

# The Importance of having a Vision

- ▶ Our agreed idea of the kind of city we want to live in
- ▶ Determines public policy
- ▶ Guides public and private action

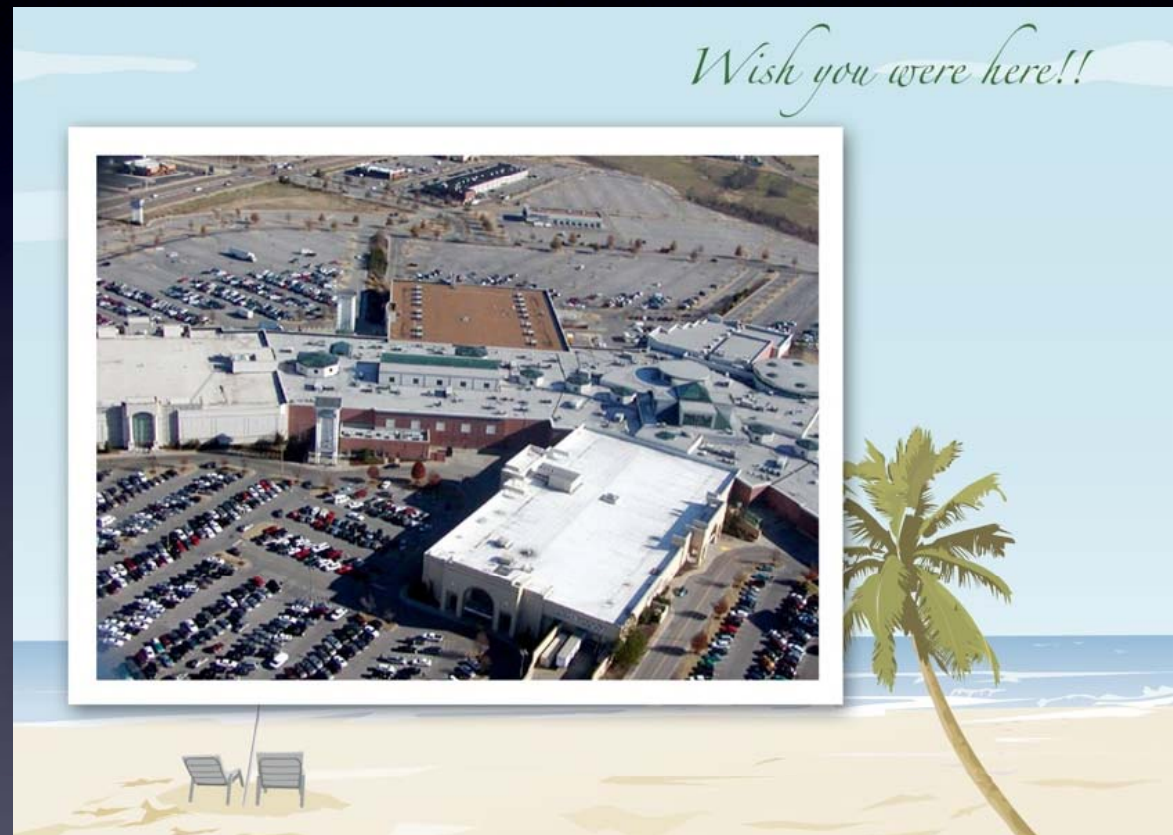
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- ▶The Importance of Good Urban Design in Determining a Vision
  - ▶The quality of design
    - ▶Communicates who we are and what we believe in to ourselves and others
    - ▶Both reflects and helps determine civic livability
    - ▶Helps us compete with other communities to attract and hold talented people

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# DOWNTOWNS EXEMPLIFY CITIES

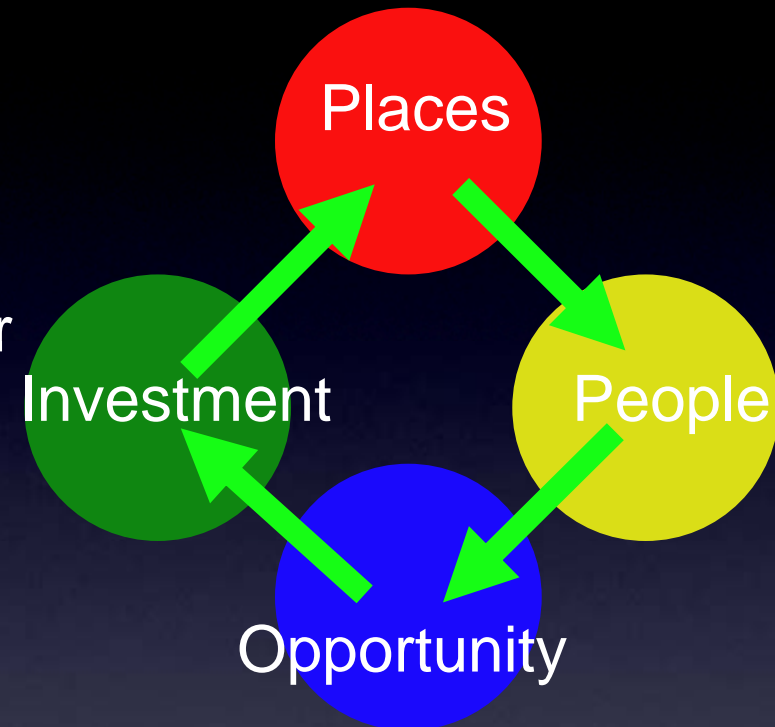
- ▶ Density
- ▶ Intensity
- ▶ Amplification
- ▶ Skylines and postcards



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# THE IMPORTANCE OF GREAT PLACES

- ▶ Great Downtowns are built around great places
- ▶ “Good Places create opportunities for good things to happen.” -- Frank Ricks
- ▶ Good places attract people
- ▶ People create opportunity
- ▶ Opportunity attracts investment
- ▶ Investment creates good places



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# THE BENEFITS OF GREAT PLACES

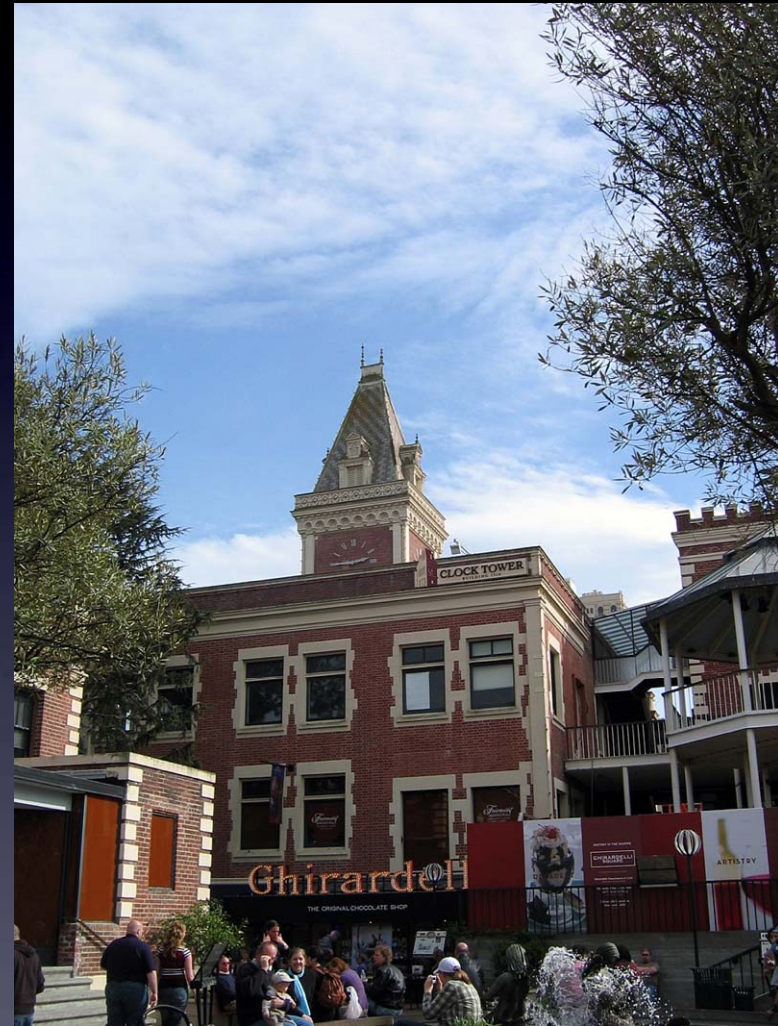
- ▶ Increased civic pride
- ▶ Bridge building among diverse people on common ground
- ▶ Economic opportunity
- ▶ Community identity



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# What makes a place great?

- ▶ Unique to the context and culture
- ▶ What we value
- ▶ What we stand for
- ▶ What we celebrate
- ▶ What stories we tell about ourselves
- ▶ What distinguishes Memphis from anyplace else
- ▶ Who is our “face”



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- ▶ Reasons to come
  - ▶ The Power of Ten
  - ▶ Ten reasons to be there
  - ▶ Ten things to do there
  - ▶ Triangulation—synergy among the ten



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- ▶ Reasons to stay
  - ▶ Protection
  - ▶ Comfort
  - ▶ Enjoyment
  - ▶ Convenience
  - ▶ Eye-level entertainment
  - ▶ Street level culture



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# MORE RESIDENTS ARE GREAT, BUT...

- ▶ By themselves residents cannot support downtown
- ▶ Downtown workers are the largest pool of customers
- ▶ Tourists are the next largest pool of customers
- ▶ Bringing in the rest of the region



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# A GREAT DOWNTOWN PLACE

- ▶ Denver CO
- ▶ 16th Street Mall



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# A GREAT DOWNTOWN PLACE

- ▶ Denver CO
- ▶ Larimer Square



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# A GREAT DOWNTOWN PLACE

- ▶ Portland OR
- ▶ Transit Mall



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# A GREAT DOWNTOWN PLACE

- ▶ Seattle WA
- ▶ Public Market



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# A GREAT DOWNTOWN PLACE

- ▶ San Francisco CA
- ▶ Ghirardelli Square



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# GETTING THERE – POWER OF 10

## A city/region needs 10+ MAJOR DESTINATIONS

*Example: Chicagoland region*

Brookfield Zoo   Museum Campus   Forest preserve bike trail   Navy Pier   Ravinia Festival   Frank Lloyd Wright houses  
Baha'i Temple   Lake Michigan lakefront path   St. Patrick's Day Parade   Soldier Field   Second City   Apple picking  
Chicago Botanic Garden   Indiana Dunes National Lakeshore   Historic Pullman District   Downtown Chicago   Chinatown

## A Destination needs 10+ PLACES

*Example: Downtown Chicago*

Navy Pier   Crown Fountain   Ice rink   Taste of Chicago   Popcorn shops   Shopping   "The Bean," aka Cloud Gate  
Harold Washington Library   Grant Park   Sears Tower   Gene Siskel Film Center   Daley Plaza   Chicago Riverwalk  
Green City Market   Chicago Theatre   Mies buildings   World-class restaurants   Looptopia   Buckingham Fountain

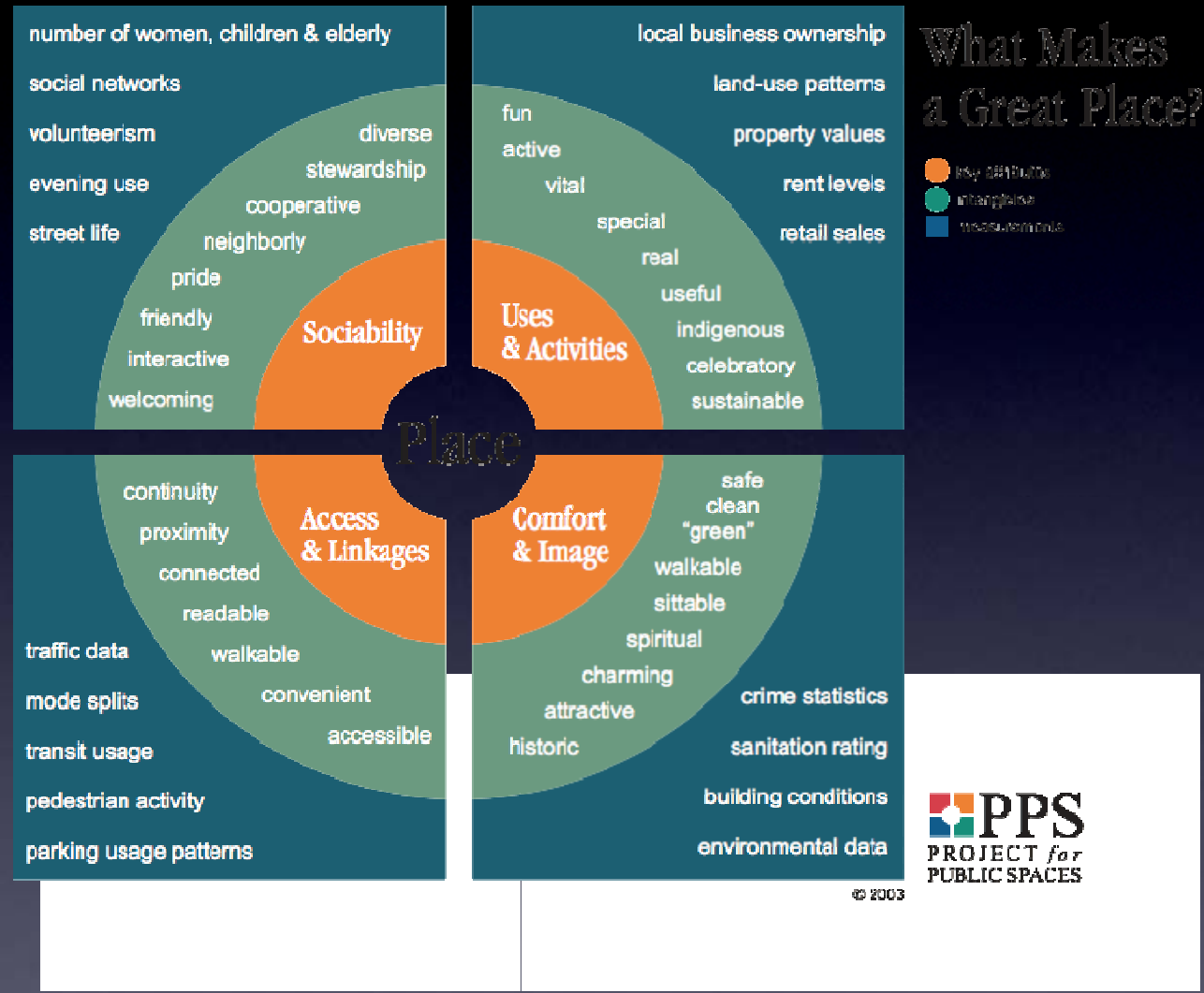
## Each place needs 10+ THINGS TO DO

*Example: Daley Plaza, Downtown Chicago*

Go to the farmer's market   Sit on the Picasso statue   Meet up for Chicago's Critical Mass ride   Join ethnic celebrations  
Put your feet in the fountain   Read the newspaper   Take a break after getting your driver's license   Eat lunch outside  
Catch the El or a bus, within a block   Listen to free lunchtime music   Visit two churches and a synagogue within a block

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# GETTING THERE – MAKING GREAT PLACES



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# GETTING THERE – MAKING GREAT PLACES

- ▶ Understand and respect the historic street and block organization
- ▶ Preserve the only the best examples of historic architecture, but make room for new development
- ▶ Infill sympathetically
- ▶ Bring all transit through downtown
- ▶ Fill public spaces with quality artworks
- ▶ Use public infrastructure to improve the public realm and spur investment

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# GETTING THERE – MAKING GREAT PLACES

- ▶ Put pedestrians first
- ▶ Enliven the streetscape with street-level activity
- ▶ Respect the streetwall
- ▶ Streets are the primary public space
- ▶ Use urban monuments to help orientation and wayfinding
- ▶ Plant trees wantonly
- ▶ Reduce the impact of surface parking

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# IMAGINE A GREAT DOWNTOWN MEMPHIS

- ▶ What's the best about it?
- ▶ What's the worst about it?
- ▶ What absolutely needs to stay?
- ▶ What absolutely needs to change?

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