



Engaging the Community

In Major Planning Efforts

Town of Cary 2012 Retreat

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Main Themes

The process must be responsive...

1. Level of engagement is a choice...
and there is a wide range
2. Objectives should drive the approach...
and these need to reflect values
3. Approach should drive tools/techniques...
and these need to be carefully matched

Not easy, but benefits can be profound.

Challenge

Creating an attractive opportunity for participation...

1. Most people don't like change
2. Land development is complex
3. Powerful combination of apathy and lack of trust

For effective and legitimate engagement there is much to overcome.

Philosophy

Successful orientation...

1. Educational
2. Iterative
3. Visual

Integrate intuition with
sound technical work



Two Parts of the Effort

Building a solid foundation

1. Preparation

- a. Awareness
- b. Outreach
- c. Logistics/Volunteers

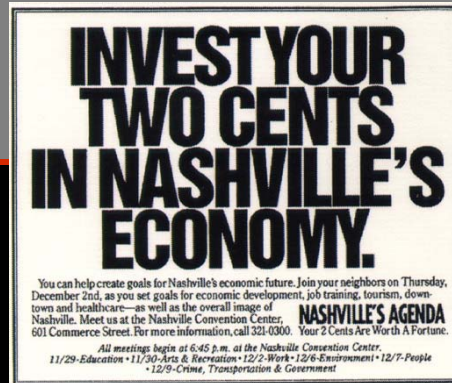
2. Engagement

- a. Face-to-Face
- b. Distance Communication (electronic+)

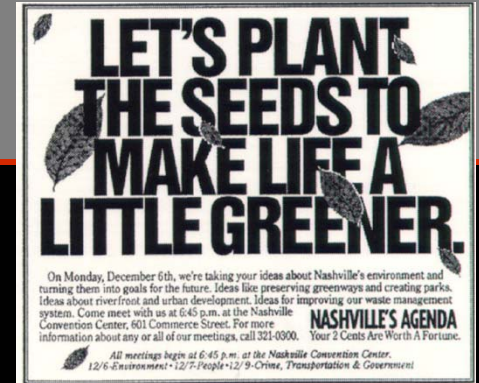
Preparation



Awareness



Outreach



Logistics/Volunteers



Engagement/Meeting Techniques



Generative



Analytical



Deliberative

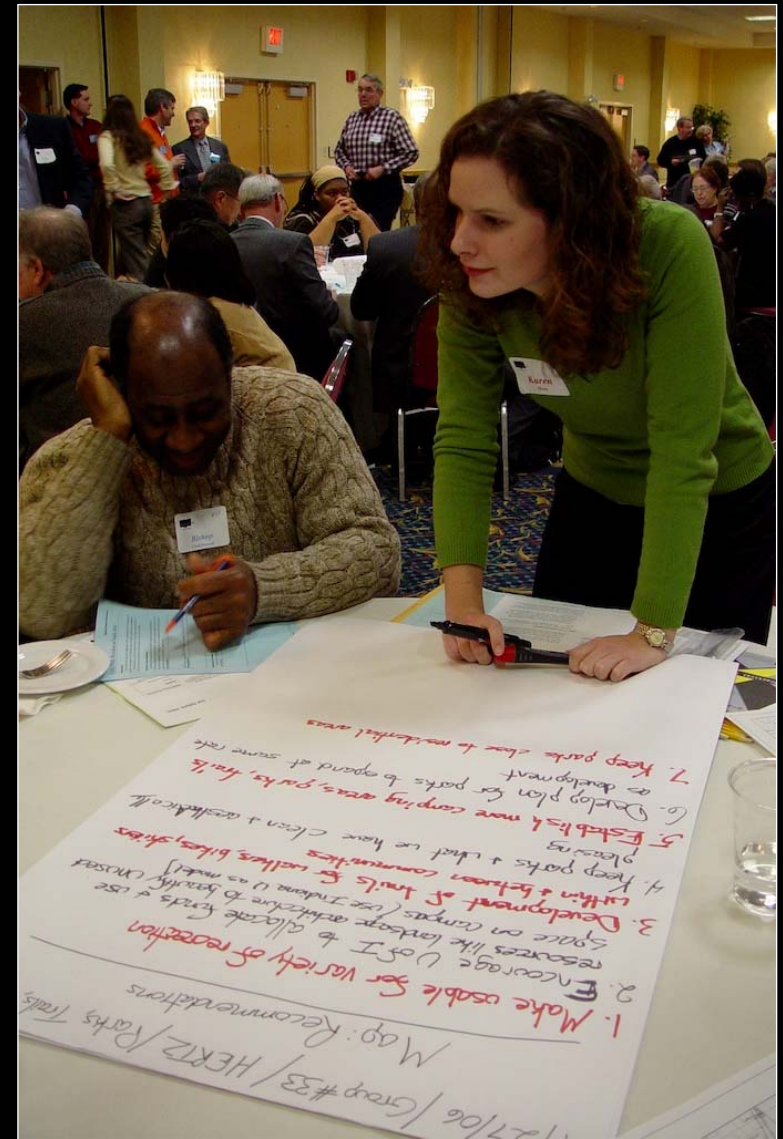
Approach: Generative Meetings

Brainstorming sessions

- Big meetings
- Small meetings
- Focus groups

Potential

- Visual Preference Survey
- Strong Places, Weak Places



Tools: Understanding the character



Instructions

Used to rate the effectiveness and impact of 12 proposed initiatives that were developed to improve vehicular access and circulation in Chinatown. Each proposed initiative will be described in a presentation. When an initiative is presented, you will be asked to answer two questions to rate that initiative. The presentation will then continue until all initiatives have been rated.

出入華埠和在華埠通行的問題，現有 12 項可能被實施的行動計劃。這份問卷將描述這些行動計劃將通過演示的形式進行描述。在每一項行動計劃提出時，將要求您回答兩個問題，按照 1 到 5 的等級來對計劃作出評估。演示將會在每項計劃得到評估為止。

| | | | | | |
|------------------|--------------|------------|-----------|------------|--------------|
| 能改善華埠的交通出入和流通狀況？ | 1 使情況變差很多 | 2 使情況變差 | 3 沒有影響 | 4 使情況變好 | 5 使情況變好很多 |
| 能改善華埠社區的生活素質？ | 1 使情況變差很多 | 2 使情況變差 | 3 沒有影響 | 4 使情況變好 | 5 使情況變好很多 |

Key Improvements

行動計劃 1：改善柏路

- Narrows Park Row to two lanes of traffic (will meet capacity requirements if Park Row reopens)
- Creates wide pedestrian esplanade
- Incorporates security enhancements
- 將柏路縮窄，改為兩條車道（如果柏路重新開放，將能達到容量的要求。）
- 開闢更寬闊的行人散步空地。
- 將安全強化措施融入到計劃中。

| | | | | | |
|--|----------------------|-----------------|----------------|------------------|-----------------------|
| Does this initiative improve traffic flow for Chinatown? | 1 Make Much Worse | 2 Make Worse | 3 No Impact | 4 Make Better | 5 Make Much Better |
|--|----------------------|-----------------|----------------|------------------|-----------------------|

| | | | | | |
|---|----------------------|-----------------|----------------|------------------|-----------------------|
| Does this initiative improve the quality of life for the Chinatown community? | 1 Make Much Worse | 2 Make Worse | 3 No Impact | 4 Make Better | 5 Make Much Better |
|---|----------------------|-----------------|----------------|------------------|-----------------------|

Key Square Reconfiguration

行動計劃 2：重新設置且林市果廣場

- Simplifies Chatham Square intersection
- Facilitates traffic flow between the Bowery and St. James Place, and between East Broadway and Worth Street
- Widens St. James Place and creates dedicated left turn lane onto Worth Street
- Improves safety of pedestrian crossings
- Creates two large public plazas
- Retains war memorial and Commissioner Lin Ze Xu statue
- 簡化且林市果廣場的交叉路口。
- 促進包厘街和聖占士之地之間，東百老匯和窩當街之間的交通更順暢。
- 擴展聖占士之地，開設專門通入窩當街的左轉道。
- 改善行人過街的安全性。
- 建立兩個大型的公眾廣場。
- 保留戰爭紀念碑和林則徐專員的銅像。

| | | | | | |
|--|----------------------|-----------------|----------------|------------------|-----------------------|
| C - To what extent would this initiative improve access and circulation for Chinatown? | 1 Make Much Worse | 2 Make Worse | 3 No Impact | 4 Make Better | 5 Make Much Better |
|--|----------------------|-----------------|----------------|------------------|-----------------------|

| | | | | | |
|---|----------------------|-----------------|----------------|------------------|-----------------------|
| D - To what extent would this initiative improve quality of life for the Chinatown community? | 1 Make Much Worse | 2 Make Worse | 3 No Impact | 4 Make Better | 5 Make Much Better |
|---|----------------------|-----------------|----------------|------------------|-----------------------|

Denver, Colorado



Existing conditions

Urban Advantage

Denver, Colorado



Mixed-use buildings on one block

Urban Advantage

Denver, Colorado



Public street improvements: street trees, street lamps, decorative traffic signals, bulbouts

Urban Advantage

Denver, Colorado



Additional mixed-use development, remodeling of existing buildings

Urban Advantage

Tools: Understanding location of growth



Approach: Analytical Meetings

Reality Checks

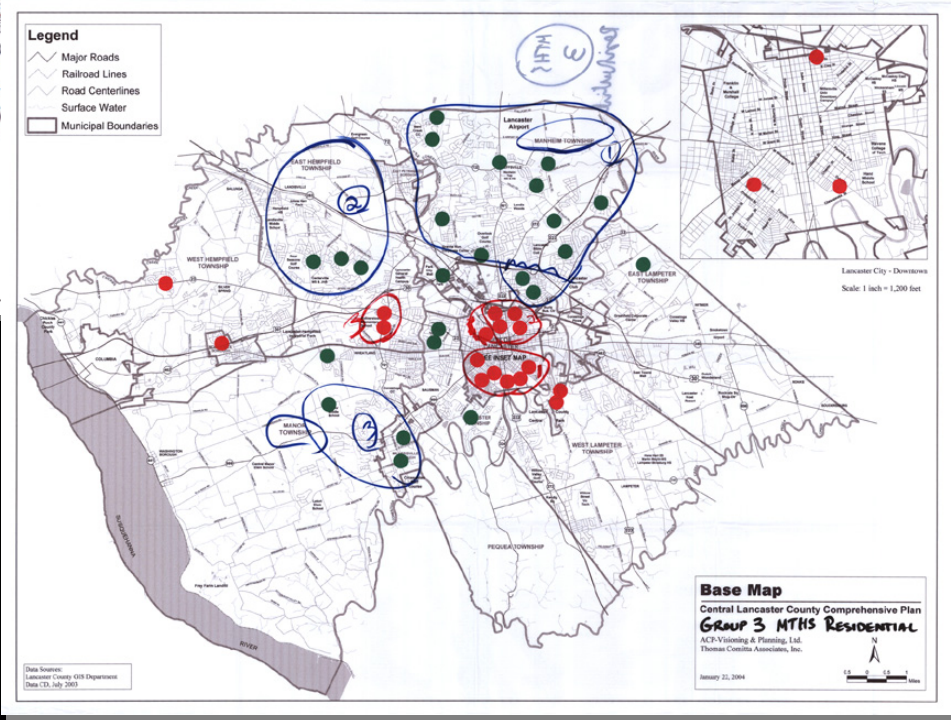
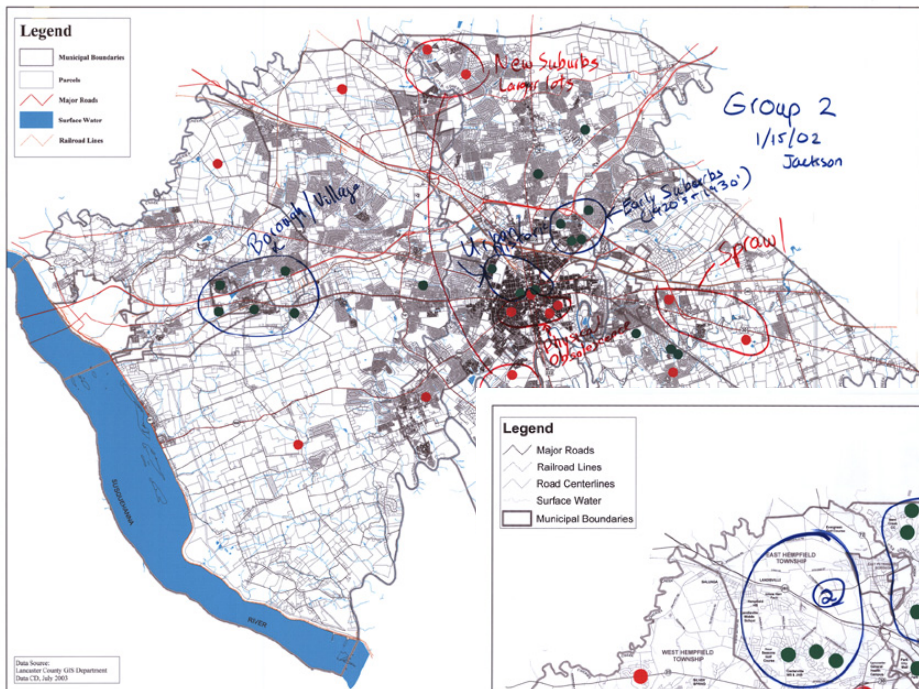
- Critical questions
- Systems thinking

Goal Writing

- Synthesizing themes



Tools: Understanding issues of place



Tools: Communicating intent

Land Use Direction — PLACE Principles

1



We are interested in . . .high quality design for all uses. . .and recognize density has important economic implications, but is essentially an outcome not a determinant of creating a quality place.

Tools: Providing a vocabulary

City of Dublin Target Area Workshop Handout

GREENSPACE

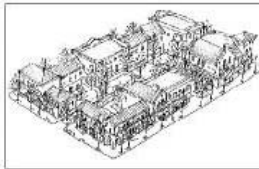
A parks and recreation use consists of an area that is intended to provide light and air, designed for environmental, scenic, or recreational purposes. It consists of any public or private land available for recreational, educational, cultural, or aesthetic use, including but not limited to active and passive recreation areas, playgrounds, parks, greens, squares, fountains, swimming pools, ponds, wooded areas, and waterways.



MIXED-USE DISTRICT

MIXED-USE

A planning system that includes a variety of housing types and land uses within a walkable distance. Uses can be integrated on a horizontal (side-by-side) or vertical (one use above another) basis. The variety of uses permits educational facilities, civic buildings, and commercial establishments to be located within walking distance of private homes. Commercial uses primarily consist of small scale neighborhood-serving retail services. A network of paths, streets, and lanes serve mixed-use developments, suitable for pedestrians as well as vehicles. This provides residents the option of walking, biking, or driving to places within their neighborhood. Public and private spaces have equal importance, serving a wide range of home and business owners. The inclusion of civic buildings and civic space – in the form of plazas, greens, parks, and squares – enhances community identity and value. On-street parking and shared parking agreements are encouraged.



OFFICE (WITH SUPPORTIVE RETAIL)

Consists of sizeable commercial enterprises, the equivalent of the suburban office park except that parking must be in the rear or side yard area. Businesses may have any number of employees, customers, clients, or patients. Business may occupy the lower levels of a multistory building; however, supportive retail establishments such as coffee shops, delicatessens, barbers, and newsstands can be incorporated into some buildings.



SPECIAL USE DISTRICT (INDUSTRIAL)

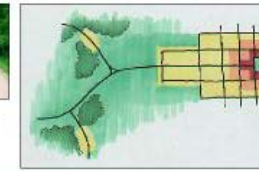
A light industrial use includes facilities that are engaged in indoor manufacturing, assembly, fabrication, packaging or other industrial processing of finished parts or products, primarily from previously prepared materials. Also the indoor provision of industrial services, where there are few external effects across property lines. It does not include basic industrial processing from raw materials. A light industrial development is of moderate intensity, with a large block size, low building height, and large setbacks.



City of Dublin Target Area Workshop Handout

CORRIDOR

A linear configuration that connects areas of countryside through natural systems, or neighborhoods through transportation systems. Corridors include natural and built components ranging from watershed flows to wildlife trails to rail lines. These should be considered public elements designed for physical continuity, including a larger network of connections between urban open spaces and the countryside.

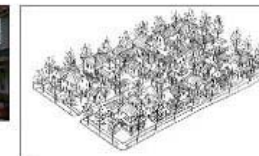


BLOCK TYPOLOGY

* Please note that all of these typologies can occur within a single block.

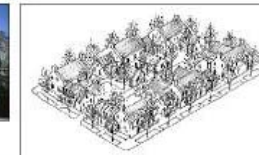
SINGLE-FAMILY

A dwelling meant for one family that is not attached to other homes. Is typically built on 1/4 acre of land or more with the land being owned by the homeowner.



MULTI-FAMILY

A home or residence of two or more families living independently from one another each occupying one or more rooms as a single housekeeping unit.



CIVIC – SERVICES

A civic service development includes premises used by not-for-profit organizations dedicated to arts, culture, recreation, government, transit, and municipal parking. Allowable uses may include government buildings, convention centers, theaters, libraries, museums, outdoor auditoriums, fire stations, police stations, and hospitals.



CIVIC – EDUCATION

An educational facility includes a public or nonprofit institution that conducts regular academic instruction at preschool, kindergarten, elementary, middle school, high school, or trade school levels. Generally, an educational facility is of moderate intensity, with a large block size, low building height, and large setbacks.





Approach: Deliberative Meeting

Vision Open House

- Identify priorities
- Set the stage for implementation



Technology

- Web-based communication
- Mapping: Geographic Information Systems



The screenshot shows the website for IMAGINERY, a project of the Municipal Art Society. The header includes the logo and the tagline "giving voice to the people's visions". Navigation links include "About Imagine NY", "Idea Gallery", "About The Workshops", and "Submit Your Ideas How". A "Contact Us" link is in the top right. The main content area features a banner image with the text "IDEA GALLERY" overlaid. Below the banner, a paragraph states: "Imagine New York's online Ideas Gallery contains all of the ideas generated in workshops, submitted online, in the mail, and created on murals. We thank you for your lending the project your thoughts". A sub-section titled "There are two ways to search for ideas..." contains two icons: a hand pointing to a screen labeled "Search by Keyword" and a hand pointing to a signpost labeled "Search by Workshop Location". A footer note reads: "We are still documenting many of the mail-in and mural submissions, so if you don't see yours, please check the site again soon!"



Final Thoughts

Thank you

Objectives and Benefits

Objective

Inclusive



Community driven



Transparent



Carefully designed



Intuitive and informed



Lead to implementation



Benefit

Ownership

Legitimacy

Trust

Accessible, safe and fun

Realistic outcomes

Affecting decisions



Discussion

Thank you