Building a Place: Creating Cultural Singularity for American Cities

Case Study: Kalamazoo, Michigan

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Cities all over America are struggling to build a place, a place that is unique to them, and only them. The purpose of this study is to provide theoretical principles on building a place, as well as an example of practical application of the place building principles. Application of the principles are use on a case study which provides a solution on how to capitalize on a city's unique assets, and translates those assets into elements that build a place, a place of cultural singularity.

City planning, identity making, and greenway theory provided the backbone for this study. The city planning theory for this project came from the eleven principles outlined in the book, How to Turn a Place Around, by Project for Public Spaces. The ecological theoretical principles were drawn from Greenways for America, written by Charles Little. Case Studies in Spokane, Washington; Saint Paul, Minnesota; and San Antonio, Texas, served as functional examples of design where cities are reclaiming and celebrating their waterfront properties, in turn, creating a positive image for the city. It is important for landscape architects to draw planners, economists, ecologists, and architects to the table in order to facilitate the process of city revitalization and identity building.

This study took place in Kalamazoo, Michigan. It focused on a section of land adjacent to the downtown and along the Kalamazoo River. This study created a master plan for an approximately 200 acre site on the east side of Kalamazoo, along the Kalamazoo River. A previous deteriorating commercial site has been transformed into and identity building experience.
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PART I. INTRODUCTION
Cities all over America are struggling to build a place, a place that is unique to them, and only them. The goal of this project is to provide a solid foundation of theory related to building a place, and apply those principles to a case study. This case study examines the city of Kalamazoo's struggle in identity making. It provides a solution on how to capitalize on Kalamazoo's unique assets, and translates those assets into elements that build a place, a place of cultural singularity. First, a brief introduction to Kalamazoo and the site is provided, followed by the theoretical principles that will be applied, and finally, a design solution is presented.

THEORETICAL BASE
A theoretical base was formed to grasp an understanding for creating an identity building experience. This case study examined two types of theory. The first theory was city-planning theory, which was derived from the eleven principles outlined in Project for Public Spaces (PPS) book, How to Turn a Place Around. PPS's principles are rooted in William Whyte's principles of good urban spaces. The second type of theory refers to the ecology and use of the river according to the principles outlined in the book, Greenways: A Guide to Planning, Design, and Development. The framework that these two sources provided built a strong foundation for the principles of design that were applied to the case study of Kalamazoo, Michigan; where the city has turned its back on the river.

SIGNIFICANCE OF THE STUDY
This proposal is a good case study applicable to a number of cities in America that are struggling with identity. Our cities are moving in a direction of monotony which is resulting in deterioration in our quality of life. If cities are able to achieve a unique identity and allow the user to take ownership of their urban environment, our cities and quality of life will be changed forever. This study illustrates and provides an example on creating a city that allows its citizens to take ownership of.

DEFINING KEY TERMS
The following key terms are discussed in this study.
- Identity, Identity making: When establishing an identity for Kalamazoo it was thought of as giving shape to the city on the basis of its origin; not exclusively in terms of historic importance or the desire to preserve the past, but from within, in terms of the city's cultural singularity and unique chemistry.
between people.
• Ecology: Ecology refers to the health of the river corridor in terms of habitat, water quality, and balance between human use and what nature allowed.
• Greenway: A greenway is based on protected linear corridors that will improve environmental quality and provide for outdoor recreation. Greenways typically have a single element as their spine. For this case study, the Kalamazoo River is that element, and the adjacent land is considered the greenway.

INTRODUCTION TO KALAMAZOO

Kalamazoo Historical Background
Kalamazoo was permanently settled in the late 1820’s along the Kalamazoo River. The rivers and streams were developed by industrialists from New England, who created mills and factories along the banks of local bodies of water. The city’s industrial plants attracted many immigrants, mainly Dutch, who settled in nearby marshlands. In the 1840’s Kalamazoo was chosen as a stop for the Michigan Central Railroad. By the middle of the century the city had evolved from an “agricultural village” to a town fully developed with a very diverse economic base, capable of recognizing both cultural and economic trends. Kalamazoo has continued to grow throughout the twentieth century. However, like many other cities which were settled on a river it has grown away from the river, and has experienced significant decay.

What’s happening in Kalamazoo Today?
As a reaction to the deteriorating city, in the early summer of 1994, the City of Kalamazoo and Downtown Kalamazoo Incorporated (DKI) began to create a new downtown master plan with LDR International, Inc. The new Downtown Comprehensive Plan identified problem areas and a guide to revitalizing the city. In the master planning process LDR, and the City of Kalamazoo created a vision for the city. The vision for downtown Kalamazoo is:

“To create and implement a vision of what Downtown Kalamazoo should be, both now and in the future. Prepare downtown to be a dynamic and vibrant area that adapts to changing social, technological, and economic forces. It will combine commercial, retail, arts, entertainment, educational, governmental, and residential interests, and will ensure an economic
environment that is attractive to residents, businesses, consumers, and visitors."

Realizing that the Kalamazoo River is also an asset to the City of Kalamazoo, they created a Riverfront Redevelopment Plan which was finished in April of 2003, for the Kalamazoo River corridor. The vision for the Riverfront Redevelopment Plan is:

The Riverfront Redevelopment Plan envisions a vibrant, viable neighborhood of residential, retail, commercial, recreational and industrial uses along the Kalamazoo River. This will attract a diverse mix of people, young and old; families, singles and empty nesters; artisans and merchants.

Current Projects
As a result of the Downtown Comprehensive Plan Kalamazoo has begun to take a positive outlook on the city. Consequently, Kalamazoo has several different projects being built, and others that are up for review at this time. Kalamazoo is home to the first outdoor pedestrian mall in the United States (fig. 2). The streetscape of the pedestrian mall has been reconfigured and is currently thriving. Renovations to Bronson Park, Kalamazoo’s only park, have been completed too (fig. 3). The Kalamazoo Valley Museum now anchors the north end of the pedestrian mall (fig 4). There is open space directly south, and adjacent to Water Street at Kalamazoo Valley Community College, and it has been suggested that this space could be designed as a museum plaza and open space along the Mall corridor between Michigan and Kalamazoo Avenue. Kalamazoo has identified two main entry points, one on the west side, and one on the east side. Both entry points need to be enhanced. These projects, if done correctly, have the opportunity to move Kalamazoo in the direction of creating identity.

As a result of the Kalamazoo Riverfront Redevelopment Plan more projects have been
implemented. It identified areas for mixed-use housing and a trail system along the Kalamazoo River. A boardwalk under the Michigan Street Bridge and a Veterans War Memorial at the intersection of the Kalamazoo River and the Portage Creek has been completed as pilot projects (fig. 5). Many more projects are being reviewed as a result of the Riverfront Redevelopment Plan.

**PURPOSE OF THIS STUDY**

Amidst all of this planning and visioning of Kalamazoo by the city and corresponding firms, Kalamazoo is still struggling with identity. After reviewing the current comprehensive plans the potential of a key site may have been partially overlooked. This site has the ability to link the downtown and the river together, so they are viewed as one, not two separate entities. The site is located at the intersection of Portage Creek and the Kalamazoo River. This case study looks at the opportunities of that particular site as it relates to the current Downtown Plan and the Riverfront Redevelopment Plan.

This study created a master plan for an approximately 200 acre site on the east side of Kalamazoo, along the Kalamazoo River (fig. 6). A previous deteriorating commercial site has been transformed into an identity building experience.

The purpose of this case study is to provide a process for creating identity and use the missing link between the city and the river as an example of design which creates identity.
Part II. RESEARCH OF RELATED LITERATURE

HISTORICAL PERSPECTIVE

Qualification of a Landscape Architect
Throughout history landscape architects have worked on numerous projects that have allowed the profession to grow into what it is today. The evolution of project types has provided the profession with the ability to solve a diverse range of problems, including identity making. The following examples illustrate a brief history which qualifies landscape architects to work on projects like Kalamazoo, Michigan.

Fredrick Law Olmstead: Back Bay Park
One of the first times landscape architects became involved in the treatment of a river stems back to Back Bay Park in Boston. Located on the Muddy River, Back Bay Park is a tidal overflow zone for the Muddy River. Several thousand acres from Roxbury, Dorchester, and Brooklyn drained into the Muddy River. As the cities grew, the river became infested with sewage. Back Bay Park received much of this sewage which became imbedded in the mud. In 1877, Fredrick Law Olmstead was asked to analyze the site. A design competition was held on June 3, 1878 and Hermann Grundell won the competition, with a prize of five hundred dollars. But they were not to use Grundell's design (Newton, 54). He was to approach Olmstead, who also submitted to the competition, and use him as his professional advisor for development of a new plan.

The new plan was primarily a sanitary improvement of the salt marshes, which is the main storage basin for the storm waters of the Stony Brook. There was also an aim to restore the salt marshes to their original condition. By 1895, the project was successfully finished. But in 1910, the Charles River was dammed. This caused fresh water to fill the basin, rendering the past efforts useless. By 1960, the entire site was covered up. (Newton, 58)

The example of Back Bay Park is perhaps one of the first examples of river restoration by a landscape architect. Because landscape architects understand the ecology and functions of a river, it qualifies them to manage riverfront design in a city. After the restoration of Back Bay Park, landscape architects became involved in the Columbian Exposition, which taught them about form and function of a city.
Columbian Exposition
The experience of the Columbian Exposition added awareness to designing form and function of the city, when before little attention was given to city planning (Newton, 413). Some isolated examples of planning include William Penn’s layout of Philadelphia with predetermined open spaces, Oglethorpe’s plan in Savannah, and L’Enfants plan for Washington.

A young journalist named Charles Robinson, from New York, was so impressed by the Columbian exposition he studied other cities and wrote about it. In 1901, he wrote the first book about planning, *The Improvement of Towns and Cities, or the Practical Basis of Civic Aesthetic* (Newton, 414). More books followed, and this eventually became known as the City Beautiful Movement.

The Birth of Planning
In 1907, the National Conference of City Planning was organized with Olmstead at the helm, as the organization’s first president. Thus, marking the landscape architects entry into planning. In 1923, Harvard School of Landscape Architecture offered city planning as an option towards its master’s degree. By 1929, a separate urban planning degree was offered at Harvard thru the new school of City Planning, under Chairperson Professor Henry Vincent Hubbard, a partner in the firm of Olmstead (Newton, 416-424). At first, the planning profession had little effect on landscape architecture. They continued city and regional planning as they always had, concerning themselves with the analysis of the underlying social and economic factors. Most importantly, a landscape architect was concerned with creating a physical plan that created physical results, for the use of human consumers. To the landscape architect, statistical analysis, program writing, legislative and administrative actions seemed academic if they didn’t lead to useful physical results (Newton, 425).

American Institute of Planners
The American Institute of Planners increased in size and the interest shifted to issues of political science with economists, geographers, sociologists, and lawyers making up the institution. The institution soon became governmentally minded. This is the separation point between planners and landscape architects. (Newton, 425) The planning institution went on to create many policies that limit design today.

The Conservation Movement
Landscape architects were also involved in the conservation movement. Their goal was to create
optimum relations between people and their environment. This notion followed the deepest principles of conservationism. It was through the conservation movement that landscape architects strengthened their role in being a steward for the land.

**Summary**
The era of the industrial revolution polluted rivers in a similar fashion to Back Bay Park. In the twentieth century, the railroad and highway turned the city into a growing industrial zone, prompting, fast, furious, and unplanned development. The results are poorly planned cities as we see them today. The Columbian Exposition illustrates a landscape architects qualification for understanding form and function in a city. Because of the poorly planned cities and the industrial process, many of our rivers have been destroyed. The Environmental Protection Agency has stepped in and forced many cities to clean up their rivers. A landscape architect understands environmental issues; partially do to their involvement in the conservation movement, where the goal was to optimize relations between humans and nature. This is what many landscape architects strive for today. All of these qualities that the landscape architect possessed in the past, and continue to develop in the future, allow them to work on a case study like Kalamazoo. It's time to bring the city back to the river where it originally started.

**RELEVANT THEORY**

**Two Types of Theory**
To bring the city back to the river, two facets of theory were explored. Theory about city planning and the creation of a unique place, coupled with environmental theory, provided a foundation for this case study. City planning theory is the first objective.

**City Planning and Identity Making Theory**
Planning of a city is extremely important. Through city planning, places are created, and places are important to a city because places give identity. Without great public places in the world, there would be no great cities (Madonna, 14). Public spaces benefit the environment, they are good for the economy, and create settings for activities that enhance a city's cultural life. All of these elements combined create an impression on the user, which creates an identity in their mind, an identity that is hopefully unique and memorable.

A great place is made when aspects of access, comfort, image, activities, and sociability are maximized.
Many projects today miss the fundamentals of a great place. Projects usually come about from some political situation, capital budget, or a development proposal. They rarely come from a discussion within the community about what they want. The current approach to planning is a top-down approach, with the officials being on top, and the people's voice lingering near the bottom. The process should start with what the people want, then the officials, a bottom-up approach to design. Basically, the process is upside down (Madonna, 32). The following eleven principles come from Project for Public Spaces, which are derived from William Whyte's principles for good urban space. These principles take the theory one step further by identifying a "how to" approach to bottom-up design.

The community is the expert:
The sooner the community is involved the better. The citizens of the community are the ones who know the best. They are the ones with interest and a stake in the place.

Create a Place—not a Design:
Awards are given by magazines and organizations for good public space design. Yet these spaces are rarely good places. A good place is created when a broader perspective is taken in design and effective management takes place.

You can't do it alone:
All kinds of partners should be involved. Partners can be merchants, schools, or people in or around the community. The more people that are involved, especially those adjacent to the space, the better the place will function.

They always say, "It can't be done":
When an idea stretches beyond the knowledge of an organization, people are told, "It can't be done." If an official says, "It can't be done," what is really meant is that "we've never done it that way before." Many activities such as outdoor eateries or vendors on the sidewalk were made illegal because of sanitary issues, without realizing the devastating implications it would have on our streets. It's time to realize, "it can be done."

You can see a lot just by observing:
Observe a space and you will see how it is used, rather than how you think it is used.

Develop a vision:
Create a mission statement; define how the space will be used and who will use the space. Write a statement of character for the space, and get a conceptual idea about the design of the space. The community often has innovative ideas about how the space could be used.

**Form supports function:**
Often spaces are designed for beauty alone. But, the most important aspect is to understand how the community wishes to utilize the space.

**Start with the petunias:**
Long-term plans are good, and big changes take a long time. However, short-term changes give confidence to the people, showing that something is being done. Short-term wins show that the people’s voices were heard, all the while discouraging the cynics.

**Triangulate:**
Locate elements in a way that increases the chances of activity occurring around them. For instance, place a phone, trash receptacle, and a bench next to each other. Place a reading room, playground, and food in close proximity. Basically, create an excuse for people to talk to each other.

**Money is not the issue:**
Too often the lack of money is used as an excuse for not doing anything, when in fact too much money may discourage creativity. If money is just given to a designer who 'knows better' the voice of the public may not be heard, unless the money is given to a responsible designer, who seeks the voice of the public. Unfortunately, sometimes the public’s voice is not heard. Also, inexpensive improvements can be more effective in drawing people into space than big projects. Effective management, bringing furniture, events, and attractions into the space are very important. If the community is a partner they bring more people, the more people driving the project, the more money that follows.

**You are never finished:**
Management is critical. Spatial designs are on a never-ending continuum. It is estimated that 80% of the success of a space is contributed to good management. Good places are part of the environment, and like the environment they always change (Madden, 33-77).
These principles for designing public spaces provide an excellent foundation for creating public places. The next step is to look at the ecological principles of a riverfront design.

**Greenway and Ecological Theory**
Rivers create very dynamic environments at their banks, whether the banks are man-made or natural. When rivers and cities meet, there is sometimes undeveloped land present. This land is most often referred to as a greenway. A natural greenway is based on protected linear corridors that will improve environmental quality and provide for outdoor recreation (Little, 4). Some cities still have natural greenways along their rivers through the city, but many more are working to replace the greenways they have destroyed. There are a few types of greenways and many principles for developing greenways. The following types of greenways and principles for developing them will also provide a foundation for this case study in Kalamazoo, Michigan.

Although each greenway varies tremendously from one to the next, they can be loosely grouped into the following five categories:

**Urban riverside:**
These greenways were created as part of a redevelopment program along neglected, rundown city riverfronts. The man made canal of the San Antonio Riverwalk is a great example.

**Recreational:**
Recreational greenways feature paths and trails of various types. They may be long or short distance, paved or unpaved, or located along corridors, canals, rail beds, or other public right of ways. One of the more successful recreational waterfronts is Lincoln Park in Chicago.

**Ecologically significant natural corridors:**
These are usually located along rivers, stream, and sometimes ridgelines. They provide wildlife migration and the opportunity for ecological study and hiking.

**Scenic and historic routes:**
Located along a road or highway, they usually provide pedestrian access along a route, or place alight from the car. Many national forests
have scenic greenways. The Road to the Sun, in northern Montana, is an excellent example.

**Comprehensive Greenway:**
This is a system based on natural landforms along rivers, valleys, or ridges. It could simply be an opportunistic assembly of greenway and open spaces of different kinds to create an alternative municipal or regional green infrastructure (Little, 4-5).

**Vision of a Greenway**
After the type of greenway has been established, the next step is to envision what the greenway will become. Think of the greenway as a resource corridor. What does it have to offer in the form of unique landforms, exceptional flora or fauna, or historical and cultural values? Where is the beginning and the end? Are there gaps (Flink, 10-11)? There is usually a key element like a river or rail line that forms the corridor. In this case, the Kalamazoo River is the key element and will help create the vision.

**Develop a Theme**

The next step in envisioning the greenway is to develop a theme. What is the primary function of the greenway (Flink, 11)? It could be a continuous non-motorized trail, or an ecological preserve. The greenway can take on many themes, but most often the corridor itself will determine the theme.

**Create a Statement**
The third step in envisioning the greenway is to create a vision statement. This is different from the theme because it begins to define the basic corridor and what is has to offer to the future of the greenway (Flink, 12). The feasibility of the vision statement can be accomplished through a common sense evaluation, not through a detailed analysis.

**Get the Community Involved**
The final step in envisioning the greenway is to get the community involved. As stated in the city planning theory, the community and their understanding of the issues present is a vital key to the success of the overall plan. Understanding what the community wants helps to create a vision and identity for the greenway.

**Evaluation**
After the envisioning is completed, an evaluation of
the corridor is the next key step. Defining the corridor widths, limits, and barriers in relation to the regional corridors must come first. Next, identifying existing potential habitats is important. The last step is to identify areas that are improving or degrading. All of these elements will contribute, and help shape the uses and characteristics of the final master plan along the river.

**Protection**

Once the evaluation has taken place, deciding what to protect is next. There are several elements that may need to be protected. In addition, historic elements, such as figures, and events of the past that shaped the site, may need to be protected. Architectural elements like the evolution of building style, structure, or buildings unique to the community may have to be protected. Natural significant elements that shaped human habitation and influenced the corridor ecologically, geologically, and hierologically may have to be protected as well (Flink, 140).

**Create a Plan**

Developing a plan is the final step. There are two key components in the creation of the plan. The first, being a thorough investigation of the greenway protection area, including inventory and analysis.

This must be coupled with immense community involvement. Neither should be underestimated for the value, and information they contribute to the overall design concept. If a strong analysis and the communities voice is heard, a successful plan can be created, evoking a unique sense of place based on environmental needs and the communities voice.

In summation, the principles and guidelines outlined in this section form the theory for the creation of the master plan for Kalamazoo, Michigan. Integrating the city planning theory with the greenway theory provides the necessary steps for the creation of an identity building master plan. Once an urban river is returned to the people, it tends to stay that way. (Little, 9)

**CASE STUDIES**

**Introduction**

Case studies for landscape architects typically describe or evaluate a project or a process. They also help answer the big questions between policy and design. These case studies provide positive and negative examples as they illustrate how the creation of a place can be obtained.
San Antonio, Texas: A Man-made Sense of Place
San Antonio's River Walk has been shown to be a model of success. Designed in the 1930's by Robert Hugman, and built and completed in 1968 by WPA labor, it is now the focal point for social, recreational, and economic activity (Greenberg, 32). A local firm in San Antonio, Ford Powell & Carson Architects and Planners, Inc. extended the original riverfront to include a Rivercenter entrance along the river with a retail and hotel complex.

The project is remembered for its unsurpassed sense of arrival as the river-level pedestrian barge approaches the retail center along a curving, and carefully gauged sequence of spaces (Greenberg, 34). The result is a creative and complex space both imposing and intimate, secluded and lively, varied and coherent, functional and fun.

The trees in the space were chosen to create a varied canopy to help further define spaces. The pedestrian circulation works as an efficient and inviting system for the Rivercenter mixed-use development (Greenberg, 35). The new section serves as a town square and marks the stage for river parades, festivals, and even private socialization.

My own personal experience of the riverfront validates all the previous statements about San Antonio to be true. I felt tension and a draw towards the activity at the Riverfront when approaching it. The design details, programming, and scale are perfect. The space is organized well into defined districts. The entire Riverwalk is approximately one story below grade so the opposing city traffic is minimal. It really creates an urban oasis for citizens and visitors to the city. The detail on everything is well thought out. The sidewalks are small and go right to the river edge, with no handrails along the edge of the canal, creating the opportunity for interest and socialization. The San Antonio Riverwalk is truly a model for the creation of a sense of place that cannot be copied. The Riverwalk identifies well with the characteristics of the surrounding city and the citizens embrace it as part of their own, giving it a unique sense of place.

Saint Paul Minnesota: Villages on the River
Saint Paul, Minnesota, is focusing on a new riverfront with urban villages. Like many other cities, Saint Paul's riverfront suffered a decline in the 1980's. In 1992, Saint Paul's leaders recognized that something had to be done (Martin, 57). The city hired architect, Benjamin Thompson to bring their declining riverfront back to vitality. Officials were expecting him to come
back with a detailed economic report, complete with urban design strategies. Instead, he came back with a simple panoramic sketch of the reforested stretch of the Mississippi Valley that transformed the city’s perspective on design. The sketch told the important story of character and created a vision for a sense of place in the eyes of the officials.

The project was completed in 1997. The development framework is based on an implicit understanding of the quality-of-life and the ability of a city to effectively balance economy, environment, and society, providing a primary competitive advantage in an increasingly globalized world (Martin, 58). The plan lays out a framework to revitalize Saint Paul by creating clusters of villages connected by the river and centered around a thriving downtown. Attractions draw citizens and visitors 24 hours a day, and most of the people come from the riverfront housing which holds about 26,000 people within walking distance of the river. The urban villages integrate a riparian corridor that holds and cleans the runoff before it reaches the river. The result is a not a purely “native” river valley in Saint Paul, but a beautiful working river where shipping and service industries thrive, thousands of people live, and the complex river ecology that existed in the past thrives today.

Spokane, Washington: Missing the Point

Spokane, Washington was a rough railroad town. The city had been the center of commerce and agriculture sliced up by intersecting rail lines, freight yards, and train repair stations, while the river ran through the center of it all. After World War II the railroad industries declined, leaving Spokane with an abundance of deteriorating land. In the 1960’s, the civic leaders decided to do something. They sought the opportunity to change the city and host the 1974 Expo.

The old rail tracks and most of the buildings were torn down, and the site was created for the Worlds Fair. Today, the city knows this location as Riverfront Park. The park opened up a view of the falls, where it used to be an industrial wasteland. In effect, this created a space that attracts many users, both local and out of town. The park is a success.

Although the park is a successful space, one searches for an identity to the city. Virtually no private or public projects have added their own spaces to compliment the park. Much of the downtown still seems harsh and barren. The park is an oasis amidst a desert of older, tired buildings and generic, could-be-anywhere new retail, and office buildings (Hinshaw, 128). A string of hotel buildings has created a wall on the north side of
the park resembling those found at cheap summertime resorts or along commercial strips near airports. This has had a compounding effect on the once successful park space and has resulted in a tired and deteriorating space. The whole place could benefit from some of the more contemporary principles of public space today (Hinshaw, 127). The city should be encouraging urban housing instead of hotels, and replacing the several parking lots surrounding the park with development to frame the park. Basically, the City of Spokane forgot the next step, building the city around the ever so successful park, which has the ability to make the city sing as a place or urbandy and civic sociability (Hinshaw, 127). The Spokane, Washington case study would have to classify as an unsuccessful project.

Conclusion
It is important to look at cases of success, as well as cases like Spokane, Washington. Many of the principles in the urban identity and ecological theory outlined in the Spokane case study were not explored; resulting in another deteriorating environment. History has proven that one has the opportunity to learn more from its mistakes than its fervent successes.

DESIGN ISSUES, TRENDS, AND NEW IDEAS

Introduction
The profession of Landscape Architecture is always changing. There will always be new design issues, trends, and ideas as long as people are the main consideration for the design and use of a space. People are dynamic and ever changing. Therefore spaces should be dynamic as well. The following statements encompass some noteworthy, identity building ideas that were used for this case study in Kalamazoo, Michigan.

Issues
One of the key issues to consider is solidifying an identity for Kalamazoo. Today, many cities along a river, like Kalamazoo, are faced with these same issues of ecology and identity. The following are additional resources that helped answer some of the issues of identity making pertaining to this study.

City Branding: Image building and building images
The concept of City Branding correlates with creating identity. City Branding is essentially the same as creating a sense of place, but explained through different means, with a few noteworthy new ideas.
It compares the city to a "brand," a brand of shoes, clothing, or whatever peaks interest. With that said, let's examine the city branding idea.

Urban centers all over the world are being developed in accordance with 'uniform' thinking and traditions of global market concepts; meaning one world, one market, one method, and thus, one concept. While the public wants choice and diversity to connect with the city, it seems to be moving in a direction of monotony. In short, the city needs a soul (Vermeulen, 20).

In order for the city to remain visible in the global village, it must offer a unique position, experience, or range of experiences, distinguishing itself from other cities that cannot be copied. Globalization has shrunk the world. Borders have disappeared physically, and culturally. There is one taste, language, art, and perhaps one mind (Vermeulen, 20). If we are not careful we may become one monoculture worldwide (fig. 7 vs. fig. 8). As a designer, how do we create inspiring encounters with a global culture, without loosing identity and originality?

Designers should design according to local market values (Vermeulen, 24). To do so, designs should be carefully tailored to the supply and demands of the individual market. If the same homogenous market is used throughout the world, inevitably, we will arrive at the same solution (Vermeulen, 20). So it doesn't matter if we copy each other or use the same market, the designs will be the same, unintentionally, of course. Designs should be tailored to local market values, not the same homogenous market; this is when unique designs are created.

The suggestion in City Branding is to use reverse marketing, starting at the top of Maslov's Pyramid of needs, with self-expression, the future marketing tool (Vermeulen, 22). By starting at the top of the pyramid, all other basic functions are met. An emphasis should be placed on giving shape to the city on the basis of its origin, not exclusively in terms of historic importance or desire to preserve the past, but from within, in terms of the cities singularity and unique chemistry between people (fig. 9). Cities are plagued with the same architectural, planning, and commercial chess board pieces, provided to them from the same global monoculture (Vermeulen, 50). One must be original to break from the monoculture. How can this be achieved?

Create images that are original. This will attract a certain type of people in certain stage of life that
will solidify the city's new unique image. Normative spatial, architectural, and developmental approaches that created our cities in the past will not be sufficient to satisfy the uniqueness a city requires today (Vermeulen, 50). However, development based on thematic content and stemming from local identity and culture will brand a city. To be successful in creating original identity, one must immunize oneself against the obsession of origins, and the "paralyzing nostalgia for the desire to preserve the past," and develop based on cultural singularity, and "the unique chemistry between people." This approach to design has the merit of difference. Therefore identity is something constructed, and it is viewed as always under construction (Vermeulen, 52).

In conclusion, there are always going to be new ideas because of the dynamic nature of people. This example of City Branding encompasses additional, important new ideas, to add the previously stated theory about city and environmental planning. With that in mind, here is the analysis of Kalamazoo, Michigan.
PART III. ANALYSIS

Before the analysis of the site occurred some parameters and guidelines were set in order to facilitate the analysis. Guiding questions, project delimitations, and assumptions were made in order to scope the project.

ANALYSIS PARAMETERS

Guiding Questions
The following were the guiding questions that were considered for this study:

- What is the best way, and where is the best place to provide a connection between the river and the city?
- How can the river be used to help solidify an identity for Kalamazoo?
- What function does the river play in creating an entry for the city?
- How will the adjacent land uses along the river help or hinder the overall plan?
- Can enough parcels of land be acquired, and will the current landowners cooperate with the overall plan?
- What role does the proposed greenway trail play in the overall master plan of the city?
- What does the site “want to become.”

Delimitations
The Downtown Plan of Kalamazoo identified many problem areas within the city. Uses and characteristics of what these spaces should become in the future were outlined in the Downtown Plan. This case study looked at how those spaces outlined in the Downtown Plan relate to the site of this case study, but they were not designed. There is currently a plan for a greenway trail system along the Kalamazoo River. The trail placement was considered in this study, but the entire trail was not designed. The Kalamazoo River is also listed as a superfund site through Kalamazoo. This case study looks at how to improve the uses along the river, and realizes the importance of a healthy river, but in no means a river restoration project.

Assumptions
The Downtown Plan and the Kalamazoo Redevelopment Plan have been developed as a result of many studies, from various individuals. Because of these studies, it is possible for this case study to be conducted. The information that was taken from the former studies and applied to this case study is assumed to be accurate and correct. Also, a portion of the site is not under ownership of the City of Kalamazoo. This section of land will have to be acquired if this project is to be built.
REGIONAL ANALYSIS
Downtown Kalamazoo is extremely well positioned in the southwest region of Michigan. It is located directly in the middle of Chicago and Detroit. Being about three hours from both cities, Kalamazoo is the ideal commute to get away from either big city for a weekend adventure. It is also about, 45 minutes from Lake Michigan, and half-a-day from Mackinac Island. It is easily accessible from I-94 running east and west, or U.S. 131 running north and south (fig. 10). Because of Kalamazoo's location within the regional context of larger cities it holds the unique opportunity to draw people to the city, to experience a unique chemistry between people.

SITE ANALYSIS
Analysis of Downtown Kalamazoo
The downtowns single greatest asset is the character of its two different scales of urban form. The larger scale is present along Michigan Ave, the main street of Kalamazoo. The roads are angled and intersect in unique ways, creating opportunity for interaction between all types of users (fig. 13). The main street is very dense and compact with buildings ranging primarily from four to seven stories with a couple of 15 story buildings (fig. 12). The hustle of the big city is present on Kalamazoo's main street, Michigan Ave (fig. 14). But the larger scale of the city lets you identify with it, allowing you to feel as if you are part of the city and not lost within it. This environment is not overwhelming like the larger city, allowing you to relax and enjoy the space. Kalamazoo needs to
capitalized on this characteristic.

Kalamazoo also has a number of smaller scale streetscapes with 2-3 story buildings radiating from Michigan Ave (fig. 15). This streetscape character is very intimate and connects to Kalamazoo's history (fig. 17). These streetscapes are currently under intense revitalization, bringing live a flavor back to the street. One of these smaller scale streetscapes occurs along the pedestrian mall (fig. 18). Here, a feeling of a small town is present away from the larger city atmosphere.

Because of the close walking proximity of these two types of urban form, the user is allowed to identify with the spaces without feeling overwhelmed (fig. 16).

Analysis of Kalamazoo's Rivers

The Kalamazoo River and Portage Creeks single greatest assets are their natural state and the opportunity they hold for recreation. Although many of the banks of the river are natural, the river is considered a superfund site because of the PCB's from the contaminated waste of the paper mills. The overall health of the Kalamazoo River and the Portage Creek will have to be improved in order to capitalize on all the recreation opportunities the rivers provide.

The Kalamazoo River is a medium speed flowing river ideal for canoeing or boating (fig. 19). While the Portage Creek is significantly smaller and shallower, but still navigable by canoe depending on the time of year. Some of the banks of the Portage Creek have been stabilized with gabion retaining walls, but like the Kalamazoo River, most of its banks are natural (fig. 20).

Although the health of the rivers is not ideal, they still can provide a wonderful experience for the user. The contrast of scale of the two rivers creates two different atmospheres, enhancing the overall character of the space. The Portage Creek has a very intimate feel and the smaller volume of water allows the user to swim or go tubing in it very comfortably. On the other hand, the Kalamazoo River is much larger and is more suitable for
fishing and canoeing.

The riverfront is natural and perfect for recreation, but has no connection to the people of the city. The downtown has great urban form, but no recreation and little green space. Fortunately, the proximity of the riverfront to the downtown is very close. This proposal establishes the missing link between these two elements combining them as one, to create a city, an identity, a cultural singularity that can only be achieved in Kalamazoo, Michigan. The following analysis of the specific elements within the site begins to form the criteria to develop a vision for this space.

Analysis of Proposal Site
This proposal site encompasses the missing link to connect the amenities of the Downtown Comprehensive Plan with opportunities of the Riverfront Redevelopment Plan (fig 6). The combination of these areas will create a unique identity for Kalamazoo.

The site is roughly outlined by Gull Road to the north, Mills to the east, Gibson to the south, and Pitcher to the west. It is approximately 200 acres in area and encompasses about a 3/4 mile section of the Kalamazoo River (fig. 23).

Figure 23: Study Area Boundaries

The current Riverfront Redevelopment Plan identifies three themes for development along the river. The “work” portion to the north, the “live” portion in the center, and the “play” portion is to the south (fig 26). A section of this case study falls into the “live” portion of the overall Riverfront Redevelopment Plan.
To the east of the river, more undeveloped land and commercial uses are present. The Kalamazoo River is in its natural banks through the study area. Portage Creek is a tributary that intersects with the Kalamazoo River in the middle of the site. A natural corridor ranging from approximately 50-100 feet wide surrounds both of the rivers within the study area.

A portion of the riverfront trail has been completed under the Michigan Street bridge connecting to the nine hole golf course and Mayors Riverfront Park (fig 30,31). The golf course is along the south side of the Kalamazoo River and has the potential to become green space for the east side of Kalamazoo.

The proposal site is bisected by Business Route I-94 running north-south and Kalamazoo Ave running east-west. There are also active rail lines present on the site (fig 27). The southern portion of the site has existing industrial uses, some of which must stay, while the northern portion has light commercial and undeveloped land. At the west side of the site, Michigan Ave, the main street of Kalamazoo’s retail and historic district, protrudes slightly into the site. Then the streetscape abruptly stops. An extension of the Michigan Ave streetscape would create a connection to the river which Kalamazoo is lacking.
Overall, this is a very dynamic site with commercial, small industry, retail, and ecological corridors. Integrating this site into the existing framework of Kalamazoo will help link the city back to the river, and provide a unique space that enhances the city's cultural singularity.

Figure 32: Proposal Area streetscape

Figure 33: Proposal Area streetscape

Figure 34: Proposal Area Rail lines and building

Figure 35: Aerial from Pitcher Street looking East
Part IV. Design Development
To create a unique place it is important to understand the site as well as its potential users. Understanding who and what the client desires is the most important aspect of design. Translating those desires into a vision that guides the designers and client through the completion of the project is critical.

CLIENT
The user client for this project is the citizens and visitors to Kalamazoo. Their experience and image of place are the main concerns. Much of the information about what the people desire for Kalamazoo has been gathered from the comprehensive plans and applied to this study. The City of Kalamazoo is the project client, who has sponsored the numerous studies and provided the comprehensive plans.

VISION STATEMENT AND GOALS
A simple, clear vision is the single most important part of design. By designing from a vision an identity will be formed and maintained. If designs are created without a vision, or solely from a program that simply outlines what needs to be in a space, an identity cannot be certain.

The identity cannot be certain because when elements of design are combined they create emotions within the user, if the elements are not carefully thought out, the wrong emotions or no emotions may occur. By allowing a vision to drive a project the correct programmatic elements can be placed to achieve the desired identity. Only spaces that are designed with a vision that strive for an identity that is as dynamic as the people will survive. Simply placing elements in space will not create a great place.

The previous vision statements for Downtown Kalamazoo and the Riverfront Redevelopment Plan simply list the programmatic elements for the space. They vaguely describe the feeling of space and what the user interacts with. This case study establishes a vision for the proposal site that guides the design process and programming to achieve identity. The vision for this case study is:

"to establish an identity for Kalamazoo by linking the characteristics of downtown and the river through a transition zone that enhances how the users interact, feel, and remember the city and the river."

Now that the vision for this case study is understood, the goals on how to achieve the vision can be discussed. It is just as important to have the goals for the project as simple and concise as possible so the designer and client can relate, remember, and implements them effectively. Complicated, unclear goals will only be lost in the design process.
Goals:

Connection: Create a space that links the opportunities of downtown with the amenities along the river.

- Provide a zone of transition from urban form to natural form, that draws people to the city and the river.
- Create destination points along the river within the study area
- Use infill development to extend the city to the river

Identity: Craft a dynamic transition zone that capitalizes on the distinct qualities of the downtown and the river, enhancing how the user connects with the space.

- Create different scales of pedestrian space so the user will find someplace comfortable to reside
- Create elements and a range of experiences that are unique to Kalamazoo
- Define entry to the city by using elements like sculpture, streetscape enhancement, and the river

**SCHEMATIC DESIGN**

Some very important issues have been identified from the comprehensive plan, riverfront plan, and analysis of the proposal area. The following conceptual development map outlines the major challenges to achieve the desired goals (fig. 36). From the conceptual development map the following schematics were created so that an understanding can be gained about how to address the issues in different physical configurations.

**Michigan Ave Park Schematic**

This design creates a very large park between the re-routed Michigan Ave and the existing Kalamazoo Ave. The new configuration of Michigan Ave utilizes a lot of land which is not currently being used to its fullest potential. The large park is terminated on the east with a river walk
along Portage Creek, and begins to form an entrance to the city. The streetscape along Michigan and Kalamazoo Ave is extended with new infill development bringing the city out to the riverfront. The riverfront development then grows to the north along the Kalamazoo River and begins to make a connection to the residential communities. Michigan Ave will have a two way configuration in this scheme, while Kalamazoo Ave remains one way, and Ransom Street would become one way by suggestion of the Downtown Comprehensive Plan.

A sliver of green
This configuration also changes the direction of Michigan Ave and creates a sliver of green space to direct movement to the river. Development would only be allowed on the outer edges of Kalamazoo and Michigan Ave creating a beautiful enclosed, perfectly scaled, urban park linking to recreation opportunities along the river. A large convention center is suggested along the south side of Michigan Ave and to the east of Portage Creek. This would create an anchor to the space and provide a lot of users. The riverfront development in this scenario grows along the Portage Creek to the north and south, connecting the heritage of the industrial uses to the south, with the residential communities to the north. Plenty of parking is provided behind all of the stores along Michigan Ave, in what was currently unused land. Michigan Ave would also become two way in this scenario, and Kalamazoo Ave and Ransom Street will be the one way streets. A sense of entry is enhanced by the veteran's war memorial and the buildings to its south. Destination points are created along the river and in the park, along with a unique urban park atmosphere, which begins to create a sense of place for Kalamazoo.

Figure 37: Michigan Ave Park schematic
surrounding residential communities. A large convention center is located on the south side of East South Street, and to the east of Portage Creek. Just to the north of the convention center, retail shops and restaurants begin to create an entry to the city. By extending the streetscape along Michigan Ave and creating a park atmosphere in the city, Kalamazoo begins to obtain its own unique flavor.

Directing city to river
This scenario leaves Michigan Ave in its current configuration, but extends East South Street to business route I-94. A sense of direction to the river is achieved in this schematic too. The streetscape along Michigan Ave is extended and a new streetscape is built along the extension of East South Street. This creates an envelope for a very large park to reside in, bringing nature into the city. The riverfront is extended mostly to the north along the Kalamazoo River connecting city, river, and the

Figure 38: A Sliver of Green schematic

Figure 39: Directing City to River schematic
MASTER PLAN
The master plan for the proposal area took into consideration the positive and negative attributes of each schematic design, evaluated the results, and composed a plan that achieves the goals that were set in the beginning of the project, creating an identity for Kalamazoo and a connection to the river.

After taking into consideration what is already available in Kalamazoo, the unique identity building elements of Downtown Kalamazoo's urban form, and the character of the river, it has been decided that the best use and character of the proposal area should be a park like setting. This decision was based on the previous analysis of the inherent qualities of Downtown Kalamazoo and the opportunities the river holds, not the biases of the designer. When creating identity it is the designer's job to realize the existing culture of a site and translate the vision of the people into a physical design.

With this approach, the master plan created an environment that allowed Downtown Kalamazoo and the river to be viewed as one, not two separate entities. This allows the user to identify with both spaces, creating yet another enjoyable, stimulating, identity building experience. With that in mind let's examine the new physical configuration of the proposal area that was developed based on the vision for the site.

The master plan illustrates the most dramatic changes to the proposal area. These major changes are the beginning framework to link the downtown to the river, they include:

Road configurations
- Business route I-94 has been re-routed along Mills Street
- East South Street has been extended east to the old business route I-94
- A portion of the old business route I-94 has been removed at the point where the extension of East South Street intersects
- Michigan Ave would become two-way (primary goal)
- Kalamazoo Ave could be either two or one way
- Ransom could become one way as identified by the Downtown Comprehensive Plan

Figure 40: New Road Configurations
New Development

- New hotel/convention center complex on the northeast corner of Michigan Ave and Pitcher Street.
- Infill development along north side of Michigan Ave and Kalamazoo Ave as mixed use retail, commercial, and housing.
- New urban park on east side of Pitcher Street between Michigan Ave and East South Street.
- New commercial buildings occur along the south side of the extension of East South Street.
- New development along Kalamazoo Ave on the east side of the river as townhouses and a small district of restaurants and conveniences for residences.

- Parking has been added behind, to the side, or around the corner, but never in front of buildings. This is a fundamental principle to healthy, successful cities.

Relocated buildings

- The business along the south side of Kalamazoo Ave would be relocated along the north side of Kalamazoo Ave.
- The two buildings of the shipping and receiving plant would be relocated to the south facing Gibson Street.

Figure 41: New Development Map

Figure 42: Relocation of major buildings
Landform

- Portage Creek has been redirected after it goes under the train track to the northwest. It transforms into a small lake and exits into the Kalamazoo River at its current location.
- The golf course has been removed, and landform is changed with the soil from the excavation of the small lake.

Figure 43: Changes in landform
DESIGN DETAILS
With these changes the framework was set to begin to develop the specific characteristics of the areas within the site. Three areas have been created to capitalize on the potential of the site; an urban park, a transition park, and a passive recreation park. These three areas create interest and movement between the downtown and the riverfront. Each area takes advantage of elements that draw the user from one portion to the next. Everything from detailed sculptural elements, to hiding and revealing views and paths, create interest, and provoke an explorative nature in the users mind.

Urban Park
The urban park captures the spontaneous interaction between people (fig.46). The purpose is to create an experience, because experiences are remembered and build identity in the users mind. The urban park would feel more outdoors than indoors. Some urban environments are so compact with very large buildings over head it feels as if you were in another building. On the contrary some space is so spread out if feels like you are in the middle of a field. This space is an urban park. It captures the essence of an urban environment but allows you to identify yourself as being outside.

What do people do in the urban park? The main activity in the urban park is people coming to watch people. Food, entertainment, shopping, and concerts will be available, but the main goal is to stimulate the user’s senses. This is achieved through very thoughtful, detailed design. Creating very unique spaces, scenes, and sculptural elements that give people something to look at, remember, and discuss with the person standing next to them, spontaneous interaction.

Urban Park Specific Elements
Sub-spaces are very important because they provide options for the user. Here outdoor, movable seating is available in correlation with a seating wall and planter. Making people feel comfortable is the first step in creating a successful space (fig. 45).

Figure 45: Urban Park - illustrating character of sub-spaces
Figure 46: Urban Park Axon Plan
Bringing water into the city and surrounding it with life and activity is sure to create interaction between people. Sculptural elements are used to divide, and add character to a space enhancing the overall aesthetics of the site (fig. 47).

Elements like the active rail line are seen as a positive attribute. It creates the opportunity to incorporate a pedestrian draw bridge, retaining wall, and more vegetation. These elements embrace and celebrate the existing culture of the site (fig. 48).

Transition Park

The transition park is an extension of the urban park and maintains the same types of interaction and level of stimulation in a more natural atmosphere (fig. 49). This space still has the amenities of an urban environment, such as seating, paving, and built form, but it is less structured and formal.

What do people do in the transition park? People come here to watch people and nature. The user can interact with the water, lie in the sun, relax over lunch, or have a picnic. An interactive fountain for kids to play in is available, as well as pavilions and lawn overlooking
the small lake. Bridges over the Portage Creek add character and opportunities to interact with water. This is a very dynamic environment that is easily accessible to everyone.

Figure 49: Transition Park
Transition Park Specific Elements

Providing interest and entertainment for users of all ages is very important. This pool of water turns into an interactive fountain for anyone to enjoy on a hot summer day. Providing sidewalks and plenty of places for people to sit and enjoy the park are available (fig. 50).

![Transition Park - Interactive fountain](image)

Figure 50: Transition Park - Interactive fountain

The Portage Creek provides an intimate environment. The pedestrian bridge adds character and a reference back to the urban environment. Many options to view water on bridges and hills are provided, as well as options to interact with the water, whether it is sitting on a stone fishing or kayaking under the bridge (fig. 51).

![Transition Park - Pavilion overlooking the small lake](image)

Figure 51: Transition Park - Pavilion overlooking the small lake

Group gathering spaces in pavilions are available as well. Situated on a hill overlooking the small lake, beautiful views are created. Distant, hidden views create curiosity in the users mind tempting them to stroll through the park (fig. 51).
opportunities to walk in the grassy meadows between the hills, or carve your own trail in the woods. Overlooks are provided along the Kalamazoo River as part of the trail. The user finally has easy, convenient access from downtown to the river, and allowed to view it in its natural surroundings.

Recreation Park Specific Elements
Exploring the meadows and woods of the passive recreation park is a must. The hills and vegetation hide and reveal views of the park, keeping the interest of the user as they stroll along. Eventually, the river is revealed (fig. 53).

Figure 52: Transition Park - Bridge over Portage Creek

Passive Recreation Park
The passive recreation park is a park of physical and emotional exploration away from the city (fig. 54). Minimal built forms are present here, while the amenities of nature are abundant. The new undulating landform creates spaces of interest and excitement, whether you are enjoying the meadow or the views on a hilltop in a grove of trees. The experience is refreshing.

What do people do in the passive recreation park?
People come here to watch nature. The user can physically explore the park on there own, self made trail, or participate on the growing regional trail that runs through the site along the Kalamazoo River. There are

Figure 53: Passive Recreation Park - Strolling in the meadow
Figure 54: Passive Recreation Park
The currents of the Kalamazoo River can be viewed first hand on one of the overlooks that the trail takes you too. Finally, a connection to the river is achieved without compromising its health (fig. 55).

Residential Development
The residential development area on the east side of the river is composed of a dense townhouse development. Green space is shared along the river and access to restaurants and everyday amenities are available in the small area of development along the east side of the river. This new development capitalizes on the resources of the river and gives convenient access to the regional trail for the citizens in the new development. Finally, citizens in the adjacent communities have access to the river as well.

Entry
Entry to Kalamazoo is defined through a subtle feeling of change along the street. A hierarchy of entry sequences gives the user a sense of arrival to the city. Boulevards are present when the road is adjacent to the park, but vanishes and becomes street trees once the user enters the urban environment. Changes in pavement, in correlation with sculptural elements along the road create more defined entry points. It is important to achieve entry for the user traveling in the car, or the pedestrians on foot and bicycle (fig 56).
PROJECT ACHIEVEMENTS

The vision for Kalamazoo has been achieved. An identity is forming as result of a transition zone that enhances how the users interact, feel, and remember the city and the river. The goals of creating identity and entry have been translated into design in a way that is unique to Kalamazoo.

In that analysis section of this proposal Kalamazoo was introduced with a figure ground map (fig. 57). It is only responsible to look at the before and after figure ground studies to evaluate if the new configuration will prove to be successful (fig. 58). Before, a minor amount of industry, an active rail line, and a lot of open space kept Kalamazoo away from the river. Now with a few major improvements the city streetscape has been extended to the river, and the river moves closer to the city. An experience has been created as the city and the river interact with its people.

Kalamazoo has been transformed from a city with little identity, next to a river, to a city that embraces its natural surroundings, and is known for its unique sense of place. Kalamazoo is a place that celebrates recreation opportunities on many different levels. A place has been created that links environments that people may be familiar with, with environments people may have never been exposed to. By doing this in a comfortable

Figure 57: Previous figure ground study of Kalamazoo
Figure 58: New figure ground study of Kalamazoo
pedestrian scale environment, people are encouraged to explore something new, something that they will remember, and remember it as Kalamazoo.

A visitor or citizen of Kalamazoo now has the ability to stroll around downtown and experience its unique scales of urban form in a comfortable, inviting atmosphere. When a less formal urban environment is desired the user is invited to experience the site of this case study, starting with the urban park, where the amenities of the city are present in a park like atmosphere. If the user desires even more natural environments they are invited from the urban park, to the transition park where they are encouraged to explore the parks pavilions, grassy lawns overlooking the lake, and unique bridges over Portage Creek. The small hills and groves of trees will create curiosity in the users mind as they find themselves beginning to explore the passive recreation park. By the time the user reaches the river, they have been through a journey that will create a very unique image in their mind, an image of a comfortable city, one they related to.

In few locations can the potential users of a city have so many unique, different, and dynamic environments within a 15-20 minute walk. Two very different urban scales with modern and historic atmospheres are coupled with a park that offers all the amenities of a city and nature within walking distance. The assimilation of these environments will draw users from Detroit to Chicago. Their excitement and experience will brand a positive, culturally unique identity for Kalamazoo, a beautiful city of recreation along a natural river.

"When I am working on a problem, I never think about beauty. I only think about how to solve the problem. But when I have finished, if the solution is not beautiful I know it is wrong."

-Buckminster Fuller
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Figure 48: Urban Park – solution to active rail lines through the site

Figure 49: Transition Park Plan

Figure 50: Transition Park – interactive fountain

Figure 51: Transition Park – pavilion overlooking the small lake

Figure 52: Transition Park – bridge over Portage Creek

Figure 53: Passive Recreation Park – strolling in the meadow

Figure 54: Passive Recreation Park Plan

Figure 55: Passive Recreation – overlooking the Kalamazoo River

Figure 56: Entry – creating entry for the pedestrian and car

Figure 57: Previous figure ground study of Kalamazoo

Figure 58: New figure ground study of Kalamazoo
ANNOTATED BIBLIOGRAPHY

BOOKS


The book is an excellent source for building theory on how to create an image for a city. The city is talked about as if it was a product and the product is being advertised. A strong case for creating a unique city that cannot be copied is explained. The ideas are a bit abstract and open to interpretation but the basic principles are relatively sound. Although the ideas are good the text is very wordy and sometimes confusing. For my purpose the series of essay on pages 8-66 will be sufficient.


This publication presents and overview for six types of waterfronts: The commercial waterfront, the cultural, educational and environmental waterfront, the historic waterfront, the recreational waterfront, the residential waterfront, and the working waterfront and transportation. Each section also has several case studies relating to each type of waterfront. For my purpose, the overview of each waterfront type was useful in presenting criteria and design goals as well as overall design elements that all waterfronts should entail.


This book provides a process to follow for deciding what a greenway should become. The process of creating a vision to developing a plan is provided with definitions of unclear terms. Case studies are also provided in this book. For my purpose the process of developing a greenway outlined in the book will be the most helpful.


The authors provide models and case studies for dockland redevelopment around the country. Case studies and theory are present in every chapter. A very good history and reasoning behind the deterioration of city ports is provided. For my purpose some of the history in part one was useful as well as some of the social issues about the decay of the urban environment in chapter six will be useful. I do not believe that I will use any case studies that were presented in this book because they are primarily dockland revitalization projects.


The author presents some good principles for greenway ecology. Many case studies on greenways are published and great definitions of the different types of greenways are provided. For my purpose the definitions of the types of greenways will be beneficial.

Project for Public Spaces presents a very strong how-to design process based on the principles of William Whyte. Qualities of a good urban spaces are provided as well as examples of how to evaluate a city and examples on how to improve the situation. Eleven steps of design are presented in an easy to read outline. For my purpose the eleven principles of design will be most beneficial.


This publication provides a great framework for the history of landscape architecture. It speaks about the role landscape architecture has played in the past, and gives very detailed case studies illustrating the development of the profession. For my purpose the sections on Back Bay Park, the City Beautiful Movement, the development of planning, and the conservation movement will be the most helpful.


The author presents several case studies about the California waterfront and speaks of issue on design development to implementation. Much of the information that I skimmed through seemed to be geared toward political views and process, but I found one section about the community participation process on page 70-72 to be particularly helpful. There were also some development criteria on pages 42-49 that were helpful.


The author presents a thorough description of the timeline of Olmsted's designs, ideas, and processes for the Boston Park System. For my purpose pages 51-65, which spoke about The Fens, was the most helpful in identifying the historical perspective for waterfront development.


**JOURNALS**


This article in Landscape Architecture Magazine speaks about the development of the San Antonio waterfront. It is an excellent article speaking about the design elements and the complete success of the riverfront. A good understanding of the project is provided through pictures and excellent descriptions of the design. For my purpose this article provided a great example of a development that created a sense of identity that cannot be copied.


This publication in Landscape Architecture Magazine speaks of a past project in Spokane, Washington. Spokane developed a portion of its
riverfront as an urban park. The park was very successful at first but the city did not follow up with other projects adjacent to the site. It is a great example of what not to do in developing a riverfront. For my purpose the elements that were incorporated into the park will be helpful.

Martin, Fanak Edgerton. “Saint Paul's New Riverfront Urban Villages.” Urban Land. April. 2001: 56-61. This publication in Urban Land magazine provides a case study for Saint Paul, Minnesota. It speaks about the urban village concept that the city is developing along its riverfront. The article is rather short but the concepts apply to site selected for this study.

**World Wide Web**

**PPS Project for Public Spaces.** 2001 <http://www.pps.org/>.
This website is a great resource for city planning principles. The eleven principles outlined in the organizations book, How to Turn a Place Around are also provided on the website. It is also an excellent source for case studies. For my purpose this site will be used as a reference for addition material that may not be published in the organizations book.

The U.S. Green Building Council is establishing a measurement system for the sustainability of buildings. This measurement system is called LEED. For my purpose the website will be used as an information source for the LEED criteria.