fiber cement boards take advantage of the lighting from the corner stairway, creating a lantern that illuminates the common areas in the evening hours, welcoming residents home through this alternate entry to the building.



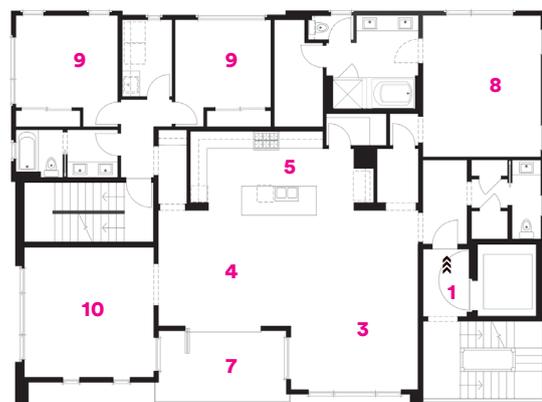
4 | Bi-fold glass doors and large windows frame views to the nearby LMU campus and surrounding outdoor amenity spaces.

5 | Gourmet kitchens feature contemporary finishes and appliances that allow residents to entertain both large and intimate groups alike.

6 | Expansive glazing offers views of the surrounding neighborhood and provides a seamless connection to the outdoors while providing an abundance of natural light within the home.



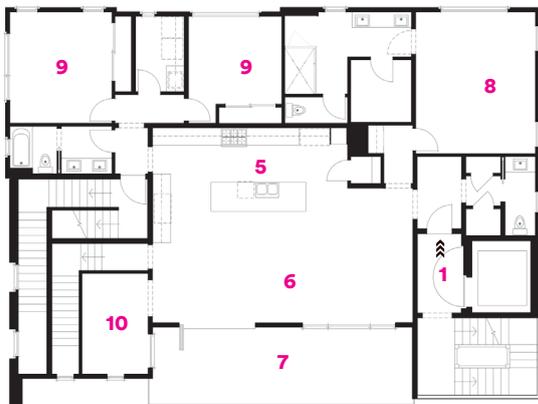
RESIDENCE 1: FOURTH FLOOR



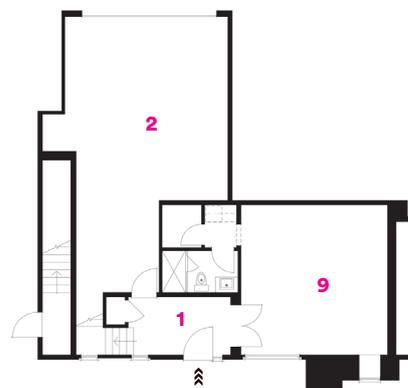
RESIDENCE 2: THIRD FLOOR



Details lend themselves to the modernity, beauty and creativity of the property.

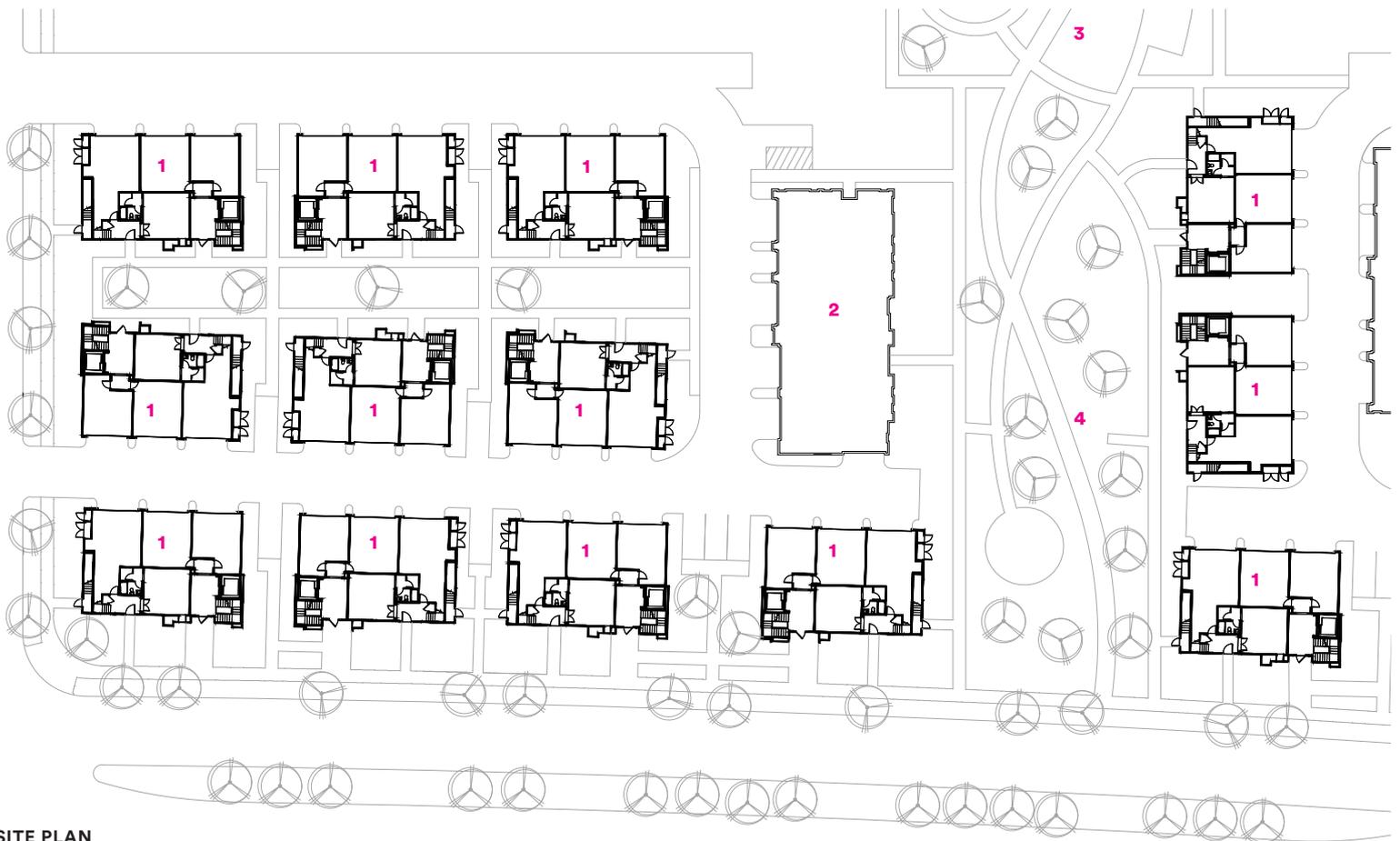


RESIDENCE 3: SECOND FLOOR



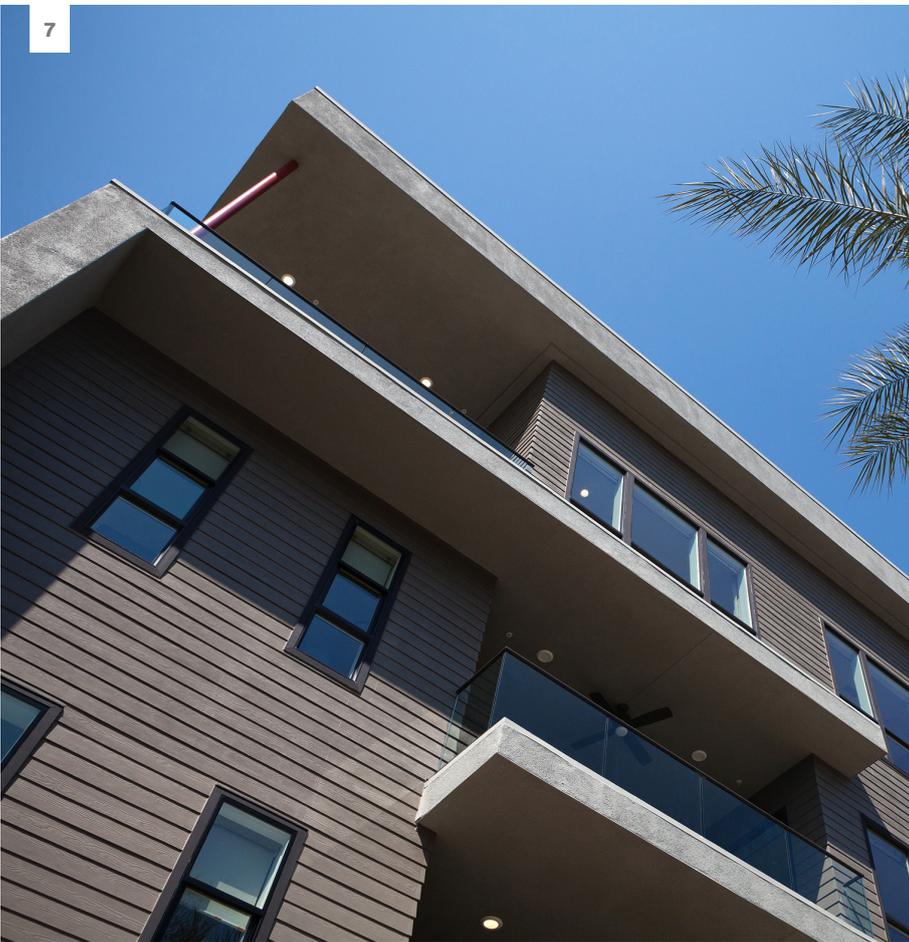
RESIDENCE 3: FIRST FLOOR

- 1 ENTRY
- 2 GARAGE
- 3 LIVING
- 4 DINING
- 5 KITCHEN
- 6 GREAT ROOM
- 7 DECK
- 8 MASTER
- 9 BEDROOM
- 10 FLEX/OFFICE/STUDY



SITE PLAN

- 1** CLEO AT PLAYA VISTA
- 2** MASON AT PLAYA VISTA
- 3** RUNWAY PARK
- 4** THE LAWN



At the ground level, a building garden is surrounded by a modern take on the white picket fence, where a pop of color resonates with the custom front doors that are available for the ground-level units.

While upper units exude privacy and emphasize views, lower units are two-story homes with ground-level front-door entry and three-car garages.

Destined to become a new California classic, the single-level living flats at Cleo accommodate a lifestyle that includes cars, bikes and surfboards, all set in a new community where restaurants, shops, entertainment, parks, trails and offices are within easy walking distance from one another.

7 | The simple and clean rectilinear forms provide a contrast to the undulating Westchester Bluffs of Playa Vista.

Opposite page | Various textures and colors layer to envelop the building exterior while large windows and bi-fold doors blur the boundary between interior and exterior living. A softened landscape buffer invites residents to connect with nearby shops and park.



PROJECT TEAM

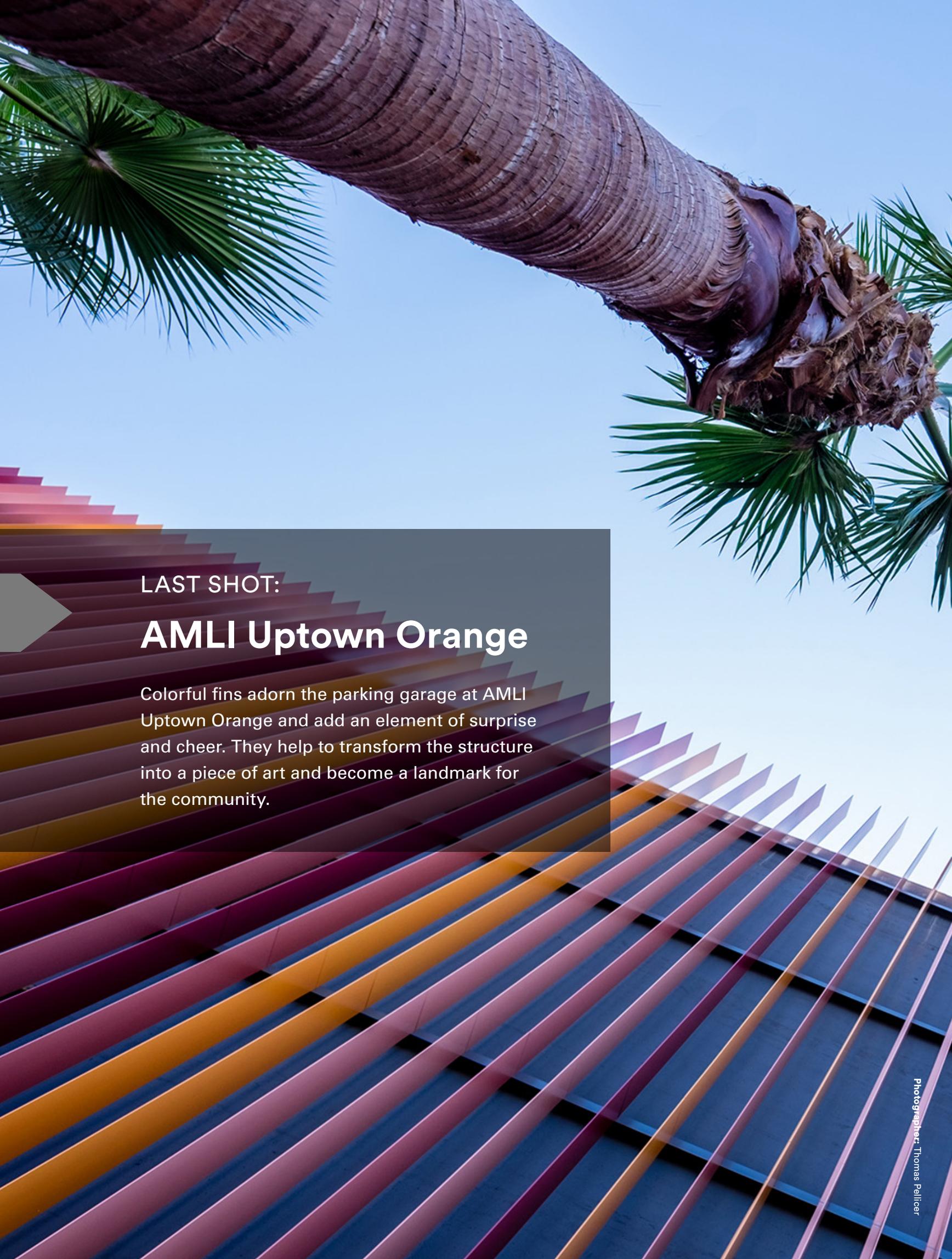
Owner | Developer: Brookfield Residential
Architect: KTG Architecture + Planning
Interior Designer: Chameleon Design
Landscape Architect: C2 Collaborative
Civil: Fuscoe Engineering, Inc.
Structural: BORM International, Inc.
Mechanical & Plumbing: TAD Consulting, Inc.
LEED Consultant: Architectural Energy Corporation
Photography: Christopher Mayer, Chang Kyun Kim

TYPOLGY

For-Sale Stacked Flats

FACTS

Density: 21 du/ac
Unit Plan Sizes: 2,000-2,700 sq. ft.
Number of Units: 39 du
Site Area: 1.85 ac
Number of Stories: 4
Parking: 88 spaces (2.25 sp./unit)
Construction Type: V



LAST SHOT:

AMLI Uptown Orange

Colorful fins adorn the parking garage at AMLI Uptown Orange and add an element of surprise and cheer. They help to transform the structure into a piece of art and become a landmark for the community.



EXPAND
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forward by continuously searching for better.

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