Implementation & Equity 201: The Path Forward to Complete Streets

Promoting Equitable Change through Creative Placemaking & Complete Streets

Webinar begins at 1PM EST
Promoting Equitable Change through Creative Placemaking & Complete Streets

November 21, 2017
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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
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 YEH, 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
COMPLETE STREETS WEBINAR 11.21.17 Ignacio Bunster-Ossa, FASLA, AECOM
WOW! This street is self-organizing!
REFERENCE
COMPLETE STREETS WEBINAR 11.21.17 Ignacio Bunster-Ossa, FASLA, AECOM
30km/h design speed

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

1 McDonnel Street
2 Murray Street
3 Brock Street
With more ROW to work with due to the resizing of lane widths, there are more opportunities for dedicated bike lanes. The retrofitting of parking lots with infill development could lead to more dense and street-facing development, leading to an improved bike/ped environment and complete street frontage.

CAVs may be able to detect and avoid cyclists, increasing safety.

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.
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.”

@CompleteStreets

Promoting equitable change through creative placemaking & Complete Streets
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 Castañá 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
Values
- Safe
- Cultural Relevance
- Artistic
- Beautiful
- Intergenerational

Elements
- Shade
- Seating
- Landscaping
- Kids Area
- Planting
- Barrier from traffic
- Walk-throughs-Pathways
- Flags
- Lighting
- Symbols
EAST AFRICAN GATHERING PLACE SCHEMATIC DESIGN
50TH STREET AND UNIVERSITY AVENUE
CITY HEIGHTS, SAN DIEGO
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Questions?

Type your questions in the ReadyTalk chat box
Register for #Intersections2018

Intersections: Creating Culturally Complete Streets
April 3-4 2018
Nashville, TN

www.smartgrowthamerica.org/intersections
Register for the Q&A webinar
Friday, December 1st at 1PM EST

Introducing a brand new framework for grading Complete Streets policies