



PERKINS+WILL

National Planning Excellence Award for a Planning Firm
American Planning Association, 2015

**LIVABLE
SUSTAINABLE
EQUITABLE**

A street scene in Cambridge, Massachusetts, featuring a brick building with 'S&S' signs and a bus stop. The image shows a street intersection with a brick building on the right corner. The building has 'S&S' signs on its facade. A bus stop is visible on the left side of the street. The text 'WHAT CHOICES DO YOU NEED TO LIVE AND WORK HERE?' is overlaid on the image.

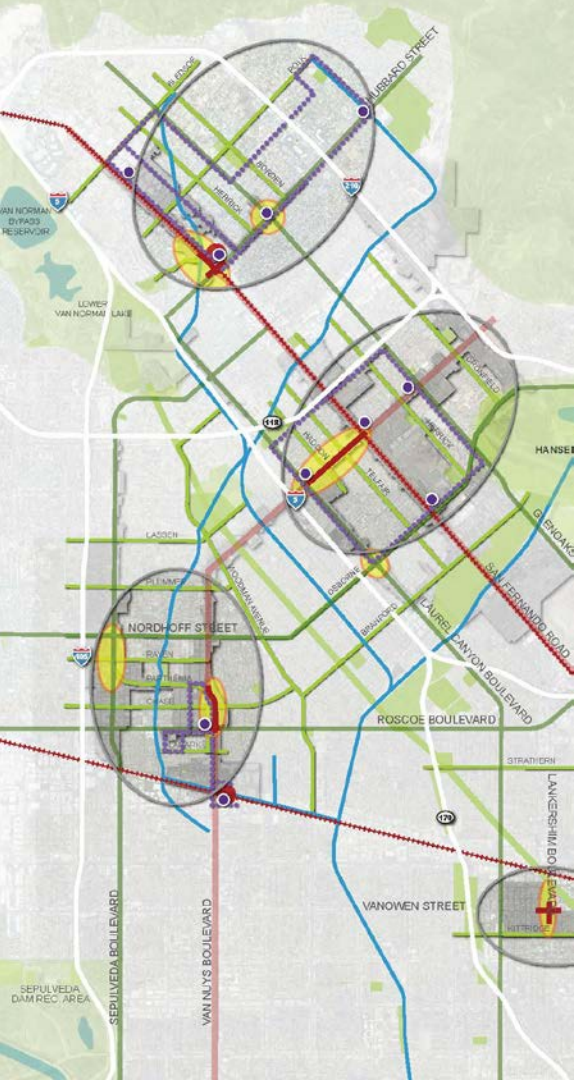
**WHAT CHOICES DO YOU NEED
TO LIVE AND WORK HERE?**



**HOW DO YOU PREFER
TO MOVE AROUND THE CITY?**

A large, diverse crowd of people is gathered in a park-like setting, sitting on the grass and on folding chairs. They are engaged in conversations and looking in various directions. The scene is filled with greenery, including trees and bushes. In the background, a red brick building with a curved glass section is visible. The overall atmosphere is relaxed and social.

WHAT DO YOU CHERISH?



SAN FERNANDO VALLEY STRATEGIC PLAN



EDMONTON REDEVELOPMENT



THE YARDS, WASHINGTON DC



WHAT IS A CITYWIDE PLAN?

Prioritize needs + investment

Improve quality of life

**Renew commitment to people,
places, and ideas**

WHAT DO YOU NEED IN A TEAM?

Shared values

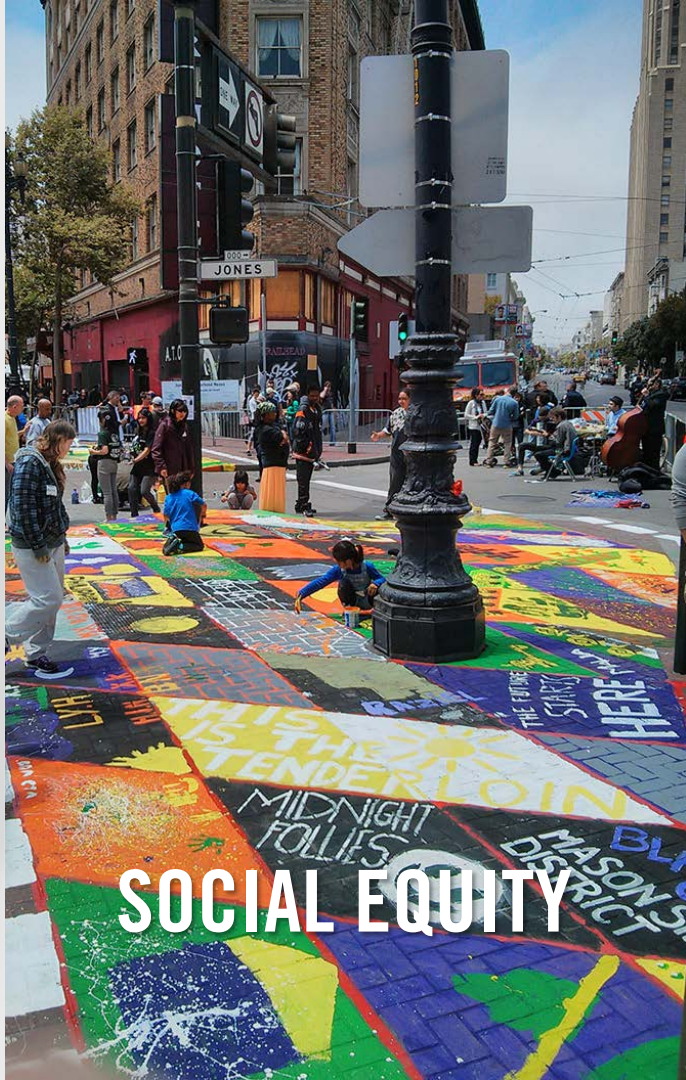
Shared vision

Actionable plan

OUR VALUES



RESEARCH



SOCIAL EQUITY



SUSTAINABILITY



AN INTEGRATED TEAM



TEAM LEAD



**URBAN
VISIONARY**



**PROJECT
MANAGER**





**URBAN DESIGN
+ PLANNING**



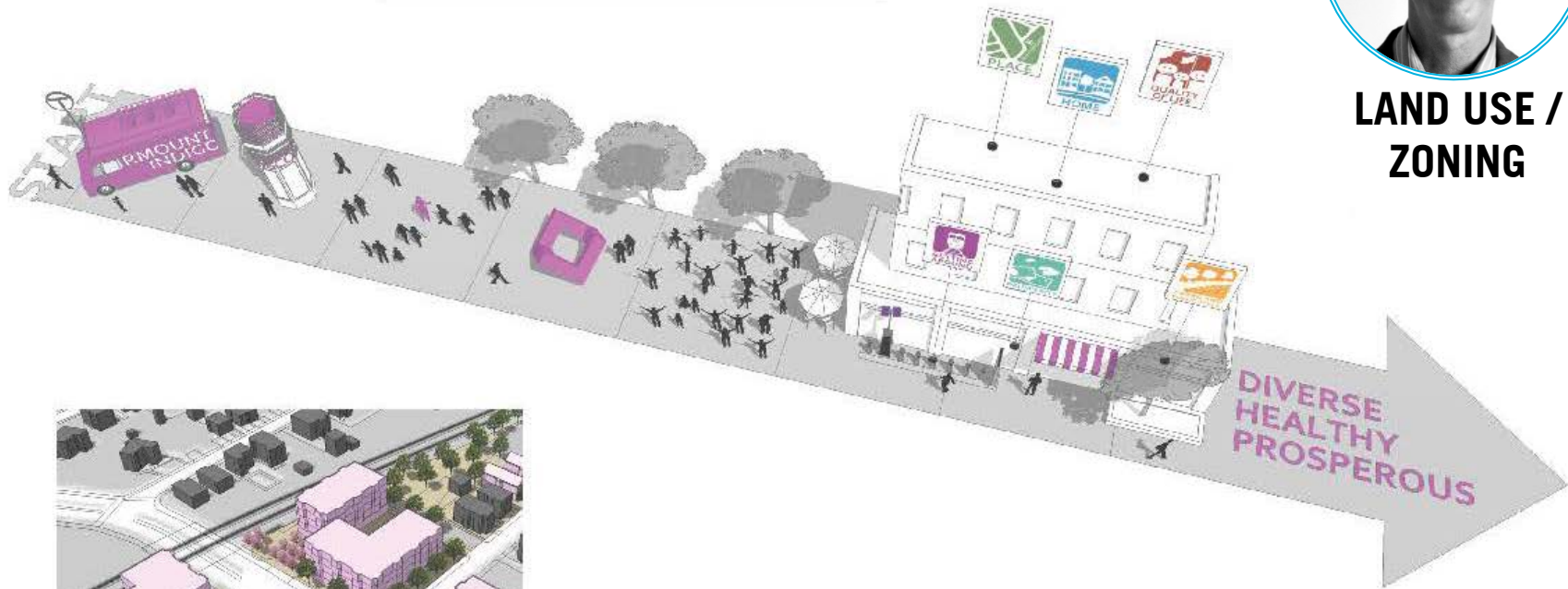
sorelle



LOCAL LIASON



LAND USE / ZONING



ARLINGTON

SOMERVILLE

BOSTON



- Heat 2030's
- Heat 2070's
- Flooding 2030's
- Flooding 2070's

VULNERABILITY

- Gas
- Critical Services
- Telecom
- Energy
- Bridges
- Storm Water
- Railway
- T-Station
- Roadway - Flooding
- Railway - Heat

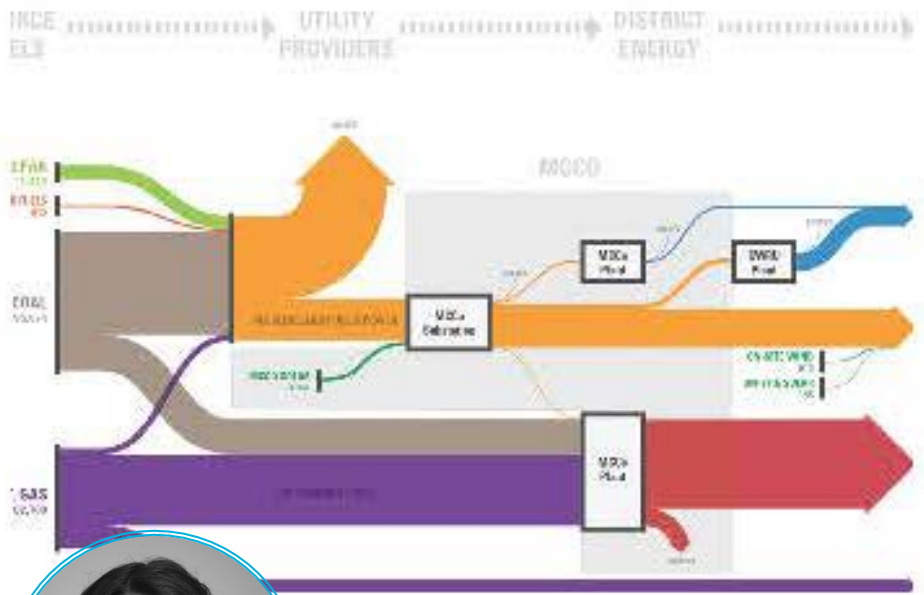
AFFECTED SERVICES

- Vulnerable Populations
- Economic Impact



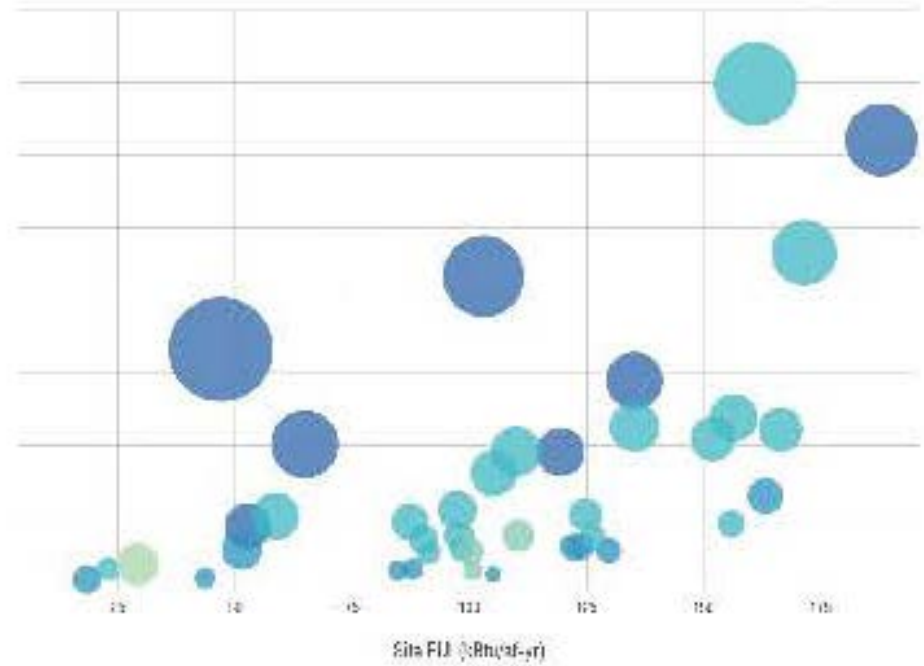
RESILIENCY





ENERGY ILL

Building Energy Consumption





TRANSPORTATION MODES



◇ The Foundry Works Building



**ECONOMIC
PLANNING**

I want

- More affordable housing
- Libraries open
- More focus on affects +

for Cambridge

ourCambridge

I want

more community space
businesses

bridge

I want

- less traffic
- More affordable housing for families with more than 2
- For Kids who to afford +

for Cambridge

ourC

I want

More attention
to Pedestrian
safety (on sidewalks
and crosswalks)

for Cambridge

ourCambridge



**COMMUNICATIONS
STRATEGIST**



**ENGAGEMENT
LEAD**



ENGAGEMENT + OUTREACH



1. Engagement
2. Participation
3. Action
4. Communication

I want
more community space
with small businesses

for Cambridge

ourCambridge

I want

- More affordable housing
 - Libraries open more
 - More focus on how development affects traffic
- ## for Cambridge

ourCambridge

I want

- less traffic
- More affordable housing for families with more than 2 children
- For kids who grow up here to be able to afford to live here when out of college!

for Cambridge

ourCambridge

I want

- less traffic
- More affordable housing for families with more than 2 children
- For kids who grow up here to be able to afford to live here when out of college!

for Cambridge

ourCambridge

I want

More attention

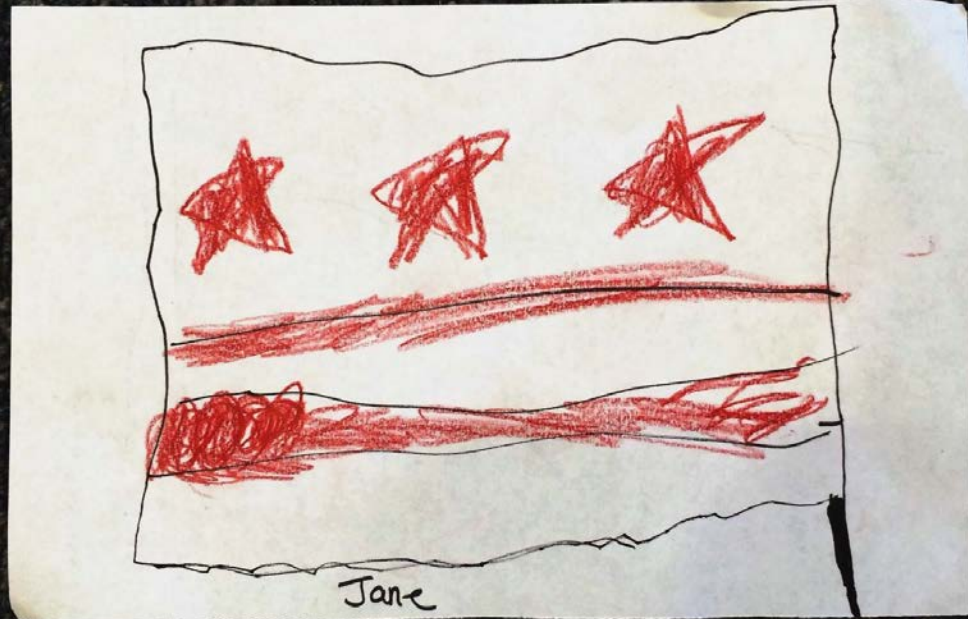
to Pedestrian

safety (on sidewalks
and crosswalks)

for Cambridge

ourCambridge

"YOU KNOW HOW YOU SHARE FOOD WITH PEOPLE?
THAT'S WHAT IT'S LIKE LIVING IN A CITY,



YOU SHARE THE WHOLE CITY WITH EVERYBODY.

IT'S LIKE A HOUSE THAT YOU SHARE WITH YOUR FAMILY.

INGRID, KINDERGARTEN

"KIDS CAN PLANT
SEEDS.

KIDS HAVE
SOME POWER
BUT NOT
ENOUGH."

-THATCHER

AGE 5



“Social equity and diversity” and “life-long learning”

“Healthy community”

“Character of neighborhoods and squares”

Getting to Net Zero Goals

“Environmental Resiliency”

THEMES FROM

CAMBRIDGE CONVERSATIONS

“Social equity and diversity” and “life-long learning”

**OUR
EQUITABLE
CITY**

“Healthy community”

**OUR
HEALTHY
CITY**

“Character of neighborhoods and squares”

**OUR
VIBRANT
CITY**

Getting to Net Zero Goals

**OUR
SUSTAINABLE
CITY**

“Environmental Resiliency”

**OUR
RESILIENT
CITY**

SET THE FRAMEWORK

CITYWIDE PLAN

“Social equity and diversity” and “life-long learning”

“Healthy community”

“Character of neighborhoods and squares”

Getting to Net Zero Goals

“Environmental Resiliency”

**OUR
EQUITABLE
CITY**

**OUR
HEALTHY
CITY**

**OUR
VIBRANT
CITY**

**OUR
SUSTAINABLE
CITY**

**OUR
RESILIENT
CITY**

Diversity

Public Health

Land Use

Carbon Emissions

Adapting to Climate Change

Housing

Streets

Mobility + Access

Water Use Reduction

Post-Disaster Recovery

Econ. Development

Open Spaces

Built Form

Waste Reduction

Education +
Soc. Services

Public Safety

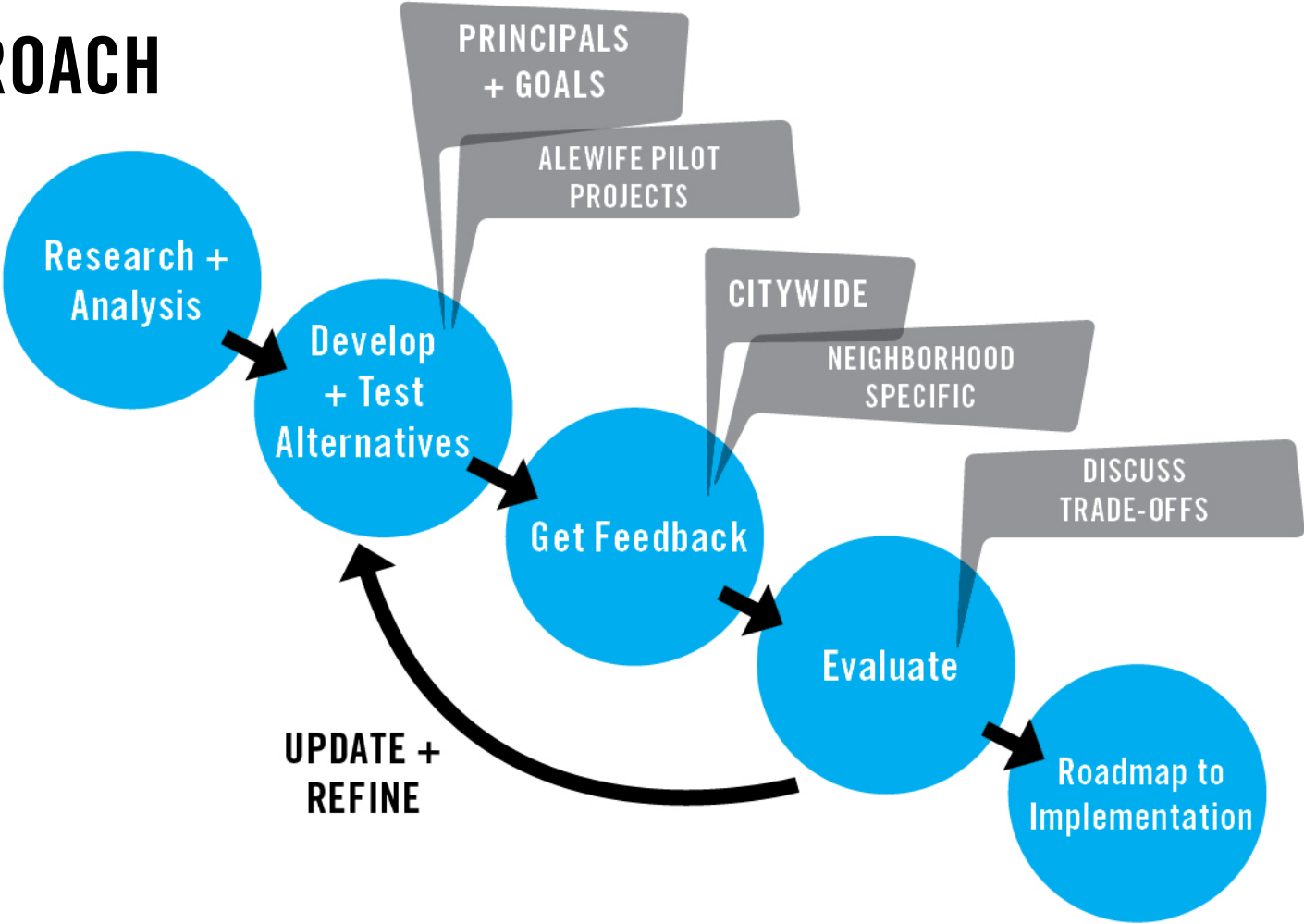
Gray to Green Infra.

Culture + Civic Life

URBAN PROTOTYPING



APPROACH







TO ALTERNATIVES
Carriage Conversation Themes

Provision to Implementation

Neighborhood Studies vs. Citywide Staff

BRUNNENWILL

TOOLS, TECHNIQUES, METHODS

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BRUNNENWILL

COORDINATION

OTHER PLANNING PROJECTS -- GETTING TO NET ZEROS

SCHEDULE

CLIMATE CHANGE PREPAREDNESS PLAN

BRUNNENWILL

FRESH POND / ALEWIFE STUDY

BRUNNENWILL



INTERRELATION BETWEEN DEVELOPMENT, INFRASTRUCTURE, TRANSPORT, CLIMATE CHANGE PREPAREDNESS & PLACEMAKING

Mission Bay + Mission Rock, San Francisco



15 YEARS OF - VISIONING, PLANNING, GUIDELINES DEVELOPMENT & PLACEMAKING

MISSION BAY + MISSION ROCK

San Francisco, California
PERKINS+WILL



HOUSING



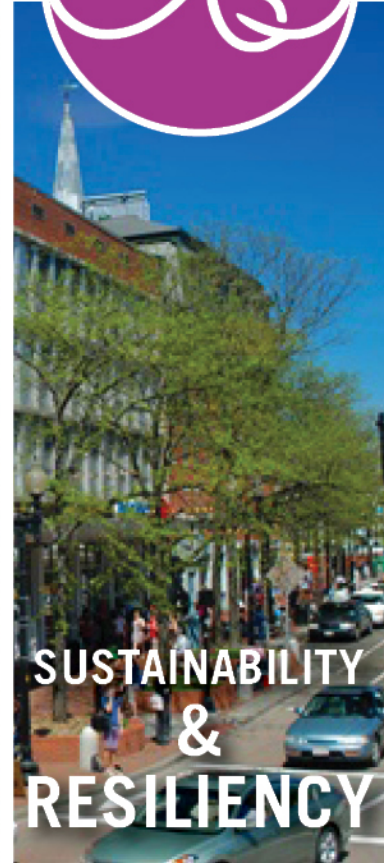
MOBILITY



**LAND USE
MIX &
NEIGHBORHOOD
CHARACTER**



**PUBLIC
SPACES**



**SUSTAINABILITY
&
RESILIENCY**

INCREASED AFFORDABLE HOUSING - 30% TO 40%





MISSION BAY + MISSION ROCK

San Francisco, California





MISSION BAY + MISSION ROCK
San Francisco, California



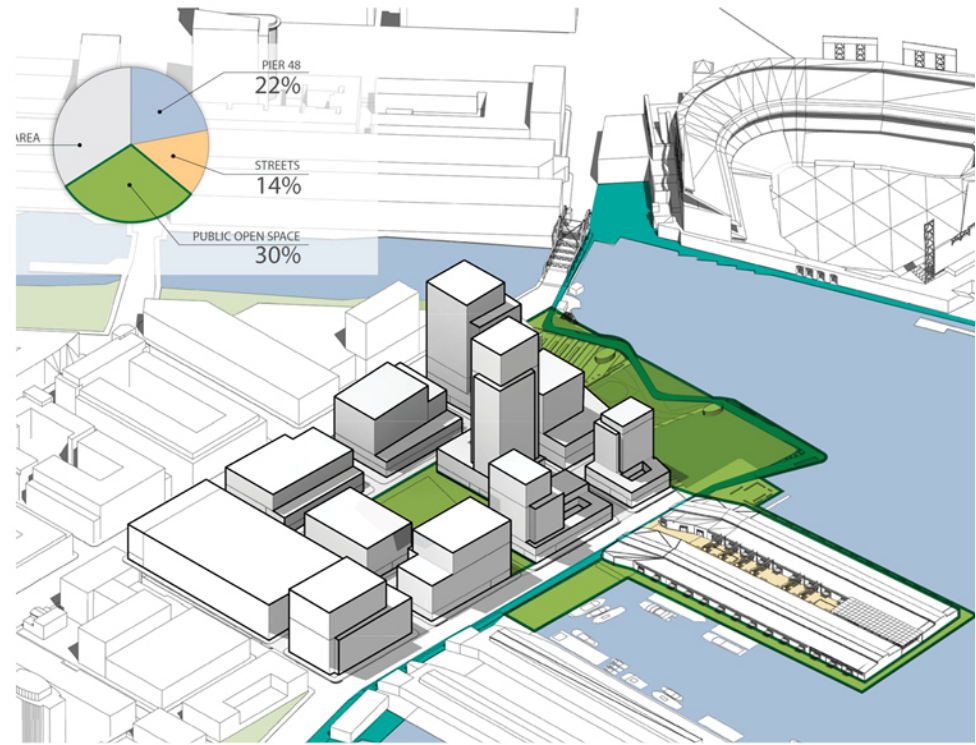
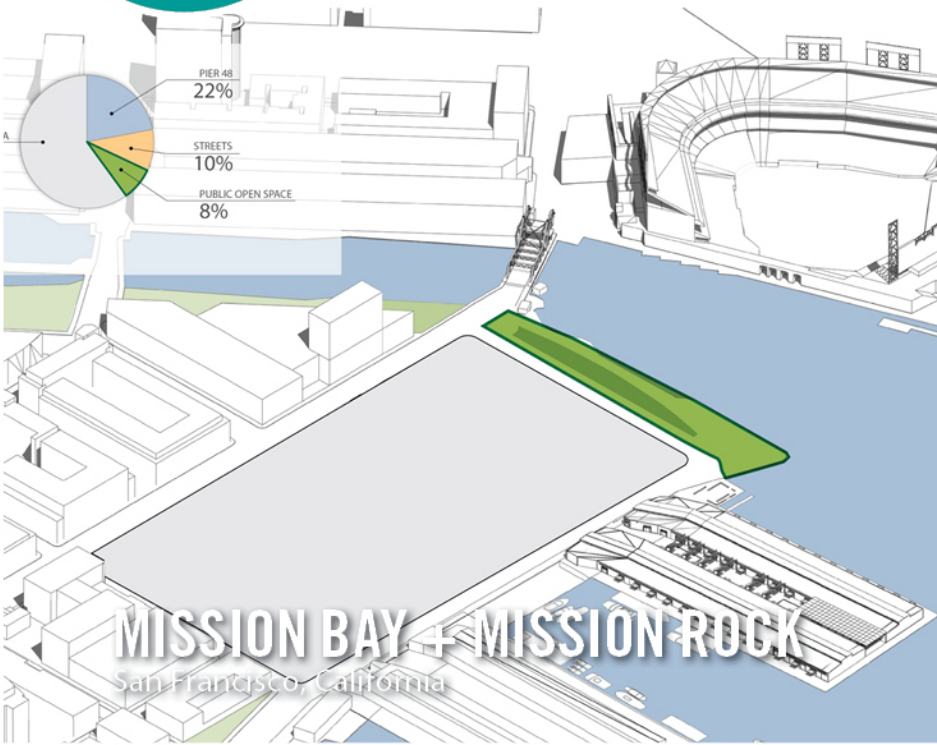
COMPARING EXISTING VIBRANT NEIGHBORHOODS TO DETERMINE THE RIGHT MIX



MISSION BAY + MISSION ROCK
San Francisco, California



OPEN SPACE ESTABLISHES THE NEIGHBORHOOD CHARACTER





MISSION BAY+ MISSION ROCK

San Fernando Valley, California



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