

TACTICAL URBANISM

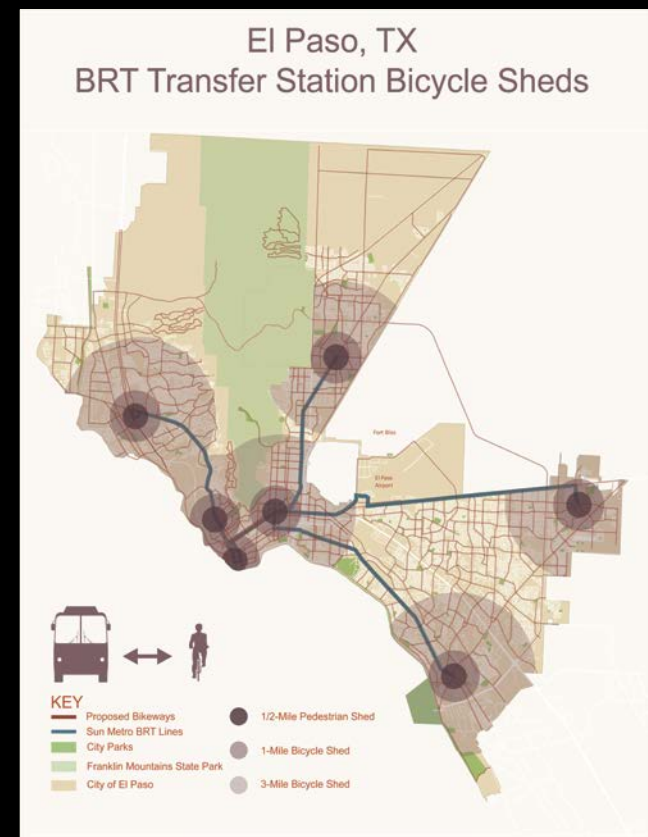
Short-term Action, Long-term Change

Tony Garcia
tony@streetplans.org



Better Streets, Better Places

- Bike/Ped Planning + Design
- Placemaking + Tactical Urbanism
- Urban Policy Development
- Urban + Architectural Design
- Creative Public Outreach
- Web Design
- Education | Training | Workshops
- Research-Advocacy



Visualizing Safe Streets



Existing

Automobile Space: 80%

People Space: 20%

Awesome! Now What?!



Proposed

Automobile Space: 50%

People Space: 50%

Real Change is Hard!



**How Do We
Create A
Culture Shift?**

Inspiration: Memorial Day Weekend, 2009





A Plan without Implementation Tactics

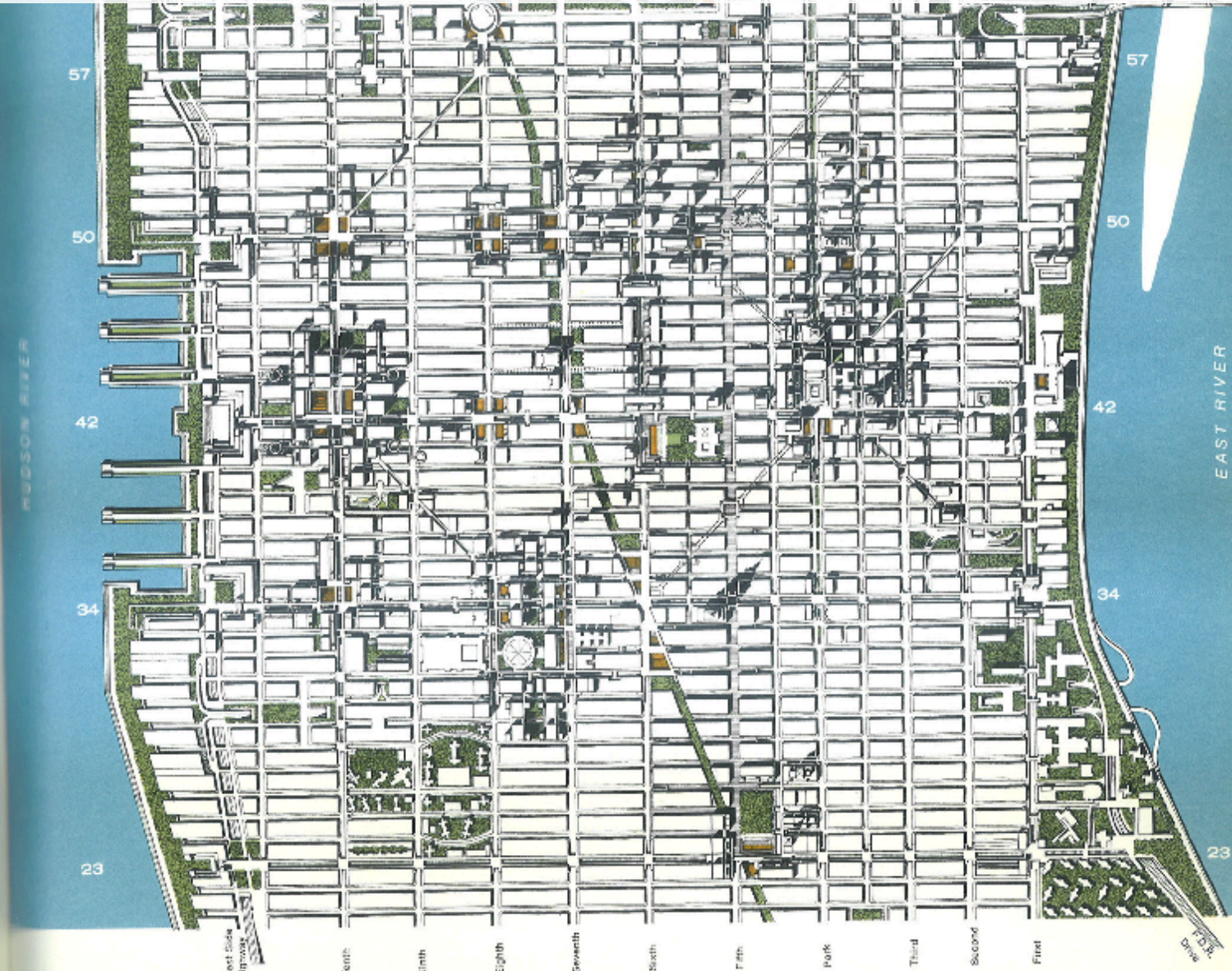
RPA's Midtown Plan (1969)

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



Step 1 - Change the Status Quo Times Square (2009)



Image: Nina Munteanu

Step 2: Iterate on the Design

Times Square (2010)



Image: NYC DOT

Step 3: Measure + Learn Times Square (2012)

City Room



March 19, 2012, 5:09 PM

Times Square Lights Up City's Economy, Study Finds

By PATRICK MCGEEHAN



Mary Akaffer/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.

- Pedestrian Traffic: 15% Increase
- 180% Increase in Retail Rents
- 33% Decrease in Traffic Injuries
- 1 of 65+ Plazas in Process



Image: NYC DOT



What's Going On Here ?

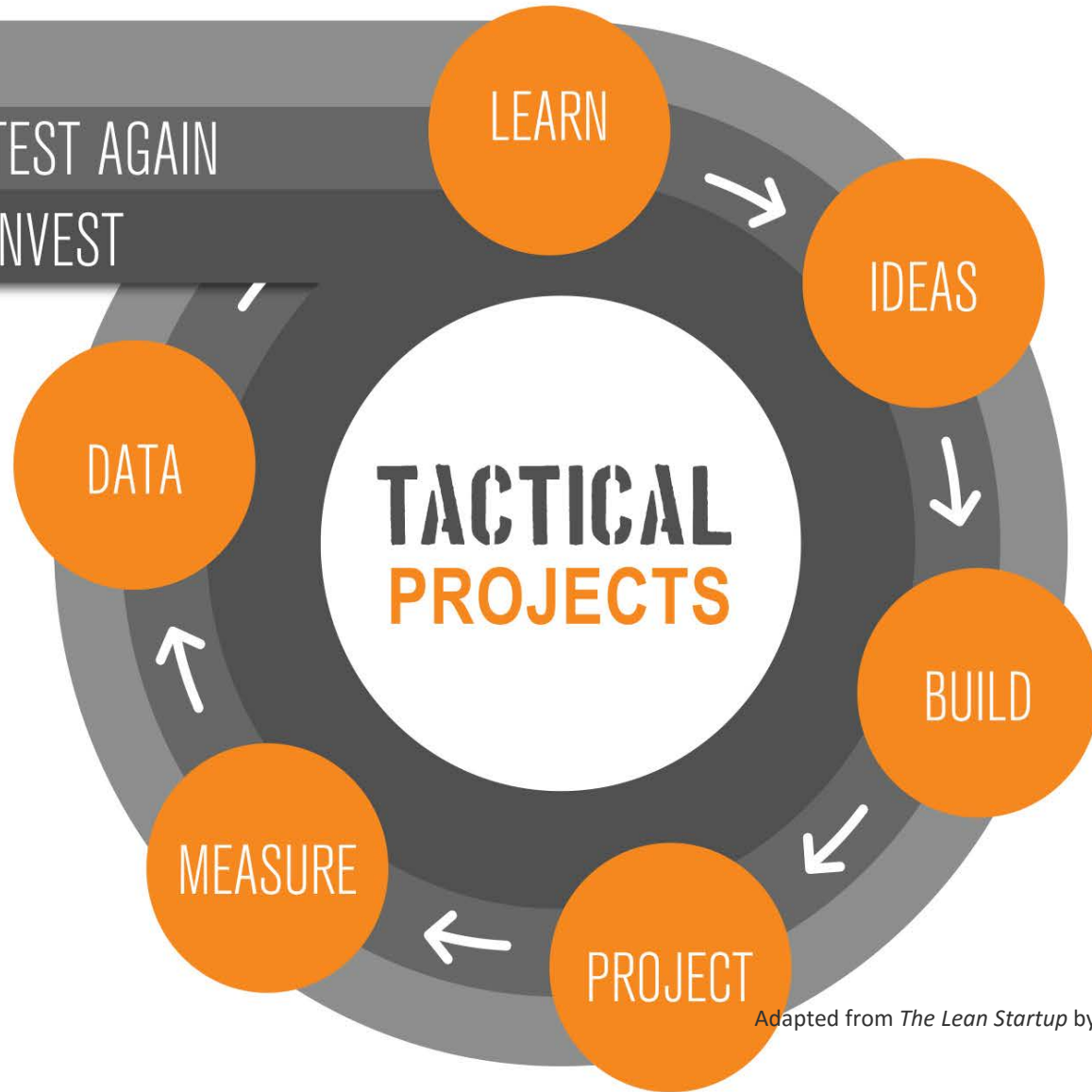
This project is being brought to you by:
The City of New York

The name of this project is:
Reconstruction of



BUILD, MEASURE, LEARN

TEST
PLAN, TEST AGAIN
PLAN, INVEST



Adapted from *The Lean Startup* by Eric Ries

Tac•ti•cal

Adj: \tak-ti-keɪ\

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

Tactical Urbanism: A city, organizational, and/or citizen-led approach to neighborhood building using short-term, low-cost, and scalable interventions intended to catalyze long-term change.

Uncovering Tactical Urbanism



1. inexpensive



3. existing plans



2. temporary



4. Social capital



TACTICAL SPECTRUM

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

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

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

UNSANCTIONED

TACTICS

SANCTIONED

TOP DOWN

Mayors | City Councilors | Municipal Departments



*Developers
Entrepreneurs
Business Improvement Districts*

*Advocacy Organizations
Artists
Planning + Design Firms*

BOTTOM UP

Citizen Activists | Community Groups | Neighborhood Organizations

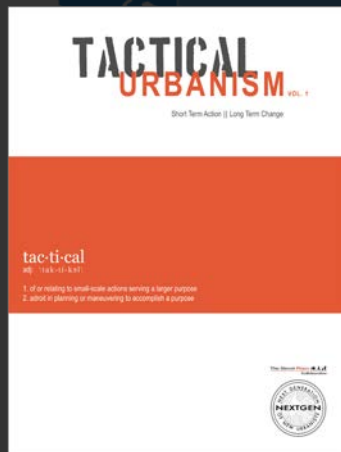
DIY? Yes. Urban Hacking? Sure. Tactical? No.



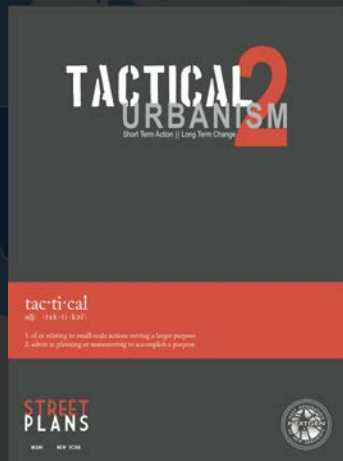
Image: Middle Gerselamina

Tactical Urbanism Vol. 1 - 4

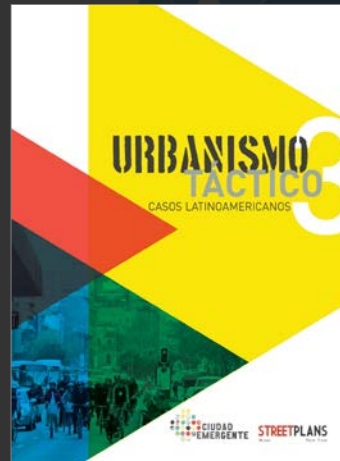
Download: <http://tacticalurbanismguide.com>



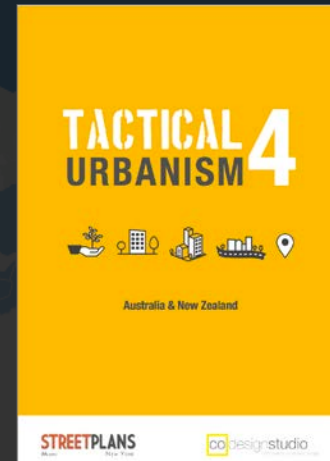
2011



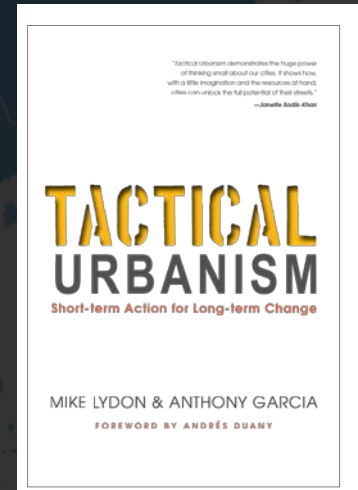
2012



2013



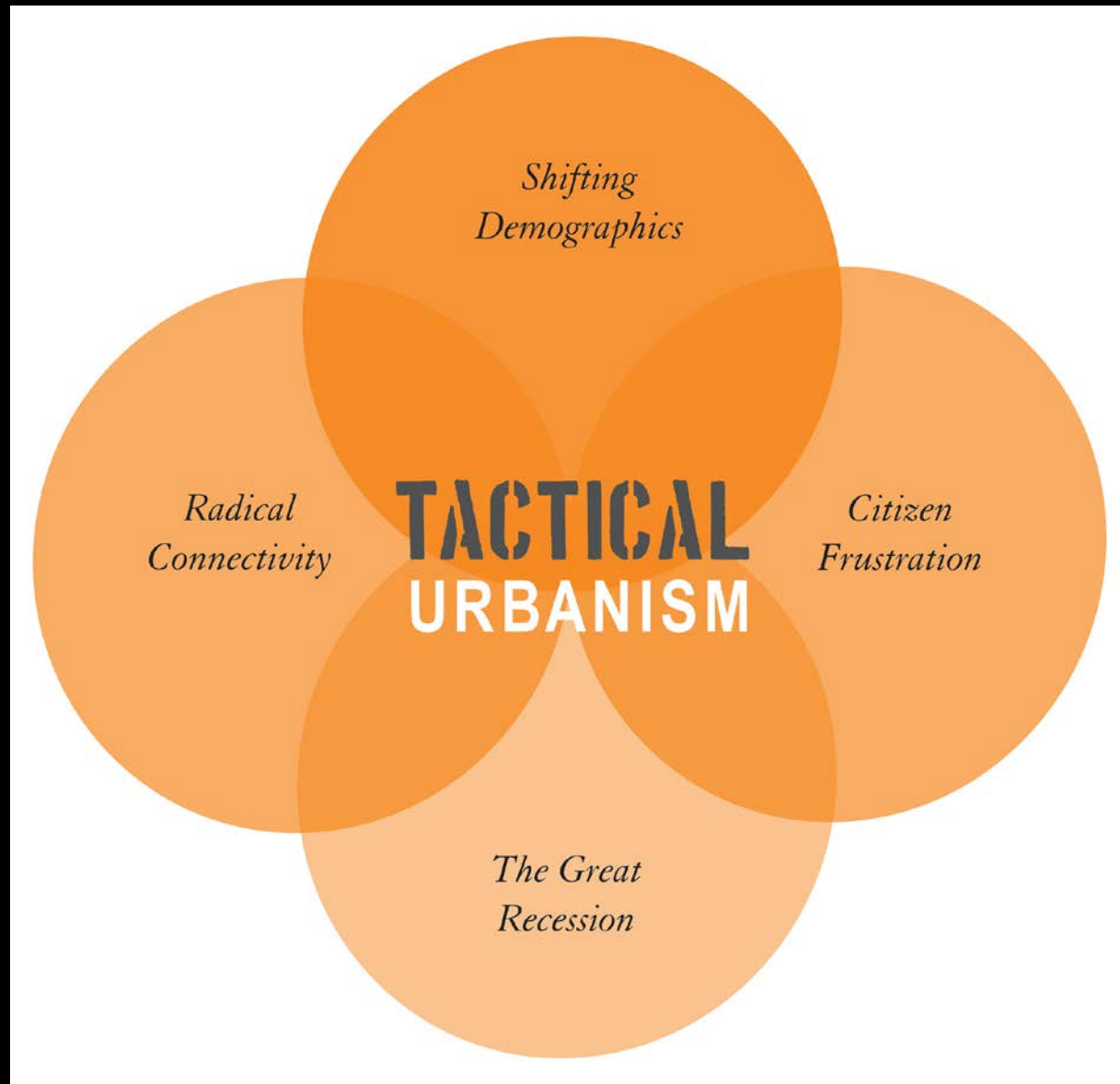
2014



2015

300,000+ downloads / views across 100+ countries

The Rise of Tactical Urbanism



Great Recession



Public trust in government is low

NUMBERS, FACTS AND TRENDS SHAPING YOUR WORLD

ABOUT | FOLLOW US

Search

PewResearchCenter *U.S. Politics & Policy*

U.S. POLITICS MEDIA & NEWS SOCIAL TRENDS RELIGION INTERNET & TECH HISPANICS GLOBAL

PUBLICATIONS TOPICS QUESTION SEARCH DATASETS METHODOLOGY EXPERTS

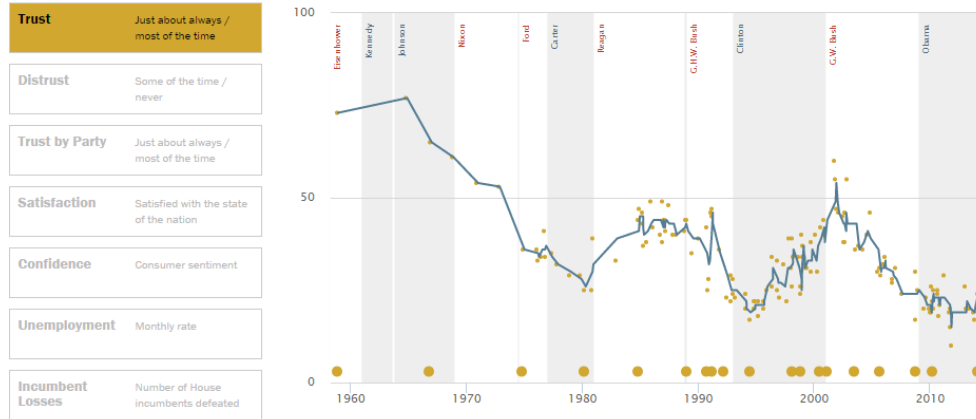
NOVEMBER 13, 2014



Public Trust in Government: 1958-2014

Public trust in the government remains near historic lows, although somewhat higher than during the October 2013 government shutdown. In a survey conducted in February 2014, 24% said they trust the government in Washington always or most of the time.

Explore public attitudes towards the federal government over time and compare the data with other key national indicators, such as consumer sentiment, the unemployment rate and changes within the elected leadership.



Shifting demographics, shifting preferences

rainny's spending to-
 ortation and housing,
 atest
 endi-
 eased
 labor
 eight
 ubble,
 struc-
 ed ac-
 ed for
 rter of
 metro
 Vegas
 Nation-
 ar and
 rchases
 historic
 Millennials have turned
 cars and houses in dramati-
 c fashion. Just as

Since World War II, new cars and suburban houses have powered the economy and propelled recoveries. Millennials may have lost interest in both.

Otherwise rare goods—is near
 by Zipcar, but it also involves c
 nies such as Air
 shared market
 for bedrooms an
 er accommodatio
 travelers; and thr
 a site where pa
 can buy and sell
 used clothing.
 From a distanc
 sharing of cars, r
 and clothes may se
 curiosity, more h
 than revolutionary
 technology is allo
 these practices t
 mainstream, and
 represents a big new step for con
 ers. For decades, inventory ma
 improving

Estimated Vehicle Miles Driven and Gasoline Prices

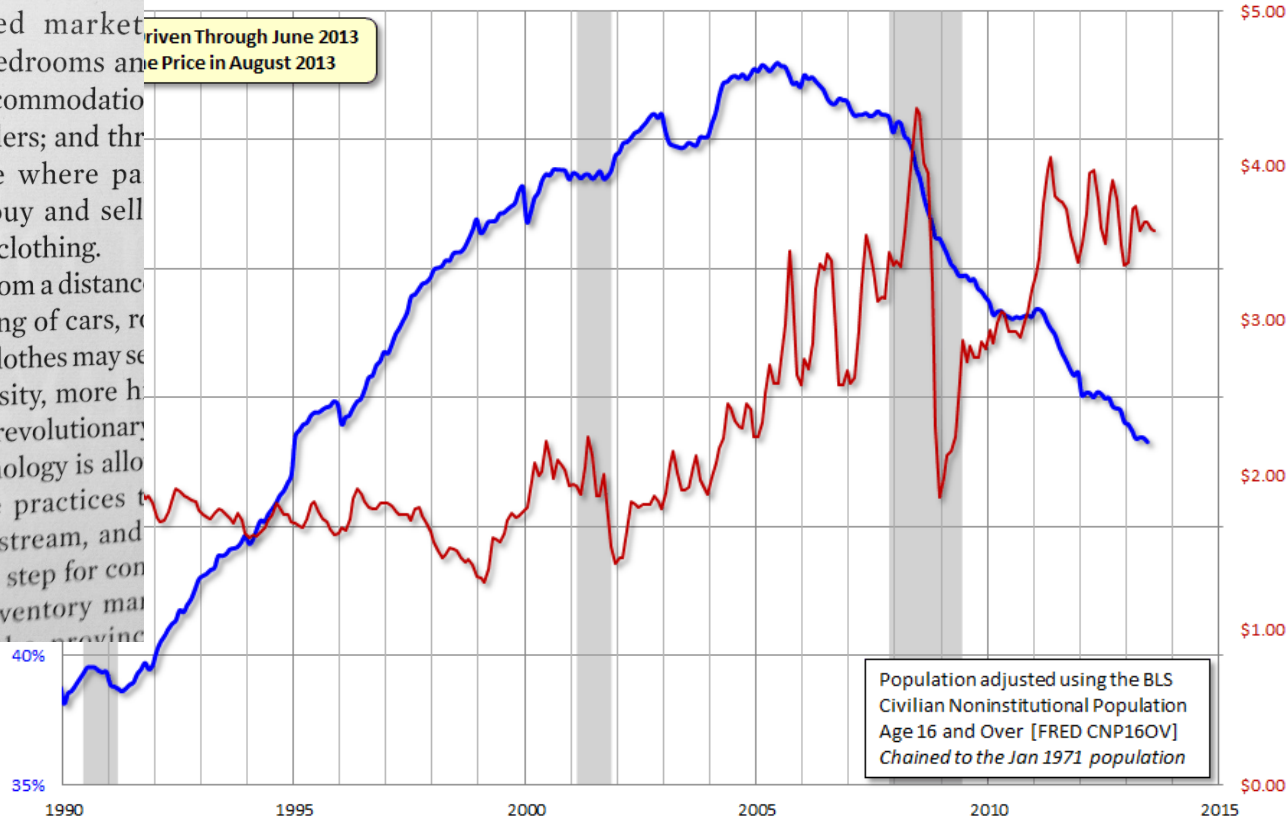
dshort.com
 August 2013

Recessions

Population-Adjusted Growth Since 1971

Real Gasoline Price: Regular

Driven Through June 2013
 Price in August 2013



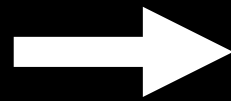
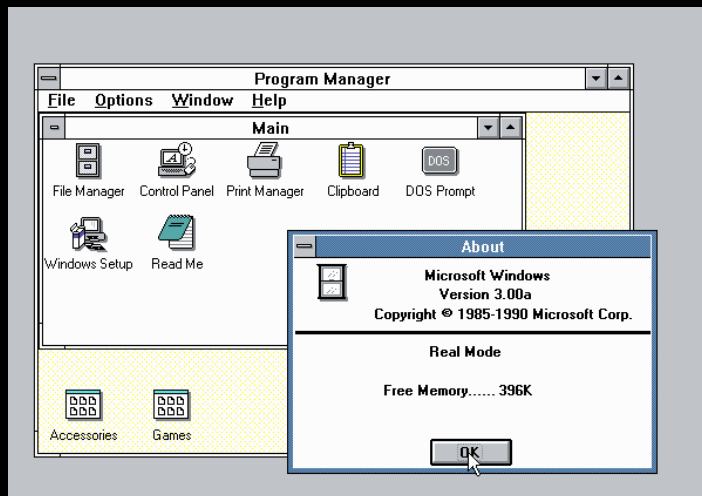
Local planning process broken

- (too) large scale aka. “Silver Bullet” Syndrome
- Lack of transparency
- One way / static input
- Inflexible / Not results oriented



Expectation of progress + innovation

- We expect software + products will always get better.
- We are willing to tolerate imperfections; in fact these are expected.



+/- 30 years



The silver lining...democracy in the digital age

- Expanding use of digital applications in public process (ie. Blogs, ioby, etc.)
- Access to leaders easier than ever (especially with a computer)
- The public planning process can be proactive (vs reactive)



Home About News Events Background Documents Map Join Us! Donate

Redefining Trail Oriented Development

The Ludlum Trail is a national model of public-private partnership harnessing the energy of grassroots organization together with the philanthropy of corporate sponsors.

Welcome to the official website of the Ludlum Trail, a 6.2-mile linear park through the heart of Miami-Dade County. Set within the partially abandoned Florida East Coast railway right-of-way, the greenway will contain restored native habitats and a bicycle and pedestrian trail that will provide a safe, dedicated, and direct route for cyclists and pedestrians to schools, parks, work and shopping. The trail will connect more than 34,000 people within a half-mile, walkable service area to five greenways, five public schools, four parks and two transit hubs.

The Friends of the Ludlum Trail represents the thousands of Miami-Dade County residents who want to see the Ludlum trail become an asset for the community as a running, biking, and walking trail. The Ludlum Trail project is a national model for public/private partnerships and will spur job creation, increased property values, and form a major transportation and recreation connection across the heart of the county. Please join us!

Tactical Urbanism: Three Applications

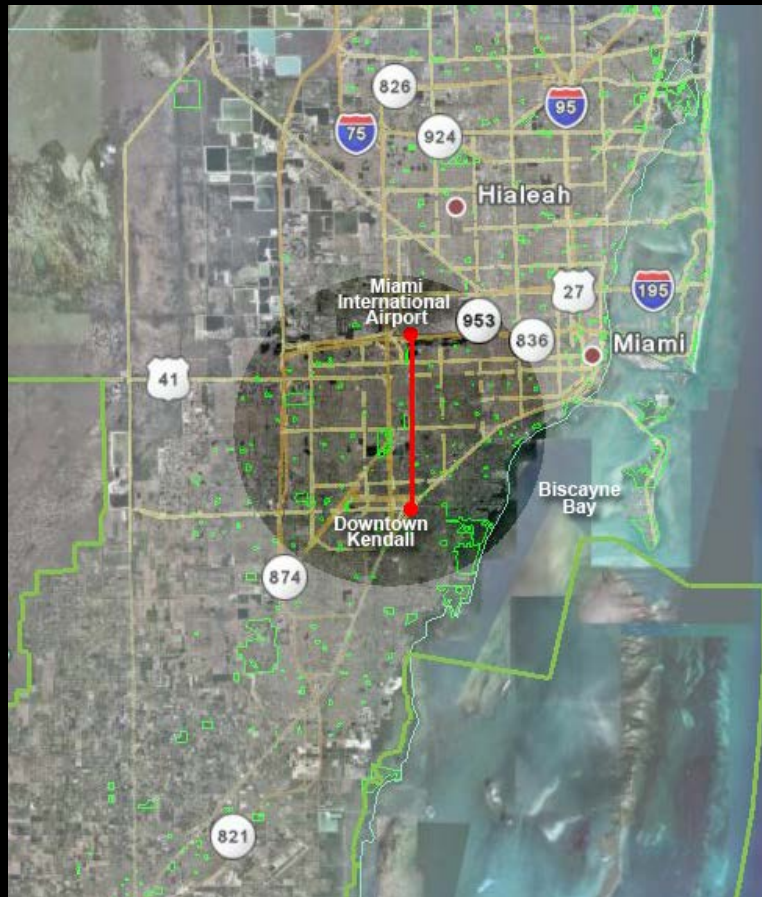
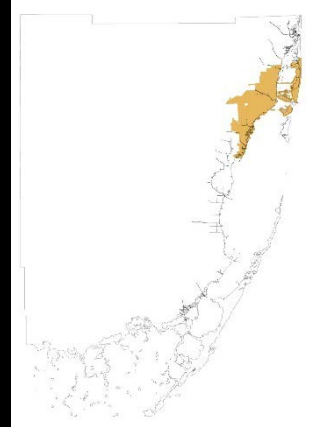
1. Unsanctioned Citizen Action

2. “Phase 0” Pilot Project

3. Testing Design Alternatives

How to make change happen NOW! Ludlam Trail Case Study

Miami Dade
Area: 1,900 sq mi
Population: 2.5 million

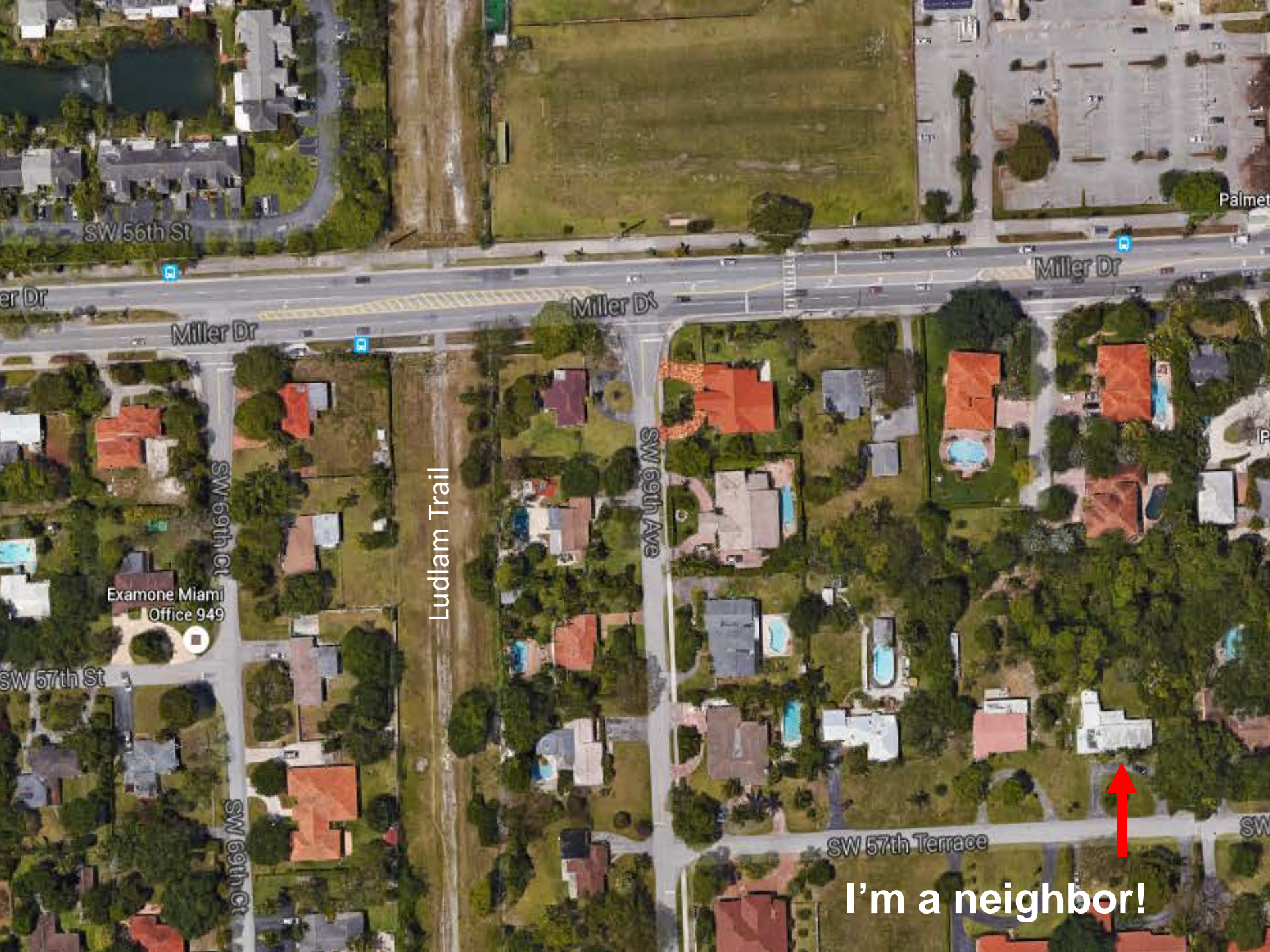


TYPICAL SCHOOL CONNECTION
SOUTH MIAMI SENIOR HIGH CONNECTION
AFTER IMAGE

The South Miami Senior High School connection 'after' image to the left shows the layout of a 'trail roundabout' with an eight (8) foot sidewalk connection to the school. Students and other trail users will be able to safely travel to school via the Ludlam Trail.



Ludlam Trail Corridor
6.2 Mile, 100' wide
Abandoned rail corridor



SW 56th St

Palmetto Dr

Miller Dr

Miller Dr

Miller Dr

SW 69th Ave

Ludlam Trail

SW 69th Ct

Examone Miami
Office 949

SW 57th St

SW 69th Ct

SW 57th Terrace

I'm a neighbor!



Ludlam Trail
 The Underline
 South Dade Greenway
 Old Cutler Trail
 Rickenbacker Causeway
 Snapper Creek Trail
 Black Creek Trail
 Biscayne Everglades Greenway

Biscayne Trail
 Southern Glades Trail
 Amelia Trail
 Commodore Trail
 Atlantic Greenway
 West End Greenway/
 Krome Avenue Path

GREEN MOBILITY NETWORK



Putting it all together...

Who are Friends of the Ludlam Trail?



Frankie Ruiz
Mari Chael
Victor Dover
Rick Santos
Peter Rabbino
Tony Garcia
Kristin Villasuso
Jennifer Enfield
Eric Katz
Ebru Ozer
Joan Caron
Douglas Thompson
Rails to Trail Conservancy
Toufic Zakharia
Caroline Parker

Mayor Philip Stoddard
City of South Miami
Sam Van Leer (Urban Paradise Guild)
Bike Walk Coral Gables
South Miami Neighbors
Waterway Neighborhood Association
Ellie Quigley
Carolyn Ramsey
Urban Environment League
Stuart Grant
Miami Bike Scene
Dana Krempels
Christine Rupp
Alfred Lurigados, FECL
Richard Formoso

- Blossomed to over 30 organizations who are spreading the Ludlam Trail message!
- Thousands supporters signed up via website, and over 2,900 on Facebook!



November 2014



September 2014



December 2015



April 2015

Making change happen is hard.

Establishing a consensus plan



- Monthly Steering Committee meetings
- Charrettes
- Meetings with staff + residents



How to understand the Ludlam Trail Plan



75%

- Trail will go through buildings!
- Largest addition of new open space in urbanized area in 50 years.
- Limited park uses (light touch on buildings like bathrooms and shelters)
- Landscape buffer



25%

What a difference a year makes!



November 2014



November 2015

Tactical Urbanism: Three Applications

1. **Unsanctioned Citizen Action**
2. **“Phase 0” Demonstration Project**
3. **Testing Design Alternatives**



September 2014



phase 4: trail improvements (June - dec)



While volunteers can take us so far, there will eventually be the need for hired skilled labor, particularly for the initial construction of the trail in Segment B.



FOCT will work with partners to ensure the trail is ADA compliant.



Examples such as this property above is an excellent representation of what the planted buffer zone will eventually grow to look like over time.



August 2015



October 2015

Moving Forward - Ludlam Days!



- Monthly events along the trail
- Increased public input + exposure
- FECI + FOLT working together.
- Full public access within the year!

**Miami Foundation
Public Space Challenge!**

Coral Gables Museum Exhibit

BIRD'S EYE VIEW

The Ludlum Trail is a new public space that will connect the heart of Coral Gables to the heart of Miami. It will be a 1.2-mile-long trail that will provide a safe and scenic route for walking, jogging, and cycling. The trail will be built on an existing right-of-way that was abandoned in the 1950s. The trail will be built on a 10-foot-wide strip of land that runs parallel to the existing road. The trail will be built on a 10-foot-wide strip of land that runs parallel to the existing road. The trail will be built on a 10-foot-wide strip of land that runs parallel to the existing road.



FAQ

Here are some frequently asked questions about the Ludlum Trail Corridor and its future.

Where is the Ludlum Trail?
The Ludlum Trail Corridor runs north-south, south of Avenue 57 and 58, between Westchester Road in the north and US 1 in the south.

How long is the Ludlum Trail?
The Ludlum Trail Corridor is 1.2 miles long, and roughly 100 feet wide. It consists of an 8-foot-wide trail, a 2-foot-wide sidewalk, and a 2-foot-wide buffer zone.

Who owns the Ludlum Trail?
The Ludlum Trail Corridor is currently owned by Florida East Coast Industries.

Will the Ludlum Trail become a reality?
Yes. The public has been very supportive of the project, and the City of Coral Gables is committed to moving forward with the project.

Are people allowed to use the trail?
Yes. The trail is designed to be a multi-use trail, suitable for walking, jogging, and cycling.

Who is responsible for the trail?
The City of Coral Gables is responsible for the trail. The City will be responsible for the design, construction, and maintenance of the trail.

How is the trail being funded?
The trail is being funded through a combination of City funds, private donations, and grants.

Isn't it a waste of money?
No. The trail is a valuable asset to the community. It will provide a safe and scenic route for walking, jogging, and cycling. It will also provide a space for community events and activities.

MASTER PLAN

The Ludlum Trail Master Plan was developed in 2014. It provides a vision for the trail and outlines the steps that will be taken to bring it to life. The plan includes a detailed site plan, a list of proposed buildings, and a schedule for construction. The plan also includes a list of proposed amenities, such as a public art program, a community garden, and a playground. The plan is a comprehensive guide for the development of the trail.



What is this process about again?
The plan is a vision for the trail. It outlines the steps that will be taken to bring it to life. The plan includes a detailed site plan, a list of proposed buildings, and a schedule for construction. The plan also includes a list of proposed amenities, such as a public art program, a community garden, and a playground. The plan is a comprehensive guide for the development of the trail.

When is being prepared for the Ludlum Trail corridor?
The plan is being prepared for the Ludlum Trail corridor. It outlines the steps that will be taken to bring it to life. The plan includes a detailed site plan, a list of proposed buildings, and a schedule for construction. The plan also includes a list of proposed amenities, such as a public art program, a community garden, and a playground. The plan is a comprehensive guide for the development of the trail.

Where is development occurring? How tall will buildings be?
Development is occurring in the Ludlum Trail corridor. The plan includes a list of proposed buildings, such as a public art program, a community garden, and a playground. The plan also includes a list of proposed amenities, such as a public art program, a community garden, and a playground. The plan is a comprehensive guide for the development of the trail.

How can you fit a trail and development?
The plan is a vision for the trail. It outlines the steps that will be taken to bring it to life. The plan includes a detailed site plan, a list of proposed buildings, and a schedule for construction. The plan also includes a list of proposed amenities, such as a public art program, a community garden, and a playground. The plan is a comprehensive guide for the development of the trail.

LUDLAM

The Ludlum Trail is a public space that will connect the heart of Coral Gables to the heart of Miami. It will be a 1.2-mile-long trail that will provide a safe and scenic route for walking, jogging, and cycling. The trail will be built on an existing right-of-way that was abandoned in the 1950s. The trail will be built on a 10-foot-wide strip of land that runs parallel to the existing road. The trail will be built on a 10-foot-wide strip of land that runs parallel to the existing road.



Coral Gables Museum Exhibit



Interactive Touchscreen Map – another chance for citizen input



District 6 Staff enjoying the selfie wall!



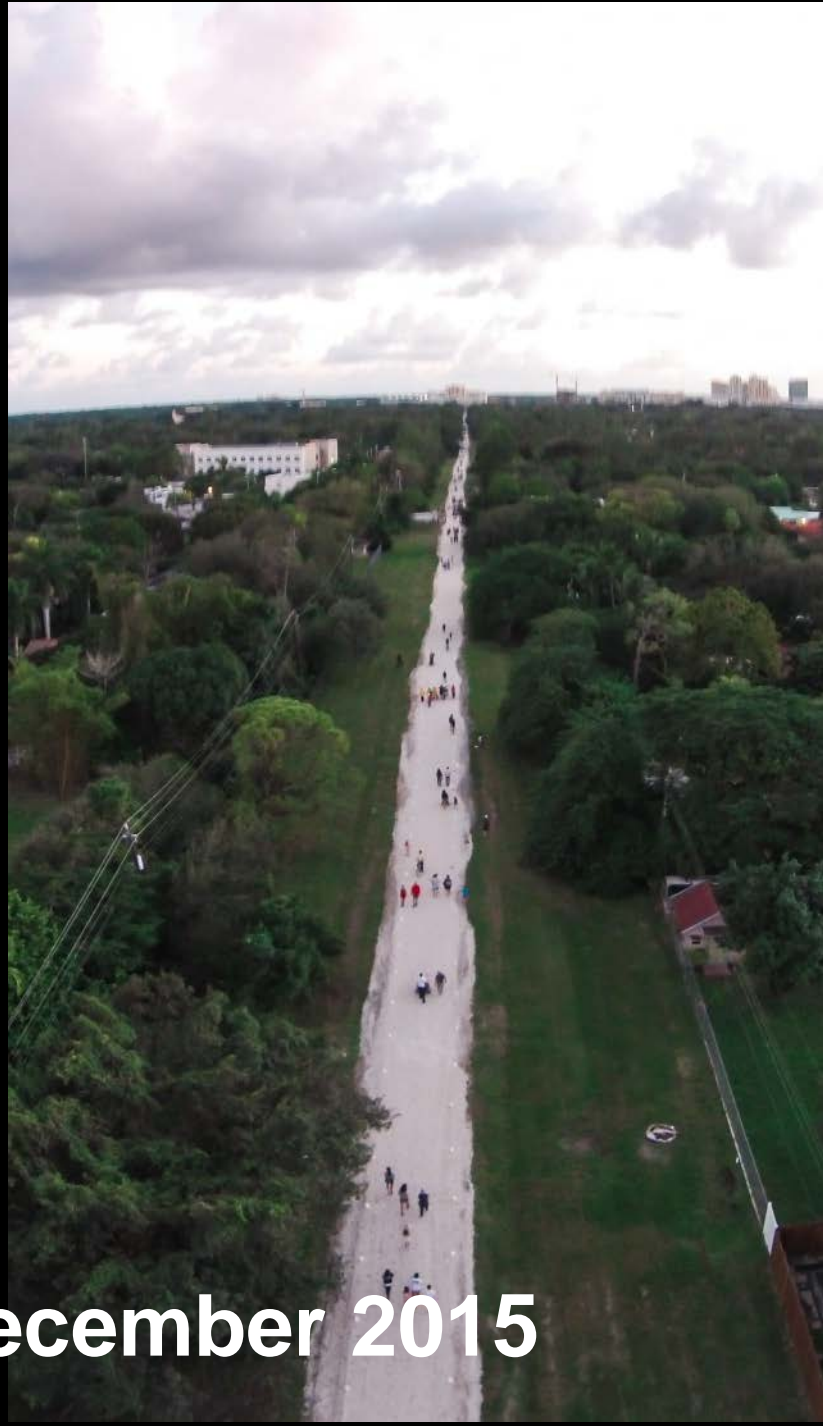
Fall Fest – November 2015







Ludlam Lights – December 2015



Ludlam Lights – December 2015

Tactical Urbanism: Three Applications

1. Unsanctioned Citizen Action

2. “Phase 0” Demonstration Project

3. Testing Design Alternatives

Analysis Paralysis: Plans Only Beget More Plans

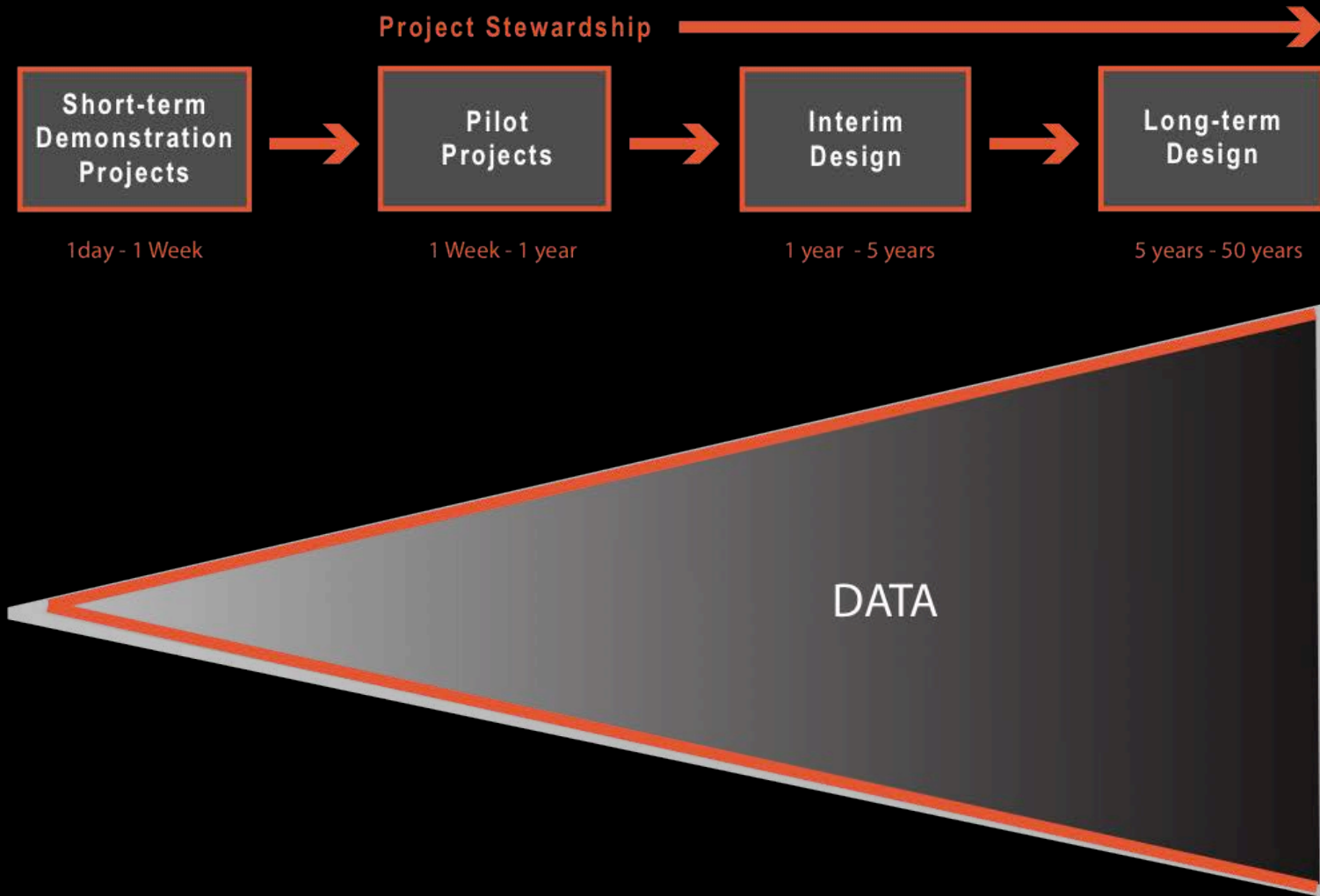


Image: flickr user thisbossi

**80% of Plans
Are Never
Implemented**

- Kaplan et. Al. (2005), Harvard

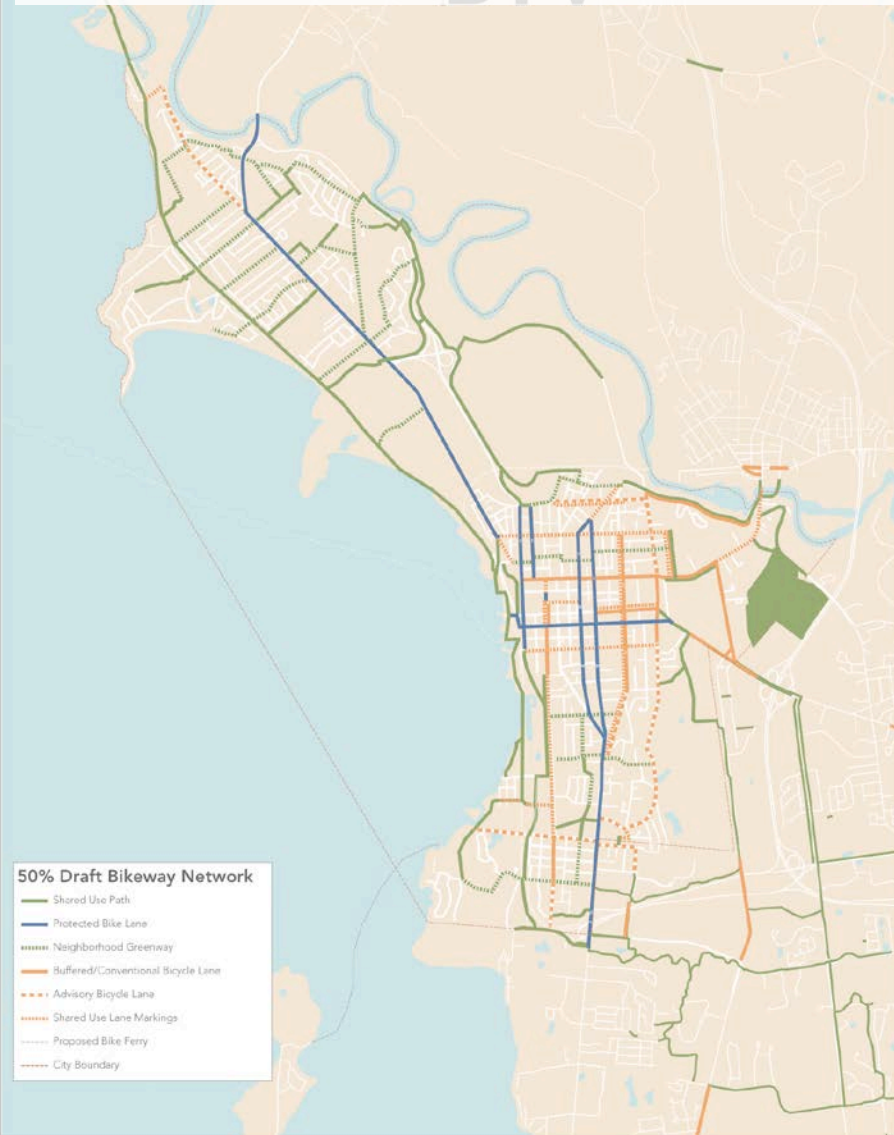
How can we build TU into project delivery process?



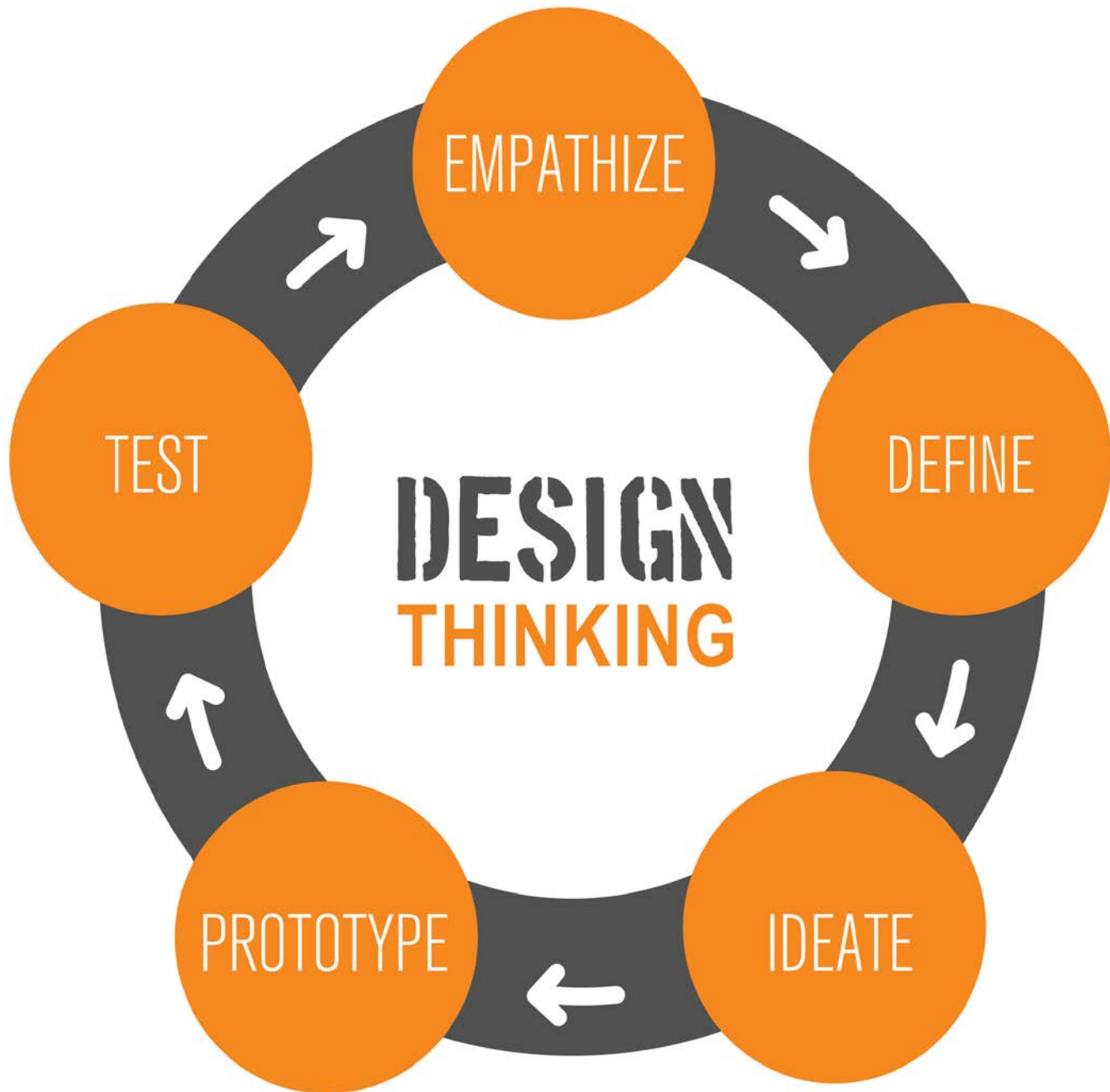
Case Study: Burlington, Vermont



Building Burlington's first protected bike lane







Union Street Protected Bike Lane



Ideate: Opportunities – What Will Work Here?



Ideate: Skill-Sharing

I have ...

- | | | |
|--|--|---|
| <input type="checkbox"/> plants/trees | <input type="checkbox"/> paint | <input type="checkbox"/> folding tables |
| <input type="checkbox"/> tools (drills, hammers, etc.) | <input type="checkbox"/> wood pallets | <input type="checkbox"/> a truck |
| <input type="checkbox"/> a wheelbarrow | <input type="checkbox"/> plywood | <input type="checkbox"/> something else:
_____ |
| <input type="checkbox"/> a hand truck | <input type="checkbox"/> patio furniture | _____ |
| | <input type="checkbox"/> chairs/benches | _____ |

I can help with...

- | | | |
|--|---|---|
| <input type="checkbox"/> painting | <input type="checkbox"/> transporting supplies | <input type="checkbox"/> something else:
_____ |
| <input type="checkbox"/> basic carpentry | <input type="checkbox"/> activities & programming | _____ |
| <input type="checkbox"/> publicizing the event | | _____ |
| <input type="checkbox"/> general buildout | | _____ |

I can be reached at...

name: _____

organization: _____

email: _____

phone number: _____

Site Planning – you need a plan!



Project Schedule (Blackmail Yourself)

SATURDAY JUNE 21ST

ALL DAY LONG

Green Lane Project Demonstration (Auburn Ave. from Hilliard St. to Jackson St.)  

Food Trucks (Throughout Event Area)

Pop-up Library and Book Sale (Historic Auburn Research Library Plaza) 

W.E.R.D. Radio Live (Corner of Auburn Ave. and Hilliard St.) 

Sweet Auburn Digital Media Initiative Demos (Historic Auburn Research Library Plaza) 

Neighborland Community Idea Wall (Auburn Ave. and Hilliard St.) 

Central Atlanta Progress Pop-Up Shops 

Get to Know Local Organizations (Historic Auburn Research Library Plaza)   

TOURS + CLASSES

Living Walls Walking Tour (Meet at the Pop-Up Plaza)   

Times: 10:30AM, 4:00PM

Drop-in Learn to Ride Bike Class (Historic Auburn Research Library Plaza)  

Times: 10:30AM, 11:00AM, 11:30AM, 12:00PM, 12:30PM, 1:00PM, 1:30PM

PEDS/ Atlanta Preservation Center Walking Tour (Meet at the Pop-Up Plaza)  

Times: 11:00AM, 5:00PM

3x3 Milk Crate Gardening Demo (Historic Auburn Research Library Plaza)  

Times: 11:00AM, 12:00PM, 1:00PM, 2:00PM, 3:00PM, 4:00PM, 5:00PM

Wheat Street Garden Tour (Meet at the Corner of Auburn Ave. and Hilliard St.)   

Times: 11:30AM, 4:00PM

Civil Bikes Tour (Meet at the Civil Bikes Pop-Up Store, 344 Auburn Ave.)  

Times: 7:00PM

PROGRAMMING

8:00AM Atlanta Streetcar Run the Rails 5k  

11:00AM Project Kick-off (Pop-Up Plaza stage)

Chair Yoga led by Curvi Yogini (Pop-up Plaza stage)  

5:00PM West Bank Boyz (Pop-up Plaza stage) 

6:00PM DJ Ree Delavega (Pop-Up Plaza stage) 

8:30PM Steel Magnolias Outdoor Movie Screening (Pop-Up Plaza) 

SUNDAY JUNE 22ND

ALL DAY LONG

Green Lane Demonstration Project (Auburn Ave. from Hilliard St. to Jackson St.)  

Food Trucks (Throughout Event Area)

Pop-up Library and Book Sale (Historic Auburn Research Library Plaza) 

W.E.R.D. Radio Live (Corner of Auburn Ave. and Hilliard St.) 

Sweet Auburn Digital Media Initiative Demos (Historic Auburn Research Library Plaza) 

Neighborland Community Idea Wall (Auburn Ave. and Hilliard St.) 

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3x3 Milk Crate Gardening Demo (Historic Auburn Research Library Plaza)  

Times: 10:00AM, 11:00AM, 12:00PM, 1:00PM, 2:00PM, 3:00PM, 4:00PM

Wheat Street Garden Tour (Meet at the Corner of Auburn Ave. and Hilliard St.)   

Times: 2:00PM

Civil Bike Tours (Meet at the Civil Bikes Pop-Up Store, 344 Auburn Ave.)  

Times: 9:00AM, 4:00PM

PROGRAMMING

12:30PM Mini GROOVE Class led by Curvi Yogini (Pop-up Plaza stage)  

1:00PM Maculele Brazilian Capoeira Group (Pop-up Plaza) 

1:30PM Address from Local Community Leaders (Pop-up Plaza Stage) 

2:00PM DeDee and the Puddin' Milkers (Pop-up Plaza Stage) 

2:30PM A Community Conversation with the Elders of the Old Fourth Ward (Wheat Street Towers Courtyard) 

The schedule for event weekend programming appears above and to the left. Even with the printed schedule as a guide, the project team remained flexible, sometimes shifting project

Assign Team Roles

A close-up photograph of a person's hands wearing blue work gloves. The right hand is wearing a solid blue glove, and the left hand is wearing a blue glove with a white dot pattern. The person is wearing a blue t-shirt. The background is a blurred green field of foliage.

- Moneymakers (fundraisers)
- Hunter-Gatherers (materials)
- Makers (design/construction)
- Coordinators (logistics)
- Mouthpieces (communication)
- Documentarians (film, blog etc.)

Marketing –

1. give it a name

2. its not real until you have a website



Welcome

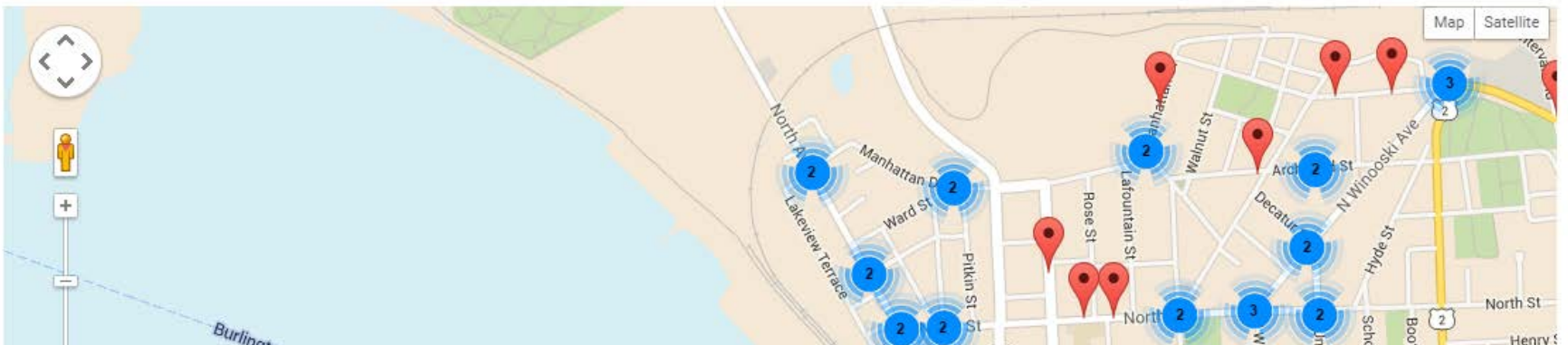
Get Involved

About

Interactive Map

This page includes an interactive map. We invite you to zoom in or out on the map and add your comments to it. The map allows you to choose a specific location and create a detailed suggestion using the "Marker" feature below. If there is not an exact address for your suggestion, please use the closest address possible to the location you have in mind. If your suggestion is linear (for example, a bike lane that stretches for several blocks or miles), choose a location that represents a start point, and describe your suggestion further in the "Marker Description" field.

Comments shared on this map will be integrated into our planning process, along with comments received through our public workshops and other traditional channels.



La Fenice
Tasting Room

Locally Sourced Materials – use what you have available



Find Partners, and a political Champion



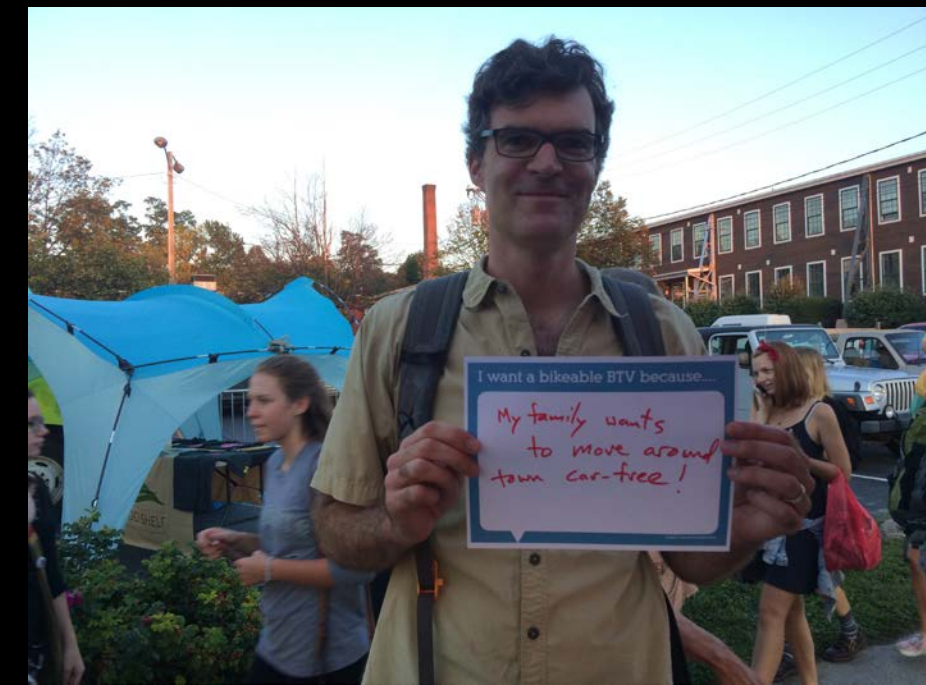
Enlist Volunteers / Build Capacity



Programming - Art Hop!



Collect Data in Real Time



Putting it all together...



Testing Emergency Response



Image: Julie Campoli

Measuring The Short-term Results



trafficCOMputer Hardware Device



Documentation



Results





Image: Julie Campoli

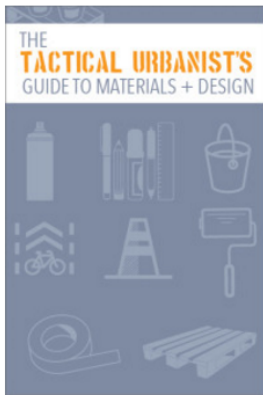


Image: Julie Campoli

What's Next?

Tacticalurbanismguide.com

About This Project



Over the past seven years Street Plans has built a practice around implementing tactical urbanism projects around the globe. Our four open-source guides and recent book, along with other resources, provide substantial case-study level information on the topic, **but, we've heard time and again that what is needed now is more guidance about design and materials, for both citizens and city-led projects.** We are constantly bombarded with requests and questions about materials, processes, and logistics.

"What materials do you use for crosswalk reclamation?"

"Are these projects MUTCD compliant?"

"How do you get projects approved by the city engineer?"

Thanks to funding from the [Knight Foundation](#), we are proud to present the Tactical Urbanist's Guide to Materials and Design. This new print and digital resource (currently under production) will provide high-quality design and materials guidance for citizen-led demonstration, and city-led pilot and interim design projects. In addition, we're also going to be hosting a workshop series to accompany the Guide, with the goal of expanding participating agency (or agencies) familiarity and comfort with planning and executing collaborative demonstration, pilot, and interim design projects. (Click [here](#) for more information about the workshop series.)

The Guide will focus on sharing best-practices for rapid implementation of common tactical urbanism projects, including street-safety enhancement projects such as high-visibility crosswalks, curb extensions, refuge islands, protected bike lanes, and plazas. As part of this effort, we're pulling together our firm's best practices, as well as conducting a national research survey of best practices related to materials and design from America's leading cities. The Guide and workshops will focus on sharing materials and design knowledge for three typical phases of Tactical Urbanism projects as they relate to timing and level of financial investment:

1) Demonstration projects generally last from one to seven days and have been growing in popularity in the last few years. These interventions are typically led by citizen or non-profit groups, but often require close collaboration with city governments, developers, and other organizations before, during, and after a formal planning process to produce experiential "renderings in real-time."

No matter who instigates, demonstration projects serve to highlight physical deficiencies, test design and programming concepts, engage community residents usually left out of the conventional planning process, and inspire local leaders to initiate changes to policy and/or physical space. Project materials are often very low-cost or make use of

Top Five Lessons For Getting Things Done NOW!



1. start with smaller steps, shorter timelines
2. limit the budget; be frugal + efficient
3. future-tize: create high expectations
4. don't always ask for permission
5. Look at existing plans

THANK YOU!

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