

AN EXECUTIVE SUMMARY:
CREATING AND SUSTAINING "PEOPLE-ORIENTED PLACES"

(The Transit Alliance study, *Creating and Sustaining People-Oriented Places*, may be downloaded at transitalliance.org.)

COLORADO MAY WELL BE READY
TO TAKE A GIANT CULTURAL STEP

- Much of the West was developed in parallel with the advent of the automobile. The resulting sprawl since World War II is apparent.
- Metro Denver voters in the fall of 2004 took a giant step forward. They elected to invest about \$4.7 billion in FasTracks, which, when completed in about 11 years, will greatly alter the transportation future of the state and the West.
- With that election, the majority of Coloradoans now turn to face the wave of change that is bearing down on the world and the West -- the coming of a growing numbers of seniors, singles, couples and minorities who want more transportation choices.
- Metro clogged highways already produce record numbers of light rail riders on the modest central system that was opened about 10 years ago. This Nov. 17 the majority of people in metro Denver will be exposed to rail with the opening of the strategic southeast corridor of the system. Over the next couple of years about 50 transit stations will begin to go under construction. By 2016, FasTracks will be complete.

TRANSIT ALLIANCE BEST PRACTICES STUDY LOOKS AT
"PEOPLE-ORIENTED PLACES"

- Transit Alliance, a non-profit organization comprised of public, private and civic organizations, is dedicated to creating and sustaining a balanced multi-modal transportation system in Colorado.
- The organization was instrumental in the FasTracks campaign, informing metro Denver voters of the benefits of a balanced multi-modal transportation system.
- On Apr. 6, 2006, Transit Alliance released its new study on national best practices in creating and sustaining "people-oriented places." Transit Alliance believes that a statewide balanced multi-modal transportation system will be essential to sustaining Colorado as a people-oriented place.



KEY FINDINGS REGARDING POPs AND TODs

- Much of the impetus for the new Transit Alliance study came from the \$4.7 billion investment made by metro Denver voters in FasTracks. However, the knowledge, gained from interviews with about 20 thought leaders across the nation is useful to any area in need of more people-oriented development.
- Successful people-oriented places start with clear vision, the ability to see well into the future and consider the rapidly changing patterns and desires of people, while incorporating the essential elements that make a place attractive to a broader population.
- The three stages of people-oriented place development, planning, implementation and management, then work in concert, in a uniquely orchestrated combination. While successful POP development requires clear vision, it also implies continual flexibility, which must be incorporated into place design.
- A powerful parallel is found in Maslow's hierarchy of human needs, as a POP is born, grows and matures in much the same way we do, requiring various degrees of nurturing before becoming a self-actualized mature place. However, even then, it will continue to change with the generations, the seasons and even the time of day.
- While the planning, implementation and management of each place must be unique, there is a hierarchy of physical and non-physical features and attributes that are common in successful POP, such as:
 - a safe and inviting atmosphere
 - a mix of uses
 - population density
 - neighborhood connectivity
 - good management
 - and a blend of pedestrian-friendly features.