Planning for the 2020s - and beyond

LEONARDO VAZQUEZ, AICP/PP
THE NATIONAL CONSORTIUM FOR CREATIVE PLACEMAKING
NEW ENGLAND COLLEGE
What do you think will be the biggest issues we face as planners this decade?

Please write in the chat area
Major planning paradigms

PROSCRIPTIVE | PRESCRIPTIVE | ADAPTIVE
Proscriptive planning

- Outcomes: Euclidean zoning, use-based controls, land use boards as regulators
- Major movements: City Efficient, Historic Preservation, Growth Management
- Legal validation: Euclid v. Ambler, Penn Central v. NYC, Buchanan v. Warley
- Heroes: Burnham, Duany, all the planners who say ‘no’
- Professional culture: Orthogonal, hierarchical, bureaucratic
- Good for: Protection

Insecure
Prescriptive planning

- Outcomes: Design guidelines, incentive zoning, strategic planning, ‘big data analysis’, land use boards as designers
- Major movements: City Beautiful, New Urbanism, Smart Growth
- Legal validation: Berman v. Parker, Belle Terre v. Borrass
- Heroes: Olmsted, Duany, Florida, Jacobs
- Professional culture: Entrepreneurial, inspirational
- Good for: Providing direction

Arrogant
Adaptive planning

- Outcomes: **Form-based codes, tactical urbanism, planners as mediators**
- Major movements: **Tactical urbanism, creative placemaking, communicative planning**
- Legal validation: ??
- Heroes: Jacobs, Whyte, Markusen & Gadwa Nicodemus, Lydon & Garcia, Borrup
- Professional culture: **Reflective, collaborative**
- Good for: **Decision-making in diverse and dynamic conditions**

*Humble but confident*

*(side effects can include: instability, greater risk-tolerance, email overload)*
Adaptive

Prescriptive

Proscriptive
Becoming a more adaptive planner: competencies

- Systems thinking
- Game theory
- Wicked problems
- Mental models
- Group development
- Collaborative leadership
- Emotional intelligence
- Cultural competency
Creative placemaking

What images would you come up with?
Learning from artists
Seeing differently; thinking differently
How A/E/P professionals problem-solve
How artists problem-solve

Dinamismo di un Ciclista (Dynamism of a Cyclist)

1913

Umberto Boccioni
Final: https://www.wikiart.org/fr/umberto-boccioni/dynamisme-dun-cycliste-1913
Connecting better with communities; getting richer data
When planners and artists collaborate...

**Planners can:**
- Learn more about communities
- Unleash more of their creativity
- Approach risk differently
- Address community issues through arts

**Artists can:**
- Learn more about how to make things go – or stop
- Grow leadership skills
- Build systems thinking skills
- Make/inspire art that better addresses community issues
Challenges to engaging arts and artists

- Tyranny of custom
- Few connections to levers of influence
- Differing expectations of work, timelines, processes
- Differing comforts with risk
What you can do

- Create opportunities for artists to engage early on
- Be a guide and mentor
- Be open to new ideas
- Help artists with organizational obstacles

Pay the artists!
Questions, comments and answers

• Feel free to write in the chat area, or

• If you want to speak, type:
  • Q for question
  • C for comment

• You will be unmuted (or asked to unmute)
Questions for conversation

• What do you think are the biggest challenges to doing more adaptive planning?
• What are the opportunities?
• What do you want to do to engage in more adaptive planning practice?
To learn more about creative placemaking
www.cpcommunities.org

<table>
<thead>
<tr>
<th>PROFESSIONAL DEVELOPMENT</th>
<th>COMMUNITY-BASED SERVICES</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Creative Place podcast</td>
<td>• Community Coaching</td>
</tr>
<tr>
<td>• Webinars and training</td>
<td>• Strategy Lab</td>
</tr>
<tr>
<td>• Creative Placemaking Leadership Summit</td>
<td>• Designing Healthier Places</td>
</tr>
<tr>
<td>• Certificate in Creative Placemaking</td>
<td>• Technical assistance</td>
</tr>
</tbody>
</table>
Leonardo Vazquez, AICP/PP  
Founding Director, The National Consortium for Creative Placemaking  
Director of Creative Placemaking, New England College  

leo@cpcommunities.org  
973-763-6352, x1  

www,cpcommunities.org