



2016 Municipal Association of South Carolina Annual Meeting

**REALIZING THE FULL POTENTIAL OF
YOUR HOMETOWN'S PUBLIC SPACES**

MAHAN RYKIEL
ASSOCIATES, INC.

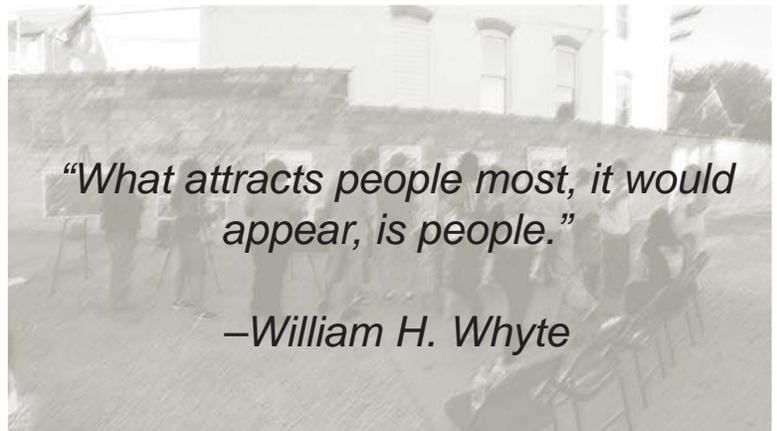


***Local Authenticity | Activity
Process | People - Centered***



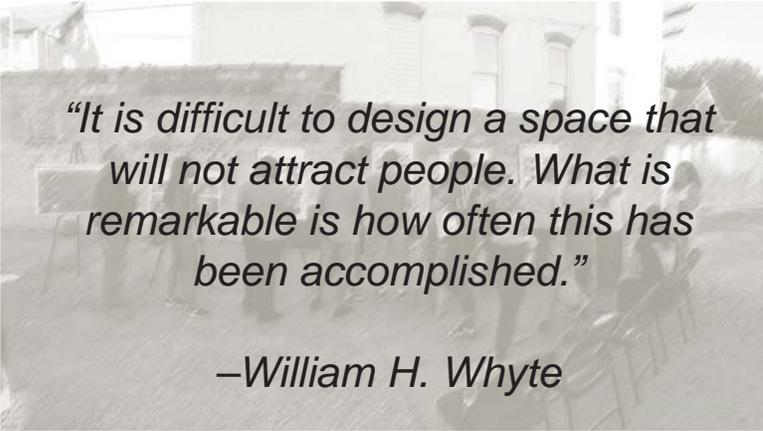
*With **community-based participation** at its center, an effective Placemaking process capitalizes on a **local community's assets, inspiration, and potential**, and it results in the creation of **quality public spaces** that contribute to people's health, happiness, and well being.*

Project for Public Spaces



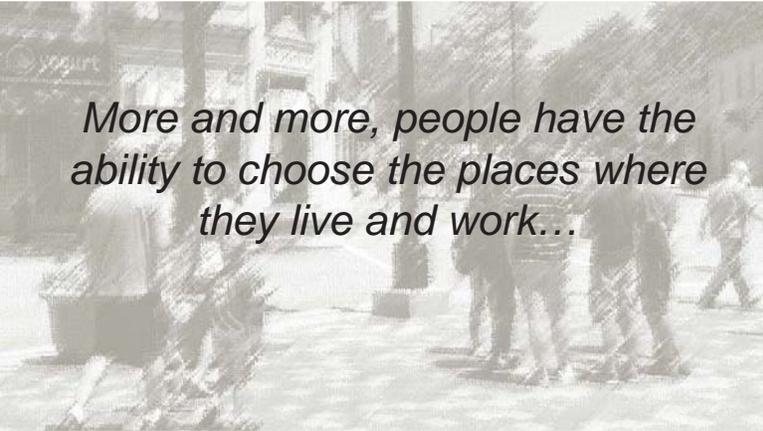
“What attracts people most, it would appear, is people.”

—William H. Whyte

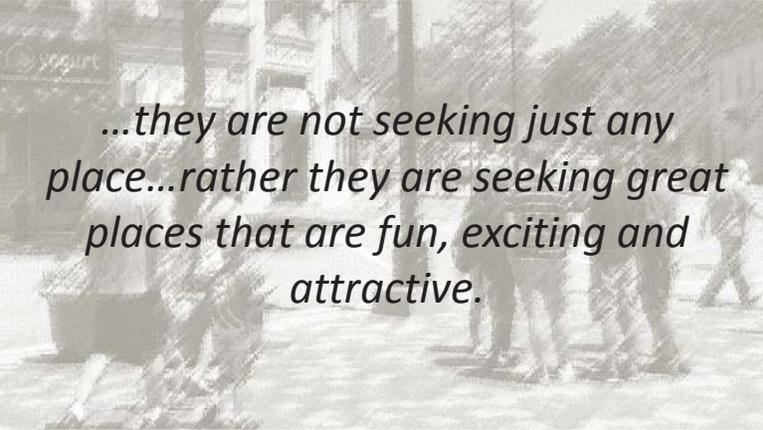


"It is difficult to design a space that will not attract people. What is remarkable is how often this has been accomplished."

—William H. Whyte



More and more, people have the ability to choose the places where they live and work...



...they are not seeking just any place...rather they are seeking great places that are fun, exciting and attractive.



Agenda

Introduction	9:00 – 9:15
Part 1: Public Spaces as Great Places	9:15-10:30
• Types of Spaces	
• Critical Elements	
• Climate for Great Public Spaces	
Part 2: Activity	
• Opportunities in Your Communities	10:30-10:45
• Break	10:45-11:00
• Place Discussions	11:00-11:30
• Reporting Back	11:30-12:00

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Campus Planning
Streetscape/Transportation
Hotel/Resorts
Corporate
Healthcare
Urban Design
Neighborhood Revitalization
**Downtowns and “Main Street”
Communities**
Parks and Open Space



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INTRODUCTION

Background

- *Landscape Architect/Urban Designer*
- *Practice Areas: Parks, Downtowns, Campuses*
- *Worked in Over 50 Downtowns and “Main Street” Communities*
- *Former President, Hampden Village Main Street (Baltimore)*
- *Boards – Several Park “Friends” Groups*

Tom McGilloway

Principal
Mahan Rykiel Associates,
Baltimore, MD

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SC Experience

Greenville	Greenwood
Lockhart	Simpsonville
Pickens	Orangeburg
Easley	Santee
Ware Shoals	Pacolet



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The “Misguided” Efforts...

Mistakes I Often See

- Public space seen as “fluff” – a nice “extra” – if we can afford it
- Significant investment with little return – limited economic development/limited pedestrian activity
- Focus on cars/parking vs. people
- Lack of “balance” among needs of different disciplines

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Why am I here?

Small to Mid-Size Downtown Experience

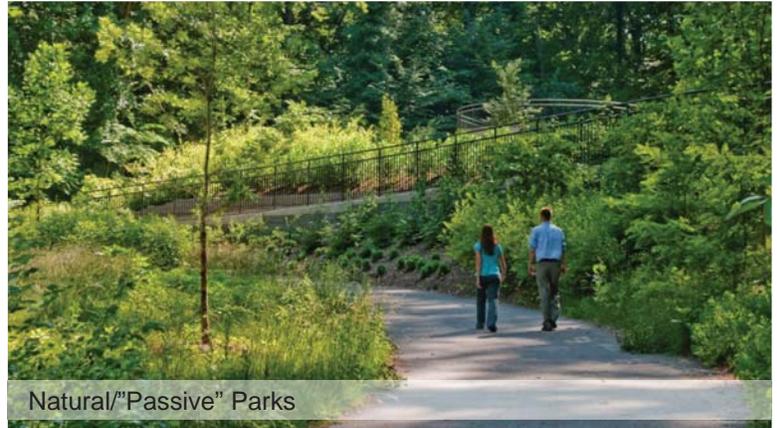
- Share my experience
- See a lot of missed opportunities/misguided efforts over and over again.
- Hope to leave you with something that you can take back to your communities
- **This audience can create the climate for success**

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Public Spaces as Great Places

TYPES OF PUBLIC SPACES



Natural/"Passive" Parks



Recreational Parks



Combined "Active" and "Passive" Parks



Town Squares

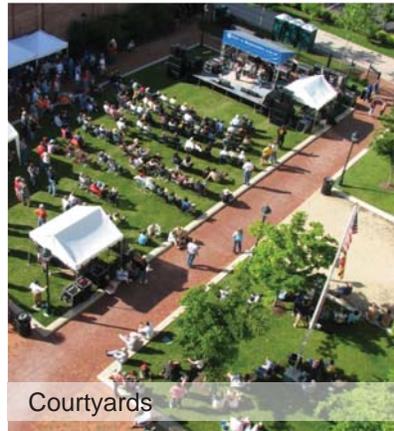


Plazas

Photo Credit: Holly Burke



Public Gardens



Courtyards

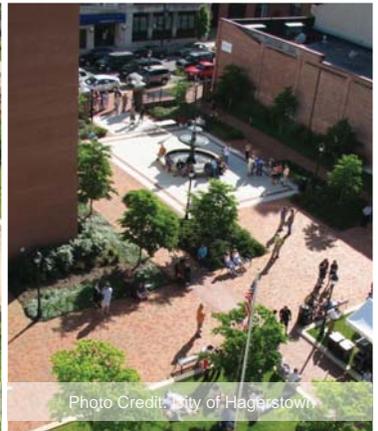


Photo Credit: City of Hagerstown



Pierce's Park, Baltimore, MD



Playgrounds



Greenways



Rooftops



Streets





Alleys



Shared Space



Shared Space



Parking Lots

Climate for Success



Understanding the need to:

- Understand that **investment in public space is economic development**
- Provide **public investment to attract private investment**
- Foster a **clear sense of optimism**
- Relax and **make room for new ideas**
- Be **willing to change** codes and ordinances
- Plan for **people, not cars**
- Plan for **OUR citizens; not tourists**
- Articulate a **long-term vision and allow early successes**
- Demonstrate an **implementation track record**
- Provide **continuity and support**; (BID, Downtown Organization, Main Street Organization, volunteers, Etc.)

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Critical Elements

1. Authenticity
2. Stakeholders | Partners
3. Location
4. Visibility | Views
5. Activity | Programming
6. Ecological Sensitivity
7. Informed Design
8. Long-Term Vision
9. Potential for Early Successes



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Public Spaces as Great Places

CRITICAL ELEMENTS

AUTHENTICITY

1



Memphis Center City Commission
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DIVERSITY | RACE, ETHNICITY, LANGUAGE



Wyman Park Dell

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TOOLS



COMMUNITY MEETINGS



WEBSITE



GRAPHIC COMMUNICATION



SOCIAL MEDIA



FIELD INTERVIEWS

RETURNS



POTENTIAL FUNDING



EXPANDED AUDIENCE



AMPLIFIED MESSAGE



CREATIVE THINKING



SENSE OF OWNERSHIP



WILD CARD

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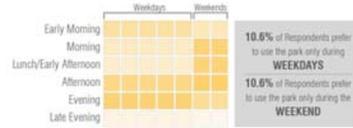
Wyman Park Dell



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Patterson Park and Rash Field, Baltimore, MD

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PATTERSON PARK MASTER PLAN

HOME TAKE A SURVEY MAP THE PARK CALENDAR MORE...

IT'S OUR PARK

BE A PART OF THE CONVERSATION

PATTERSON PARK MASTER PLAN HOME TAKE A SURVEY MAP THE PARK CALENDAR MORE...

PARK SURVEYS

Please fill out each of the surveys below and let us know what you think about Patterson Park!
(This is one survey of several, in which you may be asked to participate)

PARK USERS

1) Do you visit Patterson Park? (Yes or No - If no, why not) *

PARK USE & PERCEPTION

1) How often and during which seasons do you use the park? *

PARK USE & PERCEPTION

CONTINUED

1) How do you get to the park? *

PARK PREFERENCE

1) What do you appreciate most about the park? *

PARK VISION

1) Which of the following key themes are most important to you? (Please select your top three) *

Seventh Street Fountain Park
April 27, 2013

Site Evolution

Character & Condition	NOV	SPR	SUM	WIN
Appearance of space	3	3	4	4
Diversity of space	3	3	4	4
Visual material condition	3	3	4	4
Perceived maintenance	3	3	4	4
Use of space	3	3	4	4
Perceived safety	3	3	4	4
Perceived security	3	3	4	4
Perceived privacy	3	3	4	4
Perceived accessibility	3	3	4	4
AVERAGE RATING	3.2	3.2	3.6	3.6

Connectivity & Context	NOV	SPR	SUM	WIN
Visibility of space	3	3	4	4
Accessibility of space	3	3	4	4
Location of space	3	3	4	4
Context of space	3	3	4	4
Perceived safety	3	3	4	4
Perceived security	3	3	4	4
Perceived privacy	3	3	4	4
Perceived accessibility	3	3	4	4
AVERAGE RATING	3.2	3.2	3.6	3.6

Use & Value

Use & Value	NOV	SPR	SUM	WIN
Leisure	3	3	4	4
Activity	3	3	4	4
Activity surrounding space	3	3	4	4
Use of space	3	3	4	4
Context of space	3	3	4	4
Economic benefits of space	3	3	4	4
Recreation benefits of space	3	3	4	4
Health benefits of space	3	3	4	4
Perceived safety	3	3	4	4
Perceived security	3	3	4	4
Perceived privacy	3	3	4	4
Perceived accessibility	3	3	4	4
AVERAGE RATING	3.2	3.2	3.6	3.6

On-Site "Placemaking" Workshop



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LOCATION

3

"Main Street District"





Roosevelt Park/Hampden Main Street Baltimore, MD



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July 2015

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Photo Credit: Miami in Focus

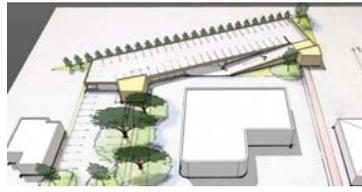
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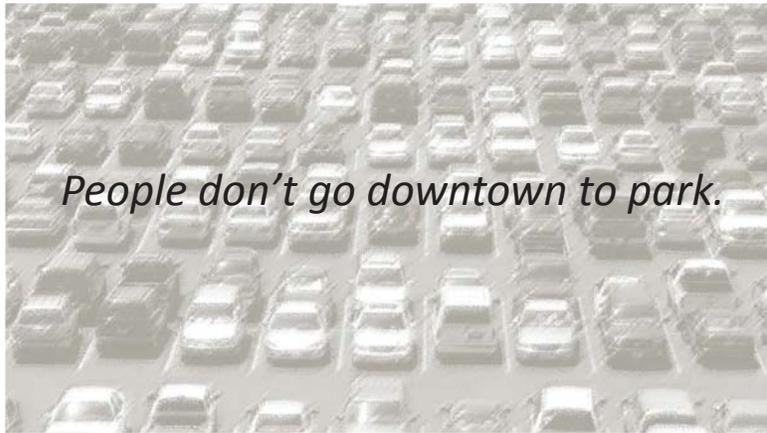


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Original park location adjacent to an industrial park



New Location: Opportunity for new houses to face the park

VISIBILITY | VIEWS

4





Beware the garden club or beautification committee that thinks only of the qualities of the plant and not the impact on adjacent businesses



If there is room for a large tree, plant a large tree (use ornamental trees carefully).



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ACTIVITY | PROGRAMMING

5

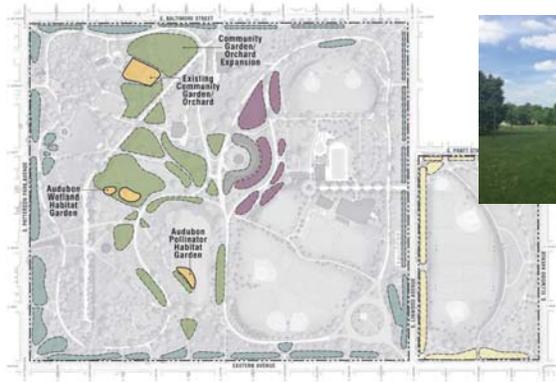
Critical Elements

1. Authenticity
2. Stakeholders | Partners
3. Location
4. Visibility | Views
5. **Activity | Programming**
6. Ecological Sensitivity
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8. Long-Term Vision
9. Potential for Early Successes



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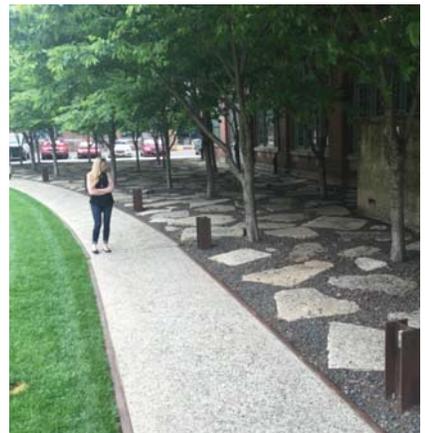
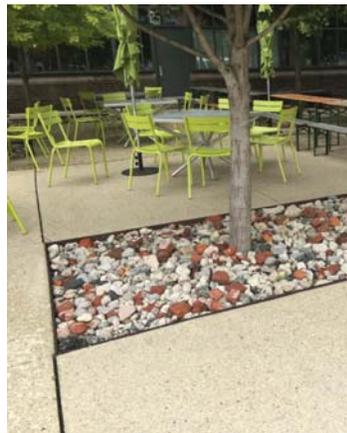
Sustainability: Habitat Zones

Patterson Park, Baltimore, MD

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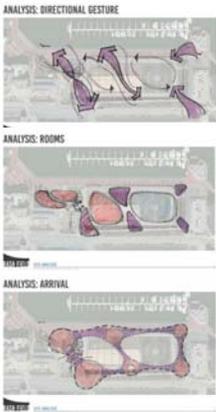
ECOLOGICAL SENSITIVITY



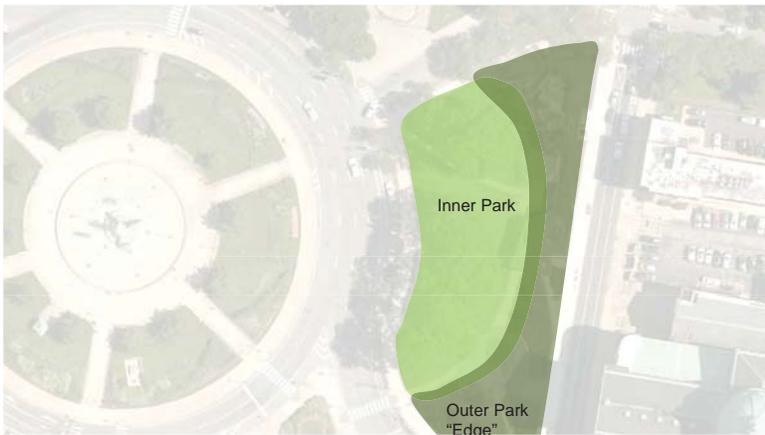


INFORMED DESIGN

7







Maximize flexibility. “Over-designed” spaces are limiting and don’t allow for changes over time or for people to use them the way they want.



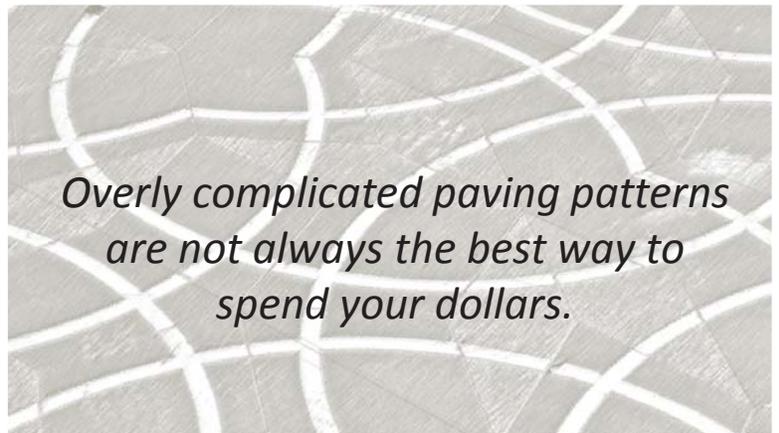
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Provide comforts – places to sit in the sun and shade and access to refreshments.

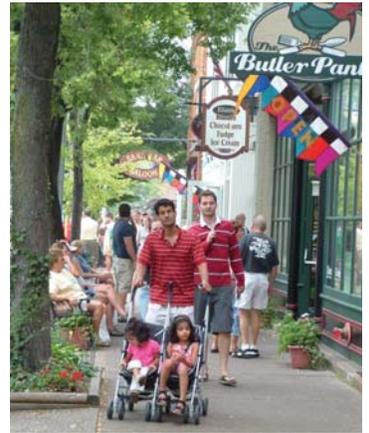




Overly complicated paving patterns are not always the best way to spend your dollars.



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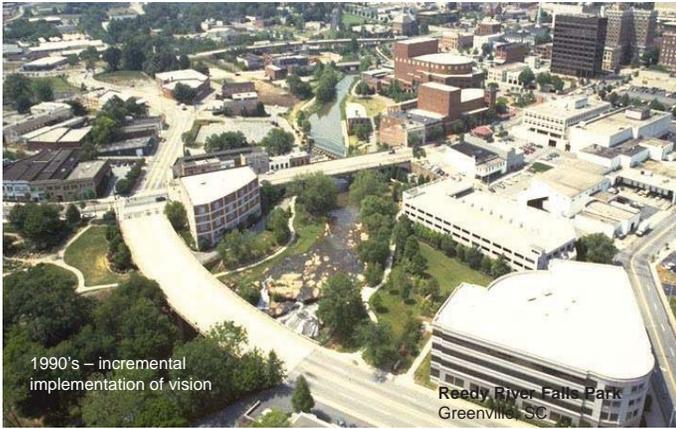


LONG-TERM VISION



For streetscapes, emphasize the things that make the most impact – active uses, facades, signage, outdoor dining, trees and lighting.

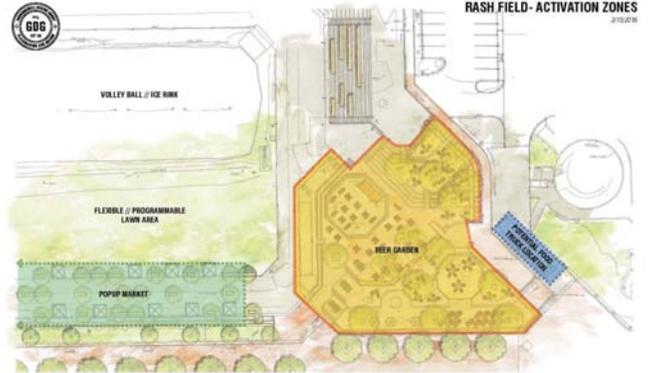




POTENTIAL FOR EARLY SUCCESSES

9

TEMPORARY ACTIVATION



CIEL



CIEL

TEMPORARY ACTIVATION



RASH FIELD TEMPORARY ACTIVATION PRECEDENTS

KIEL



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Photo Credit: Brown Mitchell Alexander



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Photo credit <http://savingpioneerpass.com/blogspot>



Photo credit Mira Poling

Seattle Clear Alley Program



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Photo credit Erika Schultz

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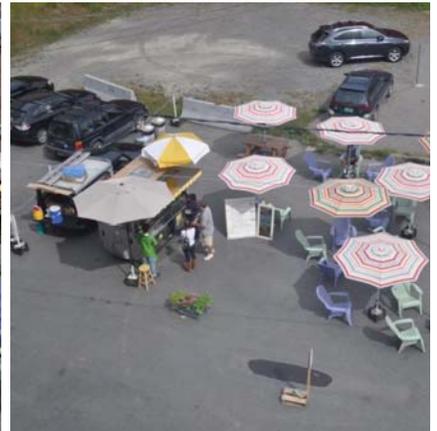






Photo Credit: Community Design Solutions

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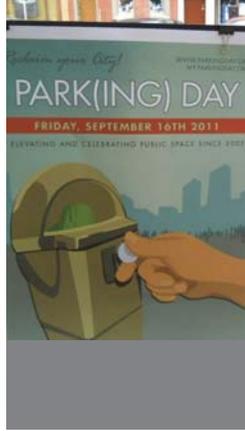
Photo Credit: Community Design Solutions

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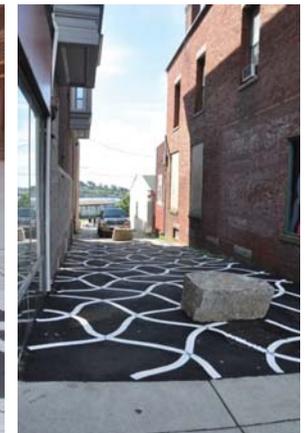
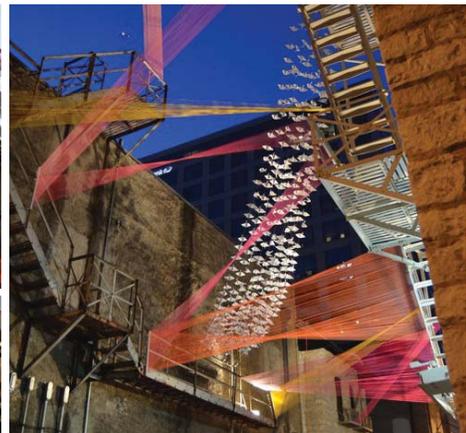




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ART & DESIGN









Climate for Success



Understanding the need to:

- Understand that **investment in public space is economic development**
- Provide **public investment to attract private investment**
- Foster a **clear sense of optimism**
- Relax and **make room for new ideas**
- Be **willing to change codes and ordinances**
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- Articulate a **long-term vision and allow early successes**
- Demonstrate an **implementation track record**
- Provide **continuity and support**; (BID, Downtown Organization, Main Street Organization, volunteers, Etc.)

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CLIMATE FOR SUCCESS



SOUTH CAROLINA SUCCESS STORY

Uptown Greenwood Master Plan



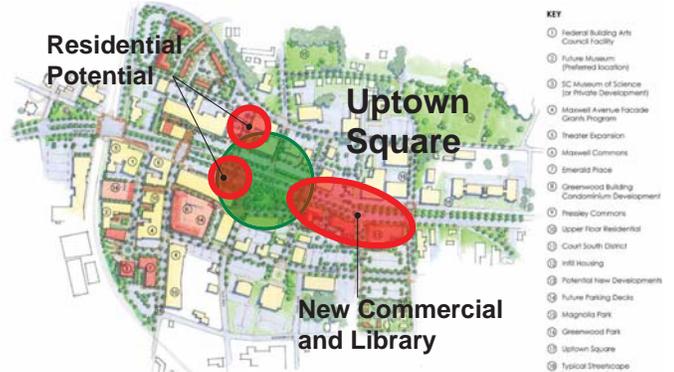
MASTER PLAN
 Arnett Muldrow Associates
 Mahan Rykiel
 Boudreaux Group
 Community Design Solutions

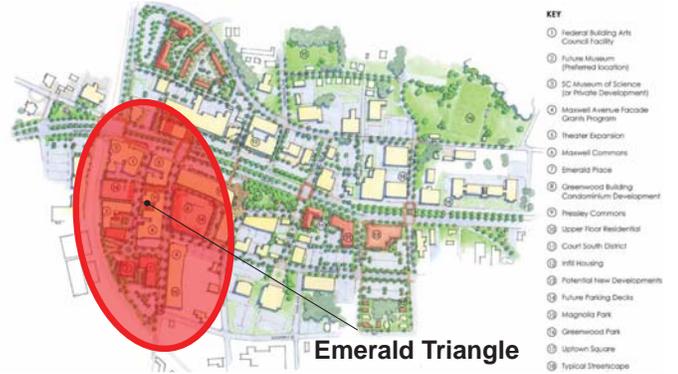
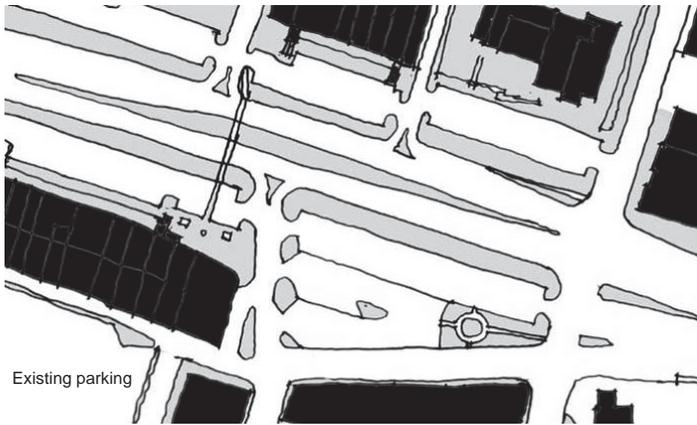
Since Master Plan:

- 11% Property Value Growth (08-11)
- 67 New businesses opened through (08-13)
- 79% increase in Restaurant Growth (08-11)
- Hospitality receipts increased 79% in 5 years – in spite of only downtown hotel being closed 4 years

Credit: Charlie Barrineau, City of Greenwood

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- 8/04 Master Plan /City **Adopts Zoning to Allow Upper Floor Residential**
- 4/06 Arts Center anchor opens – **Significant private investment** – Self Family Foundation
- 6/06 City **Adopts policy** to allow beer/wine served at sidewalk cafes
- 8/06 City awarded \$1 million grant – **catalyst for street and façade renovations**
- 01/07 Greenwood Community Theater reopens – **private donations and revenue from local hospitality tax**
- 05/08 First SC Festival of Flowers Topiaries introduced on the Square – **increases pedestrian traffic**
- 09/08 Museum reopens – City Hospitality funds and federal grant
- 01/10 **Food Network films** and introduces Greenwood to a worldwide audience
- 10/10 New Greenwood County **Library opens** – **voter approved** County Capital Project Sales Tax
- 05/11 Uptown Market begins operation in **temporary stalls**
- 03/12 County-wide **wayfinding signage** including Uptown Greenwood installed
- 01/13 City constructed **17,000 SF greenhouse** – SC Festival of Flowers/ **Beautification efforts**
- 04/16 **Permanent Uptown Market** and interactive water feature opens – Foundation Grant, Hospitality tax revenue *Credit: Charlie Barrineau, City of Greenwood*

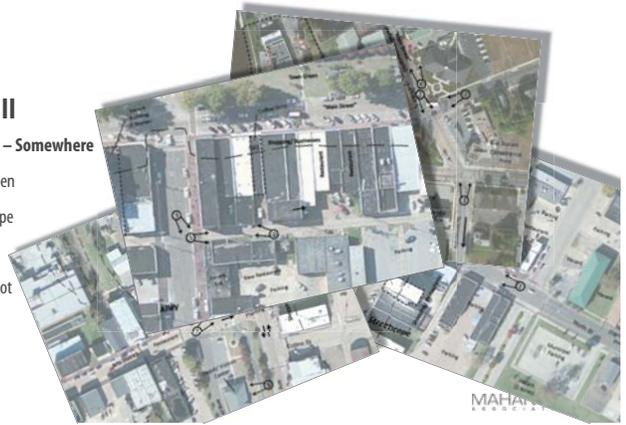


ACTIVITY

Activity II

Public Space – Somewhere

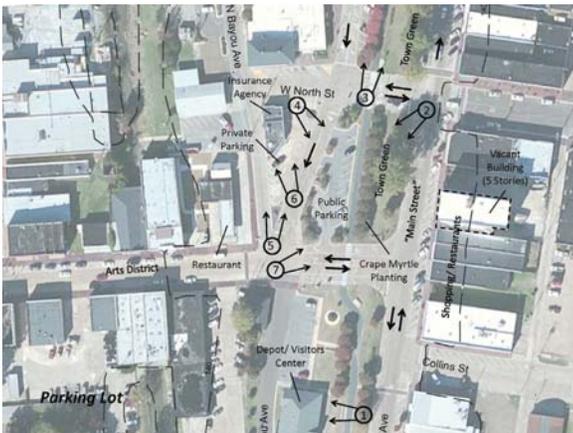
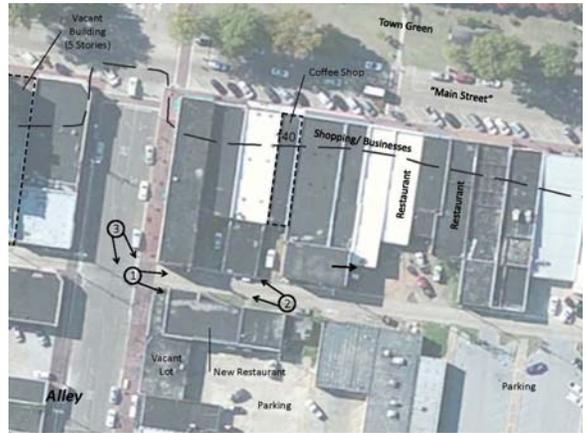
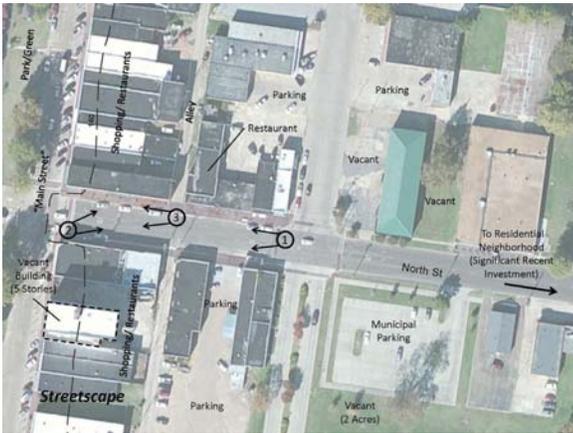
1. Town Green
2. Streetscape
3. Alley
4. Parking Lot



Activity I

Your Community Opportunity





THANK YOU

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TMCGILLOWAY@MAHANRYKIEL.COM

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