

occupants of the buildings above can result in a planned community with the cultural and social vitality of traditional neighborhoods that have arisen naturally over a longer period.

More generally, the examples of the Fort Point and the B3 plans suggest that large-scale development is occurring in existing urban neighborhoods as well as on brownfield sites partly because of the lack of available large-scale development parcels. Unlike *tabula rasa* brownfield sites, these plans include both existing buildings and open parcels and thus generate a range of building scales. This in turn may encourage a more diverse population of residents and businesses, and a more diverse group of development partners, encouraging implementation over a shorter time. The implied financing logic is that the reduction in returns caused by some smaller-size projects within the broader mix may be offset by more aggressive absorption rates.

Ken Greenberg will be testing these financial assumptions with a new kind of parcel guideline for a development project in San Juan, Puerto Rico. In the spirit of a guided ad-hoc approach, larger blocks will require further subdivision to be determined by program and need at the time of development. The innovation is that the ultimate parcel sizes can be varied—dictated by a logic of specificity as long as the larger blocks remain permeable. This would allow and indeed encourage an overall developer to acquire the larger block but would leave smaller parcels for additional phases and presumably smaller development entities. These multiple scales of development opportunities encourage several scales of economies to participate—converting one of Jane Jacobs’s principles for a socially healthy neighborhood into a proactive planning strategy.

Despite the persistence of the Battery Park City method, several emerging trends point to new opportunities for urban design. These opportunities stem from the nature of the sites now available and attractive for large-scale real estate development. Postindustrial sites requiring ecologically minded remediation and districts in existing cities, typically with a critical mass of historical buildings that give character to the reengineered neighborhood, are typical. In both kinds, broader social and environmental concerns often color public perception. Creating a large public park is one of several strategies that have been deployed to find an equitable public benefit in exchange for the right to build large-scale projects. Landscape architects have taken the lead with this agenda, since they have effectively developed a narrative for park designs that combines the traditional