The background of the image is a construction site. It features wooden framing for a building, with yellow caution tape strung across the structure. The tape has the word "CAUTION" repeated in black letters. In the background, residential houses and trees are visible under a clear sky. The text is overlaid on the left side of the image.

# **Beyond Plans and Budgets: Sparkling Change in Real Time**

---

**Innovative placemaking through  
quick and uncompromising design.**









RIGHT LANE  
MUST  
TURN RIGHT  
ON  
RED


DODDS

CRATONBURGA  
URBANIST  
SOCIETY

CRATONBURGA  
URBANIST  
SOCIETY





# the happy urbanist






@jonjon.jpeg




1,354 Following | 277.6K Followers | 7.1M Likes


Message  

Jon Jon here 🖐️

Sign up for my Substack! 🖐️🖐️🖐️  
<https://linktr.ee/Jonjon.mp4>


  

 books  If they wanted to...👍  Road s




Walkable distance  $\neq$  walkable.

10.2M



Semi rigid structures

2.6M



Walkable communities are safer by default.

I feel safe enough here to leave my kids outside

1.3M



# Socials

---

TikTok/Insta: jonjon.jpeg

Substack:thehappyurbanist

YouTube: (coming soon)





# Problem \*



# Problem \*

Long-term structural deficits



# Problem \*

**Long-term structural deficits**

**Pension-retirement liabilities**



# Problem \*

**Long-term structural deficits**

**Pension-retirement liabilities**

**Rising cost, decreasing revenues**



# Problem \*

**Long-term structural deficits**

**Pension-retirement liabilities**

**Rising cost, decreasing revenues**

**Deferred Infrastructure maintenance and decay**



# Problem \*

**Long-term structural deficits**

**Pension-retirement liabilities**

**Rising cost, decreasing revenues**

**Deferred Infrastructure maintenance and decay**

**Overreliance on non-recurring funding**



# Problem \*

**Long-term structural deficits**

**Pension-retirement liabilities**

**Rising cost, decreasing revenues**

**Deferred Infrastructure maintenance and decay**

**Overreliance on non-recurring funding**

**Transit systems under pressure**



# Spectrum

**Librarian**



**Cowboy**





# Spectrum

Librarian



You are  
here



Cowboy





# Spectrum

**Librarian**



**You are  
here**



**Opportunity  
Is here**



**Cowboy**





**Action > perfection ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■**

Public proving ground

**Guerilla to Government**

**Hope**



**Action > perfection ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■**

# Action > Perfection

**Public proving ground**

**———— Guerilla to Government —■ —■ —■ —■ —■ —■**

**Hope**



**Action > perfection ■**

# Action > Perfection

**Public proving ground**

# Public Proving Grounds

**———— Guerilla to Government —■ —■ —■ —■ —■ —■**

**Hope**



**Action > perfection ■**

# Action > Perfection

**Public proving ground**

# Public Proving Grounds

**———— Guerilla to Government —■ —■ —■ —■ —■ —■**

# Guerilla to Government

**Hope**



**Action > perfection ■**

# Action > Perfection

**Public proving ground**

# Public Proving Grounds

**Guerilla to Government**

# Guerilla to Government

**Hope**

# Hope?



**Action > Perfection**



# Imperfect solutions to meet immediate needs.

**Action > perfection ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■**



Change isn't the only condition with a price tag; there's a cost to inaction as well.

**Action > perfection ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■**



January 23, 2023 at 9:00 p.m.

by Ellen Gerst

0 Comments



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## 5 STAPLES TO GET MORE LEADS

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- 3 SOCIAL MEDIA ADS
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## Recommended For You

**Action > perfection ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■**



**THIS BENCH  
IS ILLEGAL,  
BUT SHOULDN'T BE**

Action > perfection























# Crosswalk Collective

**Action > perfection ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■**



**Action > perfection ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■**





Action > perfection



**If we skip the small actions now,  
we don't save the cost — we just  
shift it onto the vulnerable who  
are already paying the price.**

**Action > perfection ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■**



**Public Proving grounds.**



**We cannot expect the public to see something different until we show them something different.**

**Public proving ground**



# Benches For ~~Bus Stops~~ Everyone

**What started as a bench or two a month, has turned into dozens of benches across the city.**

**Public proving ground**





Public proving ground





Public proving ground





Public proving ground





People seeing a need  
and building their own  
benches.



Seat for one 🙅



This one is on the same  
route of our first bus  
bench placement.

Public proving ground





Public proving ground





Public proving ground





Public proving ground





Public proving ground



**Guerilla to Government.**



**————— Guerilla to Government ■ ■ ■ ■ ■ ■ ■**



# Transitioning to more official procedures.

# Guerilla to Government ■ ■ ■ ■ ■ ■



# Parc San Souci (Lafayette)

# Guerilla to Government ■ ■ ■ ■ ■ ■ ■









**Guerilla to Government** ■ ■ ■ ■ ■





Guerilla to Government ■ ■ ■ ■ ■




# **Safe path to school (Chattanooga)**

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**Guerilla to Government ■ ■ ■ ■ ■**





Montessori  
school

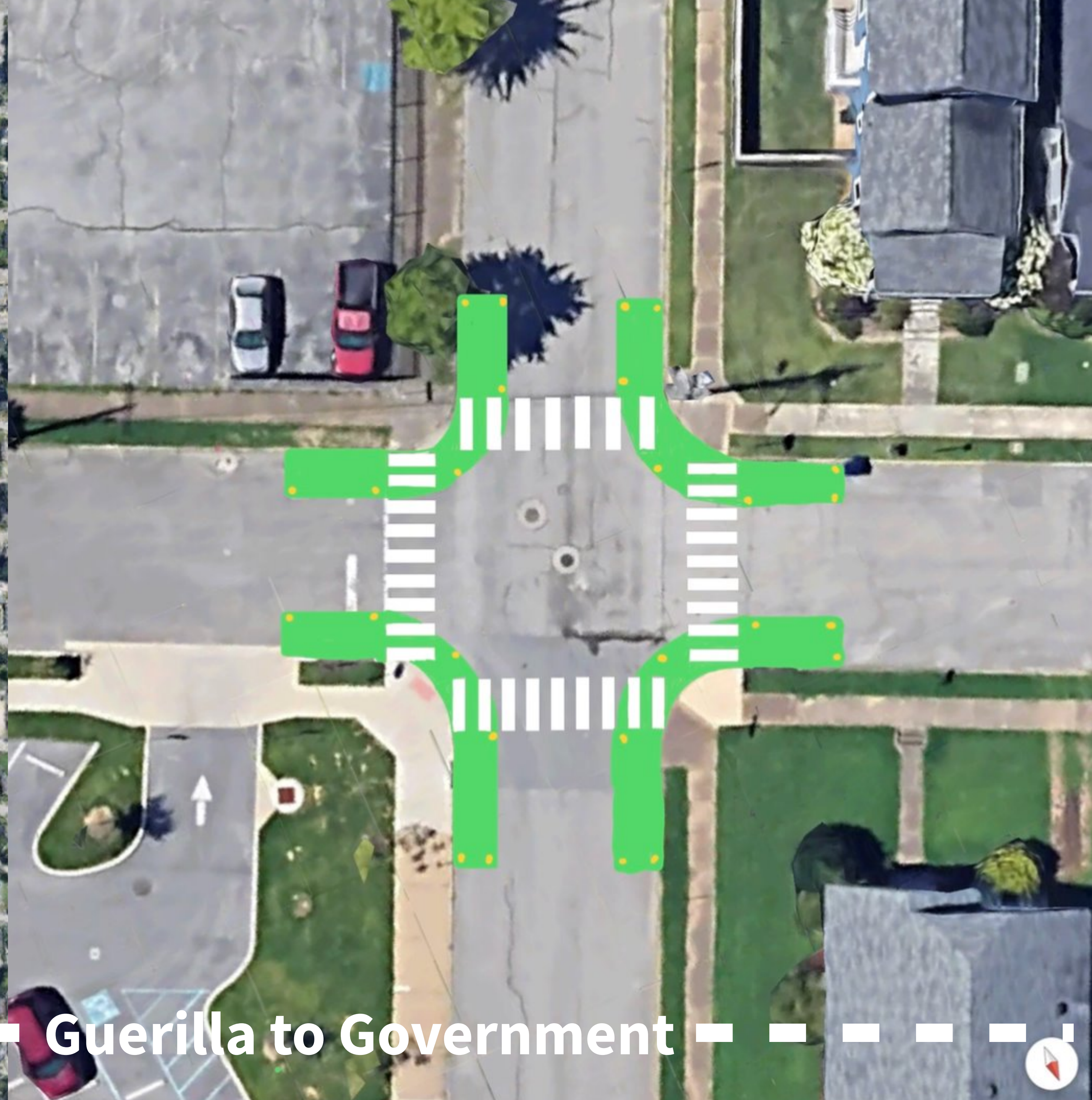
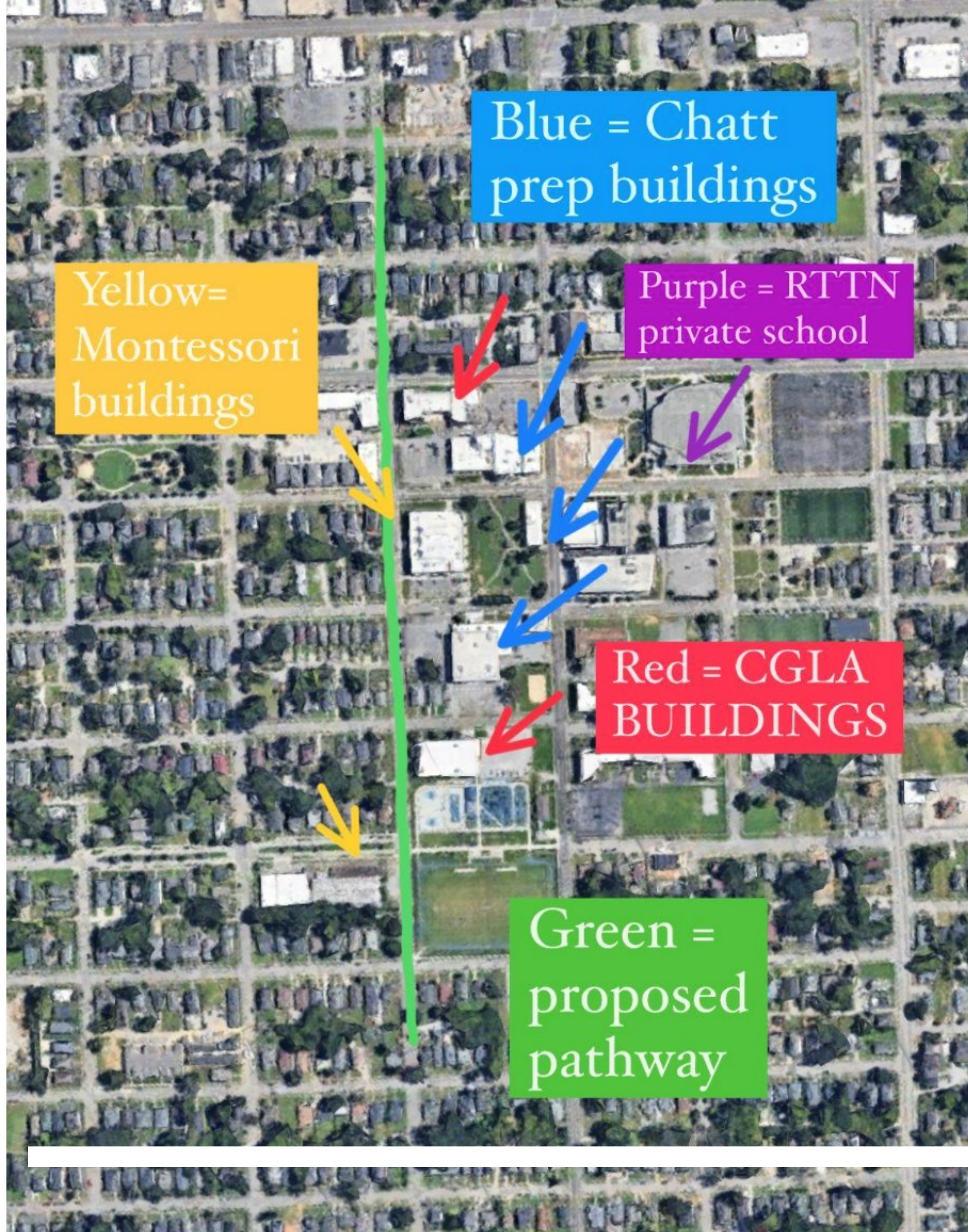
This is an aerial photograph of a school campus. The campus includes a large green field with a running track, several tennis courts, a large white building, and a parking lot. Red arrows point from text labels to specific areas: one to a building on the left, one to a large white building, one to a pool area, and one to the green field. The background shows a residential neighborhood and a forested hill.

Chatt prep gym,  
blocks away from  
main school

Community  
play facilities

New CGLA  
gym blocks away  
from school



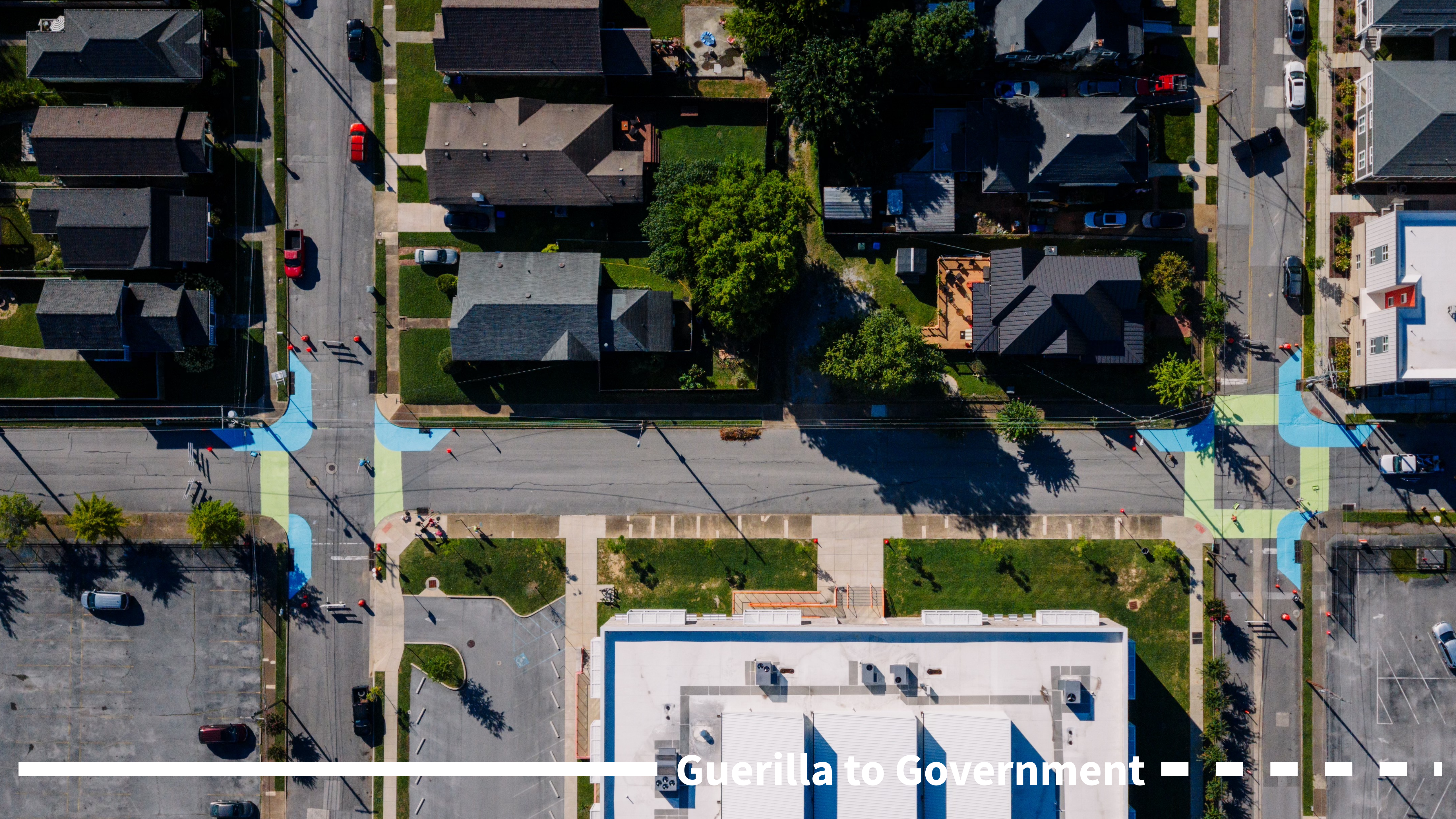






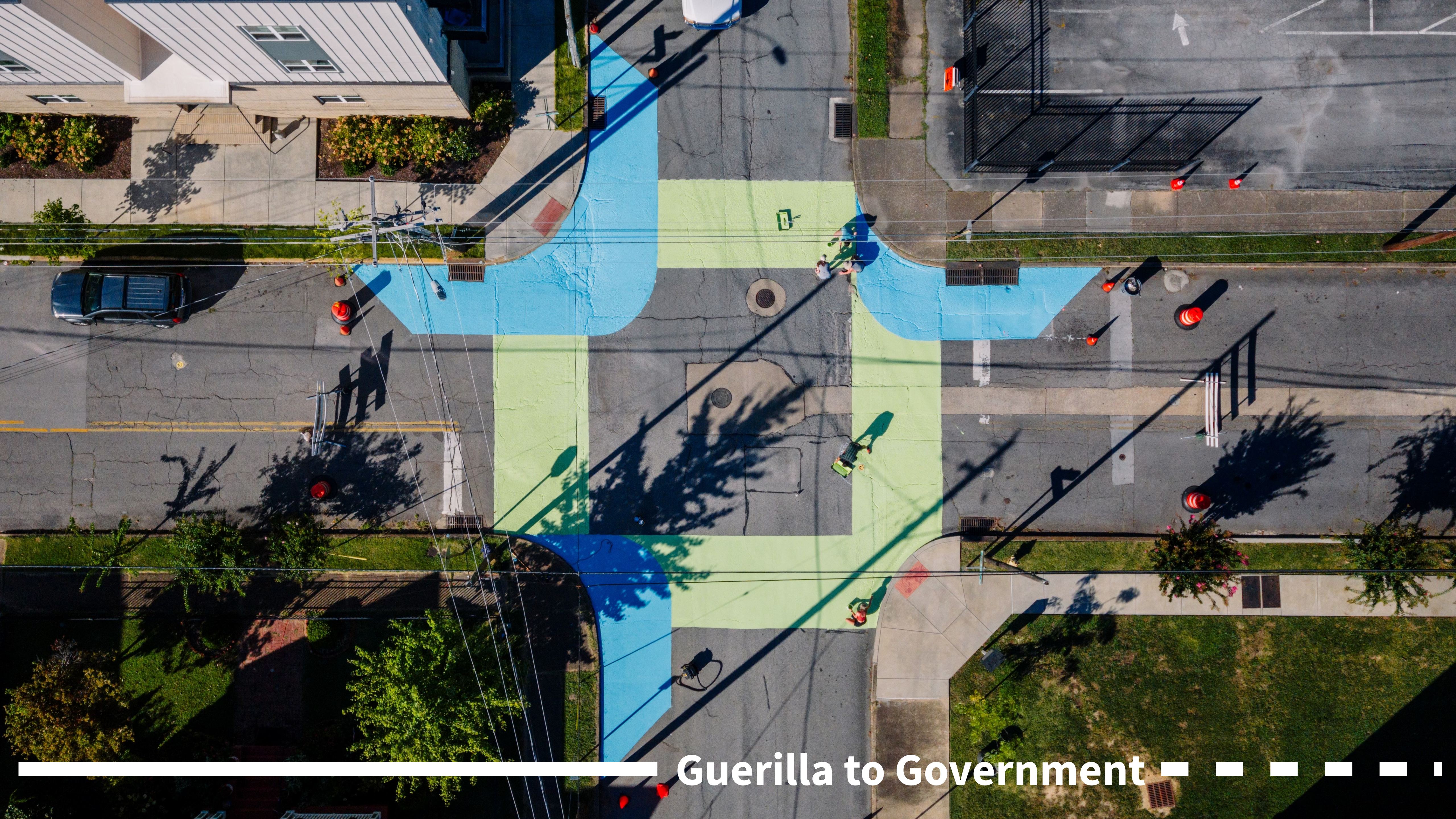
Guerilla to Government — — — — —





Guerilla to Government — — — — —





Guerilla to Government





## ARTHUR AVENUE

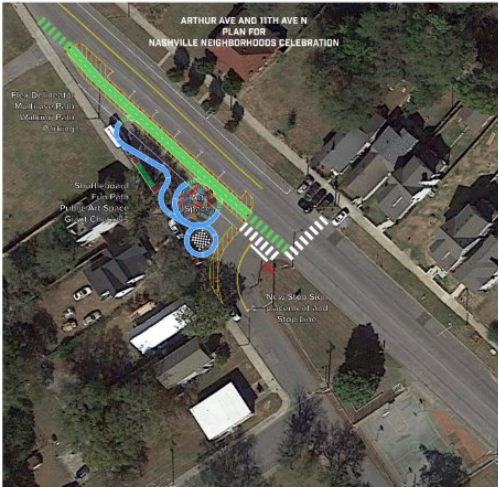
### NORTH NASHVILLE

Arthur Avenue in North Nashville provides a critical component of the City's larger bike and pedestrian network. One of the few streets left intact from the construction of Highway 40, Arthur Ave remains one of the crucial connections from North Nashville to Downtown. In 2017 TURBO was invited by the neighborhood association to rethink Arthur Ave's infrastructure, particularly it's intersection with 11th Avenue next to Elizabeth Park.

As the site of a senior center and basketball court, Elizabeth Park itself is frequented by neighbors, seniors, and youth. The existing triangular intersection at 11th Avenue however created a dangerous crossing and a large expanse of underutilized road space.

During a lead-up engagement session, TURBO partner with Neighbor2Neighbor's annual Good Neighbor Day to create a demonstration project and solicit feedback. During the day-long event, hundreds of neighbors interacted with the site and provided feedback. Additional feedback was gathered from Pearl Cohn Entertainment Magnet High School, and a local student bible study.

Utilizing this feedback, TURBO design and installed a one-month installation to test out design options. TURBO squared up 11th Avenue, to create a triangular plaza protected from car traffic with a buffer of planters and bollards. A new painted bike lane connected the avenue to downtown, while crosswalks and intersection restriping helped to calm traffic. Using data gathered from the installation period Metro is now planning a permanent installation that will include improve bike and pedestrian infrastructure, and is exploring opportunities to activate the new plaza space.



Conceptual design of the intersection intervention.

**FOOTPRINT: 12,000 SQUARE FEET**  
**TOTAL COST: \$15,000**  
**MATERIAL COST: \$ 2,253**  
**ADDITIONAL COST: PERMITTING, TRAFFIC CONTROL, INPUT DEMONSTRATION COSTS**  
**DURATION: 1 MONTH**  
Total cost incorporates NCDC Staff Time, which includes public engagement, design services, permit application, installation assistance, evaluation, and deconstruction.

41 INSTALLATIONS: ELIZABETH PARK

Material	Quantity	Cost
Pavement Tape, 4" x 50 yd rolls, yellow and white	16	\$856
State Law STOP Crosswalk Sign + Base	2 signs	\$265
Yellow LED Solar Road Stud	8 reflectors	\$264
Gorilla Glue Construction Adhesive	2 tubes	\$16
Duct Tape, 2" x 60 yds, fluorescent green	6	\$111
Delineators	22	\$741
Planters	10	donated
<b>Total</b>		<b>\$2,253</b>



Community members provide input during Good Neighbor day 2017



A "T" intersection at Arthur Ave and 11th increases visibility for pedestrians and cyclists.



Planters and bollards protect the bike lane from traffic.

INSTALLATIONS: ELIZABETH PARK 41

## AMQUI ELEMENTARY TRAFFIC CALMING

### MADISON

In 2019 TURBO partnered with WalkBike Nashville to design and install a traffic calming project that promoted students' safe access to Amqui Elementary School. Two public design sessions were hosted at the school to brainstorm potential designs, locations, and artistic features that could be incorporated. Neighbors identified a series of calming measures, and expressed a desire to beautify the school frontage. The resulting design included a large mural, inspired by Amqui students, wrapped by protective planters and delineators. New bulb-outs and a cross walk were also included to further calm traffic and support safe mobility.

The mural was designed by Andee Rutloff, and used Amqui students to help paint it. In addition to the public identified features, TURBO also added a series of paw-prints to alert drivers to students' presence, and pay homage to the school mascot.



Left: Painted bulb-outs lined with potted plants. Right: Amqui students painting the mural. Top: Traffic calming speed limit paw prints.



42 INSTALLATIONS: AMQUI ELEMENTARY



Conceptual design of Amqui Elementary street mural and bulb-outs.

Materials	Quantity	Cost
Paint	25 gallons	\$400
Planters	6	\$110
Plants	6 planters full	\$300
Delineators	24	\$808
Yield signs	4 signs	\$120
Temporary striping	10 rolls white, 3 rolls yellow	\$1444
<b>Total</b>		<b>\$2,882</b>

**FOOTPRINT: 8,000 SQUARE FEET**  
**TOTAL COST: \$4,792**  
**MATERIAL COST: \$2,882**  
**ADDITIONAL COST: ARTIST FEE, TRAFFIC CONTROL, DURATION: 6 MONTHS**

Total cost incorporates NCDC Staff Time, which includes public engagement, design services, permit application, installation assistance, evaluation, and deconstruction.

INSTALLATIONS: AMQUI ELEMENTARY 43





**Guerilla to Government ■ ■ ■ ■ ■**





Guerilla to Government ■ ■ ■ ■ ■



**————— Guerilla to Government ■ ■ ■ ■ ■**



**What can local orgs, in  
partnership with the  
municipal services,  
help shape and change?**



**Hope.**





**Hope**



**At some point,  
sparking the public  
imagination will  
require political will.**





# Barkha Patel





# Barkha Patel

**Title: Director of Infrastructure**

---

**Hope**



# Top Down



Hope



# Top Down

**centralize decision making**  
**create of policy and legislation**  
**establish/upgrade standards**  
**allocate resources**  
**coordinate efforts**  
**build at any scale**



**Hope**

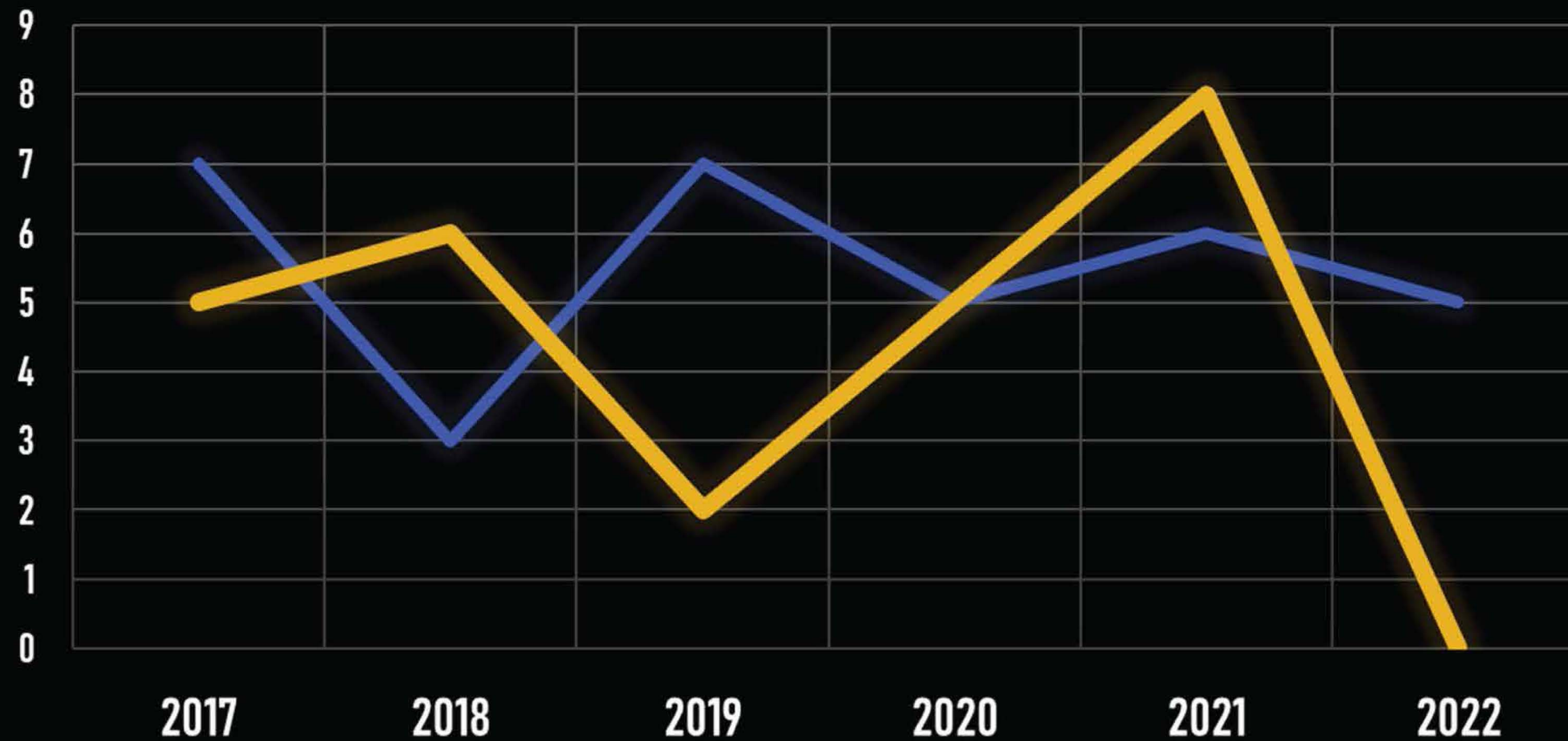


# ZERO TRAFFIC DEATHS ON JERSEY CITY STREETS

FATAL CRASHES BY ROADWAY JURISDICTION

County and State Jersey City

NUMBER OF FATAL CRASHES



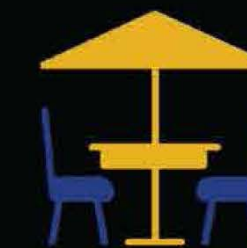
IMPROVEMENTS SINCE THE CITY'S VISION ZERO COMMITMENTS IN 2019:



**600+**  
SPEED HUMPS  
INSTALLED



**190+**  
RIGHT TURN ON RED  
RESTRICTIONS



**12+**  
NEW PLAZAS AND  
PUBLIC SPACES



**130+** UPGRADES  
TRAFFIC SIGNALS FOR  
PEDESTRIAN PRIORITY



**90+**  
INTERSECTIONS WITH  
NEW CURB EXTENSIONS



**19+** MILES  
PROTECTED

Hope









2021



2024



Hope





Stay alert for multiple  
types of traffic

## Newark Avenue Pedestrian Mall

No vehicle access except for:

Emergencies

Hope





Hope



**Action > perfection ■**

Public proving ground

**Guerilla to Government**

**Hope**



**Action > perfection ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■**

# Direct action 🙌 Individual

**Public proving ground**

**Guerilla to Government**

**Hope**



**Action > perfection ■**

# Direct action 👉 Individual

**Public proving ground**

# Mutual Aid 🙌 Community

**Guerilla to Government**

**Hope**



# Action > perfection ■

# Direct action 🙌 Individual

**Public proving ground**

# Mutual Aid 🙌 Community

**Guerilla to Government**

# Community 🙌 Org Support

**Hope**



**Action > perfection ■**

# Direct action 🙌 Individual

**Public proving ground**

# Mutual Aid 🙌 Community


**———— Guerilla to Government —■ ■ ■ ■ ■**

# Community 🙌 Org Support

**Hope**

# Org Support 👉 Govt Support





# **Beyond Plans and Budgets: Sparkling Change in Real Time**

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Innovative placemaking through  
quick and uncompromising design.