Succesful Cities and Placemaking

Colwood:
Placemaking as a tool for renewal

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Exploring your future

"Colwood is at a pivotal point in terms of growth and change. This community planning process is our opportunity to set the course for a shining future – preserving the things we cherish and creating community places where people love to spend time." Mayor Carol Hamilton

Goldstream News Gazette

inspirenanaimo.ca

Exploring Successful City Concept

Delora Dr
Cotlow Rd
Gratton Rd
Aloha Ave
Ocean Blvd
Royal Bay Dr
Metchosin Rd
©2016 Google
Google Earth

Our key question for the night:

What is placemaking?

- How does placemaking relate to city building?
- What do we mean by Placemaking?

COLWOOD CORNERS
1 HOUR PHOTO
LONDON DRUGS
COMPUTERS
cashmachine
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OPTICAL

exall
For L
250 386
Chris Rust
Ross Marshall
Personal Real Estate

Changing momentum

- Colwood has an unprecedented opportunity:
  - To move from a car dominated community to a community that supports multi-modal forms of movement, particularly pedestrians and bicycles;
  - To a place that celebrates its oceanside location;
  - To a place that embraces its public realm;
  - To a city that invests in placemaking and, through that, its identity, wellbeing and resilience;
  - To a community that invests in enhancement of its quality of life.

Presentation Outline

- Part 1: Setting the table
- Part 2: Learning from others, including your neighbours
- Part 3: Exploring Quality of Life
- Suggestions

Part 1: Setting the table: Why rethink Colwood?

This!

Not this!!

What do we mean by placemaking?

CITY GATE
FIELDS
-5754
ENTRANCE
58.9

Fraser

Placemaking: We can do better, much better

Chicago: Millenium Park

Placemaking reflected in the details of everyday life

Paris

Placemaking as a grander scheme

Bernini and Brunelleschi show us the way . . . . .

The genius of proportion, scale and harmony.

Piazza Annunziata Firenze

Piazza Navona, Rome

Part 2: Learning from others

Iconic design: Venice Piazza San Marino

Iconic, Blue Mosque, Istanbul

Venice: Rhythm, texture, scale, vibrancy, harmony

Venice: Piazza Margarita: Scale, vibrancy

Café, Piazza della Signoria, Florence: Edge, scale, vibrancy

Bremen, Germany: enclosure, scale

Bremen: Scale, proportion, legibility

Copenhagen: Delight, control

Copenhagen: Scale, proportion, delight, harmony, composition

Salzburg, Form, sense of place, fit,

Budapest: Scale, form, circulation, proportion, fenestration

Vienna: Circulation, scale, vitality, complexity

Vienna: Delight

Vienna: Scale, circulation, legibility, harmony

Vienna: Delight, vitality, scale, order

Paris: animation, vitality, harmony

Angers, France: Identity, legibility, sense of place

Angers France: circulation

Nantes, France: circulation, animation

Istanbul:
Circulation, sense of place

Paris: vibrancy, scale, order

Pairs: delight,

Paris: scale enclosure,

Nanjing: vibrancy

Shanghai: animation

Paris;
Contemplation

Sydney: animation, contemplation

Lima, Peru:
Contemplation,
Animation, vibrancy

Nantes France: Playful, animated,

Nantes France:
Playful,
animated,

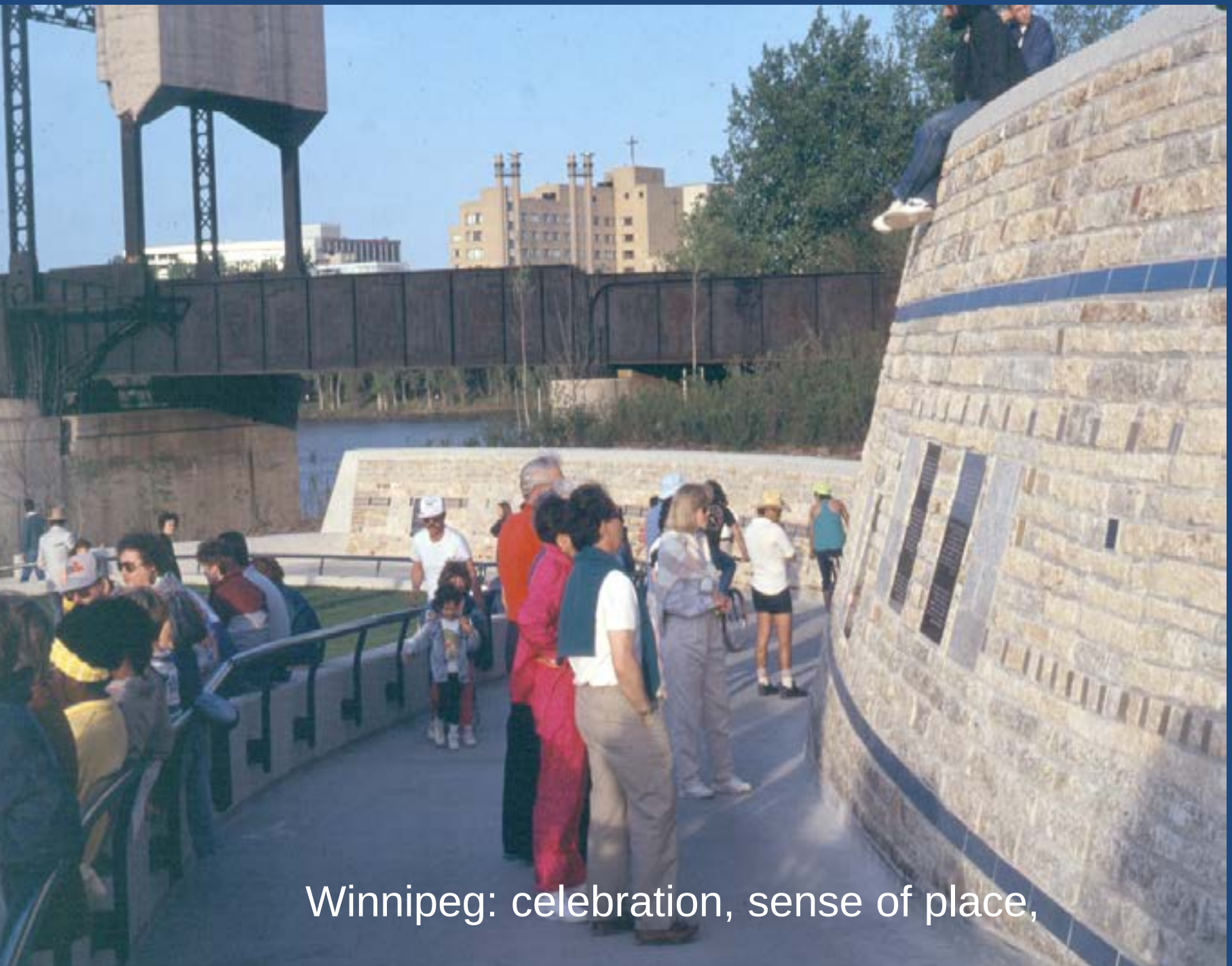
North America: Chicago: animation

Chicago: celebration, animation

New York: scale, vibrancy, fenestration

Ottawa: vibrancy

Nelson: sense, legibility
delight

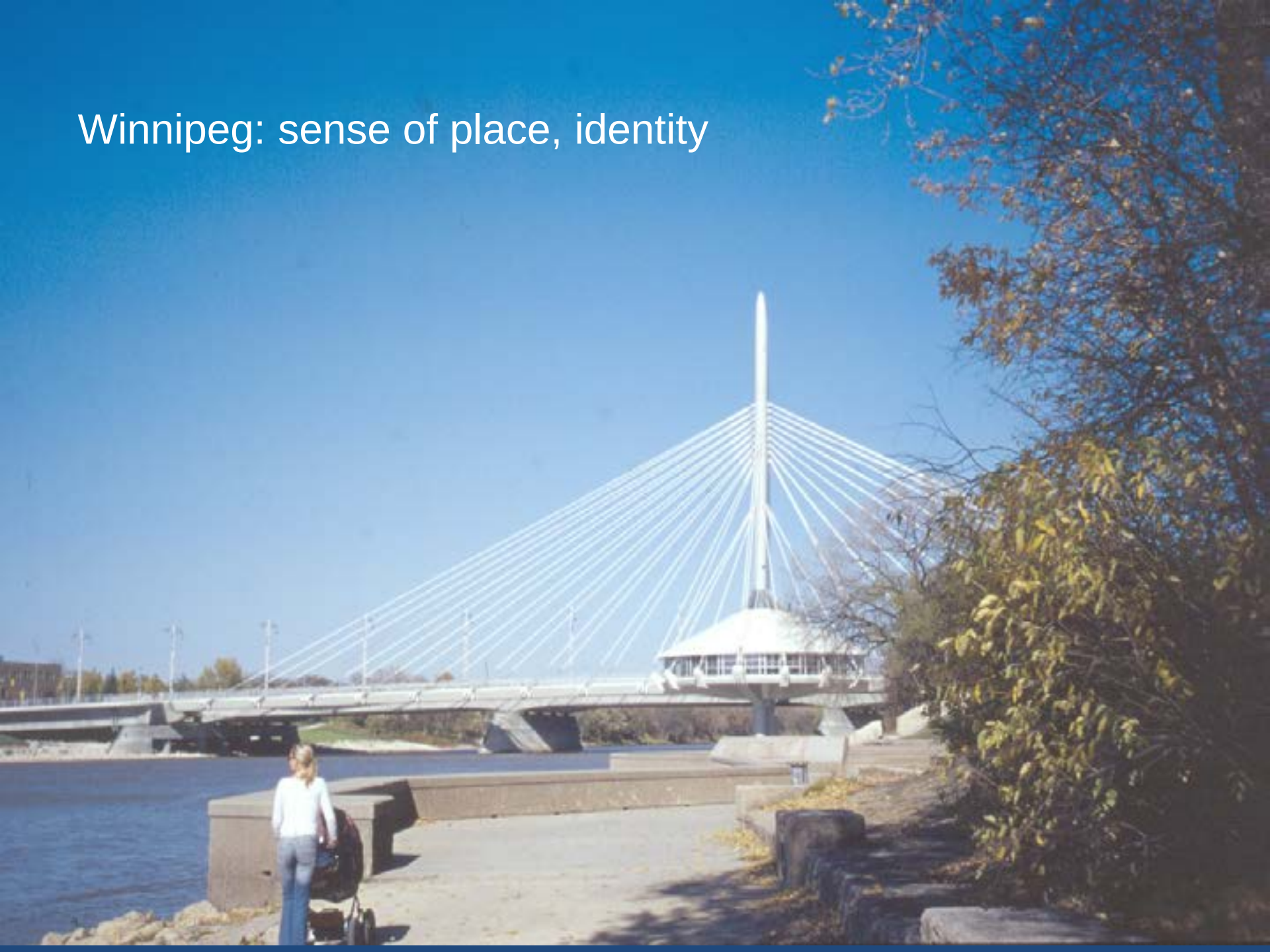


Winnipeg: celebration, sense of place,

Winnipeg: celebration, sense of place, identity

Winnipeg: sense of place, celebration, identity

Winnipeg: sense of place, identity



Winnipeg: contemplation, scale, composition

Vancouver Kerrisdale: scale, proportion, order

Quebec City: scale, vibrancy

Quebec City:
contemplation

West Vancouver:
Ambleside:
Order, scale, proportion

SHOPPERS
DRUG MAR

Your Neighbours

Langford: scale, circulation, vibrancy

Railyards: scale, proportion, delight

View Royal: scale, circulation, Proportion, order

Find the cat: Istanbul Grand Bizaar

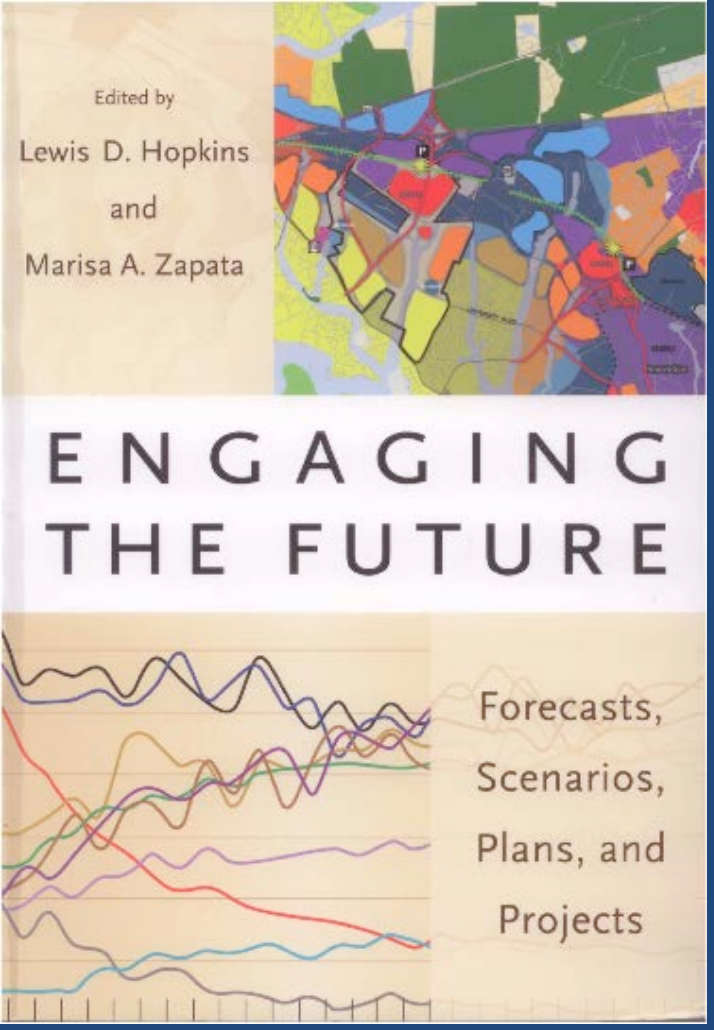
Part 3: Quality of Life: Some findings

- OECD also notes that, *"liveable cities with high quality infrastructure, green space and inner city residential areas and public projects can contribute to economic success, attracting foreign investors, as well as highly qualified professionals."*

OECD: Organisation for Economic Co-operation and Development See: www.viewontv.com/oecd/301106/index.htm

So What?

- My hypothesis: you are competing with other cities for future residents and workers. To be successful you MUST promote and provide a high quality of life through high quality placemaking!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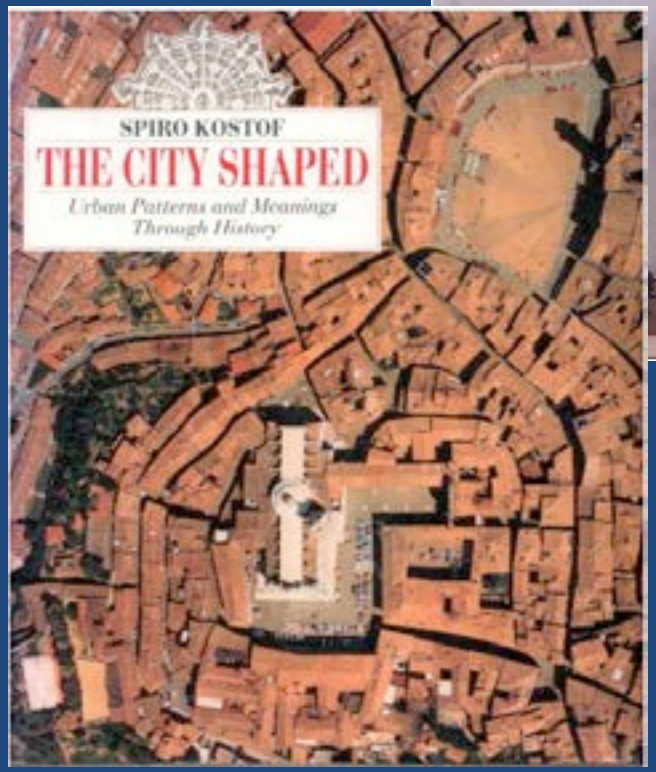
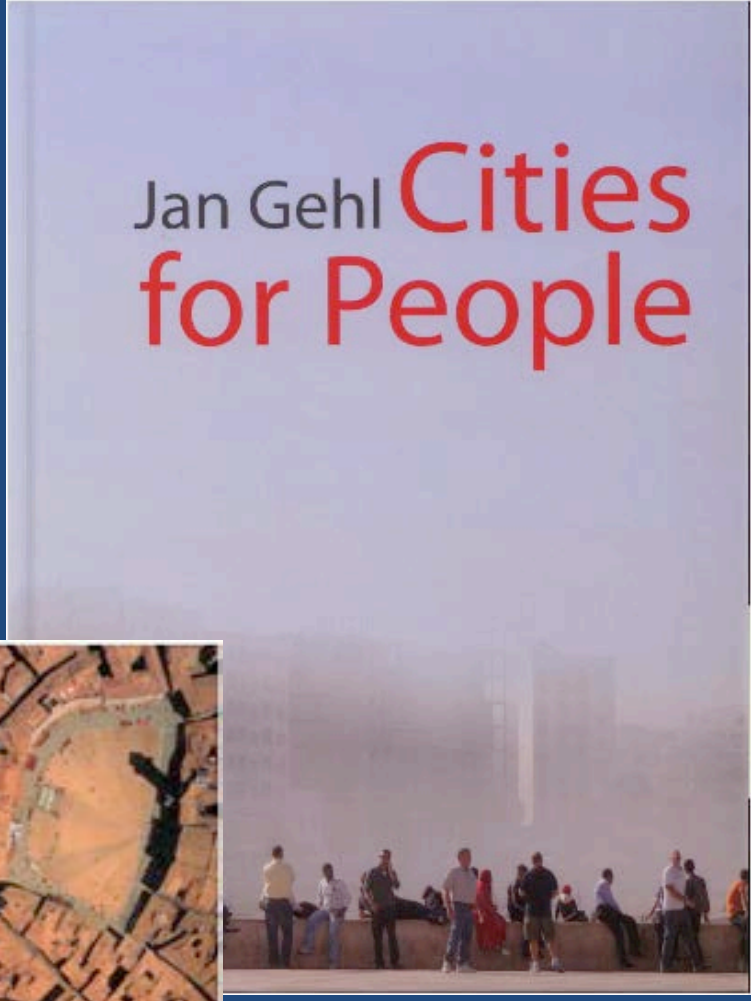

SPIRO KOSTOF
THE CITY SHAPED
Urban Patterns and Meanings
Through History


Jan Gehl Cities
for People

Importance of cities . . .

- Cities are competitive places
- Cities are adaptive
- Cities are key economic forces
- Cities are centres of innovation
- Cities are social places
- Cities are key to future sustainability
- As cities go . . . so will society!

Quite simply we need to get cities right!

Placemaking is a key part of that opportunity◆.

The Challenge facing cities

Evolving Concepts:
Place as a key asset

- Place is more than simply a commodity.
- It is a social process as much as a function of economics.

- "Places have a certain *preciousness* for their users that is not part of the conventional concept of a community . . . Place is indispensable."

(Logan, J.R., and Molotch, H., *Urban Fortunes,* (1987)

Millennium Park, Chicago

It is about the importance of place!

Evolving Concepts:
Social capital and design

- Dr. John Helliwell is researching "Social Interaction, Identity and Well-Being" (2006).
- He defines Social Capital as "networks and norms that facilitate **collaborative action**."
- Includes civic engagement.
- Has shown that factors related to social capital (e.g., citizen interaction, street life) are strong determinants of life satisfaction which informs well-being

Social well being is key.

Placemaking is central to healthy civic engagement.

Evolving Concepts: Psychogeography

- C. Ellard The Psychogeography of Everyday Life (NY: Bellevue Press), 2016
- Cognitive neuroscientist UWaterloo

Places affect our view of the world: boring places make us tired and depressed; even physically ill.

- "Whether we like it or realize it, places envelop us in feelings, direct our movements, change our opinions and our decisions . . .major stakeholders are paying attention to this science." (p. 218)

Evolving Concepts: Urbanism

- Urbanism focuses upon the design and planning of cities and neighbourhoods (i.e., communities of communities) that emphasizes the importance and quality of the public realm and the parts that make up that space (e.g., building facades, pedestrian realm, private/public interface).

Bayshore Site Development Concept

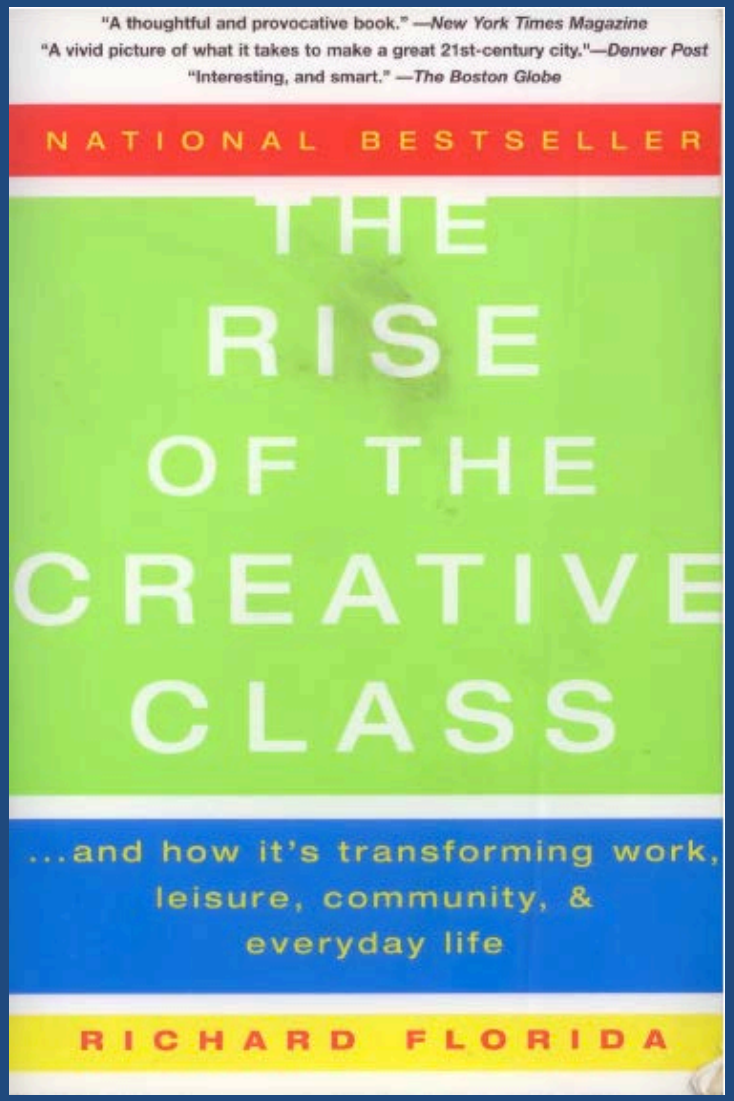
Cities that are successful have embraced urbanism!

Evolving Concept: Creative Cities

- Charles Landry has been a prolific writer on Creative Cities.
- Two key books:
  - ❑ *The Creative City* (1995)
  - ❑ *The Art of City Making* (2006)

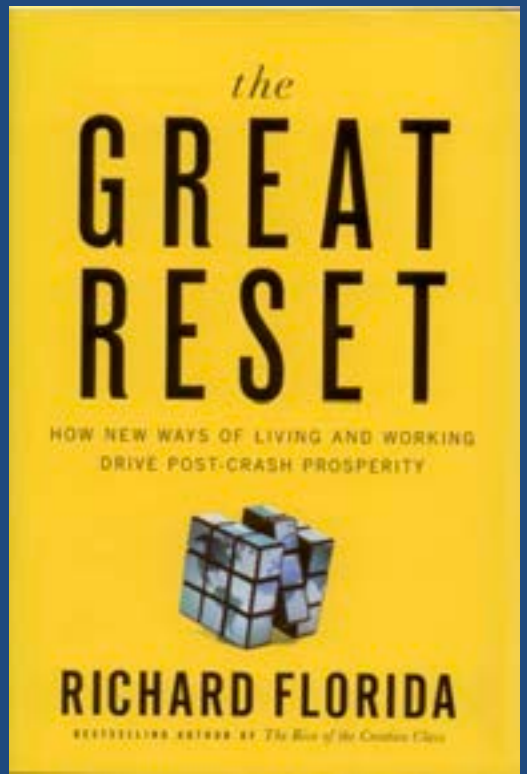
- Discussed the role that cities play in engendering innovation and creativity.
- He linked the idea of cities that were creative (i.e., knowledge based economy) with quality of life of those cities.

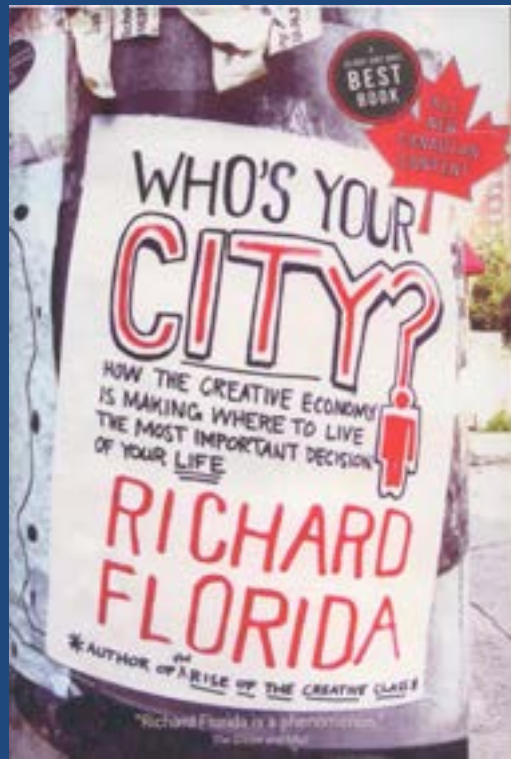
Evolving Concepts:
'The Creative Class'



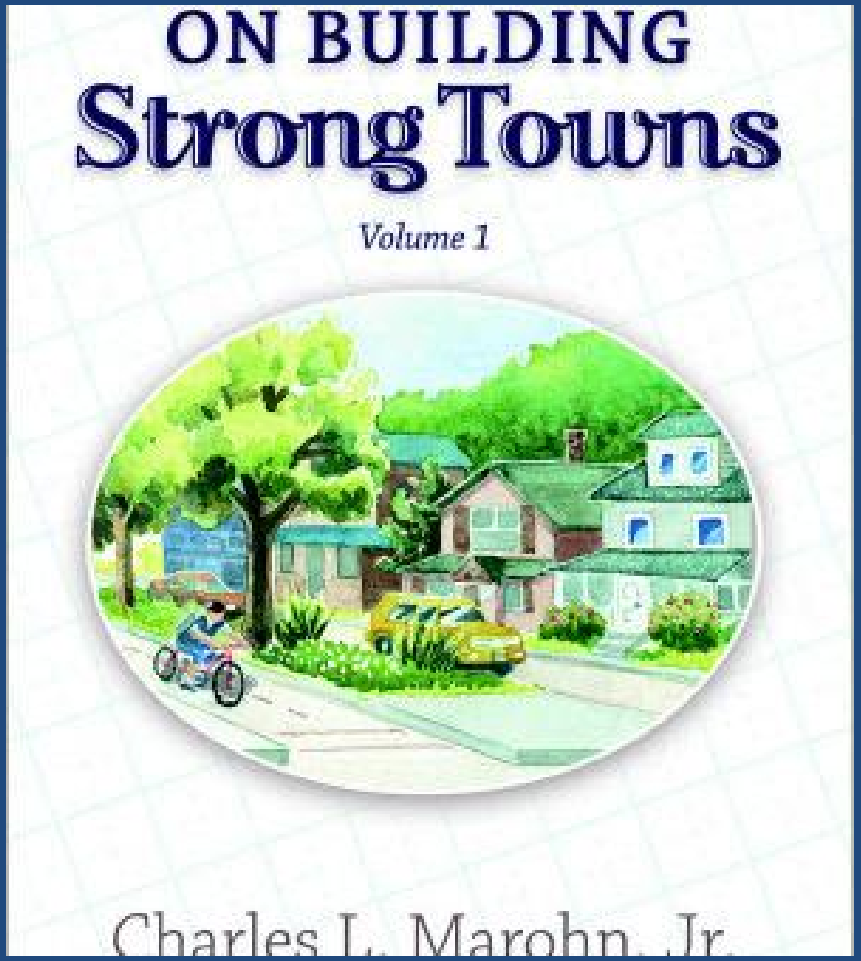
Richard Florida

Rotman School of Business



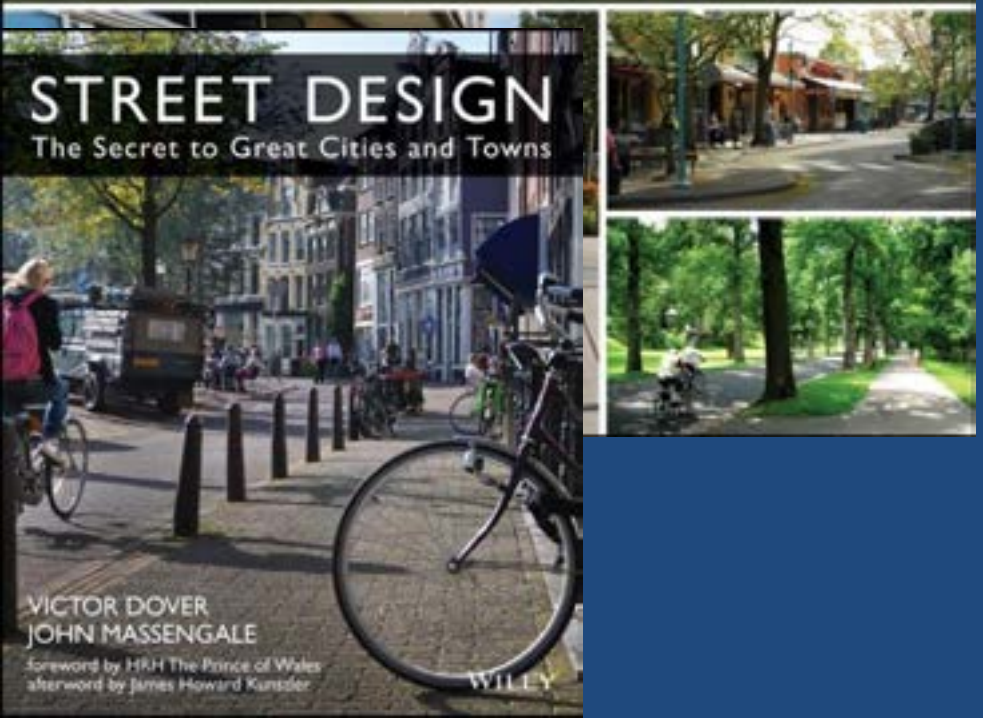


Evolving Concepts:
'Strong Towns'



- History shows us that we built places that financially sustained themselves.
- "They knew the art and practice of placemaking."
- Marohn suggests that strong towns have a "primary supporting strategy: placemaking." That is: "we need to wring more value out of our places."

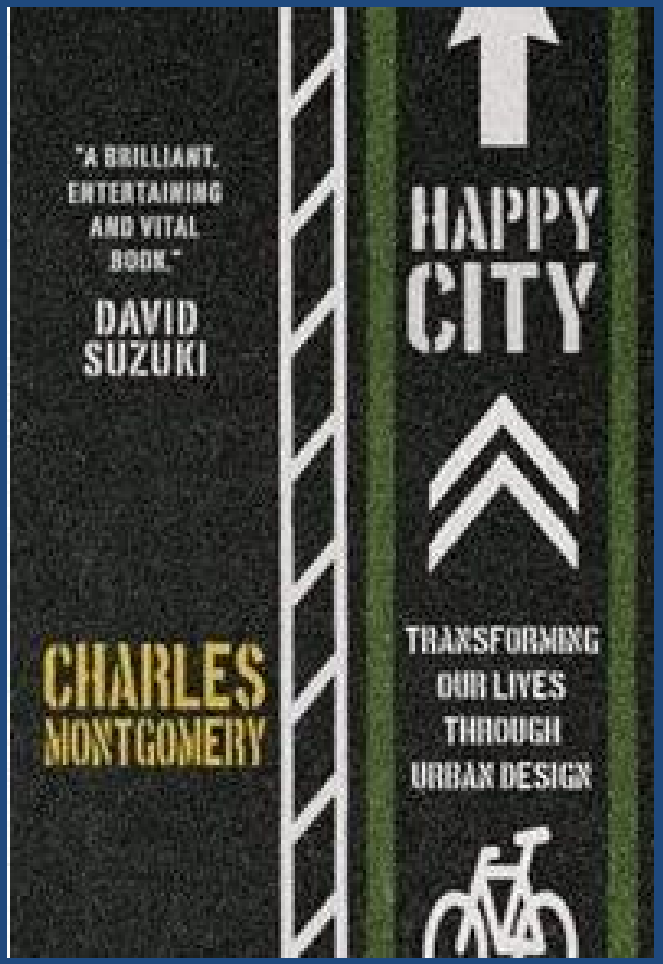
Evolving Concepts:
'The Importance of Streets'



- "The design of cities begins with the design of streets."
- "To make a good city, you need good streets, and that means streets where people want to be."
- Good street design crafts good public space and is key to placemaking.

ZONES OF URBAN ANALYSIS OF STREETSCAPES

Evolving Concepts:
'Happy City'



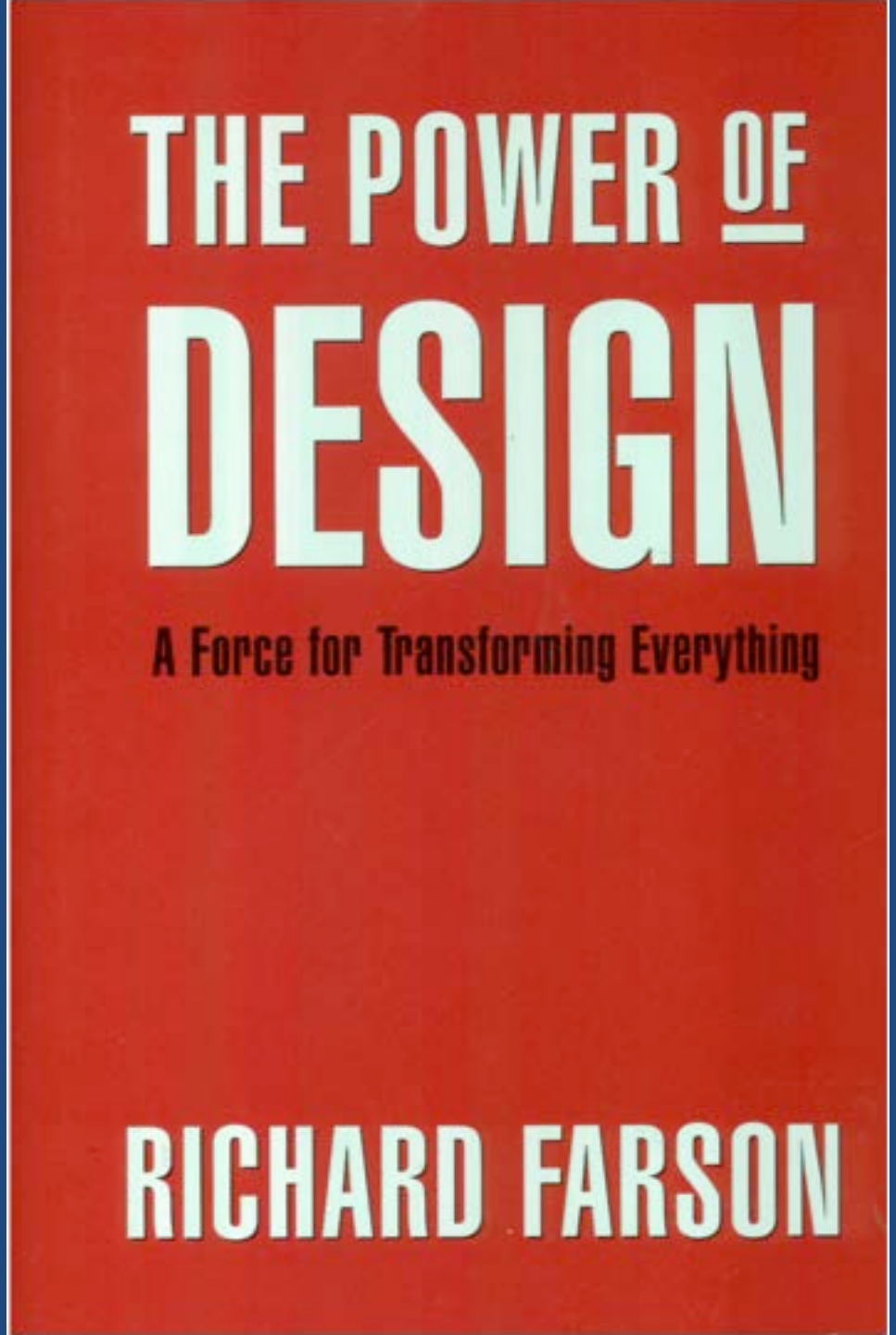
- Charles Montgomery:
- Reminds us that we can not simply focus on aesthetics.
- Community building is more complex and substantive than just aesthetics.
- Read excerpt

A new emphasis: Livability

- "Livability today comes down to a discussion of city design." (Barnett, J., *Redesigning Cities*, 2003
- Livability is about 'Quality of Life'
- Quality of Life is the degree of well-being felt by an individual or group of people. Unlike standard of living, it is not a tangible concept, and so cannot be measured directly. It consists of two components: physical and psychological. (Wikipedia)
- In my view, it can be measured by the success and use of the public realm.
- And that success comes from high quality placemaking!

Enhancing Successful Cities Through Planning and Design

Downtown Residential Design Charrette:
Winnipeg Chamber of Commerce


THE POWER OF
DESIGN
A Force for Transforming Everything
RICHARD FARSON

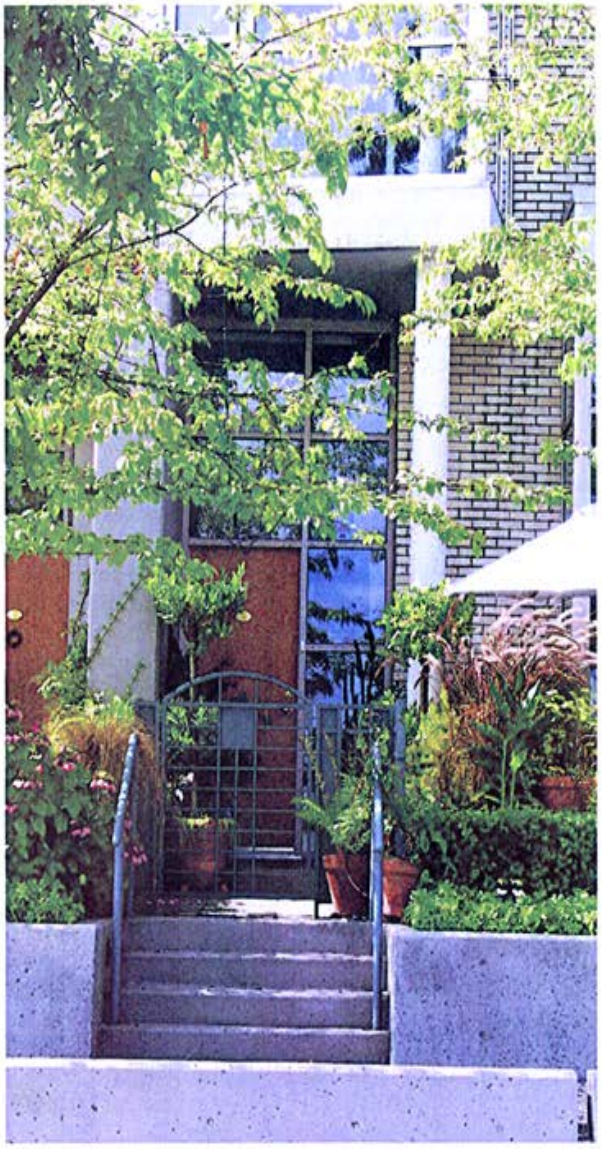
The common ingredient: high quality planning and design

- Cities that hope to be successful in the 21st century must invest in high quality planning and design that enhances placemaking.
- Cities that invest in placemaking are investing in quality of life considerations.
- Cities that invest in quality of life considerations will be highly successful in attracting the brightest and best.
- Cities that attract the brightest and best will be able to advance their economy in the face of global competition.

Some suggestions

Placemaking does not happen by chance!

Role of Planning Principles:



Design active edges featuring windows, doors and other activities that provide "eyes on the street" combined with a high quality of landscaping, reflecting the unique "Green Capital" image, utilizing hardy, native species.

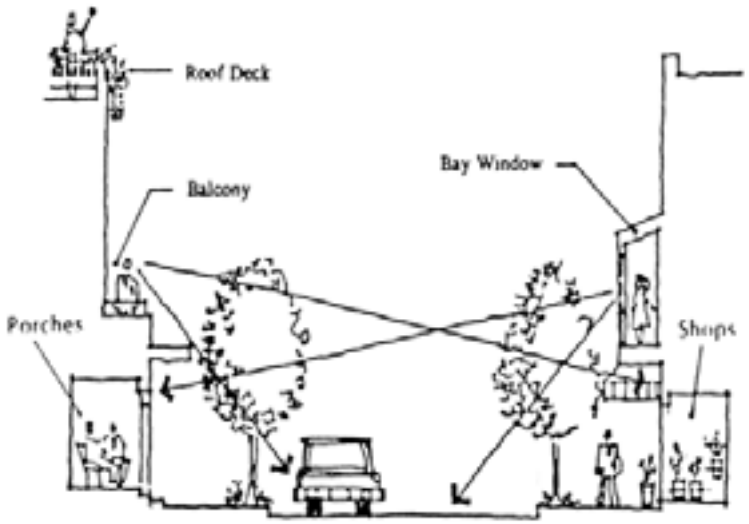
Define space using vertical separation with built form and landscape elements. Emphasize the use of textures in paving and sidewalks.

Form of Development

Envision the public realm design in three dimensions, such that open spaces are conceived as positive, legible forms.

Design Guidelines: critical for the public realm

Figure 3-4. A Guideline for a Design to Promote Street Character and Liveliness



Intent:

To create streets within a community which encourage pedestrian activity. Livelier street edges are healthy places for people to inhabit and make for safer streets.

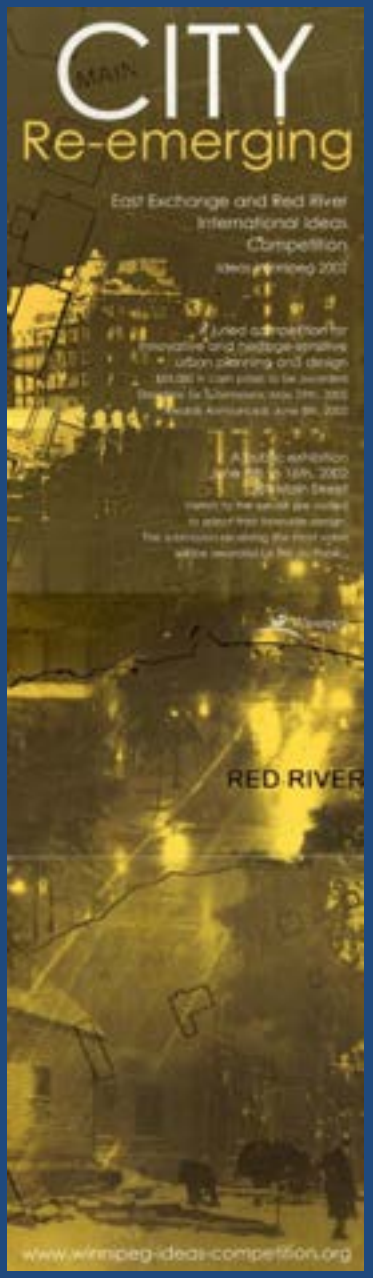
Guidelines:

- All streets should appear inhabited.
- New development should accommodate human activity by providing balconies, terraces, and yards for residents' use and neighborly interaction.
- In mixed-use buildings, retail elements like large windows, canopies, and integrated signage add activity by enhancing the shopping experience.
- Entrances, porches, balconies, decks, and seating should be located to promote pedestrian use of the street edge by providing weather protection, security, and safety.

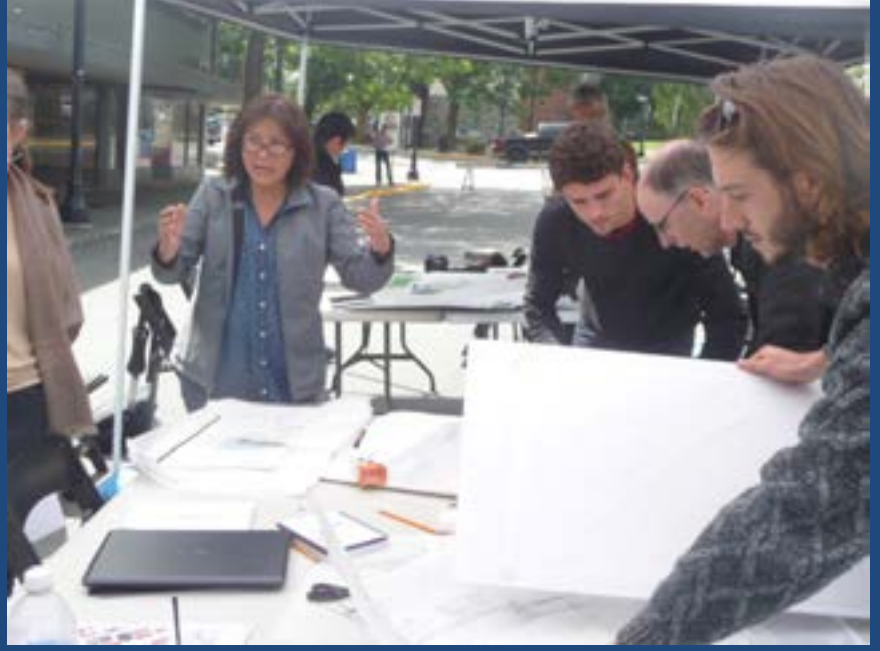
Source: MAKERS Architecture and Urban Design, "Residential Development Handbook for Snohomish County, Washington, Communities," March 1992.

Design Competitions

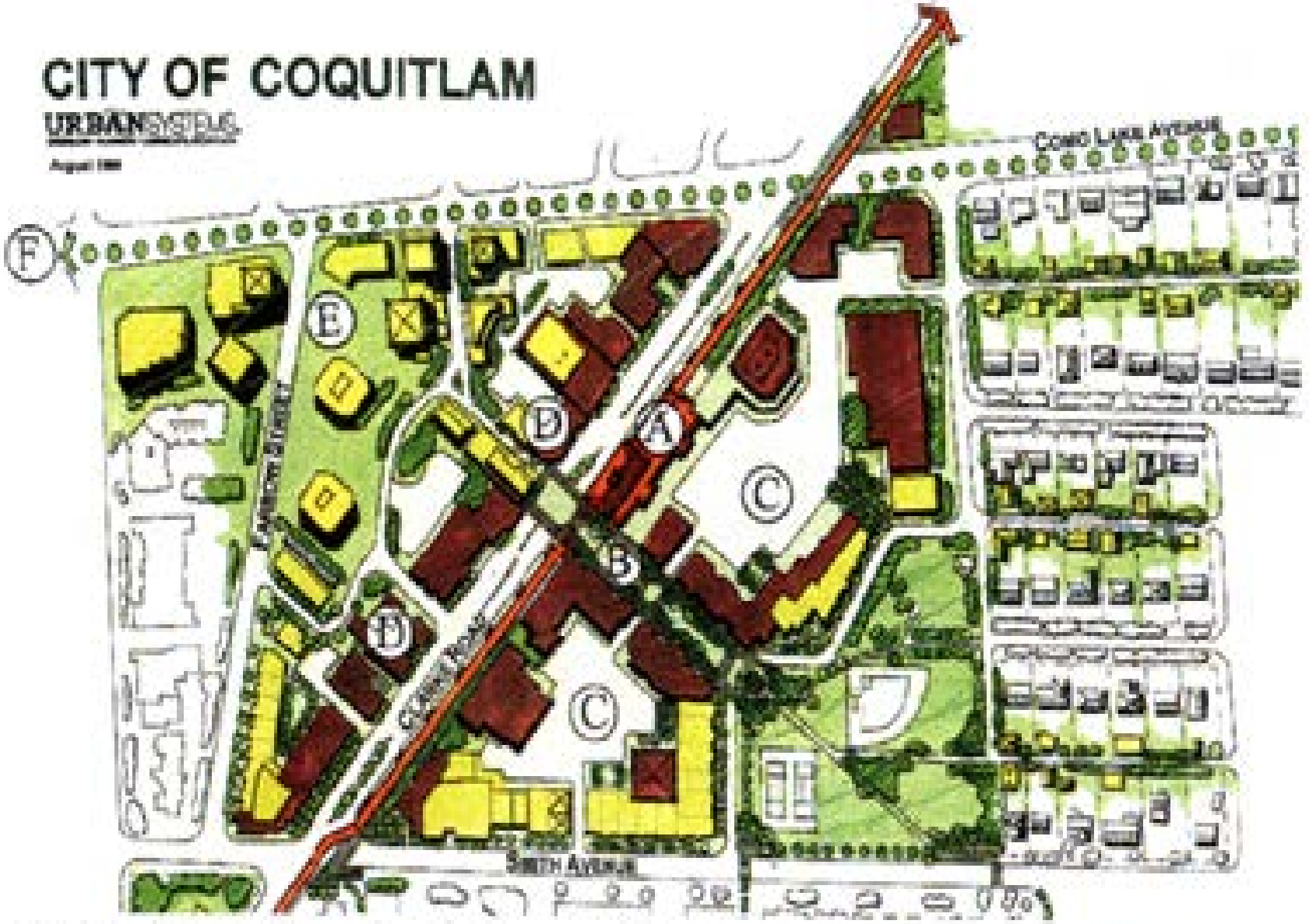
- Ideas Winnipeg 2002: City Re-emerging – Waterfront Drive
- City Crossing – Portage & Main 2004 (Steering Committee)



Design Review Panel



Design charrettes



The Burquitlam Station Area, *with proposed SkyTrain station (A), main pedestrian mall (B), commercial "commons" (C), residential edges and higher-density apartment district (E). The station area also serves as a gateway to Simon Fraser University.*

Entrance feature to Langford at the intersection of Goldstream Avenue and Millstream Road

Summary: Placemaking as a key tool for city well-being

- Recognition that the city "is a sensory, emotional, lived *experience*" (Landry, C. The Art of City Making, 2006)
- Need to recognise that cities are ecosystems of built-environment, cultural, economic, environmental and social forces;
- And that, placemaking has a significant affect, through a high quality built environment, upon the well-being of a city's cultural, economic, enviromental and social considerations.
- Colwood can also commit to and support high quality placemaking because it is simply the right thing to do for its current and future citizens.

The Opportunity

- Helping to craft a new Colwood: one that is proud of its places and spaces;
- Building a community of places that provide comfort, joy and identity for future generations;
- Recognising and celebrating Colwood's natural heritage;
- Providing a foundation that stimulates future cultural, economic and social wellbeing.