



# *Place Making for the Well-Designed Community:*

**Ilene R. Tyler FAIA, FAPT**

**Norman Tyler AICP**

**He continues:**

**“The bigger question that fascinates me is this: How did we stray so far from the physical planning concepts that served professionals so well in the early part of the last century? What led us to think that we could define our communities primarily through words and numbers and let their physical form be determined primarily by policy-makers, regulators and developers?”**

*Peter Katz*



# The City



# Design in community planning is needed at 3 different levels:

The City

The Neighborhood





# Design in community planning is needed at 3 different levels:

The City

The Neighborhood

The individual site



## **Tools for good community design:**

- Precedents**
- Context**
- Patterns**
- Connectors**
- Design guidelines**
- Participatory planning**



**Rule #1:**

**Design spaces in the public realm  
prior to private development**

*Precedent:*  
*City Scale*

**Piazza San Marco**  
**Venice, Italy**





*Context:*  
*City Scale*

**Inner Harbor  
Baltimore**



**Civic buildings in public squares  
give a community focus**



*Context:*  
*City Scale*

**Courthouse Square**  
**Lapeer, Michigan**



**Common green spaces form  
the heart of a neighborhood**



## Savannah, Georgia:





# Savannah, Georgia:





**Connectors link important  
areas of the community.**

# 16<sup>th</sup> Street Mall

## Denver





# 16<sup>th</sup> Street Mall, connecting Lower Downtown (LoDo)...

Denver





**16<sup>th</sup> Street Mall  
...to Civic Plaza  
Denver**





# I-696 Crossing

Detroit





**Vertical elements draw attention  
to landmark sites**



# Washington Monument

Washington, D.C.



*Context:*  
*Campus Scale*

**Burton Tower**  
**University of Michigan**





**Petosky**

**Waterfront link**



**Arches serve as  
symbolic gateways**



*Context:*

*Neighborhood Scale*

**Washington Square  
New York City**



*Pattern:*  
*City Scale*

**Gateway Arch**  
**St. Louis**





**Make entries  
clearly evident.**

**Mark the neighborhood entrance with gateways,  
not to separate, but to serve as a common meeting point  
St. Louis**





**Areas are made more  
walkable through enhanced  
pedestrian features**

# Linking activities

## Pedestrian walkthrough

### Northville





## Neotraditional streetscape



**Plan spaces that  
encourage experiences**



## Create experiences

**“Recognizing experiences as a distinct economic offering provides the key to future economic growth.”**

*B. Joseph Pine, II, and James H. Gilmore*

# *The Experience Economy*



*Work Is Theatre &  
Every Business a Stage*

B. JOSEPH PINE II  
JAMES H. GILMORE

# Economics of the Experience Economy

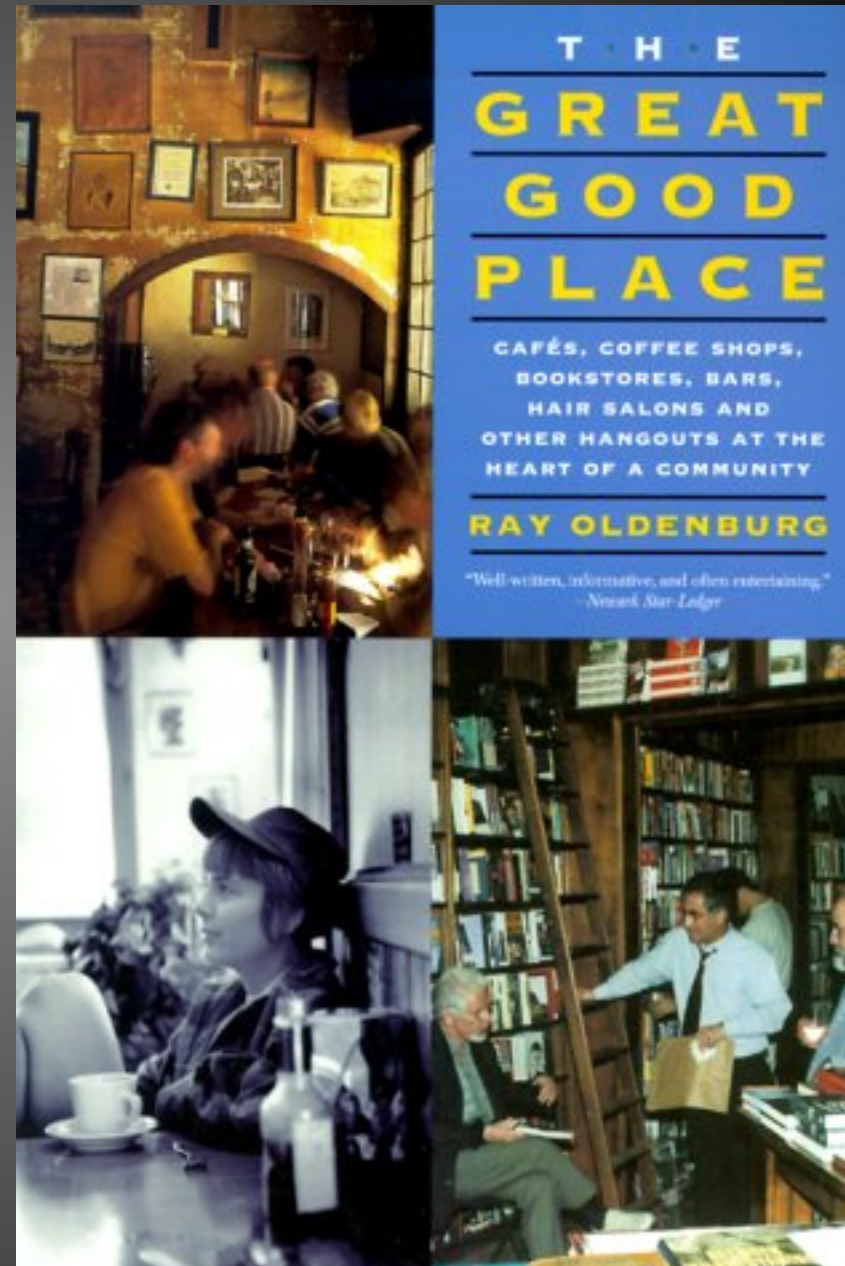
**Starbucks is now selling wine**





# Third Places

Where people come to meet



**Incorporate a preservation plan  
into your comprehensive plan**



## **The planners' plan has many elements...**

- **Land use**
  - **Transportation**
  - **Natural features**
  - **Housing and  
community development**
  - **Economic development**
  - **Infrastructure  
and others...**
- 

## **The preservationists' plan has one basic element...**

- **Preservation of  
historic properties**

**Modify zoning  
to recognize character areas  
within a larger urban area**



# Character Districts Map

# Ann Arbor



**Adopt design guidelines**



## **Varied Approaches to Design Guidelines:**

**General objectives:** “There shall be high quality design.”

**Encouragement:** “Petitioner should try to...”

**Consider:** “Take into account traffic, views, ...”

**Criteria:** “The following check list...”

**Requirements:** “Petitioner shall provide shelter at doorways.”

**Standards:** “Minimum of 40% window openings on ground floor.”

**Take full advantage of  
your water resources**



**Respect the water's edge.**

**Preserve a belt of common land immediately beside the water.**

*Ludington beach*



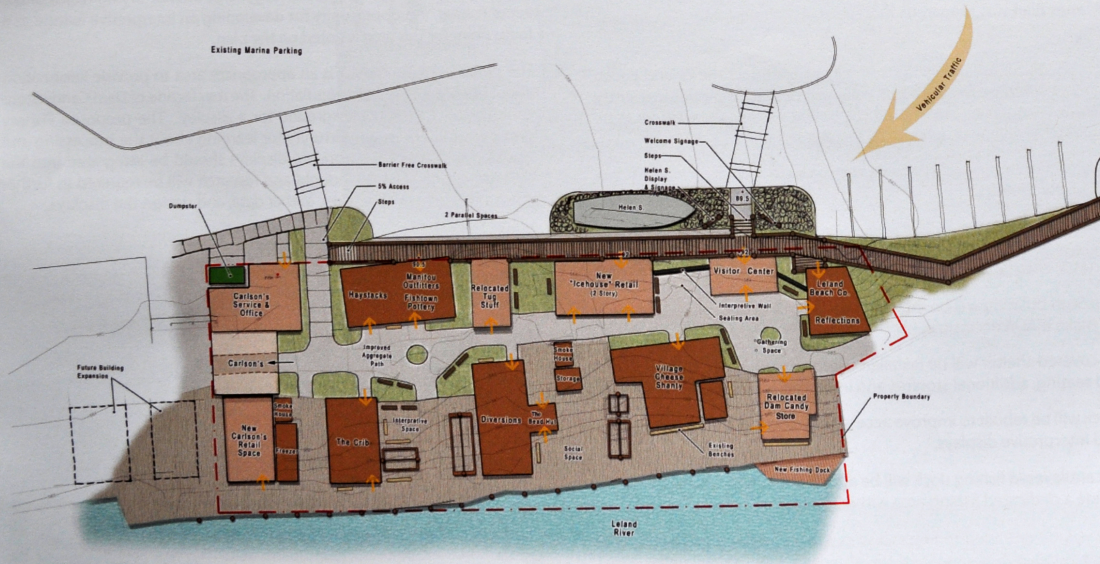


# Leland, Michigan Fishtown

## ALTERNATIVE CONCEPT C

This alternative represents the most significant modification and provides reintroduction of historic-type buildings and elements into the layout representing a higher level approach to building adjustments and costs. Some of the recommendations of Alternative Concept C include the following:

- Provide a new walkway for the entire length of Fishtown within the existing access drive (public right-of-way). The boardwalk will be elevated to provide ADA access into the buildings and to the back of buildings.
- Place the Helen S display within the access drive and at the front entrance to Fishtown.
- Modify the site entrance, removing the rocks and adding wooden decking and stairs.
- Add an open-air picnic area.
- Provide picnic tables/gathering space on the west side of the visitor center, improve access to the bank and providing an interpretive/donor wall.
- Rotate the Tug Stuff building 90 degrees.
- Add a 2-story icehouse building for additional storage, office, and retail.
- Dismantle the Fishery and move or reconfigure entirely onto FPS property.
- Provide ADA access into buildings along the boardwalk and at the east side of the Fishery and connect to new harbor ADA access.
- Add a fishing dock close to the dam.
- Improve all surface materials (i.e., aggregate, decking, grass/landscape).
- Locate dumpster into a new storage/dumpster shed north of the Fishery.
- Provide an iconic welcome sign, wayfinding signage, and crosswalk markings.
- Move the Dam Candy Store building slightly south to add more gathering space.
- Consider acquisition of Manitou Island Transit property and carry the Fishtown "main street" theme westward.



Alternative Concept C



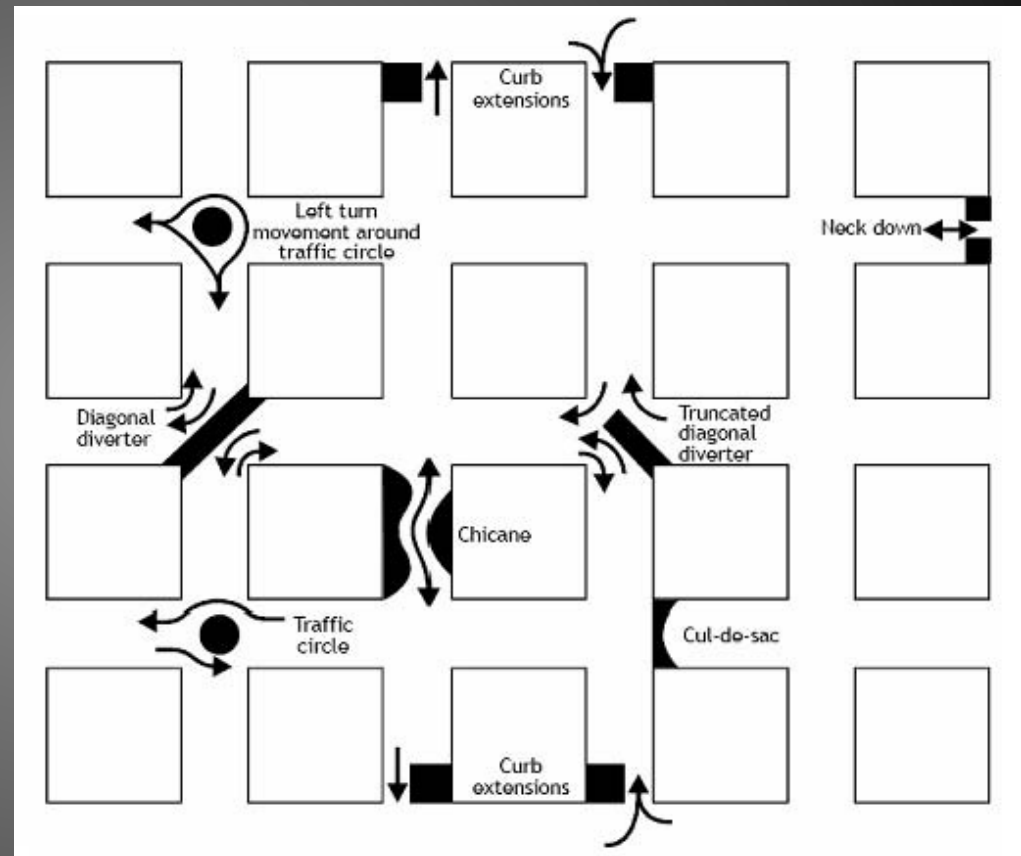
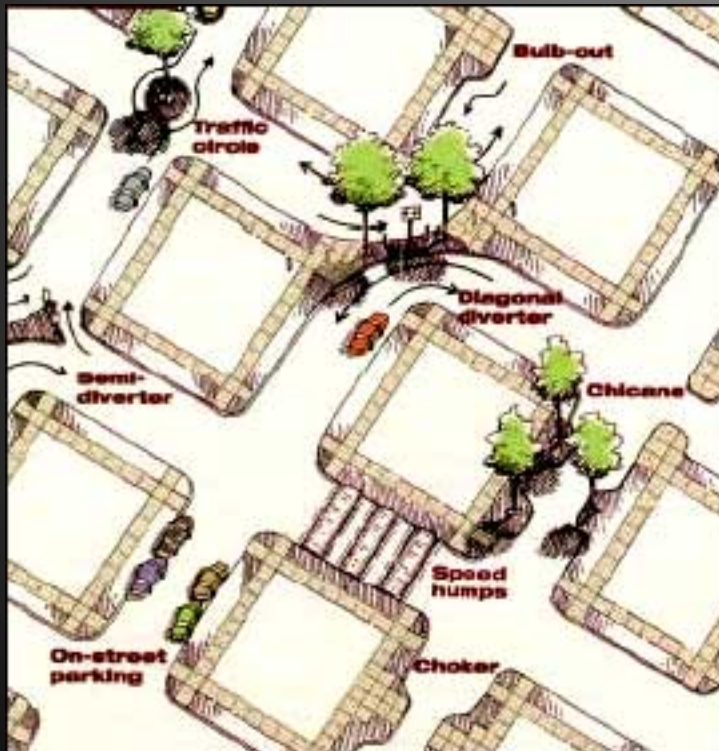
Alternative Concept C - Perspective View Looking South



**Look at transportation  
from new perspectives**

# Cut the number of streets coming into a neighborhood

## Traffic calming





Plazas as the center  
of community life

In America,  
our plazas are linear;  
they are called streets.



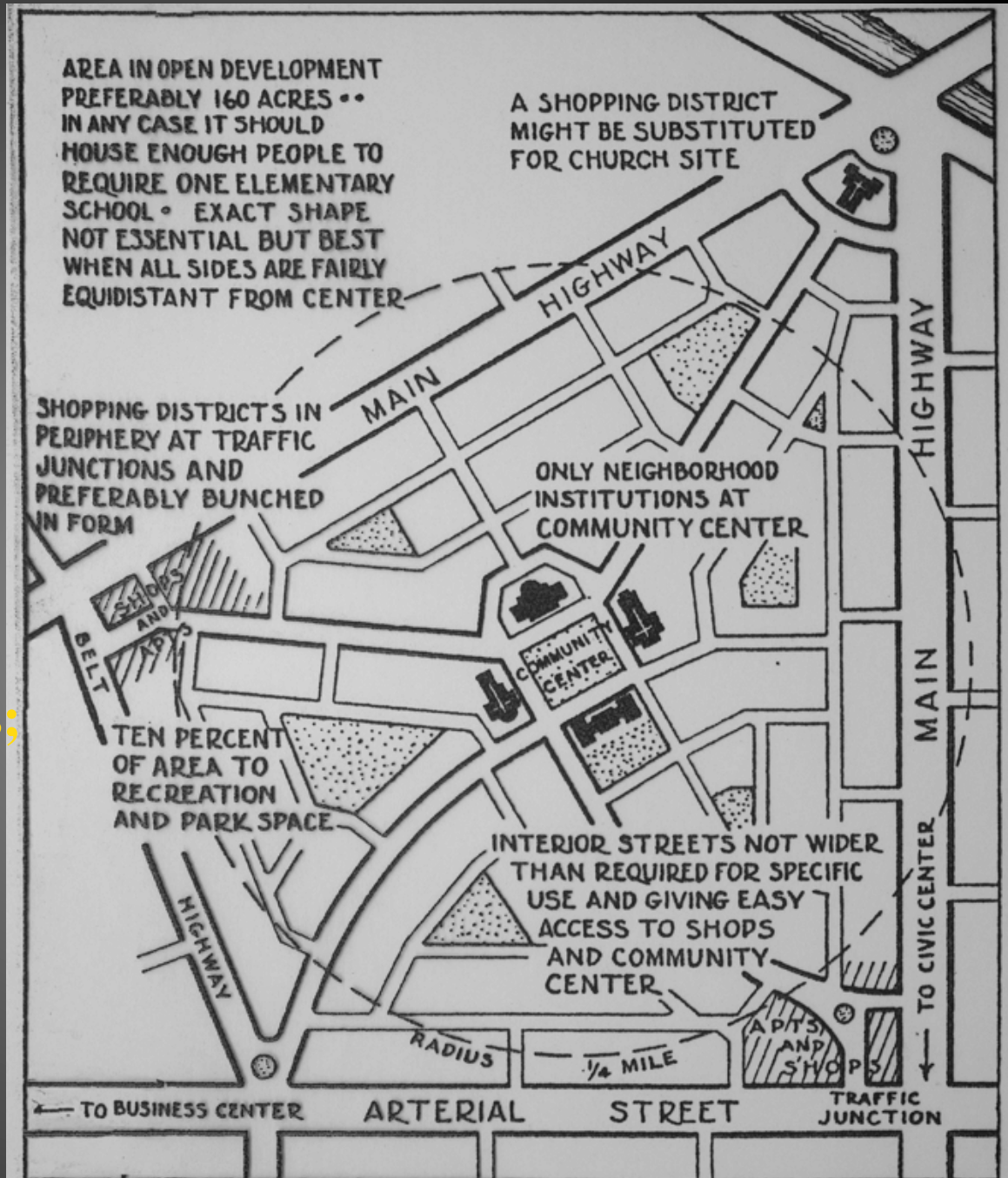
**Plan neighborhoods  
at an appropriate scale**



**Neighborhoods  
should have  
defined boundaries.**

**A community center;  
access through  
secondary streets**

**Commercial on the edges;  
access through  
primary streets**



**Encourage resident participation  
in the design process**





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### Project Spotlight



Prince George's Facade

**Click Here  
To Donate!**

Become a member of  
NDC and support our  
pro-bono design and  
planning services!

# NEIGHBORHOOD DESIGN CENTER

designing, planning, building  
better neighborhoods

### Volunteer Spotlight

This month's Spotlight features  
**Sandy Sparks**, 2009 Larry Reich  
Award winner.



# Austin, Texas

## Design Charrette

### Purposes:

- Educate residents to principles of New Urbanism.
- See how New Urbanism compared to existing land development codes.
- Make citizens aware of other possibilities.
- 150 participants at the downtown colosseum for one intense day exercise
- Used large scale buildings that could be moved around
- Considered alternative plans for 4 separate sites, 2 teams per site
- Architects and planners were there to assist citizen teams.





**Explore possibilities  
for place-making  
using virtual design**

# Sketch-Up Illustration

## Mt.Morris, Michigan





## Online simulation exercises



Online applications for local government

# CITY HALL COMMONS

### Links to...

[The Rivertown Simulation](#)

[Topic web pages](#)

[EMU Planning Program](#)

[Who we are](#)

## WELCOME

to the **CITY HALL COMMONS** web site.

The City Hall Commons project includes educational exercises in community planning. Through its hundreds of web pages, instructors and students can explore planning principles tied to the fictional city of Rivertown.

Information on this Web site is available from City Hall Commons project director and web author [Norm Tyler](#). Feedback and comments on the site are encouraged.



City halls: Bay City, Michigan; Philadelphia; Columbus, Indiana; Calumet, Michigan

# Tyler books

