

Planning and Development Planning Division



Destination Districts
March 23, 2018



The Process



1. Problem Definition and Context



2. Defining Success



3. Measurement Framework



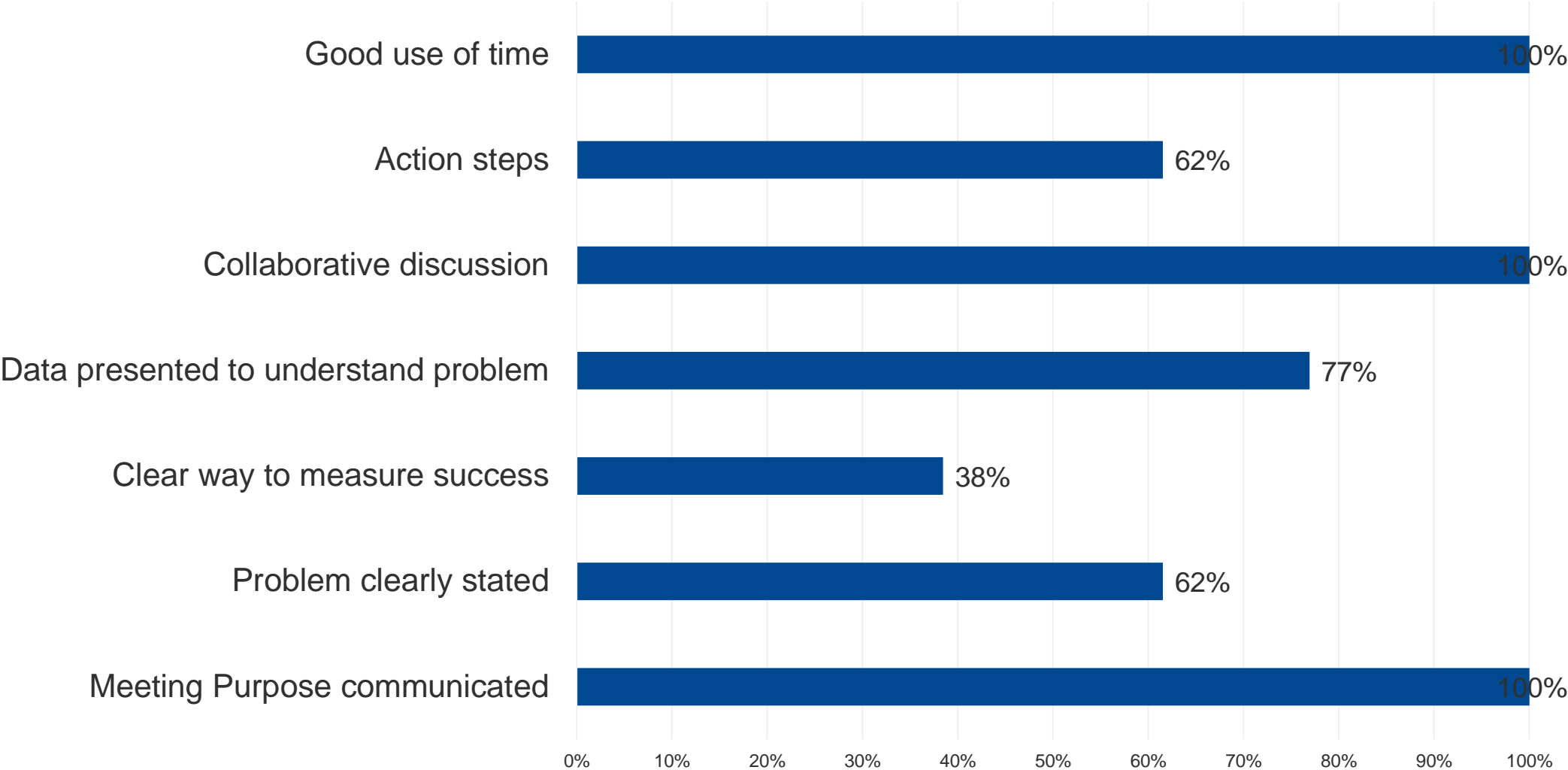
4. Possible Solutions



5. Action Plan

Feedback from Previous TulStat Meeting

Placemaking TulStat Feb. 23, 2018



Follow-Up Items from Feb. 23 TulStat

1. We need more consensus on the problem (James, Dawn, Theron)
2. Status of current **streets prioritization process** recently developed by Engineering Services (Paul Zachary/Matt Liechti)
3. Overview of **Destination Districts/Neighborhood Assessment** Program (Theron)
4. What is the **Small Area Planning Process** (Theron)
5. How can we **measure the success** of a Small Area Plan? (Theron)
6. How can we **measure Placemaking success?** (James McHendry)



Defining the Problem



What is the right-sized problem?

v.1

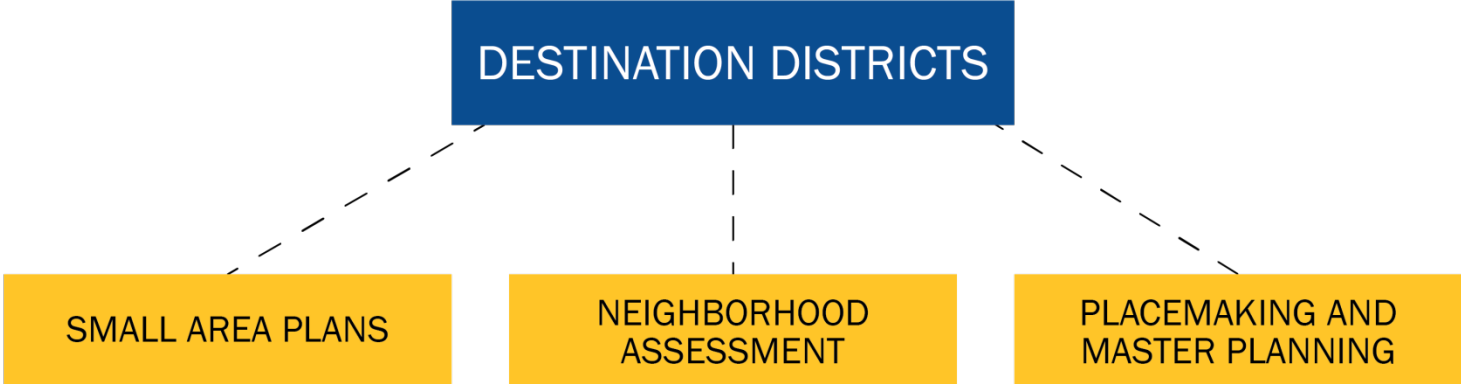
We don't leverage our investments to enhance placemaking.

v.2

We lack a disciplined system and measurement framework for implementing and maintaining improvements recommended by Destination District programs (includes Small Area Plans, Neighborhood Assessments, and Placemaking).



Planning Division



Small Area Planning

Capacity at Current Staffing Levels

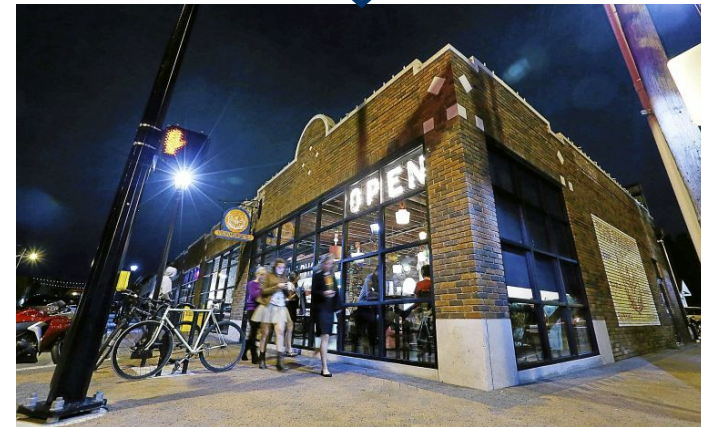
2-3 Small Area Plans per year

Features

- Transformational/areas in need of physical and economic restructuring
- Long term with incremental progress
- Capital projects, often large

Opportunities

Greater integration of plan implementation and capital planning with Engineering Services.



Neighborhood Assessments

Capacity at Current Staffing Levels

3-4 Neighborhood Assessments per year

Features

- Quick and narrowly focused problem-solving
- Focus on solutions that can be implemented at the Neighborhood Association Level
- Stabilization/Organization
- Small (or no) capital projects

Opportunities

Coordinate with Traffic on tactical urbanism and WIN on selection and implementation



Placemaking and Master Planning

Capacity At current staffing levels

- 2-3 Placemaking Strategies
- 1 Retail Site Master Plan

Features

- Placemaking: Urban design of the public realm
- Master Planning: Redevelopment of large sites

Opportunities

Engineering support in the development and costing of placemaking elements and capital prioritization. Redevelopment projects with TDA/TIA



measuring place making success:

assumptions:

- **good architecture** and **civil engineering design** fosters positive human interactions between **public space + public life**
- **public space** is streets, alleys, buildings, squares, parks, open space, et al.
- **public life** is activities taking place between buildings to and from work/school, on balconies, seated, standing, walking, biking, etc.
- it is a goal of the City to create policies and implement processes + programs fostering **activation** of public spaces



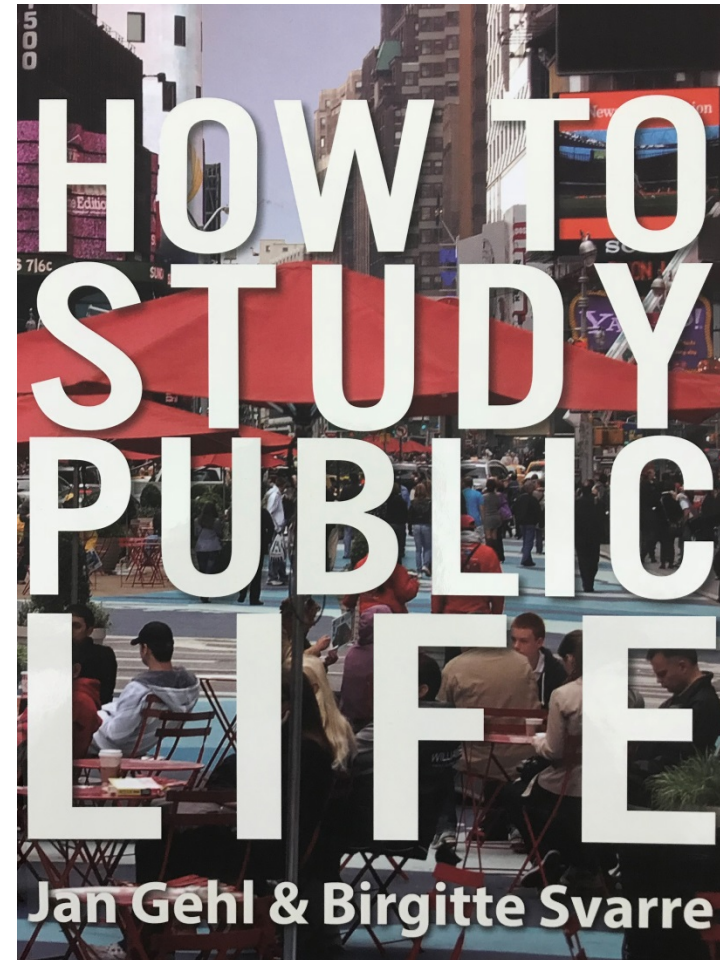
jan gehl and birgitte svarre's paradigm for public space + public life study analysis

- useful knowledge about complex interaction of life and form in public space requires asking questions systematically, and dividing a variety of activities and people into categories
- this information is the basis for a public space + public life analysis (ps+pl)
- in addition to serving as an analytical tool assessing existing conditions, the ps+pl analysis makes it possible to set specific goals (that are easy to follow-up on)



general questions of ps+pl analysis:

- how many ?
- who ?
- where ?
- what ?



PS+PL : how many?

making a qualitative assessment on how many people do something makes it possible to measure what might otherwise seem ephemeral: *city life*

we have ADT counts for cars; however, number of pedestrians and what happens in public space is mostly unknown to many of those designing and regulating public space

- (pedestrian flow) : how many people are moving
- (stationary activity) : how many people are staying in one place

question of how many / how few comes in several varieties in public life studies, such as before/after urban improvement projects

if objective was for more people to stay in a public square, counting how many using same methodology on comparable days reveals degrees of success



PS+PL : who?

general categories : age + gender.

when we say “people” we mean widely different groups of people measured by various parameters; it is often relevant to be more specific about precisely who uses various public spaces. basic knowledge about behavior of various groups of people can be used to plan a more precise way of accommodating needs of women, children, elderly, disabled, marginalized populations



PS+PL : where?

we design public space on basis of where people are expected to go and stay - people do not always act as intended

if study area is delimited, it is relevant to study where people stay: on edges, in the middle, distributed evenly

where question allows observers to zoom in on positioning relevant hardscapes and other elements (furniture, gates, entrances, trees, etc.)

Microclimate: the local climate of a specific site can impact whether people stay - if people are walking, they can usually live with sub-optimal wind, sun, or shadow conditions, but “staying activities” need a higher level of climate quality



PS+PL : what ?

mapping what happens in city space provides specific knowledge of types of activities in an area, such as staying, commercial or physical activities, and requirements these activities make on the physical environment

primary activities within public space: **walking, standing, sitting, play.** it is important a ps + pl analysis **defines** and **records social activities in order to support functions of the public space**

PS+PL : time ?

time dimension is essential to understanding life in public spaces.



how long? is a key question. the answer is relevant for finding out how long we are willing to walk/bike from one destination point to another or to determine which activities contribute to the whole activity level:

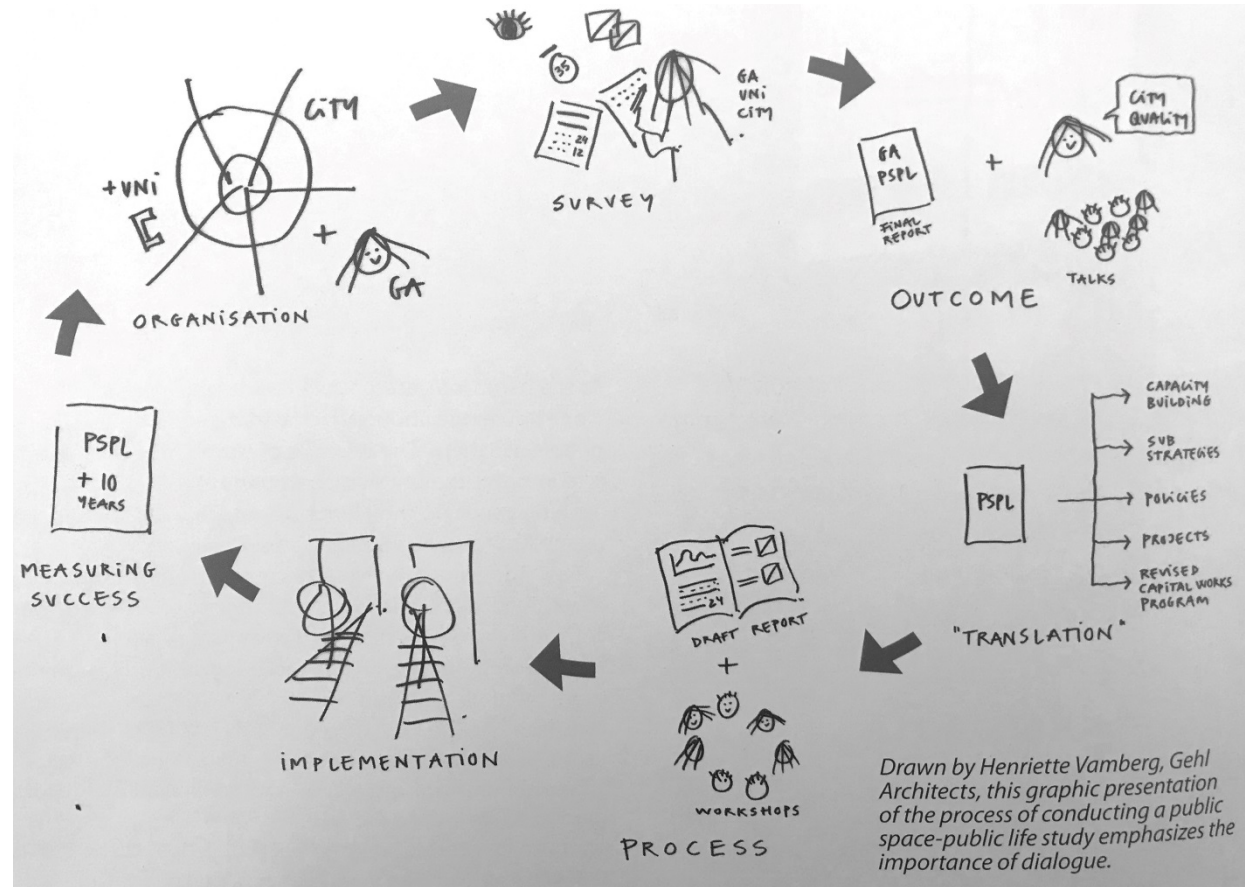
walking speed and amount of time spent staying can provide information about the quality of physical frameworks. People walk slower and stay longer in places relative to the qualities and pleasures offered.

it does not take a major initiative to invite people to stay longer



TOOLS OF THE TRADE :

- COUNTING
- MAPPING
- TRACING
- TRACKING
- TRACES
- PHOTOGRAPHY
- DIARY
- TEST WALKS



ps+pl study serves as a baseline to which later initiatives are compared; they are a tool for documenting the effect of changes implemented by the City between studies. study increases understanding of importance for providing quality public space designed and managed for humans















Metrics?

