

North Spokane Corridor

Placemaking and Community Engagement

What does *sustainability* mean to you?

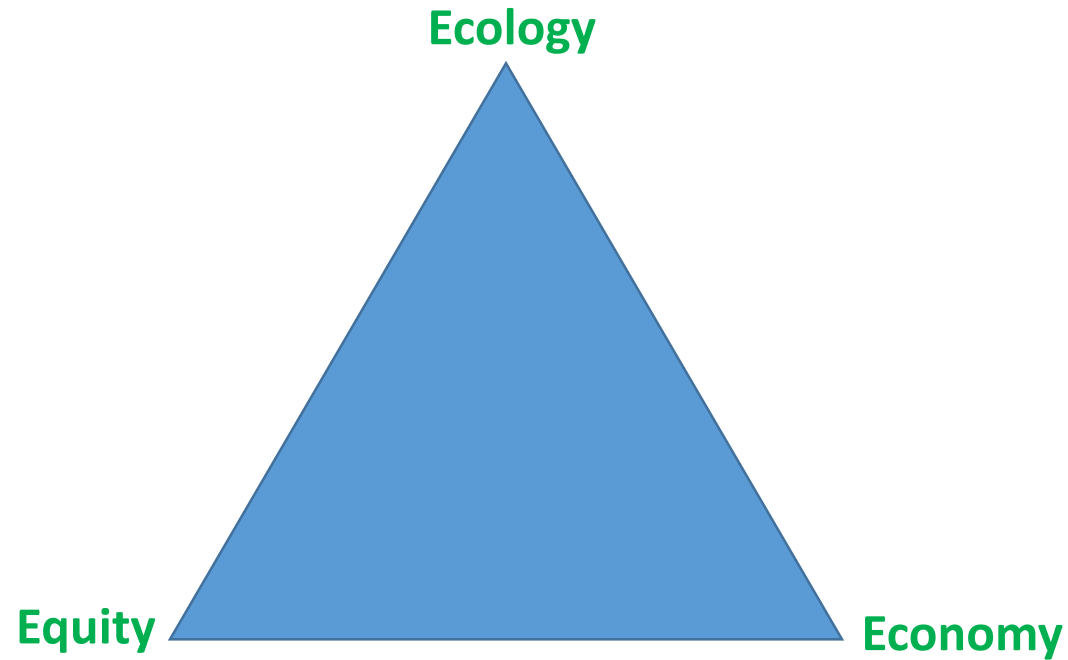
Sustainability

- 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).

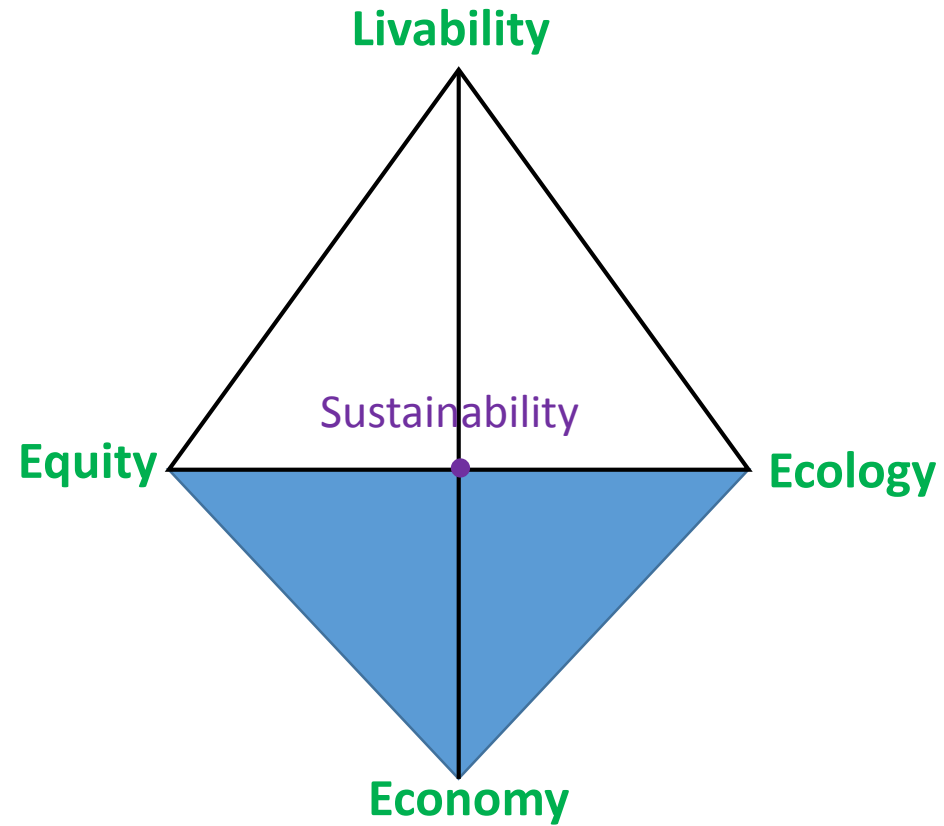


The Three “E’s”

- The WCED identified three goals for sustainable development.



Planners also include a fourth goal: **Livability**





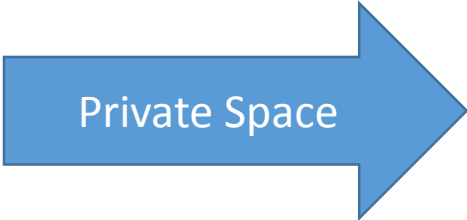
- Placemaking was recognized as “the ultimate expression of sustainability” by the UN Habitat at the 2016 Habitat III Conference.



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



PLACE



Placemaking: an important shift in planning focus

Historically, planning has been auto-centric.



People going places are going **PONTIAC '59**
Catalina • Star Chief • Bonneville

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)

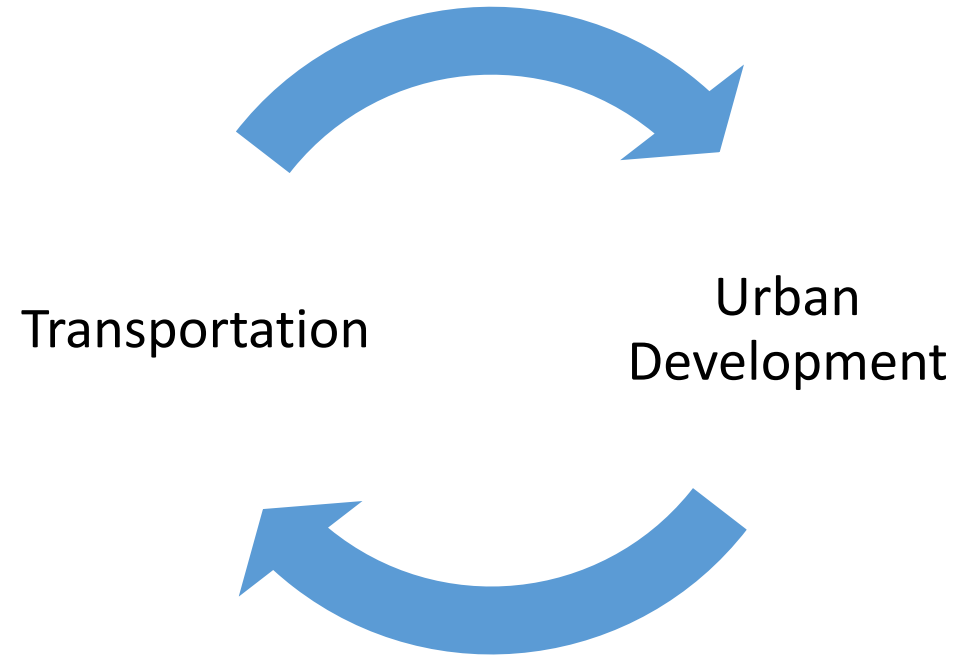




It is not about how quickly you can move through, but about how easy it is to access a place.

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



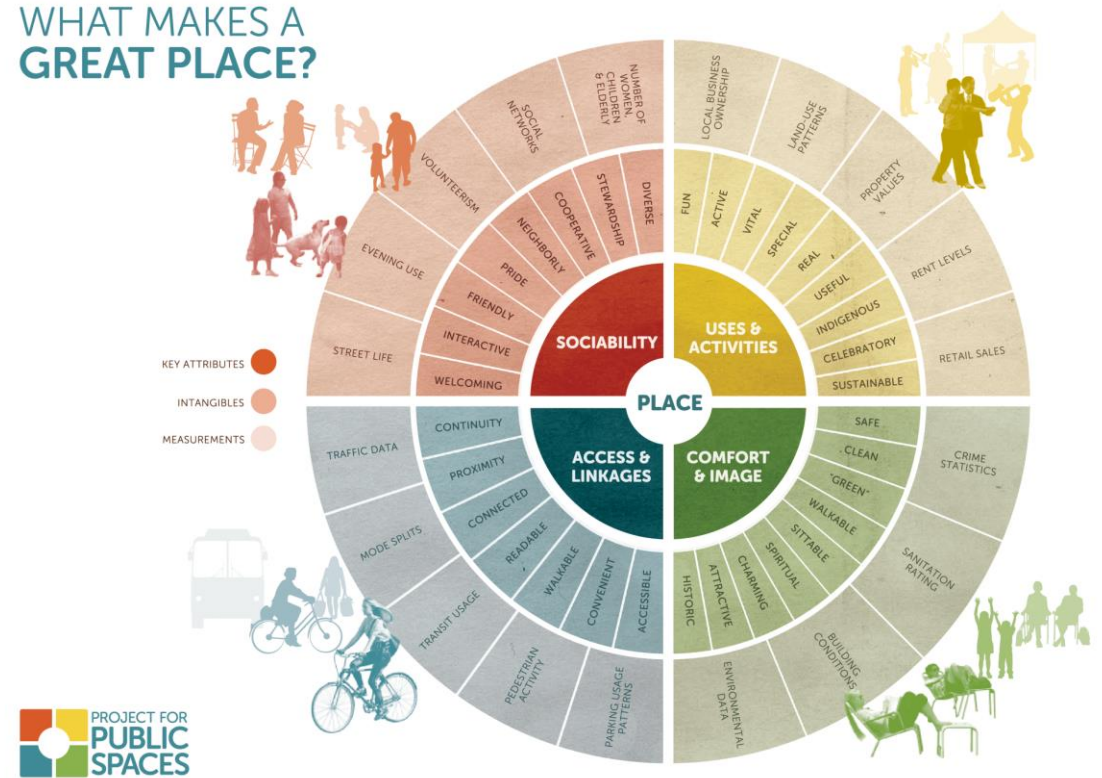
Engagement

- 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



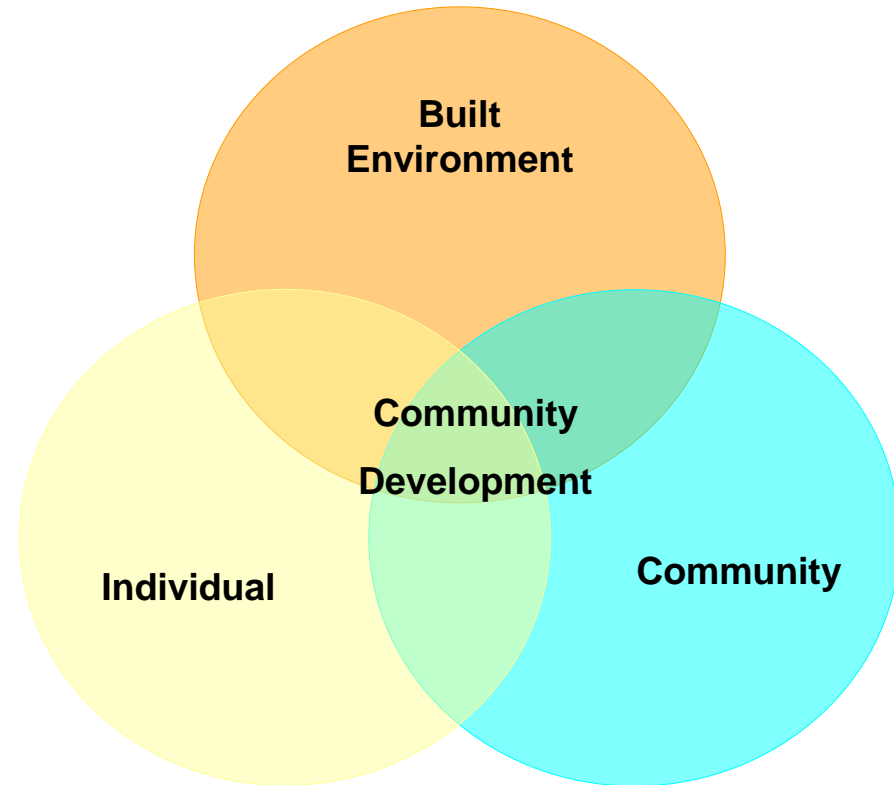
Placemaking Resources

- 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



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