

TACTICAL URBANISM

Short-Term Action || Long-Term Change

A Workshop For:

Downtown Revitalization & Management Institute's
Designing Downtown NOW!

Real Tactics and Tools to Enhance Your Businesses and Districts

July 25, 2012

Mike Lydon, CNU-A
Principal

STREET
PLANS
MIAMI NEW YORK

Overview

- Street Plans
- Tactical Urbanism
- Key Characteristics
- Why Now?
- Case Studies



STREET **PLANS**

MIAMI

NEW YORK

WE'RE A PLANNING, DESIGN, AND ADVOCACY FIRM

Street Plans Does...

- Active Transportation + Transit Planning
- Urban Planning + Policy Development
- Urban + Architectural Design
- Public Outreach and Web Design
- **Research + Advocacy**



street plans: brooklyn office

STREETPLANS

PROJECT MAP

June, 2012

Completed Projects

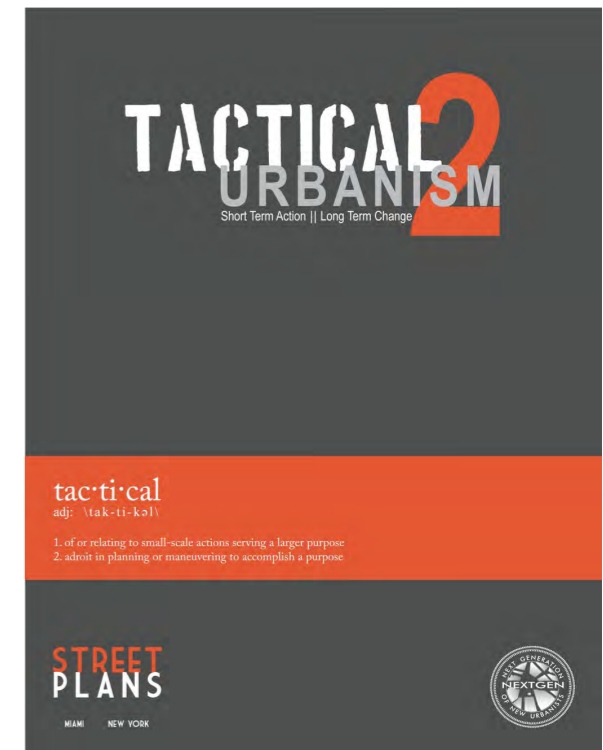
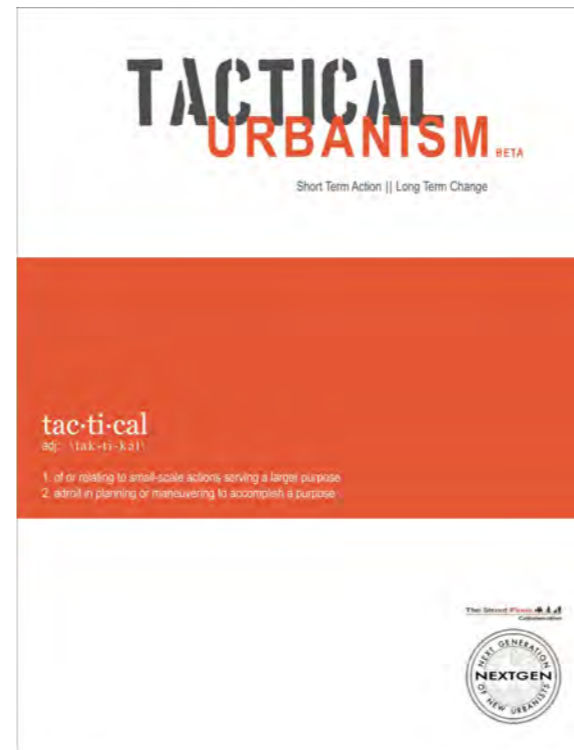
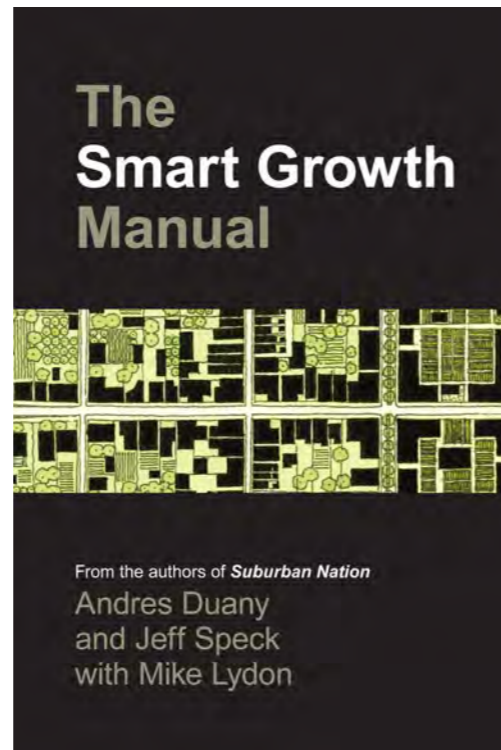
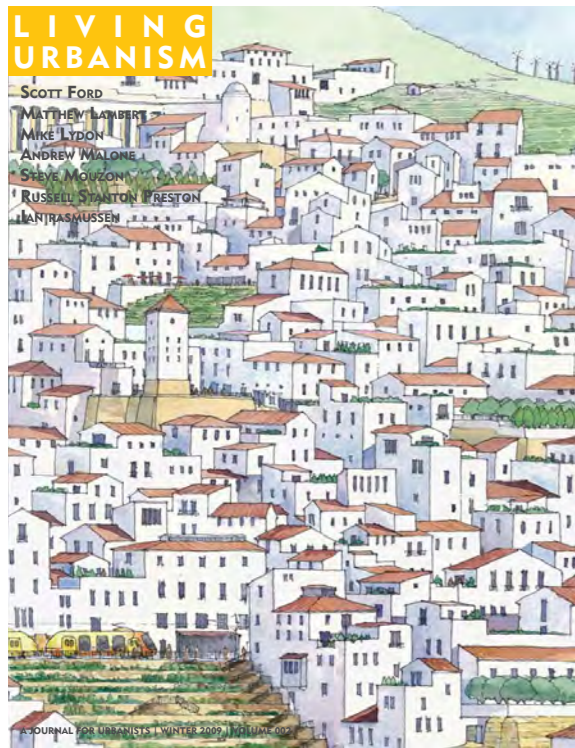
- City of Miami, FL Bicycle Action Plan
- City of Miami 2030 Bicycle Master Plan
- City of Miami, FL Health District Pedestrian and Bicycle Study
- City of Miami, FL Bicycle-Friendly Community Application
- Urban Environment League Website, Miami, FL
- Plan Stone Avenue, Greenville, SC
- 48x48x48 Oyster Bay, NY
- Westminster, CO 2030 Bicycle Master Plan
- Damariscotta, ME Heart And Soul Plan
- Brunswick, ME Downtown Master Plan
- Denis Port, MA Master Plan Charrette
- Bristol, CT Conceptual Bicycle Plan
- Access to Success, Cambridge, MA
- Allentown, PA Bike and Pedestrian Improvement Plan
- Brighton Boulevard Context-Sensitive Design, Denver, CO
- SmartGrowth Rhode Island Bicycle and Pedestrian Trainings
- El Paso, TX Comprehensive Plan
 - Neighborhood Design
 - Bicycle Route Plan
 - SmartCode Bicycle Module
 - Project Website Design
- The Open Streets Project
- Fitchburg, WI SmartCode Bicycle Module
- Jean Lafitte, LA Town Resiliency Master Plan
- Brownsville Healthy Places to Live Plan, Brooklyn, NY

Projects Underway

- Bicycle Master Plan Update, Miami Beach, FL
- New York City Bicycle Share Program, New York City, NY
- The Harbor Ring, NY/NJ
- Bicycle City, Gaston, SC
- Trailnet Bicycle Commuting Awareness and Encouragement Media Campaign, St. Louis, MO
- 5401 North Bikeway Overlay Plan, Raleigh, NC
- Albermarle County, NC Regional Bicycle Master Plan
- Rio Grande Boulevard Bicycle Facility Design Plan, Albuquerque, NM
- El Paso, TX SmartCode Zoning Applications



Research + Writing: Sharing Knowledge, Advocating Change



PATTERN CITIES
 home concept pattern cities
 Archives Select Month
Pattern Cities
In the history of civilization, select settlements have played a greater role than others in shaping regional and global urban landscapes. Today, a handful of cities continue to establish innovative urban development paradigms. These places, which we call Pattern Cities, provide the foundation and inspiration for this website.
 London
 Since the industrial revolution, London has exported as many transformative ideas as any other city, including the world's first subway system; modern public health infrastructure; the concept of Garden Cities; and numerous architectural icons. From economic and urban development policies, to sustainable transportation advances, London continues to set an example for cities the world over.
 Paris
 From its sidewalk culture and boulevards, to its romantic

TRANSITMIAMI.COM
 MOVING FORWARD, TOGETHER
 ARCHIVES AUTHORS MY COMMISSIONER EDUCATION
Broward B-Cycle Launches Today
 by JM PALACIOS on DECEMBER 14, 2011 · 2 COMMENTS
 South Florida's second bike sharing program launches today, December 14th! After over a year of planning, permitting, bringing people on board with the concept, and even getting cities to pass new ordinances permitting advertising at their stations, B-Cycle is finally ready to roll out with 200 bikes and 20 stations. That number should expand to 275 within a month.
 If you're able, head to one of the launch events during the day.

Hollywood:	10:00 AM	326 Johnson St.
Fort Lauderdale:	1:30 PM	Esplanade Park
Pompano Beach:	4:00 PM	Aquatic Center

The Open Streets Guide
 Opening Streets to People || Sharing Resources || Transforming Communities
 STREET PLANS
 MAMI NEW YORK
 Alliance for Biking & Walking



"IT IS ABSURD TO LEAVE CORRECTIVE MEASURES IN THE HANDS OF THOSE RESPONSIBLE FOR THE PROBLEM IN THE FIRST PLACE."

- LEWIS MUMFORD

TACTICAL Urbanism

“...It is about getting it right for now and at the same time being tactical and strategic about later...and about disturbing the order of things in the interests of change.”

- Nabeel Hamdi

author: about the art of practice and the limits of planning in cities

TACTICAL² URBANISM

Short Term Action || Long Term Change

tac·ti·cal
adj: \tak-ti-kəl\

1. of or relating to small-scale actions serving a larger purpose
2. adroit in planning or maneuvering to accomplish a purpose

STREET
PLANS

MIAMI NEW YORK



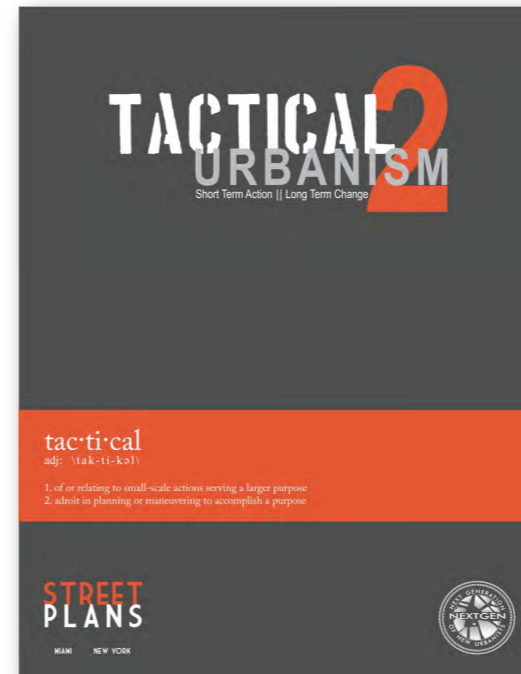
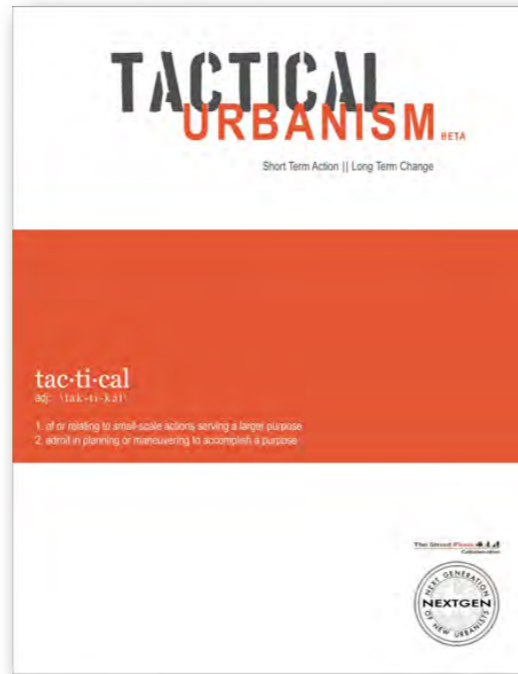
5 Key Characteristics

- **Vision:** A deliberate, phased approach to instigating change.
- **Context:** The offering of local ideas for local neighborhood challenges.
- **Agility:** Short-term commitment, iterative
- **Value:** Low risk, high reward.
- **Community:** The development of social capital between citizens and the building of organizational capacity between public-private institutions, non-profits, and their constituents.



Madison, WI

Our Method: Open and Collaborative





QUEENS

October 2011



PHILLY

April 2012



Impact

Vol. 1 Published in March 2011 30,000+ views/downloads

Vol. 2 Published in March 2012 29,000+ views/downloads



PLANETIZEN

HOME
NEWS
BLOG
FEATURES
NEWSLETTER
ABOUT
JOBS
ADVERTISE
ANNOUNCE
CONSULTANTS
AICP
COURSES
SCHOOLS
STORE
FORUMS
RADAR

PLANETIZEN PICKS
Top Books
Top Thinkers
Top Websites
Twitter Feeds

CONTRIBUTE
Add News
Add Job
Add Announcement
Add Consultant

Home »
Top Planning Trends of 2011-2012
World | Architecture | Community | Economic Development | Education & Careers | Energy | Environment | Features | Government / Politics | History / Preservation | Housing | Humor | Infrastructure | Land Use | Landscape Architecture | Social / Demographics | Technology | Transportation | Urban Development / Real Estate
27 February 2012 - 4:00pm
Author: **Jonathan Nettler**

Over the course of the year, the editors of Planetizen review and post summaries of hundreds of articles, reports, books, studies, and editorials related to planning and urban development. Here are our picks for the most notable planning trends of the past year, and the topics that we'll be paying special attention to in 2012.

A survey of the last year's planning and development landscape reveals that the fallout from the economic downturn and housing crisis are still being felt. Not only have the repercussions given planners and designers an occasion to reconsider fundamental questions regarding suburban development patterns and the "American Dream" of homeownership, they also provide an opportunity for local governments to rethink how they provide services in a new economic era. With a presidential election looming this year, we're sure to see more reflection on the urban policies of the Obama Administration, and the politicization of urban issues continue to intensify.

Read the full summaries below.

Tactical Urbanism



Known by many names, this emerging field of urban intervention, whether deemed tactical, temporary, guerrilla, pop-up, ad-hoc, DIY, or open-source, covers a range of projects from the officially sanctioned parklets of San Francisco and the pedestrianization of Times Square, to bottom-up projects such as street libraries in New York and guerrilla wayfinding in Raleigh. The topic will be explored in depth later this year at the Venice Biennale as the focus of the U.S. pavilion being organized by the Institute for Urban Design.

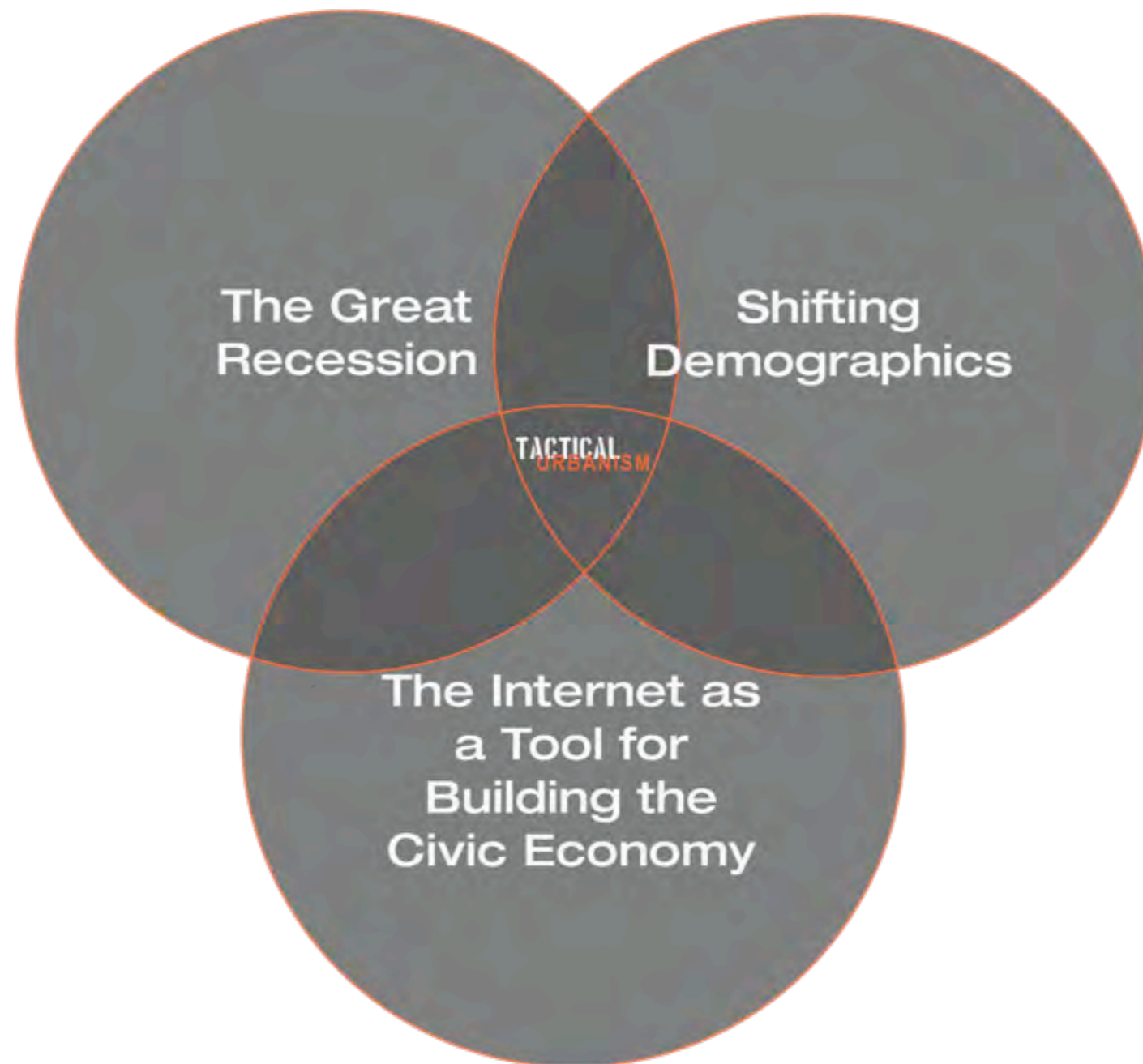
Arising out of funding challenges brought on by the recession, frustrations with the drawn-out approvals process, the organizational opportunities provided by the internet and social media, emerging technologies, and courageous designers, tactical urbanist projects are often defined by their low-cost temporary nature and require little or no approvals or environmental studies (or go

Photo by flickr user [mark.hogan](#).



3 Converging Trends

TACTICAL URBANISM



Tactical Urbanism is *Not* New



Portable Architecture, Bonnie Ora Sherk, 1970





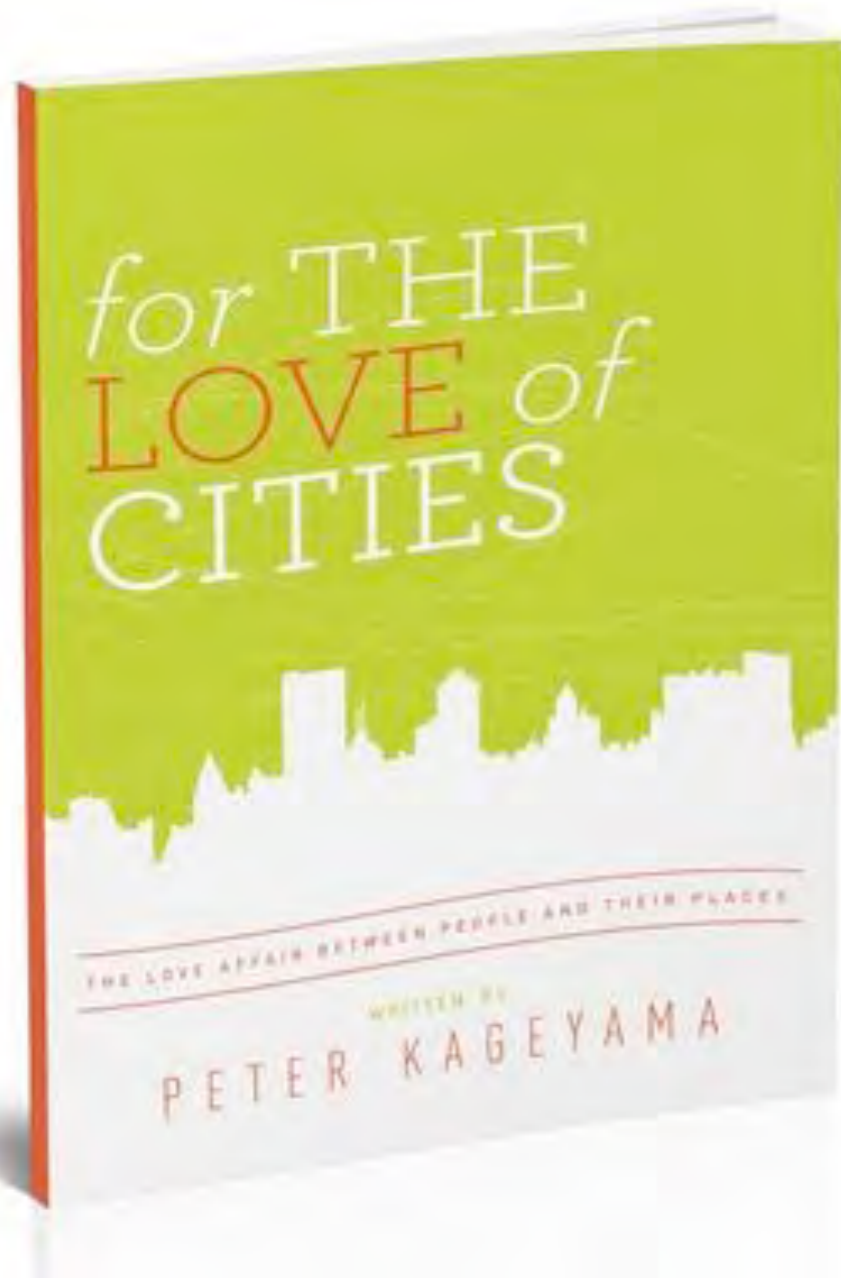




Les Bouquinistes

- 1500s: Traveling Book Sellers Along Set-up along the Seine
- 1649: Book sellers banned at Pont Neufe, later re-instated
- 1789: “Bouquiniste” appears in French dictionary
- 1859: City permits Bouquinistes at fixed points along the Seine, regulates amount of space allowed, charges registration fee
- 1930s: Box dimensions are fixed, regulated
- **1992: Declared UNESCO World Heritage site**
- 1993: Jacque Chirac signs new law standardizing box size
- Today: 300,000 books, 900 boxes, 240 sellers, 3 km of prime Seine real estate

Tactical Urbanism is Happening in People-Oriented Places People Care About



Places like Main Street!





Thursday, July 26, 2012



STARBOARD
Market
EST 1999

STARBOARD
Market
Starboard Home!
DESSERTS

HOURS
Tues - Friday
10:00 am - 5:00 pm
Saturday
10:00 am - 3:00 pm
Phone
957-6660

CATERING ~ SANDWICHES

LINE

Thursday, July 26, 2012

How Lovable is This?

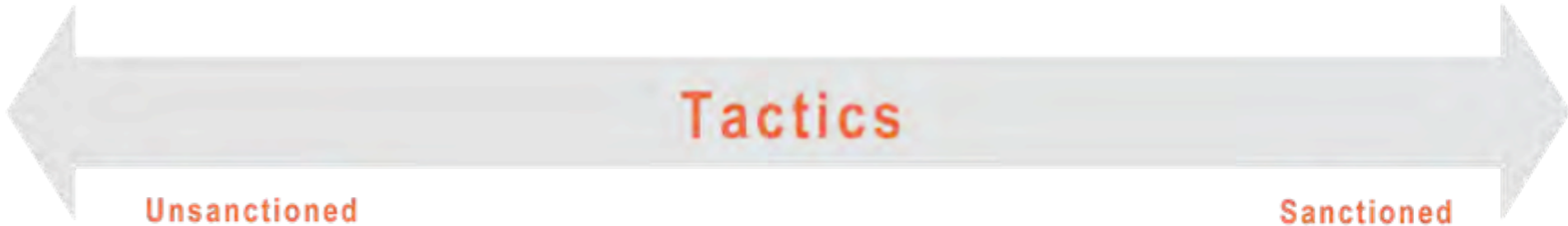


TACTICS

OPEN STREETS	Ten
PLAY STREETS	Twelve
BUILD A BETTER BLOCK	Thirteen
PARK(ING) DAY	Fourteen
GUERILLA GARDENING	Sixteen
POP-UP RETAIL	Seventeen
PAVEMENT TO PLAZAS	Eighteen
PAVEMENT TO PARKS	Twenty
POP-UP CAFES	Twenty One
DEPAVE	Twenty Two
CHAIR BOMBING	Twenty Four
FOOD CARTS/TRUCKS	Twenty Six
SITE PRE-VITALIZATION	Twenty Seven
POP-UP TOWN HALL	Twenty Eight
INFORMAL BIKE PARKING	Thirty
INTERSECTION REPAIR	Thirty One
AD-BUSTING	Thirty Two
RECLAIMED SETBACKS	Thirty Four
PARK MOBILE	Thirty Five
WEED BOMBING	Thirty Six
MOBILE VENDORS	Thirty Eight
MICRO-MIXING	Thirty Nine
PARK-MAKING	Forty
CAMPS	Forty Two



TACTICAL SPECTRUM



Politician's Office -
City Departments -
Mayor's Office -

Pavement to Plazas
Pavement to Parks
Open Streets
Play Streets
Pop-Up Cafes
Parkmobile

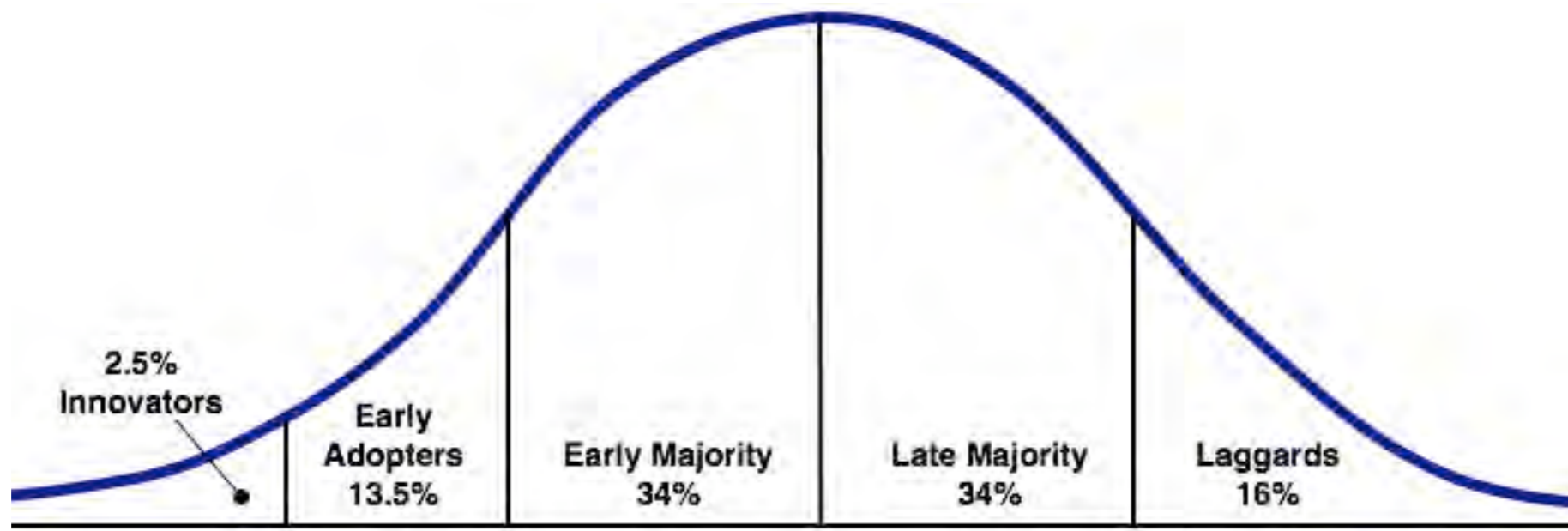
Business Improvement Districts -
Entrepreneurs -
Developers -
Non-profiits -

Park(ing) Day
Park-Mak ing
Pop-Up Town Hall
Micro-Mixing
Site Pre-Vitalization
Pop-Up Retail
Food Carts/Trucks
Mobile Vendors
Depave
Camps

Community Organizations -
Citizen Activists -
Artists -

Build a Better Block
Informal Bike Parking
Intersection Repair
Guerilla Gardening
Reclaimed Setbacks
Weed Bombing
Chair Bombing
Ad-Busting

Diffusion of Innovation Curve



Source: Everett Rogers (1962) Diffusion of Innovations

Tactics: DIY Crosswalks



Chair Bombing: The Sit Project - Orlando



Guerilla Wayfinding: Walk Raleigh



- Matt Tomasulo hangs (illegally) 27 Signs in January, 2012
- Achieves International Attention
- Signs Removed Temporarily By City
- Pilot Project Established Through Official City Channels

“Silver (Planning City Director) says the signs were consistent with the city’s goals, so the he proposed they be reinstalled as a pilot project, and the city council unanimously approved the measure. Tomasulo has printed new signs that should go up this week.”

Roc City 2.0: Group uses tactical urbanism to promote city of future

4:23 AM, Jun 27, 2012 | 5 Comments

Recommend

83 recommendations. Sign Up to see what your friends recommend.

Recommend 83

Tweet 9

+1 3

Print Share A A+



Jennifer Indovina, Irondequoit, left, and her mother Yvette Indovina, keep watch as they quickly put up a points-of-interest and distance sign at the corner of East Avenue and Pitkin Street on Thursday. The urban activists are part of TEDxRochester working to promote a greener and less car dependent city. / SHAWN DOWD/staff photographer

Written by Frank Bi Staff writer

A group of self-proclaimed urban operatives have started a campaign to turn Rochester into Roc City 2.0 — the city of the

Selling your home can be easier. **Much easier.**

www.nothnagle.com/7steps

7STEP marketing SYSTEM EXCLUSIVELY from Nothnagle

ADVERTISEMENT

Like Us On Facebook



Facebook Public Profile
Login to see this content

Guerilla Bicycle Wayfinding: New Orleans



Build a Better Block:







Thursday, July 26, 2012



Thursday, July 26, 2012



Thursday, July 26, 2012

Short-term Action, Long-term Change

FORTWORTH
traditional urbanism · smart growth · transit · bicycles · sustainability

Home Archives Charter of the New Urbanism Comment Policy Fort Worthology Apps Links

You are here: [Home](#) > [Architecture & Urban Design](#) > [South Main Loses Highway Designation – Door Now Open for Complete Streets Makeover, Bike Lanes On the Way](#)

South Main Loses Highway Designation – Door Now Open for Complete Streets Makeover, Bike Lanes On the Way

Written by Kevin Buchanan on January 11, 2011



Scenes like the above (from the [Fort Worth Better Block event](#) during the last Arts Goggle) are another step closer to being a more regular occurrence in the Near Southside's South Main Urban Village.

The Texas Transportation Commission has approved a realignment of Business 287 that removes South Main from the highway system. Now, the street's back to being a regular city street – and that's a major step forward for efforts to make South Main a more livable and enjoyable place.

Search Fort Worthology
Search...

Categories

- Architecture & Urban Design
- Bicycles
- General
- Linklog
- Preservation
- Transit & Infrastructure
- Urban Development

Tags

7th Street
Architecture art
Bicycling
commercial
complete streets
Cultural District
Downtown Election
2011 events Fairmount
film Food & Drink
Historic
Preservation
Infrastructure
Lancaster Magnolia



Business Incubation

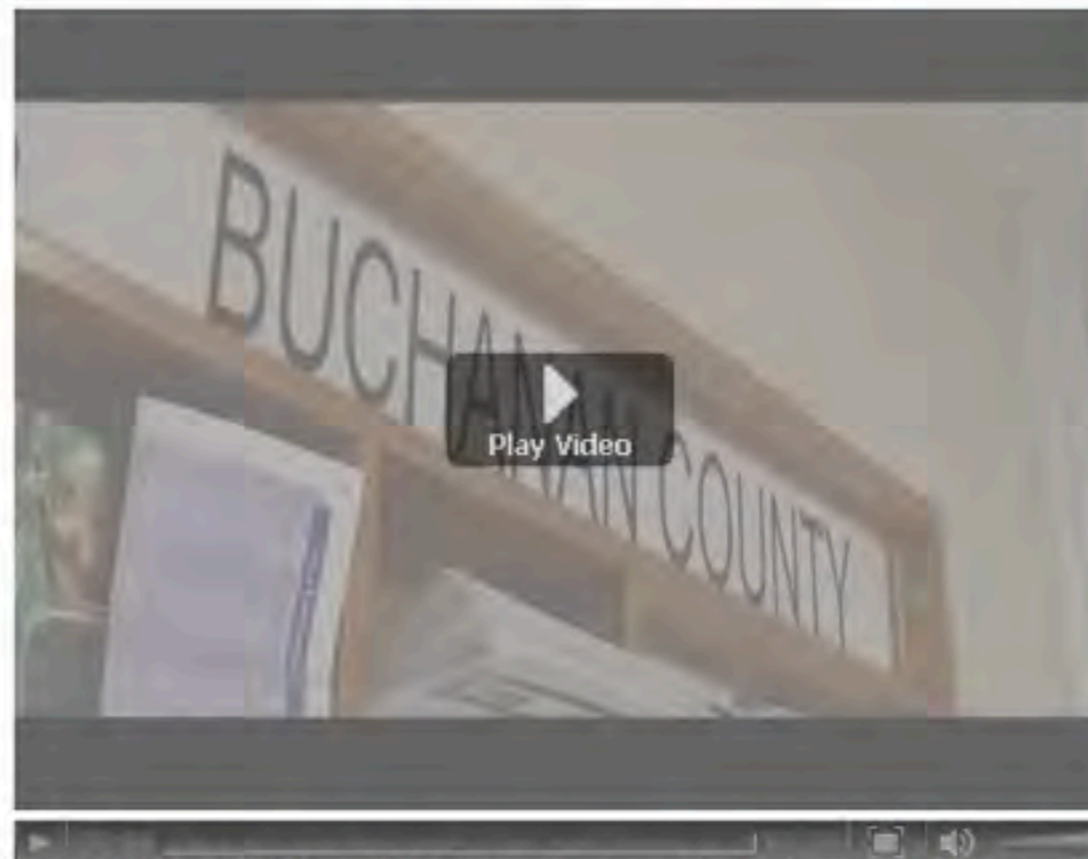
Downtown St. Joe Credits New Business to Better Block Project

By: Safiya Songhai

Updated: July 14, 2012



33 likes. Sign Up to see what your friends like.



(ST. JOSEPH, Mo) After the Better Block revitalization project showed the thriving future that the downtown area could have, one store decided to stick around.

The Lucky Tiger, a vintage vinyl and clothing store, opened their doors for business Friday and to host a dinner for volunteers of the

Better Block OKC a “coming out party” for Millennial Generation in Oklahoma City

In his column OKC Central, business writer Steve Lackmeyer notes how Better Block OKC was a creation of Oklahoma City’s up-and-coming Millennial Generation.

BY STEVE LACKMEYER | Published: May 22, 2012 [0](#)



The “Better Block OKC” transformation of NW 7 on Friday night.
Photo Provided

MULTIMEDIA

[PHOTO](#)

[view all photos](#)



It all went up very quickly — and disappeared just as fast Saturday night.

Who else but the Millennials could imagine such an effort? Their intention was not just a big party, but to show to the older generations what changes they want to see take place — rules, zoning, codes and regulations be damned.

Better Block OKC represents a “block by block” approach to urban revitalization — a local effort inspired by similar initiatives elsewhere. It was a virtually flawless display overseen by a respected group of up-and-coming prominent twentysomethings that includes Blair Humphreys, Allison Bailey and Kristen



Kent State's Cleveland Urban Design Collaborative: Pop-Up Rockwell



“Stop complaining about Cleveland. Fix it yourself!”

- Pop-Up City Preface

Testing a Two-Way Cycle Track



PARKING



Park(ing) Day



San Francisco “Parklets”



NYC “Pop-Up Cafes”



Vancouver Parklet



Long Beach Parklet



Park Mobiles + Mixing Bowls



San Francisco



New York City

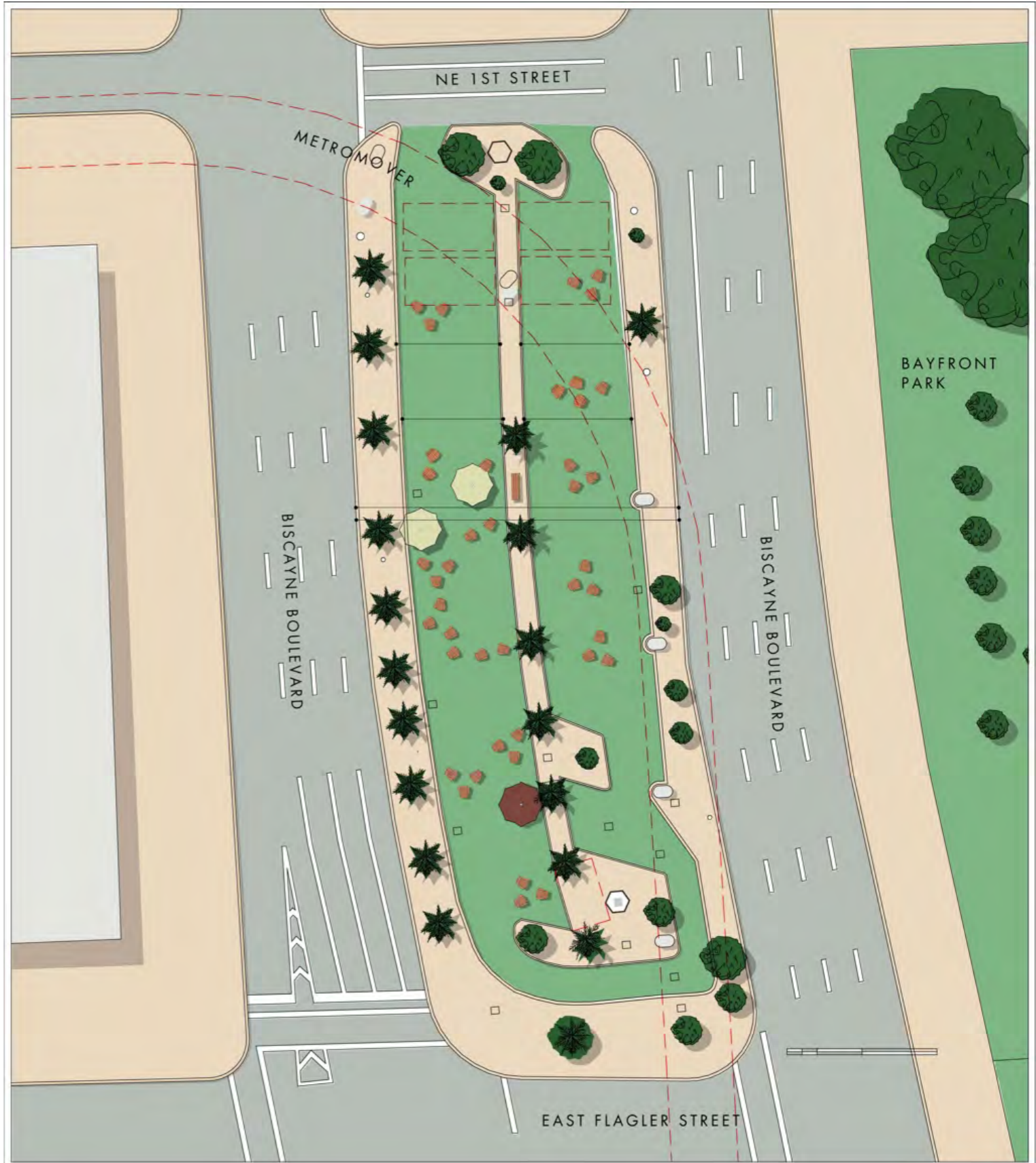


Thursday, July 26, 2012

Park-Making



02/13/2012







Thursday, July 26, 2012





Winning.



De-Pave



Depave - Pavement to Parks

- Launched in 2007
- ~100,000 sq. ft. of asphalt/concrete removed
- Started with community activists; now funded by City of Portland and US Environmental Protection Agency (EPA)
- Spreading to other cities



FROM PARKING LOT to Paradise



COMMUNITY CELEBRATION

Join Friends of Baltimore Woods and Partners to Celebrate the Depave & Re-Greening of a 2-acre Parking Lot!



It will become an oak meadow & npGreenway Trail

Saturday, July 28 10am to 3pm

in the Baltimore Woods Corridor. Just Follow the Signs near N. Catlin & N. Edison

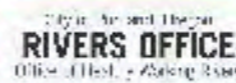
See Commissioners Saltzman & Fish take the First Whack at the Pavement at 10:30am

Optional Depaving at 10:30am

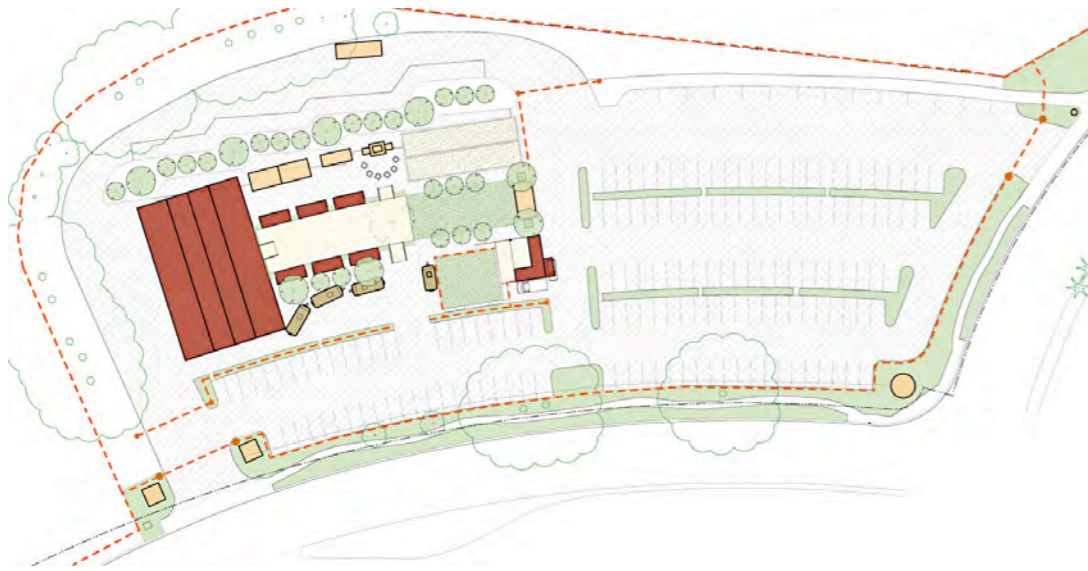
(Depave will provide volunteers with tools and safety gear & volunteers wishing to depave MUST wear closed-toed shoes.)

Entertainment by the Sprockettes • Festivities • Refreshments • Live Music • Temporary Art Installation
Walking Tours • Fun Activities for All Ages

Get the latest info on the npGreenway Trail & Baltimore Woods • Participate in the Art Installation for more info see www.depave.org or www.friendsofbaltimorewoods.org



Site Pre-Vitalization: Hercules Market



Site Pre-Vitalization: Dekalb Market



Site Pre-Vitalization: Dekalb Market



Pavement To Plazas



Pavement To Plazas



June 22, 2007



July 9, 2007





Thursday, July 26, 2012



Thursday, July 26, 2012



Ideas Are Meaningless Without Action.

Broadway Vision - 1969

DIAGRAMMATIC FORM RESPONSE

This diagram is intended to convey the bulk or forms which the long-range movement system could generate if the function, form, and amenity principles of Chapter Three were applied in midtown. The asphalt membrane of the street level would be penetrated to bring light and air into the special sub-surface "mixing chambers" (shown in gold). Reclaimed waterfronts for public recreation is shown in green.

This is a more detailed study of prospective physical form than the earlier conceptual diagram, but it is nevertheless a diagram and not a physical plan.

-  mezzanine open to light and air
-  public open space



FORM RESPONSE DIAGRAM

Pavement to Plazas - Times Square Phase I



Times Square: Phase II



Short-Term Action, Long-Term Change

Search powered by Google How do I find it?


USA TODAY Home News Travel Money Sports Life Tech Weather

Travel » Destinations » Destination Guides » 10 Great » Deals

Broadway pedestrian plazas made permanent, NYC might create more

Posted 2/11/2010 6:22 PM | Comments 1 | Recommend

By Sara Kugler, Associated Press Writer



NEW YORK — Two swaths of [Broadway](#) closed to cars in the heart of Manhattan as part of a traffic experiment that drew international attention will be permanently made into public plazas for pedestrians and bicyclists, Mayor Michael Bloomberg announced Thursday.

The eight-month pilot program in [Times Square](#) and Herald Square has been embraced by pedestrians and people who work or live nearby, but it has been cursed by drivers and had lackluster results in traffic studies.

Since last May, Broadway has been closed to vehicles between 42nd and 47th streets in Times Square and between 33rd and 35th streets in Herald Square. With painted pavement, outdoor furniture and other landscaping, the city created outdoor plazas intended to evoke public pedestrian areas popular in many international cities.

Greg Mocker, a 35-year-old New Yorker, said he enjoys the plazas as "a different way to experience Times Square."

When the weather is warm, he said, "It's a nice place to come and sit and see weird people

Share Add to Mix Facebook Twitter More myYahoo iGoogle More

Enlarge By Robert Deutsch, USA TODAY

After an eight-month experiment closing stretches of Broadway to traffic, New York Mayor Bloomberg has made the pedestrian plazas permanent and said he will consider creating other car-free areas in the city.

“The existing Broadway plazas will also be updated with new paint and redesigned in coming years with more permanent outdoor features that could accommodate large events like concerts and other gatherings.

‘The new Broadway is here to stay,’ Transportation Commissioner Janette Sadik-Khan said.”

- USA Today

City Room



March 19, 2012, 5:09 PM

Times Square Lights Up City's Economy, Study Finds

By PATRICK MCGEEHAN



Mary Altaffer/Associated Press

Times Square last New Year's Eve.

Times Square may be the place hardened New Yorkers go out of their way to avoid, but its importance as a magnet for commerce as well as tourists has risen rapidly in the last few years, [according to a study](#) to be released this week.

Times Square Final Vision



Los Angeles - Streets for Cars



Los Angeles - Streets for People!



“If you want innovation, take away a zero. If you want sustainability, take away two zeros.”

- Jaime Lerner

architect, urbanist, and former mayor of Curitiba, Brazil

Building A New Platform For the 'Civic Economy'



+



=

Neighborland + IOBY + Tactical Urbanism presents an entirely new way to make change at the block, street, and neighborhood scale.

+



Consensus. Funding. Action.



**YOU CAN
MAKE A
DIFFERENCE**

I WILL

I WILL

I WILL

I WILL

I WILL

I WILL

**Family
Cook
Set**

5 lbs
TRILOGY II
INSULATION

exxel



Made in USA

STREET PLANS

MIAMI

NEW YORK

Mike Lydon, CNU-A
mike@streetplans.org
www.streetplans.org

Follow us:

@MikeLydon

@streetplans

@patterncities

@Open_Streets

Open Space Instructions

- 1. 10 discussion marketplace locations.***
- 2. Write your discussion topics down, post to one of the two time slots.***
- 3. Peruse the marketplace.***
- 4. Join a discussion topic that interests you.***
- 5. If you aren't learning or contributing, move on!***