

LIGHTER, QUICKER, CHEAPER

Remaking Streets for Better Outcomes

Kate Rube

Project for Public Spaces

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



BEFORE THE CAPTULAYON—A ST.
DUNK & MEYER BY A.



For commerce

For play and socialization

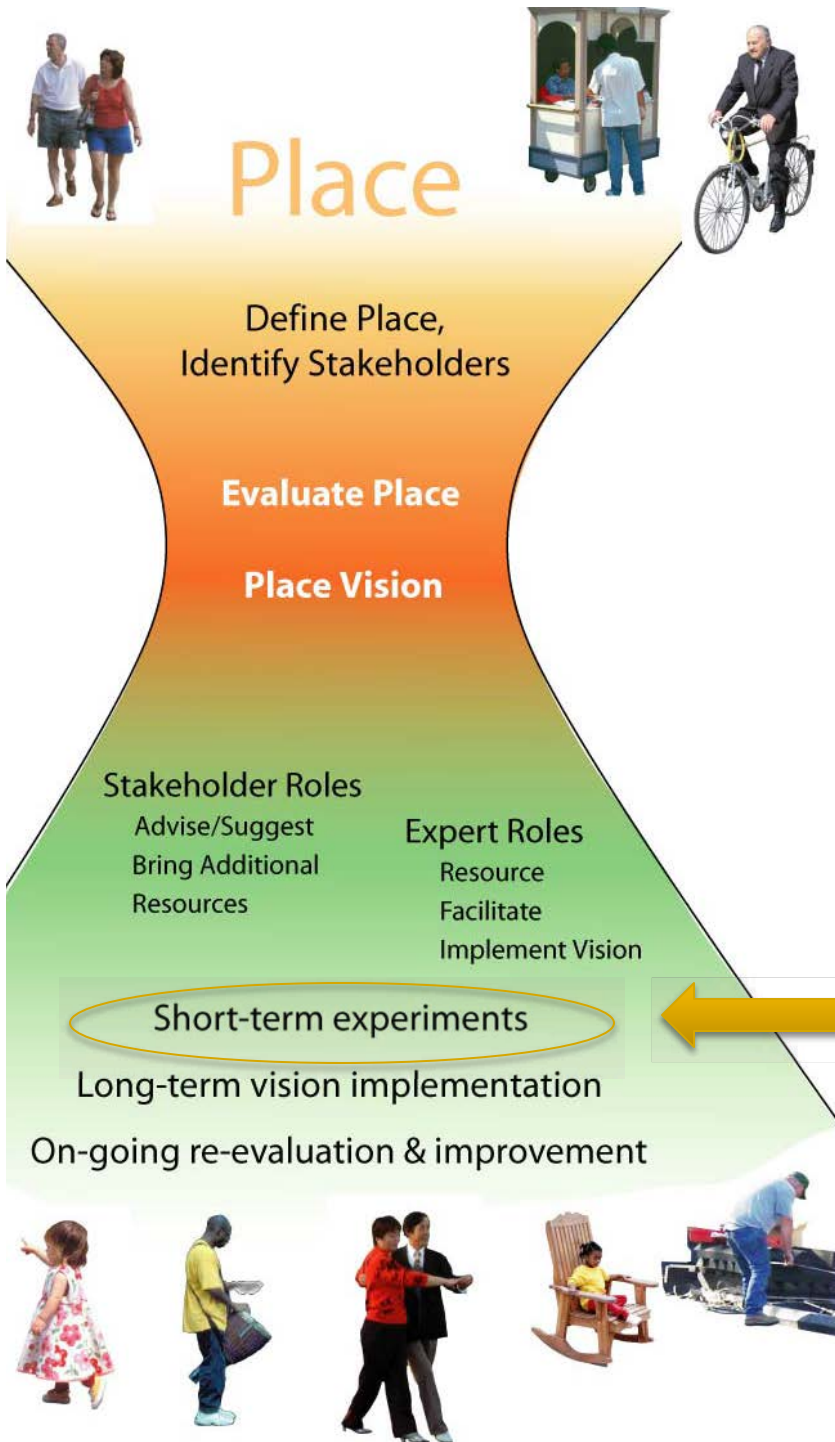
For talking

For important occasions



What happened?





Getting back to Streets as Places...

Lighter, Quicker,
Cheaper

Why Lighter, Quicker, Cheaper?

- Shrinking budgets for capital projects
- Frustration with years-long planning processes and plans that sit on shelves
- A desire to be more creative with what our streets can be

Inspired by 'Open Streets' events



Bike Miami Days

And 'temporary' plaza projects



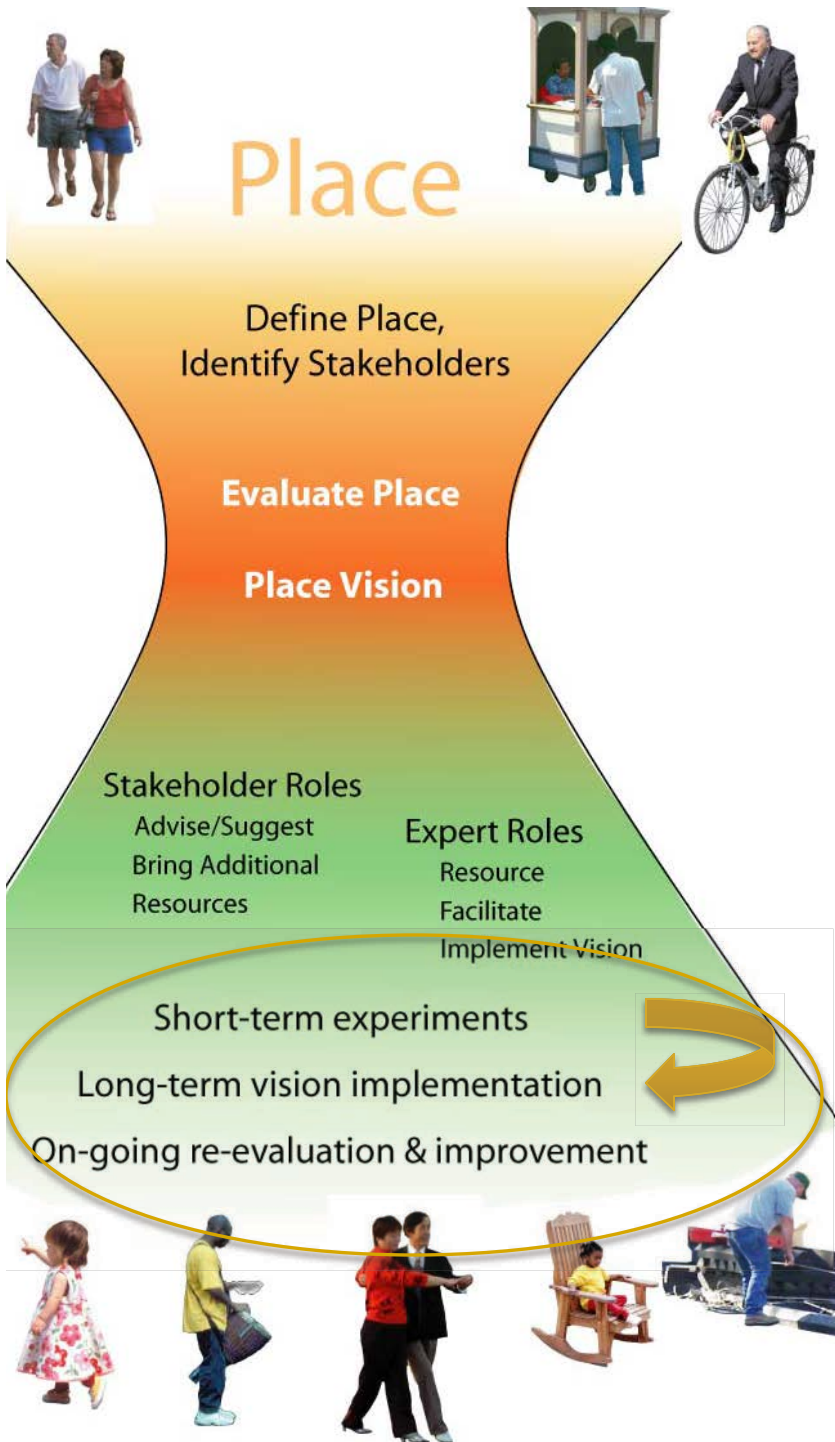
June 22, 2007



July 9, 2007

A movement with many names

A word cloud of various terms associated with the movement, including Temporary, Pop-Up, Spontaneous, and DIY. The words are arranged in a roughly circular pattern, with some larger and more prominent than others. The terms include: Temporary, Grassroots, Bottom-Up, Guerrilla, City Hacking, Lean, Pop-Up, Insurgent, Beta, Pilot, City Repair, Unsanctioned, Democratic, Adaptive, Generative, Everyday, Incremental, Spontaneous, Ad-Hoc, Collaborative, Lighter, Quicker, Cheaper, Wiki, Open Source, DIY, Pre-Vitalize, Ephemeral, Tactical Urbanism.



It's not just about
the short term

Master plan for a street in Penrith, AUS

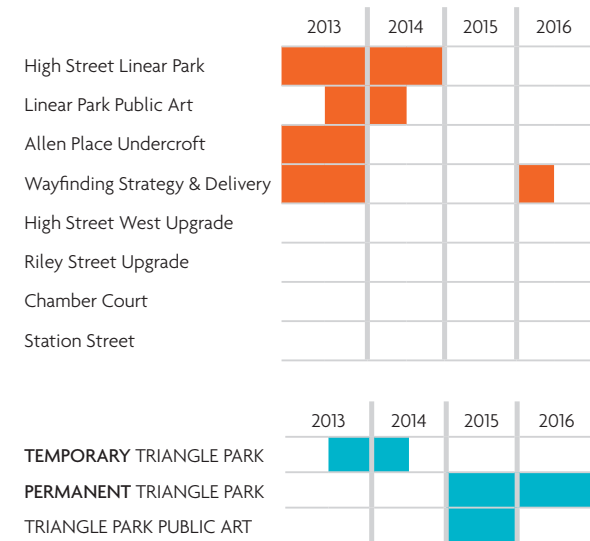
A MASTERPLAN FOR PEOPLE SPACES



The masterplan focussed on creating enjoyable main street experiences that make walking, socialisation and shopping easy. Gateway public spaces define the retail core and enhanced links to the train station promote public transport use.

Pocket spaces for pausing as well as making it easier to cross the street aim to extend the length of time people spend in the centre.

MAKING CHANGE HAPPEN



Masterplans can take decades to deliver and many millions of dollars. Building on the success of the community and business engagement, the opportunity to delivery change fast became a priority.

Starting small to go big



Aerial photo of project site location within the city centre.



INCLUSIVE

- different users
 - lunchtime
 - evening
 - weekends
 - with business
- Partnerships with business
- flexible space

COMFORT

- Seating
- Shade
- Lighting
- Seasonality
- maintenance
- safe

Attraction

- entrance
- aesthetics
- activation

entrance
- enclosure

- arrival

H2



STREETPLANS
MIAMI NEW YORK



GREEN SPACE BUDGET

Items	\$
Turf:	6,000
Trees (4-6m) x 3 ^{\$400 ea}	1,200
Stump Seat x 4	160
Timber Picnic Table x 2 ^{\$200 ea}	1,600
Stepping Logs x 2 ^{\$300}	600
Concrete Blocks x 12	1,250
Painted curb est. (River/Road curb)	1,000
Painted blocks x 6 ^{\$3 ea}	18
3 FREE SEATS !!	
SUB TOTAL	\$11,828

* NOTE FAIRY LIGHTS



The plaza (before) - empty, gated from the street, no seating, no shade, no reason to stay.



The 'Gathering Space' (after) - road converted to park, new seating areas, new trees.



Large and small events in the space - music in the park.



Afternoon socialising at the picnic spot and kids playing on the new stepping stones.



Chalkboard painted blocks used to communicate upcoming events in the space.



Community taking ownership of the new park by improving the aesthetics and 'ownership' of the space.

Step 1 - Start with the vision for the street

What activities and uses do you want it to support for people? Who uses the street – or could?

What land uses are there past, present, future?



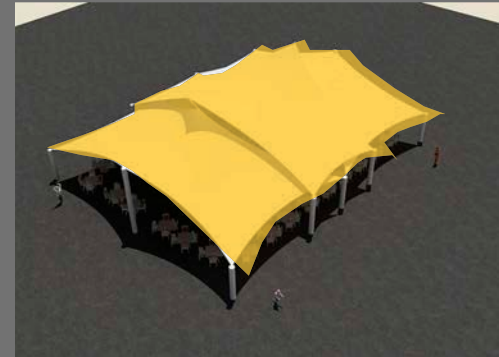




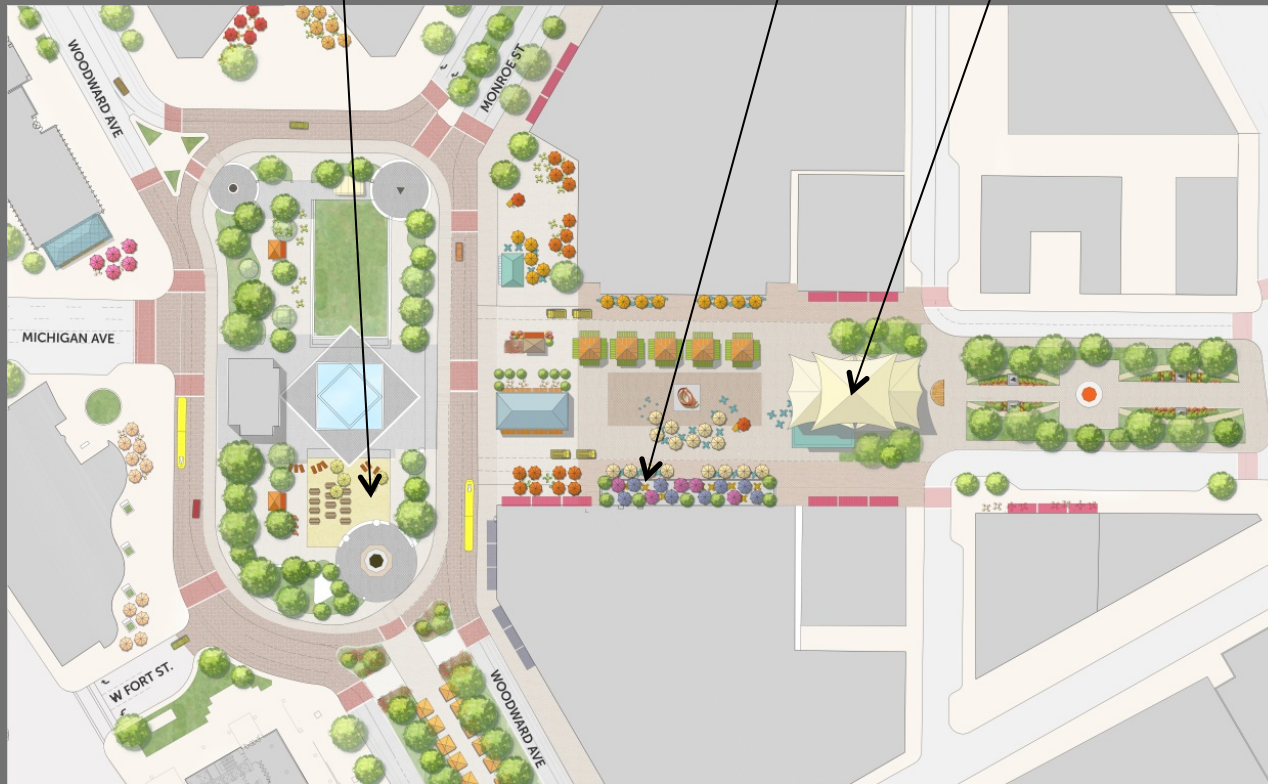
SURF LOUNGE/ BEER GARDEN



OUTDOOR DINING



MARKET HALL



Campus Martius/ Cadillac Square **LONG-TERM VISION**



Campus Martius/ Cadillac Square **LONG-TERM VISION**

Is there an existing vision or a master plan?

'An important plan for Detroit. . . Good, complete, overall planning process. . . Effective analysis of material and man-made factors of this unique site. Exciting program developed with many features that will create a very dynamic and successful attraction. . .

--2004 Professional Awards Jury, ASLA



Belle Isle Conservancy Presents

BELLE ISLE BLISS SATURDAYS SUMMER



Sat Sep 21
9am - 8pm

Yoga Kayaks
Horse Rides
Beer Food
Games

Featuring

TASHMOO

Biergarten

12pm - 6pm at the White House
across from Belle Isle Aquarium



For full event information visit
www.belleisleconservancy.org/bliss

SEPTEMBER 21 PROGRAM

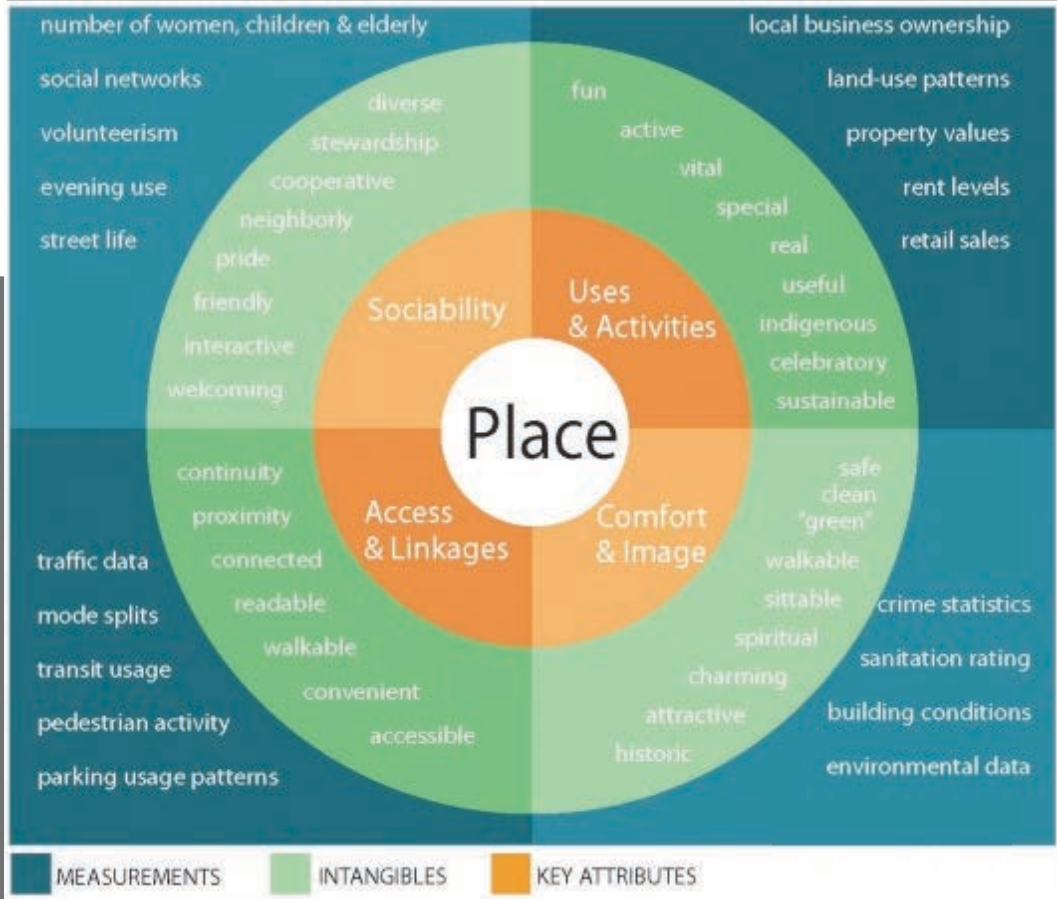
- 1 Belle Isle Aquarium
Sat 9am - 5pm
- 2 Anna Scripps Whitcomb Conservatory
Wed - Sun 10am - 5pm
- 3 Belle Isle Nature Zoo
Wed - Sun 10am - 4pm
- 4 Dossin Great Lakes Museum
Sat - Sun 10am - 5pm
- 5 Belle Isle Practice Center
Mon - Sun 9am - 5pm
- 6 Belle Isle Beach and Waterside
Mon - Sun 12 - 6pm
- 7 Kid's Kingdom Playscape
Mon - Sun 12 - 7:45pm
- 8 Belle Isle White House
- 9 Belle Isle Casino
- 10 Athletic Fields
- 11 Giant Slide
Mon - Sun 12 - 7:45pm
- 12 Sunset Point
- 13 Scott Memorial Fountain
- 14 DIX Inside Out
- 15 BLISS Info Tent
- Kayak Rentals
Belle Isle Beach
10am - 4pm
Single kayak - \$15 per hour or \$50 all day
 tandem kayak - \$20 per hour or \$65 all day
- Horseback Riding
Belle Isle White House
12 - 4pm
- Tashmo Biergarten
Belle Isle White House
12 - 6pm
- Yoga
Belle Isle Casino
11am - 12pm
FREE
- Food Trucks
Belle Isle White House
12 - 4pm
- Park Clean-Up/Stewardship Day
Belle Isle Nature Zoo
9am - Noon
FREE

BELLE ISLE BLISS SATURDAYS SUMMER



*Evaluating the street
for opportunities*

*Asking community
members for their ideas*





And what about the history of the street/site?



What are your long-term goals for the street?

Increased safety for pedestrians?

Slower vehicle speeds?

More public space?

Increased business for local shops and restaurants?

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

What role does the street play in your modal network?



Step 2 –
What can be
done in the
short term?

How will that
help build
towards long
term change?



Inventorying existing opportunities

- Planned events/street closures
- Resurfacing/restriping of the street
- Potential sources of funding



What partners in the area can help you?

Deep
Ellum
**BETTER
BLOCK
PROJECT**



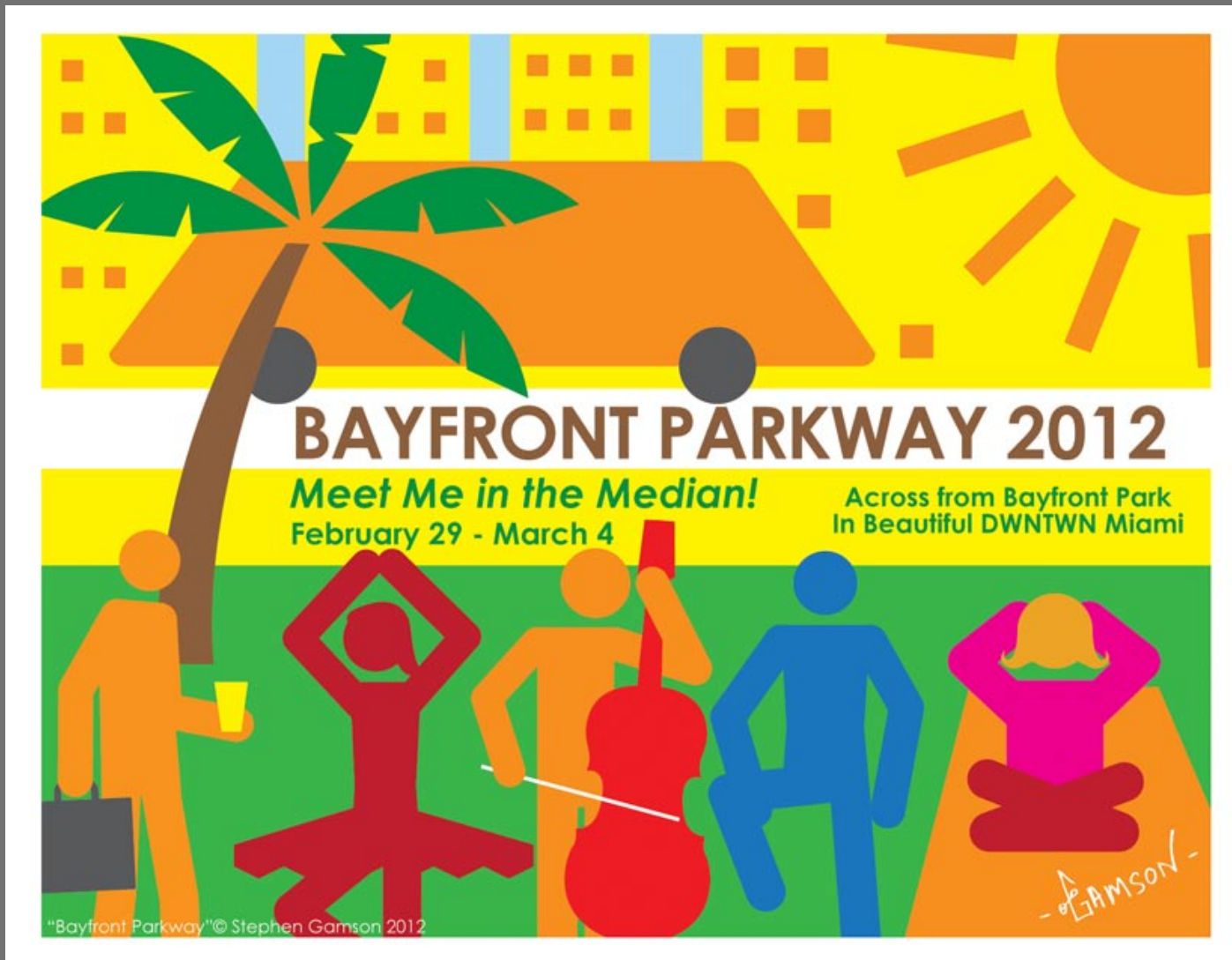
PARTICIPATING BUSINESSES: *not confirmed

- | | | | |
|--------------------------|----------------------|---------------------|------------------------|
| 1 The Boiler Room | 4 *Club Dada | 7 Trees | 10 Red Pop Shop |
| 2 The Bone | 5 Lemmongrass | 8 Black Swan | 11 Urban Acres |
| 3 *The Green Room | 6 *Kettle Art | 9 La Grange | 12 *Anvil Pub |

Garnering the support/permission you need – And the team to help you execute the project

- Moneymakers (fundraisers)
- Hunter-Gatherers (materials)
- Makers (design/construction)
- Coordinators (logistics)
- Mouthpieces (communication)
- Documentarians (film, blog etc.)


Step 3 – Communicate + Market



Step 4 - Implementation



Step 5 – Measure and Refine



university city district

University City District wants your feedback on the recent changes to the 30th St. Station area (The Porch)

1. What is your gender? Male Female
2. What is your age? _____
3. Which range most closely describes your household income?
 - Less than \$15,000 \$15,000 - \$24,999 \$25,000 - \$34,999
 - \$35,000 - \$49,999 \$50,000 - \$74,999 \$75,000 - \$99,999
 - \$100,000 - \$149,999 \$150,000 - \$199,999 \$200,000+
4. What is the highest degree or level of school that you have completed?
 - Knoesgarten Grade 1 – 11 High School Associate's Degree
 - Bachelor's Degree Master's Degree Professional Degree Doctorate
5. What is your marital status?
 - Married Widowed Divorced Separated Never married
6. Do you have children at home? Yes No
7. What is your home zipcode? _____
8. What is your work zipcode? _____
9. Did you come here from: Work Home School Other _____
10. What are you doing here today? Check as many as apply
 - Going to a bus or train Coming from a bus or train Taking lunch or other break
 - Shopping at a nearby business or restaurant Meeting friends/socializing
 - Just passing through Other _____
11. If you are going to or coming from a bus or train:
 - Which line are you taking? _____
 - How many times per week do you ride that line (in either direction)? _____
12. Have the recent changes to this space made it more likely that you will spend time here?
 - Yes No
13. Which of the recent changes to this space are the most important to you? (Check one)
 - Widened sidewalks New trees and plantings New tables and chairs
 - Programmed activities (music, fitness classes, etc.) Other _____
14. What changes to this space would make you more likely to spend time here (Check as many as apply)
 - Availability of food and drinks Additional tables and chairs Additional shade
 - More things to do Reduced traffic noise Improved sense of safety
 - More/improved trees and plants Other _____

Additional Comments? Please Turn Over

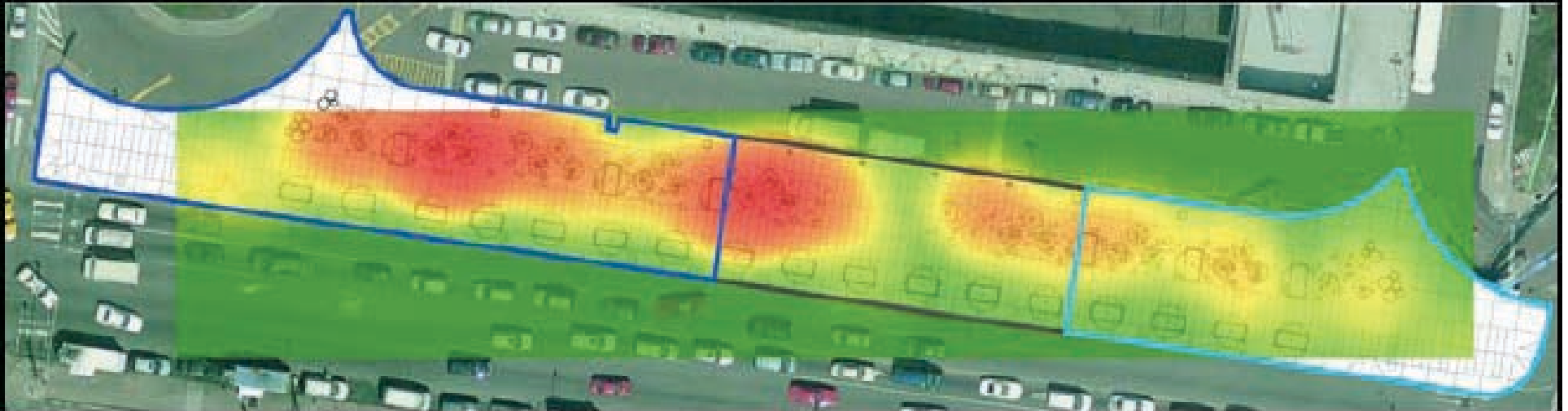
Interviews & Surveys

What changes to this space would make you more likely to spend time here?

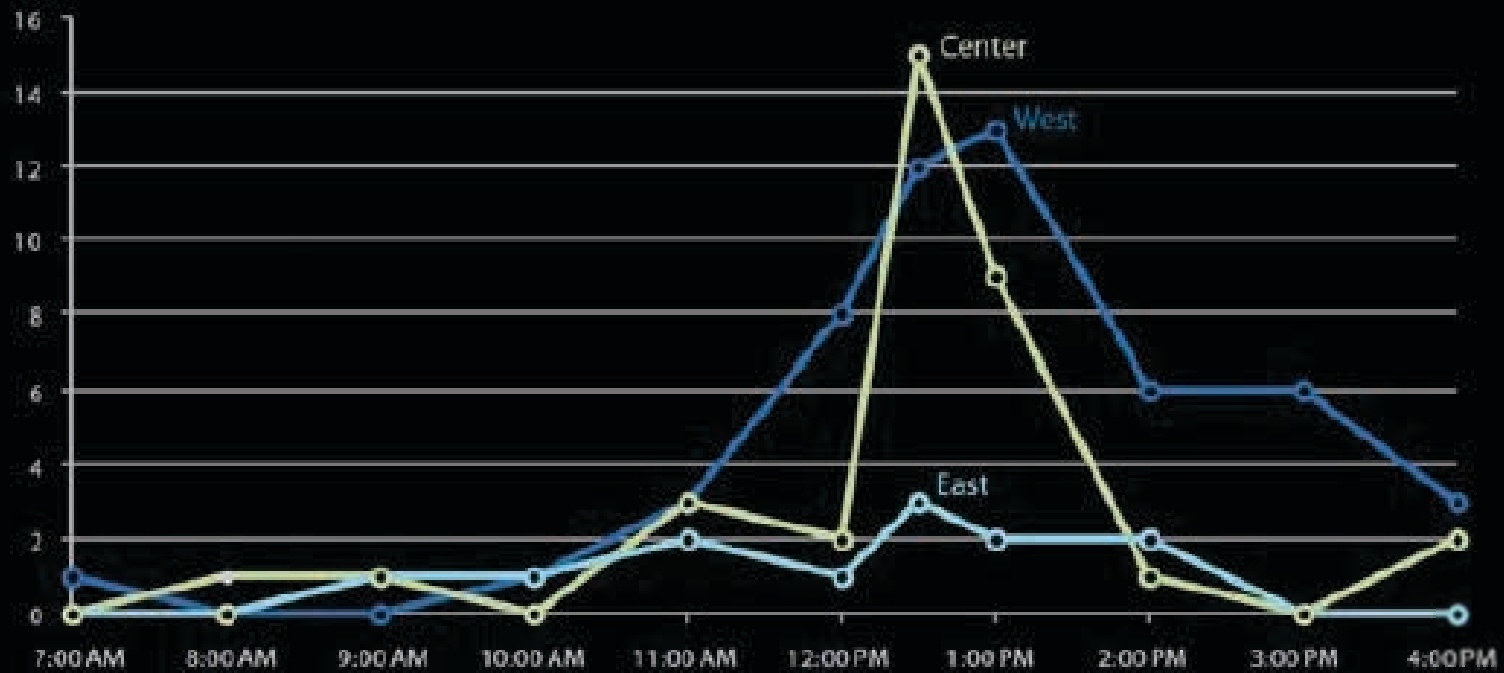


The Porch, Fall 2011

Density of Use at The Porch



Location of Porch Users



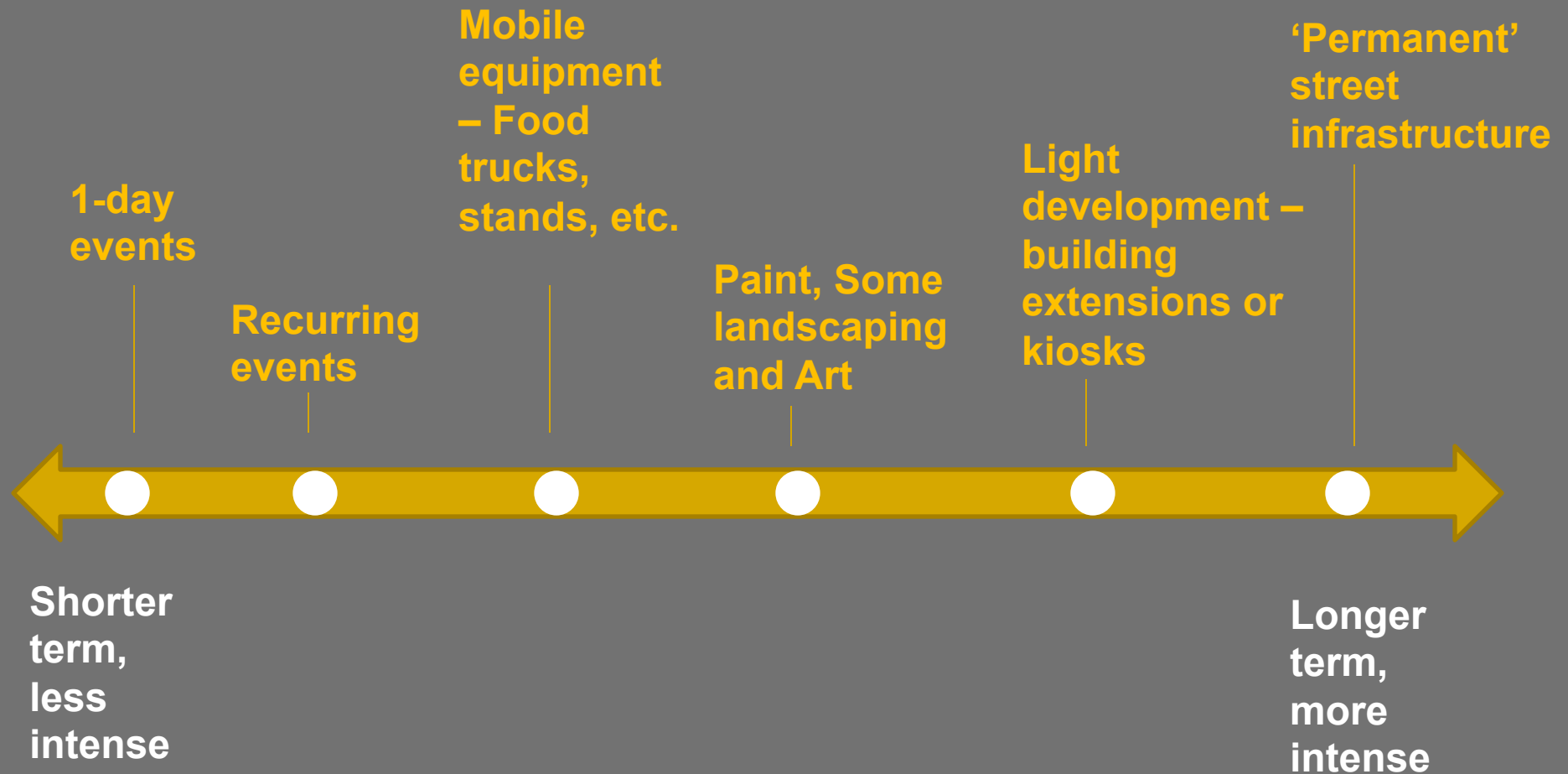
Example Measurements [Daily]	Before	After
Motor Vehicles	14,000	13,800
Bikes	390	510
Pedestrians	620	750
Aggregate Across Modes	15,010	15,060
Pedestrians Crossing Outside of Crosswalk (midblock crossing added)	105	23

Example Measurements [Annually, or Over Three Year Sets Ideally]	Before	After
Motor Vehicle Crashes with Injuries	1,200	680 (-43%)
Crash Injuries (All Modes)	400	120 (-70%)
Serious Injuries Involving Bicyclists	9	2 (-78%)
Serious Injuries Involving Bicyclists per 1000 bicycle miles travelled	0.2	0.01 (-95%)
Pedestrian Injuries from Vehicular Collisions	139	72 (-48%)

Other measures to look at:

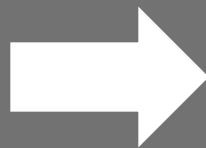
- Volumes by mode
- Safety
- Vehicle speeds
- Economic development
- Parking

Lighter, Quicker, Cheaper – A spectrum





Temporary events can change how people think about using the street – Street festivals, Ciclovía, etc.





Mobile installations can allow for use in multiple locations over time







**GREATER
KENNEDY
PLAZA**





Thursdays on the Plaza

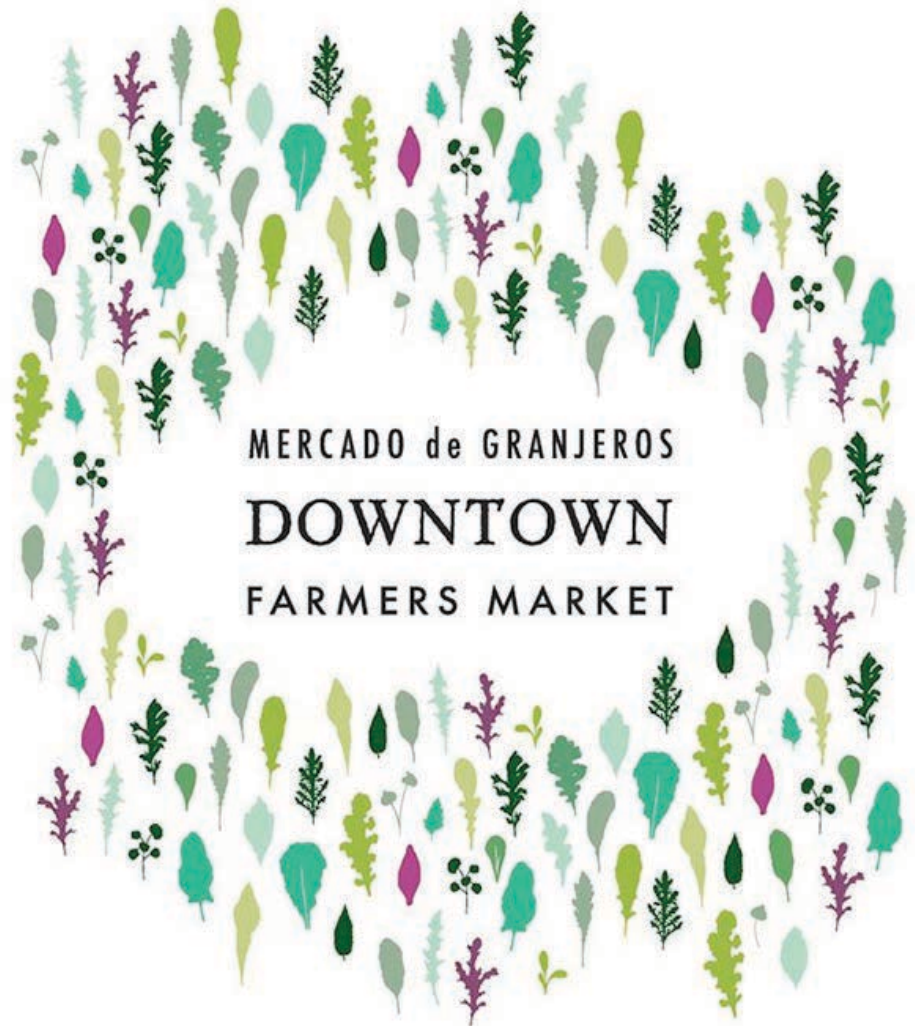
BURNSIDE PARK
MUSIC SERIES

AND BEER GARDEN

Every Thursday *from* 4:30pm - 7:30pm in downtown
Providence by the fountain in Greater Kennedy Plaza!



FUN MUSIC REFRESHING DRINKS ALL AGES SHOWS ARE FREE!



MERCADO de GRANJEROS
DOWNTOWN
FARMERS MARKET

3 P M » 6 P M MARTES/TUESDAYS JUN 18 » OCT 29

Washington St. along Burnside Park, Kennedy Plaza, Providence

WIC | EBT | Credit Cards | Cash | Senior Coupons

FARM FRESH RHODE ISLAND WWW.FARMFRESHRI.ORG

Activating vacant properties



Main Street was quickly reconfigured at low cost

Photo courtesy of the Local Government Commission



BEFORE



Don't underestimate the power of paint to transform your street

AFTER

Photo courtesy of Mono County

with bike lanes

Photo courtesy of the Local Government Commission



AFTER

Photo courtesy of Mono County



BEFORE

and back-in
angled parking

Photo courtesy of Mono County



AFTER



And providing fun and practical amenities











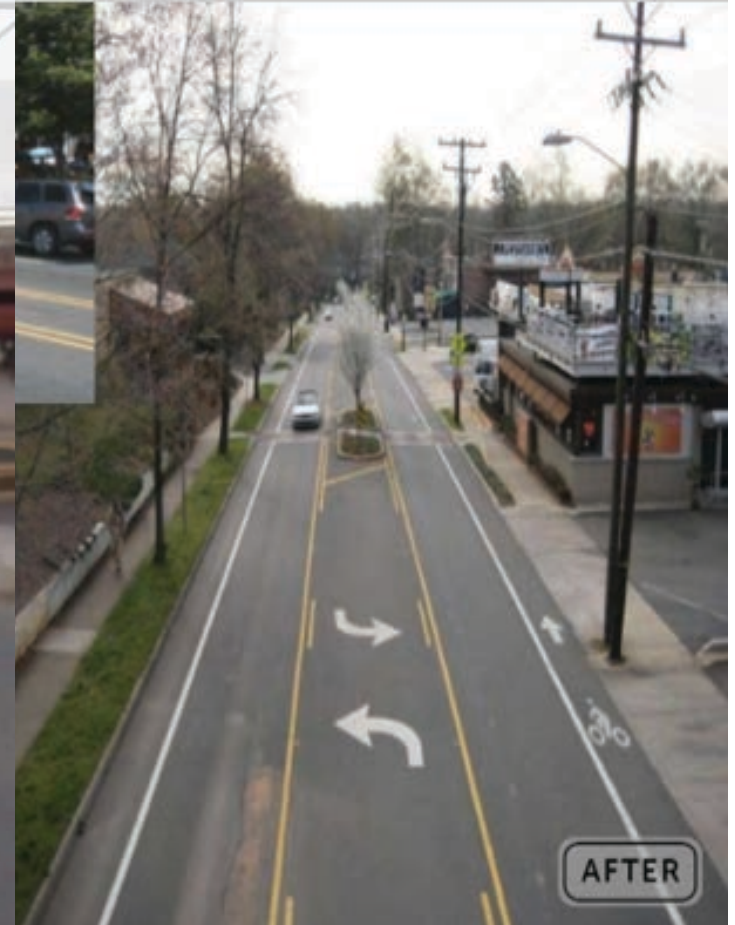
Management is critical

- Maintenance and clean up
- Storage/locking up materials
- Managing the schedule of programming/events
- Welcoming/orienting people



But what about the traffic?

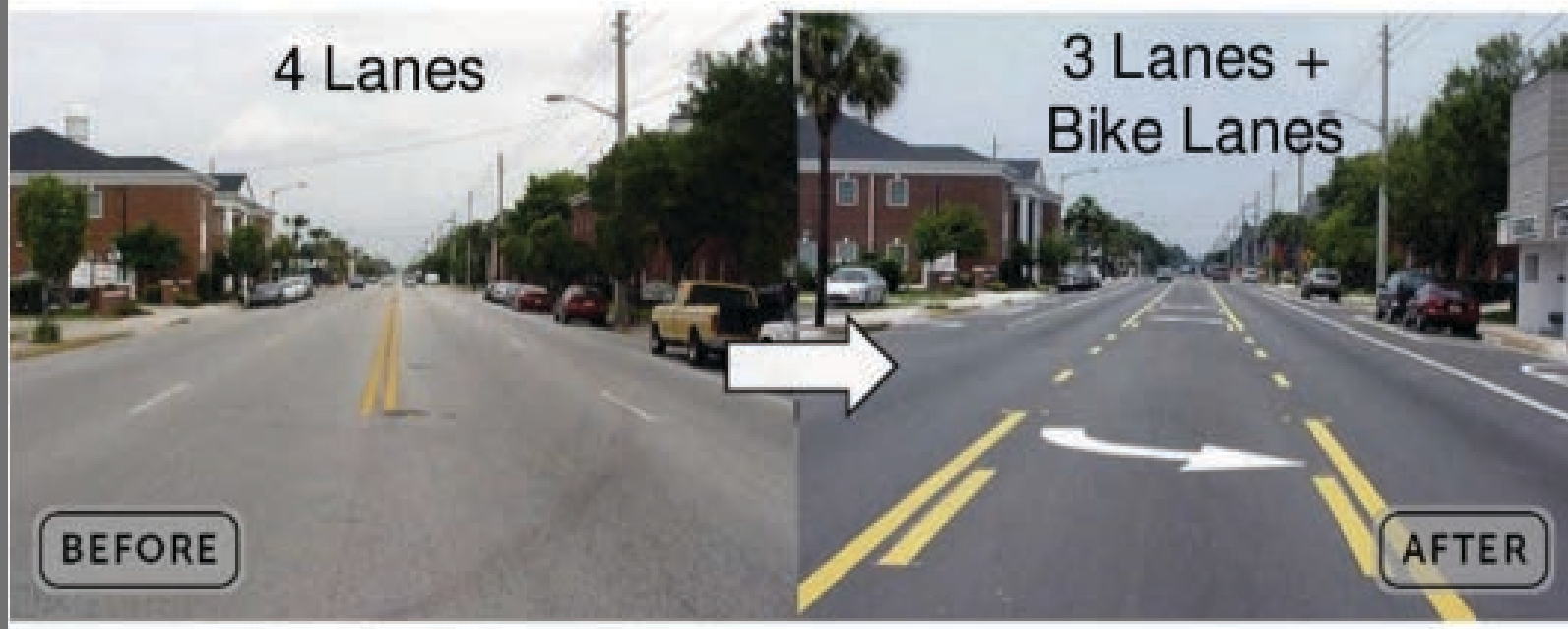
East Boulevard was drab and dangerous



1. Eliminating or narrowing vehicle lanes doesn't necessarily increase congestion or travel times.

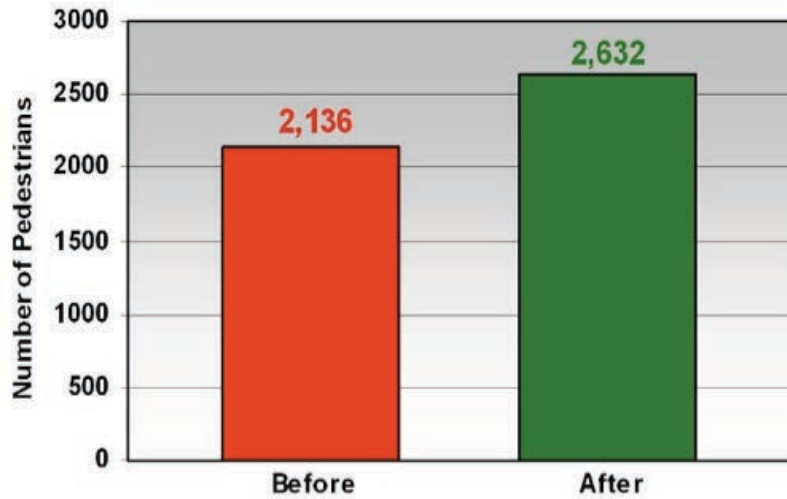
2. Even if congestion or travel times increase moderately – other positive outcomes can make it worth that trade off.

Rightsizing Edgewater Drive in Orlando, Florida



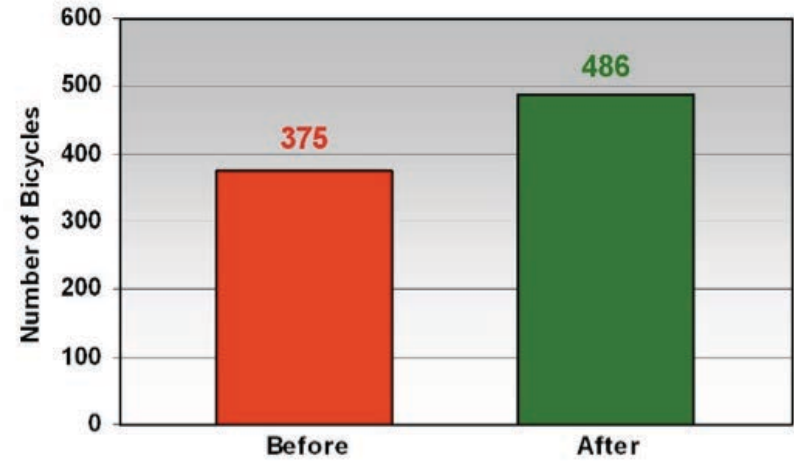
Credit: City of Orlando

PEDESTRIANS INCREASED!



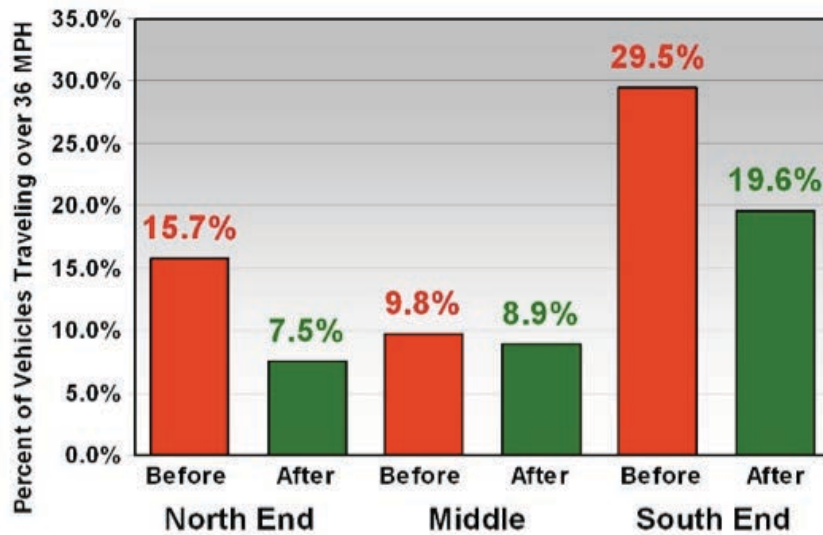
Credit: City of Orlando

BICYCLES INCREASED!



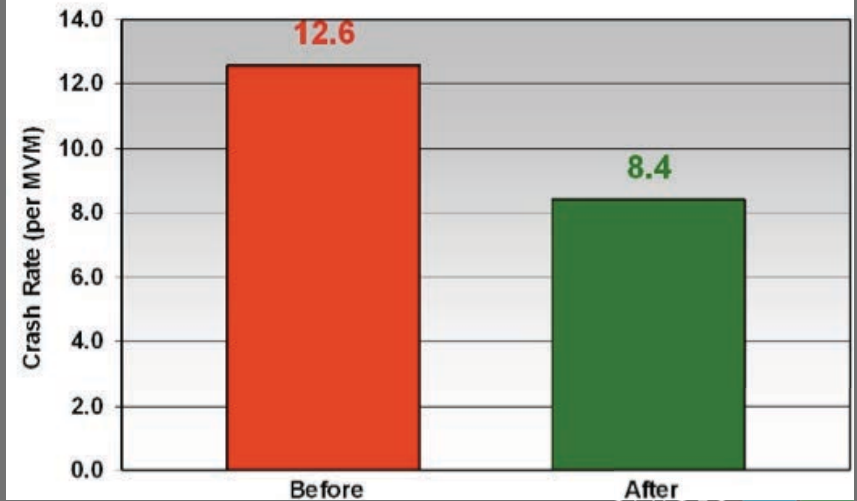
Credit: City of Orlando

SPEEDING DECREASED!



Credit: City of Orlando

CRASHES DECREASED!



Download at openplans.org

TACTICAL URBANISM VOL. 1

Short Term Action || Long Term Change

tac·ti·cal

adj: \tak-ti-kəl\

1. of or relating to small-scale actions serving a larger purpose
2. adroit in planning or maneuvering to accomplish a purpose

The Street Plans Collaborative



TACTICAL² URBANISM

Short Term Action || Long Term Change

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STREET
PLANS

MIAMI NEW YORK



For more info:
pps.org/rightsizing

betterblock.org

universitycity.org

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