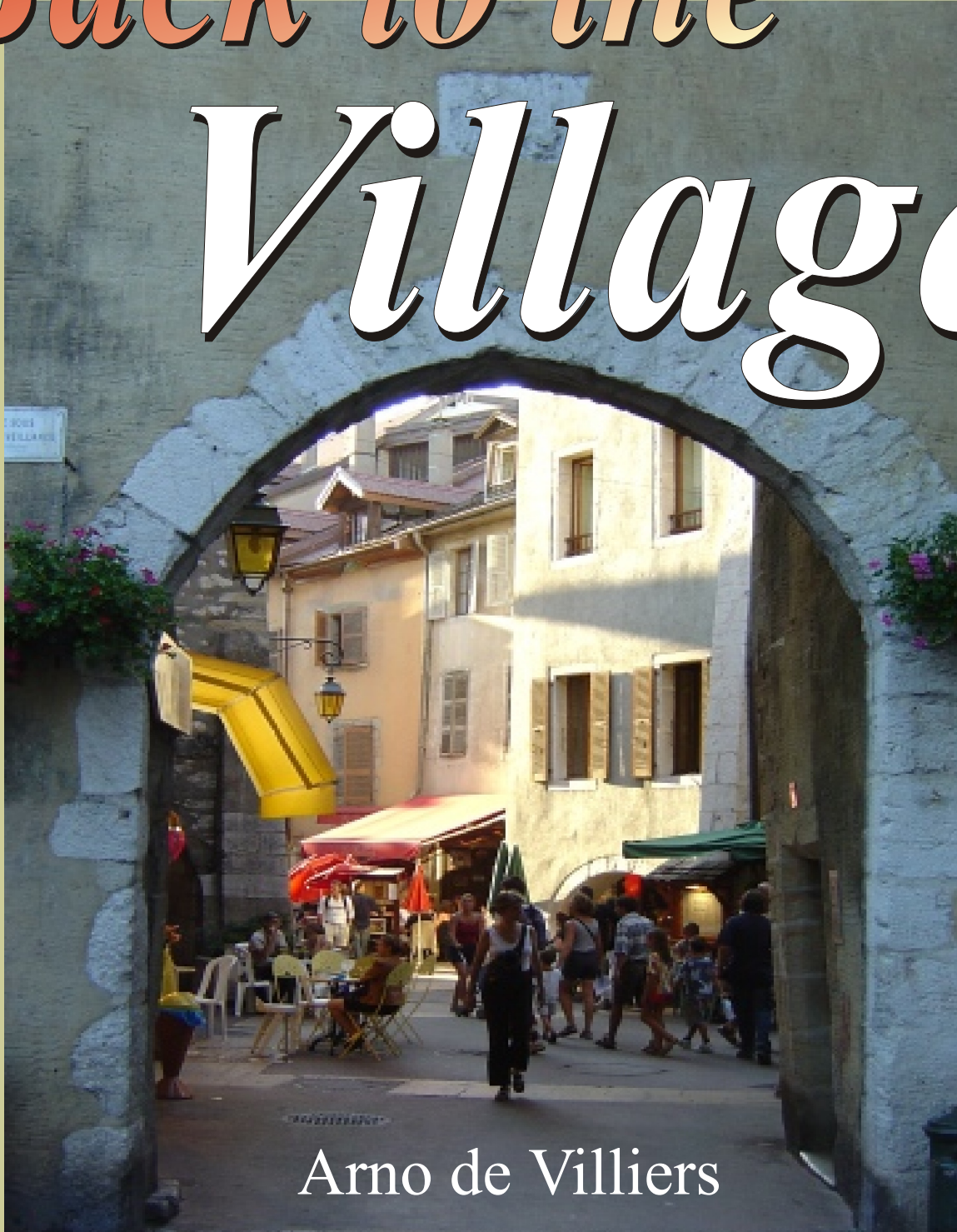


HOW TO BUILD WHAT PEOPLE LOVE

# *Back to the* *Village*



Arno de Villiers

# Contents

Cover Sheet	
Contents	
About the Author	
Introduction	
1. People love a Village	
2. Tall Walls and Towers	
3. The Proximity Circle	
4. The Easy Walk	
5. Pienza, the model Renaissance village	
6. How we lost our way	
7. Did cars kill the village?	
8. Parking Matters	
9. Integrated Structured Parking	
10. How to add parking to the Proximity Circle	
11. Automated Parking Structures	
12. Seaside, the model “New Urbanism” village	
13. Every Village needs a Heart	
14. The Fountain or Well	
15. The Farmers Market	
16. Life on the Edge	
17. Porticos and Loggias	
18. The Hole in the Wall	
19. Canvas Canopies and Umbrellas	
20. Pedestrian Ways	
21. Variety under Foot	
22. The Rectilinear Mindset	
23. Bastide Beauty	
24. Break Away!	
25. Third Places	
26. Third Place Restaurants	
27. Shop Fronts	
28. Balconies	
29. Balcony Flowers	
30. The Colors of Roussillon	
31. Earth Tones	
32. The Village Green	
33. Play Areas	
34. Shutters	
35. Signage	
36. Street Lamps and Lighting	
37. Trees, Plants and Climbing Vines and Flowers	
38. Cohousing	
39. Urban Villages	
40. Go Green!	
41. Ecovillages	
42. Ecovillages Worldwide	
43. BedZED - An Urban Ecovillage	
44. Findhorn - A Rural Ecovillage	
45. Permaculture	
46. Permaculture Zones	
47. Village Concepts	
48. Building a Better Future	
49-56. - Festival Village Fort Myers, Florida USA	
57. Arno Design Inc.- Residences	
58. Arno Gallery - Paintings	

## **The Success Checklist**

“Back to the Village - How to Build what People Love” by Arno de Villiers.  
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# About the Author

## Arno de Villiers

was born in New York and grew up in Johannesburg, South Africa. He has traveled widely throughout Europe, the Far East and the Americas. and now lives in Naples, Florida with his wife Ingrid and children, Arno Jr. and Christine.

Arno has always sought to develop all his talents. He holds a degree in Architecture, is an award winning designer, and runs a successful practice from his office in Naples. His love of the vernacular has taken him to some of the most beautiful towns and villages in the world, the very places that have become the inspiration and subject of his large, colorful and bold acrylic paintings. and the basis of his urban village design philosophy. As an accomplished musician, composer and sound engineer, Arno has recorded and produced four compact discs of his compositions. He has been the subject of numerous press and radio interviews and one of his discs, entitled "Wine Symphony" has been featured and played on South African Airways international flights. He has written, recorded and produced two discs on the subjects of healing and health and on successful living.

Arno has pursued his love of painting since childhood. His mother was an interior decorator, flower arranger and garden designer and he was exposed to the influences of her artist friends from an early age. He developed his contemporary post-Impressionistic style through years of study and appreciation of the work of such masters as Van Gogh, Gauguin and Monet.

He held his first exhibition in 1969 and won an honorable mention award the same year in a New Signatures exhibition in Pretoria, South Africa. His paintings grace the walls of the homes of patrons from the USA to Africa.

Arno finds his greatest joy in expressing the beauty of God's creation in color, texture, sound, form and space. He now heads a team of building professionals that are implementing the concepts contained in this essay in the design of the \$100, 000,000 Festival Village in Fort Myers, and Rookery Village in Naples Florida

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Arno de Villiers

# Introduction

April 2008

How do we improve the quality of our lives?

This essay is about identifying what people love about the built environment, regardless of architectural style. By tracing how communities were structured eons ago, I aim to show how to restore these time proven patterns to our new building projects.



Although the examples used come mostly from the USA and Europe, the patterns are observable in the villages of many cultures, from the orient to the occident.

In addition, the important issue of “green” technology is addressed and supported.

I suggest we use these patterns because people matter.

Very soon, dwindling traditional resources and rising gas prices will force people everywhere to think “outside the box”. By applying the principles outlined in this essay, you will be ahead of the pack.

Giving people what they like, love and makes sense will translate into all round profitability and benefit society at the same time. It is a win-win situation for all concerned in the development process, investors, developers, buyers and tenants.

These patterns are being successfully applied to urban village projects that are currently being designed. Contact me should you require help in planning yours. I head a team of professionals ready to assist you.

Arno de Villiers  
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# 1. People love a village

When I was a teenager, my parents returned from a European vacation with a 16 mil. movie my dad had shot of a beautiful fishing village called Positano on the Amalfi coast of Italy. Unbeknownst to me at the time it turned the interest of my young mind to places and spaces of beauty, what was special about them and what made them destinations that people would travel for thousands of miles to visit! Since those early beginnings, I have visited many beautiful towns, enjoyed them, studied them, analyzed them and painted them! - see my paintings at [arnogallery.com](http://arnogallery.com)

**I now head a team of architects, engineers, planners, “green” consultants, landscape architects, interior designers and artists that design new villages!**



*People love villages. How sad to drive by an ugly old apartment building in the worst part of town and see the name on the sign, yes.....you’ve guest it, Positano!*

Villages come in many shapes and sizes. There are urban villages, sub-urban villages, rural villages, agricultural villages, resort villages and sports villages. Now there are “eco” villages. Even large cities contain true urban neighborhoods or villages. New York's Manhattan has Greenwich Village, Chinatown, Little Italy, Soho, Noho etc.

“How can a large city be made up of villages?”, you may ask. Read on, and I will explain.

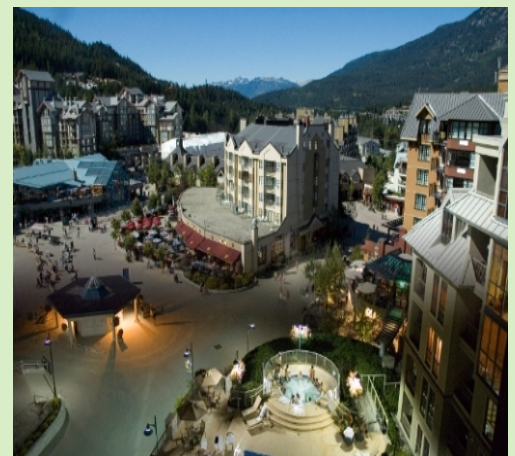
*Western Canada’s Whistler village has won the reputation as one of North America’s finest resorts.*



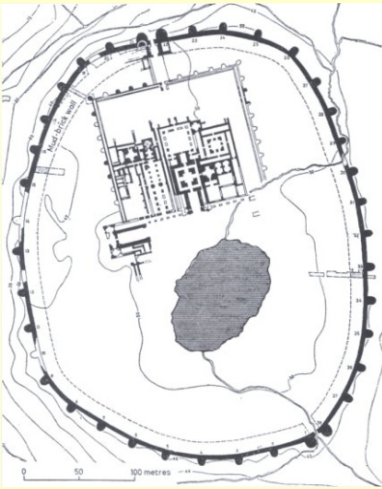
The most beautiful old villages in the world have become tourist destinations. Villages such as Portofino above, Mykonos in Greece, Ambleside in England, Brugge in Belgium or the villages of Vermont get hundreds of thousands of visitors each year. They serve as models of environmental beauty, places to stroll around and linger to recapture the sense of “It's great to be alive!” Some countries now have lists of villages for travelers to visit, see for instance “The Most beautiful villages in France”

at <http://www.les-plus-beaux-villages-de-france.org/>

Many coffee table books now feature essays and photographs of idyllic towns and villages.







*Takht-e Suleyman in Azerbaijan*  
**The wall came first!**

## 2. Tall walls and towers

A true urban village lifestyle is the way most people prefer to live. As soon as groups of primitive people found themselves in peaceful accord, they built a village together. Whether the agreement between them was verbally communicated or not, it brought a measure of safety and peace. People agreed to stop fighting, to protect each other by banding together against a common enemy and to work together on shared objectives. They agreed to trade skills, agreed to market and trade produce at a common marketplace or in speciality shops. Sometimes the “peace” they sought came about by accepting the protection of a leader in return for work and subservience. Even an agreement to be subservient brought a measure of peace which in turn, brought an opportunity to specialize and to profit



*Monteriggioni in Tuscany*

### Protection, the first village function...

The tall walls of the buildings of St. Malo create a sense of protection similar in feel to the solid walls of Monteriggioni.

*St Malo in Brittany, France*



The tall towers of San Gimignano were built by warring families within the same village. In this society the taller your tower, the greater your power and prestige. Build your own towers, your villagers will love them and your competitors will hate and perhaps even attack them!



### Tower power



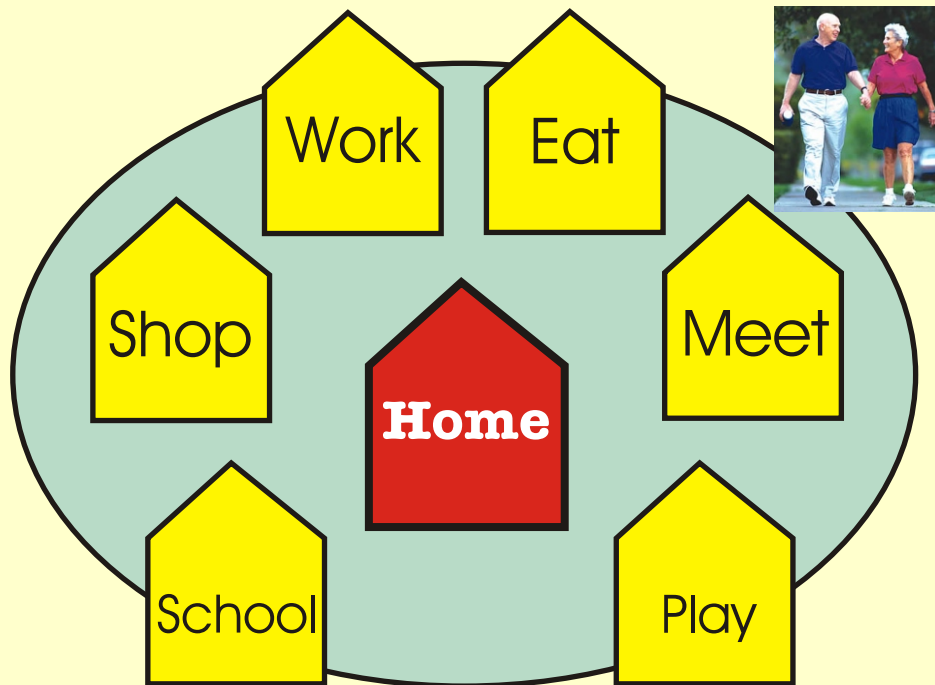
### 3. The Proximity Circle

Finding protection in a village setting meant that living units had to be built in close proximity to each other. *The term “village” simply denotes a collection of villas, whereas the term “urban village” means that the spaces for all the other functions necessary for communal living are included and provided for.*

The denser the fabric of the buildings that make up a village, the closer the available functions that can be placed are within an easy walking distance from home. The proximity circle is very important to understand and oh so easy to be overlooked. All the benefits of living in a true urban village is based on the close proximity of working, eating, buying, selling, playing, schooling and assembly or meeting spaces to your home.

**The recipe for building a place that people will love is to place as many key urban functional spaces within easy walking distance from home.**

If any one of the spaces in the diagram below are not within easy walking reach of your home, your life has been made more difficult than it needs to be.



#### **Place all within easy walking distance**

Successful villages do not break the proximity circle by leaving out even one of the above components. Henry Ford simply did not understand or even care that his wonderful invention would enable the wide-spread destruction of the true urban village as a building block of our civilization. Destruction of the proximity circle has resulted in isolation and loneliness for millions of people who are trapped in city suburbs. We were born with legs and not with wheels. Walking always was and should still be the measure of proximity and the way to build what people love..

**The easy walk and not the easy drive is the golden rule!**

"Back to the Village - How to Build what People Love" by Arno de Villiers.  
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#### **Why do people love a true urban village?**

Because from their home...



**Home**

they can walk to work,



**Work**

they can walk to the shops,



**Shop**

they can walk to restaurants,



**Eat**

they can walk to their friends



**Meet**

they can walk to school



**School**

to church, library etc., etc....





## 4. The Easy Walk

In villages of the old world, people walked everywhere, to work, to market or store, to school, to church, and to eat with their friends. They had contact with others along the way. Easy physical contact with other people kept them from feeling isolated.

Historically, people not only knew their neighbors but everyone else in town. This happened as a result of walking the village. What happened to the fun or drama of chance meetings along the way? What happened sudden rainstorms, the wind in your hair or the pebble in your shoe? These issues are truly important to consider. Re-introduce these considerations to the built environment, and people will love it!

## Cycle and Cart Paths

Sometimes the school or the library may be just too far to walk to. Bicycles and golf carts are great alternatives and take up very little space. It is so much cheaper and easier to provide for cycle and cart paths than for cars.

Get a copy of "Cycle-Friendly Infrastructure: Guidelines for Planning and Design".

[Http://www.iht.org/publications/technical/cyclefriendly.asp](http://www.iht.org/publications/technical/cyclefriendly.asp)

## But people love cars too!

Yes, cars are fun to drive. Some are beautiful to look at. Men of the world have fallen in love with seductively curvaceous sheet metal that their wives will let them keep as allowable mistresses. The exhilaration of speed is an added bonus. But tell me where can I still find a winding country road that is still fun to drive without the fear of being flagged down by a state trooper? Perhaps in the countryside just outside the village?

Cars represent personal mobility. One can get from one place to another choosing one's exact destination, the range and speed. One can carry items too large to carry by hand. Automobiles also represent personal expression. This is a key element of how drivers choose their vehicles. In a world where home ownership is out of reach for many people, the automobile becomes the biggest investment one will personally make. The desire to have the car reflecting one's personality through color, design or brand, is a near-inevitable result: the sense of personal freedom and independence.

Even though there is increasing pressure on auto makers to provide smaller electric or hybrid vehicles, the need to buy and use cars is not likely to disappear. Before we look at how cars should be accommodated in our new villages, let us briefly examine just how automobiles have destroyed the village life of old.



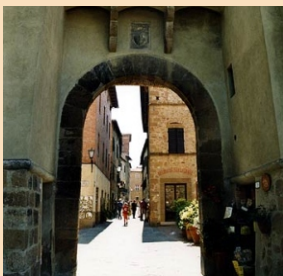


## 5. Pienza, the model Renaissance village.

Pienza is a rare example of Renaissance town design. Often described as the "ideal city" or the "utopian city", it represents one of the best planned of Renaissance towns, where a model of ideal living and government was attempted, based on the concept of a town able to satisfy the needs of a peaceful and hardworking populace.

It represented the so-called utopia of the "civitas" cherished by utopian thinkers for centuries.

Pienza's location in the center of the Val d'Orcia, a wonderful and untouched valley, helps the town to embody the fundamental principle that humanistic architecture attempted to incorporate - the balanced relationship between Man and Nature.



The town hall above and arched portal left.



Map of Pienza  
Note the parking around the edges of the town.

The center of Pienza was completely redesigned by Pope Pius II in Renaissance times. He planned to transform his birthplace into a model Renaissance town.

The architect Bernardo Rossellino was commissioned to build a Duomo, papal palace and town hall, and the construction was completed in three years



The town plan of Pienza shows all the characteristics of a true urban village. These include the central piazza with its associated well, cathedral, town hall, loggia and palace.

Here we find an irregular street pattern, a central spine or pedestrian way with arched portals or gateways at both ends and residential units over speciality shops along the way.

One can walk from the one end to the other of town within five to ten minutes. This means that all the facilities that were required for a true integrated social living experience are here provided for in a tight urban environment.



The town hall above, pedestrian spine left and cathedral and palace below.





# 6. How we lost our way.

**It started with a wonderful dream....**



**“Work in town and live in the country”**

From the early eighteenth century it became the custom for the middle class to own a villa in the picturesque countryside around London, England. The family would retire there on Saturday afternoon and return to their town home in the noisy and smoke-filled city on Monday morning. The modern suburb began when the merchant elite shifted its primary residence to the weekend villa, allowing the women and children to remain home while the merchants commuted daily from their villas to London by carriage. The merchant could be an aristocrat on the weekends while retaining the source of his power and wealth, his business and townhouse in the city.

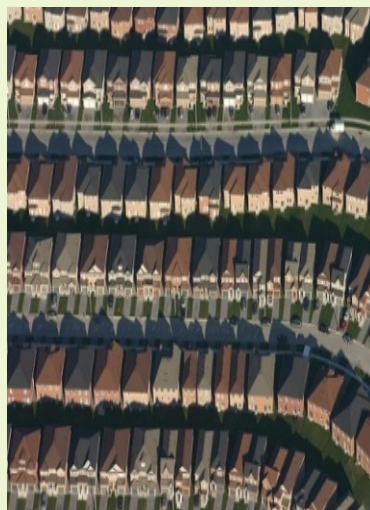
## The rise of Suburbia

The terms suburb and suburbia refer to a residential community beyond the core of a city. Though physically separated from the urban core, the suburbs depend on the city for the jobs that support its existence.

The original concept of suburbia was intended to be an unspoilt synthesis of city and countryside. In modern cities, the suburbs are the areas where people of economic means choose to live. Relatively cheap undeveloped land on the urban periphery is the destination and fulfillment of a dream, a middle-class family home.



Even the most beautiful gated golf-course communities in Florida leave their wealthy occupants countless auto-mobile trips away from the office, shops and school.



**The dominant mode of living in the United States is suburban. According to the 2000 Census 50 percent of Americans lived in suburbs as opposed to only 15 percent in 1920.**

**This is what happened when we separated living and working**



## 7. Did cars kill the village?

Destroy the proximity circle and you destroy the village. Suburban development is the total antithesis of village life. All the functional spaces of a village except the home have been surgically removed. To get to the office, shops, school and church you have to, guess what?...drive there of course! The work place is usually many miles away.

Now that everybody has at least one car that has to be accommodated, new roadways are forever being widened or built.

The space taken up by parking, minor roads, major arterials and highways have made it impossible to restore the easy village lifestyle to the already built environment.

No, cars did not kill the village, We did by separating home from work on an epidemic scale.!



Driving home from work...oops, I missed my off ramp!

## Help!

Mr. Developer,

Help to restore sanity to society by providing far better alternatives for people than sprawling suburbia.

Build carefully designed mixed-use villages instead of shopping malls, separate residential condominiums or office complexes. Actually implement as many of the patterns described by this treatise and you will find that you will have a financial winner on your hands by providing a product that the majority of people are ready to want.

Don't be part of the problem, be part of the solution!

Do you know the way to San Jose?  
I've been away so long. I may go wrong  
and lose my way.

Do you know the way to San Jose?  
I'm going back to find some peace of  
mind in San Jose.

L.A. is a great big freeway.  
Put a hundred down and buy a car.  
In a week, maybe two, they'll make  
you a star  
Weeks turn into years. how quick  
they pass  
And all the stars that never were  
Are parking cars and pumping gas

*by Burt Bacharach and Hal David*

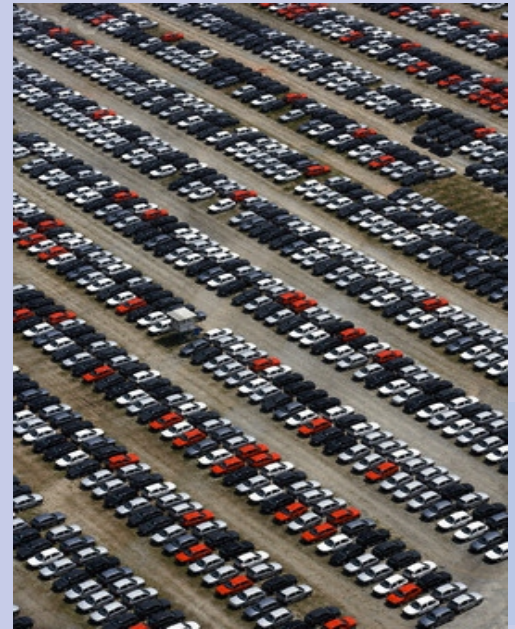




## 8. Parking matters!

Without the proper management of traffic and parking issues, quality urban design is not possible. Proper management is critical to achieving the goals of producing affordable housing, promoting neighborhood retail, relieving traffic congestion, and maintaining the integrity of the urban fabric. Poor parking management can, and has destroyed the urban qualities that cities depend on for their success.

Gas consumption and air pollution go DOWN as a result of congestion. Free-flowing traffic, big roads and excessive amounts of parking INCREASE gas consumption and air pollution and also destroy the quality of life. Higher average traffic speed appears to spread the city, creating lower density land use, a greater need for cars, longer travel distances and reduced use of other less polluting or pollution-free modes. The benefits gained in terms of less polluting traffic streams appear to be overwhelmed by the sheer amount of extra travel and the resulting bulk of emissions.



### Don't let parking destroy the proximity circle!



The need find the space to park automobiles is the biggest obstacle to creating a tight proximity circle. We need to understand that the most successful cities do not have abundant parking. Places such as Rome and Siena in Italy, Savannah GA, Santa Monica CA, compete on the basis of the sheer vitality of their urban life, qualities that large supplies of parking tend to dampen. Cheap, abundant parking is often a sign of a downtown's failure. By comparison, half of downtown Buffalo is given over to parking!

### Parking at what cost?

Since surface parking and access lanes require about 375 square feet of land per space or about 116 spaces per acre, we can calculate the land demand of these parking requirements. It can be a very significant percentage of the total land available. Parking garages use less land per space, but construction costs are high. For residential developments in San Francisco, parking accounts for about 20 percent of the total project cost. A typical parking space there can cost about \$40,000 assuming a land value of \$5 million per acre. The city of San Jose recently built a new downtown garage on an existing surface lot at a cost of \$77,000 per net space, not including maintenance, cleaning, lighting, security, interest, and financing costs, and the total cost amounts to an amortized \$4,000 per space per year!

### Charge for parking!

*If parking is not in short supply when it's free, there is no reason to charge for it. I recommend the classic Goldilocks method of setting the prices for curb parking: the price is too high if too many spaces are vacant, and the price is too low if no spaces are vacant. When about 15 percent of the spaces are vacant, the price is just right. writes UCLA urban planning professor Donald C. Shoup in the April 2005 issue of New Urban News*

The key is to use pricing and time limits to free up the most visible spaces, particularly the spots at the curb and in entrances to garages. Set prices to favor short-term visitors who stay just a couple of hours. Garage parking could set a shopper back \$2, but an eight-hour stay \$18. Alternatively, provide the first hour free, with fees rising for additional hours. Other techniques include time limits such as one- or two-hour maximums, validation stickers given by merchants to their customers, and permits issued to particular groups, such as residents. In this way the demand for parking spaces have been reduced by up to 28 percent in Los Angeles region, where employers have charged for parking.



## 9. Integrated Structured Parking.

Avoid large surface parking lots segregated from residences, offices, shops and restaurants. Integrate structured parking with other facilities.

### Use demand management strategies.

Motorists are interested in how easily they can find a parking space. Maintaining availability is therefore a key goal. Building more spaces is only one way to achieve it, and usually an expensive one. It will be mostly far cheaper to free up spaces by using demand management strategies. Advanced information systems such as those in San Francisco's Financial District can offer motorists real-time information about where spaces are available. Traffic congestion is sometimes caused by motorists driving around looking for a parking space even when there is plenty available. However, this often reflects poor management, rather than the number of spaces available. Real-time information that directs motorists to facilities with available space is also an effective way to reduce traffic.

Read online articles "The Mythology of Parking" by Jeffrey Tumlin and Adam Millard-Ball and "Parking Management Best Practices" by Todd Litman



Structured parking integrated with other facilities.



Separated Surface Parking



### Parking proximity segments.

Not all motorists are created equal. Providing convenient, visible, front door parking is critical for economic success in neighborhood commercial centers. Sometimes cheap or free parking is desirable to compete with other commercial centers nearby. Employees and park-and-ride commuters need not also benefit from this. Drivers could be segmented into different groups of users. Customers and shoppers are the highest priority, since they generate the greatest benefits with the highest turnover and the lowest costs. They should be closest to their destinations. Other visitors, residents, employees, and park-and-ride commuters follow in importance.

This strategy prioritizes those who bring in sales tax dollars to a neighborhood and helps to manage traffic congestion by discouraging all-day employee parking. It will also steer employees to public transit. Since commuters make the same trip every day, they can research different transit options, and they are also unlikely to choose a different job based on the availability and cost of parking alone.

People like to walk. Front-door parking is really only important for shoppers with time limits or with disabilities. There is no reason however why most motorists cannot park a block or two away from their destination, much as they might prefer the most convenient spaces. The key is to manage the most convenient spaces by reserving them for those willing to pay a premium, just as people pay more for the theater seats with the best view.

### Coded parking ratios

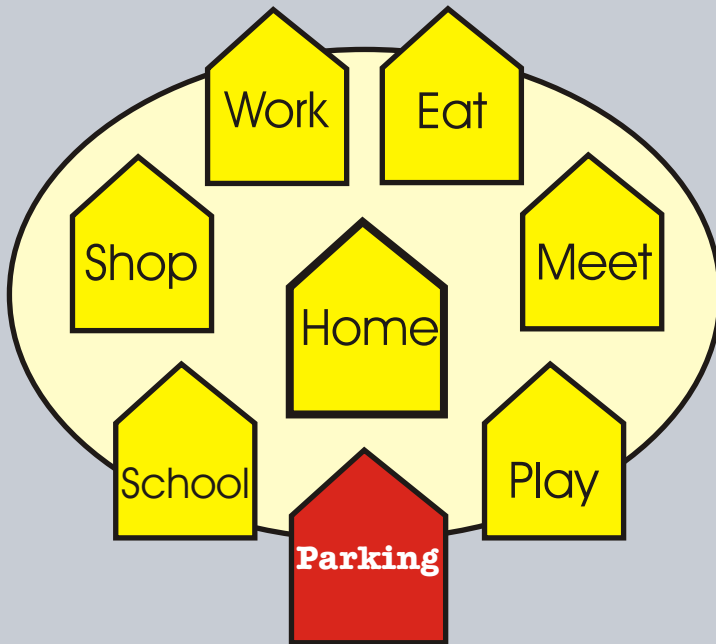
Parking ratios should not just be easily looked up in a manual. Conventional parking standards are simply not appropriate in urban communities. Traditionally, parking requirements are set by local jurisdictions using two convenient reference sources: parking generation rates published by the Institute of Transportation Engineers and other jurisdictions' parking standards compiled by the Planning Advisory Service. These ratios, however, are based on demand at single-use suburban sites, where ample free parking exists and few or no alternatives to driving are provided. The highest peak demand observed is then often used to set the minimum requirement. While this approach prevents spillover parking in all but extreme cases, it will often mean that a large supply sits vacant almost every day of the year. Developers and local elected officials must ask, at what point do the benefits of ample parking outweigh the negative consequences? Is there enough roadway capacity to serve an increase in parking? Is it cheaper to do something else instead of providing parking? Does additional parking or greater investment in transit fit better with the values of the community?



# 10. How to add parking to the Proximity Circle

The recipe for building a place that people will love is to place as many other urban functional spaces within easy walking distance from home. Today's challenge is to add parking!

I have stressed that all the benefits of living in a village is based on the close proximity of working, eating, buying, selling, playing, schooling and assembly or meeting spaces to your home. Today's urban design challenge is to add automobile parking to the proximity circle.



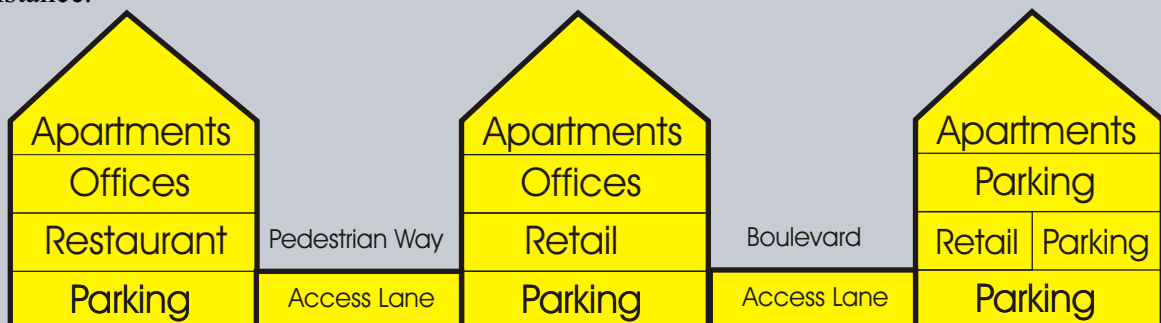
In his book "Pattern Language" Christopher Alexander writes, "In downtown Los Angeles over 60 per cent of the land is given over to the automobile. Very rough empirical observations lead us to believe that it is not possible to make an environment fit for human use when more than 9 per cent of it is given to parking.

We suspect that when the density of cars passes a certain limit, and people experience the feeling that there are too many cars, what is really happening is that subconsciously they feel that the cars are overwhelming the environment, that the environment is no longer "theirs", that they have no right to be there, that it is not a place for people, and so on. After all, the effect of the cars reaches far beyond the mere presence of the cars themselves. They create a maze of driveways, garage doors, asphalt and concrete surfaces, and building elements which people cannot use. When the density goes beyond the limit, we suspect that people feel the social potential of the environment has disappeared. Instead of inviting them out, the environment starts giving them the message that the outdoors is not meant for them, that they should stay indoors, that they should stay in their own buildings, that social communion is no longer permitted or encouraged."

## Vertical separation of spacial function

The need for parking was not part of the equation when the most beautiful villages of the world were designed. We have seen how badly planners have failed to integrate parking into the urban fabric. The most vital cities remain those who were built before the invention of the automobile or those that have placed massive parking facilities deep below the pedestrian orientated surface level. Old towns and cities like Ronda and Marbella in Spain have successfully saved their pedestrian friendly urban fabric in this way.

In areas with a high water table and where underground parking is too expensive, consider placing car parking on the site surface under all buildings and raising the pedestrian friendly streets to higher levels between buildings. This solution is proving to work well and finding wide acceptance in my design for the Festival Village development in Fort Myers, Florida. Shoppers park on first level and easily access the pedestrian only shopping street one level up. Residents and office workers park in adjoining multi-level structures to the right, within easy walking distance.



Vertical separation of functions in integrated structures - Festival Village Fort Myers Florida.



# 11. Automated Parking Structures

The more we can reduce the area taken up by the parking and movement of automobiles, the easier it becomes to create the intimacy of a true urban village.



## Volkswagen's Autostadt Customer Center

*The photos are of Volkswagen's Autostadt customer center in Wolfsburg, Germany, where new cars are robotically retrieved by a central elevator and delivered to customers waiting below.*

Automated parking like the one shown above, offer greatly reduced footprints for the parking of motorcars over that of conventional concrete parking garages. Not only are developers looking at automated parking, city planners and architects are discussing new ideas to manage automobiles, even when stationary. Urban theorists and policy makers are increasingly looking at the effects of parking on traffic, development, pollution and energy efficiency.

For the driver, the advantages of an automated system go beyond convenience and speed. The car remains untouched and unopened, and with the parking area ostensibly off limits to people, valuables are safe inside. The car avoids potential scrapes and bumps and is retrieved within less than three minutes.

For the developer, automated garages offer cost advantages in construction and operation. By omitting ramps and walkways, at least twice as many cars can be tucked into the space. Labor and insurance costs are lower, and getting cars in and out is faster.

Stolzer Parkhaus of Strassburg, Germany, designed and built the structures shown above. They, have built 28 automated garages in 11 countries since its first, in Kronach, Germany, in 1996.

*Call me for the contact numbers for automated parking companies.*



## 12. Seaside, the model “New Urbanism” village

*Seaside has been used as a model for other New Urbanist developments in the United States and abroad*

Seaside is a master-planned community on the Florida panhandle roughly midway between Fort Walton Beach and Panama City. It was founded by builder/developer Robert Davis on land that he had inherited from his grandfather. The town plan was designed by architects/new urbanists Andrés Duany and Elizabeth Plater-Zyberk. Seaside is over 50,000 square feet.

The community is often cited as the first New Urbanist development. At the time of Seaside's construction, Walton County had no zoning ordinance, leaving Seaside's founders able to plan with a comparatively free hand. In the absence of these regulations (e.g., minimum lot size, separation of uses), Duany and Plater-Zyberk (DPZ) were able to design a mixed-use development with densities greater than conventional suburban development.



*New Urbanism is a sincere effort on the part of its proponents to return society to more pedestrian-friendly lifestyle. Cars however, still dominate and penetrate even to the core of their developments where the pedestrian alone should have free reign!*

*View of Seaside, a village development in the Florida panhandle*

New Urbanism proposes the 13 points of pedestrian-oriented development

1. The neighborhood has a discernible center. This is often a square or a green and sometimes a busy or memorable street corner. A transit stop would be located at this center.
2. Most of the dwellings are within a five-minute walk of the center, an average of roughly 2,000 feet.
3. There are a variety of dwelling types ? usually houses, rowhouses and apartments ? so that younger and older people, singles and families, the poor and the wealthy may find places to live.
4. At the edge of the neighborhood, there are shops and workplaces (and/or transit stations leading to workplaces) of sufficiently varied types to supply the weekly needs of a household. (Collective neighborhood edges form a town center.)
5. An elementary school is close enough so that most children can walk from their home.
6. There are small playgrounds accessible to every dwelling - not more than a tenth of a mile away.
7. Streets within the neighborhood form a "connected network, which disperses traffic by providing a variety of pedestrian and vehicular routes to any destination.
8. The streets are relatively narrow and shaded by rows of trees. This slows traffic, creating an environment suitable for pedestrians and bicycles.
9. Buildings in the neighborhood center are placed close to the street, creating a well-defined outdoor room.
10. Parking lots and garage doors rarely front the street. Parking is relegated to the rear of buildings, usually accessed by alleys.
11. Certain prominent sites at the termination of street vistas or in the neighborhood center are reserved for civic buildings. These provide sites for community meetings, education, and religious or cultural activities.
12. The neighborhood is organized to be self-governing. A formal association debates and decides matters of maintenance, security, and physical change. Taxation is the responsibility of the larger community.
13. For single-family homes: A small ancillary building is permitted within the backyard of each house. It may be used as a rental unit or place to work (e.g., office or craft workshop).



# 13. Every village needs a heart



All successful villages have a discernable center or heart. Just as the heart is a vital organ necessary to sustain physical life, the piazza is the heart of a village and is necessary to sustain social life. The sense of protection is most evident there. Communal peace and repose, or excitement and enjoyment, embrace the village. Village people can gather in their large outdoor living room, where I've seen told men playing board games while the women gossip. The square is the vibrant center for all festivals and major communal activities.

You may call the heart the Plaza, the Piazza or the Village Square; its not the name but the function that matters. A village without a healthy functioning heart has no soul, and is not a fit place for people to live in.



The Piazza is a large open public living room

**Provide for the following...**



Shaded edges



Opportunity to sit



Siena's famous Il Campo



Opportunity to watch

Horses race around the Piazza del Campo during the Pallio at Siena, Italy. The race was first held in 1482 and has been twice a year since 1701.



Opportunity to eat



Opportunity to meet



Opportunity to participate



# 14. The Fountain or Well

Many villages developed around a water source. In the USA the early pioneers would settle around a good watering hole. In Europe, for example, the original wells around which settlements were founded are often still visible on the village square. The area around the well was designated common ground for the villagers. Because everyone used the well as their water supply, the area around it became the heart of the village, the piazza or village square. It still is the place to meet, to eat, to sit and of course, to drink!



A place to meet  
A place to eat  
A place to sit  
A place to drink



**Fountains celebrate life!**



Bremerton's Harborside Fountain Park

Renaissance masters embellished the fountain and transformed it into a work of art. See the fountain as a symbol of the vitality of the village and a celebration of the abundant life.







The village market in Cambridge, England



Villagers started specializing in a diversity of occupations and the professions of tradesmen, merchants, marketeers, importers, exporters, and bankers were born.



Old Gothic Market Building



Modern market in Barcelona.

## 15. The Farmers' Market

The protection and relative peace that was offered to villagers by agreeing to live together within bounding walls enabled the inhabitants to specialize in individual pursuits and professions. Soon, of course, the need arose to trade their skills and wares with each other. Naturally the ideal place where this could happen was in the communal area around the fountain or well. The village square or piazza therefore has always been the perfect spot for the market.

Here, farmers could trade or sell their produce and craftsmen of all kinds could exhibit their creations for profit and right there, buy the produce needed for survival.



The need arose for covered open sided structures to market goods and skills on the village square.

Many old piazzas everywhere contain beautiful market buildings, each one different and unique but fulfilling the same function. People have not changed and still love to browse and buy necessary and superfluous items.

Provide for spaces to rent in a market structure on the village square!



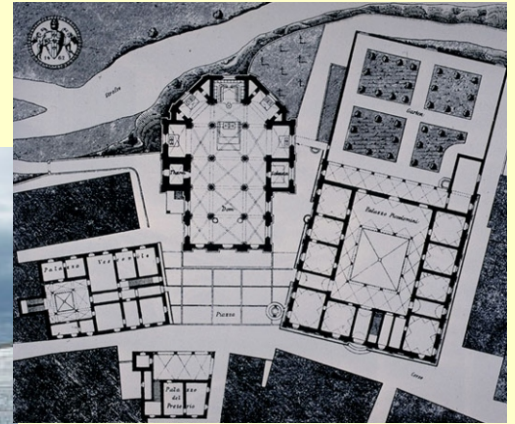


## 16. Life on the Edge.

The village square or piazza is the communal living room of the village. This is where the water source, the fountain (or well) was located. It was also where farmers, craftsmen and tradesmen sell their produce. Because of all the activity on the square, the area surrounding the piazza became prime real estate. Typically, the buildings and property around the square was, and still is owned by either the community or municipality, church, banks, nobility and the wealthiest merchants.



Pienza: The piazza, above and below.



A Church, a palace or a town hall usually claims top spot on the village square.



The church dominates the square.

The market square with church tower and merchant townhouses



Public buildings, a church, a palace, shops and restaurants surround Piazza San Marco in Venice. The edges of the buildings bounding the square are perforated by porticos that are shaded walkways providing shelter from the elements.

Montepulciano Town hall





# 17. Porticos and Loggias.

The village square is defined by the surrounding important communal buildings.

Loggias, porticos and canopies soften the transition between indoors and outdoors providing a shaded and sheltered covering while being open to the piazza and street at the same time.



Loggias in Florence above and Vincenza on the left below.



## Bologna, the city of porticos

Bologna is the city that Italians most prefer. Forty kilometers of porticos line the buildings and the piazzas providing shaded walkways for the townsfolk.





# 18. The Hole in the Wall

Is there life beyond the grave? I believe that there is. People can't live without hope. At least the archway is saying, "There is life beyond the wall."

Arched openings in the village walls allow safe passage to the life inside. Excitement always mounts as visitors approach the openings, curious as to what lies beyond. Archways, portals, gateways, underpasses and overpasses give drama and a pleasant tension to peoples' passage through the village streets. The best villages provide plenty of excitement for the explorer as the pathways become a maze of intrigue as visitors wander about, ever curious as to what lies beyond the next portal or curve in the path!





# 19. Canvas Canopies and Umbrellas

Who can argue that the time spent under canvas canopies and umbrellas, relaxing and dining with friends or family, are of the most memorable in life? Or, would you prefer sitting in heavy traffic? I rest my case.



Canopies are colorful, cheap, and effective. Use them abundantly. People love them, and you can charge rent for the outdoor space!



## 20. Pedestrian Ways



Above: Pedestrian only zone, Salamanca, Spain.



People love to walk.  
If they are enjoying the trip  
they can walk for hours!  
People want to have pleasant  
areas and paths to walk in freely,  
out of the way of automobiles  
and trucks. Make pedestrian  
paths narrow and wide.  
**Give people what they want!**





## 21. Variety under Foot.

There is so much we can learn from places that grew slowly over time. Just as annular rings of a tree, the paving of the pathways of old villages tell a story all their own. Many years of careful patching sometimes leave surfaces of incredible beauty with patterns and textures that would impress even a Jackson Pollock. There is such a wide variety of paving material at our disposal today so that there is no excuse not to spend the time creating interest and beauty under foot.





## 22. The Rectilinear Mindset

Some people consider Boston to be one of the most livable cities in the USA because of its historical pedestrian orientation. Many of the earliest cities in the United States, such as Boston, do not have a grid system. There is no doubt that whatever its merits are, a gridiron street pattern produces predictable street-scapes. Paths that follow or counter contours produce far more interesting towns and villages. Gridiron patterns were invented by logical minds intent on control. Miletus was the first planned Greek city, built to a grid plan after 479 BC. Its gridiron design has been credited to Hippodamus a Greek intellectual associated with the Pythagoreans.



The town of Priene, set on uneven ground is a good example of Ionian grid planning.

### Good in Small Doses

The Bastide towns in France prove that gridiron streets can be beautiful in a limited area. Bastides are towns planned and built as a single unit, by a single founder. The majority of bastides have a grid layout of intersecting streets, with wide thoroughfares that divide the town plan into blocks, through which a narrow lane often runs. There is a central market square surrounded by arcades through which the axes of thoroughfares pass, with a covered measuring area. The market square often provides the module into which the bastide is subdivided. The Roman model, the castrum with its grid plan and central forum, was inescapable in a region where Roman planning precedents remained in medieval cities like Béziers, Narbonne, Toulouse, Orange and Arles.

The grid plan was a common tool of Roman city planning, based originally on its use in military camps known as castra. The Roman grid is characterized by a nearly perfectly orthogonal layout of streets, all crossing each other at right angles, and by the presence of two main streets, set at right angles from each other.

New European towns were planned using grids beginning in the 12th century, most prodigiously in the bastides of southern France that were built during the 13th and 14th centuries. Medieval European new towns using grid plans were widespread, ranging from Wales to the Florentine region. Many were built on ancient grids originally established as Roman colonial outposts. See aerial photo and maps of bastides below. Note the rectilinear streets and central market squares





## 23. Bastide Beauty

Enjoy for a moment the beauty of the old bastide villages of southern France



The cobbled entrance to the fortified villages of Biron, Dordogne, France, and Fources below.



The Bastides were built as new towns during the 13th and 14th centuries.

### Covered Farmers Market Buildings



The covered markets in the bastide towns of Belves, Monpazier and Avilar below.



Monpazier village square.



### Squares and Houses.



The model bastide villages of Fources left, and Monpazier, right.





## 24. Break Away!



One of the great streets of the world is Broadway, Manhattan. What makes it interesting is the way it breaks free from the gridiron pattern of the other streets and avenues, creating amazing intersects and buildings with odd angles. See the Flatiron building on the left.



Notice how Broadway wind itself through rectilinear pattern of streets, bringing spatial, visual and emotional relief for the New York motorist and pedestrian.

Gridiron street patterns were invented by Greek and Roman generals intent on the organization of military camps and the subjugation of a local population.

Map of the Old City, Marbella, Spain.



Villages of old simply followed the contours of the land in laying out their paths and the adjoining buildings followed suit.

How often have we not seen how people walk across flower beds to their destination instead of on the rectilinear grid they are supposed to?

Because contours follow a level line, they provide the platform for paths the run along with the least amount of incline and effort for carts and pedestrians. Villages that followed these principles have paths that wind along gently providing the same interest, surprise and relief as does Broadway, only on a much smaller scale.

My suggestion is, follow the contours, and if there aren't any, curve the paths and vary the widths anyway!





## 25. Third Places.

“Third places” or “Great good places,” are public places where people can gather, put aside the concerns of home and work (their first and second places), and hang out simply for the pleasures of good company and lively conversation. “They are the heart of a community's social vitality and the grassroots of a democracy.”, writes author Ray Oldenberg in his books, “The Great Good Place” and “Celebrating the Third Place.” These are the cafés, coffee shops, bookstores, bars, hair salons, bistros, and community centers and the like where people can spend pleasurable hours with one another for no specific or obvious purpose. They are the homes away from homes where can people drink in the joys of blissful public congregation.



### The English Pub

Oldenberg, a trained sociologist writes, “Currently and for some time now, the course of urban growth and development in the United States has been hostile to an informal public life; we are failing to provide either suitable or sufficient gathering places necessary for it.”

Third places are typically modest, inexpensive and small. They should encourage association, relaxation and community, loitering, lounging and hanging out.

This is part and parcel to an informal public life, as was the soda fountain area in the old fashioned drug store where people could come to be people.

### The French Cafe’

Here is a list of third places you should think of providing in your developments. Keep in mind that they should be cozy and friendly, and a home away from home. Provide them within easy walking distance from home and people will love living nearby. There should be gift shops, garden shops, coffee houses, French cafes and bistros, American taverns, German beer gardens, English pubs, book stores, health clubs, bandstands, live music performers, public speaking corners, weekly outdoor markets and community festivals, and third place restaurants.





## 26. Third Place Restaurants.

### Good Food.

“Many new theme restaurants have been so preoccupied with ambience and other aspects of the customer’s experience that they have forgotten the importance of good food; and they have paid the price for it.”, writes Ray Oldenburg in his book titled Celebrating the Third Place. Naturally good food should have preeminence.

The best third place restaurants have no off-stage areas to wander about; even the kitchen is in plain view. The style should be simple, tasteful, informal, light and relaxing. Most restaurants are not third place restaurants, nor do they try to be. Third place restaurants offer a lively bar, quiet dining and good food!



### A Lively Bar.

The more a restaurant becomes a third place, the more the bar becomes the social hub. Regulars gather around the bar. They are there far more than at the tables and it is there where the personalities go on parade!



### Quiet Dining.

### A Side Room



The bar should be a place where no one feels hurried and where many regulars prefer to eat, not a waiting area on route to the eating area. The latter should be for quiet and private dining.

A good restaurant should offer a separate room or rooms for all day business seminars, private lunches and dinners where people could order off the menu.



## 27. Shop Fronts.



Audrey Hepburn gazes through the store window in the movie "Breakfast at Tiffany's"  
Yes, shopping with your eyes is free!



A Colorful "in your face" shop front without a transitional canopy or side walls.



This shop front is beautifully integrated with the architecture.



A transitional space is formed by the ceiling and side walls and allow you to view the displays before deciding to enter or not



A loud and festive canopy invites you to a carnival atmosphere inside



A transitional space is formed by the canvass canopy that also protects the goods on display

The simplest of shop fronts is all it took to sell tasty ice cream to my son on a hot day.  
Marbella, Spain.



This classy shop front is integrated with the symmetry of the classical facade.



## 28. Balconies.



A large restaurant balcony with canvas canopy overlooks the action. Mijas, Spain.

Balconies provide immediate access to exterior space for people who live or work in levels above, and even way above terra firma. They provide a view over the village life below.



Bourbon Street, New Orleans.



The old and the new..



Wrought iron has been an art form for centuries. Today, decorative aluminum has replaced iron.

It is well worth taking the time to design a variety of balconies for your projects..





## 29. Balcony Flowers.



The little coastal town of Collioure on the Riviera, was put on the tourist map by Henri Matisse with this little painting of a balcony and flowers with a view of the Mediterranean.

"In 1905 Henri Matisse went south again, to work with André Derain in the little coastal town of Collioure. At this point, his colour broke free. Just how free it became can be seen in *The Open Window*, Collioure, 1905. It is the first of the views through a window that would recur as a favorite Matissean motif. All the color has undergone an equal distortion and keying up. The terracotta of flowerpots and the rusty red of masts and furled sails become a blazing Indian red: the reflections of the boats, turning at anchor through the dazzle of light on the water, are pink; the green of the left wall, reflected in the open glazed door on the right, is heightened beyond expectation and picked up in the sky's tints. And the brushwork has a eupeptic, take-it-or-leave-it quality that must have seemed to deny craft even more than the comparatively settled way that Derain, his companion, was painting".

Text from "The Shock of the New", by Robert Hughes

Love life and you will love flowers!  
One of the many things I enjoy about Italy is the flowers. Italians love flowers, and not just in gardens: they grow them in every available corner. Particularly in the mountains, the displays can be spectacular.



Red geraniums are a favorite.



Left:

The secret is to have an army of dedicated little old ladies to take care of them!



Even if you live in a high rise, you can still have a little private garden on your balcony!



## 30. The Colors of Roussillon

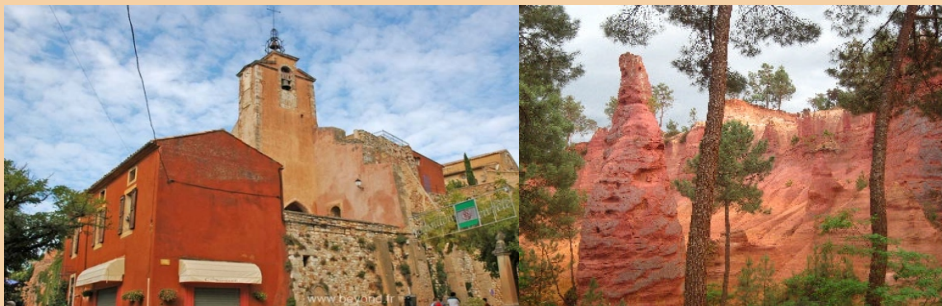
*The earth tones of the pigments from Roussillon color the walls of villages all over Provence and have inspired builders everywhere.*

Roussillon is a beautiful village, with its red rocks, red stone buildings and red tile roofs. It is lovely from the outside, set in a deep green pine forest on bright red-ochre hills.

Roussillon is even more spectacular inside the village, with the colorful old buildings and narrow medieval streets. The village center is fairly small, so wandering the streets to discover the many lovely sites doesn't take very long.



Ochre is a name for naturally occurring mineral oxides that come in colors from yellow to red to purple and can be used to make dyes. The ochre around Roussillon is a mixture of clay and iron oxide. The stucco used on the façades of the buildings in the village is made from it, so most of the buildings have that characteristic color, and so do the surrounding cliffs and crags. That color is the big attraction at Roussillon, along with the warm, dry weather and the deep blue sky. These pigments have been used in the stucco on the walls of villages all over Provence.



The Giants' Causeway (*Sentier des Ocres*) is a natural park of jagged cliffs of ochre beside the village of Roussillon. A walking tour of the park should take well under an hour. The entrance is on the small hill facing the village, beside the cemetery and one of the parking lots. The ochre canyons are amazing. So many colors, orange, yellow, purple, gold, red, all blended into this masterpiece of nature.





## 31. Earth Tones

The sense of color is somehow tied to human emotions. We all know that red spells danger in different cultures. Developers and their architects often think that if you paint the buildings bright colors, people will buy or rent. It ain't necessarily so. The colors they choose may appeal to some people or cultures but not to others. Generally speaking, people of Latin origin love colors on buildings more than Anglo Saxons do. This is due I believe, to the fact that the latter are more reserved and emotional than their Latin counterparts. It is therefore wise to choose the colors for your village carefully. My advice is to go with earth tones. For walls, choose colors that people of all races and creeds can relate to, the colors of earth pigments that are found in nature.



*Just a kilometre or so from the village of Roussillon on the Route d'Apt and you'll discover the Conservatoire des Ogres et des Pigments Appliqués, established to promote awareness of the materials, plus the processes of extraction, purification and usage of ochre. Below is a collection of earth pigments from the area and imported from other sites. Use these on your buildings and the villagers will love it!*





## 32. The Village Green.

People love to play. Provide a green field next to the village where ball games can be played.

When we think of a British village we probably imagine a settlement of traditional cottages around a village green with a church and ancient manor house as backdrop.



This common form of village has its roots in the medieval period when many villages started out as a cluster of agricultural dwellings. Back in the medieval period those working on the land tended to live in small settlements (villages) and worked 'open-field' agriculture where land wasn't enclosed. In fact, over much of Britain in the period up to 1800 it would have been unusual to have seen a farm or cottage outside of a settlement boundary.

Two centuries later nucleated settlements were to be found over much of Britain, typically consisting of well-organized village settlements sitting within open fields.

The average village would have its church, manor house, and cottage tenements all clustered together, and the open land around would usually be divided into thin strips. In some villages you can still see the remnants of medieval strip field systems around the periphery of the settlement. There would often be meadows, pasture and woodland held 'in common', and only the lord of the manor would have his own, private land or 'demesne'. In the medieval village virtually everyone would have earned their living on the territory, hence the community had to be relatively self sufficient.

'Green Villages' were a common village form, where houses clustered around a central green of common land. They are often the remnants of planned settlements introduced after the Norman Conquest in the 11th century. It is suggested that this arrangement allowed for easier defence, especially compared to the village form most common before the Normans, which was simple clusters of farms. However there is also evidence of 'village' greens in Anglo-Saxon settlements, and even at Romano-British sites.

The village green was soon got adopted as the main social space within a village, as well as its focal point alongside the church or chapel. Village greens often take a triangular form, usually reflecting the fact that the village was at the meeting of three roads. The continuing importance of the village green to modern day communities is reflected in the fact that this is usually where the war memorial is seen, as well as village notice boards, where local cricket matches are played, and where public benches are placed. The Open Spaces Society states that in 2005 there were about 3,650 registered greens in England and about 220 in Wales.

The definition of a town or village green has changed little over the years. Historically they were small areas of land used by the inhabitants of a village for sport and recreation. They may have originally been wasteland of the manor which the Lord of the Manor allowed the villagers to use, this use becoming a customary right enforceable through the courts. The land may also have provided an area on which livestock was collected in times of emergency (everything from bad winter weather to invasion). It is traditionally regarded as an area for communal activities – games and fairs, a circus, archery and of course dancing around the maypole. In days gone by the pond on the village green provided the village supply of water. There was a smithy in many villages located on or near the green also a bakehouse and of course an alehouse. The village was often built around the village green.

A cricket game in progress on the village green.





## 33. Play Areas

As a reminder, every village needs play areas near the homes and shops.



The design and construction of a new play area at Chicago's historic Wicker Park (Douglas Hills Associates), above.

Play areas for children usually consist of play equipment, paths, interactive water features, seating, a donor recognition area and planting. All phases of these projects need to undergo rigorous review and input through open forums by the residents. Despite the time consuming process, park projects can be shepherded through the design and construction phases under a very quick schedule and completed in less than one year.



WHERE DO THE CHILDREN PLAY?  
by Cat Stevens

Well you roll on roads over fresh  
green grass.  
For your lorry loads pumping petrol gas.  
And you make them long, and you  
make them tough.  
But they just go on and on, and it seems  
you can't get off.

Oh, I know we've come a long way,  
We're changing day to day,  
But tell me, where do the children play?





## 34. Shutters.



Shutters are a unique invention to to control the amount of light and privacy people wish to have in their homes. They can be opened or shut. The best ones can also be tilted out while close, providing just the right atmosphere inside.

The blue and green accent colors of the shutters on the French Riviera compliment the earth toned walls at Menton, right and below.





## 35. Signage.

The greater portion of towns and cities in the USA and in many other countries were designed and built after the invention of the automobile. For this reason, signs in these places are large, brightly colored and eye-catching as they are intended to be read by motorists as they drive by.

### Signs of Confusion.



### Signs for motorists



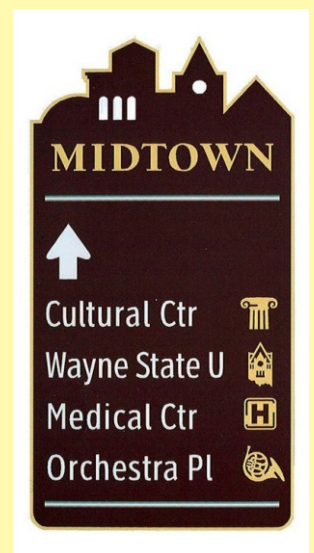
### A Sign of the Times?



## Village Signs

Because village life centers around pedestrians and not motorists, they could be smaller and more sophisticated.

### Pole Banner





## 36. Street Lamps and Lighting

Lighting levels are calculated by electrical engineers. Lamps and other lighting fixtures however, should be carefully chosen with the help of your architect. Some buildings for instance, stand tall and proud such as the church below. The lamps that light up the piazza in front of the church should complement the grandeur of the building just as these do. Many lamps are works of art. Use a variety of designs to enrich the village squares and pathways.



Above:  
Hidden lighting setoff the architecture  
of the Colosseum beautifully at night





## 37. Trees, plants, climbing vines and flowers

Trees, plant, climbing vines and flowers softens the harshness of a built village environment. Hire a specialist! Landscape architects were born for this purpose.



"Back to the Village - How to Build what People Love" by Arno de Villiers.  
Arno Design Inc. 3435 Enterprise Ave Ste 23, Naples Florida USA ph 239-434-9364



# 38. Cohousing.

## What is Cohousing?

Cohousing is a type of collaborative housing in which residents actively participate in the design and operation of their own neighborhoods.

Cohousing residents are consciously committed to living as a community. The physical design encourages both social contact and individual space. Private homes contain all the features of conventional homes, but residents also have access to extensive common facilities such as open space, courtyards, a playground and a common house.

*Heathstone, An urban cohousing community in Denver Co.*



## The Six Defining Characteristics of Cohousing

1. Participatory process. Future residents participate in the design of the community so that it meets their needs. Some cohousing communities are initiated or driven by a developer.
2. Neighborhood design. The physical layout and orientation of the buildings encourage a sense of community. eg, the private residences are clustered on the site, leaving more shared open space. The dwellings typically face each other across a pedestrian street or courtyard, with cars parked on the periphery. Often, the front doorway of every home affords a view of the common house. What far outweighs any specifics, however, is the intention to create a strong sense of community, with design as one of the facilitators.
3. Common facilities. Common facilities are designed for daily use, are an integral part of the community, and are always supplemental to the private residences. The common house typically includes a common kitchen, dining area, sitting area, children's playroom and laundry, and also may contain a workshop, library, exercise room, crafts room and/or one or two guest rooms. Except on very tight urban sites, cohousing communities often have playground equipment, lawns and gardens as well. Since the buildings are clustered, larger sites may retain several or many acres of undeveloped shared open space.
4. Resident management. Residents manage their own cohousing communities, and also perform much of the work required to maintain the property. They participate in the preparation of common meals, and meet regularly to solve problems and develop policies for the community.
5. Non-hierarchical structure and decision-making. Leadership roles naturally exist in cohousing communities, however no one person (or persons) has authority over others. Most groups start with one or two "burning souls." As people join the group, each person takes on one or more roles consistent with his or her skills, abilities or interests. Most cohousing groups make all of their decisions by consensus, and, although many groups have a policy for voting if the group cannot reach consensus after a number of attempts, it is rarely or never necessary to resort to voting.
6. No shared community economy. The community is not a source of income for its members. Occasionally, a cohousing community will pay one of its residents to do a specific (usually time-limited) task, but more typically the work will be considered that member's contribution to the shared responsibilities.



## 39. Urban Villages

An urban village is an urban planning and design concept that refers to an urban form characterized by medium density development, mixed use zoning, good public transit, pedestrian ways and public space. Urban villages provide an alternative to recent patterns of urban development, especially urban sprawl and modernism. They reduce the reliance on the automobile and promote cycling, walking and transit use. They also provide the opportunity for people working, recreating and living in the same area and help facilitate strong community institutions and interaction.

The following is a brief list of urban village projects that have been completed, or are in planning stages:

Saifi Village in Centre Ville, Beirut, Lebanon  
Bilston Urban Village, United Kingdom  
Coed Darcy, Wales, United Kingdom  
Greenwich Millennium Village, London, UK  
Holbeck Urban Village, United Kingdom  
Kelvin Grove Urban Village, Australia  
Lincoln Square Village, Urbana, Illinois, USA  
Westboro Village, Ottawa, Ontario, Canada  
Crocker Park, Westlake, Ohio, USA  
Mildmay Urban Village, Shoreditch, UK  
Metro Walk, Richmond, California  
Tallaght, Dublin, Ireland  
Sandyford, Dublin, Ireland  
Willowgrove & Rosewood, Saskatoon, Canada  
Festival Village, Fort Myers, Florida, USA



*Saifi Village, in Centre Ville, Beirut, Lebanon.*



*Festival Village, Fort Myers, Fl. USA*

The ideas of the urban commentator Jane Jacobs are widely regarded as having had the largest influence on the urban village concept. She rejected the modernist views that dominated urban planning and constructed an alternative philosophy that values traditional neighborhoods and the role of the inner city. (Jane Jacobs (1961) *The death and life of American cities*, New York: Random House)

Urban villages provide a viable alternative to the social ills that characterize modernism in cities, such as automobile freeways and high-rise estates. Another strong impetus for urban villages has been growing disenchantment with the urban sprawl of many Western cities since World War II. Urban villages create self-contained communities that reduce the need to travel large distances and reduce the subsequent reliance on the automobile. The decline of noxious industry and the emergence of the service economy allows the mixing of employment and residential activities without detriment to residents. This is in contrast to the single-use zoning that helped fuel urban sprawl during the industrial and manufacturing eras. Through more consolidated development, urban villages can reduce the intrusion of urban growth on the countryside

Urban villages provide a solution to the demise of community that is often associated with modernism and urban sprawl. The concept uses the social and physical morphology of the traditional rural village as an inspiration for creating better functioning communities



# 40. Go Green!

*Sustainable design and construction is gaining significant momentum in the construction industry. Let's take it seriously!*

Since the turn of the millennium, U.S. citizens became interested in the idea of constructing green buildings, notably organizations, academics, and professionals. By constructing and designing green buildings, the overall health and performance of building occupants has significantly improved. Additionally, green buildings reduce 30% of energy consumption, 35% of carbon dioxide, 50% of water usage, and at least 50% of construction waste.

Because of careful planning and attention to detail, 'green' buildings are likely to sustain themselves as opposed to non-'green' buildings. Think about it: going 'green' is expensive at the beginning of construction but in the long-term, it is a significant savings not only to your pocket book but to your environment and your overall health.



Taking 'green' building to the next level? A new building project in Mumbai is being billed as one of the greenest buildings in the world. The 27 story Antilla building is being built for Reliance Industries Ltd, India's largest private sector company. The building will be covered in foliage, with living walls enclosing all four sides, hanging gardens and a green rooftop. So far the architects of the project have not disclosed whether or not the building will be developed using sustainable materials and practices.

The process of constructing green buildings entails following the principles set out by such publications as “LEED Reference Guide for New Construction and Major Renovations” and “The Field Guide for Sustainable Construction”. Both are available on the Internet

The latter guidebook is organized as follows:

Chapter 1: Procurement strategies to ensure that sustainable construction requirements are addressed.

Chapter 2: Site and Environment: Methods to reduce the environmental impact of construction on the construction site and the surroundings.

Chapter 3: Material Selection: The identification and use of environmentally friendly building materials.

Chapter 4: Methods to reduce and eliminate waste on construction projects.

Chapter 5: Recycling: Identifying materials to recycle at each phase of construction and methods to support the on-site recycling effort.

Chapter 6: Energy. Methods to ensure and improve the buildings' energy performance,

reduce the energy consumed and the use of renewable energy sources.

Chapter 7: Building and material re-use. Identify reusable materials and methods to facilitate the future reuse of a facility, systems, equipment products and material.

Chapter 8: Construction Technologies: Identifying technologies that can be used during construction to reduce efficiency and waste (especially paper).

Chapter 9: Health and Safety: Methods to improve the quality of life of construction workers.

Chapter 10: Methods to ensure that indoor environmental quality measures during construction are managed and executed properly.



# 41. Ecovillages.

*In 1978 Prof. George Ramsey, of Georgia Tech. Wrote, "Pedestrian Villages in which the dwellings are built over or adjacent to shops and businesses require less than 5% of the land now typically occupied by urban sprawl. In his article entitled "A Village of 100% Multi-Use Zoning " he mapped out principles for creating ecovillages that have been applied world-wide.*

In 1991, Robert Gilman set out a definition of an ecovillage that was to become a standard. He defined an ecovillage as a human-scale, full-featured settlement in which human activities are harmlessly integrated into the natural world in a way that is supportive of healthy human development, and can be successfully continued into the indefinite future. (Gilman, Robert (Summer, 1991). "The Eco-village Challenge". Gilman has stated that he would also add the criterion that an ecovillage must have multiple centres of initiative.

*Ecovillages are intended to be socially, economically and ecologically sustainable intentional communities. Most aim for a population of 50-150 individuals because this size is considered to be the maximum social network according to findings from sociology and anthropology. (Hill, R. and Dunbar, R. (2002). "Social Network Size in Humans." Larger ecovillages of up to 2,000 individuals may, however, exist as networks of smaller "Eco-municipalities" or subcommunities to create an ecovillage model that allows for social networks within a broader foundation of support.*

Ecovillage members are united by shared ecological, social or spiritual values.

An ecovillage is often composed of people who have chosen an alternative to centralized power, water and sewage systems. Many see the breakdown of traditional forms of community, wasteful consumer lifestyles, the destruction of natural habitat, urban sprawl, factory farming, and over-reliance on fossil fuels, as trends that must be changed to avert ecological disaster. They see small-scale communities with minimal ecological impact as an alternative. However, such communities often cooperate with peer villages in networks of their own (see Global Ecovillage Network for an example). This model of collective action is similar to that of Ten Thousand Villages, which supports the fair trade of goods worldwide.



Ecovillage at Ithaca, Ny. USA

EcoVillage at Ithaca, located in the beautiful Finger Lakes region of upstate New York, is part of a growing global movement for a saner, more sustainable human culture. Comprising an intentional community and a non-profit educational organization, the project is developing an alternative model for suburban living which provides a satisfying, healthy, socially rich lifestyle, while minimizing ecological impacts.



The principles on which ecovillages rely can be applied to urban and rural settings, as well as to developing and developed countries. Advocates seek a sustainable lifestyle (for example, of voluntary simplicity) for inhabitants with a minimum of trade outside the local area, or ecoregion. Many advocates also seek independence from existing infrastructures, although others, particularly in more urban settings, pursue more integration with existing infrastructure.

Rural ecovillages are usually based on organic farming, permaculture and other approaches which promote ecosystem function and biodiversity. Ecovillages, whether urban or rural, tend to integrate community and ecological values within a principle-based approach to sustainability, such as permaculture design.

An ecovillage usually relies on:  
 "Green" infrastructural capital;  
 autonomous building or clustered housing, to minimize ecological footprint;  
 renewable energy;  
 permaculture;  
 cohousing or other forms of supportive community.

### *Solar co-housing unit*



The goal of most ecovillages is to be a sustainable habitat providing for most of its needs on site.

However self-sufficiency is not always a goal or desired outcome, specifically since self-sufficiency can conflict with goals to be a change agent for the wider culture and infrastructure. Its organization also usually depends upon some instructional capital or moral codes - a minimal civics sometimes characterized as eco-anarchism:

local purchasing so as to support the local economy;  
 local food production and distribution;  
 moral purchasing to avoid objectionable consumption;  
 consensus decision-making for governance;  
 a choice to respect diversity.

## **42. Ecovillages Worldwide**

### ***Asia and Oceania***

*Aldinga Arts EcoVillage, Australia*  
*Kookaburra Park Eco-Village, Australia*  
*Currumbin Ecovillage, Australia*  
*Crystal Waters Village, Australia*  
*Homeland Community, Australia*  
*Somerville Ecovillage, Australia*  
*Cape Paterson Eco Village, Australia*

### ***Europe***

*AiH in English, AiH in Danish, Denmark*  
*BedZED, England*  
*Brithdir Mawr, Wales*  
*Ecoforest, Spain*  
*Findhorn Ecovillage, Scotland*  
*Freetown Christiania, Denmark*  
*Munksøgård, Denmark*  
*Hermes Projekt, Turkey*  
*Zonneterp-project, the Netherlands*  
*Stamm der Likatier, Germany*  
*ZEGG, Germany*  
*Tamera, Portugal*  
*Torri Superiore, Italy*  
*Zajezka, Slovakia*

### ***North America***

*Berea College Ecovillage, Kentucky*  
*Cobb Hill, Vermont*  
*Dancing Rabbit, Missouri*  
*Dreamtime Village, Wisconsin*  
*Earthaven Ecovillage, North Carolina*  
*EcoReality, British Columbia*  
*EcoVillage at Ithaca, New York*  
*EcoVillage of Loudoun County, Virginia*  
*Enright Ridge Urban Eco-Village Cincinnati, Ohio*  
*Ecovillage Training Center at The Farm, Tennessee*  
*Kakwa Ecovillage Cooperative, British Columbia*  
*Huehucocoyotl, Mexico*  
*Los Angeles Eco-Village, California*  
*Lightwork Ecovillage, Gambier Island, BC,*  
*Maitreya Ecovillage, Eugene, OR*  
*Manitou Arbor, Michigan*  
*The Nonmune, Vancouver, BC*  
*Mont Radar, Quebec, Canada*  
*Orange Twin Conservation Community, Georgia*  
*O.U.R. Ecovillage, British Columbia*  
*PAZ Ecovillage, Texas*  
*Prairie's Edge Eco-Village, Manitoba*  
*Twin Oaks Community, Virginia*  
*Vegan Ecovillage, Hawaii*  
*White Hawk Ecovillage, New York*  
*Yarrow Ecovillage, British Columbia*

### ***South America***

*AldeaFeliz, Colombia*  
*Ecopueblo Pualafquén, Chile*  
*Ecovila Cunha, Brazil*  
*Gaviotas, Colombia*  
*Lothlorien, Brazil*  
*São Paulo Ecovila, Brazil*



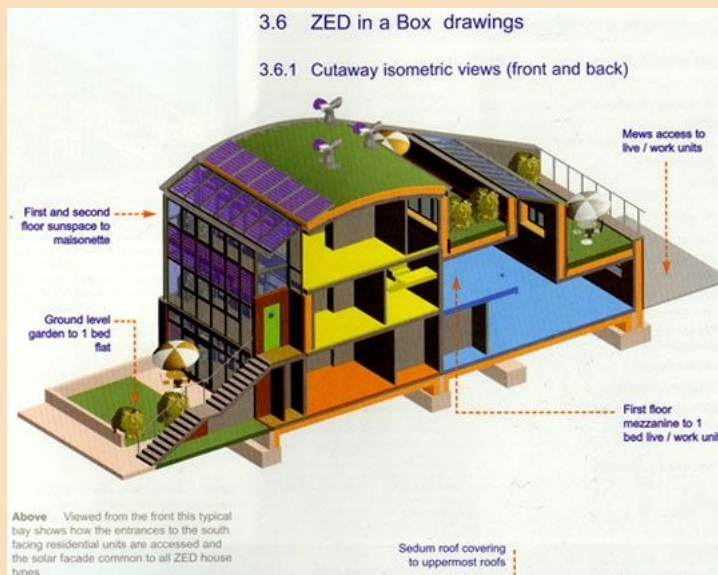
## 43. BedZED - An Urban Ecovillage.

BedZED (Beddington Zero Energy Development) is the UK's largest eco-village, a mixed housing and work space development located in Beddington, London Borough of Sutton. Initiated by BioRegional and designed and constructed by a team of the architect Bill Dunster, BioRegional, Peabody Trust and Arup, BedZED embraces all aspects of sustainable design with 100 experimental homes, community facilities and workspace for 100 people (1600 m<sup>2</sup> of workspace) and offers many eco-living amenities. According to the BedZED website, "It is the first large-scale "carbon neutral" community - i.e. the first not to add to the amount of carbon dioxide in the atmosphere, and is an excellent example of creative use of brownfield land...

The design is to a very high standard and is used to enhance the environmental dimensions, with strong emphasis on roof gardens, sunlight, solar energy, reduction of energy consumption and waste water recycling."



Some of the BedZED features include multicolored wind funnels, or wind cowls - which provide passive ventilation - sustainable building, materials, low energy appliances and fixtures, a residents-only car pool, and every part of the roofscape is used for passive solar, PV's, roof gardens or extensive Sedum coir mats. BedZED is the recipient of numerous awards and accolades, including the 2004 Civic Trust Sustainability Award in 2004; the Housing Design Awards in 2003; and the Building Energy Globe Award in 2002. BedZED was also a finalist for Office of the Deputy Prime Minister's (ODPM) Award for sustainable communities in 2003; a finalist for the 2003 Sterling Silver Prize; and a finalist for the 2002 World Habitat Awards.



Flat roofs have been used to provide private gardens where 300mm of soil has been covered with turf. The extensive green roof has been limited to the remaining (mainly north facing) areas. Sedum roofs are covered in semi-succulent plants that absorb rainfall and decrease the amount of rain water that can be harvested. The BedZED sedum roofs have an absorption capacity of 28 litres/m<sup>2</sup>. With light/moderate rainfall, all rainfall will be absorbed, whereas with heavy rain, there is run-off, but the discharge rate is halved.



## 44. Findhorn, A Rural Ecovillage

The Findhorn Community in north Scotland is at the heart of the largest single intentional community in the UK. It has been a major center of adult education serving 3,000 visitors a year from over 50 countries. Its ecological footprint is half the national (UK) average, with 55 ecologically-benign buildings, 4x wind turbines, a biological sewage treatment system, a community-supported Agriculture (CSA) system, numerous solar water heating systems, and a comprehensive recycling scheme. Findhorn is the publisher of UK's first technical guide to ecological housing and has its own bank and community currency



The Findhorn Ecovillage is a tangible demonstration of the links between the social, ecological and economic aspects of life and is a synthesis of the best of current thinking on human habitats. It is a constantly evolving model used as a teaching resource by a number of university and school groups as well as by professional organisations and municipalities worldwide. It is a founder member of the Global Ecovillage Network (GEN) a non-profit organisation that links together a highly diverse worldwide movement of autonomous ecovillages and related projects, and we work with inter-governmental agencies both educationally and in the creation of policy guidance for sustainable development and delivery of village-scale sustainability programmes.

The Findhorn Foundation Ecovillage Project has received Best Practice designation from the United Nations Centre for Human Settlements (Habitat).

*Outside the Community Center*



Findhorn is a founder member of the Global Ecovillage Network (GEN) -a non-profit organisation that links together a highly diverse worldwide movement of autonomous ecovillages and related projects.





# 45. Permaculture.

Why do people who live in Florida eat tomatoes that were grown in California or Mexico?

*"History is littered with societies that over-exploited their resources, they are all now extinct. We are rapidly moving to the same situation. By designing rationally however, we can set up the systems we need for good living in such a way that they don't destroy or pollute. Permaculture is the most coherent system yet devised."*

*-Steve Read, Permaculture designer & teacher.*

In studying the concept of ecovillages, the word "permaculture" pops up time and again. Just what does it mean? Permaculture is an innovative framework for creating sustainable ways of living. It is a practical method of developing ecologically harmonious, efficient and productive systems that can be used by anyone, anywhere.

By thinking carefully about the way we use our resources - food, energy, shelter and other material and non-material needs - it is possible to get much more out of life by using less. We can be more productive for less effort, reaping benefits for our environment and ourselves, for now and for generations to come. By example, why should we who live in Florida have to eat tomatoes that were grown in California or Mexico? Permaculture is about conserving our energy by better design of the environment. The essence of permaculture is the design of an ecologically sound way of living -

in our households, gardens, communities and businesses. It is created by cooperating with nature and caring for the earth and its people.

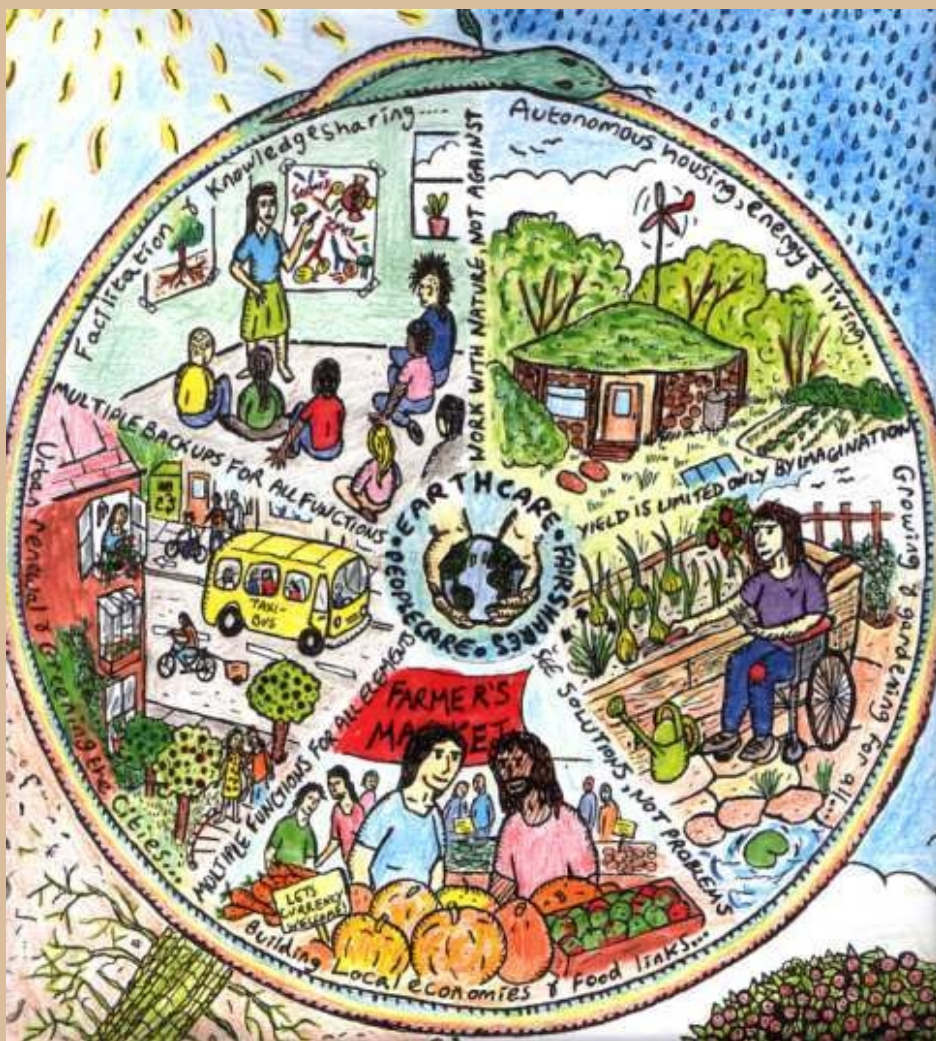
*Permanent + Agriculture  
= Permaculture*

*The Permaculture Mandala*

*In the mid 1970s, two Australians, Dr. Bill Mollison and David Holmgren, started to develop ideas that they hoped could be used to create stable agricultural systems. This was a result of their perception of a rapidly growing use of destructive industrial-agricultural methods. They saw that these methods were poisoning the land and water, reducing biodiversity, and removing billions of tons of soil from previously fertile landscapes. A design approach called "permaculture" was their response and was first made public with the publication of Permaculture One in 1978.*

## Adding food production and sustainability to the Proximity Circle.

Everyone needs to eat and drink, and it is the issue of food production where permaculture had its origins. It started with the belief that for people to feed themselves sustainably they need to move away from reliance on industrialised agriculture. Where industrial farms use fossil fuel (gasoline, diesel, natural gas..) driven technology specialising in each farm producing high yields of a single crop, permaculture stresses the value of low inputs into the land and diversity in terms of what is grown. The model for this was an abundance of small scale market and home gardens for food production with food miles being a primary issue. Food miles is a term which refers to the distance food is transported from the time of its production until it reaches the consumer. It is one dimension used in assessing the environmental impact of food.





## 46. Permaculture Zones

After the publication of Permaculture One, Mollison and Holmgren further refined and developed their ideas by designing hundreds of permaculture sites and organizing this information into more detailed books. Mollison lectured in over eighty countries and his two-week Design Course was taught to many hundreds of students. By the early 1980s, the concept had moved on from being predominantly about the design of agricultural systems towards being a more fully holistic design process for creating sustainable human habitats.

One of the innovations of permaculture design was to appreciate the efficiency and productivity of natural ecosystems and seek to apply this to the way human needs for food and shelter are met. One of the most notable proponents of this design system has been David Holmgren, who based much of his permaculture innovation on zone analysis

Permaculture zones are a way of organizing design element locations based on the frequency of use.

Summary of permaculture zones

ZONE 0 The home.- reduced energy and water needs, harnessing sunlight, creating a sustainable environment .

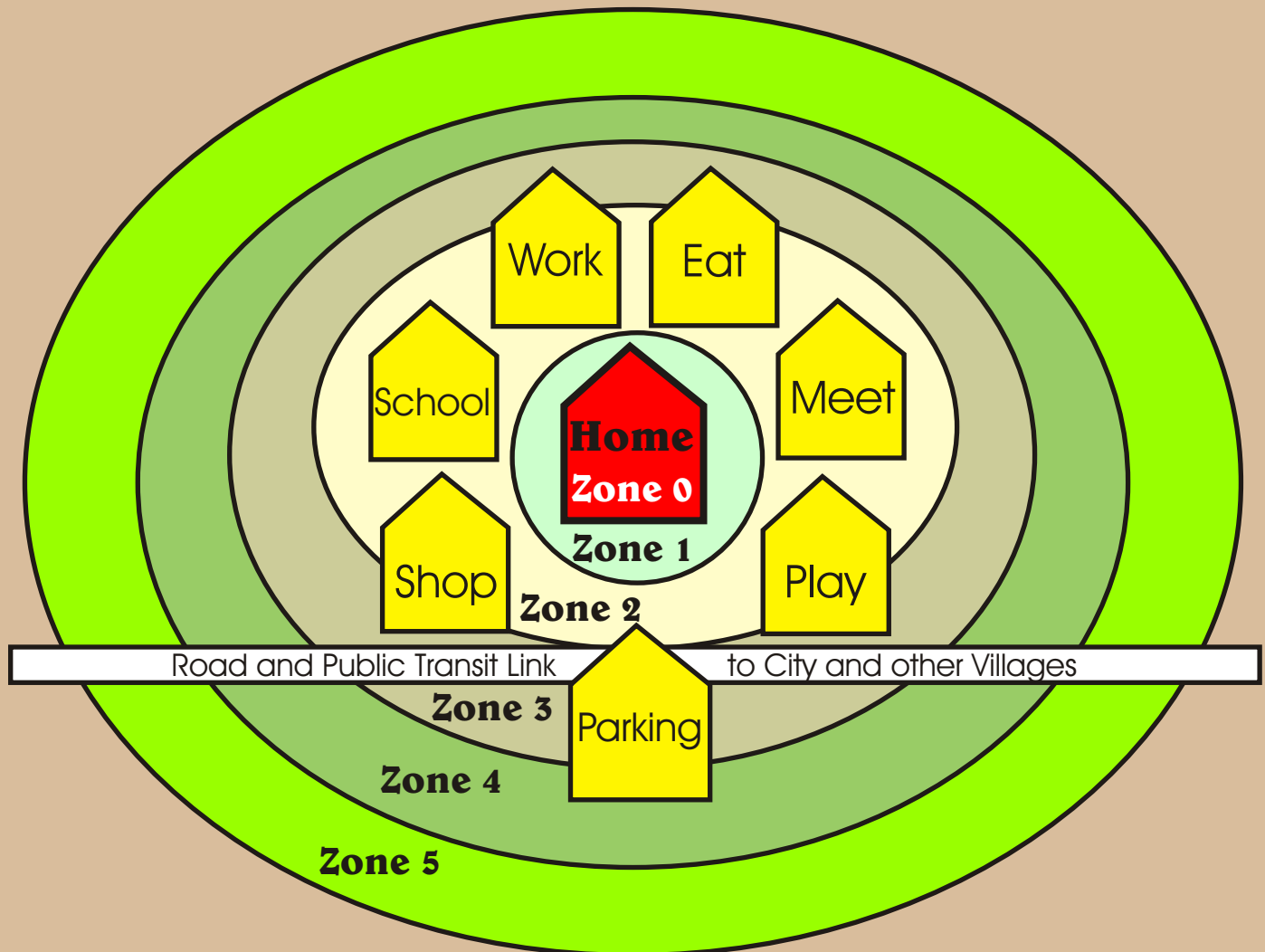
ZONE 1 Next to the house, systems that require frequent attention, such as salad crops, herbs, fruit, greenhouse etc.

ZONE 2 This area is used for siting perennial plants that require less frequent maintenance.

ZONE 3 The area where main crops are grown, both for domestic use and for trade purposes.

ZONE 4 A semi-wild area. This zone is mainly used for forage and collecting wild food as well as timber production.

ZONE 5 A wild area. There is no human intervention in zone 5.



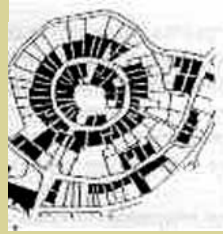
Permaculture Zones and the Proximity Circle  
Diagram of the Ideal Ecovillage



# 47. Village Concepts

Two archetypal village concepts are illustrated below. In both, all the benefits of a close proximity circle of working, eating, buying, selling, playing, schooling and assembly or meeting spaces to the homes are evident.

## Agricultural Villages

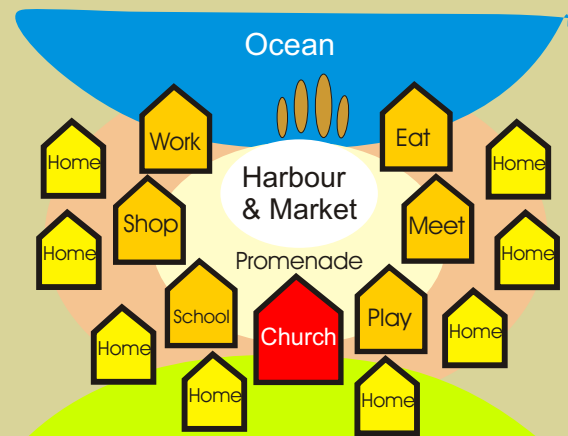
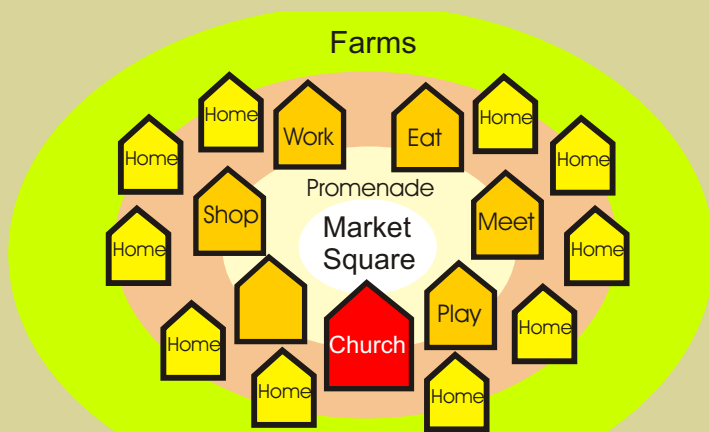


Traditional Sustainable Agricultural Village  
eg the bastide towns of such as Monpazier.

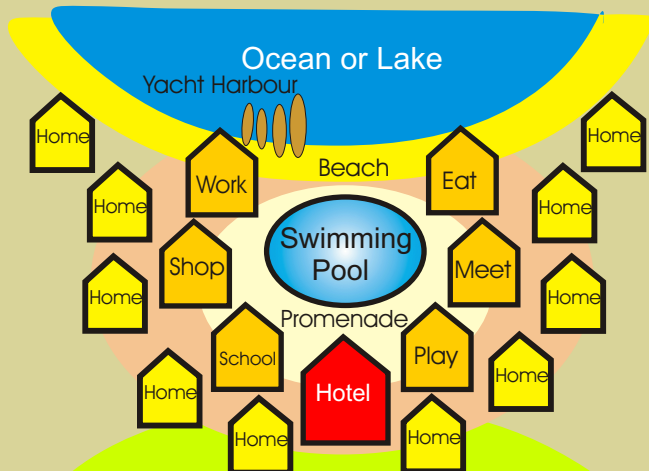
## Fishing Villages



Traditional Sustainable Fishing Villages  
such as the Cinque Terre in Italy.



## Lake or Ocean Resort Village



## Golf Resort Village



Leisure orientated developments are still highly auto dependant and not sustainable. By applying the principles learnt from villages of the past, we may adapt them to sustainable leisure-orientated, craft, nature or rehabilitation orientated villages of the future. Some Florida gated residential communities such as Island Walk in Naples do have a commercial center inside the gates and therefore inaccessible to passing motorists. It does not work. Watch out for big and expensive planning mistakes!



# 48. Building a Better Future.

Advancing the science of self-sufficiency and mass-producible self-sufficient modern villages capable of self sustaining, self sufficient, productive units in its eco environment and for the rest of the surrounding communities has become the goal of many organizations and groups. Such villages can be created anew in the countryside or right inside the existing urban fabric. The point is they should strive to be as socially and ecologically efficient as possible.

Creating fully functional, efficient, energy-independent, food-independent, self sustainable, simple, durable, non-polluting, ecologically balanced, need-oriented, multi-family, universal, eco sustainable villages should become the goal of every developer, architect, planner and governmental authority. In turn, living in a self-sufficient village while maintaining a 21st century lifestyle should become the goal of every citizen of the world.

*“Virtually any village can be elevated to sustainability by using little known simple technologies. Fortunately the technology exists and is readily available to transform any village into a productive, economically prosperous and fully sustainable habitat.*

*Technology exists to cultivate crops without land where there is no need for tractors to plow land at all, and the water requirement is 100 times less than the conventional methods of cultivation. Since there is no plowing required year after year and the water requirements are 100 times less whereas the yield is usually 500-800% more, that makes these cutting edge technologies much more economical than the conventional methods.*

*Our lifestyle is very dependent upon living infrastructure, buildings, trade, tools and technology. We don't realize that most of us spend most of our life in buildings that protect us from the changing outdoor climate and give us space to live and work. For this comfort we expend a vast amount on energy and resources. In fact, the construction sector in many industrialized countries is by far the most important energy user. “To design and develop a mass produced modules for Eco sustainable villages that produces all the food and power for their entire community and should have the ability to produce surplus resources to share with others also.” writes Dr. Ghazi Khan on the website <http://ecosustainablevillage.com>. “*



The Success Checklist that follows will help you to evaluate your projects to see how relevant they are to the future.

**We have the contacts, resources, talents and skills to take what was best in the past, and integrate it into what is best for the future. Let's do it right!**



# Festival Village

14131 Metro Parkway Lee County Fl.



**ARNO**  
DESIGN INC.

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# Festival Village

## Festival Village

is a mixed-use development on a 17x acre site on Metro Parkway in Fort Myers, Florida. The estimated \$100 million construction project is currently in the re-zone process. The site lies next to those of a large community hospital, high school and a sports stadium. The design is based on the principles outlined in my essay “Back to the Village”, subtitled, “How to Build what People Love”. The essay will be downloadable from the website [backtothevillage.info](http://backtothevillage.info).

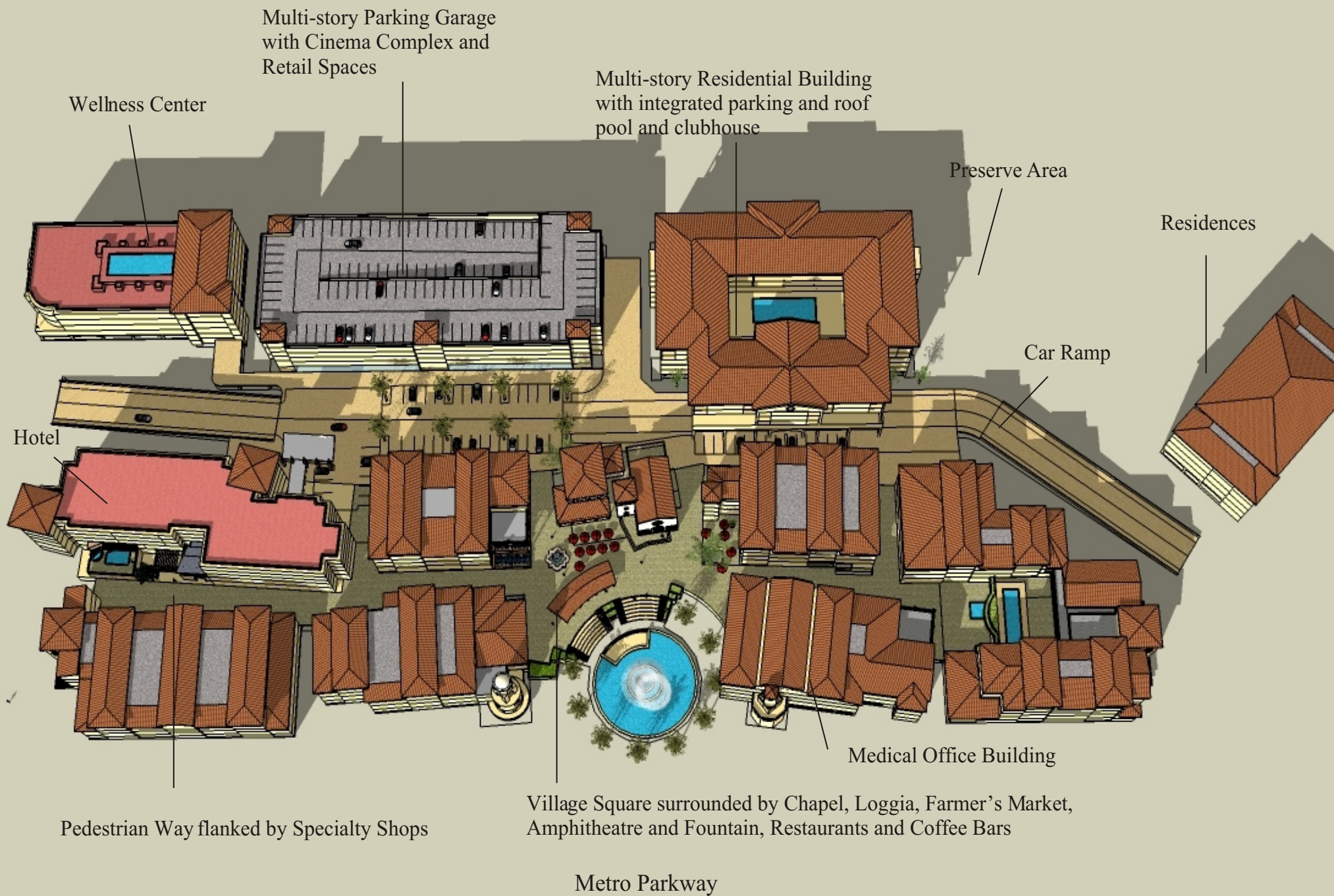
Festival Village is a true urban, pedestrian friendly environment where people can live, work, shop and be entertained. A cozy central piazza or village square encourages community interaction. It is surrounded by restaurants, coffee shops, a chapel, village market and cinemas. From there, an amphitheatre steps down to a large round spouting water fountain and stage for music and theatre performances. An open shaded pedestrian way leads from the square to a 100x bed hotel at one end along a variety of speciality shops to a medical office building and retail establishments at the other.

The pedestrian layout of the community is an important feature. The safety and security of the residents is increased by keeping the cars at the periphery. Playing children will not be threatened by auto traffic. Visitors to the community will be visible to the residents. The courtyards, plazas, and lanes provide pleasant recreation and gathering places for residents of all ages.

The time-proven concepts of living above office and retail spaces have been introduced and the reliance on the automobile minimized. Easy and close access from adjoining integrated parking structures and shaded parking areas under the buildings to the piazza, shopping street and the offices and residences above is achieved by connecting bridges, elevators and stairways.

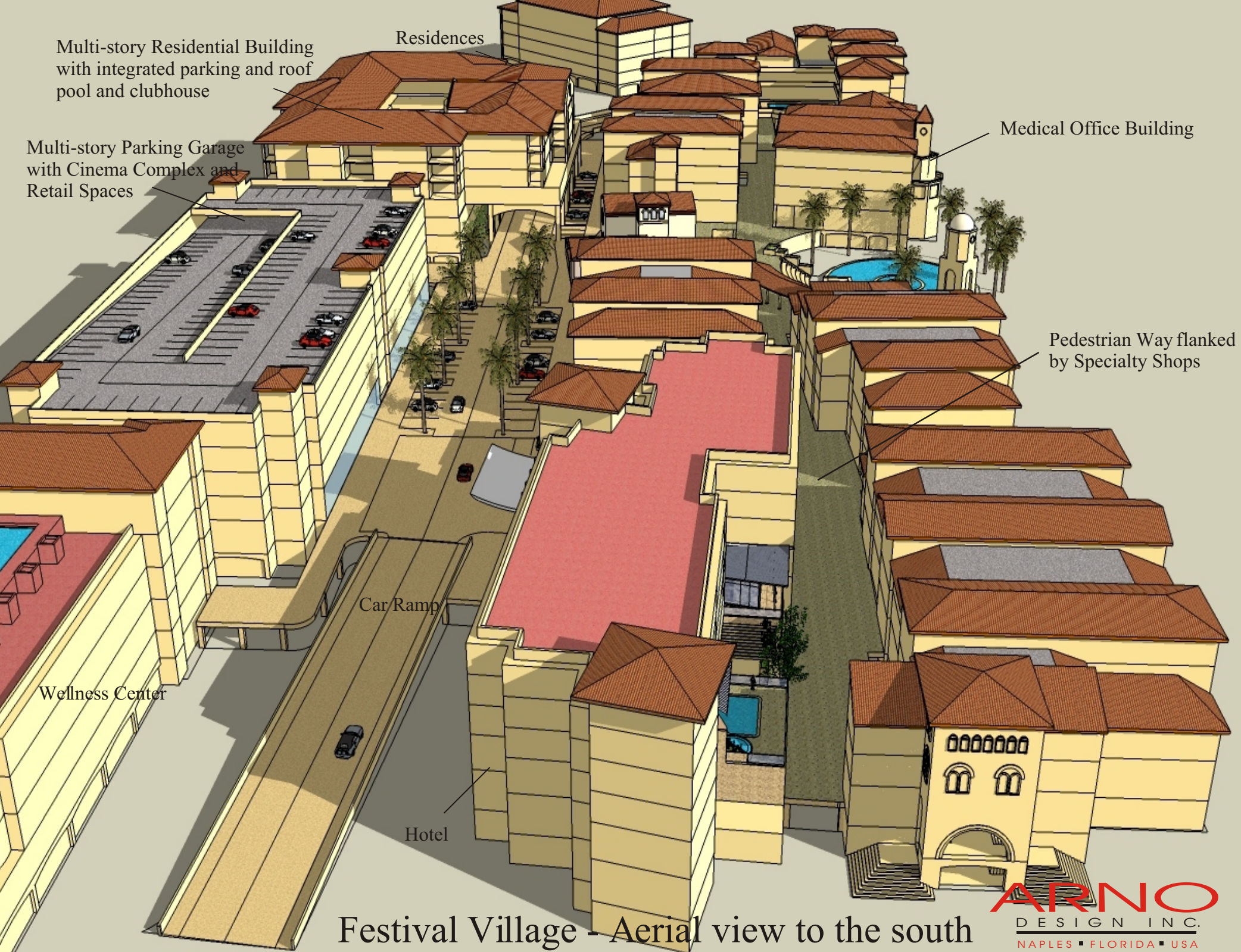
In line with current and urgent trend toward sustainable energy use, the development intends to be as eco-friendly as possible and help to point the way forward as a model for other true urban developments. To this end “green” experts are to be an integral part of the design team.





## Festival Village - Aerial view to the east





Multi-story Residential Building  
with integrated parking and roof  
pool and clubhouse

Residences

Multi-story Parking Garage  
with Cinema Complex and  
Retail Spaces

Medical Office Building

Pedestrian Way flanked  
by Specialty Shops

Car Ramp

Wellness Center

Hotel

Festival Village - Aerial view to the south





Festival Village - View of the Piazza





Festival Village - View of the Piazza Restaurants



# Success Checklist



Rate your developments by checking off how many features are provided.

- ☐ 1. Do I love being here?
- ☐ 2. Am I physically secure being here?
- ☐ 3. The Proximity Circle - Can I buy or rent a home and live here?
- ☐ 4. The Proximity Circle - Can I easily walk to work from my home?
- ☐ 5. The Proximity Circle - Can I easily walk to shops?
- ☐ 6. The Proximity Circle - Can I easily walk to restaurants?
- ☐ 7. The Proximity Circle - Can children easily and safely walk or cycle to school?
- ☐ 8. The Proximity Circle - Can I easily and safely walk or cycle to play areas and playing fields?
- ☐ 9. The Proximity Circle - Can I easily walk to meet friends?
- ☐ 10. The Proximity Circle - Can I easily walk to my parked car?
- ☐ 11. The Proximity Circle - Can I easily walk or cycle to a public transit station?
- ☐ 12. Does my development have a heart, a clubhouse, a piazza or village square?
- ☐ 13. Does my development have a fountain or well at the social center?
- ☐ 14. Does my development have a farmer's market?
- ☐ 15. Does my development have shaded seating spaces around the social hub?
- ☐ 16. Does my development have an adequately sheltered and shaded main pedestrian-only way?
- ☐ 17. Does my development have a network of interesting pedestrian walkways ?
- ☐ 18. Does my development have variety of patterns and colors under foot?
- ☐ 19. Has my development broken away from a rectilinear mindset?
- ☐ 20. Does my development provide for third places, a home away from home?
- ☐ 21. Does my development have a variety of shop fronts?
- ☐ 22. Does my development have balconies that overlook areas of pedestrian activity?
- ☐ 23. Does my development have window and balcony flower boxes?
- ☐ 24. Does my development have earth-tone colored walls and roofs?
- ☐ 25. Does my development have adequate pedestrian-sized signage?
- ☐ 26. Does my development have adequate street lighting and a variety of lamps?
- ☐ 27. Does my development have trees, plants, climbing vines and flowers?
- ☐ 28. Does my development have cohousing units for those who need a tighter social structure?
- ☐ 29. Do the villagers have the opportunity to grow their own food?
- ☐ 30. Is my development fully based on "green" technology ?

The higher your development's rating  
the more people will love it, rent it and buy it!





# ARNO

## DESIGN & CONSTRUCTION

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NAPLES ■ FLORIDA ■ USA

TWIN COMPANIES THAT CREATE OUTSTANDING HUMAN HABITATS  
 3435 ENTERPRISE AV. STE.23 NAPLES FL 34104 PH 239-434-9364 FAX 239-434-9367



Arno de Villiers



The Kimberly



Villa d'Este



Villa Stefana



Villa Corsenza



The Octavian



Villa Torino



Villa Lugano



Villa Corsini



The Granada



Fisherhaven Village



Interior



Interior



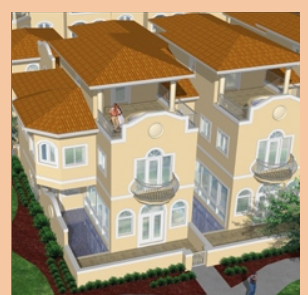
Regina Villas



Cover



Cover



City Center





# ARNO

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Arno de Villiers

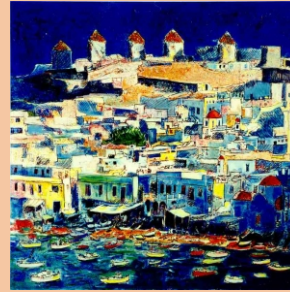
Greece-Mykonos Fisherman



Italy-Burano



Italy-Venice Regatta



Greece-View of Mykonos



Greece-Church at Kea



France-Quiet Street



Greece-Hydra Harbour



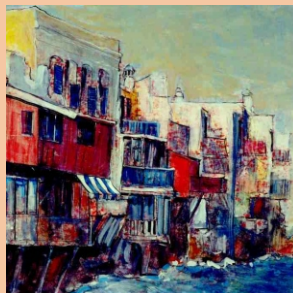
France-Monet's Garden-1



U.S.A.-Naples Dock



Greece-Greek Salad



Greece-Mykonos-Little Venice



Greece-Blue Boat



Italy-Burano Canal Houses



Greece-Aegean Tranquility



France-Tranquil Street



Italy-View of Rapallo



Greece-Assos Harbour



## WHAT THIS BOOK IS ABOUT

It is about what you as an investor, developer, builder, architect, planner and engineer need to know before you invest your precious time and money in your next development.

Why do villages such as Portofino in Italy, Mykonos in Greece, Ambleside in England, Brugge in Belgium or the villages of Vermont get hundreds of thousands of visitors each year? What are the secrets to their incredible success, and how can you apply them to your own developments, be they large or small? Get it right and..

# *Build it!*

## PEOPLE WILL LOVE IT, BUY IT AND RENT IT

This book is about how to and why you should concentrate on making it possible for people of all ages to work, eat, learn and play all within an easy walking distance from their home.

You need to know that going “green” is here to stay. Terror attacks, rising gas prices, melting glaciers, changing weather patterns and hurricanes are forcing people to think outside the box. Sustainable development is the future. Wind generators and solar panels have come of age, and farmers everywhere are rushing to plant Jatropha crops to feed biogas plants.

Yes, “the times they are a changing” as Bob Dylan warned us years ago. It's time for a change and this little book will help you find your way there. Read on.....

