Corneil Collaborative

An idea-based planning and urban design practice that works with universities and cities to make better places that improve people’s lives, inspire learning and creativity, and promote revitalization and innovation.
Calgary West Campus District Plan

A New University District:
Creating a revenue stream for the university and a framework for pursuing the university's cultural, social, environmental, economic and research agenda in Calgary.
Portland State University
District Development Plan

Economic Driver:
Integrating the university with the city to partner in economic, community and environmentally responsible development
The Cecil Group, Inc.

- Planning
- Land Use and Zoning
- Economic Development
- Visioning
- Architecture
- Landscape Architecture
Form-Based Zoning

North Amherst Village

Atkins Corner

The Cecil Group
Planning and Design
Institutional Partnerships

North Allston – Brighton – Harvard University, Boston MA
Challenges & Opportunities

- **Unlock** the stalemate on **student housing** and address overall **housing supply** and **affordability**
- Tap into **institutional demand** to generate additional **economic activity** in Amherst
- **Strike** economic, physical, and social **balance** in a Town with more students than residents
- Drill down to **site-specific recommendations** that can catalyze **desired** growth
- Reinforce a sustained, actionable approach to **collaboration** between **University** and **Town**
The Role of Anchor Institutions within the Local Community

Centers of **employment**

Destination for **students**

Purchasers of **goods and services**

National centers of **research**

Curator and generator of **arts and culture**

Drivers of **economic development**
Other Relevant Projects

- Amherst College (2012)  Faculty & Staff Housing
- Lehigh University (2013)  Neighborhood Revitalization Strategy
University of Maryland / College Park
Student housing has **distorted** the housing market

**4%** of Faculty & Staff live in College Park
College Park City University Partnership

Creating a Sustainable Top 20 College Town by 2020
CPCUP Interventions

Degree of importance for CPCUP goals

LOW    HIGH

LOW

- Improve MARC/bus usage
- Target local institutional purchasing
- Provide "green" standards & incentives
- Create retail/local business recruitment strategy
- Provide façade improvement grants

HIGH

- Implement school strategies (pre-K to 12)
- Develop high-tech business attraction strategy
- Develop housing incentive programs
- Create diversified housing supply strategy
- Develop childcare/early education options
- Enhance safety initiatives
- Implement Route 1 improvements
- Advocate for Purple Line light rail
- Create bike/pedestrian infrastructure
- Manage land control & assemblage
- Create marketing & branding strategy
- Support Sustainable MD Certified
- Improve & maintain public space and streetscapes

CPCUP ability to influence
Project Approach

**MILESTONE #1: KICK OFF**
Kick-Off meetings with steering committee and key University and Town leadership. Interviews with key stakeholders.

**MILESTONE #2: CHARRETTE**
1st Community meeting consisting of presentation of best practices for housing and economic development, followed by community charrette to explore alternatives and strategies and to gather community input.

**MILESTONE #3: OPEN HOUSE**
2nd Community meeting consisting of open house to discuss plans and presentation of preliminary findings and recommendations.

**PHASE 1: DISCOVERY**
SITE VISIT

**PHASE 2: EXPLORATION**
COMMITTEE MEETING

**PHASE 3: SYNTHESIS & IMPLEMENTATION**
COMMITTEE MEETING

**PHASE 4: DOCUMENTATION**
FINAL PRESENTATION
Why This Team

- Not only understand housing and economic development, but real estate development, urban design, zoning, innovation economies, and university – community partnerships
- Our clients are universities and municipalities
- We are local and we know Amherst
- Our objective is a deliverable that gets implemented, with positive outcomes