

City of Woodland County Fair Mall Retrofit



California Congress for the New Urbanism Team in Woodland, CA

Location: Woodland, California
Type: Retrofit a Dying Mall
Design: 2017- 2018
Status: Complete
Size: 60,000 population
Contact: Steve Coyle
Title: Deputy Director of
Community Development
Woodland, CA
(707) 588-2253
Completed: 2018
Contract
Amount: Pro-bono work
Team
Leader: Howard Blackson

Description:

Lois Fisher of Fisher Town Design was part of the Congress for the New Urbanism team that was charged with transforming a dying mall into a mixed use environment. Professionals from all over California came to help with the charrette. The ad-hoc team prepared a site analysis that showed site opportunities and constraints, design sketches for the mall site, street cross sections, a residential demand analysis, building elevations, sketch-up models, and economic models. They created 'form-based code' zoning categories, building types, frontage types and located pedestrian sheds. Lois worked on the site analysis, a diagram of potential rail connections and the design for the County Fair site just north of the mall. The mixed use development that resulted from our efforts is shown below.



A sketch of the proposed re-design of the failing mall into a mixed-use environment