

STARTING SMALL!

Lighter, Quicker, Cheaper

A LOW-COST, HIGH-IMPACT APPROACH TO
MAKING IT HAPPEN



August 15, 2019

PLACE-LED / COMMUNITY-BASED PROCESS

Stakeholder Roles

Advise/Suggest
Bring Additional Resources
Implement & Maintain

Expert Roles

Inform
Facilitate
Design & Implement

DEFINE PLACE
IDENTIFY STAKEHOLDERS



EVALUATE SPACE
IDENTIFY ISSUES



PLACE VISION



SHORT-TERM
EXPERIMENTS

ONGOING REEVALUATION
& LONG-TERM IMPROVEMENTS



Outcomes

Empowers Communities
Attracts Partners, Money &
Creative Solutions
Design Supports Uses
Solutions are Flexible
Engagement &
Commitment Grow
Self-managing



WHAT IS LQC?

Light(er)

Flexible, changeable and experimental

Quick(er)

No long planning and permitting processes. Shorter timelines!

Cheap(er)

Than design-lead capital investment.
Better value for your dollar

Getting things done!



Snowball Effect

“a figurative term for a process that starts from an initial state of small significance and builds upon itself, becoming larger and faster at every stage”

Applied to a community, this is a *transformational* principle...



Placemaking Opportunities

Transportation & Downtowns

- Bus stops/Train Stations
- Main Streets (outdoor displays, streetscapes, cafés)
- Local streets and roads

Parks & Squares

- Parks (greenways, recreation, play areas)
- Plazas & squares (performances, events)
- Markets
- Waterfronts

Civic Institutions

- Libraries and hospitals
- Civic buildings
- Schools (universities, primary schools)
- Religious institutions
- Cultural institutions (theaters, museums)

Development

- Mixed-use – housing, retail and office

Paint Your Streets





1705

CITY

Reclaim Streets for Special Events



Park(ing) Day



With Longer Term Changes in Mind

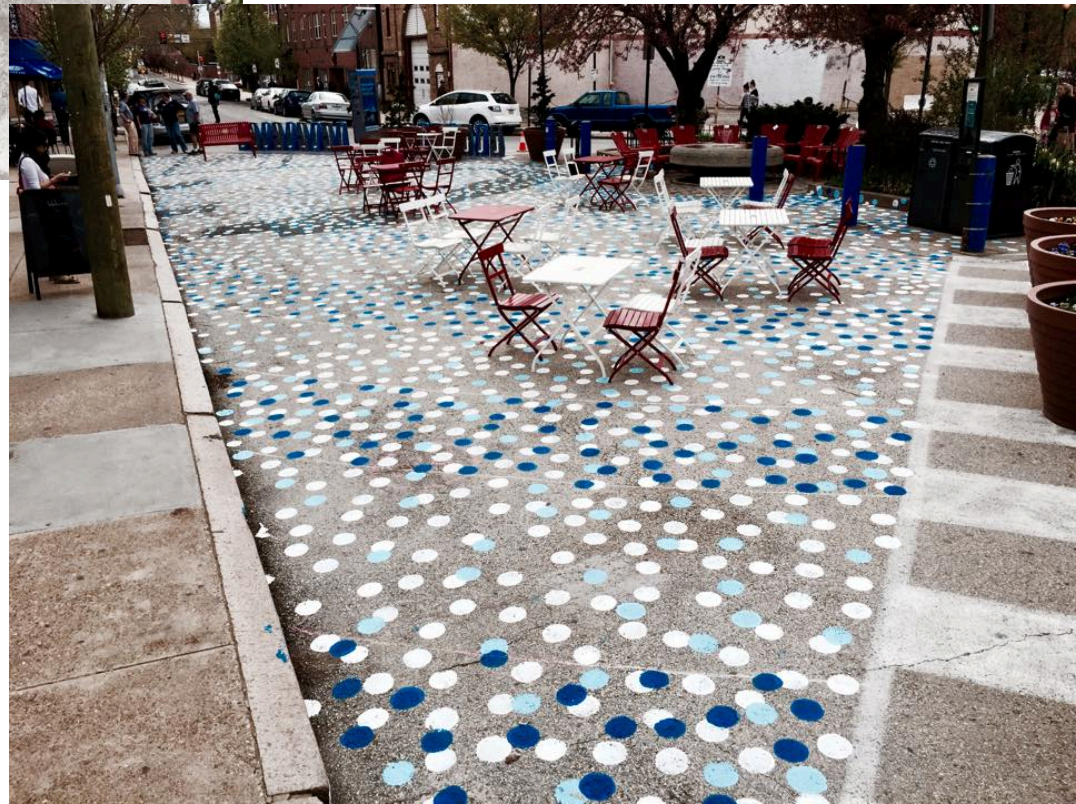


Philadelphia, PA – Gray's Ferry Triangle Project



Before

**Keep in Mind the
Power of Ten –
Add Uses and
Layer Them On Top
of One Another**



After



Bike Share

Photo Credit: Grays Ferry Triangle Project



Lending Library

Photo Credit: Grays Ferry Triangle Project

Redesign Your Streets – Temporarily



Wichita, Kansas

Better Blocks, Dallas







Transform a Parking Lot into a Park



Milwaukee, WI – The Spot 4MKE







Camden, Maine Parklet



Build a Park From Scratch





With a Place to Play Games





and Music



Or Golf



Or Practice Your Favorite Hobby



Or Dance





Or Throw a Party!!



Translate Ideas Into an LQC Plan

1. Comprehensive activation plan
2. Concept diagram
3. Identify short term solutions



Hallam
NE

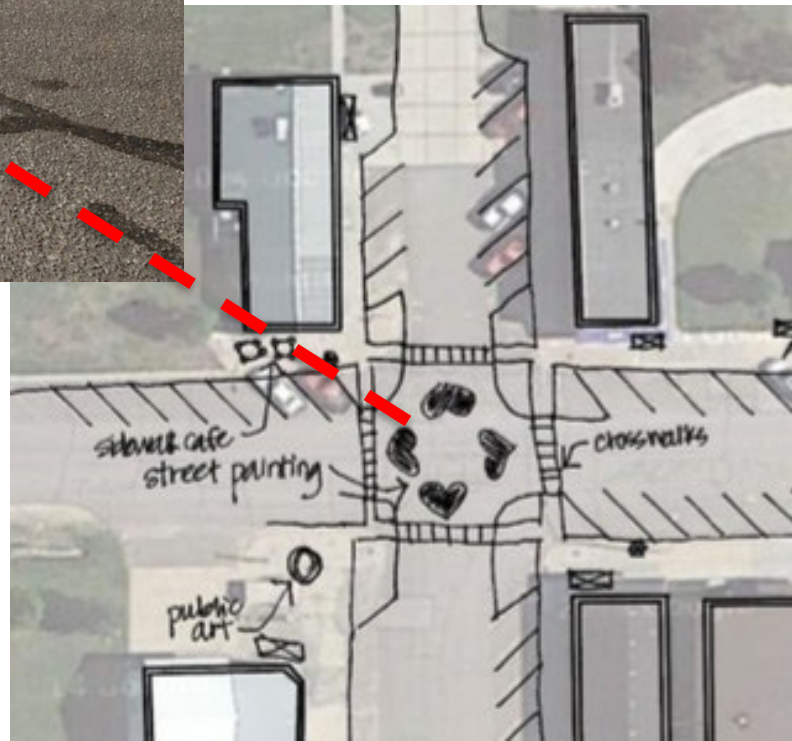


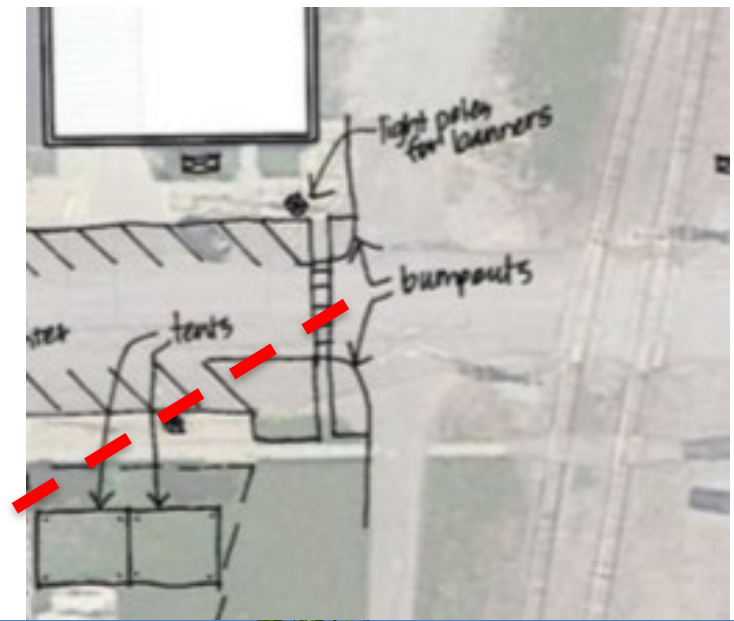
the
Little Town
with a
Big Heart



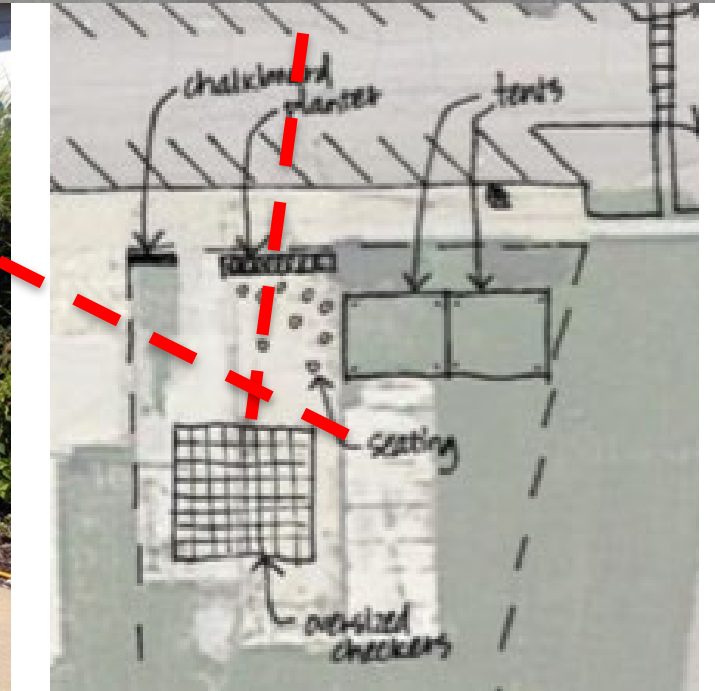


Hallam's Lighter, Quicker, Cheaper project mocked-up improvements to Main Street including street art, benches, planters, and district banners. The project also took advantage of the vacant lots east of the Auditorium to provide seating, shade, games, and other activities.









Seating + Triangulation + Places to People Watch



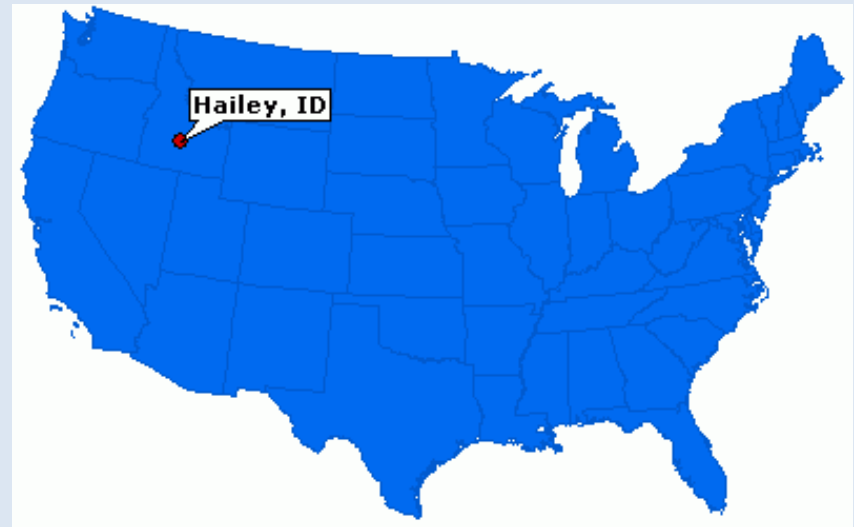
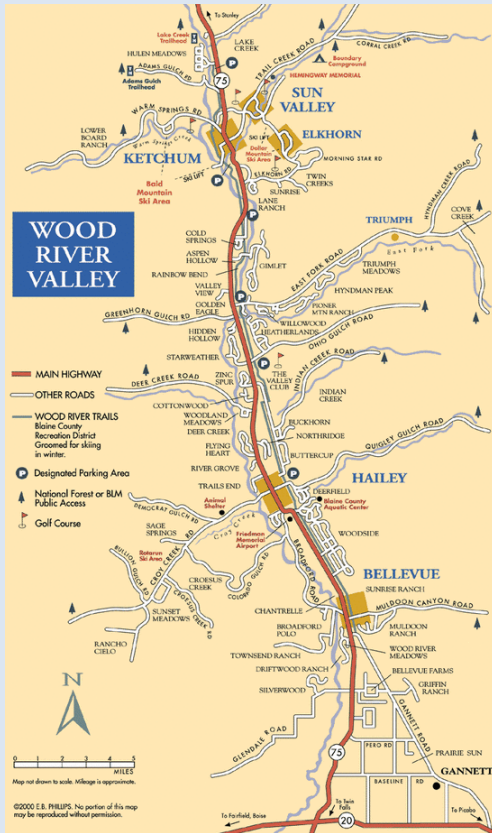


Food + Sun Shade!

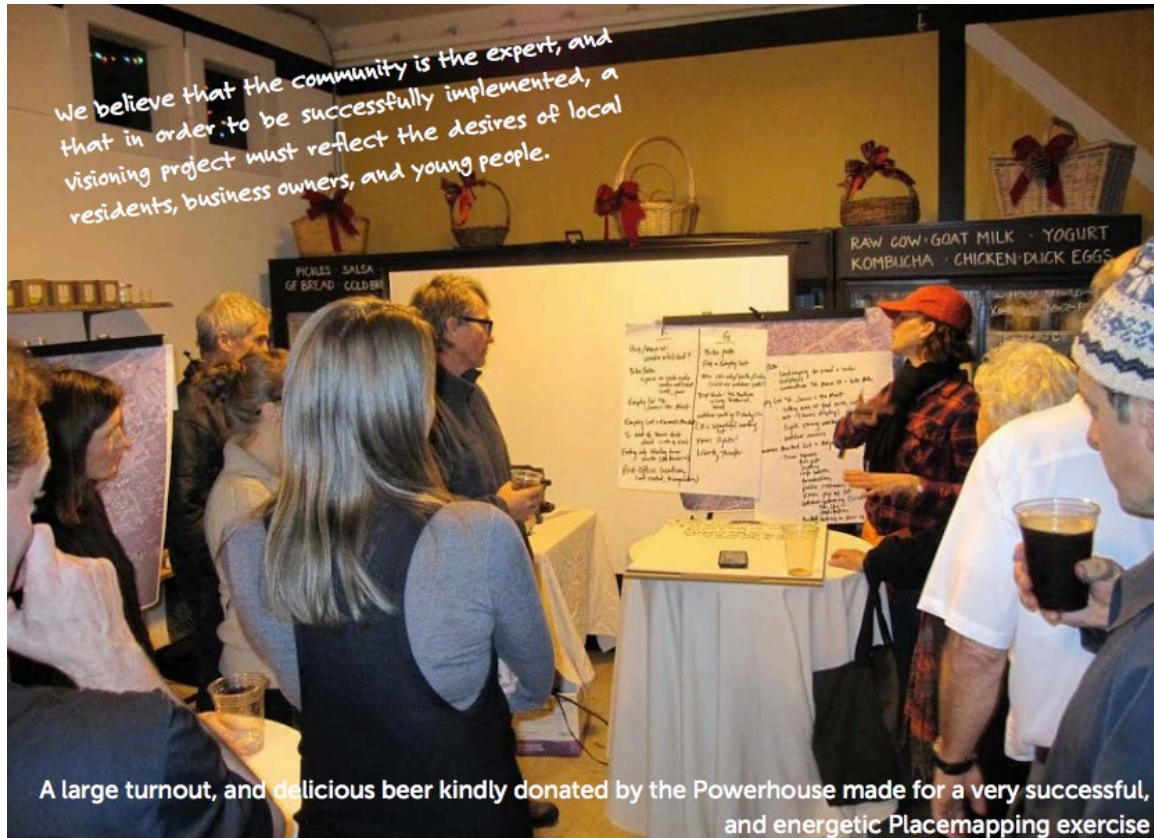


Volunteers built a chalkboard where people could share more ideas for future improvements in Hallam.

Doing It in Hailey, ID



PLACEMAKING WORKSHOP, ETC!



- Online Survey
- Placemapping
- Street Audits
- Stakeholder Interviews
- Holiday Square Event

VOICES OF HAILEY

Getting from Concerns to a Vision

Better bike routes and walkways to get around. More shops!

Safer for pedestrians, more bike friendly, more inviting downtown core.

I don't want to worry about my children crossing the street.

We need more places for kids and teens...Also young adults have nothing to do in town. If you want a lively downtown Hailey, make it appealing as a destination.

Wider sidewalks.
Slower traffic.

Too many people driving through town don't watch for pedestrians - I have seen many people almost get hit in the cross walk.

Hailey is a GREAT place to live. Can you make sidewalks wider? That would be great!

Hailey downtown will never be pleasant as long as there is an 80-ft wide wound through its core.

More public areas would be great. More trees. Maybe food trucks at lunch time?

- Unsafe Main Street
 - *Traffic volume, speed, noise*
- Accessibility, Connections
 - *Alleys, Sidewalks, Paths*
- Wayfinding & Eco-Tour Ops
- Identity, Gateway
- Things to do
- Snow

PLACE VISION

We see Hailey as an energetic mountain town with a big heart. It is **vibrant, walkable, & safe;** a flourishing place for families, thrill-seekers, entrepreneurs and wanderers alike.



MAIN STREET VISUALIZATION



Spencer Boomhower, 3D Artist, Cupola Media

<http://www.cupolamedia.com/hailey-idaho-street-visualization/>



MAIN STREET VISUALIZATION



5 Design Alternatives for Main Street, Hailey, ID
1: Existing Conditions

MAIN STREET VISUALIZATION



5 Design Alternatives for Main Street, Hailey, ID
2: Increase Pedestrian Realm – 4-Lane w/ Paint

MAIN STREET VISUALIZATION



5 Design Alternatives for Main Street, Hailey, ID
3: Textured Street Features – 4-Lane w/ Median & Planters

MAIN STREET VISUALIZATION



5 Design Alternatives for Main Street, Hailey, ID

4: Rightsizing/Road Diet– 3-Lane w/ Dedicated Pedestrian Realm

MAIN STREET VISUALIZATION

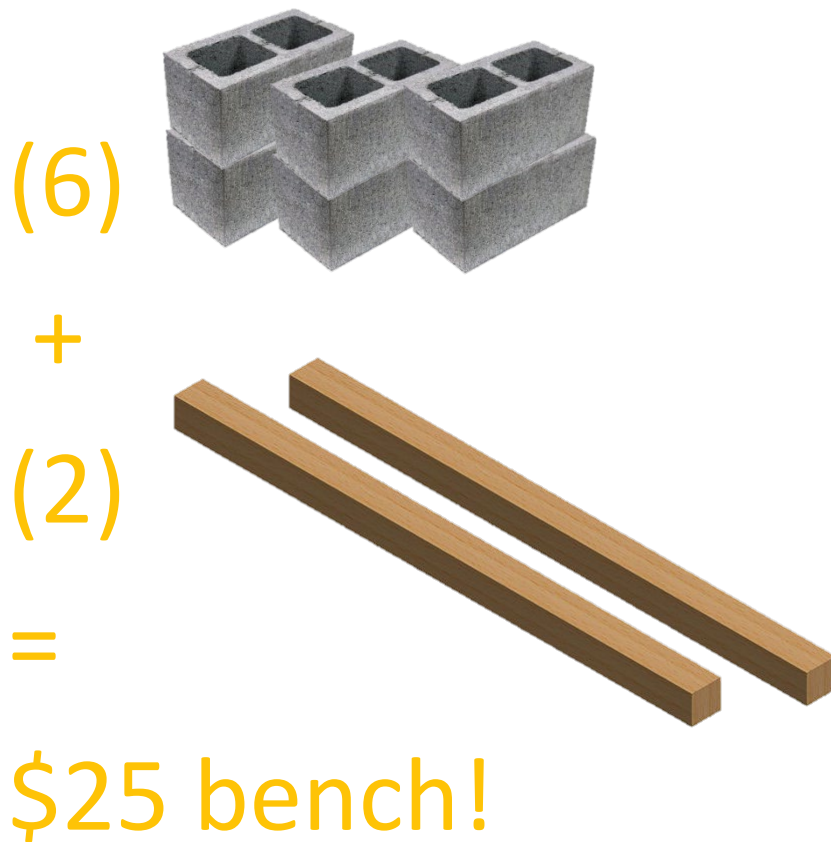


5 Design Alternatives for Main Street, Hailey, ID
5: Rightsizing/Road Diet– 3-Lane w/ Dedicated Bicycle Access



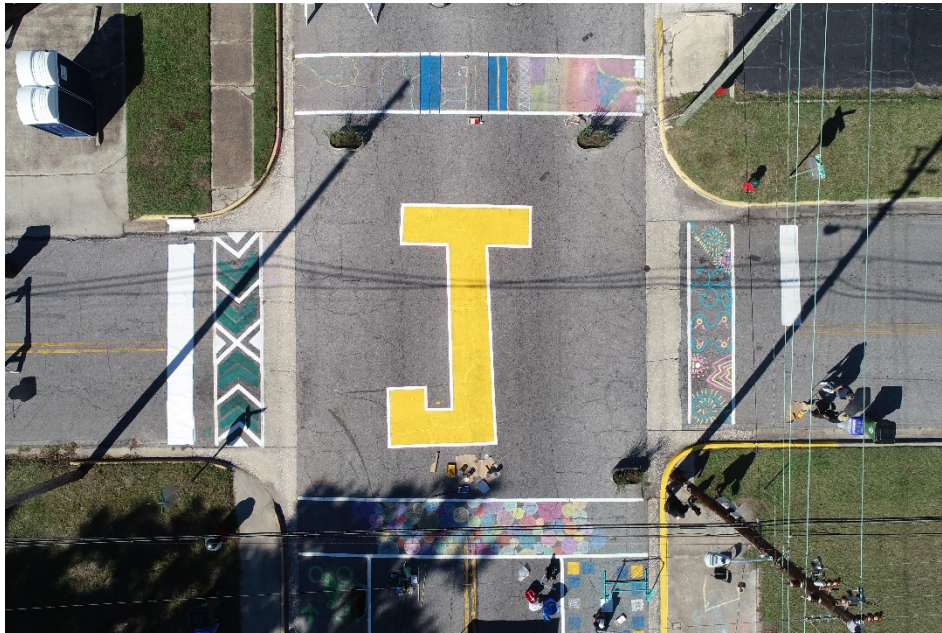
Sustainable Growth Program

STREET MAKEOVER



STREET MAKEOVER

Brunswick, GA









Verizon LTE 6:26 PM 22%

Instagram



dmoneybling

4h



14 likes

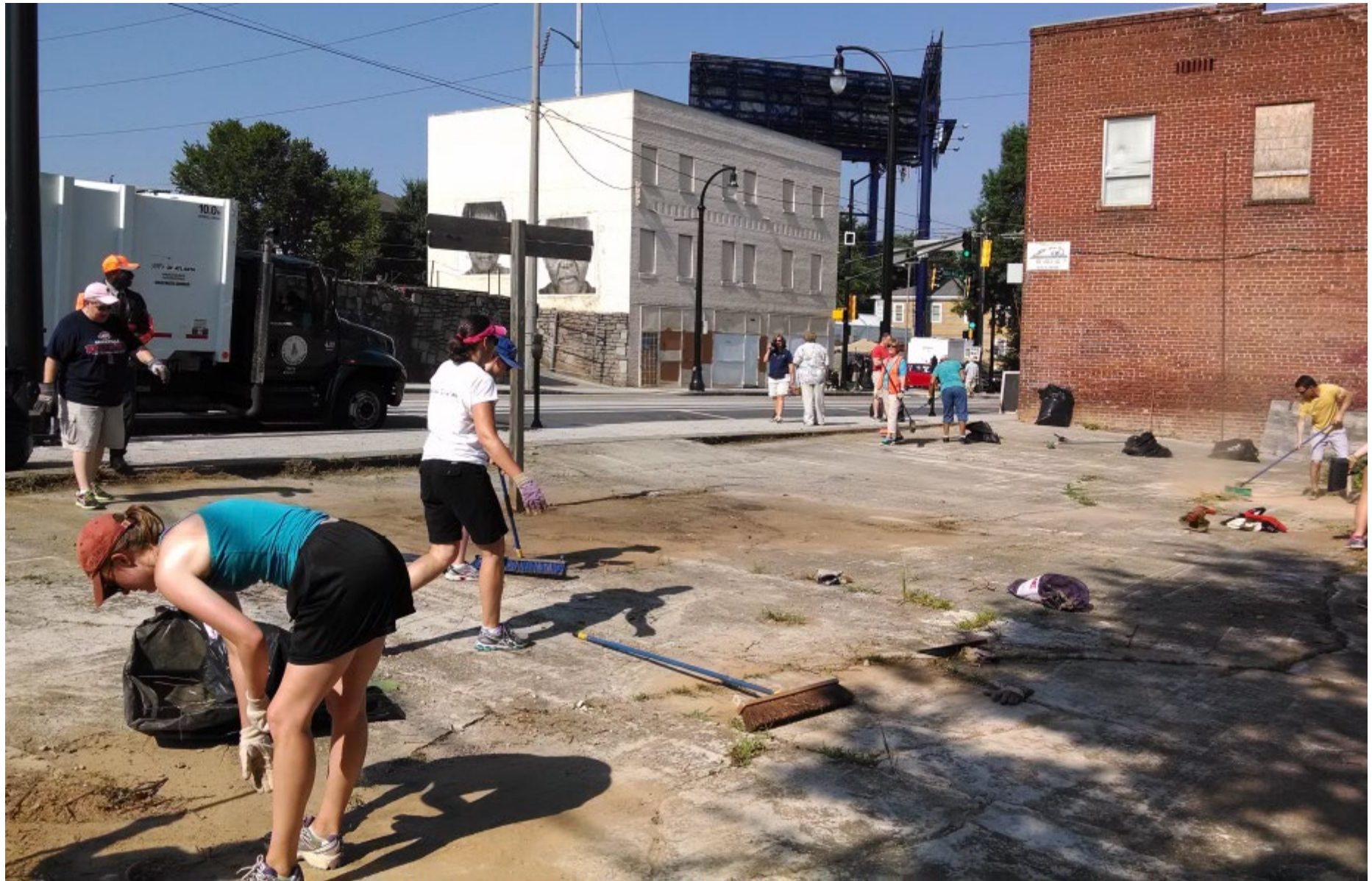
dmoneybling #atltracetolive we get your











Volunteers clean up a trash-strewn vacant lot at Auburn Ave. and Hilliard St. in order to turn it into a public plaza.



10%

DECREASE IN NOISE LEVELS, FROM 77 TO 72 DECIBELS

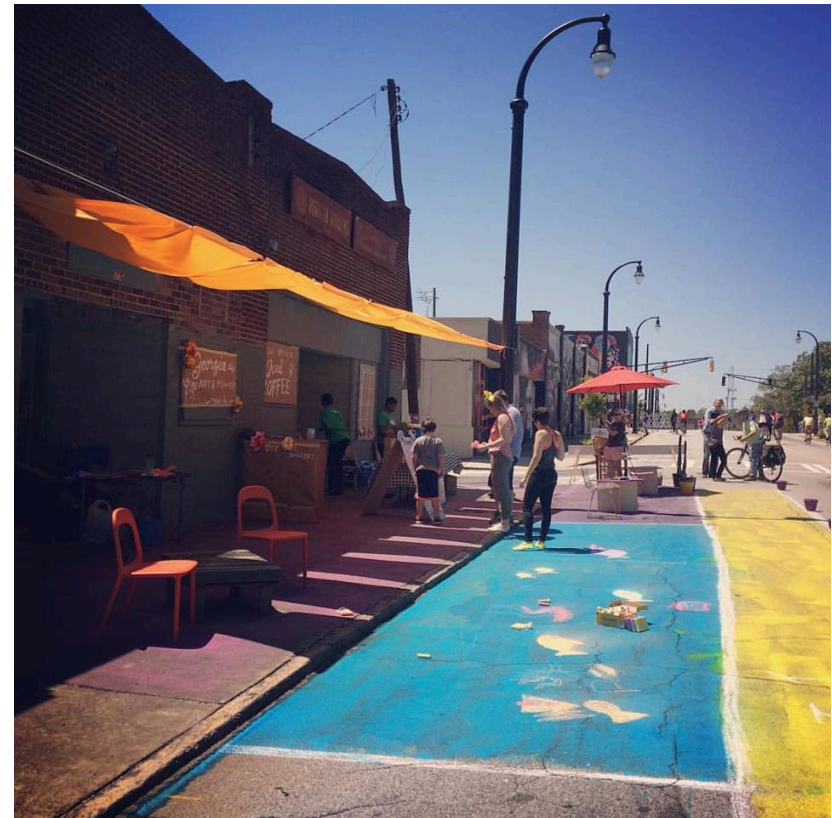
35%

DECREASE IN AVG. VEHICLE SPEED, FROM 17MPH TO 12MPH

83%

INCREASE IN VOLUME OF CYCLISTS ON AUBURN AVE. ON SATURDAY







Google

LQC: Suburban + Small Town Opportunities

- 1. Build on green space assets** – trails, parks, town greens
→ More is more to make it them places
- 2. Create ‘mini destinations’** in people’s neighborhoods and reasons to get out
→ Children’s play, community gathering places, dog park, etc.
- 3. Work with institutions to** activate and program the spaces around their buildings
→ Schools, libraries, cultural groups, government buildings, etc.
- 4. Right size your streets**
- 5. Support culture change for walking and biking**
→ Events, Safe Routes to School, Organize walk and bike-ins for community events

WHAT'S on the PPS LQC DATABASE?

- ✓ Introduction to LQC
 - ✓ Myth busting FAQ
 - ✓ Inspiration Pinterest Board
- ✓ Case-studies, 'Great Lighter, Quicker, Cheaper', from around the world!
 - ✓ Publications and guides
 - ✓ Fun videos

*Leaders (Zealous Nuts) are visionaries
with a poorly developed sense of fear
and no concept of the odds against
them...*

They make the impossible happen

- Dr. Robert Jarvik, inventor of the first artificial heart

HOW TO GUIDE

ACTIVATION PLAN



CONCEPT DIAGRAM AND
PLAN



KIT OF PARTS



FUNDING AND
TIMELINE



GET STARTED ON PERMITTING



SET THE DATE AND LAUNCH
SOCIAL MEDIA CAMPAIGN



BUILD AND

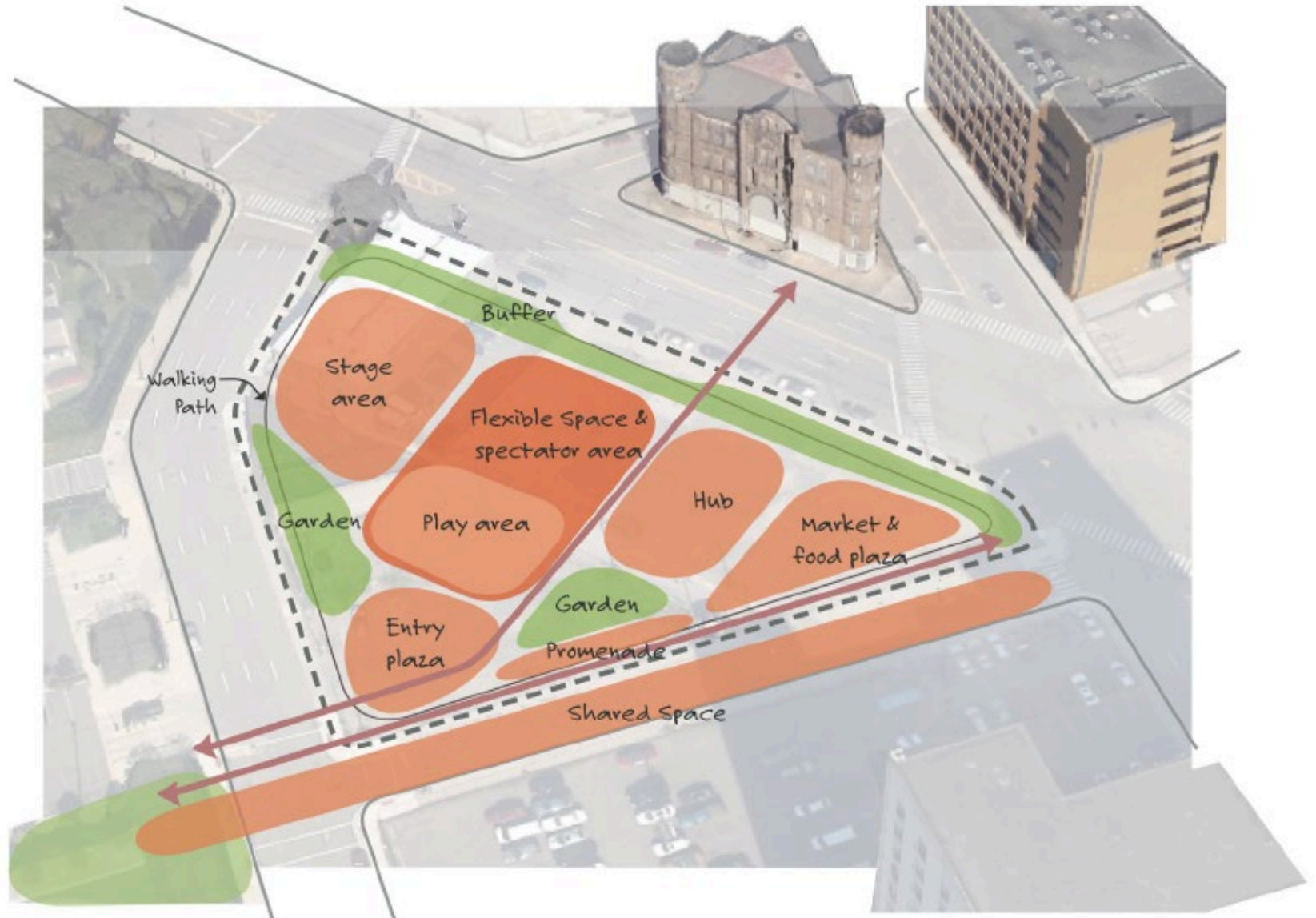


ROLL OUT THE LQC! & THROW A PARTY!

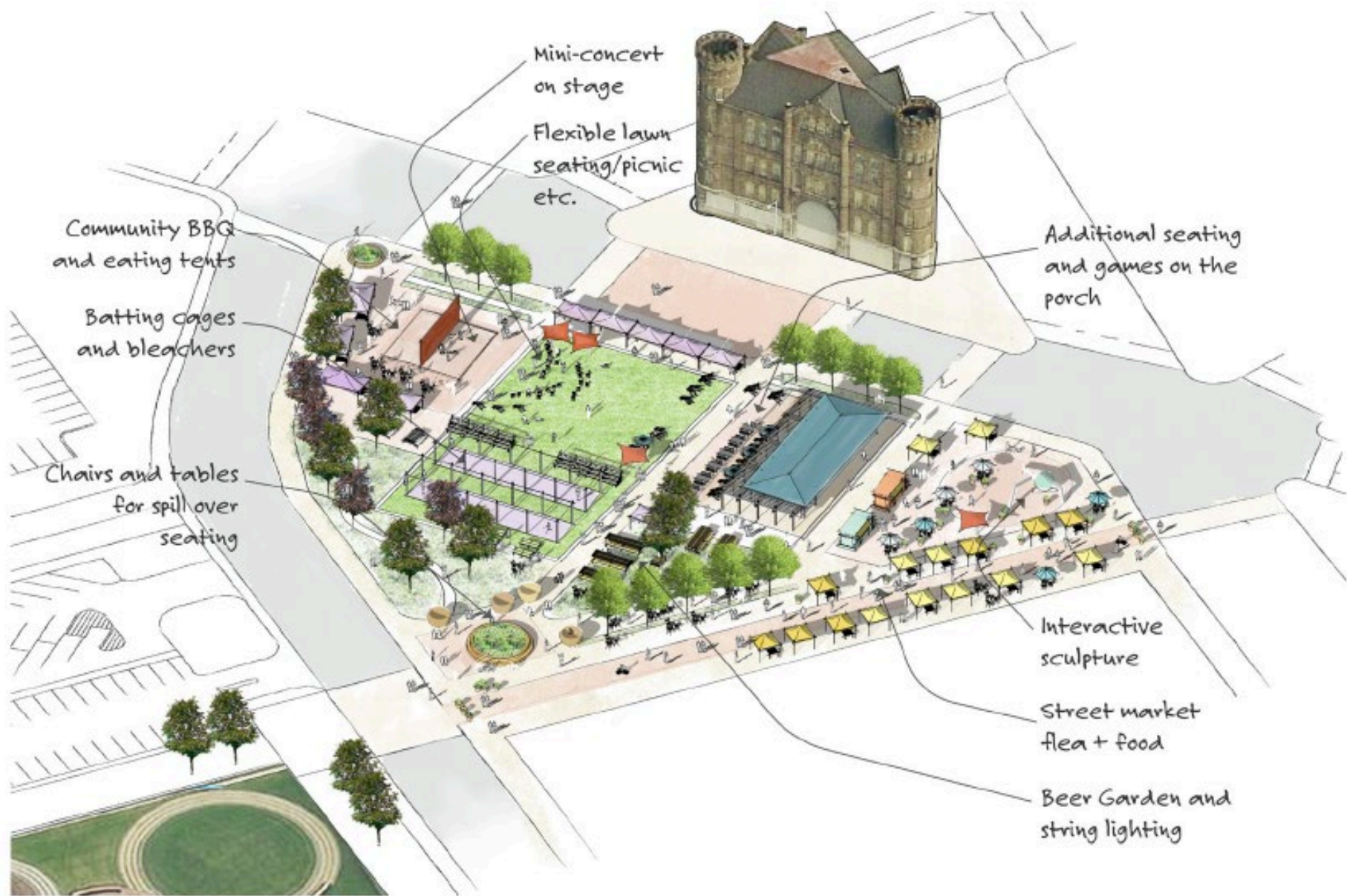
ACTIVATION PLAN

	Contact Person from Working Group	Implementing Partner(s) or Organization(s)	Status (updates on progress with partners, funding, deadline, etc.)	Funding Estimate	Deadline for completing next action
ACTIVITIES & EVENTS					
Children's art exhibits		local school districts/boards; children's museum; museum educators		no cost - \$500 for display materials	
Lunchtime concerts		Nearby high schools and colleges; local chamber music group or jazz combos		no cost - \$2000	
Bloodmobile, bookmobile, mobile post office		local libraries, hospitals, civic groups or nonprofits		goods and services provided by organizer	
Cultural Presentations; displays or activities based around local public issues		theaters, schools, community/cultural orgs			
Weekly farmers market		city permitting office or EDC; local farmers and growers		no cost	
Theatre/dance/band rehearsals		local performing arts groups, theaters, or schools		no cost	
Giant chessboard (and/or other games)		local chess clubs or game/puzzle societies		no cost - \$500	
Sidewalk or plaza chalking festival		nearby art schools; local artists groups/collectives; local elementary, middle, and high schools		no cost - \$300 for supplies	
Local arts, crafts or flower markets		local artists' or crafts collectives		no cost	
TV news broadcasts		Local news stations, including public access/cable		no cost	

CONCEPT DIAGRAM



CONCEPT PLAN



CREATE A KIT OF PARTS

COLLECTIONS | TABLES | CHAIRS | SOFAS & CHAISES | BENCHES | UMBRELLAS | CUSHIONS & PILLOWS | ACCESSORIES


Home > Umbrellas > Pavilions

SHAPE
Rectangular



MATERIAL
Eucalyptus

PRICE
\$0.00 - \$299.99
\$300.00 and above

PAVILIONS



Sort by: OUR FAVORITES



FUNDING AND TIMELINE

Grassroots Fundraising for Local Action

(or, *How to Raise \$300-\$10,000 for your awesome project*)



with **Brandon Whitney**
Co-founder & COO, ioby.org

A colorful poster for a fundraiser. At the top, a yellow banner reads "NEIGHBORS NIGHT OUT". Below it, the word "RAMSEY" is written in large, multi-colored letters (R: red, A: orange, M: yellow, S: green, EY: blue). Underneath, "PARK" is in blue, flanked by a wine glass icon on the left and a bottle icon on the right. "FUNDRAISER" is in large, multi-colored letters (F: red, U: orange, N: yellow, D: green, R: blue, A: orange, I: yellow, S: green, E: blue, R: orange). Below this, an orange banner reads "LABOR DAY, SEPT 1 • 6PM-9PM". At the bottom, a dark brown banner reads "LIVE MUSIC FROM WATER & RUST". The venue "STINSON'S BISTRO IN ROSEDALE" is written in yellow. The background is teal with a white dashed border around the central text. At the bottom, there is an orange background with a white dashed border and a yellow bicycle icon.

NEIGHBORS NIGHT OUT

RAMSEY
PARK
FUNDRAISER

LABOR DAY, SEPT 1 • 6PM-9PM

LIVE MUSIC FROM
WATER & RUST

STINSON'S BISTRO IN ROSEDALE

WINE, DINE, AND SHOP TO PARK IMPROVEMENTS!

Enjoy pizzas, beer, wine and craft cocktails with your neighbors, and Stinson's will donate 20% of sales to the **RAMSEY PARK IMPROVEMENT FUND!**

We will have information on the Ramsey Park Improvement Project and park committee representatives will be there to answer questions.

Walking & biking encouraged, as there is limited parking.

FUNDING AND TIMELINE

INDIE GOGO



KICKSTARTER



Give
gofundme



CROWDFUNDING MI
Invest on Main Street



GET STARTED ON PERMITTING



SET THE DATE AND LAUNCH SOCIAL MEDIA CAMPAIGN

FRIDAY, JUNE 13, 2014

- 3 PM. TO 5 PM. EAST END ECONOMIC SUMMIT**
ROBINSON THEATER COMMUNITY ARTS CENTER // 2903 Q STREET
- 5 PM. TO 9 PM. CHURCH HILL NORTH BETTER BLOCK PROJECT**
FOOD TRUCK COURT FEATURING THE BON SECOURS CLASS-A-ROLL MOBILE KITCHEN AND OTHER LOCAL VENDORS
STREET PERFORMERS FROM THE GREAT BUSK AT THE TEMPORARY OUTDOOR THEATER // N 25TH STREET AND VENABLE STREET
POP-UP SHOPS
FARMERS MARKET PLAZAS
ENHANCED STREETSCAPES INCLUDING PARKLETS, NEW TEMPORARY CROSSWALKS AND BIKE LANES AND PUBLIC GATHERING SPACES
PUBLIC ART INSTALLATIONS THROUGHOUT THE BETTER BLOCK AREA
- 8 PM. TO 10 PM. OUTDOOR FAMILY THEATER**
SHOWING DISNEY'S ANIMATED HIT "FROZEN" // N. 25TH STREET AND NINE MILE ROAD

« 1109 N 25TH STREET
CHURCH HILL ALLEY MARKET
THE CLOTHES RACK SECOND HAND SHOP PROVIDING NEW AND GENTLY USED QUALITY APPAREL, ACCESSORIES AND HOME FURNISHINGS.
BRITTANY ADAMS THRIFT BOUTIQUE STOP FEATURING ANTIQUES, ART AND HOUSEHOLD ITEMS
THE URBAN LIFESTYLE CLOTHING AND ART WORK ENHANCING THE MODERN MAN & WOMAN
CHURCH HILL ACTIVITIES AND TUTORING NEHEMIAH'S WORKSHOP WOODWORKING AND SCREEN-PRINTED T-SHIRTS
THE SEED GRANT PROGRAM EDUCATIONAL MATERIALS FOR BUSINESSES LOOKING TO LOCATE TO CHURCH HILL & SURROUNDING AREA
SHANNA WHITE VINTAGE & CONTEMPORARY CLOTHING AND ACCESSORIES
LISA HUTCHINSON CLOTHING & ACCESSORIES
BON SECOURS ACTIVATION TENT

« 1111 N 25TH STREET
CHURCH HILL BARGAIN AND THRIFT STORE

« 1107 N 25TH STREET
MIRACLES COFFEE SHOP
COFFEE SHOP
SPORTS BACKERS SELLING CHURCH HILL NORTH T-SHIRTS

« 2439 VENABLE STREET
OCEAN GROCERY

« 25TH ST & VENABLE ST
VENABLE STREET PLAZA
NUTTY BUTTERY HAND-DIPPED ICE CREAM AND ROASTED PEANUTS
RAG & BON'S BICYCLE COOPERATIVE BICYCLE REPAIR, MAINTENANCE, EDUCATION AND PRACTICE
YVETTE STANBACK CUSTOM MADE HULA HOOPS
OUTDOOR STAGE WITH LIVE PERFORMANCES THROUGHOUT THE WEEKEND

« 1105 N 25TH STREET PATIO
URBAN ART OASIS
ORAL HISTORY LIVE-ACTION ORAL HISTORY PROJECT TO RECORD THE HISTORY AND FUTURE OF THE BUILDINGS
DANCE WORKSHOP TWO-DAY HIP-HOP WORKSHOP

« 1105 N 25TH STREET
HERSTORY REPEATED
THRIFT AND CONVENIENCE STORE
FRESH MARKET SHOP OFFERING FRUIT, WATER, JUICE, NOSTALGIC CANDY AND NUTS. PROVIDING COMMUNITY EDUCATION CLASSES

« 2501 Q STREET
COMMUNITY MESSAGE BOARD
ENCOURAGING AND ENNOBING DIALOGUE BETWEEN COMMUNITY MEMBERS

« 1000 N 25TH STREET
25TH ST MAKER SPACE
UNICIA BUSTER FINE ART & CRAFTS ARTIST GALLERY AND SHOP
APRIL SCOTT HAND-MADE GIRLS' DRESSES, HOODED CAPES, SKIRTS AND PANTS

« 1001 N 25TH STREET
JEWELS GENERAL CONTRACTORS

« 1000 N 25TH STREET
PLAZA MARKET
FARMER'S MARKET COLORFUL PRODUCE, FRESH DAIRY, BAKED GOODS, SKIN CARE, AND HANDMADE CRAFTS, AMONG OTHER SEASONAL AND SPECIALTY ITEMS

« P ST. & BURTON ST.
P STREET PLAZA
CLAIRE BERRY HAND PAINTED WOODEN BEAD NECKLACES & KNITTED FLOWERS
EMILY MONROE VARIOUS GOODS FOR CYCLISTS FROM RECLAIMED MATERIALS
MOLE BARN CLOTHING & JEWELRY, PLUS ART ACTIVITIES FOR THE WHOLE FAMILY
NICKI STEIN VISUAL ARTS CENTER OF RICHMOND PRESENTS PROJECTS, WORKSHOPS & DEMOS
SHONIA MARROW CREATIVE URBAN CRAFTS CUSTOM-MADE SPORT CLOTHING & ACCESSORIES
SUEY PELETER JEWELRY & SCARVES
NEW NORMAL ECO-FRIENDLY AMERICAN GROWN AND SEWN TEES, HOODIES, YOGA WEAR & JEWELRY
BON SECOURS ACTIVATION TENT

SATURDAY, JUNE 14, 2014

- 7:30 A.M. WALK-UP REGISTRATION FOR 5K**
- 9 A.M. TO 3 P.M. CHURCH HILL NORTH BETTER BLOCK PROJECT DAY 2**
9 A.M. FREE INAUGURAL BETTER BLOCK 5K // INTERSECTION OF N. 25TH STREET AND P STREET
- FOOD TRUCK COURT**
- 10 A.M. PARTNERSHIP FOR SMARTER GROWTH COMMUNITY WALK AND TALK // BEGINS AT EAST END PUBLIC LIBRARY, 1200 N. 25TH STREET**
- 10:30 A.M. TO NOON MUSICAL PERFORMANCES BY LOCAL ARTISTS**
NOBS! BRASS BAND // OUTDOOR STAGE AT N. 25TH STREET AND VENABLE STREET
- 1 PM. TO 2 PM. MUSICAL PERFORMANCES BY LOCAL ARTISTS**
CHKN GRESE // OUTDOOR STAGE AT N. 25TH STREET AND VENABLE STREET
- POP-UP SHOPS**
FARMERS MARKET PLAZAS
ENHANCED STREETSCAPES INCLUDING PARKLETS, NEW TEMPORARY CROSSWALKS AND BIKE LANES AND PUBLIC GATHERING SPACES
PUBLIC ART INSTALLATIONS THROUGHOUT THE BETTER BLOCK AREA



WINTER HILL BETTER BLOCK

december 12-13, 2015
SATURDAY 4-9PM | SUNDAY NOON-4PM
broadway@temple

Full schedule of events & Sign up to be volunteer or vendor
<http://www.somervillebydesign.com/>



BUILD AND BUY

