



TESTIMONIALS



Lakeview, California

What makes a great street or neighborhood in your community?

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Do great streets define great neighborhoods? Great streets do ensure the thematic development of a great neighborhood; however, streets more properly serve as the central nervous system for a well-developed and cohesive neighborhood. An example of this is a master planned community approximately 10 miles east of the City of Perris, California, that I, as a principal planner with the County of Riverside, have the privilege to manage.

In the small and rural community of Lakeview, California, a master planned community is gaining increased interest from stakeholders, elected officials, community activists, and most especially, place makers. With a project size of more than 3,000 acres and projection of 11,000 residential units and over 500,000 square feet of commercial/mixed use, the massiveness of such a project could dwarf attempts at individuality. As a result of nearly two years of planning and collaboration with the local jurisdiction, land planners, architects, engineers, and developers, a comprehensive and almost magical public-private partnership has been born to create a distinct community bound together by one common theme: the local streets.

The community will most likely not be constructed until 2015. It will look and feel like 1950, but with all the modern conveniences of today and tomorrow. Through the retroactive efforts to bring back the old, and sometimes forgotten downtown sense of place, the community will serve as a series of distinctive communities, each with its own special character centered on the interaction with the public local street that will dazzle all the five senses.

Through the implementation of 1950 and 1960s Californian architecture, such as rear loaded garages, "Hollywood driveways," front porches, and single-story elements, this project has achieved diversity in product type while binding it all together with a common street scene of eucalyptus and sycamore wind-rows, narrow and divided streets, alley

ways, and wider-than-average sidewalks, separated from the streets by colorful and non-traditional landscaping. These elements have yielded the opportunity to provide diversity and a little sense of heterogeneity to a massive community of more than 30,000 new residents.

The answer to creating or revitalizing a great neighborhood is not as simple as diversity in design, which could hamper the overarching goal of creating a great sense of place. A wonderful sense of neighborhood design is derived from the artistic and creative thematic elements and in some instances the juxtaposition of certain elements.

Distinctive attributes such as atypical design elements, the willingness to sacrifice square footage in lieu of more thematic architecture, and the new homeowners' willingness to have diversity in design serve as a reminder of the planner's true customer, the public.

Great streets do make a great neighborhood, not simply because they are great unto themselves, but because they serve as the catalyst for the rest of a great neighborhood.