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Placemaking

Why Focus on This Topic?

Creating Great Places is about maintaining special places and transforming ordinary places into extraordinary ones.

Early in the implementation process, our partners identified two policies under this big idea as a countywide priority:

- Make our downtowns more vibrant, safe, and attractive
- Design communities that put people first

In this part of the presentation...

We will:

- Define what we mean by a “great place” and “placemaking”
- Identify some locations in your area that:
 - Could benefit from placemaking
 - Have already been successfully transformed, or have plans to do that
- Discuss how the catalytic tools in *places2040* apply to this effort

What makes a **great place**?

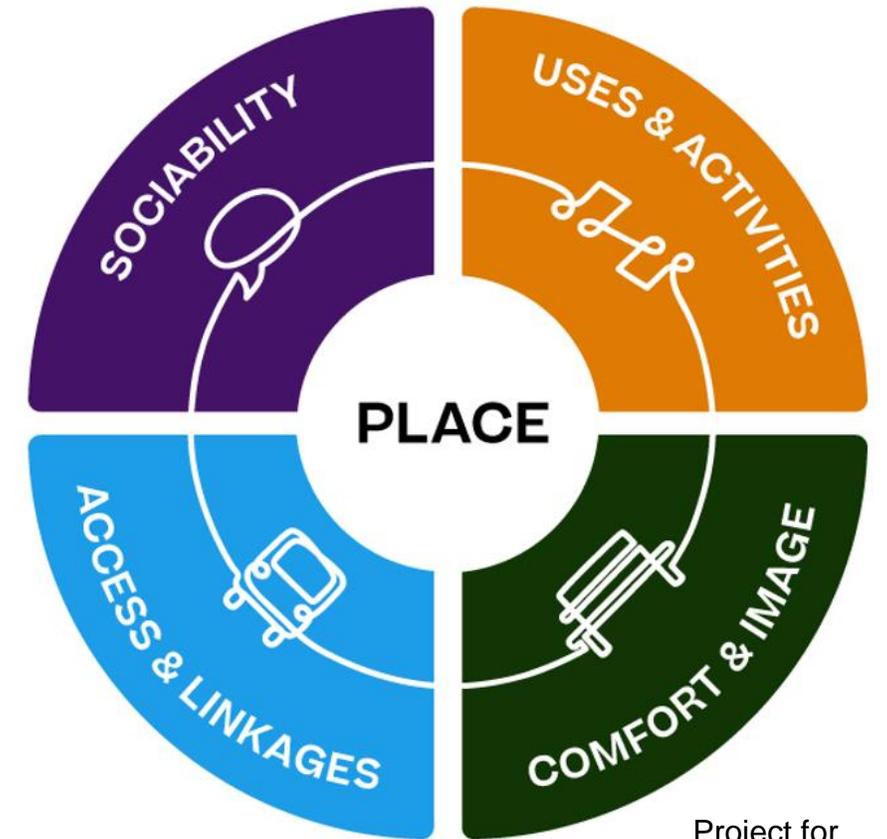
places2040 defines them as places that:

- We brag about
- Are safe and attractive
- Sustain our economy
- Provide choices in housing, jobs, and transportation
- Capitalize on a community's uniqueness
- People want to visit, and where businesses want to be



The **Project for Public Spaces** has noted that great places share four characteristics in common. They are:

- Accessible and well connected to other important places in the area
- Comfortable and project a good image
- Attractive locations for activities – they make people want to participate
- Sociable environments where people want to gather and visit again and again



place



Place





place

Place



How do you
create a
great place?



Through **placemaking**



What is **placemaking**?

Placemaking is the **process** of creating quality places that people want to live, work, play, and learn in.

Mark A. Wyckoff, FAICP

Michigan State University Land Policy Institute

Placemaking
is turning a place
you can't wait
to get through
into one that you
never want to leave

Fred Kent





We still overbuild for cars...
and underbuild for pedestrians
and bicyclists



Fred Kent's Law

If you plan for cars and traffic, you get cars and traffic.



If you plan for people and places, you get people and places.

How Do You Get Started?

The CNU Project for Code Reform encourages communities to make the smallest, most necessary changes – such as parking, frontages, uses, and building form.

Focus on the basics, because a little change can go a long way! You don't have to do everything all at once. Incremental change is often most realistic approach.

Placemaking in Your Area



Blaine Shahan, LNP

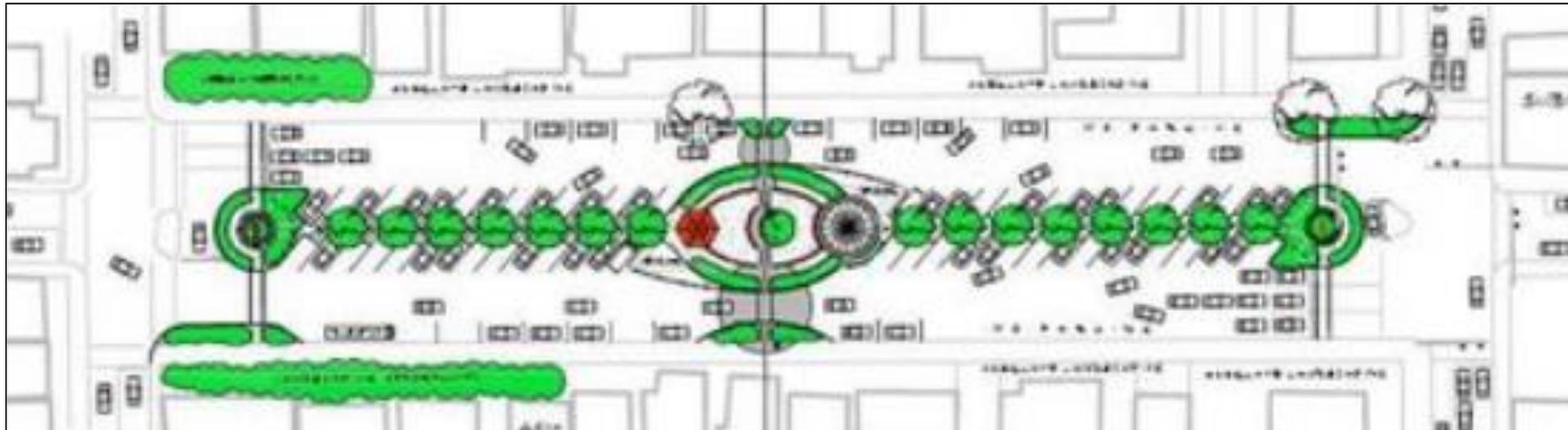
Market Square Manheim Borough

Why

Opportunity to activate the space and make it more vibrant, safe, and attractive

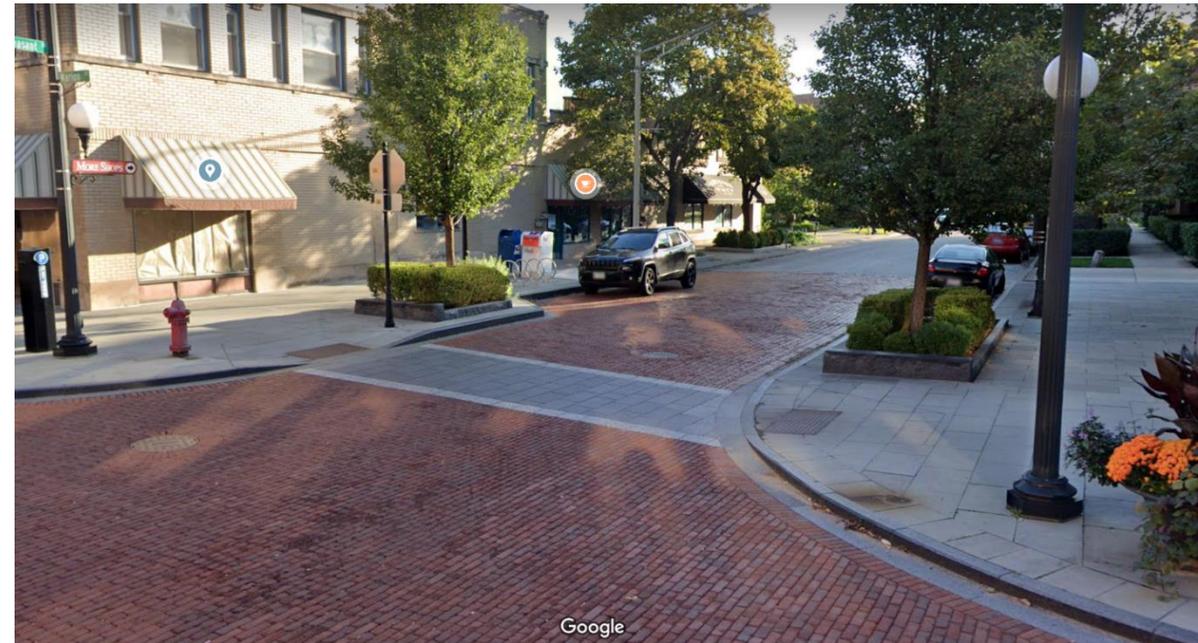
How could we improve Market Square in Manheim?

- Make it a place where people want to gather
- Increase landscape area and gathering space
- Improve traffic flow, parking, and pedestrian safety
- Preliminary planning completed; borough is seeking funding



Best Practices

- Triangle Park, Emmaus
- Head House Square, Philadelphia
- Marion Street, Oak Park, Illinois

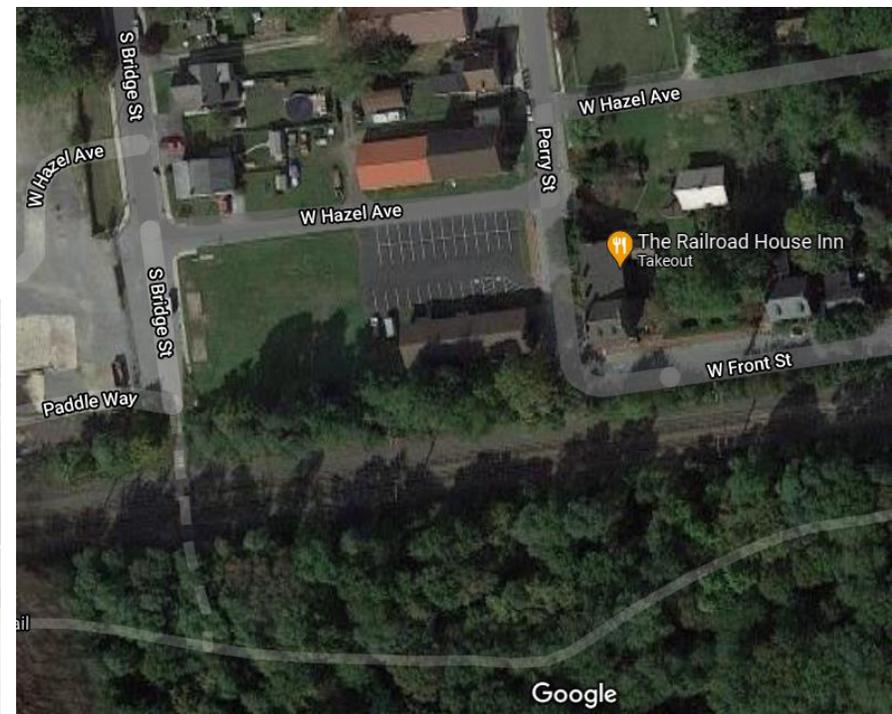


Marietta Trailhead Center

Marietta Borough

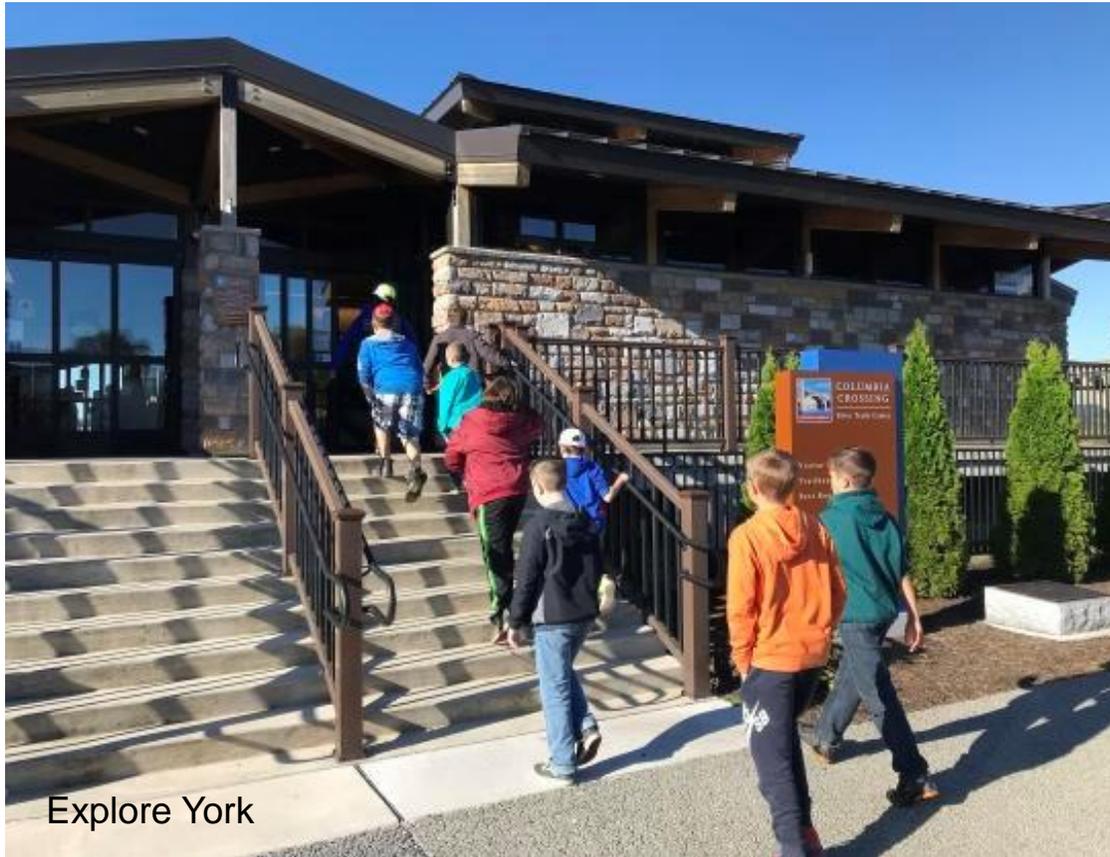
Why

- Vacant historic building near Northwest River Trail
- Lancaster County Redevelopment Authority seeking grant funding



Best Practices

- Columbia Crossings Trail Services Building



Explore York



Susquehanna Heritage



Susquehanna Heritage

Gateway Improvements

Mount Joy Borough



Why

- Entryways into the borough lack a sense of place
- Not pedestrian or bicycle friendly

This could be any borough in the county...

Best Practice

- Lincoln Highway Streetscape Plan, East Lampeter Twp.

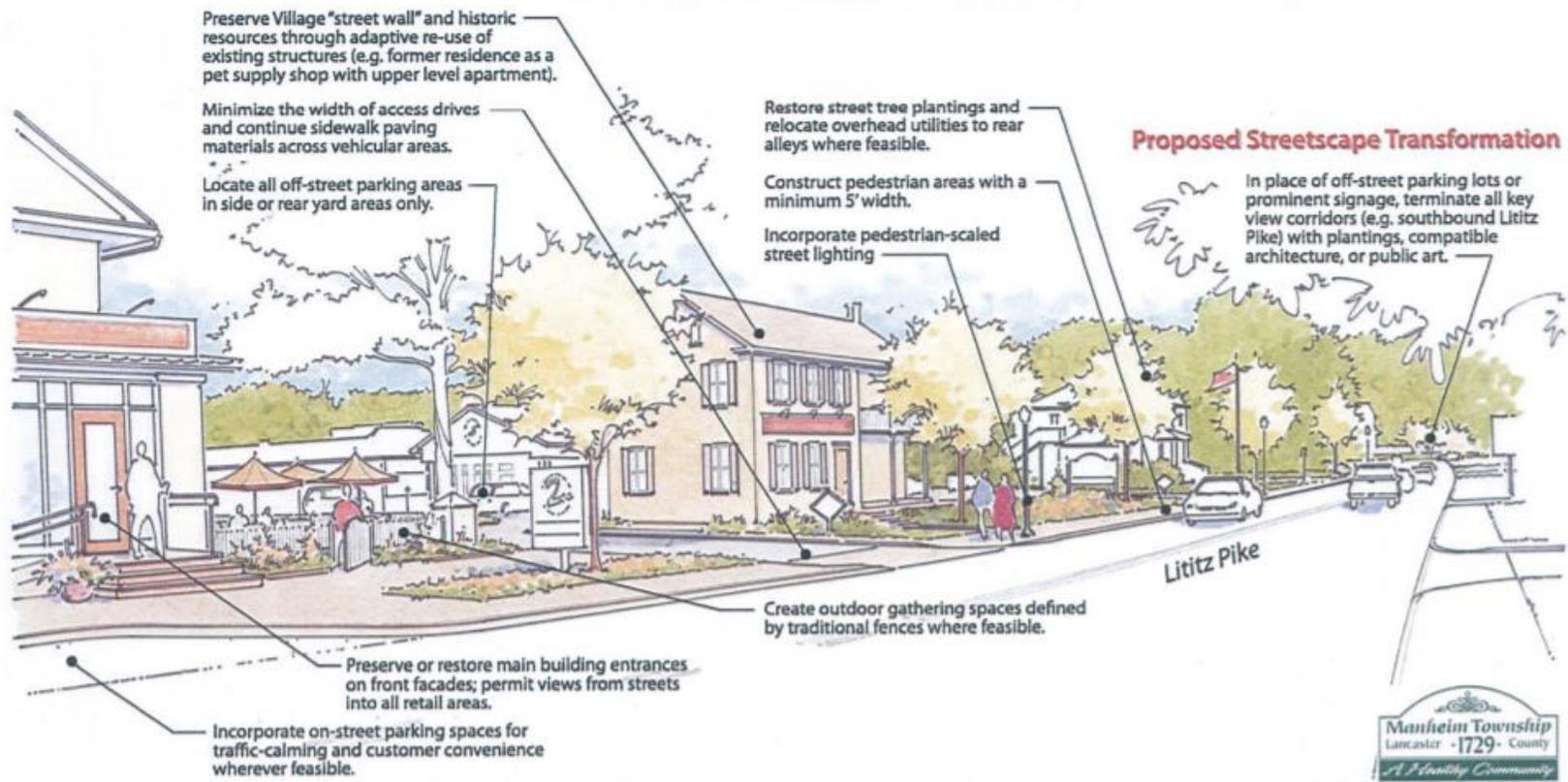


Best Practice

- Streetscape improvements, Neffsville



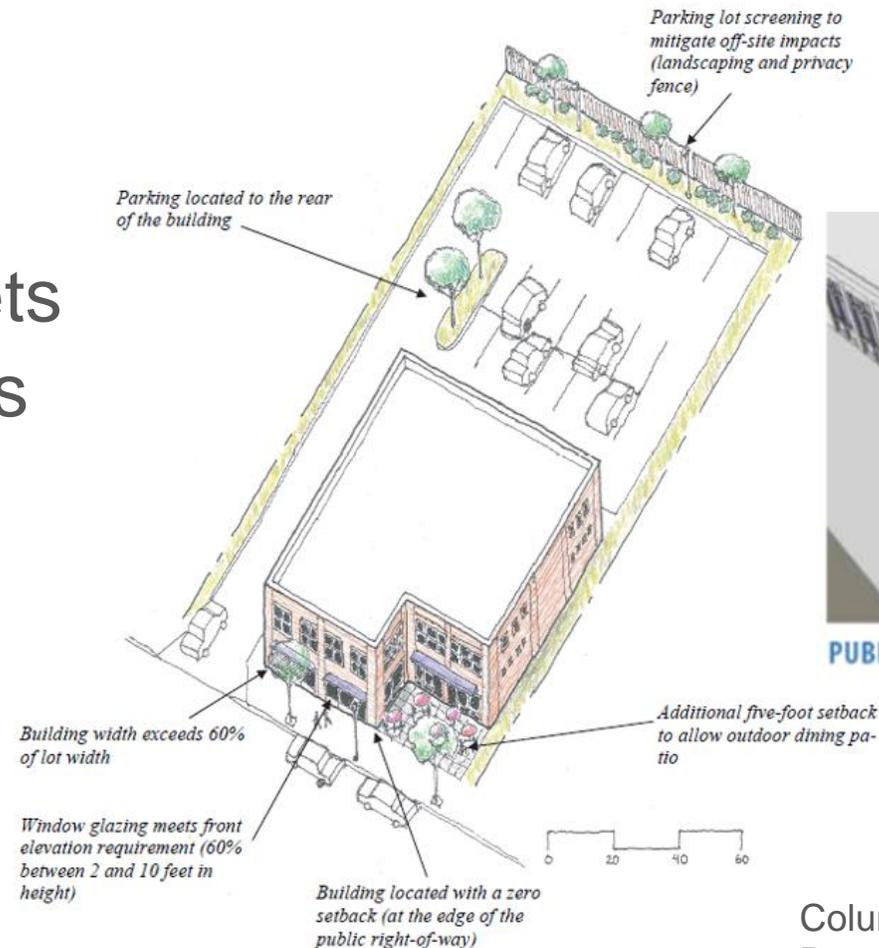
Manheim Twp. Zoning Ordinance



Applying the Catalytic Tools in places2040

Municipalities

- Complete Streets
- Align Resources
- Collaborate
- Simplify Zoning
- Official Maps



PUBLIC CIVIC SPACE

Millersville Borough

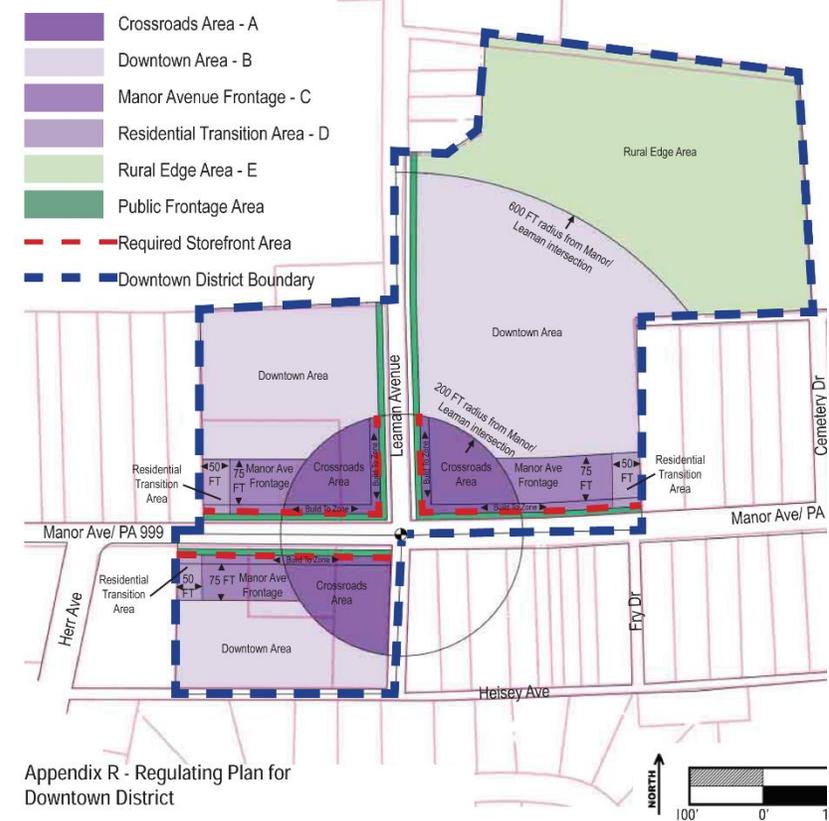
Applying the Catalytic Tools in places2040

Partners for Place

- Align Resources – EDC Borough Collaborative

Lancaster County Planning Department

- Simplify Zoning – New & revised ordinances for downtowns
- Collaborate – Visualizations to help implement great places



Other Ways to Create Great Places

- Encourage redevelopment and infill
- Provide & enhance public spaces
- Utilize consistent lighting, signage, site furnishings, and materials
- Improve streetscapes and corridors
- Create streetscape standards
- Plant street trees
- Include green infrastructure



Questions for Discussion

- How might your region benefit from the improvements we've suggested?
- What could be done to prioritize and fund these potential projects?
- What can all of you do to facilitate improvements like these, and to participate in the planning process?