

# The Power of 10+

## Applying PLACEMAKING at Every Scale

Saturday, March 4, 2017  
Muncie, IN





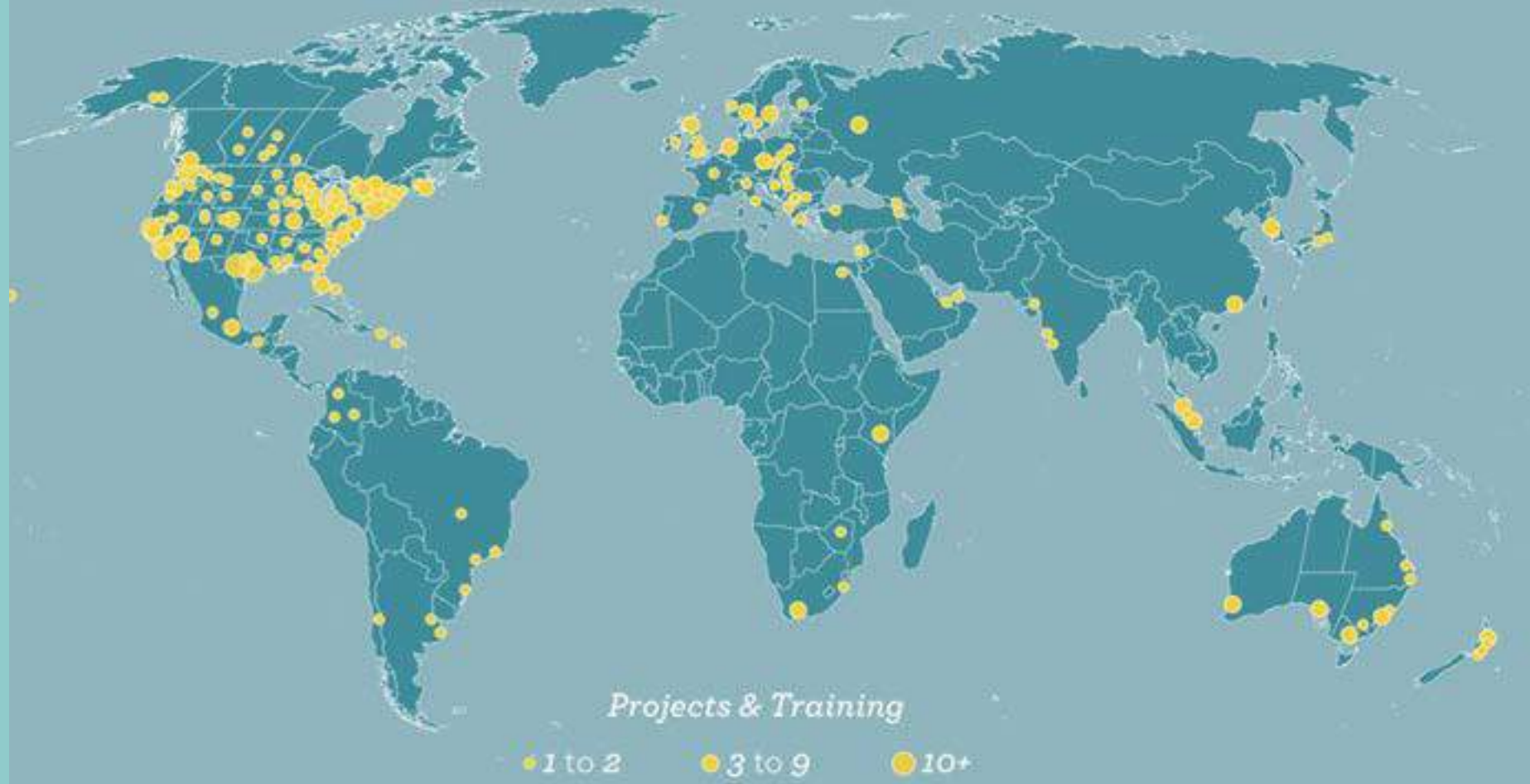


***“When you focus on a place,  
you do everything differently.”***  
*~Fred Kent*



# WHERE WE HAVE WORKED

*Since 1975*



**Helping people create  
and sustain public  
spaces that build  
stronger communities**



**46 countries, 6 continents,  
50 US states, 7 Canadian provinces,  
1000 cities, 3,000 communities**



# BENEFITS OF GREAT PLACES



# PROMOTES SENSE OF COMFORT





CREATES IMPROVED ACCESSIBILITY





# BUILDS & SUPPORTS THE LOCAL ECONOMY





# SOCIAL INTERACTION





PROMOTES HEALTH





# NURTURES & DEFINES SENSE OF COMMUNITY



***“Intricate minglings of different uses in cities are not a form of chaos. On the contrary, they represent a complex and highly developed form of order.”***



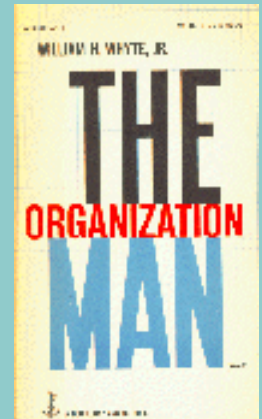
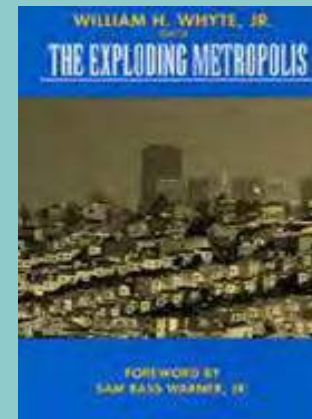
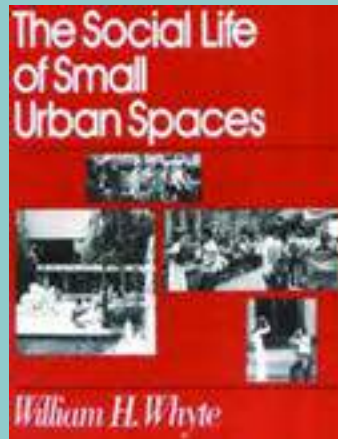
**Jane Jacobs,**  
“Death and Life of Great American Cities”



# WILLIAM H. (HOLLY) WHYTE



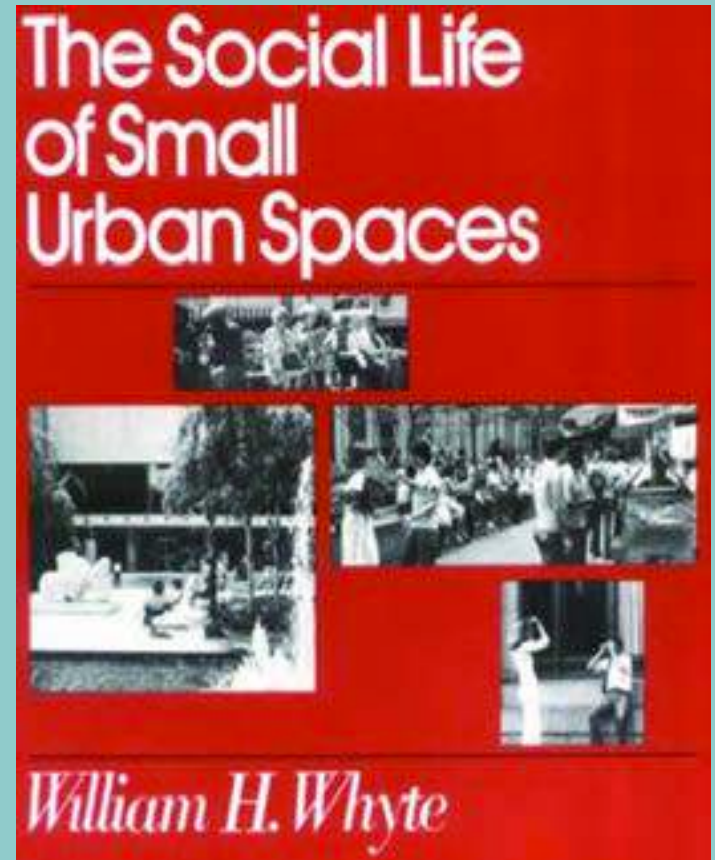
- The Organization Man, 1956
- The Exploding Metropolis, 1958
- The Last Landscape, 1968
- Plan for the City of New York, 1969
- The Social Life of Small Urban Spaces, 1980
- City: Rediscovering the Center, 1988





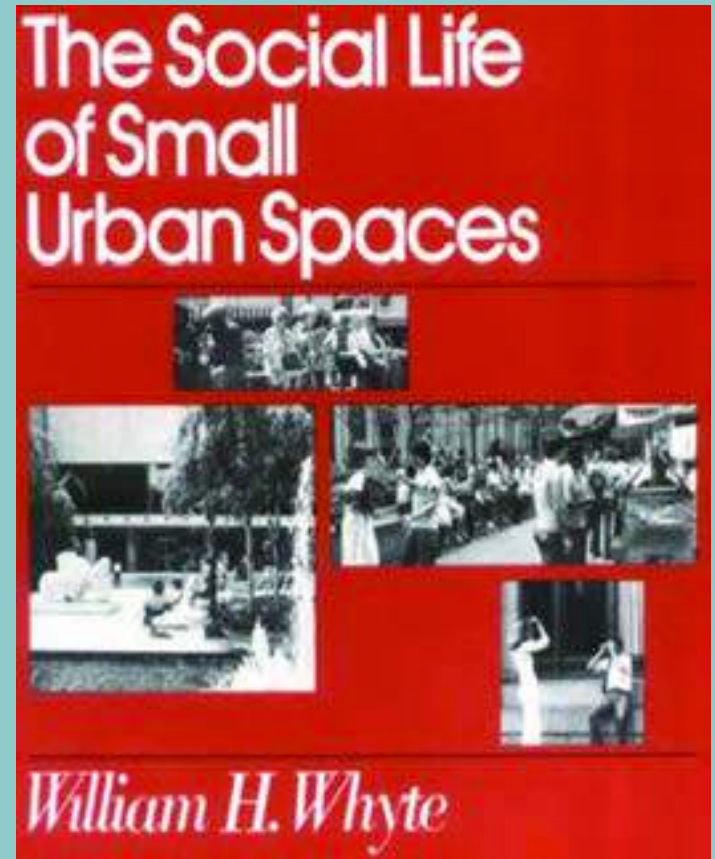
Social public spaces “are built of a set of basics...”

- What are they?



# Social public spaces “are built of a set of basics...”

- Food
- Places to Sit
- Water
- Sun/Shade
- Trees
- Sense of Scale
- Triangulation (Multiple Things to Do)
- Places to People Watch
- Programming



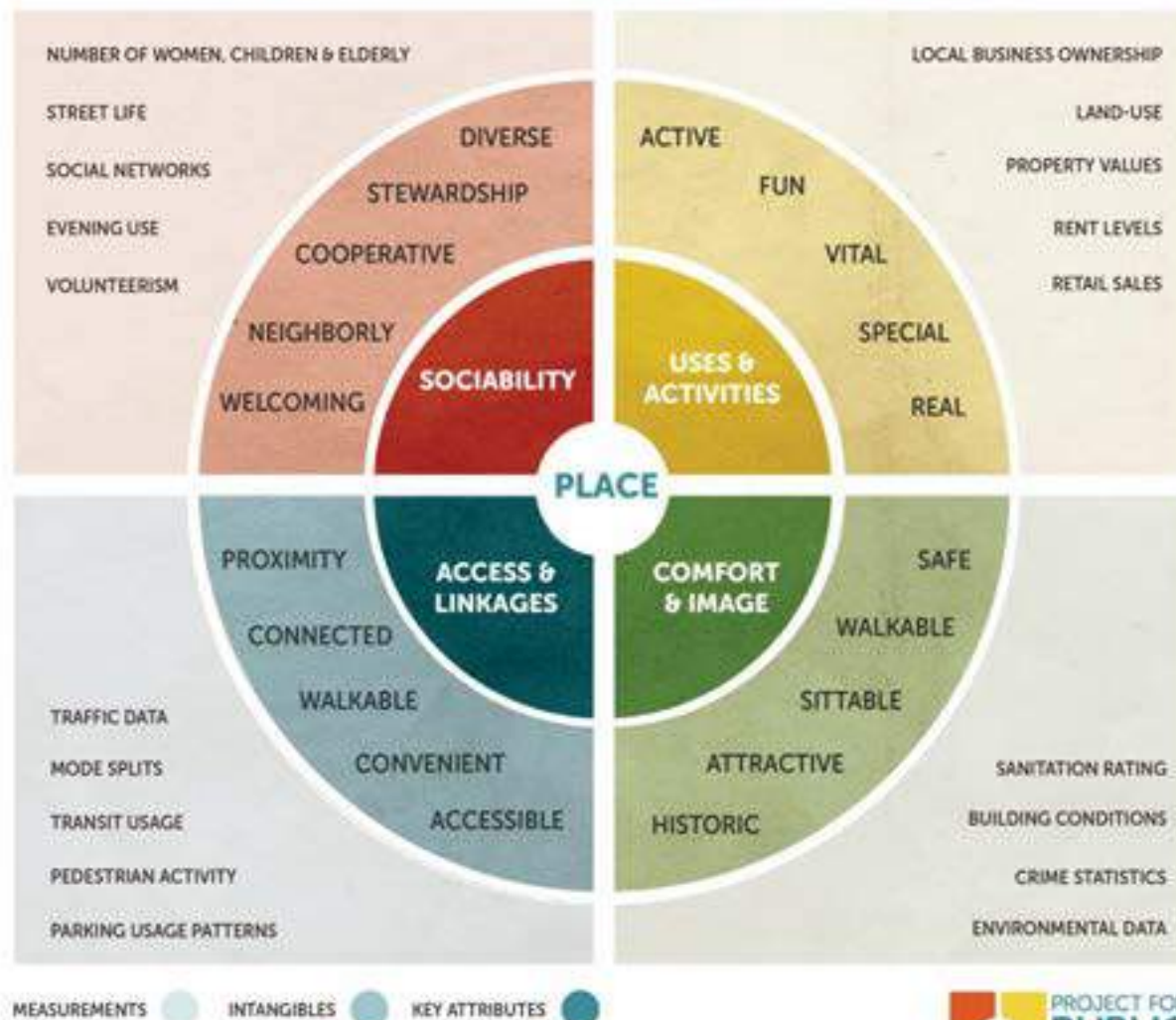
It is difficult to create a space that will not attract people. What is remarkable is how often this has been accomplished.

William H. Whyte





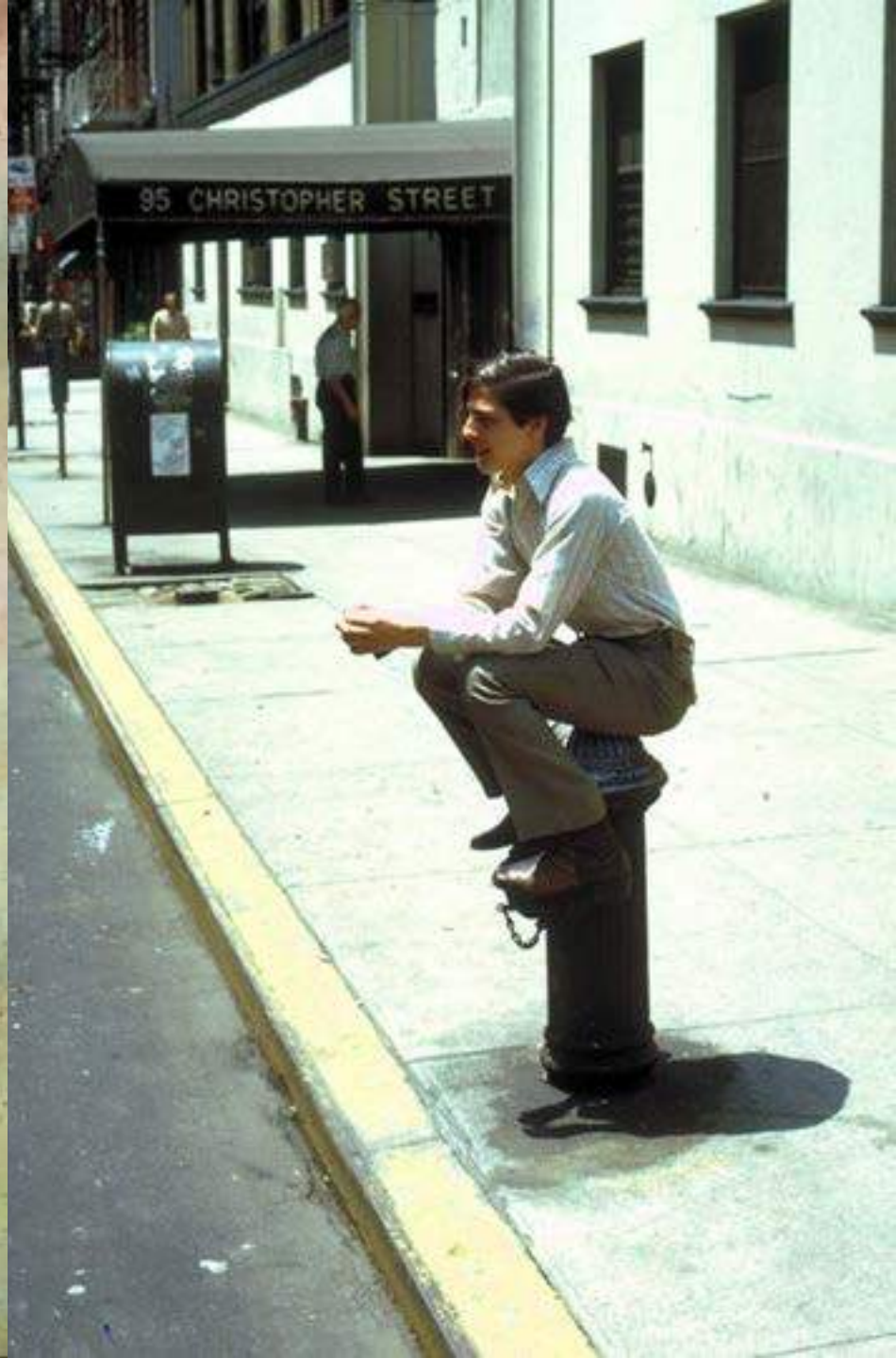
# WHAT MAKES A GREAT PLACE?



“People tend to sit where there are places to sit.”  
~William Holly Whyte

























*Lesquinzenity*

LA PLACA REAL



















# DAD vs. POP

Decide Announce Defend

Public Owns Project



***“We have to turn  
everything upside down  
to get it right side up –  
to get from inadequate  
to extraordinary.”***

*~Fred Kent, PPS President*



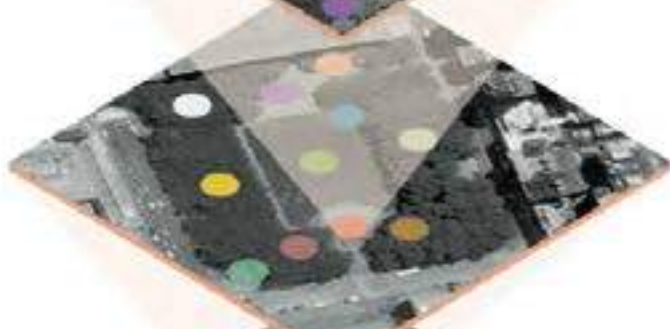


# Utilize the Power of 10+



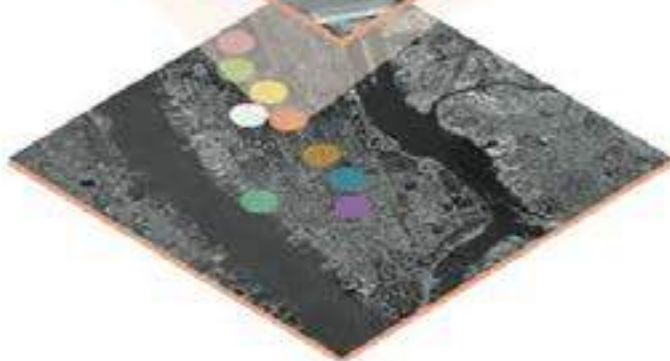
## PLACE

10+ things to do layered  
to create synergy



## DESTINATION

10+ Places to go



## CITY/REGION

10+ Major Destinations

# POWER OF 10: PLACE

1. Read the paper

2. Window shop

3. Learn about upcoming events

4. Go inside!

5. Walk by

6. Sit & relax

7. Read someone else's book

8. Take a break from a bike ride

9. Pet a dog

10. Have a conversation





# The Power of Ten

## in Downtown Detroit

- de
- 8. Hart Plaza
- 9. RiverWalk
- 10. Entertainment District



Detroit: Campus Martius / Cadillac Square





Detroit: Campus Martius / Cadillac Square



Detroit: Campus Martius – Temporary Beach





Detroit: Campus Martius – Temporary Beach





Detroit: Campus Martius – Beach and Beach Cafe









Detroit: Cadillac Square – Food Kiosks





Detroit: Cadillac Square – Seating and Performances





Detroit: Cadillac Square – Seating and Performances





Detroit: Cadillac Square: Boules Games like petanque and bocce





Detroit: Cadillac Square: Pick-up B-Ball





Detroit: Campus Martius: Beach Volley Ball





Detroit: Downtown Placemaking





Detroit: Downtown Placemaking





Watch the Fountains

Catch a show

Eat dinner/lunch

Find some shade

Dance

Play in the sand

Lounge in the sun

Meet a friend

Have a drink

Detroit: Downtown Placemaking



# Lighter, Quicker, Cheaper Approach



# From TEST to INVEST

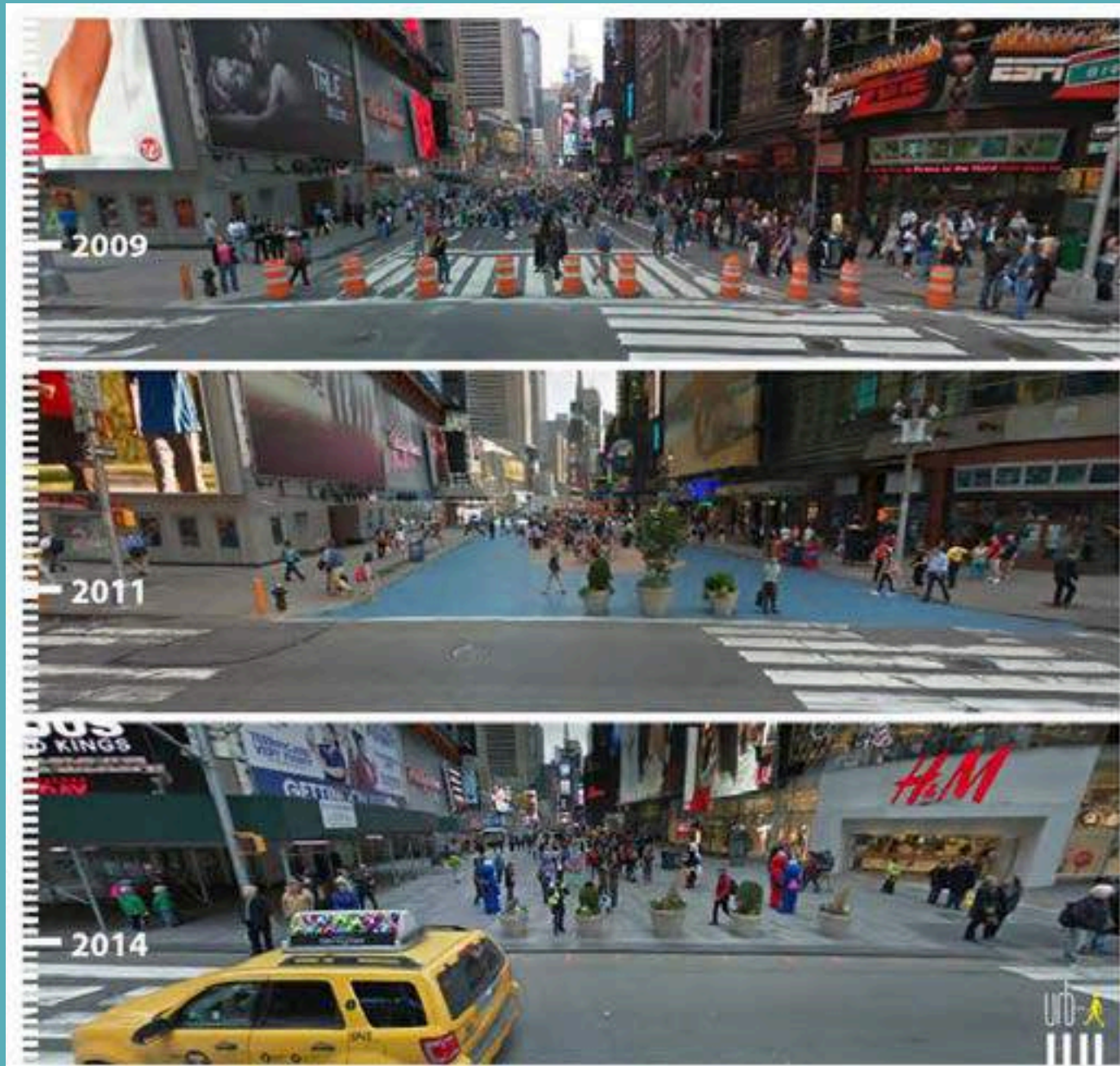




# Spectrum of Change



# Times Square, NYC





# Try it!

## ***Minneapolis Bicycle Coalition Open Streets Demonstration Project***



Image: Sam Rockwell.

# Try it!



A floating bus stop trial at NE 16th and Broadway, Portland.





# Increasing People Space Chicago



*Lincoln Hub, Chicago, IL. Built in 2015. Photo Credit: John Greenfield*

# Increasing People Space Chicago



# Sticky Streets



*Better Block - Dallas*





**Brownsville, Brooklyn**  
**[www.nyc.gov/streetseats](http://www.nyc.gov/streetseats)**



# City Repair Project, Portland, OR





**Citizens' Institute  
on Rural Design**



**Hallam  
NE**



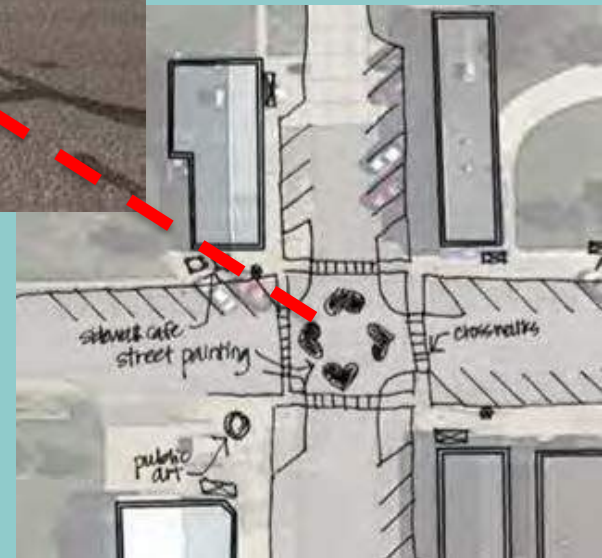
*the*  
**Little Town**  
*with a*  
**Big Heart**

**MAIN STREET  
PLACEMAKING**





Painted Intersection



# POWER OF 10+ PLACE MAPPING

- Break into groups
- Review the Focus Area
- Dot the Map
  - Great Destinations
  - Opportunity Destinations
  - Problem Areas
- Use POWER OF 10 Guide to Strengthen Opportunity Place
- Report Back





# POWER OF 10+ TOOL

- What additional **uses and activities** could be clustered with or added?
- What **social** or group activities could be supported here?
- What physical enhancements would make it more **comfortable**?
- Are there ways to improve **connections** to other places nearby?



# Find the Zealous Nuts!

*Leaders (Zealous Nuts) are visionaries with a poorly developed sense of fear and no concept of the odds against them...*

*They make the impossible happen*

- - Dr. Robert Jarvik



**Be that guy!**



[illegible]

# UPCOMING CONFERENCES & TRAINING



## **PLACEMAKING: MAKING IT HAPPEN**

MAY 10-12TH | NEW YORK CITY

Bring your spaces from ordinary to extraordinary with this intensive two and a half-day training (registration open 1/15). [Learn more...](#)



## **HOW TO CREATE SUCCESSFUL MARKETS**

JUNE 16-17TH | NEW YORK CITY

Learn how to create or grow a thriving public market in your city and join us on a tour learning from the markets of NYC (registration open 1/15). [Learn More...](#)



PROJECT FOR  
**PUBLIC  
SPACES**



Act as if what you do makes a difference.

*Because it does!*

**Thank You!**



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