North Spokane Corridor

Placemaking and Community Engagement
What does *sustainability* mean to you?
Sustainability

• According to United Nations World Commission on Environment and Development (WCED), sustainable development is

• “development that meets the needs of the present without compromising the ability of future generations to meet their own needs” (WCED, 1987).
The Three “E’s”

- The WCED identified three goals for sustainable development.
Planners also include a fourth goal: **Livability**
Placemaking was recognized as “the ultimate expression of sustainability” by the UN Habitat at the 2016 Habitat III Conference.
Placemaking...

• “is a collaborative process by which we can shape our public realm in order to maximize shared value. More than just promoting better urban design, placemaking facilitates creative patterns of use, paying particular attention to the physical, cultural, and social identities that define a place and support its ongoing evolution.”

• focuses on “local community's assets, inspiration, and potential, with the intention of creating public spaces that promote people's health, happiness, and well-being.”
All Spaces

Private Space → PLACE → Public Space
Placemaking: an important shift in planning focus
Historically, planning has been auto-centric.
Effects of auto-centric planning

- Shopping Centers
- Urban Sprawl
- Neighborhood Decline
- Congestion
- Safety Concerns
- Unequal access to food, jobs, services
Rethinking transportation

• **Mobility and Accessibility**
  - Mobility Investments helps us to travel freely.
    • Added highway lane
    • Rail extension
    • Bicycle path
    • Focus on efficiency and productivity
    • Traffic lights, speed limits, reliability, and frequency.

• Accessibility Investments help us obtain needs and wants.
  • Products closer to consumer
  • Reduces need for travel
  • Improves choices
  • Mixed-use

• Tumlin (2011)
Rethinking transportation

• Transportation planning should not be solely focused on increasing mobility and reducing traffic congestion

• Accessibility is highly important
  • Encourages more livable, sustainable activity patterns than less accessible.
  • Through various modes of transportation, accessible places tend to attract jobs and residences.

• Accessibility depends on
  • how easy it is to reach a destination,
  • the number of destinations available, and
  • the number and types of transportation modes available.

• (Tumlin, 2011; Berke et al., 2006; Kent, 2011; MacKenzie, 2015)
It is not about how quickly you can move through, but about how easy it is to access a place.
Rethinking Transportation

- Transportation and Land Use are linked, not separate.
- Transportation induces urban development and visa versa.
- Increasing accessibility from otherwise inaccessible areas via transportation increases the supply of land for development.
- The type of transportation influences quantity, type, and amount of development.
- Development also influences transportation improvements dependent on communities need for access and mobility.
- -Berke et al. (2006)
Viable destinations

• Focus on placemaking and accessibility leads to:
  • Alternative modes of transportation
    • Trails, bikes, bus, walking, sidewalks
  • Reduces the need for extensive travel
    • Resources accessible within community
  • Reduces automobile use
  • Creates community destinations where people want to be
    • Increased quality of life, sense of place, and healthier communities
• Capitalizes on existing neighborhood assets
  • History, culture, distinctive
Where do we begin?
The North Spokane Freeway Corridor

- Corridor - regional connectors of neighborhoods and districts
  - Congress for the New Urbanism

- Neighborhoods
  - Hillyard
  - Bemiss
  - Chief Garry Park
  - Whitman
  - Minnehaha
  - East Central
Our Focus

• Engagement
• Placemaking resources
• Theory and Research
• Charrettes
Engagement

• Attend Events.
• Hold meet and greet/informational sessions.
• Utilize the WSDOT Community Engagement Plan
• Build from EWU’s has extensive knowledge and experience.
• Keep community members informed.
• Allow opportunities for student, faculty and staff to work with communities.
• July 25, 2017 – Held our first Kick-off Meeting with neighborhoods and businesses.
Placemaking Resources

• Project for Public Spaces has extensive resources and tools for placemaking.
  • Power of 10+
  • Lighter, Quicker, Cheaper techniques
  • Place Diagram
  • 11 Principals
Placemaking Resources

• Current planning practices that focuses on place
  • New Urbanism
  • Smart Growth
  • Complete Streets
  • The Main Street Program
  • Regional Planning

• Other Resources
  • American Planning Association
Theory and Research

- The Planning Process
- Data collection
- Community Development
- Literature Reviews
- Neighborhood history
- Maps
Charrettes

• Collaborative workshops
• Include all members of the community to develop ideas and alternatives
• A single or multi-day event
• Is an important element of the planning process by collecting inventory, conducting analysis, and developing alternatives.
Need more info

• WSDOT:  
  http://www.wsdot.wa.gov/Projects/US395/NorthSpokaneCorridor/

• EWU Urban and Regional Planning Dept:  
  https://www.ewu.edu/cbpa/programs/urban-regional-planning

• Email us:  
  ewuurp@gmail.com


• hhttp://apostrophe9.tumblr.com/post/132334763944/oxcroft-society-cafe

• http://www.vintag.es/2012/12/vintage-car-advertising-posters-in-us.html

• http://thecityfix.com/blog/measuring-public-space-cities-sdg-habitat-indicator-ben-welle/

• https://commons.wikimedia.org/wiki/File:Sunvalley_Mall_Concord_California.JPG

• https://www.flickr.com/photos/universalpops/4248840456/in/photostream/


• https://www.pps.org/reference/grplacefeat/

• http://rlmillerphoto.com/aerial-photography-portfolio/

• http://charretteinstitute.org/the-zen-of-charrettes-charrettes-as-collective-mindfulness/

• http://antonionietorodriguez.com/focus-the-ingredient-that-most-companies-and-many-employees-miss/

• https://www.phoenix.gov/sustainability


• http://blog.tstc.org/2016/05/unsafe-streets-still-keeping-kids-from-biking-to-school/