Warrendale / Cody Rouge Neighborhood Development Framework

Gehl Gehl Institute

KaBOOM!
play matters for all kids

Hello!

I'm **Julia** from **Gehl**

I'm **Ghigo** from **Gehl**
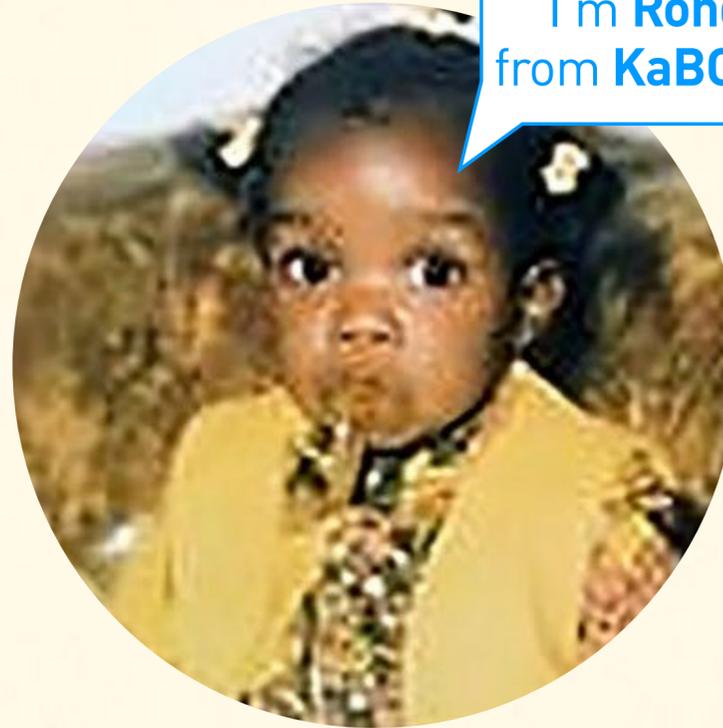
I'm **Ronda** from **KaBOOM!**

I'm **Carrie** with **KaBOOM!**

What do you love about your neighborhood?

Gehl makes cities for people

We are a team of dynamic, talented, international people from varying backgrounds, who share the values and ambitions of making 'cities for people'.


Copenhagen

San Francisco

New York

We approach our work as both **social scientists** and **designers**

Gehl leads change through consultancy and design.
Gehl Institute create and disseminate new knowledge.

Gehl

Gehl Institute

Gehl Institute enables **cities for people** through advocating for policy change based on public life data.

Gehl
Institute
for public life

Our Global Network of Experts

Aimée · Anders · Adriana · Andreas · Anna · Louise · Maddy · Maija · Maki · Malin · Kelly

Alex S. · Amy · Birgitte · Blaine · Camilla V.D · Martine · Mayra · Matthew · Mauricio · Mogens · Aja

Celsa · David · Esben · Ewa · Geoff · Mario · Mads · Nina · Lærke · Olivia · Kristian

Ghigo · Helle · Henriette · Jan · Jeff · Ola · Pernille · Peter · Sofie · Solvejg · Lisa

John · Julia · Jonna · Kate · Katja · Sophia · Tyler · Ulrik · Vannesa · Victor · Louise

We have worked in more than **250 cities** all over the world

Gehl / Making Cities for People

play matters for all kids

No Place to Play

At Stoddert Terrace, Deaths of 2 Children Are Seen as Painful Proof of a City's Neglect

Neighbors Cite Government, Media in Children's Deaths.

Standard playgrounds

Destination playgrounds

Multi-sport courts

Play Everywhere

KaBOOM! in Detroit

Design Day — Kids

Design Day — Adults

Build Day

Ribbon Cutting

Our Team

Gehl
Design
Strategy
Engagement
Pilot

Play
Public Space
Public Life
Community
Engagement
Design Change

KaBOOM!
Play, Build,
Engagement

Gehl Institute
Public Life
Policy
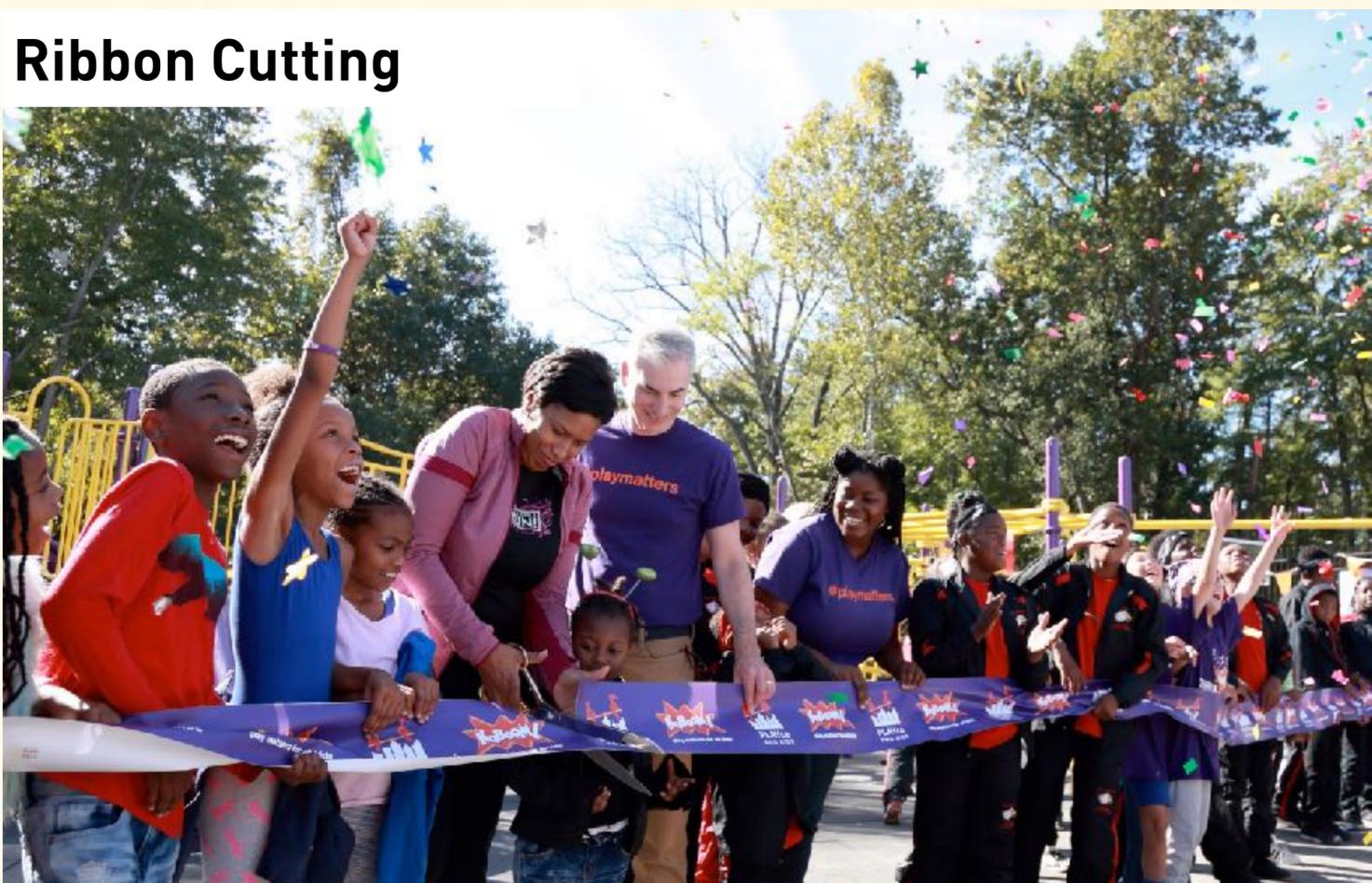
Our Team
**Experienced
Working
Together**

Gehl
Public Space
Experts

Play Everywhere

Space to Grow

Ten principles that support happy, healthy families in a playful, friendly city

KaBOOM!
Play Experts

**Gehl
Institute**
Public Life Experts

Public X Design

Our Values
&
Approach

We want to give a voice to the communities that live here, help craft a shared vision for their neighborhood, and empower them with tools & strategies to realize their goals

1

Make People Visible

2

Actively Engage the Community throughout the process

3

Build
Partnerships

4

Plan
by Doing

5

Start with What People Love

Untap the Power of Streets

PARKS

SQUARES & PLAZAS

A city's public realm is its network of spaces between buildings — more than just parks and plazas!

PARKS

SQUARES & PLAZAS

PUBLIC BUILDING

HIDDEN NOOKS

STREETS

UNDERGROUND PATHWAYS

TRANSIT STATIONS

SIDEWALKS
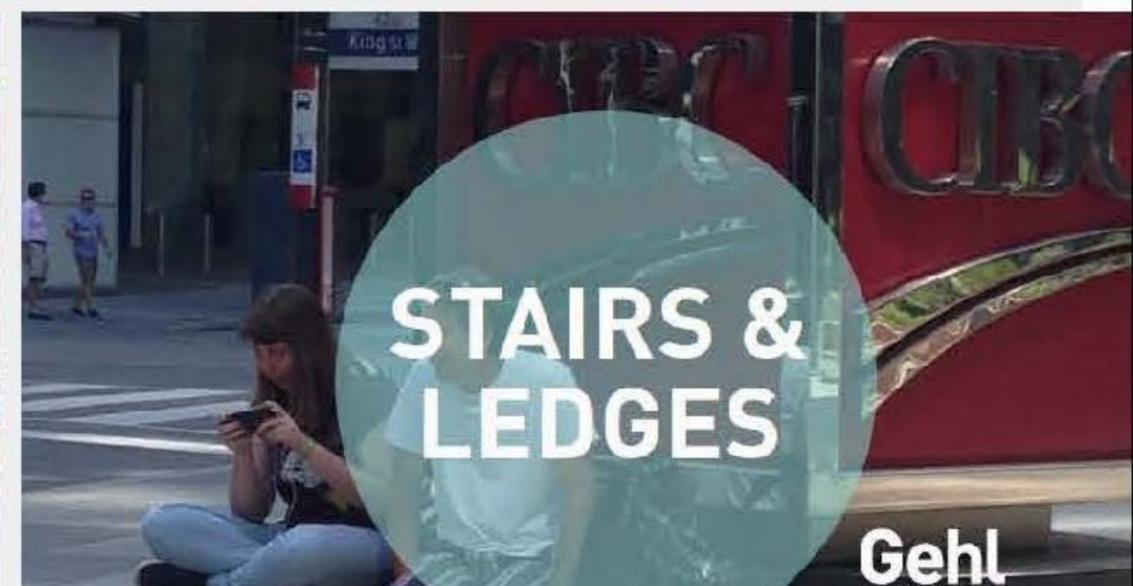
STAIRS & LEDGES

Gehl

Thriving neighborhoods address all of a community's needs

We will engage stakeholders working on parks and open space as well as health, housing, transportation, education, social services, and economic development.

GROCERY

FOOD & BEVERAGE

ARTS & CULTURE FACILITIES

NEIGHBORHOOD SERVING RETAIL

CIVIC & COMMUNITY FACILITIES

Farmers' Market
Food Store with Produce
Coffee
Convenience or Liquor Store
Public Library
Bakery
Bar
Grocery Store
Book Store
Restaurant or Café
Cultural Arts Facility
Movie Theater
Sidewalk /Outdoor Dining
Hair Care
Shared Workplaces
Community or Artist Workshops
Community or Recreation Center
Bank
Laundry or Dry Cleaner
Live Music Venue
Museum
Health Club
Playground <12 yrs
Clothing Store
Social Services Center
Adult or Senior Care
Pharmacy
Hardware Store
Child Care
Other Retail
Family Entertainment Venue
Religious Facility
Government Office that serves Public On-Site
Medical Clinic
Educational Facility
Post Office
Police or Fire Station

10-minute walk radius

Parks

Library

School

Grocery Store

Rouge Park

Stein Park

Word of Light

Cody Rouge High School

Stoepel Park

Saturn Superfoods

Edison Public Library

Lessinger Middle School

Herman Elementary

Warrendale Charter

RENDALE

Ruddiman Middle School

Papaya Fruitmarket

Fairline Food Center

Gardner Elementary

Carver STEM Academy

Ryan Playground

Warrendale / Cody Rouge

1/3 of the local population is under 18

More young people than many other Detroit neighborhoods!

Photo Credit: Cody Rouge Alliance

But are there enough places for children to...

ACCESS NATURE

BE PHYSICALLY ACTIVE

CONNECT WITH OTHERS

EXPLORE
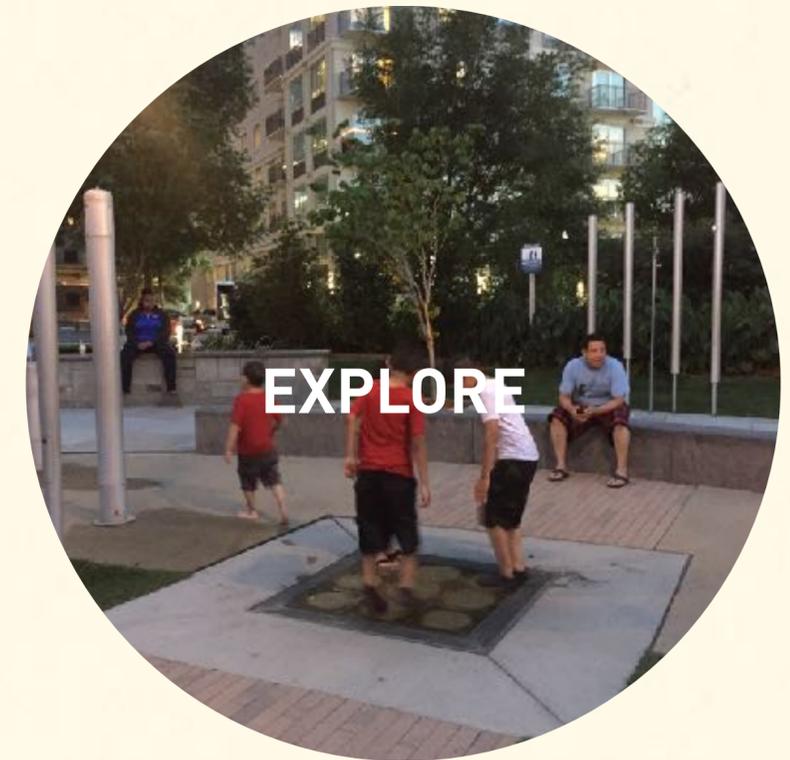
and PLAY?

Our goal is to create an inclusive process that gives voice to a child-centered vision and defines short- and long-term actions that make Warrendale / Cody Rouge a great place to live.

Making Cities for Children means Making Cities for People!

To create this process, we need to talk to the experts — **YOU**

Approach + Work Plan

Phase 1

Discover

- Project Brief
- Identify 1-4 youth advisors
- Engagement findings
- Synthesis of background and best practice research and interviews with city agencies
- Public Space, Public Life (PSPL) training and survey materials

Phase 2

Generate

- Workshop
- Identify preliminary actions
- Define success criteria
- Prioritization matrix
- Community readiness check synthesis and plan
- Workshop feedback summary memo

Phase 3

Design + Prioritize

- Framework Strategy and Neighborhood Plan
- Presentation/s of Framework Strategy
- Implementation workshop to define 1-3 pilots to develop

Phase 4

Pilot Project

- Designs for 1-3 Pilot Projects (plans, sections, perspectives)
- Coordination calls with client and city departments
- Conceptual budget estimates
- Refined success criteria

Community Engagement + Work with Youth Advisors

Discover

Engage stakeholders, review existing plans, survey public space and public life, and research best practices.

1. Hire Youth Advisors
2. Lead Youth & Community Vision Workshop

National Street Service Youth Philadelphia

3. Host Pop-up Workshops in Public Spaces

Build on a Solid Foundation

8 **Guiding Principles for Redevelopment**

1. Everyone is **welcome in our city**.
2. Detroit **won't support** development if it **displaces current Detroit residents.**
3. The city will **fight economic segregation** by pushing jobs into all neighborhoods.
4. **Blight removal** is critical.
5. Detroit will create **walkable neighborhoods.**
6. Those **who stayed will have a voice**.
7. Jobs and **opportunities are available first to Detroiters**.
8. The **riverfront is for everyone.**

Inclusive Healthy Places

A Guide to Inclusion & Health in Public Space: Learning Globally to Transform Locally

4. Review City of Detroit plans and guidelines
5. Review best practice

Public Space Public Life (PSPL) Survey
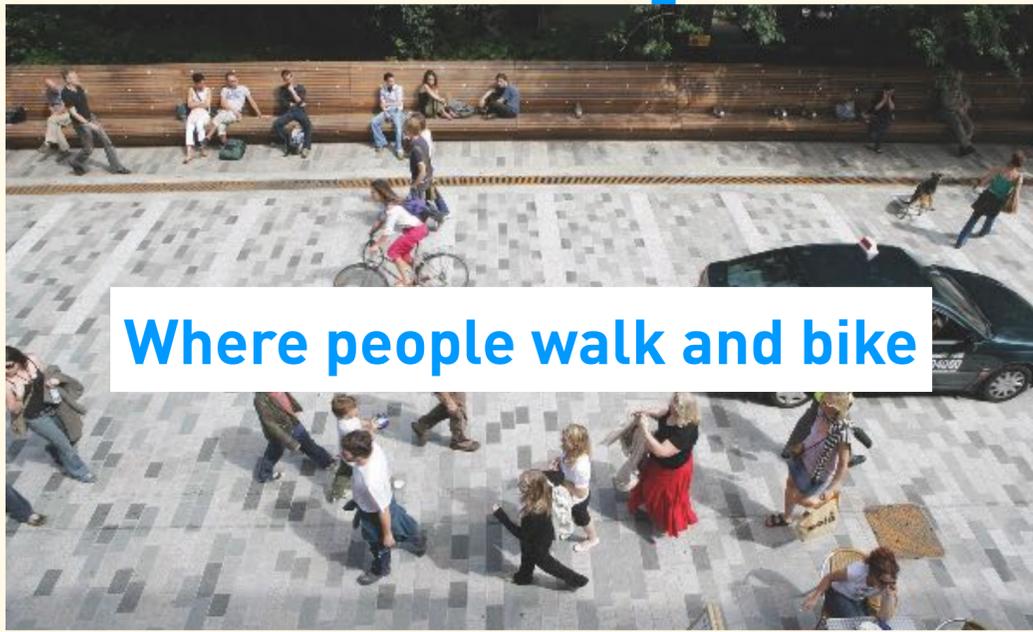
Where people walk and bike

Where people spend time outside

Where it feels safe at night

...le move around

6. Perform Public Space Public Life Study
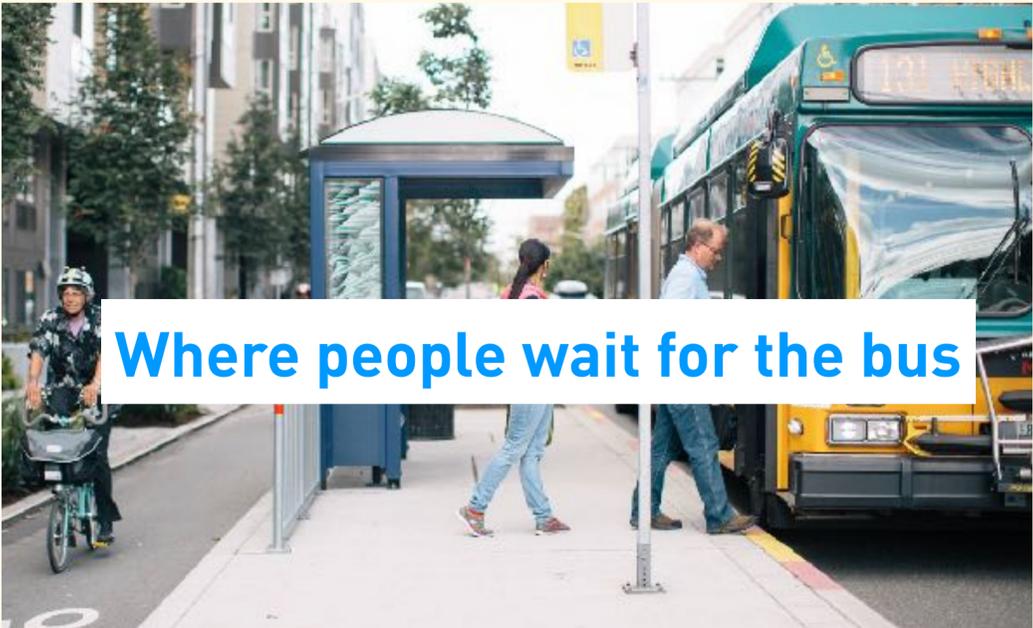
Where people wait for the bus

Where kids play

Map Where Kids and Adults Walk and Bike

6. Perform Public Space Public Life Study

Gehl — Making Cities for People

Play Space Assessment: Identify Play Everywhere Opportunities

Parks & Open Space

Multi-Family Housing

Commercial

Civic Spaces

Transit

Streets, Sidewalks & Trails

Movable / Pop-up Play

7. Perform Play Space Assessment
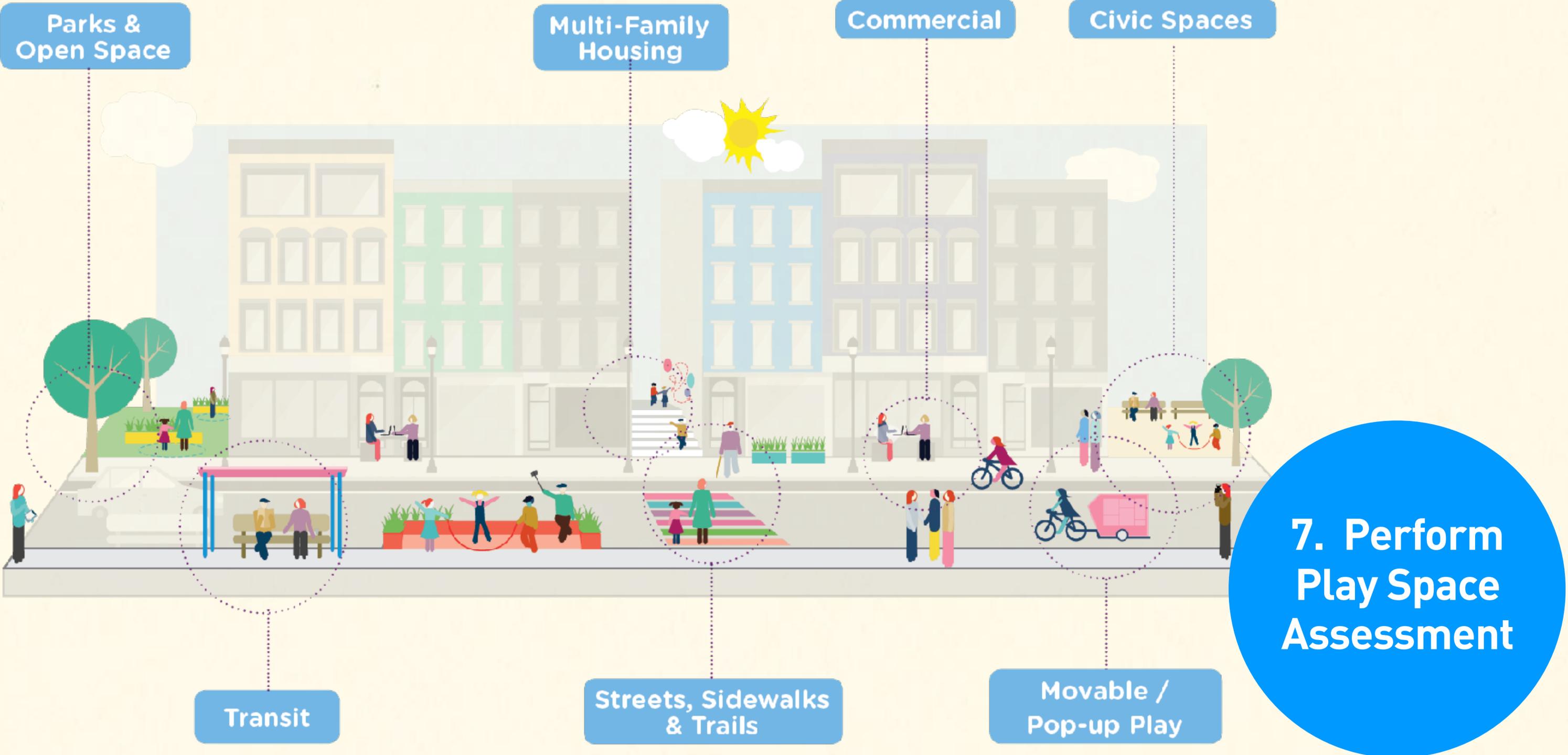
Adding a People Layer to Existing Data

Detroit Open Data

City Government

Public Safety

Prop

Transportation

Public Health

Demolition & Land Bank Tracker

View demolitions and Detroit Land Bank sales here.

Parcel View

Quickly look u about parcels
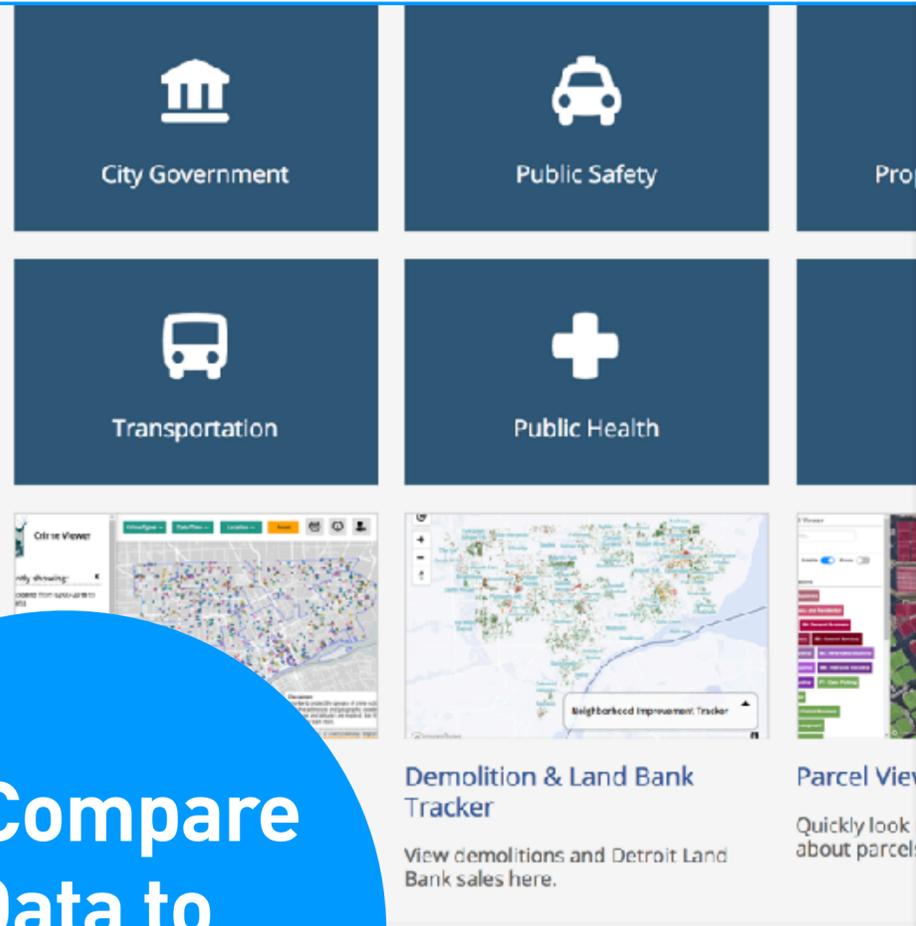
People Data

8. Compare Data to Existing Detroit Data

Citywide + Local Scale

Engage People

Work with local leaders and volunteers to continue involving people in the process

Generate

Extract insights and stories from the Discover Phase and workshop preliminary recommendations and ideas for action.

Turn What People Care About Into Metrics of Success

1. Identify Insights
2. Define Success Criteria
3. Create Prioritization Matrix

Engagement
Community engagement
Involvement of kids
Responds to local needs
Outreach and communications

Play
Kids are playing
Interactive
Active & passive recreation
Opportunities for wonder
Challenging

Community Connection
Visitor diversity
Unifying
Perception
Community interaction
Sense of local Identity

Kids Nearby
How people arrive
Universal access
Connections to transport
Proximity to kids
Proximity to amenities
Visibility/eye-catching
Wayfinding

Comfort
Protection from sun, shade, wind
Sense of safety
Availability of seating
Activities for adults

Programmed
Presence of programming
Presence of community events

Flexible
Changes/transforms
Used by different age groups

Kid-Focused
Invites people to stop
Designed for kids
Inspiring
Creates a sensory experience

Well Maintained
Durable materials
Maintenance accounted for
Design quality
Cleanliness

4. Workshop
Framework
Strategy and
Design Hunches

Design + Prioritize

Workshop the illustrated framework strategy and define designs and recommendations based on stakeholder feedback.

1. Creating the Framework

SHARED VISION

PSPL + Play Data

Synthesis

Insights + Metrics of Success

Community + Youth Input

Strategy

Pilot Projects

Evaluation

Prioritization!

Short Term **Long Term**

1. Draft the Framework

Pilot Hunches: Define + Workshop

6 The Landing 1.0

Create a seasonal pedestrian-only way on Columbia Street, letting the street's people-first qualities shine and infusing it with public activity and family fun. Test programming that could inform The Landing redevelopment.

5 The Canvas at Freimann Sq.

Reinvent Freimann Square. Let the museum spill out into the public realm and create an interactive outdoor art park, inspiring a sense of curiosity and play for kids and families.

3 Courthouse Porch

Fort Wayne's historic courthouse is already the architectural crown jewel of downtown. Leverage this asset and make the lawn an appealing place for families to relax and play in front of the city's most iconic structure.

2 Fort Laneways

Make exploring downtown on foot a true pleasure by leveraging Fort Wayne's most human-scale asset: its laneway network. Enhance the laneways with people-first design, visual interest, and event programming, and create a uniquely Fort Wayne pedestrian district.

4 Calhoun Market

Activate the courthouse block to fill the public life gap on Calhoun and create one continuous people-first street. Test new ways to engage the sidewalks between Berry and Main, with a vibrant street market as the centerpiece.

1 The Food Court

Transform the plaza into an outdoor food court for downtown employees and visitors. Create an essential destination with eye-catching lighting and comfortable seating while showcasing local business and celebrating Fort Wayne's best flavors.

Sidewalk Intervention
Street Intervention
Crossing Intervention
Space Intervention

2. **Workshop and Finalize Framework Strategy**
3. **Decide Pilots— Facilitate Implementation Workshop**

Pilot Projects

Implement a pilot that showcases community-generated ideas, engages, and tests tactics to reach the long-term community vision.
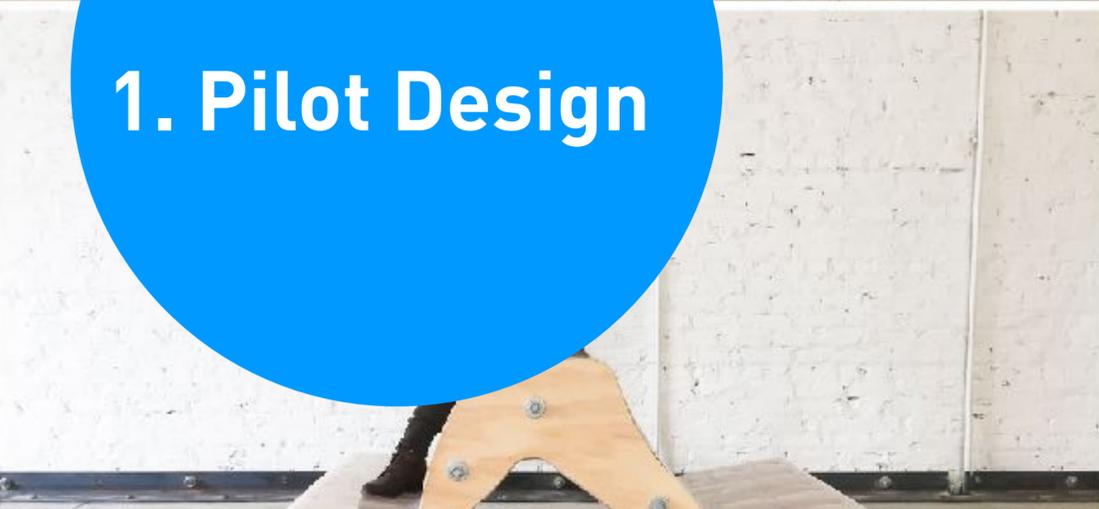
1. Pilot Design

2. Pilot
Implementation

3. Pilot Evaluation

People walking in the area **before** pilot

21 walking per hour

80
40
0

10AM 2PM 4PM 6PM 8PM 10PM
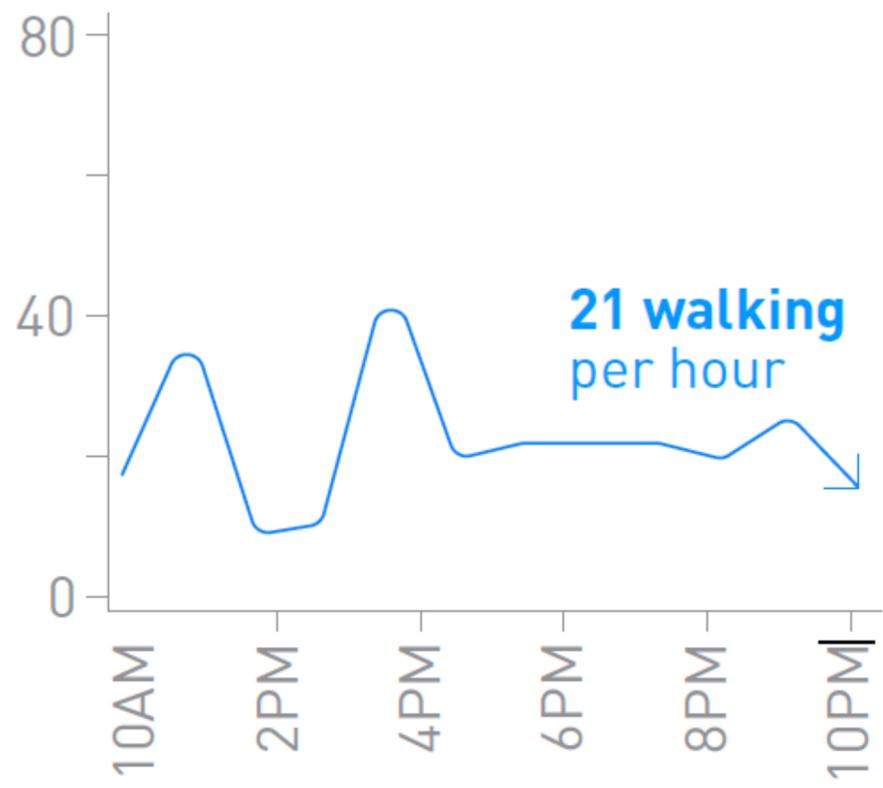
People walking in the area **during** pilot

People walking and staying in the area before and after splashJAM

Over 85% more people walking in the area. And over 1000% increase in people staying in the Northeastern park (From 8 people all day, to over 23 people an hour.

85% increase

39 walking per hour

Increasing throughout the day show that people are choosing to be here, not just at certain peak times or when they have to

80
40
0

10AM 2PM 4PM 6PM 8PM 10PM

measure

Our Approach

test

refine

1 / Measure

2 / Test

3 / Refine

A Child-Centered, Action Oriented Framework Strategy for Warrendale / Cody Rouge

Framework Contents

Existing Conditions

Key Findings + Insights

Map of Opportunity Areas

Shared Vision

Success Criteria

Prioritization Matrix

Metrics

Pilot Projects

Long Term Projects

Concept Designs

Implementation Timeline

A Framework Strategy

1. To share a long-term community vision
2. To plan by doing
3. To create success criteria and benchmark progress
4. To continue engaging people
5. To guide investment
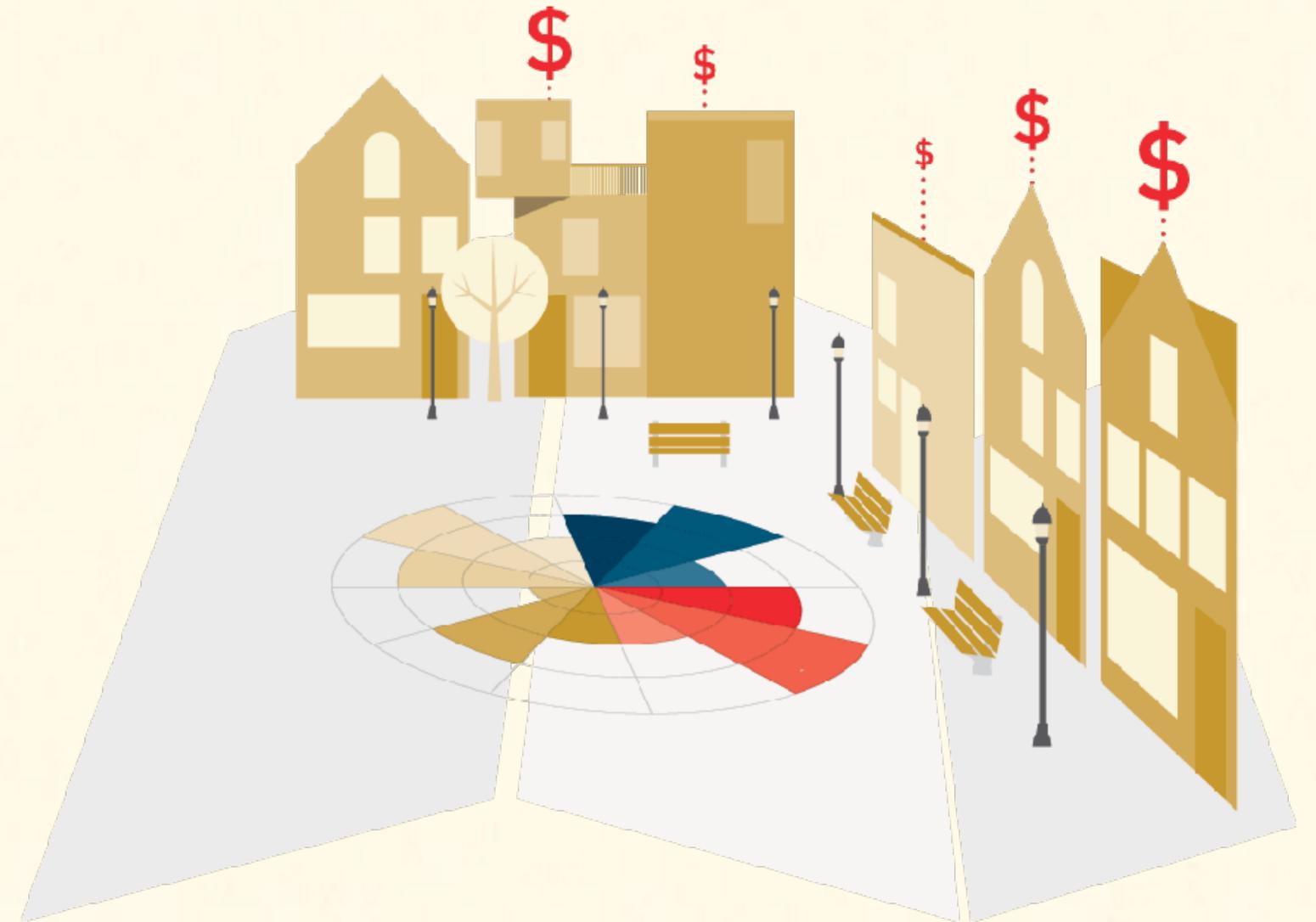
Things are always changing —
but people will always matter.
A flexible framework allows us to be nimble and work
with the constantly evolving city

Our Experience

Lexington, Kentucky

Public Space
Public Life
Downtown
Lexington, KY

1   Lexington on the Move
2   Public Space, Public Life
3   Guiding Strategies
4   Pilot Proposals

Less than 5% of people spending time in public space are under 14 years old

The places we did see kids weren't designed for them
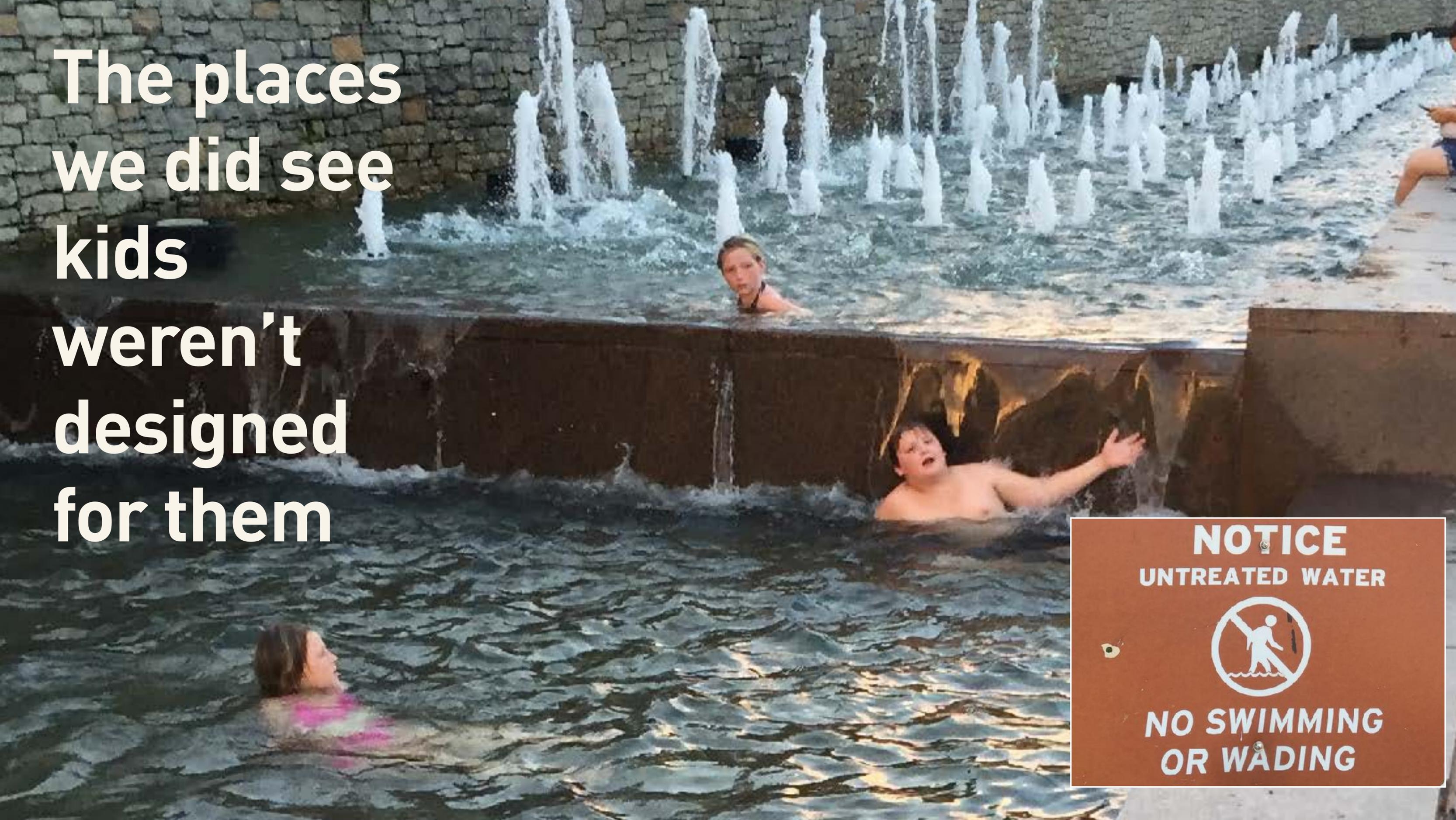
NOTICE
UNTREATED WATER
NO SWIMMING OR WADING

Downtown

Northeastern Park

Fountain

The potential!

01

NORTHEASTERN PARK WAS A FORGOTTEN SPACE; NOW IT'S A NEIGHBORHOOD HOTSPOT.

The splashjam reinvigorated the neighborhood public realm, inviting more people out to stay and walk around, connecting old friends and new.

Familiar Faces.

1 in 3

in the park recognized others they didn't plan to meet. Some respondents recognized more than 5 other people they did not plan to meet at a given time.

before
Eager Park
Baltimore, MD

Our Experience
Before and After

Washington, D.C. | **Before**

Washington, D.C. | **After**

Sao Paulo, Brazil | **Before**

Sao Paulo, Brazil | **After**
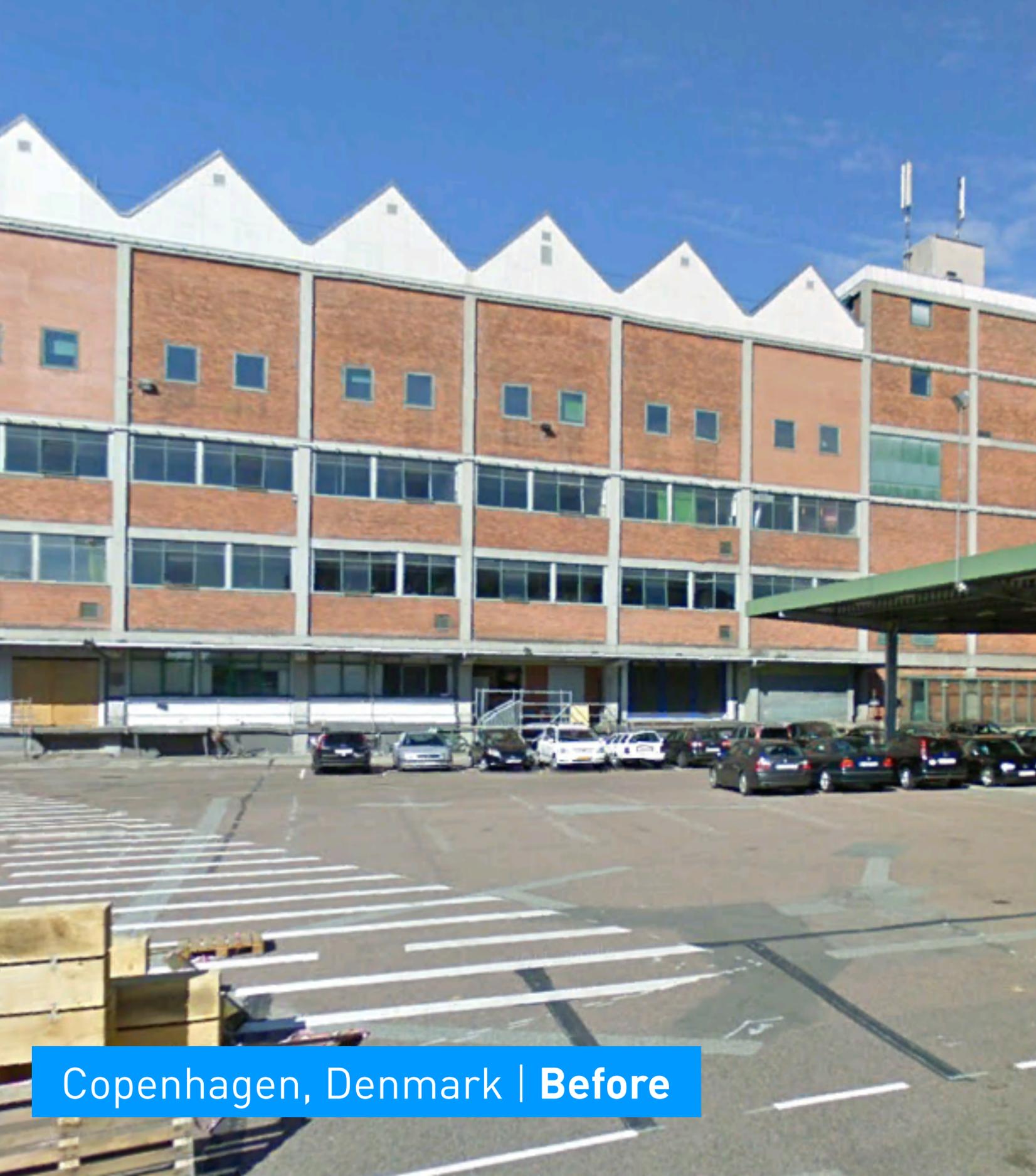
Copenhagen, Denmark | **Before**

Copenhagen, Denmark | **After**
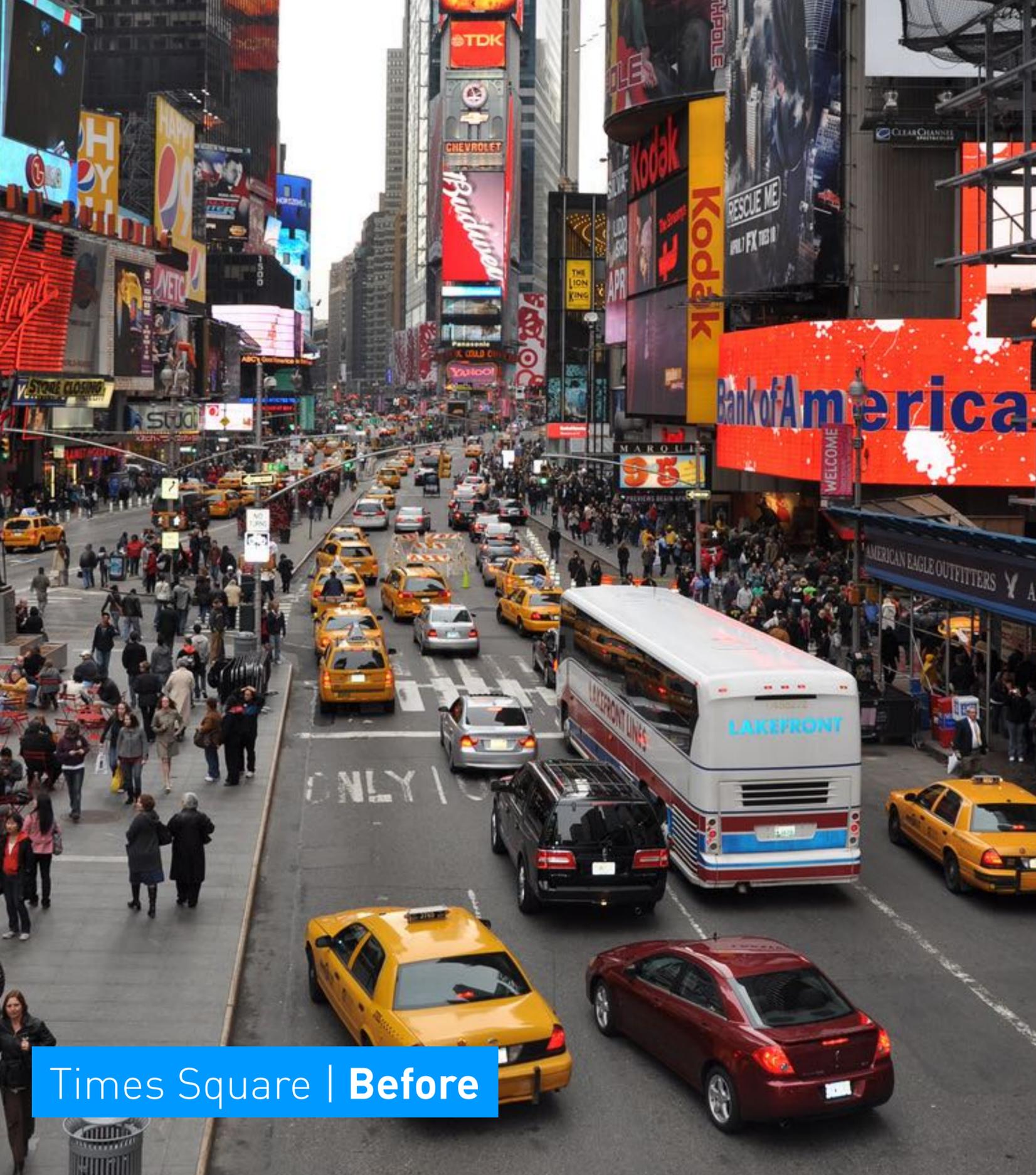
Times Square | **Before**
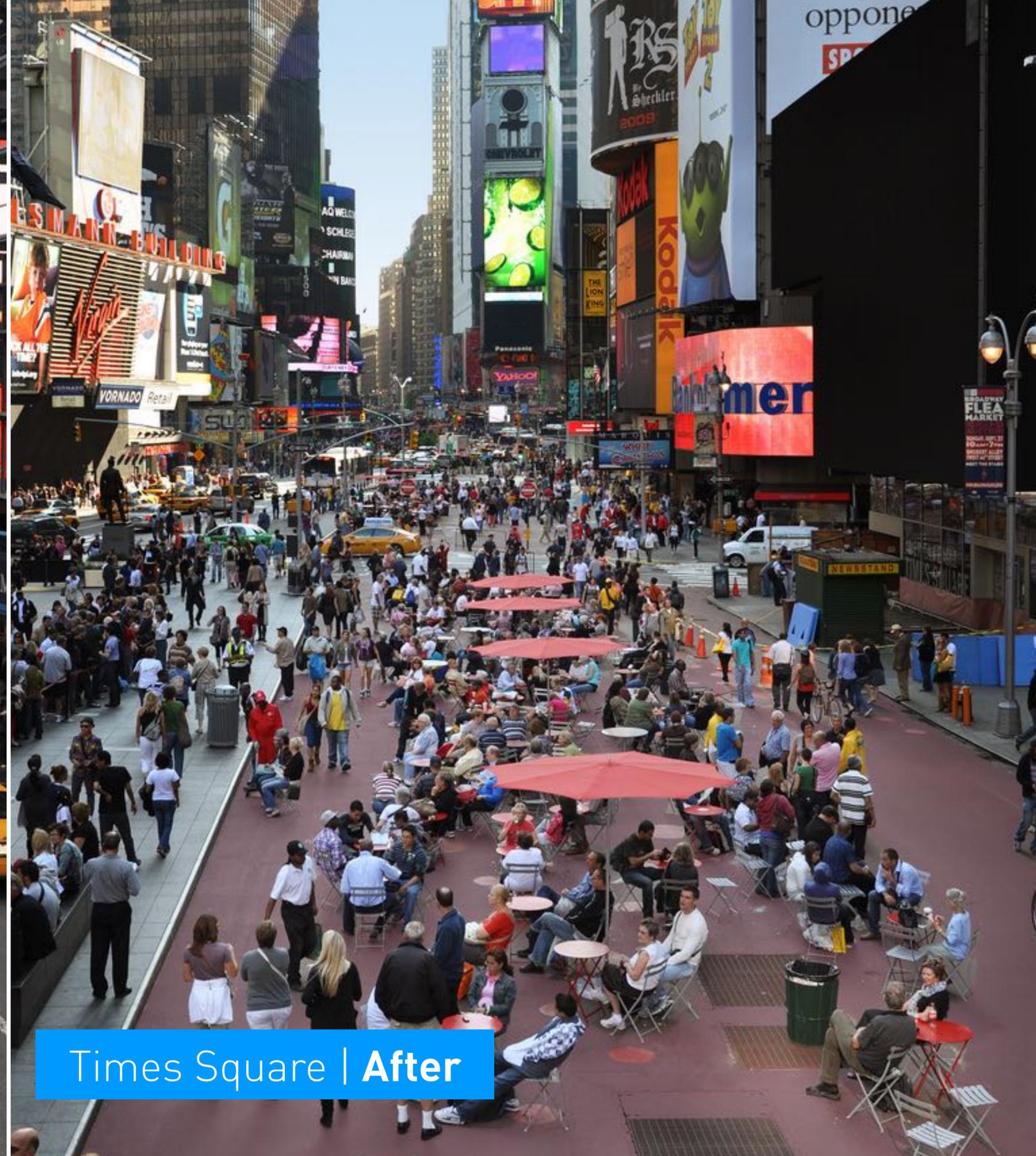
Times Square | **After**

?
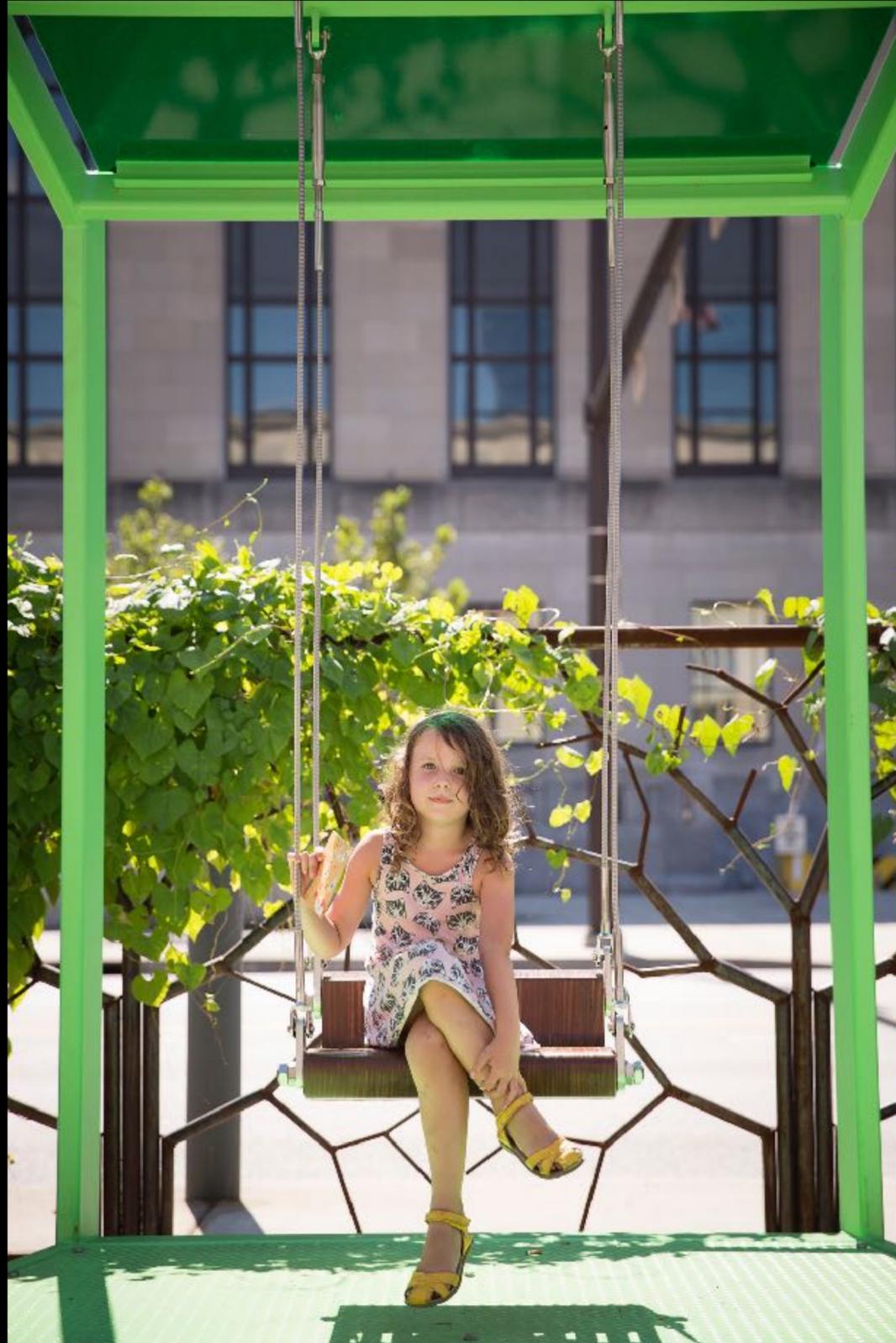
Ask Away!

So Tell Us...

What do you love about Warrendale / Cody Rouge?