

MASTER PLAN CONCEPTS & DEFINITIONS

WHAT IS PLACEMAKING?

Placemaking is a collaborative process that capitalizes on a local **community's assets, inspiration, and potential**, resulting in the creation of **quality public spaces** that contribute to people's **health, happiness, and well being**. Strengthening the connection between people and the places they share, Placemaking is about designing cities for people, not just cars and shopping centers. It encourages creative patterns of use, paying particular attention to the physical, cultural, and social identities that define a place and support its ongoing evolution.

Placemaking involves observing, listening to, and asking questions of the people who live, work, and play in a particular space in order to understand their needs and aspirations for that space and for their community as a whole. It helps individuals to re-imagine everyday spaces, and to see anew the potential of **parks, downtowns, waterfronts, plazas, neighborhoods, streets, markets, campuses and public buildings.**

(Source: www.pps.org/reference/what_is_placemaking/)

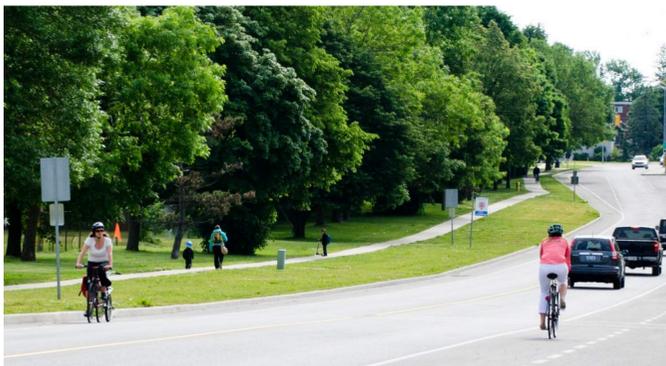
WHAT IS WALKABILITY?

Walkability is a measure of how friendly an area is to walking. Walkable **pedestrian-friendly environments** have many **health, environmental, and economic benefits**. Walkability contributes to and is directly related to the overall livability of a community.

Livability is the sum of the factors that add up to a community's **quality of life** - including the **built and natural environments, economic prosperity, social stability and equity, educational opportunity, and cultural, entertainment and recreation possibilities.**

What makes a neighborhood walkable? (Source: www.walkscore.com/walkable-neighborhoods)

- **A Center:** Walkable neighborhoods have a center, whether it's a main street or public space.
- **People:** Enough people for businesses to flourish and for public transit.
- **Mixed Income, Mixed Use:** Affordable housing located near businesses.
- **Parks and Public Space:** Plenty of public places to gather and play.
- **Pedestrian Design:** Buildings are close to the street, parking lots are relegated to the back.
- **Schools and Workplaces:** Close enough that residents can walk from their homes.
- **Complete Streets:** Great streets designed for bicyclists, pedestrians, and transit.



WHAT IS MISSING MIDDLE HOUSING?

Missing Middle Housing consists of multi-unit housing types such as **duplexes, fourplexes, bungalow courts, townhouses, and live/work units** that are desired but often missing in most communities. Since the early 1940s, regulatory constraints and the incentivization of single-family home ownership have led to suburban, auto-dependent patterns of development. However, fewer people are buying single-family homes, preferring instead to live in more pedestrian-friendly environments.

Missing Middle housing is about providing **housing choices in a walkable context, smaller unit sizes, and a greater sense of community.** The most important aspect of these types of housing is that they are built within an **existing or newly created walkable context** - buyers and renters of these types of houses are choosing to trade larger suburban housing for less space, no yards to maintain, and proximity to services and amenities such as restaurants, bars, and transit. (Source: www.opticosdesign.com/growing-missing-middle-housing-demand-among-u-s-aging-population/)

