

TACTICAL URBANISM

Collaborative Partnerships to Drive Neighborhood Change

H-GAC INSTANT IMPACT WORKSHOP

9/29/2017

WHITE OAK CONFERENCE CENTER

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Purpose:

What are tactical urbanism projects trying to do?



1

2

3

Phase 1 – Sweat Equity

- Tactical and community type improvements
- Low cost and rapid implementation
- Getting community buy-in for a plan or a study
- Testing interventions before making costly capital investments

Phase 2 – Public Investment

- Rebuild sidewalks, curbs, etc.
- Infrastructure improvements
- Increase green space, neighborhood branding and identity

Phase 3 – Private Investment

- Building improvements
- Open space synergy
- Revitalization and redevelopment consistent with the community's objectives

Case Studies Overview

Washington Avenue Livable
Centers Better Block



X-Change: EaDo Crossroads



Case Studies Overview

Washington Avenue Livable Centers Better Block



Case Studies Overview

X-Change: EaDo Crossroads



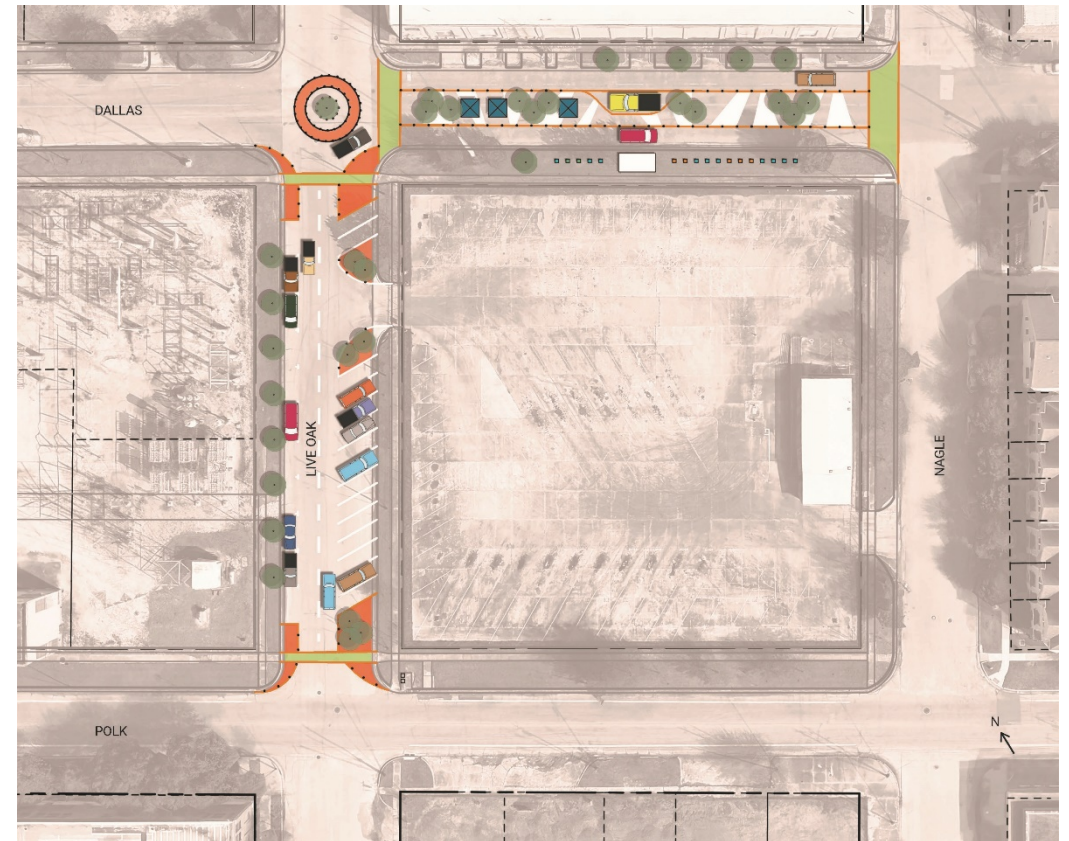
Case Studies Overview

Washington Avenue Livable Centers Better Block

STUDY AREA



X-Change: EaDo Crossroads



Project History:

Washington Avenue
Livable Centers

1

Phase 1 – Sweat Equity

- Art projects completed at Asakura Robinson offices prior to beginning Better Block tactical work
- History of successful temporary installations brought confidence in tackling a larger project
- Washington Avenue Livable Centers Better Block



Project History:

Washington Avenue Livable Centers

2

Phase 2 – Public Investment

- Branding + wayfinding
- Streetscape improvements
- Washington Avenue Pattern Book



Project History:

Washington Avenue Livable Centers

3

Phase 3 – Private Investment

- Redevelopment consistent with the community's urban design objectives
- Over 15 new businesses have emerged in the same area since the installation



What attributes make a successful partnership for a tactical intervention?

- **Mismatch** between built environment and public interest
- **Complimentary** strengths of partner organizations
- **Champions** based in the area
- **Resources** for long-term implementation or maintenance



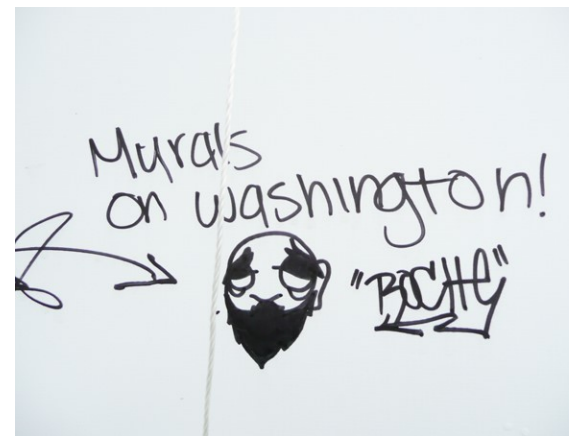
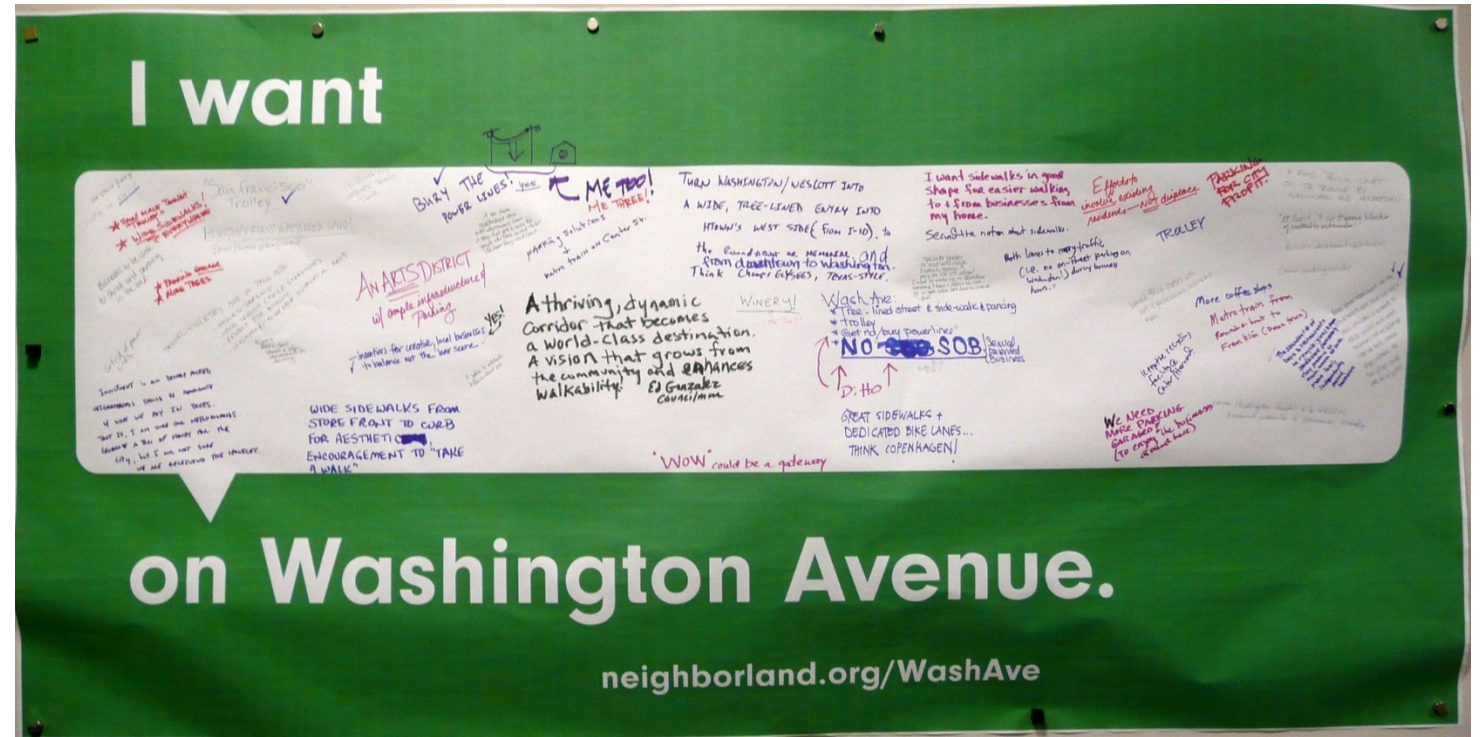
Mismatch: Washington Avenue Livable Centers

Existing conditions:

- Major barriers to north and south walkability
- Limited east and west bikeways

Community desires:

- Streetcar for Washington Avenue
- More local businesses
- Enhanced streetscape



Mismatch:

Washington Avenue
Livable Centers



Dreams can come true!



Complimentary: Washington Avenue Livable Centers

- Fiscal sponsors
- Outreach specialists
- Production & programming support
- Tapping into existing or local resources



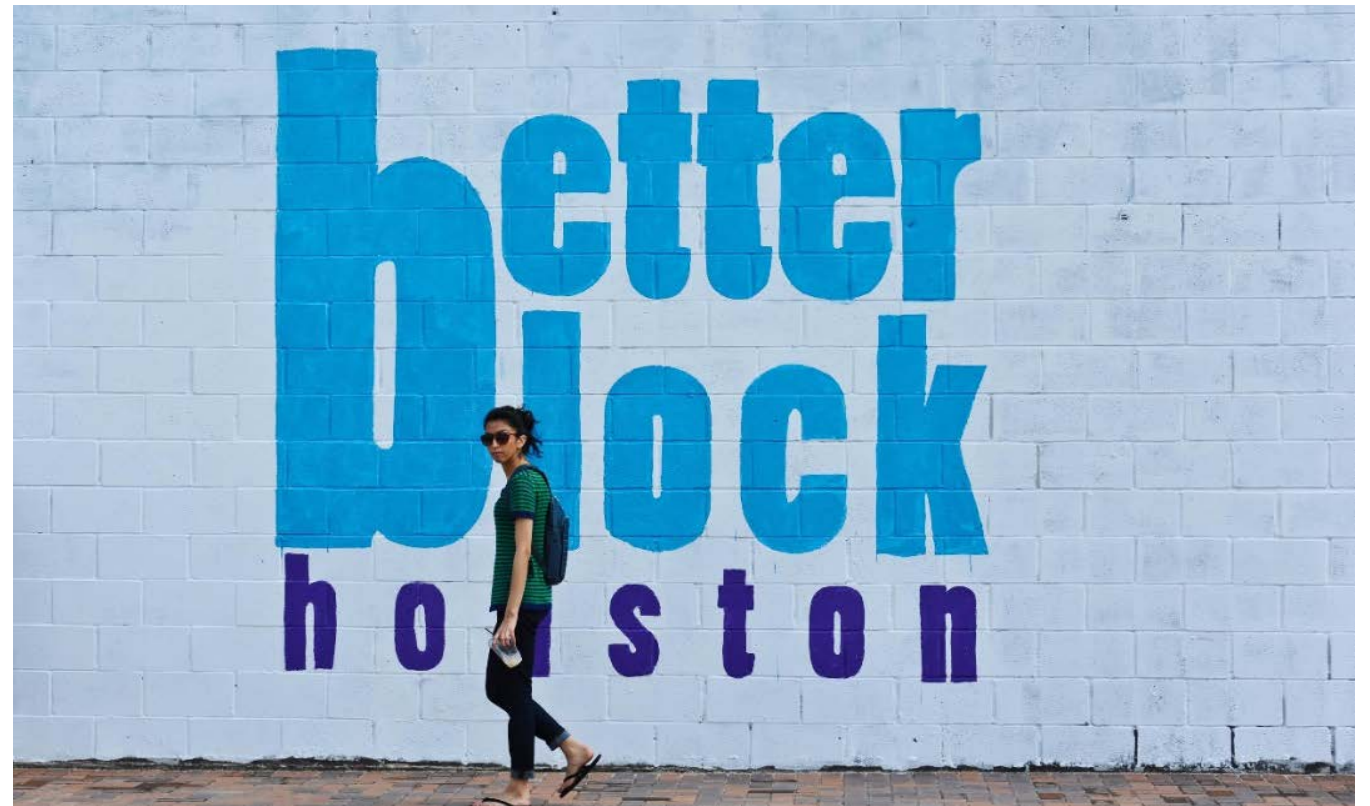
Champions:

Washington Avenue
Livable Centers

Superneighborhood 22

Better Houston

Old Sixth Ward TIRZ



Resources:

Washington Avenue Livable Centers

- Intentionally short-term installation to give a sense of future potential for business growth and neighborhood-based activity



Project History:

X-Change: EaDo
Crossroads

- Design Charrette held by Rice Design Alliance to craft solutions for EaDo street network
- Our team selected as winner based off diversity of street sections and three step implementation process



Mismatch:

X-Change: EaDo
Crossroads

Current



Proposed



Mismatch:

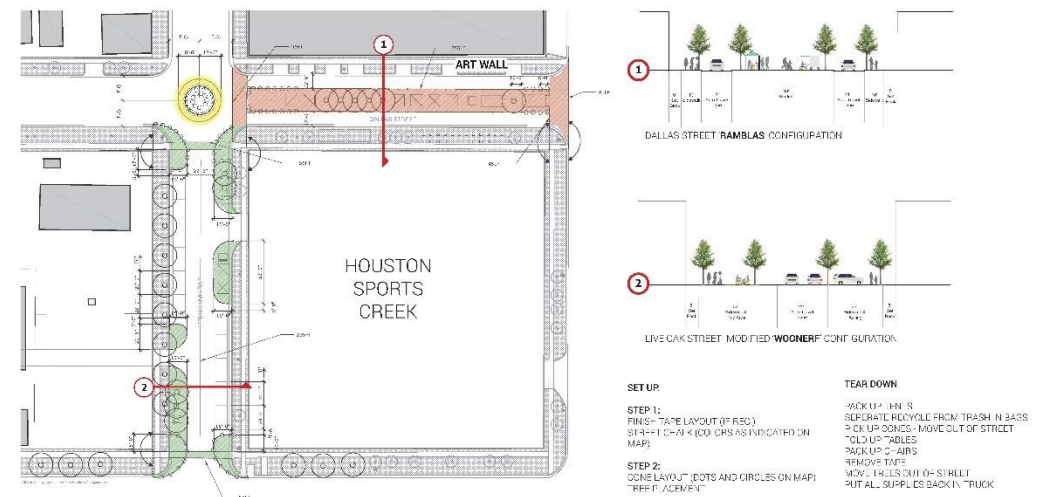
X-Change: EaDo Crossroads

- During Charrette - developed Master Plan and five distinct street sections for five blocks
- Identified two block faces within project area to showcase two of the street sections in a tactical manner – sweat equity phase
- Final tactical location was influenced by proximity of event sponsors and visibility

January 2017 EaDo: X-Change Charrette Master Plan



April 2017 – Phase 1 Tactical Plan



Complimentary: X-Change: EaDo Crossroads

- Fiscal Sponsors
- Outreach Specialists
- Production & Programming Support
- Tapping into existing or local resources



Champions: X-Change: EaDo Crossroads

- EaDo – local, highly engaged partner
- Cm. Gallegos supportive - political support critical to transform solutions from temporary to permanent



Resources:

X-Change: EaDo
Crossroads

- Fundraising and outreach with property owners by EaDo
- Rice Design Alliance sponsored, publicized and made it a continuum of the design charrette
- Pro-bono participation by ARC
- EaDo, ARC, and City of Houston pondering Phase 2 (public investment)



Other Tactical Urbanism



DIY Technical Assistance: Tactical Toolkits

STICKY SOLUTIONS

A Guide to Hosting a Healthy Community Design Workshop



ORGANIZING COMMUNITIES TO CUT DOWN ON BLIGHTED PROPERTIES:

A TOOLKIT FOR NEIGHBORHOOD LEADERS



asakura
robinson

Planning Urban Design Landscape Architecture

**PITTSBURGH
VACANT LOT
TOOLKIT**

RESOURCE
GUIDE

VLTK

ADOPT-A-LOT

December 2015

pittsburgh
city planning

Thank you



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