

A blue-tinted photograph of a street scene. In the foreground, a street lamp stands on the left. In the background, there are several multi-story brick buildings. One building has a prominent steeple. The sky is overcast. The overall mood is urban and somewhat somber due to the monochromatic color scheme.

DESIGNING LOCAL:

Creativity &

(TO MAKE PLACES MORE COMPETITIVE)

RULES

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

Abingdon, VA

Alton, OH

Blount, AL

Bowling, OH

Bradenton, FL

Chamblee, GA

Clinton, DC

Courtside, DE

Levin, MD

Quinn, MN

Red Village, NY

Grey, NJ

Spring Fork, ND

Lansing, MI

Long Beach, CA

Warren, GA

Mary, FL

Wilmington, DE

Wilmington, VA

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



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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, *Grid*



OF NOWHERE



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



"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
—SCOTT KISS



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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



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DESIGNING LOCAL

Revealing Our Truest Communities

KYLE EZELL

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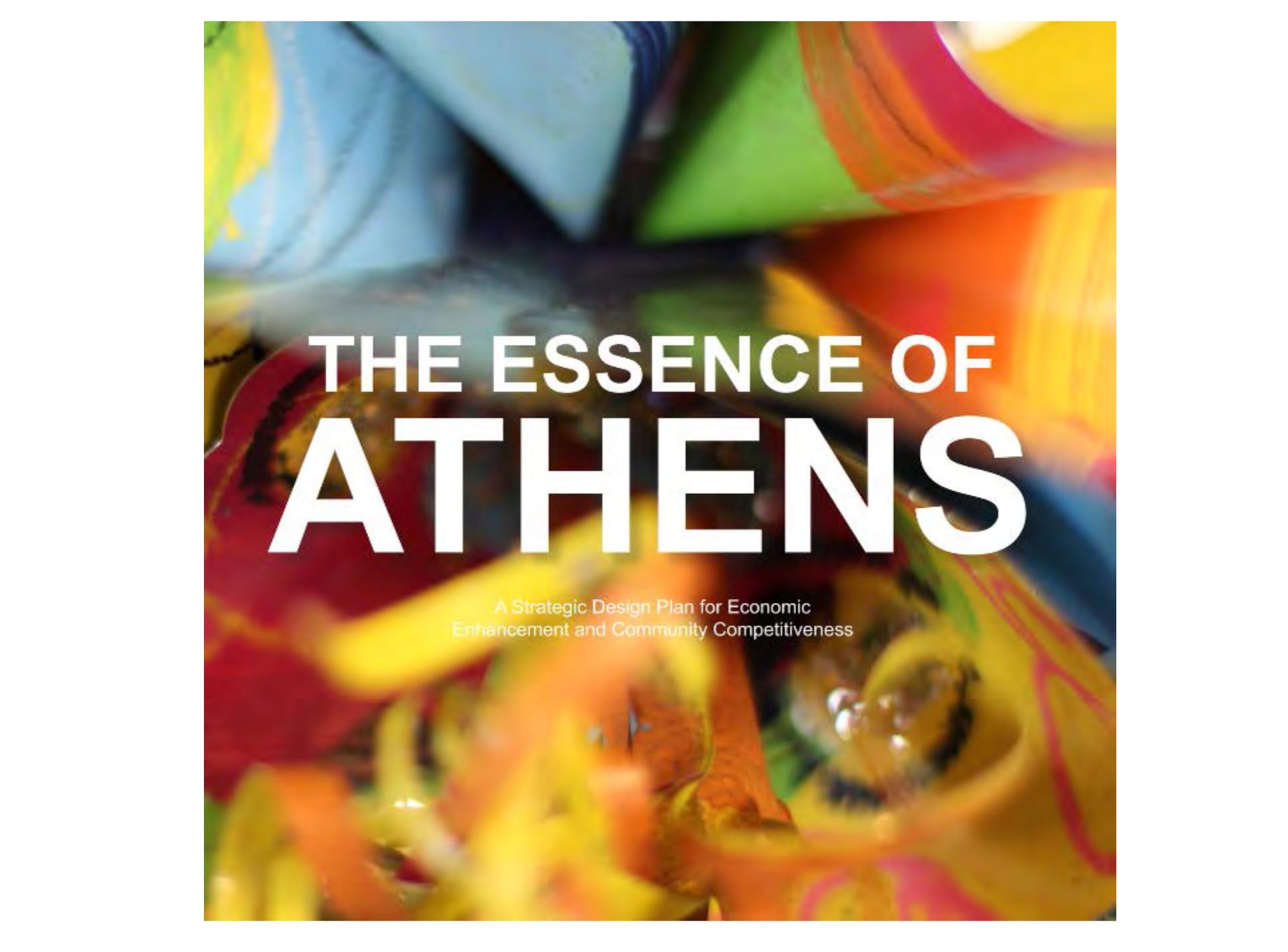
PLANNING
FOR "LOCAL"

IMPLEMENTING
"LOCAL"









THE ESSENCE OF ATHENS

A Strategic Design Plan for Economic
Enhancement and Community Competitiveness

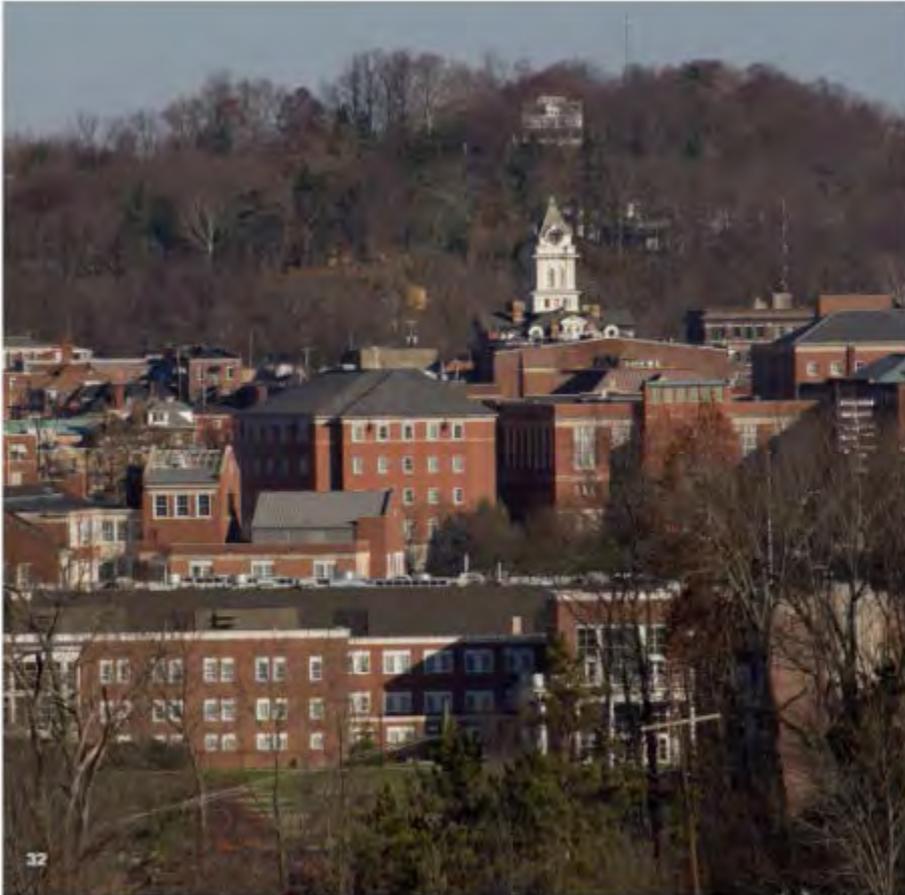




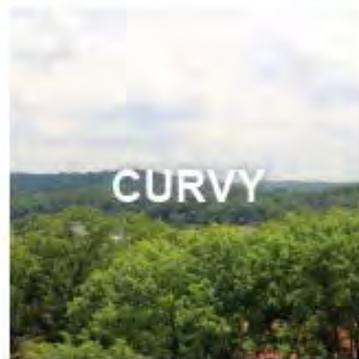


ATHENS BLOCK

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

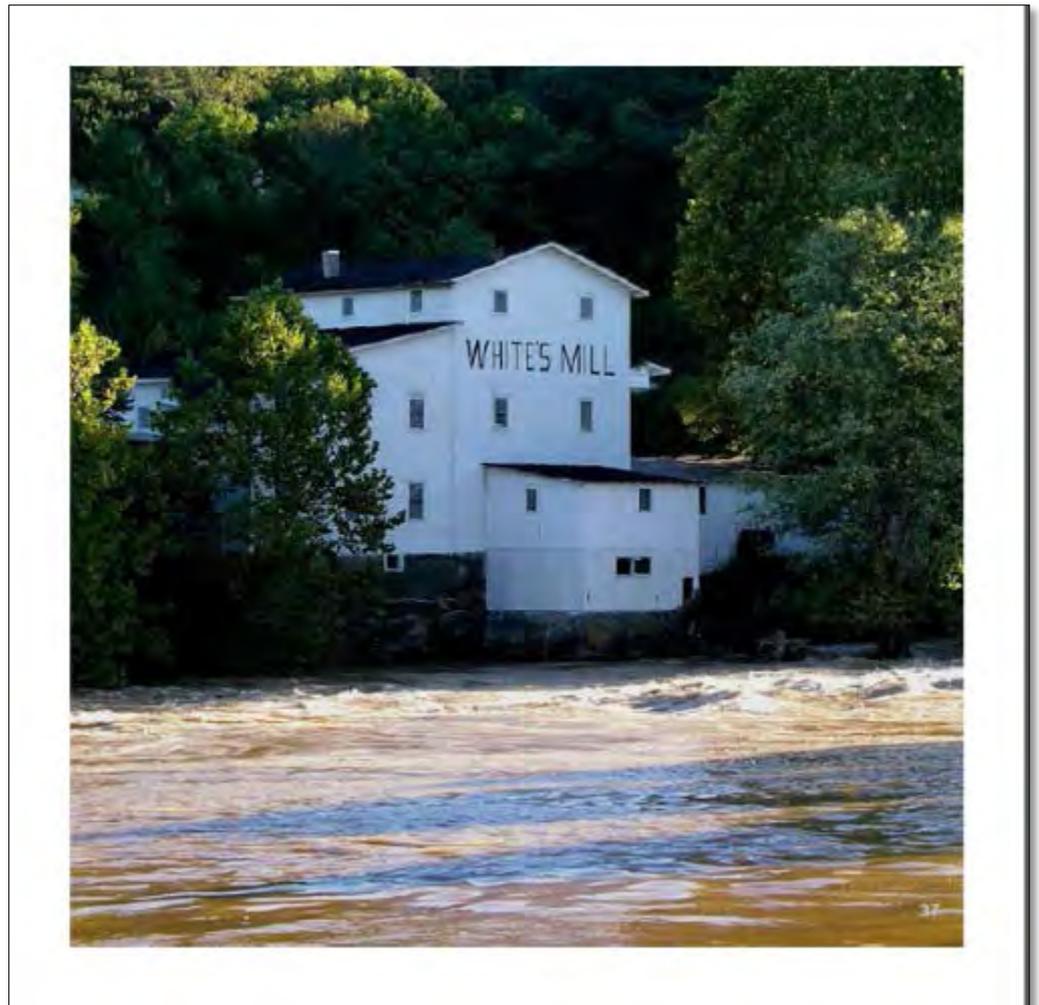
HILLS COLORS

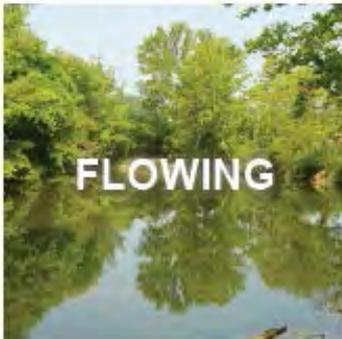
HILLS HOMES

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**



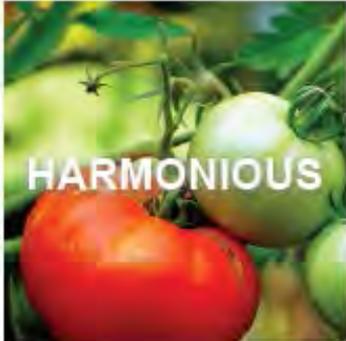
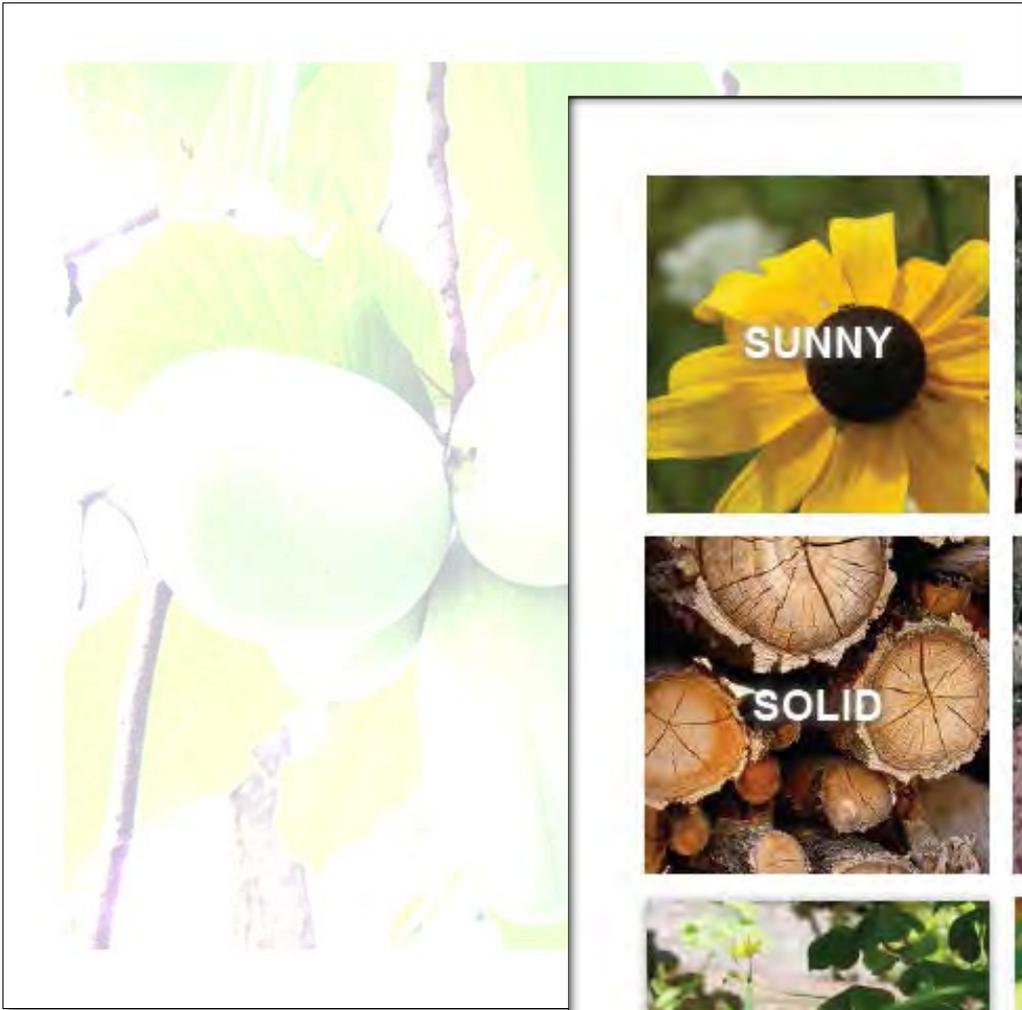
Tyvek
Housewrap

7601



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**

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.





IMPASSIONED



FRESH



INSPIRED



STRENUOUS



UPLIFTING



APPEALING



CATCHY



SPIRITUAL



HARMONIOUS

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

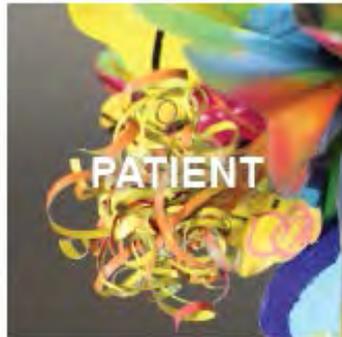
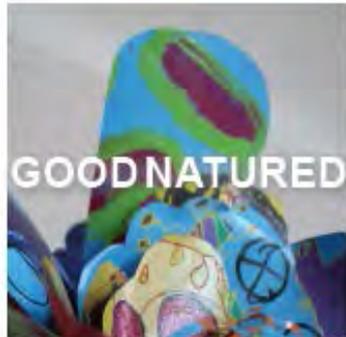
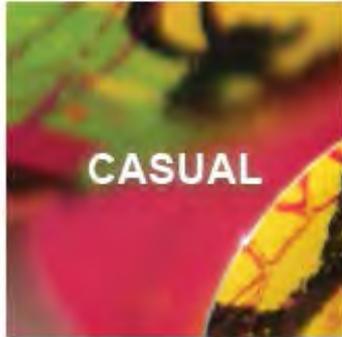
...shows in our
originality,
intellectual
curiosity, and in
our artistic,
creative ingenuity.



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



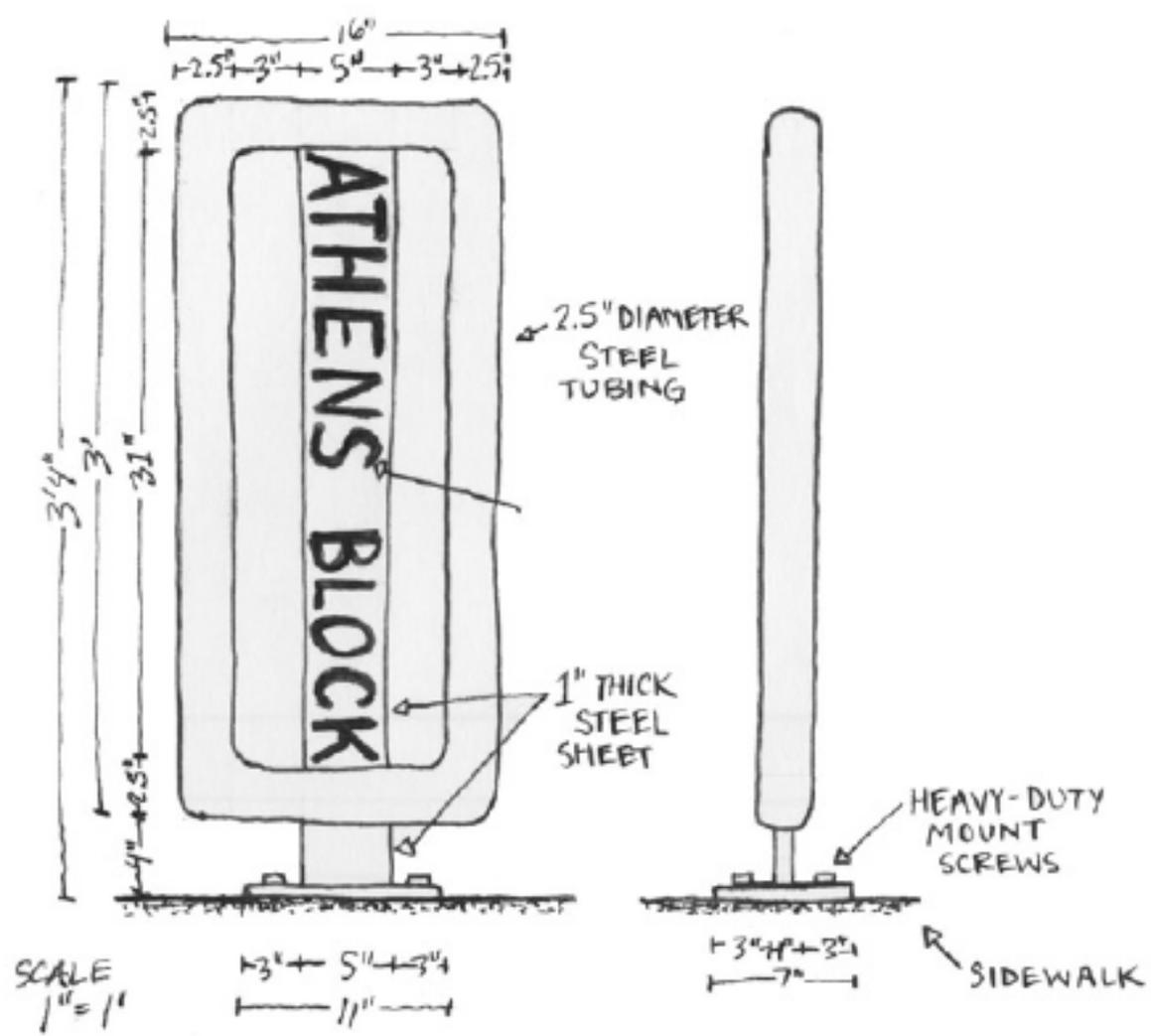


ATHENS

ATHENS BLOCK

WELSONVILLE BR

ATHENS





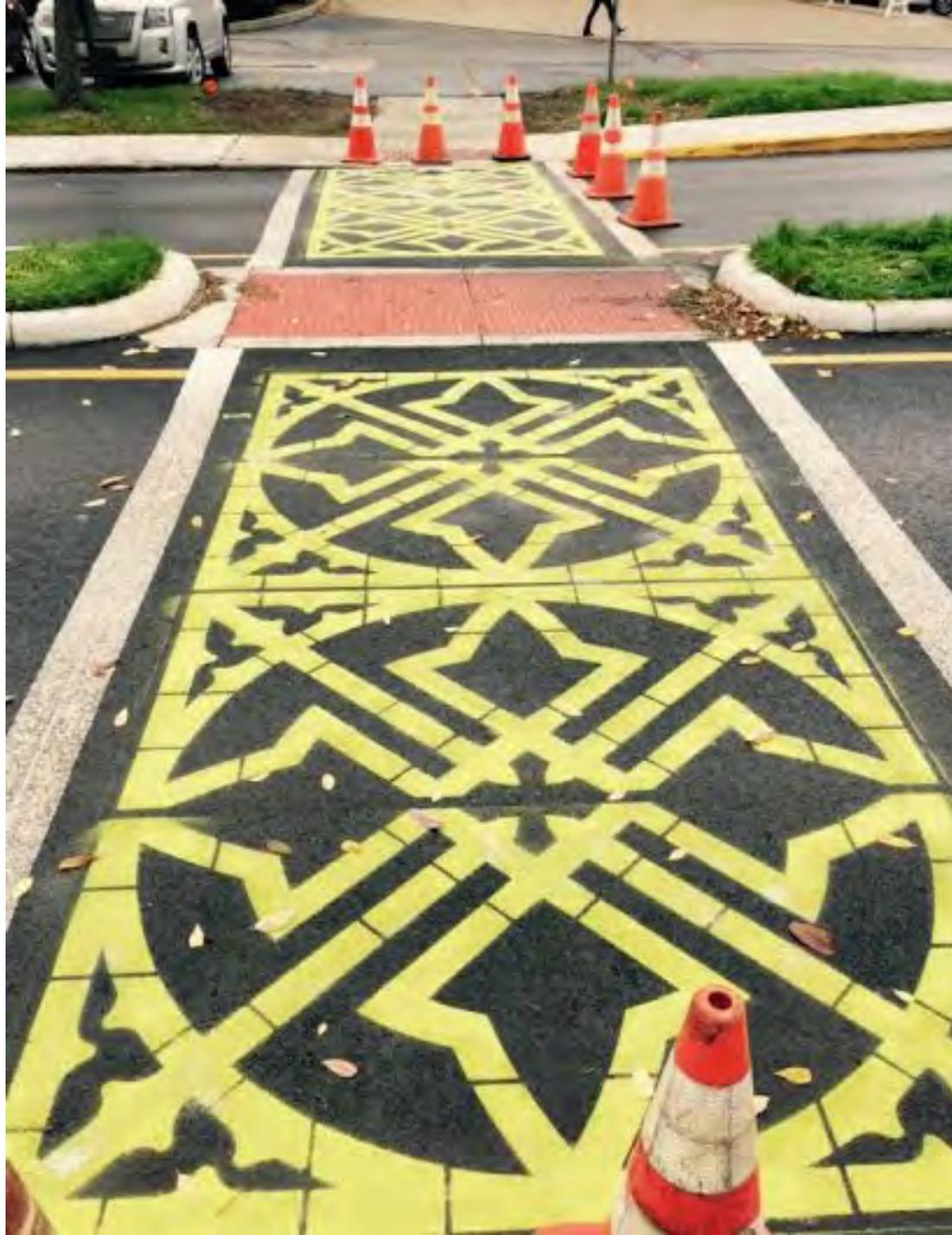














CITY OF EXPRESS
PARKING
FACILITY

NO VEHICLES EXCEPT

NO VEHICLES EXCEPT

NO VEHICLES EXCEPT







NO TURN ON RED

STATE ST
N

STATE ST
N

ONE WAY

DUP
2794

...ER ATHENS



RECYCLE
BUTTS HERE



PUT YOUR BUTTS TO
GOOD USE AGAIN

PASSION WORKS TEL: 678

Essence or Slo Words
Central

- little
- Ranching
- Stables
- Springs
- Abundant (Ranches)

- a little Country
- Progressive
- Hidden Gems
- Low Back
- (Specialty)
- Vital
- Fresh
- Good Vibes

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

- 3. We are Wild and Free (Empowerment or Nonvic)
- Health-conscious
- Two-mixed
- Intrepid
- Influential
- Bold
- Gutsy

- We are OUR BOUNTY
- Tri-hip
- Vineyards
- Sunny
- Curious
- Abundant
- Free

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.**

" means our region's particular life-
mindset. It's a bit more relaxed here, and
relaxation is beneficial — we take the time to
and be a part of our neighbors' lives.
either and take time for small talk. We
look, 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 LOOK LIKE TO YOU?
LIKE TO YOU? WE'LL TAKE YOUR IDEAS AND
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!



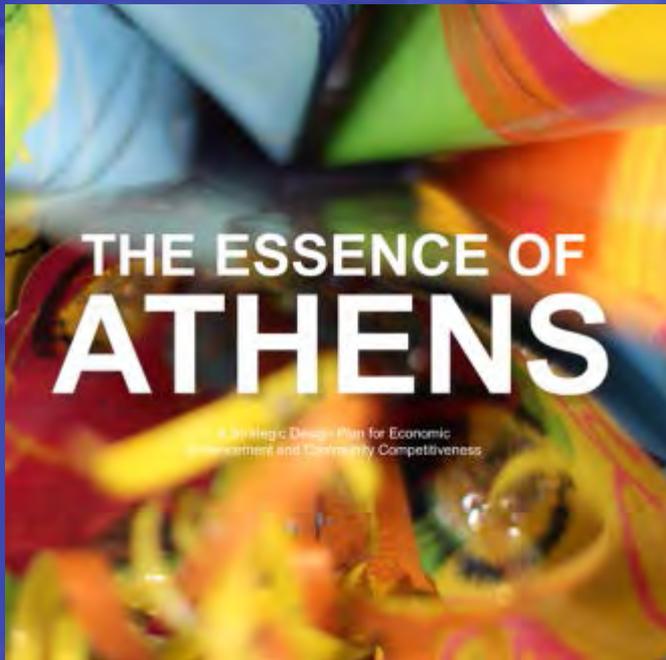
Oh No!



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



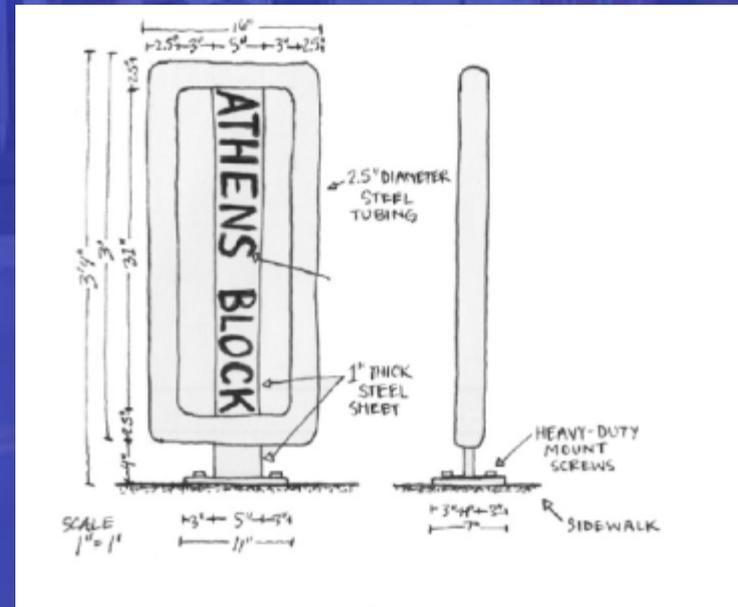
Even with a plan, creativity may be lost because a developer goes for the path of least resistance



How do we change?

You have to have a vision!

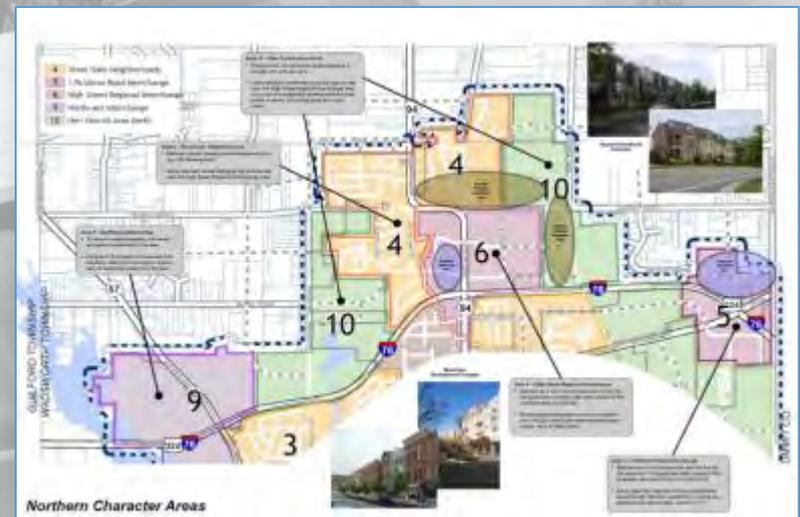
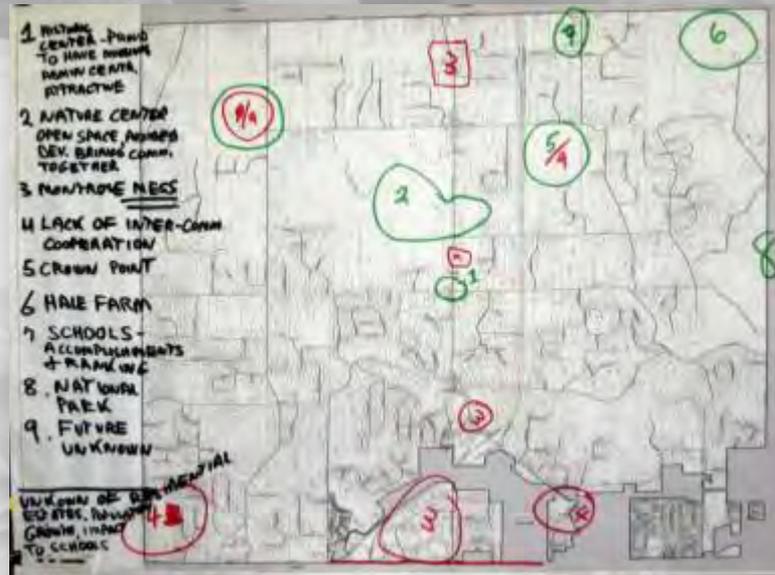
- Be proactive, not reactive
- Think local, what defines us?
- The more detailed, the better
- Implement, tie it back to the plan



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

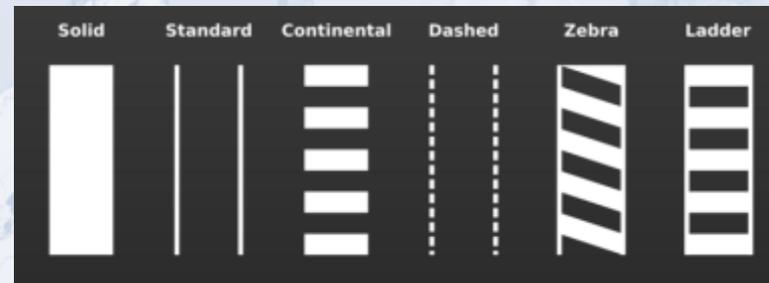
- Yes, bad design happens...to everyone
- If you try to define bad design, you end up restricting creative design



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**



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 LOCALTM

PRIDE | LEGACY | PROSPERITY

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