Placemaking, Public Art, & Green Streets

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What is Placemaking?

Became a popular term in the 1990’s

Origins date to the 1960’s with the writings of Jane Jacobs and William ‘Holly’ Whyte
What is Placemaking?

“an overarching idea and a hands-on approach for improving a neighborhood, city, or region, Placemaking inspires people to collectively reimagine and reinvent public spaces as the heart of every community.”
What is Placemaking?

“Streets are our most fundamental shared public spaces”

“...but they are also one of the most contested and overlooked.”
Temporary placemaking

Limited Engagement
Starts the Conversation
Low Cost of Entry
Temporary placemaking: Engage the public in a collaborative way about the importance of quality public space.
Temporary placemaking

Temporary placemaking is a great starting point to a larger project or to start community engagement

Public Art
Public art and interactive art installations are great ways to draw visitors into new spaces or corners that they wouldn’t otherwise visit. Or, to create an experience along the way to an existing destination.

Events
Temporary placemaking can be built around events, such as farmer’s markets, concerts, food trucks, and other festivals.

Fill the voids
A great way to help the community envision how a vacant lot can be transformed, or how a nuisance can become an amenity or rekindle a sense of community pride.
An on-demand mobile community outreach platform. Brightly-colored moveable furniture, outreach materials, and activities are stored in a POD which is delivered to the event.
Placemaking

Built over time
Builds on the community’s assets
Substantial capital investment
Placemaking
placemaking needs to respond to the place. It’s not a one size fits all recipe.

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R Street Corridor
Sacramento

Stitches Together Existing Amenity
Cohesive Design Identity
Economic Engine Starter
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The Bridge District
West Sacramento

Ground-up Development
Green Streets at the Center
Cultural Connections
The Bridge District
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Placemaking

Placemaking needs to respond to the place. It’s not a one size fits all recipe.

- **R Street**
  - Built within an existing corridor, reinforces identity, creates linkages between new and existing amenity.

- **The Bridge District**
  - Redevelopment, but a clean slate, creates a place with art and design at its center.

- **Components & Design**
  - Green street design considerations, critical functional components.
Purpose

Move people and things
Purpose

Location for Public Infrastructure
Purpose

Create a Place
User Needs

Space
User Needs

Space (sometimes you don’t have it)
Sidewalk

3 Zones: Services, Active, Transition
User Needs

Protection & Security
User Needs

Organization and Visual Cues
Trees

2016 US Forest Service Study of California’s Urban trees:
over $1b annual value

- Carbon Storage
- Air Filtering
- Energy Savings
- Real Estate
Trees

- 9.1 million trees provide annual services valued at $1 billion or $110.63 per tree.
- Street tree numbers have increased since 1988, but tree density has dropped 30%.
- Species diversity is good state-wide, but many cities over-rely on a single species.
- City streets are at 36.3% of full stocking, with 16 million vacant planting sites.
- Return on Maintenance/Management: $5.82 for every $1.00 spent
Trees

Provide Shade
Trees

Rainwater Interception (reduces required sizes of LIDs, often by 25%)
Trees

Enclosure and Placemaking
Trees

Enclosure and Placemaking
Trees

Plantable volume (suggested minimums: 1,200 cubic feet for a large average canopy tree, 768 cubic feet for medium trees, 432 for small trees). Options in lieu of large planters:

Structural Soil (+/- 80% rock/sand, 20% loam)
1. CU Soil (Cornell University) rock based
2. “Amsterdam Soil” sand based

Suspended Pavement (+/-80% loam vs. “natural” planter)
1. Silvacell (post and beam)
2. Stratavault (large cell)
Trees

Comparison between typical island planter, Stratacell and Stratavault (UC Davis). Contract grown hybrid oaks, 24” box, after 1 year:
Trees

Suspended Pavement Installation (Stratavault)
Trees

Suspended Pavement Installation
Trees

Suspended Pavement Installation
Stormwater Mitigation Goals

Increase Duration (limit maximum volume)
Decrease Concentration (limit maximum volume)
Provide Infiltration (improve quality)
Stormwater Strategies

Permeable Pavers  Pervious Concrete
Stormwater Strategies

Stormwater Planters
Stormwater Strategies

Stormwater Planters

Smaller areas are more expensive in general.

Irrigation: must be drip or micro-emission in areas less than 10’ wide, and areas within 24” of a non-permeable surface.
Stormwater Strategies

Vegetated Swales and Basins
Stormwater Strategies

Vegetated Swales and Basins
Stormwater Strategies

Basins and Wetlands
Stormwater Strategies

Basins and Wetlands
THANK YOU
credit

Placemaking Graphics: Project for Public Spaces
Park in a Pod: ASLA Sierra Chapter
BIM infrastructure visualization: C Below Subsurface Imaging
Sidewalk zones: Photo by Luísa Schardong/EMBARQ Brasil, via thecityfix.com

California Tree Value: Structure, Function, and Value of street trees in California, USA, E. Gregory McPherson, Natallie van Doom, and John de Goede, USDA Forest Service, Pacific Southwest Research Station, 1731 Research Park Drive, Davis CA 95618

For additional research on sequestration nationally, see “Carbon Storage and sequestration by trees in urban and community areas of the United States