

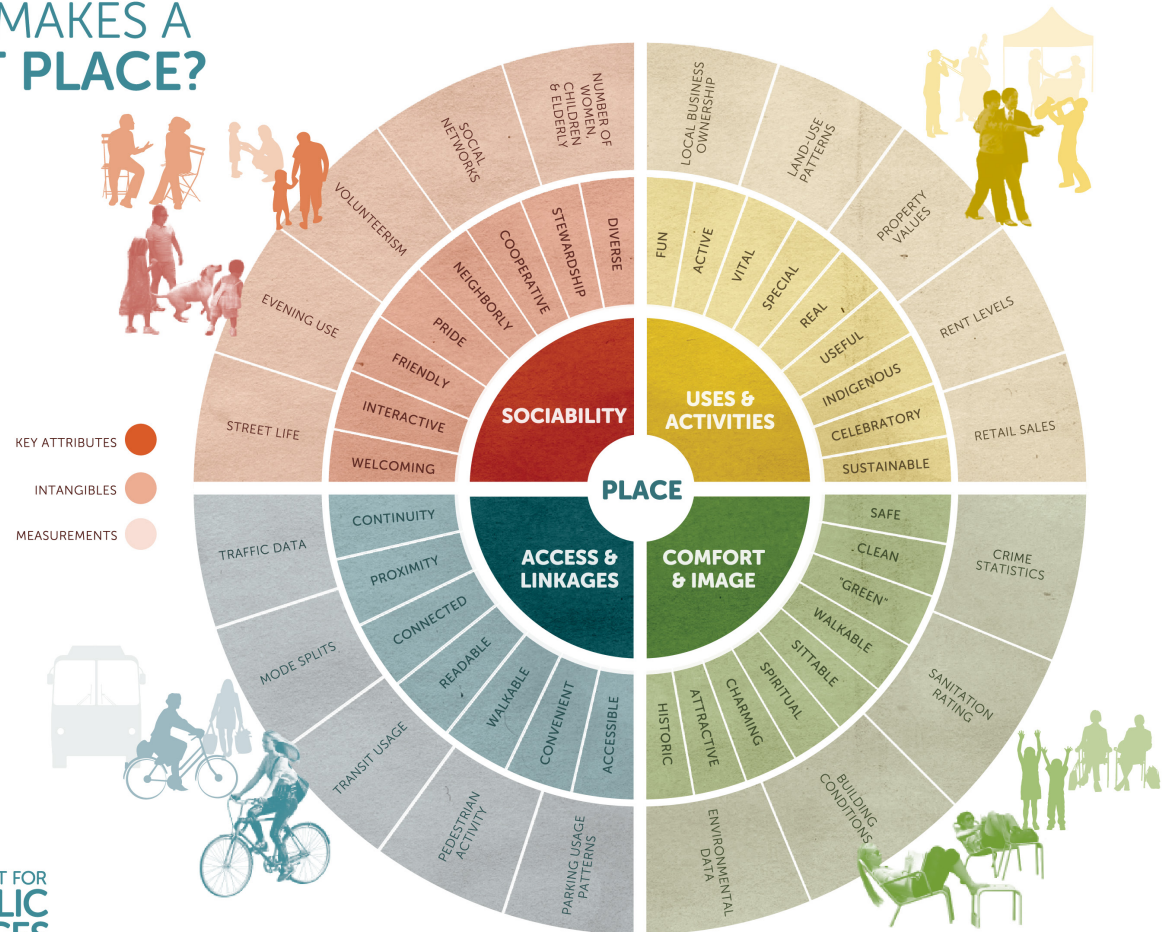
THE IMPORTANCE OF PLACE-MAKING

What makes a successful place?

Great places are....

- Accessible
- Active
- Comfortable
- Sociable

WHAT MAKES A GREAT PLACE?



Who makes a successful place?

Great places are made by...

- Planners
- Urban Designers
- Code Writers
- Economists
- Municipal Leaders
- Community Leaders
- Engaged Citizens
- Developers
- Engineers
- Artists
- Architects

Great places are made by....PEOPLE.



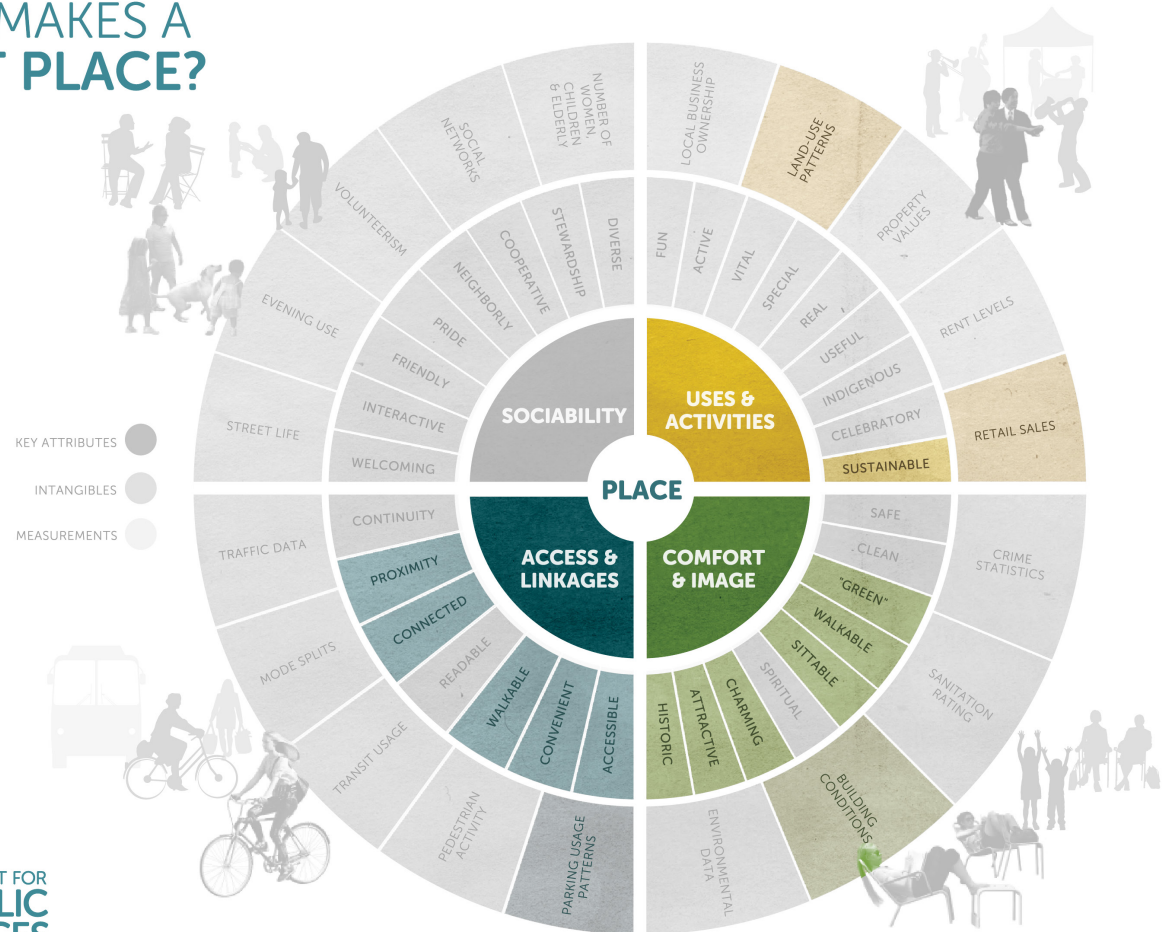
Then why do so many “places” feel like
they weren’t made ***for*** people?

1. Often, these disciplines aren't working together.

Even at KWA,
where our tagline
is “conscious urban
placemaking...”

...we only hit a few
pieces of the puzzle.

WHAT MAKES A GREAT PLACE?



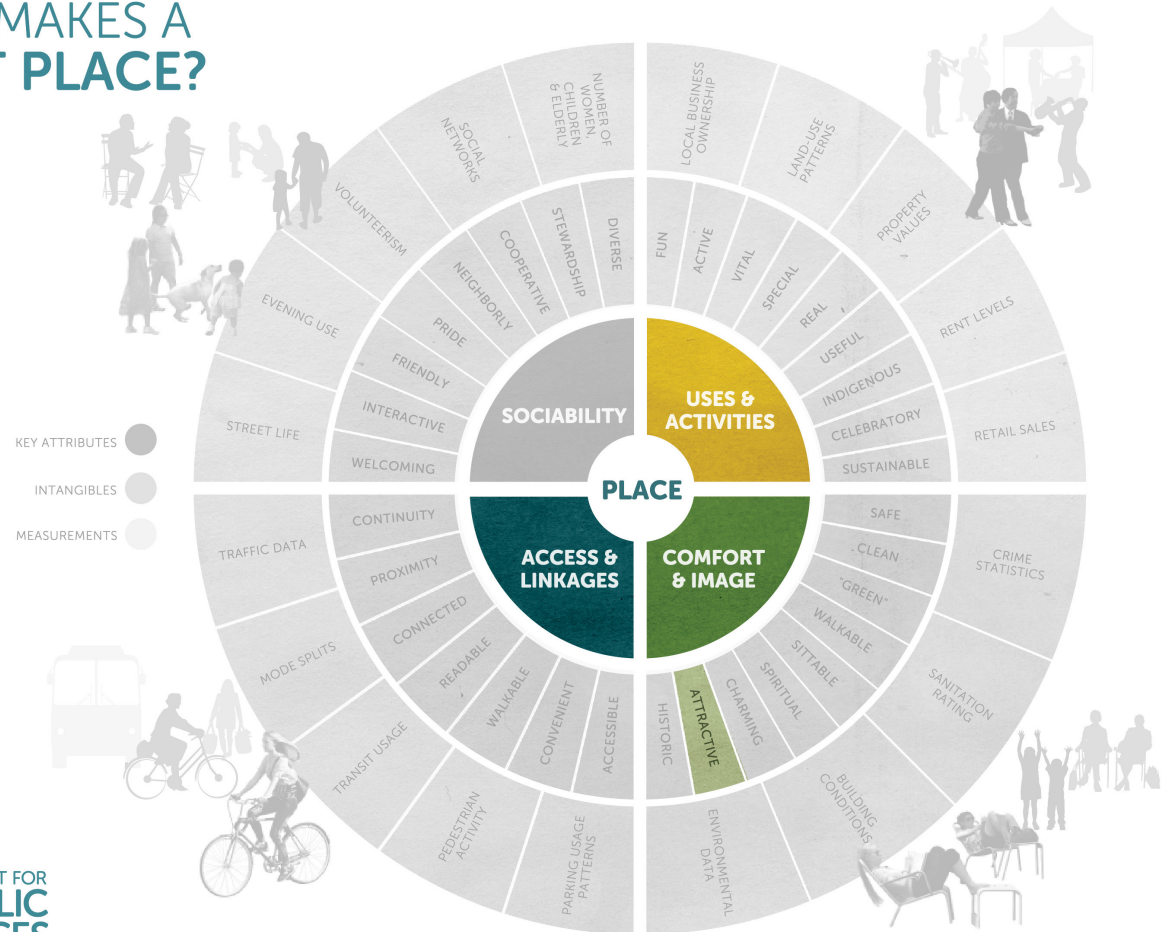
Most other architects, for example...

tend to focus on...

...the building!

But buildings alone
don't make great
places.

WHAT MAKES A GREAT PLACE?



We can't use a narrow lens to create holistic environments.

We have to

BREAK DOWN THE SILOS

2. Not everyone understands the value of place-making.



- Generates higher values
- More efficient use of land
- More convenient for everyone



- Cheaper
- Faster
- Easier

We can't expect everyone to know the benefits.

We have to

EDUCATE EVERYONE

PLACE-MAKING =

working together
and
designing for people

Arguably the most important public place in any community is

THE STREET

Streets used to be designed like this:



Even with the advent of the automobile, streets were inclusive:



[A Trip Down Market Street in San Francisco, 1906](https://www.youtube.com/watch?v=8Q5Nur642BU)

<https://www.youtube.com/watch?v=8Q5Nur642BU>

...and the chaos actually made them safer!

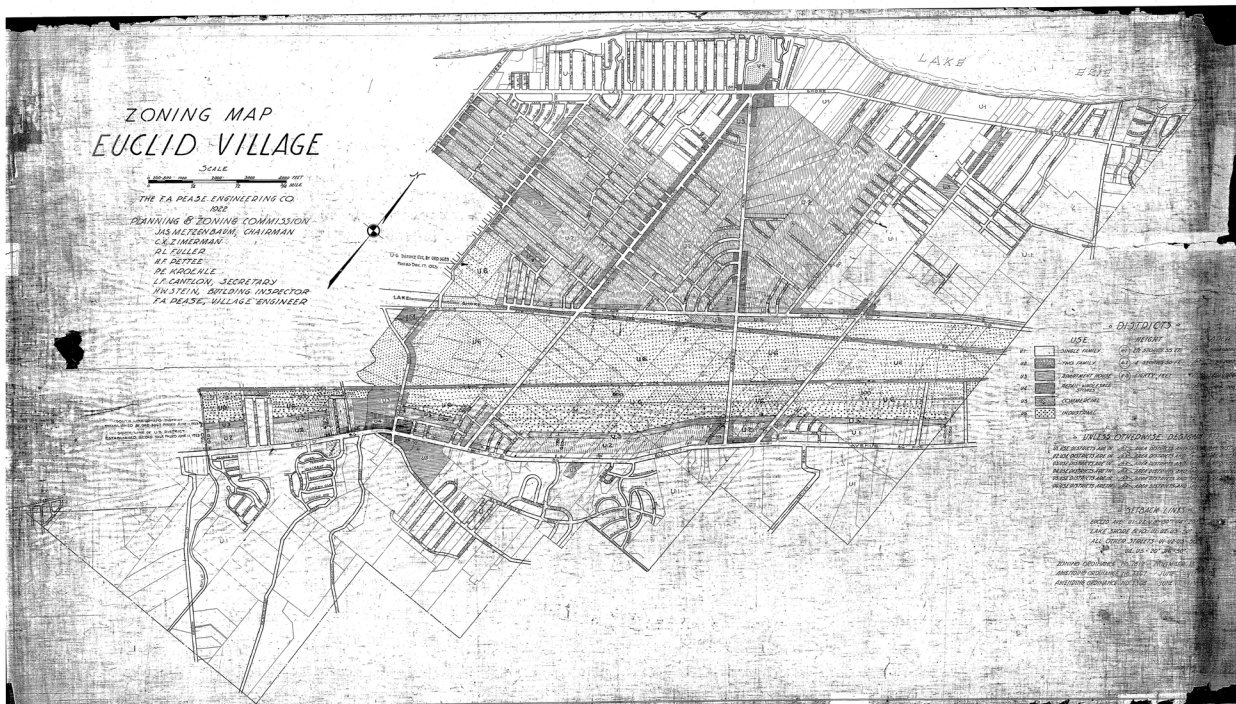
WHAT HAPPENED?!?!



1. Zoning

Originally intended to protect “health, safety and welfare” through separation of uses, zoning resulted in land use patterns that were **unwalkable**.

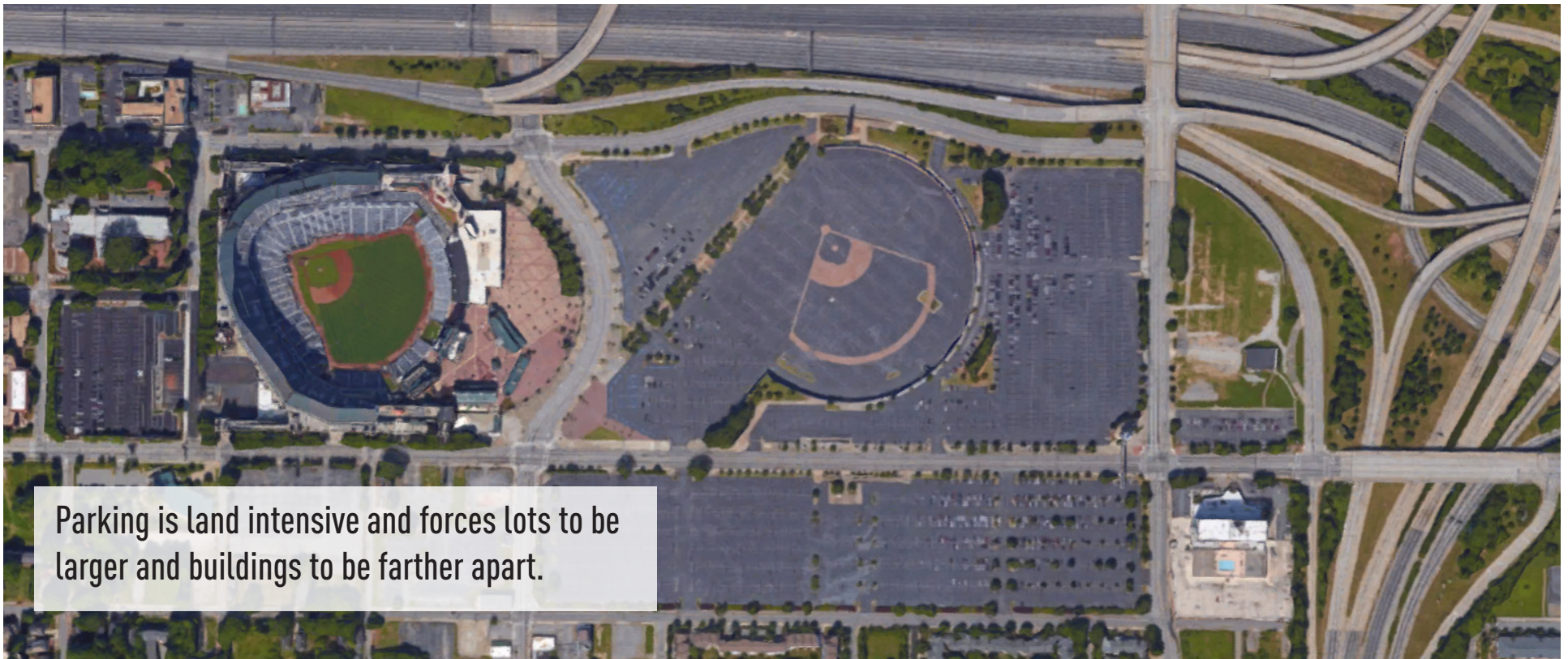
Not only did separation of uses create a physical disconnect between places, it also **prohibited** many great places from even existing!



2. Parking

If places are farther apart, that means you ***have to drive*** (unless you are lucky enough to have convenient public transit!).

If you have to drive, that means you ***have to park*** at your destination.



Parking is land intensive and forces lots to be larger and buildings to be farther apart.

3. Parking Requirements

Parking is often ***enforced*** through zoning codes.

Legally mandated parking is ***perpetuating the problem!***

“Minimum parking requirements act like a fertility drug for cars.”

- Donald Shoup



4. AASHO (American Association of State Highway Officials)

We decided to engineer and “design” streets primarily for cars.

Streets are designed for:

- Efficiency
- Speed
- Safety

...but for who?



Adapted from a graphic by Complete Mobility (twitter.com/dewanmkarim)
Image credit: (L) [flickr.com/photos/countylemonade](https://www.flickr.com/photos/countylemonade/) | (R) [flickr.com/photos/la-citta-vita](https://www.flickr.com/photos/la-citta-vita/)

WHAT CAN WE DO?



Promote walkability by promoting mixed-uses:



- Creates Jobs
- Spends Money
- Makes a Place



- Does Not

Want Growth? Get People.

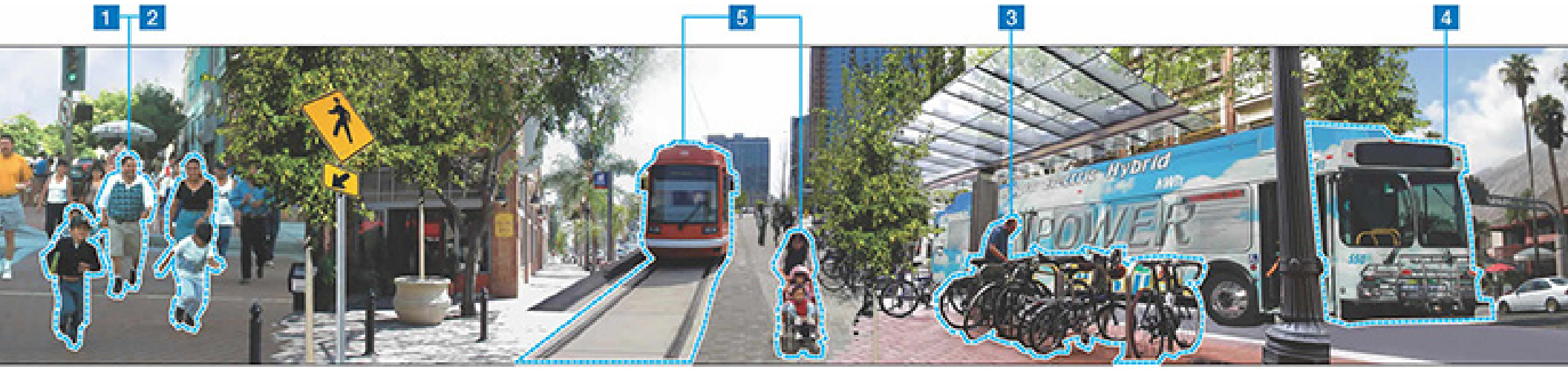
STRONG
TOWNS

Reduce on-site parking requirements:

- Land for more parking?
- Variance to reduce parking?
- Offsite lease?
- Remove some building?

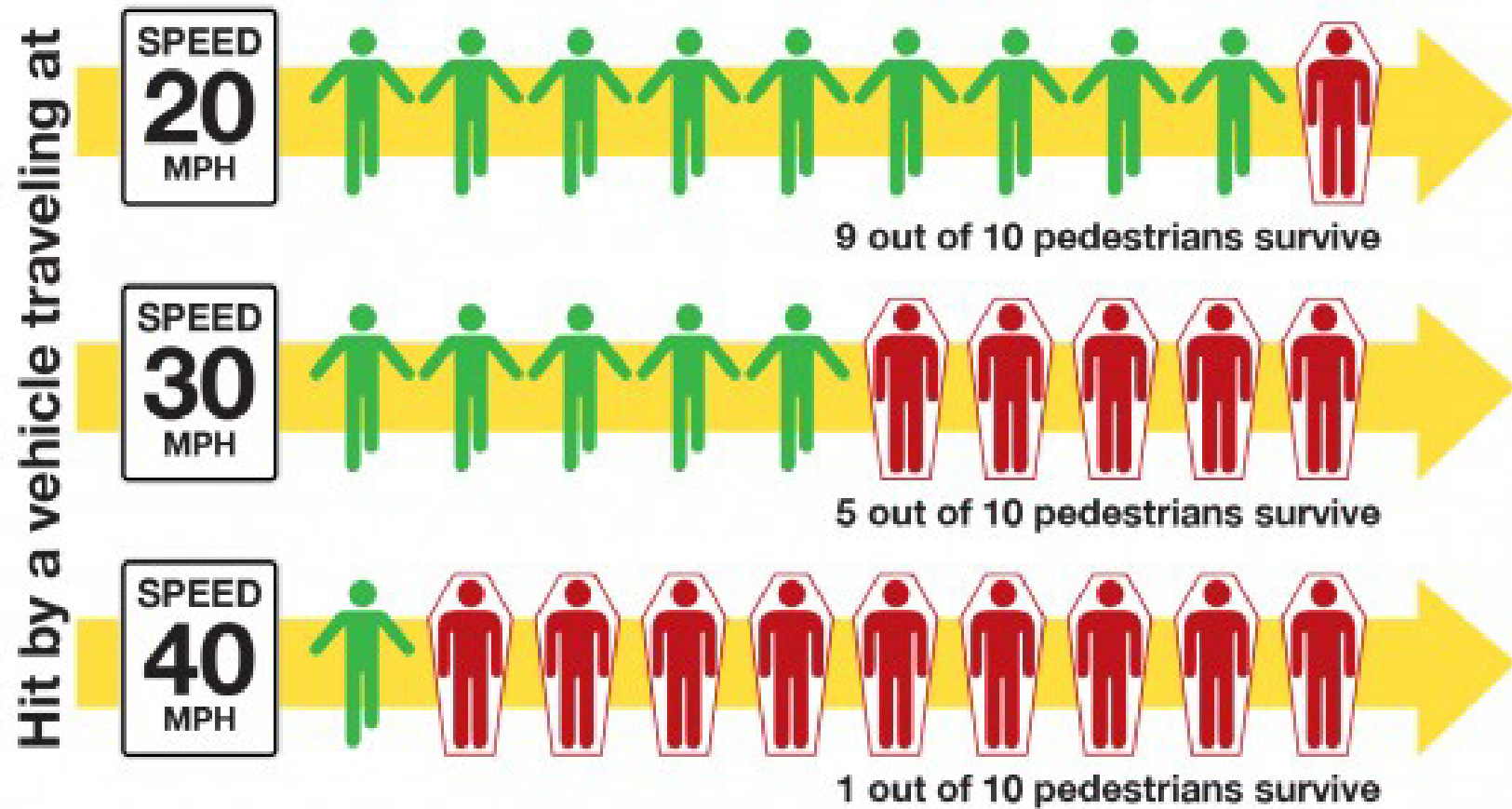
CHANGE THE REQUIREMENTS?

Provide options and alternatives:



- Pedestrian infrastructure (ample sidewalks, cross-walks)
- Bicycle infrastructure (lanes, parking)
- Transit
- On-street parking
- Lyft / Uber

Slow it down!



Shared streets = slower = safer



**SIMPLY PUT,
DESIGN PLACES FOR PEOPLE.**



**STREETS ARE PLACES,
LET'S TREAT THEM AS SUCH.**