

Implementation & Equity 201:

The Path Forward to Complete Streets

Promoting Equitable Change through Creative Placemaking & Complete Streets

Webinar begins at 1PM EST



Smart Growth America
Improving lives by improving communities



National Complete
Streets Coalition

Promoting Equitable Change through Creative Placemaking & Complete Streets

November 21, 2017



Smart Growth America
Improving lives by improving communities



**National Complete
Streets Coalition**



CIRCULATE
SAN DIEGO



**CITY HEIGHTS
COMMUNITY**
DEVELOPMENT CORPORATION

AECOM



Smart Growth America
Improving lives by improving communities



**National Complete
Streets Coalition**



Nimotalai Azeez

Program Associate

National Complete Streets Coalition

@CompleteStreets



Today's Moderator:

Ignacio F. Bunster-Ossa,
FASLA, LEED AP

Vice President

Landscape Architecture Practice Leader
AECOM



Joe Cosgrove

Policy Coordinator
Circulate San Diego



CITY HEIGHTS
COMMUNITY
DEVELOPMENT CORPORATION



Randy Andrade-Van Vleck

Transportation & Planning Manager
City Heights Community
Development Corporation



Ahmed Malinomar

Community Engagement Specialist
City Heights Community
Development Corporation



The most empowering public art comes from the envisioning of the community itself. When the process of creating public art engages people in the neighborhood in a sensitive and genuine manner, it can be profoundly transformative.

LILY YEY, ARTIST

FOUNDER OF VILLAGE OF ARTS AND HUMANITIES

FOUNDER/DIRECTOR OF BAREFOOT ARTISTS



Barn-raising is the archetypal method of community-building.

Streets are a preeminent community space. They, too, should be developed “barn-like,” through Creative Placemaking.





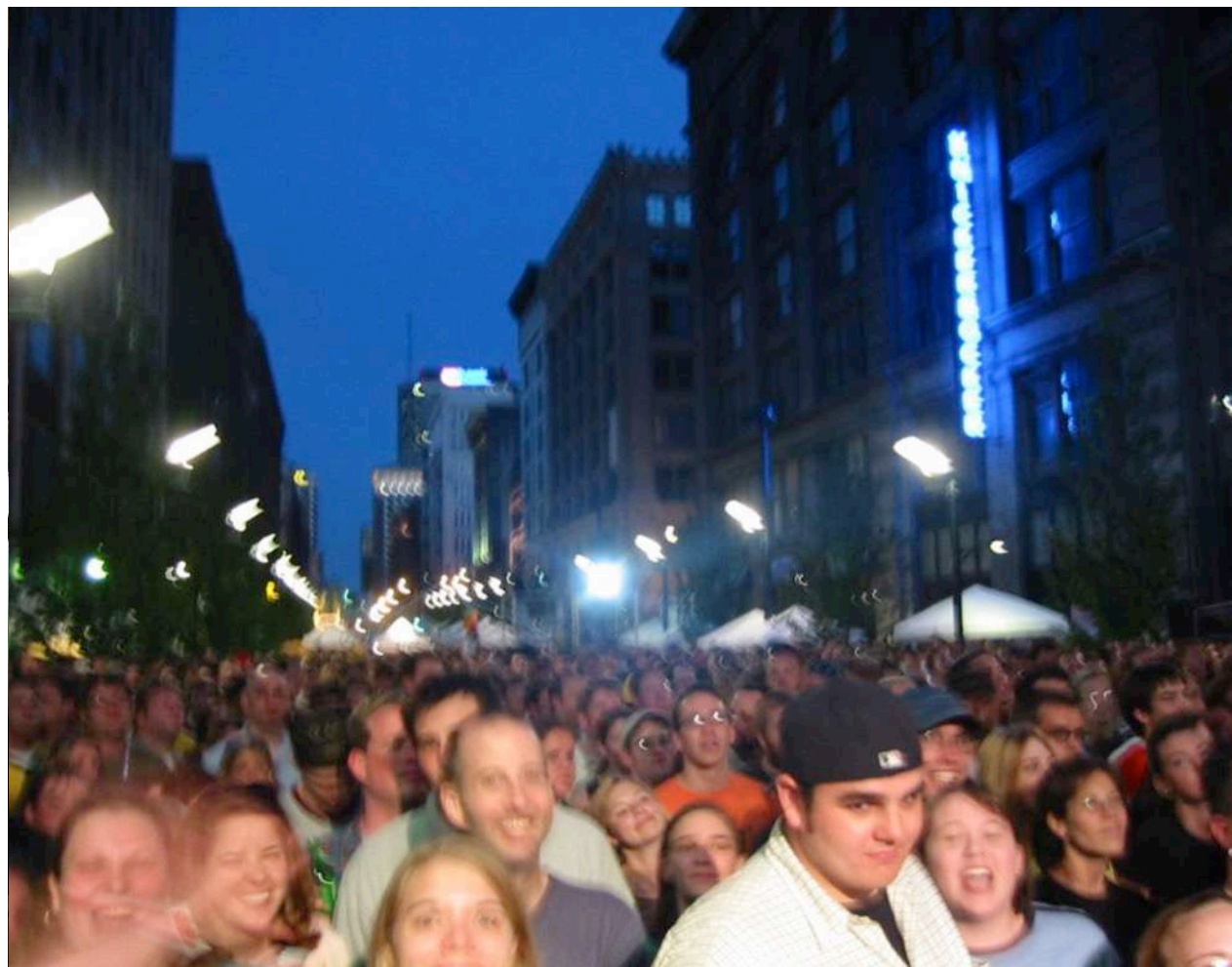


Streets, like a stage in a theater, is the setting for unfolding civic life and drama.

Like a stage, they must be places of transformation, literally and metaphorically.

**TECHNOLOGY +
FLEXIBILITY**







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WOW! This
street is self-
organizing!



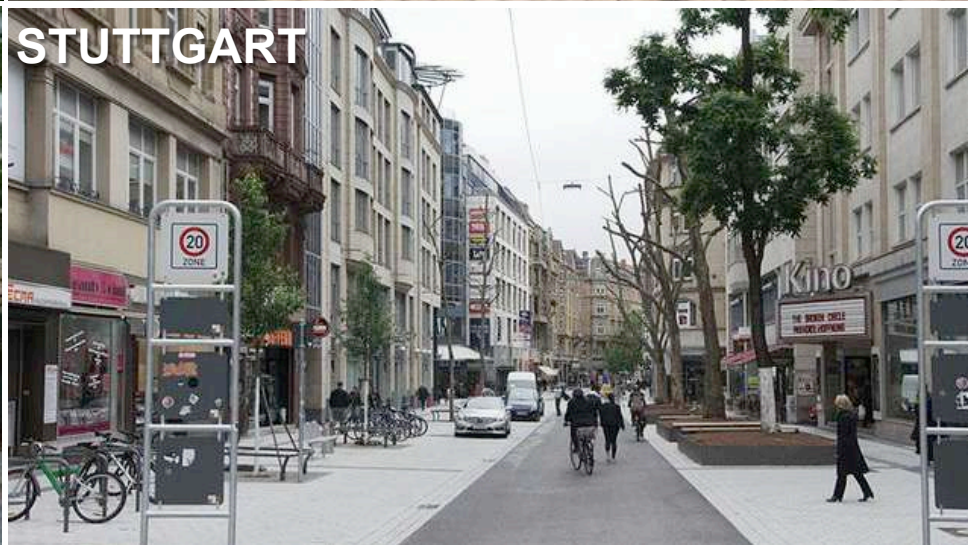
GUATEMALA CITY



LONDON



AMSTERDAM



STUTTGART

REFERENCE

<https://peopleandplacesprojects.wordpress.com/2012/10/24/the-life-and-death-of-shared-space/>

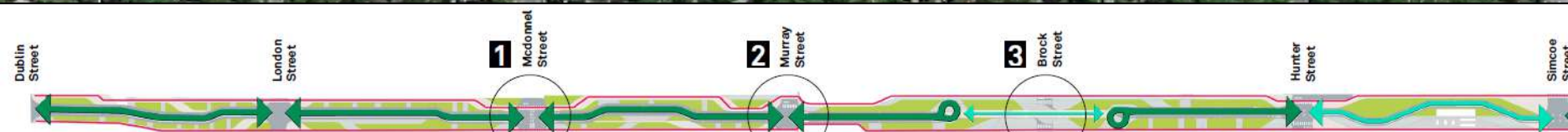


Bethune Street. Peterborough, ON



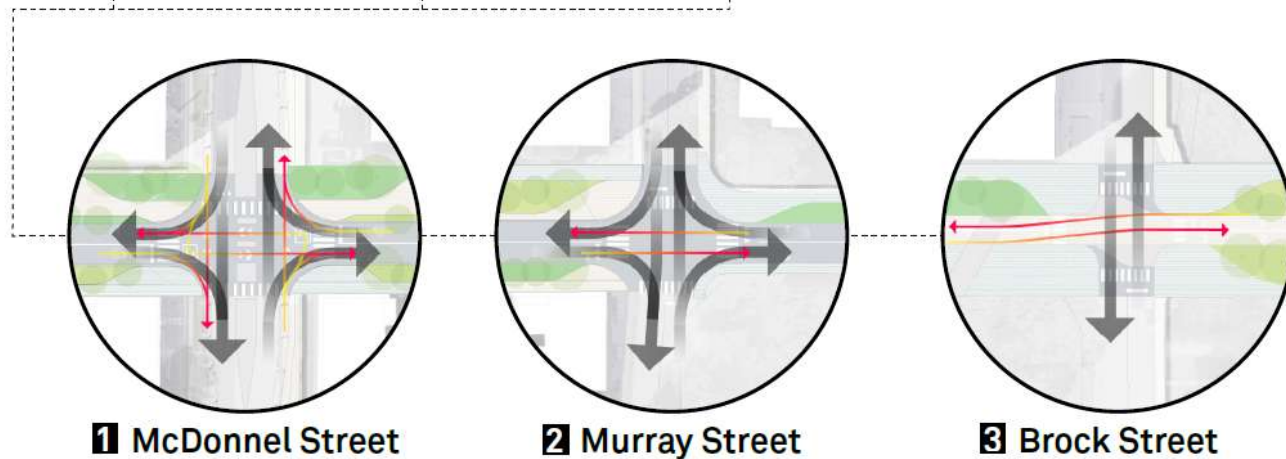


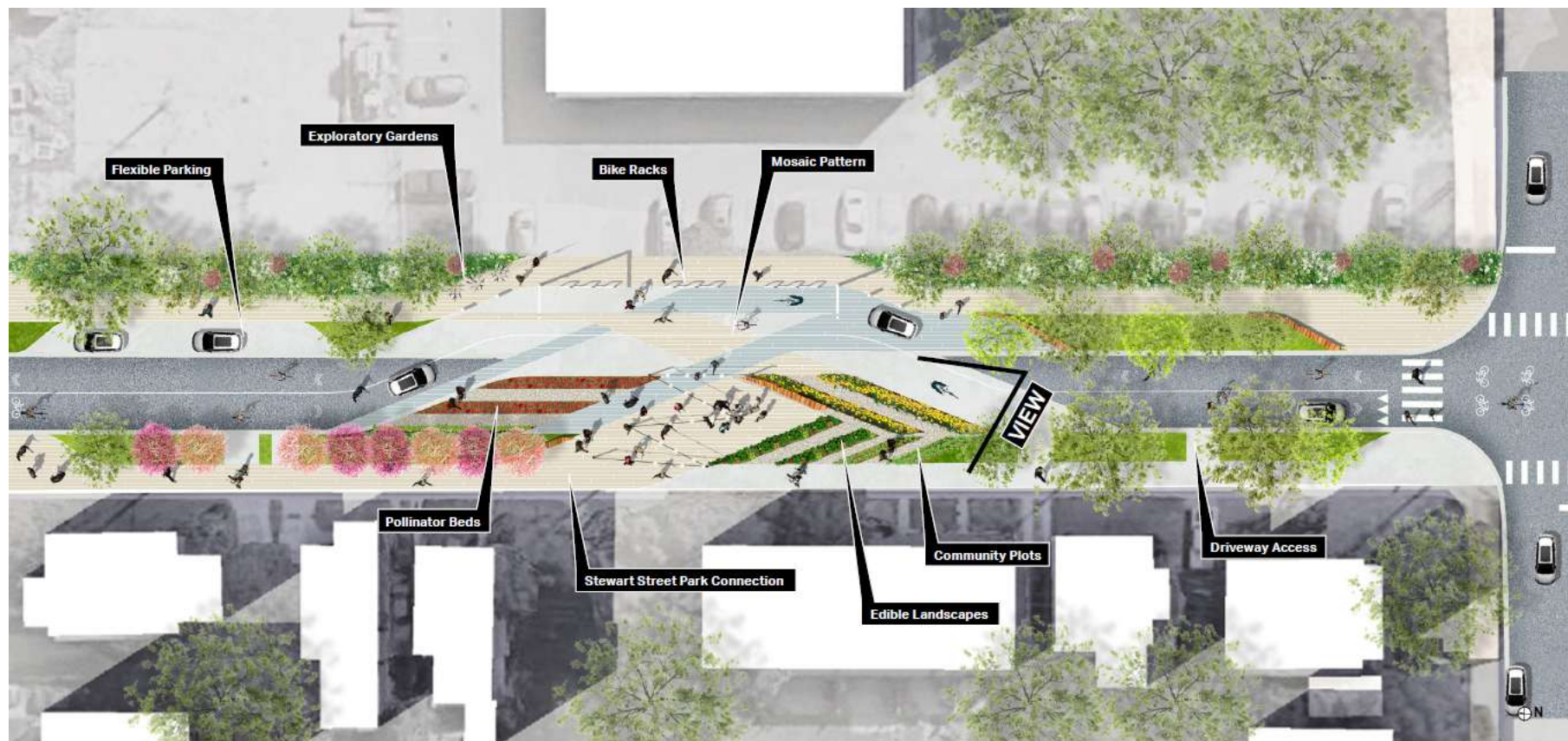
COMPLETE STREETS WEBINAR 11.21.17 Ignacio Bunster-Ossa, FASLA, AECOM



**30km/h
design speed**

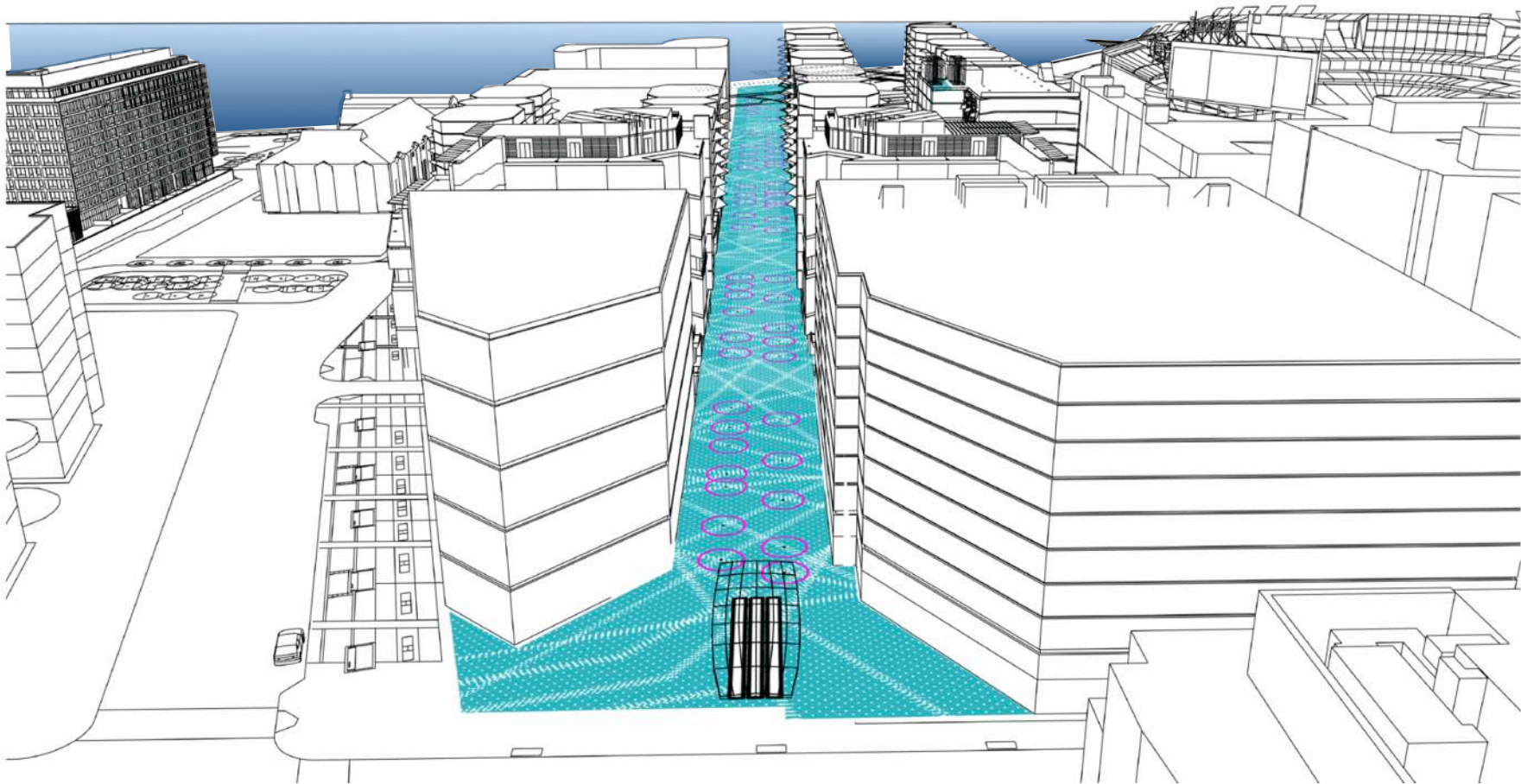
- Pedestrian
- ➡ Bicycle-Priority Street
- ➡ Cycle Track
- ➡ Vehicular Road

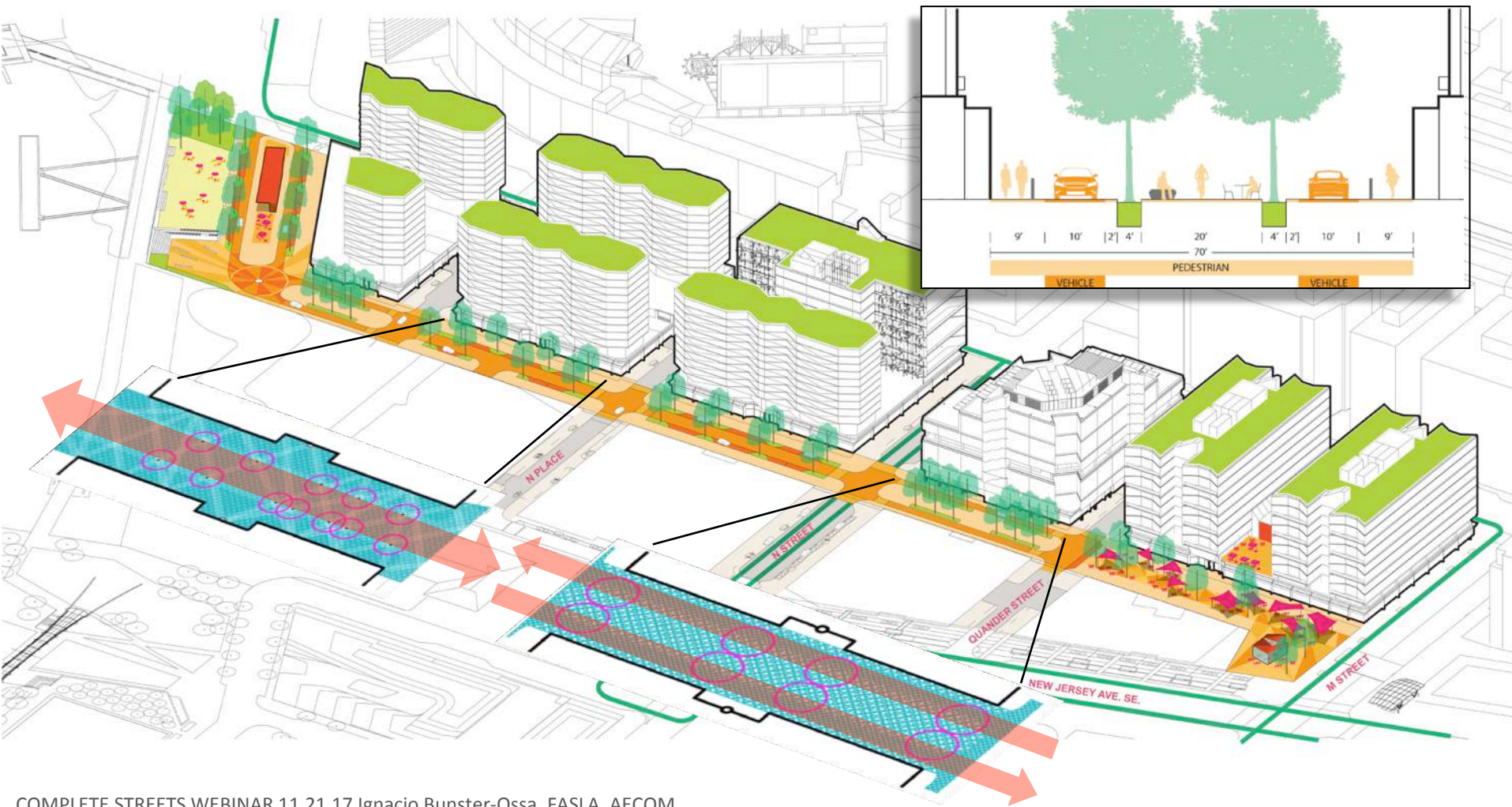




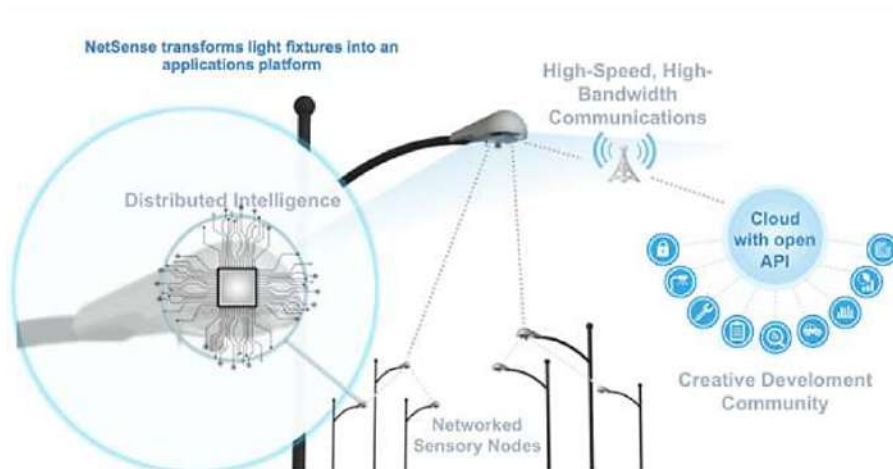












Rethinking EVERYTHING

CREATIVELY!



Moving the Needle on Equitable Placemaking in San Diego

Joe Cosgrove

Circulate San Diego

November 2017

3 Steps to Equitable Placemaking

1. Established the Neighborhood Placemaking Collaborative
2. Conduct Research and Publish Place for Placemaking Report
3. Placemaking Permit

Neighborhood Placemaking Collaborative

- Established the Neighborhood Placemaking Collaborative
 1. Convene residents/ organizations from various neighborhoods to jointly advocate to the city for a process or policy that will help facilitate placemaking in their neighborhoods (as we are doing), and
 2. Understand why placemaking doesn't work and demonstrate how it can work.

A PLACE FOR PLACEMAKING IN SAN DIEGO



- The report elevated and targeted the goals for equitable placemaking in San Diego.
- Highlighted targeted reasonable goals for specific city agencies.
- Provided successful examples and documented their shared barriers to success.
- Highlighted successful strategies that comparable cities utilized to address similar challenges.

What is Creative Placemaking

- *Numerous definitions for Creative Placemaking*
- *Transportation for America's Report "The Scenic Route" defines it as:*
 - *"[Creative Placemaking is] an approach that deeply engages the arts, culture, and creativity in planning and designing transportation projects to better reflect and celebrate local culture, heritage and values. For people planning, designing, and building transportation projects, creative placemaking is an emerging approach that every community should consider."*



San Diego Case Studies

- **Linda Vista, Linda Placita**
 - Neighborhood residents worked in partnership with Bayside Community Center, and the Linda Vista Branch Library to convert a section of the library's parking lot into a "pavement park," the community later dubbed Linda Placita.
- **Encanto, Chollas Creek Crossing**
 - Historically a site for gang activity, fires, and crime, neighborhood residents envisioned a vacant lot at 47th and Castaña as an open air community gathering space where the hundreds of nearby residents and students could gather.



San Diego Case Studies

- City Heights, Manzanita Gathering Place
 - Neighbors, business owners, schools, community artists, non-profits, contractors, and representatives from the City of San Diego worked together to transform a dead end space in a local canyon into a safe gathering place, while also improving the overall ecological health of the area.
- Pacific Beach, Intersection Murals
 - Murals were sought in order to beautify and distinguish school street crossings while also providing traffic calming to slow and alert motorists that more children and families were likely to be walking.



Barriers to Placemaking Success

- 1. Complex and Expensive Permit Process -** Placemaking project permits are treated as development projects, and the process is often complicated and expensive for residents.
- 2. The process is not equitable -** Residents who can navigate the political system are more likely to succeed than those without the same experience.
- 3. Funding for permits is difficult to find -** The City does not currently provide financial assistance to encourage more projects.

Nationwide Recommendations

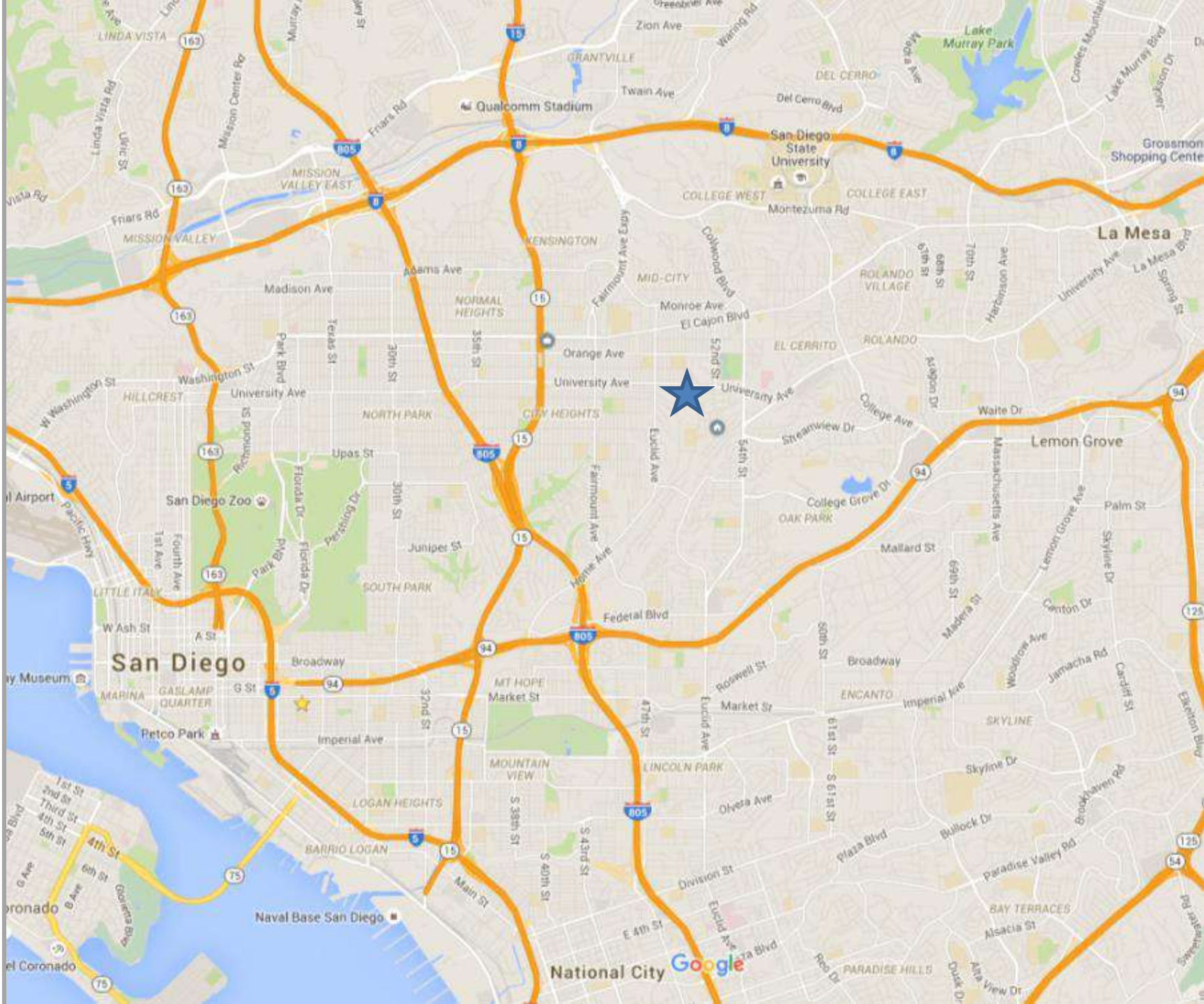
1. **Los Angeles** - Create a new, user-friendly permit process to enable and encourage community-led projects.
2. **Los Angeles** - Pilot desired projects to determine if process is accessible to all.
3. **Minneapolis** - Experiment with and formalize a partnership with local artists and integrate into the existing community planning process.
4. **National City** - Partner with a local arts or community organization to serve as a conduit for effective community engagement.

Placemaking Permit

- The Report and ongoing advocacy & expertise from the Collaborative gave City officials the leverage necessary to support an equitable Placemaking Permit. *

Goals

- Create a separate over the counter process for temporary community placemaking in the public right of way and on private property.
- Simplify the application materials and process
- Lower the costs
- Include Intersection Murals
- Get the Permit Approved*

































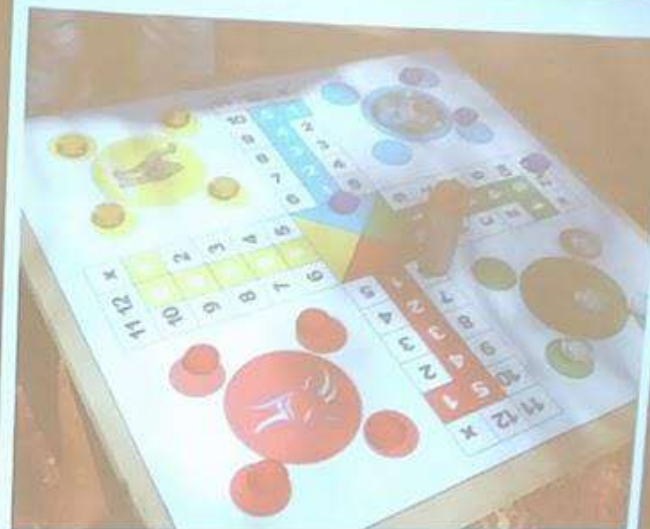
DESIGNATED FEEDING AREA



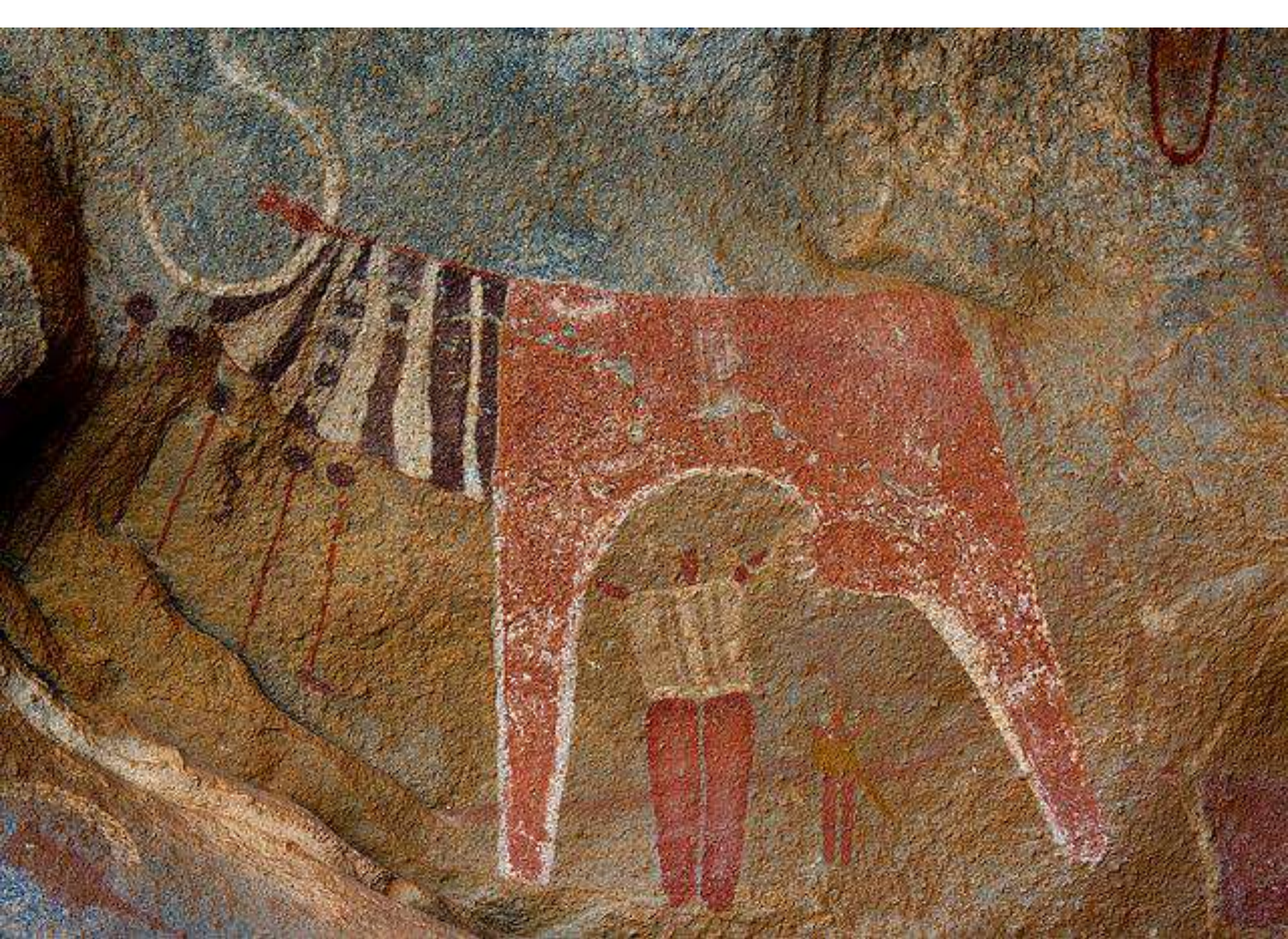






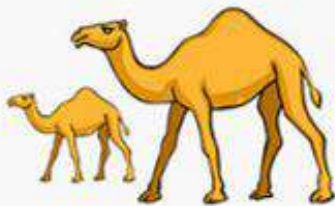






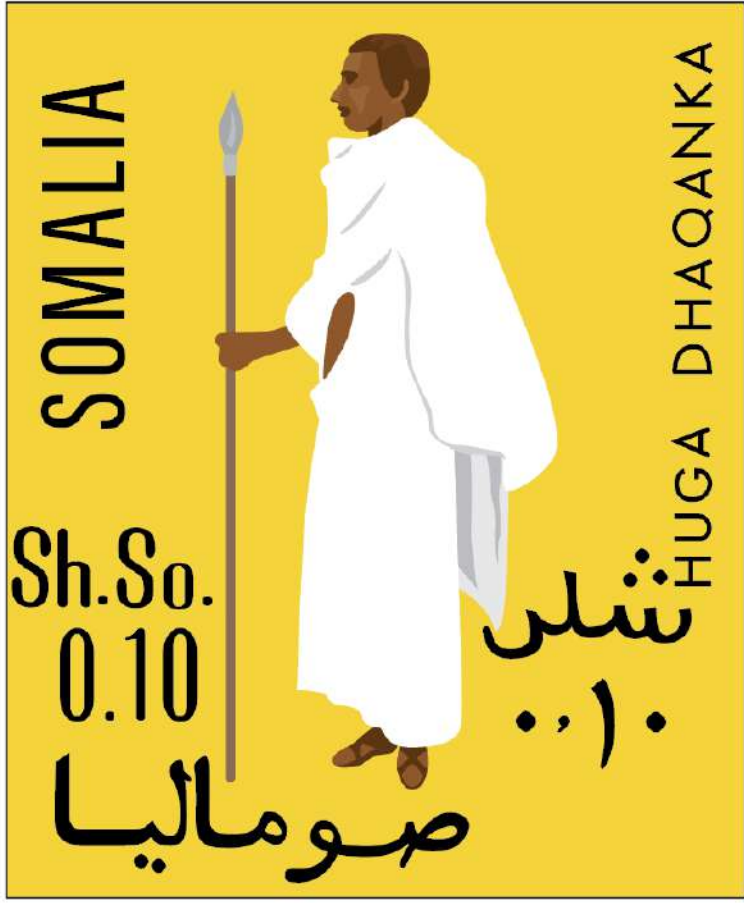
LITTLE

SOMALIA



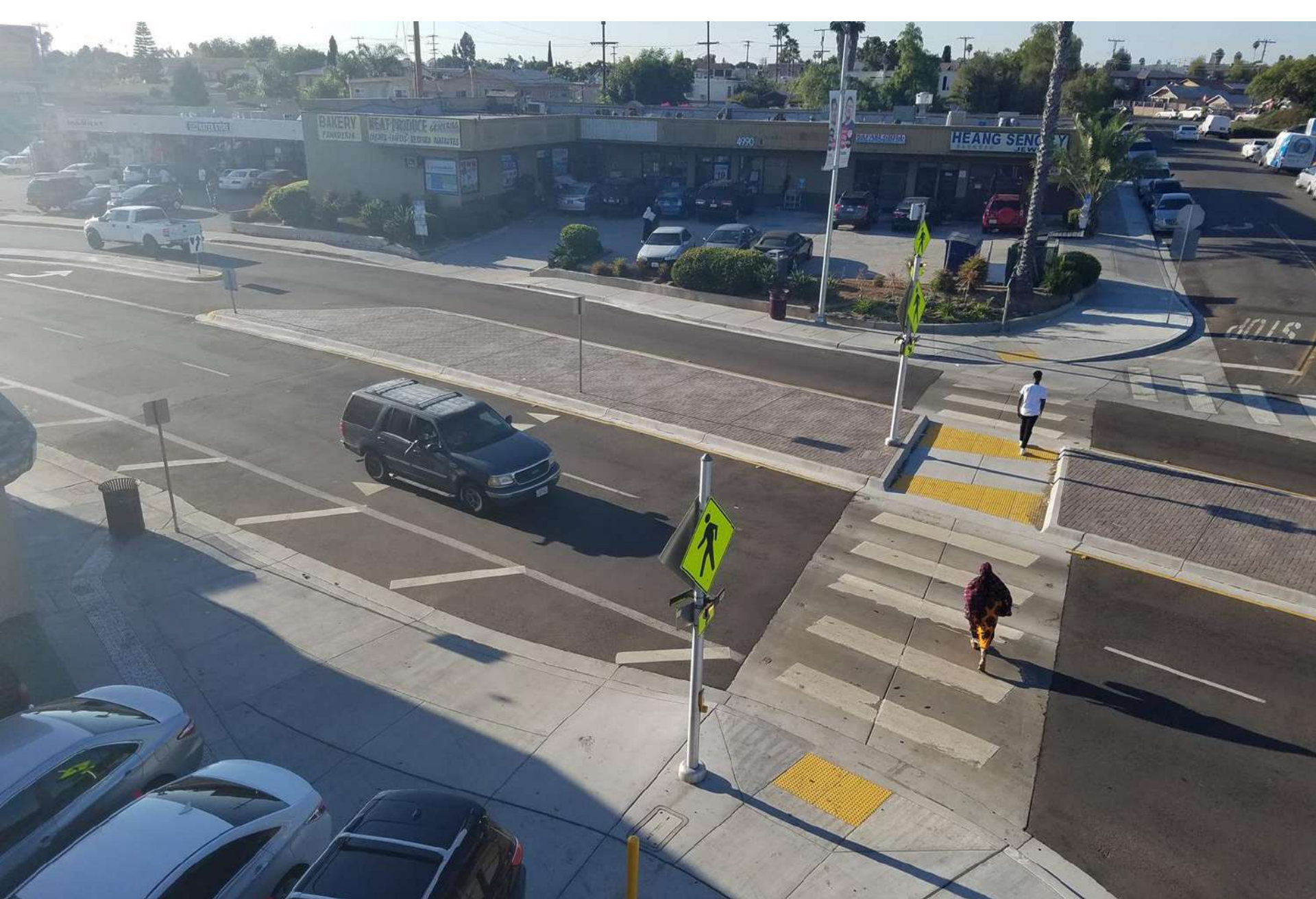
LITTLE SOMALIA













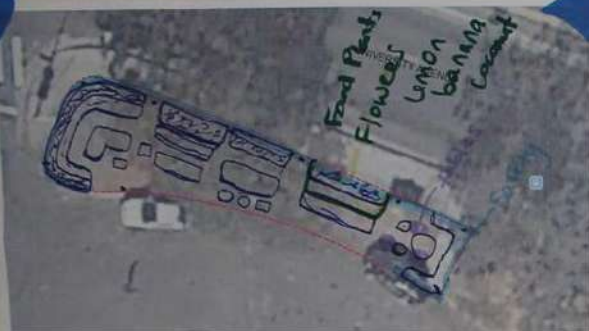
Values

Safe
Cultural Relevance
Artistic
Beautiful
Intergenerational

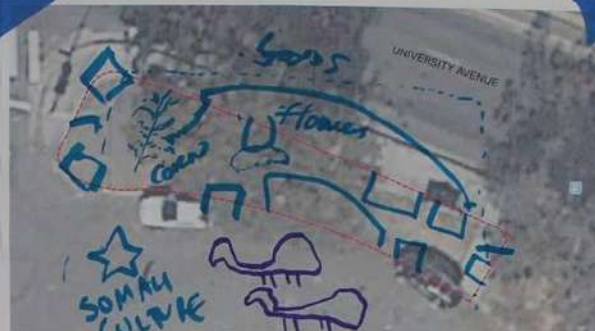
Elements

Shade
Seating
Lados
Kids Area
Planting
Barrier from traffic
Walk-through-Paths
Flags
Lighting
Symbols





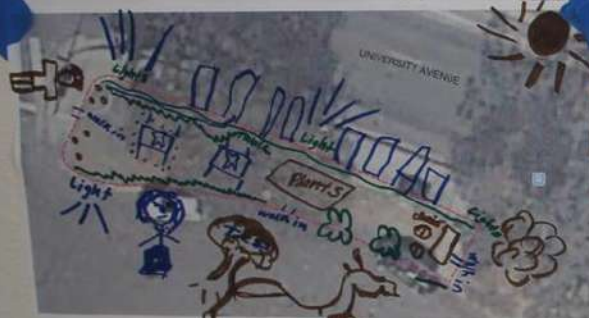
GATHERING PLACE PROJECT



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GATHERING PLACE PROJECT



GATHERING PLACE PROJECT



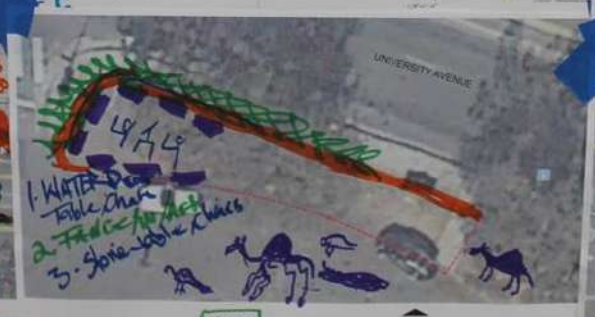
GATHERING PLACE PROJECT



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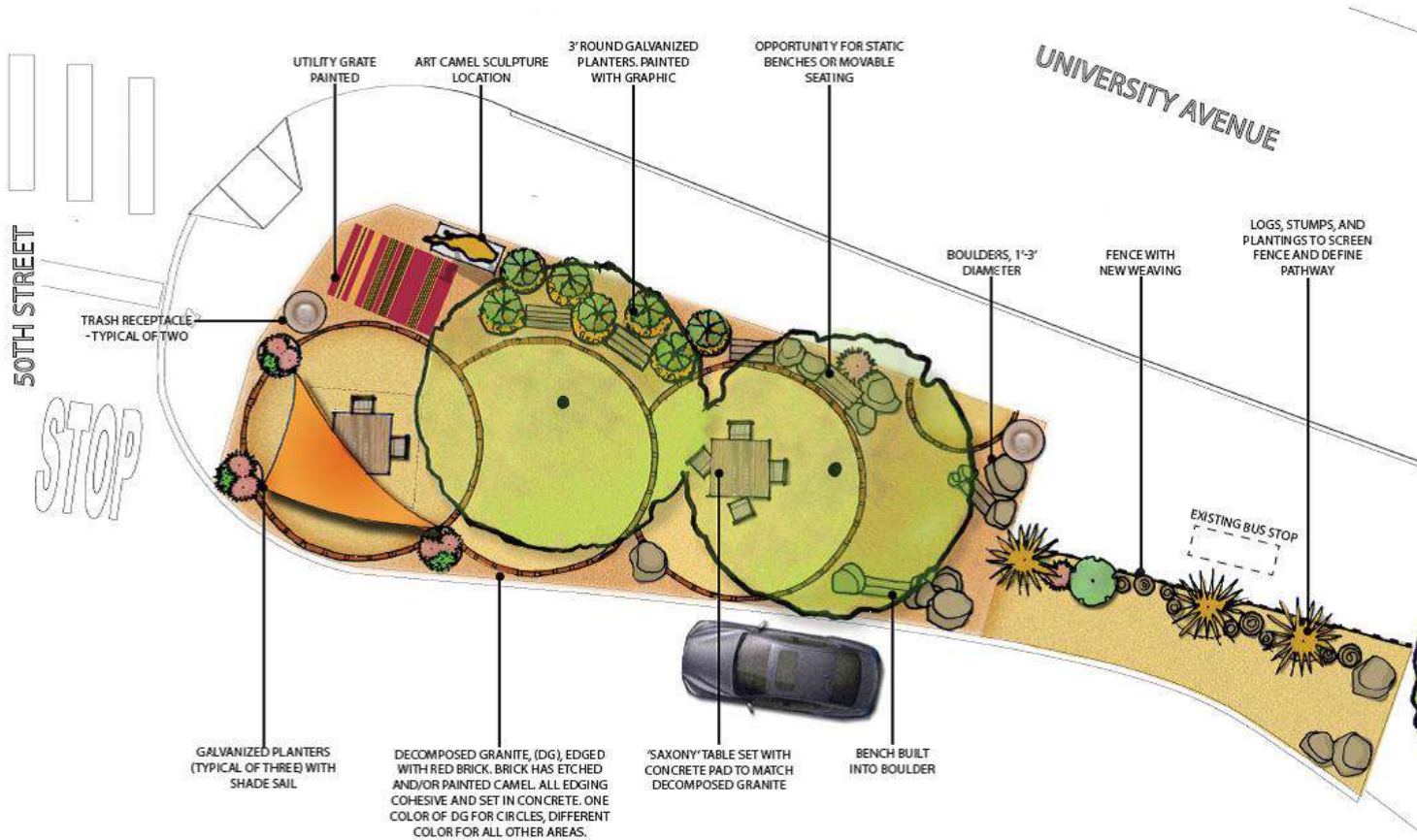


GATHERING PLACE PROJECT









NORTHWEST PERSPECTIVE



NORTHEAST PERSPECTIVE



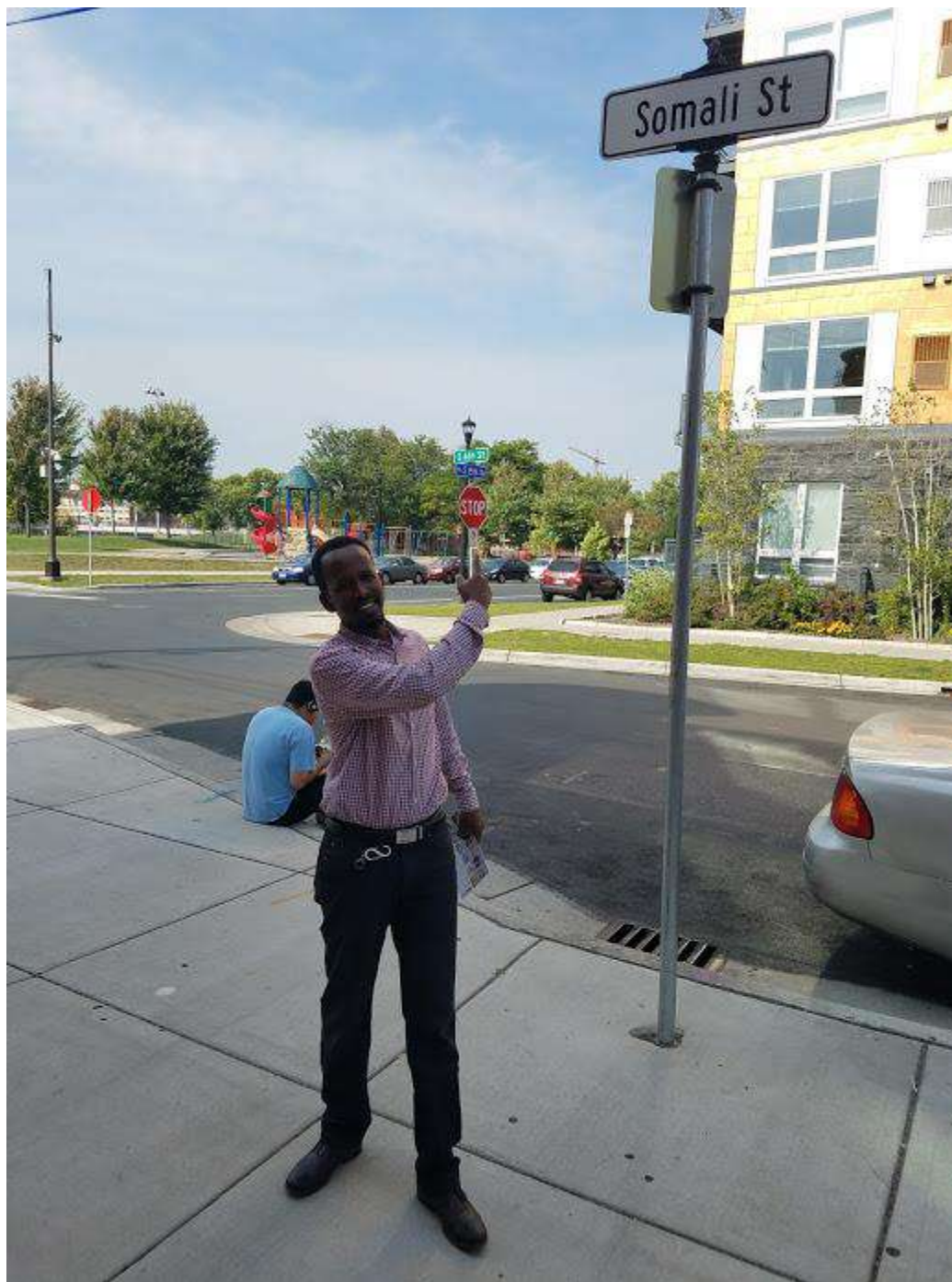
EAST AFRICAN GATHERING PLACE SCHEMATIC DESIGN
50TH STREET AND UNIVERSITY AVENUE
CITY HEIGHTS, SAN DIEGO



SCALE: 1/8" = 1'-0"









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Questions?

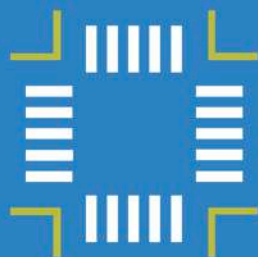
Type your questions in
the ReadyTalk chat box



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Intersections: Creating Culturally Complete Streets

April 3-4 2018
Nashville, TN

Register for
#Intersections2018

[www.smartgrowthamerica.org/
intersections](http://www.smartgrowthamerica.org/intersections)



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Register for the Q&A webinar
Friday, December 1st at 1PM EST

