

INFRASTRUCTURE & INCREMENTAL DEVELOPMENT

SMALL-SCALE, BIG-DEAL

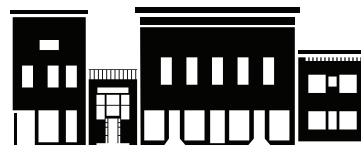
WHO IS KRONBERG WALL?



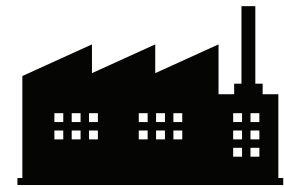
**WE ARE CONSCIOUS URBAN
PLACEMAKERS**



NEIGHBORHOOD ACTIVATORS



URBAN INFILL



ADAPTIVE REUSE

An isometric illustration of a city street scene. The background shows a grid of streets with various buildings of different heights and styles. Several blocks of buildings are highlighted in a solid red color, standing out from the light blue and white background. The text is overlaid on the center of the image.

We believe walkable areas with existing infrastructure are the easiest targets for quick and cost-effective antidotes to **SPRAWL.**

An isometric illustration of a city street scene. The background shows a grid of buildings and streets in a light blue, wireframe style. Several rectangular blocks are highlighted in a solid red color, indicating specific areas of interest. The text is overlaid on the center of the image.

We believe walkable areas with existing infrastructure are the easiest targets for quick and cost-effective antidotes to **HOUSING SHORTAGES.**

An isometric illustration of a city street scene. The background shows a grid of buildings and streets in a light blue, wireframe style. Several rectangular blocks are highlighted in a solid red color, indicating specific areas of interest. The text is overlaid on the center of the image.

We believe walkable areas with existing infrastructure are the easiest targets for quick and cost-effective antidotes to **LACK OF AFFORDABILITY.**

An isometric illustration of a city street scene. The background shows a grid of buildings and streets in a light blue, wireframe style. Several blocks are highlighted in a solid red color, indicating specific areas of interest. The text is overlaid on the center of the image.

We believe walkable areas with existing infrastructure are the easiest targets for quick and cost-effective antidotes to **LACK OF DIVERSE NEIGHBORHOODS.**

An isometric illustration of a city street scene. The background shows a grid of buildings and streets in a light blue, wireframe style. Several buildings are highlighted with solid red 3D rectangular blocks, indicating specific areas of interest. The text is overlaid on the center of the image.

We believe walkable areas with existing infrastructure are the easiest targets for quick and cost-effective antidotes to **LACK OF RESILIENCY.**

KRONBERG WALL
ARCHITECTURE • DESIGN • DEVELOPMENT

TREME, NEW ORLEANS



Neighborhoods are subject to a range of dynamic forces, particularly unsettled/transitioning ones. Understanding and engaging in a range of areas is important, including housing, wellness, education and crime prevention.

PEOPLE HABITATS ARE COMPLEX SYSTEMS



OUR RULES NEED TO ALLOW FOR THIS **NATURAL EVOLUTION** FOR NEIGHBORHOODS.

Zoning is a blunt tool that attempts to rationalize a complex network, hindering incremental development in the process. While many beloved places were created before automobiles, they were also created before proliferation of zoning. We know how to create walkable places, our zoning should also allow us to create them.

INCREMENTAL DEVELOPMENT MATTERS

SUBURBAN EUCLIDEAN ZONING

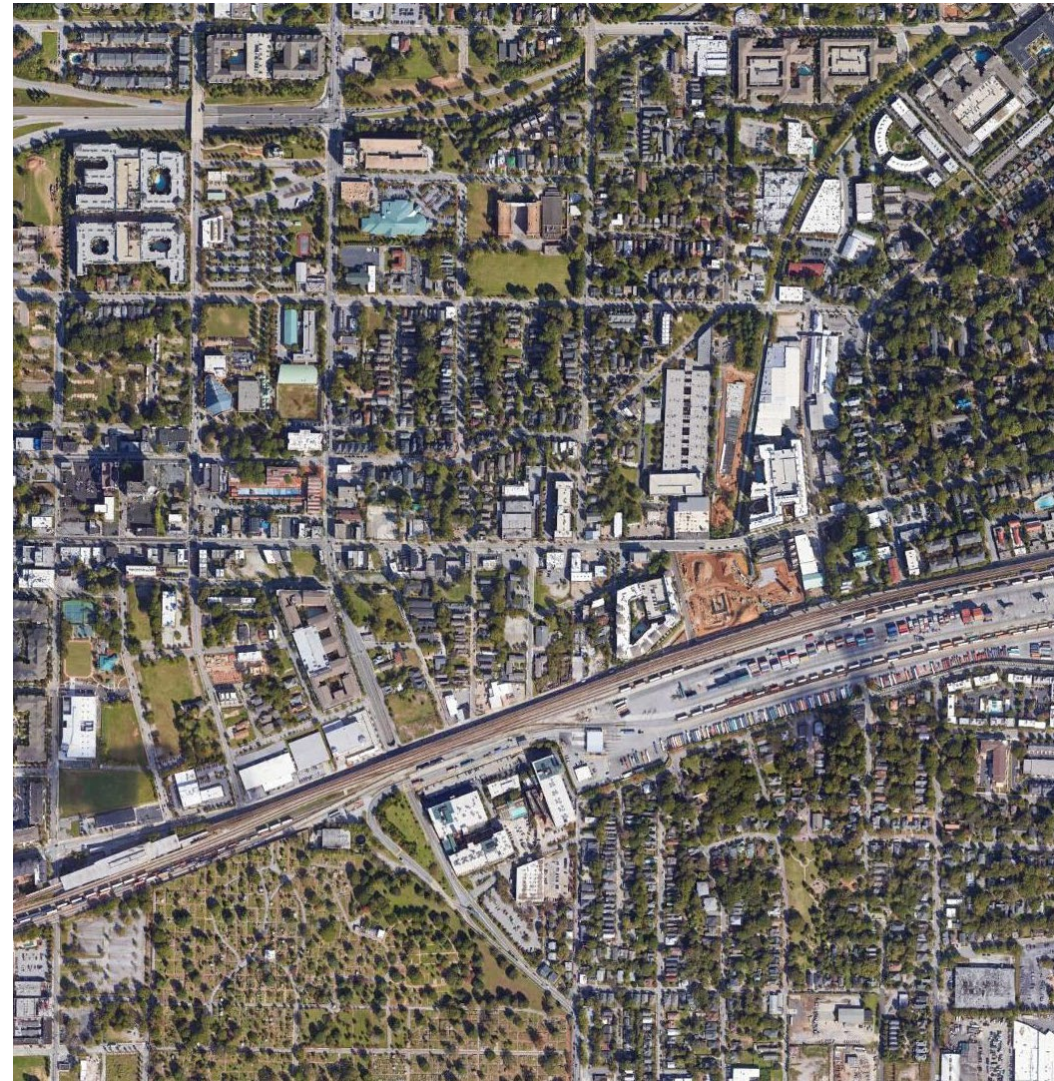
LINEAR, RIGID RULES



1000 FT

HISTORIC, INCREMENTAL DEVELOPMENT

DYNAMIC SYSTEM RESPONSES WITH LIMITED GUIDELINES



1000 FT

COLLECTIVE SOLUTIONS MATTER



COLLECTIVE STORMWATER APPROACH OLD FOURTH WARD PARK, ATLANTA



INDIVIDUAL STORMWATER APPROACH, PER CITY REQ'S EDGEWOOD, ATLANTA



UNDERSTANDING SMALL DEVELOPMENT BARRIERS

THE COMMON ROADBLOCKS

1. OUTDATED CODES AND ORDINANCES

Current zoning and land-use regulations create significant barriers for these small developments.

2. REQUIRING EACH DEVELOPMENT TO COVER PUBLIC GOODS

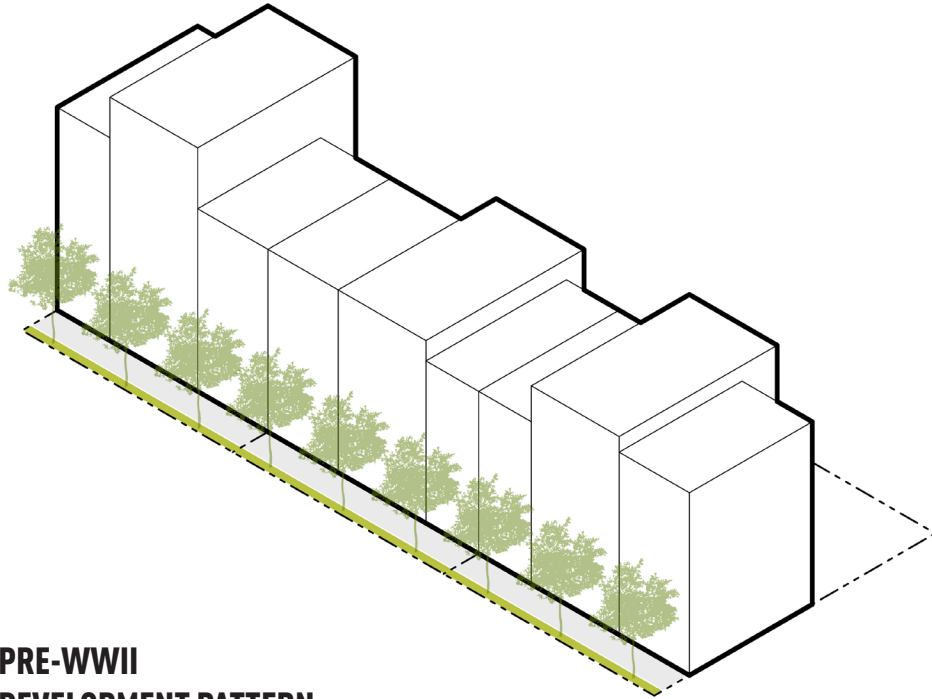
Requiring smaller developments to individually fulfill regulations such as open space, parking, street improvements, and stormwater is prohibitively expensive and disincentivizes density.

3. LONG-STANDING PERCEIVED SCARCITY

Communities are often fearful of proposing increased density due to perceived scarcity of resources such as road capacity and good schools.

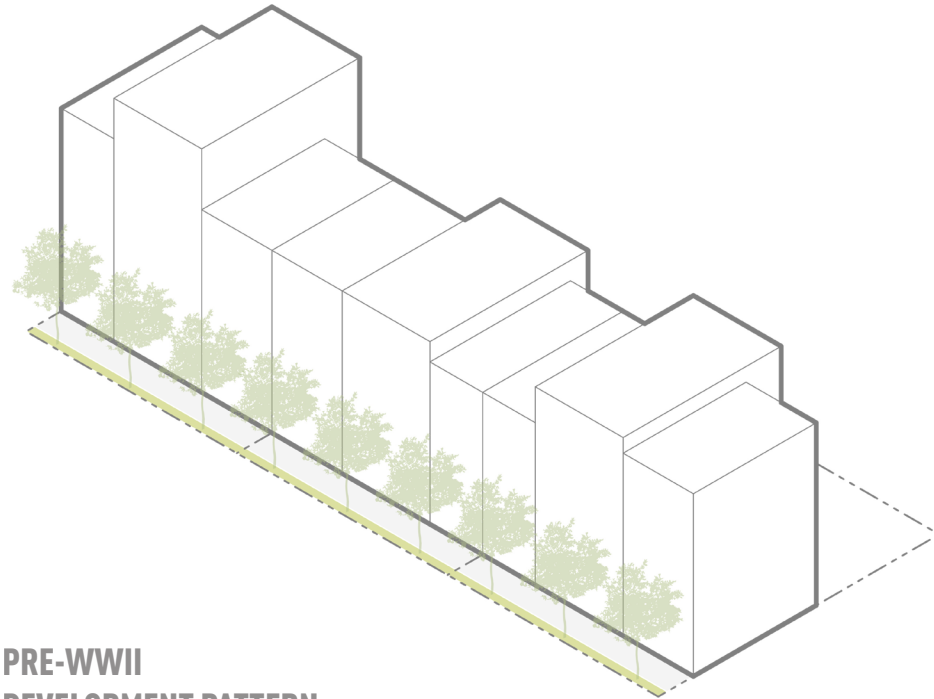
OUTDATED CODES + ORDINANCES

WHY CITIES ADOPTED SUBURBAN ZONING



**PRE-WWII
DEVELOPMENT PATTERN**

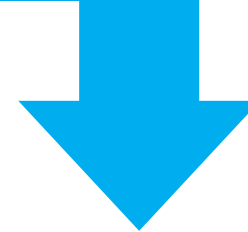
WHY CITIES ADOPTED SUBURBAN ZONING



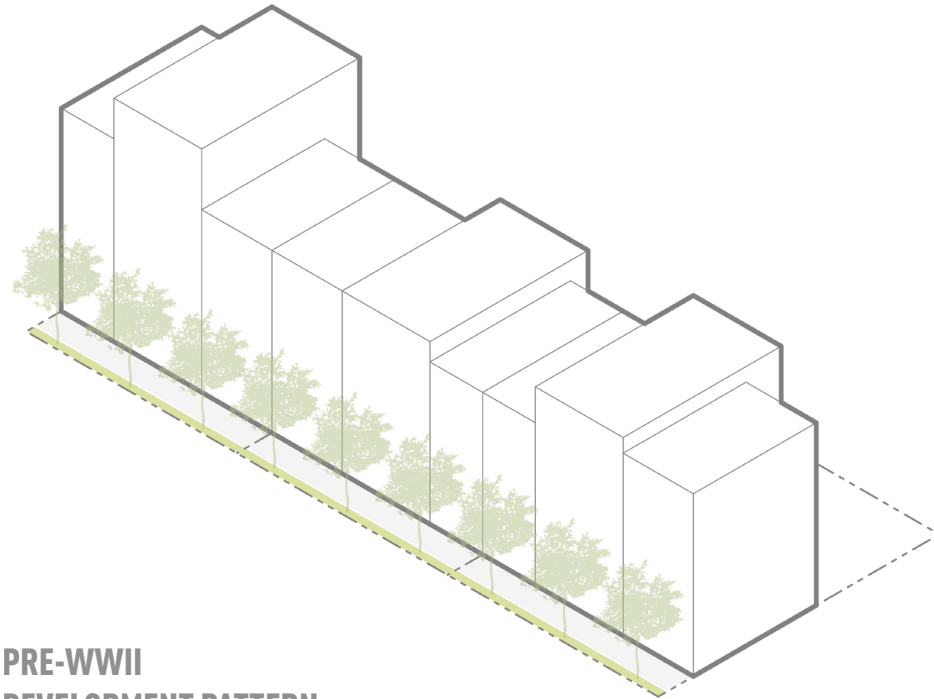
PRE-WWII
DEVELOPMENT PATTERN

**WHITE FLIGHT FUELED BY
FHA LENDING PRACTICES**

1950s - 1960s



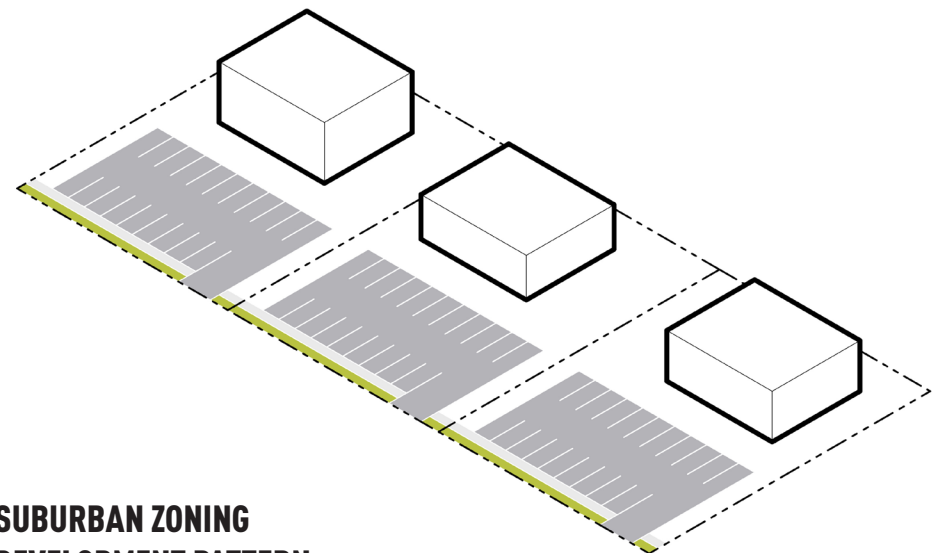
WHY CITIES ADOPTED SUBURBAN ZONING



**PRE-WWII
DEVELOPMENT PATTERN**

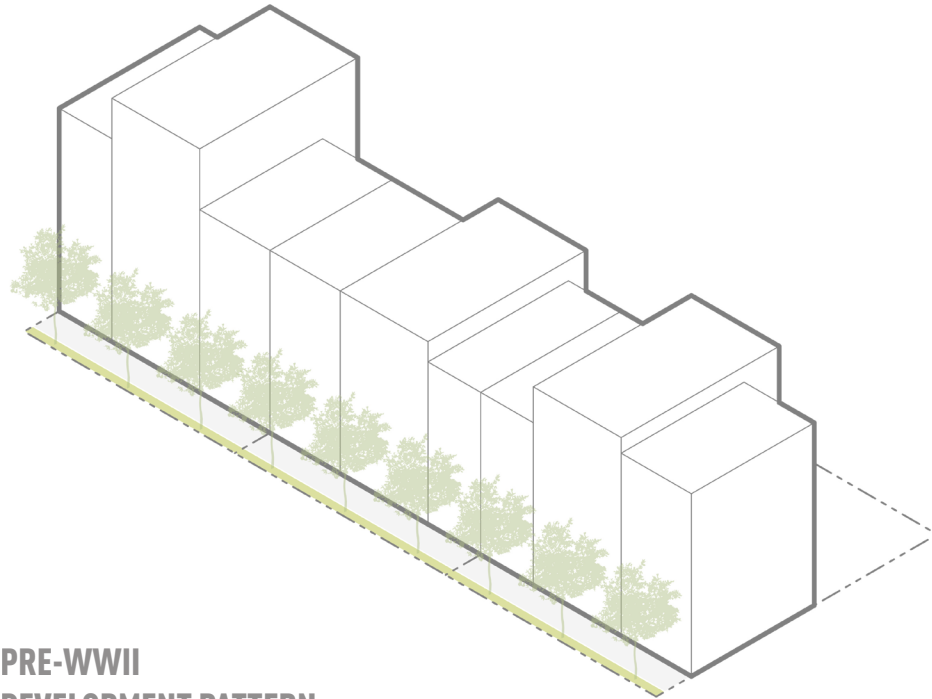
**WHITE FLIGHT FUELED BY
FHA LENDING PRACTICES**

1950s - 1960s



**SUBURBAN ZONING
DEVELOPMENT PATTERN**

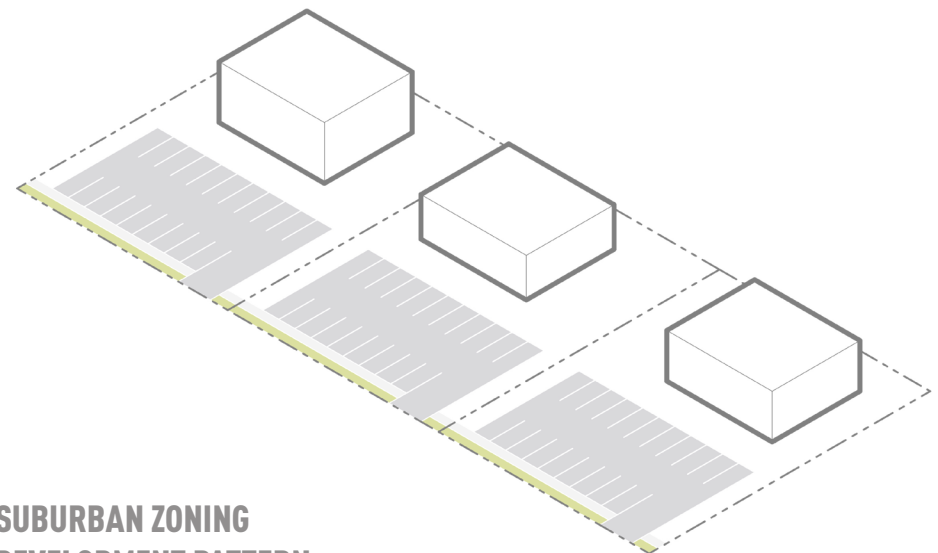
SUBURBAN ZONING DEVELOPMENT PATTERN



PRE-WWII
DEVELOPMENT PATTERN

WHITE FLIGHT FUELED BY
FHA LENDING PRACTICES

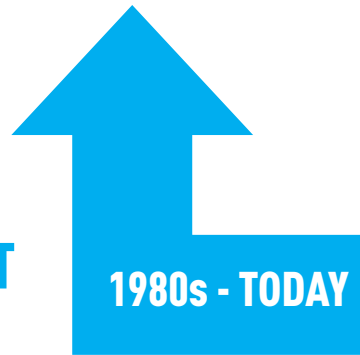
1950s - 1960s



SUBURBAN ZONING
DEVELOPMENT PATTERN

SUBURBAN ZONING
APPLIED TO CITIES FOR
ECONOMIC DEVELOPMENT

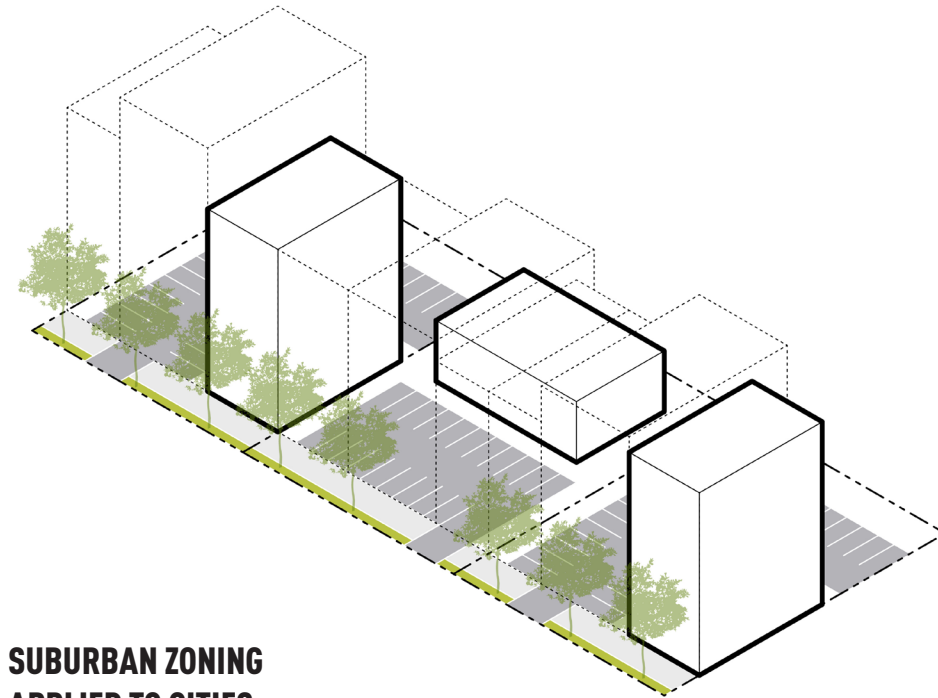
1980s - TODAY



SUBURBAN ZONING DEVELOPMENT PATTERN

WHITE FLIGHT FUELED BY
FHA LENDING PRACTICES

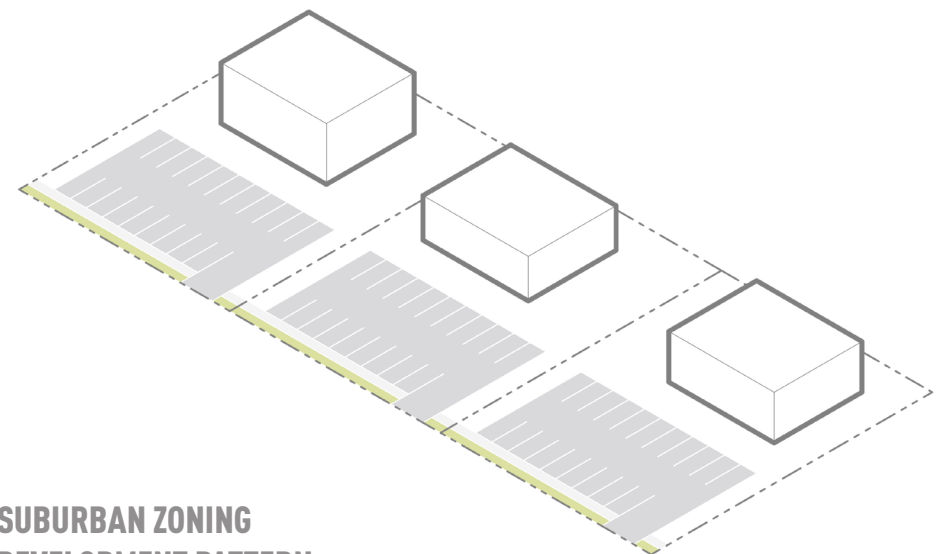
1950s - 1960s



SUBURBAN ZONING
APPLIED TO CITIES

SUBURBAN ZONING
APPLIED TO CITIES FOR
ECONOMIC DEVELOPMENT

1980s - TODAY



SUBURBAN ZONING
DEVELOPMENT PATTERN

SUBURBAN STORMWATER REGULATIONS

1. Water Quality

Treat the first 1" -

Applies to all projects.



2. Water Quantity

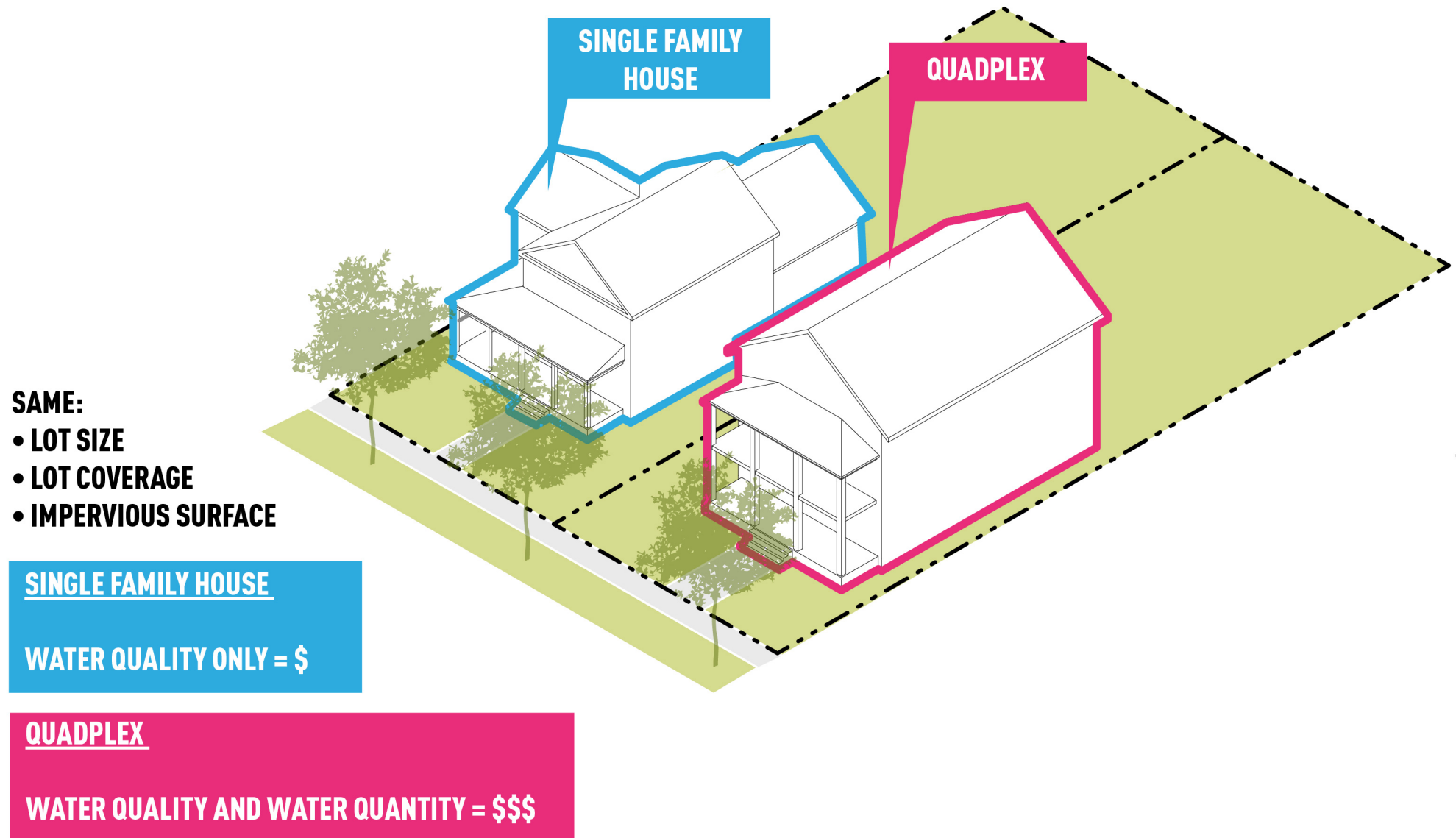
Capture and store water volume based upon site impact -

Applies to everything **but** single family.



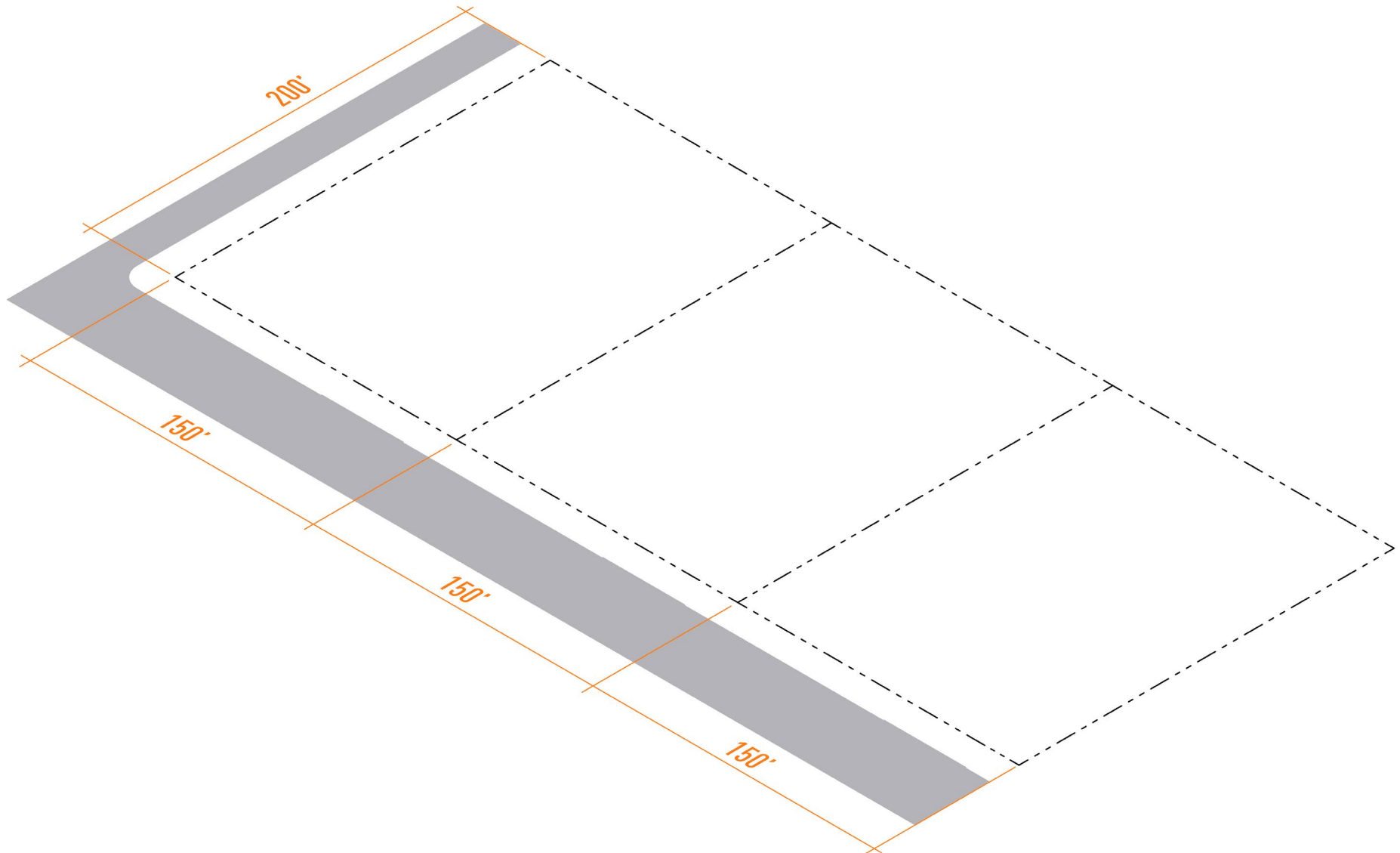
So anything larger than a duplex (regardless of unit count) must comply with quality and quantity...\$\$\$\$ for small infill!

SUBURBAN STORMWATER REGULATIONS

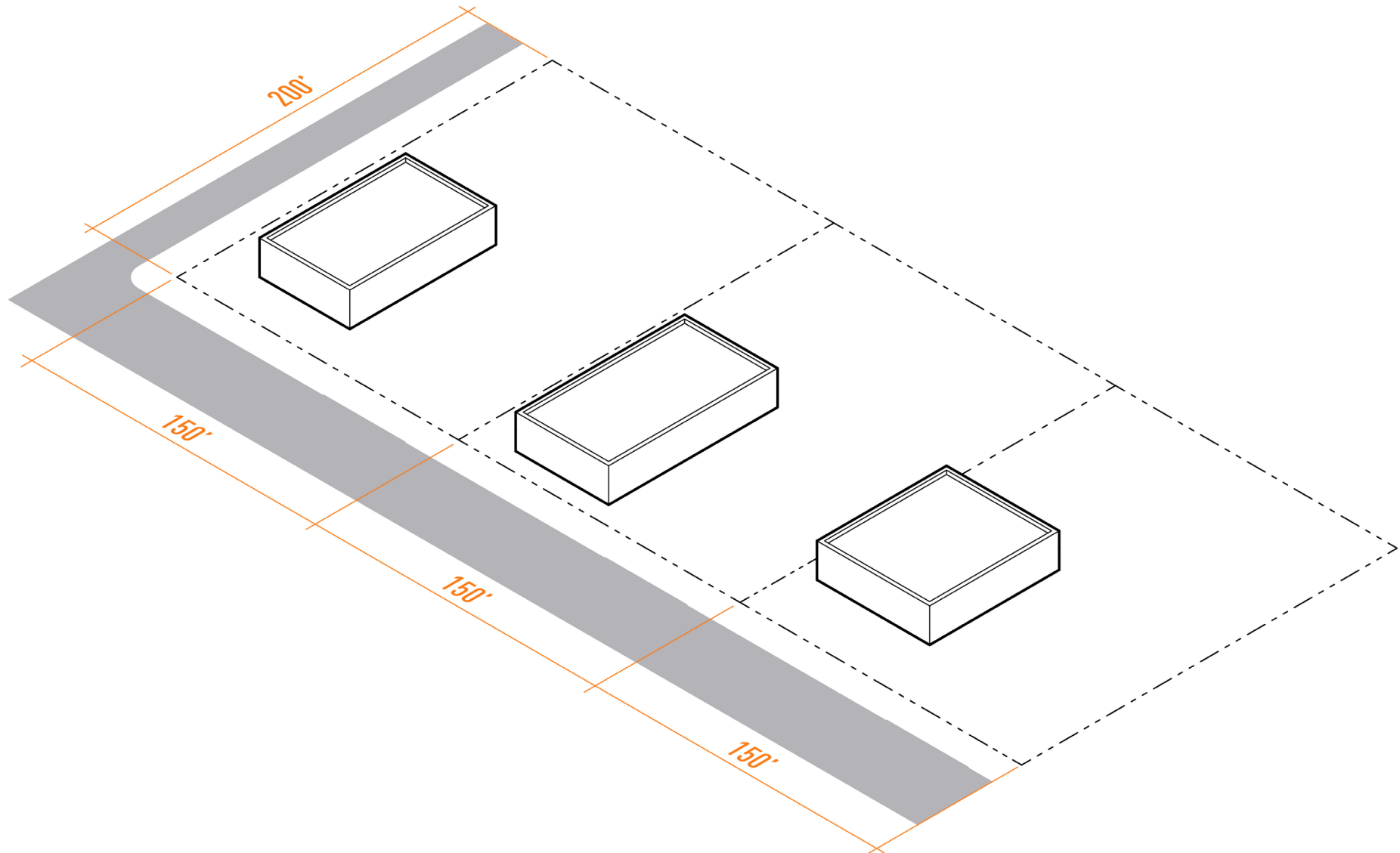


PRIVATE SECTOR COVERING PUBLIC GOODS

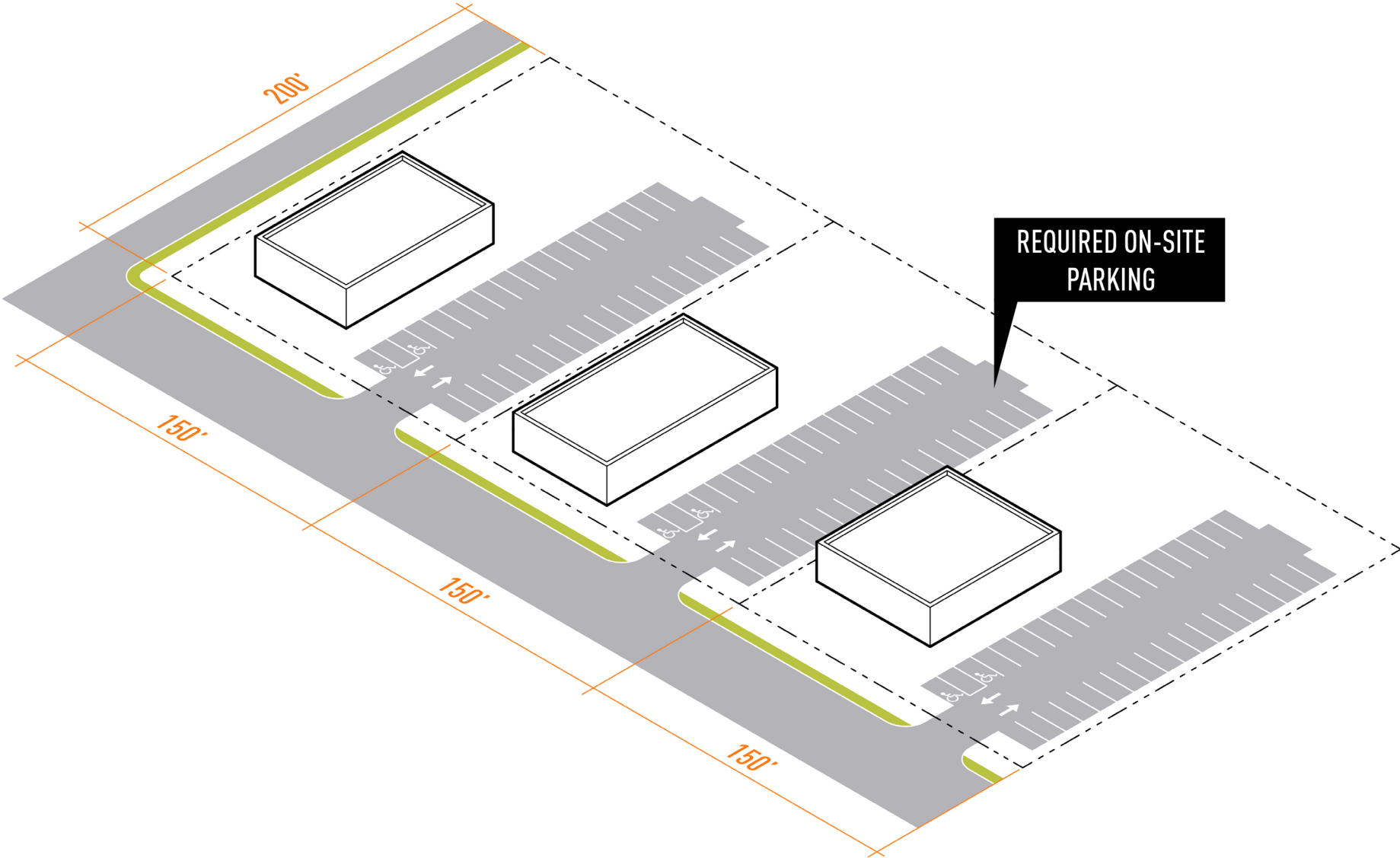
SUBURBAN ZONING: HOW IT WORKS



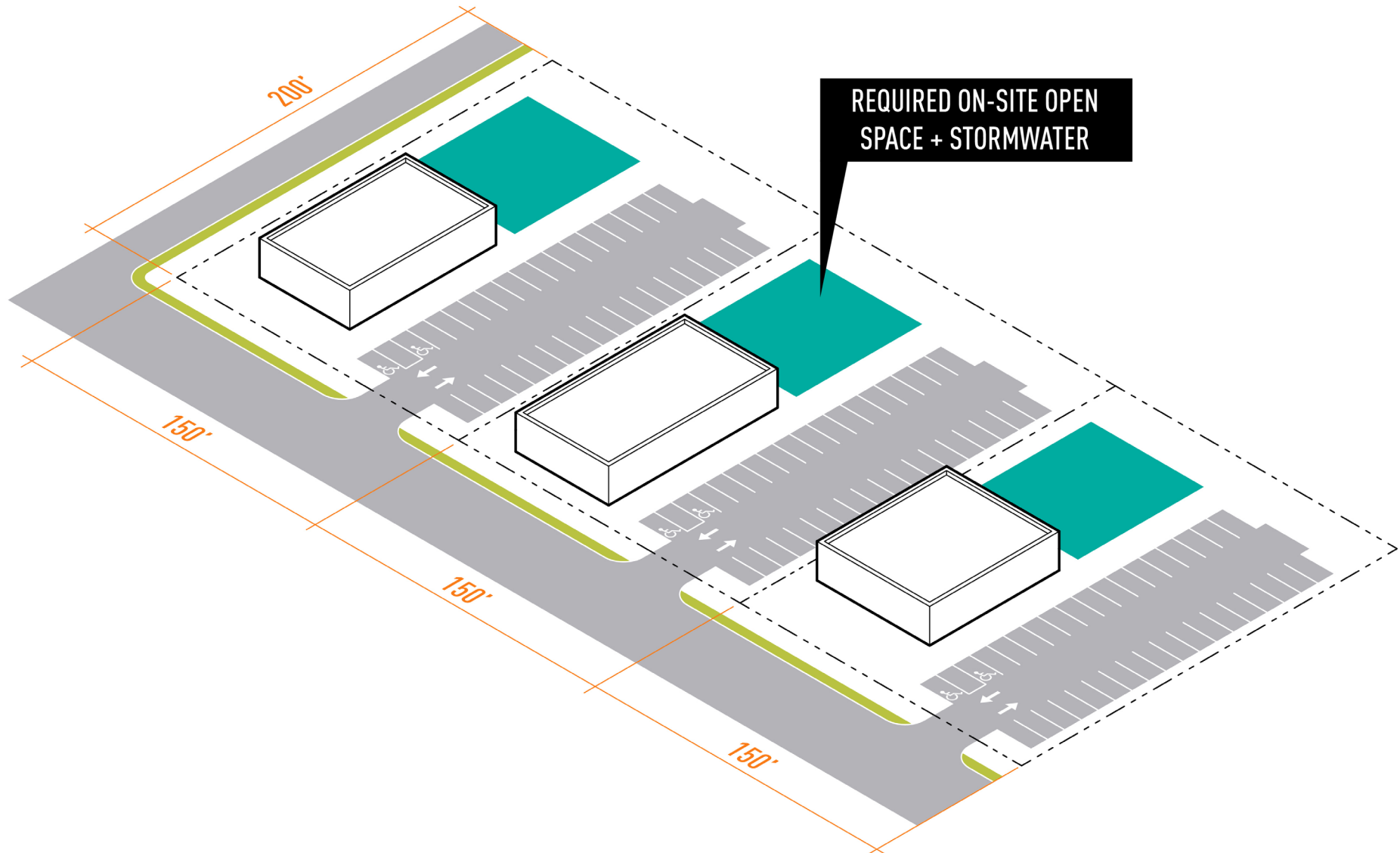
SUBURBAN ZONING: BUILDINGS



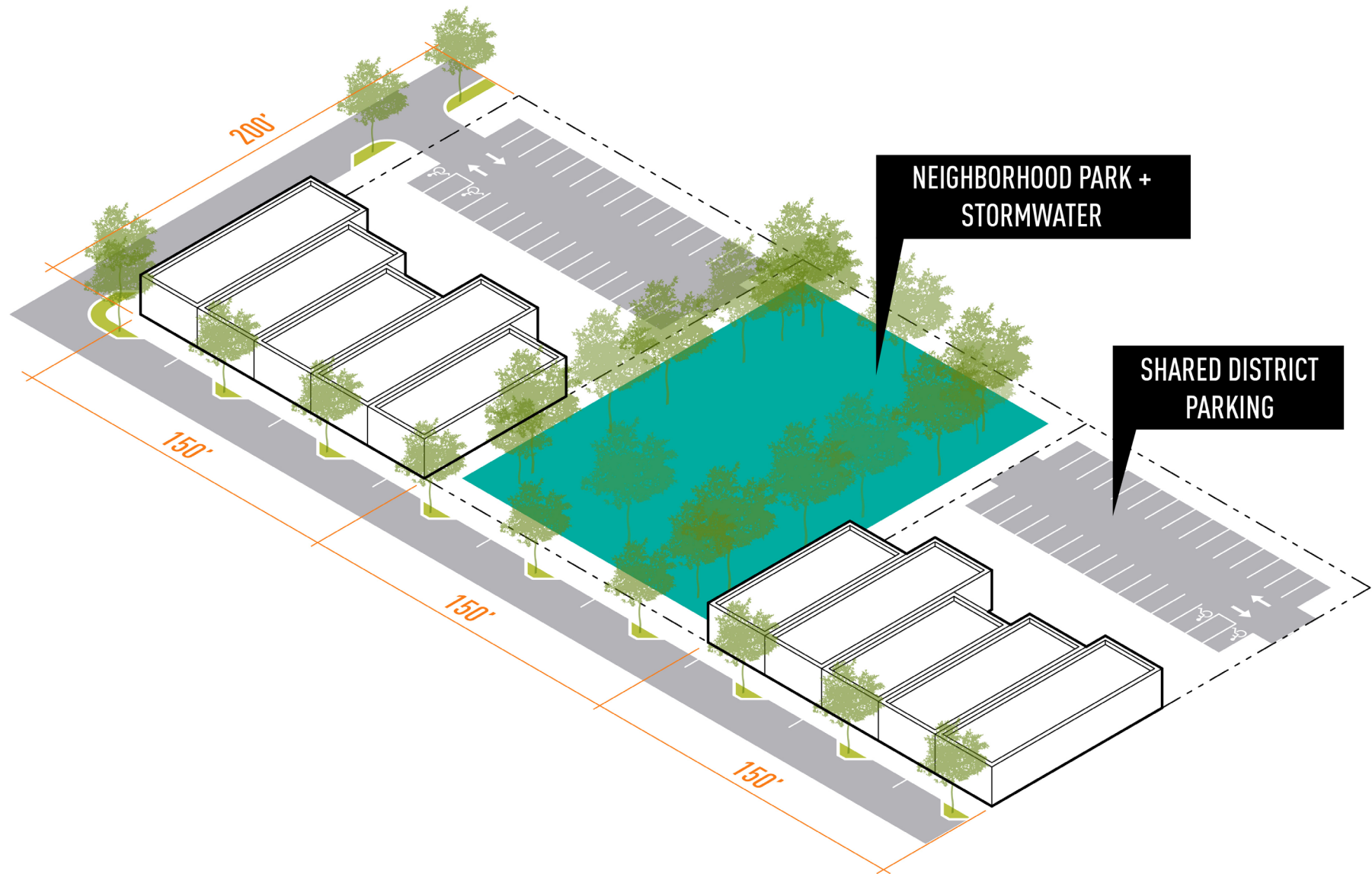
SUBURBAN ZONING: PARKING



SUBURBAN ZONING: STORMWATER + OPEN SPACE

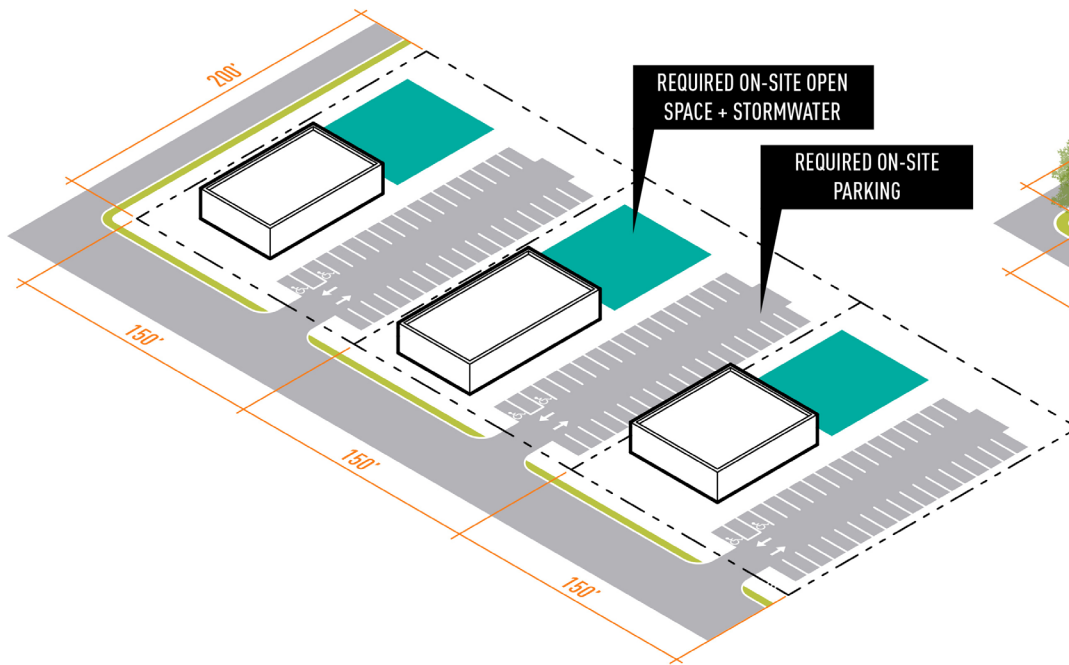


TRADITIONAL DOWNTOWN DEVELOPMENT

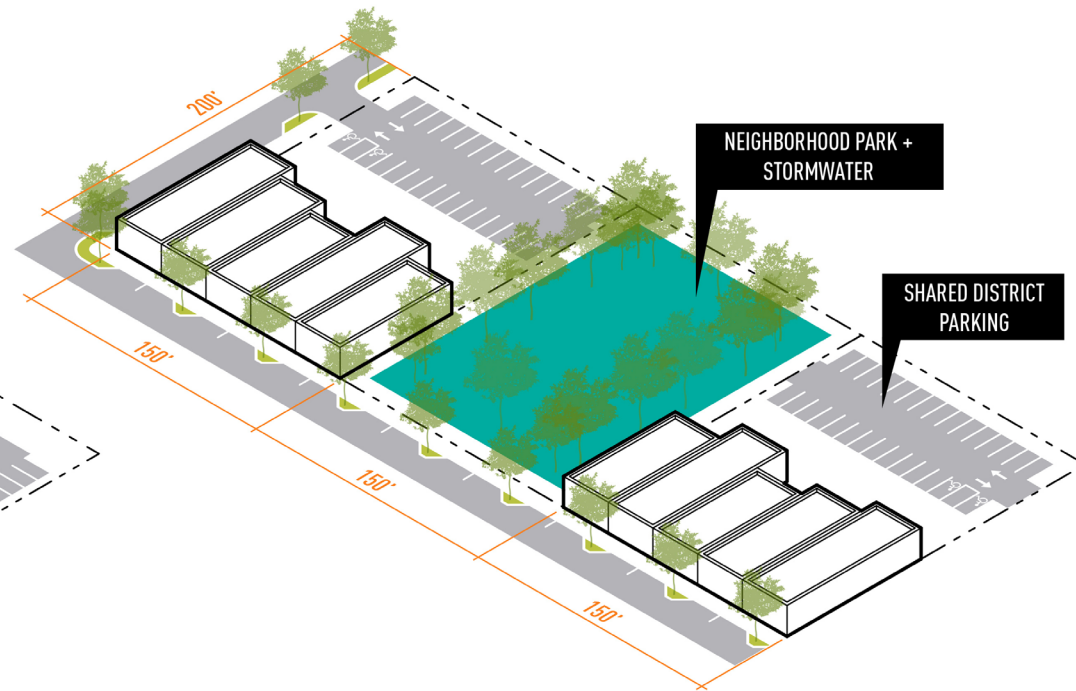


PRIVATE SECTOR COVERING PUBLIC GOODS

CONVENTIONAL SUBURBAN ZONING



TRADITIONAL DOWNTOWN DEVELOPMENT



HIGHER INFRASTRUCTURE + DEVELOPMENT COSTS



LOWER LAND VALUES



DECREASED AFFORDABILITY, ACCESS, + DIVERSITY

LOWER INFRASTRUCTURE + DEVELOPMENT COSTS



HIGHER LAND VALUES



INCREASED AFFORDABILITY, ACCESS, + DIVERSITY

OLD FOURTH WARD PARK, ATLANTA



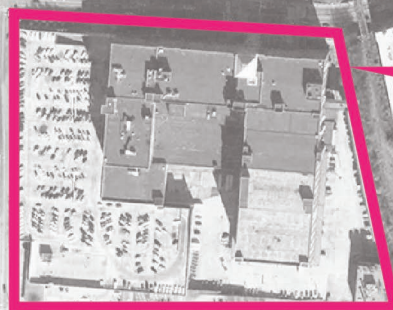
OLD FOURTH WARD PARK, ATLANTA



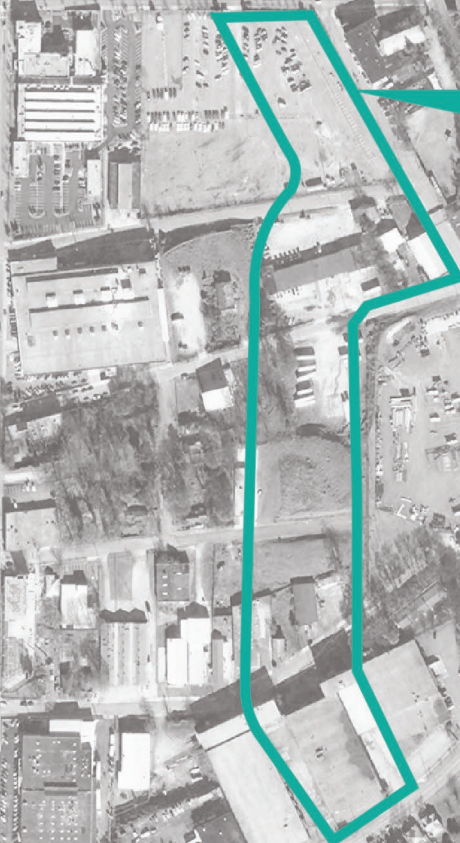
**PONCE CITY
MARKET**

**\$40 MILLION
STORMWATER
PROBLEM**

OLD FOURTH WARD PARK, ATLANTA



**PONCE CITY
MARKET**



04W PARK

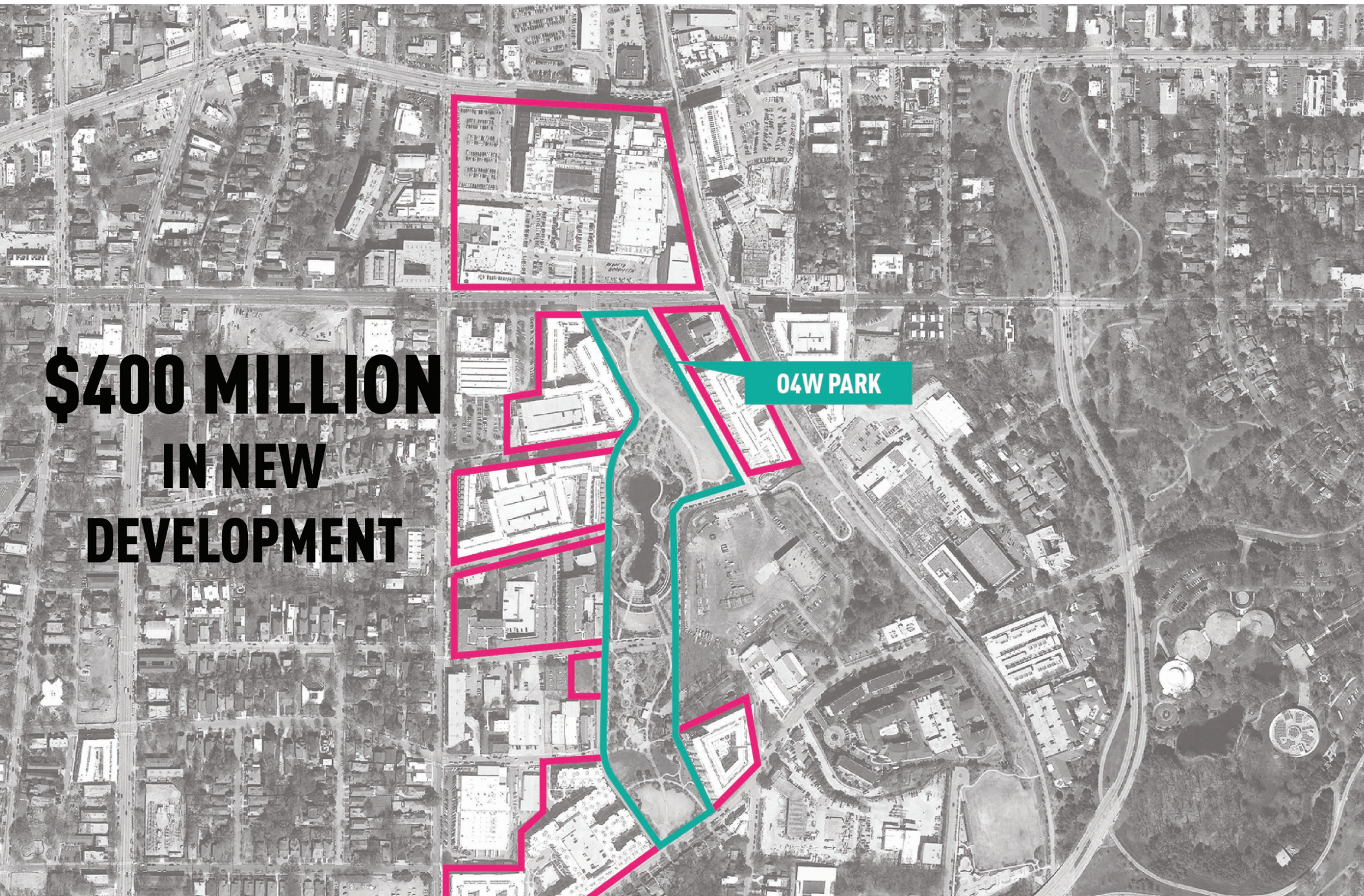
**\$23 MILLION
STORMWATER
SOLUTION**

OLD FOURTH WARD PARK, ATLANTA



**\$400 MILLION
IN NEW
DEVELOPMENT**

04W PARK



1.

THINK ABOUT STORMWATER AS A COLLECTIVE SOLUTION

Use low-lying parks or underutilized land for basin-level stormwater solutions that serve a district. Look to overdetrain to facilitate adjacent development.

2.

USE STORMWATER AS A DEVELOPMENT INCENTIVE

Offer options like 'fees in lieu of' to eliminate on-site stormwater costs; set these fees to be less than on-site detention. Use those fees for park improvements.

3.

ELIMINATE ONEROUS REQUIREMENTS FOR SMALL-SCALE DEVELOPMENT

Reduce stormwater requirements for small-scale development (under a certain lot size or lot coverage). Provide stormwater waivers in struggling neighborhoods.

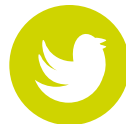


KRONBERG WALL

ARCHITECTURE • DESIGN • DEVELOPMENT

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