Walk Appeal
Moving Beyond Walkability

CityWorks(X)po
Winter Haven
17 April 06

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Miami Beach, Florida, USA
Please turn your phones on.

Please use #WalkAppeal hashtag to tweet-cast.

I'm @stevemouzon.
Edible? Readable? Walkable?

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PROTECTED BIKE LANES
WEATHER
Health:
Economy
Environment
Public

Walk Appeal

Steve & Wanda Mouzon
The Guild Foundation Press
2016

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THE QUARTER-MILE WALK

AREA IN OPEN DEVELOPMENT
PREFERABLY 160 ACRES 
IN ANY CASE IT SHOULD HOUSE ENOUGH PEOPLE TO REQUIRE ONE ELEMENTARY SCHOOL. EXACT SHAPE NOT ESSENTIAL BUT BEST WHEN ALL SIDES ARE FAIRLY EQUIDISTANT FROM CENTER.

SHOPPING DISTRICTS IN PERIPHERY AT TRAFFIC JUNCTIONS AND PREFERABLY BUNCH IN FORM.

ONLY NEIGHBORHOOD INSTITUTIONS AT COMMUNITY CENTER.

INTERIOR STREETS NOT WIDER THAN REQUIRED FOR SPECIFIC USE AND GIVING EASY ACCESS TO SHOPS AND COMMUNITY CENTER.

TO BUSINESS CENTER
ARterial STREET
TO CIVIC CENTER

TEN PERCENT OF AREA TO RECREATION AND PARK SPACE.

A SHOPPING DISTRICT MIGHT BE SUBSTITUTED FOR CHURCH SITE.

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THE SCALE OF WALK APPEAL
W6 - GREAT STREET
2 MILES +

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W4 - Neighborhood Street
1/4 Mile
W3 Sub-Urban Street
1/10 mile

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W2 - Subdivision Street
250 Feet
W1 - Parking Lot
100 Feet
CHATTANOOGA, TENNESSEE

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Walk Appeal Tools

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FRONTAGES

Sidewalks
Street Trees
Street Furnishings
Galleries, Balconies, Colonnades, Arcades
Building Face

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WALK APPEAL MEASURABLES

Street Trees
Street Enclosure
Window of View
Shelter
Goals in the Middle Distance
Turning the Corner
View Changes

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Street Trees

Shade in Summer, Sun in Winter
Pedestrian Protection
Increase Property Value

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Street Enclosure

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LESS HEIGHT = LESS WIDTH
WINDOW OF VIEW & SHELTER

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GOALS IN THE MIDDLE DISTANCE
TURNING THE CORNER

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NOT TURNING THE CORNER
BETTER THAN BLANK

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V I E W  C H A N G E S  &  G A R D E N  R O O M S
Walk Appeal = Traffic Calming

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Things to Walk To

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Places to Eat

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Bed & Breakfast

Restaurant

No Guest Rooms -> Smaller Homes -> Room for More Neighbors

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NEIGHBORHOOD MARKET

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Civic Buildings
MAKER SPACES
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

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Gifts to the Street
Shelter  Refresh  Delight  Direct
Entertain  Inform  Remember  Rest

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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)

Top (double dot) line is fence
Bottom (single-dot) line is hedge & wall

25' 20' 15' 10' 5'

Sidewalk
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
Food Carts
LITTLE WOOD LINER BUILDING

ART SUPPLY

PLAN M.26.5
* Designed by Steve Mouzon
* 683 square feet
* 1 story
* Ceiling height: 12 feet
* Liner buildings hide parking lots or other unsightly features; they also have an extraordinary amount of storefront display space for such a small square footage

PLAN M.25.1
* Designed by Steve Mouzon
* 688 square feet living space, 569 square feet shop
* 1 bed above
* 1 bathrooms in living space, 1/2 bathroom in shop
* Garage freestanding
* 2 stories
* Ceiling heights: 12 feet first floor, 10 feet second floor
* Slab fnd.
* Liner Building Living space based on the first Katrina Kernad Cottage

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Walk Appeal Indicators

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The People Test

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THE SPEED TEST
THE TOURIST TEST

Event Tourists
City Tourists

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THE Play Test

Civic Space
Safety

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THE CHECKERBOARD TEST

Tables & Chairs
Safety

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THE POPSICLE TEST

Safety
Convenience Commercial

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THE PET-FRIENDLY TEST

Social Space
Pets as Wingmen

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THE WEDDING TEST

Memorable Place
Safety

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The Halloween Test

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The Street Artist Test

Social Space

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ECONOMIC HEALTH

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Walk Appeal Diagnosis

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Low Rent Shops &
Low-Dollar Shoppers

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WASHINGTON, COLLINS, & OCEAN

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Walk Appeal Diagnosis

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The Tough Crowd
Cool Factor, the Creative Class, & Walk Appeal

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LIVING IN SEASON
PUBLIC HEALTH
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.
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.

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Obesity Trends* Among U.S. Adults
BRFSS, 2000
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Source: CDC Behavioral Risk Factor Surveillance System.
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.
Step It Up! The Surgeon General’s Call to Action to Promote Walking and Walkable Communities

- Call to Action
- Watch the Launch Event Webcast
- Step it Up! Help Make Our Communities Walkable: Video
- Surgeon General’s Walking Playlist on Pandora
- Partner Resources
- Join the Conversation on Social Media: #StepItUp
- Step It Up! Everyone Can Help Make Our Communities More Walkable: Every Sector Has a Role to Play
- Additional Resources

Surgeon General says Step It Up

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