

Community/University Partnerships for Sustainable Futures

Western Washington University

Dr. Tammi Laninga, AICP, Lindsey MacDonald

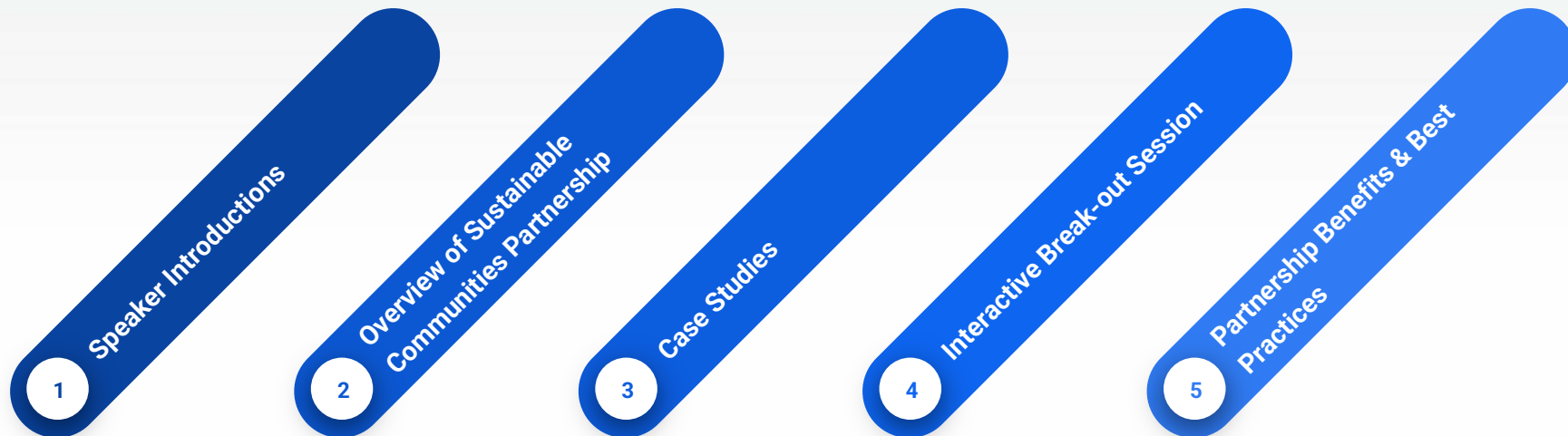
Andrew Randall, Cora Bern-Klug, Nick Schmeck

WA APA Conference - October 17, 2019

Presentation Roadmap



**Sustainable
Communities
Partnership**



Speaker Introductions

Dr. Tammi Laninga, AICP - Assistant Professor, Environmental Studies Dept; teaches land use regulations, community development, planning studio & environmental impact assessment courses

Lindsey MacDonald, MS - Sustainable Communities Partnership Coordinator; teaches sustainability courses

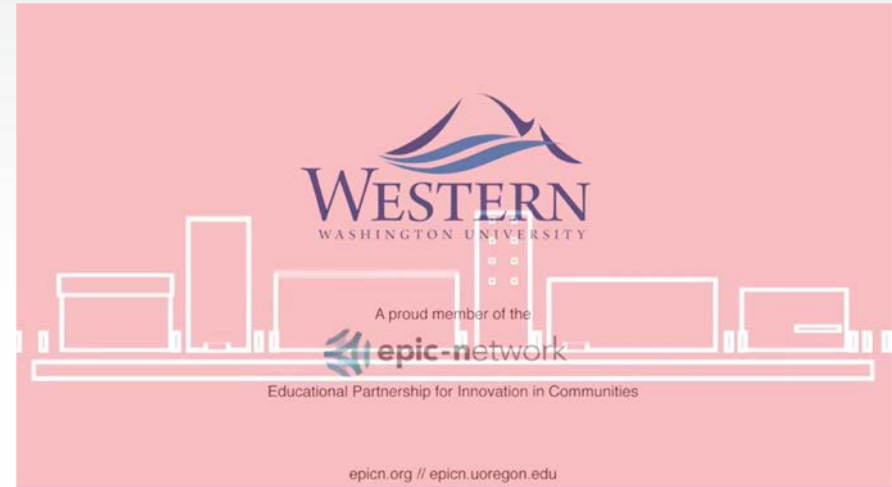
Andrew Randall, WWU Urban Planning & Sustainable Development Student, with a minor in GIS

Cora Bern-Klug, WWU Urban Planning & Sustainable Development Student, with a minor in Business Administration

Nick Schmeck, AICP Pilot Program Candidate, WWU Urban Planning & Sustainable Development Student Representative for APA-WA NW Section, Skagit County Permit Technician

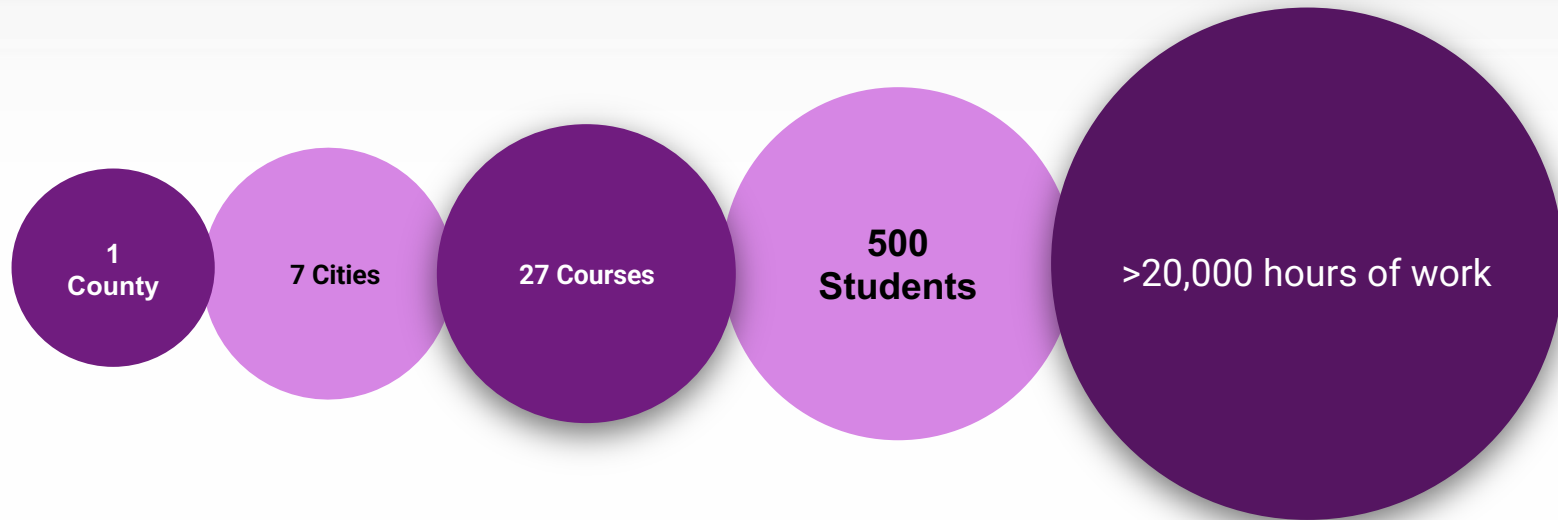
Sustainable Communities Partnership

Connecting student
energy & faculty expertise
with
Local community expertise
& needs

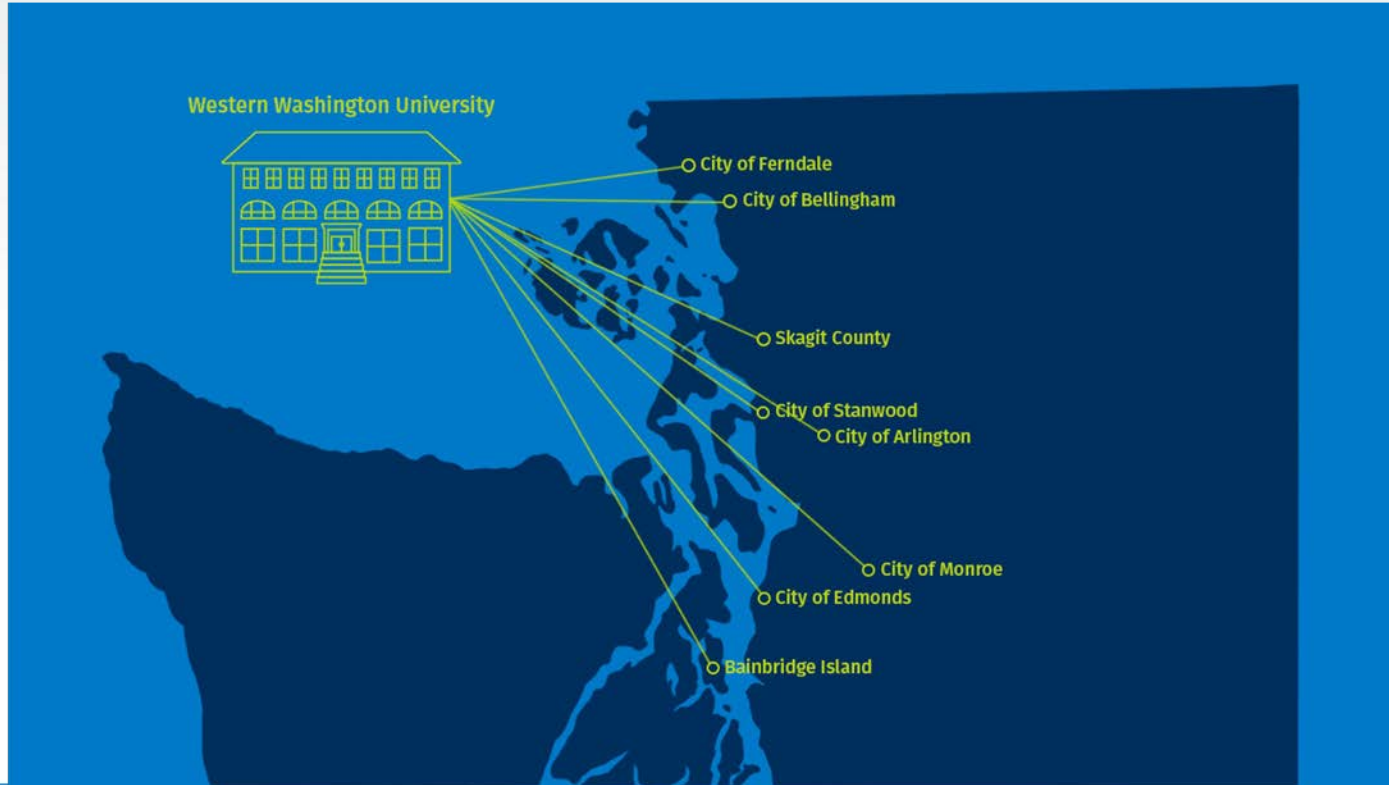


Sustainable Communities Partnership

In the 4th year of partnerships...



Sustainable Communities Partnership





Planning
Accreditation
Board

WWU UPSD Overview

- Nationally Accredited Undergraduate Program, 2017
- 51 students in the program
- 54% of 2018 graduates hired as planners or in planning related jobs

**Foundation
Courses**

**Urban
Planning
Core**

**Specializations:
GIS
Disaster Risk
Reduction
Student
Designed**

**Experiential:
Internships &
Capstones
(EIA, Study
Abroad)**

Case Study Overviews

<i>Community:</i>	City of Monroe	City of Ferndale	City of Ferndale	City of Bainbridge Island
<i>Project:</i>	Multi-Modal Trail Project	Design Standards	City Center Plan	Shoreline Management Data Collection and Analysis
<i>Course(s):</i>	<ul style="list-style-type: none"> • Community Development • Transportation Planning • Independent Study • Environmental Impact Assessment 	Land Use Regs & Technical Writing	Planning Studio (fall, winter, spring)	<ul style="list-style-type: none"> • Two Internships • Biometrics

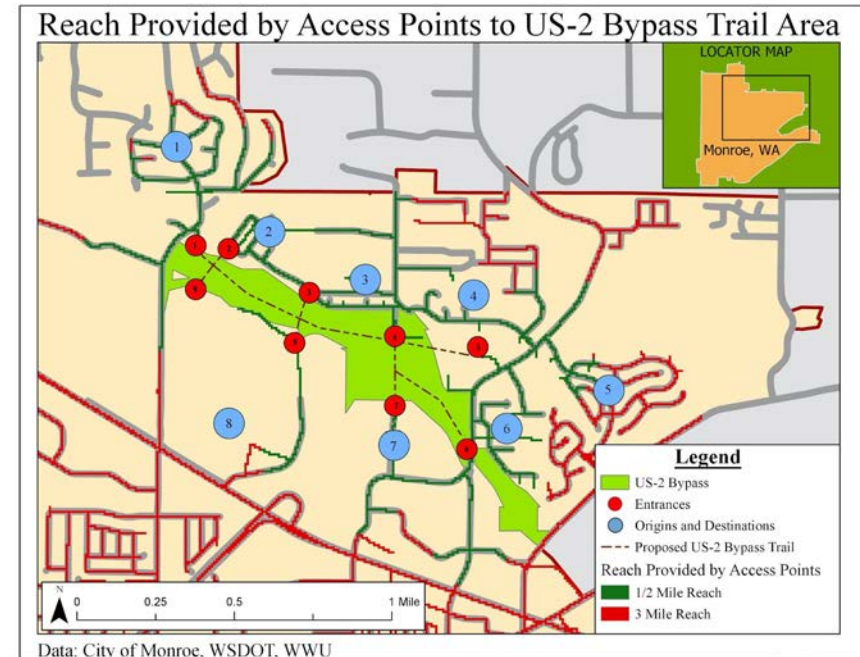
Multi-Modal Trail

City of Monroe, WA

City of Monroe

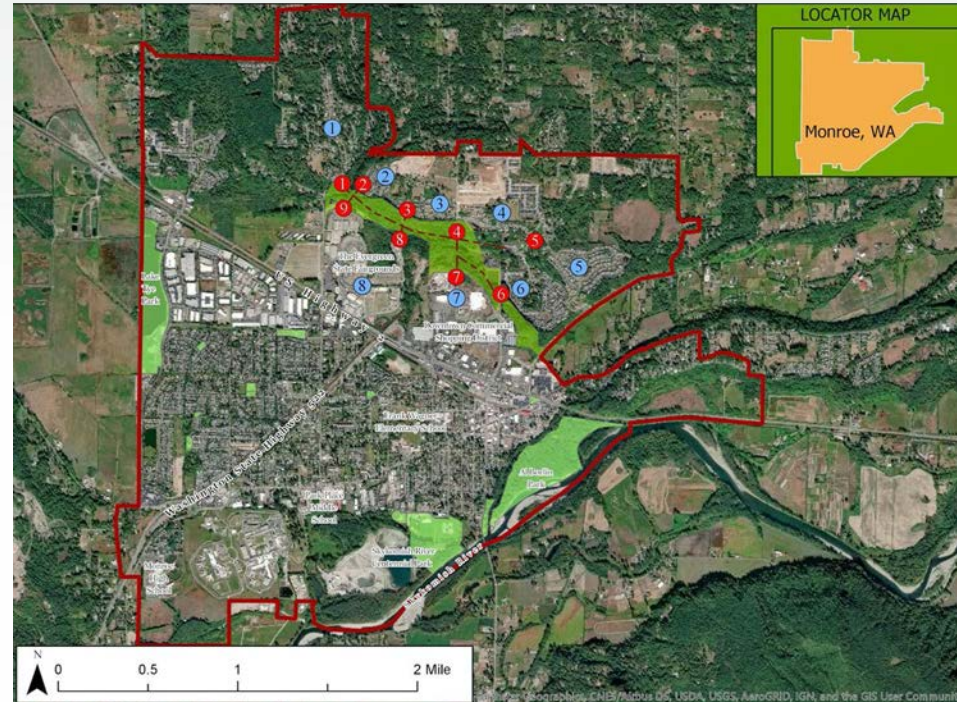
Multimodal Transportation Study

- WSDOT conditionally approved a multimodal trail in public ROW set aside for US-2 Bypass.
- WWU and City of Monroe conducted public meeting in Fall 2018.
- Winter/Spring 2019 WWU students evaluated nine potential access points to the proposed trail area.



Why Consider a Trail in the US-2 Bypass?

- WSDOT has conditionally approved the parcel for use as a temporary trail
- What are the potential benefits provided by a new trail?
 - Residents to the north
 - Recreation opportunities
 - Expedited utilitarian trips
 - Future park and trail connectivity
- Why look at multiple entrances?
 - “Reach” provided by each entrance
 - ½ mile distance people will travel to access pedestrian facilities



Process

- GIS Analysis
- Ground Truthing
- Initial Report
- Further Analysis
- APWA Conference
- Final Report

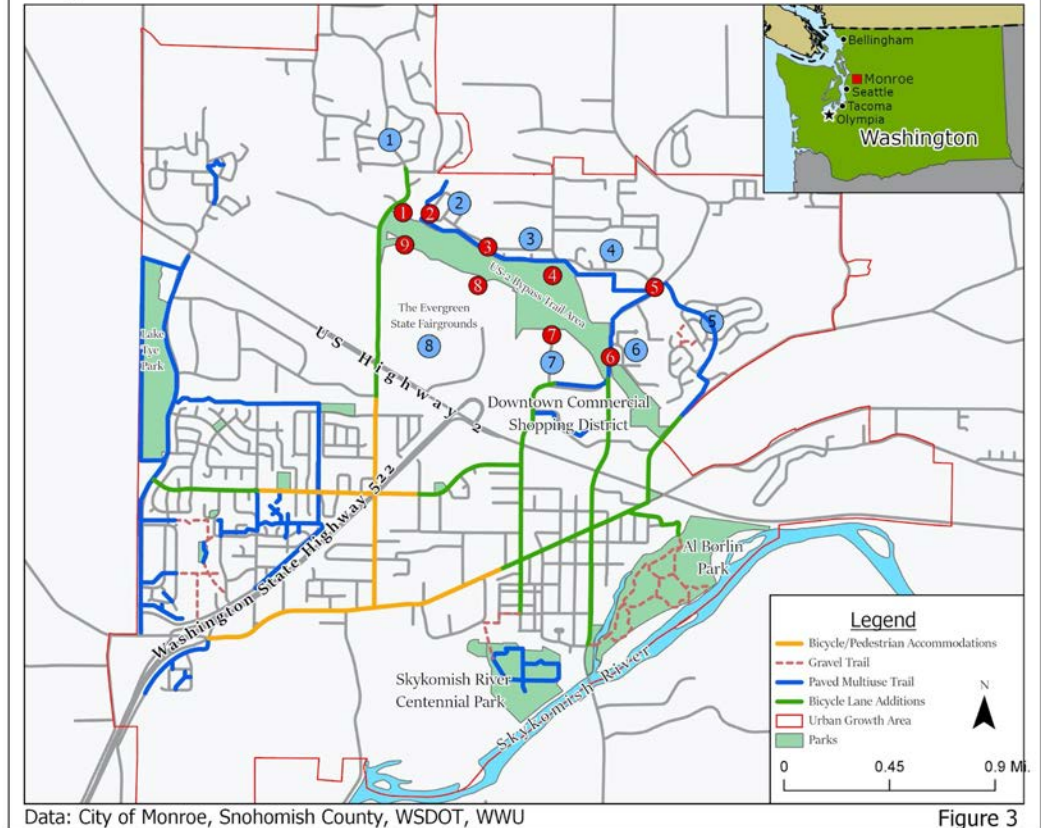


Monroe data collection, February 2019

Deliverables

- Nine Access Points
- GIS Analysis
- Infrastructure Recs
- Final Report

Bicycle Infrastructure to Promote Park Connections in Monroe



Results of the Study

- Trip distances cut significantly for utilitarian trips
 - The distance traveled would be reduced from an **average of 1.85 miles** to **average of 1.16 miles**.
 - Most dramatic reduction of **3.2 miles**
 - **3.8 mile trip** to **0.65 mile trip**
- Percent traveled by trail would increase substantially in some areas
 - The percent traveled by trail increase from an **average of 36%** to an **average of 56%**
 - Neighborhoods to shopping center
 - Largest increase from **0% by trail** to **52% by trail**

Outcomes

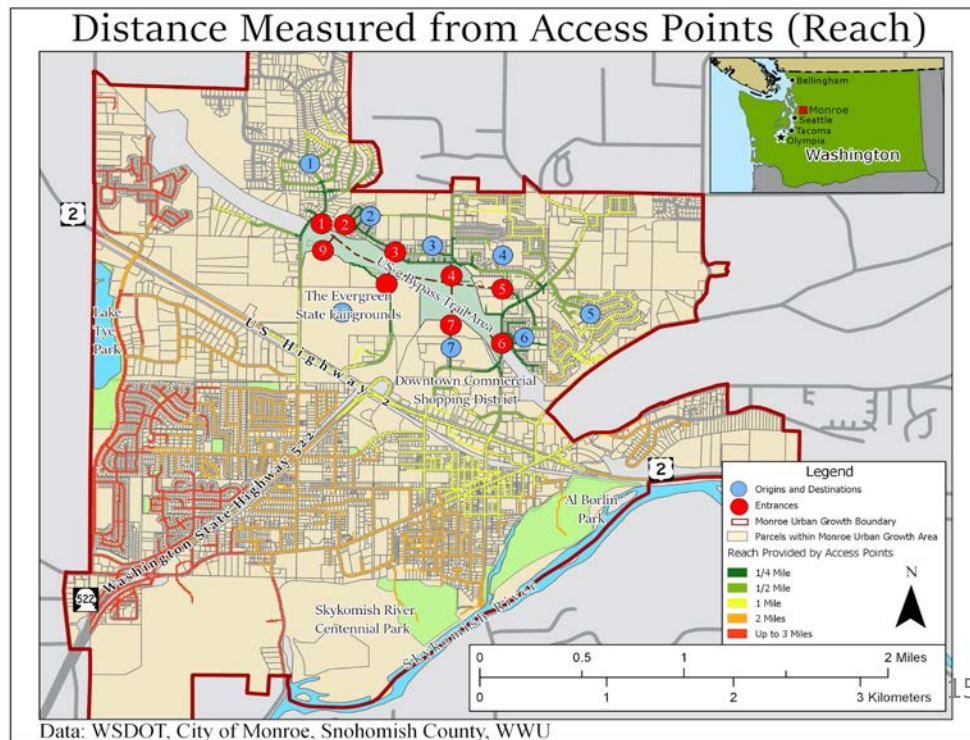
City of Monroe:

- Follow-up analysis indicated trail development to the west was unlikely
- Need for trail alignment
- Environmental Impact Assessment

WWU Students:

- Conducting a study
- Report Writing
- Public Works liked it and us

Continued SCP Work:
Fall 2019: Environmental Impact Assessment
course project



Future Implications for the City of Monroe



Downtown Architectural & Site Design Standards

City of Ferndale, WA

Ferndale Design Standards

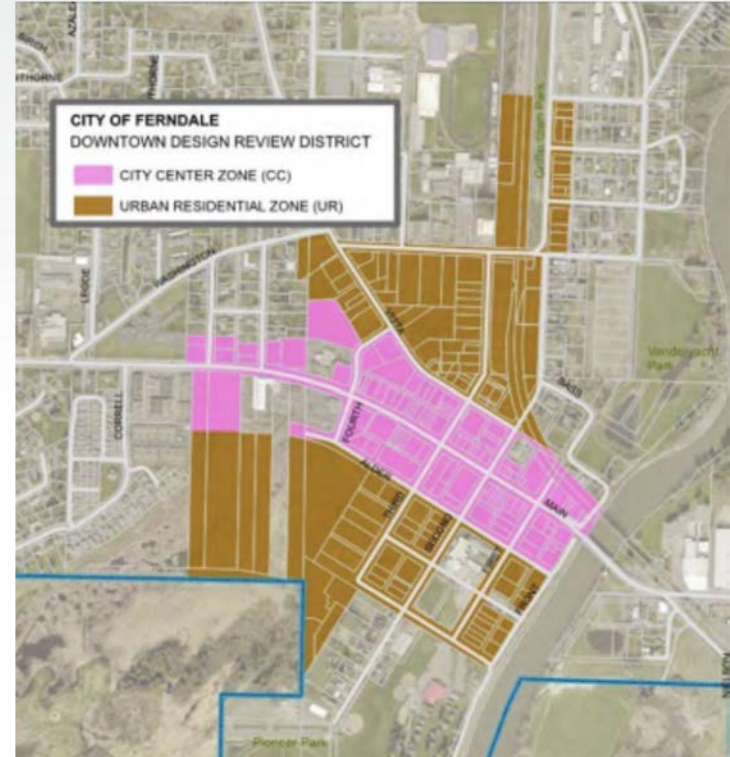
- Goals
 - Condense
 - Make code more user and public friendly
 - Coffee table book



City of Ferndale

Process

- Teams:
 - Architectural & Site Design
 - Applicability & Compliance
 - Special Provisions
- Researched other cities to explore options for Ferndale's Design Standards
- Discussed various case studies and options in class & with city staff
- Drafted revised Design Standards
 - City Center Zoning
 - Urban Residential Zoning
- Presented to Ferndale Planning Commission



Deliverables

- Revised Design Standard recommendations
- Ferndale Design Manual

Awnings & Weather Protections

(18.47.140)

Intent: To create inviting entrances by providing protection from the elements and encouraging business activity in all types of weather.

A) Ground-floor awnings shall be provided above all entrances and along a minimum of 50% of the frontage of commercial buildings.

B) Awnings and canopies shall be constructed of high-quality, long-lasting, weather-resistant materials that are architecturally consistent with the building facade design.

C) The use of vinyl or plastic for awnings/canopies is prohibited.



Outcomes

Adoption of Revised
Downtown Architectural
& Site Design Standards
(FMC 18.47)

– August 2019



City Center Plan

City of Ferndale, WA

“Making Downtown a Destination”

Ferndale City Center Plan Implementation Strategies

WWU Urban Planning & Sustainable Development Program

June 5, 2019

Pioneer Pavilion, Ferndale, WA



**Sustainable
Communities
Partnership**

Ferndale: September 2018 - June 2019

Studio I: Urban Design Methods

*Getting to know Ferndale:
Research, Analysis, and
Synthesis*

Interim Concepts

*Community workshop 2:
Sharing alternatives,
receiving feedback*

Final Concepts

*Community workshop 3:
Sharing strategies, priorities,
and funding sources*



Studio II: Plan Development

*Community workshop 1: land
use, mobility, parks, plazas,
hazard mitigation and more*

Studio III: Implementation

*Consolidating Concepts,
Collecting Insights*

Process: Studio 1

3 Teams / 9 Elements

- Ferndale City Center Analysis:
 - Land Use / Development
 - Historic Preservation
 - Transportation
 - Transit
 - Parks, Trails & Hazards Mitigation
- Catalyst Sites
- Ground Truth
- Conclusion: Next Steps



Process: Studio 11

3 Teams / 11 Elements

- Ferndale City Center Community Engagement:
 - Physical Form
 - Land Use x3
 - Mobility x3
 - Parks, Plazas, Public Sphere, Wayfinding
 - Environmental Resources, Natural Hazards
 - Human Capital
 - Capital Facilities & Transportation Improvements x3
- Conclusion: Next Steps



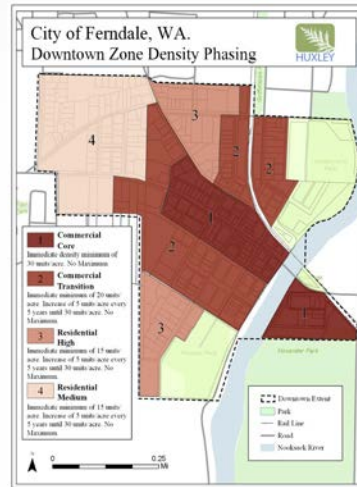
Process Studio: III

Teams / 8 Elements

- Ferndale City Center Implementation & Funding Plan:
 - Land Use & Urban Character
 - Affordable Housing
 - Mobility, Streetscapes & Parking
 - Plazas, Parks, Trails & Hazards Mitigation
- Opportunity Site Analysis
- Implementation and Funding

Deliverables

- Research and Analysis of Ferndale City Center
- Scope and Community Feedback Plan Based on Three Alternatives
- Consolidated Plan Including Implementation Tactics and Funding Opportunities



Ferndale City Center Outcomes

Presented to Ferndale
City Council

-July 10, 2019

Continued SCP Work:
Fall 2019

Environmental Impact
Assessment course
project - Boardwalk



Shoreline Management Data Collection and Analysis

City of Bainbridge Island, WA

City of Bainbridge Island: Goals

- **To protect shoreline functions and values** through the net effect of shoreline regulations and restoration projects.
- Inform adaptive management actions



City of Bainbridge Island: Process

Two interns with faculty/city guidance:

- Identify sites for data collection
- Determine methodology for collecting data
 - Eelgrass and kelp
 - Intertidal beach sediment supply
 - Riparian vegetation
 - Water quality

Biometrics Course with faculty/city guidance:

- Initial analysis of the data



Your turn ...

Brainstorm Session

Project Identification

- What are issues facing your community that could use a fresh set of eyes?
- What are planning projects you would love to work on, but haven't had time or resources to get to?

Partnership Experience

- Have you worked with universities or other partners in the past? How did it go?
- What information do you need to consider developing a city-university partnership?

Community Planning Assistance Teams (CPAT)

WA APA & Department of Commerce provide planners & other specialists to communities

Objectives:

- Connect plans with actions
- Identify local & regional resources for sustainable planning

Assistance:

- Consultation: telephone or in-person conference between community & CPAT team
- 1-2 day planning charrette (Friday evening/all day Saturday): in-depth analysis and report

CPAT & Universities

- Has your community worked with APA WA - Community Planning Assistance Team (CPAT)? How did that go? What were the outcomes?
- What possibilities do you see for collaboration between WWU & CPAT?

Reflections ...

The Power of Partnerships

The Value of Experiential Education

- Operationalizes classroom learning in real world setting
- Bridges the gap between the university and the community
- Enhances community sustainability through idea-sharing and capacity building
- Creates a catalyst for larger community change



Monroe Public Meeting, Nov 2018

Through service-learning projects, students receive occupational competence that complements their conceptual knowledge and skills (Roakes & Norris-Tirrell, 2000).

Benefits for Students

- Writing Technical Reports
- Designing Alternatives
- Engaging Community Members
- Presenting to the Public
- Interacting with Professional Staff & Elected Officials
- Securing Internships

Working with the community outside of Western (and academia) was very important to me. It made it seem more real and applicable (UPSD Student)



Monroe Public Meeting, Nov 2018



Ferndale Community Meeting, June 2019

Working on a year-long project with SCP was integral to my senior-year education. I was able to apply my knowledge gained from the job to classes and incorporate class material into problem solving within the SCP project ... I am graduating with a more well-rounded education ... [and] was able to gain hands-on experience that I can take into my professional career. (UPSD Student)

Benefits for Partners

[We] worked with the Sustainable Communities Partnership to explore the future of Downtown Ferndale, to create a vision for the area, and to identify projects (both public and private) that could help realize this vision.... Too often, small communities do not have the resources to work proactively on issues, particularly when communities ... have experienced prolonged change or decline ... SCP combined deep and intentional conversations with community members, with advanced research and design techniques. Ferndale's 2019 project resulted in ... a groundswell of support for community engagement, a different perspective on an area of our community, and great optimism for the future. (City Administrator)



Ferndale Community Meeting, June 2019

Best Practices for Community/University Partnerships

- Organizational administrators support partnerships.
- The partners articulate clear expectations.
- The partners create a shared agenda.
- The partners' capacities are sufficient for the task.
- There is a shared belief that partnerships will be mutually beneficial.
- There is a shared commitment to capacity-building.
- The partners focus on each other's strengths/assets.
- Partners pay attention to communication and cultivate trust.

Thank you!

Questions? Comments? More Info?

Please contact:

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