WINNING the LONG GAME

Creating Places that Grow Life and Value

for the Long Term

Grant Humphreys
Founder of Carlton Landing
CEO of The Humphreys Co.

NEWEST Town in Oklahoma
Winning the Long Game

Creating Places that Grow Life and Value for the Long Term

Grant Humphreys
Tulsa NAIOP
NAIOP - Tulsa Trends
November 6, 2014
The life we WANT

vs.

The life we LIVE
Winning the Long Game
Winning the Long Game
Winning the Long Game
Winning the Long Game

(No Pain – No Gain!)

NAIOP - Tulsa Trends
East Beach – Norfolk, VA

Winning the Long Game
Winning the Long Game
So we escape to a better place.
Winning the Long Game

Crested Butte, CO
San Miguel de Allende, Mexico
Charleston, SC
2nd Sunday – King Street
Thoughts on the BUILT ENVIRONMENT
Winning the Long Game
Designing the BUILT ENVIRONMENT to Operate as a MACHINE
Le Corbusier

Plan Voisin

Paris, France
1925
Winning the Long Game
Winning the Long Game
Winning the Long Game

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Winning the Long Game
Designing the BUILT ENVIRONMENT to Live as a COMMUNITY
James Oglethorpe

Savannah Plan

Savannah, Georgia
1730
Winning the Long Game
Winning the Long Game
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Winning the Long Game
Winning the Long Game
A Place’s Long Term Worth
A Place’s Long Term Worth = The sum total of the type (qualitative nature) and the degree (quantitative extent) that a particular property impacts (impresses, influences, connects with) actual human beings.
What is worthy of
Characteristics of a WORTHY Built Environment
Characteristics of a WORTHY Built Environment:

1. SOCIAL – Designed around people, places that foster community.
2. HEALTHY – Places that encourage health and well-being.
3. INCLUSIVE – Places that unite rather than divide.
4. CARING – Places that care and provide for those in need.
5. EFFICIENT – Places that respect our resources over the long term.
6. GREEN – Places that account for their own ecological stewardship.
7. INTRINSIC VALUE – Places that prove their value over the long term.
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Winning the Long Game
Andres Duany & Elizabeth Plater-Zyberk

Seaside Plan

Seaside, Florida
1980
Duan y Pla te r-Zyb e rk

Rosemary Beach

Rosemary Beach, Florida
1995

Winning the Long Game
Winning the Long Game
Winning the Long Game
Winning the Long Game
Learning Again the Ancient Art of Creating A Worthy Built Environment
1997

Habersham, South Carolina
Winning the Long Game
Duan y Plater-Zyberk

Carlton Landing

Carlton Landing, Oklahoma
2011

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Carlton Landing

The Land
Carlton Landing

The Plan
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Winning the Long Game
Transect Based Urbanism
Thoroughfare Standards

Curb Type

Sidewalk

Planter Type

Curb Radius

Right-of-Way Width

Parking Lane

Traffic Lane

Pavement Width

Winning the Long Game
Carlton Landing

The Vision
Winning the Long Game
Architectural Standards

TRADITIONAL CONSTRUCTION PATTERNS
Design & Detail Rules of Thumb

Stephen A. Mouzon
Susan M. Henderson

CARLTON LANDING

A *LIVING TRADITION*
(Design Code)

Version 1.0
Mouzon Design

dpz
CHARLOTTE
ARCHITECTS AND TOWN PLANNERS

Winning the Long Game
Designed for Walkability
Winning the Long Game
Winning the Long Game
Winning the Long Game
Winning the Long Game
Carlton Landing

The Farm

Winning the Long Game
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The Residence Club

Winning the Long Game
Winning the Long Game
Winning the Long Game
Winning the Long Game
Thank you!

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