



Suburban Placemaking

GPA 2019 Presentation | Athens, GA

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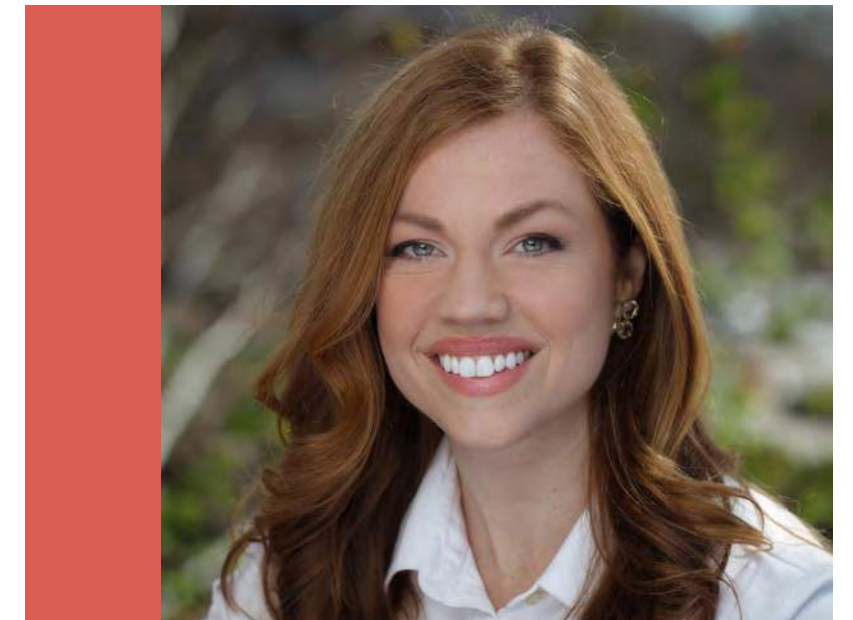
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What we are going to discuss?

1

Intro to Placemaking

2

Urban vs Suburban Placemaking

3

Case Studies

4

SE Forsyth County Guidebook

5

Ideas for You!

6

Q&A

What is Placemaking?

Placemaking is a tactical and collaborative approach to enhancing the identity of a place that people want to spend their time living, working, playing, and learning in.



What is Placemaking?

- It's a way to jump-start new public spaces or to rehabilitate private spaces into semi-public spaces
- It's a lower cost solution to make your city, county, or neighborhood better
- It takes a lot of expertise, collaboration, and leadership
- Just ideas until someone implements them

PLACEMAKING STARTS WITH YOU!



ORGANIZE



FIND A SPACE



GET IDEAS



EXPERIMENT



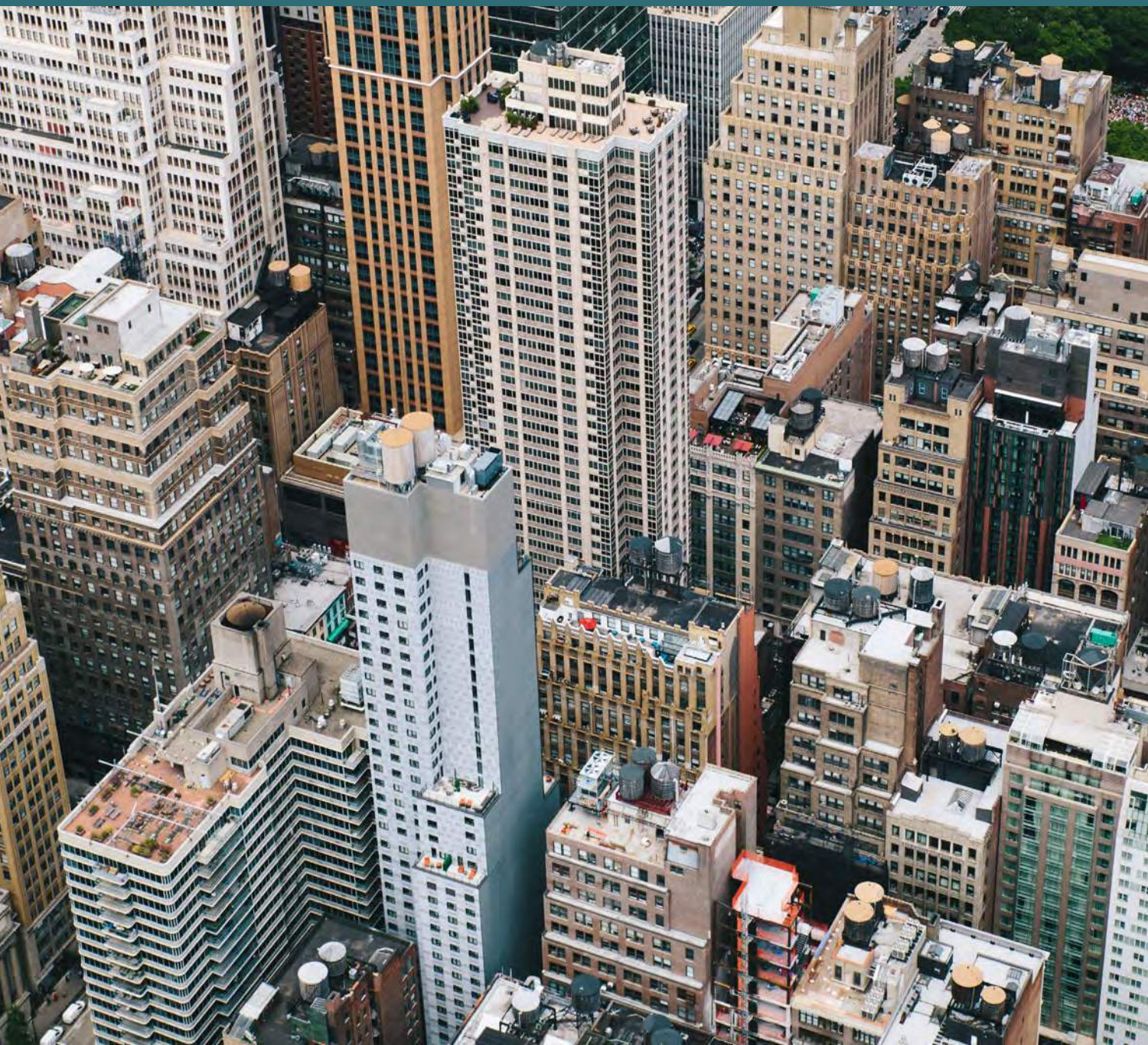
PLACEMAKING



Simple, right?

No, not exactly.

Placemaking in urban areas is easier but...



placemaking in the suburbs can be very challenging.



What's the difference? Urban Areas

— *Chance encounters*

— *More public gathering spaces*

— *Less space to travel to and from places*

— *Development more focused on pedestrian and bicyclist transport*

— *24/7 activity*





What's the difference? Suburban Areas

Planned encounters

Commercial private spaces are used as semi-public spaces for gathering

More space to travel between places

Development focused on vehicular transport

Limited hours of activity (early morning & evening)

Video

PLAY ME AGAIN



Many suburbs are trying to replicate the best features commonly offered in urban areas...

- Places to walk and bike (car-free lifestyle)
- Town Centers or (Live/Work/Play)
- Parks with activities for all ages
- Variety of home types, size, and price
- Entertainment destinations

CASE STUDY Fayetteville, Arkansas



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APPROVAL SIGN	11

FOR MORE INFORMATION VISIT:
FAYETTEVILLE-AR.GOV/TACTICALURBANISM

FOR ASSISTANCE, CONTACT THE ENGINEERING DIVISION:
ENGINEERING@FAYETTEVILLE-AR.GOV
479.575.8206



The City of Fayetteville encourages citizens to develop their own Tactical Urbanism projects using their Guide and Permit Application.

THIS IS A CITY OF FAYETTEVILLE APPROVED

TACTICAL URBANISM PROJECT

This project includes:

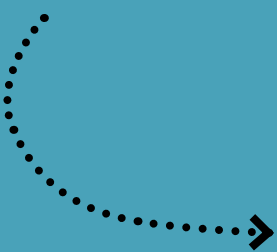
Mini-Roundabout Installation

Tactical Urbanism is a set of techniques that cities or community groups can use to test out low-cost, short-term improvements to the built environment. The goal of Tactical Urbanism is to test new designs and ideas that will improve the safety, health, happiness, and community connectivity of our neighborhoods.

You can offer feedback on this project at www.surveymonkey.com/r/FayettevilleTacticalUrbanism

 WANT TO CREATE YOUR OWN TACTICAL URBANISM PROJECT? 
WWW.FAYETTEVILLE-AR.GOV/TACTICALURBANISM




Picture
from event

City of Fayetteville, local advocacy groups, business owners, etc. met with the non-profit; Street Plans Collaborative, to identify potential locations for placemaking in Fayetteville.

Together, they identified a corridor in Fayetteville to install a temporary mini-round-a-bout.

City staff, local businesses, & community volunteers worked together to build the roundabout.



Tactical Urbanism Feedback Form

1. What Tactical Urbanism Project would you like to provide feedback on?

2. Please indicate your impression of the tactical urbanism installation:

- Highly Favorable
- Favorable
- Neutral
- Unfavorable
- Highly Unfavorable

3. Compared to the safety of the project area prior to the tactical urbanism installation, do you think the **current installation** is:

- More safe
- Equally safe
- Less safe

4. Compared to how the project area functioned prior to the tactical urbanism installation, do you think the **current installation** is:

- More functional
- Equally functional

3. Compared to the safety of the project area prior to the tactical urbanism installation, do you think the **current installation** is:

- More safe
- Equally safe
- Less safe

4. Compared to how the project area functioned prior to the tactical urbanism installation, do you think the **current installation** is:

- More functional
- Equally functional
- Less functional

5. Compared to how the project area looked prior to the tactical urbanism installation, do you think the **current installation** is:

- More visually appealing
- Equally visually appealing
- Less visually appealing

6. Please provide any further feedback about this project:

2 / 3  67%

Prev

Next

On-going online survey that asks residents their thoughts on the latest placemaking projects

CASE STUDY

Fishers, IN - pocket park

- Fishers, Indiana is a suburb of Indianapolis (approx. 30 min drive away)
- located along a 4-lane busy highway near seas of concrete surface parking lots
- two main destinations nearby: popular ice cream shop and a weekend farmer's market but not a lot of public space to gather
- Before the pocket park, Fishers residents helped pay to get rid of a vacant building that sat before it to build something new

CASE STUDY

Fishers, IN - pocket park

- The Director of Parks & Recreation collaborated with local artists, residents, business owners, etc. and sent out an announcement on the town's facebook page that they were developing the community's first Pocket Park.
- Residents were asked to guess where the first park might be and took suggestions.
- After the location was settled by the community, the installation lasted about two months and did not require costly playground equipment or fancy features.



- Ping Pong table
- Chalk message board
- Bike racks
- Colorful artwork/mural
- Flower beds

- Historical plaque that commemorates the Nickel Plate District
- Shade, canopy structure & Seating

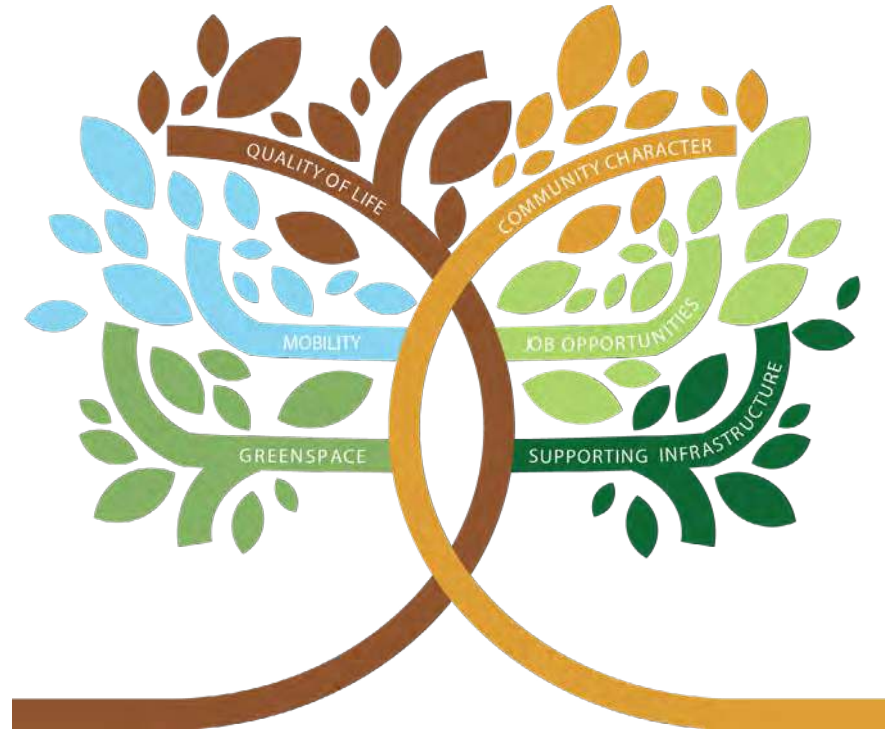
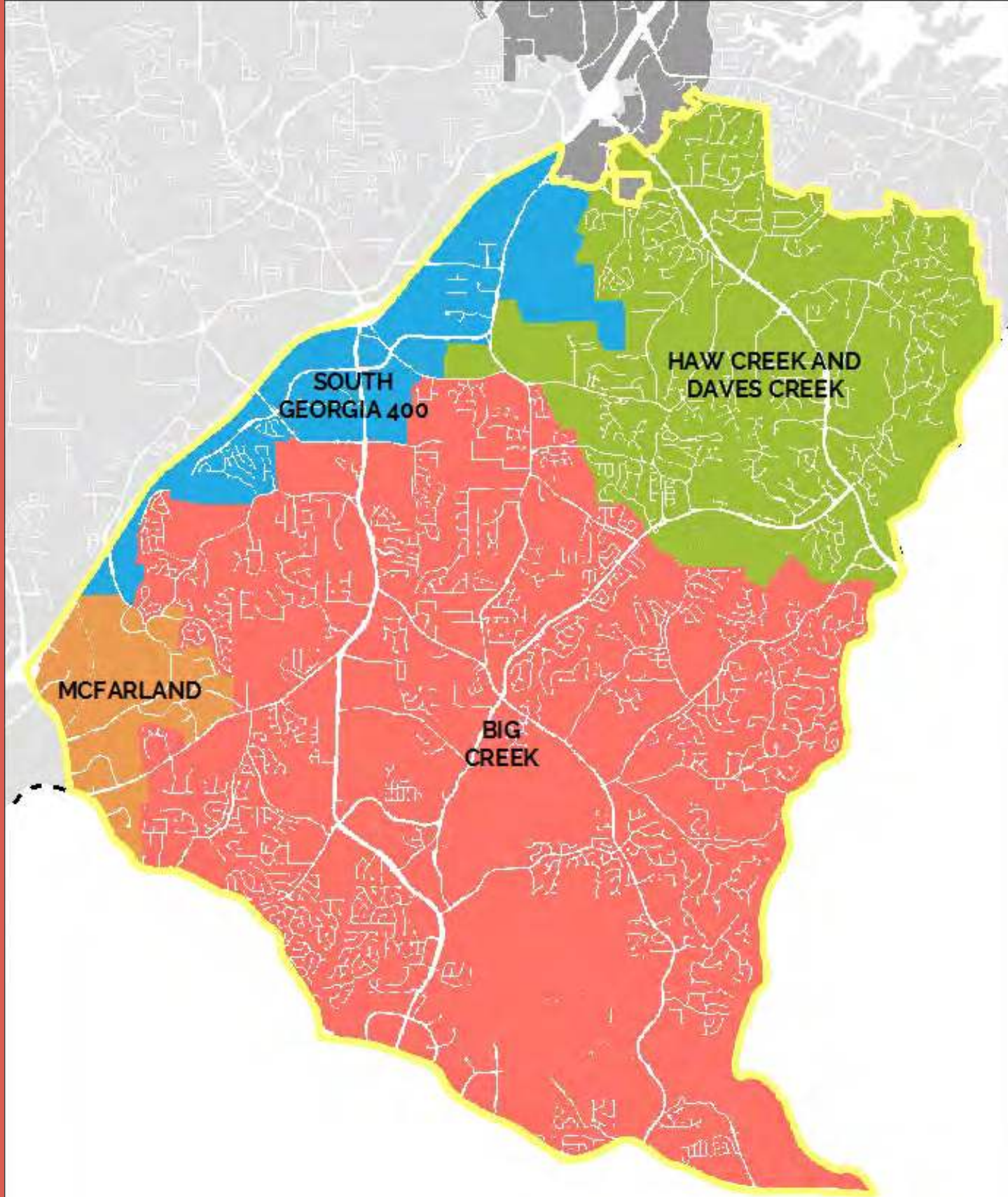




The Pocket Park as it looks today from Google Maps

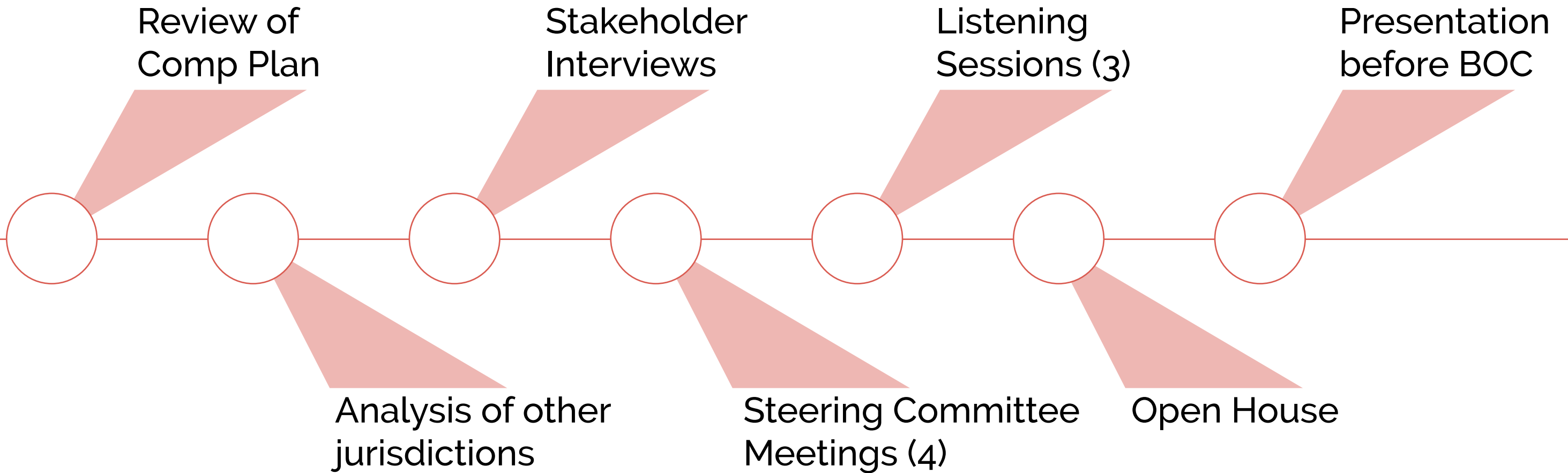


Forsyth County Comprehensive Plan



- Community needs to gather and engage with arts and culture
- Desire for entertainment destinations
- Importance of social activity facilitation

Forysth County Engagement Process



IN-TANDEM WITH COUNTY-WIDE RESIDENTIAL DESIGN STANDARDS

Placemaking in Forsyth County



Cumming Country Fair & Festival



The Collection at Forsyth County



Boulder Dash



The course winds through an active quarry, offering participants views of the working quarry face, ancient rock deposits, and massive equipment used to process, move and manage the rock.

Play in the Park



Grass in the Grove



Design and Marketing strategy for Forsyth County Branding

We are South Forsyth

- **We are families and neighbors.** Our home is South Forsyth, and our neighborhoods provide a respite from the Metro area.
- **We are an active community.** Our children play soccer in our parks that are second to none, we stroll our friendly neighborhood sidewalks, and enjoy our trails and fantastic greenway.
- **We are War Eagles and Longhorns.** Our schools are our heart and soul, and provide our kids with the best education in the state.

- **We love our natural resources.** Our southern border is the Chattahoochee River, and we are the headwaters for great fishing, floating or kayaking.
- **We are proud of our diversity.** Our community is an international melting pot and we enjoy great food, friendly neighbors, and unique cultures.
- **We have the best of both worlds.** Our residents came here for peace and quiet, and are a short drive away from urban amenities or rural landscapes.
- **We are community.** Our homes, parks, schools and neighbors are truly special, and we cherish the place we call home.

We are South Forsyth. Our Community. Our Home

“Placemaking Menu for Southeast Forsyth County”

PLACEMAKING in Southeast Forsyth County

A menu of ideas on how to create a sense of place



March 2019



PARSON'S ALLEY IN DULUTH, GA

TABLE OF CONTENTS

- ABOUT THIS MENU
- WHAT IS PLACEMAKING?
- PROCESS
- PRINCIPLES
- THE POWER OF 10 THEORY
- PLACEMAKING IN SUBURBS
- TACTICAL EXPERIMENTS
- MENU ITEMS
- WHERE TO START?

“Placemaking inspires people to collectively reimagine and reinvent public spaces as the heart of every community.”
Project for Public Spaces

Photo courtesy CNU.ORG

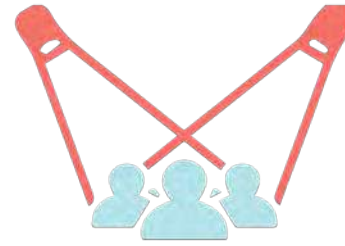
Southeast Forsyth County Placemaking Menu

“This menu is written for those who want to jump-start placemaking. After reading the menu, readers are informed on what placemaking is, its process, the principles that guide that process, and examples of what they can do to create a sense of place in southeast Forsyth County.”

 Goal of the menu



Menu Item #1:
Saying Hello
gateways, signage, branding



Menu Item #5:
Bringing People Together
public spaces, alleys, & events



Menu Item #2:
Street Activation
furniture, lighting



Menu Item #6:
Securing Your History
historic markers & celebrations



Menu Item #3:
Art to Touch
murals, installations



Menu Item #7:
Space Re-Activation
underutilized & privately owned spaces



Menu Item #4:
Create Ways to Meander and Reflect
parks & trails

Menu Item

Notable Resource

Case Study

Project ideas based on intensity

Overview

Quick Suggestion

Input received from SE Forsyth County

MENU ITEM #5: BRING PEOPLE TOGETHER
THROUGH PUBLIC SPACES, ALLEYWAYS, & EVENTS




Bringing People Together

The classic saying, "home is where the heart is," can't be more true when it comes to placemaking. This idea of "home" extends far beyond your property line. Home is not confined to the four walls surrounding you, but rather it's your street, your block, neighborhood, village and your county as a whole. And just like a house requires inhabitants to be a home, your public spaces need people in order to flourish.

In order to bring people together in public spaces, you must begin with passionate locals coming together with a common vision for their community's identity. When citizens work collaboratively, it can turn a neighborhood full of strangers into a thriving community. It's a ripple effect, with the success of one neighborhood spilling over into others, providing examples of models for others to follow. The first step in this process is for neighbors to get to know one another and notice where neighborhood improvements can be made.

Placemaking from the ground up to create successful public spaces starts in your living room, on your street, and in your neighborhood. Get to know your neighbors, as well as the needs of the community.

Build A Better Block

The Better Block foundation is an open-source resource for communities that wish to revitalize a block or public space. Better Block encourages people to build coalitions or grassroots community activists, nonprofit groups, businesses, artists, and do-it-yourselfers to address the safety, accessibility, attractions, and diverse amenities of spaces. They will help community members realize their potential to make change in their neighborhoods, and show local governments how those changes could work.

According to the foundation, there are four areas of importance to address when developing a "Better Block" or public space.

- 1. Safety:** If the public space feels unsafe, then that space will be unsuccessful.
- 2. Shared Access:** Is it easy for people to access and enjoy the space? Do pedestrians have a clear access point? Do bicyclists feel welcome? Are there wayfinding signs that direct people into and out of the area? Are there amenities available that keep people in the space?
- 3. Stay Power:** How can we encourage people to visit the area, have them linger, and invite their friends? Are there enough food options or places to sit? Are there maps, games, or other amenities? Is the identity of the area prominent?
- 4. Dog Owners:** Lastly, the Better Block project believes you have to create amenities for everyone from dogs to babies, from 10-year-olds to 80-year-olds.

CASE STUDY: PARSONS ALLEY 45

Like many Atlanta suburbs, Duluth is experiencing rapid growth. The city recognized a need to establish Duluth as a place with its own identity, and not just another suburb of Atlanta. Since Parsons Alley was completed in 2017, it has become the main gathering point and destination for not only Duluth residents, but those living across Atlanta. There is a steady stream of visitors who shop and dine, as well as attend many crowded city events such as the Food Truck Fridays. There are eight elements that help this center work:

1. Storefronts were designed with fiberglass frames that are reminiscent of traditional commercial storefronts, giving the downtown an aged look rather than a typical suburban commercial development.
2. Large glass panes were incorporated in the building design and were placed at eye level. This gives pedestrians a greater visual sense of what each shop and restaurant has to offer.
3. The parking was pushed to the perimeter of the site which allowed more emphasis on the pedestrians using the space rather than the vehicles. This also allows for greater walkability throughout the space.
4. Parsons Alley is located in Duluth's great Town and location of the natural community and showcase for...
5. Included in the design goal was to use color that were reminiscent of the same visual language as the historical buildings.
6. The city now allows for adaptive reuse of the plaza space for pedestrians to walk without rushing.
7. Much of the detail work, such as the cornices and traditional retail might find in a historic district. This helps the history of the buildings in with the pedestrian experience.
8. Variety of form and materials keeps pedestrians engaged. Each building project maintains its identity while being connected to the rest of the alley.

MENU ITEM #1: SAYING HELLO
USING GATEWAYS, SIGNAGE, & BRANDING



What are they?

Gateways are intended to advertise that you are entering a distinct area. They ideally represent a "community brand," help display an identity, and serve as a welcoming point for people entering into a new place.

Gateways can come in many forms, from subdivision signage or archways to even aesthetic changes in landscaping, architecture, or public art. Like all projects, they can also vary in intensity, from temporary solutions that are cheap to implement to more expensive options that are more permanent and require additional planning before implementation. These build over time and help reinforce community identity.

QUICK GUIDE TO DESIGNING A SIGNAGE SYSTEM OR GATEWAY

Below is a step-by-step guide to help all entities participate in the process of developing and designing a signage system and gateway.

- 1. Clarify your goals:** What is the purpose for the signage system and gateway?
- 2. Survey existing signage/gateway conditions:** What already works well, and how can you improve what doesn't work well?
- 3. Understand the users and decision points:** Walk along the paths frequented by different types of users such as visitors, tourists, residents, workers, families, younger and older people, wheelchair users, bicyclists, etc. Make observations on these different types. Talk to people about areas, facilities, or issues that they find difficult to locate. Each interview, people to understand current conflicts and circle these areas on a map.
- 4. Identify any historic or cultural aspects:** Consider and identify any unique aspects of the history or culture in and around the site that might contribute to a sense-of-place and bring local pride.
- 5. Outline guidelines for the information system:** Assemble the information you have gathered and organize it.
- 6. Develop a master plan:** Put together a master plan that shows the types of signage needed, gateway improvement locations, and summarizes the information you gathered so far.
- 7. Test, experiment, and evaluate:** Test out signage, experiment, and talk with users about their experiences with the signage and/or gateway and evaluate the effectiveness of each.

INTENSITY SCALE



Public Input

In 2018, ISW, the consulting firm hired by Forsyth County to develop design standards for the county, held a series of listening sessions with the public. Placemaking strategies were discussed and attendees were asked to choose images that they felt would most effectively enhance the community identity in southeast Forsyth. Three images of potential gateways were shown. The image to the right was chosen as the most appropriate among the three. This particular archway would be a more permanent and expensive option, and could be considered a long-term solution. The Intensity Scale above shows ways to design and create a gateway mapped by intensity.



Ways to get inspired

Policy & Project recommendations

GET INSPIRED!

Here's some ways you can enhance the gateways in your community:

1. Gather to make surface treatments at key intersections in your neighborhood. Surface treatments, such as striping and pavement markings, are a critical component to making walking and biking safer and can be used to let visitors know they are approaching a new district, neighborhood, or community. While many surface treatments are governed by established standards (such as pavement markings within bike lanes), other project types provide room to use surface treatments more creatively. Examples can include artistic crosswalks, painted intersections, or street murals below people's feet in bike corridors, curb extensions, and pedestrian plazas. Colorful surface treatments can help define a space, be used as signage and wayfinding, enhance the overall aesthetic appeal of a gateway, and provide a level of branding for the community.
2. Take action to design banners or canopy installations that highlight prominent corridors. Banners are a great way to showcase upcoming events and help designate a brand for the neighborhood or district that visitors are entering or exiting. Canopy installations can be eye catching and speak loudly on the intended character and unique aspects of the street or district it hangs over.
3. Be creative with how you design directional street signage. A good signage system can perform multiple functions. On the most basic level, it provides effective information and direction for people to find their way around a building, complex, park, or other public space. Directional signage posted

intermittently serves to help people keep their bearing, and also feel located and secure. Design a mural that directs people to local facilities and businesses. In areas where traditional wayfinding signage is confusing or non-existent, murals used for wayfinding is an easy-to-do, aesthetically stimulating, and cost-effective way to direct visitors and locals to prominent destinations.

4. Create sculptural art to be placed at prominent gateways.



Inspiration Imagery

How to get started

WHERE TO START?

POLICY RECOMMENDATIONS

POLICIES

What are these?

The policies below are guidelines that provide direction in placemaking in Forsyth County. They do not support specific projects and serve as the basis for actions by Forsyth County. Policies should also guide other county residents, business owners, nonprofit groups, grassroots organizations, and as they work to enact placemaking in the county.

- POL-1:** Pursue creative financing designated for placemaking projects around southeast Forsyth County.
- POL-2:** Support the use of building facades for art exhibitions and murals.
- POL-3:** Encourage the inclusion of public art in private development.
- POL-4:** Explore innovative public and private funding opportunities for public art.
- POL-5:** Work toward broader geographic distribution of public art throughout southeast Forsyth neighborhoods.
- POL-7:** Encourage developers to include artist live-work spaces, studios, rehearsal, and performance spaces as an active ground floor use.
- POL-8:** Encourage partnerships with the private sector and organizations to encourage monetary and non-monetary support for arts and culture.
- POL-9:** Encourage grassroots and neighborhood-based organizations and activities that promote art, imagination, and creativity to enhance the role the arts play in community life.
- POL-10:** Increase the availability of significant public art or materials to designate districts.



WHERE TO START?

POLICY & PROJECTS THE COUNTY CAN USE TO BUILD MOMENTUM

Synopsis

The County has expressed interest in placemaking and has committed to making it happen. The ideas presented in this section are just one path to starting that process. Remember that part of the lesson of placemaking is to make small experiments and to build on the lessons learned each time.

The following pages detail specific policy and project recommendations the County can use to start building momentum in the southeast Forsyth community around placemaking. In the spirit of experimentation, it would make sense to divide the initial funding into two allocations. Some funding should be devoted to encourage citizen participation.

The other portion should be set aside to install temporary installations and gain feedback from users.

After analyzing feedback, create a more permanent installation or experiment again. If you are experimenting again, keep repeating until you are satisfied. Once you are satisfied, find something else to improve.

As part of creating this guide, TSW and the County engaged with the public and received feedback about the items that they were most excited about. Gateway and entry signage, fountains, and interactive gardens all scored highly. The County should start with these interests and see how to expand them further as placemaking in southeast Forsyth County becomes more and more common.



COUNTY SPHERE OF INFLUENCE





Street Activation

Streets are our most fundamental shared public space, but they are also one of the most overlooked.

Every community has assets and talent that can be showcased on its streets, whether that's through art, performances, street amenities, or special events.



Open Streets Event under an overpass



Dine In The Street Event on a soon-to-be closed freeway





Ways to get inspired!

- Make your own street your place (plant a tree, Little Free Library, organize a block party).
- Organize events like Open Streets, Play Streets, PARK(ing) Day, etc.
- Consider low-cost and quick streetscape improvements (public art, benches, parklets, lighting, etc.)
- Connect with groups like Trees Atlanta, Georgia Arborist Association, Georgia Conservancy, Georgia Forest Watch, Keep Atlanta Beautiful, Living Walls, etc.



Bring People Together



Home is not confined to the four walls surrounding you, but rather it's your street, your block, neighborhood, village and your city/county as a whole. And just like a house requires inhabitants to be a home, your public spaces need people in order to flourish.

The first step in this process is for neighbors to get to know one another!

Porchfest Event



Pavements to Plazas





Ways to get inspired!

- Organize local performances and events such as “Porchfest”
- Use musical instruments to activate public spaces. Place on streets, public parks, markets, open plazas, etc.
- Reclaim underutilized asphalt as public space with a “Pavements to Plazas” project
- Open a pop-up cafe or bring food trucks to your community
- Become an event coordinator or help organize an event committee (ex. Alpharetta event staff)



Space Re-Activation



The construction of highways, development of expansive parking lots, and strip shopping centers have had a part in creating communities that lack unique identity.

Placemaking can happen in underutilized spaces and privately owned spaces such as corporate campuses, schools, hospitals, golf courses, shopping centers (ex Avalon), etc.

Pop-Up Town Hall meeting place



Events held in vacant spaces & Site-Previtalization





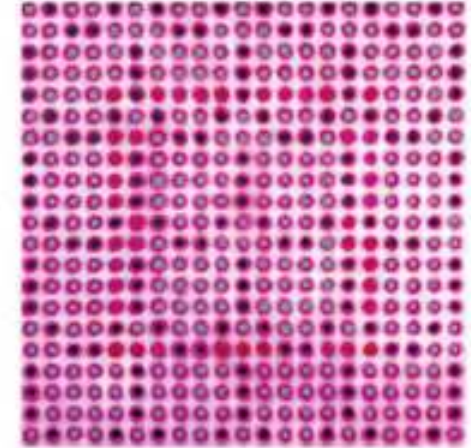
Ways to get inspired!

- Temporarily activate a development site that was previously underutilized parcel of land.
- Provide a temporary forum for discussions of civic importance with a pop-up town hall.
- Connect with non-profits and grassroots organizations that come in and improve abandoned buildings and lots
- Promote the temporary use of vacant retail space or lots with pop-up retail shops



SCAD

ART SALES



SCAD ART SALES

- Professional consultations and concept development
- Selection, specification and acquisition
- Customized framing, mounting and display
- White-glove delivery and installation



SCAD ART SALES

- Civic + Cultural
- Corporate + Commercial
- Corporate Interiors
- Federal
- Healthcare
- Higher Education
- Hospitality
- K-12 Education
- Medical Education
- Science + Technology
- Sports, Recreation + Entertainment
- Transportation



SCAD ART SALES COLLABORATIONS

- Four Seasons Atlanta
- Delta Crown Room Lounges, Atlanta and London
- The Shops Buckhead Atlanta
- The Goddard School Buckhead
- No18 luxury coworking space, Atlanta
- Beverly West Residences
- Goop Lab
- The Works [SELIG], Atlanta
- Sotherly Hotels
- Atlas Restaurant, Atlanta
- Georgia Wayfair Distribution Center
- Gulfstream, Savannah
- Alida Hotel, Savannah
- DeSoto Hotel, Savannah
- Nelson Mullins, Atlanta
- Toth Law, Atlanta
- The Hong Kong Opera Gallery
- Mercedes Benz Stadium, Atlanta
- Facebook, Atlanta





*If I am not for myself,
who will be for me?
And if I am only for
myself, then what am I?
And if not now, when?*

124 - 124 →
101 - 112 →
Benz Golfing Club →







Jessica Locklor

@Jessica Locklor



THE
BLU
AT





Davidoff of Geneva

1830-1911

3000

BOY





NOT LOCATED
ON
HARR ROAD



101

CACAO



SCAAD ART SALES

SCADARTSALES.COM

The Four Seasons - Atlanta





THE FOUR SEASONS ATLANTA





THE FOUR SEASONS ATLANTA



CARL LIPP

SCAD

ART SALES

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Let's talk about how
we can help you!



#1 Devote some funding to jump-start placemaking

- Some funding should be devoted to encourage citizen participation
- The other portion should be set aside to install temporary installations and gain feedback from users

#2 Understand your “Sphere of Influence”

- What does your jurisdiction DIRECTLY control? (*locate County/City owned land, funding sources, roads, parks*)
- What does your jurisdiction NOT control? (*subdivisions with HOAs, private commercial developments*)

#3 Identify potential policy changes such as the following:

- Encourage public art in private developments
- Encourage developers to include live-work spaces, artist studios, & performance spaces as active ground floor uses
- Explore existing policies, processes, & regulations to determine potential changes

- Form cross-sector partnerships with artists, community members, non-profits, & public/private organizations
- Use such tools as incentives, start-up loans, & art incubators to encourage more artists
- Remove barriers for informal placemaking & short-term events/programs (i.e. permit fees, lengthy applications, lack of access)
- Allow mobile food shops to be placed in public ROW
- Allow zoning “grace periods” which temporarily allow entrepreneurs & local officials to participate in placemaking

#4 Identify potential projects such as the following:

- Hold a design charrette
- Start a pilot program to help build momentum in the community about placemaking
- Identify & develop an application process
- Add information on placemaking to local website

- Hire or appoint a community liaison or event coordinator
- Restructure current regulations to permit potential placemaking efforts
- Create a handbook to help property owners conduct their own placemaking projects
- Work in partnership with property owners to start a Pop-Up Shop Program



Parking Day TSW





Sweet Auburn TSW





ACTIVITY



Talk with us! Any questions?

 YAMAHA