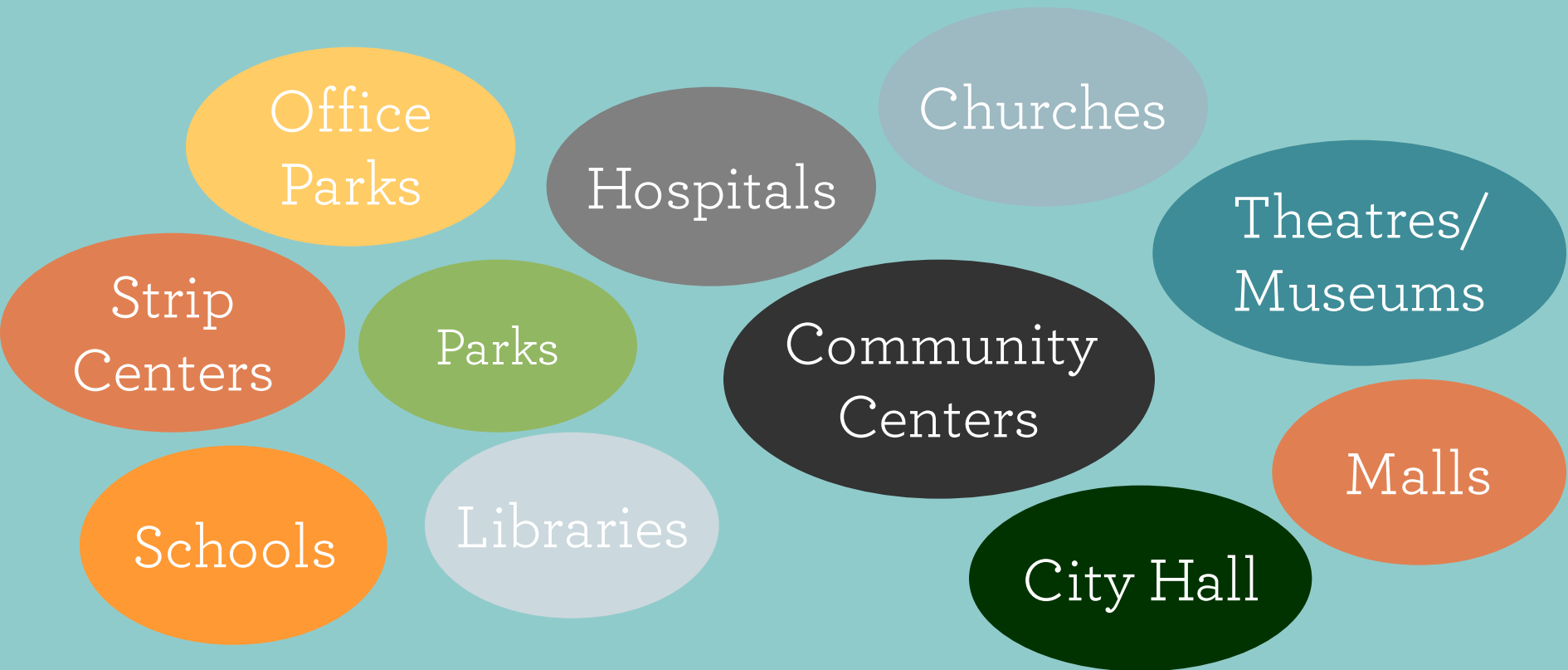


WE'RE NOT SEEING THE BIG PICTURE



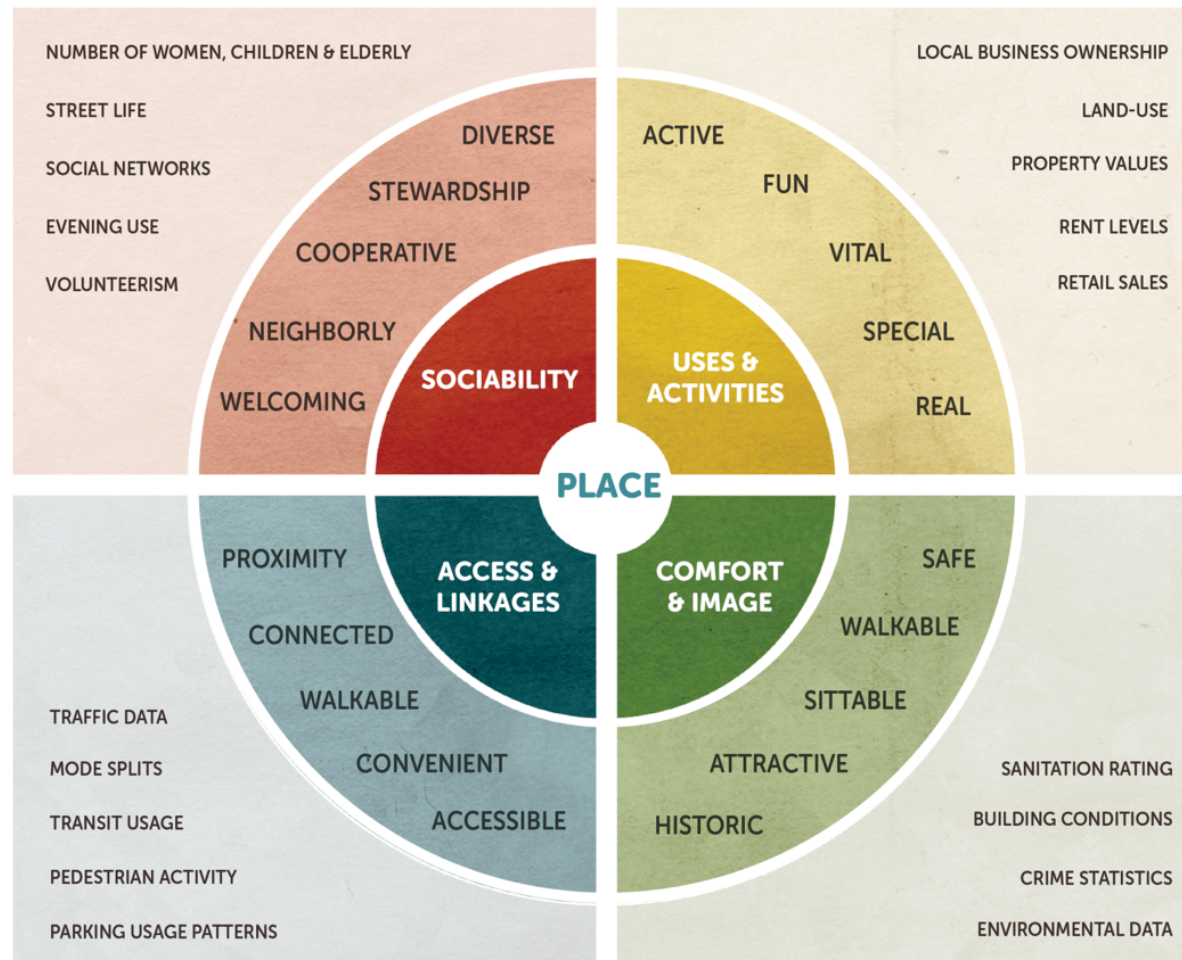
COMMUNITIES TODAY



SUSTAINABLE COMMUNITIES OF THE FUTURE



WHAT MAKES A GREAT PLACE?



MEASUREMENTS ● INTANGIBLES ● KEY ATTRIBUTES ●

TRANSFORMATION OF PITTSBURGH MARKET SQUARE

An aerial photograph of Pittsburgh Market Square during a community event. The square is paved with light-colored gravel and is filled with people walking and browsing. Numerous white and blue pop-up tents are set up throughout the area, some with vendors and others as seating. A large white truck with "GOSIA'S PIEROGIES" branding is parked on the right side. A white pickup truck with its hood open is parked in the lower right. A large orange umbrella is visible in the foreground. The square is surrounded by trees and modern buildings. The text "TRANSFORMATION OF PITTSBURGH MARKET SQUARE" is overlaid in large, orange, sans-serif capital letters at the top of the image.



1900s Diamond Market Buildings



1960's Open Space



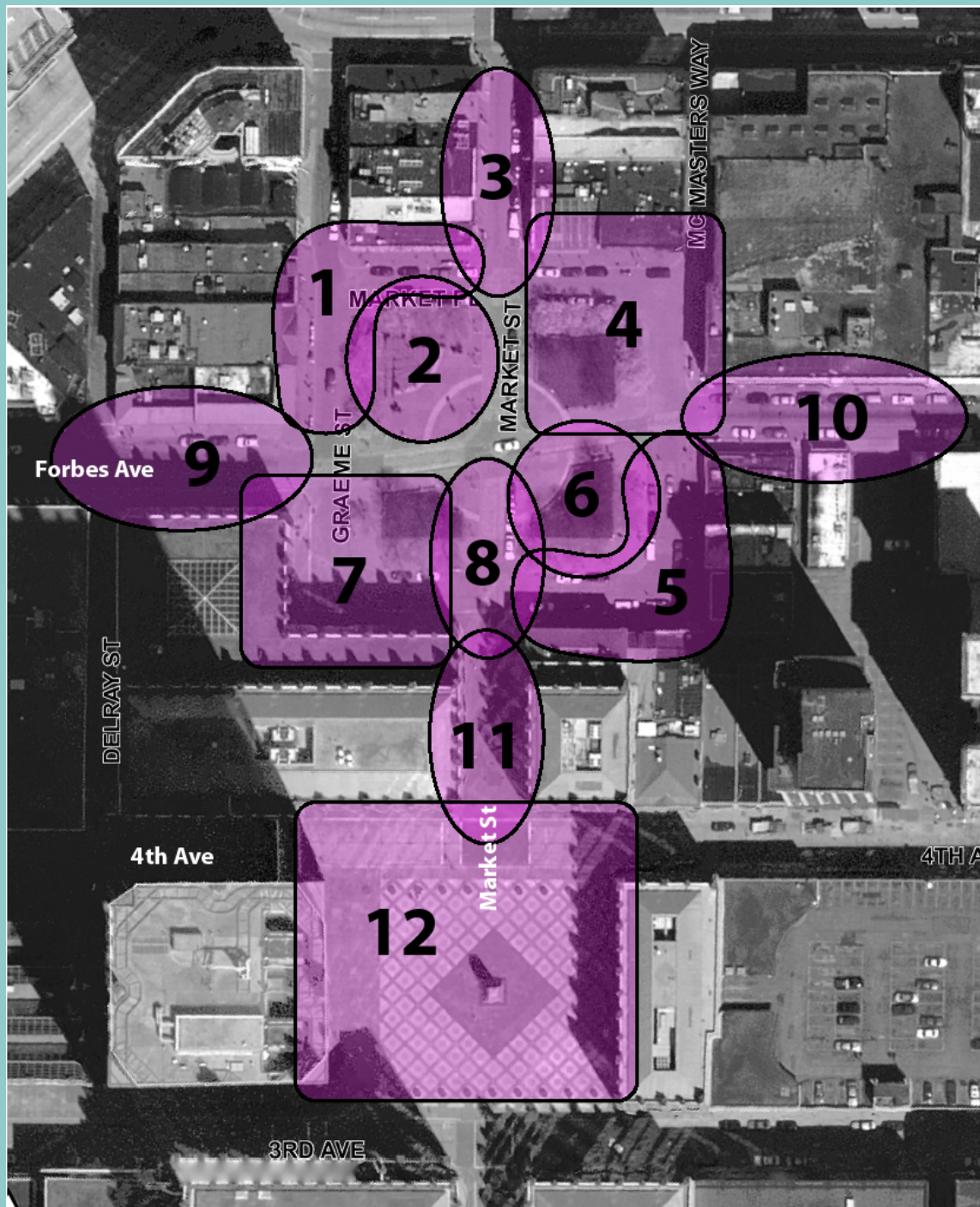
1970's Pittsburgh's first historic district



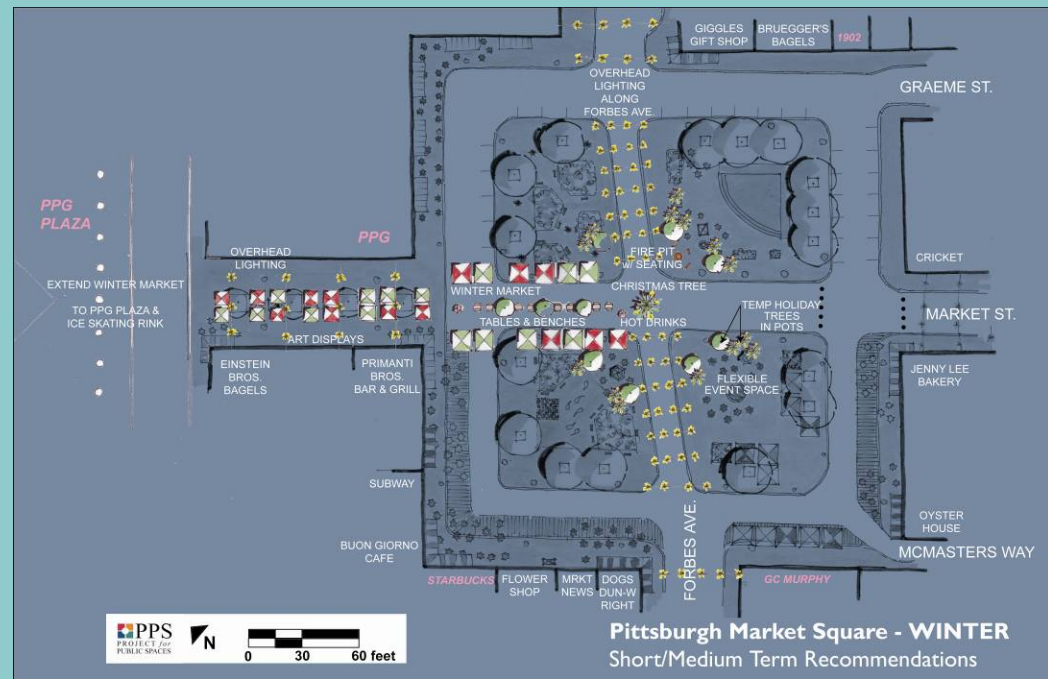
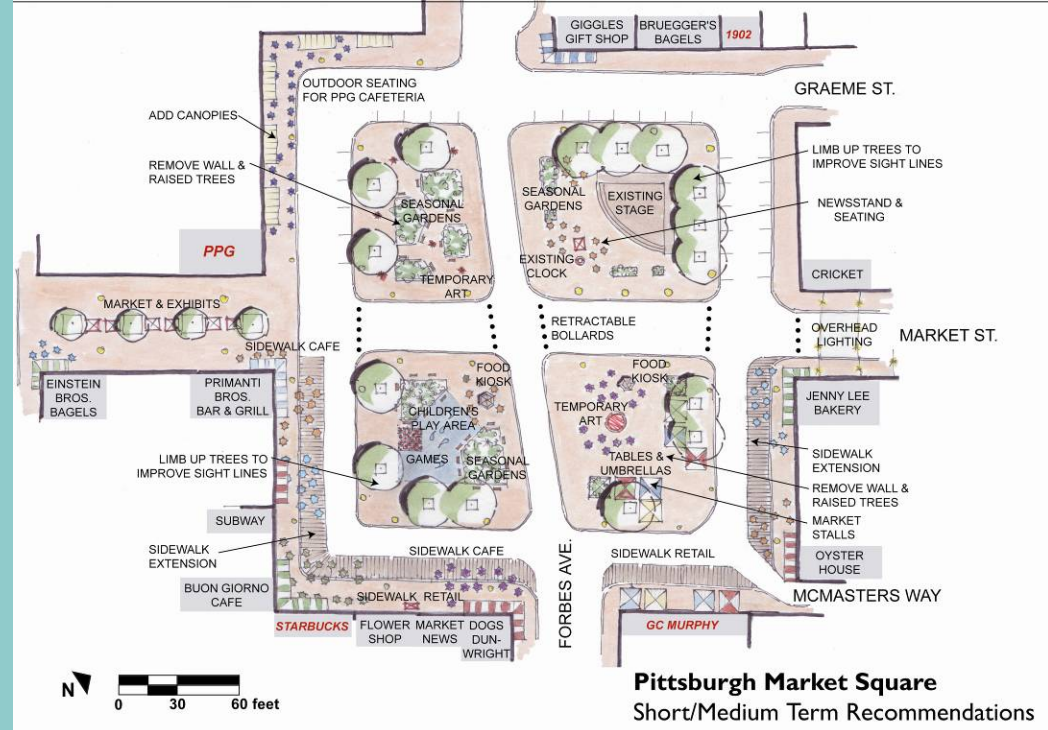
2000's European-style plaza

Evaluate





Place Vision









HOW DO YOU DO IT?



The Community is the Expert



Place, Not Just Design



You Can't Do It Alone



You Are Never Finished

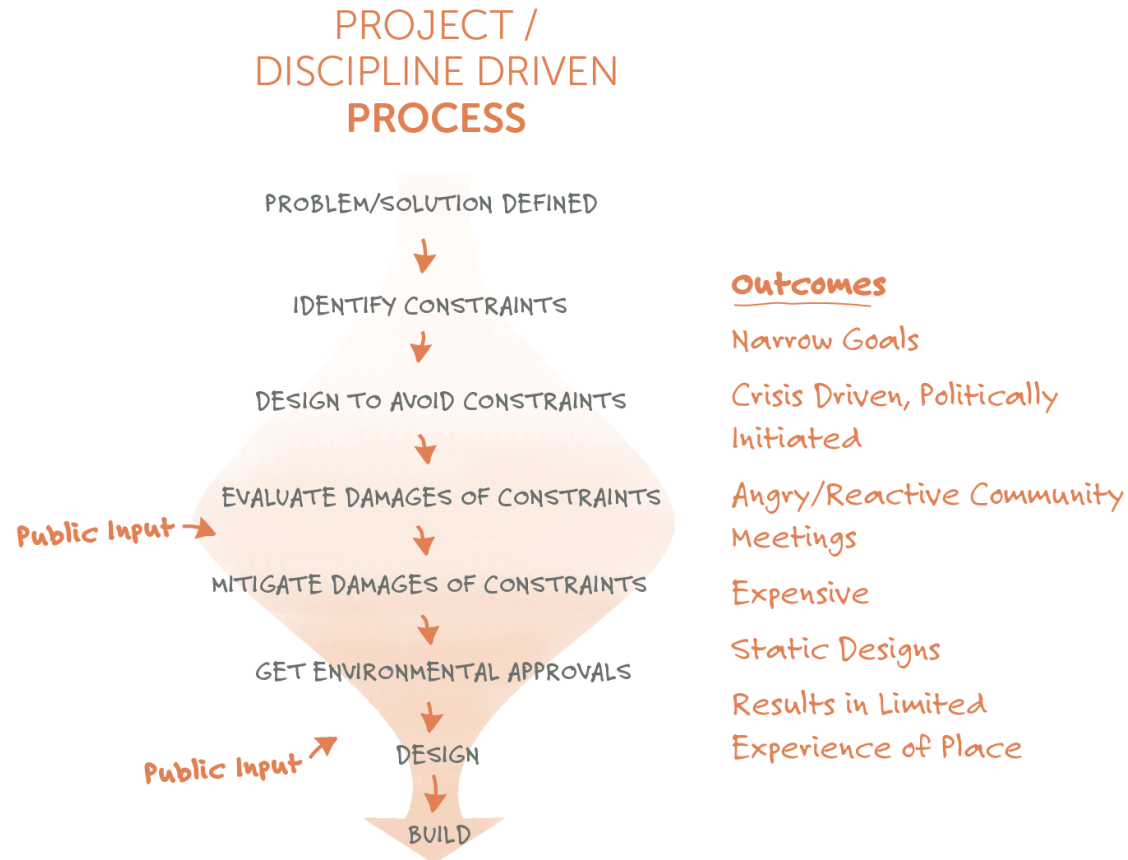
DAD

Decide Announce Defend

VS.

POP

Public Owns Project



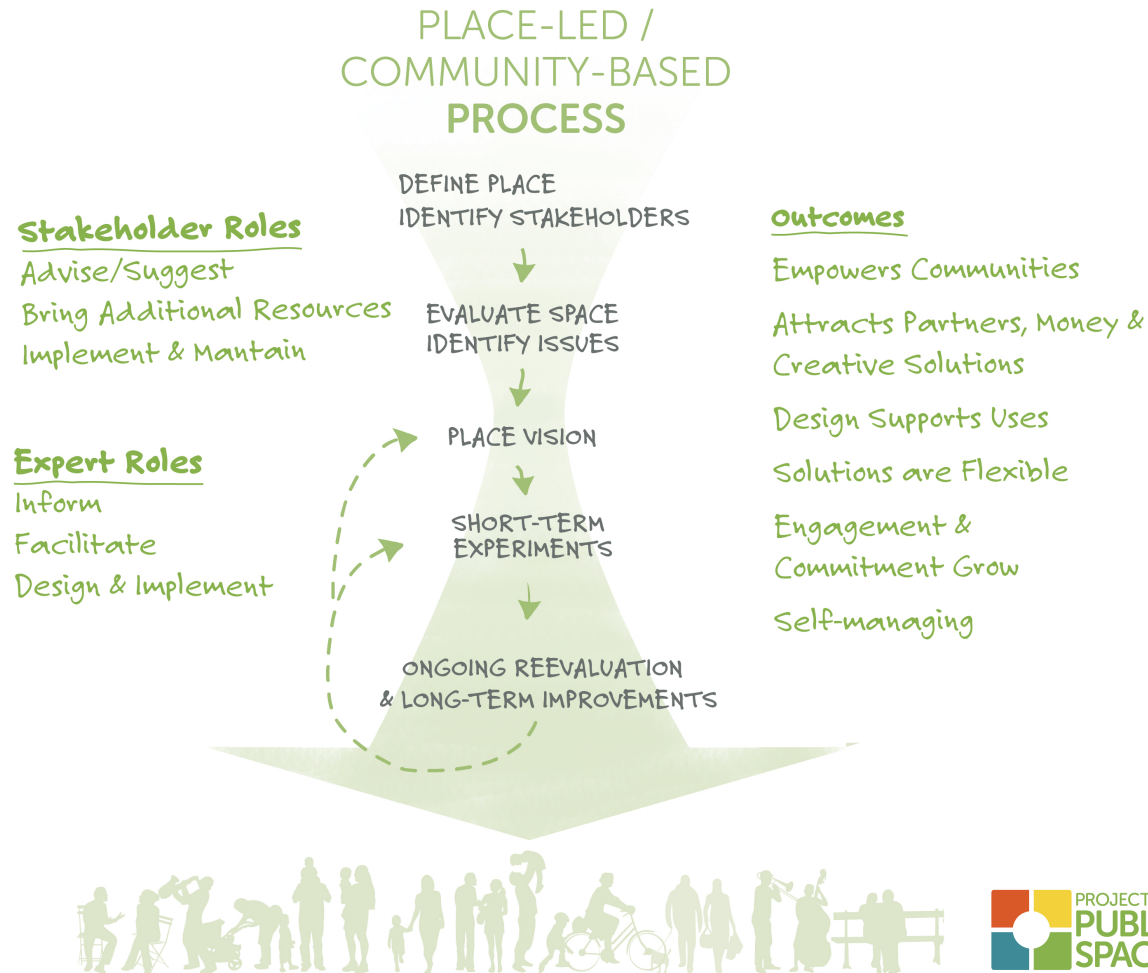
DAD

Decide Announce Defend

VS.

POP

Public Owns Project



“We have to turn everything upside down to get it right side up – to get from inadequate to extraordinary.”

~Fred Kent, PPS President

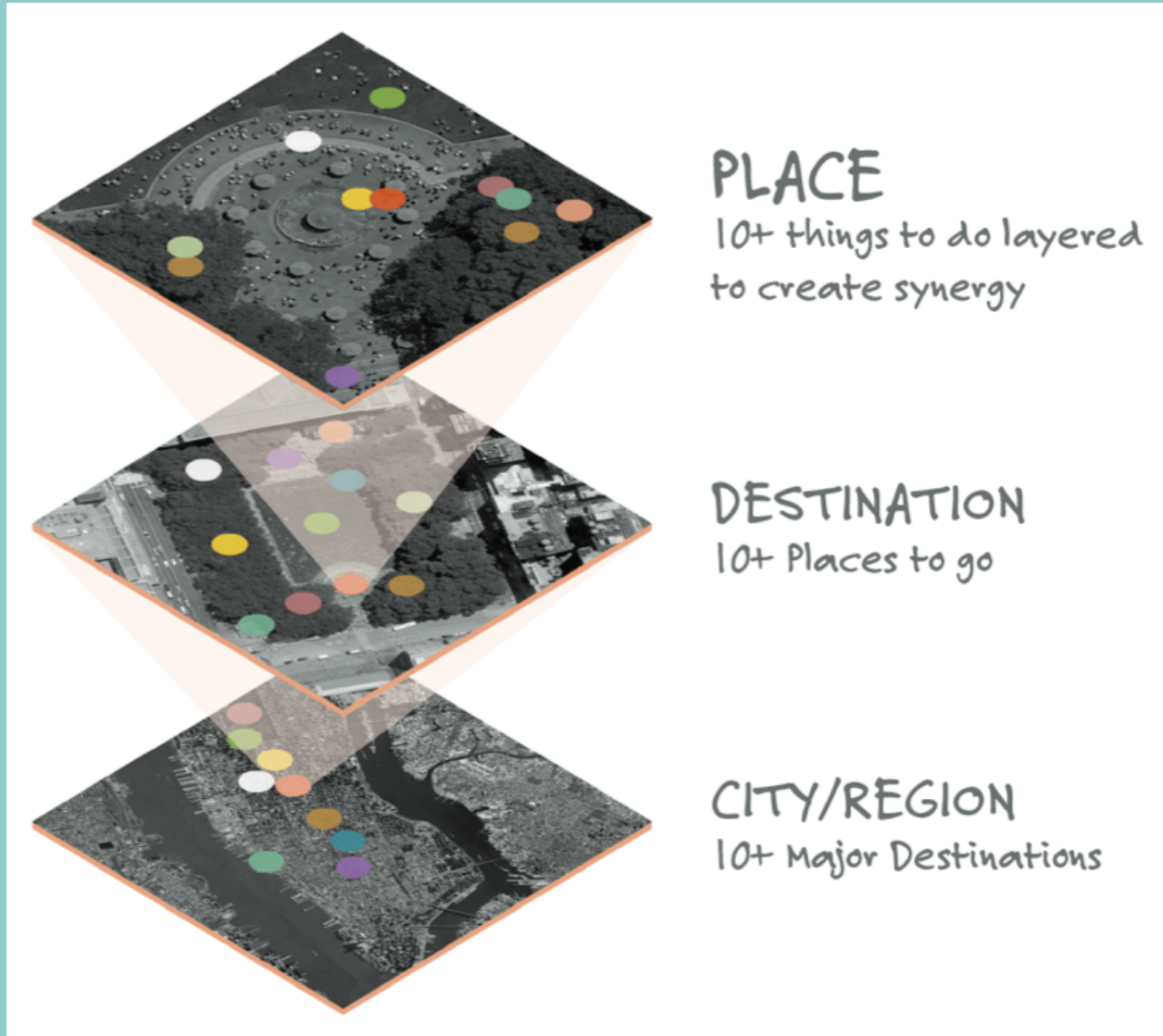


PLACEMAKING STRATEGIES

- Power of 10+
- Streets as Places
- Thinking Beyond the Station
- Lighter Quicker Cheaper
- Place Governance



- Utilize the Power of 10+



POWER OF 10: PLACE

1. Read the paper

2. Window shop

3. Learn about upcoming events

4. Go inside!

5. Walk by

6. Sit & relax

7. Read someone else's book

8. Take a break from a bike ride

9. Pet a dog

10. Have a conversation



- See Your Streets as PLACES



*When you design you community around cars and traffic ...
you get more cars and traffic.*



*When you design your community around people and places ...
you get more people and places.*



We have been Building Transportation Through Communities, not communities through transportation



Slide courtesy of Dan Burden

Streets as Places

1 - Retune our Streets

2 - Layer in the Placemaking!



Retune our Streets (The Engineering)

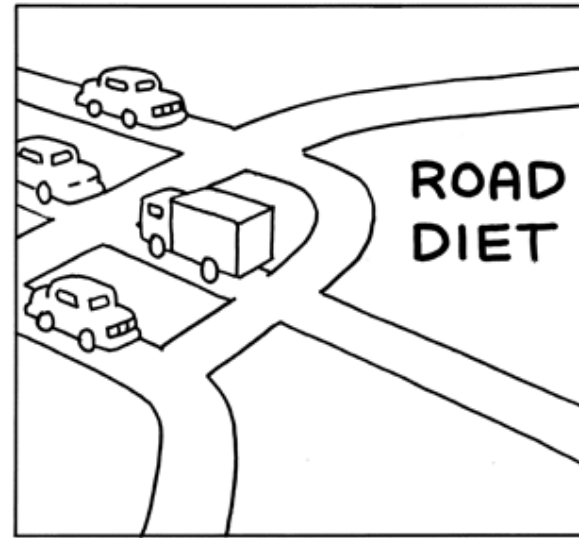
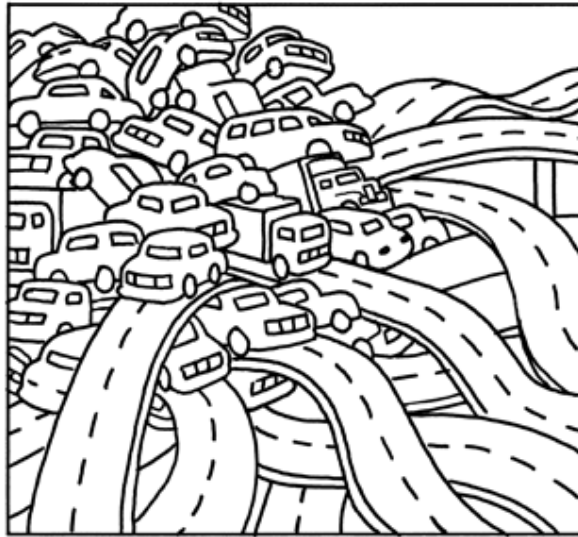
- Appropriate Speeds
 - Rightsizing



Appropriate Speeds (Slow Down!)



Rightsizing



East Boulevard

Charlotte







This: One less travel lane; bike lanes; parallel to back-in diagonal parking on one side; new pavement

Case Study: Hailey, Idaho

<http://www.cupolamedia.com/hailey-idaho-street-visualization/>



Hailey, Idaho (Existing)



Hailey, Idaho Four Lane with Paint



Hailey, Idaho Four Lane with Planters



Hailey, Idaho Three Lanes



Hailey, Idaho with Bike Lanes



Pathways for People (and a Parklet)!



Retune our Streets (The Engineering)

- Appropriate Space for All Users



Complete Streets



Is this a Complete Street?



Is this a Complete Street?



Is this a Complete Street?



Not Just Bike Lanes



2nd Avenue, South
Photomorph courtesy of Dan Burden

PROJECT FOR PUBLIC SPACES



A Variety of Complete Street Types



Brunswick, Maine Thoroughfare Typology



KEY

 Highway	 Drive	 Residential Avenue	 Destination Street	 Slow Flow Street
 Commercial Arterial	 Commercial Avenue	 Community Street	 Residential Street	 Shared Use Path

Street Typologies