

Revitalizing South Bascom Avenue Through Urban Design

Transforming Burbank into a Thriving Community



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December 2023



“Revitalizing South Bascom Avenue Through Urban Design: Transforming Burbank into a Thriving Community”

A Planning Report
Presented to

The Faculty of the Department of
Urban and Regional Planning
San José State University

In Partial Fulfillment
Of the Requirements for the Degree
Master of Urban Planning

By
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December, 2023



Acknowledgement

I would like to express my sincere gratitude to my family, friends, professors, advisors, classmates, and colleagues who have offered me support and guidance through the program. A special thanks to my wife Rahel Almaw for her patience, understanding, and encouragement. To my parents, Alemayehu Tassew and Kibrnesh, and my sisters, Kalkidan, Meklit, and Ruth, thank you for your constant support.

Thank you all for your continuous support.

Dr. T. William Lester, Dr. Gordon Douglas, Pro. Richard Kos, Rediat, Caleb, Kifel, Zeru, Omega, Alem, Amente, Bilu, Meley, Muse, and Grace.

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Executive Summary

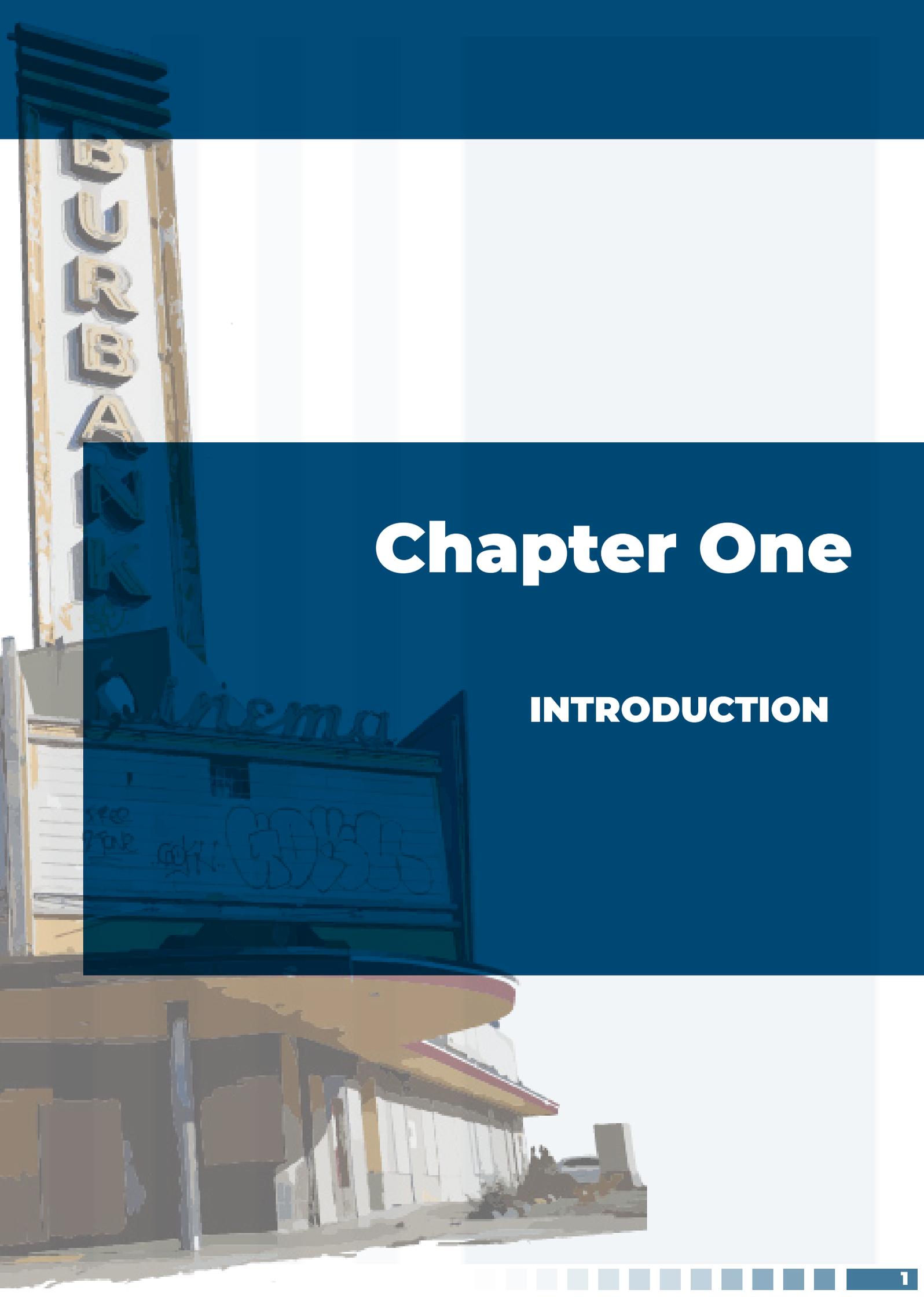
Revitalizing South Bascom Avenue Through Urban Design: Transforming Burbank into a Thriving Community.

This project has been designed to provide a complete report of South Bascom Avenue in Burbank, Santa Clara County, California. The findings of this report will lend themselves to a set of informed urban design recommendations to revitalize the street and bring life back to the surrounding community.

South Bascom Avenue was once a commercial hub for the Burbank Community, but today suffers from urban decline, which had a negative impact on the broader community. To fully address its task, this project conducted a site observation and block audit of the street, a demographic assessment of the community, a literature review of urban design practices, and an applied case study of four street revitalization projects across the United States. By recognizing the site history, land use conditions, and challenges of South Bascom Avenue and the Burbank neighborhood, this project will be better equipped to provide a set of tailored recommendations for the project site.

Details of the existing site conditions and demographic analysis are provided in Chapter 2. Literature reviews, which can be found in Chapter 3, were conducted to provide a basis of understanding around different urban design approaches and design elements. Chapter 4 analyzes four case studies to identify successful design approaches and their design elements, benefits, and limitations. Lastly, Chapter 5 builds on the preceding chapters and uses their findings to deliver a set of design recommendations for South Bascom Avenue. These recommendations draw from major takeaways from Complete Street, Creative Placemaking, and DIY Urban Design that have been highlighted throughout the project and have been tailored to suit the specific needs of the research area. Additionally, Chapter 5 provides a summary of the findings of this project and presents the limitations of the research.

In Summary, this project presents an argument for the need for design intervention along South Bascom Avenue. By presenting a comprehensive history of the area, insight into its demography, and conducting on-site observations, this research will demonstrate that South Bascom Avenue is a street in decline and in need of revitalization. A literature review of pertinent research and carefully selected case studies will shed light on possible options for revitalization.



Chapter One

INTRODUCTION

1.1. Background

The Burbank district is a census-designated unincorporated area within Santa Clara County, California, its borders run along South Bascom Avenue between West San Carlos Street and Interstate 280.¹ It is considered an urban island as it is entirely surrounded by the City of San Jose.²

The history of Burbank is steeped in agriculture. Present-day Burbank has its origins in 1873 when Elisha Lafayette Bradlee purchased the land from Henry Morris Naglee, which Bradlee used to plant various fruit trees.³ It wasn't until 1904, however, that the first residential parts of Burbank were established with the creation of Interurban Park and Rose Lawn Park; many of the new residents of these developments were farmers.⁴ Following the influx of residents, a school was founded in the area, and after the official establishment of the district in 1906, the school adopted the name "Luther Burbank School," the district later took on the name Burbank as well.⁵ Luther Burbank was a famous American Horticulturist, and so this name pays homage to the area's agricultural roots.⁶

As the community continued to grow, a commercial zone began to emerge on South Bascom Avenue and West San Carlos Street. South Bascom Avenue became the central hub and boasted restaurants, bars, plazas, markets, record stores, and cinemas.⁷ Burbank Cinema opened its doors in 1951 and at the time, was one of the largest theaters in the San José area. The movie theater brought a rush of life to the avenue and attracted customers to the surrounding businesses.⁸ The Theater's towering sign became a recognizable landmark in the neighborhood and a symbol of the community.⁹

Burbank Cinema continued to thrive and draw in movie-goers through the 1960s, but the extension of the 280 Freeway in the following decade had a negative impact on the theater. Construction of the freeway impacted the neighborhood by demolishing homes and altering the layout of the streetscape; a portion of the theater's property was also claimed to make way for a new avenue. The theater had been designed with limited parking available and between the changed streetscape, the loss of property, and the explosion of car culture in Santa Clara County, the theater's viability was put into question as it could no longer accommodate the same volume of theatergoers. This threat to the cinema's financial well-being spurred its transition into an adult-centric venue.¹⁰

Following this pivot in business strategy, the theater had a divisive reputation among community members; some residents viewed it favorably and commended it for having maintained enough patronage to stay open through the years, but many disapproved of its presence in the community.¹¹

The Burbank Neighborhood Association mounted a claim to shut down the theater in 1991, calling to "take back the neighborhood." The District Attorney's office became involved and dispatched undercover officers to catch patrons engaged in prostitution, the cinema was ordered to remove condom dispensers and take action to prevent sex acts on the premises. In 2000 the District Attorney shut the theater down, calling it a public nuisance.¹² Despite this, the theater's sign remains one of the most recognizable symbols in the community.¹³

1 "Burbank, Santa Clara County, California," Wikipedia (Wikimedia Foundation, January 6, 2023), https://en.wikipedia.org/wiki/Burbank,_Santa_Clara_County,_California.

2 Ericka Cruz Guevarra, "Why Does San Jose Have so Many Urban Islands?," KQED News, February 2, 2017, <https://web.archive.org/web/20170313214508/https://ww2.kqed.org/news/2016/09/14/whats-it-like-to-live-in-an-urban-island/>.

3 Salisbury Robert, "Historical Nomination of the Burbank Theater, Burbank, Santa Clara County, California," BRUNZELL HISTORICAL, January 18, 2018, https://8b620133-1c9c-46f1-a3d7-5013525acf8d.usrfiles.com/ugd/8b6201_3d8e89efe9514025ae7eae9fd91a2ff83.pdf.

4 "Community," Burbank Community Association, April 25, 2016, <https://www.burbanksc.org/community/>.

5 Ibid.

6 Salisbury Robert, "Historical Nomination of the Burbank Theater, Burbank, Santa Clara County, California," BRUNZELL HISTORICAL, January 18, 2018, https://8b620133-1c9c-46f1-a3d7-5013525acf8d.usrfiles.com/ugd/8b6201_3d8e89efe9514025ae7eae9fd91a2ff83.pdf.

7 Ibid.

8 Ibid.

9 Ibid.

10 Salisbury Robert, "Historical Nomination of the Burbank Theater, Burbank, Santa Clara County, California," BRUNZELL HISTORICAL, January 18, 2018, https://8b620133-1c9c-46f1-a3d7-5013525acf8d.usrfiles.com/ugd/8b6201_3d8e89efe9514025ae7eae9fd91a2ff83.pdf.

11 Ibid.

12 Ibid.

13 Ibid.

In 1990, Santa Clara County began a program to annex unincorporated areas and was able to reduce the number of unincorporated neighborhoods from 180 down to 87 by 2017. Despite these efforts to incorporate, Burbank remains unincorporated, making it one of the largest urban islands in the country. Residents of Burbank were resistant to incorporation, Burbank is known for its historic homes and family-friendly atmosphere, and many residents feared that incorporation would have been harmful to the character of their neighborhood.¹⁴

1.2. Research Question.

What design interventions will best revitalize South Bascom Avenue and restore the Burbank neighborhood's physical, social, and economic vitality?

1.3. Hypothesis

Revitalizing South Bascom Avenue has the potential to be a catalyst for the revitalization of the entire Burbank neighborhood. By learning from literature and existing models of neighborhood revitalization through urban design, I can recommend best practices to apply to the South Bascom Avenue context and Burbank neighborhood.

1.4. Relevancy

Today, Burbank is a community in decline, and its main street, South Bascom Avenue, is no exception. Burbank faces several challenges impacting its decline, namely its streetscapes and lack of public parks, playgrounds, open space, social infrastructures, sense of place and identity, lack of pedestrian and bicycle infrastructure.¹⁵ The purpose of this study is to identify urban design interventions that will reverse the physical, social, and economic decline within the area and restore it to a thriving community. By identifying urban design practices that have been successful in revitalizing other communities, a set of recommendations applicable to South Bascom Avenue can be created.

1.5. Methodology

In order to identify the most effective design approaches for successful street revitalization, a literature review was conducted to provide background and understanding of essential design principles. Following this, a comparative case study was undertaken, which analyzed four street revitalization pro methodological approach ensured a nuanced understanding of the neighborhood's historical context, demographic composition, existing challenges, and opportunities for renewal. By integrating these sources of information, the proposed design interventions were not only theoretically grounded but also tailored to the neighborhood's specific needs.

A detailed block-by-block street audit was carried out to assess existing conditions on South Bascom Avenue. This audit focused on street infrastructure, pedestrian and vehicular traffic patterns, as well as social and cultural interactions. Concurrently, on-site observations were made to capture the unique characteristics of both the street and the neighborhood. These evaluations formed the basis for the proposed recommendations to be made to the street. The information collected from the literature review, comparative case study, street audit, and site observations were then put together and carefully analyzed. This methodological approach ensured a nuanced understanding of the neighborhood's historical context, demographic composition, existing challenges, and opportunities for renewal. By integrating these sources of information, the proposed design interventions were not only theoretically grounded but also tailored to the neighborhood's specific needs.

1.6. Report structure

This chapter introduces the research project and provides the necessary context for the design of the project as well as pertinent background for the project site.

Chapter 2 provides a detailed description of the project site, including an evaluation of the demography and a block-by-block assessment of existing street conditions and neighborhood characteristics.

Chapter 3 includes a literature review complete with an analysis and summary of three design approaches and their corresponding design elements that have proven successful in the US. Various pieces of literature relating to each of the design approaches have been brought into conversation with each other to uncover the most effective elements and limitations of each design approach. The design elements of each approach were considered in the context of South Bascom Avenue with regard to how they could play a role in revitalizing the street and the Burbank neighborhood.

¹⁴ Ibid.

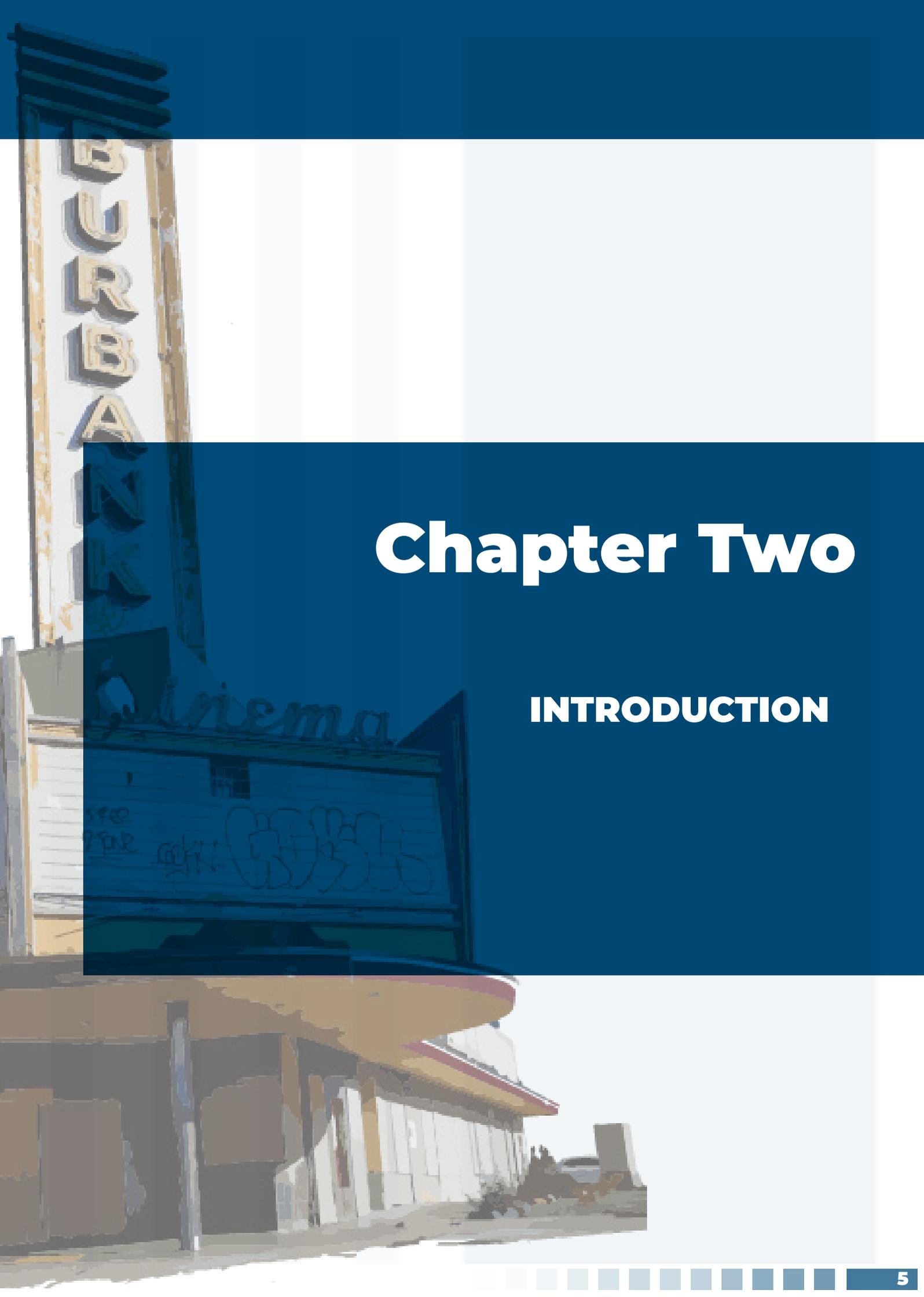
¹⁵ "Urban Villages Community Platform - Greenbelt Alliance," accessed February 10, 2023, <http://www.greenbelt.org/wp-content/uploads/2014/04/urban-villages-community-platform.pdf>.

Chapter 4 examines four case studies of successful street revitalization projects in the US. Each of the projects discussed effectively brought life back into their communities and were able to both preserve and reflect local identity. The chapter summarizes the key findings of each study, highlighting their most effective design elements.

Chapter 5 applies the key findings of the research and the case studies in the context of South Bascom Avenue and the Burbank community to provide design recommendations and interventions to address issues specific to the project site. It also includes a description of this project's limitations.

The Burbank district is a census-designated unincorporated area within Santa Clara County, California. Its borders run along South Bascom Avenue between West San Carlos Street and Interstate 280. It is considered an urban island as it is entirely surrounded by the City of San Jose

The total land area is 0.403 square miles. My focused study area however covers 0.19 square miles along South Bascom Ave from West San Carlos Street intersection to Moorpark intersection. As stated in the background, the site had been a central hub for the community, and the built environment reinforces this fact. Given the project site's role as a central hub for the neighborhood, activating and revitalizing South Bascom Avenue will change the surrounding community for the better.



Chapter Two

INTRODUCTION

2.1 Project site

Figure 1: Project Site

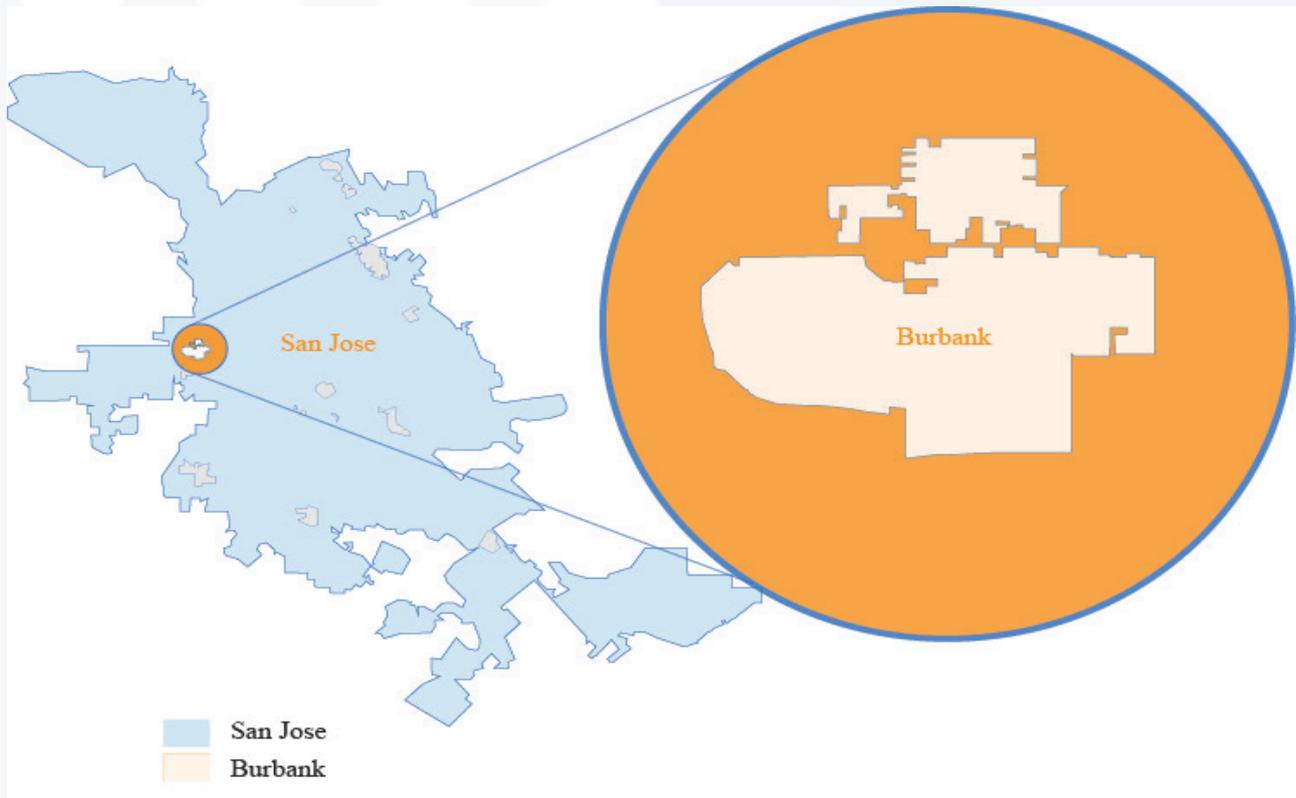


Image Source: Created by the author.

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2.2 Demographic Analysis

2.2.1 Population Overview

Per the 2020 census, the population of Burbank was 4,490. Of the population, 1,562 residents live within proximity to South Bascom Avenue.¹⁸ This metric signifies the centrality of South Bascom Avenue within the community, seeing as roughly one-third of the residents live within range of the strip.¹⁹

¹⁶ "Burbank, Santa Clara County, California," Wikipedia (Wikimedia Foundation, January 6, 2023), https://en.wikipedia.org/wiki/Burbank,_Santa_Clara_County,_California.

¹⁷ Ericka Cruz Guevarra, "Why Does San Jose Have so Many Urban Islands?," KQED News, February 2, 2017, <https://web.archive.org/web/20170313214508/https://ww2.kqed.org/news/2016/09/14/whats-it-like-to-live-in-an-urban-island/>.

¹⁸ US Census Bureau. "Burbank CDP, California." https://data.census.gov/profile/Burbank_CDP,_California?g=1600000US0608968.

¹⁹ "The Burbank ." ArcGIS community analyst. Accessed October 10, 2023. <https://communityanalyst.arcgis.com/esriCA/>.

2.2.2. Population by Race and Ethnic Diversity

Diversity

The ethnic demographics of the Burbank neighborhood indicate that the population is largely of Hispanic or Latino background; the second largest ethnic group reported by census data is White. These two ethnic groups make up approximately 85% of the population. The following is the breakdown of the ethnic demographics of the community.²⁰

- Hispanic or Latino: 2270
- White: 1554
- Black: 141
- American Indian: 10
- Asian: 695
- Native Hawaiian and Other Pacific Islander alone: 12
- Other ethnicities: 201

2.2.3. Population by Age

The age demographics of the Burbank neighborhood reveal that the overwhelming majority of the population reports to be between the ages of 25 and 64, with 25 to 29 being the most populous age bracket. This relatively young and working-age population suggests the existence of a vibrant, lively community and indicates the need for community-based infrastructure that supports a youthful population.²¹

2.2.4. Population by Educational

The population of Burbank has a considerably high density of college-educated residents. According to the most current data, 46.3% of the population have a Bachelor's Degree or higher. Given this metric, it is clear that the community has access to an educated and skilled workforce, which is promising for bringing value back into the community.²²

Educational Attainment

46.3% ± 8.2%

Bachelor's Degree or Higher in Burbank CDP, California

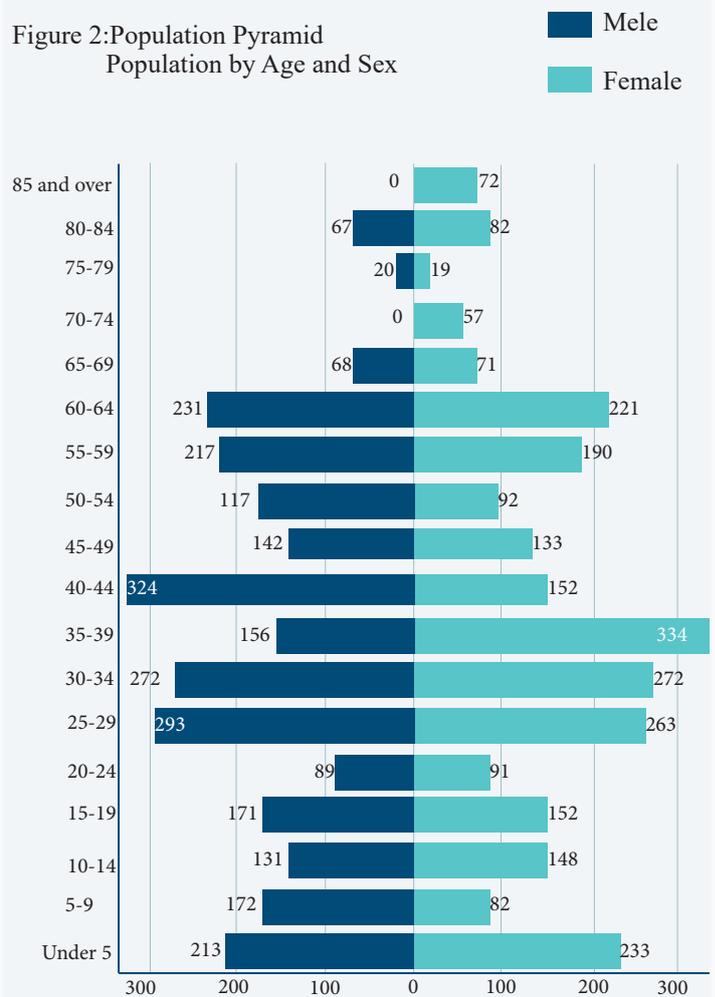
Estimate for Bachelor's Degree or Higher in Burbank CDP, California. 46.3%. plus or minus 8.2% 37.0% ± 0.2%

²⁰ Ibid.

²¹ US Census Bureau. "Burbank CDP, California." https://data.census.gov/profile/Burbank_CDP,_California?g=1600000US0608968.

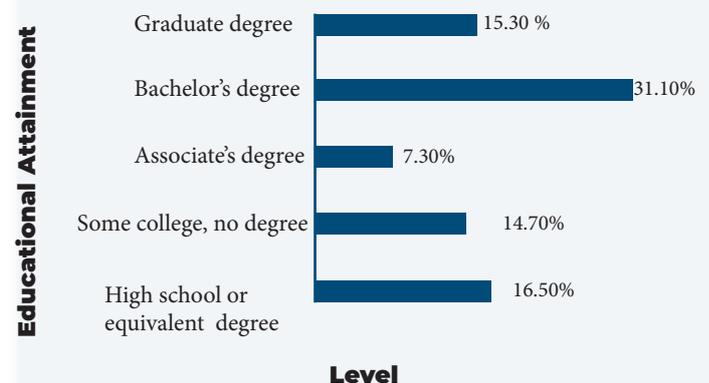
²² US Census Bureau. "Burbank CDP, California." https://data.census.gov/profile/Burbank_CDP,_California?g=1600000US0608968.

Figure 2: Population Pyramid
Population by Age and Sex



Infographics created by the author.

Figure 3: Education Attainment chart



Infographics created by the author.

2.2.5. Population by Employment

76.1% of the population report to be employed across various sectors; the most common industries residents report to be employed in are educational services, health care, and social assistance. This data indicates a skilled workforce that has the potential to contribute to the growth of the Burbank neighborhood.²³

Of the working population of Burbank, 70.8% commute by driving personal use vehicles, 3.2% use public transit, 3.3% walk to work, and a negligible amount report to commute on bike. This data demonstrates the need for pedestrian and bicycle infrastructure along with expanded access to public transit.²⁴

2.2.6. Conclusion

The successful revitalization of South Bascom Avenue and the greater Burbank community requires specific attention to the unique needs of the population. These needs can be assessed through an understanding of the demographic composition of the neighborhood. To create a street that is welcoming and reflective of the community, future designs for South Bascom Avenue should include elements that pay homage to the neighborhood's past and also those that represent the current residents.²⁵

23 Ibid.

24 Ibid.

25 Ibid.

Figure 4: Project Site



2.3. Site Observation

The observation for South Bascom Avenue analyzes a seven-block stretch of the street and reveals current indicators of urban neglect and opportunities for revitalization.²⁶ From infrastructure deficits on Block One to the closed storefronts on Block Four, the avenue paints a picture of lost opportunities. The physical degradation of the street has led to a significant social decline by denying residents safe and inviting public spaces;²⁷ Urban design interventions have the potential to breathe life back into this community. The site observations were informed by a guideline and checklist that I compiled based on my literature review of design approaches and prior knowledge. By providing detailed observations and an assessment for each block, I will be able to assess the community's needs and develop contextualized recommendations.

Block-1

Existing Conditions

Land Use & Building Condition

The cinema and parking lot take up the entire block. The cinema has been vacant for a long time, which is clear from its deteriorated facade.

Street Infrastructure: Street amenities are absent on this block:

- **Street furniture:** The absence of furniture makes the street less welcoming to pedestrians.
- **Street lighting:** The absence of lighting detracts from a sense of safety, especially after dark.
- **Trees and shading:** The absence of greenery creates an unwelcoming environment.
- **Pedestrian & Bicycle Infrastructure:** The lack of designated space for pedestrians and cyclists makes the block both unwelcoming and dangerous for non-motorists.
- **Curb Cuts:** The absence of cut curbs, in addition to the lack of sidewalks, limits the accessibility of the block.

Social Infrastructure

Block-1 lacks social infrastructure such as restaurants, coffee shops, or bars. This significantly impacts the social dynamics of the neighborhood.

Figure 5: Block One



Map created by the author.

²⁶ Dobkin Marjorie. West San Carlos Street Historic Context City of San Jose, Santa Clara County: City of San Jose, 2011.

²⁷ Salisbury Robert, "Historical Nomination of the Burbank Theater, Burbank, Santa Clara County, California," BRUNZELL HISTORICAL, January 18, 2018, https://8b620133-1e9c-46f1-a3d7-5013525acf8d.usrfiles.com/ugd/8b6201_3d8e89efe9514025ae7eafed91a2ff83.pdf

Figure 6: Block Two



Map created by the author.

Vibrancy & Open Spaces

The atmosphere of Block-1 is stagnant and lacks vibrancy. Factors that contribute to a stagnant atmosphere include:

- Absence of street art or murals.
- Lack of public plazas or parks
- Vacant, unused buildings that may otherwise be community spaces.

Community Representation

The Burbank building has potential as a historic marker. However, there are no features that represent the area's values, culture, or identity. The lack of public spaces and street art leaves the block bereft of community character.

Block-2

Existing Conditions

Land Use & Building Condition:

At one time Block-2 offers ample commercial space. Store signs on empty businesses hint that it had been a commercial hub at one point; however, at present, the structures sit vacant. There is a stark contrast between this block's past and present conditions.

Street Infrastructure

The block has multiple deficiencies that detract from the street overall:

- Fencing: The block is encased by a fence, making it unwelcoming and inaccessible.
- Absence of Greenery: The absence of greenery creates an unwelcoming and rather harsh urban environment.
- Seating & Social Areas: There are no provisions for seating, socializing, or engaging in any social activity. This may dissuade any potential visitors.
- Street Lighting: A complete absence of streetlights poses safety concerns, especially after dark.
- Bicycle & Pedestrian Infrastructure: The block lacks bike lanes and pedestrian walkways. Additionally, the existing street is not well-maintained.
- Street Art: The block lacks any form of street art or murals, further lowering its aesthetic appeal.

Social Infrastructure

The block lacks social infrastructure such as restaurants, coffee shops, or bars. This significantly impacts the social dynamics of the neighborhood.

Figure 7: Block Three



Map created by the author.

Vibrancy & Open Spaces

The atmosphere of the block is stagnant and lacks vibrancy. Factors that contribute to this dead atmosphere include:

- Absence of street art or murals.
- Lack of public plazas or parks for community engagement and relaxation.
- Vacant, unused buildings that may otherwise be community spaces.

Community Representation

While some old store fronts hint at the former character of the neighborhood, the block presently offers no design elements that embody the unique character of the neighborhood.

Block-3

Existing Conditions

Land Use & Building Condition

The central feature of Block-3 is a vacant building, underscoring the street's mass of underutilized space. Additionally, there is a tire store in operation, contributing to the block's commercial aspect.

Street Infrastructure

Block-3 had some amenities that were missing on the previous blocks, but overall, it is still left wanting.

- Curb Cuts: Curb cuts are present on this block, which can be advantageous for accessibility.
- Street Lighting: While some streetlights are installed, they are sparse, leaving parts of the block poorly illuminated at night.
- Street Furniture: The absence of furniture makes the street less welcoming to pedestrians.
- Greenery: The absence of greenery creates an unwelcoming and rather harsh urban environment.

Bicycle & Pedestrian Infrastructure

The block lacks bike lanes and pedestrian walkways. Additionally, the existing street is not well-maintained.

Social Infrastructure

This block, compared to the previous two, has some social infrastructure. The following businesses are in operation:

- A footwear store
- Beauty Salon
- Tattoo Shop

Figure 8: Block Four



Map created by the author.

Figure 9: Block Five



Map created by the author.

Figure 10: Block Six

Vibrancy & Open Spaces

Despite the presence of several operational businesses, the block has a quiet atmosphere and a notable lack of vibrancy. Some elements contributing to this are:

- Absence of street art or murals.
- Lack of public plazas or parks for community engagement and relaxation.
- Vacant, unused buildings that may otherwise be community spaces.

Community Representation

The block lacks any visible means of community expression, such as:

- Murals & Street Art
- Cultural Signifiers: There's no clear representation of local culture or history, leaving the block devoid of a distinct identity.

Block-4

Existing Conditions

Land Use & Building Condition

Block-4 functions as a commercial hub on the street. Several businesses are present that support commercial and social interactions.

Street Infrastructure

Given that Block-4 attracts more foot traffic than the previous blocks observed, it does have amenities that make it accessible but its aesthetics can be improved.

- Curb Cuts: Curb cuts are present on this block, which can be advantageous for accessibility.
- Street lighting: While streetlights are present, their number is inadequate, leading to unevenly lit spaces that pose safety concerns and an uninviting atmosphere at night.
- Street Furniture: The absence of furniture makes the street less welcoming to pedestrians. There are no benches, waste bins, or other forms of street furniture to cater to pedestrians.
- Trees and shading: The absence of greenery creates an unwelcoming and rather harsh urban environment.

Bicycle & Pedestrian Infrastructure

The block lacks bike lanes and pedestrian walkways. Additionally, the existing street is not well-maintained. Social Infrastructure: Block-4 has multiple operational businesses along it that cater to social infrastructure by providing space for commercial and social interactions. The following types of businesses can be found on this block:



Map created by the author.

Figure 11: Block Seven



Map created by the author.

- Restaurants
- Smoke shops
- Bars & Sports Bars
- Nightclub/Strip Club
- Jewelry Store

Vibrancy & Community Spaces

Despite the operational businesses, the block has a quiet atmosphere and a notable lack of vibrancy, very few pedestrians can be seen using the street. Some elements contributing to this are:

- Absence of street art or murals.
- Lack of public plazas or parks for community engagement and relaxation.
- Absence of street furniture

Community Representation

The block doesn't offer any cultural markers or features indicative of the community's values, history, or identity.

Block-5

Existing Conditions

Land Use & Building Type

Block-5 offers a commercial plaza that houses a range of businesses that fill multiple service niches.

Street Infrastructure

Block-5 does have several amenities that support foot traffic and make the street accessible. However, there are some deficits that can be addressed to improve the streetscape to make it more welcoming.

- **Curb Cuts:** Curb cuts are present on this block, which can be advantageous for accessibility.
- **Street lighting:** While streetlights are present, their number is inadequate, leading to unevenly lit spaces that pose safety concerns and create an uninviting atmosphere at night.
- **Street Furniture:** The absence of furniture makes the street less welcoming to pedestrians. There are no benches, waste bins, or other forms of street furniture to cater to pedestrians.
- **Trees and shading:** The absence of greenery creates an unwelcoming and rather harsh urban environment.
- **Bicycle & Pedestrian Infrastructure:** The block lacks bike lanes and pedestrian walkways. Additionally, the existing street is not well-maintained.
- **Public Transportation:** The block features a bus station, potentially enhancing its connectivity and accessibility to other parts of the city.

Vibrancy & Community Spaces

Despite the operational businesses, the block has a quiet atmosphere and a notable lack of vibrancy.

Some elements contributing to this are:

- Absence of street art or murals.
- Lack of public plazas or parks for community engagement and relaxation.
- Absence of street furniture

Social Infrastructure

In contrast to several of the other blocks observed, Block-5 has an array of businesses that support social and commercial interactions. These businesses include:

- Restaurants
- Bars & Sports Bars
- Retail stores
- A Spa
- Auto shops

Community Representation

Two murals can be found on the block. The murals add a touch of vibrancy and cultural representation to the street.

Block-6

Existing Conditions

Land Use & Building Condition

There are multiple structures on this block that have been allocated as commercial space. However, many of the storefronts are closed or completely vacant, indicating a decline in the local retail economy.

Street Infrastructure

Block-6 does have several amenities that support foot traffic and make the street accessible. However, there are some deficits that can be addressed to improve the streetscape and make it more welcoming.

- **Curb Cuts:** Curb cuts are present on this block, which can be advantageous for accessibility.
- **Street lighting:** While streetlights are present, their number is inadequate, leading to unevenly lit spaces that pose safety concerns and an uninviting atmosphere at night.
- **Street Furniture:** The absence of furniture makes the street less welcoming to pedestrians. There are no benches, waste bins, or other forms of street furniture to cater to pedestrians.
- **Trees and shading:** The absence of greenery creates an unwelcoming and rather harsh urban environment.
- **Pedestrian & Bicycle Infrastructure:** While sidewalks are present, the absence of dedicated bike lanes could deter cyclists and potentially pose safety hazards.

Social Infrastructure

There are a few operational businesses providing social infrastructure, such as the pet store and pool house. However, the prevalence of vacant and closed stores diminishes the block's social vibrancy and utility to the local populace.

Community Representation & Vibrancy

Block-6 lacks several elements that are harmful to the street's vibrancy. Furthermore, the block does not have any elements that reflect the community's identity. The following factors are impactful to this:

- The block lacks street art, murals, or any public art installations that could boost its visual appeal and reflect community values.
- The deteriorated built environment and multiple vacant stores diminish the block's vibrancy and ability to represent the community's culture and identity.
- The presence of a vacant lot that could otherwise be used as a community space.

Block-7

Existing Conditions

Land Use & Building Condition

The structures present on Block-7 are for mixed use. There are commercial structures as well as residential, however, many of these structures are vacant and deteriorating. This decay implies a detachment from the cultural and historical identity of the community.

Street Infrastructure

Block-7 does have several amenities that support foot traffic and make the street accessible. However, there are some deficits that can be addressed to improve the streetscape and make it more welcoming.

- **Curb Cuts:** Curb cuts are present on this block, which can be advantageous for accessibility.
- **Street lighting:** While streetlights are present, their number is inadequate, leading to unevenly lit spaces that pose safety concerns and an uninviting atmosphere at night.
- **Street Furniture:** The absence of furniture makes the street less welcoming to pedestrians. There are no benches, waste bins, or other forms of street furniture to cater to pedestrians.
- **Trees and shading:** The absence of greenery creates an unwelcoming and rather harsh urban environment.
- **Pedestrian & Bicycle Infrastructure:** While sidewalks are present, the absence of dedicated bike lanes could deter cyclists and potentially pose safety hazards.

Social Infrastructure

Block-7 has a handful of operational commercial spaces that would support social infrastructure. The open businesses include:

- A Beauty Salon
- Laundromat

Community Spaces & Vibrancy

Block-7 lacks several elements that are harmful to the street's vibrancy. Furthermore, the block does not have any elements that reflect the community identity. The following factors are impactful to this:

- The block lacks street art, murals, or any public art installations that could boost its visual appeal and reflect community values.
- The deteriorated built environment and multiple vacant stores diminish the block's vibrancy and ability to represent the community's culture and identity.
- The presence of a vacant lot that could otherwise be used as a community space.

Conclusion for the Site Observation Report

Following this assessment of a seven-block segment of South Bascom Avenue, clear patterns and challenges can be identified. There are multiple design issues that impact the avenue but there is also a great deal of potential which bodes well for revitalization efforts.

- **Lack of Infrastructures & Amenities** A major deficiency that is easily identified along South Bascom Avenue is the lack of essential infrastructure, specifically pedestrian walkways and bike lanes on many of the blocks. These deficits make the street dangerous for foot traffic and cyclists. The avenue is also aesthetically lacking and is missing street furniture, greenery, and public art.
- **Lack of Public Spaces & Amenities** Another factor that detracts from the avenue is the lack of public spaces such as parks and plazas. Spaces like these promote social interactions, community engagement, and health and wellness. The lack of these elements leaves a tangible void.
- **Lack of Social Vibrancy** The current physical state of the avenue has a limiting effect on the social vibrancy of the community. The underutilized spaces, closed storefronts, and a notable absence of public art and communal gathering spaces exacerbate this. Such an atmosphere fails to attract residents and visitors, reducing foot traffic and socio-economic activity.
- **Community Representation** South Bascom Avenue's current state is a shadow of its potential. The lack of public art and other expressions of community identity cause the blocks appear lifeless and disconnected from the community that resides in the area.
- **Opportunities for Revitalization** Despite the present challenges there's ample opportunity for revitalization. Vacant lots and buildings can be transformed into communal spaces, grocery stores, parks, and cultural hubs. These additions can not only infuse vibrancy but also strengthen the community's bond.

The major takeaway from the observations of South Bascom Avenue presented is that in its current state the avenue leaves much to be desired. Vacant, deteriorating buildings, lack of pedestrian and bike infrastructure, limited public spaces, and lifeless commercial zones foster an overall unwelcoming environment. Despite this, there is ample opportunity to bring life back to Burbank through the revitalization of South Bascom Avenue which is ripe with untapped potential.

2.4. Street Audit

Introduction

This audit report presents a comprehensive assessment of South Bascom Avenue, focusing on the stretch that runs from San Carlos to Moorpark. The aim of this audit is to evaluate the existing street infrastructure, pedestrian and vehicular traffic patterns, social and cultural interactions, and the physical and economic condition of each block within the specified research zone. A catalog of each block's deficits and efficiencies impacting user safety will be provided, as well as an assessment of the overall aesthetic value and considerations for social infrastructure. The ultimate goal is to identify issues and propose appropriate design interventions to address these concerns and revitalize the area.

Block-1

Sidewalk width: Block-1 lacks a designated sidewalk or walkable pavement, therefore making it challenging for pedestrians to safely navigate this stretch of the street.

- Curb cuts: The absence of curb cuts hinders accessibility for individuals with impaired eyesight or mobility challenges, such as those using wheelchairs or strollers.
- Safety: The street doesn't feel safe for pedestrians due to the absence of streetlights and emergency call access.
- Bike Lane: No bike lane is present, which may discourage cycling as a means of transportation.
- Crosswalks: Block-1 provides crosswalks at major intersections. Crosswalks at major intersections are a positive feature that enhances pedestrian safety.
- Traffic signals: This block provides traffic signals at major intersections. The existence of traffic lights and signs at major intersections contributes to overall traffic safety.
- Building Facades: The building facades along this block are not visually appealing and are poorly maintained, potentially affecting the area's overall aesthetic.
- Greenery: The absence of greenery contributes to a lack of visual appeal and may affect air quality.
- Social Infrastructure: Block one lacks social infrastructure, such as restaurants or community centers.
- Street furniture: Block-1 lacks any street furniture, such as benches or trash cans, which could provide comfort and convenience to pedestrians.
- Public Plaza/Public Space: No public spaces are available for community gatherings or events.
- Parklets: The absence of parklets limits opportunities for public spaces that could enhance community interaction.
- Social/Cultural identity measures: While Burbank Cinema stands out as a cultural asset, there's a notable lack of public art or designs that reflect the local community's identity.

Block-2

Sidewalk width: Similar to Block-1, Block-2 lacks a designated sidewalk or walkable pavement which is dangerous for pedestrians.

- Curb cuts: The absence of curb cuts remains an issue for accessibility.
- Safety: Insufficient street lighting and emergency call access continue to make the street feel unsafe for pedestrians.
- Bike Lane: Block-2 continues to lack bike lanes. The absence of a bike lane may deter cyclists.
- Crosswalks: Crosswalks are present at major intersections and enhance pedestrian safety.
- Traffic signals: Traffic lights and signs at major intersections contribute to traffic safety.
- Greenery: Block-2 lacks shades and greenery. The absence of greenery contributes to a lack of visual appeal and may affect air quality.
- Building Facades: The building facades on this block are not visually appealing or well-maintained, detracting from the overall ambiance.
- Social Infrastructure: Some social infrastructure is present, including restaurants, bars, beauty salons, barbershops, and tattoo shops.
- Street furniture: Block-2 lacks any street furniture, such as benches or trash cans, which could provide comfort and convenience to pedestrians.
- Social/Cultural identity measures: The shopping plaza serves as a cultural asset, but there's still a lack of public art or designs reflecting the local community.
- Parklets: No parklets are available, limiting opportunities for social interactions.
- Public Plaza/Public Space: There is no public space for community gatherings. The lack of these spaces does not support community engagement.

Block-3

Safety: Insufficient street lighting and emergency call access continue to detract from an overall sense of safety for pedestrians.

- Bike Lane: Block-3 continues to lack bike lanes. The absence of a bike lane may deter cyclists.
- Sidewalk width: Block-3 benefits from a sidewalk, improving pedestrian accessibility and safety.
- Curb cuts: Curb cuts are available, which further enhance accessibility and make the street more welcoming to users who may have limited mobility.
- Crosswalks: Crosswalks at major intersections ensure pedestrian safety.
- Traffic signals: Block-3 provides Traffic lights and signs that contribute to overall traffic safety.
- Greenery: Block-3 lacks shade and greenery. The absence of greenery contributes to a lack of visual appeal and may affect air quality.
- Building Facades: Building facades on Block-3 are not visually appealing or well-maintained, detracting from the overall ambiance.
- Social Infrastructure: The area lacks notable social infrastructure.
- Street furniture: Block-3 lacks any street furniture, such as benches or trash cans, which could provide comfort and convenience to pedestrians.
- Social/Cultural identity measures: There is an absence of public art or designs to reflect the local community.
- Parklets: No parklets are available, limiting opportunities for social interactions.
- Public Plaza/Public Space: There are no public spaces for community gatherings. The lack of these spaces does not support community engagement.

Block-4

Safety: Insufficient street lighting and emergency call access continue to detract from an overall sense of safety for pedestrians.

- Bike Lane: A bike lane is absent. This continues to be an issue as it dissuades cyclists.
- Sidewalk width: Block-4 benefits from a sidewalk, improving pedestrian accessibility and safety.
- Curb cuts: Curb cuts are available, which further enhance accessibility and make the street more welcoming to users who may have limited mobility.
- Crosswalks: Crosswalks at major intersections ensure pedestrian safety.
- Traffic signals: Traffic lights and signs contribute to overall traffic safety.
- Greenery: The lack of greenery persists as an aesthetic concern.
- Building Facades: Building facades on Block-4 require maintenance and improvement, their current condition detracts from the overall aesthetic.
- Social Infrastructure: Restaurants, a nightclub, a sports club, a grill, and a smoke shop are present, providing some social infrastructure.
- Street furniture: Block-4 lacks any street furniture, such as benches or trash cans, which could provide comfort and convenience to pedestrians.
- Social/Cultural identity measures: There is a continued absence of public art or designs to reflect the local community.
- Parklets: No parklets are available, limiting opportunities for social interactions.
- Public Plaza/Public Space: There are no public spaces for community gatherings. The lack of these spaces does not support community engagement.

Block-5

- Safety: Insufficient street lighting and emergency call access still make the street feel unsafe for pedestrians.
- Bike Lane: A bike lane is absent. This continues to be an issue as it dissuades cyclists.
- Sidewalk width: Block-5 benefits from a sidewalk, improving pedestrian accessibility and safety.
- Curb cuts: Curb cuts are available, which further enhance accessibility and make the street more welcoming to users who may have limited mobility.
- Crosswalks: Crosswalks at major intersections ensure pedestrian safety.
- Traffic signals: Traffic lights and signs contribute to overall traffic safety.
- Building Facades: Building facades are not visually appealing or well-maintained, detracting from the overall ambiance.
- Greenery: Block-5 lacks shade and greenery. The absence of greenery contributes to a lack of visual appeal and may affect air quality.
- Social Infrastructure: On Block-5 there are restaurants, nightclubs, sports clubs, grills, smoke shops, and retail stores. These commercial spaces provide social infrastructure to this segment of the street.
- Street furniture: Block-5 lacks any street furniture, such as benches or trash cans, which could provide comfort and convenience to pedestrians.
- Social/Cultural identity measures: A mural is present, but there remains to be a significant lack of public art or designs to reflect community identity.
- Parklets: No parklets are available, limiting opportunities for social interactions.
- Public Plaza/Public Space: There are no public spaces for community gatherings. The lack of these spaces does not support community engagement.

Block-6

- Bike Lane: A bike lane is absent. This continues to be an issue as it dissuades cyclists.
- Safety: Insufficient street lighting and emergency call access still make the street feel unsafe for pedestrians.
- Sidewalk width: Block-6 benefits from a sidewalk, improving pedestrian accessibility and safety.
- Curb cuts: Curb cuts are available, which further enhance accessibility and make the street more welcoming to users who may have limited mobility.
- Crosswalks: Crosswalks at major intersections ensure pedestrian safety.
- Traffic signals: Traffic lights and signs contribute to overall traffic safety.
- Greenery: Block-6 lacks shade and greenery. The absence of greenery contributes to a lack of visual appeal and may affect air quality.
- Building Facades: Building facades are not visually appealing or well-maintained, detracting from the overall ambiance.
- Social Infrastructure: There is a pet store, liquor store, and sports clubs, providing limited social infrastructure.
- Street furniture: Block-6 lacks any street furniture, such as benches or trash cans, which could provide comfort and convenience to pedestrians.
- Social/Cultural identity measures: There is a continued absence of public art or designs to reflect the local community.
- Parklets: No parklets are available, limiting opportunities for social interactions.
- Public Plaza/Public Space: There are no public spaces for community gatherings. The lack of these spaces does not support community engagement.

Block-7

- Bike Lane: A bike lane is absent. This continues to be an issue as it dissuades cyclists.
- Safety: Insufficient street lighting and emergency call access still make the street feel unsafe for pedestrians.
- Curb cuts: The absence of curb cuts hinders accessibility for individuals with impaired eyesight or mobility challenges, such as those using wheelchairs or strollers.
- Sidewalk width: Block-7 benefits from a sidewalk, improving pedestrian accessibility and safety.
- Crosswalks: Crosswalks at major intersections ensure pedestrian safety.
- Traffic signals: Traffic lights and signs contribute to overall traffic safety.
- Greenery: Block-7 lacks shade and greenery. The absence of greenery continues to contribute to a lack of visual appeal and may affect air quality.
- Building Facades: Building facades are not visually appealing or well-maintained, detracting from the overall ambiance.
- Social Infrastructure: There is a laundry and beauty salon, these businesses provide limited social infrastructure.

- Street furniture: Block-7 lacks any street furniture, such as benches or trash cans, which could provide comfort and convenience to pedestrians.
- Social/Cultural identity measures: There is no public art or designs reflecting the local community.
- Parklets: No parklets are available, limiting opportunities for social interactions.
- Public Plaza/Public Space: There are no public spaces for community gatherings. The lack of these spaces does not support community engagement.

Conclusion and Key Findings

The audit of a section of South Bascom Avenue, which spanned from the San Carlos intersection to the Moorpark intersection, highlights several issues posed by the current street design, which in turn can provide insight into opportunities for improvement. The assessment analyzed factors impacting user safety, the aesthetic value of the area, as well as considerations for social infrastructure and cultural identity.

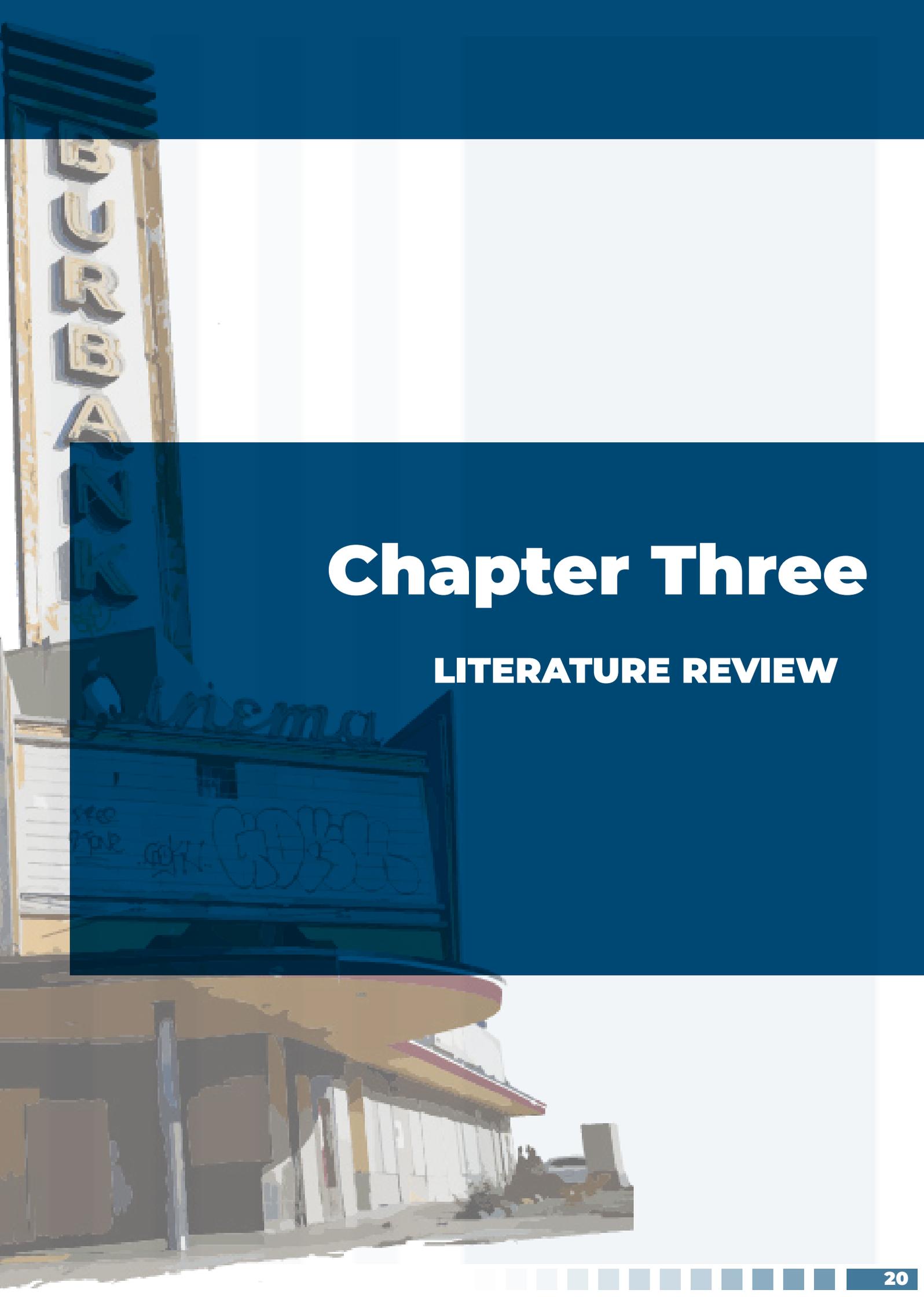
Factors pertaining to user safety that were examined include sidewalk availability and accessibility (i.e., curb cuts), crosswalks, street lighting, bike lanes, and traffic signals. Additionally, the assessment considered the aesthetic aspects of the area, focusing on greenery and building facades. Furthermore, considerations for social infrastructure taken into account were elements such as parklets and public spaces, places for commerce, street furniture, and public art that would communicate local identity.

Based on these evaluations the following condensed summary outlines the key findings and recommendations.

Key Findings

- **Pedestrian Safety and Accessibility:** Several blocks lack designated sidewalks, curb cuts, and sufficient street lighting, making it unsafe and challenging for pedestrians, especially those with mobility issues. A major recommendation would be to address these issues to make the street more accessible and welcoming to foot traffic and mobility needs.
- **Pedestrian walkway pavement:** Poor street pavements discourage community members from walking, these issues need to be addressed in order to make the area welcoming and accessible for pedestrians.
- **Biking and Parklets:** The absence of bike lanes limits alternative transportation options. The inclusion of bike lanes and parklets would provide space for pedestrians and cyclists to enjoy the street and improve community health.
- **Aesthetics:** Building facades along the street are generally unappealing and need maintenance, contributing to a less attractive environment. Maintenance of these facades would enhance the aesthetics of the street and improve community pride.
- **Cultural Identity:** While some cultural assets like Burbank Cinema exist, the street lacks public art or designs representing the community's identity. The inclusion of culturally significant art and community centers would contribute to a sense of place and belonging within Burbank.
- **Social Infrastructure:** While several of the blocks do possess establishments that support socializing, like restaurants, bars, and sports clubs, there is an overall lack of social infrastructure. The lack of social infrastructure is compounded by decay in the urban landscape and the absence of urban design elements that support community. Meanwhile, the demography of the neighborhood shows that there is a high demand for social infrastructure. By revitalizing South Bascom Avenue and improving the social infrastructure, residents will be attracted to the community and there will be a positive impact on the vibrancy of the neighborhood.²⁸
- **Public Spaces:** There is a shortage of public spaces or plazas for community events, gatherings, and interactions. The lack of community-centric space has a negative impact on community engagement.
- **Street furniture:** South Bascom Avenue lacks street furniture such as benches, single chairs, or trash cans.

28 Allan B. Jacobs, "Requirements for Great Streets and Qualities," in *Great Streets* (Cambridge, MA: MIT Press, 1995).



Chapter Three

LITERATURE REVIEW

3.1. Introduction

This literature review will examine urban design strategies being applied in street revitalization efforts across the United States. The revitalization of streets plays a pivotal role in fostering lively, livable communities that encourage social interaction and create a distinct sense of place. There are various methodologies that can be applied to these efforts, three that have been shown to be effective are Complete Street design, DIY (do-it-yourself) urban design, and Placemaking.²⁹ Each approach has unique elements that work to create enhanced public spaces that are capable of catering to community needs.³⁰ This review will examine what design principles and elements make these approaches successful.³¹

This literature review is structured into three main parts, it starts with an introduction and continues with the bulk of the research being contained in part two. The overall aim of part two is to analyze and synthesize the research to best answer the above research questions. Specifically, part two examines the effectiveness of the prior mentioned design methods to revitalize streets and reactivate the surrounding neighborhoods.³² Likewise, the unique design elements applied by each of the approaches will be identified and discussed.

Lastly, Part Three contains a conclusion that summarizes the findings of the previous section and discusses their implications for future revitalization efforts. By furnishing a comprehensive review of the existing literature, this project aims to offer valuable insights into the design approaches and their respective components that have effectively revitalized streets in the United States.

3.2. Complete Street Design approach

The Complete Streets approach has gained significant attention in recent years as cities and communities attempt to create safer, more livable streets.³³ The popularity of Complete Street design can be seen through its implementation in over 1,600 municipalities across the United States.³⁴ Additionally, there have been multiple studies conducted that show the benefits of this design approach, one such study, conducted by the National Complete Streets Coalition, revealed that streets designed with this approach had a remarkable 28 percent lower risk of pedestrian fatalities.³⁵

The National Complete Streets Coalition study shows that this design approach offers safety benefits which are an important consideration in any street design. However, street revitalization requires more than just safety considerations and needs to include aspects that activate the community around the street. “Street Design,” written by Victor Dover and John Massengale, discusses what benefits Complete Street Design might have beyond enhanced safety. The book explores how Complete Street design impacts social interaction, economic activity, and civic identity within cities and towns, what the authors found was that complete streets play a large role in creating great places that are safe, attractive, and livable.³⁶ Furthermore, they found that well-designed streets have the potential to enhance the overall quality of life for residents by accommodating pedestrians and cyclists and providing spaces where street users can socialize and engage in economic activity.³⁷ Similarly, Jeff Speck, author of “Walkable City: How Downtown Can Save America, One Step at a Time,” echoes the findings of Dover and Massengale and asserts that streets that are more inviting and accessible are more likely to encourage people to spend time outside and engage with their neighbors.³⁸ Speck narrows in on the walkable aspect of complete streets and argues that this quality of the design is what has the greatest potential to improve community identity and encourage social interactions.

29 “Complete Streets.” Smart Growth America, September 7, 2022. <https://smartgrowthamerica.org/what-are-complete-streets/>.

30 “Gehl, Jan. *Cities for People*. Island Press, 2010.

31 “Brown, Greg, and Marketta Kyttä. “Key issues and research priorities for public participation GIS (PPGIS): A synthesis based on empirical research.” *Applied geography* 46 (2014): 122-136.

32 Finn, Donovan. “DIY urbanism: implications for cities.” *Journal of Urbanism: International research on placemaking and urban sustainability* 7, no. 4 (2014): 381-398.

33 “Complete Streets.” Smart Growth America, September 7, 2022. <https://smartgrowthamerica.org/what-are-complete-streets/>

34 Ibid.

35 Ibid.

36 Dover, V., & Massengale, J. (2014). *Street Design: The Secret to Great Cities and Towns*.

37 Ibid.

38 Speck, Jeff. *Walkable City: How Downtown Can Save America, One Step at a Time*. First paperback edition. New York: North Point Press, a division of Farrar, Straus and Giroux, 2012.

Research conducted by Ashley R. Nielsen supports the arguments of Dover, Massengale, and Speck. Nielsen's peer-reviewed article, "Complete Street and Community Livability," explores how complete street design improves community livability, specifically by improving walkability, encouraging physical activity, and reducing air pollution.³⁹ Nielsen draws her conclusions from a case study of complete street implementation in Salt Lake City, Utah; what the case study revealed was that complete streets had a positive impact on community livability, did encourage physical activity among residents, and correlated with a reduction in air pollution.⁴⁰ Nielsen's findings of improved air quality are echoed by Todd Litman in his article, "Evaluating Complete Streets." Litman elaborates on the benefits of this design methodology and cites that it provides improved accessibility for non-motorists, cost savings for users, energy conservation, reduced emissions, improved quality of life for community members, and the cultivation of a sense of community identity.⁴¹

While the literature that has been discussed has highlighted the successes and benefits of Complete Street design, it is also important to examine the challenges and limitations implicit in this design methodology. A significant challenge in implementing Complete Street designs is the logistics of doing so in underfunded communities, according to research conducted by Clifton, Bronstein, and Morrissey, low-income and minority communities may face challenges stemming from limited funding and lack of support from local government officials.⁴² The researchers also state that these communities may face more barriers to active transportation, such as a lack of safe infrastructure and high crime rates, which can make it difficult to create an equitable transportation system.⁴³ Researchers Dr. Yifang Zhu and Dr. Rui Wang highlight another challenge of Complete Street design in their study, "Effects of Complete Streets on Travel Behavior and Exposure to Vehicular Emissions." What the researchers suggest is that although this design method accommodates pedestrians and cyclists, it may not offer the same benefits to motorists by not addressing issues of traffic congestion.⁴⁴ This is a pertinent concern for urban areas that are more likely to struggle with traffic congestion, where the primary goal of street design is traffic reduction rather than active transport.⁴⁵

In conclusion, while the Complete Streets approach does pose some limitations and challenges that necessitate careful consideration, it has consistently shown its effectiveness in creating safer and more equitable streets. By acknowledging and addressing the limitations and challenges of Complete Street Design, urban planners can better cater to the needs of all users.

3.2.1 Elements of complete street Design approach

Multiple design elements have been shown to be effective in enlivening the social identity of streets and their surrounding communities, one such element is street furniture. Arezoo Khoram conducted a study into the inclusion of street furniture in street designs (such as benches, planters, and bike racks) and found that it does significantly contribute to the social identity of a street by providing a place for people to rest, socialize, and enjoy the streetscape.⁴⁶ Khoram further suggested that street furniture should be adaptable to accommodate the needs of users and the community as a whole.⁴⁷ An example of successful street furniture design is New York City's "Street Seats" program, as is indicated by researchers Low, Taplin, and Scheld. The New York program brings custom benches, planters, and bike racks to city sidewalks.⁴⁸

While street furniture provides opportunities for street users to relax and socialize, other elements, such as public art, are responsible for enhancing the social identity of a public space, a core component of a complete street. Public art has been shown to not only enhance the cultural and social identities of a community but also to bring economic stimulation to an area by drawing in visitors. Supporting this point, researcher Amanda Ashley argues in her article for the *Journal of Planning History*, that public art can serve as a tool for enhancing the social and economic vitality of streets and the surrounding communities.⁴⁹

39 Nielsen, A. R. (2019). Complete Streets and Community Livability.

40 Ibid.

41 Litman, Todd. "Evaluating complete streets." Victoria Transport Policy Institute 422 (2015).

42 Clifton, Kelly, Sarah Bronstein, and Sara Morrissey. "The Path to Complete Streets in Underserved Communities." *LESSONS FROM US CASE Stud* (2014): 6-10.

43 Ibid.

44 Zhu, Dr. Yifang, and Dr. Rui Wang. Effects of Complete Streets on Travel Behavior and Exposure to Vehicular Emissions, April 15, 2016. <https://ww2.arb.ca.gov/sites/default/files/classic/research/apr/past/11-312.pdf>

45 Ibid.

46 Khoram, Arezoo. "Effective Indicators of Promoting Social Interactions in Urban Public Spaces with a Happy City Approach." *Socio-Spatial Studies* 3, no. 7 (2019): 49-61. http://soc.gpmsh.ac.ir/article_98884_3c71d223823d4733de8f32c1d77dca99.pdf

47 Ibid.

48 Low, Setha M., Taplin, Dana and Scheld, Suzanne. *Rethinking Urban Parks: Public Space and Cultural Diversity*. New York, USA: University of Texas Press, 2005. <https://doi.org/10.7560/706859>

49 Ashley, Amanda Johnson. "Beyond the aesthetic: The historical pursuit of local arts economic development." *Journal of Planning History* 14, no. 1 (2015):

An example of this methodology in practice is the Wynwood Walls in Miami, Florida. Michelle Adams conducted a case study on the Miami project, what Adams found was that by bringing a collection of murals and street art to the area, the project helped to create a sense of place and community that makes people feel more connected to the street and the surrounding area.⁵⁰

Another important feature of a complete street is public spaces like parks and plazas which hold the potential to enhance the social identity of the streets and communities that surround them. Researchers Powers, Webster, Agans, Graefe, and Mowen argue that the design of public spaces should be inclusive, accessible, designed to accommodate the needs of different users, and flexible to accommodate different events.⁵¹ One example of a park design that complements the streetscape is the Highline in New York City which included the successful transformation of an abandoned raised railway into a vibrant public park. The authors of “Walkability, Complete Streets, and Gender: Who benefits most?” discuss this successful New York project and applaud its incorporation of features that align with the principles of Complete Streets: dedicated pedestrian and bike lanes ensure safe and accessible movement, while connectivity to the city’s broader transportation network facilitates easy access.⁵²

To summarize, the Complete Street Design approach aims to provide access to safe and equitable transportation and cultivate an environment that is welcoming and accommodating to users with diverse needs.

There are several design elements that go into the design of a Complete Street such as street furniture, public art, and dedicated public spaces; these elements are instrumental in enhancing the social identity of streets and communities. By designing Complete Streets that promote social interaction, economic growth, and community identity, urban areas can be revitalized, leading to an improved quality of life for residents.

3.3 Do It Yourself (DIY) Urban design approach

DIY urban design is a grassroots movement where community members take an active role in shaping their environment.⁵³ A trademark of this urban design approach is the use of low-cost, temporary interventions that aim to improve public spaces and build social connections within the community.⁵⁴ DIY urban design has gained traction in recent years as a means of bringing streets back to life and fostering the social identity of neighborhoods.⁵⁵

An example of a DIY intervention that was aimed at improving social identity and connectivity is the Better Block project in Dallas, Texas; the goals of the Better Block project are to transform underutilized urban spaces into lively, walkable neighborhoods.⁵⁶ Better Block entails temporarily transforming streetscapes through the use of low-cost materials such as paint, furniture, and planters, to create more attractive and functional public spaces.⁵⁷ An article about the Dallas project, authored by Jason Roberts, argues that the project led to increased foot traffic, improved perception of safety, and a greater sense of community among residents.⁵⁸

Another aspect of DIY design is its flexibility and adaptability to changing community needs. A study into DIY intervention in LA conducted by Finn Donovan discovered that the approach encouraged experimentation and innovation and was also more responsive to community needs.⁵⁹ Donovan further suggests that DIY design can help to create more inclusive and equitable public spaces by allowing community members with a range of perspectives to shape the design process.⁶⁰

38-61.

50 Adams, Michelle. “Understanding Murals Influence on the Community.” PhD diss., Queens University of Charlotte, 2020.

51 Powers, Sammie L., Nicole Webster, Jennifer P. Agans, Alan R. Graefe, and Andrew J. Mowen. “The power of parks: How interracial contact in urban parks can support prejudice reduction, interracial trust, and civic engagement for social justice.” *Cities* 131 (2022): 104032.

52 Jensen, Wyatt A., Tammy K. Stump, Barbara B. Brown, Carol M. Werner, and Ken R. Smith. “Walkability, complete streets, and gender: Who benefits most?” *Health & place* 48 (2017): 80-89.

53 “Lydon, M., & Garcia, A. (2015). *Tactical urbanism: Short-term action for long-term change*. Island Press.

54 “Hou, J. (2014). DIY urbanism: implications for cities. *Journal of Urbanism: International Research on Placemaking and Urban Sustainability*, 7(1), 85-104..

55 Ibid.

56 Better Block Project, accessed March 29, 2023, <https://betterblock.org/>

57 Ibid.

58 Roberts, Jason. “Better Block Is Urban Design.” *The Field*, March 18, 2016. <https://thefield.asla.org/2016/03/17/better-block-is-urban-design/>

59 Finn, Donovan. “DIY urbanism: implications for cities.” *Journal of Urbanism: International research on placemaking and urban sustainability* 7, no. 4 (2014): 381-398.

60 Ibid.

While DIY design interventions can be effective, especially in creating stronger community bonds, the approach also has its limitations. One such limitation is the temporary nature of many DIY designs; this aspect of the approach makes it unsustainable in the long term. Research conducted by Hou and Tang supports this point, the researchers found that temporary urban interventions like parklets and pop-up shops can effectively promote social interaction and community identity but may not lead to enduring improvements in the surrounding area.⁶¹ Furthermore, they recommend that DIY interventions should be approached with caution in neighborhoods with a history of displacement and should prioritize the needs and perspectives of low-income residents.

Based on the available literature, DIY urban design does have the potential to revitalize streets specifically by encouraging community engagement. Nevertheless, its limitations still need to be considered, namely its lack of sustainability. By striking a balance between temporary interventions and long-term sustainability, DIY urban design can contribute significantly to creating more vibrant and inclusive urban spaces.

3.3.1. Elements of DIY urban design approach

3.3.1.1. Street Art and Murals

An impactful element of DIY urban design is street art, which has been shown to increase foot traffic and economic activity within its vicinity. A study conducted by the University of Vermont found that street art can enhance the social and cultural value of public spaces, create a sense of place and community identity, and challenge dominant power structures.⁶² The study examined the Bushwick Collective, a street art project based in the Bushwick neighborhood of Brooklyn, New York.⁶³ The project was started in 2011 and has created over 50 murals in collaboration with artists from around the world, it has played a considerable role in neighborhood revitalization by attracting visitors and contributing to a greater sense of community identity.⁶⁴ Moreover, the Bushwick Collective has been credited with helping to reduce crime and improving perceptions of safety in the area.⁶⁵ Similarly, the study also touched on the Heidelberg outdoor art installation project in Detroit, Michigan, begun by artist Tyree Guyton in 1986. The Heidelberg installation, which includes a series of colorful houses, sculptures, and found objects throughout the neighborhood, has helped to attract visitors to the area, promote community engagement, and create a sense of place and community identity.⁶⁶

3.3.1.2. Tactical Urbanism

Tactical Urbanism is a form of DIY design that involves the use of low-cost, temporary design interventions; some examples may include parklets, pedestrian plazas, and street closures. According to research conducted by Lydon and Garcia tactical urbanism can foster a sense of community, increase social interaction, and promote economic development.⁶⁷ Successful implementations of Tactical Urbanism in the United States include events such as “Park(ing) Day,” which takes place annually in cities around the world, where unused parking spaces get turned into small parks (parklets) or other public spaces; the event was first held in San Francisco in 2005 and has since spread to other cities.⁶⁸ Another example of this type of DIY intervention is the Better Block initiative which has been previously mentioned. The project began in Dallas, Texas in 2010 and has since been replicated in cities across the United States.⁶⁹ An article by Krista Nightengale, asserts that projects like Better Block provide a model for activating urban spaces, engaging communities, and fostering a culture of experimentation in urban design.⁷⁰

61 Hou, Jeffrey, and Lijun Tang. “Public participation and temporary urban interventions: exploring the potential of parklets in promoting social interaction and community identity.” *Journal of Urbanism: International Research on Placemaking and Urban Sustainability* 12, no. 3 (2019): 298-314.

62 Morgan, Quigg K. “University of Vermont UVM ScholarWorks.” *Reclaiming Cities and Spatial Citizenship: Contemporary Street Art as a Form of Political Aggravation and Protest*. University of Vermont UVM ScholarWorks. Accessed April 11, 2023. <https://scholarworks.uvm.edu/cgi/viewcontent.cgi?article=1081&context=castheses>

63 Ibid.

64 Ibid.

65 Ibid.

66 Ibid.

67 Lydon, M., & Garcia, A. (2015). *Tactical urbanism: Short-term action for long-term change*.

68 Ibid.

69 Nightengale, Krista. “Interim Design / Tactical Urbanism: A New Civic Engagement Approach in Action.” *The Better Block*. The Better Block, April 6, 2015. <https://www.betterblock.org/post/interim-design-tactical-urbanism-a-new-civic-engagement-approach-in-action>

70 Ibid.

3.3.1.3. Guerrilla Gardening

Guerrilla Gardening is the practice of planting gardens in public spaces without official approval, while it is not necessarily a tenet of DIY design it has been shown to offer benefits to communities where it has been employed, such as increased biodiversity and improved street aesthetics.⁷¹ These findings are supported by the authors of the study “Past results and future directions in urban community gardens research,” which also found that guerrilla gardening provides opportunities for social interaction and community building.⁷² An example of a guerrilla gardening initiative taken up in the United States is that of the Green Guerrilla organization in New York City, the organization has been active since 1973 and has helped to create over 500 community gardens throughout the city.⁷³

According to student research out of Fordham University, the Green Guerillas provide a model for empowering citizens to create and maintain green spaces in urban environments.⁷⁴ Another effective guerrilla gardening initiative, hailing from the West Coast, is the “Seed Bomb Project” in San Francisco, California; the “Seed Bomb Project” is a community-based organization that promotes guerrilla gardening through the use of seed bombs - small balls of soil and seeds that can be thrown into vacant lots and other underutilized spaces.⁷⁵ Similar to the findings of the Fordham University researchers, an article published in the 2022 *Journal of Political Ecology* suggests that the seed bomb project engages citizens in the creation and maintenance of green spaces in urban settings.⁷⁶

3.3.1.4. Community Gardens

Community gardens are another element of DIY urban design that have the aim of beautifying streetscapes and building stronger bonds within a community. A paper by Wakefield, et al. highlighted the myriad benefits of community gardens, including improved mental and physical health, strengthened social cohesion, and a reduction in crime and vandalism in the surrounding area.⁷⁷

In summary, the DIY urban design elements discussed offer a multitude of advantages and have the potential to transform underutilized urban spaces into vibrant environments that encourage community engagement. These elements can be employed individually or in combination to revitalize streets and cultivate social identity within the surrounding community. By empowering citizens to shape their environments, DIY urban design promotes social inclusion, enhances community cohesion, and challenges traditional power structures.

3.4. Placemaking Urban Design Approach

Placemaking has emerged as a widely embraced urban design approach and has gained popularity among designers, planners, and policymakers for its capacity to rejuvenate streets and cultivate social identity within communities. The phrase was first coined in 1998 by the journalist, Jay Walljasper; placemaking is defined as “the art of creating public spaces that attract people, promote health and well-being, and ultimately create a sense of community” (The Project for Public Spaces). The concept of placemaking has evolved since then and is today recognized as a valuable tool for the creation of vibrant, socially engaging public spaces that embody a “sense of place.”

71 Guitart, Daniela, Catherine Pickering, and Jason Byrne. “Past results and future directions in urban community gardens research.” *Urban forestry & urban greening* 11, no. 4 (2012): 364-373.

72 Ibid.

73 Ridge, Rosamarie, “The History of Community Gardens in New York City: The Role of Urban Agriculture and Green Roofs in Addressing Environmental Racism” (2003). Student Theses 2001-2013. 76.
https://fordham.bepress.com/enviro_theses/76

74 Ibid.

75 Pitts, Aoife K., Benjamin Trost, Nathaniel Trost, Ben Hand, and Jared Margulies. “Learning with the seed bomb: on a classroom encounter with abolition ecology.” *Journal of Political Ecology* 29, no. 1 (2022).

76 Ibid.

77 Wakefield, S., Yeudall, F., Taron, C., Reynolds, J., & Skinner, A. (2007). Growing urban health: Community gardening in South-East Toronto. *Health Promotion International*, 22(2), 92-101.

Available literature suggests that the concept of placemaking is not entirely new, as there is existent research that previously explored the impact of street design on social behavior and identity. A 1981 study from the University of California examined how street designs that prioritized motorists impacted the social fabric of a community. The study found that streets designed primarily for automobiles resulted in reduced social interaction among residents and a weaker community identity, while pedestrian-friendly streets with ample space for social activities led to more interaction and a stronger sense of community.⁷⁸ More recent research has increasingly emphasized the impact that placemaking has on various aspects of public life, including social behaviors, economic vitality, and the overall health and well-being of residents.

In their paper, “How to Study Public Life”, researchers Gehl and Svarre examine the effects of placemaking interventions such as the addition of amenities like seating, trees, and lighting; the results of their study revealed a notable increase in social interactions among individuals in these public spaces and that the quality of the public space impacted the sorts of social behavior observed.⁷⁹

The paper, “The Future of Planning: Beyond Growth Dependence”, authored by Yvonne Rydin focused on the efficacy of placemaking in urban areas. The study concluded that placemaking interventions, such as the establishment of public spaces, the installation of public art, and the preservation of historic structures, actively contributed to the development of a feeling of place in urban settings.⁸⁰ Furthermore, it was shown that the feeling of place had a strong positive relationship with the community’s social identity.⁸¹ Other research, conducted by Cilliers, Elizelle, and Timmermans, studied the significance of community participation in placemaking interventions.⁸² Their findings emphasized the need for community involvement in guaranteeing the effectiveness of placemaking efforts.⁸³

Other studies have examined the economic implications of these design elements, “The code of the street and its moral implications” is one such study. Researcher, Ben-Joseph, assessed the impact of placemaking on the economic vitality of commercial streets. Findings of the research found that by introducing elements such as public art, pedestrian-friendly streetscapes, and outdoor dining areas, suggested a significant uptick in foot traffic and sales for local businesses.⁸⁴ Overall, the findings suggest that these interventions played a pivotal role in enhancing the economic health of commercial streets.⁸⁵ In the vein of health, the researchers behind “Public Places – Urban Spaces” examined the impact of placemaking on the health and well-being of urban populations. The study found that integrating factors like green areas and pedestrian-friendly streetscapes increased physical activity and decreased stress among residents.⁸⁶

Despite showing positive results in street regeneration and public engagement, placemaking is not universally accepted as is pointed out by Madanipour’s critique.⁸⁷ Some detractors believe that it is extremely prescriptive and has the potential to homogenize public places. Madanipour advises that communities’ cultural and social diversity be given more attention, with treatments tailored to accommodate this variation.⁸⁸ A major consideration in light of this critique is that placemaking is not a one-size-fits-all answer. Each community has distinct needs, and placemaking interventions should be tailored to fulfill these needs on an individual basis. The Authors of “Public Places – Urban Spaces” posit that “a successful public space is one that has been designed and managed specifically for the needs and aspirations of the people who use it.”⁸⁹ Designers, planners, and legislators should consult with members of the community to ensure that design initiatives meet their specific needs. Furthermore, it should be mentioned that sustainability must be considered in placemaking. The work of Gehl and Svarre demonstrated the importance of designing such interventions for long-term maintenance and flexibility to changing community demands.⁹⁰ As Cilliers, Elizelle, and Timmermans note, community participation guarantees that placemaking interventions remain sustainable.⁹¹

78 Appleyard, D. (1981). *Livable streets*. University of California Press

79 Gehl, J., & Svarre, B. (2013). *How to study public life*.

80 Rydin, Yvonne. *The future of planning: Beyond growth dependence*. Policy Press, 2013.

81 Ibid.

82 Cilliers, Elizelle J., and Wim Timmermans. “The importance of creative participatory planning in the public place-making process.” *Environment and Planning B: Planning and Design*41, no. 3 (2014): 413-429.

83 Ibid.

84 Ben-Joseph, E. (2005). *The code of the street and its moral implications*.

85 Ibid.

86 Carmona, M., Heath, T., Oc, T., & Tiesdell, S. (2010). *Public places - urban spaces*. Routledge.

87 Madanipour, Ali, ed. *Whose public space?: International case studies in urban design and development*. Routledge, 2013.

88 Ibid.

89 Carmona, M., Heath, T., Oc, T., & Tiesdell, S. (2010). *Public places - urban spaces*. Routledge.

90 Gehl, J., & Svarre, B. (2013). *How to study public life*.

91 Cilliers, Elizelle J., and Wim Timmermans. “The importance of creative participatory planning in the public place-making process.” *Environment and Planning B: Planning and Design*41, no. 3 (2014): 413-429.

To summarize, the research supports Placemaking being a powerful design tool, helpful for fostering social identity and rejuvenating streets. Placemaking interventions have continuously demonstrated the ability to improve social interaction, economic vibrancy, a feeling of place, and residents' health and well-being. However, these interventions must be tailored to each community's individual needs, structured for long-term viability, and inclusive of diverse viewpoints. Placemaking, when done deliberately and in conjunction with the community, is a great tool for creating lively and engaging public areas.

3.4.1. Elements of placemaking urban design approach

3.4.1.1. Public Spaces

Public spaces are integral to effective placemaking. According to Gehl and Svarre, they should be thoughtfully designed to encourage social interaction, offer comfort, and ensure safety.⁹² The High Line project in New York City is a prime example of successful public space utilization in placemaking. Banerji's article highlights how this elevated railway, turned pedestrian walkway, and green space was designed to reflect the history and character of the neighborhood.⁹³ The project has been credited with not only revitalizing an unused public space but also spurring economic development.⁹⁴

3.4.1.2. Pedestrian-friendly Design

Creating pedestrian-friendly environments is another requirement of successful placemaking. This involves ensuring that spaces are safe, comfortable, and accessible for pedestrians. According to Madanipour (2014), elements of pedestrian-friendly design include wide sidewalks, clearly marked crosswalks, pedestrian-friendly lighting, and the inclusion of street furniture.⁹⁵ The transformation of Times Square in New York City serves as an exemplary case, where the creation of a pedestrian plaza, widened sidewalks, and improved crossings significantly reduced pedestrian injuries and fatalities.⁹⁶

3.4.1.3. Human Scale Design

Human scale design is important for fostering a sense of uniqueness in placemaking. It revolves around creating spaces proportionate to human size that promote social interaction. Small buildings, narrow streets, and public spaces designed for social engagement are key aspects of human-scale design.⁹⁷ The Pearl District in Portland, Oregon, is a successful example, having evolved from an industrial area into a vibrant mixed-use neighborhood.⁹⁸ Its emphasis on human scale, with narrow streets and a variety of building types and sizes, has turned it into a popular destination, spurring economic development in the vicinity.⁹⁹

3.4.1.4. Green Spaces

Green spaces are integral to successful placemaking, providing a vital connection to nature and enhancing the overall quality of life. Kuo and Sullivan's research highlights the stress-reducing, mood-improving, and socially interactive aspects of green spaces.¹⁰⁰ Millennium Park in Chicago, Illinois, is a perfect illustration of integrating green spaces into placemaking; the park includes gardens, fountains, and an open-air amphitheater, attracting both locals and tourists, and stimulating economic development in the area.¹⁰¹

92 Gehl, Jan. *Cities for People*. Island Press, 2010.

93 Banerji, Robin. "New York's High Line: Why Cities Want Parks in the Sky." BBC News. BBC, October 10, 2012. <https://www.bbc.com/news/magazine-19872874>

94 "Rails to Trails: The Form & Function of NYC's High Line." CNN. Cable News Network, May 23, 2016. <https://www.cnn.com/videos/living/2016/05/23/nyc-highline.cnn>

95 Madanipour, Ali. *Urban design, space and society*. Basingstoke: Palgrave Macmillan, 2014.

96 Gohringer, Elizabeth. "Pedestrian Plazas: A Case Study of Best Practices in Three US Cities." PhD diss., Tufts University, 2017.

97 Alexander, Christopher, Sara Ishikawa, and Murray Silverstein. *A Pattern Language: Towns, Buildings, Construction*. New York: Oxford University Press, 1977.

98 Talen, Emily. *New Urbanism and American Planning: The Conflict of Cultures*. Routledge, 2010.

99 Ibid.

100 Kuo, F. E., & Sullivan, W. C. (2001). Aggression and Violence in the Inner City: Effects of Environment via Mental Fatigue. *Environment and Behavior*, 33(4), 543–571. <https://doi.org/10.1177/00139160121973124>

101 Chang, Ko. "How Millennium Park transformed Chicago." CNN Travel. Cable News Network, 9 August 2012, <https://www.cnn.com/travel/article/chicago-millennium-park/index.html>.

3.4.1.5. Adaptive Reuse:

Adaptive reuse involves repurposing existing structures and spaces for new functions, therefore contributing to the uniqueness and character of a place. The paper, “Urban Design: Green Dimensions” underscores how adaptive reuse can lead to economic development, improved sustainability, and increased social interaction.¹⁰² The Pearl Brewery development in San Antonio, Texas, is an example of this placemaking element. This project transformed a former brewery into a mixed-use development, preserving the brewery’s historic character while creating an appealing space for community interaction.¹⁰³

Successful placemaking relies on the skillful integration of various urban design elements that establish a distinctive, attractive, and identity-rich sense of place for a community. Public spaces, pedestrian-friendly and human scale design, green spaces, and adaptive reuse are all key components in effective placemaking. By incorporating these elements, it becomes possible to rejuvenate streets, cultivate social identity, and enhance the overall quality of life for residents.

3.5. Conclusion

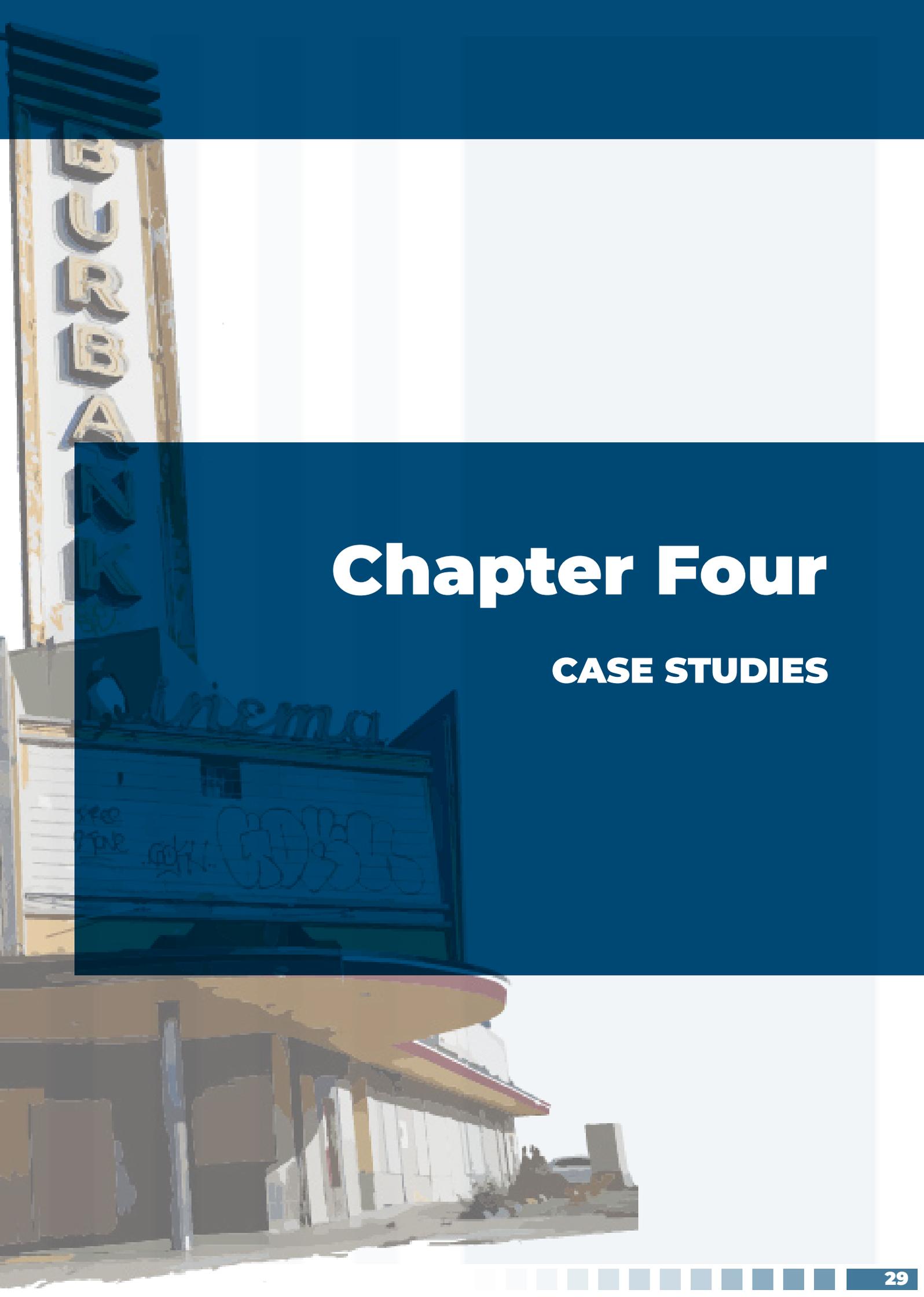
This literature review has brought to light three approaches that have been successful in revitalizing streets in the US: DIY urban design, placemaking, and the Complete Streets design approach. What has made these urban design methodologies successful is their ability to engage the community and promote residents’ safety and health, while also promoting economic activity in the areas where they are applied.

To summarize the design approaches discussed, the Complete Streets design approach prioritizes the safety and accessibility of all users, including pedestrians, cyclists, and transit riders. DIY urban design empowers community members to actively participate in reshaping their environment through affordable, temporary interventions aimed at improving public spaces and strengthening social connections within the community. And lastly, Placemaking focuses on creating dynamic and inviting public spaces that encourage social interaction, community engagement, and a distinct sense of place.

In conclusion, successful street revitalization and neighborhood activation require a thoughtful combination of approaches and design elements that cater to the unique needs of each community. Complete Street design, DIY urban design, and Placemaking represent some of the most successful strategies applied in achieving these objectives, as evidenced by their adoption by municipalities throughout the United States.

102 Moughtin, Cliff, Paola Shirley, and Tim Townshend. *Urban Design: Green Dimensions*. London: Taylor & Francis, 2003.

103 Lake. “Pearl Brewery Case Study.” *Issuu*, January 18, 2017. https://issuu.com/lakeflato/docs/pearlbrewery_casestudy_final



Chapter Four

CASE STUDIES

Four street revitalization projects

4.1 Introduction

In order to identify the most effective design interventions for revitalizing South Bascom Avenue and restoring the Burbank neighborhood's physical, social, and economic vitality, this case study explores several existing street and neighborhood revitalization initiatives and design intervention projects. The selection process involved researching projects and design initiatives to identify interventions that have successfully revitalized streets and transformed communities into thriving environments. Each project was examined to ensure significant revitalization and design interventions have been implemented through urban design, to identify the most effective design elements of each intervention that can be applied in the context of South Bascom Avenue and the Burbank neighborhood.

The case studies presented in this report provide detailed descriptions of the projects and design initiatives, including their goals, design elements and features, and key takeaways. Although the selected sites may not match the study site exactly, they possess similar characteristics that can offer valuable insights for the improvement of South Bascom Avenue and the Burbank neighborhood.

List of Case Studies

1. The Wynwood Walls Project, Miami
2. The Jackson Street Project, St. Paul
3. The Pavement to Parks Initiative: Parklet Program.
4. The San Jose Guerrero Park Street revitalization, San Francisco.

4.1.1 Criteria for Selection

The projects I selected were chosen because they demonstrated substantial revitalization through means of urban design interventions in neighborhoods that were significantly deteriorated.

- The Wynwood Walls project was selected because it showcased the transformation of a decaying industrial park into a thriving cultural hub through the use of public art.
- The Jackson Street project was selected due to its use of a Complete Street Design approach that improved user safety and fostered community identity.
- The Pavement to Park Initiative was selected for its innovative approach to re-purposing underutilized spaces into community-centric spaces such as parklets.
- The San Jose Guerro Park project was selected for its success in revitalizing a neighborhood through the application of creative placemaking practices, effectively transforming a problematic streetscape into a vibrant community space.

Comparative Analysis

Each project chosen for this case study was evaluated to assess its impact on community vitality, economic growth, and how successfully it addressed existing issues.

Contextual Relevance

The projects discussed were chosen for similarities to South Bascom Avenue.

The neighborhoods from each of the projects were in need of revitalization, vibrancy, community identity, and accessible public spaces.

Learning from Diverse Examples

The projects presented in this case study showcase a diversity of locations and design approaches, from articulated transformations to comprehensive street redesigns.

Success Metrics from Each Case

Through this research, I was able to identify key elements that enabled these projects to be successful, such as public art, innovative use of space, and the application of design methodologies like Complete Streets and creative placemaking.

4.2 The Wynwood Walls Project, Miami

4.2.1 Background

The Wynwood Walls Project is rooted in the history of the Wynwood neighborhood in Miami, Florida. Wynwood was originally an industrial district, its landscape mainly characterized by warehouses and factories, the area began to experience decline in the late 20th century with many of its commercial properties falling into disrepair. New interest was taken in the neighborhood in the early 2000s as its potential for revitalization began to be recognized.¹⁰⁴

In 2004, the real estate developer, Tony Goldman turned his attention toward Wynwood. Goldman recognized the area's unique character and saw a real opportunity to transform it into a vibrant cultural district. Thus, Goldman began acquiring properties within the neighborhood; greatly inspired by successful redevelopment in the SoHo neighborhood of New York City, his idea was to cultivate a similar atmosphere and use art as a catalyst to transform Wynwood into a destination that would attract artists, businesses, and visitors alike.¹⁰⁵ The centerpiece of the project would be to transform the blank warehouse walls into a vibrant outdoor gallery.¹⁰⁶ Goldman believed that the incorporation of visually impactful art would create a sense of place, which was central to his revitalization efforts.

Figure 12: Wynwood's Thriving Arts & Culture Scene



Image Source: "About - Wynwood Walls." Wynwood, April 13, 2023. <https://thewynwoodwalls.com/about/>.

The Wynwood Walls Project was begun in 2009 and aimed to showcase street art as a legitimate art form and create a unique cultural hub. Goldman invited renowned street artists from around the world to achieve this massive transformation, the initial group of artists included Shepard Fairey, Os Gemeos, Futura, Kenny Scharf, and many others.¹⁰⁷

104 Piket, Casey. "History of Wynwood Miami." Miami History Blog, May 1, 2023. <https://miami-history.com/history-of-wynwood-miami/>.

105 Pristin, Terry. "A Soho Visionary Makes an Artsy Bet in Miami." The New York Times, March 30, 2010. <https://www.nytimes.com/2010/03/31/realestate/commercial/31goldman.html>.

106 Laster, Paul. "How the Wynwood Walls Have Shaped Miami's Art Scene." Architectural Digest, October 3, 2019. <https://www.architecturaldigest.com/story/wynwood-walls-have-shaped-miamis-art-scene>.

107 Person, Agress, and Jennifer. "Explore Wynwood Walls in Miami." Greater Miami & Miami Beach, November 24, 2021. <https://www.miamiandbeaches.com/things-to-do/art-and-culture/explore-the-wynwood-walls-in-miami>.

Figure 12: Wynwood's Thriving Arts & Culture Scene



Image Source: Person, Benowitz, and Shayne, "Wynwood's Thriving Arts & Culture Scene," Greater Miami & Miami Beach, September 24, 2020, <https://www.miamiandbeaches.com/things-to-do/art-and-culture/wynwoods-thriving-arts-culture-scene>.

As the project gained momentum, additional buildings were acquired and turned into art spaces, galleries, and creative businesses. Goldman's aims were successful as the neighborhood began to thrive and attracted artists, entrepreneurs, and visitors who were captivated by the dynamic and artistic environment of Wynwood.¹⁰⁸ The success of the Wynwood Walls allowed the project to evolve and grow, with new artists invited to contribute and the establishment of the Wynwood Doors project which is an extension of the outdoor gallery.¹⁰⁹ Today, the Wynwood Walls are recognized as a cultural landmark and attract millions of visitors annually.

Additionally, the neighborhood has experienced a surge in economic activity and now boasts a thriving arts scene, trendy shops, restaurants, and a vibrant nightlife.¹¹⁰ The success of the Wynwood Walls in bringing about revitalization through art and creativity has inspired similar efforts in cities around the world.¹¹¹

This case study will explore the Wynwood Walls in Miami, which is an example of a successful revitalization project that has transformed a rundown neighborhood into a thriving cultural hub. Specifically, the case study will examine the design goals, features, and elements that contributed to the success of the project and how they can be applied to the South Bascom Avenue revitalization project.

108 Laster, Paul. "How the Wynwood Walls Have Shaped Miami's Art Scene." *Architectural Digest*, October 3, 2019. <https://www.architecturaldigest.com/story/wynwood-walls-have-shaped-miamis-art-scene>.

109 Piket, Casey. "History of Wynwood Miami." *Miami History Blog*, May 1, 2023. <https://miami-history.com/history-of-wynwood-miami/>.

110 Laster, Paul. "How the Wynwood Walls Have Shaped Miami's Art Scene." *Architectural Digest*, October 3, 2019. <https://www.architecturaldigest.com/story/wynwood-walls-have-shaped-miamis-art-scene>.

111 Laster, Paul. "How the Wynwood Walls Have Shaped Miami's Art Scene." *Architectural Digest*, October 3, 2019. <https://www.architecturaldigest.com/story/wynwood-walls-have-shaped-miamis-art-scene>.

4.2.2. Project Goals

- **Create a sense of place:** The aim of the Wynwood Walls was to create a unique identity for the neighborhood that would make it a destination for locals and visitors. The means to achieving this was to turn Wynwood into a cultural hub known for its vibrant street art and artistic atmosphere.¹¹²
- **Revitalize the neighborhood:** The central goal of the Wynwood Walls project was to attract businesses, residents, and tourists which would be necessary to revitalize the local economy.¹¹³ By using art to create a unique sense of place that would be attractive to visitors and businesses the project sought to stimulate economic growth and investment opportunities within the Wynwood neighborhood.¹¹⁴
- **Promote art and culture:** In order to create a sense of place and to further revitalization efforts, the Wynwood developers needed to promote the cultural diversity of the neighborhood. A major aim of the project became to showcase street art as a legitimate art form.¹¹⁵ The Walls would provide a platform to local and international artists who in turn would have an opportunity to contribute to the artistic character of the neighborhood.¹¹⁶

4.2.3. Design Features and Elements

Murals and Street Art: The main features of the Wynwood Walls are the large-scale murals and extensive street art that has been created by well-known artists.¹¹⁷ The styles and subjects of the individual pieces greatly vary, which contributes to the cultural richness of the neighborhood.¹¹⁸ The stunning artworks cover the neighborhood's previously blank walls and have completely transformed the landscape.

Figure 14: Wynwood's Thriving Arts & Culture Scene



Figure 15: Wynwood's Thriving Arts & Culture Scene



Image sources: Person, Benowitz, and Shayne, "Wynwood's Thriving Arts & Culture Scene," Greater Miami & Miami Beach, September 24, 2020, <https://www.miamiandbeaches.com/things-to-do/art-and-culture/wynwoods-thriving-arts-culture-scene>.

112 Ibid.

113 Swartz, Hannah, Eliza Kolander, and Iain MacKay. "Wynwood Walls." Clio: Your Guide to History. December 1, 2020 Accessed May 16, 2023. <https://theclio.com/entry/20983>

114 Laster, Paul. "How the Wynwood Walls Have Shaped Miami's Art Scene." Architectural Digest, October 3, 2019. <https://www.architecturaldigest.com/story/wynwood-walls-have-shaped-miamis-art-scene>.

115 Person, Agress, and Jennifer. "Explore Wynwood Walls in Miami." Greater Miami & Miami Beach, November 24, 2021. <https://www.miamiandbeaches.com/things-to-do/art-and-culture/explore-the-wynwood-walls-in-miami>.

116 Schwartzman, Alec. "Street Art Transforms Wynwood's Community and Culture." Knight Foundation, December 1, 2015. <https://knightfoundation.org/articles/street-art-transforms-wynwoods-community-and-culture/>.

117 Swartz, Hannah, Eliza Kolander, and Iain MacKay. "Wynwood Walls." Clio: Your Guide to History. December 1, 2020 Accessed May 16, 2023. <https://theclio.com/entry/20983>

118 Piket, Casey. "History of Wynwood Miami." Miami History Blog, May 1, 2023. <https://miami-history.com/history-of-wynwood-miami/>.

- **Open-Air Gallery:** A key element of the murals is that they are displayed on the exteriors of the buildings, effectively creating an open-air gallery that is accessible to everyone. This innovative approach seamlessly integrates art into the urban landscape, blurring the boundaries between public space and artistic expression.¹¹⁹
- **Public Spaces:** As a result of the Wynwood Walls project, new immersive public spaces were created that include plazas and courtyards where visitors to the space can gather, relax, and enjoy the art. Spaces such as these encourage community engagement and foster a sense of community pride.¹²⁰
- **Lighting:** As part of the project, custom lighting was installed that illuminates the murals and creates a dramatic effect at night. This strategic lighting design makes the Wynwood Walls an inviting destination even after dark.¹²¹
- **Events and Programs:** The Wynwood Walls serve as host to events and programs such as art exhibitions, music festivals, and other community-centric events. These events encourage community engagement, attract visitors, and support local artists and businesses.¹²²

The impact of the Wynwood Walls project goes beyond the physical transformation of a rundown neighborhood. It has revitalized the local economy, created a strong sense of place and community, promoted art and culture, and influenced urban regeneration efforts beyond its immediate vicinity. The project serves as a testament to the power of design interventions in revitalizing communities and fostering a vibrant and inclusive urban environment.

“They did it unconventionally, through creativity. When you have that kind of vision, you create places as opposed to buildings. They turned what was once an undesirable, impoverished, and crime-ridden area into one of the most iconic, most visited neighborhoods in the city.” Francis Suarez, Mayor of Miami.¹²³

Figure 16: Wynwood’s Thriving Arts & Culture Scene



Image source: Person, Benowitz, and Shayne, “Wynwood’s Thriving Arts & Culture Scene,” Greater Miami & Miami Beach, September 24, 2020, <https://www.miamiandbeaches.com/things-to-do/art-and-culture/wynwoods-thriving-arts-culture-scene>.

119 “About - Wynwood Walls.” wynwood, April 13, 2023. <https://thewynwoodwalls.com/about/>.

120 Culture.” Goldman Properties. Accessed May 16, 2023. <https://goldmanproperties.com/culture/>.

121 “About - Wynwood Walls.” Wynwood, April 13, 2023. <https://thewynwoodwalls.com/about/>.

122 “Events.” Goldman Properties. Accessed May 16, 2023. <https://goldmanproperties.com/events/>.

123 Laster, Paul. “How the Wynwood Walls Have Shaped Miami’s Art Scene.” Architectural Digest, October 3, 2019. <https://www.architecturaldigest.com/story/wynwood-walls-have-shaped-miamis-art-scene>.

4.2.4. Takeaways

Based on the case study of the Wynwood Walls project, there are several design features and elements, as well as other important takeaways that can inform potential design interventions for the South Bascom Avenue revitalization project. These include:

- **Public art and murals:** As shown by the Wynwood Walls case study, public art can be a driving force in revitalizing a neighborhood.¹²⁴ The incorporation of public art into urban design not only provides talented artists an opportunity to showcase their work but also aids in creating a distinct sense of place that promotes the cultural diversity of an area, which in turn attracts people to it.¹²⁵ The South Bascom Avenue project might incorporate public art, such as murals, as a means of transforming the streetscape, celebrating the neighborhood's history, and promoting its cultural identity.
- **Adaptive reuse of buildings:** A major element of the Wynwood Walls project entailed the adaptive reuse of vacant warehouses and other buildings as canvases for the murals. This same approach can be applied to revitalization efforts taking place in Burbank. Vacant structures on South Bascom Avenue like the Burbank Cinema or the old plaza can be repurposed into community spaces. Repurposing these structures would activate the street and provide opportunities for local businesses and artists.
- **Green spaces and outdoor seating:** Another important element of the Wynwood Walls project is its inclusion of public spaces; the project developers incorporated green spaces and outdoor seating as part of their design.¹²⁶ The South Bascom Avenue project can follow this example and incorporate green spaces like parks and pocket gardens along the street. The inclusion of green spaces like these into the street design would improve the aesthetics of the streetscape, create opportunities for community engagement, and provide an overall better pedestrian experience.
- **Enhanced lighting and signage:** One last design element of the Wynwood Walls project that can provide guidance to future designs for South Bascom Avenue is its use of enhanced lighting and signage. Improved lighting offers multiple benefits to a space including a greater sense of safety and making it more visually appealing. South Bascom Avenue can benefit from the incorporation of similar lighting and signage strategies to improve visibility and street aesthetics as well as to create a sense of place.¹²⁷

As shown, the Wynwood Walls project provides a great many insights into best practices in urban design interventions that can be applied to South Bascom Avenue. Through the incorporation of elements such as public art, green spaces, and enhanced lighting the streetscape will be improved as will the pedestrian experience. Furthermore, repurposing vacant buildings will activate the street and pay homage to the neighborhood's history. These design interventions have the potential to breathe new life into South Bascom Avenue and turn it into a thriving locale for community engagement and economic growth.

It is also important to note the risk of gentrification, like what happened with Wynwood Walls in Miami, is important to consider.¹²⁸ However, Burbank's history shows it's different. Residents have consistently wanted to keep their area unincorporated to protect its unique character, especially its historic homes and family-friendly vibe.¹²⁹ This strong community feeling suggests that Burbank is less likely to face rapid, unwanted changes. By making sure that any new designs for South Bascom Avenue really fit with what the Burbank community wants and values, the changes can improve the area without losing what makes Burbank special.¹³⁰

124 Schwartzman, Alec. "Street Art Transforms Wynwood's Community and Culture." Knight Foundation, December 1, 2015. <https://knightfoundation.org/articles/street-art-transforms-wynwoods-community-and-culture/>.

125 Person, Agress, and Jennifer. "Explore Wynwood Walls in Miami." Greater Miami & Miami Beach, November 24, 2021. <https://www.miamiandbeaches.com/things-to-do/art-and-culture/explore-the-wynwood-walls-in-miami>.

126 "Events." Goldman Properties. Accessed May 16, 2023. <https://goldmanproperties.com/events/>.

127 Ibid.

128 Brasuell, James, 2 minute read, October 28, James Brasuell .twitter-blue{fill:#0C80E3;} @CasualBrasuell, and Friday. "Revitalization without Displacement: A New Model from Miami." Planetizen News. Accessed December 9, 2023. <https://www.planetizen.com/news/2020/10/111018-revitalization-without-displacement-new-model-miami>.

129 Salisbury Robert, "Historical Nomination of the Burbank Theater, Burbank, Santa Clara County, California," BRUNZELL HISTORICAL, January 18, 2018, https://8b620133-1c9c-46f1-a3d7-5013525acf8d.usrfiles.com/ugd/8b6201_3d8e89efe9514025ae7eae9d91a2ff83.pdf.

130 Ibid.

4.3. The Jackson Street Project, St. Paul

4.3.1 Background

Jackson Street runs through the historic Rondo neighborhood of St. Paul, Minnesota; the neighborhood has a rich cultural heritage and was historically a prosperous African-American community, however, construction of the I-94 highway through the heart of the neighborhood in the 1960s caused significant decline. Construction of the interstate led to residents being displaced and businesses being destroyed.¹³¹ The Jackson Street Project offered an opportunity to revitalize a stretch of the street and boost economic activity, while also celebrating the neighborhood's history.

The Jackson Street project applied a complete street design approach, with the intent that these design interventions would create a more welcoming and attractive environment and foster social cohesion. An emphasis was placed on meeting community needs and reflecting the local culture and identity.¹³² Some of the design elements employed to meet these goals included: wider sidewalks, protected bike lanes, improved crosswalks, traffic calming measures, enhanced lighting, and green infrastructure. Notably, the Jackson Street project is considered the backbone of St. Paul's Capital City Bikeway system.¹³³ The inclusion of these elements into the Jackson Street project made it safe and accessible for pedestrians, cyclists, and motorists.¹³⁴

4.3.2 Project Goals

The goals of the Jackson Street Project were as follows:

- **Create a Pedestrian-Friendly Environment:** A major goal of the Jackson Street project was to make the street more welcoming and accessible to pedestrians. This would be achieved through improved infrastructure and street aesthetics.
- **Improve Safety:** Another goal of this project was to improve street safety. Planners recognized that a greater sense of safety would create more opportunities for social interactions which in turn would strengthen community connections.
- **Boost Economic Growth:** To stimulate the economic growth of the area the Jackson Street project needed to attract businesses and turn the street into a thriving commercial corridor, this in turn would raise property values in the area.
- **Complete Street Design:** For the above goals to be met, a priority of the Jackson Street project had to be incorporating Complete Street design elements. The inclusion of these design elements would promote safety, walkability, and street identity.

4.3.3. Design Features and Elements

The Jackson Street project employed a Complete Street design approach as a means to revitalize the street and surrounding neighborhood; the design elements included were intended to boost economic development and improve safety and accessibility.¹³⁵ Some design elements incorporated by the project includes:

- **Sidewalks and crosswalks:** Widened sidewalks and well-marked crosswalks were integrated into the street design, enhancing pedestrian safety and accessibility. The sidewalks were designed to have smooth surfaces, ample width, and space for outdoor seating. High-contrast markings and improved lighting at crosswalks ensured visibility and safety for pedestrians.¹³⁶

131 "History of the Rondo Neighborhood." YWCA St. Paul, February 10, 2022. <https://www.ywcastpaul.org/history-of-the-rondo-neighborhood/#:~:text=The%20ronaldo%20neighborhood%2C%20once%20home,rights%20leaders%20and%20Pullman%20porters.>

132 "Jackson Street Reconstruction Project: Asla Climate Change Exhibition." Jackson Street Reconstruction Project | ASLA Climate Change Exhibition. Accessed May 9, 2023. <https://climate.asla.org/JacksonStreetReconstructionProject.html>.

133 Seh. "Jackson Street Reconstruction." Welcome, June 18, 2022. <https://www.sehinc.com/portfolio/jackson-street-reconstruction>.

134 Ibid.

135 "Jackson Street Reconstruction Project: Asla Climate Change Exhibition." Jackson Street Reconstruction Project | ASLA Climate Change Exhibition. Accessed May 9, 2023. <https://climate.asla.org/JacksonStreetReconstructionProject.html>.

136 Ibid.

Figure 17: Jackson Street Reconstruction Project.

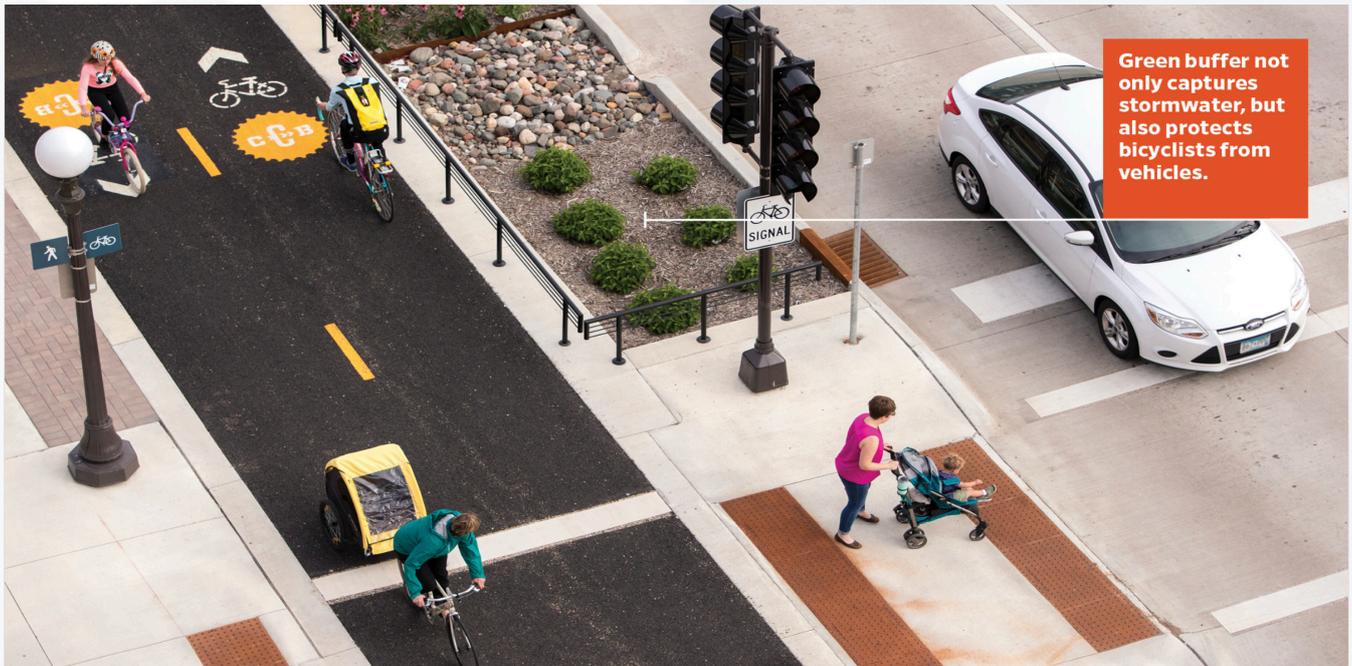


Image source: Jackson Street Reconstruction Project, Saint Paul, Minnesota, Bruce Buckley Photography for Toole Design.

- **Protected bike lanes:** The project introduced protected bike lanes that physically separated cyclists from vehicular traffic using curbs, planters, or bollards. Clear markings guided both cyclists and motorists to ensure safe passage. These lanes were strategically connected to nearby trails and bike infrastructure, effectively creating the city's Bikeway program.¹³⁷

Image 18: Jackson Street Reconstruction Project.



Image source: Jackson Street Reconstruction Project, Saint Paul, Minnesota, Bruce Buckley Photography for Toole Design.

Image 19: Jackson Street Reconstruction Project.



137 "Jackson Street Reconstruction." Toole Design, November 27, 2021. <https://tooledesign.com/project/jackson-street/>.

- **Transit enhancements:** Transit stops were enhanced with improved shelters that showed real-time information, making public transportation more accessible and convenient for users. These stops were designed with visibility and comfort in mind, featuring clear signage, comfortable seating, and shelter from the elements. Seamless connections to sidewalks and bike lanes enhanced overall accessibility.¹³⁸
- **Street furniture and lighting:** New street furniture and lighting played a large role in creating a welcoming and safe environment for pedestrians. Durable, well-designed benches, trash receptacles, and bike racks were included in easily accessible places. Energy-efficient and evenly distributed lighting not only improved visibility but also provided a sense of safety for pedestrians and cyclists.¹³⁹
- **Green infrastructure:** Green infrastructure was incorporated into the street design, these elements improved the aesthetics of the streetscape and offered environmental benefits. The specific design elements included were rain gardens and bioswales which are used to manage stormwater runoff, which work by filtering out pollutants and reducing the amount of runoff entering the city’s stormwater system.¹⁴⁰
- **Traffic calming measures:** Traffic calming measures like curb extensions and traffic circles were incorporated into the street design to prevent motorists from speeding and enhance overall safety. These measures were integrated into the streetscape to add functionality and visual interest. Curb extensions created space for pedestrians, while traffic circles introduced intriguing and visually appealing intersection designs that also slowed traffic.¹⁴¹
- **Public Art:** The Jackson Street project also incorporated elements of public art to reflect the community’s identity. Murals and public art installations celebrated the community’s history and contributed to solidifying a sense of place within the neighborhood.¹⁴²

To give an overall view, the Jackson Street project was designed to revitalize a community and local economy through the application of a Complete Street design approach. The design interventions used in the Jackson Street project improved accessibility and safety for all street users while also providing the streetscape with a much-needed face-lift.

138 Jackson Street Reconstruction.” Toole Design, November 27, 2021. <https://tooledesign.com/project/jackson-street/>.

139 Ibid.

140 “Jackson Street Reconstruction Project: Asla Climate Change Exhibition.” Jackson Street Reconstruction Project | ASLA Climate Change Exhibition. Accessed May 9, 2023. <https://climate.asla.org/JacksonStreetReconstructionProject.html>.

141 Ibid.

142 “Jackson Street Reconstruction.” Toole Design, November 27, 2021. <https://tooledesign.com/project/jackson-street/>.

4.3.4. Takeaways

- **Accommodate Pedestrians:** The Jackson Street Project emphasized pedestrian-friendly design elements such as expanded sidewalks, street furniture, and landscaping. These features made the environment more appealing and accessible to pedestrians.¹⁴³ Plans for South Bascom Avenue should prioritize pedestrian experience and incorporate similar elements.
- **Green Infrastructure:** Green Infrastructure, as shown by its inclusion in the Jackson Street project, improves the aesthetics of the streetscape and has a positive environmental impact.¹⁴⁴ Design plans for South Bascom Avenue should incorporate green infrastructure that supports the area's specific environmental needs.
- **Public Safety:** Public safety was improved on Jackson Street through the implementation of enhanced lighting and signage features as well as traffic calming measures and bike lanes. To make South Bascom Avenue an inviting and safe environment for all users, design plans should incorporate similar safety features.
- **Public Spaces:** The Jackson Street Project established public spaces and communal gathering areas to promote social interactions and facilitate community events.¹⁴⁵ Provisions for public spaces along South Bascom Avenue will encourage community engagement.

In conclusion, the Jackson Street Project in St. Paul, Minnesota is an example of a successful street revitalization project that used a Complete Street design approach. This initiative transformed the area into a vibrant community space through its thoughtful use of design interventions. Applying similar design principles to South Bascom Avenue could similarly revitalize the Burbank neighborhood.

¹⁴³ "Jackson Street Reconstruction." Toole Design, November 27, 2021. <https://tooledesign.com/project/jackson-street/>.

¹⁴⁴ Ibid.

¹⁴⁵ Ibid.

4.4 The Pavement to Parks Initiative: Parklet Program

4.4.1 Background

The Pavement to Parks initiative in San Francisco was launched in 2009 as a collaborative effort between the city government, community organizations, and local businesses.¹⁴⁶ The program aimed to repurpose underutilized street space, primarily parking spots, into vibrant public spaces to enhance the pedestrian experience and generate community engagement. The Parklet program, a key component of Pavement to Parks, involves the transformation of parking spaces into mini-parks or parklets.¹⁴⁷

This case study examines the implementation of the Pavement to Parks Initiative and what elements made it successful, looking specifically at the Parklet Program. What makes the program unique is its success at turning underutilized street space into usable public space. Having a clear understanding of the program's goals and design elements will provide insight into possible strategies that can be applied to South Bascom Avenue.

Figure 20: Sunset Parklet Judah & 45th Av. – San Francisco.



Image source: Photograph: Noah Christman, Courtesy Flickr/SPUR Judah & 45th Av. – San Francisco-Sunset Parklet

4.4.2 Goals

The Parklet Program in San Francisco had several objectives that influenced its design:

- **Create a sense of place:** Parklets were designed to transform parking spaces into vibrant and inviting communal areas.¹⁴⁸ By providing space to gather, they foster the creation of a strong community identity and sense of belonging. These spaces encouraged social interactions enhanced residents' well-being and strengthened community ties.¹⁴⁹
- **Enhanced walkability:** Parklets prioritize the needs of pedestrians by providing safe and attractive environments for walking. The initiative's focus on walkability has had a positive impact on public health and led to a reduced reliance on cars, which in turn has reduced traffic congestion.¹⁵⁰
- **Support local businesses:** By providing additional outdoor seating for cafes and restaurants, parklets became platforms for local businesses to attract more customers.¹⁵¹ Increased foot traffic and improved ambiance elevated the visibility and viability of these establishments, bolstering their economic success.¹⁵²

146 "Case Study: Pavement to Parks; San Francisco, USA." Global Designing Cities Initiative, October 26, 2022. <https://globaldesigningcities.org/publication/global-street-design-guide/streets/pedestrian-priority-spaces/parklets/case-study-pavement-to-parks-san-francisco-usa/>.

147 Ibid.

148 "San Francisco Parklet Manual." Groundplay. Accessed May 11, 2023. <http://groundplaysf.org/wp-content/uploads/San-Francisco-Parklet-Manual.pdf>.

149 Archatrak. "Parklets San Francisco." Archatrak, May 24, 2022. <https://www.archatrak.com/parklets-san-francisco/>.

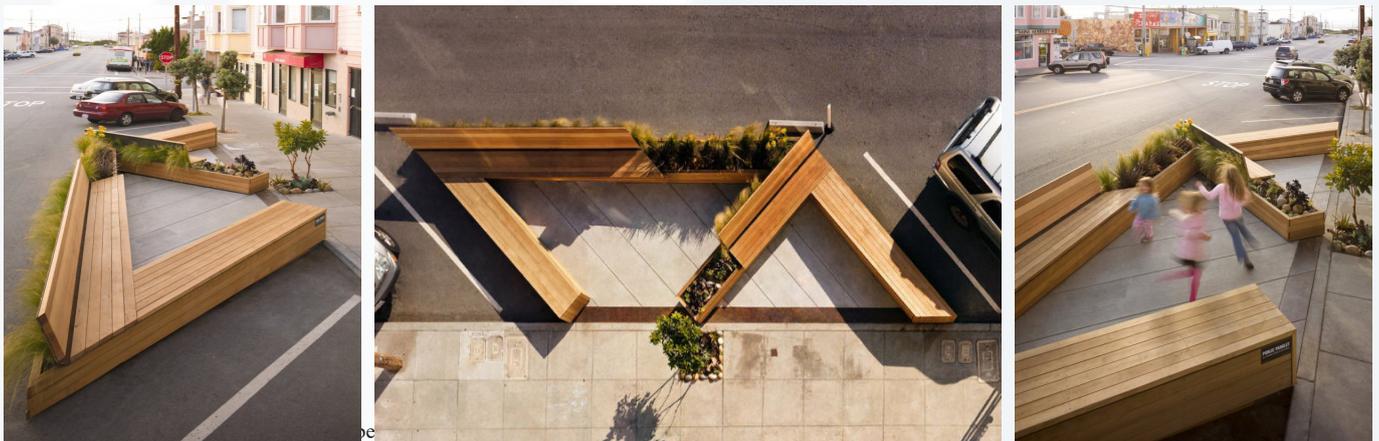
150 "San Francisco Parklet Manual." Groundplay. Accessed May 11, 2023. <http://groundplaysf.org/wp-content/uploads/San-Francisco-Parklet-Manual.pdf>.

151 Ibid.

152 Ibid.

- **Improve neighborhood aesthetics:** Parklets incorporate greenery, art installations, and aesthetically pleasing designs that transform mundane spaces into visually engaging areas. This beautification effort not only attracted more visitors to the area but also instilled pride among residents, which in turn has supported a cleaner, well-maintained community.
- **Activate public space:** The goal of the program was to make underutilized street space accessible to pedestrians, therefore creating space for social interaction among community members.¹⁵³ The integration of parklets made the streets more inviting and enhanced the pedestrian experience.¹⁵⁴
- **Flexibility and adaptability:** Parklet designs emphasized flexibility, allowing for modifications that accommodate changing seasonal needs and community events.¹⁵⁵ Movable furniture and modular elements enabled easy reconfiguration, ensuring the parklets remain useful year-round.¹⁵⁶

Figure 21: The Noriega Street Parklet in San Francisco



- **Accessibility and inclusivity:** Universal accessibility standards were integrated into the designs to ensure equitable access for all individuals, regardless of abilities.¹⁵⁷ Features like ramps and tactile paving were incorporated, creating an inclusive environment where everyone could comfortably enjoy the parklets.¹⁵⁸
- **Integration with the streetscape:** Parklets were designed to seamlessly blend with the existing urban environment, and mesh with the aesthetics of the neighborhood.¹⁵⁹ By complementing the surrounding architecture and style, the parklets became natural extensions of the neighborhood, enhancing the visual appeal of the area.¹⁶⁰

The design objectives of the Parklets Program place an emphasis on flexibility and adaptability, and are intended to activate public space.¹⁵⁸¹⁶¹ The adherence to these objectives is what has made the initiative successful in revitalizing and repurposing public spaces and making them inviting to community members.¹⁶²

153 “Case Study: Pavement to Parks; San Francisco, USA.” Global Designing Cities Initiative, October 26, 2022.

154 “Case Study: Pavement to Parks; San Francisco, USA.” Global Designing Cities Initiative, October 26, 2022. <https://globaldesigningcities.org/publication/global-street-design-guide/streets/pedestrian-priority-spaces/parklets/case-study-pavement-to-parks-san-francisco-usa/>.

155 “A Look at the Human Impact of Parklets.” Groundplay San Francisco. Accessed May 11, 2023. <https://groundplaysf.org/wp-content/parklet-impact-study/>.

156 “San Francisco Parklet Manual.” Groundplay. Accessed May 11, 2023. <http://groundplaysf.org/wp-content/uploads/San-Francisco-Parklet-Manual.pdf>.

157 “A Look at the Human Impact of Parklets.” Groundplay San Francisco. Accessed May 17, 2023. <https://groundplaysf.org/wp-content/parklet-impact-study/>.

158 “San Francisco Parklet Manual.” Groundplay. Accessed May 11, 2023. <http://groundplaysf.org/wp-content/uploads/San-Francisco-Parklet-Manual.pdf>.

159 “A Look at the Human Impact of Parklets.” Groundplay San Francisco. Accessed May 11, 2023. <https://groundplaysf.org/wp-content/parklet-impact-study/>.

160 Ibid.

161 Ibid.

162 Ibid.

4.4.3. Design Features and Elements

Parklets incorporate a range of design elements that contribute to their functionality and appeal:

- **Seating and Gathering Areas:** A main feature of parklet designs is their seating options such as benches, chairs, and other movable furniture. The availability of seating encourages interaction and conversation among users of the space. The furniture is ergonomically designed and made to accommodate various group sizes.¹⁶³
- **Greenery and Landscaping:** The inclusion of planters and greenery contributes to the parklet's visual appeal.¹⁶⁴ The greenery not only contributes to the aesthetics of the streetscape but can also provide shade and improve air quality.¹⁶⁵ Plants are selected for the parklets based on considerations such as climate and plant maintenance.¹⁶⁶
- **Artistic and Cultural Elements:** Parklets will often also include public art installations that are selected to reflect a neighborhood's character.¹⁶⁷ These elements serve as focal points, improving the aesthetics of the streetscape, and also fostering a sense of local pride.¹⁶⁸
- **Bicycle Parking:** An important element of parklets that contributes to their goal of limiting our reliance on cars, is their incorporation of bicycle racks. The inclusion of the bike racks encourages cyclists and as a result, promotes a healthier lifestyle for residents.¹⁶⁹
- **Lighting and Safety Features:** Parklet designs include features that support safety and accessibility, such as handrails, non-slip surfaces, and clear signage.¹⁷⁰ Additionally, well-designed lighting allows the parklets to be usable after dark and contributes to a sense of safety.¹⁷¹

These design features come together to create an inviting and functional space that is responsive to community needs. The aesthetic, functional, and accessible qualities of these spaces foster a sense of place on the street and lend themselves to heightened community engagement.

163 "San Francisco Parklet Manual." Groundplay. Accessed May 11, 2023. <http://groundplaysf.org/wp-content/uploads/San-Francisco-Parklet-Manual.pdf>.

164 Ibid.

165 Archatrak. "Parklets San Francisco." Archatrak, May 24, 2022. <https://www.archatrak.com/parklets-san-francisco/>.

166 "San Francisco Parklet Manual." Groundplay. Accessed May 11, 2023. <http://groundplaysf.org/wp-content/uploads/San-Francisco-Parklet-Manual.pdf>.

167 Ibid.

168 "A Look at the Human Impact of Parklets." Groundplay San Francisco. Accessed May 11, 2023. <https://groundplaysf.org/wp-content/parklet-impact-study/>.

169 "Sunset Parklet." INTERSTICE Architects. Accessed May 13, 2023. <https://www.intersticearchitects.com/project/sunset-parklet/>.

170 "San Francisco Parklet Manual." Groundplay. Accessed May 13, 2023. <http://groundplaysf.org/wp-content/uploads/San-Francisco-Parklet-Manual.pdf>.

171 Ibid.

4.4.4. Key takeaway

Design features and elements from the Parklets program to consider in efforts to revitalize South Bascom Avenue and activate the Burbank neighborhood:

- **Parklets:** Introduce a Parklet Program akin to San Francisco’s Pavement to Parks initiative in Burbank. This would allow neglected street spaces, like parking spots, to be transformed into lively parklets that support community gatherings.¹⁷²
- **Seating and Gathering Areas:** Parklets offer users places to sit, relax, and socialize.¹⁷³ By incorporating these elements into South Bascom Avenue’s street design a more lively and inviting environment can be created.
- **Greenery and Landscaping:** Incorporate planters, trees, and green elements for natural beauty, shade, and sustainability; opt for native plants and low-maintenance landscaping for long-term viability.¹⁷¹¹⁷⁴ Inclusions such as these along South Bascom Avenue will improve the street aesthetically and offer environmental benefits.
- **Artistic and Cultural Elements:** Parklets will sometimes include public art installations that contribute to and reflect local identity. Integrating similar installations along South Bascom Avenue will improve the sense of community identity.
- **Bicycle Infrastructure:** Bicycle infrastructure such as bike racks was shown to improve residents’ lifestyles and limit traffic congestion. Including similar infrastructure along South Bascom Avenue can offer the same effects and improve local sustainability.¹⁷⁵
- **Lighting and Safety Features:** Safety and lighting features in the parklets make them accessible both day and night and contribute to an overall sense of safety.¹⁷⁶ Ensuring that similar measures are taken in future designs for South Bascom Avenue will make the street more inviting and promote nightlife.
- **Community Engagement:** Involve community members through workshops, surveys, and consultations to align revitalization efforts with community needs and preferences.¹⁷⁷
- **Flexibility and Adaptability:** Design spaces to be adaptable, accommodating seasonal changes and incorporating temporary or movable elements to cater to evolving community needs.¹⁷⁸

To conclude, the Parklet program provides multiple insights into design interventions that can be made on South Bascom Avenue that will encourage community engagement. Reallocating underused street space to pedestrian use provides new opportunities for socialization and enjoyment of the street, and can lead to a more connected community.

172 “San Francisco Parklet Manual.” Groundplay. Accessed May 17, 2023. <http://groundplaysf.org/wp-content/uploads/San-Francisco-Parklet-Manual.pdf>.

173 Ibid.

174 Ibid.

175 Ibid.

176 San Francisco Parklet Manual.” Groundplay. Accessed May 17, 2023. <http://groundplaysf.org/wp-content/uploads/San-Francisco-Parklet-Manual.pdf>.

177 “Persia Triangle.” Fletcher Studio. Accessed May 17, 2023. <https://www.fletcher.studio/persia-triangle>.

178 “San Francisco Parklet Manual.” Groundplay. Accessed May 17, 2023. <http://groundplaysf.org/wp-content/uploads/San-Francisco-Parklet-Manual.pdf>.

4.5. The San Jose Guerrero Park Street revitalization, San Francisco.

4.5.1 Background

The San Jose Guerrero Park Street revitalization project in San Francisco is a great example of creative placemaking and showcases the power of design interventions in rejuvenating a neighborhood both physically and socially.¹⁷⁹ The park sits at the intersection of San Jose Avenue, Guerrero Street, and 28th Street. Before revitalization efforts the area was plagued by high-speed traffic along San Jose Avenue and a dangerous pedestrian crossing on 28th Street, additionally, the traffic islands were being utilized for illegal parking. In all, the area presented a dangerous setting for pedestrians and cyclists alike. The project was able to successfully transform a previously problematic area into a vibrant community hub, this case study explores the goals, design purposes, and key design features of the San Jose Guerrero Park project that enabled it to be successful.¹⁸⁰

Figure 22: San Jose Guerrero Park, San Francisco



Image Source: By Wells Campbell, Courtesy Interstice Architects.

4.5.2. Goals

The San Jose Guerrero Park project aimed to transform a problematic intersection into a functional community space; before the project, the area was inhospitable to foot traffic and lacked a focal point for the community.¹⁸¹ While safety was a main concern the project also had economic goals, which were to boost local businesses by attracting more visitors.¹⁸² Additionally, the project encouraged outdoor activities, promoting physical exercise and social interactions for community members. In essence, the objective of the initiative was to turn an unsafe roadway into an accessible and socially engaging space for the community.

179 "San Jose Guerrero Park." Groundplay. Accessed May 15, 2023. <https://groundplaysf.org/projects/san-jose-guerrero-park/#tab3>.

180 Ibid.

181 Ibid.

182 Project Description Guerrero Park, September 19, 2009. https://static1.squarespace.com/static/52c4a85fe4b09136f70343aa/t/5d33d76186e6610001d8af98/1563678601774/JMartin_ProjectDescription_GuerreroPark_withSignage.pdf.

Figure 23: Guerrero Park intersection before improvements and after.

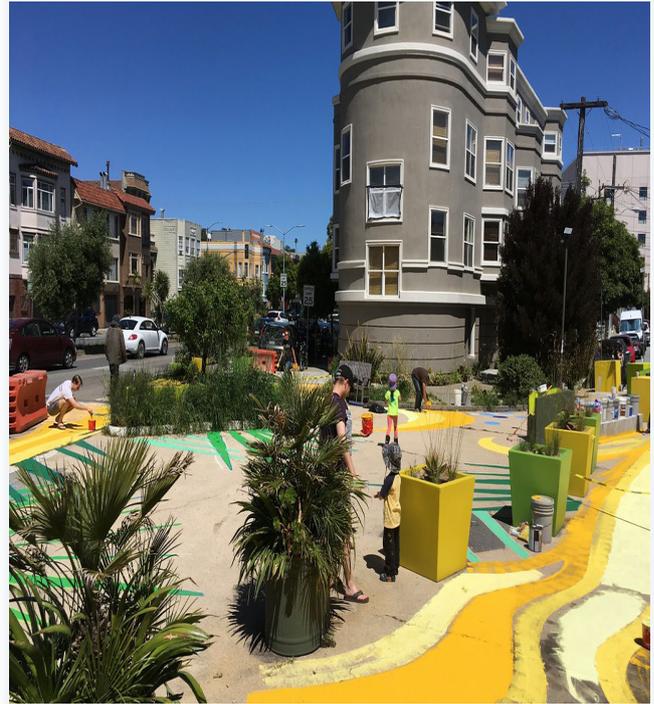


Image Source: Photography courtesy Jane Martin, “San Jose Guerrero Park.” Groundplay. Accessed May 15, 2023. <https://groundplaysf.org/projects/san-jose-guerrero-park/#tab3>.

4.5.3. Design Features and Elements

The San Jose Guerrero Park project incorporated several design features and elements to rejuvenate the street and establish a vibrant community space:

- **Green Spaces and Landscaping:** The park’s design included a mix of open green areas, winding pathways, and well-maintained landscaping. These green spaces were carefully planned to offer spots for picnics, relaxation, and informal gatherings. Native plants and trees were chosen to enhance local ecology, foster biodiversity, and provide natural shade.¹⁸³

Figure 24: San Jose Guerrero Park, San Francisco



Image source: Photography courtesy: Jeremy Shaw

183 “San Jose Guerrero Park.” Groundplay. Accessed May 15, 2023. <https://groundplaysf.org/projects/san-jose-guerrero-park/#tab3>.

- **Seating and Gathering Spaces:** A variety of seating options are available throughout the park. Seating areas are strategically located in shaded areas, near play zones, and along pathways to create opportunities for rest, socialization, and observation.¹⁸⁴
- **Public Art Installations:** The park often showcases public art installations; each inclusion has been thoughtfully selected to complement the park’s design and engage the community. The artwork often reflects the neighborhood’s cultural and historical background and celebrates local heritage.¹⁸⁵
- **Pathways and Walkability:** The park’s pathways were designed for pedestrians, cyclists, and those with mobility aids, featuring durable, slip-resistant materials and designated cycling lanes. This layout enhanced active transportation and improved the neighborhood’s walkability.¹⁸⁶
- **Lighting and Safety Features:** Thoughtfully placed lighting fixtures illuminate the park, ensuring functionality and aesthetic appeal, especially after dark. Pathway lighting, accent lights that highlight art installations, and overall park illumination increased visibility, to foster a sense of security and encourage community use during the evening.
- **Flexibility and Adaptability:** The park’s design embraced versatility, incorporating multipurpose spaces for various activities and events. These adaptable areas accommodated temporary installations like farmers’ markets and local art performances, to promote community engagement and a lively atmosphere.¹⁸⁷
- **Sustainability and Environmental Considerations:** The park design prioritized eco-friendly practices such as utilizing water-efficient landscaping methods and native plants that require minimal water. Recycled materials were creatively integrated into seating areas and signage, minimizing the park’s environmental impact and championing green initiatives.¹⁸⁸
- **Accessibility and Universal Design:** Central to the park’s design were principles of accessibility and universal design. Pathways complied with accessibility guidelines, ensuring smooth transitions, suitable slopes, and ample maneuvering space. Clear and visible signage facilitated wayfinding, and seating areas and picnic tables were thoughtfully designed to accommodate individuals using mobility aids, guaranteeing equal access to park amenities. These integrated design elements created an inclusive, vibrant, and environmentally conscious community space.¹⁸⁹

The design features and elements integrated into the San Jose Guerrero Park project were thoughtfully planned to craft a dynamic and inclusive space tailored to the community. Through the inclusion of green spaces recreational areas, public art, and amenities, the park’s design aimed to establish a warm and engaging environment. This approach fostered an increased sense of place and enhanced community well-being.

184 “San Jose Guerrero Park.” Groundplay. Accessed May 15, 2023. <https://groundplaysf.org/projects/san-jose-guerrero-park/#tab3>.

185 Ibid.

186 Project Description Guerrero Park, September 19, 2009. https://static1.squarespace.com/static/52c4a85fe4b09136f70343aa/t/5d33d76186e6610001d8af98/1563678601774/JMartin_ProjectDescription_GuerreroPark_withSignage.pdf.

187 Ibid.

188 Ibid.

189 Ibid.

4.5.4. Key Takeaways

The San Jose Guerro Park project offers valuable insight into effective placemaking strategies. The following strategies can be applied to South Bascom Avenue:

- **Multi-functionality and Flexibility:** An important feature of the San Jose Guerro Park is that the space is versatile. Likewise designs for South Bascom Avenue should include spaces that are flexible and adaptable. Spaces like plazas should be considered, to host community functions and events.
- **Green Spaces and Landscaping:** The park integrates greenery, trees, and landscaping which improve outdoor enjoyment. Applying similar principles to South Bascom Avenue can help enhance street aesthetics and create pleasant outdoor spaces for residents and visitors.
- **Public Art and Cultural Identity:** The San Jose Guerro Park has rotating public art installations that reflect the local identity of the neighborhood. Incorporating public art on South Bascom Avenue to reflect local culture would enrich the area's character.
- **Safety and Lighting:** Designs for the San Jose Guerro Park ensured that there would be adequate lighting and safety features to create a safe environment, that encourages evening activities. Similarly, enhancing the existing lighting infrastructure on South Bascom Avenue can contribute to improved safety and encourage nightlife.
- **Accessibility and Inclusivity:** The San Jose Guerrero Park project prioritized accessibility through ramps and inclusive signage, ensuring equal access for everyone by applying universal design principles. South Bascom Avenue and the Burbank neighborhood should consider universal design principles in future street designs to ensure equal access for individuals of all abilities.

Incorporating similar features to the ones listed in future designs for South Bascom Avenue would improve the aesthetic value of the street and bolster community enjoyment of the space. Providing greenspaces, multifunctional public spaces, and public art would encourage residents to spend more time outside and interact with the community.

4.6. Conclusion

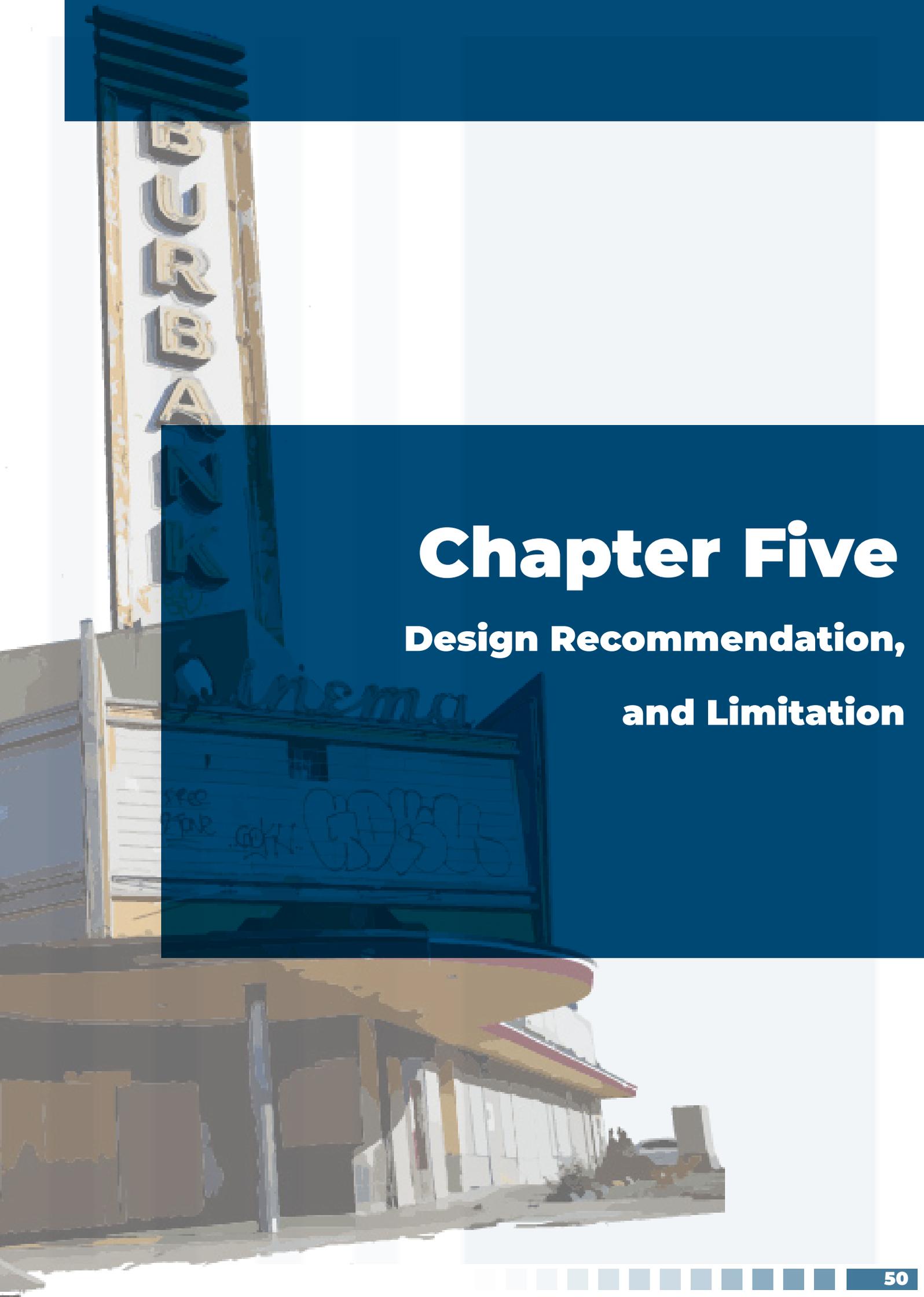
The case studies selected to inform the revitalization of South Bascom Avenue and the restoration of the Burbank neighborhood offer a great many insights into best practices in urban design when it comes to revitalizing streets like South Bascom Avenue. Each project, though distinct in location and context, shares common themes and approaches that can be applied to the unique challenges and opportunities presented in South Bascom Avenue and the Burbank neighborhood.

The Wynwood Walls project in Miami demonstrates the impactful role that public art can play in bringing life back to an area and creating a sense of place. Furthermore, the project shows how a neighborhood's identity can be shaped through artistic expression, an invaluable lesson for infusing life into South Bascom Avenue and evoking the community's cultural identity.

The Jackson Street Project in St. Paul showcases complete street design, emphasizing widened sidewalks, protected bike lanes, and enhanced transit amenities. These elements serve as a blueprint for creating a more inviting and functional streetscape along South Bascom Avenue, promoting safety, accessibility, and economic development.

The Pavement to Parks' Parklet program provides an example of repurposing unused space. The initiative transformed underutilized street parking into vibrant outdoor settings, complete with seating, greenery, and artistic elements. These principles align with the aspirations of a revitalized Burbank neighborhood and offer guidance on integrating nature, culture, and flexibility into the streetscape.

Lastly, the San Jose Guerro Park project provides a blueprint for how to turn a dangerous streetscape into a vibrant and welcoming community hub. These design elements are particularly relevant for South Bascom Avenue, where creating welcoming public spaces, where current infrastructure is lacking, is paramount. By drawing inspiration from these projects, South Bascom Avenue has the potential to undergo a profound transformation, to become a vibrant and connected community that celebrates its unique identity.



Chapter Five

Design Recommendation, and Limitation

5.1. Introduction

South Bascom Avenue was at one time a bustling commercial zone for a thriving and diverse community.¹⁹⁰ The demographic analysis of Burbank shows that the community is composed of highly educated, gainfully employed individuals from diverse backgrounds.¹⁹¹ Yet, as the street audit and site observation reveal, South Bascom Avenue's current condition does not align with the needs of the community. The existing challenges posed by the street's current design in conjunction with its areas of lost potential, plus considerations of community needs, give clear direction for necessary urban design interventions.

Based on the research I have gathered through the literature review and case studies, I identified design remedies to address the deficiencies of the neighborhood. The interventions I propose will revitalize South Bascom Avenue in a manner that acknowledges its historical significance, meet the current needs of its diverse residents, and set a foundation for a sustainable and vibrant future. With these recommendations, I hope to reimagine a streetscape where the Burbank community thrives.

5.2. Proposed designs

5.2.1 Complete Street Design

The case studies and literature review provide a clear indication that the Complete Street design approach is an effective strategy for revitalizing streetscapes. The application of this strategy on South Bascom Avenue would boost neighborhood vibrancy and improve safety and accessibility for all users. The following recommendations are informed by this design methodology.¹⁹²

- Convert the four-lane street and both intersections into a two-lane street with dedicated bus and bike lanes. Additionally, include improved signage for wayfinding.¹⁹³
- Install widened sidewalks with smooth surfaces to improve pedestrian safety and comfortability and allow for outdoor seating.¹⁹⁴
- Create high-contrast crosswalks and install improved lighting to ensure pedestrian safety.¹⁹⁵
- Include protected bike lanes in future street designs that physically separate cyclists from motorists using curbs, planters, or bollards. Include clear markings to guide both cyclists and motorists to ensure user safety.
- Enhance transit stops with improved shelters that have comfortable seating and an integrated system that shows real-time transit updates to make public transportation more accessible and convenient for users.¹⁹⁶
- Integrate street furniture and enhanced lighting, including durable, well-designed benches, trash receptacles, and bike racks in easily accessible places to enhance pedestrian comfort. Additionally, the inclusion of energy-efficient and evenly distributed lighting will improve visibility and safety for all users.
- Incorporate elements of free infrastructure to improve street aesthetics along South Bascom Avenue. The inclusion of shaded spaces will make the street more inviting to cyclists and pedestrians.

190 Salisbury Robert , "Historical Nomination of the Burbank Theater, Burbank, Santa Clara County, California," BRUNZELL HISTORICAL, January 18, 2018, https://8b620133-1c9c-46f1-a3d7-5013525acf8d.usfiles.com/ugd/8b6201_3d8e89efe9514025ae7eae9d91a2ff83.pdf.

191 "The Burbank ." ArcGIS community analyst. Accessed October 10, 2023. <https://communityanalyst.arcgis.com/esriCA/>.

192 "Jackson Street Reconstruction Project: Asla Climate Change Exhibition." Jackson Street Reconstruction Project | ASLA Climate Change Exhibition. Accessed May 9, 2023. <https://climate.asla.org/JacksonStreetReconstructionProject.html>.

193 Khoram, Arezoo. "Effective Indicators of Promoting Social Interactions in Urban Public Spaces with a Happy City Approach." *Socio-Spatial Studies* 3, no. 7 (2019): 49-61. http://soc.gpmsh.ac.ir/article_98884_3c71d223823d4733de8f32c1d77dca99.pdf

194 Ibid.

195 Ibid.

196 Ibid.

Figure 25: Proposed South Bascom Avenue design

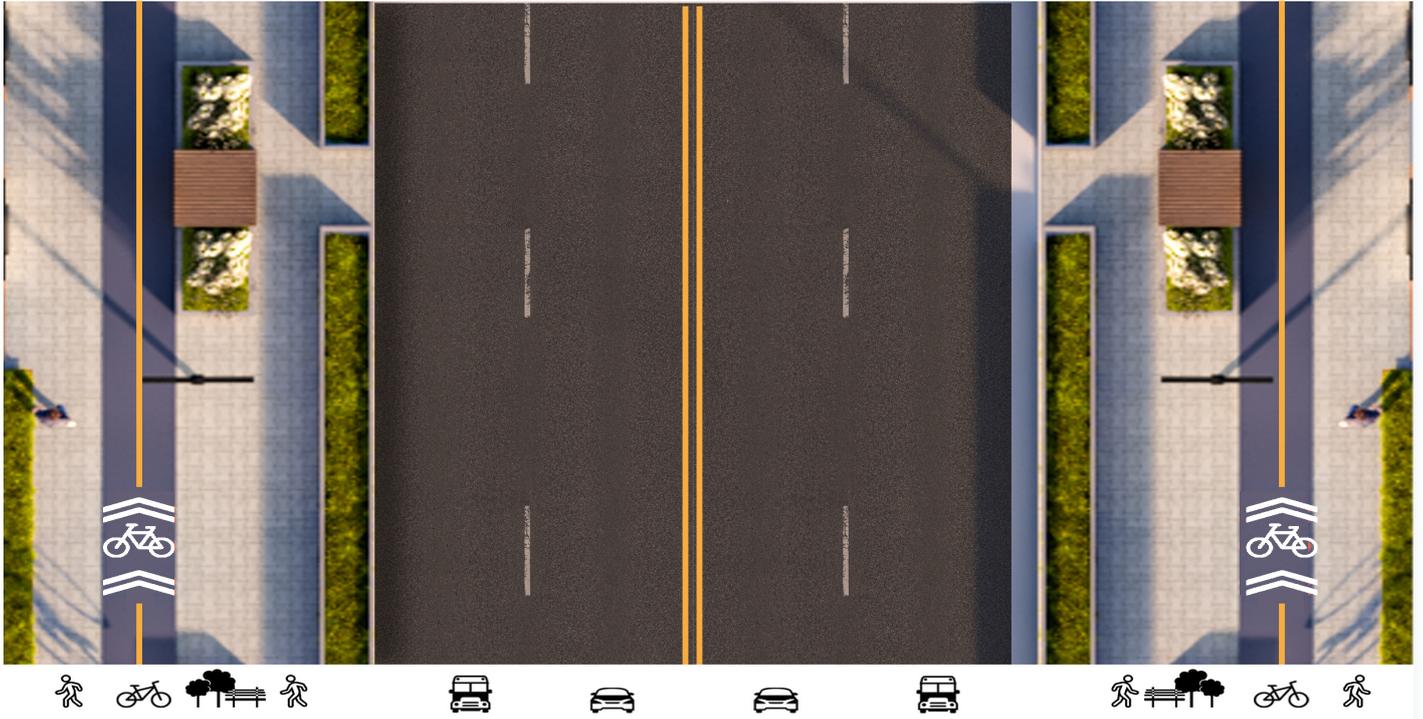
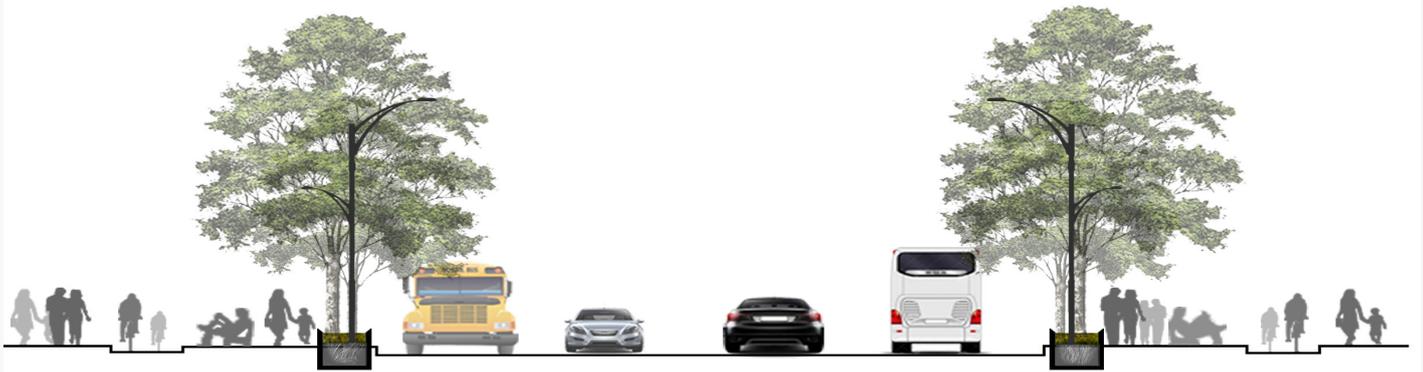


Figure 26: Proposed South Bascom Avenue design



Figure 27: Existing condition of Burbank.



Photographed by the author

Figure 28: Existing condition of Burbank



Figure 29: Proposed reuse design



Designed and rendered by the Author

5.2.2 Creative Placemaking Design

As shown through the presented case studies and associated research, placemaking is a powerful design methodology that can successfully revitalize a street and enhance the social identity of a neighborhood. The research findings suggest that placemaking positively impacts social interactions, the local economy, community image, and the overall health and well-being of residents. Such interventions, however, must be specially tailored to each intended project site. In the case of the Burbank neighborhood, placemaking recommendations can be informed by the demography analysis, site observation, and street audit.¹⁹⁷ When done deliberately and in conjunction with the community, placemaking can cultivate lively and engaging public areas.¹⁹⁸ The following are proposed placemaking design interventions to revitalize South Bascom Avenue.

- Playgrounds
- Parklets
- Pocket parks

Figure 30: Existing condition of Burbank.



Photographed by the author

Figure 31: Existing condition of Burbank



Figure 32: Proposed local market and small plaza design



Designed and rendered by the Author

197 Cilliers, Elizelle J., and Wim Timmermans. "The importance of creative participatory planning in the public place-making process." *Environment and Planning B: Planning and Design* 41, no. 3 (2014): 413-429.

198 Gehl, J., & Svarre, B. (2013). *How to study public life*.

Figure 33: Proposed playground and open space.



Designed and rendered by the Author

Figure 34: Proposed coffee shop and open space.



Designed and rendered by the Author

As was highlighted in the research, parklets and pocket parks have been shown to improve street liveliness and foot traffic for local businesses.¹⁹⁹ Through the site observations, this project identified several underutilized and deteriorated zones for on-street parking and parking lots. These areas could potentially be transformed into parklets or pocket parks in order to create vibrant public spaces and improve the pedestrian experience.²⁰⁰

5.2.3 DIY Urban Design.

The research has also revealed DIY Urban Design to be an effective design approach for revitalizing streetscapes. The findings of this project support the conclusion that DIY design interventions would foster a sense of community, increase social interactions, and promote economic development along South Bascom Avenue.²⁰¹ Since DIY designs are low-cost, flexible, and temporary, they would be easily adaptable to changing needs.²⁰² The following recommendations are informed by the DIY design Approach.

- Murals
- Art installations.
- Street Painting

5.2.4 Adaptive Reuse of Buildings

The history of the Burbank neighborhood highlights that the community is tightly knit, brought together by strong values and a desire to maintain their local identity. This is demonstrated by the fact that Burbank remains unincorporated, despite attempts by the county to reduce the number of unincorporated zones; residents resisted incorporation efforts to ensure that their community and its values would be preserved.²⁰³ With this background information, an adaptive reuse design approach would best suit the community's needs and illuminate its character by repurposing its historical buildings. As shown by the research findings, repurposing historic and vacant buildings into public spaces that support social infrastructure can activate a street, support local businesses, and breathe new life into communities.²⁰⁴

Figure 35: Existing Burbank cinema.



Photographed by the author

Figure 36: Existing Burbank cinema.



199 "Case Study: Pavement to Parks; San Francisco, USA." Global Designing Cities Initiative, October 26, 2022. <https://globaldesigningcities.org/publication/global-street-design-guide/streets/pedestrian-priority-spaces/parklets/case-study-pavement-to-parks-san-francisco-usa/>.

200 Ibid.

201 Douglas Gordon C C., "2 Constructive Deviance: What Is DIY Urban Design? And What Is It Not?," in *The Help-Yourself City: Legitimacy and Inequality in DIY Urbanism* (New York, NY: Oxford University Press, 2018).

202 Ibid.

203 Salisbury Robert , "Historical Nomination of the Burbank Theater, Burbank, Santa Clara County, California," BRUNZELL HISTORICAL, January 18, 2018, https://8b620133-1c9c-46f1-a3d7-5013525acf8d.usrfiles.com/ugd/8b6201_3d8e89efe9514025ae7eae9d91a2ff83.pdf.

204 Lake. "Pearl Brewery Case Study." Issuu, January 18, 2017. https://issuu.com/lakeflato/docs/pearlbrewery_casestudy_final

Burbank cinema and the plaza next to it could be great opportunities for adaptive reuse design. Burbank Cinema used to be an art house. Then, in the 70s and 80s, it began showing adult films, which caused discomfort in the community and ultimately led to its shutdown in 2000.²⁰⁵ However, the building is still considered a landmark for the community. So, repurposing the building for better use is an ideal approach to activate the surrounding area and create a sense of ownership and belongingness. The old shopping plaza's location and orientation are also an excellent opportunity to create social infrastructure, retail stores, and open spaces.

Figure 37: Proposed adaptive reuse design for Burbank Cinema.



Designed and rendered by the Author

Figure 38: Proposed adaptive reuse design for old plaza.



Designed and rendered by the Author

205 Salisbury Robert , "Historical Nomination of the Burbank Theater, Burbank, Santa Clara County, California," BRUNZELL HISTORICAL, January 18, 2018, https://8b620133-1c9c-46f1-a3d7-5013525acf8d.usfiles.com/ugd/8b6201_3d8e89efe9514025ae7eae9d91a2ff83.pdf.

5.2.5 Community Engagement

Community engagement is critical for street redesigns to be successful. This project recommends that planners engage with residents, local cultural groups, and institutions to ensure that design interventions are tailored to the community's needs and celebrate the neighborhood's cultural and historical background.²⁰⁶

5.2.6. Planning and management

Stakeholders Coordination.

Revitalization projects along South Bascom Avenue will require collaboration between multiple stakeholders, agencies, and governing bodies, and therefore it is critical to ensure the coordination and management between the different entities. Entities involved in these projects must plan and coordinate efforts to complement their objectives and work plans while reducing construction costs and time. The project incorporates an interdisciplinary team where planners, community designers, artists, architects, ecologists, and landscape and urban designers efforts align. Furthermore, a regulatory agency or the Burbank neighborhood committee should be given oversight of the project, and collaboration with the community should continue throughout the planning, design, and construction phases.

5.3. Conclusion and Limitations

5.3.1 Conclusion

South Bascom Avenue was at one time a bustling commercial zone for a thriving and diverse community. Still, now it is deteriorating and doesn't meet the needs of its diverse residents. After careful site observation, street audit, and study of literature and cases, this research has found ways to fix the neighborhood's problem through urban design. The research suggests using the Complete Street Design, focusing on safety and access, will create a more welcoming neighborhood by changing the road to a two-way street with a protected bike lane, making sidewalks bigger, and putting in better crosswalks and bus stops. The research also recommends Creative Placemaking Design, such as adding small parks and gathering spots, to make public spaces more enjoyable and fitting for the community's culture. Other ideas include DIY Urban Design, like murals, to get the community involved and help the local economy. Reusing historical buildings, such as the Burbank Cinema, in new ways can keep the area's history alive while creating a vibrant community hub. The research suggests working with the community to ensure these changes fit Burbank's unique culture and history, aiming to create a place where the community can prosper, keeping its rich past and meeting its current needs.

5.3.2 Research Limitations

The study offered urban design interventions to revitalize South Bascom Avenue but has some limitations. The design recommendations come from literature reviews and case studies but might not include every possible design solution. Furthermore, One person conducted the study, and the site observation and street audit covered only Seven blocks of the neighborhood. It will be necessary to extend the study area. Future research should look at a broader range of the neighborhood.

²⁰⁶ Cilliers, Elizelle J., and Wim Timmermans. "The importance of creative participatory planning in the public place-making process." *Environment and Planning B: Planning and Design* 41, no. 3 (2014): 413-429.

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