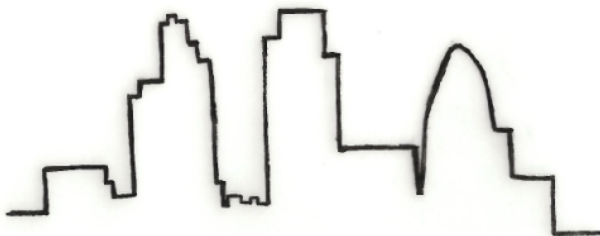


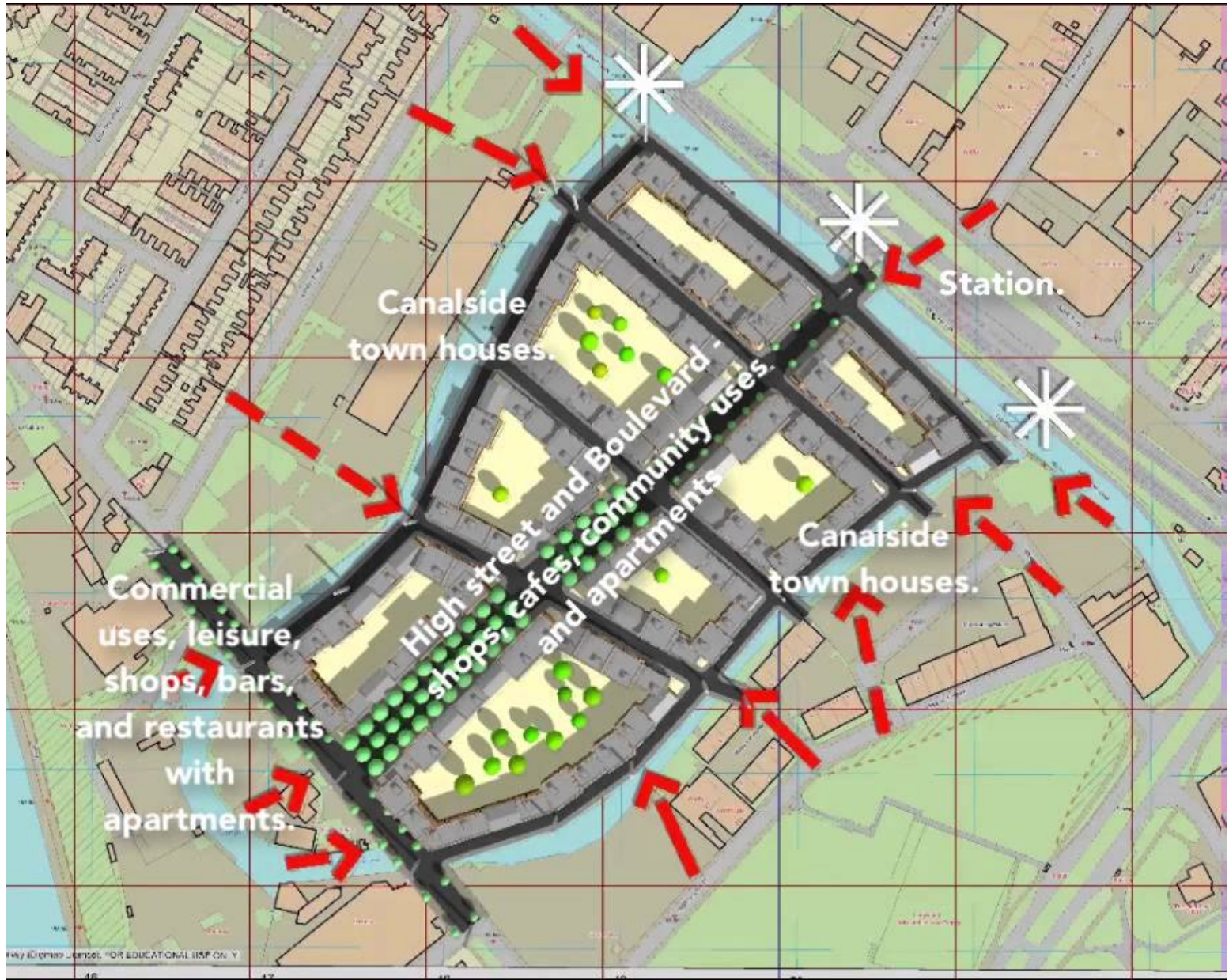
Small Change, Big Impact

*Delivering the Healthy Streets Approach
through 'tactical urbanism'*

Andy Martin
TfL City Planning



**What is urban
design?**











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Adhesive**

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Urban Realm



Urban Design

Urban Realm

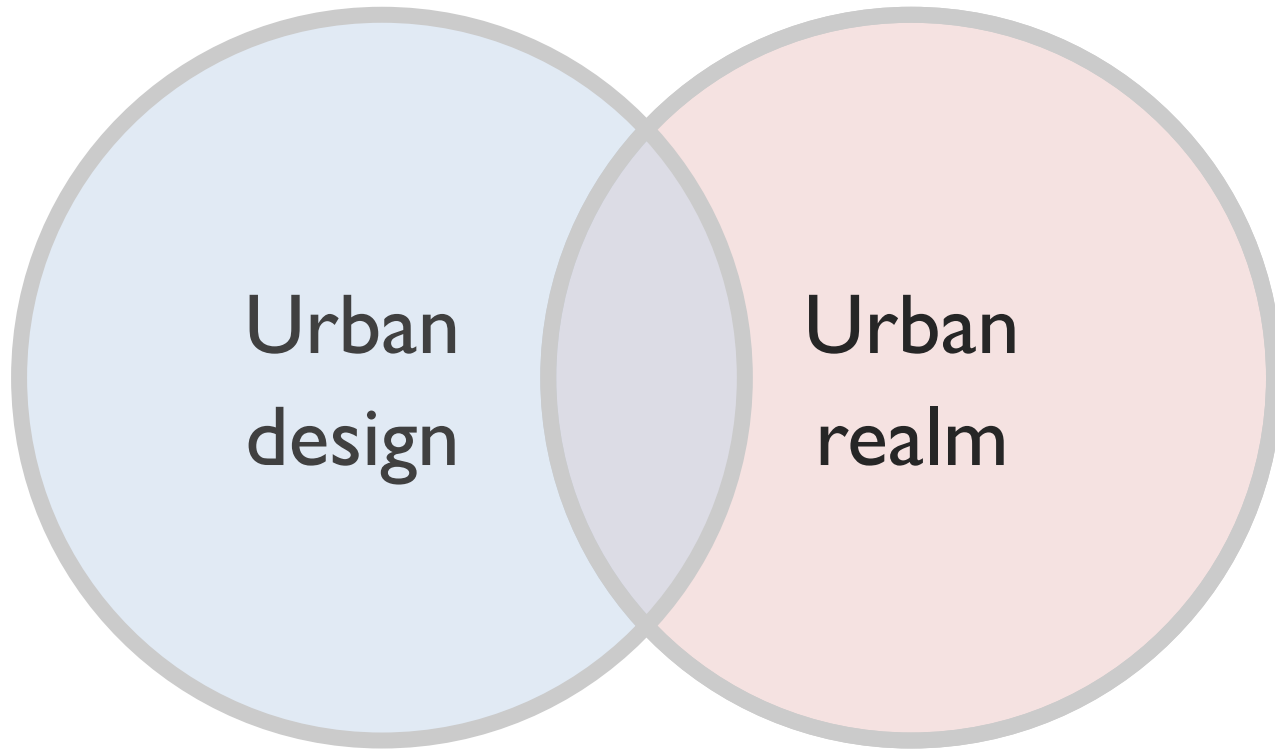
The publicly accessible spaces
between buildings in an urban
environment

Urban Realm

The publicly accessible spaces between buildings in an urban environment

Urban Design

The collaborative and multi-disciplinary process of shaping the physical setting for life in cities



Urban
design

Urban
realm

Urban Realm

The publicly accessible spaces between buildings in an urban environment



Urban Design

The **collaborative and multi-disciplinary process** of shaping the physical setting for life in cities

ENGINEERING PLANNER REGIONAL CITY
ADMINISTRATION LAND URBAN POLITICAL
PROCESS PROTECTION
ENVIRONMENT TOWN PLANNING
ARCHITECTURE TECHNICAL USE
STRATEGY INFRASTRUCTURE PUBLIC DESIGN

ENGINEERING PLANNER REGIONAL CITY
ADMINISTRATION LAND URBAN POLITICAL
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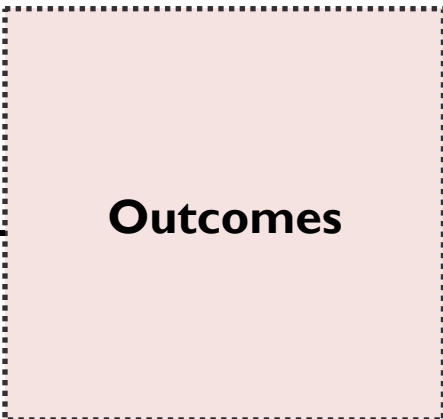
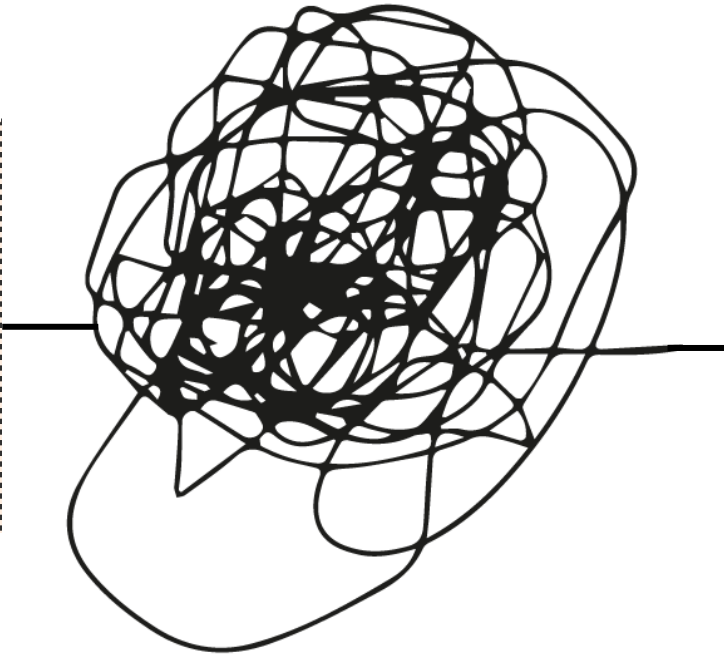
WE ARE ALL URBAN DESIGNERS



Strategic aims

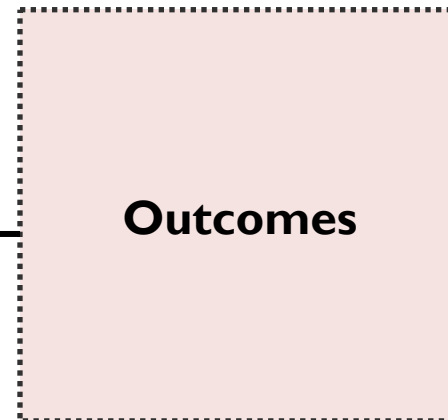
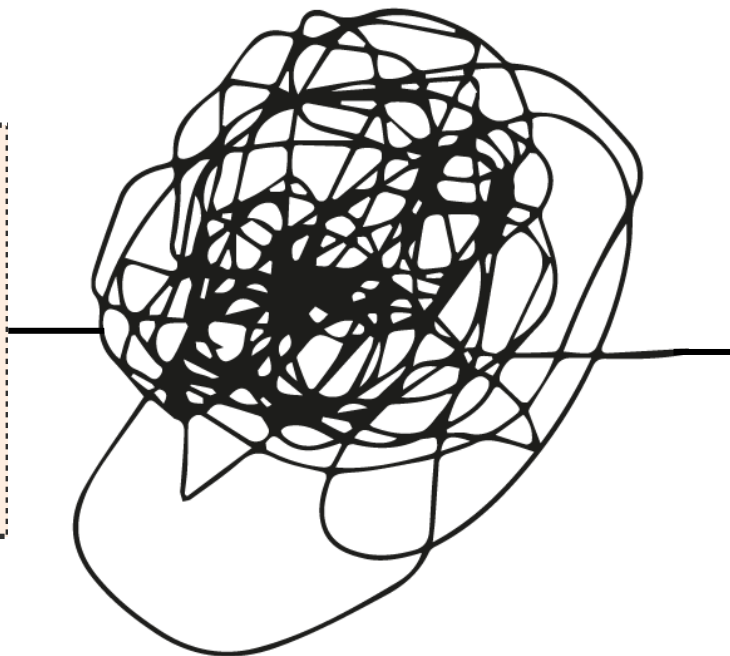
Strategic aims

Outcomes





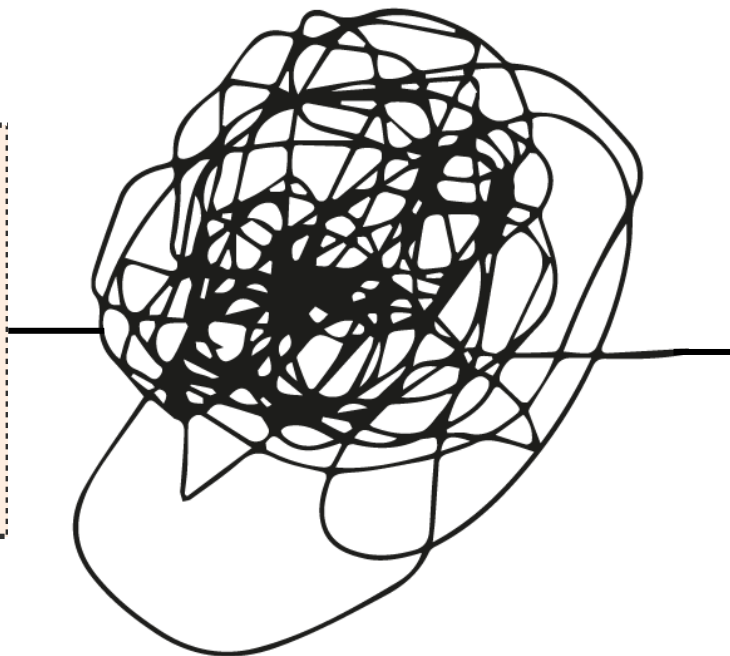
eg. Mayor's Transport Strategy and London Plan objectives



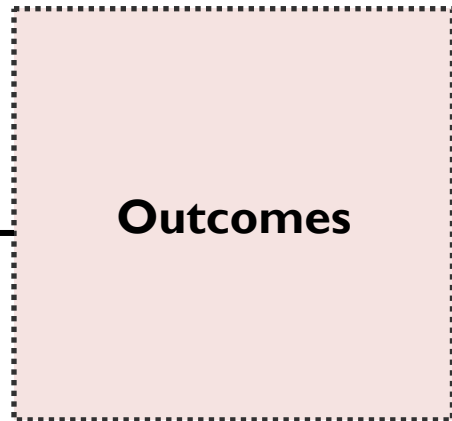
eg. increased sustainable mode share, reduced KSIs, reduced NO2 emissions



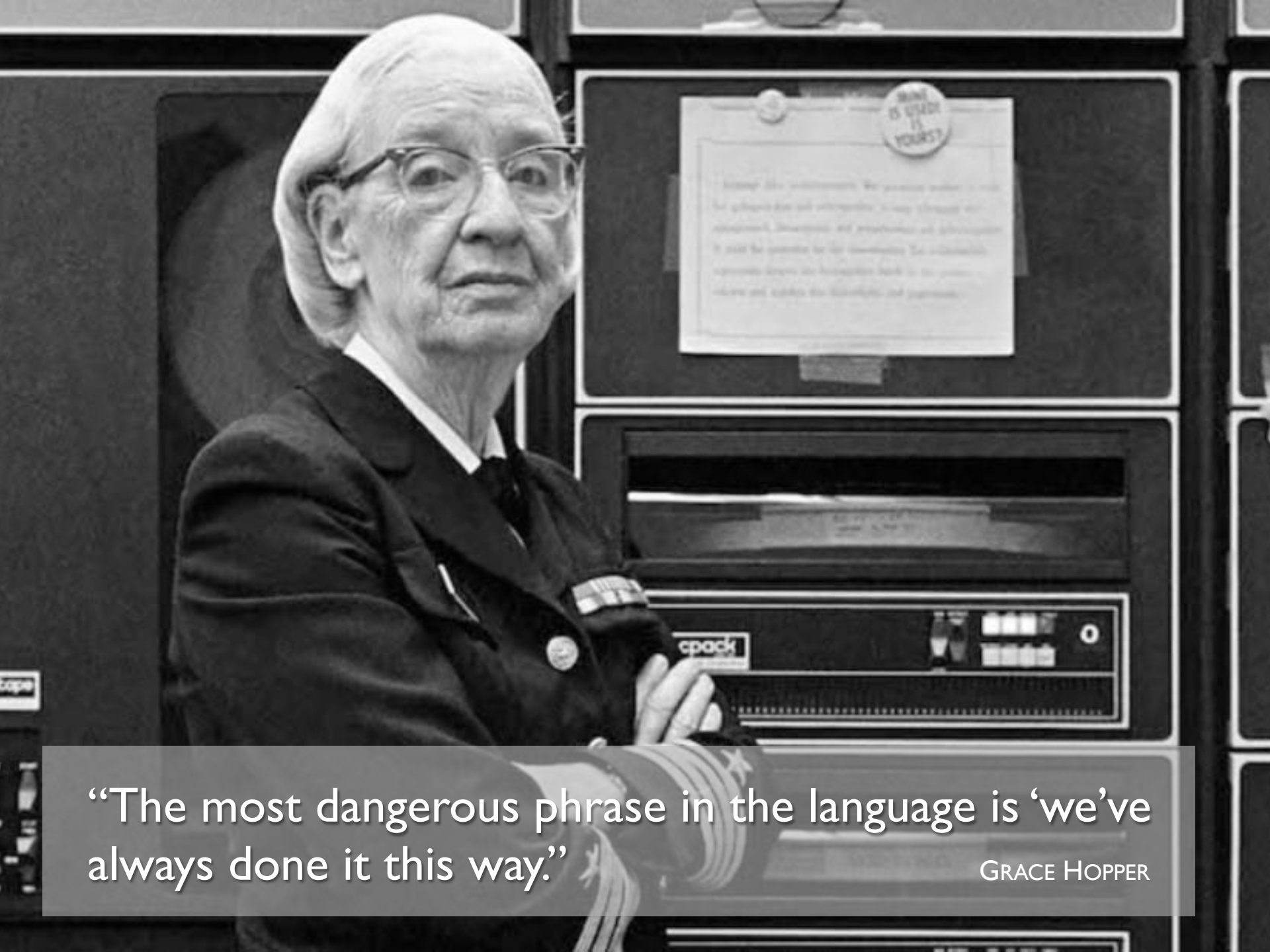
eg. Mayor's Transport Strategy and London Plan objectives



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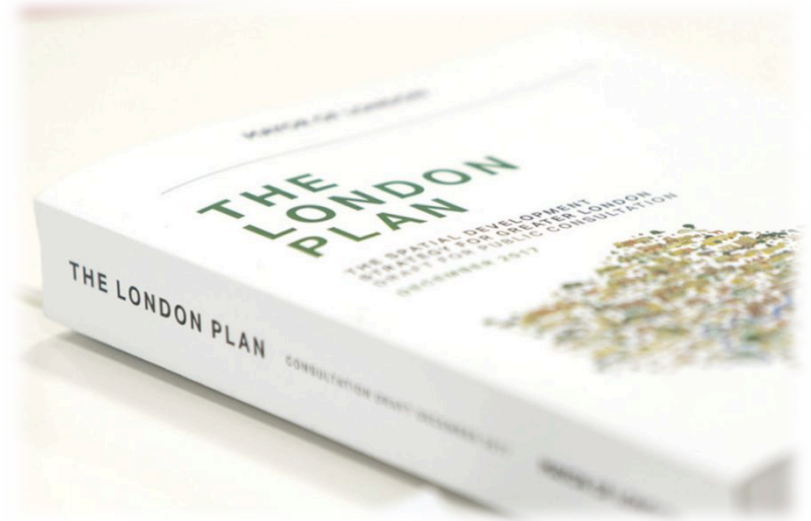
eg. increased sustainable mode share, reduced KSIs, reduced NO2 emissions



“The most dangerous phrase in the language is ‘we’ve always done it this way.’”

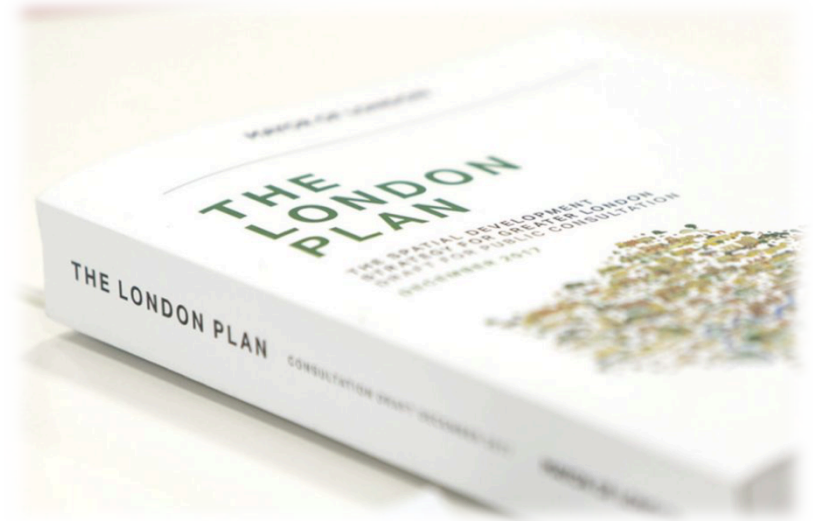
GRACE HOPPER

Innovation & public realm in the London Plan



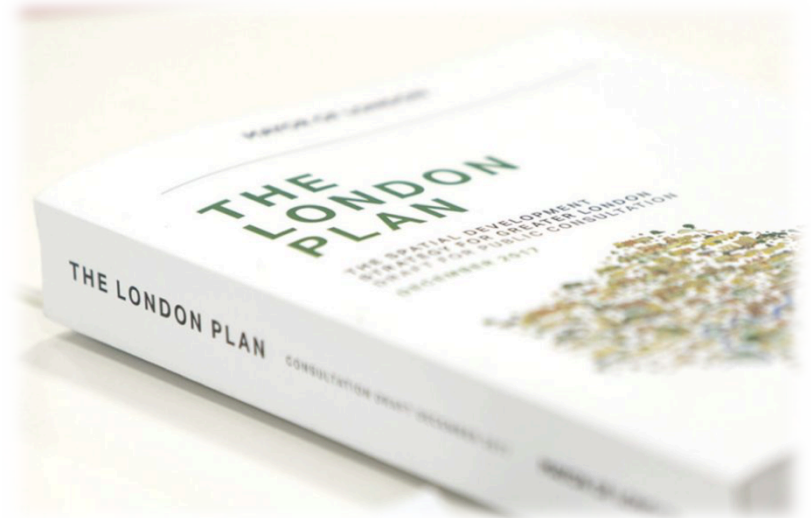
Innovation & public realm in the London Plan

- Explore opportunities for innovative approaches to improving the public realm such as open street events and Play Streets.



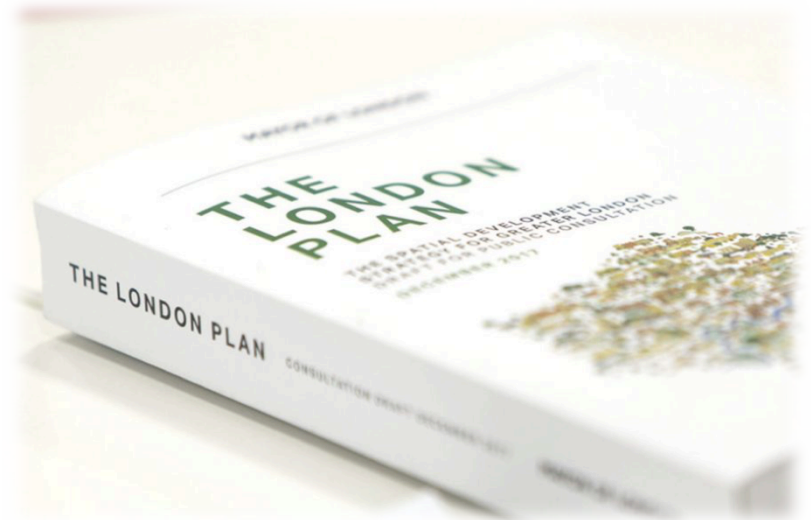
Innovation & public realm in the London Plan

- Explore opportunities for innovative approaches to improving the public realm such as open street events and Play Streets.
- Create an engaging public realm for people of all ages, with opportunities for social activities, formal and informal play and social interaction during the daytime, evening and at night.



Innovation & public realm in the London Plan

- Explore opportunities for innovative approaches to improving the public realm such as open street events and Play Streets.
- Create an engaging public realm for people of all ages, with opportunities for social activities, formal and informal play and social interaction during the daytime, evening and at night.
- This should include identifying opportunities for the meanwhile use of sites in early phases of development to create temporary public realm.”



Tactical Urbanism

Tactical Urbanism is all about **action**.



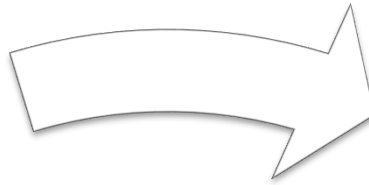
Tactical Urbanism is all about **action**.



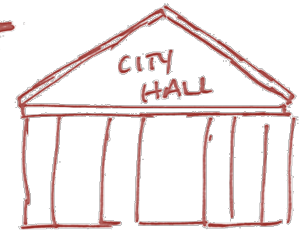
Also known as DIY Urbanism, Planning-by-Doing, Urban Acupuncture, or Urban Prototyping, this approach refers to a **city, organizational, and/or citizen-led approach** to neighborhood building using **short-term, low-cost, and scalable interventions to catalyse long-term change**.



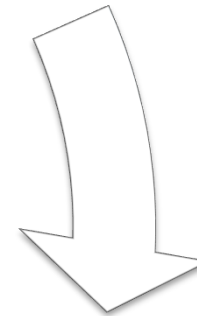
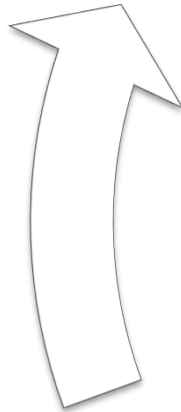
Developers,
Entrepreneurs,
Business
Improvement
Districts



Mayors, City
Councillors,
Local
Authorities

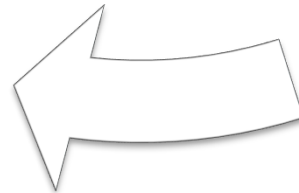
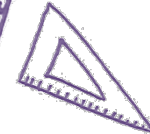


**Tactical
Urbanism**



Citizen Activists,
Community Groups,
Neighbourhood
Organisations

Advocacy
Organisations,
Artists, Planning &
Design Firms





Tactical Urbanism around the world...



SHORT TERM ACTION → LONG TERM CHANGE



←
License
to Green
Paris,
France



←
Times
Square
New
York,
USA



←
Ciclovía
Bogotá,
Colombia

↓ Chair bombing Santiago, Chile



Tactical Urbanism around the world...



Picture Source:
Andy MARTIN



Experimental Zone 30
Santiago, Chile
←

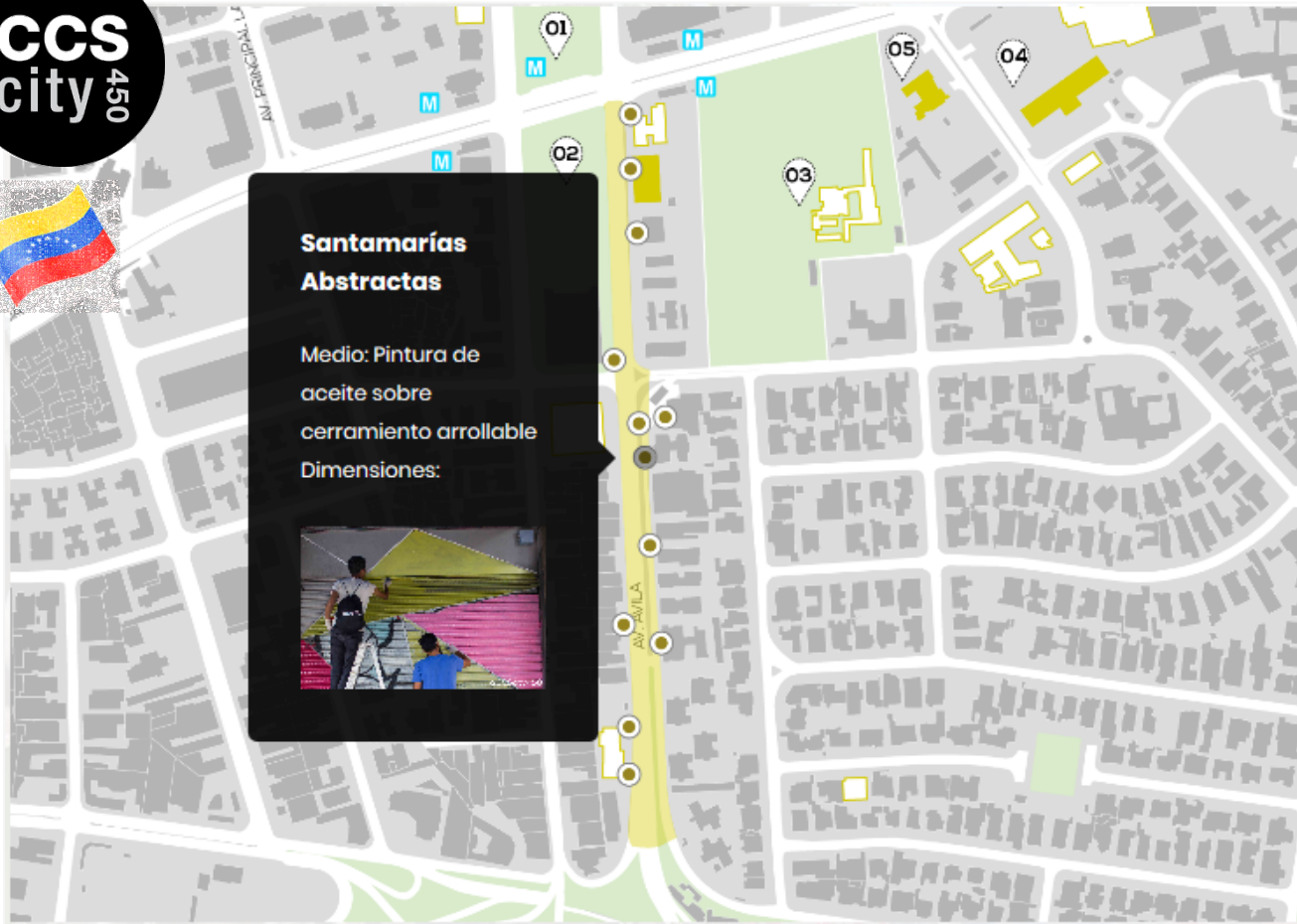
Photo credit: Ciudad Emergente

Tactical Urbanism around the world...



← Street railing add-ons,
Hong Kong public
space initiative

Tactical Urbanism around the world...



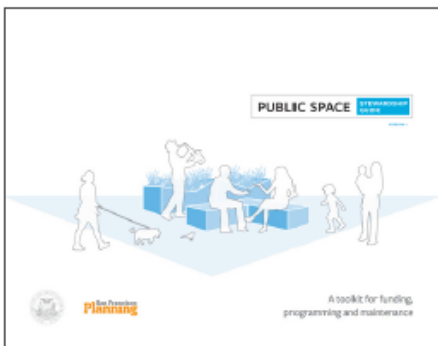
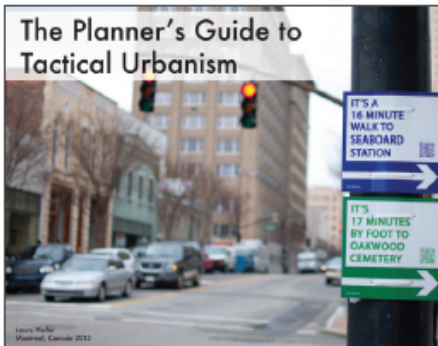
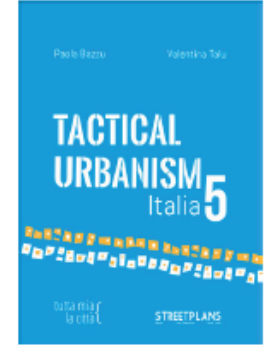
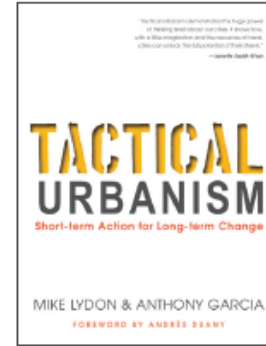
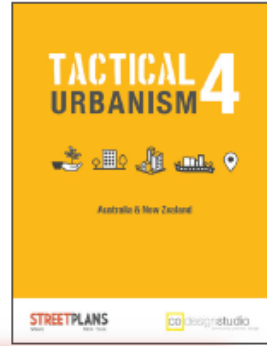
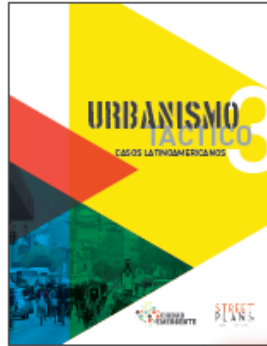
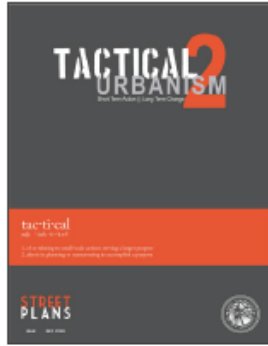
Santamarías Abstractas

Medio: Pintura de aceite sobre cerramiento arrollable
Dimensiones:



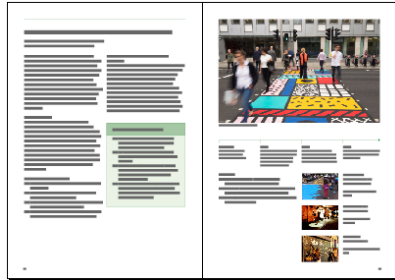
CCS city
450,
Caracas,
Venezuela

AN URBAN TACTICIANS LIBRARY



(Tactical Urbanist's Guide, 2016)

Small Change, Big Impact: delivering healthier, safer streets through community-led temporary interventions



A traffic world or a social world?...



Traffic world
Uniform
Predictable
Planned
Compulsory
Anonymous
Vehicle oriented
Avoids conflict and interactions
Speed oriented

Social world
Diverse
Unpredictable
Spontaneous
Voluntary
Personal
People oriented
Embraces conflict and interactions
Savours the moment



Source: Lucy Saunders

- ✓ Gather data
- ✓ Deepen understanding
- ✓ Encourage people and organisations to work together
- ✓ Inspire action
- ✓ Test!
- ✓ Widen public engagement
- ✓ Draw attention to perceived shortcomings



Healthy Streets for London

Prioritising walking, cycling and public transport
to create a healthy city

MAYOR OF LONDON



“We cannot deliver Healthy Streets alone. It will require us to work with partners across the public, private and community sectors.”

(Healthy Streets for London, p. 14)



Guide to the Healthy Streets Indicators

Delivering the Healthy Streets Approach

MAYOR OF LONDON



“Engaging local communities when developing proposals helps ensure changes will work for everyone. Trialling changes before designing a final scheme can help highlight the potential for change and address people’s concerns about the effect of alterations to the street.”

(Guide to the Healthy Streets Indicators, p.9)



Walking action plan

Making London the world's most walkable city

MAYOR OF LONDON



Using temporary, light-touch and low cost projects to change the way a street looks and feels can have a big impact on people's lives and can often be the first step towards more permanent changes.

These projects allow people to see how the Healthy Streets Approach can benefit them, showing the potential of their local streets and public spaces for uses other than moving cars.

(Walking Action Plan, p.9)

Small change, big impact: making better use of London's streets and public spaces



BIDs and local businesses

Neighbours and residents

Community organisations

Voluntary groups

Schools

Local artists

Anyone motivated to make a change



Park(ing) Day. Photo credit: Raymond Moreno

Toolkit

The three things this toolkit aims to do:

1. Guide you with advice on the barriers you might encounter
2. Inspire you with examples of how other project initiators have overcome these barriers
3. Equip you with extensive tools and resources for you to reference



Phase 1: Getting started

Phase 2: Making it happen

Phase 3: Execute and enjoy

Phase 4: Conclude

What do you want to achieve?	You could think about...	This is where it's been done.
Want to improve sales on your high street?	Organise an event Look for like-minded people	Crayford Road Big Lunch Bzzz Garage
Want to find a better use for an underused parking space?	Timed road closure Traffic calming options Filtered permeability Raising awareness	Play streets New Park Road School streets Celebras por la vida
Want to create a new play space?	Public art Stopping space / seating Market	Before I die Colourful crossings Parklet Limehouse
Want to reduce air and noise pollution? Or raise awareness?	Filtered permeability Reclaiming parking spaces Installing a monitoring device	Narrow Way Parklet Forgotten Corner
Want to encourage more people to walk and cycle?	Wayfinding Permanent and/or temporary filtered permeability	New Park Road Ciudad Emergente

New Park Road, Brixton Hill (Lambeth, London)

How prototyping low-cost traffic calming can reduce road danger, leading to permanent change

- Rat run used by motorists to avoid congestion on Brixton Hill
- Concerned residents shared safety concerns with Lambeth Council
- Sustrans worked with local community on temporary traffic calming scheme
- More than 20 events and over 400 people spoken to
- Street Trial day to pilot new road layout
- Scheme made permanent in 2016



Photo credit: Alan Slingsby/ Brixton Blog

2014-2015

Residents share their concerns about the safety of the road with LB Lambeth

Autumn 2015

An early scheme to close the road is put on hold. Lambeth ask Sustrans to develop traffic-calming scheme

February 2016

A trial day with hay bales (used for traffic-calming), picnics and concerts is organised

Autumn 2016

Thanks to good response from locals, and funding from TfL, the scheme is made permanent

The role of key stakeholders

- **Residents and parents** shared their concerns with their elected councillors
- **Richard Atkins School** supported the trial day
- **Lambeth Council** commissioned Sustrans to collaborate with the local community to deliver this
- **Sustrans** provided technical expertise and led the project
- **TfL** funded the permanent scheme with a £100,000 grant

Resources

- **People and skills:** professional project manager from Sustrans, plus local volunteers
- **Finances:** £10,000 (from Lambeth Council) for the initial project, plus follow-on funding from TfL for permanent scheme
- **Other:** hay bales and picnic food

What are the key takeaways?

1. The project was strengthened by **building a team** of project supporters, including parents who had a clear stake in safer, healthier streets
2. By turning the trial day into **a fun event** with food stalls and games, lots of different people were encouraged to get involved
3. **The evidence generated** helped to show how this intervention made streets safer, and encouraged neighbourly interactions, which in turn helped to overcome community concerns about changes in the street layout



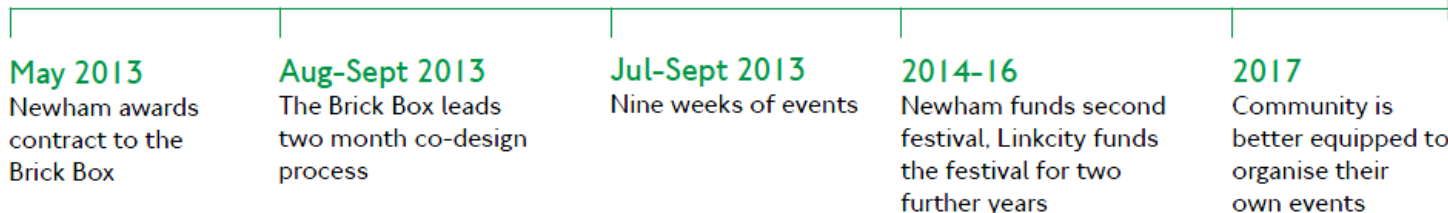
A13 Green, Canning Town (Newham, London)

How a summer of events can make a community feel like a community – instead of residents of a construction site

- A13 flyover originally a hostile environment associated with crime and antisocial behaviour
- Artist-led community interest company worked with local organisation and Newham council on a series of events to enliven the space under the flyover
- These have enabled local communities to come together and re-imagine what the area could be used for
- Success of the first year was demonstrated by a local petition to bring back the event series.



Photo credit: Anna Gordon/ The BrickBox



The role of key stakeholders

- **Newham Council** provided the initial funding of the scheme for the first two years
- **Linkcity, a local developer** provided funding for the following two years
- **The Brick Box** led the co-production process and activities
- **Local organisations** provided training and entertainment

Resources

- **People and skills:** professional co-designers, event planners, musicians etc.
- **Finances:** £15-70,000 / year (from Newham and then Linkcity)

What are the key takeaways?

1. When the Brick Box encountered hurdles to getting approval, they were **flexible** in their approach and willing to try different options
2. For the project to last four years, it needed to be **creative with funding**, and look beyond traditional public bodies
3. Those who would be affected were **involved from the beginning**, helping them to feel ownership and encouraging them to turn up in their thousands



linkcity

Newham London

THE BRICK BOX

Forgotten Corners (Islington, London)



Photo credit: Paul Thompson



Photo credit: Paul Thompson

What are the key takeaways?

1. EDF, the private landowner, was supportive of this project thanks to the **clear and convincing brief** that the local residents wrote
2. By collaborating with **local organisations** and contacting their council Parks team, residents across Islington have improved their streets

- Borough with fewest green spaces
- Two Rees Street residents wrote to utility provider EDF about how their gardening organisation was tackling both social and environmental sustainability
- EDF leased them the land for free

Resources

- **People and skills:** volunteers weekly to water/weed
- **Finances:** small self-funded amounts
- **Other:** seeds, soil, plants from fellow members of gardening organisation





Small Change, Big Impact

A practical guide to changing London's public spaces

Delivering the Healthy Streets Approach

MAYOR OF LONDON





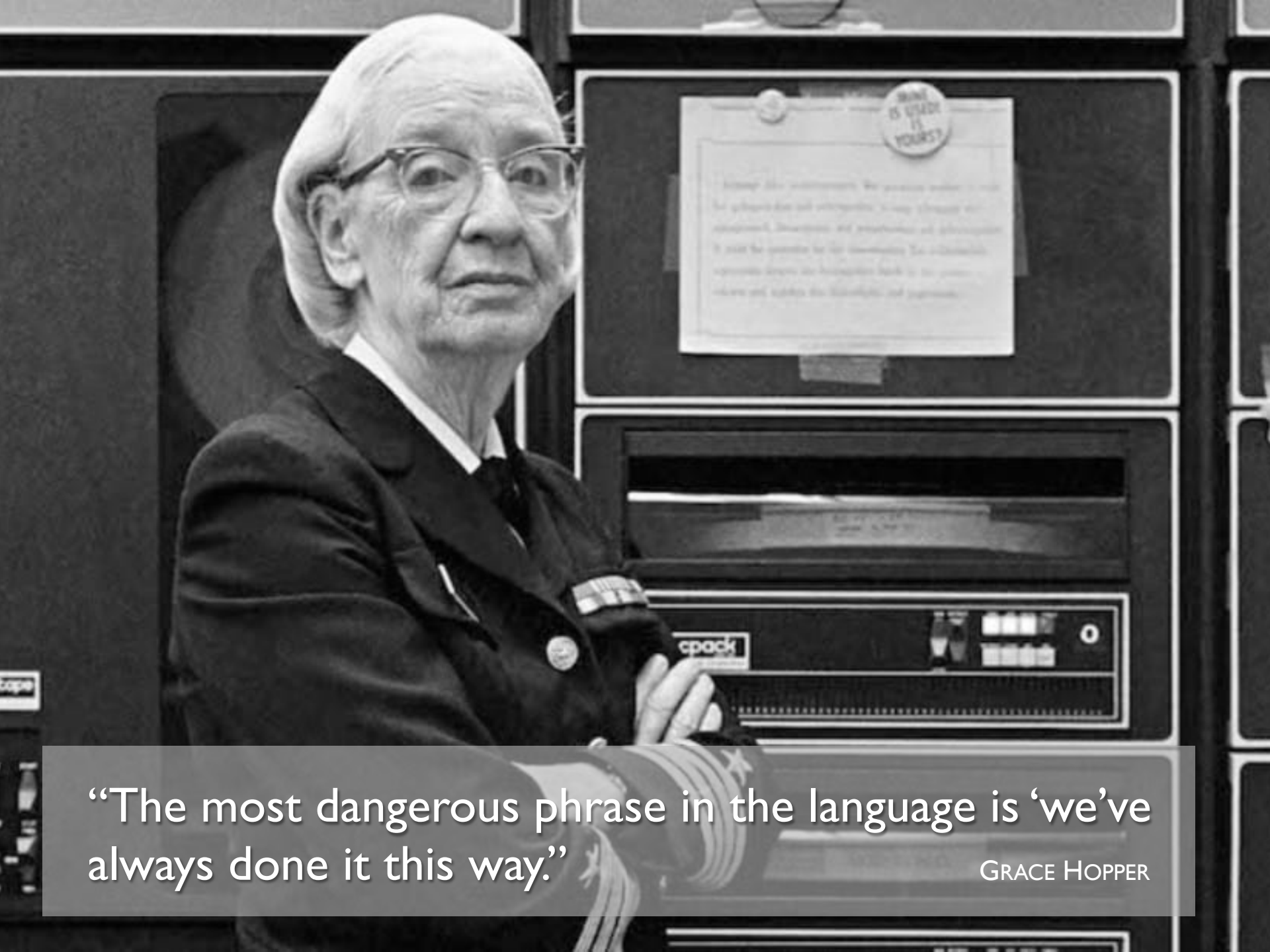
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MAYOR OF LONDON





“The most dangerous phrase in the language is ‘we’ve always done it this way.’”

GRACE HOPPER

What role should tactical urbanism be playing in achieving strategic city objectives and outcomes?

?
?
?

How can we embed the 'Small Change' approach in 'top down' projects?

How can we embed the 'Small Change' approach into the planning process?

How can we use the 'Small Change' approach to identify common objectives and delivery partners?

?
?
?

How ready are public organisations like TfL supporting the tactical urbanism approach?

Who is the real custodian of the street?

?
?
?

AndyMartin1@tfl.gov.uk