

Che ne sai dello spazio Urbano?

Come cambiare gli Spazi Pubblici con il Placemaking



Project
for Public
Spaces

Alessandra Galletti

Gennaio 2022

New York, NY, USA

Project for Public Spaces

Where We Have Worked

3,500+ communities in
over 50 countries and all
50 U.S. States

Projects & Training

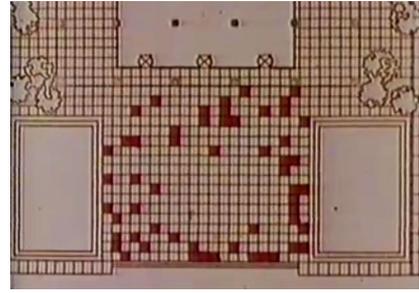
Our Mission

Great public spaces strengthen communities.
We bring public spaces to life by planning and
designing them with the people who use them
every day. Together, we create
community-powered public spaces around the
world.





William H. Whyte, *The Social Life of Small Urban Spaces* (1980)



“It’s hard to create a space that will not attract people. What is remarkable is how often this has been accomplished.”

— William H. Whyte





“People like to sit
where there are
places for them to
sit.”

— William H. Whyte



Bryant Park, New York, NY, USA (1980)



Implementation



Discovery Green, Houston, TX, USA (2008)



Flint Farmers' Market, Flint, MI, USA (2008)



BakerRipley Gulfton Sharpstown Campus, Houston, TX, USA (2005)



Our Approach

What Is Placemaking?

Placemaking is a collaborative visioning process that results in public spaces that better serve their communities through programming, design, and stewardship.



Project-Driven
Approach

vs

Placemaking
Approach

Project-Driven Approach (Decide, Announce, Defend)

Outcomes:

- Narrow Goals
- Crisis Driven, Politically Initiated
- Angry/Reactive Community Meetings
- Expensive
- Static/Placeless Designs



Placemaking Approach

Outcomes:

- Empowers Communities
- Attracts Partners, Resources & Creative Solutions
- Design Supports Uses
- Solutions are Flexible
- Engagement & Commitment Grow
- Self-managing

Define Place and
Identify Stakeholders



Evaluate Space and
Identify Issues



Place Vision



Short Term Experiments
And Management



Ongoing Revelation And
Long Term Improvements





Our Placemaking Toolbox

1. Define Place & Identify Stakeholders

Stakeholder Engagement

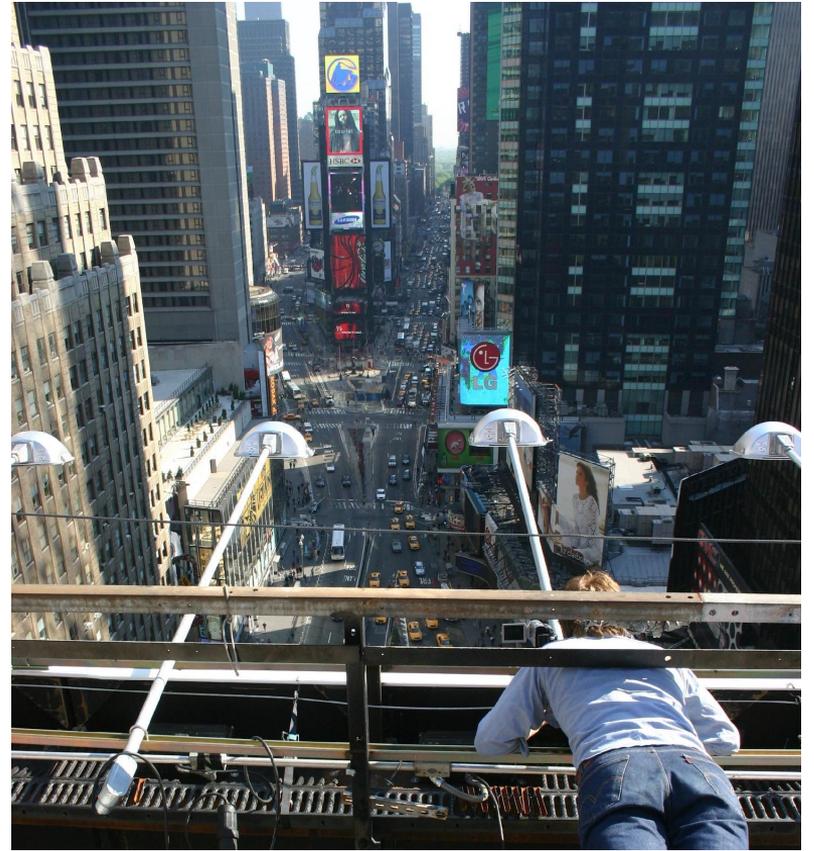
- Identifying stakeholders
- Convening and facilitation
- Setting project goals
- Organizing committees



A stakeholder meeting in Ramla, Israel

Site Survey

- User Observation
- Asset Mapping
- Connectivity Analysis
- Stakeholder engagement

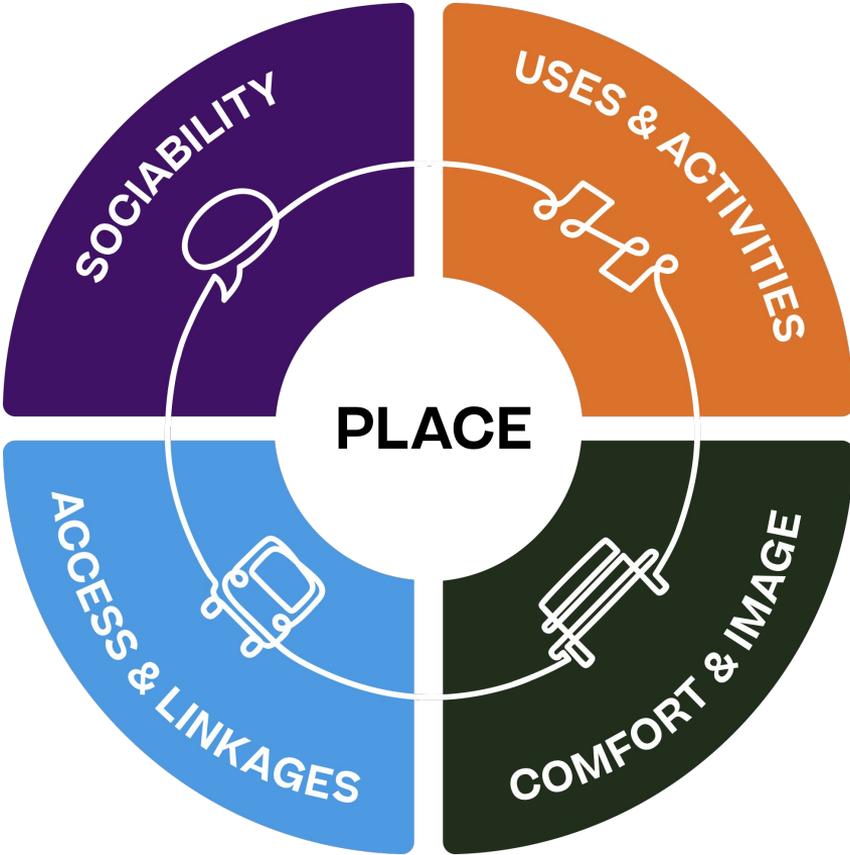


Conducting a time lapse of New York's Times Square

2. Evaluate Space & Identify Issues

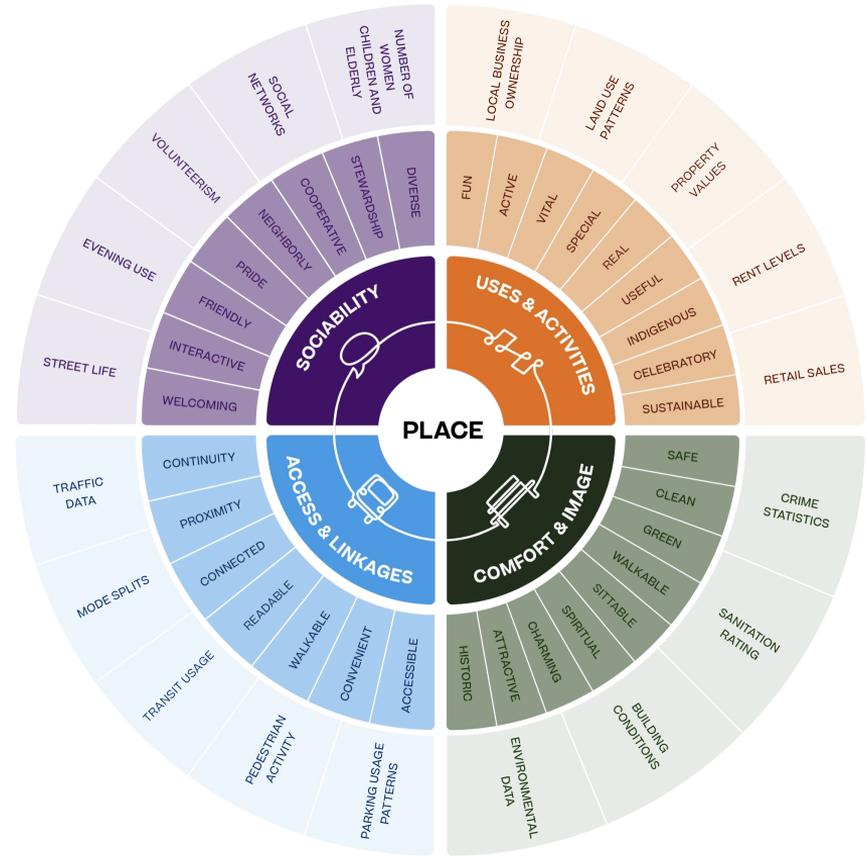
Place Performance Evaluation (AKA the Place Game)

What Makes a Great Place?



Place Performance Evaluation (AKA the Place Game)

What Makes a Great Place?



SITE # _____ DATE _____

 **Rate the Place**

COMFORT & IMAGE	POOR		GOOD	
Overall attractiveness	1	2	3	4
Feeling of safety	1	2	3	4
Cleanliness/Quality of Maintenance	1	2	3	4
Comfort of places to sit	1	2	3	4

Comments/Notes:

ACCESS & LINKAGES	POOR		GOOD	
Visibility from a distance	1	2	3	4
Ease in walking to the place	1	2	3	4
Transit access	1	2	3	4
Clarity of information/signage	1	2	3	4

Comments/Notes:

USES & ACTIVITIES	POOR		GOOD	
Mix of stores/services	1	2	3	4
Frequency of community events/activities	1	2	3	4
Overall busy-ness of area	1	2	3	4
Economic vitality	1	2	3	4

Comments/Notes:

SOCIABILITY	POOR		GOOD	
Number of people in groups	1	2	3	4
Evidence of volunteerism	1	2	3	4
Sense of pride and ownership	1	2	3	4
Presence of children and seniors	1	2	3	4

Comments/Notes:

 **Identify Opportunities**

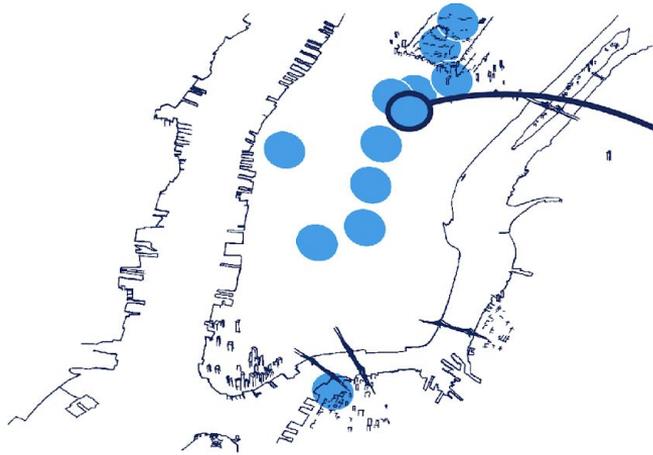
1. What do you like best about this place?
2. List things that you would do to improve this place that could be done right away and that wouldn't cost a lot:
3. What changes would you make in the long term that would have the biggest impact?
4. Ask someone who is in the "place" what they like about it and what they would do to improve it. Their answer:
5. What local partnerships or local talent can you identify that could help implement some of your proposed improvements? Please be as specific as possible.

The Place Game handout.

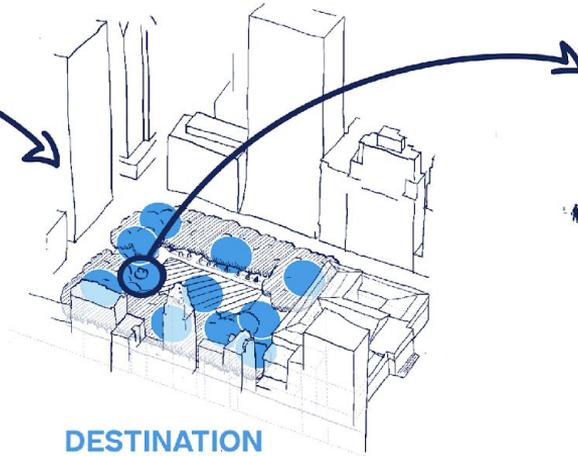


A participant in our placemaking training course uses the place game to evaluate Astor Place in New York, NY, USA (2018).

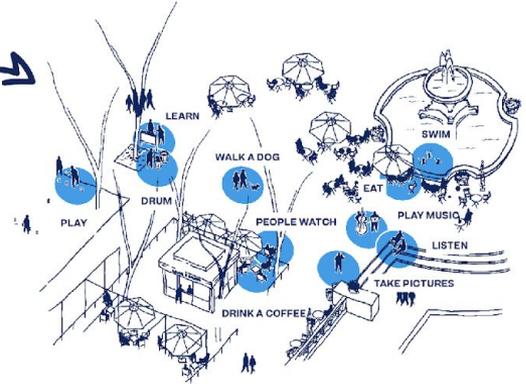
The Power of 10+



CITY/REGION
10+ major destinations



DESTINATION
10+ places in each



PLACE
10+ things to do
(layered to create synergy)

1. Read the paper

2. Window shop

3. Learn about local events

4. Go inside

5. Take a walk

6. Have a conversation

7. Pet a dog

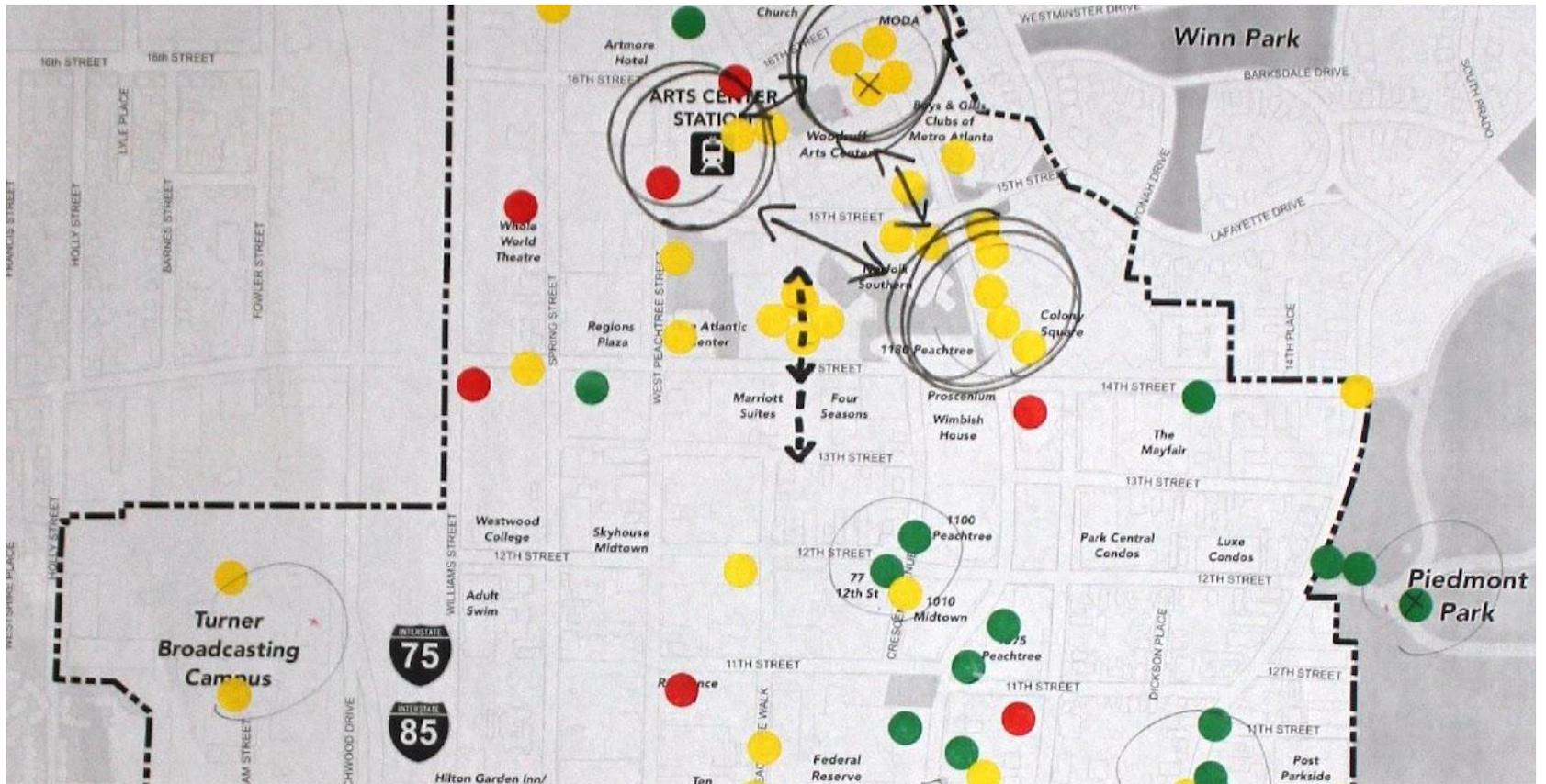
10. Sit and relax

9. Read someone else's book

8. Take a break from a bike ride



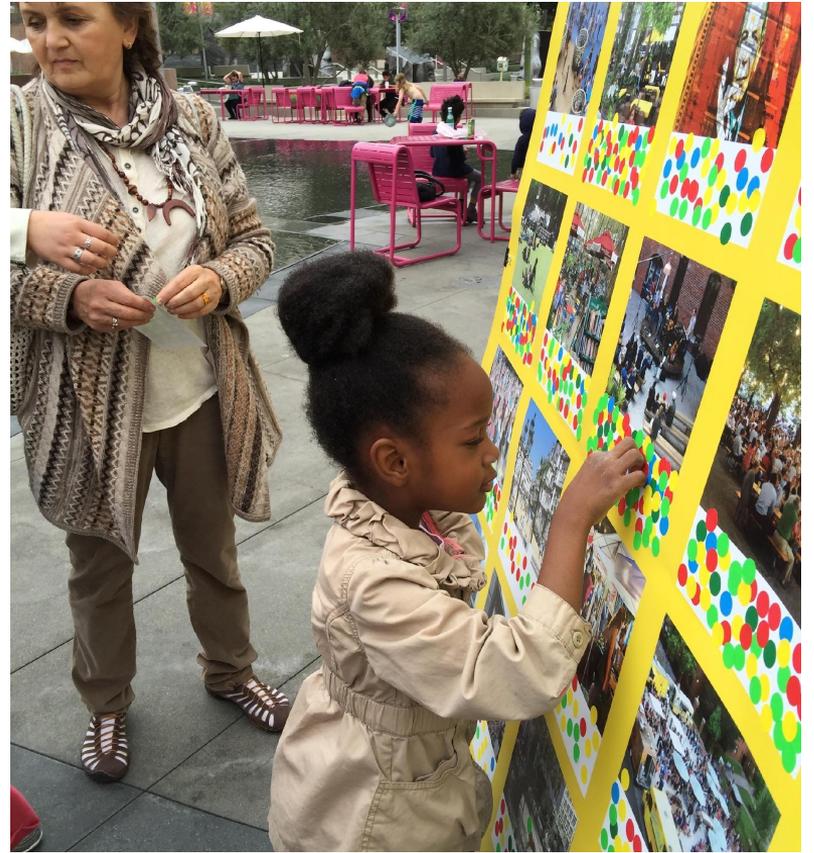
Community members contribute to a Power of 10 exercise focused on issues of comfort in Portland, OR, USA (2019).



A close up of a Power of 10 map from Atlanta, GA, USA.

Community Engagement

- Intercept Surveys
- Online Surveys
- Brainstorming Pop-Ups
- Voting Pop-Ups
- Topical Focus Groups
- Website and Social Media

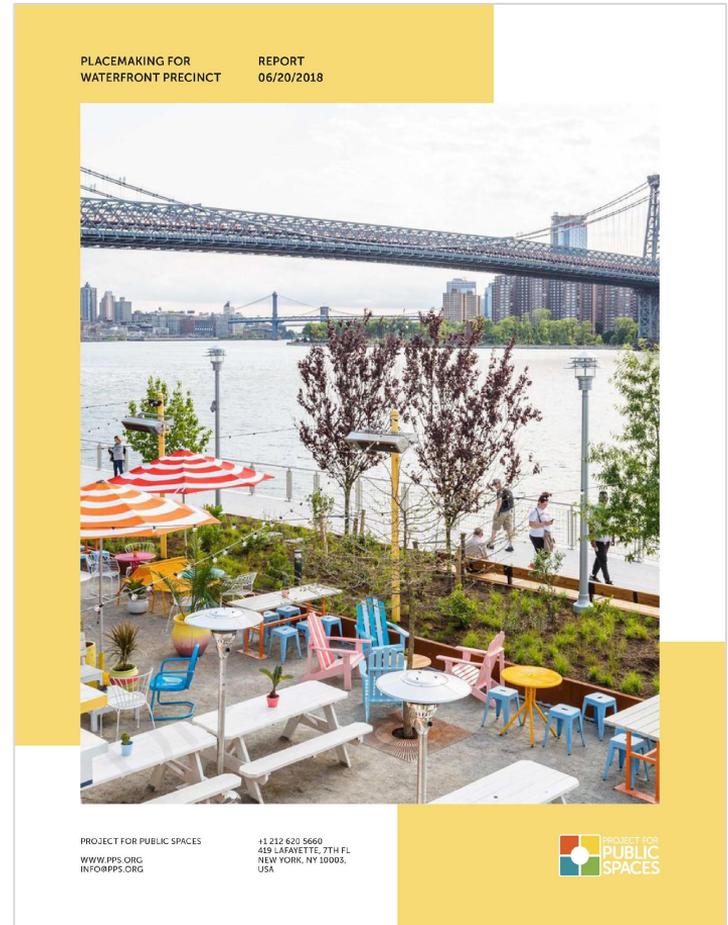


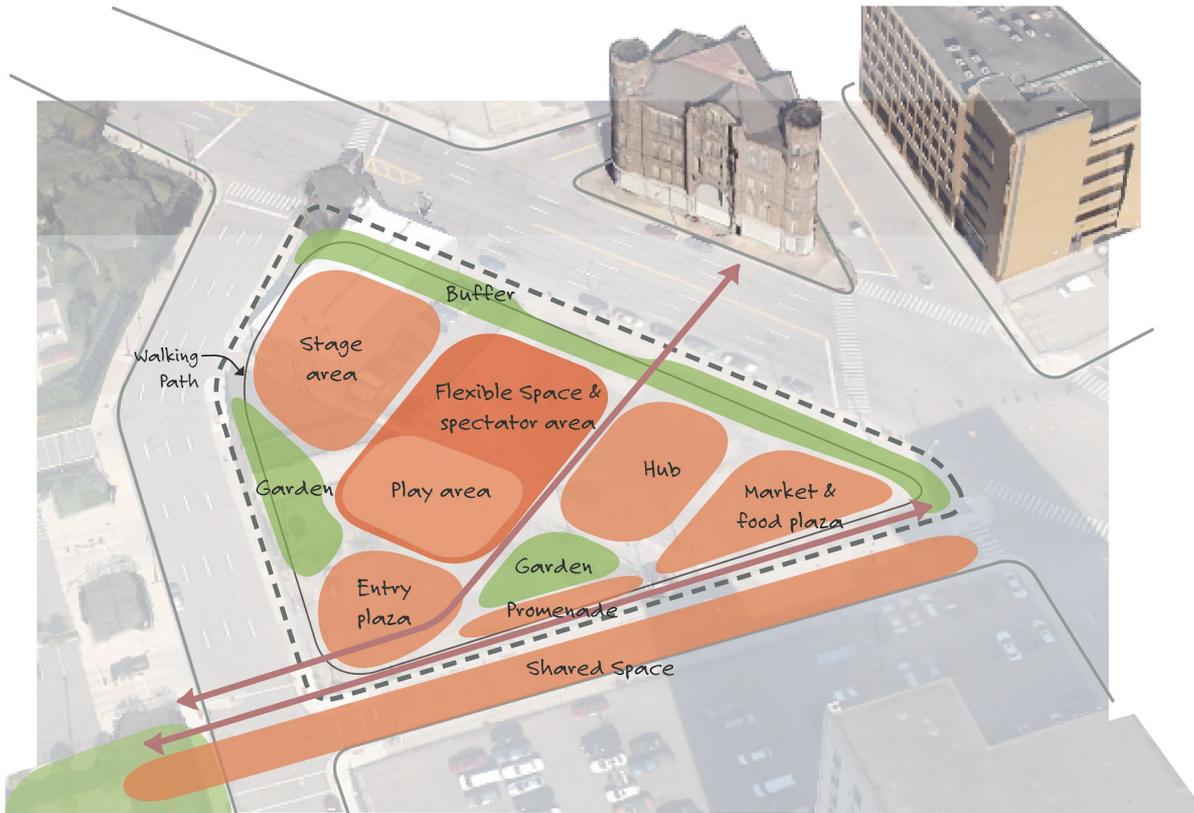
A pop-up at Grand Park in Los Angeles, CA, USA.

3. Place Vision

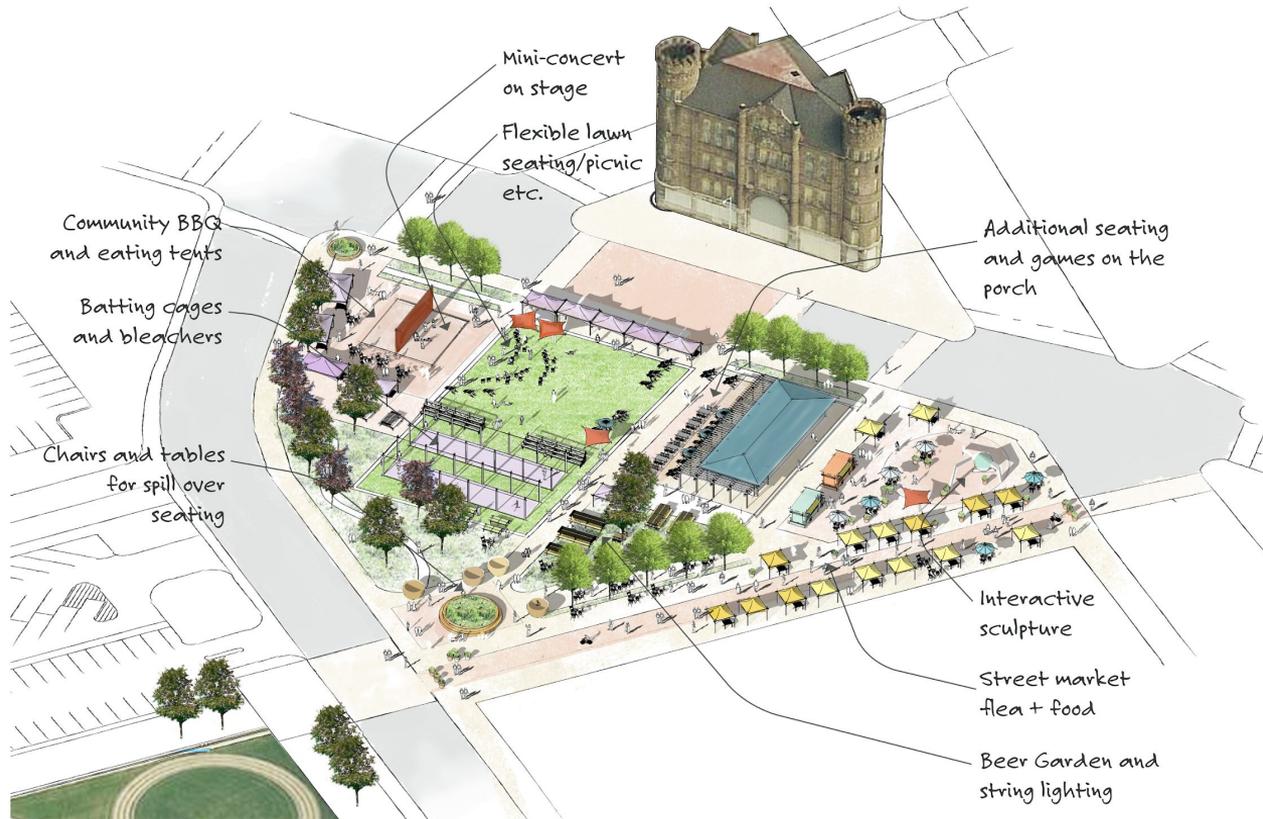
Place Vision

- Summary of issues and opportunities
- Summary of stakeholder and community engagement
- Program recommendations
- Precedent research
- Design guidelines
- Project Phasing
- Management plan

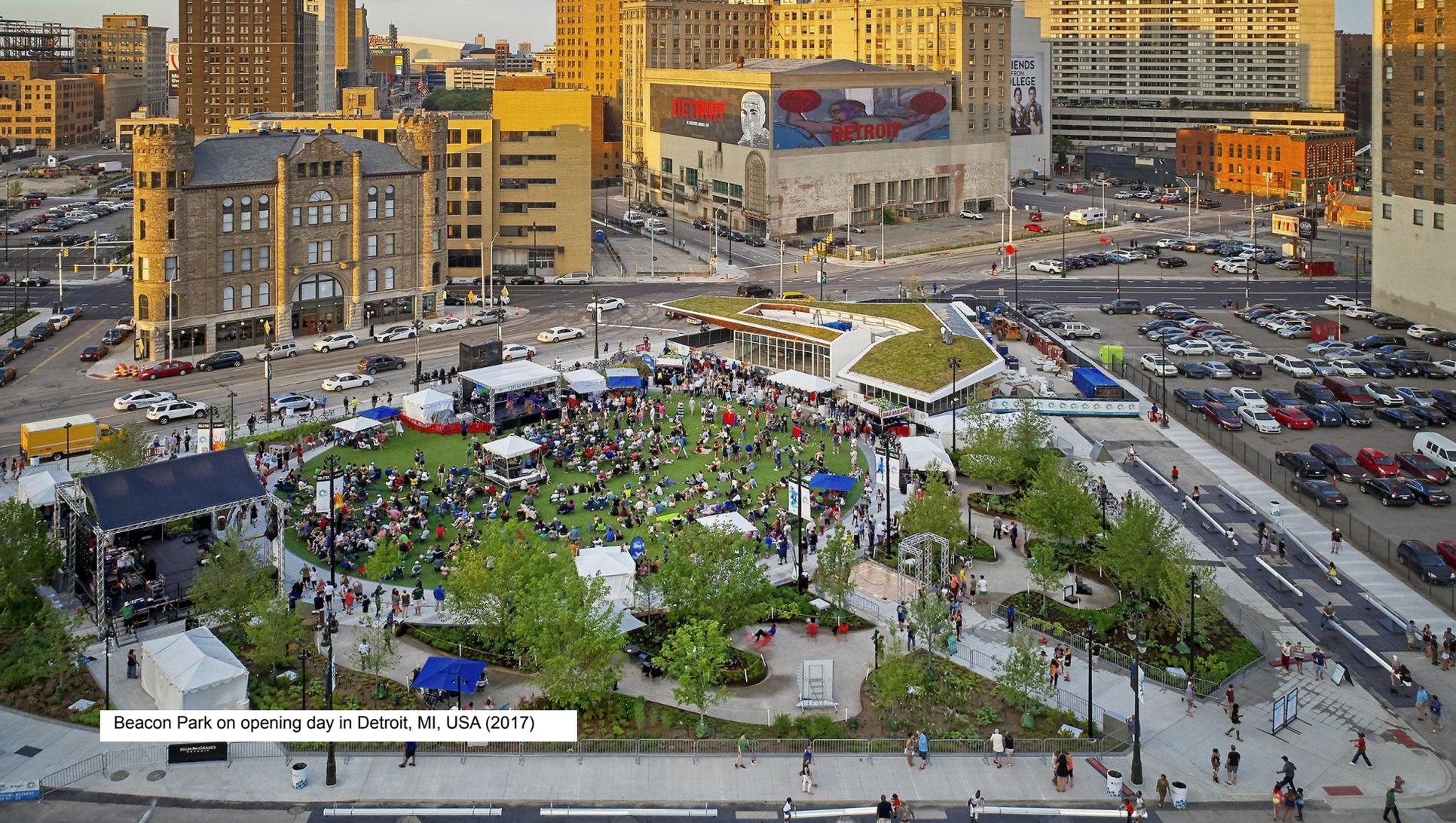




An example of a bubble diagram, which shows the proposed uses arranged in space.



An example of a concept design, which shows the kinds of facilities necessary to support the proposed uses.



Beacon Park on opening day in Detroit, MI, USA (2017)

ACTIVITY MATRIX: DTE GRAND RIVER AVENUE PUBLIC SPACE							5/15/2014				
Uses & Activities	Time of Day				Time of Week		Seasonal		Area		
	All-Day	Morning	Lunch	After-work	Weekday	Weekend	Summer	Winter	Circle Park	GRAPS	
Users											
DTE and area employees											
Downtown employees											
Downtown residents											
Local Detroit families											
Neighborhood youth											
Local entrepreneurs/makers											
Detroit artists and performers											
Performing Arts											
Live music venue											
Mini-concerts											
Theater											
Outdoor movies											
Dance performances											
Shakespeare in the Park											
Youth cultural events											
Rehearsal/production											
Techno/DJ music											
Food & Beverage Related											
Outdoor café											
Food-trucks											
Food Vendors											

An example of an activity matrix, which plans out uses and activities over throughout the day, week, and year.

4. Short-Term Experiments & Management

Lighter, Quicker, Cheaper (LQC) Experiments

- Test before you invest
- Demonstrate progress and build excitement
- Continue engaging the public
- Build capacity for management and governance
- We provide: training, amenity selection, evaluation, and ongoing technical assistance



A LQC street improvement in Salisbury, MA, USA.



Lighter, Quicker, Cheaper: Programs | Watching the game on a jury-rigged TV at Congress Square Park in Portland, ME, USA.



Lighter, Quicker, Cheaper: Programs | Storytime at Burnside Park in Providence, RI, USA.



Lighter, Quicker, Cheaper: Programs | The world's longest pancake breakfast in Springfield, MA, USA.



Lighter, Quicker, Cheaper: Amenities | Painted steps and beanbag chairs at the Perth Cultural Centre in Perth, Australia.



Lighter Quicker Cheaper: Light Development | Shops in shipping containers at DeKalb Market in Brooklyn, NY, USA.

5. Ongoing Reevaluation & Long-Term Improvement



Sundance Square, Fort Worth, Texas, USA (2014)



The site before Sundance Square.



A LQC movie night in the parking lot.

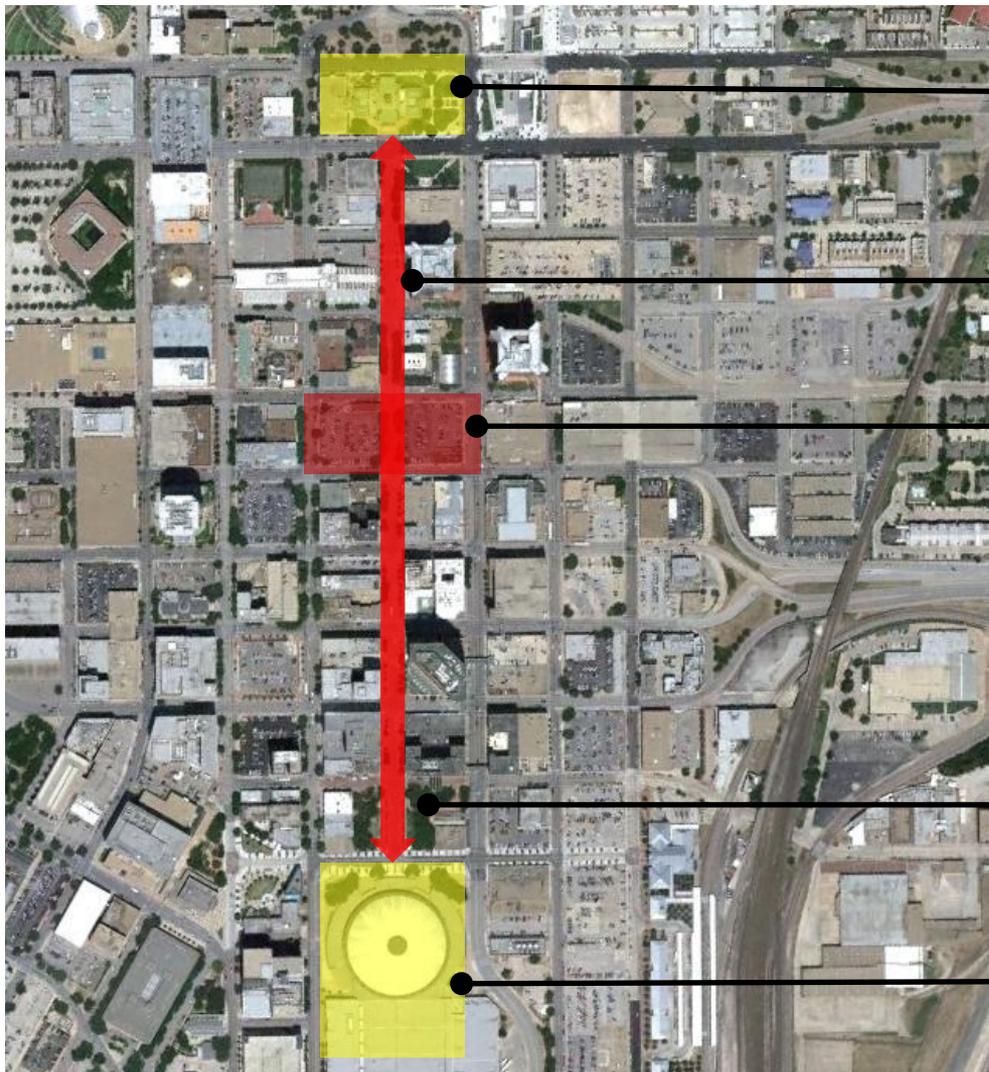


Sundance Square: LQC yoga classes in the parking lot.



Sundance Square: Long-term improvements took LQC experiments to the next level.

Sundance Square



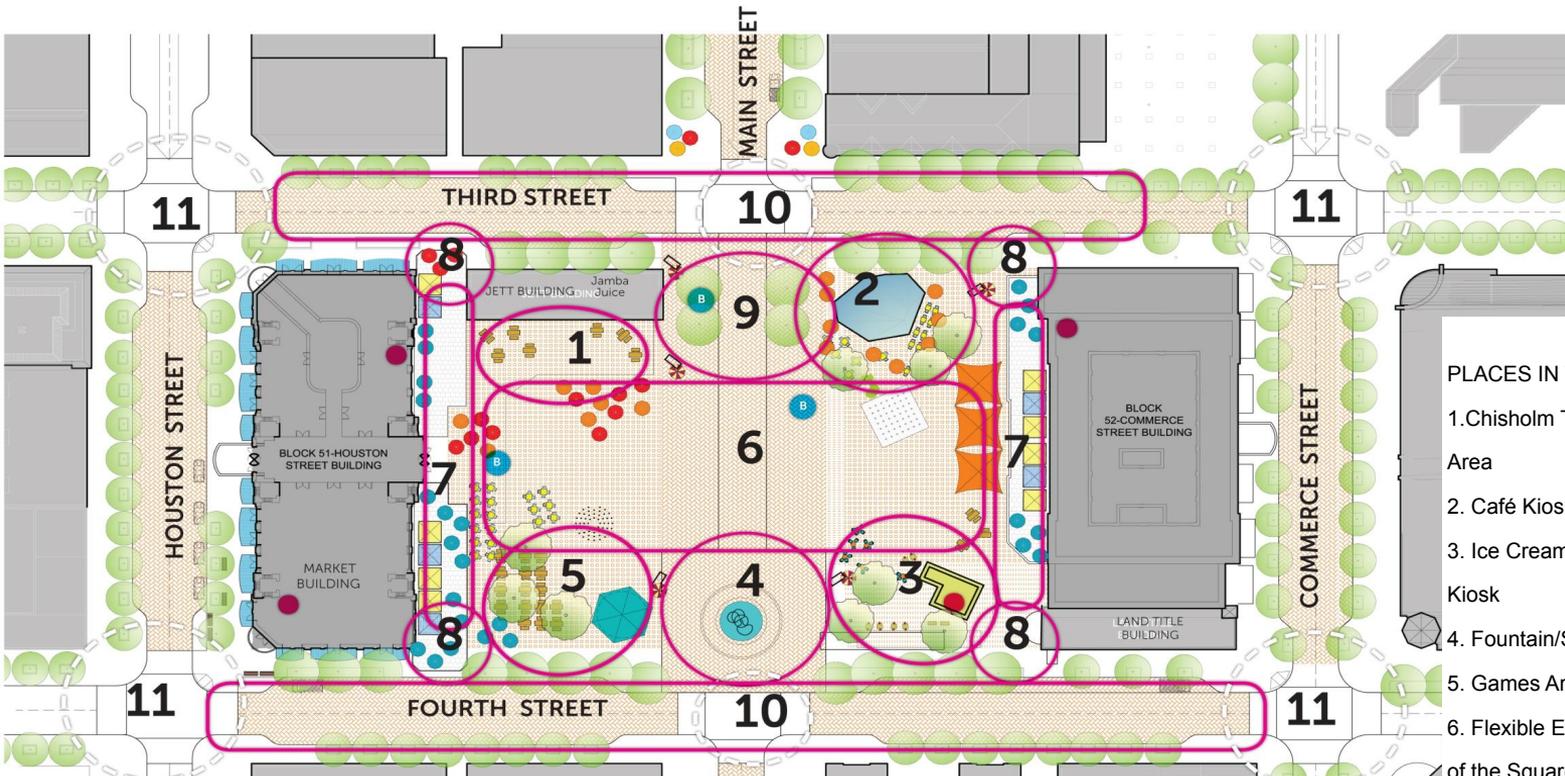
Tarrant County
Courthouse

Main Street

Sundance
Square

General
Worth
Square

Fort Worth
Convention
Center



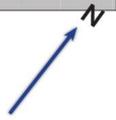
PLACES IN THE NEW SQUARE

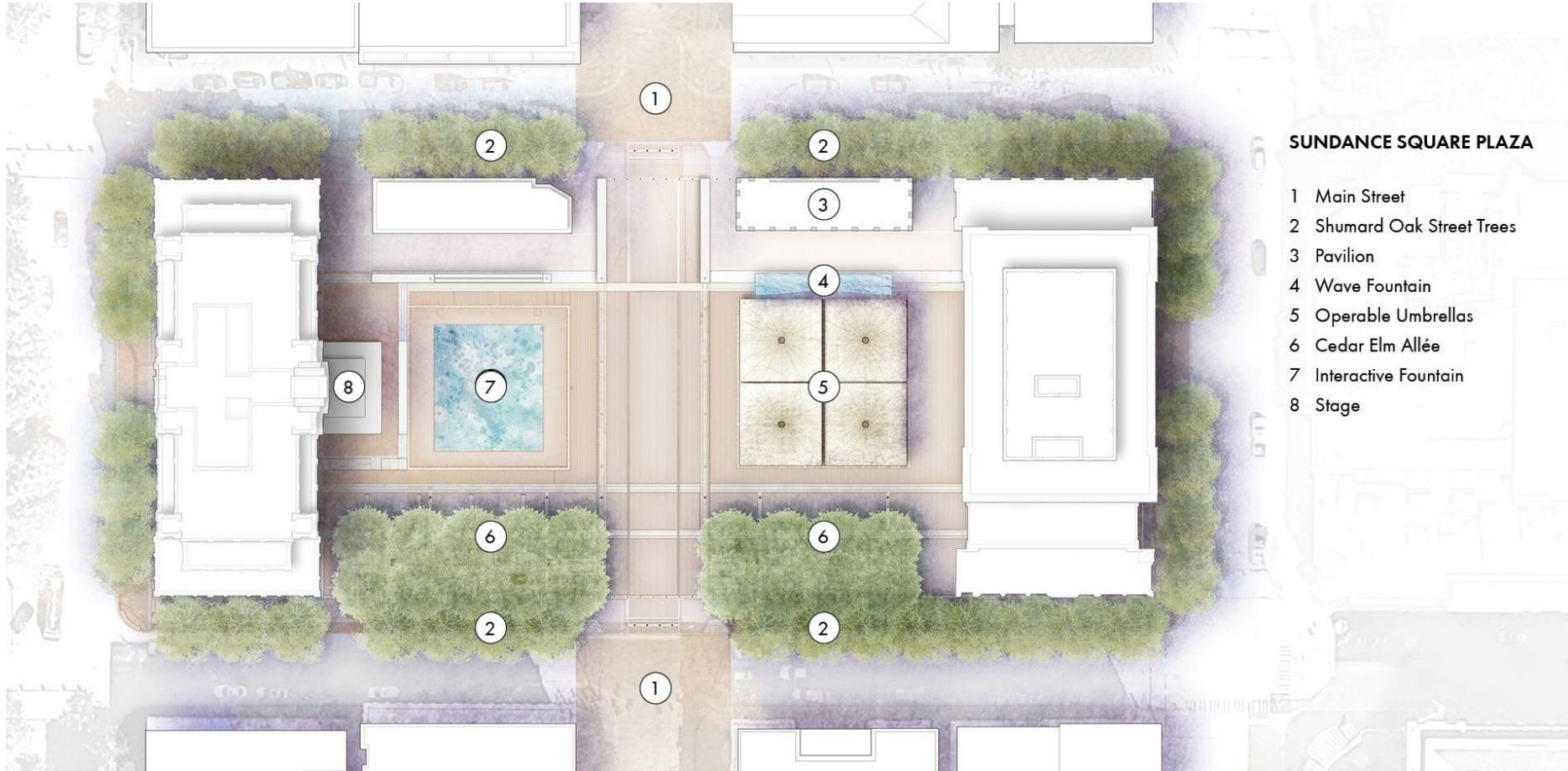
1. Chisholm Trail Plaza and Performance Area
2. Café Kiosk
3. Ice Cream, Newsstand and Restroom Kiosk
4. Fountain/Sculpture Focal Point
5. Games Area, Gazebo and Beer Garden
6. Flexible Events and Exhibit Area (Center of the Square)
7. Edges of buildings facing the Square
8. Midblock Gateway to the Square
9. Northern Gateway and Promenade

- KEY**
- SPACES IN THE SQUARE
 - NODES AND STREET CORNERS
 - RESTROOMS
 - BUSKERS/PERFORMERS, PLACES FOR ENTERTAINERS OF DIFFERENT SIZES
 - TWO STORY BUILDING EXTENSIONS WITH SECOND LEVEL TERRACES
 - INTERACTIVE WATER FEATURE

0 20 40 60 Feet

Sundance Square
 (3rd Street and 4th Street)
 11. Creating a larger Square





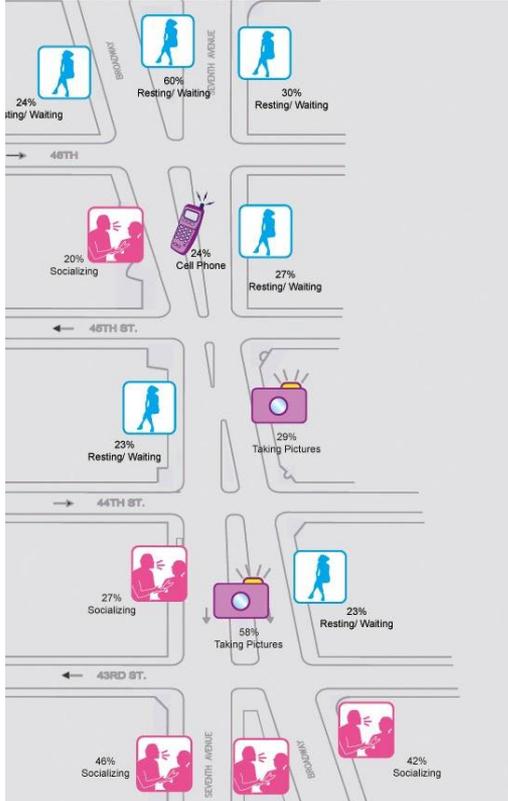
SUNDANCE SQUARE PLAZA

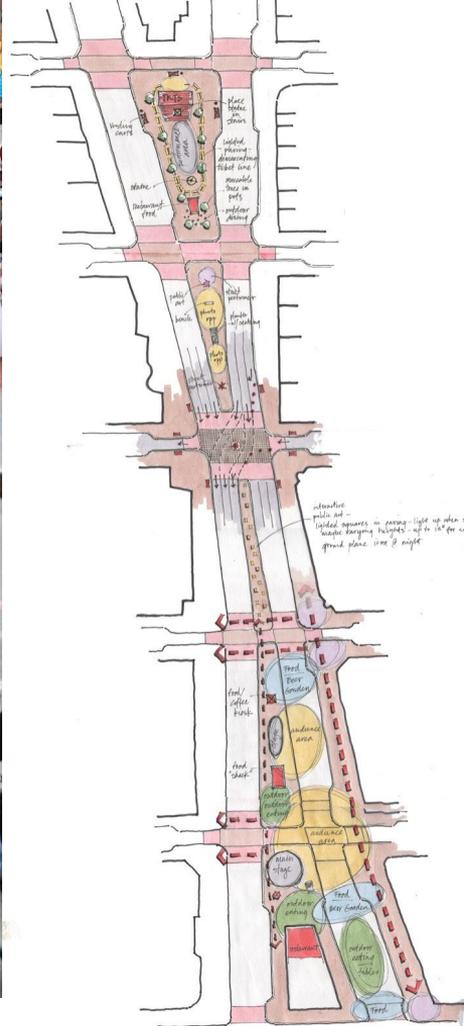
- 1 Main Street
- 2 Shumard Oak Street Trees
- 3 Pavilion
- 4 Wave Fountain
- 5 Operable Umbrellas
- 6 Cedar Elm Allée
- 7 Interactive Fountain
- 8 Stage



PPS Project Experience

NY, NY Times Square





Testing Ideas



Implementation



Goldman Sachs
the global university of China

Membership cards

Beats
THIS ISN'T YOUR MOTHER'S BEATS

THE PHANTOM OF THE OPERA

THE ONLY MICHIGAN WINE WITH A LIFETIME WARRANTY

LET YOUR FANTASIES FLOW
THE PHANTOM OF THE OPERA

FEEL A DIFFERENT KIND OF
CHILL

EXPRESS EXPRESS EXPRESS
EXPRESS EXPRESS EXPRESS
EXPRESS EXPRESS EXPRESS
EXPRESS EXPRESS EXPRESS

EXPRESS EXPRESS E.
EXPRESS EXPRESS
EXPRESS EXPRESS
EXPRESS EXPRESS E.

NOVOTEL

NOVOTEL

100 BOMBAY

Madison

MILLER BUILDING

THE SHOW FOLKS SHOP SHOULD BE CALLED TO BE BUILT IN THE CITY OF NEW YORK

ELECTRONIC CAMERA LOGO

An aerial night photograph of a bustling downtown Detroit square. The scene is dominated by a massive crowd of people gathered around a large, brightly lit Christmas tree in the center. In the foreground, an outdoor ice skating rink is visible with several skaters. The square is decorated with numerous trees wrapped in warm white lights and other festive displays. Surrounding the square are tall, modern buildings with many lit windows. One prominent building on the right has a sign that reads "Quicken Loans Engineered to Amaze". The overall atmosphere is festive and vibrant.

A Placemaking Vision For Downtown Detroit

Quicken Loans
Engineered to Amaze

Community Engagement Techniques

- Stakeholder Interviews
- Topical Focus Groups
- Placemaking Workshops
- Power of Ten Workshops
- Pop-up/Dot Boards
- Intercept and Online Surveys
- Technical Workshops
- Social Media Tools



What activities do you want to see in downtown public spaces?



Concerts

553



Jogging / Walking Path in Soft Surface

471



Street Cafe

507



Food in the Park

439



Beer Garden

484

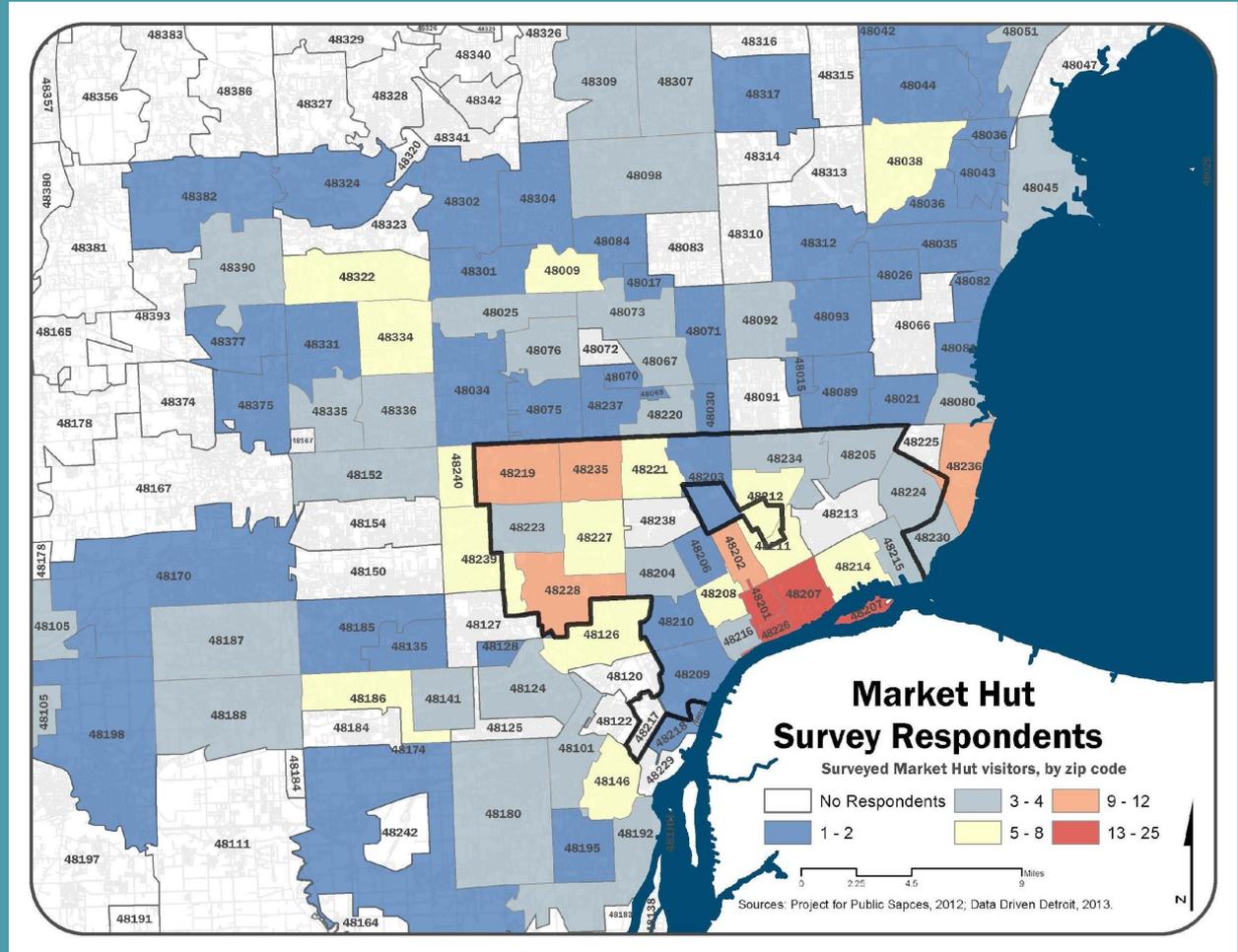


Performances

433

Home Zip Code Results

Place Visioning participants represent 27 zip codes





Detroit Campus Martius





STRATEGY FOR IMPLEMENTATION

Create energetic anchors of activity

in key dynamic locations that have a critical mass

Make it a “movable feast”

through pop-ups and mobile management teams

Get life on the “streets/sidewalks”

make public spaces vibrant and attractive, encourage walking and biking

Bring the inside out

highlight local institutions & businesses, visually exciting ground floors and corners that pop-out

Use Lighter, Quicker, Cheaper

make things happen quickly, put new places on the map



WOODWARD AVE

MONROE ST

GANGAN AVE

SPORT ST

10

11

12

2

3

1

4

5

7

6

8

9

















com mlfe.com
2077

Cadillac
Fairmont

TRO
STLE
SIDE



The
Cadillac
Lodge

CONTRASTIONAL
POPCORN
LUCKY
LABORATOR





BURGERS, FRIES, SHAKES, HOT DOGS, FLOATS, BURRITOS

SHAKE SHACK

QLINE
DETROIT

The original trolley car, now with the power of the future.
We'll be here in 2035.

QLINE

288

FOOD TRUCKS



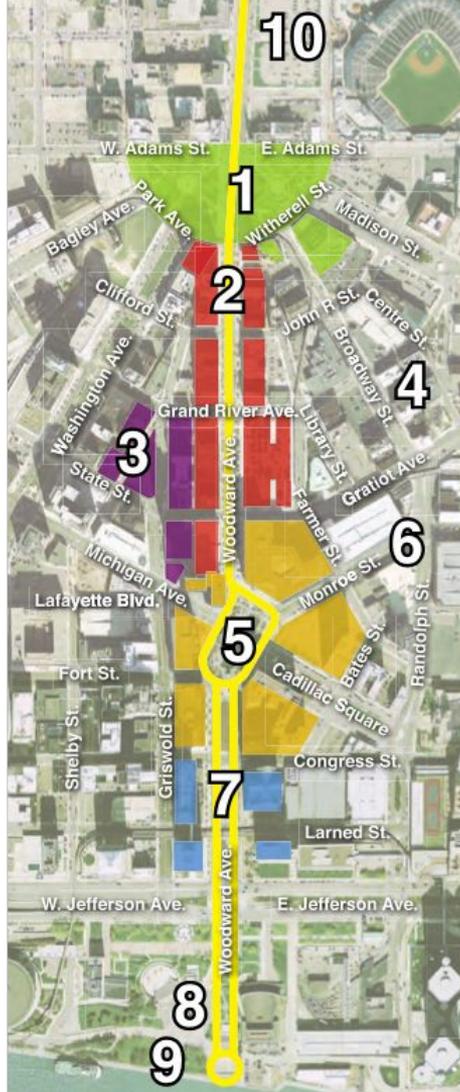


WELCOME TO CLEMENTINA

SECURITY

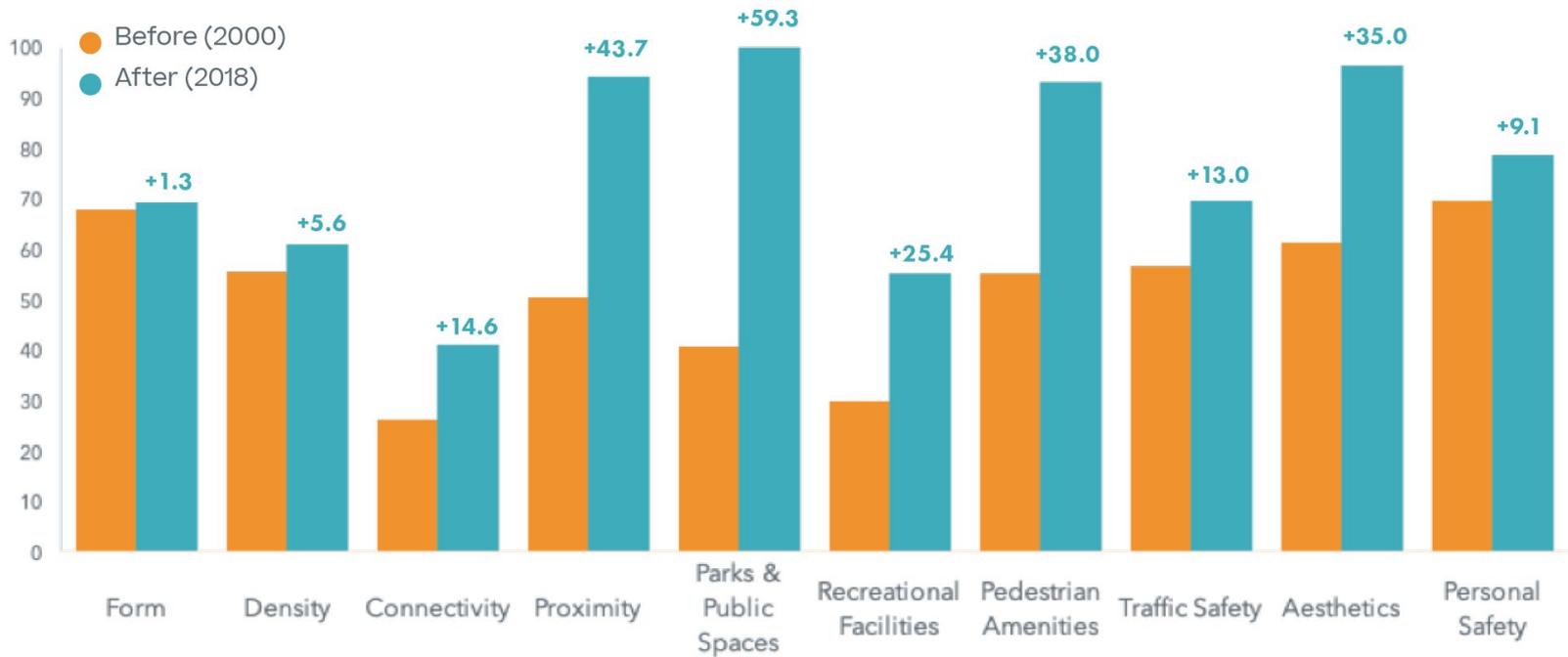
Clementina
¿QUE PASA, DETROIT?
←





The Power of Ten in Downtown Detroit

1. Grand Circus Park / 1500 Woodward District
2. Woodward Avenue Promenade
3. Capitol Park
4. Paradise Valley
5. Campus Martius / Cadillac Square
6. Monroe Entertainment / Greektown
7. Woodward Avenue Esplanade
8. Hart Plaza
9. RiverWalk
10. Entertainment District



STATE OF PLACE

According to **State of Place**, an index measuring ten proven factors of walkable urban design, the streets surrounding Campus Martius leapt from a score of **59.6** before PPS's placemaking activations to **100**, making it the highest-scoring location in their database. "Walk This Way," a Brookings report on Washington, DC, found that an increase of 20 points in this index yields premiums of \$9/sf in office rents, \$7/sf in retail rents, \$300/unit for residential rents, and 80% in retail revenue.





Grazie!
PPS.org

agalletti@pps.org