



LORD  
AECK  
SARGENT

# URBAN DESIGN & PLANNING



An aerial photograph of a city grid, showing streets, buildings, and a large stadium in the background. The image is faded and serves as a background for the text.

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# PROFILE



## OUR STORY

Urban design thrives in an environment that values and debates the civic realm.

Lord Aeck Sargent is an award-winning architecture and urban design firm with six offices across the country. Our mission of responsive design is dedicated to the creation of enduring places. Our staff includes registered architects, urban planners, landscape architects, materials specialists, preservationists, cost estimators and zoning specialists. With a focus on the design of walkable, livable urban communities, we approach the built environment of each community as a “collage” of its unique people, politics and place. We believe in the principles of good urbanism – diversity, connectivity, sustainability. We are known for our strengths in public involvement, graphic communication and implementation strategies.

## SERVICES

**We provide urban design and planning services in six areas:**

Buildings & Sites

Streets & Parks

Schools & Campuses

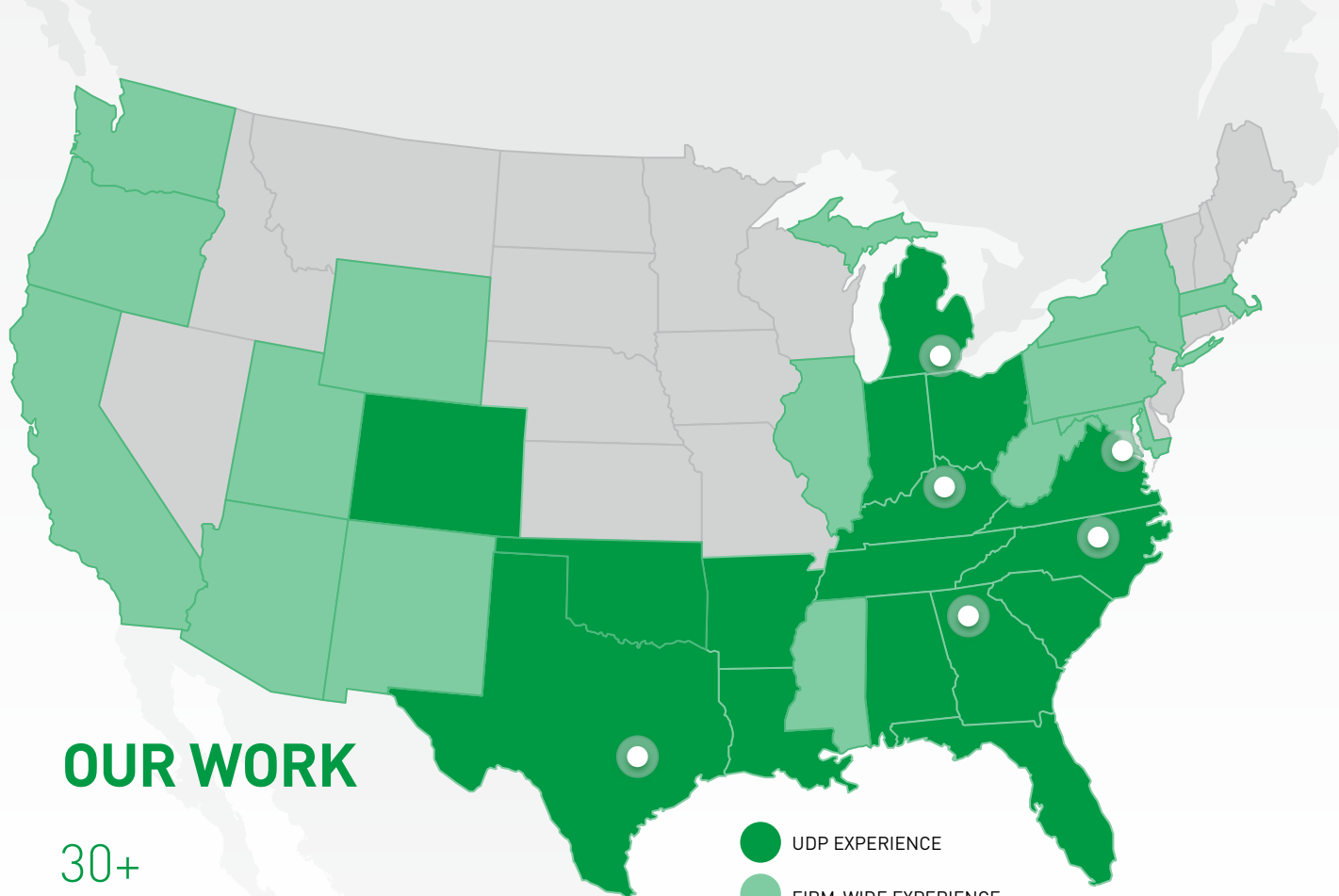
Neighborhoods & Districts

Corridors & Centers

Cities & Towns



URBAN DESIGN & PLANNING



## OUR WORK

30+

miles of pedestrian improvements

60+

school sites & campuses

80+

cities and towns

300

community meetings in the last seven years

\$243M

secured for affordable housing

- UDP EXPERIENCE
- FIRM-WIDE EXPERIENCE
- OFFICES

Atlanta  
Ann Arbor  
Austin  
Chapel Hill  
Lexington  
Washington, D.C.

**We have completed more than 350 projects across the country** and, as a testament to the determination and passion of our clients, our plans have resulted in thousands of new housing units, first class schools and institutions, hundreds of acres of new parks and open spaces, miles of streetscape and bicycle paths and, most importantly, the creation of dozens of memorable places.







A hand-drawn urban sketch map in pencil on a light background, overlaid with a semi-transparent green filter. The map shows a street layout with various labels. At the top, 'THE VARSITY' is written. On the left, 'NEW PEDESTRIAN BRIDGE' is written vertically. In the center, 'EXISTING BRIDGE AND SIDEWALK' is written with an arrow pointing to a bridge structure. Below that, 'VIEWING PLATFORM' is written with an arrow pointing to a small structure. At the bottom, 'FUTURE MIXED-USE' is written. On the right, 'TO NORTH AV MARTA STA' is written. The map includes various geometric shapes representing buildings, trees, and infrastructure.

WHAT IS GOOD URBAN DESIGN?

*Stan Harvey, Principal*

**“Good urban design  
is based in the  
understanding of  
a place. It is both  
creative product and  
thoughtful process.”**

# BUILDINGS & SITES

**These structures and properties form the building blocks and fabric of a community.** We conduct programming, site planning, design guidelines and architectural design for numerous public and private sector clients, including developers, institutions and community groups.

## **SOUTH FOURTH STREET DESIGN GUIDELINES ↓** LOUISVILLE DOWNTOWN DEVELOPMENT AUTHORITY LOUISVILLE, KY

A framework and design guidelines for future improvements was created for current and future retail improvements along the historic South Fourth Street corridor in Downtown Louisville, including refinement and infill of public spaces, and a focus on maintaining historic continuity while allowing creative solutions for storefronts and other unique architectural features.



## **EAST DECATUR STATION ↑** CITY OF DECATUR DECATUR, GA

In 2006, the East Decatur Station LLC called for a comprehensive Development Plan to update, design, and provide implementation strategies for a new urban neighborhood set within a mix of light industrial, institutional and retail uses a few blocks from Downtown Decatur. The Plan includes a revitalized mixed-use, mixed-income community that takes full advantage of the MARTA transit station and offers new housing, retail, and office opportunities to develop a "place."





**BATTERY PARK  
MASTER PLAN →**  
REALTICORP  
ANDERSON, SC

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The 120+ acre Master Plan for a greenfield development just a few miles from Clemson University in upstate South Carolina explored a variety of unique design concepts. These concepts were refined to identify a new multi-use district that is at once walkable and urban, yet takes full advantage of numerous natural features by preserving waterways, views, and several nature areas.



**N. HIGHLAND STEEL LOFTS ↑→**  
PERENNIAL PROPERTIES, INC.  
ATLANTA, GA

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Comprised of Grinnell Lofts, N. Highland Steel Lofts and The Shops at N. Highland Steel, this five building mixed-use community is located between North Highland Avenue and the Beltline in the Inman Park Historic District. The project includes residential, commercial, office, and a mix of structured, surface and on-street parking.





# STREETS & PARKS

**Our firm has always believed in the importance of the public and civic realm in shaping successful communities.** Our work in recent years has helped shape the urban landscape across a variety of settings and scales, with a focus on sustainability, parks and plazas, streetscapes, cycling facilities, and green infrastructure.



## **CITY OF ATLANTA CYCLING FACILITIES AND MIDTOWN PUBLIC SPACES ←↑** MIDTOWN ALLIANCE ATLANTA, GA

Based on Atlanta's push to incorporate cycling facilities as quality-of-life improvements in urban areas and as an extension of the Midtown Public Spaces Program, Urban Collage/Lord Aeck Sargent continues to help design and help implement many of the City's first NACTO-compliant bicycle facilities. These projects range from small-scale 'bike box' facilities to mile-long 'cycle tracks' and on-street parking.

## THE RED MILE DEVELOPMENT PLAN →

LEXINGTON TROTS BREEDERS ASSOCIATION, LLC  
LEXINGTON, KY

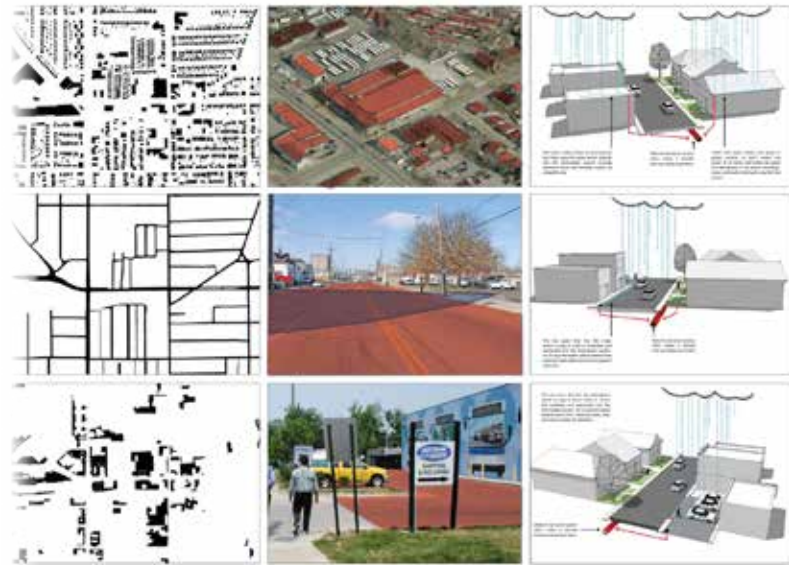
The Red Mile Development Plan is a progressive infill development project located in the heart of a dense residential and industrial portion of Lexington, at the nation's second oldest standing harness racing venue. The Plan proposes nearly 300,000 square feet of commercial space, 200 residential units, and 50,000 square feet of office space, lining a signature "town green."



## BUTLER PARK ↑

ATLANTA HOUSING AUTHORITY /  
CITY OF ATLANTA

Named after civil rights activist Selena Sloan Butler, the once-vibrant 3.4-acre Butler Park in Downtown Atlanta had become the eyesore in an area that was seeing an urban renaissance. The design team helped the Atlanta Housing Authority and the City of Atlanta through facilitating community workshops, creating an overall award-winning park master plan that included a diverse range of passive and active recreation amenities, and overseeing design and construction through the park's re-opening in Fall 2011.



## NOLI SUSTAINABILITY PLAN ↑

THE NORTH LIMESTONE  
NEIGHBORHOOD ASSOCIATION, INC.

Since completion of the North Limestone Sustainability Plan, the North Limestone Neighborhood (NoLi) has managed to secure \$270,000 in Water Quality Improvement Grants. The Plan sets out to achieve the goal of improving water quality and reducing runoff while educating the community on rainwater issues, while providing a framework that guides private and public projects.













# SCHOOLS & CAMPUSES

**A community's future lies in the strength of its schools and educational institutions.** Our unique approach and technical analysis concentrates on public K-12 school districts, private schools, and community colleges. Our work seeks to create outstanding educational facilities and integrate them within the larger structure of their surroundings.



## CAMPUS PLANNING ←↑↑

### BLUEGRASS COMMUNITY & TECHNICAL COLLEGE LEXINGTON, KY

The new 65-acre campus of Bluegrass Community & Technical College (BCTC) sits on the former site of the Eastern State Hospital, the nation's second oldest running mental institution. The Plan worked to create a blueprint for the growth and development of BCTC within the constraints of the historic nature of the site, and the mixed adjacencies of historic neighborhoods and industrial uses.

## SAYRE CAMPUS MASTER PLAN →→

SAYRE SCHOOL  
LEXINGTON, KY

The Sayre School Campus Master Plan focuses on creating better internal pedestrian connections between proposed and existing educational buildings and student-oriented open spaces, accommodating flexibility for future school expansion, and improving the relationship between campus edges and adjacent land uses for the private K-12 school located in Downtown Lexington.



## CAMPUS MASTER PLAN ↓

NORTH CAROLINA  
CENTRAL UNIVERSITY  
DURHAM, NC

The update to the NCCU Campus Master Plan addressed the challenges and opportunities related to a rise in enrollment. The updated plan included provisions for new facilities and services, development of coherent campus districts, improvements to campus green spaces, reconfigured parking for a more pedestrian-oriented campus, town-gown issues, and expansion solutions.



## NORTH AVENUE CORRIDOR STUDY ↗↗

GEORGIA INSTITUTE OF TECHNOLOGY  
ATLANTA, GA

The Corridor Study was developed to establish a conceptual plan for campus development along North Avenue, more fully integrate the corridor into the Georgia Tech Campus, and identify necessary transportation improvements. Specific recommendations called for consistent streetscaping, open space improvements, and circulation improvements that were implemented beginning in 2008.





# NEIGHBORHOODS & DISTRICTS

**Community-based planning is the foundation of the firm's work.** From revitalization efforts for historic neighborhoods & housing developments to new planned communities to dynamic mixed-use districts, our work creates sustainable plans for diverse housing, commercial, open space and institutions within walkable neighborhoods and districts.

**UNIVERSITY AREA CHOICE  
NEIGHBORHOODS INITIATIVE →**  
ATLANTA HOUSING AUTHORITY  
ATLANTA, GA

The University Area Choice Neighborhoods Initiative (CNI) centers on the former public housing site of University Homes, located in the heart of the largest concentration of Historically Black Colleges and Universities in the nation. A shared vision and implementation strategies were developed to create a vibrant and thriving College Town community built on the historical relationship between the schools and the surrounding neighborhoods.



**EAST SAVANNAH GATEWAY CHOICE  
NEIGHBORHOOD INITIATIVE →**  
HOUSING AUTHORITY OF SAVANNAH  
SAVANNAH, GA

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The East Savannah Gateway Choice Neighborhoods Initiative (CNI), a 1,400-acre area on the eastern edge of the downtown historic district, brought major stakeholders together to create a vision and next steps for the Wheaton Street corridor and a target site, which is currently in the first phases of design.



**LEXINGTON DISTILLERY  
DISTRICT ←←**  
LEXINGTON, KY

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Just beyond downtown Lexington, the Lexington Distillery District is heavily industrial today, characterized by rail yards, decrepit infrastructure, and old warehouses remaining from a time when Bourbon Distilleries were plentiful in this area. The adaptive re-use plan calls for revitalization of many of the historic buildings as well as residential, commercial, and mixed-use infill development.

**CAMPBELL TERRACE AND DELONA  
GRADES HOPE VI MASTER PLAN →**  
FAYETTEVILLE METROPOLITAN  
HOUSING AUTHORITY  
FAYETTEVILLE, NC

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A 2006 HOPE VI plan was developed for the Campbell Terrace and Delona Gardens communities, which included adaptive re-use, community gardens and orchards, senior housing, townhomes, single family homes, existing institution/educational, and City-owned property.













# CORRIDORS & CENTERS

**Most growth and development occurs in regional activity centers and the corridors that connect them.** Multi-modal transportation networks and live/work/play centers arise from corridor studies, transit-oriented development (TOD), and open space/pedestrian plans, specifically aimed at aging retail strips and shopping/office centers.

## **TAD FEASIBILITY STUDY / REDEVELOPMENT PLAN ↓** **ATLANTA BELTLINE, ATLANTA, GA**

The Atlanta BeltLine is a 22-mile transit and greenway corridor connecting neighborhoods and open space, and promoting investment along an underused railroad right-of-way ringing Downtown. The Tax-Allocation District (TAD) Feasibility Study and subsequent Plan helped shape the redevelopment / future land use envelope for the entire BeltLine, as well as locating and defining twelve potential catalytic activity centers.



**WESTPORT ROAD CORRIDOR STUDY →**  
**LOUISVILLE METRO PLANNING AND DESIGN**  
**LOUISVILLE, KY**

Louisville Metro conducted a corridor study along the aging commercial Westport Road. The community-based effort resulted in a vision that addressed pedestrian, bicycle, and streetscape improvements; conceptual plans for future retail development; a comprehensive guide for future connectivity to surrounding neighborhoods; and recommendations for promoting transit ridership.



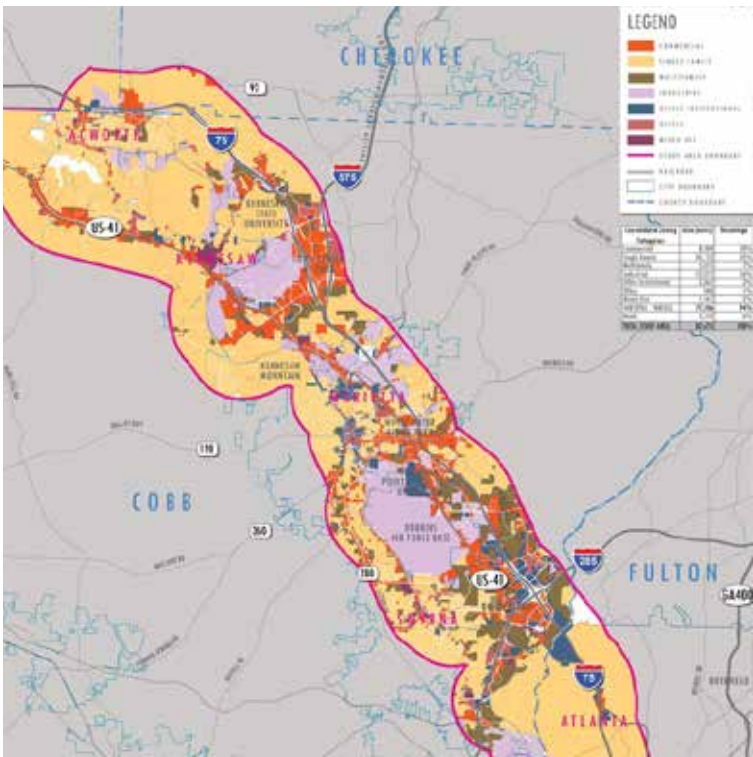
**EPHESUS CHURCH ROAD/FORDHAM BOULEVARD SMALL AREA PLAN →**  
**CHAPEL HILL, NC**

The Ephesus Church / Fordham Boulevard Small Area Plan and Traffic Analysis defines appropriate land use and develops a solution for the existing transportation network in order to promote economic development within one of the major commercial districts of Chapel Hill.



**NORTHWEST CORRIDOR TRANSIT ALTERNATIVES ANALYSIS →**  
**CONNECT COBB**  
**COBB COUNTY, GA**

The "Northwest Corridor" is one of the largest and most congested areas in the Atlanta metro region. The "Connect Cobb" study focused on identifying the most appropriate mode and alignment for a high capacity transit system. The study also helped define station area locations, envision transit-oriented development, and project economic growth at each station.





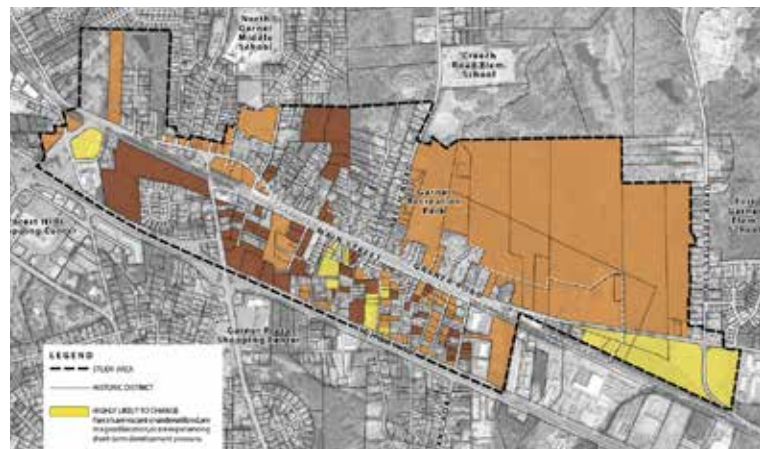
# CITIES & TOWNS

**The functional, economic and cultural heart of most communities lies in their downtowns.** We direct engaging and award-winning visioning processes, downtown master plans and town center plans for all sizes of towns and cities across the Southeast.

## HISTORIC GARNER DOWNTOWN PLAN ↕↔

### TOWN OF GARNER / GARNER REVITALIZATION ASSOCIATION GARNER, NC

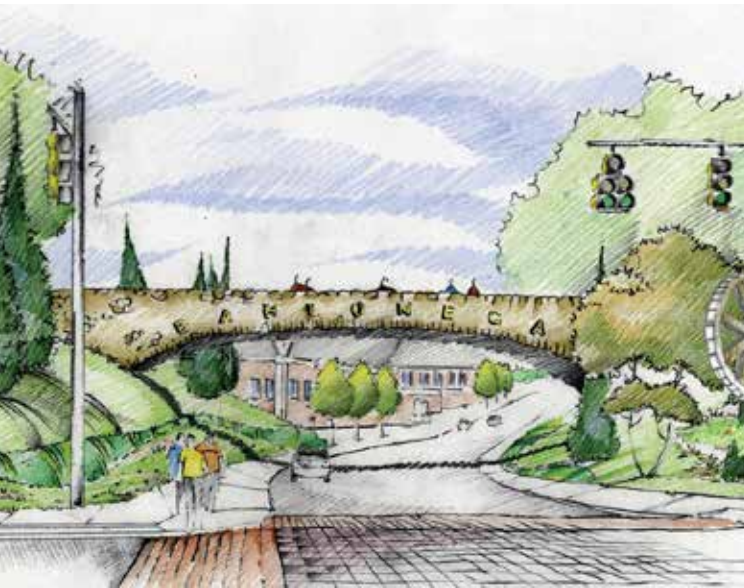
The strategic plan to re-invent Garner's constrained historic downtown envisions an expanded town center that opens the downtown with increased connectivity and gateway redevelopments. The expanded town center hinges on an investment strategy that weaves together strategic public investments in infrastructure and key office, residential and supporting retail redevelopments.



## IMAGINE DOWNTOWN →

### CENTRAL ATLANTA PROGRESS / CITY OF ATLANTA ATLANTA, GA

Imagine Downtown united several smaller plans with new ideas for five important corridors and districts, and created a vision for urban development that was built on exciting new projects like the Georgia Aquarium and the World of Coca-Cola.



## DAHLONEGA DOWNTOWN PLAN & DESIGN GUIDELINES ↑

### CITY OF DAHLONEGA DAHLONEGA, GA

The Dahlonega Downtown Master Plan found alternatives that would allow growth without sacrificing the unique character of this historic North Georgia Mountains City. The master plan and a companion set of design guidelines create several character districts which draw the surrounding natural and cultural landscapes in, but leave room for new infill development and redevelopment.



## AUBURN DOWNTOWN MASTER PLAN ↑

### CITY OF AUBURN AUBURN, AL

The Auburn Downtown Master Plan seeks to define a clear and thoughtful vision for physically expanding the footprint of the historic Downtown Core. The 15-year vision defines key physical and market-based strategies including: signature streetscape enhancements, a re-imagining of open space, identifying development areas, and parking strategies.







## PLAN INTO ACTION

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*Jennifer Ball, Vice President  
Planning & Economic Development  
Central Atlanta Progress*

“[LAS] provides the extraordinary skill set, knowledge of area and policy, and engages the community in both an innovative and diplomatic way, garnering results that help put the plan into action.”



# FULL SERVICE DESIGN

## FIRM PROFILE

Lord Aeck Sargent is an architecture and design firm with a 70-year history of creating environments people want to use and preserve.

With offices in Atlanta GA, Austin TX, Ann Arbor MI, Chapel Hill NC, Lexington KY and Washington DC, our firm has seven practice areas: science & technology, higher education, arts & culture, historic preservation, housing & mixed-use and urban design & planning.

We thrive in the midst of complex projects that require depth of experience and cross-discipline collaboration. Responsive design has been our guiding philosophy for seventy years, and we deliver uniquely creative responses to each project's every detail. The result is thoughtful solutions that respond to the site, the context and the needs of its occupants.

Our portfolio includes museums, arts centers, government buildings, laboratories, corporate headquarters, education facilities, housing and conference facilities. Our services range from master planning and programming to design, construction administration and facility management support.

Our design staff represents a broad range of experiences in design and construction. Our staff includes registered architects, urban designers, materials specialists, interior designers, historic preservationists, land planners, cost estimators and zoning specialists.



140+  
dedicated  
professionals

50+  
LEED certified projects

130+  
college & university  
clients nationwide

2030  
LAS was one of the first  
architecture firms in  
the country to adopt  
The 2030 Challenge

50+  
LEED-accredited  
professionals



URBAN DESIGN & PLANNING



## SELECTED WORK









ATLANTA CHAPEL HILL ANN ARBOR AUSTIN LEXINGTON WASHINGTON, D.C.



RESPONSIVE DESIGN