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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**?

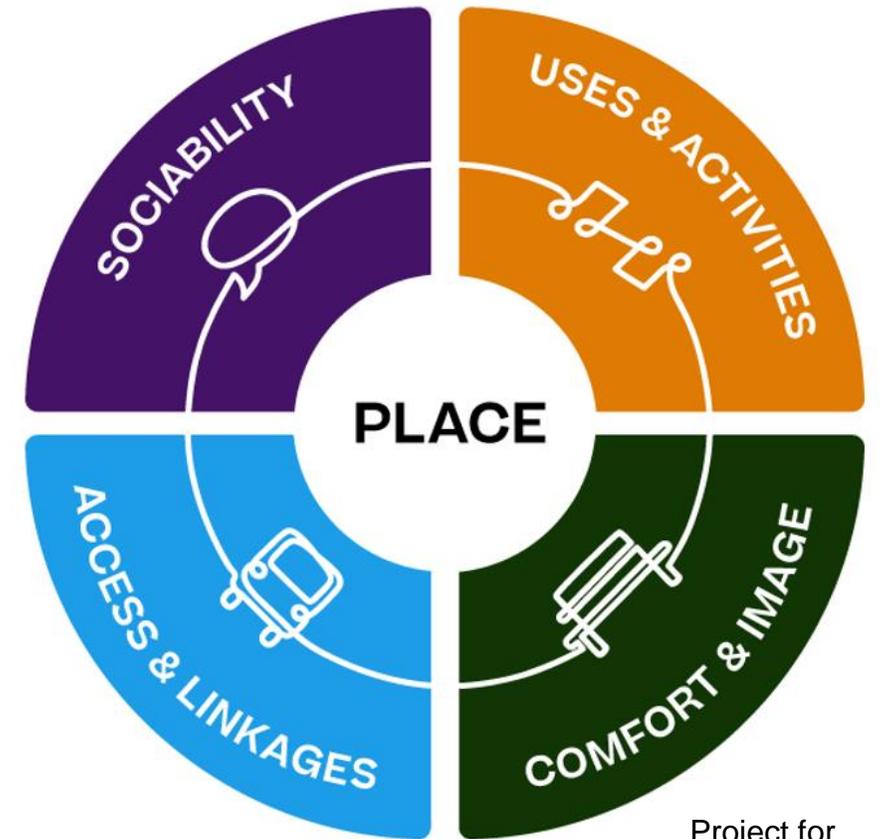
places2040 defines them as places that:

- 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

Golden Triangle Manheim Township

Why

Doesn't mesh with adjacent residential neighborhoods





Single-use, auto dominated

Congested intersection, not transit,
pedestrian or bicycle friendly



Best Practices

- Sprawl Repair Manual (Galina Tachieva)



Sprawl Repair Manual (by Galina Tachieva)

Best Practices

- Bridgeport Crossroads



Bridgeport Crossroads
Transportation & Land Use Study

Best Practices

- Lincoln Highway Streetscape Plan

Before



Lincoln Highway Streetscape Plan
East Lampeter Township

After



Downtown District Millersville Borough

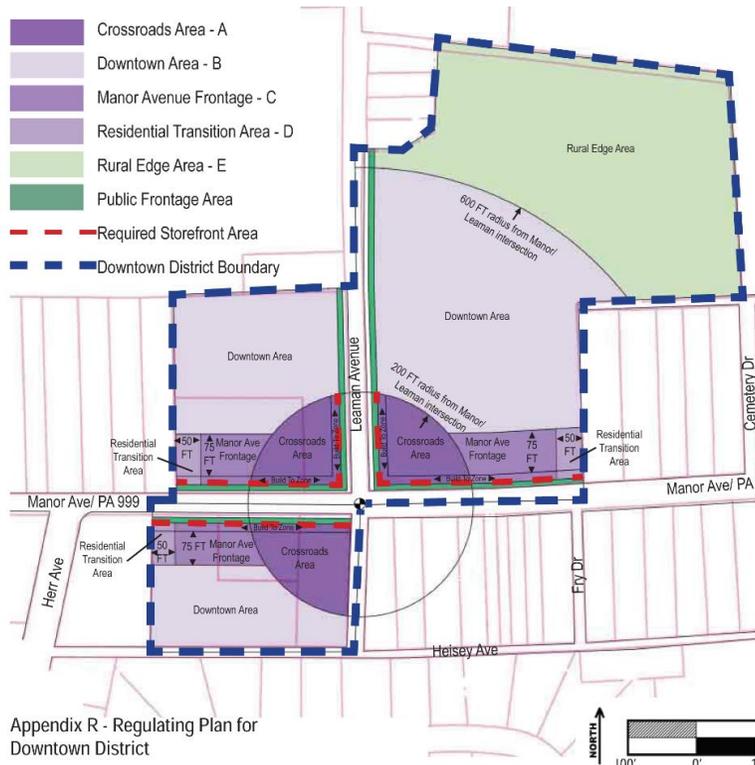


Why

- No defined downtown
- Comp plan calls for a compact, walkable, mixed-use place
- Lacks sense of place
- Opportunity for economic development

Best Practice

- Millersville Traditional Neighborhood Development Overlay District



Appendix R - Regulating Plan for Downtown District

Before



After



Rohrerstown Crossroads

East Hempfield Township

Why

- No town center
- Lacks sense of place
- Auto dominated



Rohrerstown Crossroads East Hempfield Township



This could be any
intersection in the county...



Best Practices

- Millersville Traditional Neighborhood Development Overlay District



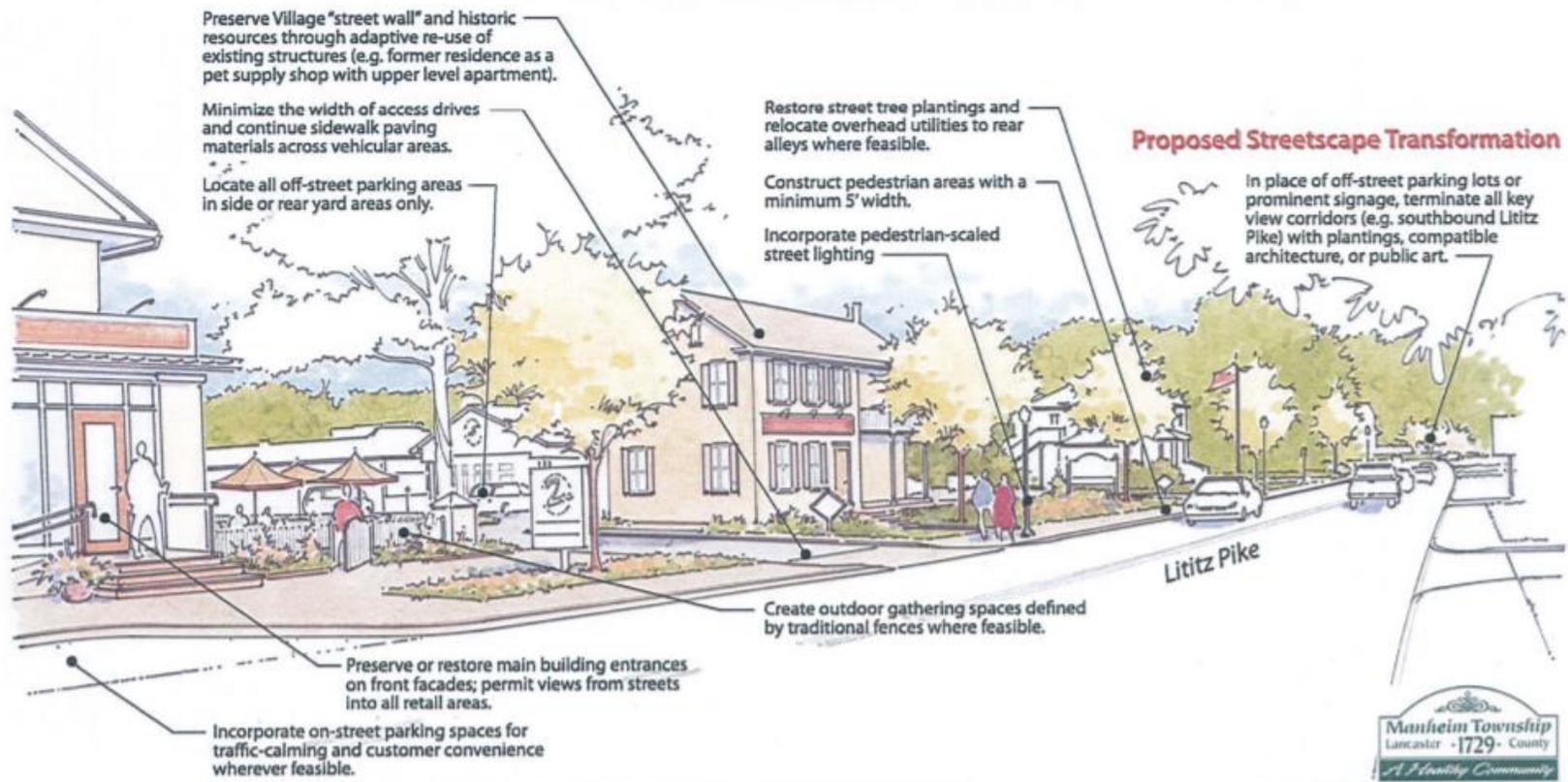
PUBLIC CIVIC SPACE

Best Practices

- Streetscape improvements, Neffsville



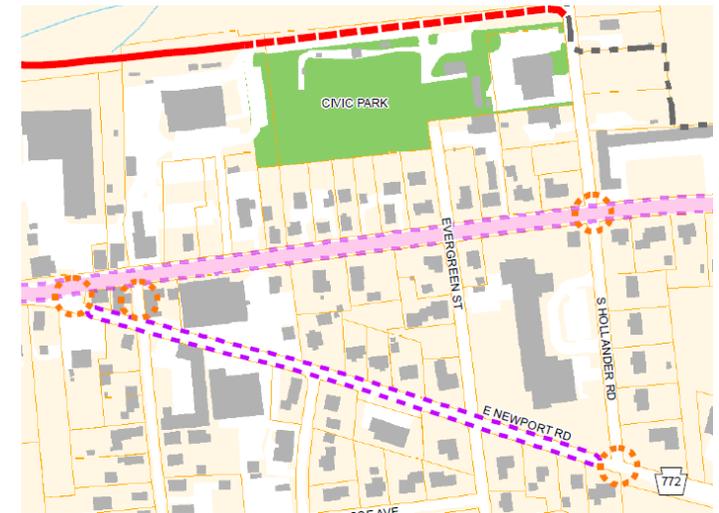
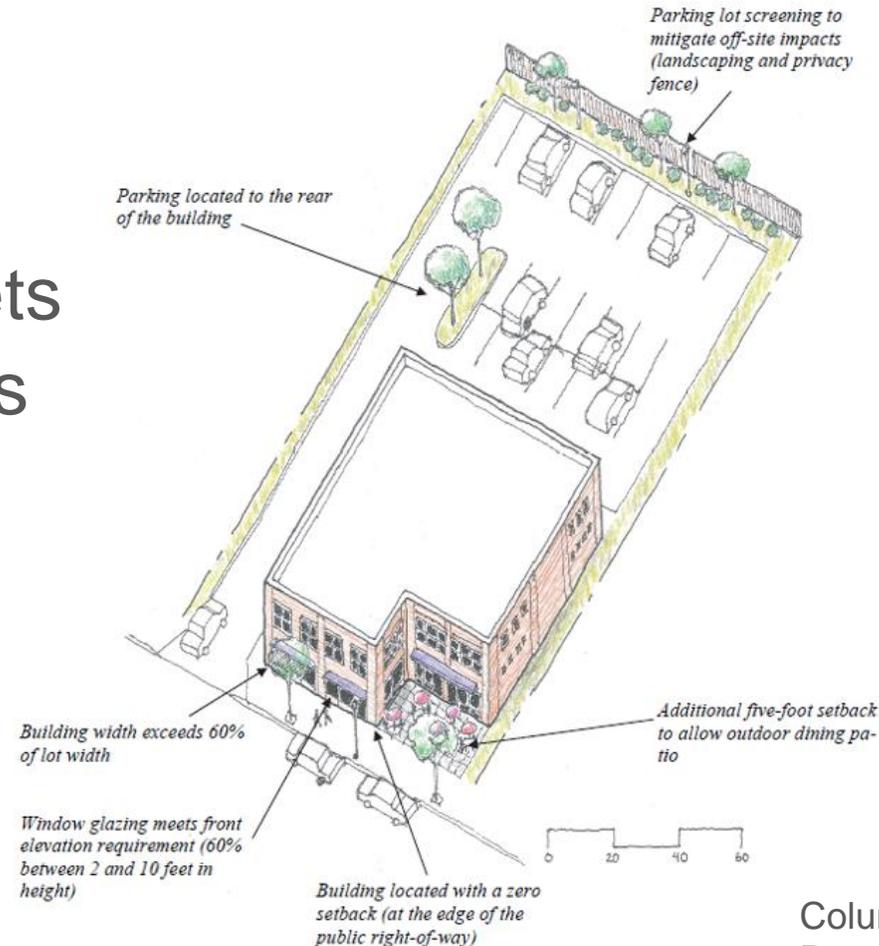
Manheim Twp. Zoning Ordinance



Applying the Catalytic Tools in places2040

Municipalities

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



Village of Intercourse

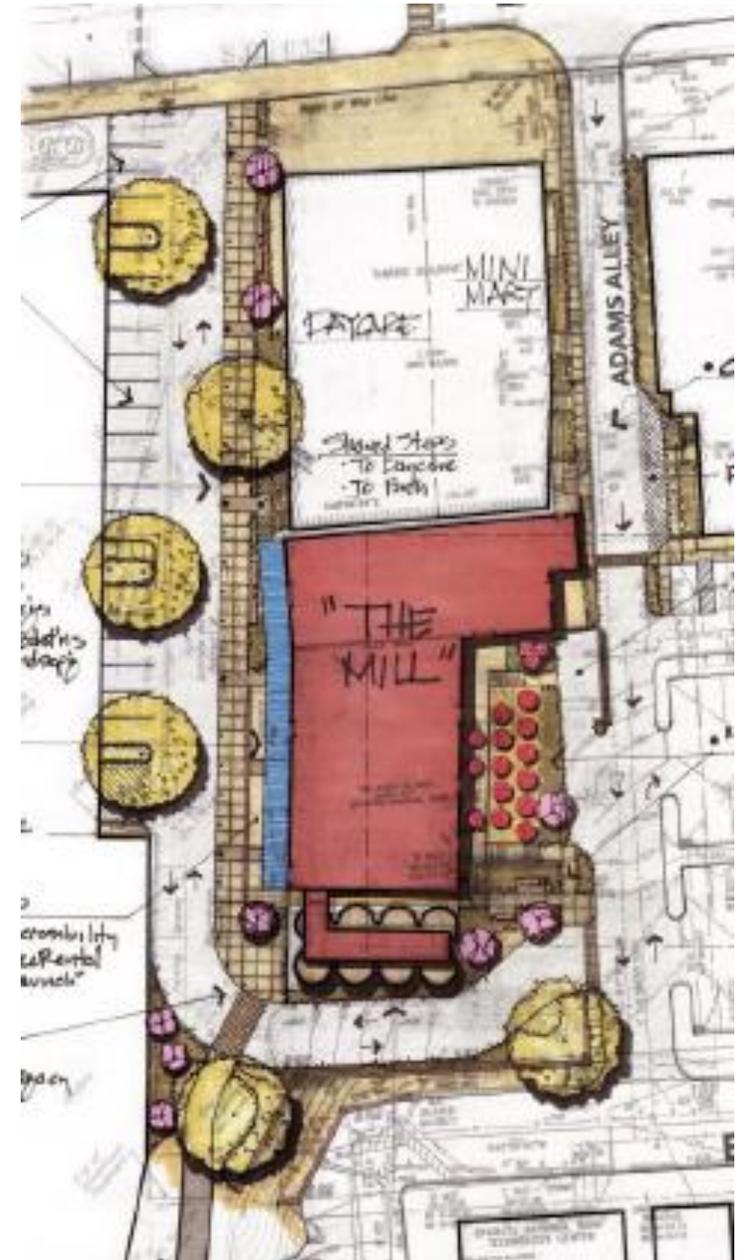
Applying the Catalytic Tools in places2040

Partners for Place

- Align Resources – EDC Boroughs Collaborative

Lancaster County Planning Department

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



Wenger Feed Mill Concept Plan
Boroughs Collaborative/ELA Group

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?