NEIGHBORHOOD STREET

NEIGHBORHOOD ST / BIKE BLVD

LANE

DESTINATION STREET

SUPPORT STREET

MEW

ALLEY

COMMERCIAL AVENUE

AVENUE

BOULEVARD

COMMERCIAL BOULEVARD

RURAL HIGHWAY

RURAL DRIVE

INDUSTRIAL ACCESS ROAD

PATH

Comfortable for All Users Is Not the Same As Space for All Users on Every Street

Layer in the Placemaking

Layer in the Placemaking

- Attractions and Destinations
- Identity & Image
- Active Edge Uses
- Amenities
- Management
- Flexibility
- Intrigue, Uncertainty, Humor

Attractions & Destinations

Shoreline Promenade

Old Town Pleasure Garden

The Square of Arts and Culture

Shoreline Boulevard

Festival Space/ Flexible Parking

Sherrill Memorial Gardens

Shoreline Boulevard

Park Avenue

Gateway Square and Park

The Zocalo

Bayfront Water Recreation and Education Area

McCaughan Park and McGee Beach

Park Avenue Pier

0'   500'

PPS
PROJECT FOR PUBLIC SPACES
DRAFT CONCEPT PLAN

DESTINATION BAYFRONT
POWER OF 10 DESTINATIONS

Identity & Image (Authenticity)

- Showcase local assets to create a distinct sense of place

- Businesses, pedestrians and drivers raise their behavior (conform, respect) to this vision

Littleton, NH

Lambertville, NJ

Mural honoring local history and *special events*

Hawthorne Square – Philadelphia, PA

Active Edge Uses

- Sense of Enclosure

- Ground Level Transparency

- Physical Connections

enclosure

Enclosure refers to the degree to which streets and other public spaces are visually defined by buildings, walls, trees, and other elements. Spaces where the height of vertical elements is proportionally related to the width of the space between them have a room-like quality.

Slide Courtesy of Dan Burden

transparency

Transparency refers to the degree to which people can see or perceive what lies beyond the edge of a street or other public space and, more specifically, the degree to which people can see or perceive human activity beyond the edge of a street or other public space. Physical elements that influence transparency include walls, windows, doors, fences, landscaping, and openings into midblock spaces.

Slide Courtesy of Dan Burden

Active and Connected Edges
Physical Connections

JFK Boulevard – San Francisco, CA

Active and Connected Edges
Physical Connections

Active and Connected Edges
Physical Connections
Undoing "Seas of Pavement"

Putnam Triangle Plaza

Putnam Plaza – Brooklyn, NY

Amenities

- Public and private seating options

- Triangulate to support use – cluster sidewalk elements like benches, waste baskets, planters, lampposts, cafes

Management

- Maintenance and security

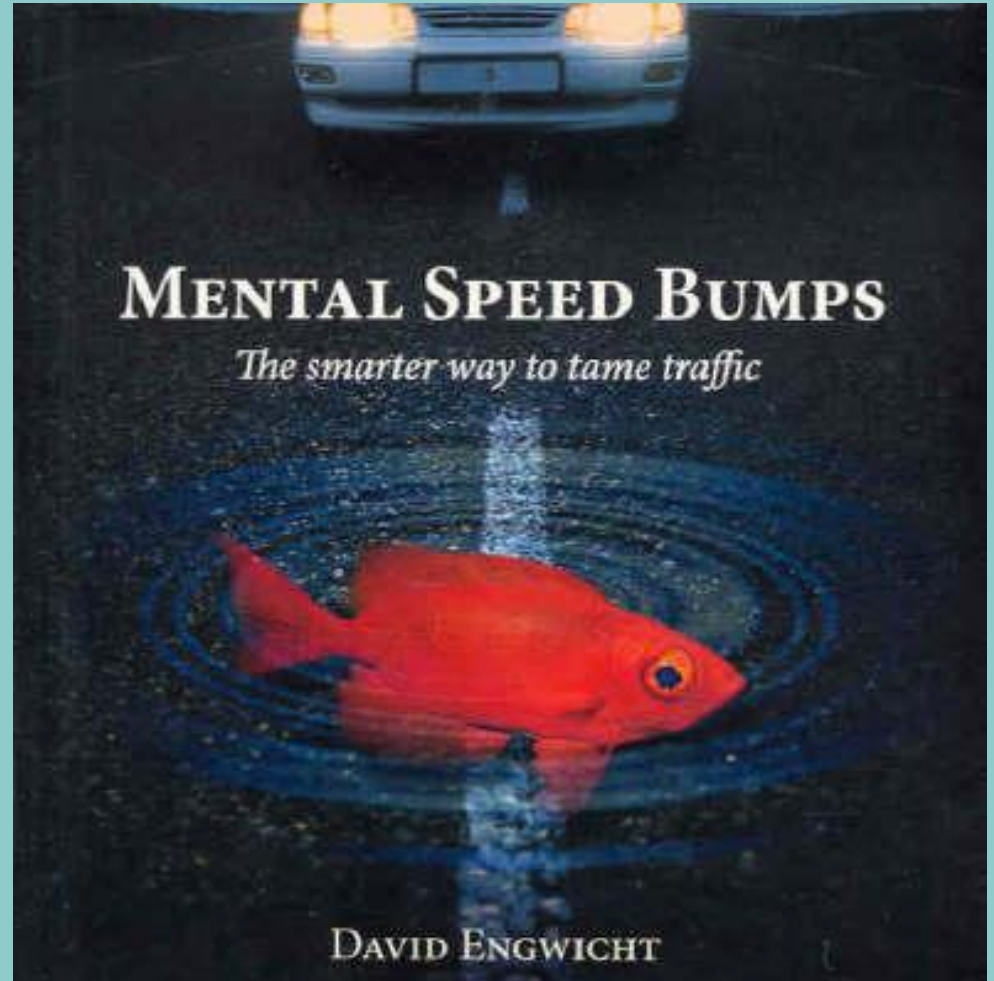- Programming – daily activity generators and cultural, civic events

Flexibility

- Street design can respond to community use

Intrigue, Uncertainty, Humor

- David Engwicht

MENTAL SPEED BUMPS

The smarter way to tame traffic

DAVID ENGWICHT

Intrigue, Uncertainty, Humor

Intrigue, Uncertainty, Humor

Intrigue, Uncertainty, Humor

Intrigue, Uncertainty, Humor

- ## Thinking Beyond the Station

Make the station a community place

This

Not this

South Orange Station, NJ

- Gathering places & destinations for social interaction
- Programmed for community events
- Reflects local character & culture

Transit Value Premiums from various studies.
Source: Center for Transit-Oriented Development

Redesigned and revitalized
Main Street

Bus Stops as Places

- Projects a positive image of transit service

- Appropriate passenger amenities and waiting areas
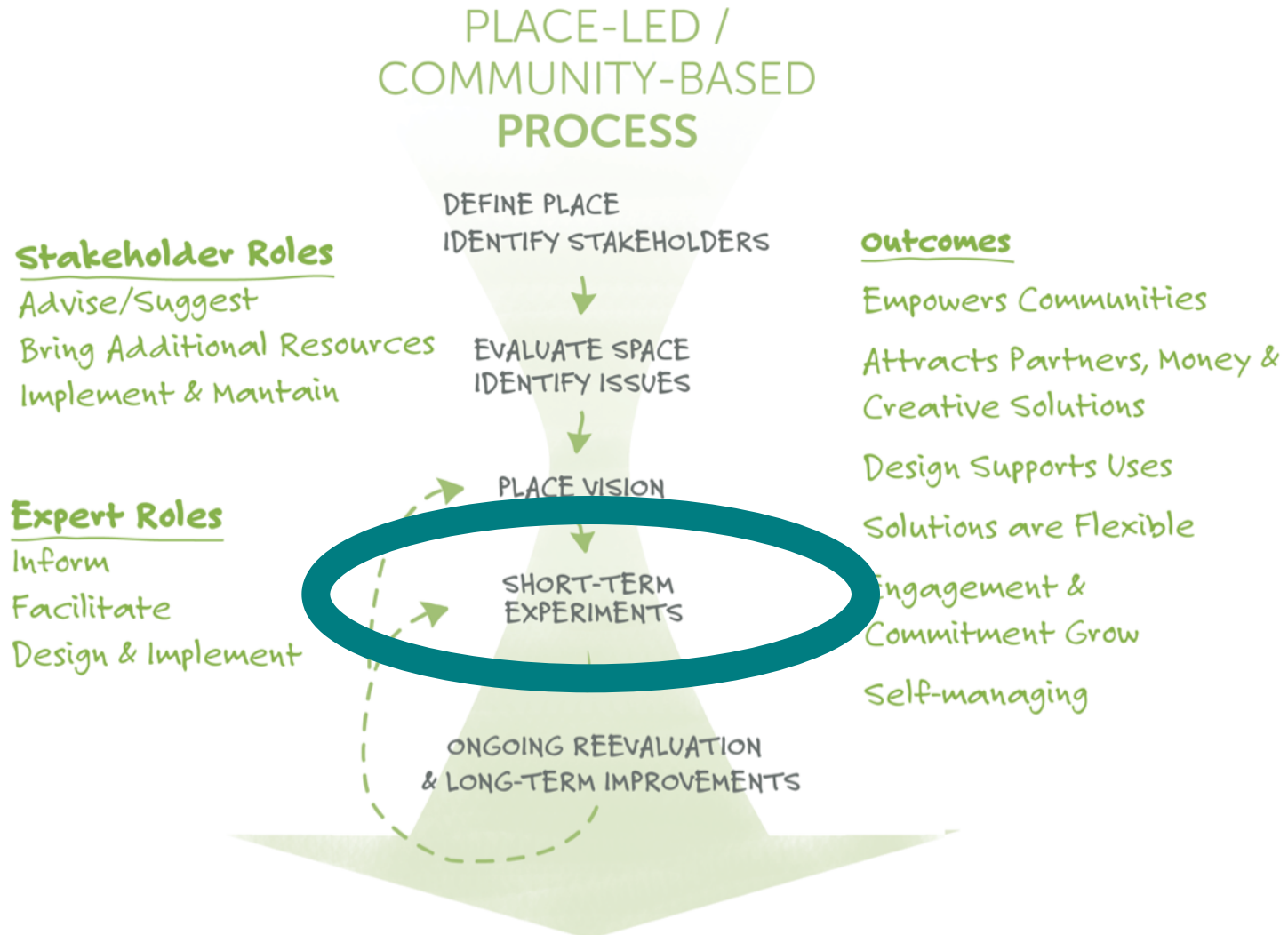
- Attractive lighting, signage, and landscaping

Rochester, NY

Portland, OR

• Lighter, Quicker, Cheaper

PLACE-LED / COMMUNITY-BASED PROCESS

DEFINE PLACE
IDENTIFY STAKEHOLDERS

EVALUATE SPACE
IDENTIFY ISSUES

PLACE VISION

SHORT-TERM EXPERIMENTS

ONGOING REEVALUATION
& LONG-TERM IMPROVEMENTS

Stakeholder Roles
Advise/Suggest
Bring Additional Resources
Implement & Mantain

Expert Roles
Inform
Facilitate
Design & Implement

Outcomes
Empowers Communities
Attracts Partners, Money & Creative Solutions
Design Supports Uses
Solutions are Flexible
Engagement & Commitment Grow
Self-managing

Spectrum of Change

QUICK BUILD

POP-UP PROTECTED BIKE LANE

DEMONSTRATION | PILOT PROJECT | INTERIM DESIGN | PERMANENT INSTALLATION

Times Square, NYC
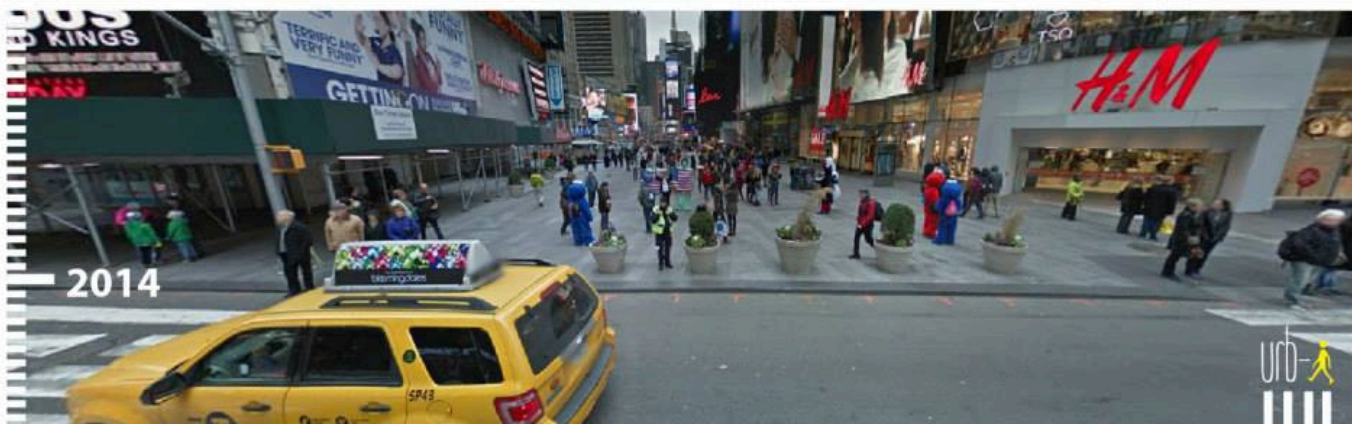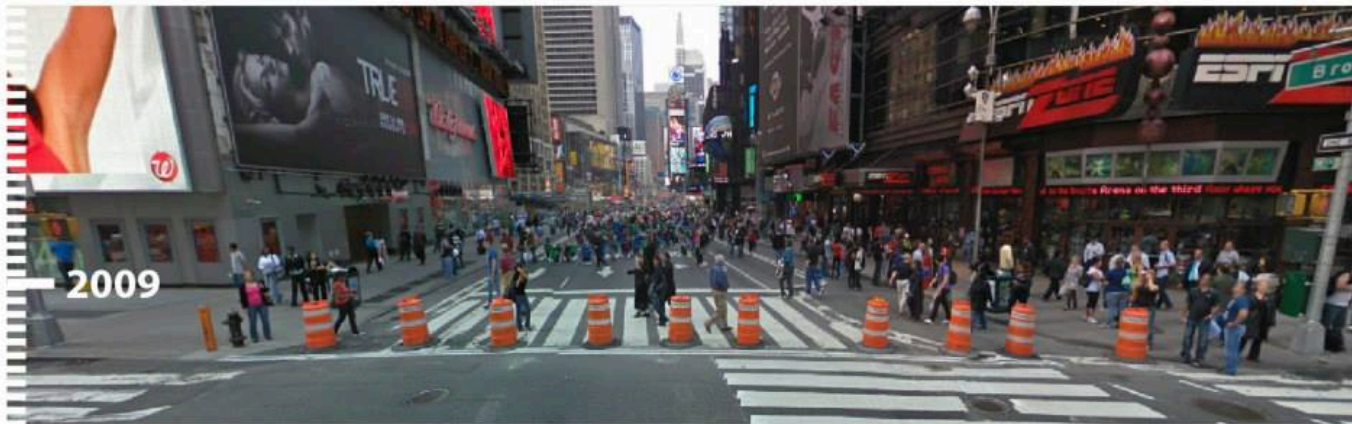
Try it!

Minneapolis Bicycle Coalition
Open Streets Demonstration Project

Image: Sam Rockwell.

Increasing People Space
Chicago

Lincoln Hub, Chicago, IL. Built in 2015. Photo Credit: John Greenfield

Increasing People Space
Chicago

Brownsville, Brooklyn
www.nyc.gov/streetseats

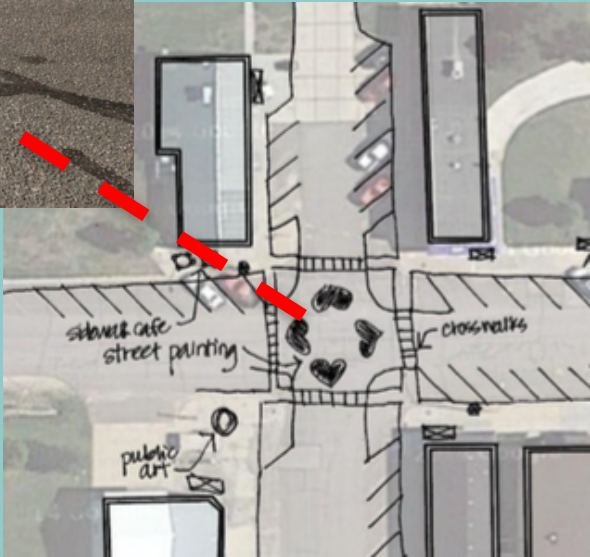City Repair Project, Portland, OR

Citizens' Institute on Rural Design

Hallam NE

the Little Town with a Big Heart

MAIN STREET PLACEMAKING

Painted Intersection

TOWARD A PLACE-LED FUTURE

Evolution of Development

Community Benefits

4 Place-Led

3 Place-Sensitive

2 Discipline-Led

1 Project-Driven

Old Thinking ← → New Thinking
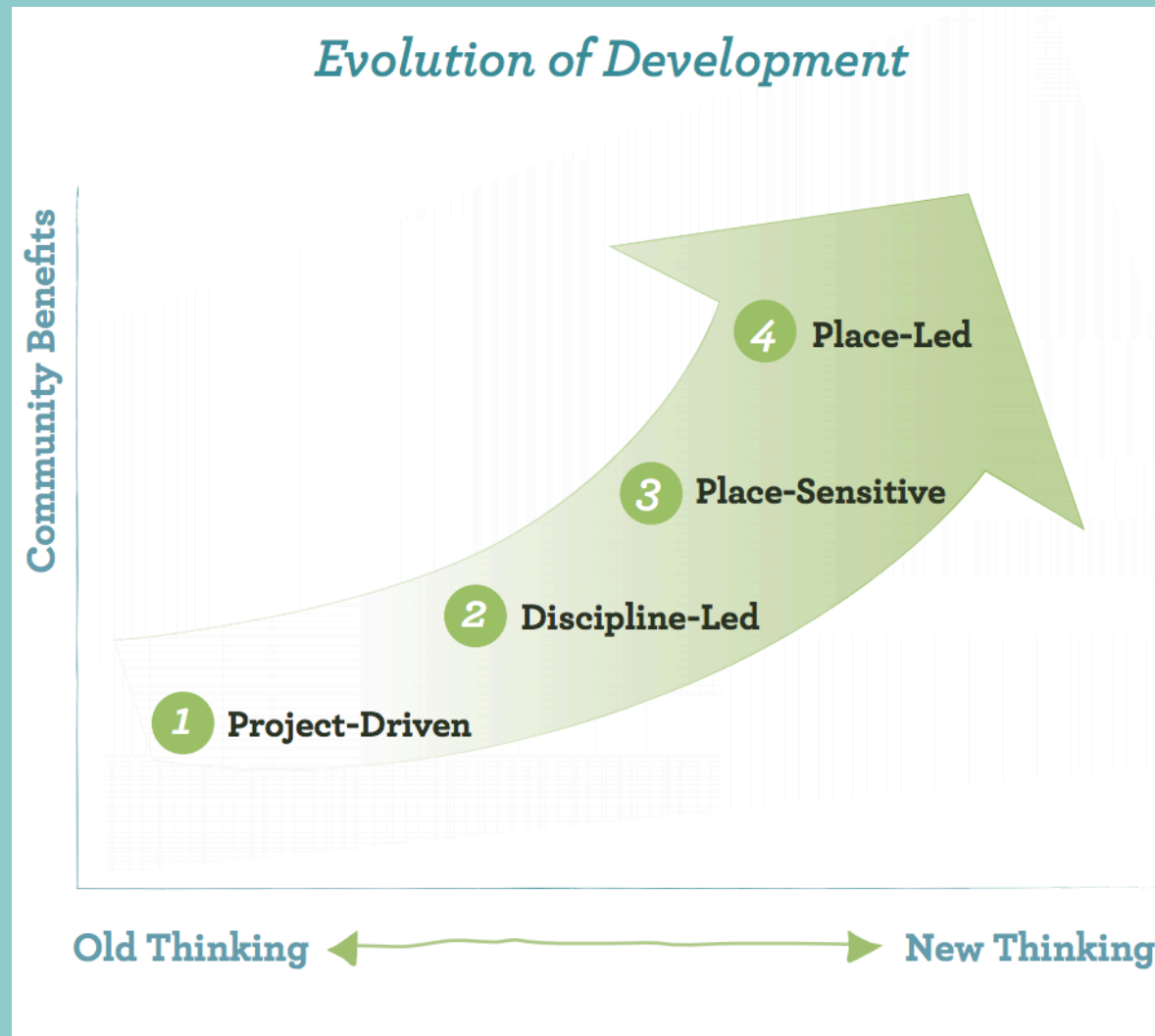
RECAP PLACEMAKING

Placemaking Strategies

- Power of 10+
- Streets as Places
  - Retuning (engineering) for Comfort
  - Layer Placemaking
- Thinking Beyond the Station
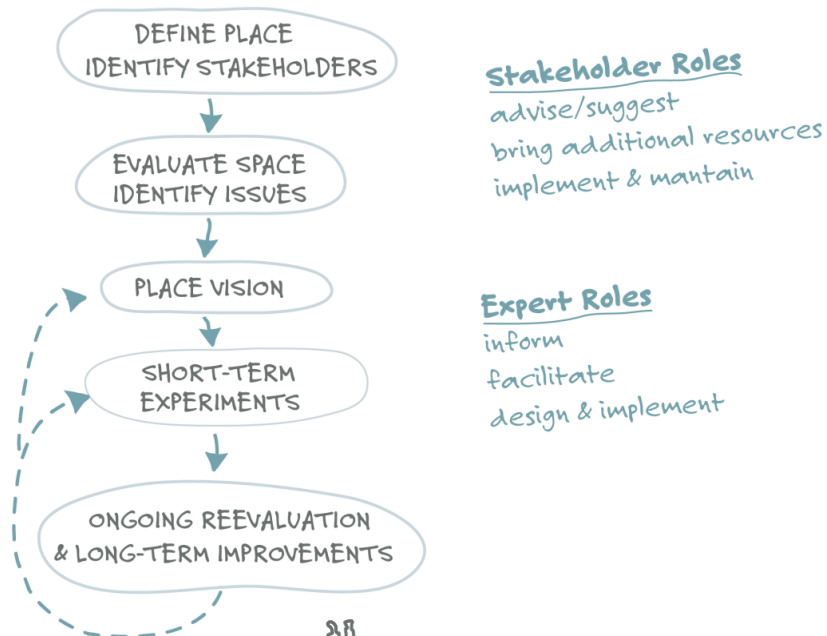- Lighter Quicker Cheaper
- Place Governance

"When you focus on a place, you do everything differently."

~Fred Kent

BREAK

PLACEMAKING
TOOLS & TECHNIQUES

PLACE-LED /
COMMUNITY-BASED
PROCESS

DEFINE PLACE
IDENTIFY STAKEHOLDERS

EVALUATE SPACE
IDENTIFY ISSUES

PLACE VISION

SHORT-TERM
EXPERIMENTS

ONGOING REEVALUATION
& LONG-TERM IMPROVEMENTS

Stakeholder Roles
advise/suggest
bring additional resources
implement & mantain

Expert Roles
inform
facilitate
design & implement

PROJECT FOR
PUBLIC
SPACES

STEP 1: DEFINE PLACE & IDENTIFY STAKEHOLDERS
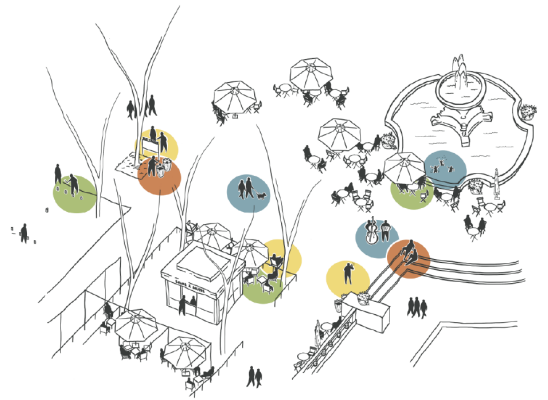
POWER OF 10+

City/Region
10+ MAJOR DESTINATIONS

Destination
10+ PLACES IN EACH

Place
10+ THINGS TO DO,
LAYERED TO CREATE SYNERGY

PlaceMapping

🟢 Great Destinations

🟡 Opportunities

🔴 Problem Areas