

The background is a faded, blue-tinted photograph of a historic street scene. On the left is a multi-story brick building with several windows. In the center, a tall, thin steeple rises above the rooftops. The sky is filled with soft, white clouds. The overall tone is nostalgic and urban.

DESIGNING LOCAL:

# Creativity & RULES

*(TO MAKE PLACES MORE COMPETITIVE)*



## SESSION OUTLINE

WHY ATTACHMENT  
MATTERS

PLANNING  
FOR "LOCAL"

IMPLEMENTING  
"LOCAL"







**OHIO  
AGAINST  
THE WORLD**

# Soul of the Community

Tweet 1 Share 2 Like 3

ABOUT KNIGHT  
SOUL OF THE  
COMMUNITY

OVERALL FINDINGS

WHAT MAKES  
PEOPLE HAPPY  
WITH THEIR  
COMMUNITIES?

FINDINGS BY  
COMMUNITY

Anderson, IL

Alton, OH

Blount, AL

Boulder, CO

Bradenton, FL

Charlotte, NC

Channah, NC

Columbia, SC

Dallas, TX

Dayton, OH

Fort Wayne, IN

Gay, MD

Grand Forks, ND

Lebanon, NJ

Long Beach, CA

Madison, WI

Mary, MD

Minneapolis, MN

Minneapolis, MN

Great schools, affordable health care and safe streets all help create strong communities.

But is there something deeper that draws people to a city – that makes them want to put down roots and build a life?



Knight Soul of the Community (SOTC) is a three-year study conducted by Gallup of the 26 John S. and James L. Knight Foundation communities across the United States employing a fresh approach to determine the factors that attach residents to their communities and the role of community attachment in an area's economic growth and well-being. The study focuses on the emotional side of the connection between residents and their communities.

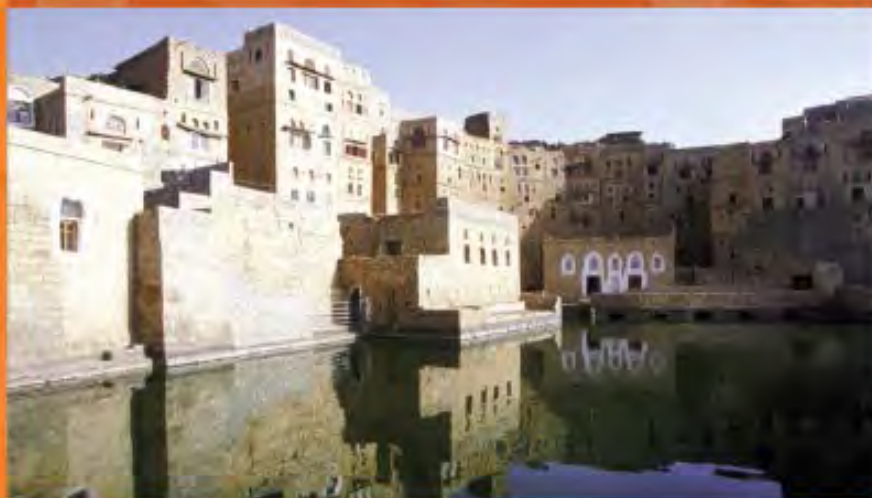
In its first year, the study compared residents' attachment level to the GDP growth in the 26 communities over the past five years. The findings showed a significant correlation between community attachment and economic growth. The second year reinforced these

Knight Foundation (.org)

# THE ECONOMICS OF UNIQUENESS

**Investing in Historic City Cores and Cultural  
Heritage Assets for Sustainable Development**

Guido Licciardi and Rana Amirtahmasebi, Editors



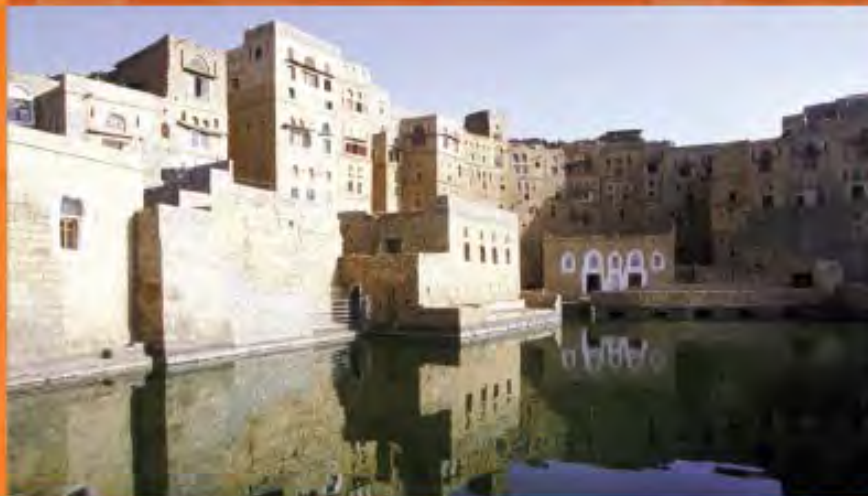
THE WORLD BANK



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*"A wonderfully  
entertaining,  
useful and  
provocative  
account of the  
ravaging of the  
American*



# THE GEOGRAPHY

*environment by  
the auto, suburban  
developers,  
purbliand zoning  
and corporate  
pirates."*  
—ROBERT TAYLOR  
Author, *Green*



# OF NOWHERE



**THE RISE AND DECLINE OF  
AMERICA'S MAN-MADE LANDSCAPE**  
**JAMES HOWARD KUNSTLER**



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NATION NEWS



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"Kyle has written an important and timely manifesto that challenges planners, designers, and place-makers of every stripe to stop confusing imitation with innovation." - Richard Florida

# DESIGNING LOCAL

Revealing Our Truest Communities

KYLE EZELL

*"A wonderfully entertaining, useful and provocative account of the ravaging of the American*



# THE GEOGRAPHY

*environment by the auto, suburban developers, purblind zoning and corporate pirates."*  
- ROBERT TAYLOR  
Author, *Global*



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# THE ESSENCE OF ATHENS

A Strategic Design Plan for Economic  
Enhancement and Community Competitiveness









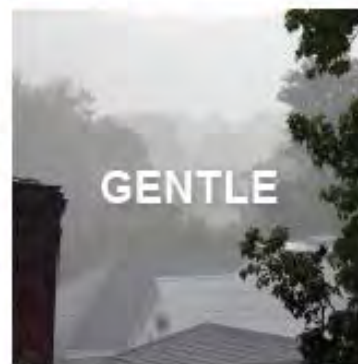
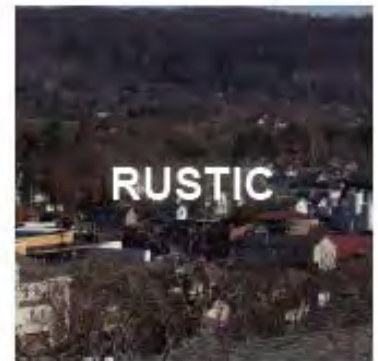
ATHENS BLOCK



# OUR HILLS

...define our  
landscape and  
our  
neighborhoods.  
They ascend and  
descend, overlap  
and layer. They  
are uneven, at  
times they're lush,  
at times colorful,  
at times gray.

ATHENS HILLS  
DESIGN PROMPTS





IMAGINE IDEAS FOR:

HILLS SHOPPING CENTERS

HILLS SIGNS

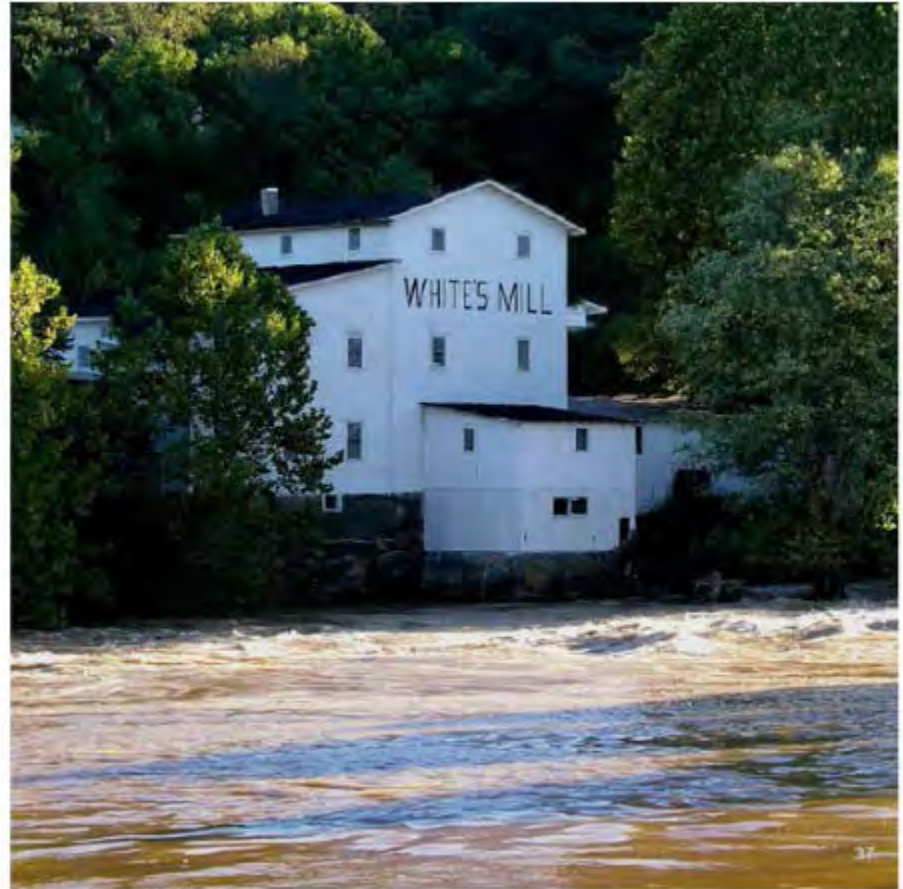
HILLS COLORS

HILLS HOMES

HILLS RESTAURANTS

# OUR RIVER

...meanders gracefully. It flows southward, cutting, with water rising and falling, ever seeking to break its bounds, providing habitat, rerouted and reengineered, both barrier and corridor, part of the city's original story.





## HOCKING RIVER DESIGN PROMPTS







# OUR NATURE

...is lush. It's  
diverse in size,  
color, and form. It  
ever attempts to  
reclaim and  
repopulate,  
always defying  
the grid. It's also  
seasonally  
variable,  
edible/nourishing  
and delicious.





## ATHENS NATURE DESIGN PROMPTS



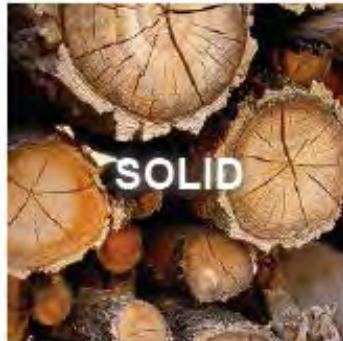
SUNNY



CLOUDY



EMOTIONAL



SOLID



GENEROUS



DURABLE



SUSTAINABLE



HARMONIOUS



ARRESTING





# OUR MUSIC

honors its  
Appalachian origins,  
but it's infused with  
the ongoing  
immigration of  
outside influences in  
a variety of forms—  
big band, garage  
band, orchestra,  
bluegrass, street  
musicians, bars and  
coffee shops,  
festivals, and other  
expressions.

ATHENS MUSIC  
DESIGN PROMPTS



expressions.





# OUR BRICK AND STONE

...are a part of who we are. These two natural materials define much of our built environment that has been fashioned from the earth; our brick and stone warps with the movement of nature, reflecting the patina of time and culture.





# OUR YOUTHFUL OUTLOOK

...keeps us  
playful, whimsical,  
hopeful,  
enthusiastic,  
boisterous, testing  
boundaries, ever  
seeking a  
purpose.





# OUR LITTLE BIGNESS

... makes our little town feel like it's much bigger even though it is intimate and interconnected. A dynamic energy can be felt here that is more passionate than ambitious.

# OUR INVENTIVE SPIRIT

...shows in our  
originality,  
intellectual  
curiosity, and in  
our artistic,  
creative ingenuity.

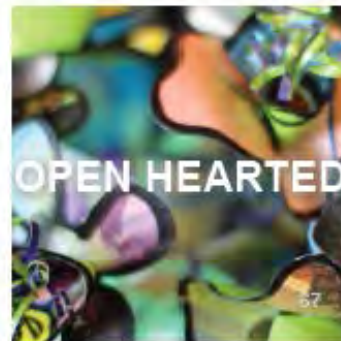
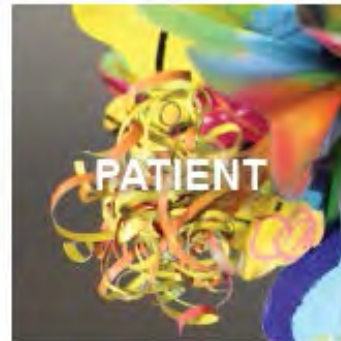
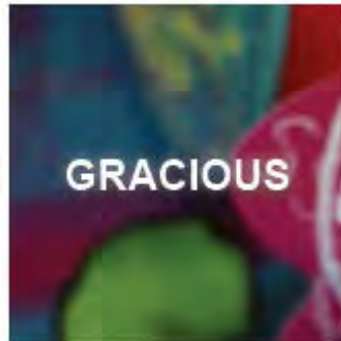
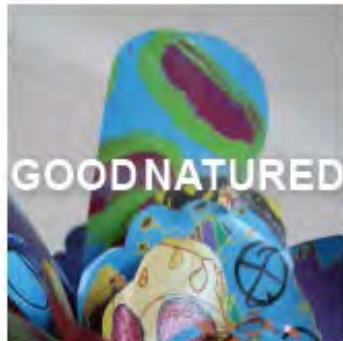




# OUR ACCEPTING ATTITUDES

...make it easy to welcome diverse opinions and lifestyles, building on strengths. They also make our community accessible to all as we nurture ideas.





ACCEPTING  
ATTITUDES  
DESIGN PROMPTS









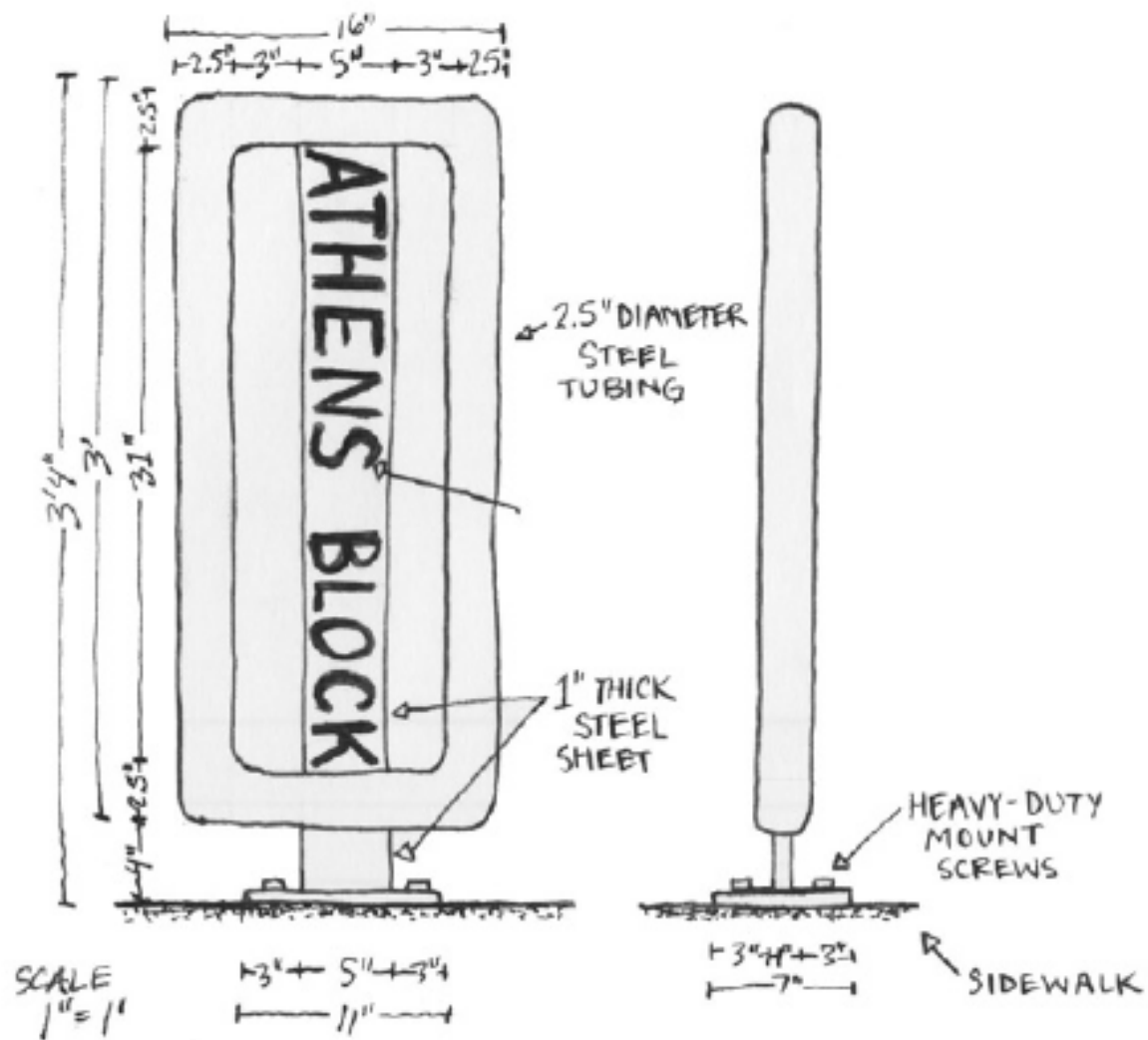
ATHENS

BOOKS

MELSONVILLE

ATHENS

































CITY OF STREAN  
PARKING  
FACILITY

NOODS  
CASINO  
LODGE

TELEPHONE TELEPHONE  
CITY OF STREAN  
PARKING FACILITY

NO  
PARKING















OLK ATHENS



RECYCLE  
BUTTS HERE



PUT YOUR BUTTS TO  
GOOD USE AGAIN (AND)

PASSION WORKS



# Search for 50 words

Capital

- 1. Little
- Ranching
- Stubborn
- Sprinkles
- [Aristocrat Riches]

- a little Country
- Progressive
- Hidden Gem
- Loud Back

- Specializing
- Vital
- Focused
- Good Vibes

- 2. We are our seven Sisters
- Lush
- Vast
- Gentle
- Jamming
- Rebirth
- Panoramic

- We are our Boudoir
- Tri-tip
- Vineyards
- Sunny

- Currents
- Abundance
- Flow

- 3. We are Wild and Free (Empowerment or Native)
- Health-conscious
- Two-mixed
- Intrepid

- Influential
- Bold
- Gutsy

We are Welcoming Harmonious Thankful

- Like

liar





CREPE MYRTLE



CHATTAHOOCHEE RIVER



RED CLAY



GREEN



HARVEST



HAVEN

# WE ARE SOUTHERN GROWN

**WITH DEFINED:**  
**ART MAKES IT CLEAR**  
**WE ARE IN THE WORLD.**

"It means our region's particular life-  
mindset. It's a bit more relaxed here, and  
slowest is beneficial—we take the time to  
and be a part of our neighbors' lives.  
either and take time for small talk. We  
- food, better weather, and genuine  
- we are attracting new citizens from  
- our new southerners embrace the  
- this cherished

## WHAT ARE YOUR IDEAS?

WHAT DOES SOUTHERN ART YOUR REGION  
LIKE TO YOU? WE WOULD LOVE TO HEAR YOUR  
INTERPRETATION



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# **Creativity in Regulations...**



**...Is it Possible?**

# What is the problem?

A lot of regulations developed to ensure predictable results

- Allow what we like
- Prohibit what we don't

**Oh Yeah!**



**Oh No!**

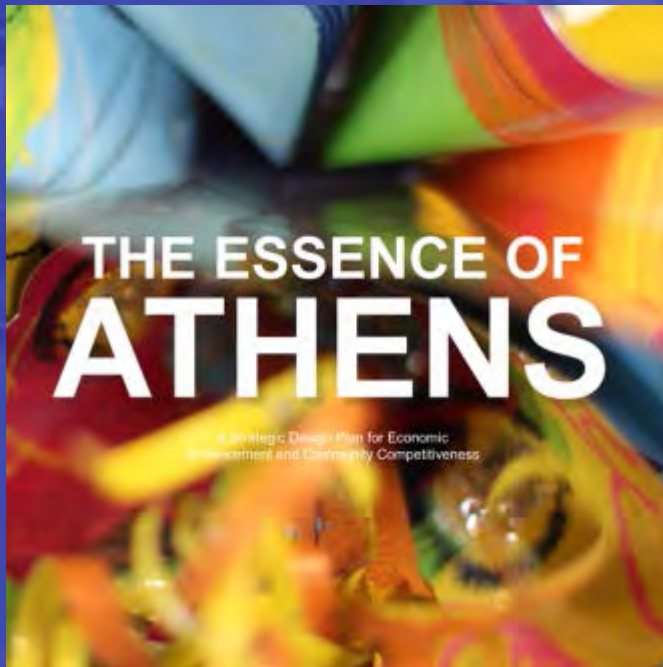




# What is the problem?

## How do we know what we like and don't like?

- If we are lucky, we have a plan or vision
- If not, it often comes down to the vocal minority



**Even with a plan, creativity may be lost because a developer goes for the path of least resistance**

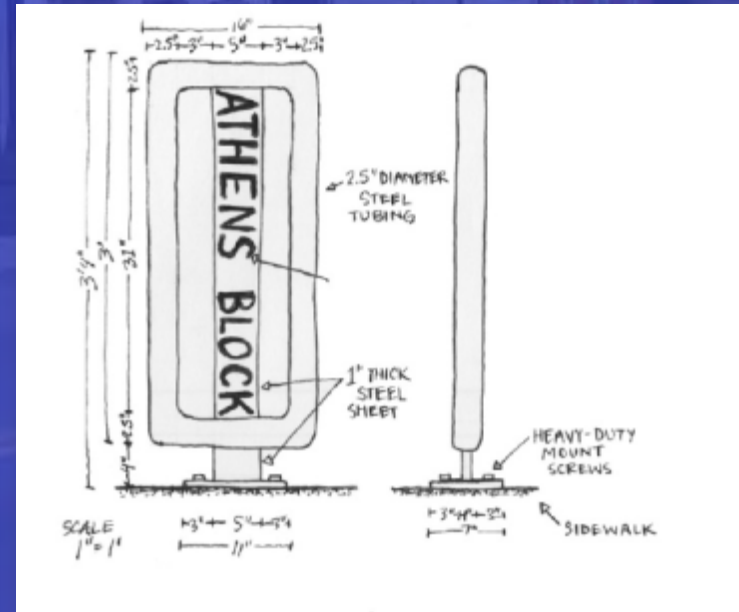




# How do we change?

## You have to have a vision!

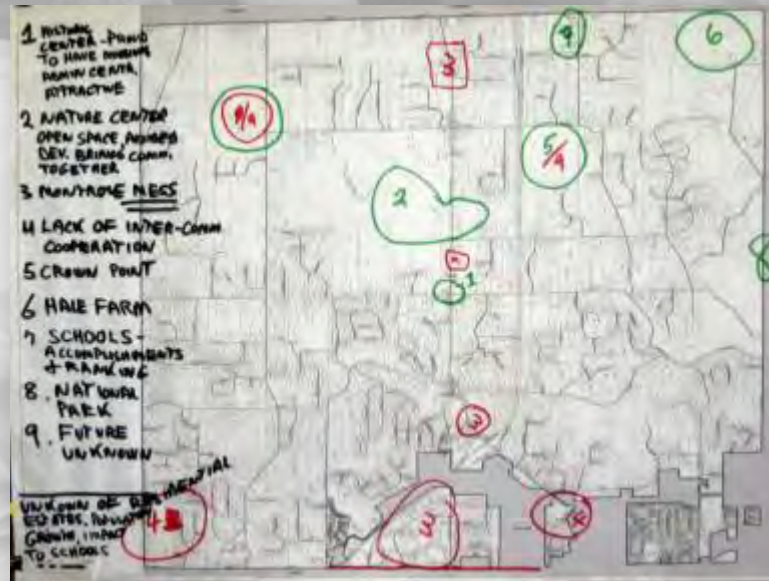
- Be proactive, not reactive
- Think local, what defines us?
- The more detailed, the better
- Implement, tie it back to the plan



# How do we change?

- **Using the planning process**

- **More sophistication now in engaging the public in the planning process – use of visualization**
- **More strategic questions:**
  - **What areas of our community do we value?**
  - **Have recent development proposals resulted in desirable outcomes?**





# How do we change?

## Don't be afraid

- Yes, bad design happens...to everyone
- If you try to define bad design, you end up restricting creative design



# Public vs. Private Realm

**Engineers: Cover your ears!**

- **Many plans speak to both the private and public realm**
- **Communities have much greater control over the public realm**
- **For public facilities, money is tight but be cautious about skimping on highly visible improvements**
- **Don't look to just your zoning to promote local design...**
- **Creativity can be a part of subdivision improvements too.**





# What about zoning?

- There are a growing number of tools to allow communities to embrace creativity WITHOUT being arbitrary.

Attorneys – This is for you!

- Obviously, if you have a plan, you are in a better position, but if you don't, you still have options.

by R. Villamagna

by Don Feenerty

by Bill Hogan

by Patricia Croft

Space donated by Dr. Debby Shondrick, Ohio Valley Animal Care Centers

# **(Some) of the Tools of the Zoning Trade**

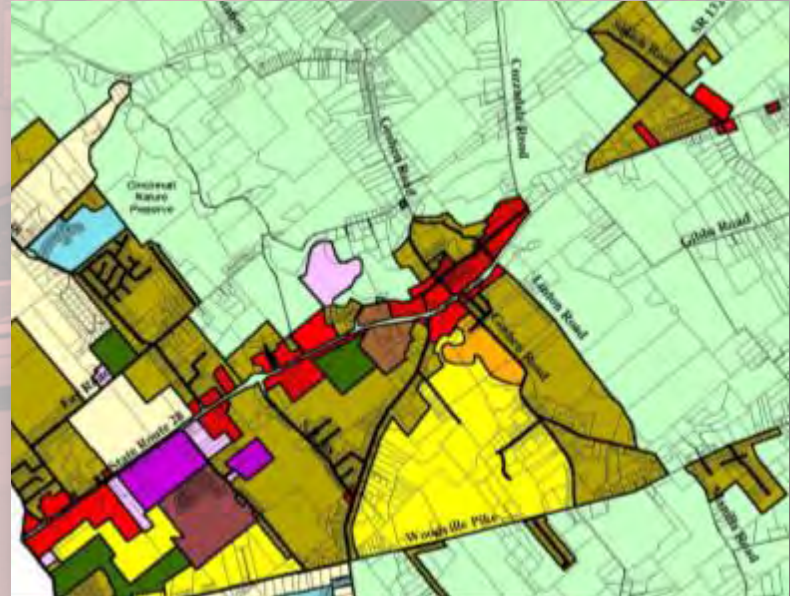
- **Euclidean Zoning**
- **Planned Unit Developments**
- **Form-Based Zoning**
- **General Design Review**
- **Alternative Equivalent Review**





# Euclidean Zoning

- **The least exciting - Sorry**
- **Typically focused on land use, not so much design**
- **They can be so basic that people have a lot of freedom**



# Planned Unit Developments

- **Can be good – Can be bad**
- **More design (as a trade-off)**
- **A little more freedom to propose out of the box ideas that are not applicable everywhere else**





# Form-Based Zoning

- Here the focus is on character rather than use
- If you have a solid plan, this can be a good approach
- Tends to be very prescriptive



# Alternative Compliance

- Board level review
- Not a reduction of a standard (variance), just an alternative way to meet the intent



- Sorry townships – not currently in your repertoire



# Parting Words

- **Don't accept less than what you deserve.**
- **As a community, we may be stuck with whatever we allow for a very long time.**
- **So – are you going to be Anywhere USA? Or are you going to stand apart?**





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**DESIGNING LOCAL**<sup>TM</sup>  
PRIDE | LEGACY | PROSPERITY

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