

# Placemaking & the Master Plan



# Focus on Placemaking

- Very few local Master Plans focus on placemaking as essential to effectively competing for knowledge workers in the New Economy.
- The contents of local placemaking elements to include in the Master plan will vary tremendously depending on where a local jurisdiction is located.



## Putting Place into Plans

1. Coordinate with region
2. Placemaking Principles
3. New Elements
4. Place, Form & Character



# 1. Coordinate

- This requires local strategy development that is consistent with and complements the Regional Strategic Growth Plan.
- Pick and Choose according to your role



## 2. Planning Principles & Best Practices

- All local Master Plans should be rooted in a set of planning principles and best practices that are appropriate for the community in question. Examples include:
  - Ten Smart Growth Tenets
  - New Urbanism



## New Urban principles ( these build place)

- neighborhoods should be diverse in use and population;
- communities should be designed for the pedestrian and transit as well as the car;
- cities and towns should be shaped by physically defined and universally accessible public spaces and community institutions;
- urban places should be framed by architecture and landscape design that celebrate local history, climate, ecology, and building practice.



## 3. Master Plan Elements

- Following are typical Master Plan elements:
  - Future land use map and policies
  - Infrastructure maps and policies
  - Redevelopment maps and policies
  - Relationship to zoning
  - Recommendations for implementation
  - Master street plan
  - Subarea plans



# Elements to Expand in Master Plan

- Supplement section on Planning Principles & Best Practices to reflect those used to guide development and implementation of the Master Plan consistent with the Regional Strategic Growth Plan.
- Supplement the introduction and vision chapters to integrate appropriate elements from the Regional Strategic Growth Plan and the Regional CEDS Plan, and explain the relationship of these plans to the local Master Plan (include relationship to any other local economic development plan as well).





## Elements to Expand (continued)

- Supplement green infrastructure description with discussion of strategies to better integrate and link green infrastructure throughout the community.
- Supplement infrastructure chapter with treatment of broadband communications (in those communities without high speed internet access) and any other key missing gray infrastructure.
- Supplement transportation chapter
  - With sidewalk inventory and completion strategy
  - With bicycle path and trail strategy
  - With transit stop and expansion strategy (in those communities large enough for transit).



# New Elements to Include

- Add a new section or chapter on placemaking and place-based strategies as they relate to population retention, and talent attraction.
- Add a new section or chapter on regionalism/intergovernmental cooperation/issues of greater than local concern.



# Integration of Regional Growth Strategies

- All changes to the Master Plan to reflect Regional Strategic Growth Strategies will be driven by what the Regional Plan covers. For example:
  - Focus on placemaking improvements in large cities and small towns (pedestrian improvements, bike paths, outdoor restaurant seating, street enhancement projects, mixed use development, etc.)
  - Focus on integration of green infrastructure throughout the region
  - Focus on culture and arts expansion
  - Focus on rural identity and communication access



## 4. Place Form & Character





T1 - Natural



T2 - Rural



T3 - Suburban



T4 - Urban



T5 - Center



T6 - Core



**D District**



**T6 Downtown**



**T5 Center**



**T4 Urban**



**T3 Suburban**

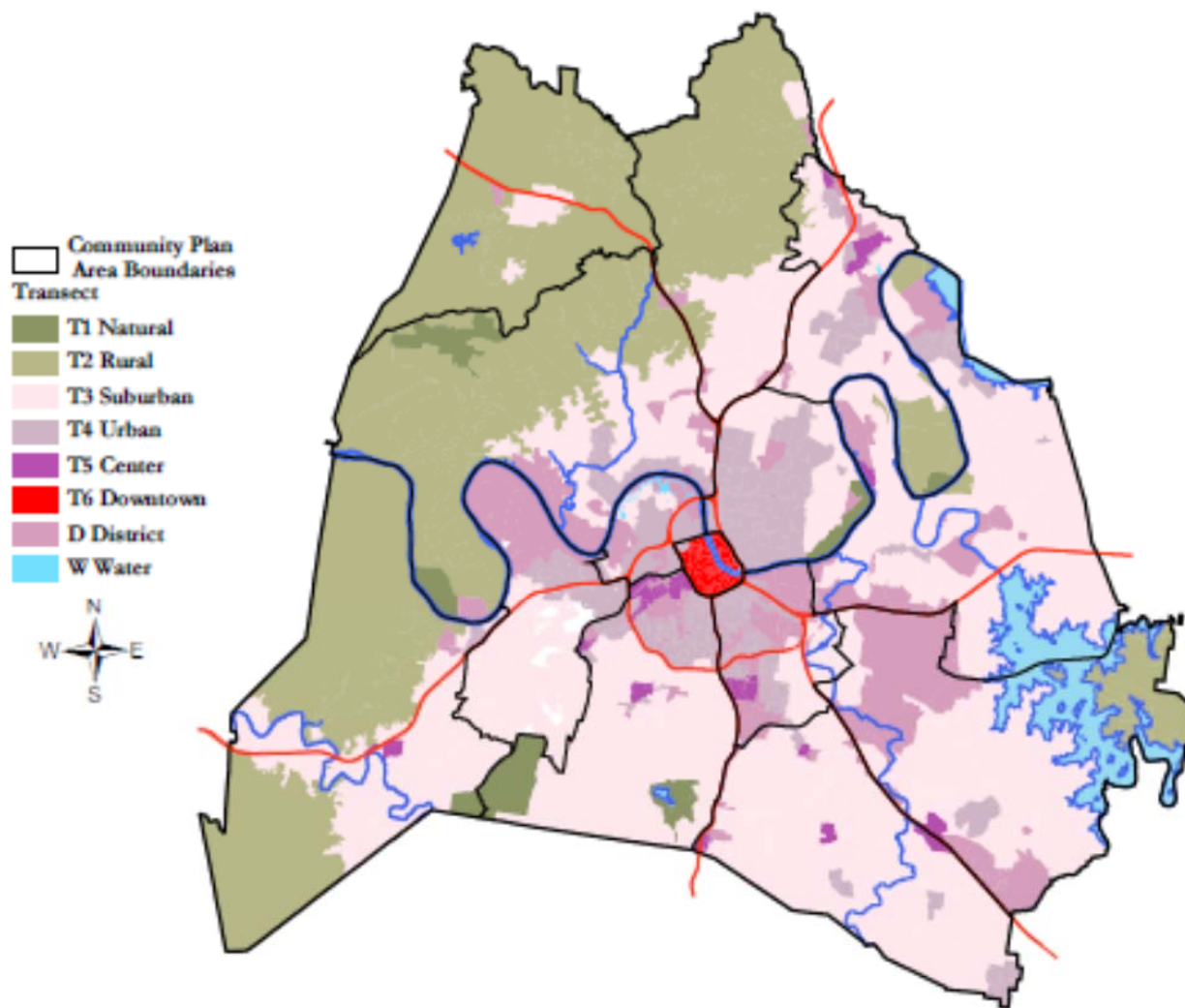


**T2 Rural**



**T1 Natural**





This is a generalized Transect map of Davidson County. The Transect categorization for each community is determined during the Community Plan Update process, the Detailed Design Plan process, or during a plan amendment.

## Each Transect Area has “Community Elements”

- 1. Open space/parks
- 2. Neighborhoods
- 3. Centers
- 4. Corridors



Character of varies by transect area. There are neighborhoods in rural, suburban, urban and core transect areas, but the character varies in each transect area due to different urban design standards.















## Move from Land Use To Community Character

- PRESERVE
- ENHANCE
- CREATE



Transect	Elements	Intent	Policy
 	 <p data-bbox="730 297 1047 354"><b>Open space</b></p>	<p data-bbox="1163 288 1356 354">Preserve &amp; Enhance</p>	<p data-bbox="1445 302 1781 339">T3 Suburban Open Space</p>
	 <p data-bbox="660 574 1105 631"><b>Neighborhoods</b></p>	<p data-bbox="1163 511 1309 548">Preserve</p>	<p data-bbox="1445 511 1819 576">T3 Suburban Neighborhood Maintenance</p>
	 <p data-bbox="768 859 989 916"><b>Centers</b></p>	<p data-bbox="1163 654 1271 691">Create</p>	<p data-bbox="1445 654 1819 719">T3 Suburban Neighborhood Diving</p>
 	 <p data-bbox="738 1145 1020 1202"><b>Corridors</b></p>	<p data-bbox="1163 782 1356 848">Enhance &amp; Create</p>	<p data-bbox="1445 796 1819 862">T3 Suburban Neighborhood Control</p>
		<p data-bbox="1163 939 1309 976">Enhance</p>	<p data-bbox="1445 939 1877 976">T3 Suburban Community Center</p>
		<p data-bbox="1163 1053 1356 1148">Preserve, Enhance, &amp; Create</p>	<p data-bbox="1445 1082 1877 1119">T3 Suburban Residential Corridor</p>
		<p data-bbox="1163 1225 1309 1262">Enhance</p>	<p data-bbox="1445 1225 1877 1262">T3 Suburban Mixed Use Corridor</p>

# Design Lansing 2011

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## APPENDICES

Community Profile (Published as Separate Volumes)



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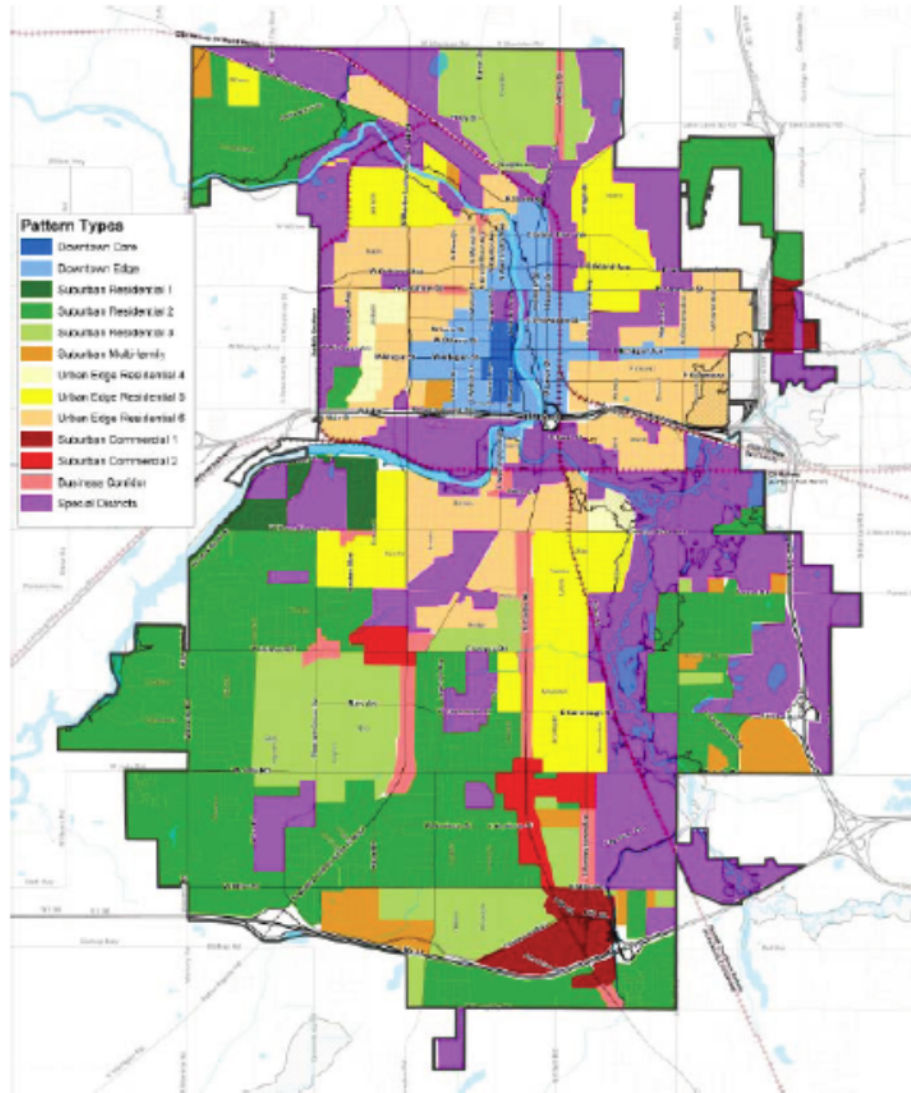
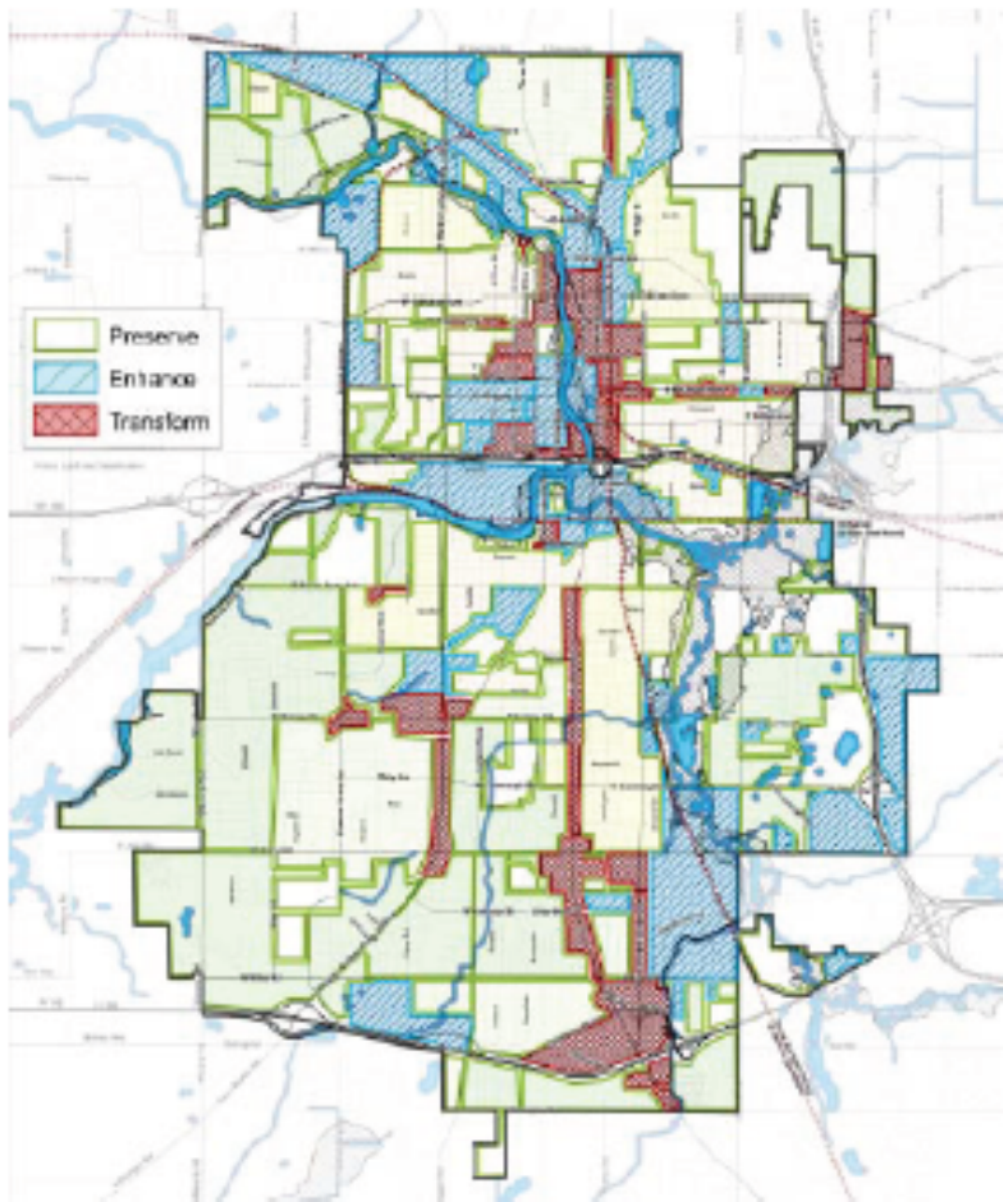


Figure 7-3: Lansing Existing Pattern Types

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# Placemaking Elements

- Street & Block patterns
- Street Design
- Street & Building Relationship
- Open Spaces
- Mix of Uses
- Densities
- Building Design





# Bring All of this back to Vision & Character

- Draft policies and strategies to move toward desired vision and character



# Putting Place Into Plans Summary

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