Placemaking Through Architectural Character

Housing Subcommittee
Tuscaloosa
May 17, 2019

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HYPOCRISY?
THE STYLE PROBLEM
Tradition

Habit - Something We Do Repeatedly Because of Weakness

Tradition - Something Do Repeatedly Because of Love
THE CODE PROBLEM
There's a new architecture style that's sweeping the nation:

Developer Modernism

(also known as "Beige Box Revival", "Earth Tones n' Rectangles", "Normcore")
THE TYPE PROBLEM
It’s Here & Growing

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GOOD BEGINNINGS
2-4 floors
185 bedrooms
28,000 sqft retail
62% land coverage
13 gardens
68 porches
145 parking spaces
6 floors
165 bedrooms
28,000 sqft retail
100% land coverage
0 gardens
0 porches
440 parking spaces
THE PROBLEM OF SCALE

Inability to Compose
Attempt at Multiple Buildings
Quick Re-Skins

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DESERTED STREETSCAPES

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PRIVATE GARDEN
DESERTED PUBLIC REALM
Builder Demotion & Promotion

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LIVING TRADITION

Most-Loved Places

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LIKENESS

Highest Level of Command & Control

Extreme Difficulty of the Organic with Mechanical Paradigm

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COMPETITION Now

Attract Talent
Retain Talent
Build Strengths
Remedy Weaknesses

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OLD ECONOMIC DRIVERS

Natural Resources
Rivers
Highways
Oceans

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NEW ECONOMIC DRIVER

Cool Factor

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EXTREME MAKEOVERS

Santa Fe - Business Community
Santa Barbara - Design Community

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DEVELOPING LOCAL CHARACTER

South Beach
Tel Aviv
Coral Gables

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MUNICIPALITY-DRIVEN

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Civic-Minded Designers
Civic Leaders