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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**?

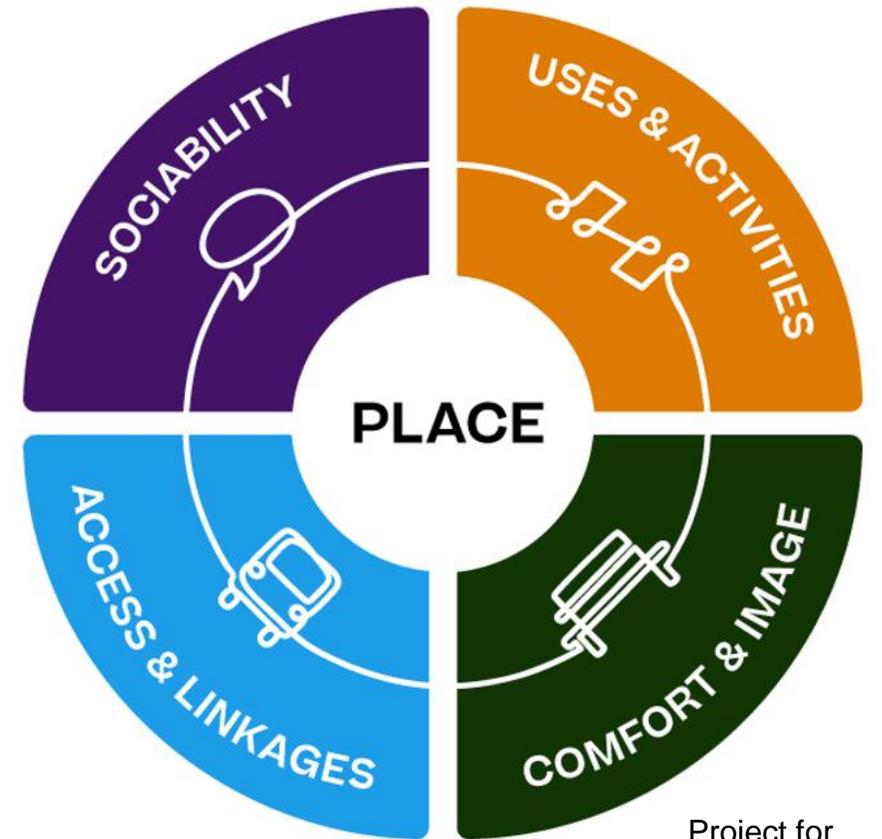
places2040 defines them as places that:

- 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.

A Little Goes a Long Way

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. You don't have to do everything all at once. Incremental change is often most realistic approach.



Placemaking in Your Area



Blue Ball Crossroads East Earl Township

Why

Lacks community character – no sense of a town center



Existing narrow, crumbling sidewalks

Not pedestrian or bicycle friendly; no provisions to cross the road

Vacant lots, and parking along sidewalks



Google

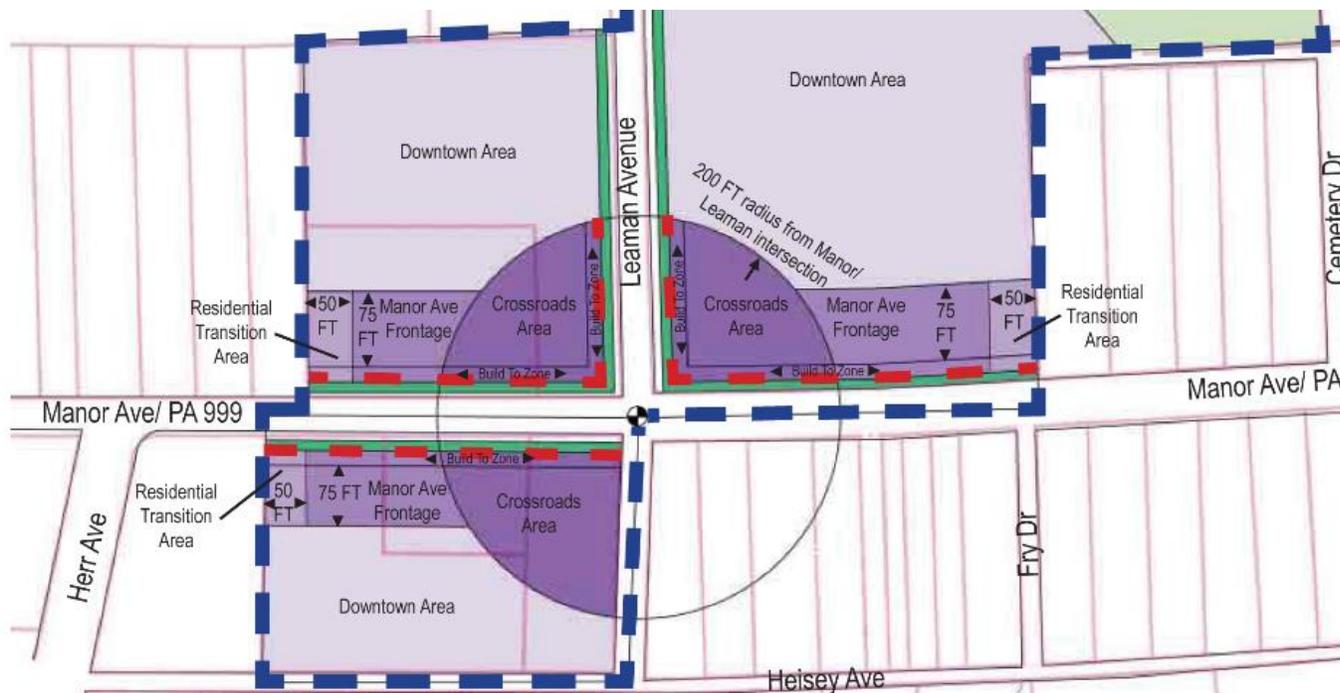
Best Practices

- Millersville Traditional Neighborhood Development Overlay District

Before



After

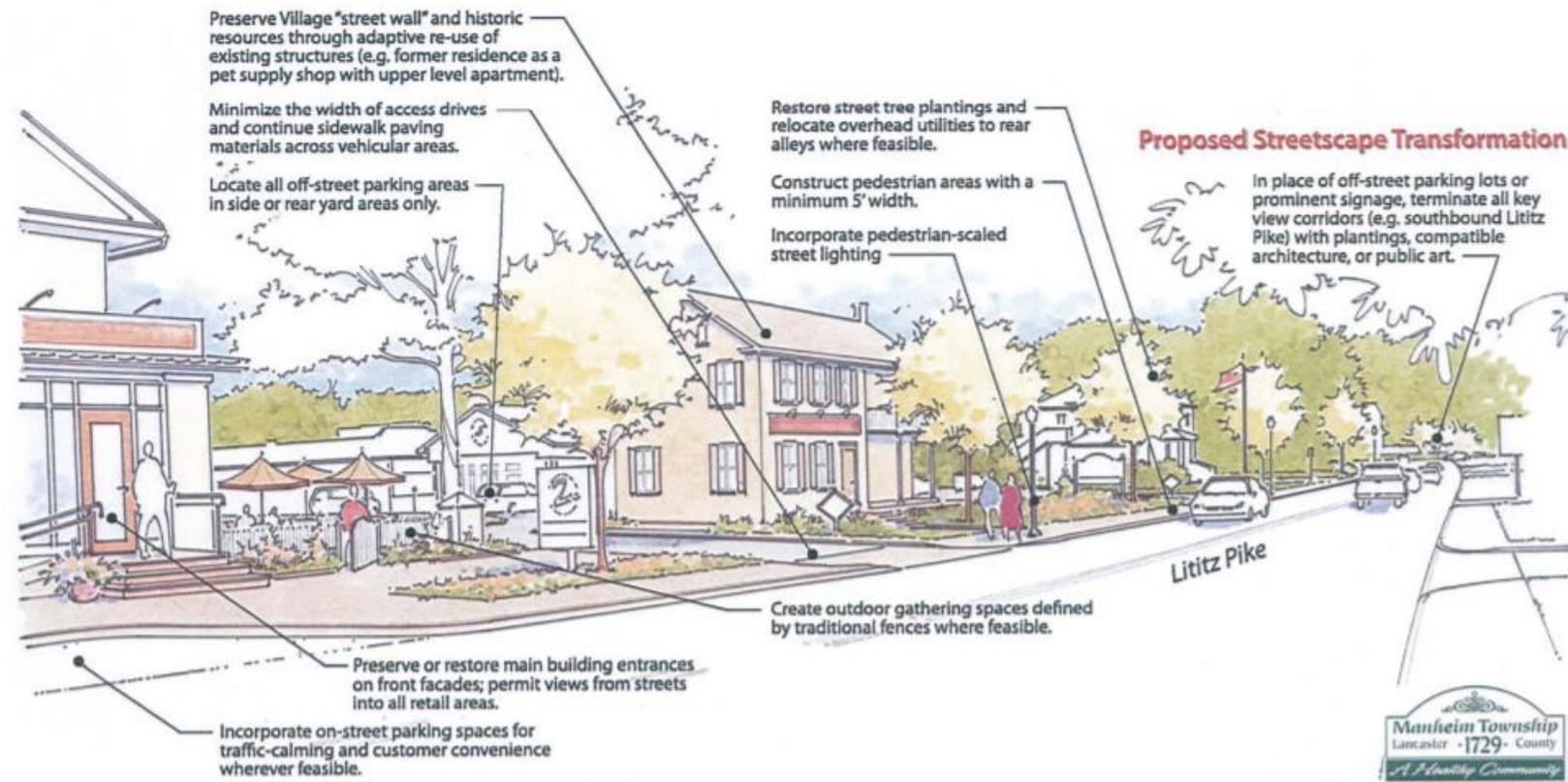




Manheim Twp. Zoning Ordinance

Best Practices

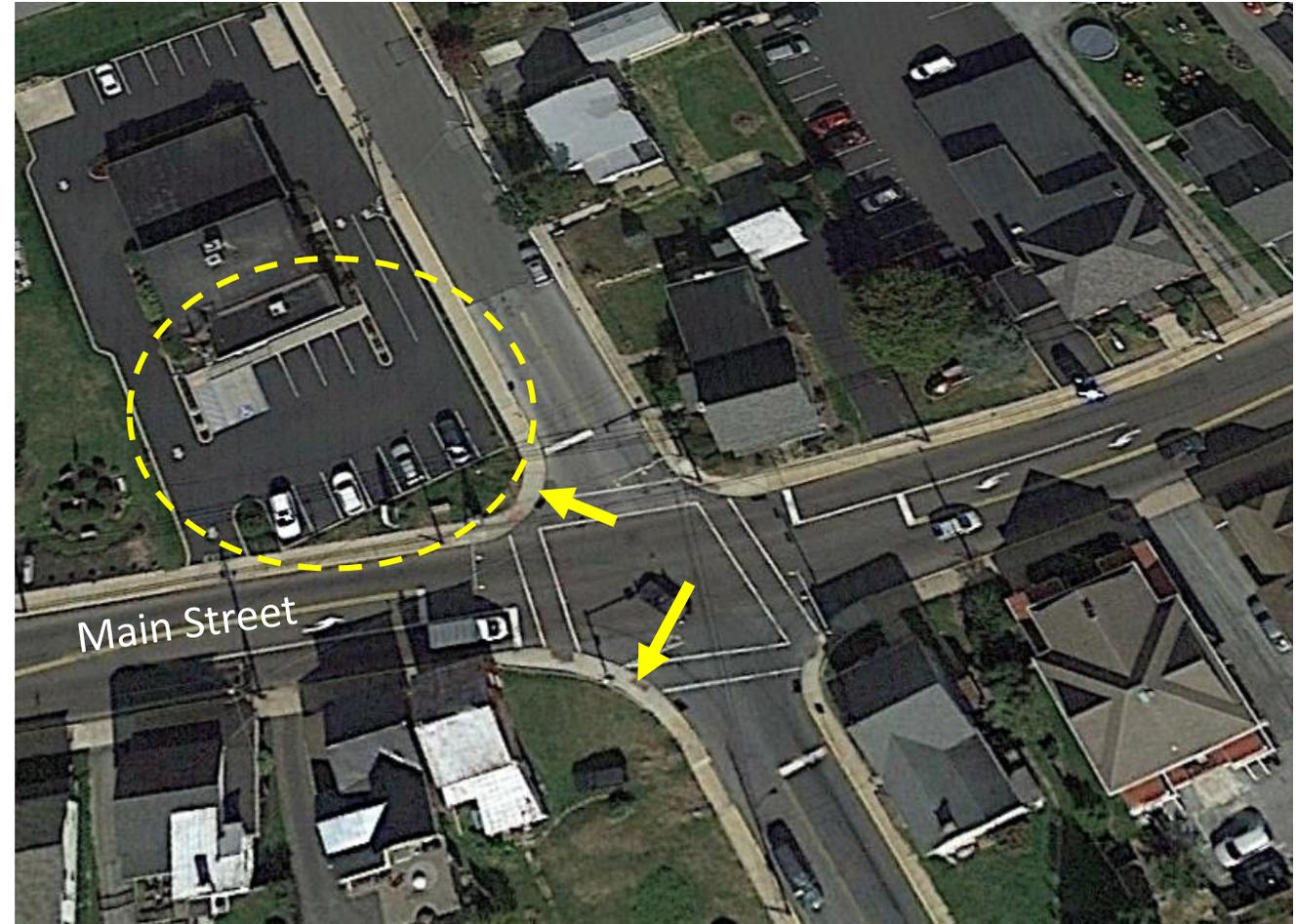
- Neffsville streetscape improvements, Manheim Township



Intersections on Main Street New Holland Borough

Why

- Intersections have been altered – large turning radii, buildings removed
- Scaled to automobile, not people
- Lack a sense of place





Why

- Inconsistent visual experience along corridor (site amenities not coordinated)
- No sense of entry into the borough
- No visible town center



Best Practices

- Gateway features and site amenities, Elizabethtown Borough



Best Practices

- Main Street, Lititz Borough



Best Practices

- Main Street, Mount Joy Borough



Pedestrian Improvements

Village of Intercourse, Leacock Township

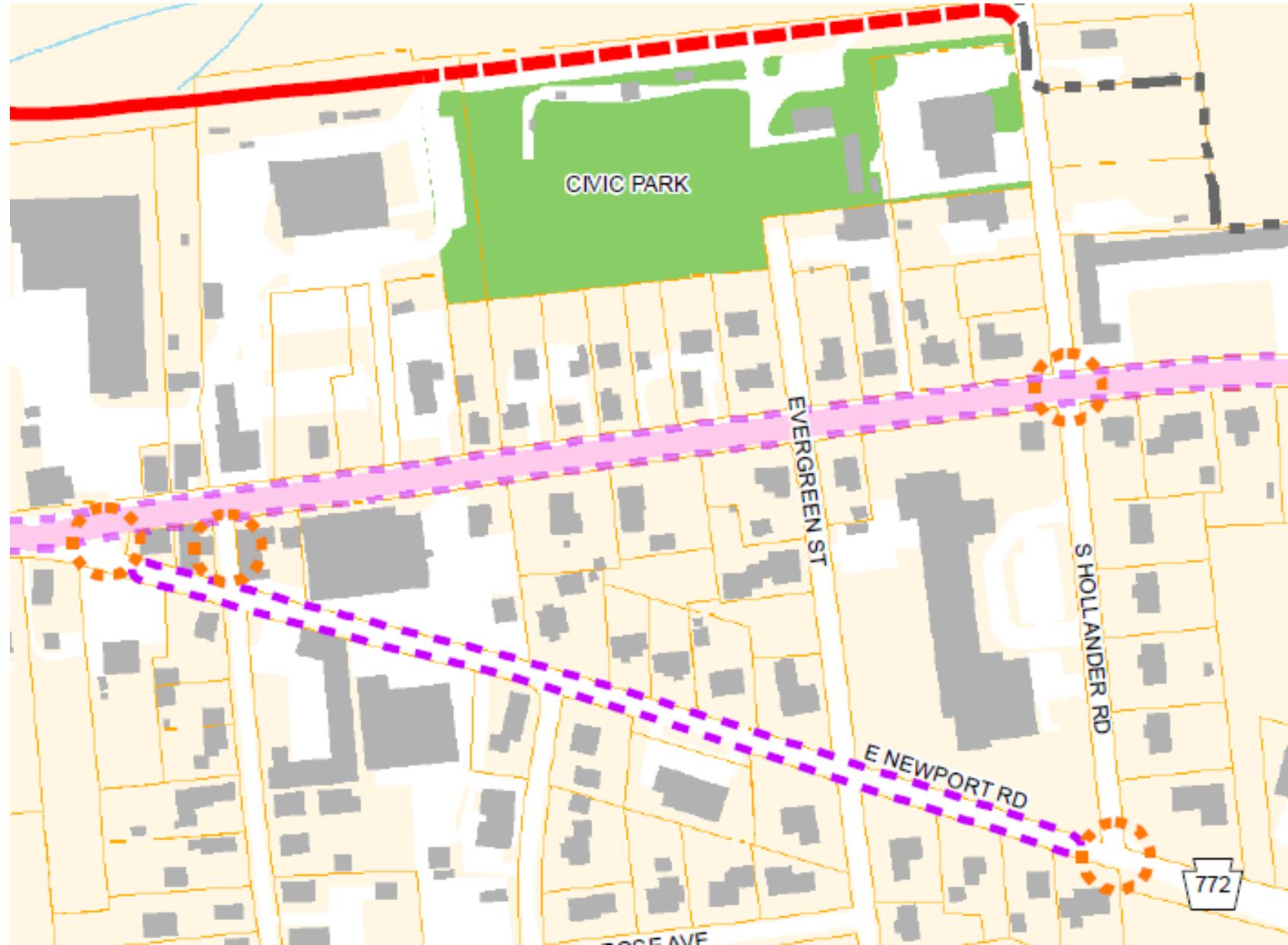
Why

- Improve community character and pedestrian experience for residents and visitors



Best Practices

- Village of Intercourse Official Map, Leacock Township



Best Practices

- Village of Intercourse Design Guidelines, Leacock Township



Village of Intercourse
Leacock Township, Lancaster County, PA

Design Guidelines



March 2013

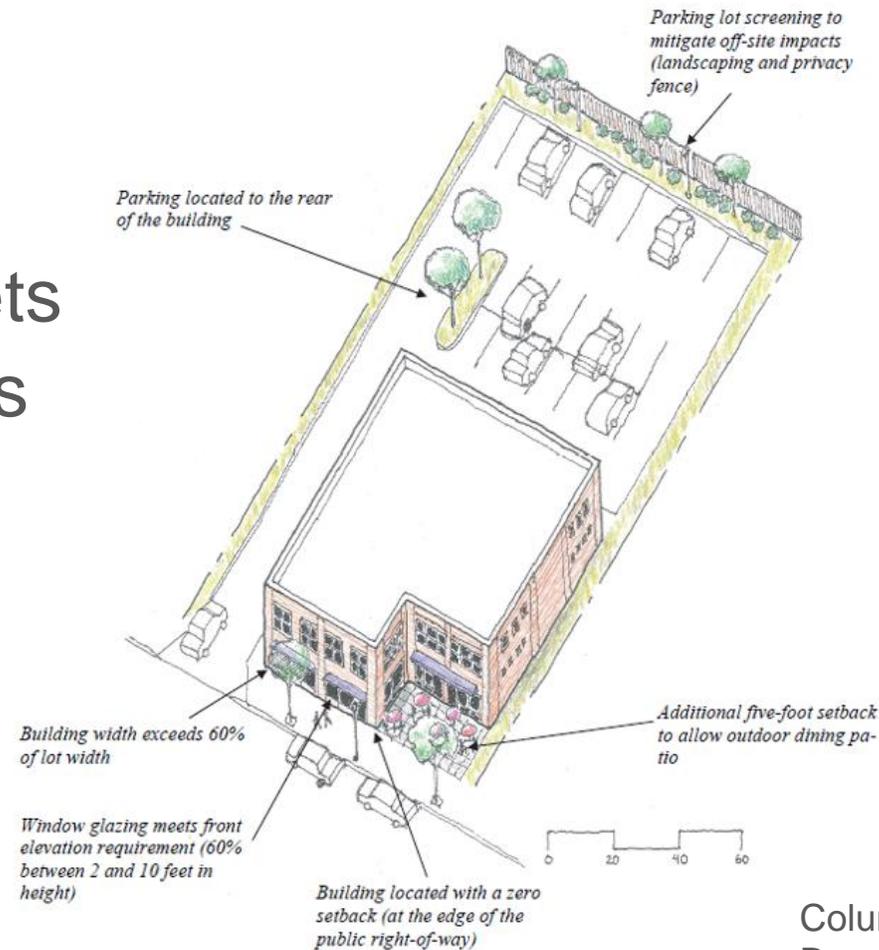
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Lancaster, PA

DRAFT

Applying the Catalytic Tools in **places2040**

Municipalities

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



Millersville Borough

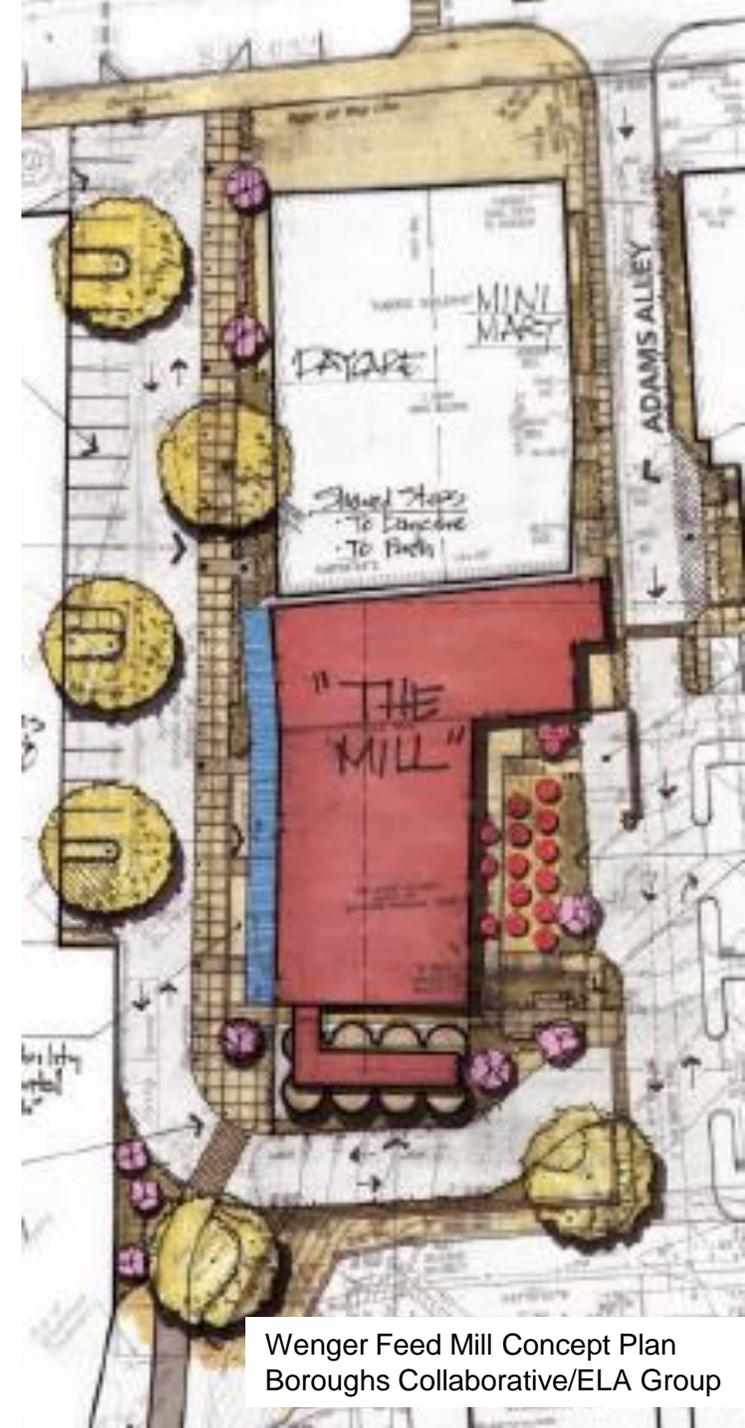
Applying the Catalytic Tools in **places2040**

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?