

WALK APPEAL
A STEP BEYOND WALKABILITY

FORUM PRIORITÉ PIÉTON

VIVRE EN VILLE

MONTREAL

15 OCTOBER 29

STEPHEN A. MOUZON, AIA CNU LEED

THE NEW URBAN GUILD

MIAMI BEACH, FLORIDA, USA

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REQUESTS

Please turn your phone on.

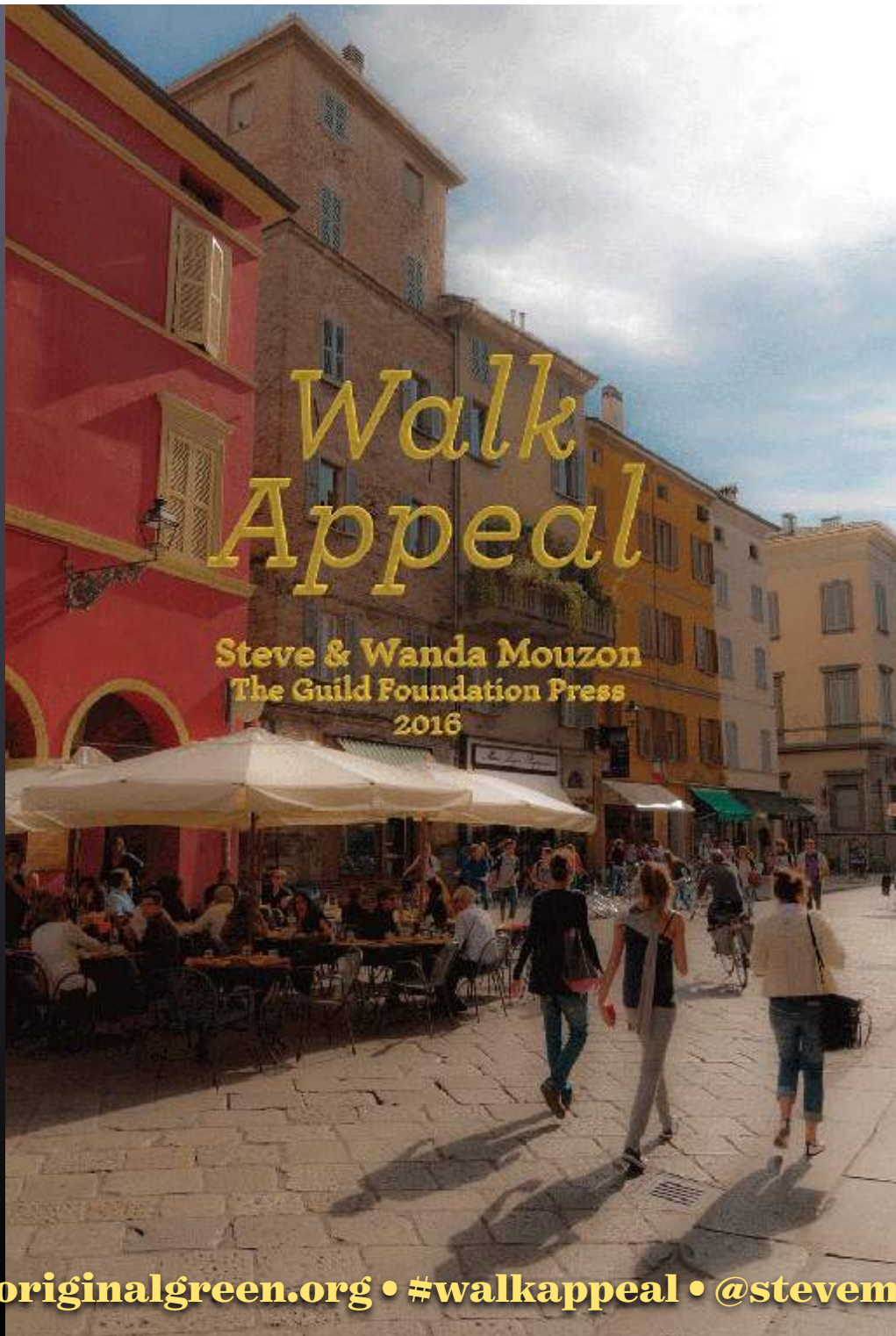
Please use #walkappeal hashtag to tweet-cast.

I'm @stevemouzon.

MOVEMENTS WITHOUT MARKETING



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Walk Appeal

Steve & Wanda Mouzon
The Guild Foundation Press
2016

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SPRAWL RECOVERY GAME-CHANGERS

Transect

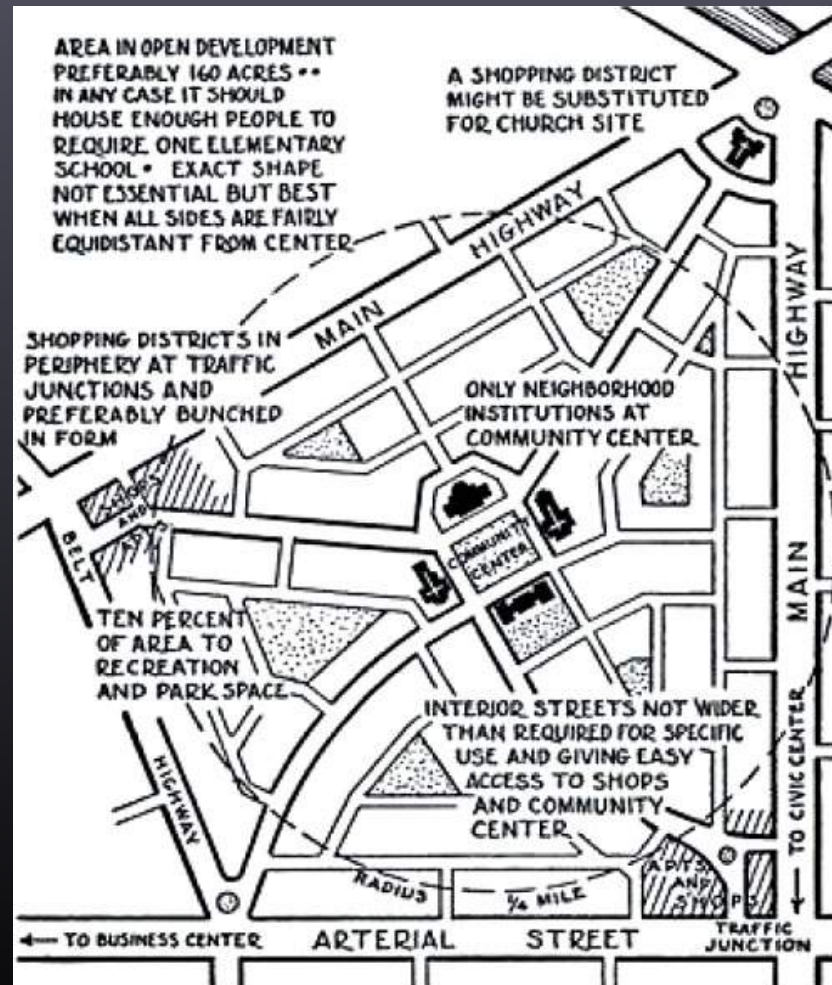
Walk Appeal

Sky Method



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THE QUARTER-MILE WALK



POWER CENTER



ROME



WALK APPEAL MEASURABLES

View Changes

Street Enclosure

Window of View

Shelter

Goals in the Middle Distance

Turning the Corner

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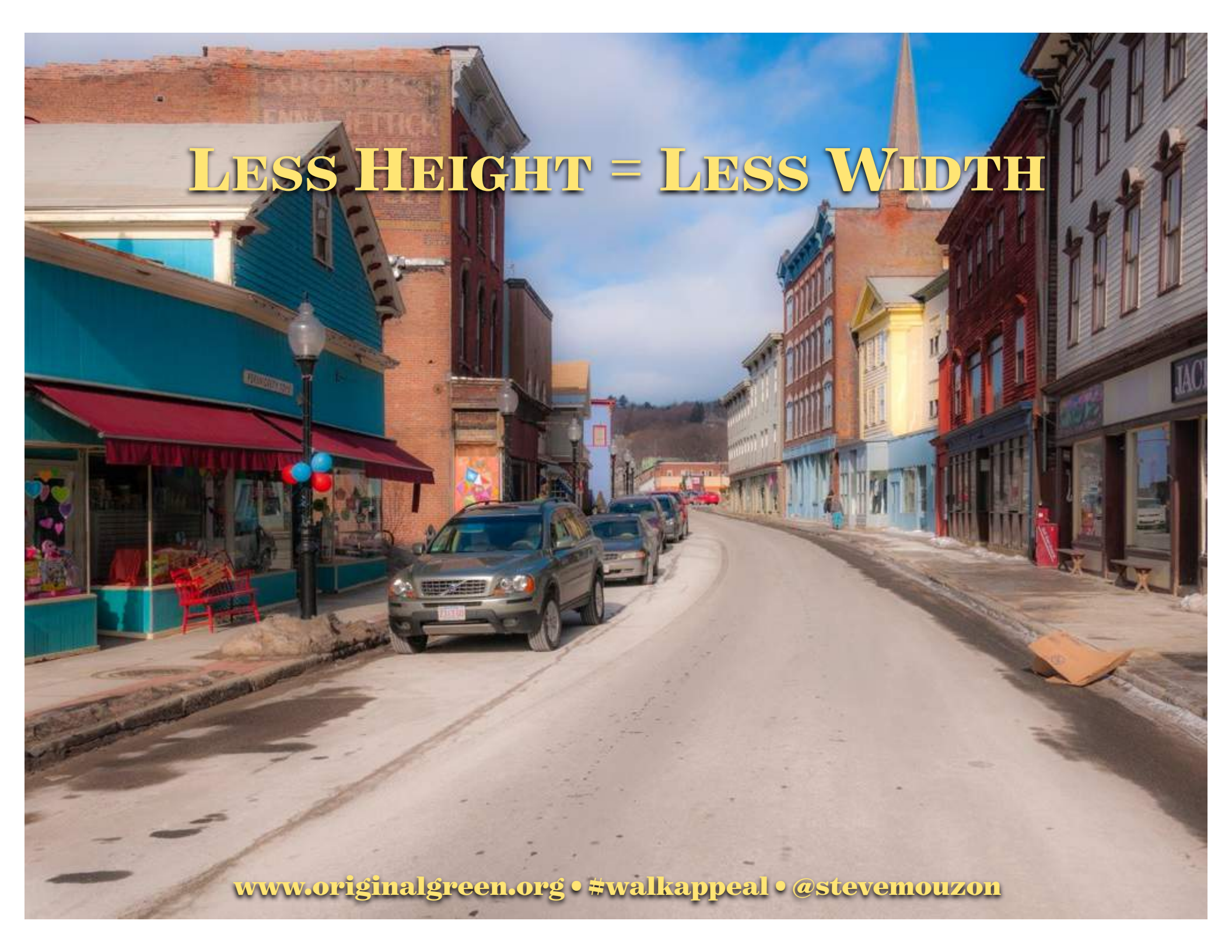


VIEW CHANGES

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STREET ENCLOSURE

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A photograph of a street in a historic town. The street is paved and has a double yellow line down the center. On the left side, there are several buildings. The most prominent one is a two-story building with bright blue siding and a red awning. A red bench is on the sidewalk in front of it. A black street lamp with a white globe stands near the bench. A silver SUV is parked on the left side of the street. Further down the street, there are more cars parked. On the right side, there are more buildings, including a three-story brick building and a white building with a sign that says "JACK". The sky is blue with some clouds. The overall scene is a typical street view in a historic town.

LESS HEIGHT = LESS WIDTH

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J. Brown & Co.
WINDOW OF VIEW & SHELTER

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GOALS IN THE MIDDLE DISTANCE



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TURNING THE CORNER

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NOT TURNING THE CORNER

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BETTER THAN NOTHING

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WALK APPEAL IMMEASURABLES

People

Magic of the Place

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WALK APPEAL = TRAFFIC CALMING



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THE SCALE OF WALK APPEAL



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W6 - GREAT STREET

2 MILES +



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W5 - MAIN STREET 3/4 MILE



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A photograph of a residential street. On the left, there are houses with white porches and railings. An American flag is flying from a pole on the porch of the first house. A woman in a red shirt and black pants is walking on the sidewalk. The sidewalk is made of concrete and runs along the edge of a paved road. There is a grassy area between the sidewalk and the road. In the background, there are more houses and trees.

W4 - NEIGHBORHOOD STREET

1/4 MILE

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W3 SUB-URBAN STREET

1/10 MILE

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W2 - SUBDIVISION STREET

250 FEET



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W1 - PARKING LOT 100 FEET



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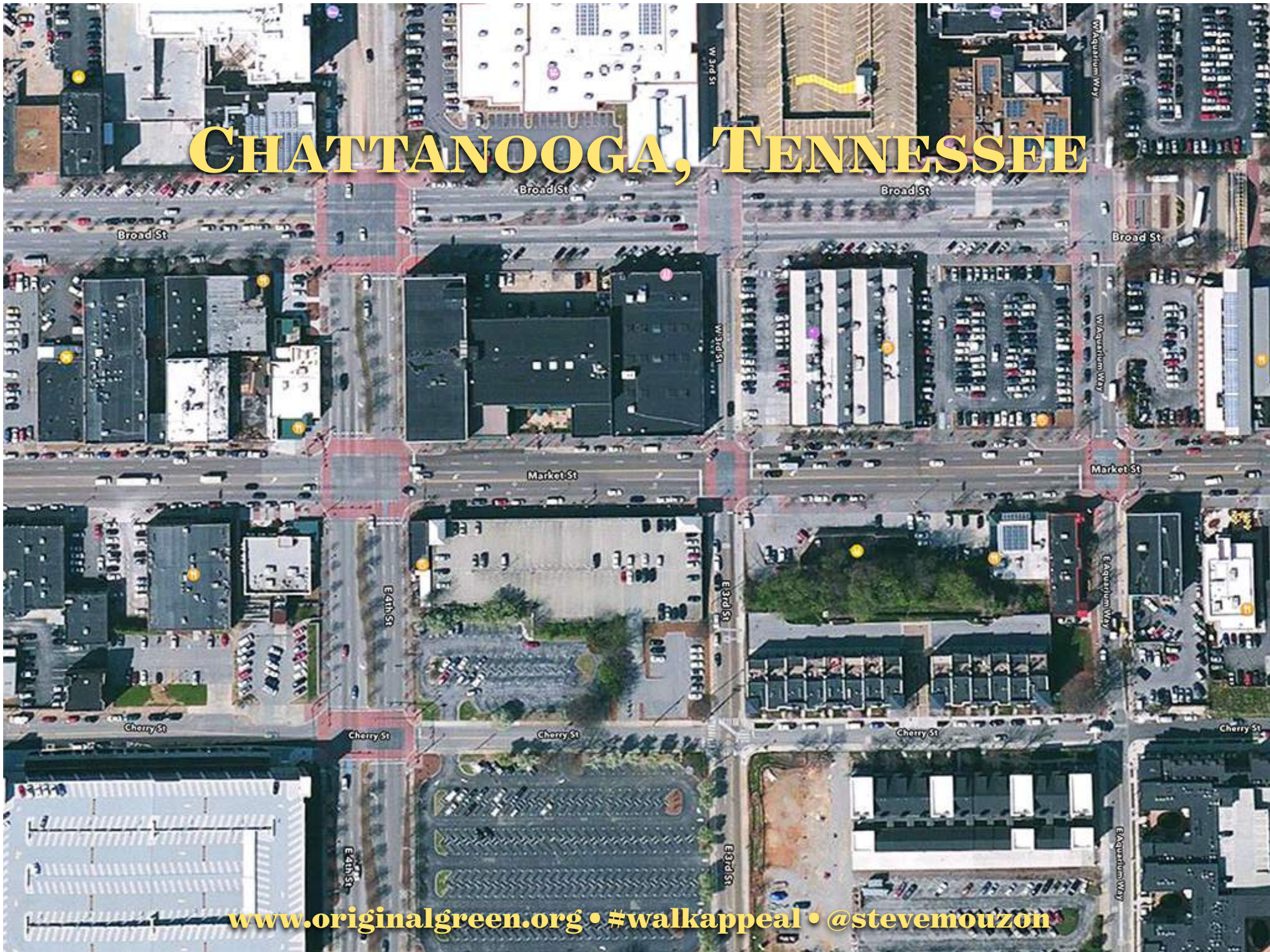
A photograph of a busy street at sunset. The sun is low on the horizon, creating a strong glare on the road surface. A narrow concrete sidewalk runs along the right side of the road. To the right of the sidewalk is a grassy area with a chain-link fence and several parked cars. In the background, there are traffic lights, a speed limit sign, and commercial buildings. The text "WO - UNWALKABLE 25 FEET???" is overlaid in yellow, bold, serif font across the upper part of the image.

**WO - UNWALKABLE
25 FEET???**

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CHATTANOOGA, TENNESSEE

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WALK APPEAL TOOLS

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FRONTAGES



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THINGS TO WALK TO



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CIVIC SPACE

A photograph of a park featuring a central monument, a paved walkway, and lush greenery. The monument is a tall, white, tapered column on a multi-tiered base. The walkway is made of light-colored concrete and is flanked by green grass and fallen leaves. In the background, there are several trees and a parking lot with cars. The sky is overcast.

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PLACES TO EAT



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BED & BREAKFAST

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NEIGHBORHOOD MARKET



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OFFICE & RETAIL



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CIVIC BUILDINGS


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MAKER SPACES - SHARING IDEAS



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MAKER SPACES - MAKING STUFF



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INNOVATIVE CORPORATE SETTING

Focused on Strict Product Line

Inward-Looking

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INNOVATIVE MAKER SETTING

Connected

Outward-Looking

Multi-Faceted

Many Projects

Projects vary widely from one maker space to another.

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BEGIN TACTICALLY

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HACKS & CRACKS

A close-up photograph of a person's hand holding a smartphone. The phone is held vertically, and the screen is lit up. A prominent red square is visible on the screen, positioned above the home indicator. The phone has a dark blue or black back cover. The background is a textured, light-colored surface, possibly a carpet or rug. The text 'HACKS & CRACKS' is overlaid in a yellow, serif font at the top of the image.

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GIFTS TO THE STREET

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Shelter



Refresh



Delight



Direct



Entertain



Inform



Remember



Rest



ON-STREET PARKING

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SIDEWALK CAFÉS

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FRONT PORCH PRINCIPLES

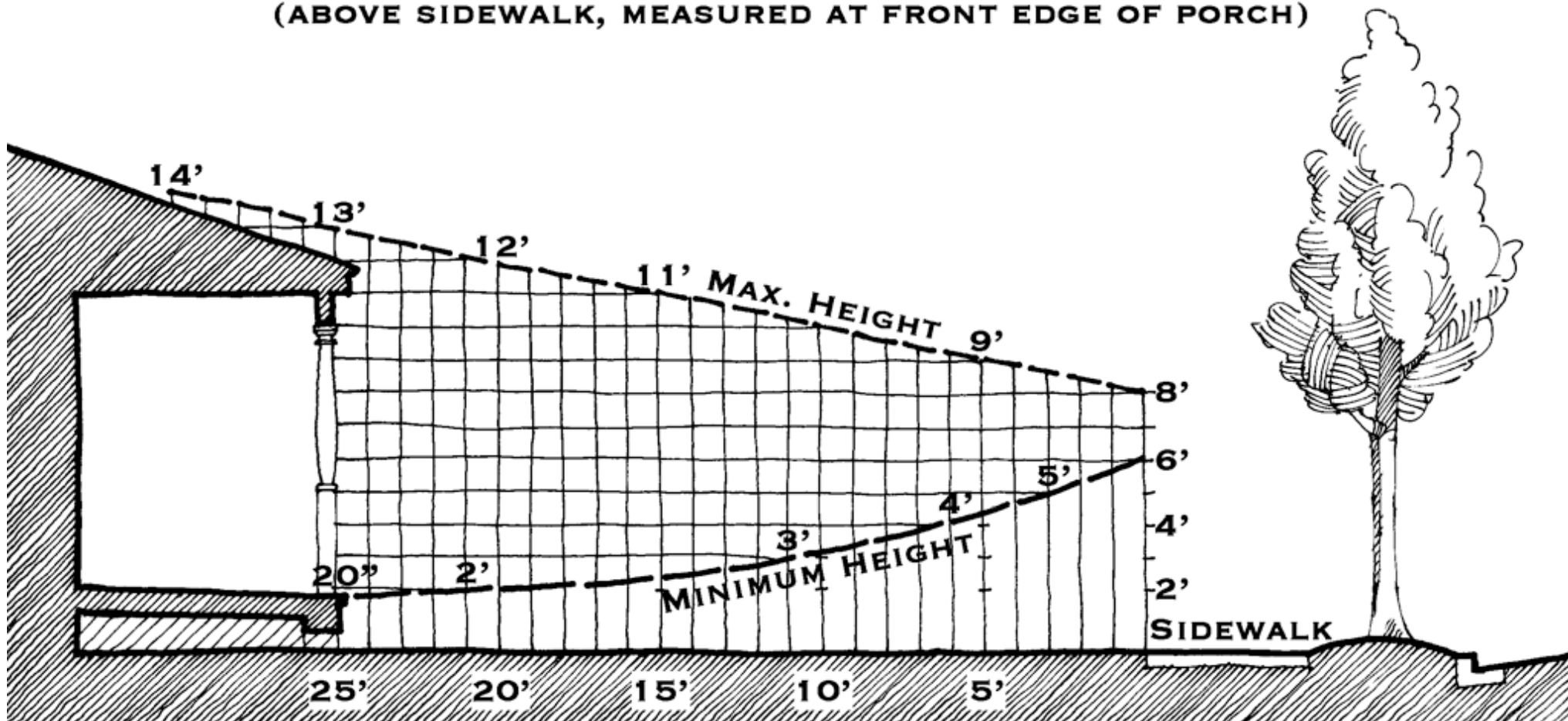


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ESTABLISH PORCH HEIGHT

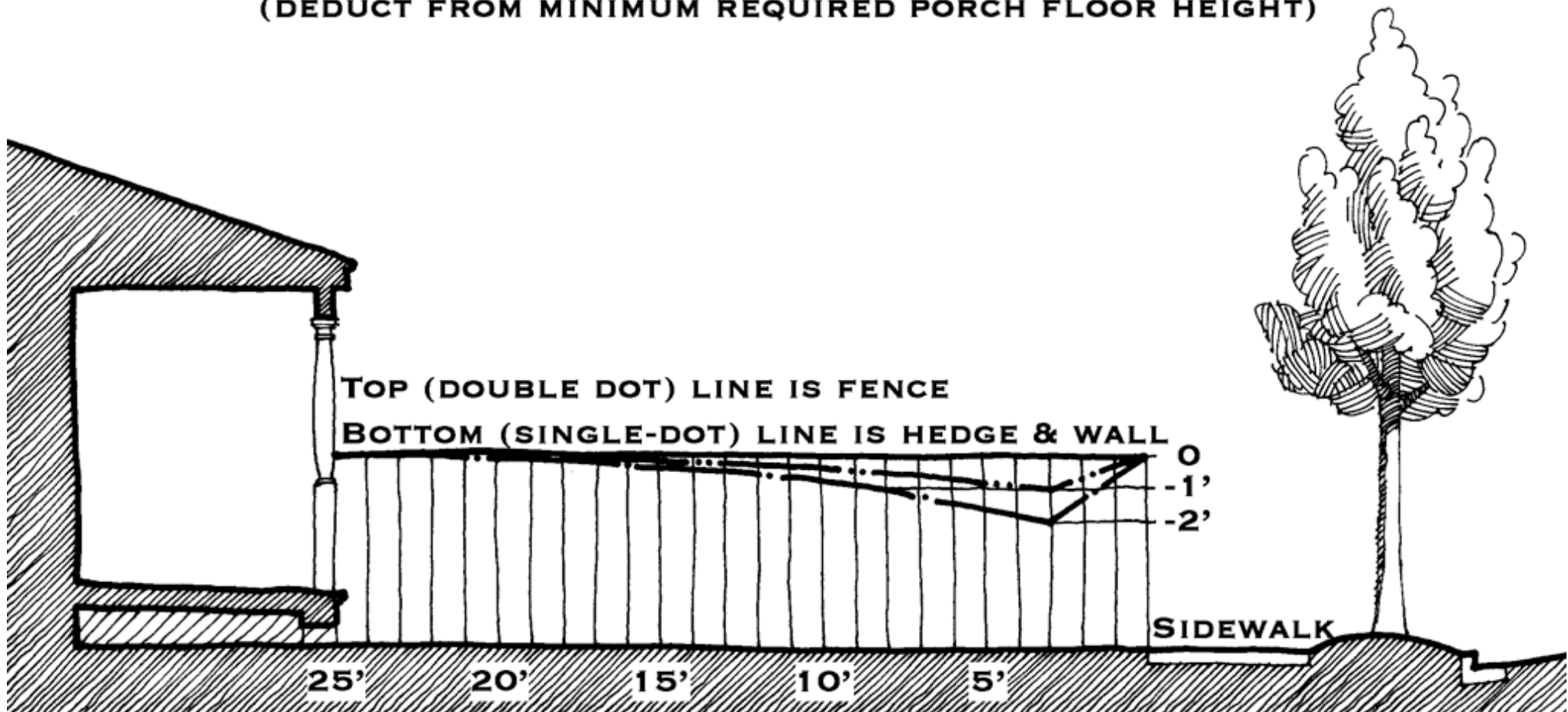
PORCH FLOOR HEIGHT

(ABOVE SIDEWALK, MEASURED AT FRONT EDGE OF PORCH)



ADJUST FOR FENCES, ETC.

FENCE, HEDGE & WALL REDUCTION FACTORS (DEDUCT FROM MINIMUM REQUIRED PORCH FLOOR HEIGHT)



ADJUST FOR RAILING

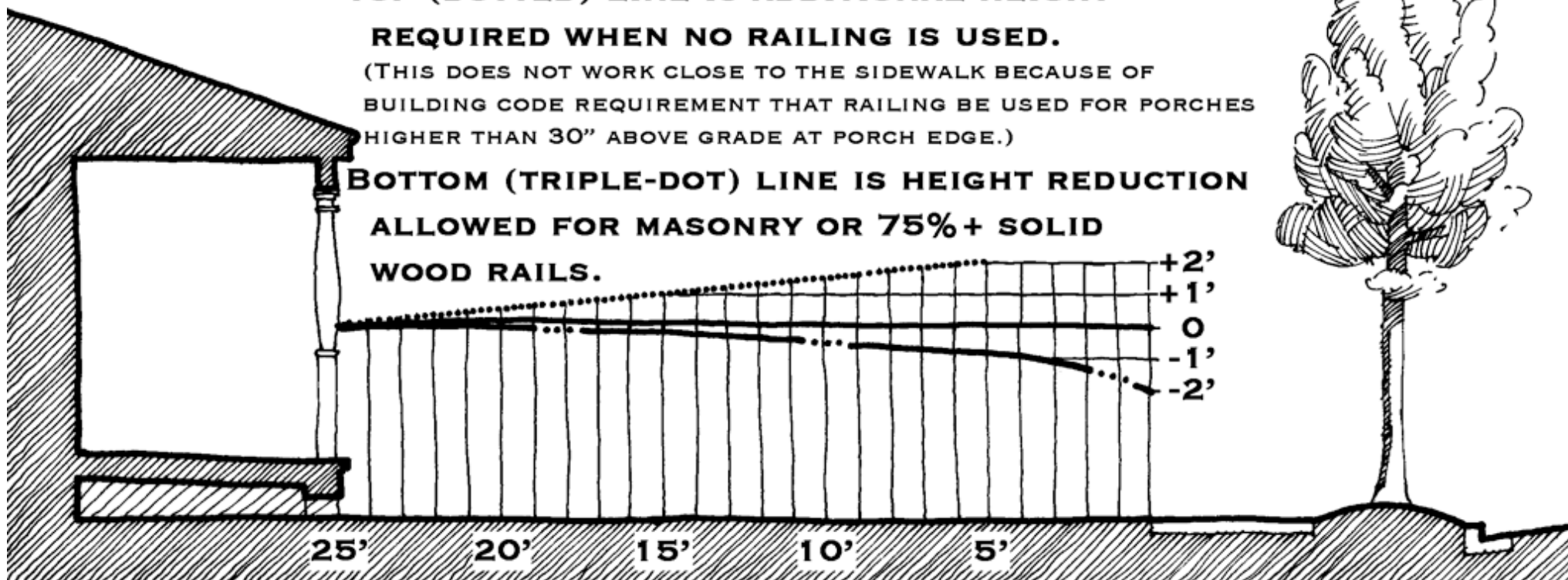
PORCH RAILING ADJUSTMENT FACTORS

(ADJUST MINIMUM REQUIRED PORCH FLOOR HEIGHT)

**TOP (DOTTED) LINE IS ADDITIONAL HEIGHT
REQUIRED WHEN NO RAILING IS USED.**

(THIS DOES NOT WORK CLOSE TO THE SIDEWALK BECAUSE OF
BUILDING CODE REQUIREMENT THAT RAILING BE USED FOR PORCHES
HIGHER THAN 30" ABOVE GRADE AT PORCH EDGE.)

**BOTTOM (TRIPLE-DOT) LINE IS HEIGHT REDUCTION
ALLOWED FOR MASONRY OR 75%+ SOLID
WOOD RAILS.**



LINER BUILDINGS

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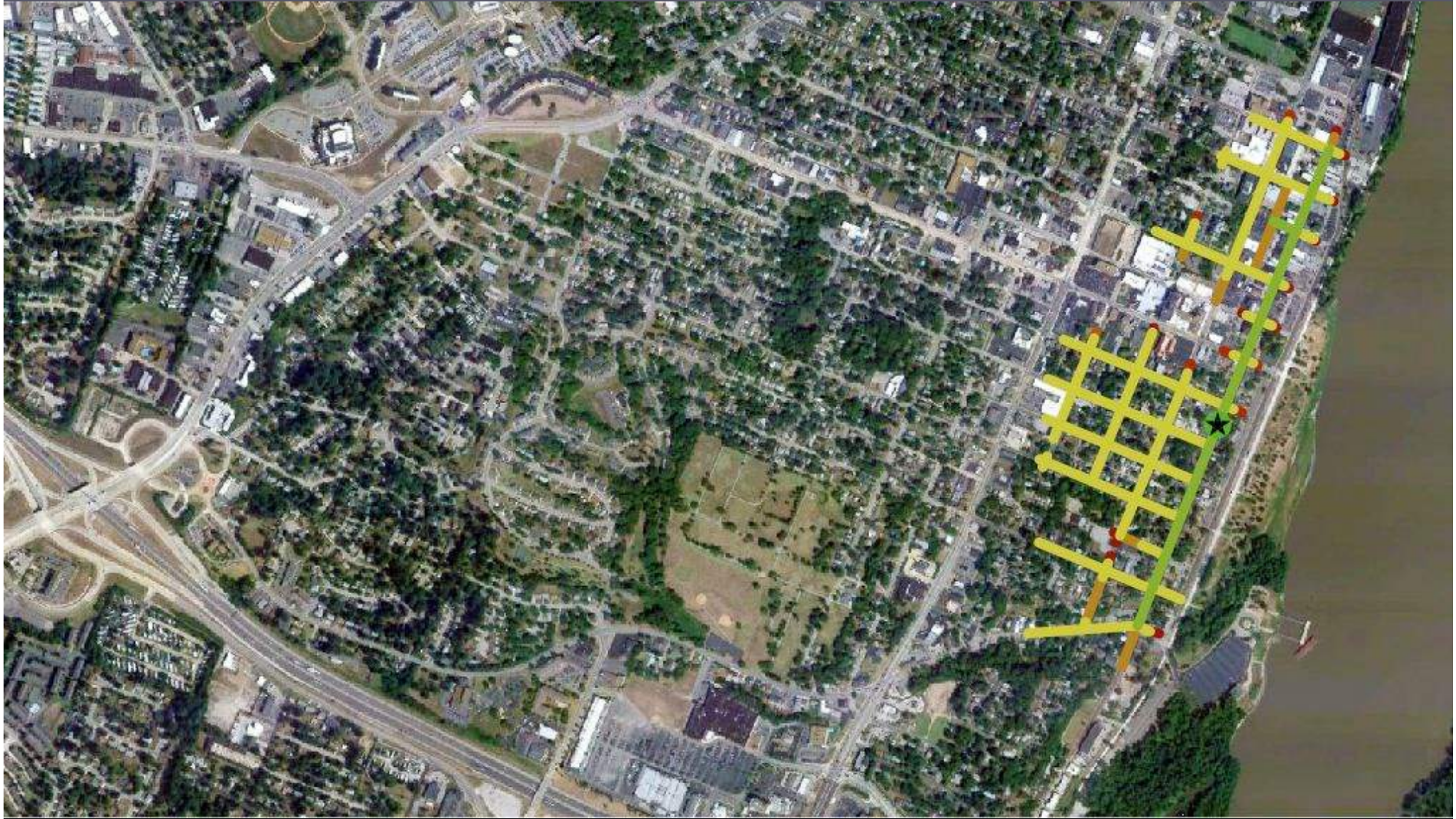


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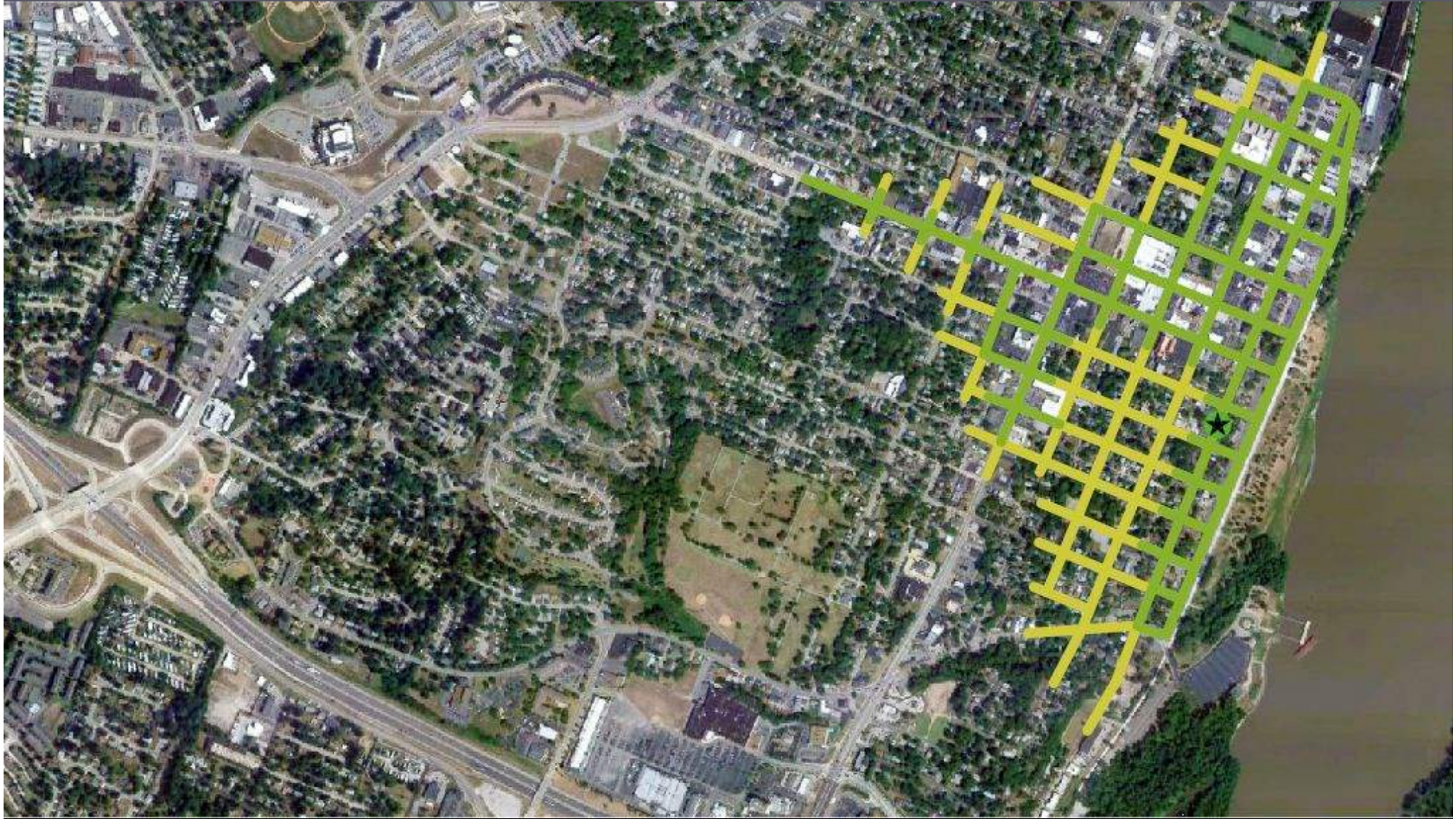
ECONOMIC HEALTH



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WALK APPEAL DIAGNOSIS

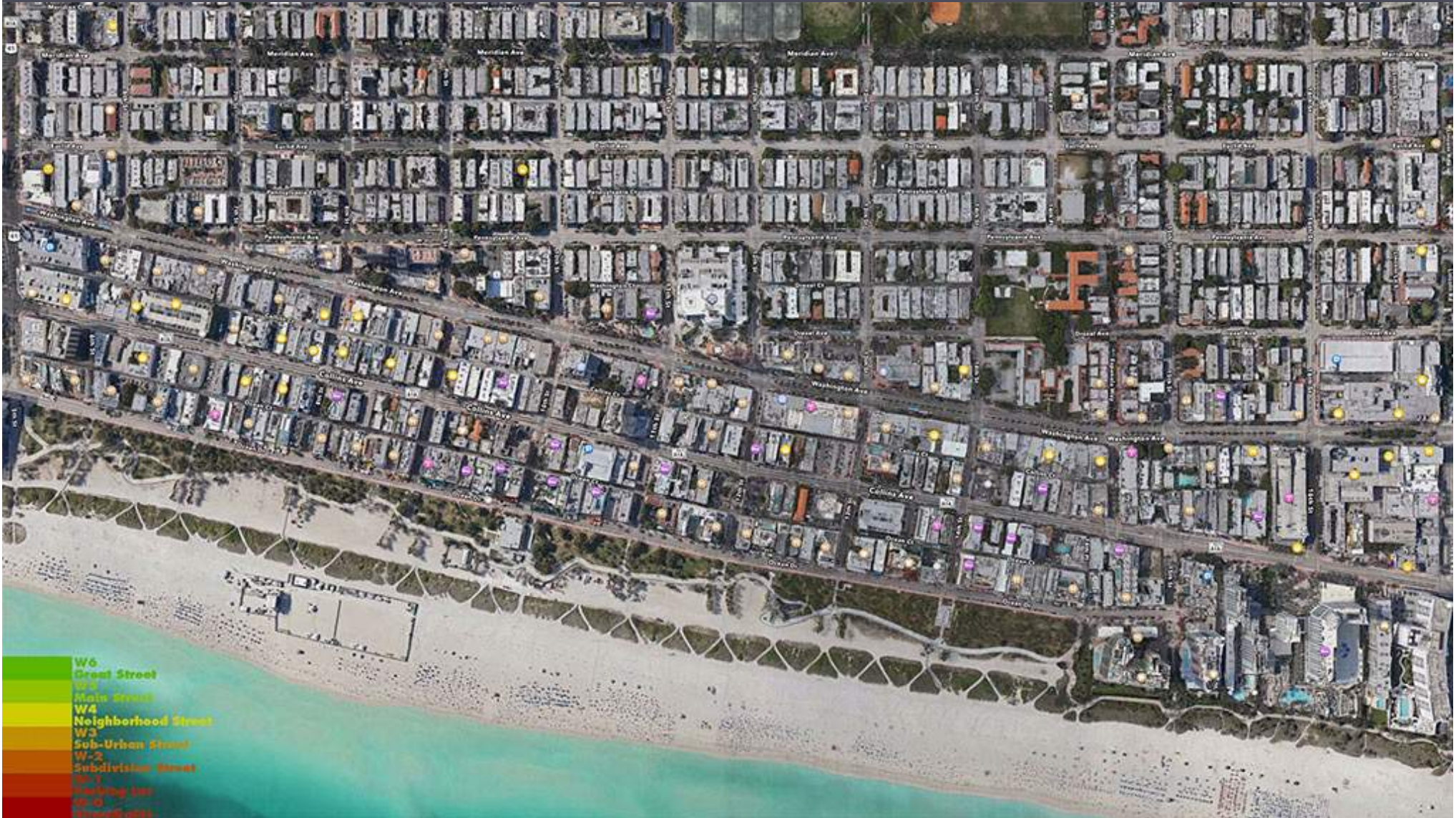
A wide, sunny street lined with palm trees and buildings. The street is paved with asphalt and has yellow-painted pedestrian crossings. A large palm tree trunk is in the foreground, partially obscuring the view. The sky is blue with some light clouds. The overall scene is bright and clear.

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LOW-RENT SHOPS & LOW-DOLLAR SHOPPERS

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WASHINGTON, COLLINS, & OCEAN



WALK APPEAL DIAGNOSIS



A group of people walking on a sidewalk, likely during a walk-a-thon. In the foreground, a man is seen from behind wearing a black jacket with "G-UNIT DENIM" and a logo on the back. Next to him is a man in a white tank top with a colorful graphic. To the right, a man is walking with a blue and black backpack and a water bottle. The background shows other participants and palm trees.

THE TOUGH CROWD

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ENVIRONMENTAL HEALTH

A photograph of a street scene at night. The street is lined with shops, including a bookstore with a sign that says 'SHARP'S'. The street is illuminated by warm yellow lights from the shops and colorful string lights (blue, red, green) hanging from the trees. Several people are walking on the sidewalk. In the foreground, there is a large, ornate, dark-colored structure, possibly a fountain or a sculpture. The ground is wet and reflects the lights. The overall atmosphere is festive and lively.

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LIVING IN SEASON



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WEB OF DAILY LIFE



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Vitamins ●

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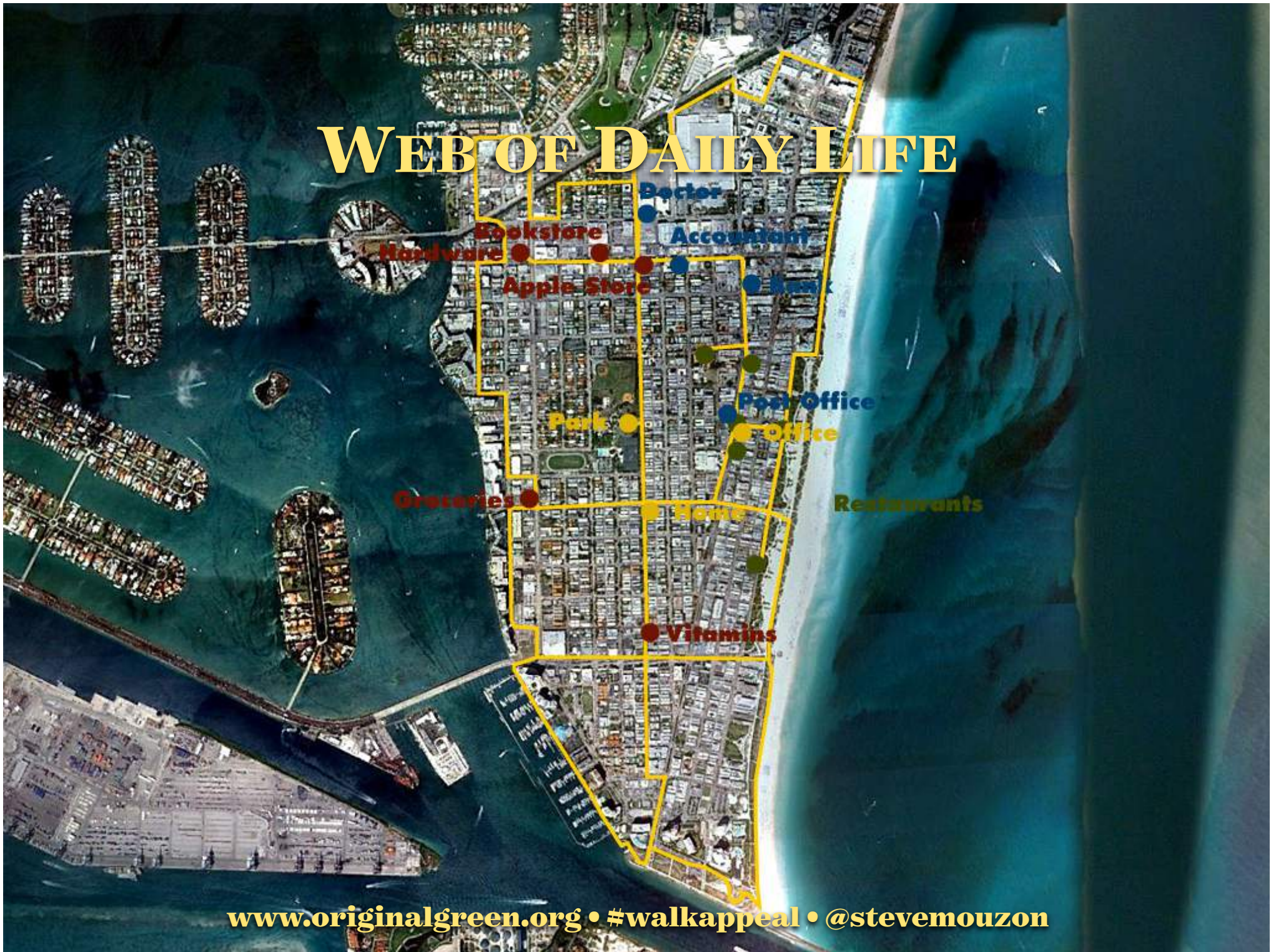


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WEB OF DAILY LIFE



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PUBLIC HEALTH

**MENU
GOURMET
5,00 €**

ENTRÉES

- Salade nicolsa
- Suppe à l'oignon gratinée
- Moules marinières
- Langoustes de Bourgogne
- Parfait de foie de canard
- de chèvre chaud aux amandes
- de d'avocat au saumon fumé

PLATS

- saumon à la crème
- steak maître d'hôtel
- Côtes d'agneau
- salade
- grit de canard
- Plat végétarien

DÉSSERTS

- Salade de fraises
- Glace pistachée
- chocolat amer

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► Select Year

Obesity Trends* Among U.S. Adults BRFSS, 1985

(*BMI ≥ 30 , or ~ 30 lbs. overweight for 5' 4" person)



Source: CDC Behavioral Risk Factor Surveillance System.



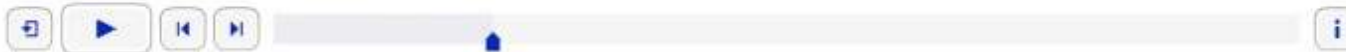
► Select Year

Obesity Trends* Among U.S. Adults BRFSS, 1990

(*BMI ≥ 30 , or ~ 30 lbs. overweight for 5' 4" person)



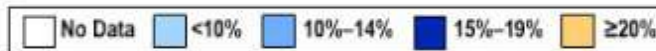
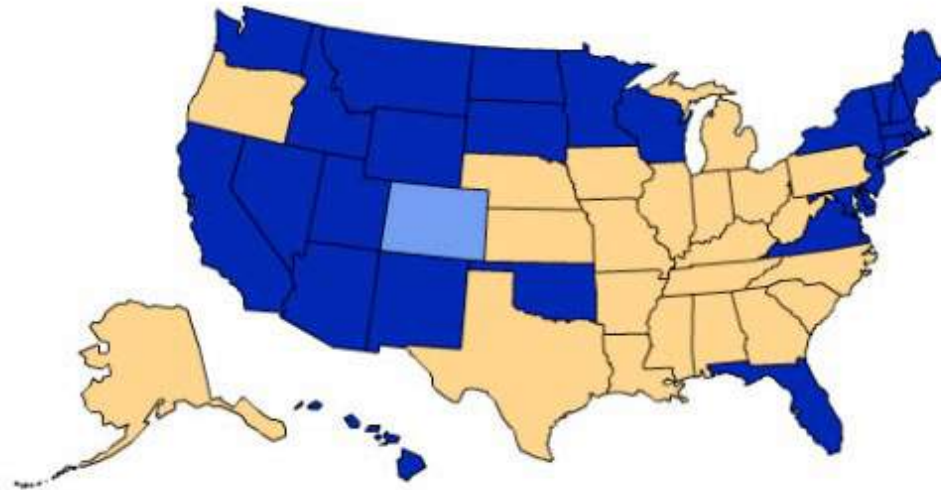
Source: CDC Behavioral Risk Factor Surveillance System.



► Select Year

Obesity Trends* Among U.S. Adults BRFSS, 2000

(*BMI ≥ 30 , or ~ 30 lbs. overweight for 5' 4" person)



Source: CDC Behavioral Risk Factor Surveillance System.

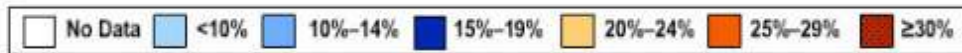
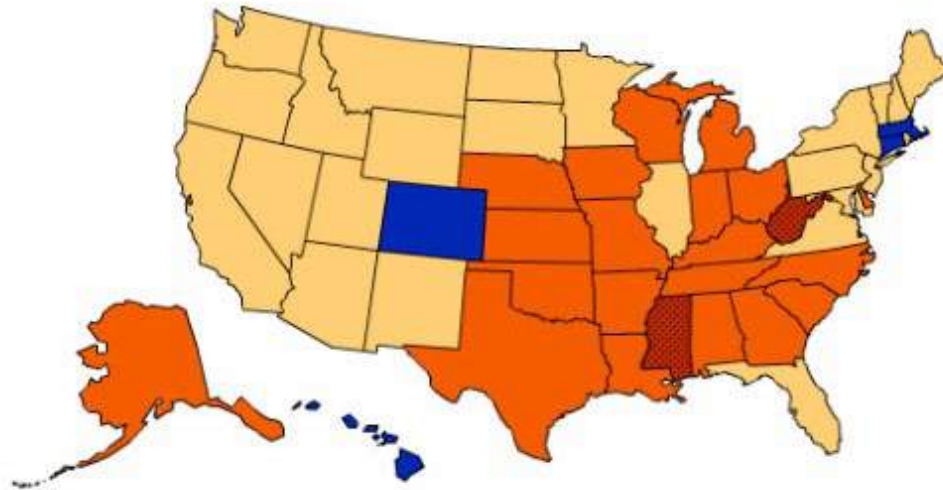


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► Select Year

Obesity Trends* Among U.S. Adults BRFSS, 2006

(*BMI ≥ 30 , or ~ 30 lbs. overweight for 5' 4" person)



Source: Behavioral Risk Factor Surveillance System, CDC.





the
Original
GREEN

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FORUM PRIORITÉ PIÉTONS

Pour une véritable
culture piétonne au Québec

MERCI !

Ce forum s'inscrit dans le cadre de la campagne *Tous piétons! À la recherche des pas perdus.*

Partenaire majeur



Commandites médias

LE DEVOIR



Cet évènement s'inscrit également dans le projet *Stratégies collectivités viables*, rendu possible grâce au soutien et à l'appui financier de :





FORUM PRIORITÉ PIÉTONS

Pour une véritable
culture piétonne au Québec

Mot de clôture

Sylvie Bernier

Ambassadrice des saines habitudes de vie
Québec en Forme