



SAFE STREETS THROUGH PLACEMAKING

What If We Built Broward Transit Stops & Streets as Places?



Safe Streets Summit, January 22nd
@PPS_Placemaking
@EBKent



***“When you focus on a place,
you do everything differently.”***

For nearly our entire history, streets were vital places where people came together...



For commerce

For play and socialization

For talking

For important occasions









WHERE WE HAVE WORKED

Since 1975

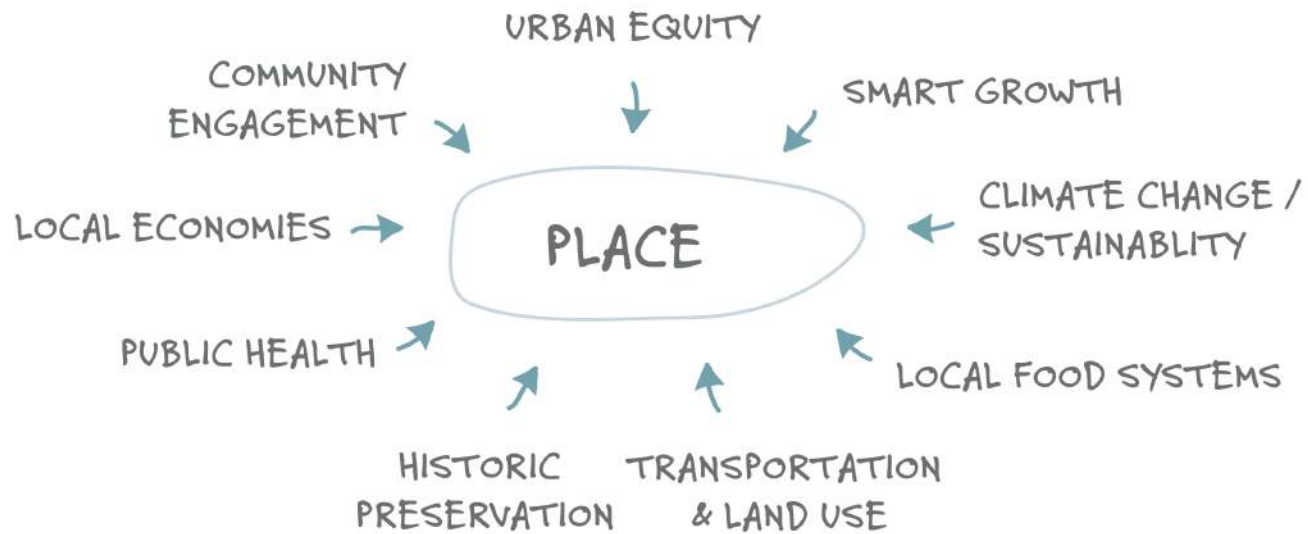


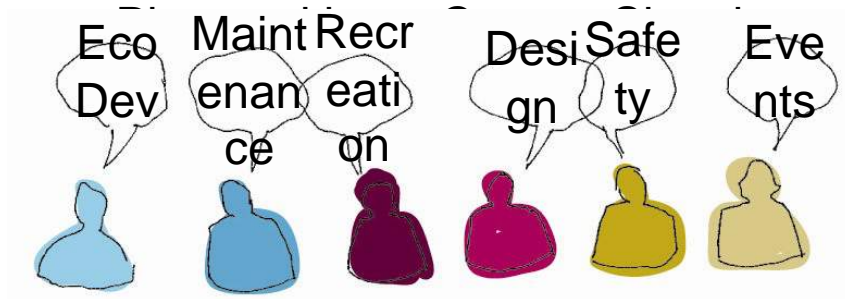
Projects & Training

- 1 to 2
- 3 to 9
- 10+



CONVERGENCE OF MOVEMENTS/DISCIPLINES AROUND **PLACE**





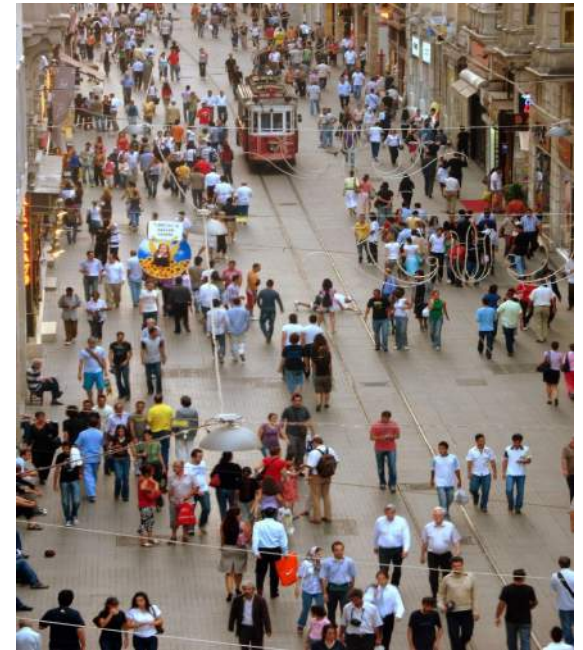
Current conversation
OR
siloed accountability

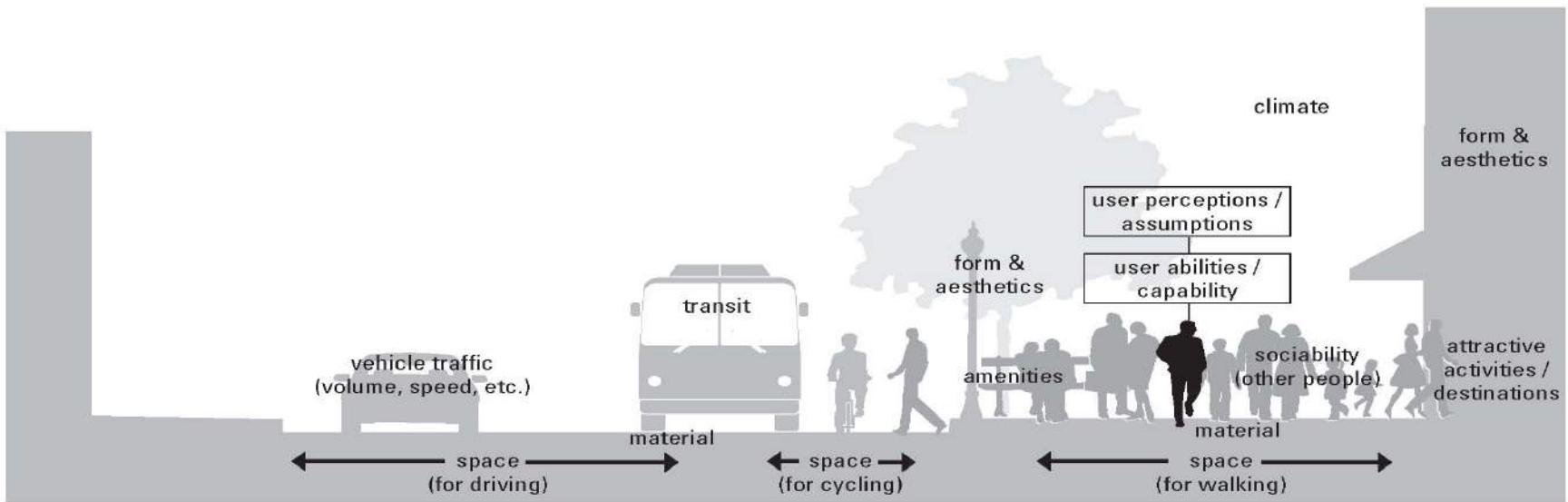


New conversation
OR
collaborative accountability

Source: Sunshine Coast Council (adapted)

Great Streets = Great Cities and Communities







We shape our public spaces, thereafter our public spaces shape us.

—adapted from Winston Churchill



Lowly, unpurposeful and random as they may appear, sidewalk contacts are the small change from which a city's wealth of public life may grow.

- Jane Jacobs



What attracts people most it would appear, is other people.

- William H. Whyte

WHAT MAKES A GREAT PLACE?



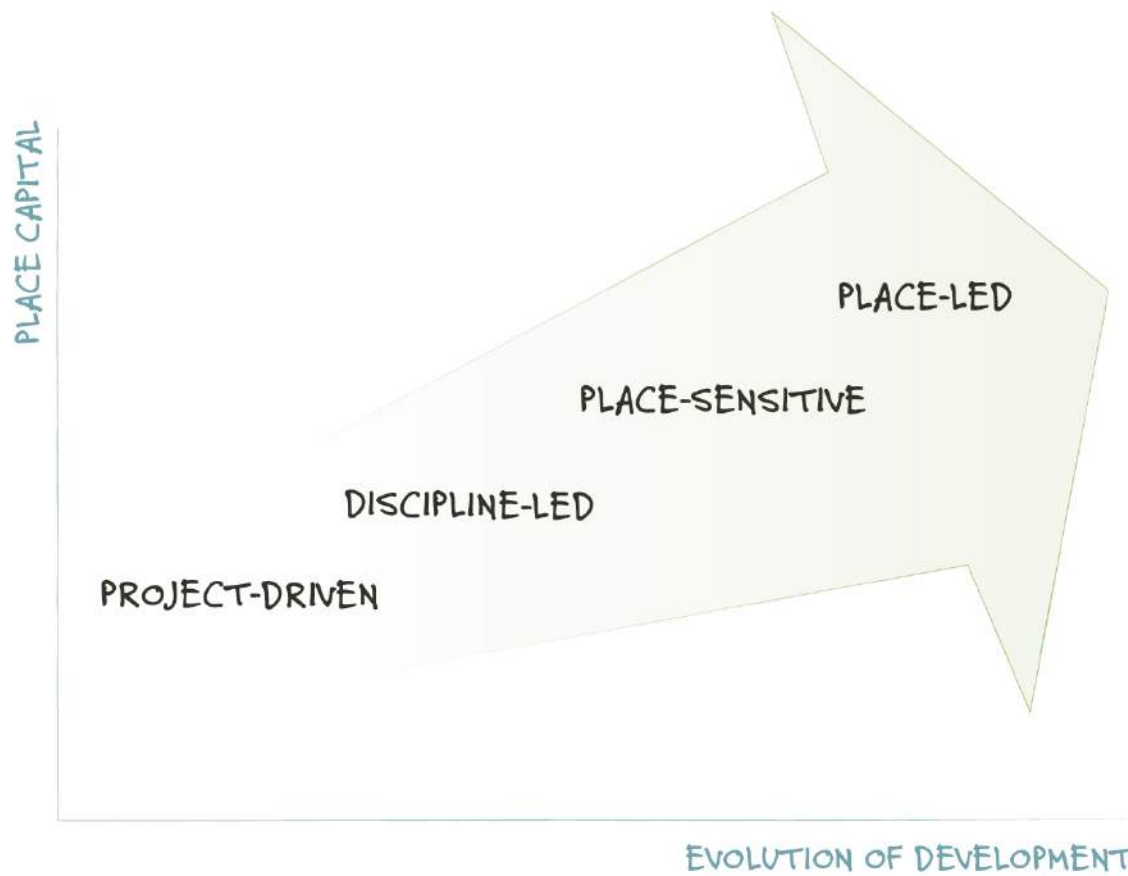
Soul of the Community Study

Jobs, schools, economic standards were found not to correlate with attachment

Qualities of place (openness, opportunities for social engagement and aesthetics) are qualities that lead to attachment.

Attachment leads to higher growth, entrepreneurship levels, etc.

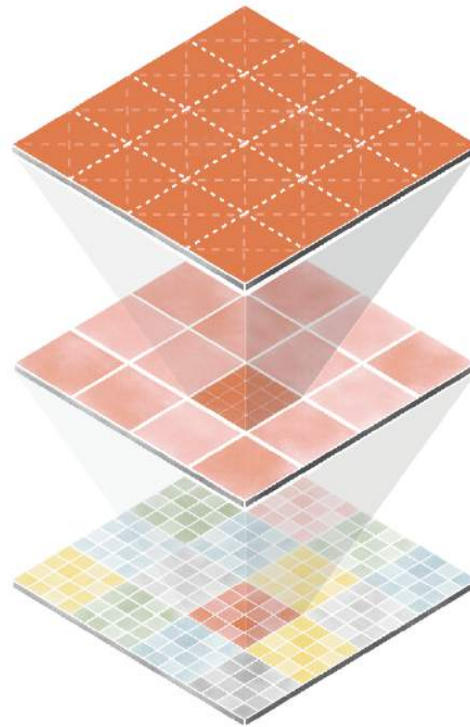
**Study by the Knight Foundation and Gallup on attachment to communities*



PLACE CAPITAL is the shared value in the public realm



POWER OF 10+



PLACE

10+ things to do layered
to create synergy

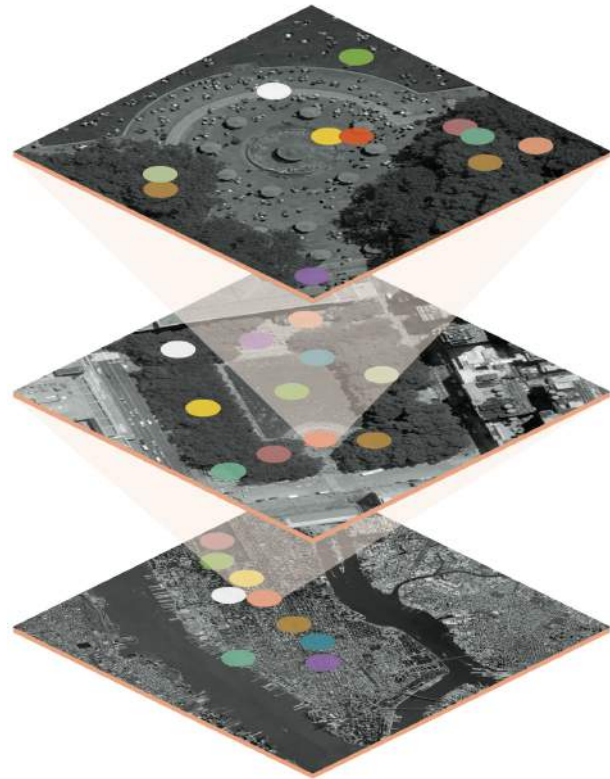
DESTINATION

10+ Places to go

CITY/REGION

10+ Major Destinations

POWER OF 10+



PLACE

10+ things to do layered
to create synergy

DESTINATION

10+ Places to go

CITY/REGION

10+ Major Destinations

If you plan for cars and traffic...
you get more cars and traffic.





If you plan for people and places...
you get more people and places.







PLACE-LED / COMMUNITY-BASED PROCESS

Stakeholder Roles

Advise/Suggest
Bring Additional Resources

Expert Roles

Resource
Facilitate
Implement Vision

DEFINE PLACE
IDENTIFY STAKEHOLDERS



EVALUATE SPACE
IDENTIFY ISSUES



PLACE VISION



SHORT/LONG-TERM
EXPERIMENTS



ONGOING REEVALUATION
& SHORT/LONG-TERM
IMPROVEMENTS

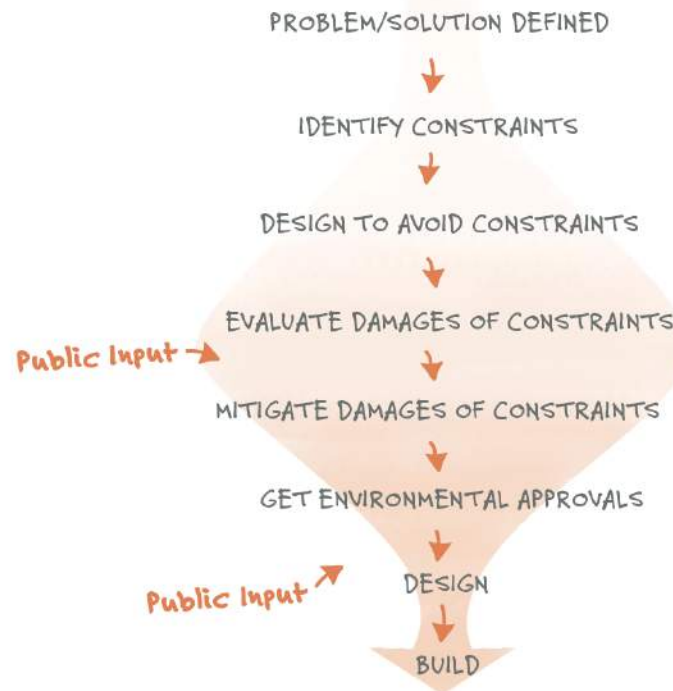


Outcomes

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



PROJECT / DISCIPLINE DRIVEN PROCESS



Outcomes

Narrow Goals

Crisis Driven, Politically
Initiated

Angry/Reactive Community
Meetings

Expensive

Static Designs

Results in Limited
Experience of Place



Streets as Places Audit




Streets as Places Training Seminar

This exercise is a tool to evaluate the Placemaking qualities of a street - the extent to which it is a great street for people. Working in teams, participants will identify short and long term opportunities for improving the safety and attractiveness of streets from the perspective of people on foot.

Project for Public Spaces
New York, New York



 Site # _____

 Rate the Place:

COMFORT & IMAGE	POOR		GOOD	
Overall attractiveness	1	2	3	4
Feeling of safety	1	2	3	4
Cleanliness/Quality of Maintenance	1	2	3	4
Comfort of places to sit	1	2	3	4

Comments/Notes:

ACCESS & LINKAGES	POOR		GOOD	
Visibility from a distance	1	2	3	4
Ease in walking to the place	1	2	3	4
Transit access	1	2	3	4
Clarity of information/signage	1	2	3	4

Comments/Notes:

USES & ACTIVITIES	POOR		GOOD	
Mix of stores/services	1	2	3	4
Frequency of community events/activities	1	2	3	4
Overall busy-ness of area	1	2	3	4
Economic vitality	1	2	3	4

Comments/Notes:

SOCIABILITY	POOR		GOOD	
Number of people in groups	1	2	3	4
Evidence of volunteerism	1	2	3	4
Sense of pride and ownership	1	2	3	4
Presence of children and seniors	1	2	3	4

Comments/Notes:

 Identify Opportunities

1. What do you like best about this place?
2. List ideas that you would do to improve this place that could be done right away and that wouldn't cost a lot:
3. What changes would you make in the long term that would have the biggest impact?
4. Ask someone who is in the "place" what they like about it and what they would do to improve it. Their answer:
5. What local partnerships or local talent can you identify that could help implement some of your proposed improvements? Please be as specific as possible.



r Apartments

TEMPLE BAR

SHOE REPAIR

Mount Baker
Belgian Desserts
SANDWICHES • CROISSANTS • CAKES

Mount Baker
Belgian Desserts
SANDWICHES • CROISSANTS • CAKES

Mount Baker
Belgian Desserts
SANDWICHES • CROISSANTS • CAKES

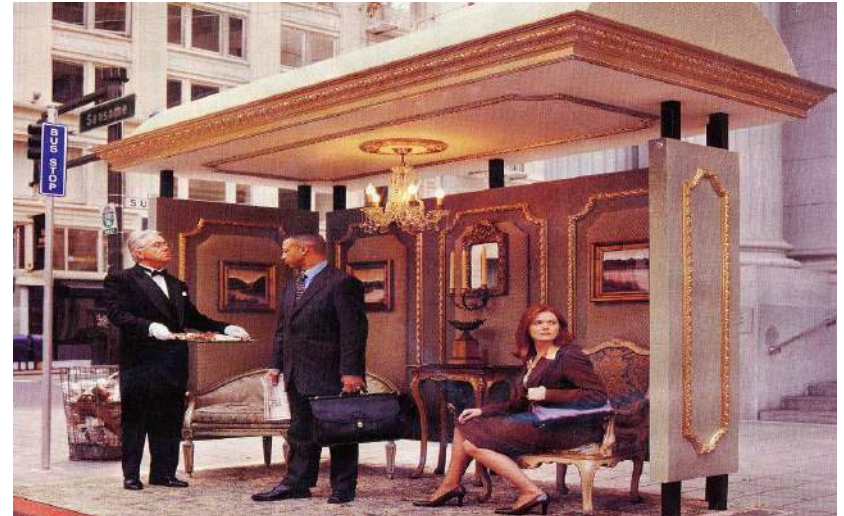








Corpus Christi TX



Ad for Grey Poupon
Dijon Mustard

The Placemaking Process Around Transit



Los Angeles CA











Before



After

Ten Strategies

For Transforming Transit Facilities into Places

1

Rail stations and bus stops can serve as community destinations while providing comfort and convenience for transit passengers



2

Stations are designed, built, and managed as “Places”



3

Transit stops and stations are programmed venues for a wide range of community activities and events.



4

Amenities and retail are provided, such as newsstands, food vendors, shops, restrooms, and information kiosks that serve residents and commuters alike.

Bradley Beach, NJ



5

Amenities are co-located, in centralized areas, to create synergy, enhance their impact, and maximize use.

Belmont, CA



6

Transit facilities are attractive and visible from a distance.



7

Roads, streets, and transit stops function as public spaces that benefit communities socially, economically, and environmentally.



8

Transit is planned as part of a transportation system linked to the street network.



9

Roadways adjacent to transit facilities are pedestrian-friendly boulevards.



10

Transferring between train, buses, and cars is both convenient and pleasant.



Streets as Places Principles

- Attractions & Destinations
- Identity & Image
- Active & Connected Edge Uses
- Amenities
- Management:
Central to the Solution
- Seasonal Strategy
- Diverse User Groups
- Balances Modes
- Blending of Uses and Modes
- Protects Neighborhoods



Attractions & Destinations

- Street design should be responsive to adjacent land uses, not a streetscape plan



Attractions & Destinations

- Clustered activity points of interest
- 10+ destinations – including food and markets, local retail, art, play, education, health/recreation



Identity & Image

- Showcase local assets to create a distinct sense of place
- Businesses, pedestrians and drivers raise their behavior (conform, respect) to this vision



Active & Connected Edge Uses

- Activate the street with ground floor uses
- Pedestrians choose their path based on the expectation of a social, commercial or aesthetic experience



Amenities

- Public and private seating options
- Triangulate to support use – cluster sidewalk elements like benches, waste baskets, planters, lampposts, cafes



Management - Central to the Solution

- Maintenance and security
- Programming – daily activity generators and cultural, civic events



Flexibility

- Street design can respond to community use



Draws Diverse User Groups

- No one group or use dominates (ethnicities, ages, interests, economic means, etc.)
- Design for use



Traffic, Transit & the Pedestrian

- Range of transportation options
- Complete street design (all appropriate modes are accommodated)



Traffic, Transit & the Pedestrian

- Range of transportation options
- Complete street design (all appropriate modes are





So ...



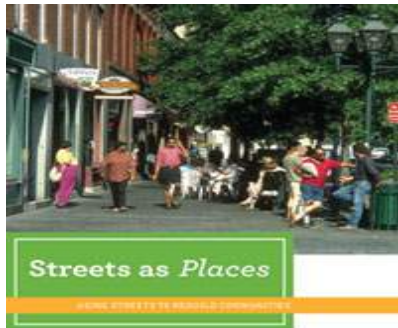
What if we started with Place, people and activities?

What do I want happening on the street?

Who do I want coming to the street?

What do I do to the street to get that to happen?

Resources

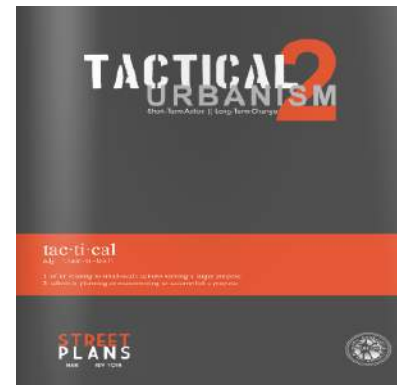


Project for Public Spaces, Inc.

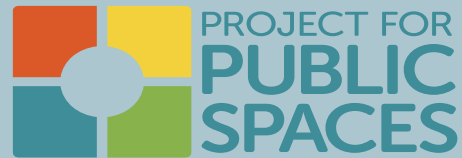


**Rightsizing
Guide**

[www.pps.org/
rightsizing](http://www.pps.org/rightsizing)



Stay in Touch!



pps.org (read our blog, subscribe to our free newsletter)



@PPS_Placemaking



facebook.com/ProjectforPublicSpaces



PPS_Placemaking