

# Springfield Urban Design Workshop

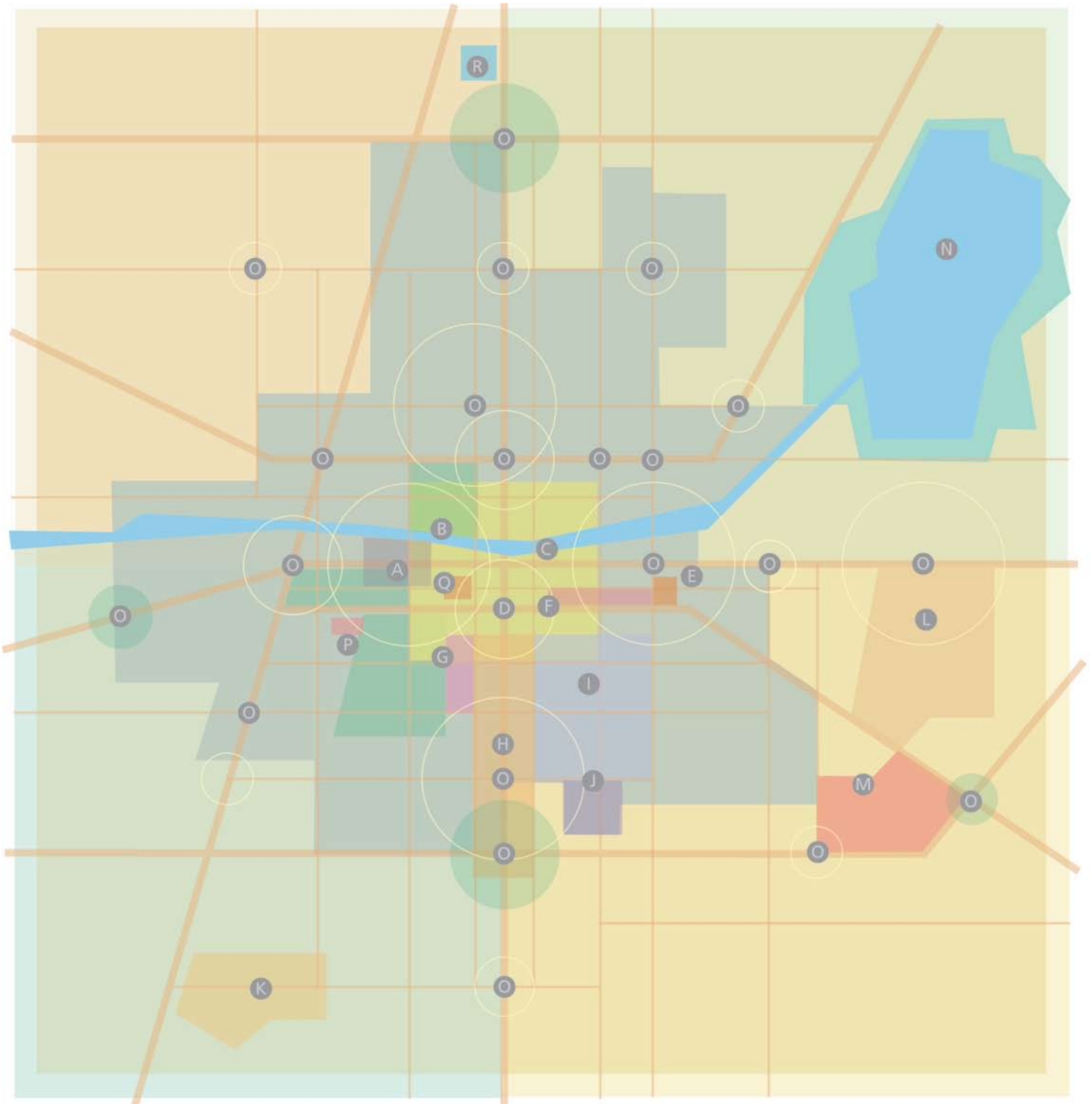
February 27-28, 2006  
Hosted By: Center City Association &  
The Westcott House Foundation

Smart growth development relies on three key conditions:

**Participation:** Involving citizens, philanthropies, developers, government agencies, financial institutions, and nonprofits in the planning and development of process.

**Updated Regulations:** Revising comprehensive plans and zoning, modifying policies, and streamlining processes to encourage smart growth through quicker governmental responses, higher densities, and mixed uses.

**Imagination:** Bringing new ideas, strategies and approaches to economic and community development.





The Westcott House Foundation was established in 2001 to direct and manage the restoration of Frank Lloyd Wright's only Prairie Style house in Ohio. Inspired by Frank Lloyd Wright and Burton J. Westcott, both innovators and entrepreneurs, its vision for the future is to become a Center of Excellence for Design and Innovation

Inspiring Design Excellence



The Center City Association serves as the catalyst to transform downtown Springfield into the center for commerce, culture and community. First and foremost, it provides a forum for continued planning, marketing, coordination and idea-generation.

Its Vision is a revitalized downtown Springfield which serves as a dynamic community center where people want to live, work, and play.



# Springfield Urban Design Workshop

## Community Leaders and Friends:

The Center City Association and The Westcott House Foundation are pleased to host the Springfield Urban Design Workshop. The primary purpose of the workshop is to bring together major stakeholders to define a vision and implementation process for developing a long-term plan for the development of downtown Springfield.

Springfield is a city of 65,000 in south central Ohio. Once a thriving industrial area at the end of the National Road (US 40) and home to the largest manufacturing plant in the world (International Harvester), today Springfield faces challenges similar to other urban areas across the US—the loss of manufacturing employment, the exodus of the urban population to the suburbs, and disinvestment in the core downtown. Over the past century, Springfield created a beautiful downtown south of Buck Creek with many architecturally-significant and distinguished buildings. Many of these buildings today are cherished treasures with enough remaining to suggest a downtown of unique architectural heritage. As recent as 1983, Newsweek featured Springfield in its Fiftieth Anniversary issue, entitled “The American Dream.” This was a source of great pride to this historic Midwestern community.

Today, nearly 25 years since the Newsweek publication, changes in the national and local economies have had dramatic impact. The city is at an inflection point in its history. The recent decision by the hospital to construct a new \$280 million facility downtown and the strong commitment by Wittenberg University’s new president to support downtown investment serving the college community and area businesses/residents provide a unique opportunity to shape the city’s development over the next 50 years. There is an unprecedented spirit of cooperation among many partners, although as you might imagine, a variety of opinions about what should happen and how. It is this diversity of viewpoints and the variety of planning efforts underway that led to the development of this workshop.

Springfield’s recent investments in arts, culture, historic preservation, and economic development demonstrate a strong commitment by community leaders to advance downtown revitalization and realize the potential for the successful future development of our downtown area, Wittenberg University and the greater Springfield region.

Lin Erickson, CEO  
The Westcott House Foundation

Jenny Baader, Executive Director  
Center City Association

The graphic features a background of overlapping circles and lines in shades of yellow, orange, and green. A central text box contains the title. Below the title, there are several small circles and a larger circle with the letter 'B' inside it. A horizontal line is positioned below the title box.

# Springfield Urban Design Workshop

Dear Community Friends:

What an exciting time this is for downtown Springfield. Community Mercy Health Partners is proceeding with their plans for a magnificent new hospital. Wittenberg University is taking a new look at its campus layout. The Center City Association is moving its plans for downtown from dream to reality. National Trails Parks and Recreation District is ready to design a new ice rink. The consortium of the Turner Foundation, the Springfield Foundation, Community Mercy Health Partners and the City needs to get more specific about what will happen south of the new hospital. The Turner Foundation is providing significant support all along the way. No wonder we are excited.

The scene for all of these possibilities has been set by our past joint planning efforts. In April of 1997, the Wittenberg Urban Studies analysis of Springfield entitled Updating the Dream appeared in the News-Sun. David Rusk, respected urban analyst, then presented his recommendations for the future of Springfield and Clark County based upon this study. In March of 2002, our community hosted the American Institute of Architect's Regional/Urban Design Assistance Team (R/UDAT) that developed a vision and a roadmap for the redevelopment of downtown Springfield.

The only trouble is that at that point the downtown hospital was only a dream. Now that it is becoming a reality, the focus of our attention has moved west. R/UDAT simply indicated that the area west of the Core Block was ripe for development. It is now time to get more specific about just what we would like to see happen there. It is clearly time for significant stake holders to sit down and consider how we can bring our plans together in a way that will make a statement about the future we want for this community we love.

The City of Springfield welcomes this opportunity to share our hopes and dreams well aware that we have a significant role to play in this process. We look forward to sharing ideas with others who are ready to play significant parts in this drama. We look forward even more to working together to turn plans into reality in the months and years ahead. Let the conversation begin and may it lead to the realization of the great possibilities before us.

Warren Copeland  
Mayor of Springfield

# Keynote

## Keynote Address



### Bethlehem, Pennsylvania: "A Model for Urban Renewal"

Bethlehem is a city of nearly 72,000 people in eastern Pennsylvania – a city known for its rich colonial and industrial history. Today, Bethlehem is experiencing an economic and cultural renaissance promising a future as bright as the city's past.

From its humble beginnings as a Moravian settlement to its modern status at the heart of the thriving Lehigh Valley region in Pennsylvania, Bethlehem has carefully preserved its past while embracing the future. Its story provides an interesting model for Springfield.

In Bethlehem, seven miles of steel plant along the Lehigh River once employed over 30,000. For over a century, South Bethlehem was headquarters to Bethlehem Steel, the industrial giant that built America's skyscrapers and military weapons. Today the plant is vacant, yet South Bethlehem is experiencing a remarkable rebirth, the result of foresight by community leaders and an innovative partnership between Lehigh University and the City of Bethlehem. Over the last decade, public and private investment has transformed a community in decline to a thriving downtown district. New high tech businesses, boutiques, restaurants, and cultural venues are the envy of surrounding communities. Dr. Mark Erickson, now President of Wittenberg University, worked hand-in-hand with President Greg Farrington at Lehigh University to spearhead Lehigh's partnership with the City of Bethlehem. The Honorable Ed Rendell, Governor of Pennsylvania, touts the Bethlehem/Lehigh University partnership as the state model for urban development.



### Mayor of Bethlehem, John B. Callahan

John Callahan was sworn in as the mayor of Bethlehem, the seventh largest city in Pennsylvania, on January 5, 2004. He served on City Council from 1998 – 2004. When he was elected to city council in 1998, he was the youngest Councilman in the history of Bethlehem, PA. He chaired the Finance and Public Works Committees.

Mayor Callahan is a recent graduate of the Harvard University JFK School of Government Executive Program on Leadership in the 21st Century as well as the Transition and Leadership for New Elected Mayors Program. He recently was invited back to the Kennedy School by the United States Conference of Mayors to speak about transitioning from campaign to governing. John serves on the Board of Directors for Lehigh Valley Industrial Park, Lehigh Valley Economic Development Corporation, and the Minsi Trails Council of the Boy Scouts of America, serving as Chair of the Urban Scouting Program in Bethlehem. He is also a member of the Bethlehem Rotary.

Mayor Callahan grew up on the West Side of Bethlehem and graduated Cum Laude with a B.S. in Biology from Moravian College. Before becoming Mayor of the City of Bethlehem, Callahan was a Senior Institutional Healthcare Consultant for Pfizer, Inc., a "Fortune 20" company. The company had employed him for 13 years. He and his wife, Mafalda, have three children and reside in Northeast Bethlehem.

# Agenda

## Day One

Purpose:	Collaborate, share ideas and leverage individual development plans of downtown Springfield investors to create a coordinated master plan for downtown growth
Outcomes:	Understand opportunities and value the discrete needs of downtown stakeholders Create development policies that serve individual investors as well as nurture the successful development of the downtown community
Day One AM	
7:45 am	Registration and Buffet Breakfast at the Courtyard By Marriott
8:15 am	Welcome Remarks: Craig Dillon, President, Center City Association Rob Kearns, Chairman, The Westcott House Foundation  Welcome and Speaker Introduction: Mayor of Springfield, Warren Copeland
8:25 am	Keynote Address: "Power of Partnership: How a City and University Can Work Together for Community Development." Mayor John B. Callahan, Bethlehem, PA
9:15 am	Stakeholder Introductions and Workshop Structure
9:45 am	The City of Springfield: Historic Context/Current and Future Projects
10:00 am	Presentations by Key Community Stakeholders: Ongoing Planning Efforts <ul style="list-style-type: none"><li>• National Trail Parks and Recreation District</li><li>• Conservancy District</li><li>• Community Mercy Health Partners</li><li>• Wittenberg University</li><li>• Clark State Community College</li><li>• Center City Association: R/UDAT and Vision Plan</li><li>• The Turner Foundation</li></ul>
12:00 noon	LUNCH Presentation: "Mutually-Beneficial Downtown Development" by Terry Schwarz, Senior Planner, Kent State University's Urban Design Center
Day One PM	
1:30 pm	Articulation of Key Stakeholders' Priorities: Needs, Values, and Interests
2:30 pm	Breakout Groups: Shared Vision for Downtown Springfield
4:00 pm	Clarification of Shared Vision and Policy Initiatives
4:45 pm	Wrap Up and Adjourn

# Day Two

Facilitation: Terry Schwarz, AICP, Kent State University

Participation by: Jane Amidon, MLA, The Ohio State University  
Paul Young, MArch, Professor Emeritus, OSU  
Bart Overly, The Ohio State University  
Hoda Shawki, PhD Candidate, The Ohio State University

## Day Two AM

7:45 am Continental Breakfast at the Heritage Center

8:15 am Recap of Day One: Shared Vision and Policy Initiatives

8:45 am Breakout Groups: Integrating Development Plans to Create a Master Downtown Plan

11:00 am Shared Findings: Implications for Regulation

12:00 noon LUNCH

## Day Two PM

1:00 pm Implementation Plan  
Priorities for Public and Private Investment

3:00 pm 2006: Timetable and Action Plan

**A Celebration: Frank Lloyd Wright's Westcott House**

4:00 pm Summary, Wrap Up and Next Steps

- Group Consensus and Action Plan

5:00 pm Press Conference and Reception



# Speakers

## Facilitators



Terry Schwarz

Schwarz is Senior Planner at Kent State University's Urban Design Center of Northeast Ohio. In her five years with the UDC, Terry has worked on community plans, design guidelines, and campus plans in Cleveland and the surrounding area. Her research interests include design strategies for regulating franchise architecture and the engagement of adolescents in community planning.

Prior to joining the UDC, Terry worked for the City of Shaker Heights Planning Department. She has a Master's degree in City Planning from Cornell University and a Bachelor's degree in English from the Illinois Institute of Technology.



Jane Amidon

Amidon is the principal of Amidon Design Communication, a research design and communications practice concerned with the intersection of urban and natural systems. Recent projects include an award-winning proposal for a brownfield redevelopment in Columbus, Ohio, and a site design for a business incubator located adjacent to a wet forest zone. She is the series editor for Source Books in Landscape Architecture and publishes her own articles and books on contemporary landscape issues including *Moving Horizons: The Landscape Architecture of Kathryn Gustafson and Partners*, *Radical Landscapes* and *Dan Kiley: America's Master Landscape Architect*. She recently lectured at the National Building Museum, the Municipal Arts Society of New York, the Wexner Center for the Arts, the Royal Institute of British Architecture and the Netherlands Architecture Institute. Currently she is teaching in the Knowlton School of Architecture. She received a Master's degree in landscape architecture from Harvard University in 1995.



Paul E. Young

Young is Professor Emeritus at the Knowlton School of Architecture The Ohio State University

Professor Young holds Bachelor's and Master's degrees from The Ohio State University and The University of Illinois. He practiced architecture in Germany and Ohio and taught at Illinois, Ohio University and Ohio State where he served as Chair of the Architecture Department and Chair of a University Task Force that guided the development of the most recent campus master plan. He has been chair and member of various University committees including those related to Campus Partners, a University-City consortium, as well as the Columbus Development Commission and the State of Ohio Preservation Advisory Board.

Bart Overly

Overly is a Partner of Blostein Overly Architects and lecturer in architecture and landscape architecture at The Ohio State University Knowlton School of Architecture. Bart received his Master's degree in Architecture from Princeton University and a Bachelor's degree in Architecture from The Ohio State University.

Overly has extensive professional experience in architectural and urban design and has led architecture and landscape architecture design studios at The Knowlton School of Architecture for the last seven years. Prior to forming the practice with Beth Blostein in 2000, Overly was a lead designer with NBBJ Design.



Hoda Shawki

Shawki is currently a PhD Candidate of City and Regional Planning and a geographer attending The Ohio State University. Hoda also serves as an assistant to Laurel McSherry, the Head of the Landscape Architecture Program at The Ohio State University.



# Landscape Architects

## MSI

MSI is a nationally-renowned firm with expertise in urban design, planning, and landscape architecture with a reputation for specializing in downtown revitalization. Recent projects include the master planning, design, and implementation of the Nationwide Arena District in Columbus, Ohio and the design and implementation of the North Shore project in Pittsburgh. In 2005, Center City Association presented a conceptual vision plan for a downtown business and retail district designed by MSI and incorporating design recommendations developed through the R/UDAT Initiative conducted in 2002 by a select AIA Design Team. [www.msidesign.com](http://www.msidesign.com).



Richard W. Espe, ASLA, LEED

As a Design Principal with MSI, Mr. Espe's is a LEED Accredited Professional and concentrates his interests in University, Environmental and Urban Park projects. He has demonstrated expertise in the management of complex national and international projects. Mr. Espe is skilled in establishing and maintaining excellent client relations. His work includes many significant projects from campus master plans and environmental education projects to award-winning urban parks. Mr. Espe adds to his management and design abilities with an intense interest and experience in the built environment. Several of his projects have been recognized by local and national ASLA awards programs. Prior to joining MSI Mr. Espe was an Associate with Wallace Roberts & Todd, Inc. and worked in their Philadelphia and San Diego offices. Additionally, Mr. Espe gained international experience while working in Sydney, Australia.



Chris Hermann, AICP

As Planning Director for MSI, Mr. Hermann leads a variety of complex planning projects including master plans, design guidelines, and redevelopment plans. As a Certified Planner with over 12 years experience, Chris is adept at working with diverse clients, communities, and consultants to build consensus and provide high quality design solutions and realistic, understandable, and successful plans for improving and meeting the needs of a community or area. Several of his projects have been recognized with awards at the local and state level.

Prior to joining MSI Design, Mr. Hermann gained municipal, county and regional planning experience as a Planner I with the City of Dublin, Ohio, a Planner with the Licking County Planning Commission, and a Planning Intern with the Tennessee Valley Authority. Chris received his Master's degree in City and Regional Planning at UNC- Chapel Hill, NC.



Keith A. Myers, ASLA

As Co-founder and Principal of MSI, Mr. Myers is responsible for maintaining the high level of design consciousness that has characterized the firm. His restless approach to creative design solutions is contagious to peers and clients alike.

Prior to forming MSI, Mr. Myers acted as Founder and Managing Principal of Scioto Design Group (1984-90) and Senior Project Manager with Kings Productions, a division of Taft Broadcasting (1980-1984). Mr. Myers has developed a special talent for urban design, leisure and entertainment facility design, and has both national and international experience in this field. Mr. Myers also serves as an adjunct professor of urban design at the Knowlton School of Architecture at The Ohio State University.

# Architects

We believe "place" can be a powerful catalyst for change. Cities. Communities. Organizations. People's lives. This belief is the medium in which strong ideas are developed, nurtured, and realized. - NBBJ

## NBBJ

NBBJ, founded in 1943, is a global architecture and design firm that helps companies and organizations create innovative places and a recognized leader in healthcare architecture. NBBJ currently has over 700 professionals with offices located in: Columbus, Los Angeles, New York, San Francisco, Seattle, Beijing, Dubai, London and Shanghai. In 2004, Community Mercy Health Partners (CMHP) announced the selection of NBBJ for the planned \$280 million healthcare campus project in downtown Springfield. Recent involvement in the Springfield community includes design projects with Mercy Medical Center, Clark State Community College - Performing Arts Center, and the National Trails and Parks and Recreation District.



Larry Helman, AICP, Partner, NBBJ

As Partner in charge of planning for NBBJ, Larry Helman is experienced in managing an extensive number of major planning projects globally. Project experience encompassing facility programming and locational analysis, development and redevelopment planning, plus community-based planning provides him with the expertise required for these types of projects. Larry has specific expertise in campus master planning and has been project principal on over 30 major campus master plan projects including the University of Chicago, The Ohio State University, and the National Health Research Institute in Taiwan. He also serves as the planning team leader on major architectural/urban design projects in the areas of healthcare, commercial, academic, and research facilities.

Helman received a Bachelor's of Science degree in 1970 and a Master's of City and Regional Planning in 1972 from The Ohio State University. He is also a member of American Institute of Certified Planners.

## Neil Anderson, AIA, ACHA, Partner, NBBJ



As a Partner at NBBJ, Neil Anderson's career has emphasized Healthcare Architecture and a wide variety of other building types. His projects have been recognized for their innovation and quality in the design press and healthcare publications. Examples include Genesys Regional Medical Center in Michigan, Rainbow Babies and Children's Hospital at University Hospitals in Cleveland, and Great River Medical Center in Burlington, IA. Mr. Anderson has also practiced extensively internationally, including projects in the Middle East, Britain, and Asia. International projects include the Koo Foundation Cancer Center in Taipei, Taiwan; National Health Research Institutes, Sinchou, Taiwan; Chang Ying New Town, Beijing, PRC; and the Chang Feng redevelopment district in Shanghai.

Mr. Anderson received a Bachelor of Architecture from the University of Notre Dame and a Master of Architecture from the University of Colorado. Anderson's professional experience included work with firms in Chicago, Boulder, London, and Teheran. He is currently a member of The American College of Healthcare Architects.

Neighborhoods should be diverse in use and population; communities should be designed for the pedestrian and transit as well as the car; cities and towns should be shaped by physically defined and universally accessible public spaces and community institutions; urban places should be framed by architecture and landscape design that celebrate local history, climate, ecology, and building practice.

## DLC+A

Dober, Lidsky, Craig and Associates, Inc. (DLC+A)

DLC+A is a professional office of campus and facility planning specialists. The office is led by experienced planners and architects, who are supported by a staff of landscape designers, data analysts, and graphic designers. The firm, located in Belmont, Massachusetts has served higher education worldwide since 1958.

A relationship was established between Wittenberg and DLC+A in 1983 to develop a campus master plan. Revised in 1996 and 2001, the plan resulted in improvements realized in the Defining Moments Campaign. Wittenberg recently reengaged DLC+A to prepare for new campus improvements envisioned in the future.



Arthur Lidsky became president of DLC+A in 1988, and has served as a planning consultant for colleges and universities since 1971. Prior to his consulting work, he was Assistant Director of Long Range Planning for the Massachusetts Institute of Technology. Recent campus planning includes work for Clemson University, St. Lawrence University, The College of Wooster, and Spelman College. Programs for new campuses include The American University in Cairo and the Aga Khan University in Pakistan. Mr. Lidsky has served on facility review panels for the National Science Foundation (NSF); and has been a Principal Investigator for a NSF study that identified an ideal planning process and developed facility standards for secondary school science, math, and technology education programs. He teaches campus planning as a faculty member of SCUP's Integrated Planning Institute's four day, three-step certificate program. Mr. Lidsky was a leader in creating the Institute and its curriculum.

Mr. Lidsky received his Master's of Architecture in Planning from McGill University in 1971, a Bachelor's of Architecture from Clemson University in 1968, and National Endowment for the Arts Travel Grant in 1967.



George Mathey, a key member of the firm since 1986, became a principal at DLC+A in 2002. Over these years, he has participated in more than 110 planning assignments for DLC+A's college and university clients. He has developed a particular strength in space utilization, space needs projection (the translation of strategic goals to space requirements), and facility programming. While much of his work is with small liberal arts institutions, Mr. Mathey has also been involved in all of DLC+A's international projects over the past decade, as well as in work with the largest research university clients, gaining a broad perspective of a wide range of campus planning and space needs issues. A selection of recent projects Mr. Mathey has contributed to include: campus planning for Cyprus International University, and Lesley University space utilization studies for Cornell University; existing space analysis and space needs projection for the Connecticut State University system, the Ohio State University, and the University of Hong Kong; and facility programming for the sciences at Marist College and for the new campus of the American University in Cairo, Egypt. Mr. Mathey received his B. A., cum laude, in Social Sciences from Harvard University in 1986.

# Partners

Support

## Sponsors:

- The Westcott House Foundation
- Center City Association
- The Turner Foundation
- Community Mercy Health Partners
- Wittenberg University
- Clark State Community College
- Community Improvement Corporation
- City of Springfield
- Clark County

Urban revitalization in Springfield is a critically important effort that began from a "grass-roots effort" in the late 1990s. The subsequent establishment of the Center City Association followed. Today the defined goals and objectives of this community-focused organization are to reform key aspects of design, planning, real estate development and governance in order to affect and guide the future development in the downtown area.

This effort, however, can and does apply equally to regional planning efforts, as well as local planning. Downtown revitalization addresses important new development, urban retrofits, and existing business growth within the central core business district.

In all cases, CCA and its urban revitalization efforts promote safe neighborhoods that are livable and walkable and contain a diverse range of housing, promote our arts and cultural amenities and seek new job opportunities. Urban revitalization aligns with historic preservation, open planning, appropriate architecture and proactive growth, and the balanced development of business and housing. Strategic downtown planning is the best way to research, understand, design, develop and plan for the future; to control business development; to increase affordable housing; and to limit sprawl.

These issues are essential and important components of a vital and livable community.

Thanks to our sponsors, participants and supporters for their vision, leadership and dedication to the community. A special thanks to Lin Erickson, Jenny Baader, and Westcott House and the Center City Association staff for helping to coordinate this important Springfield Urban Design Workshop event.

In 2001, the American Institute of Architects selected Springfield's Center City for the Regional/Urban Design Assistance Team (R/UDAT) program. Experts in design, planning, architecture and more came to Springfield March 7-11, 2002 for an exciting series of tours, focus groups and public meetings. Community input was vital to the program's success.

The select AIA Design Team presented their recommendations in a public forum at the Clark State Performing Arts Center's Kuss Auditorium March 11, 2002 at 6 p.m.

R/UDAT programs have been held in more than 100 cities and regions in the U.S. over the 30-year-life of the program. AIA members donate their time and the host community need only pay out-of-pocket expenses. Center City's R/UDAT was funded by a \$20,000 Community Development Block Grant.

## Center City QuickFacts

- Land Area: 378 Acres
- Businesses & Agencies: 300+
- Employees: 4,200+
- Residential Households: 700+
- Traffic: 50,00+ vehicles per day
- Major Routes through Downtown:  
Routes 4, 40, 41, 72, access to I-70 & Route 68 (4 minutes)
- Available Parking:  
Business District - 31 City Blocks  
37 customer/employee lots  
11 pay/permit lots  
415 on-street spaces (free)
- Downtown Districts: (6)  
Core, Civic, Arts, East, Cliffside, Culture & Heritage, Redevelopment
- Median Income: \$37,252
- Population: 65,358

Graphic Design / Illustrations: Rob Kearns

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