



DESIGNREVIVAL 24



7765

UNDERWOOD & UNDERWOOD

A RESTORATION TO USE, ACCEPTANCE, ACTIVITY, OR VIGOR AFTER A PERIOD OF OBSCURITY OR QUIESCENCE

ABOUT



Design Revival 24® is rooted in the conviction that helping communities in need is a core calling of design professionals everywhere. That our talents and training should not stand idle while neighborhoods, towns and cities struggle to find the fiscal resources to advance positive social and economic change on multiple fronts. And ultimately, coming together as a group of planners, urbanists, architects, engineers in a collaborative burst of design energy holds the promise of receiving back much more for its participants--camaraderie, creative freedom, sense of accomplishment, self worth--than the gift itself.

April 1, a volunteer team of planners, urbanists, architects, and engineers will descend on Bluefield, West Virginia, to give a gift. Over a focused, collaborative 24 hour period, the team will share design, engineering, branding and economic development expertise with the goal of generating a series of ideas and strategies that will serve as regenerative seeds for a community in need. This event—Design Revival 24@—is unique in scope and potentially extraordinary in result. And it's given for free.





Design Revival 24@ volunteers, guided by a team of local stakeholders, city staff and elected officials, will address a variety of topics including downtown renewal and redevelopment, historic preservation, tourism, local food systems, streetscapes, healthy living, parks and the arts. The spirit of the event will allow for the team of experts to stretch their imaginations and use creativity as their greatest resource. It will also provide the **City of Bluefield** with a toolbox of ideas, design concepts and projects which it can consider, assess and potentially pursue to positive effect. At the conclusion of the 24 hours event, the Design Revival 24@ team will present their findings to the Bluefield community and within 30 days will produce a photo book that will illustrate and document their ideas and discoveries.

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The genesis of Design Revival 24® as an idea is the result of the thoughtful brainstorming of two design professionals: Dan Dodd, RLA, and Scott Lagueux, AICP, LEED AP. For Dan, the idea of a grassroots, focused community design and revitalization event was inspired by Charleston's annual CreateAthon®, a 24-hour, work-around-the-clock creative blitz during which advertising agencies generate creative and strategic work for local nonprofits that have little or no marketing budget (<http://www.createathon.com>). Dan also found heart in the great do-it-yourself work being done by residents seeking to take back their communities from the brink of abandonment and irrelevance. Braddock, Pennsylvania, serves as a great example of this spirit (<http://www.15104.cc>). For Scott, exploration of a new process for generating a series of creative design ideas and strategies for distressed, underutilized communities served as his motivating factor. The result: Design Revival 24®.

Design Revival 24@, however, is only an actionable event through the hard work of volunteers that have taken this idea and moved it forward. At present, these volunteers are dedicated professionals from three participating practices: LandDesign, 505Design and Lunch+Recess.

LandDesign offers award-winning urban design, planning, branding, civil engineering, and landscape architecture solutions to public and private sector clients across the globe. With five offices in the United States and overseas, the LandDesign team effectively brings innovative, buildable, sustainable, and ecologically responsible projects to life worldwide. www.landdesign.com

505Design is a privately owned multi-disciplinary design firm with offices located in Boulder, CO, Charlotte, NC, Portland, OR, and San Francisco, CA. 505Design specializes in project visioning, building design, environmental signage, graphics, planning, interiors and urban interiors/streetscapes. www.505design.com

Lunch and Recess is a straight up creative house that specialize in visual content. This content can have many different uses. The content likes to take up legal residence in many different areas: from traditional TV spots, webmercials, brand films, to messages developed especially for webisodes. They like to work with advertising agencies, public relations firms and direct clients. www.lunchandrecess.com





Over time, we hope to grow the **Design Revival 24®** Team to many more volunteers firms and participants from around the U.S.

Design Revival 24® work efforts are given to selected communities pro-bono. The Design Revival 24® Team only gives this gift by formal invitation from community leaders—Mayor, City Council and/or Manager and others. We rely on these leaders to serve as partners in realization of the Design Revival 24® event. Design Revival 24® ideas, strategies and financing ideas are offered as gifts to selected communities; it is entirely up to community residents and administrators to consider, assess and potentially pursue each idea as it sees fit.

The success of Design Revival 24® as a tool for community reinvention and revitalization will take measurement over time to assess. The Design Revival 24® Team is committed to continue to follow up with each of our community gifts and report back our findings, achievements and lessons learned. We will document and measure results as part of this Blog and other media streams.

STUDY AREAS:

**DOWNTOWN REVITALIZATION AND INFILL
RESIDENTIAL CONCEPTS
FARM TO MARKET PLACE
PRINCETON AVENUE PROMENADE
CITY PARK REFRESHER
VIRTUAL STORY TELLING
PUBLIC ART CONSIDERATIONS
REDUCE, REUSE RECYCLE**

DOWNTOWN REVITALIZATION AND INFILL

PRECEDENTS - GREENVILLE SC



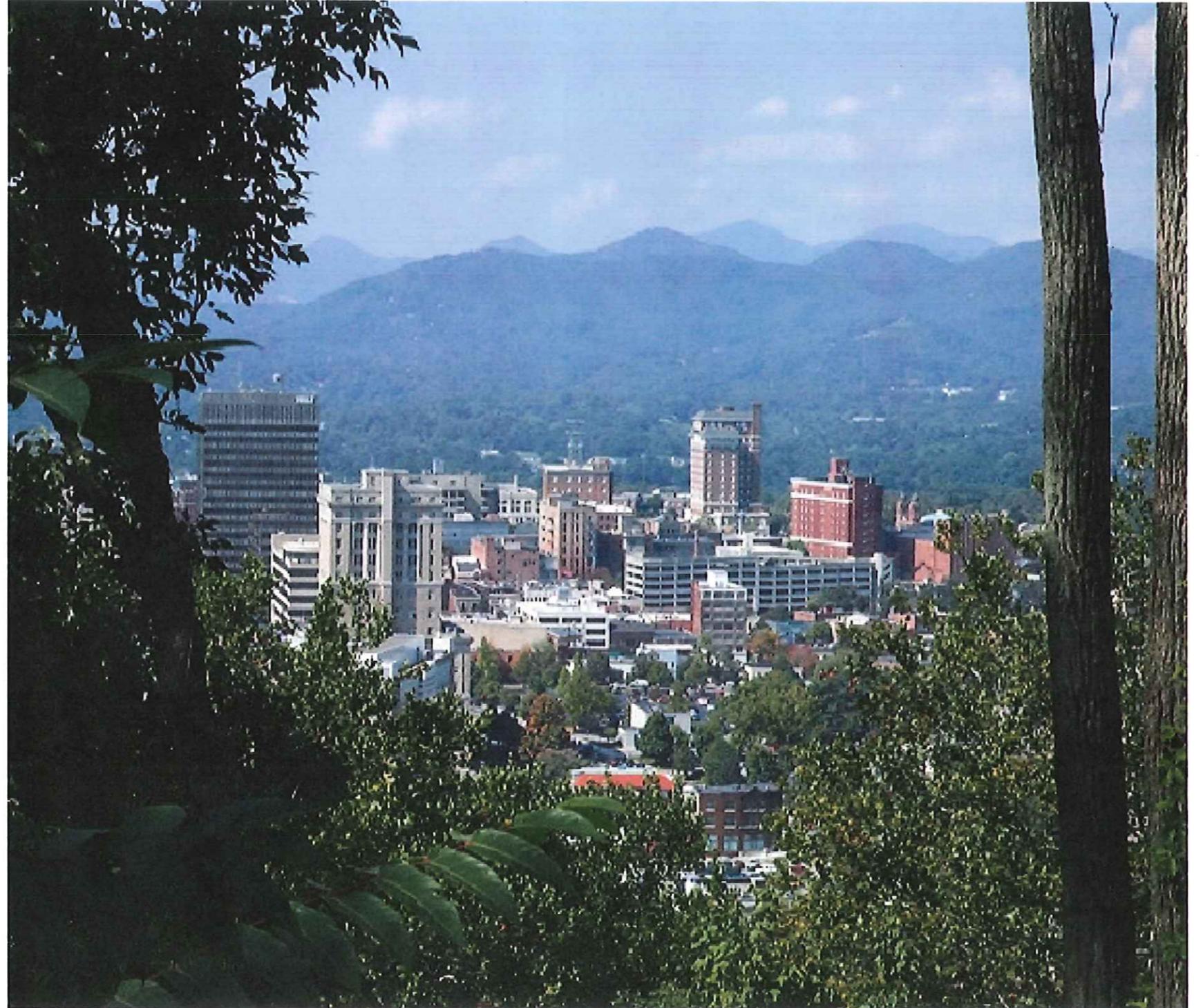
PRECEDENTS - GREENVILLE SC



PRECEDENTS - GREENVILLE SC



PRECEDENTS - ASHEVILLE NC



PRECEDENTS - ASHEVILLE NC



PRECEDENTS - ASHEVILLE NC



PRECEDENTS - HUNTINGTON WV



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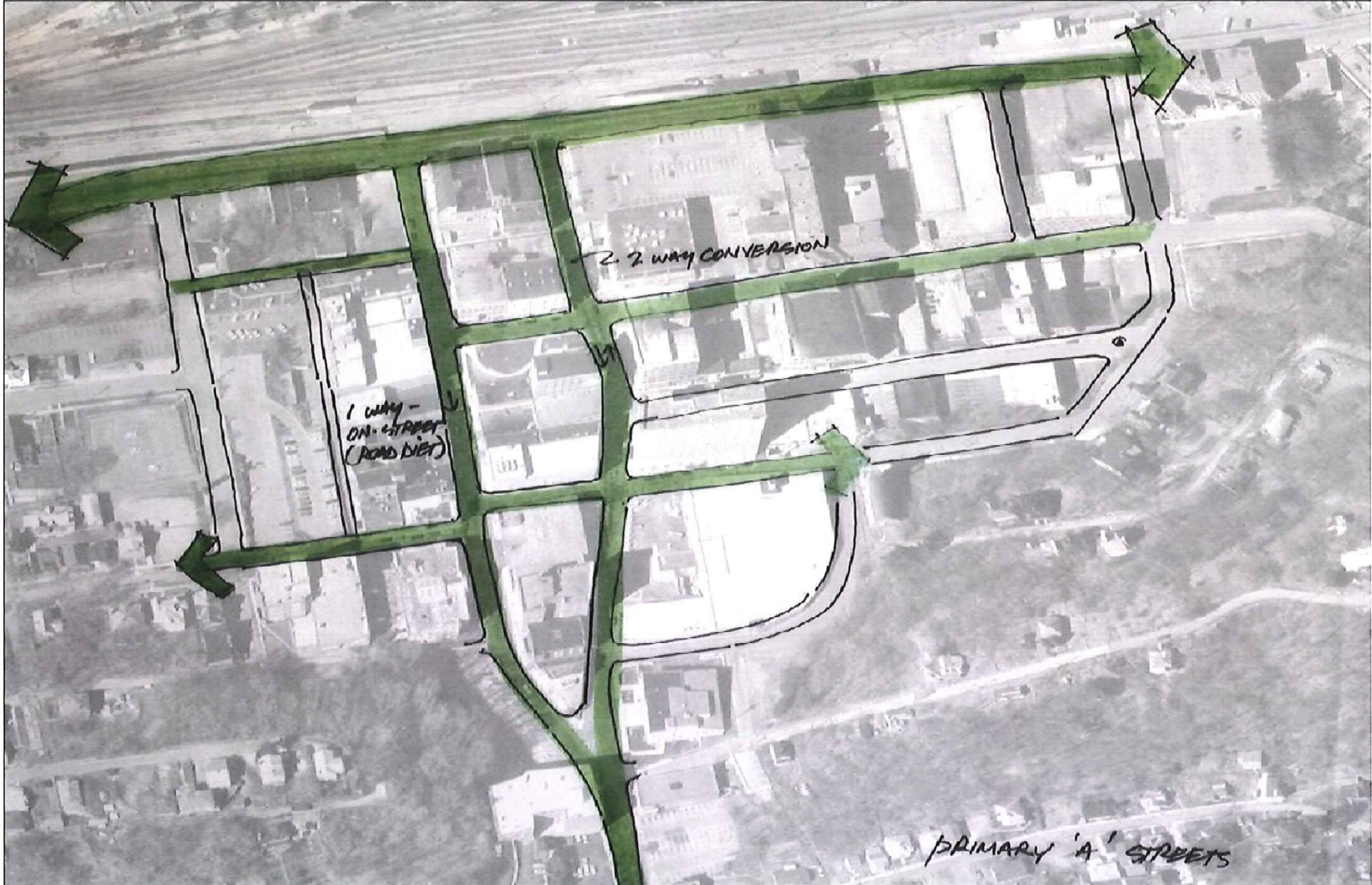


PRECEDENTS - HUNTINGTON WV



DOWNTOWN CONCEPTS

STREET HIERARCHY



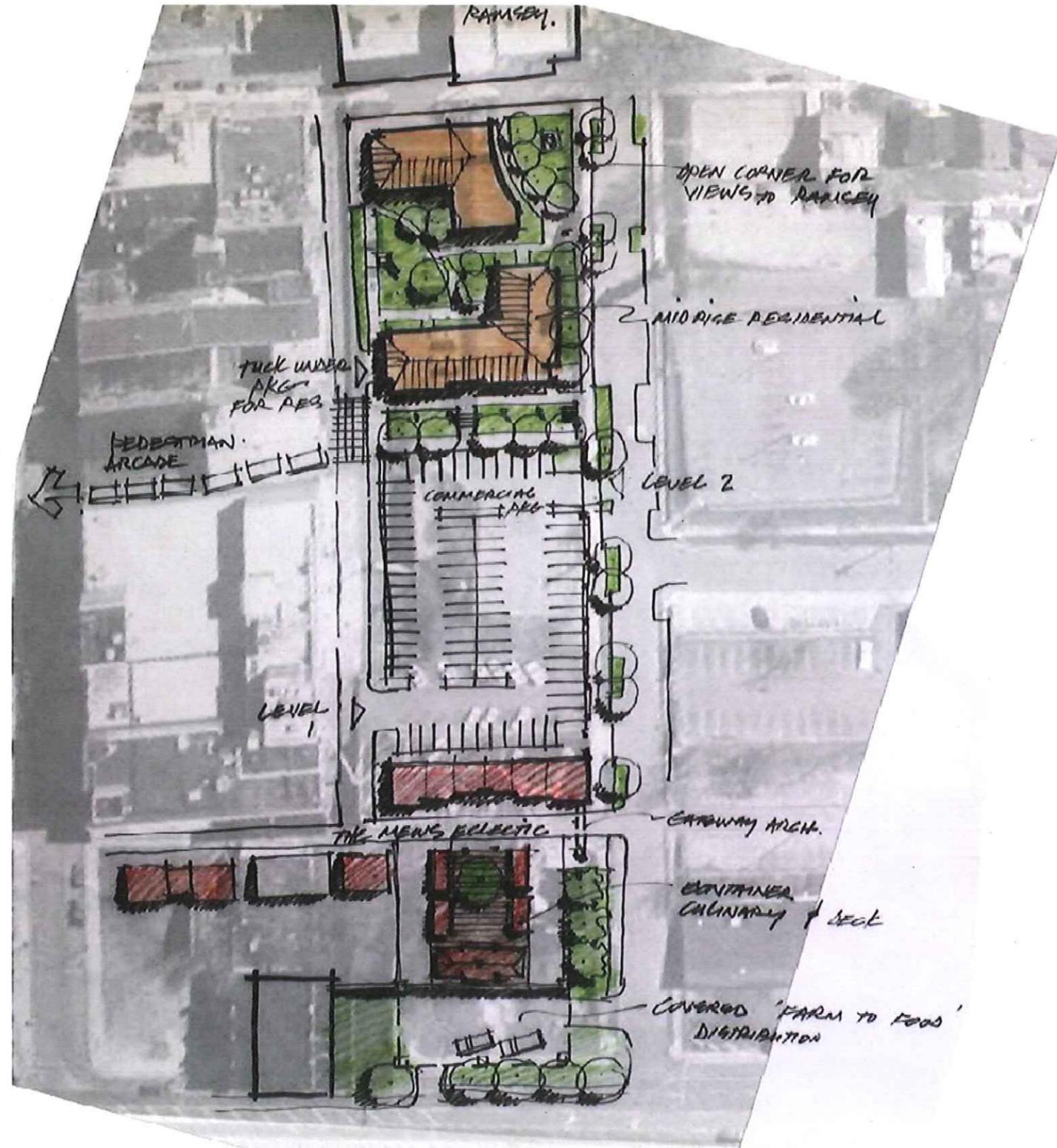
OPEN SPACE CONCEPT



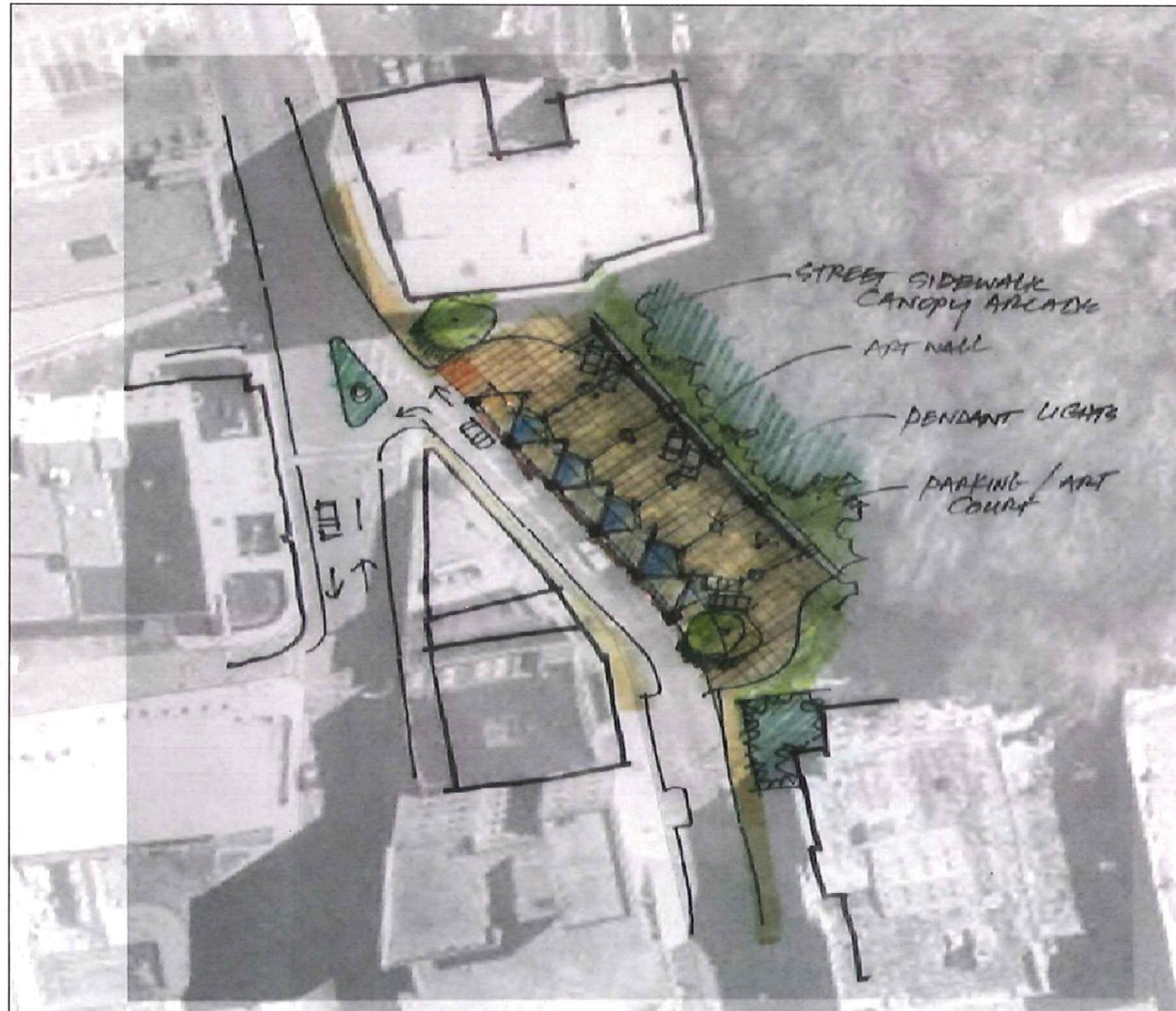
INFILL AND CORE DEVELOPMENT OPPORTUNITIES



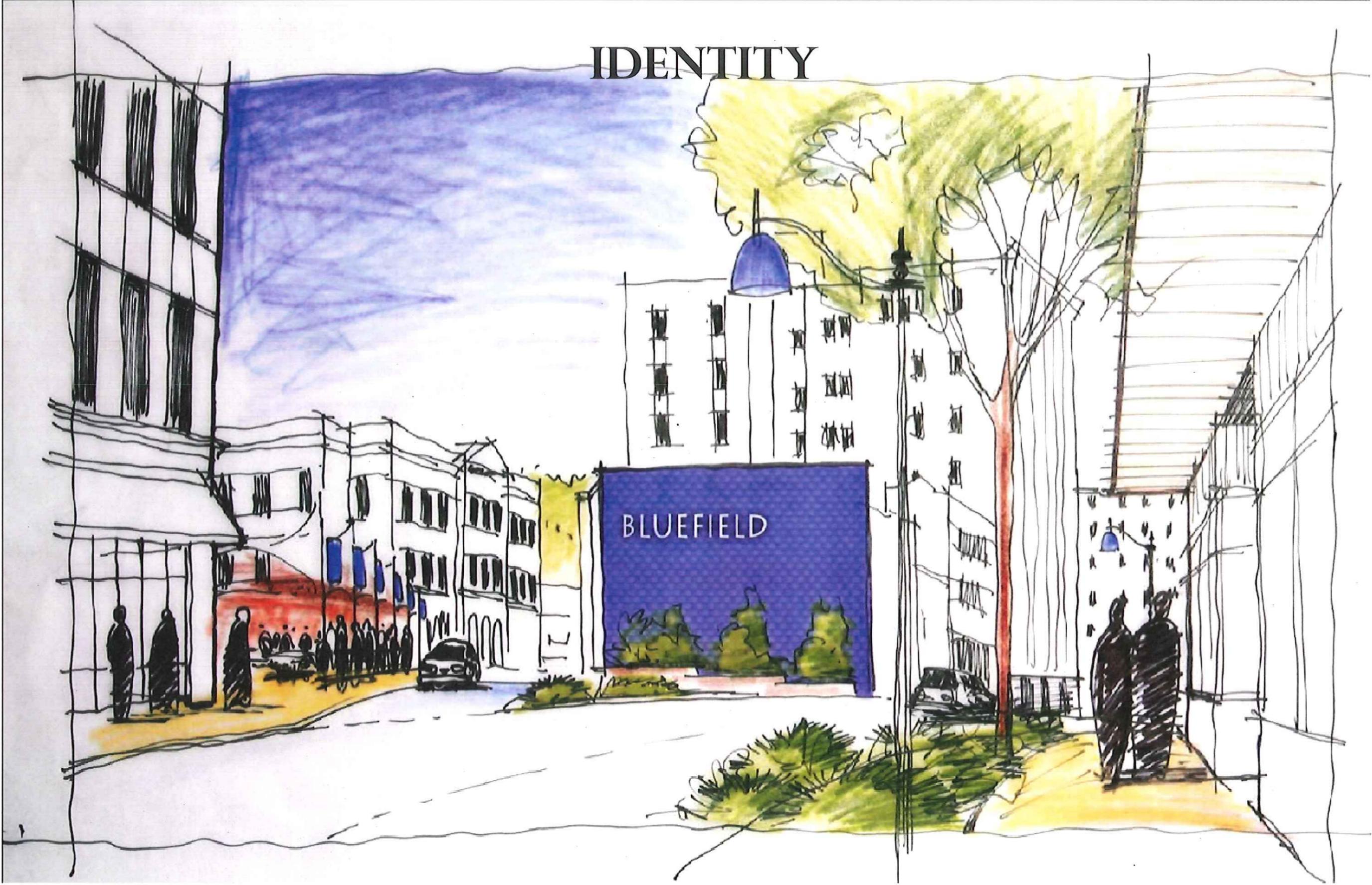
WEST END INFILL



ART PLAZA/PARKING/MARKET CONCEPT



IDENTITY

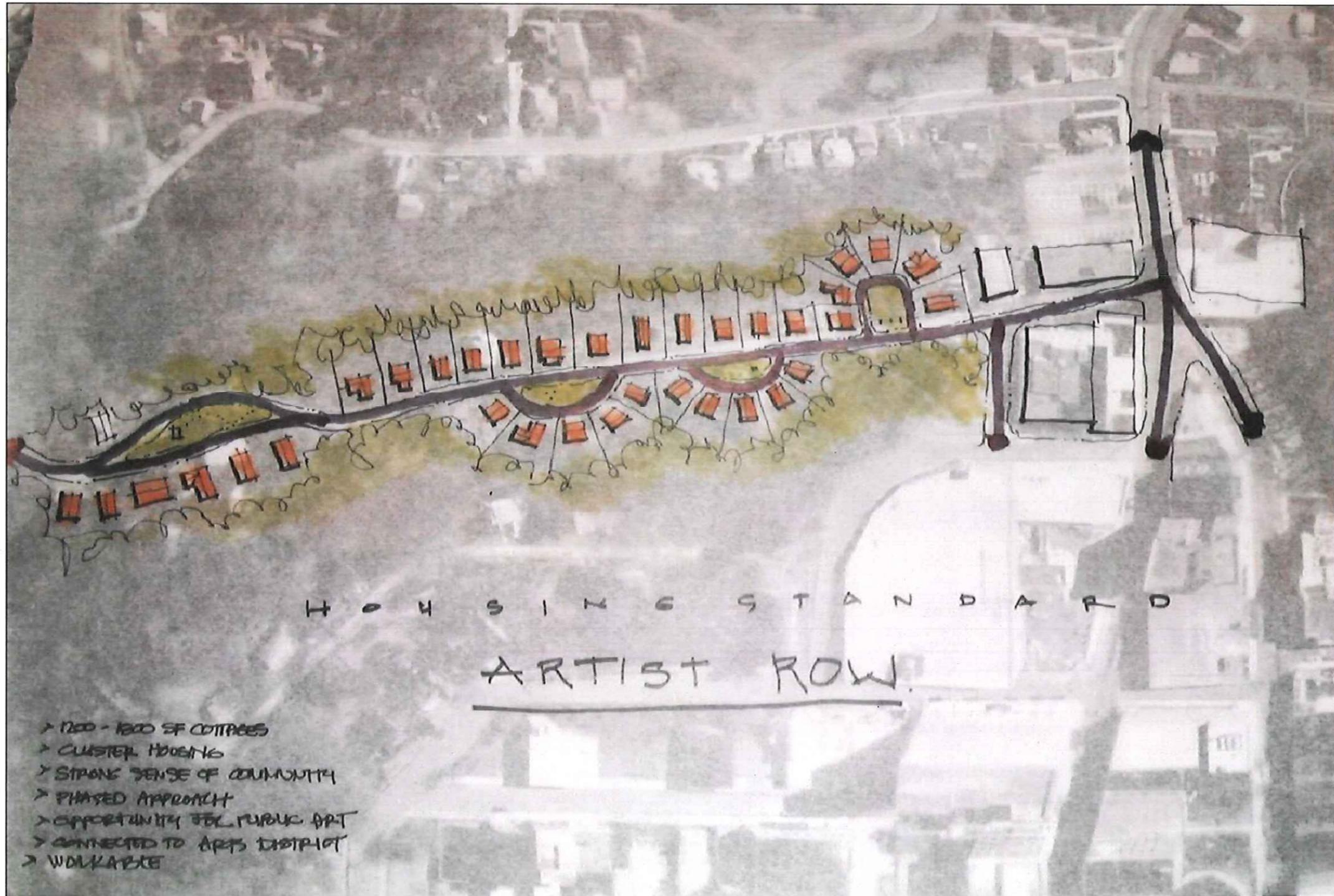


RESIDENTIAL CONCEPTS

EAST END



ARTIST ROW



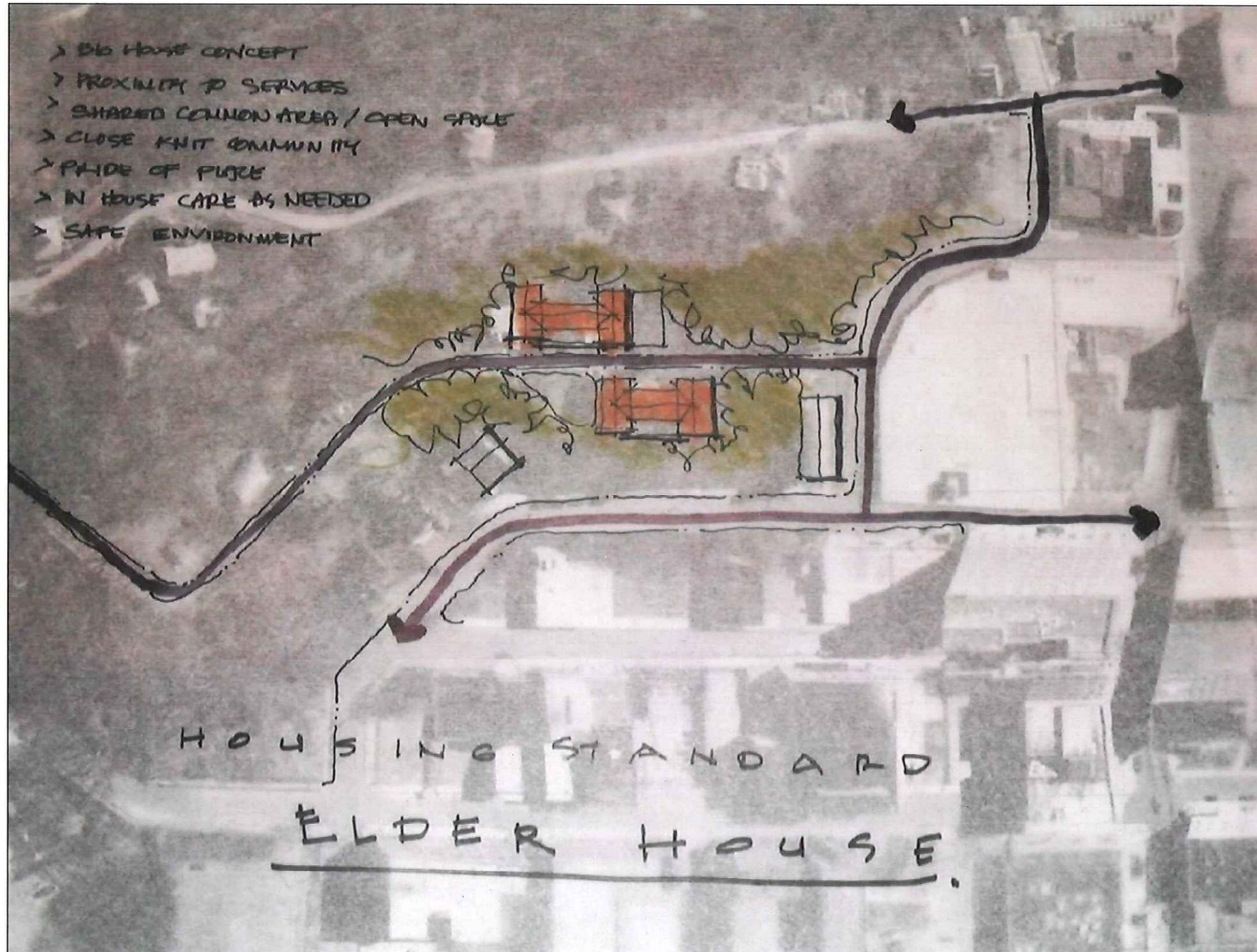


ROSS CHAPIN Foreword by SARAH SUSANKA, author of *The Not So Big House*
POCKET NEIGHBORHOODS
CREATING SMALL-SCALE COMMUNITY IN A LARGE-SCALE WORLD





ELDER HOUSING





SAMPLE FLOOR PLAN 3 MULTI-STORY PROJECT

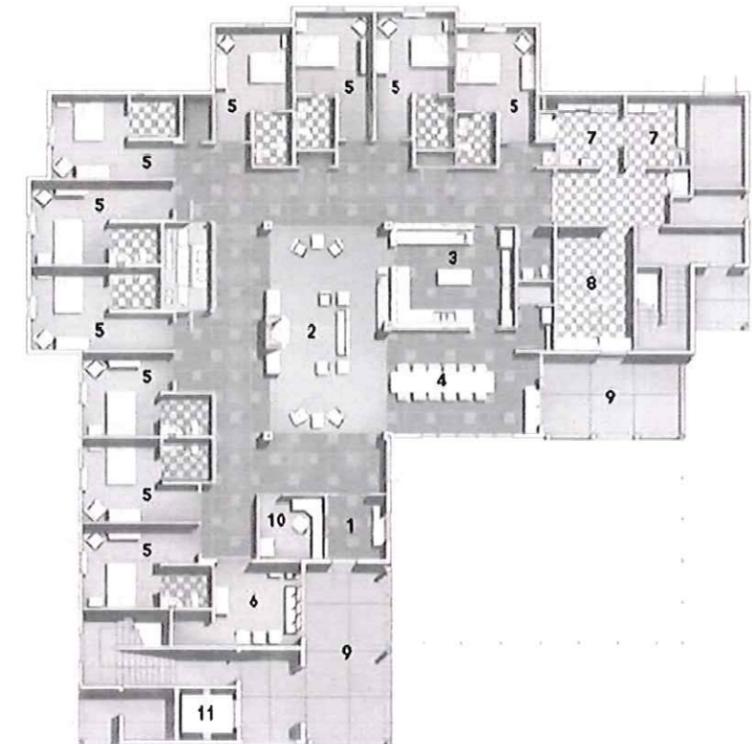
St. Martin's in the Pines
Birmingham, AL

Typical 1st floor = 6,430 sq. ft.
Typical 2nd floor = 6,919 sq. ft.



LEGEND

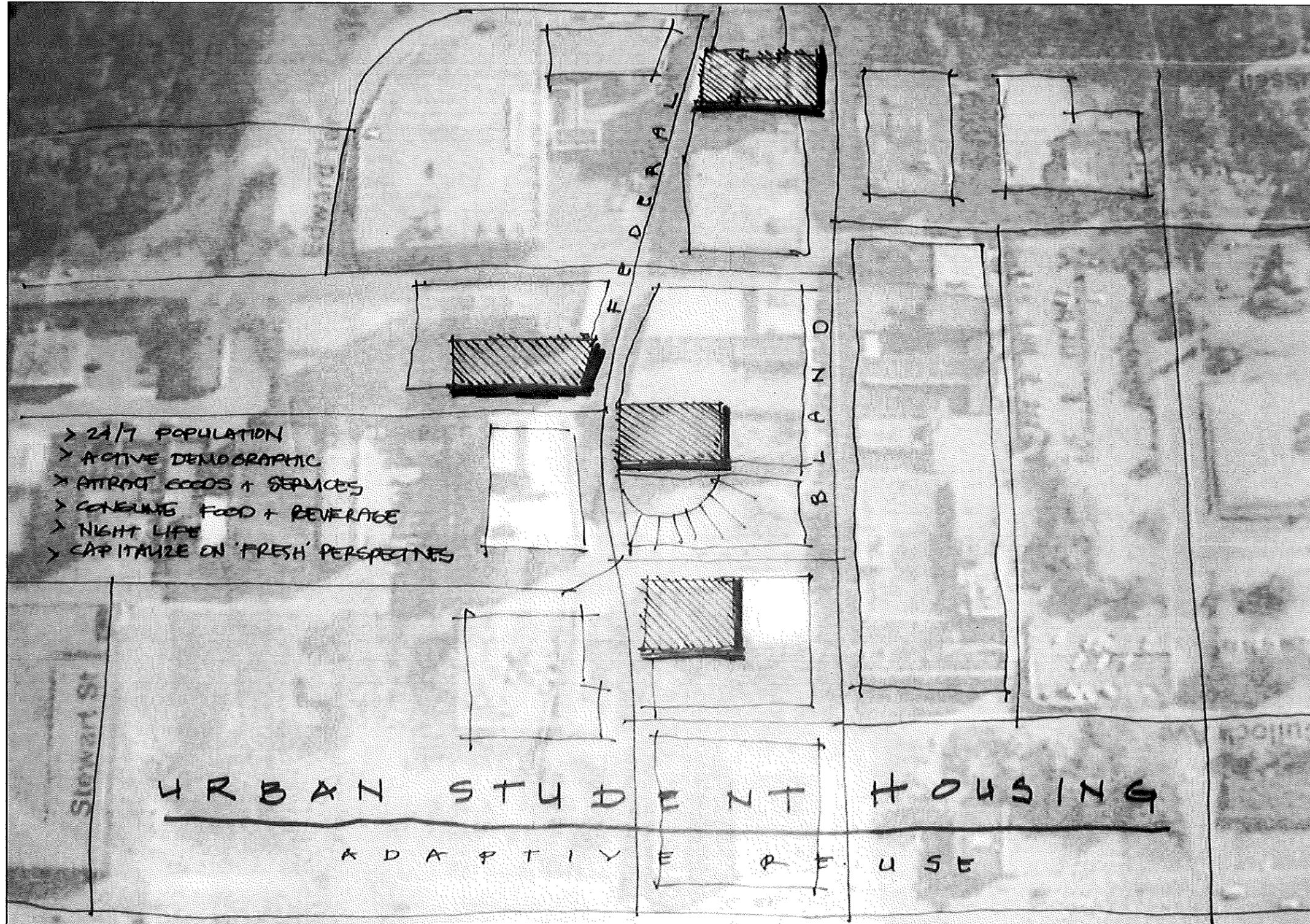
- 1 Foyer
- 2 Hearth Room
- 3 Kitchen
- 4 Dining Room
- 5 Bedroom/Bath
- 6 Den
- 7 Laundry
- 8 Spa/Salon
- 9 Porch
- 10 Office/Library
- 11 Elevator

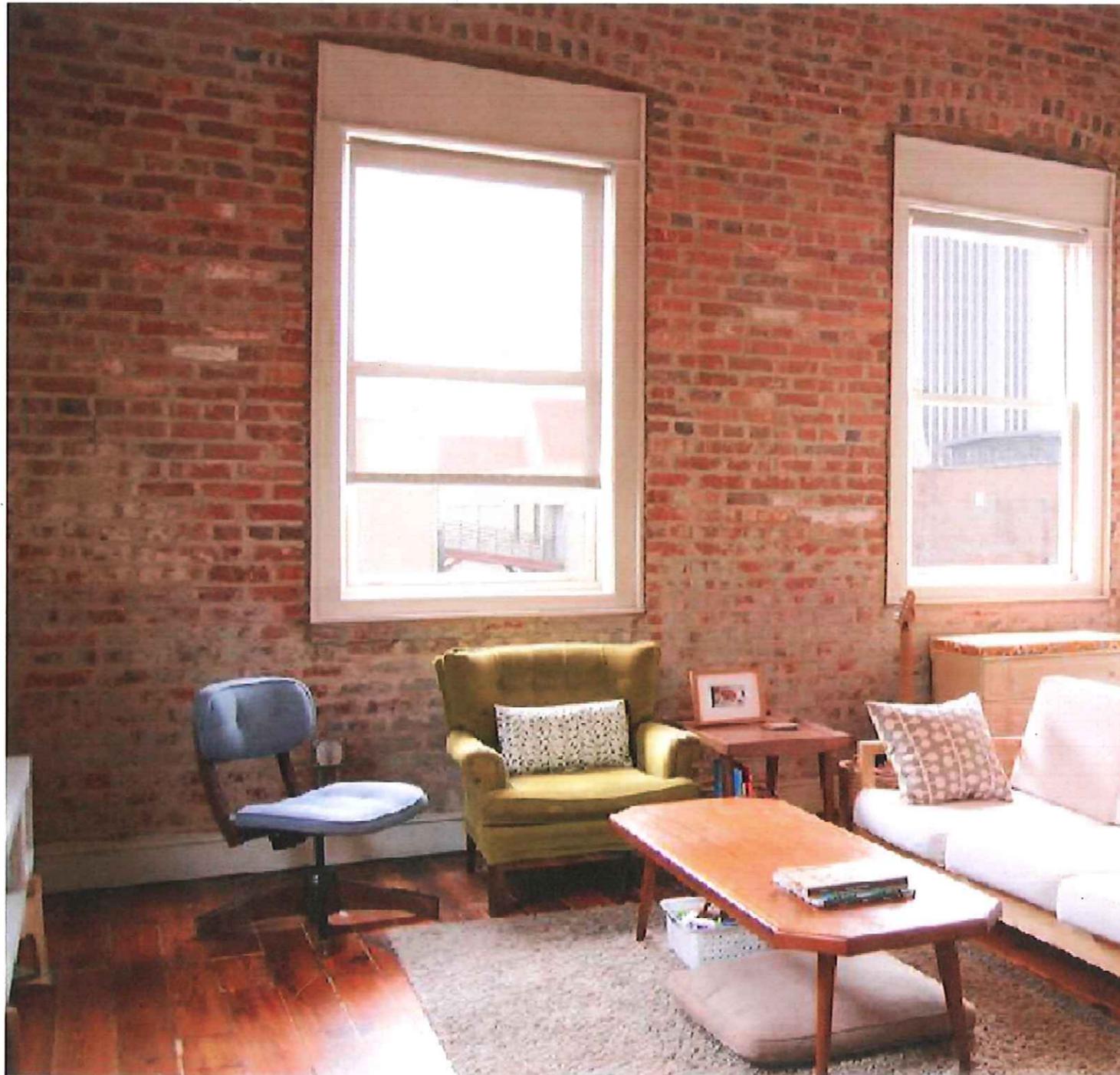


- One independent Green House home per floor
- Shared elevator lobby on ground floor

- Separate, accessible covered porches for each home

URBAN STUDENT HOUSING

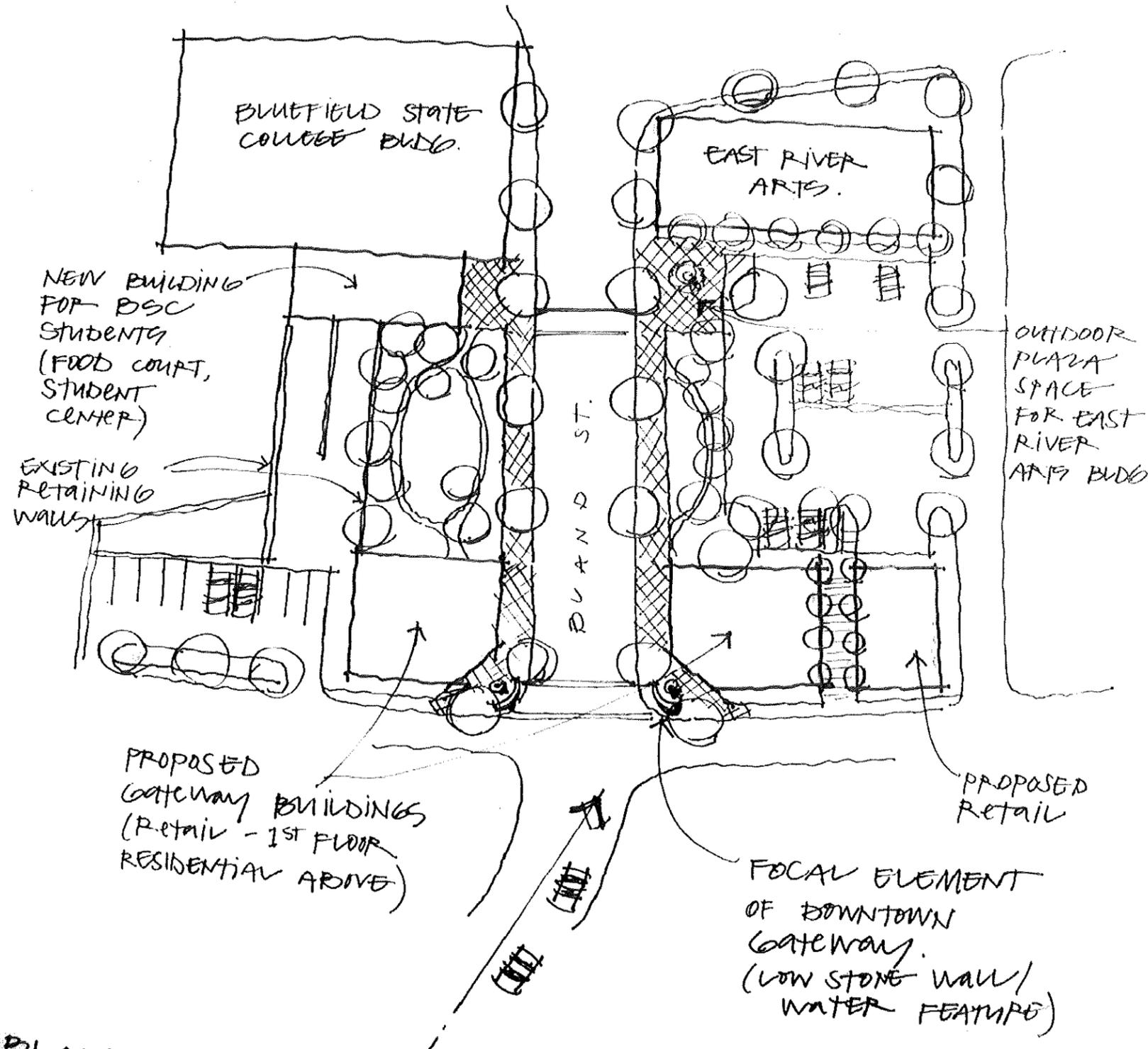




WEST END INFILL HOUSING

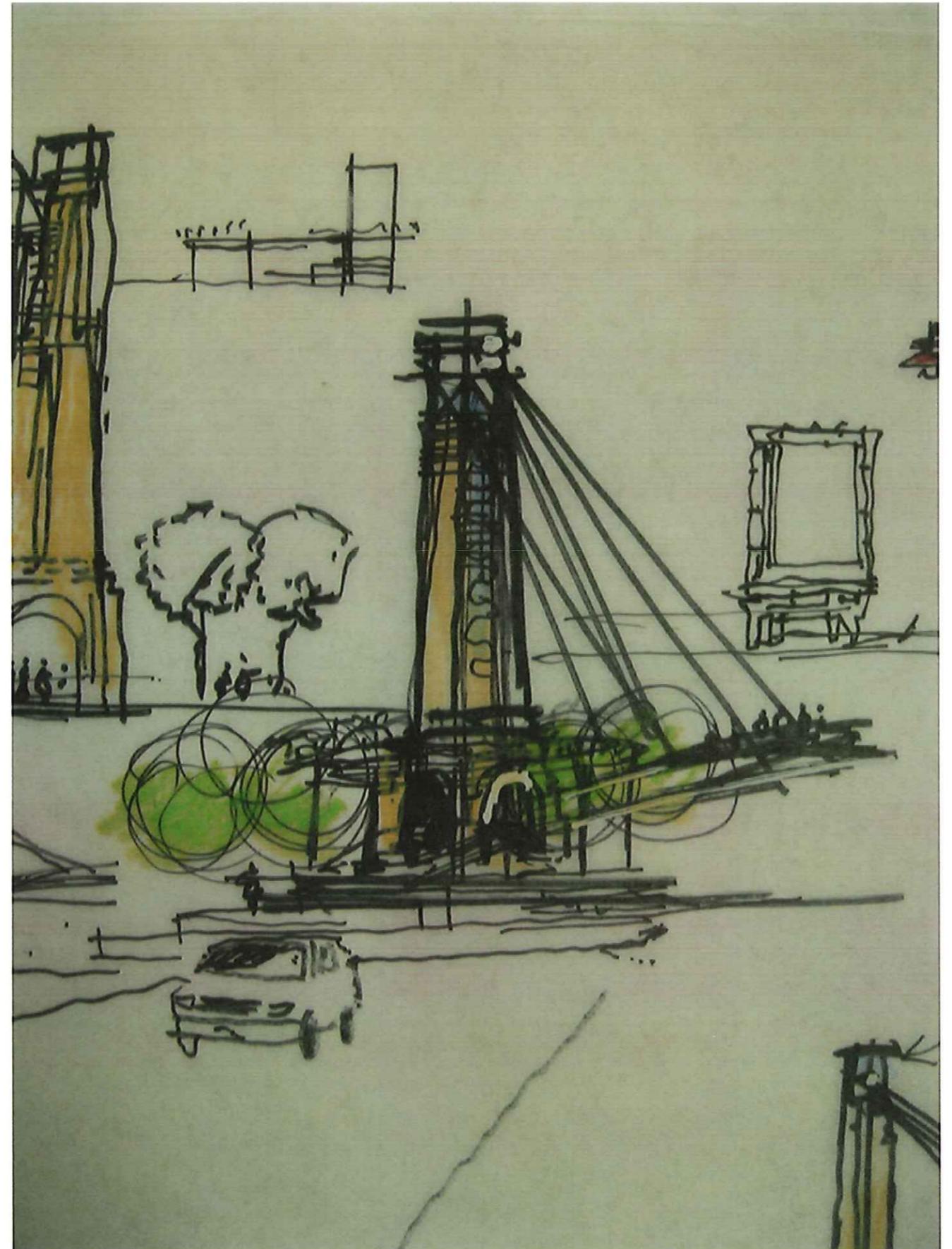
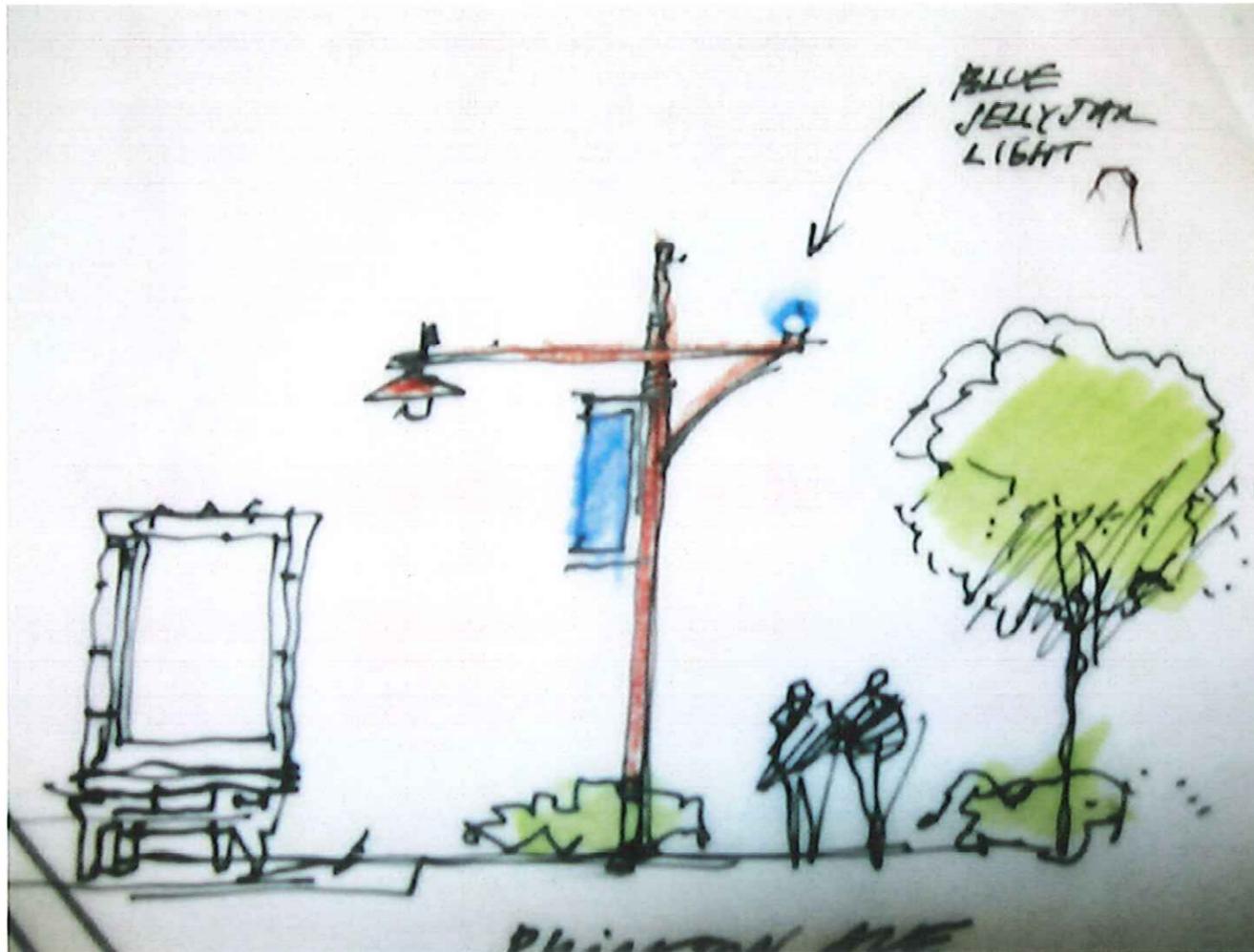


EAST RIVER ARTS DISTRICT

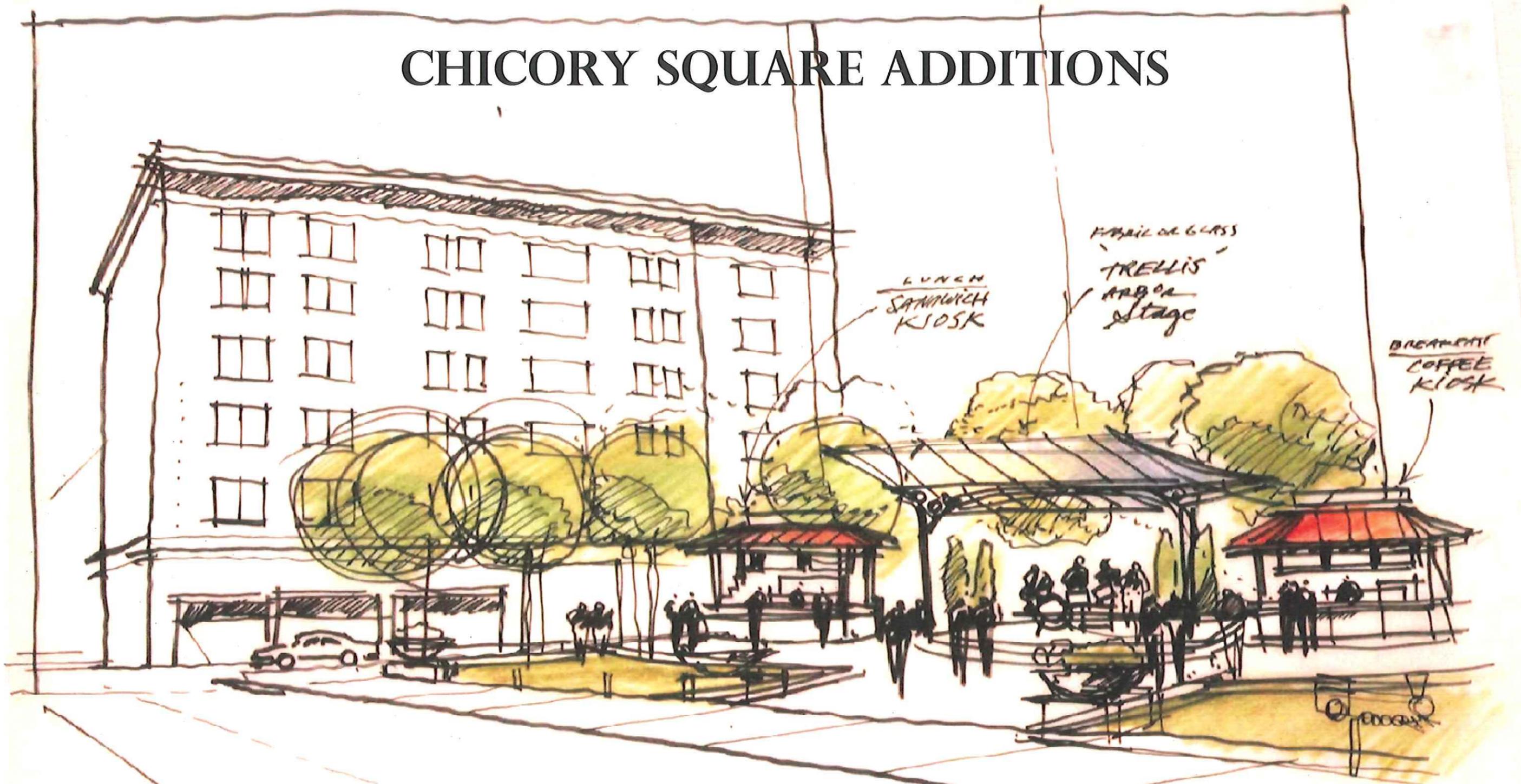


STREETSCAPE STRATEGIES

GATEWAY ELEMENTS



CHICORY SQUARE ADDITIONS



LUNCH
SANDWICH
KIOSK

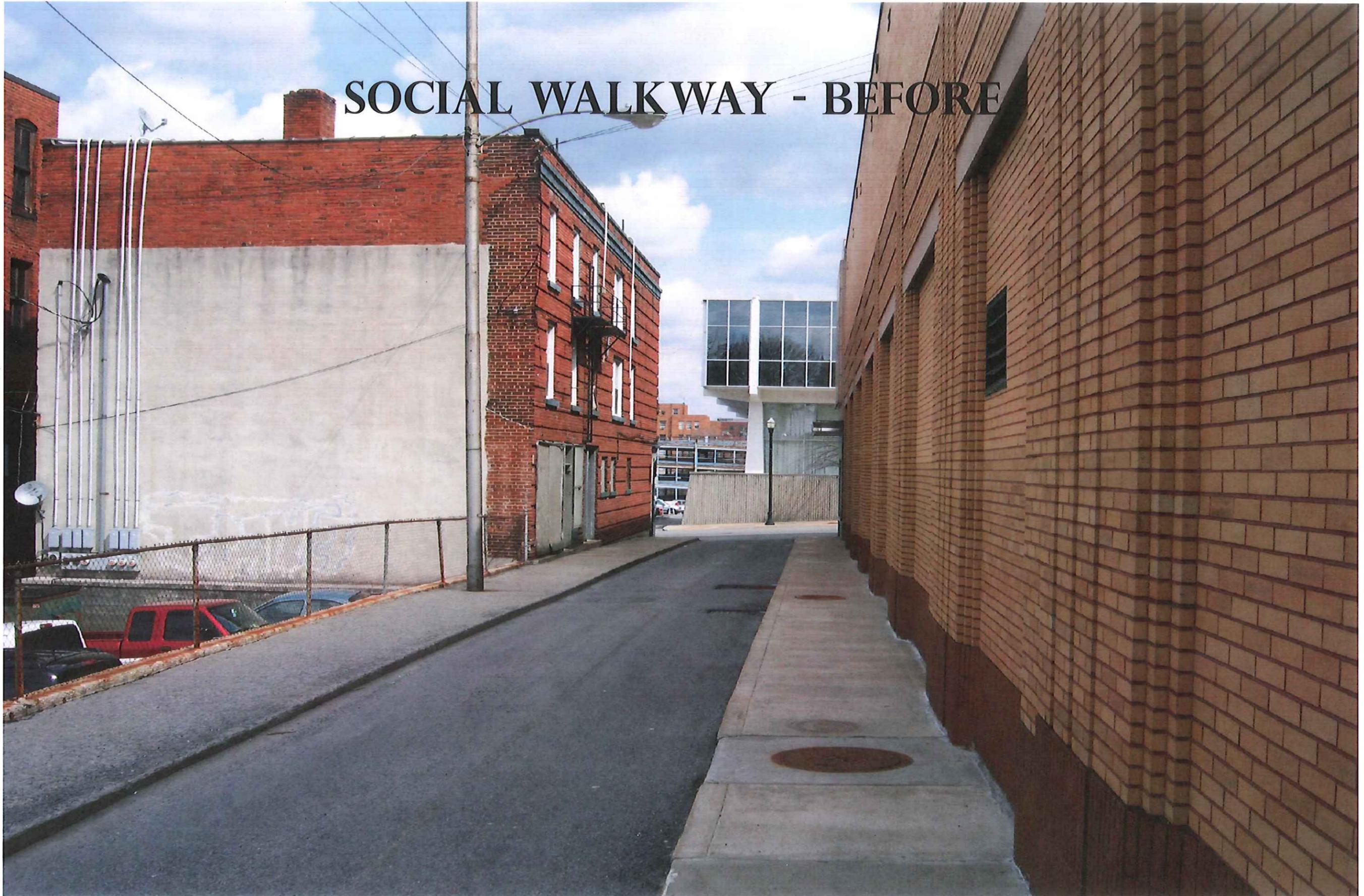
FABRIC OR GLASS
TRELLIS
ARBOUR
STAGE

BREAKFAST
COFFEE
KIOSK

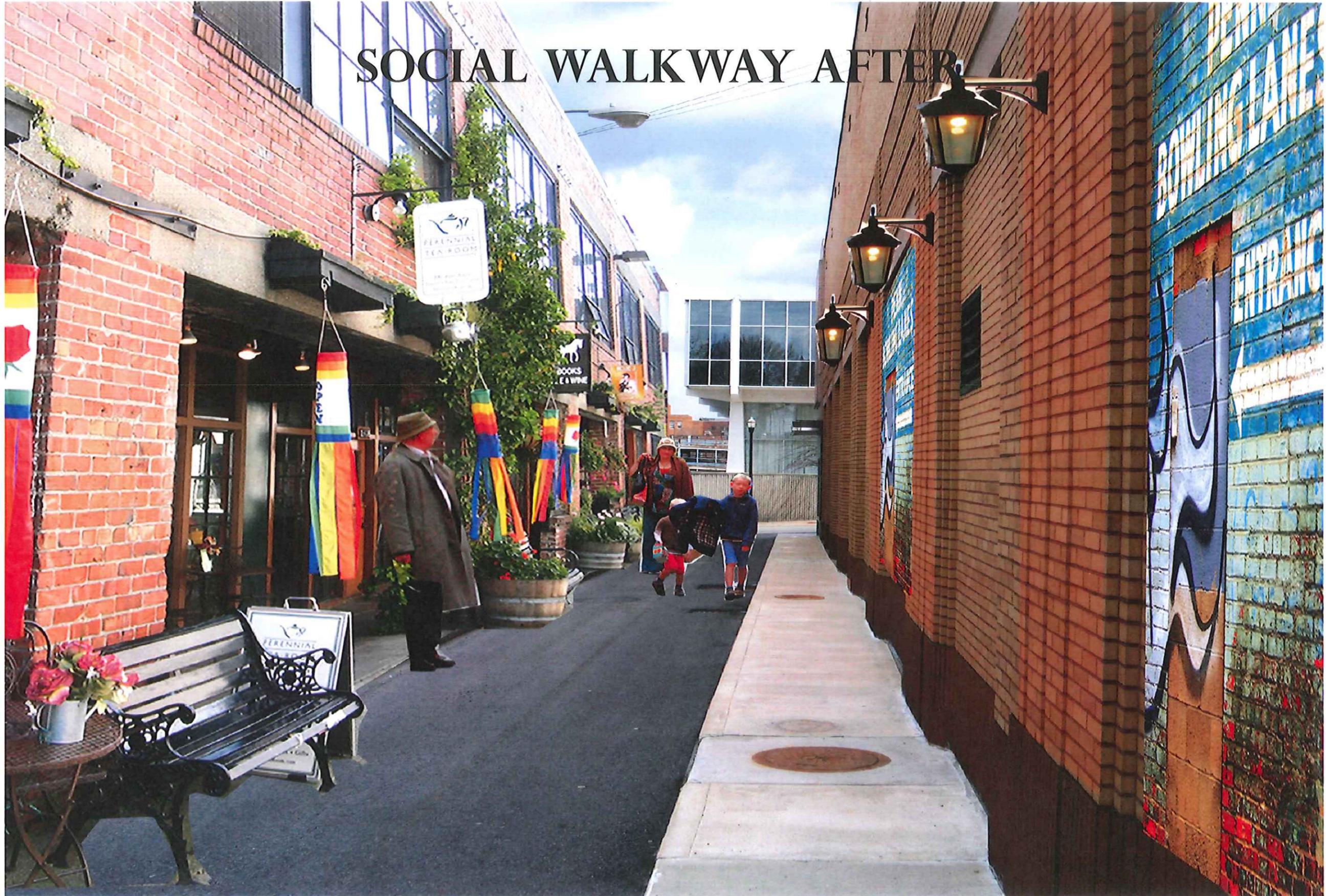
E N H A N C E D

Chicory Square

SOCIAL WALKWAY - BEFORE



SOCIAL WALKWAY AFTER



FARM TO MARKET PLACE

EMBRACE LOCAL FOOD MOVEMENT

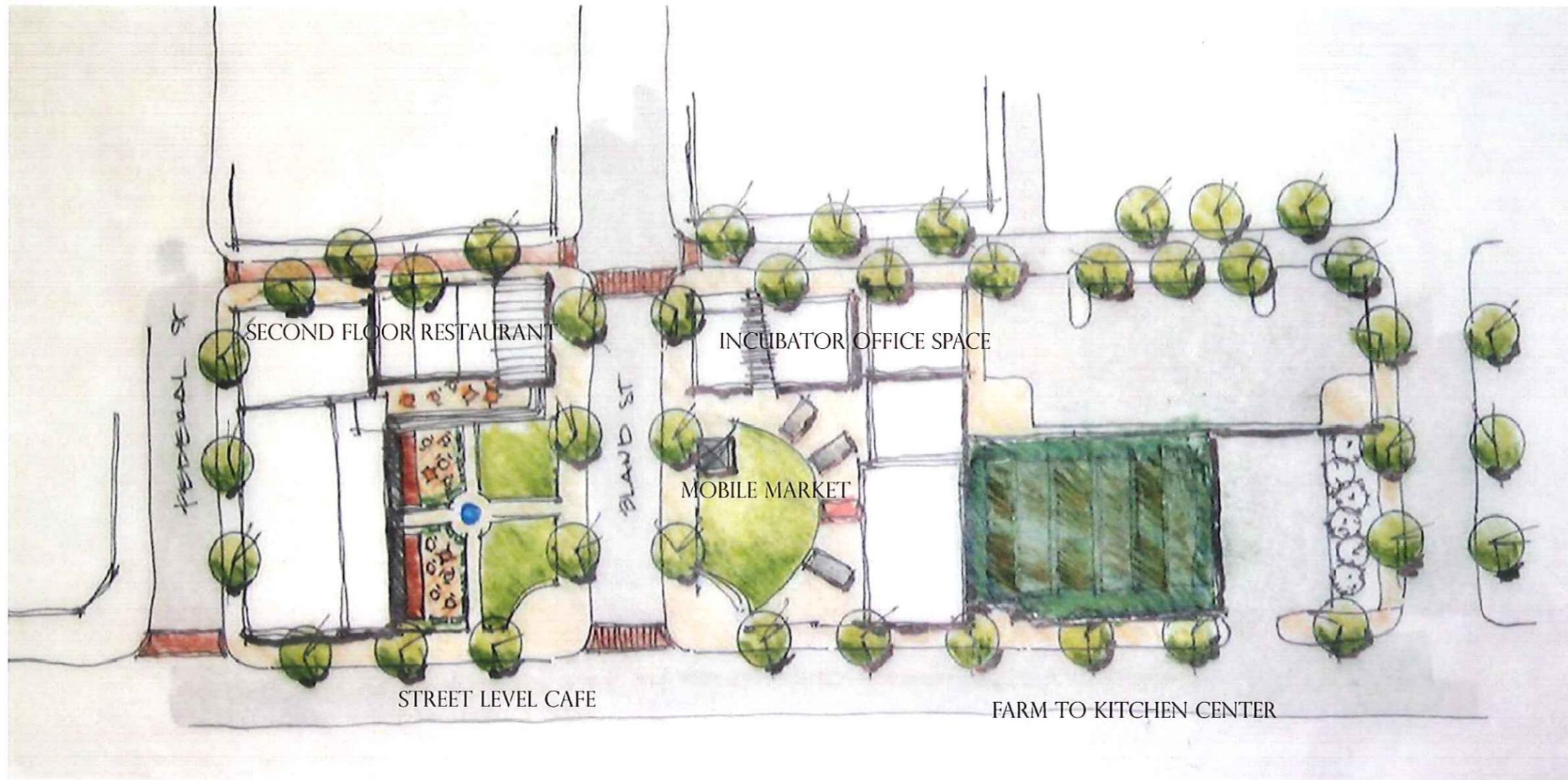
CONNECTING LOCAL FARMS, URBAN GARDENING AND OTHER ELEMENTS SUPPORT LOCAL HEALTH AND LINK QUALITY FOODS TO RESIDENTS

SCHOOLS, ELDERS AND THE ECONOMICALLY DISADVANTAGED IGNITE ACTIVITY DOWNTOWN, DAY / NIGHT, ALL SEASONS

INCUBATE LOCAL EMPLOYMENT, LOCAL FARMING, SALE, PREPARATION, PACKAGING, CULINARY TRAINING AND DISTRIBUTION

DISTRIBUTE LOCALLY AND REGIONALLY, UTILIZING STRONG ROAD AND RAIL INFRASTRUCTURE

BLAND STREET MARKET REDEVELOPMENT





POTTERY ARTISTS STUDIO

NEW RESTAURANT

USE RAIL CARS OR CONTAINERS FOR FOOD VENDORS.

RE-PURPOSE BUILDINGS AS FARM TO TABLE CENTER

MARKET PLACE

P R I N C E T O N

R A I L Y A R D

RESTAURANT TERRACE + GARDEN OVERLOOK

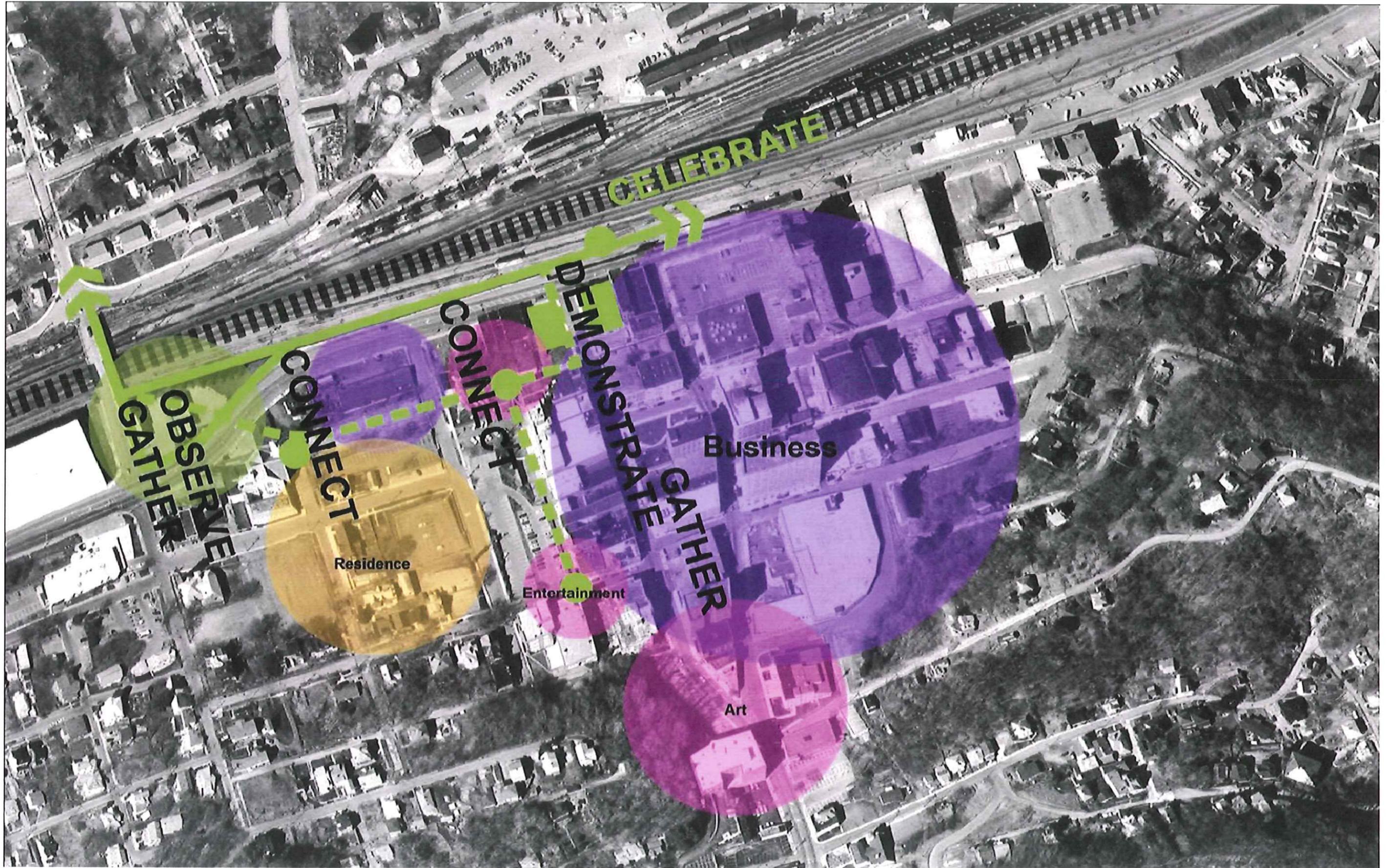
STREETSIDE CAFE w/ OUTDOOR DINING

SECOND STORY, WHITE BRICK BALCONY





PRINCETON AVENUE PROMENADE



CELEBRATE

**OBSERVE
GATHER**

CONNECT

Residence

CONNECT

Entertainment

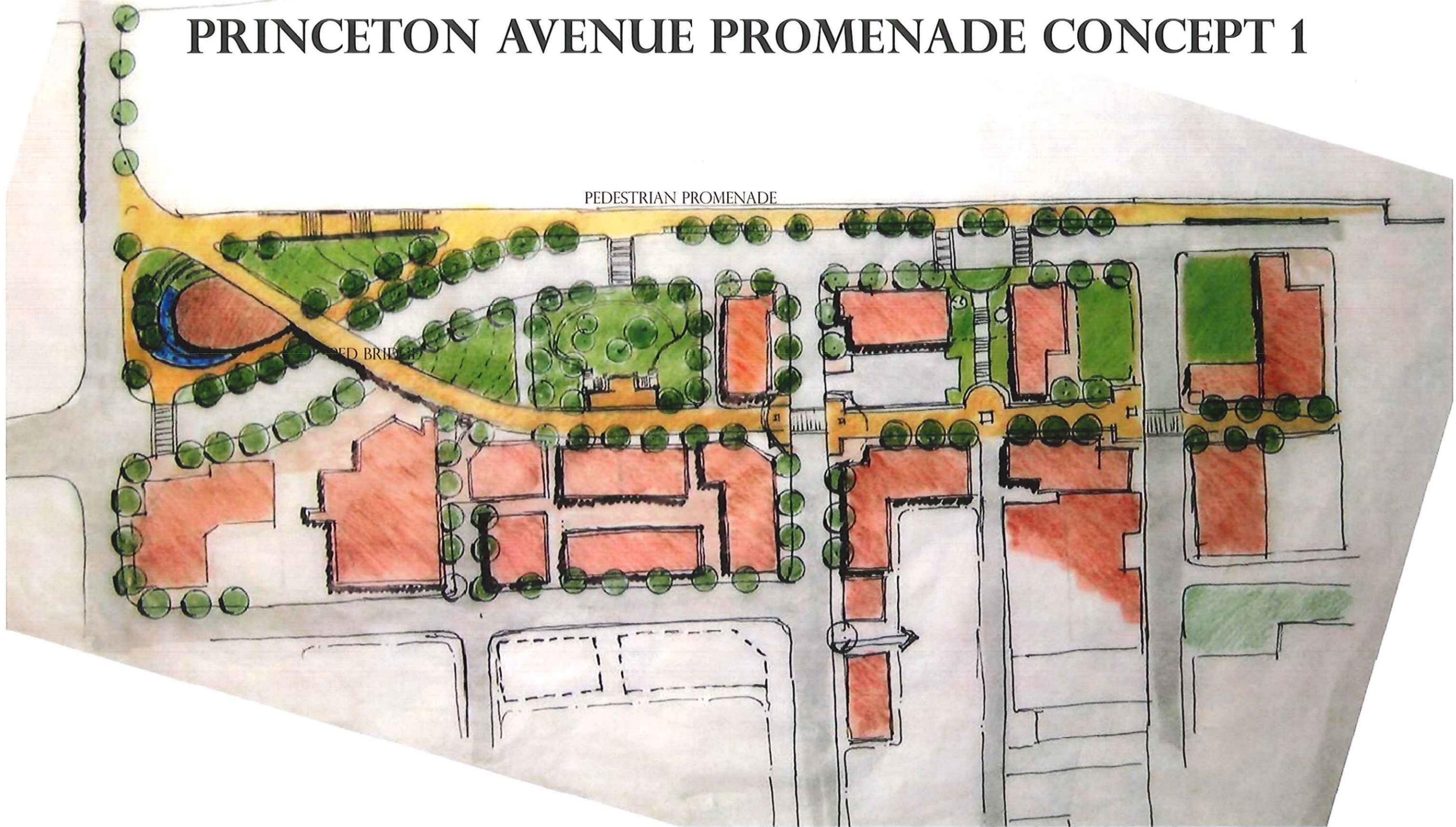
DEMONSTRATE

Business

GATHER

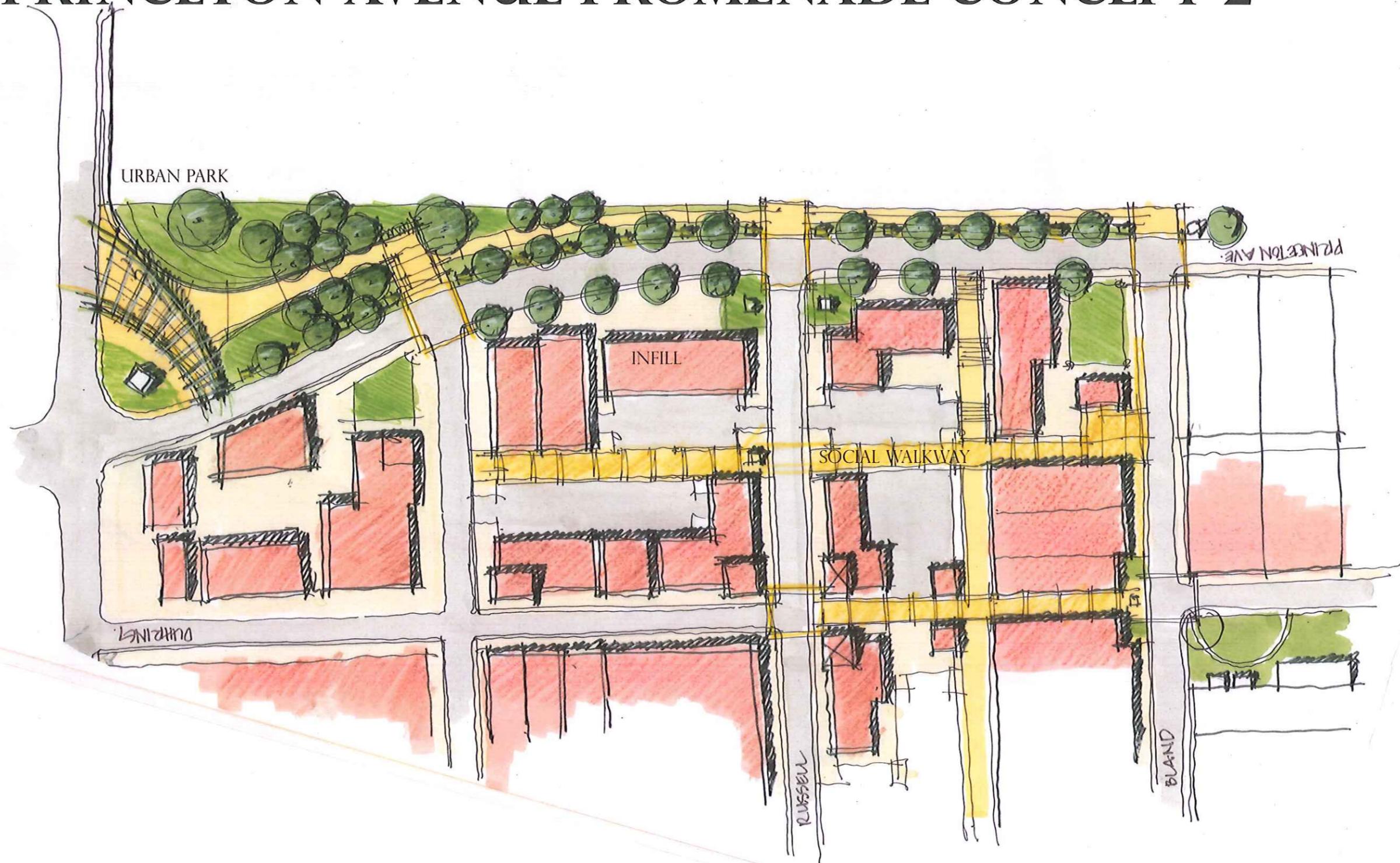
Art

PRINCETON AVENUE PROMENADE CONCEPT 1





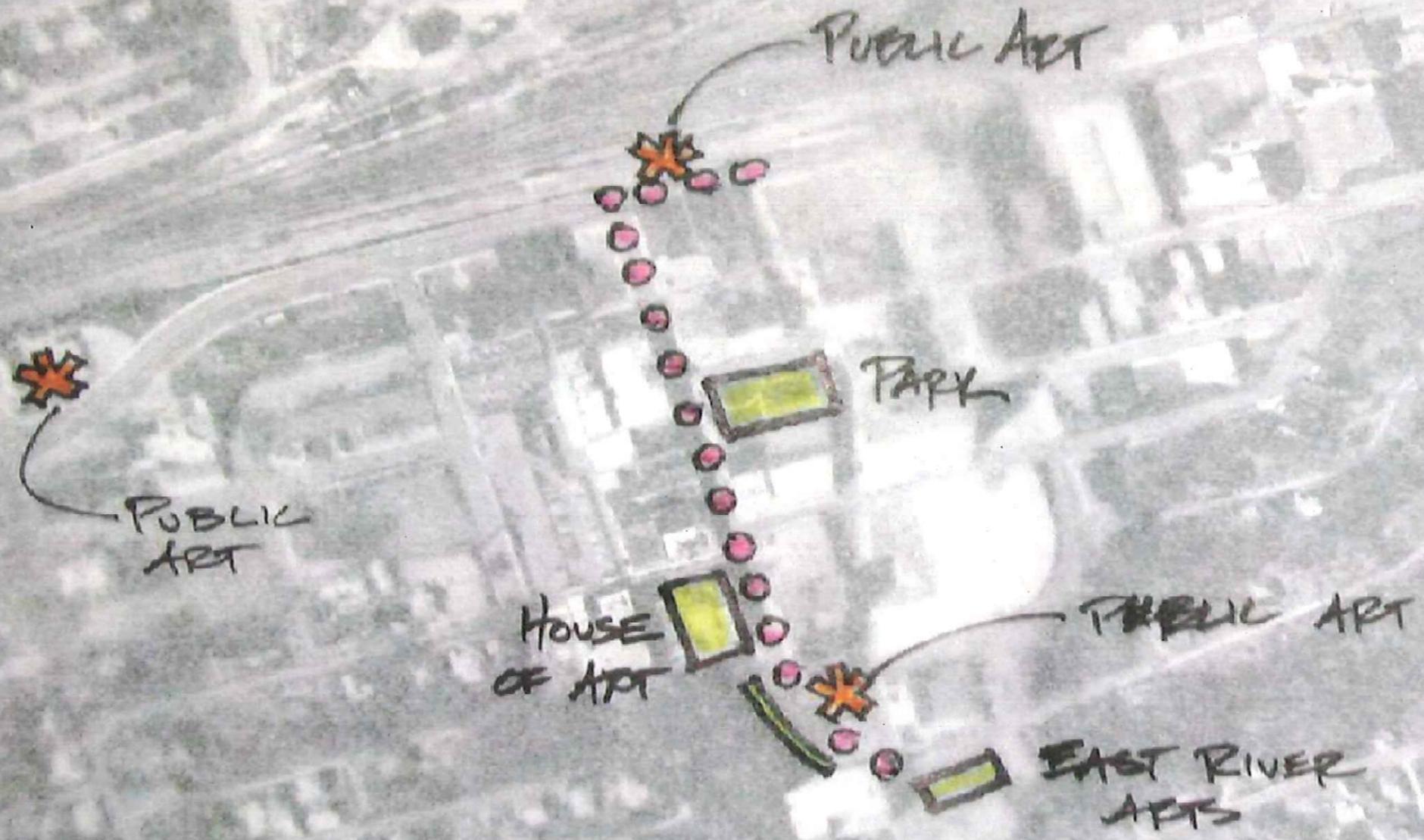
PRINCETON AVENUE PROMENADE CONCEPT 2



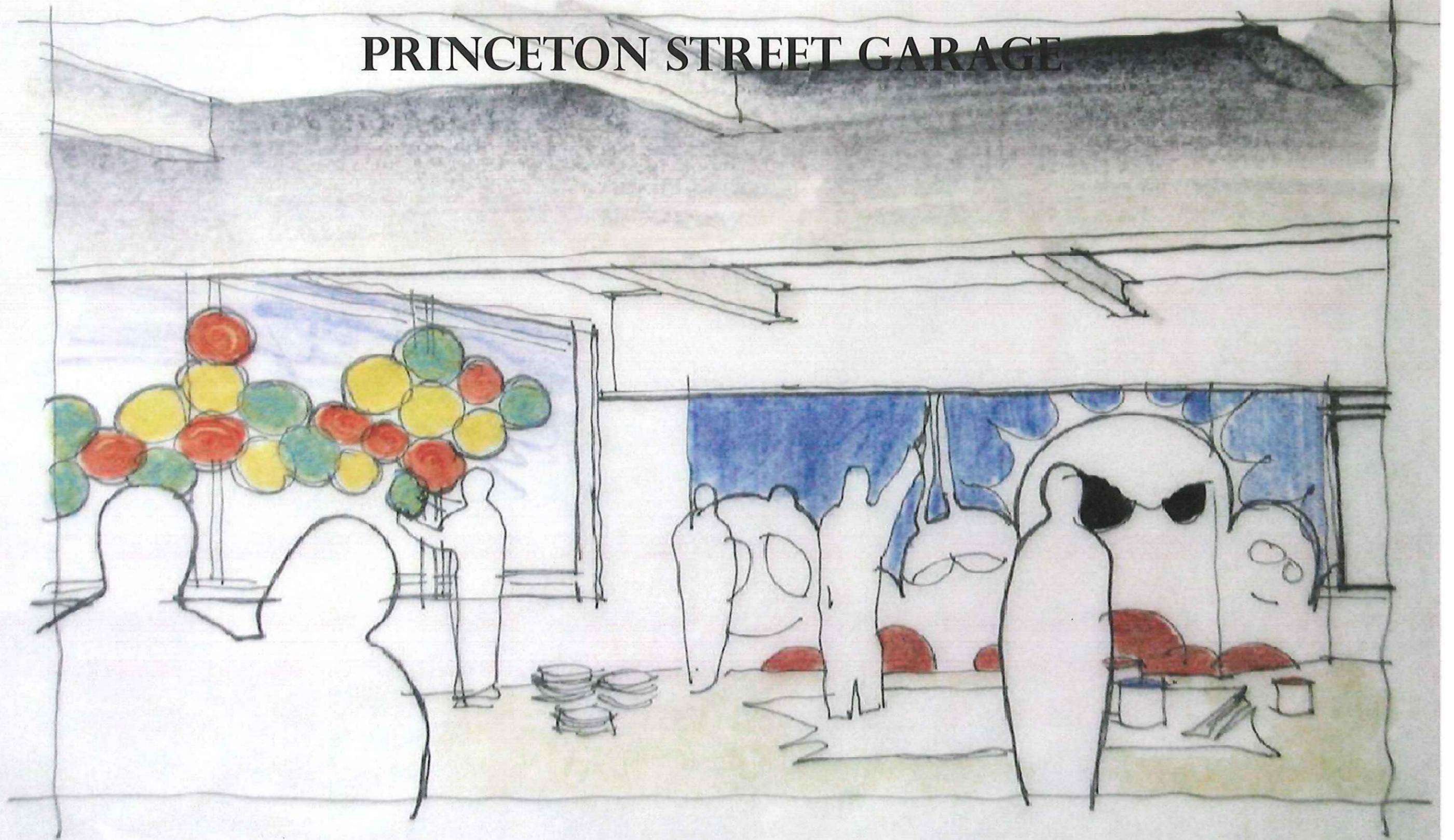


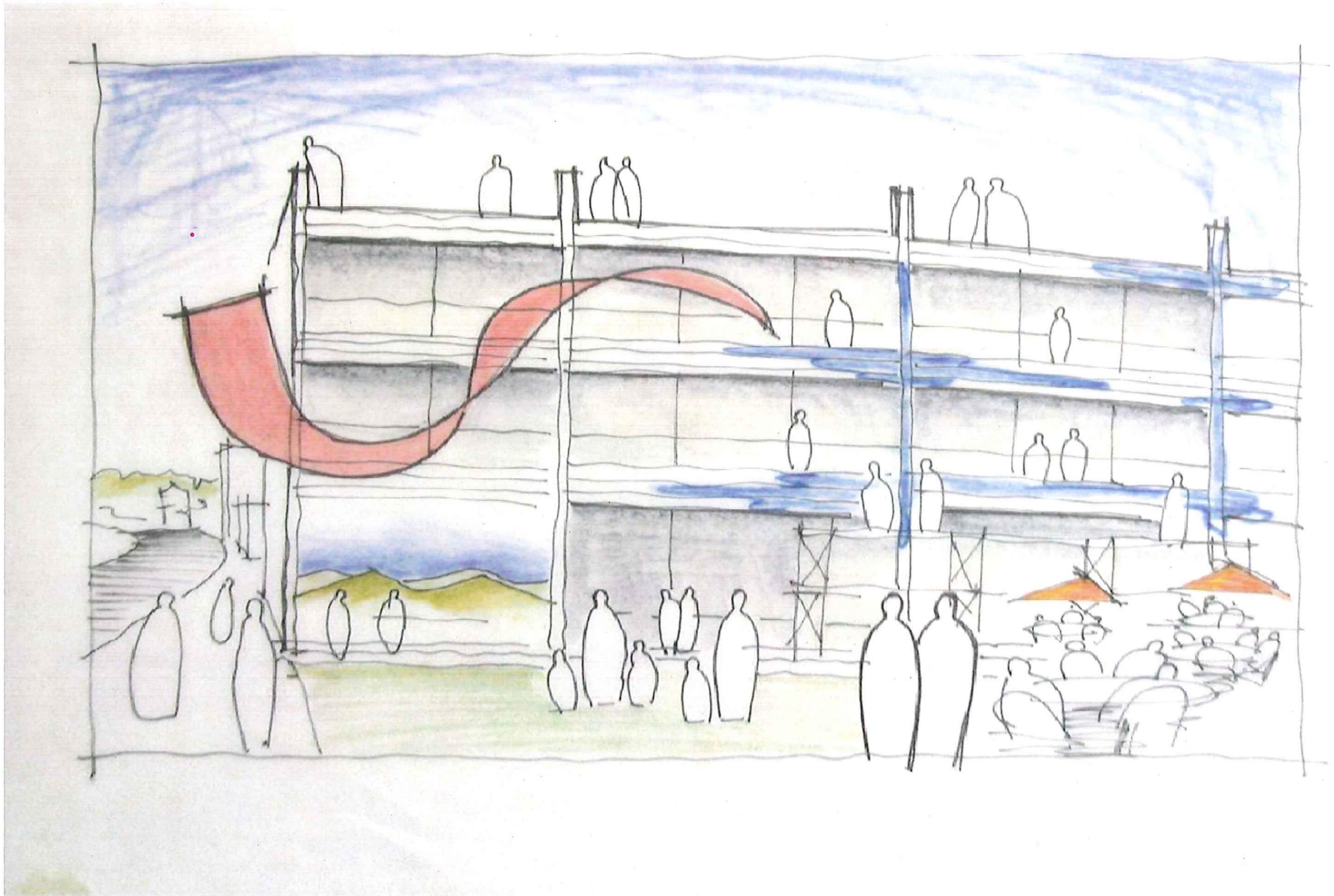
PUBLIC ART CONSIDERATIONS

PUBLIC ART LOCATIONS



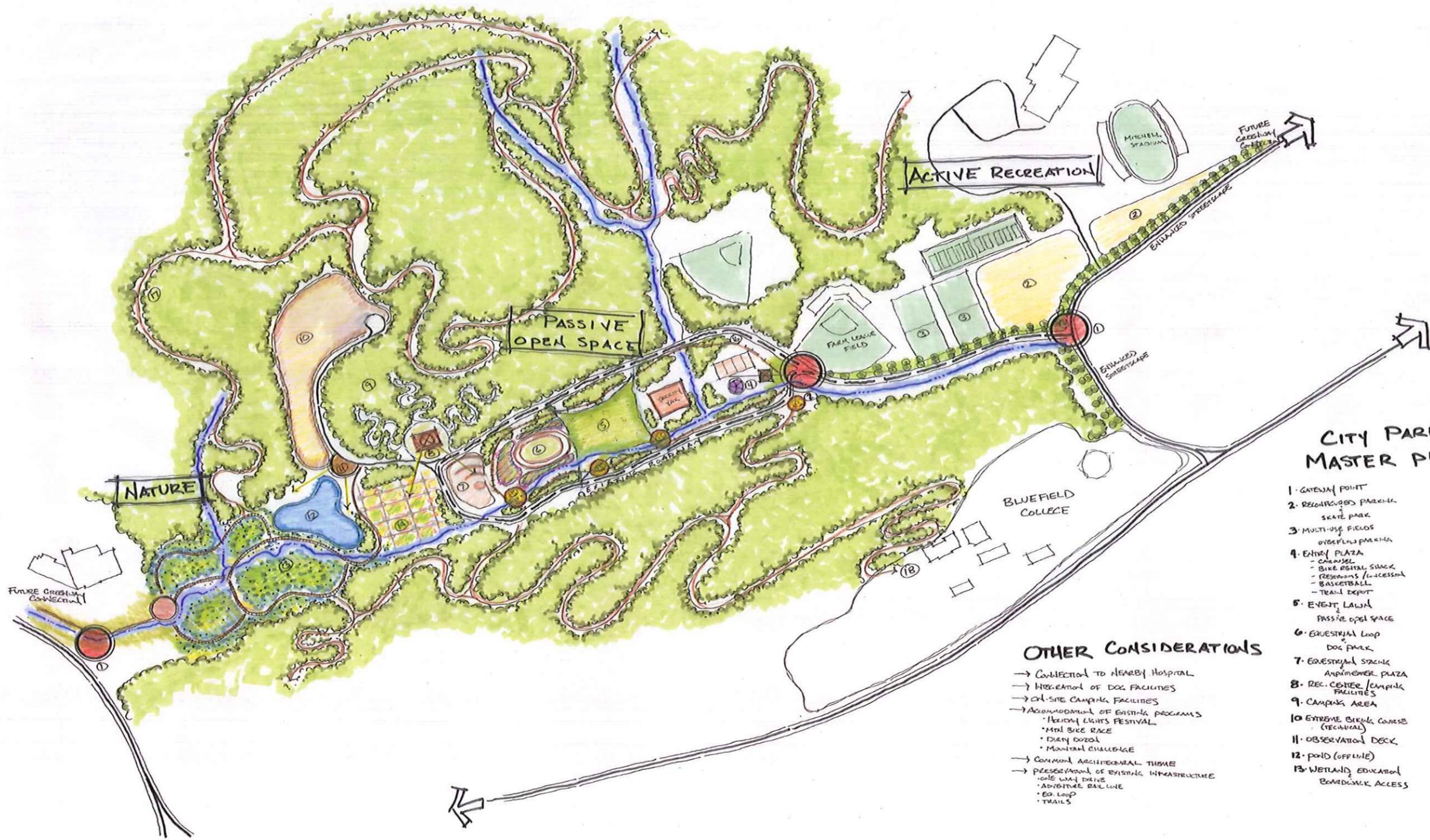
PRINCETON STREET GARAGE







CITY PARK REFRESHER

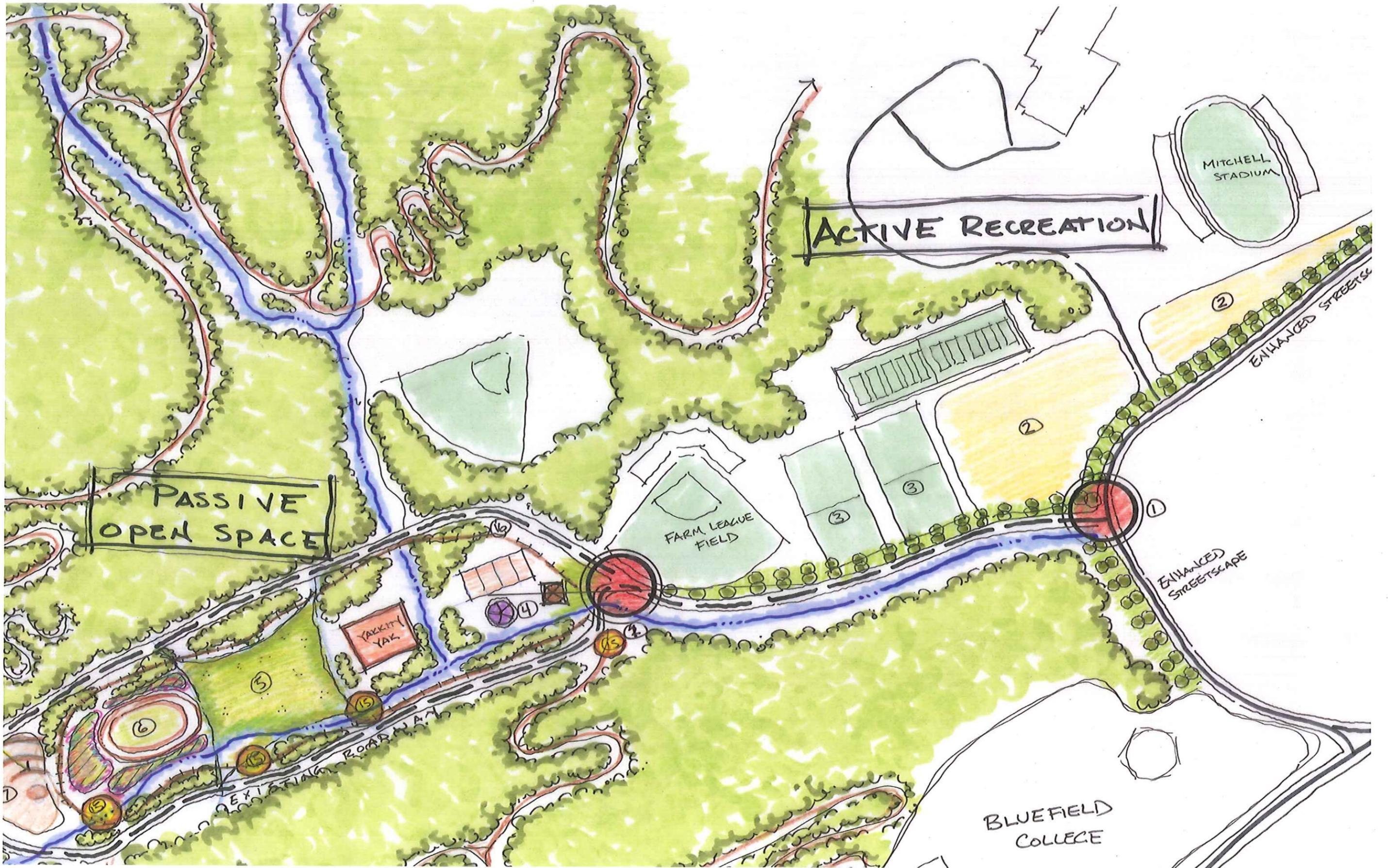


CITY PARK MASTER PLAN

- 1. GATEWAY POINT
- 2. RECONFIGURED PARKING SKATE PARK
- 3. MULTI-USE FIELDS OVERLAP PARKING
- 4. ENTRY PLAZA
 - CAFE/ICE
 - BIKE REPAIR SHACK
 - RESTROOMS / ACCESSORY
 - BASKETBALL
 - TRAIL DEPOT
- 5. EVENT LAWN PASSIVE OPEN SPACE
- 6. EQUESTRIAN LOOP DOG PARK
- 7. EQUESTRIAN STABLES AND FEEDER PLAZA
- 8. REC. CENTER / CAMPING FACILITIES
- 9. CAMPING AREA
- 10. EXTREME BIKING COURSE (TECHNICAL)
- 11. OBSERVATION DECK
- 12. POND (OFFLINE)
- 13. WETLAND EDUCATION BOARDWALK ACCESS
- 14. ACTIVE COMMUNITY GARDEN
- 15. PAVILION NODE
- 16. ADJUSTIVE RAIL LINE (EXISTING)
- 17. ACTIVE EXERCISE LOOP - STAIRS
- 18. TRAIL ACCESS TO BLUEFIELD COLLEGE

OTHER CONSIDERATIONS

- CONNECTION TO NEARBY HOSPITAL
- INTEGRATION OF DOG FACILITIES
- ON-SITE CAMPING FACILITIES
- ACCOMMODATION OF EXISTING PROGRAMS
 - NIGHT LIGHTS FESTIVAL
 - MINI BIKE RACE
 - DIRTY DOZOL
 - MOUNTAIN CHALLENGE
- COMMON ARCHITECTURAL THEME
- PRESERVATION OF EXISTING INFRASTRUCTURE
 - ADJUSTIVE RAIL LINE
 - ED. LOOP
 - TRAILS



ACTIVE RECREATION

PASSIVE OPEN SPACE

MITCHELL STADIUM

FARM LEAGUE FIELD

YAKIM YAK

ENHANCED STREETSCAPE

ENHANCED STREETSCAPE

BLUEFIELD COLLEGE

EXISTING ROAD

1

2

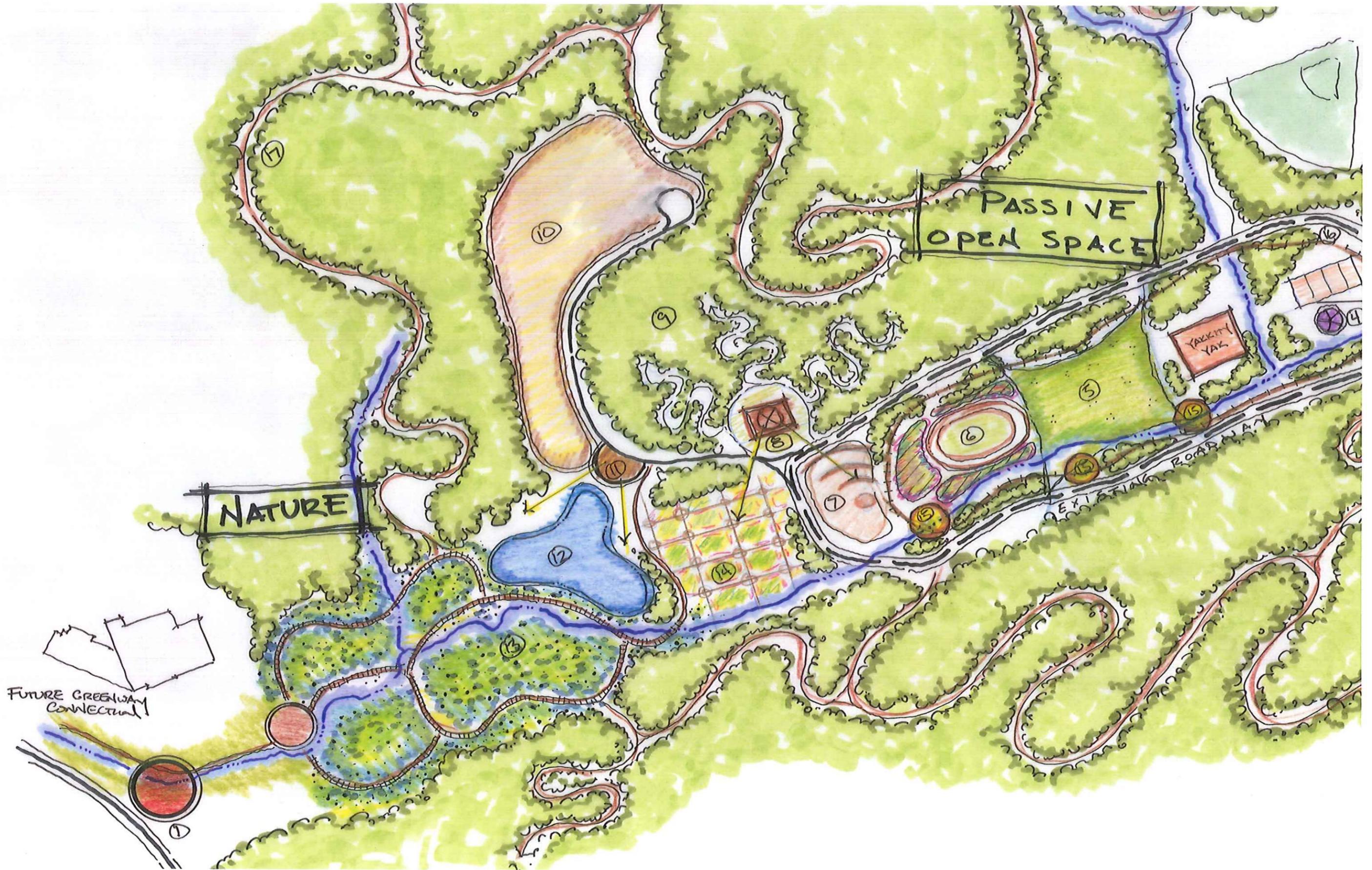
3

3

4

5

6



NATURE

PASSIVE OPEN SPACE

YAKKI YAK

EXISTING ROADWAY

FUTURE GREENWAY CONNECTION

17

10

9

8

6

5

7

14

13

12

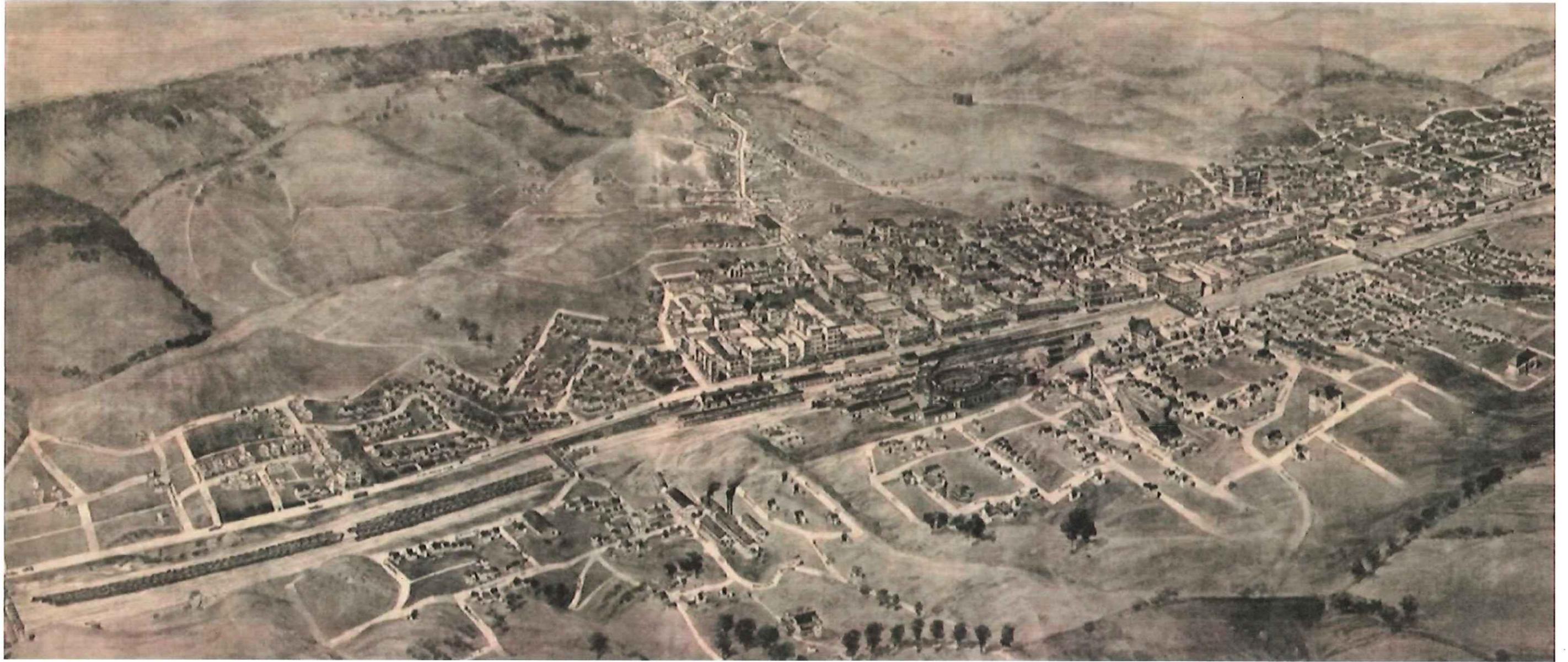
16

4

15

1

VIRTUAL STORY TELLING



RECOMMENDATIONS

CITY HAS A TREMENDOUS AMOUNT OF HISTORY THAT IS NOT BEING TAKEN ADVANTAGE OF

THE TEAM PERFORMED DETAILED HISTORICAL REVIEW PRIOR TO TRIP IN ANTICIPATION OF LOCATING KEY BUILDINGS OR LANDMARKS WITHIN THE CITY

MET WITH STAKEHOLDERS AT CITY TO DISCUSS OPPORTUNITIES FOR GENERATING TOURISM BASED ON BLUEFIELD'S HISTORICAL RESOURCES

RECOMMEND CITY SHOULD TAKE ADVANTAGE OF IT HISTORICAL LEGACY IN PROMOTING TOURISM

WALKING TOURS (MAPS, AUDIO TOURS, WAYFINDING)

WALKING TOUR SHOULD BE WRITTEN TO GIVE A PERSONAL, FIRSTHAND ACCOUNT OF BLUEFIELD RESIDENT

VIRTUAL TOURS (AVAILABLE ONLINE)

ECOTOURISM (GEOCACHING.COM, WAYMARKING.COM – AS A WAY TO MAKE DOWNTOWN ANOTHER DESTINATION)

RECOMMEND SETTING DESIGN STANDARDS WITHIN DOWNTOWN TO PRESERVE HISTORICAL CONTEXT (I.E. SIGNAGE, MATERIALS, LIGHTING, ETC.)

REDUCE, REUSE RECYCLE

WHY RECYCLE – A DOLLAR AND SENSE VIEW

GOOD FOR THE ENVIRONMENT

SAVES LANDFILL SPACE

REDUCES TAXES BY NOT PAYING
LANDFILL TIPPING FEES

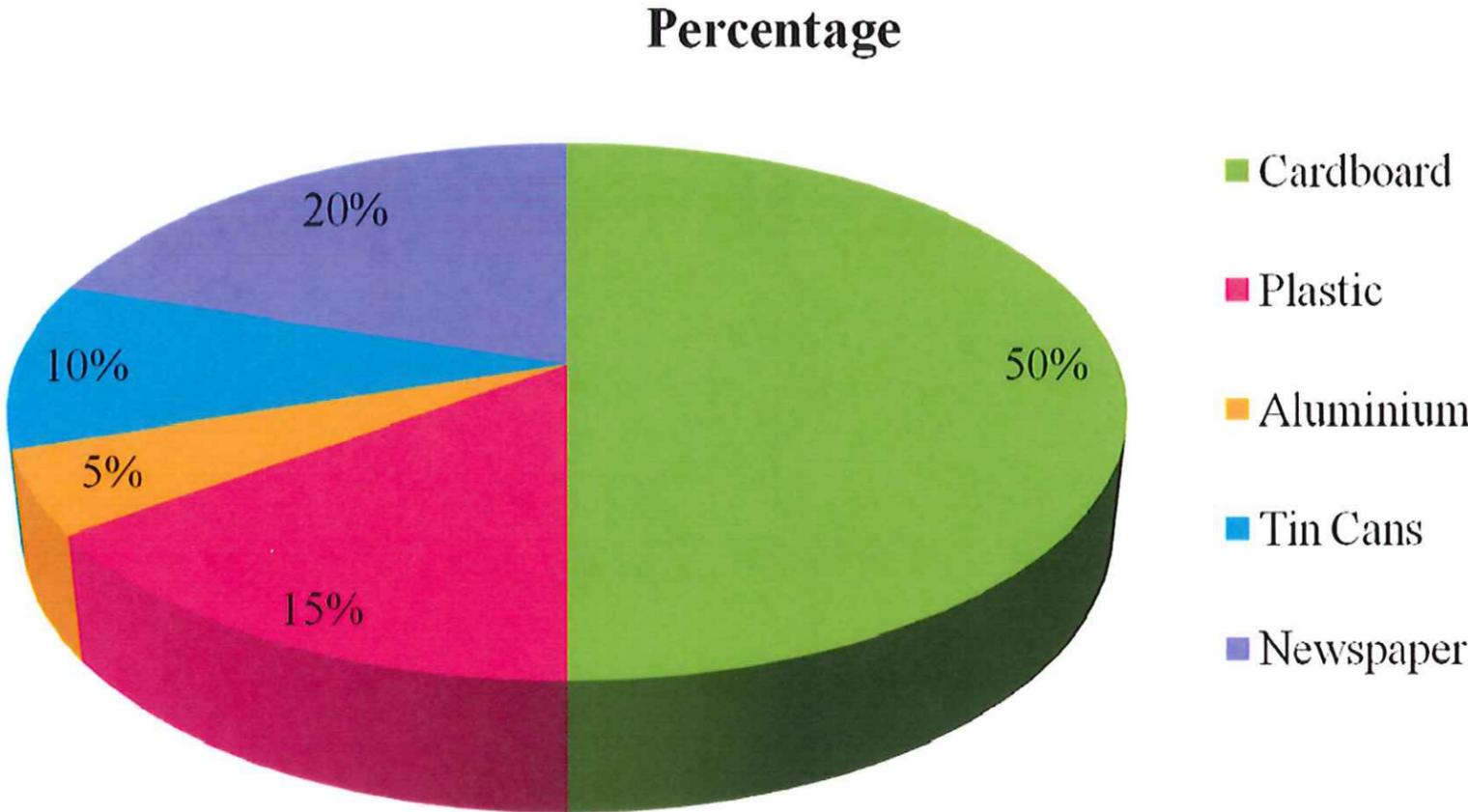
A MARKET FOR COLLECTED RECYCLED
GOODS

WV MANDATED LAW – CITIES OVER
10,000 RESIDENTS



BLUEFIELD COLLECTION BREAKDOWN

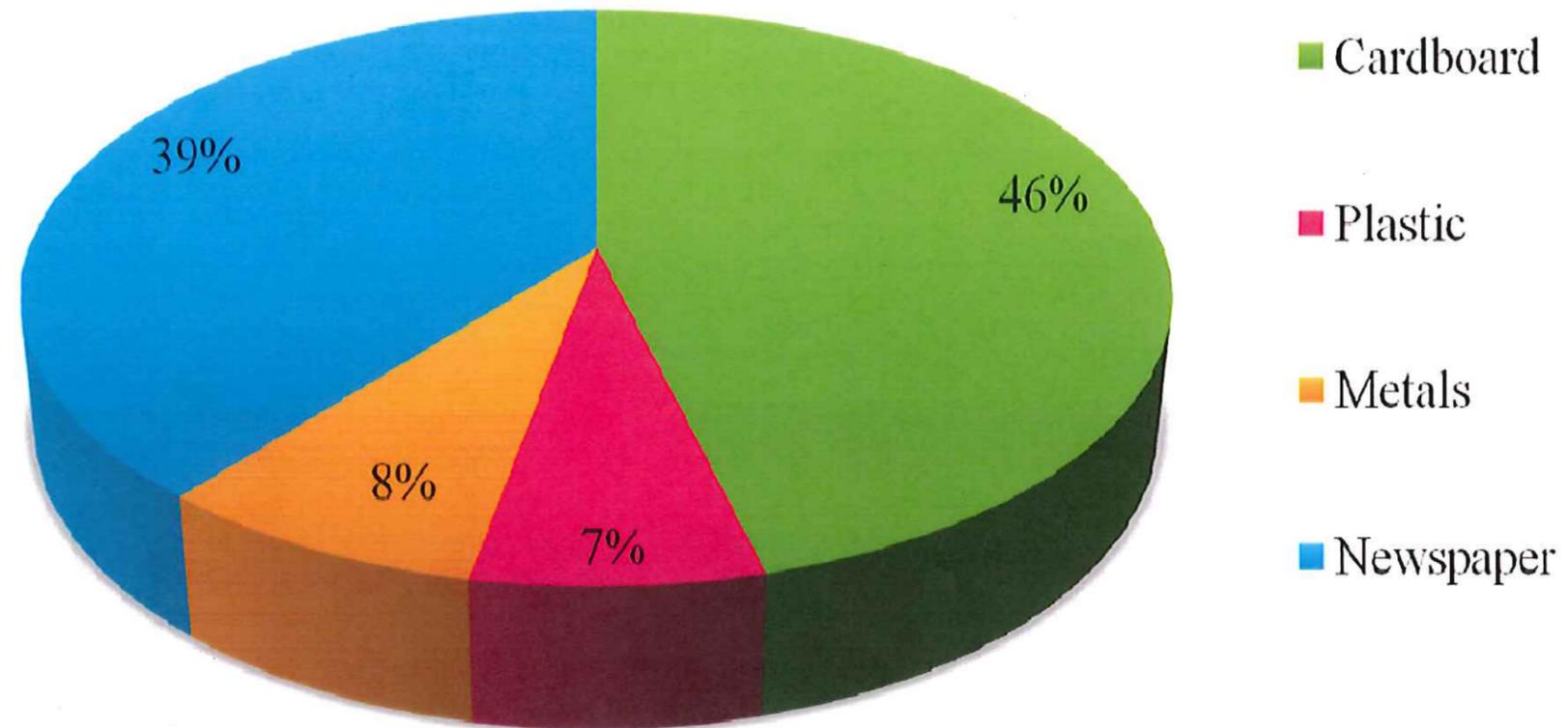
12 TONS PER MONTH= WEIGHT OF 3 FORD F-150'S



MERCER COUNTY COLLECTION BREAKDOWN

23.3 TONS PER MONTH

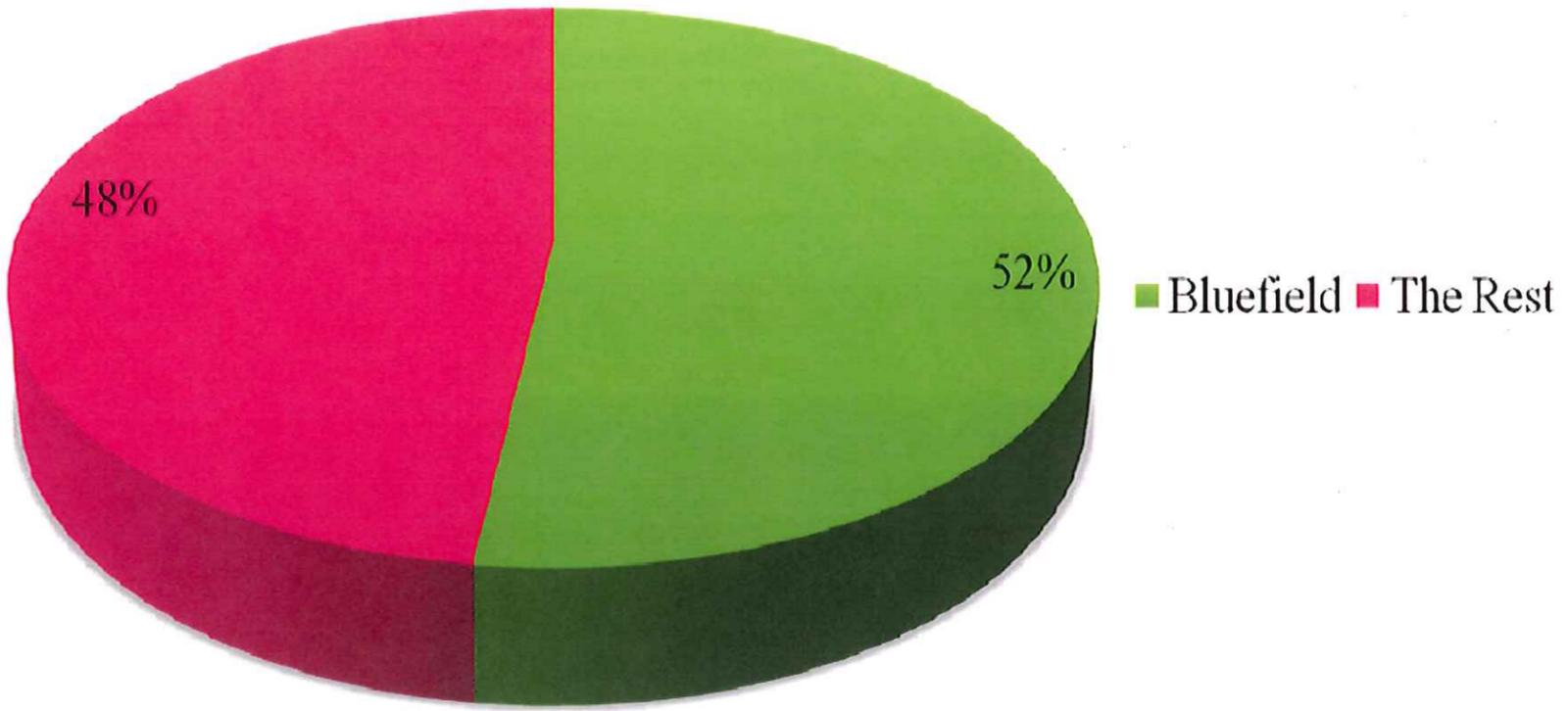
Percentage



BLUEFIELD VS THE REST

BLUEFIELD IS RESPONSIBLE FOR 12 OF THE 23.3 TONS OF RECYCLABLE GOODS COLLECTED IN MERCER COUNTY

Percentage



SURVEY RESULTS

85 BLUEFIELD RESIDENTS SURVEYED

51% CLAIM TO RECYCLE

27% ESTIMATE AFTER DATA ANALYSIS

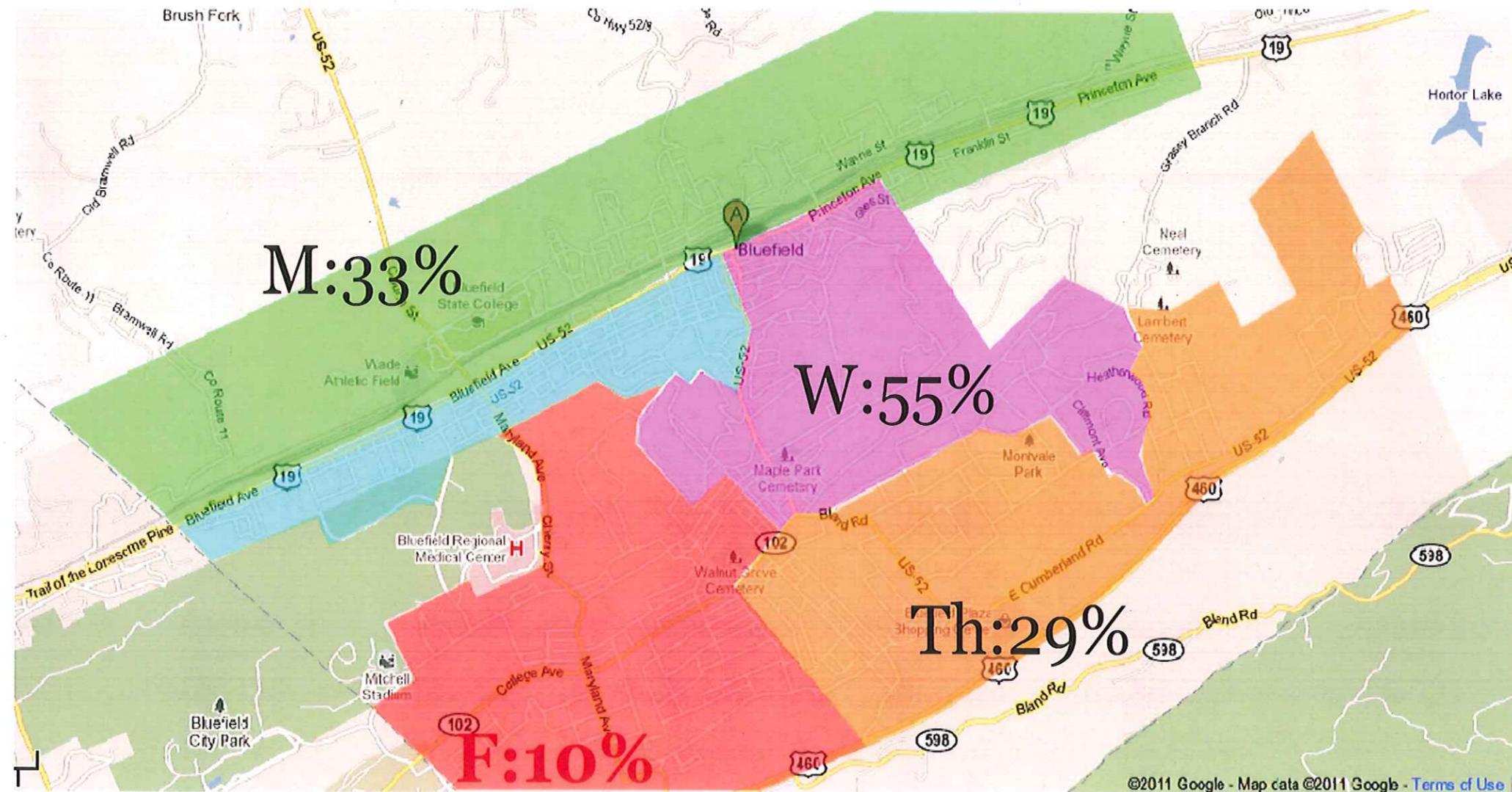
88% WOULD RECYCLE MORE IF PROVIDED A BIN

73% WOULD RECYCLE IF COLLECTED MORE FREQUENTLY

61% SUPPORT MANDATORY RECYCLING

TREND: OLDER THE POPULATION = MORE RECYCLING

NEIGHBORHOOD PARTICIPATION



POTENTIAL REVENUE & RECOMMENDATIONS

CARDBOARD - \$870/MONTH

PLASTIC - \$306/MONTH

ALUMINUM - \$930/MONTH

METAL CANS - \$144/MONTH

NEWSPAPER - \$360/MONTH

LANDFILL FEE SAVINGS - \$561/MONTH

TOTAL - \$3,171/MONTH

FURTHER ENGAGE STAKEHOLDERS

SCHOOLS

HOSPITALS

COLLEGES

BUSINESSES ISSUE CURBSIDE RECYCLING BINS

PERFORM WIDE-SCALED SURVEY/RESEARCH

FOCUSED EDUCATION & MARKETING

PURSUE DEP GRANT TO CONSTRUCT SORTING FACILITY



DESIGNREVIVAL 24



WE KNOW YOU CAN

I THINK I CAN!

John Hall
The first...
New...
and...
In 1959...
of...
Cooper...
degrees in 1970...
attended...