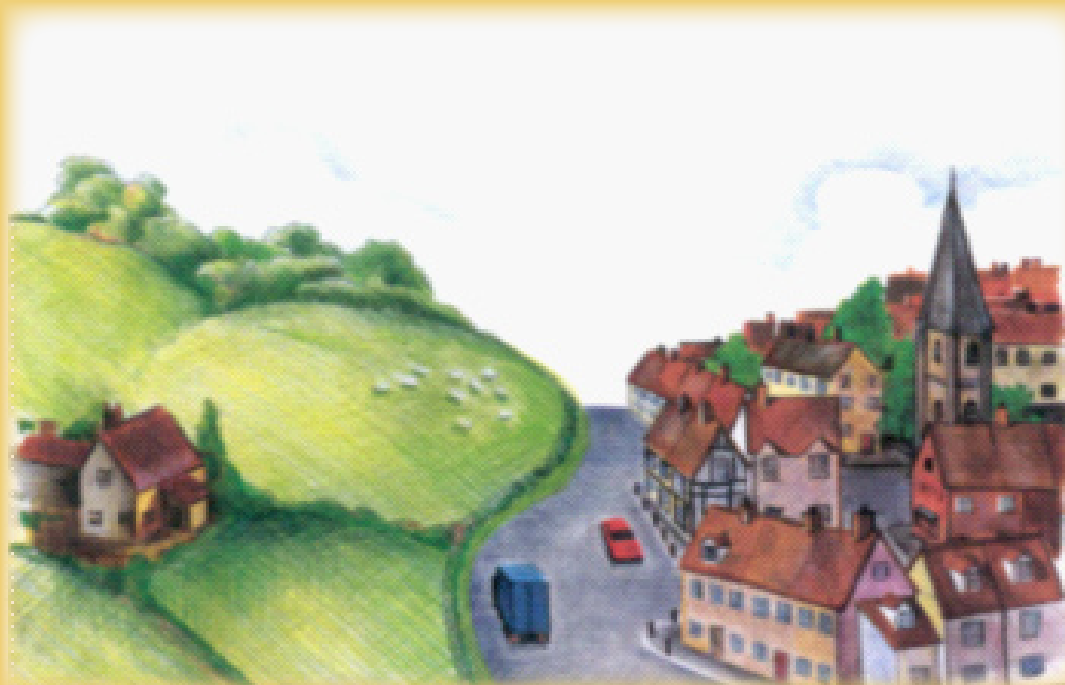


Principles of Community Placemaking & Making Places Special

An Overview for Your Community



By Steve Grabow
Professor and Community Development Educator
UW-Extension, Jefferson County

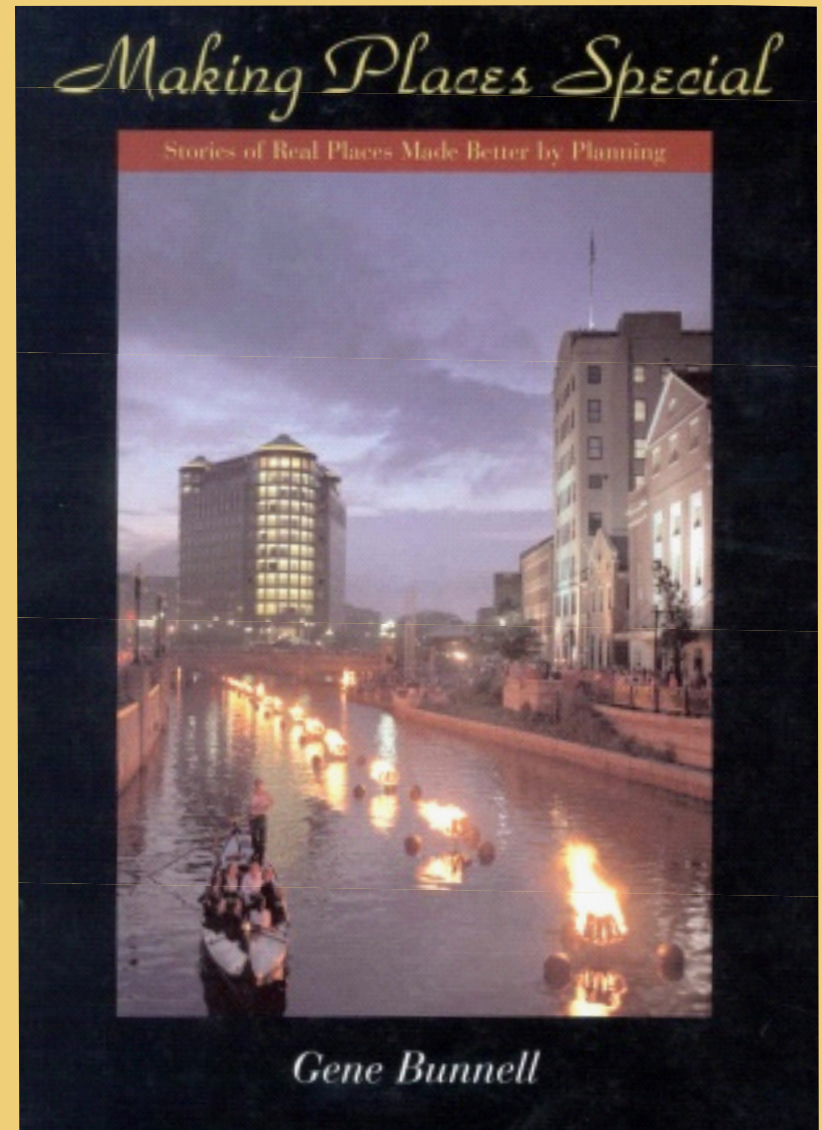
Context for Principles

The guiding principles in this presentation were inspired by a book entitled Making Places Special by former UW-Extension Specialist Gene Bunnell.

Bunnell's research provides the outline for the "Characteristics of Quality Places."

His research includes the results of an American Planning Association survey of planners that identified the qualities of special places. A similar survey of Wisconsin planners was conducted in 1998 and 1993.

These resources have been organized and adapted by Steve Grabow.



Intent

This presentation is intended to provide
a basic understanding of key principles of community design
for local officials involved in planning and development.



Steve and his daughter researching sustainable and strategic spatial planning in European communities

Functional Area I



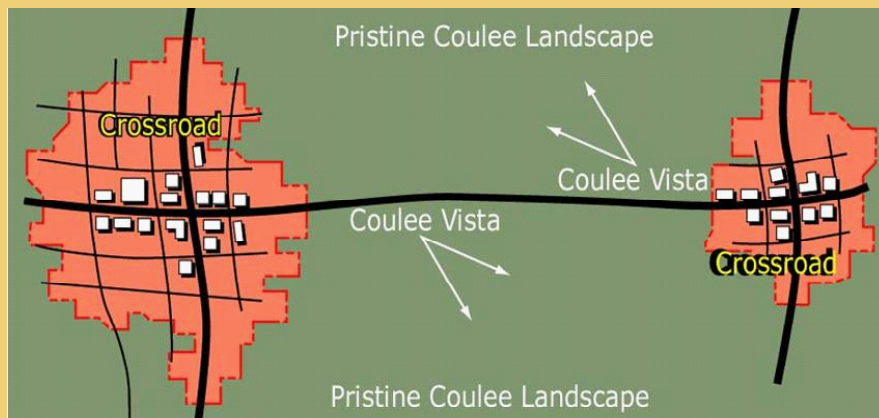
Effective and Functional Physical Configuration

Principle 1: Compact Communities and Clear Urban/Rural Differentiation

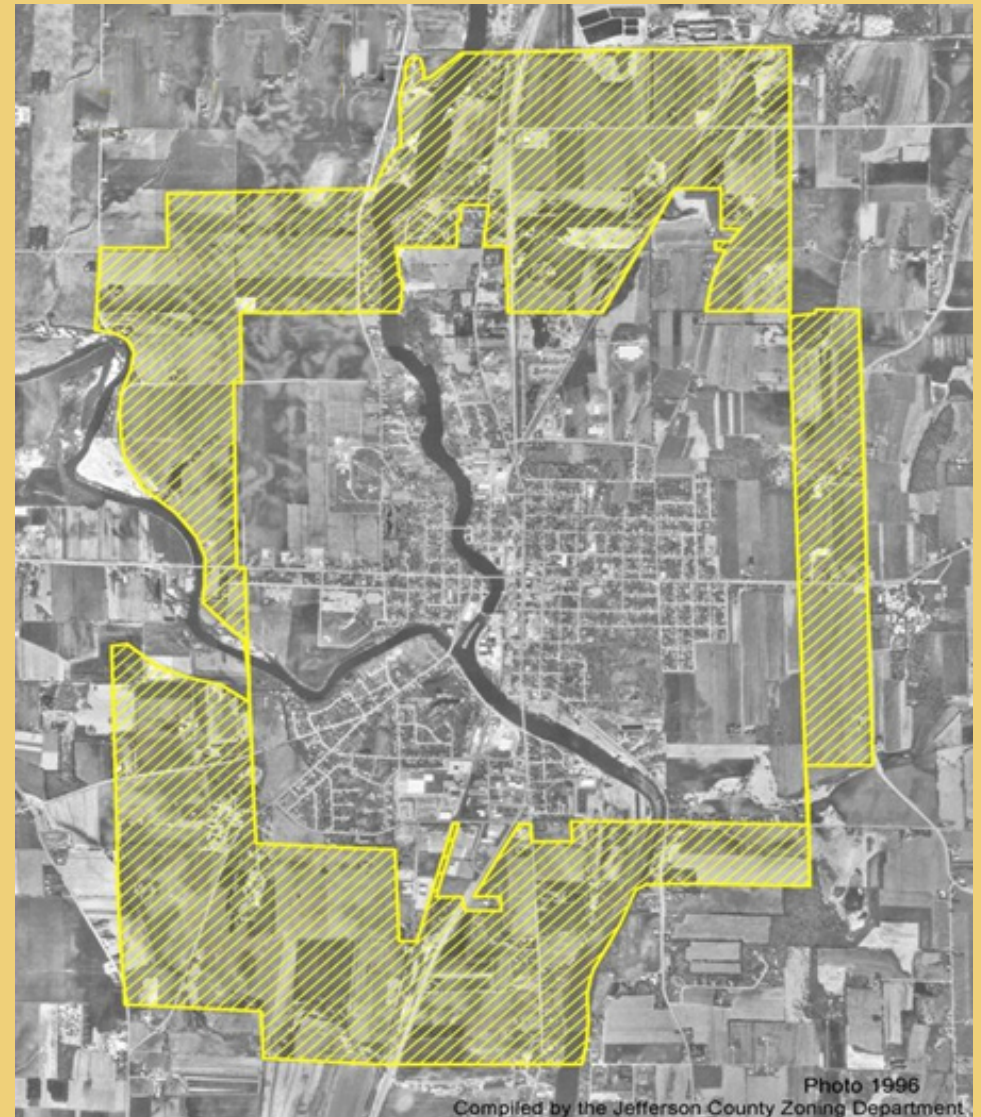
Compact development that doesn't sprawl, enabling urban and rural areas to be clearly differentiated from one another.



Compact development on the north side of Fort Atkinson illustrating the city from the countryside



A clear distinction between the city and the countryside



City of Jefferson urban service area

Principle 2: Strong Urban Center

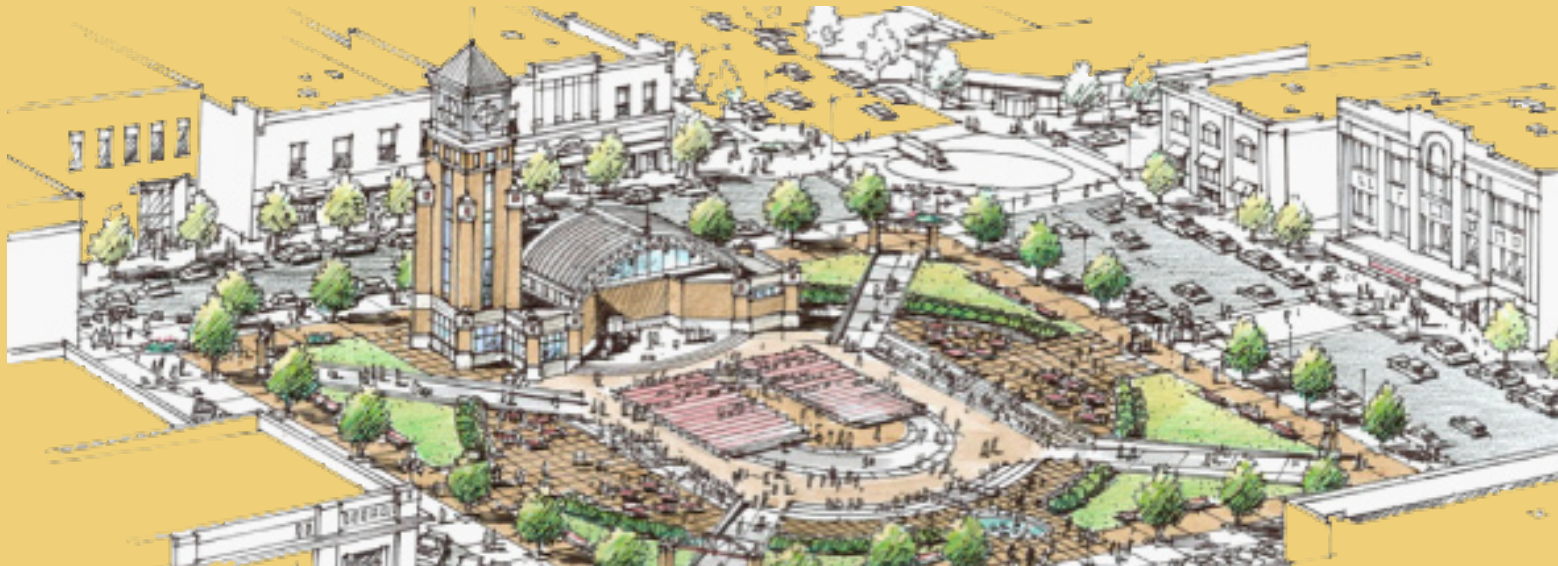
Urban places with a strong center, where multiple uses and activities are clustered in fairly close proximity (strong village and city centers).



Downtown Asheville, NC offers multiple uses and activities within close proximity of each other



Baltimore's Inner Harbor bustles at night with its vibrant nightlife which has helped blossom the area into the cultural center of the city



A model city centered around a central gathering place

Principle 3: City-centered Redevelopment and Infill

City Centered Redevelopment and Infill.



La Crosse riverside redevelopment plans



Infill riverfront condominiums in Fort Atkinson



Hard Rock Cafe at Baltimore's redeveloped Inner Harbor



Cottage Grove, WI now boasts a revitalized downtown anchored by a large redevelopment project

Principle 4: Integration of Housing and Employment

Integration of housing, employment centers and shopping areas, so that communities contain places to live, work and shop, and a full range of facilities.



Meadowmont neighborhood in Chapel Hill, NC offers shops and businesses with residential upstairs



This multi-use development in Chapel Hill, NC typifies the modern live, work, play setting



Apartment housing integrated into the fabric in La Crosse on the upper levels of historic Main Street, with shops on the street level

Principle 5: Vital, Distinctive and Varied Neighborhoods

Vital, distinctive and varied neighborhoods in close proximity to the urban center.



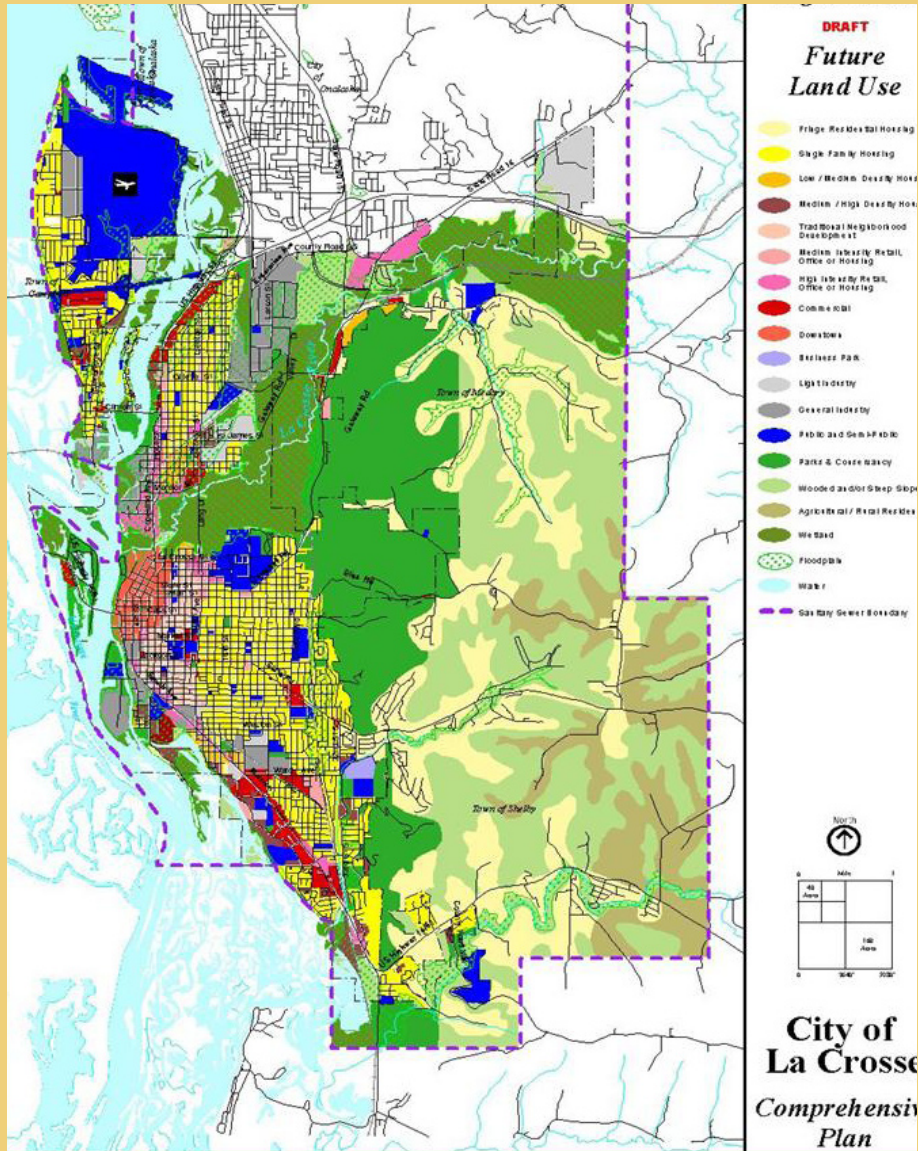
A model city showing a distinctive architectural style reflected in the town center and adjacent residential areas



Distinctive small town “front porch” neighborhoods near downtown.

Principle 6: Avoidance of Low-density Residential Development on the Urban Fringe

Avoidance of low-density residential development on the community fringe.



City of La Crosse's land use plan calls for dense growth surrounded by greenspace on the urban fringe



Middleton Hills, WI has higher density residential development on the fringe of the community



A mix of residential housing types of moderate density with a definite edge in Fort Atkinson

Principle 7: A Mix of Housing Types and Households with Different Income Levels

A mixture of housing types that meets the needs of a variety of households with different income levels.



Co-housing at Pacifica in Carrboro, North Carolina



A classic house tastefully converted to student rentals at UW-Whitewater



A range of housing types to accommodate a variety of income levels

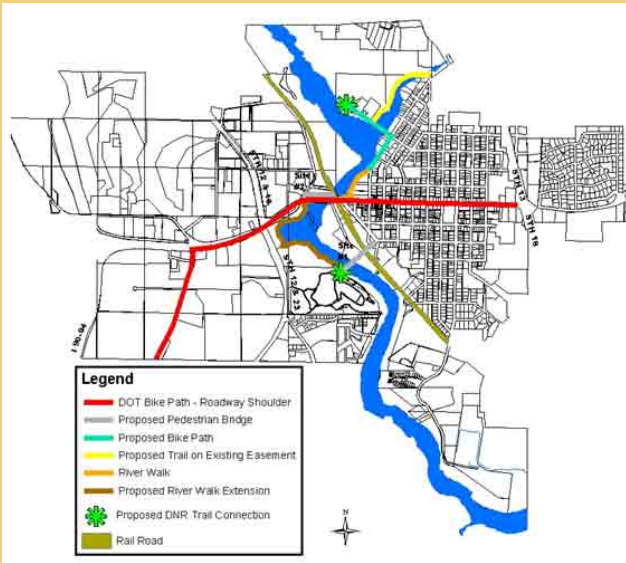
Functional Area II



User-Friendly and Efficient Circulation

Principle 8: Pedestrian and Bike Friendly Environments

Pedestrian friendly environments (pattern of development that supports and encourages sidewalk pedestrian activity and bicycle path travel).



City of Wisconsin Dells bicycle and pedestrian paths and trails



Fort Atkinson riverwalk



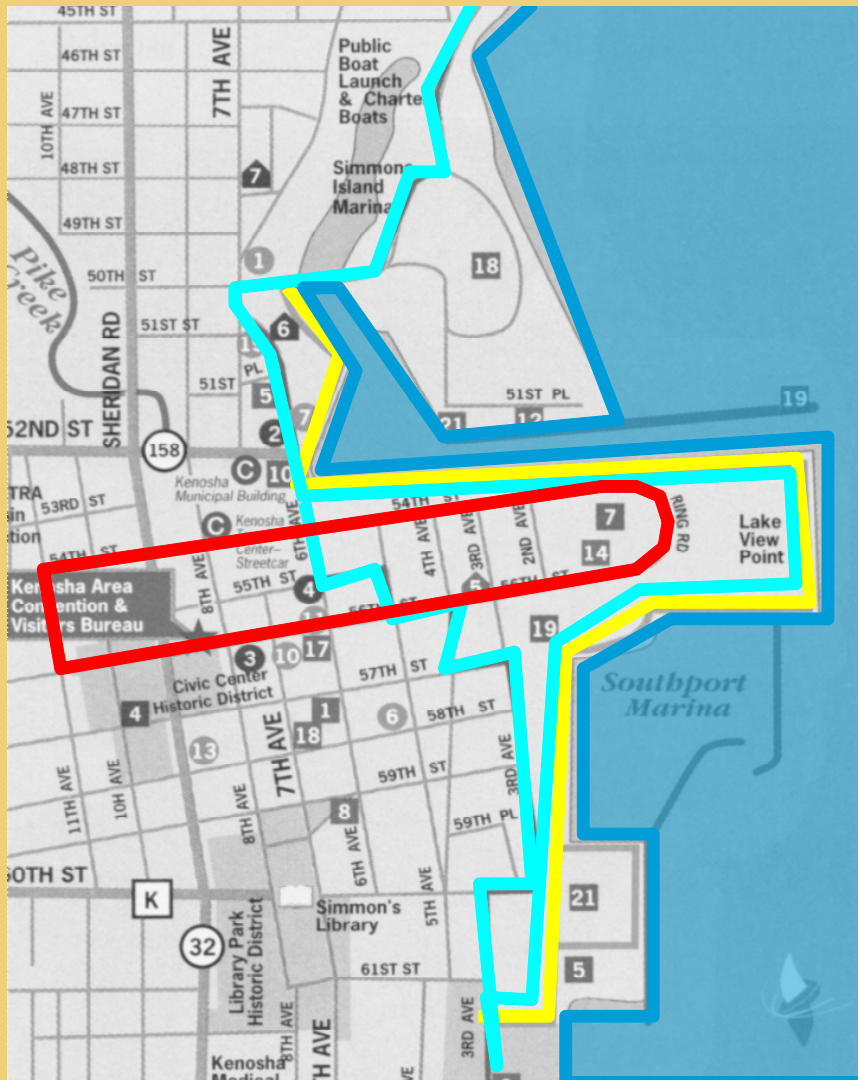
Glacial River Trail in Fort Atkinson



Milwaukee's Lakeshore State Park accommodates bikers and pedestrians

Principle 9: High Quality and Convenient Public Transit and Transportation

High quality and convenient public transit coordinated with land use and development, and concentrated development along transit corridors and proximity to transit stops.



Multiple routes for cars, bikes & pedestrians defined by colored areas at Harbor Park in Kenosha



The Intermodal Station in Milwaukee, WI connects travelers through bus, bicycle, and train transportation



A wide variety of modes of transportation allow for smooth metropolitan movement in Madison, WI

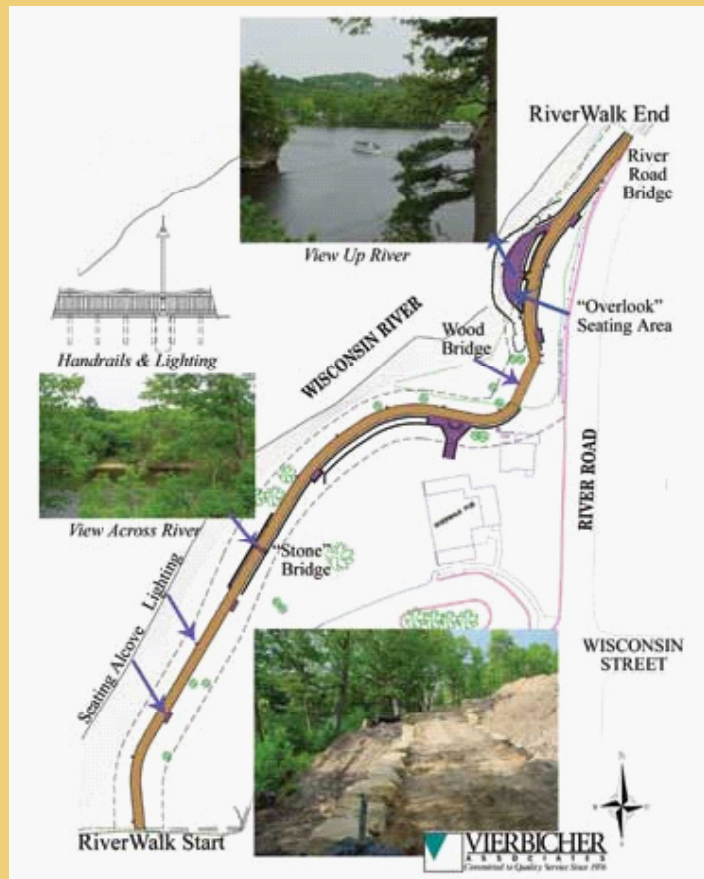
Functional Area III



Preserve Natural, Cultural Resources
and Environment

Principle 10: Environmental Resources and Parks: Preserved and Consciously Integrated into the Fabric of the Community

Environmental resources, natural amenities, scenic qualities, parks, recreation and open space that are preserved and are consciously integrated into the fabric of the community.



Riverwalk plan, Wisconsin Dells



Cravath Lake Park, Whitewater



Milwaukee's O'Donnell Park offers a green corridor along the lakefront

Principle 11: Preserved Farmland and Related Open Space

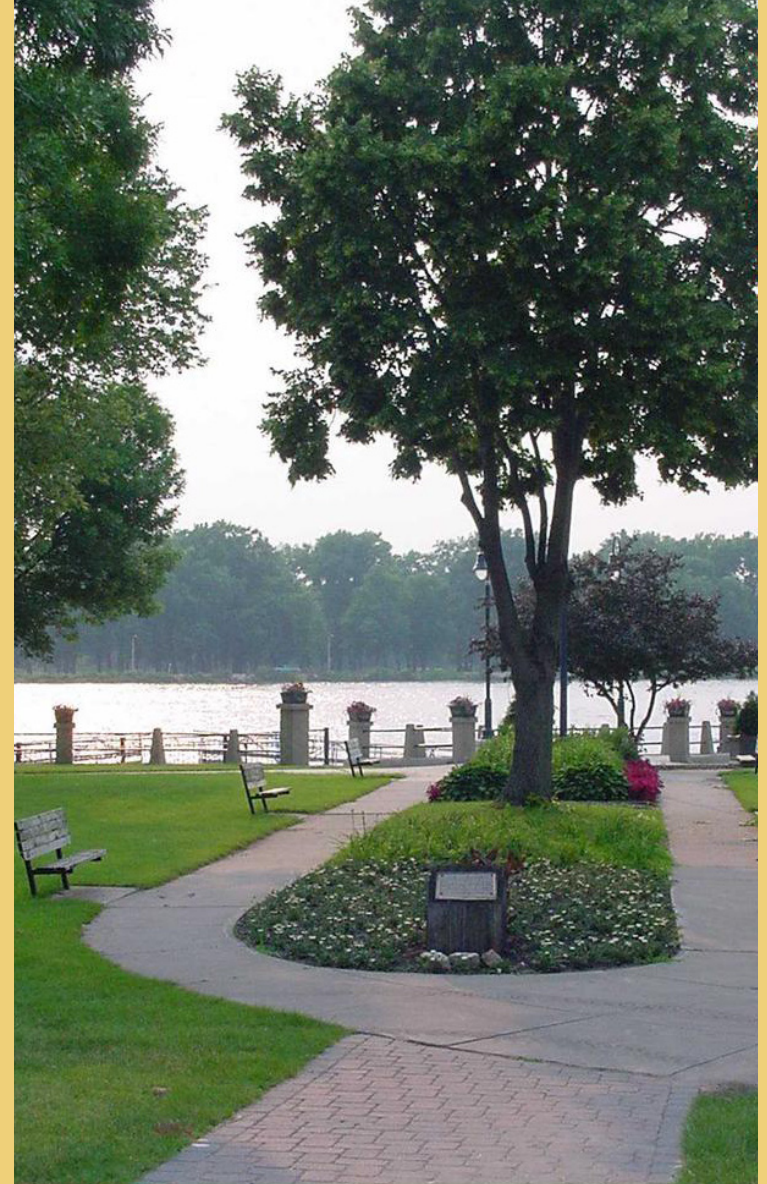
Preserved farmland and related open space, wildlife habitat and environmental corridors.



Wisconsin's largest egg farm (near Palmyra in Jefferson County) relies on preserved, working farmlands



A preserved farm in the rolling countryside near Lake Mills, WI



La Crosse's Riverside Park connects the natural waterway with planned public space

Principle 12: Preservation and Integration of Historic and Cultural Resources

Historic and cultural resources consciously preserved and integrated into contemporary settings.



Before and after photos of Sheboygan's riverfront boardwalk and fishing shanty revitalization



Celebrating our dairy heritage and cheese-making tradition in an authentic setting in La Crosse

Functional Area IV



Enhanced Local Identity and Sense of Place

Principle 13: Strong Local Character, Community Identity and Sense of Place

Strong local character, community identity and a sense of place.



Miller Brewing Company continues the beer brewing tradition that Milwaukee is known for



Locally produced sculpture honors the Native American history of Fort Atkinson

Principle 14: Well-designed Public Buildings and Public Spaces: Enlivened by Works of Art and Sculpture

Well-designed public buildings and public spaces that strengthen community sense of place, often reinforced and enlivened by works of art and sculpture.



Locally designed Cravath Lake Park entrance, Whitewater, reflects what is important to the community



Art and sculpture at the Fort Atkinson Municipal Building



Birge Fountain and Arts Center, Whitewater

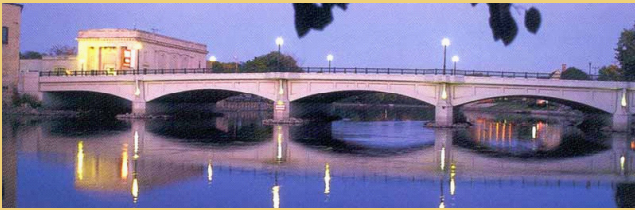
Functional Area V



Attributes to Instinctively Draw Us to Places

Key Attributes of Places to Which we are Instinctively Drawn

Urban designers and planners have identified five key attributes which help us conceptualize the intangible characteristics of quality places. These attributes are summarized below and they are detailed in principles 15, 16, 17, 18 and 19.



Connectivity



Drama and Dignity



Variety and Whimsy



Reflection of Local Values



Many Choices and Many Things to Do

Principle 15: Connectivity

Vehicular, pedestrian and transit connectivity and ease of movement from one part of the community to another.



Bike and pedestrian trails provide a connection to the Mississippi River in La Crosse



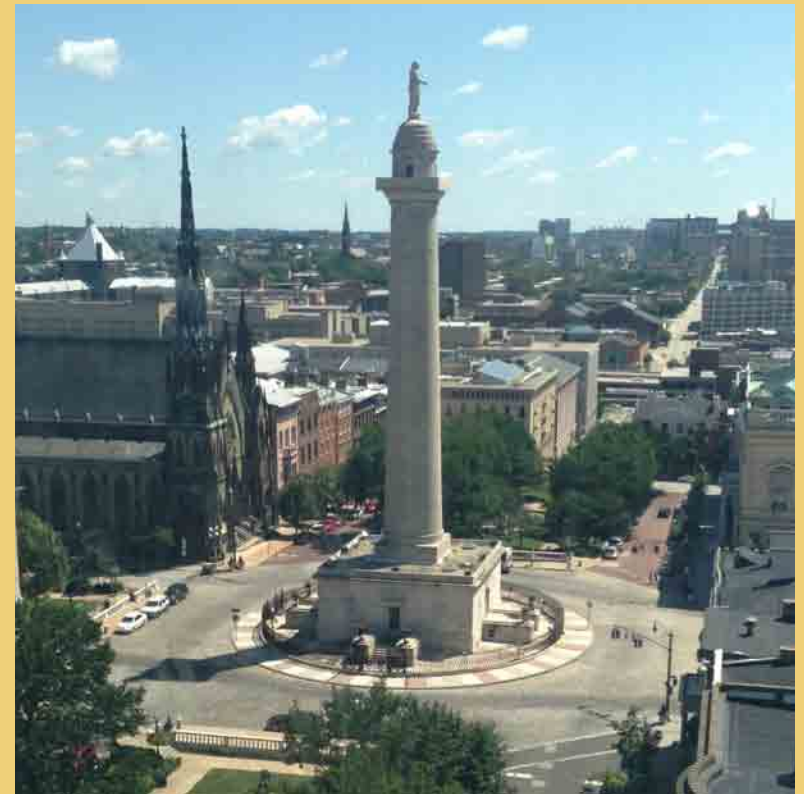
Signage in Lake Mills, WI guides vehicular traffic and pedestrians to destinations within the city

Principle 16: Drama and Dignity

Landmarks and building facades providing evidence that it is a real place, not just superficial.



The dramatic approach to Madison, WI, the state capitol building and Monona Terrace



The first architectural Washington Monument dominates the center of this Baltimore neighborhood

Principle 17: Variety and Whimsy

Expressed in architectural forms and design details.



The Pineapple Fountain reflects the friendly hospitality of the people of Charleston, SC



The Milwaukee Art Museum's Burke Brise Soleil is a moveable, wing-like sunscreen along Lake Michigan



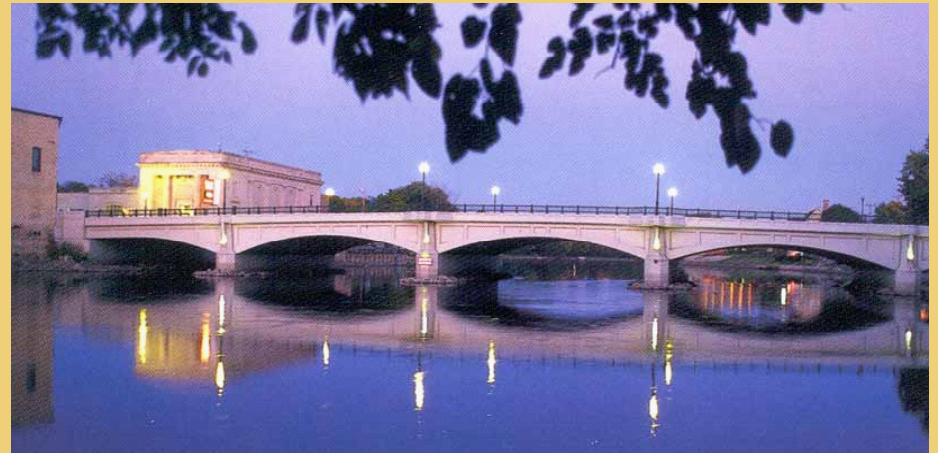
Catfish Alley, Fort Atkinson

Principle 18: Reflection of Local Values

Appropriate architectural styles, materials and vegetation.



Mullen's Dairy Bar mural in Watertown, WI reflects the small town and agricultural values of Jefferson County



Rock River Bridge in Fort Atkinson, Photo: Gary Gramley



The glacial fieldstone wall at Riverside Park in Watertown, WI uses the natural, local stone

Principle 19: Many Choices and Many Things To Do

Not just consumerism and shopping; not just a workplace or a bedroom community.



Sidewalk events bring people to downtown Fort Atkinson



Enjoying the natural scenery at the downtown Jefferson dam



Multiple seating options and for a variety of uses at this Asheville park setting

Final Thoughts Via Quotes

“Americans continue to yearn to live in places that are unique and special and have a sense of place.”

~Gene Bunnell, Making Places Special

“It is possible to make places better, and preserve and strengthen the qualities that make places special, by planning.”

~Gene Bunnell, Making Places Special

“To advance people-friendly places, we should encourage more sensitive, friendly developments in which color, pattern, texture and materials – as well as technical excellence and innovation – combine to create enjoyable places and attractive buildings.”

~Francis Tibbalds, Making People-Friendly Towns

“One of the most important ingredients for successful planning is for people to believe that planning matters – that taking the time to think through and envision the kind of places we want our communities to be in the future is important, and that time spent developing plans aimed at fulfilling our deepest aspirations is not wasted.”

~Gene Bunnell, Making Places Special

Discussion & Questions



What are the principles of community development and place which are of particular importance in your community?