



PROJECT FOR
PUBLIC
SPACES

***“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.”



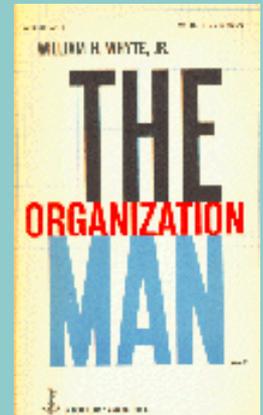
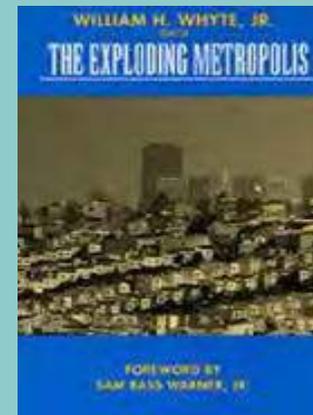
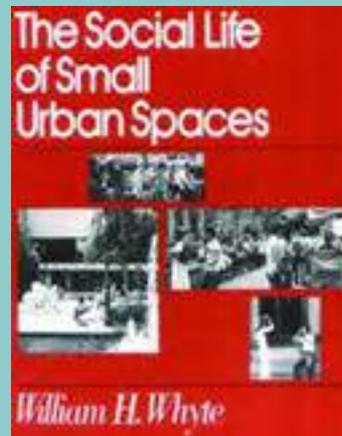
Jane Jacobs,
“Death and Life of Great American Cities”



WILLIAM H. (HOLLY) WHYTE

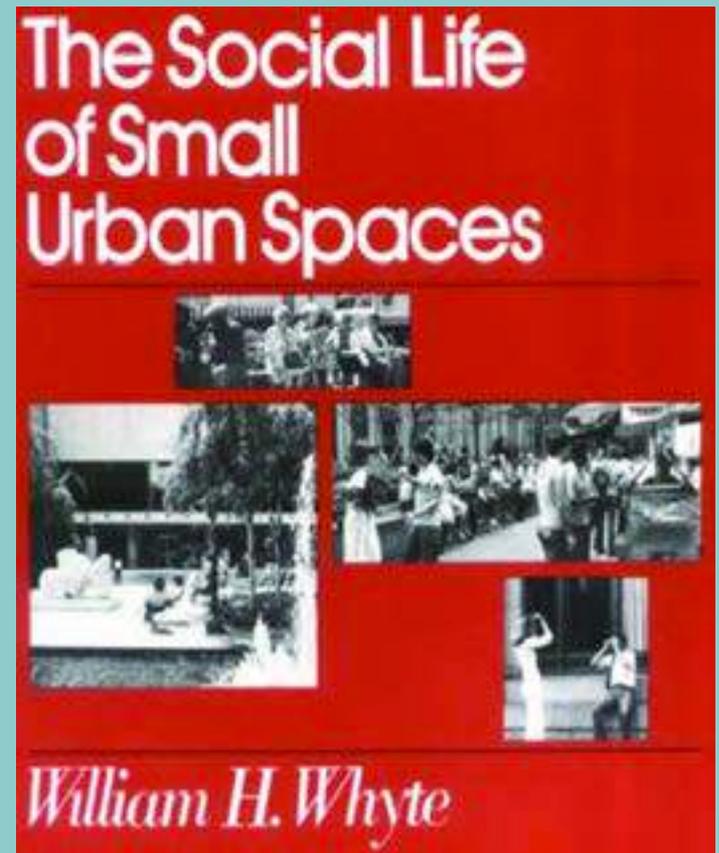


- The Organization Man, 1956
- The Exploding Metropolis, 1958
- The Last Landscape, 1968
- Plan for the City of New York, 1969
- The Social Life of Small Urban Spaces, 1980
- City: Rediscovering the Center, 1988



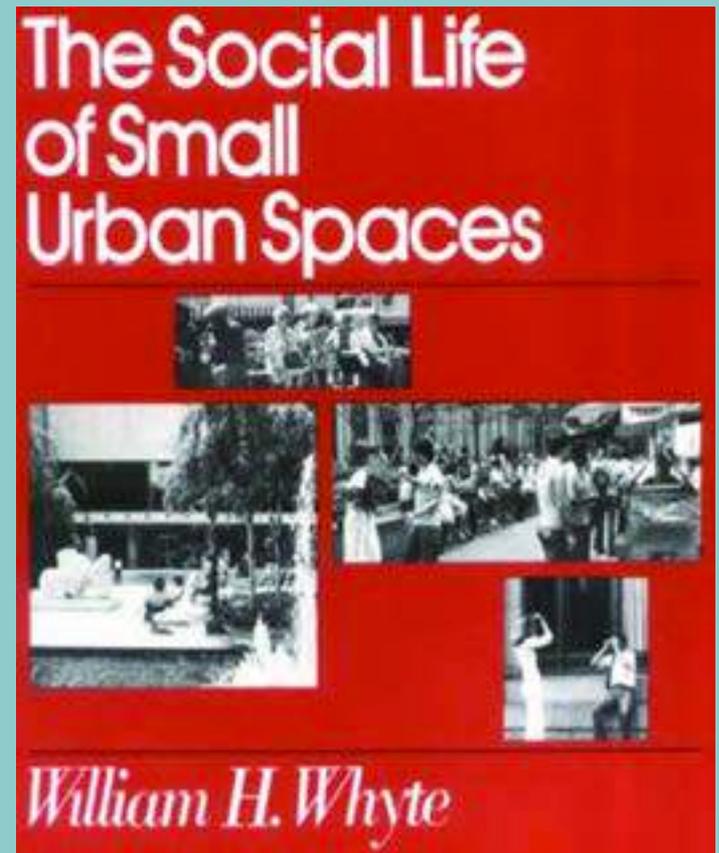
Social public spaces “are built of a set of basics...”

- 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



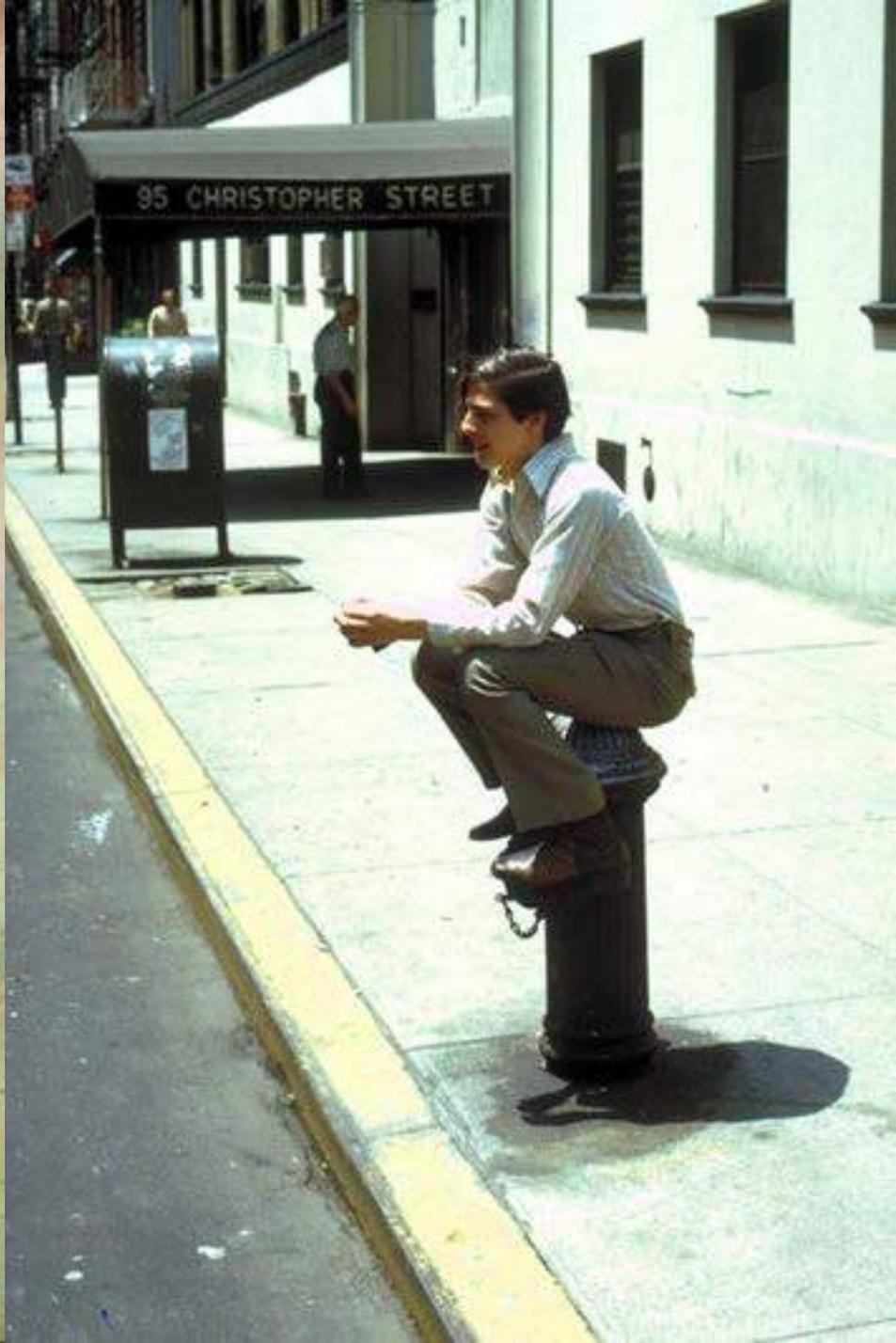
WHAT MAKES A GREAT PLACE?



MEASUREMENTS ● INTANGIBLES ● KEY ATTRIBUTES ●

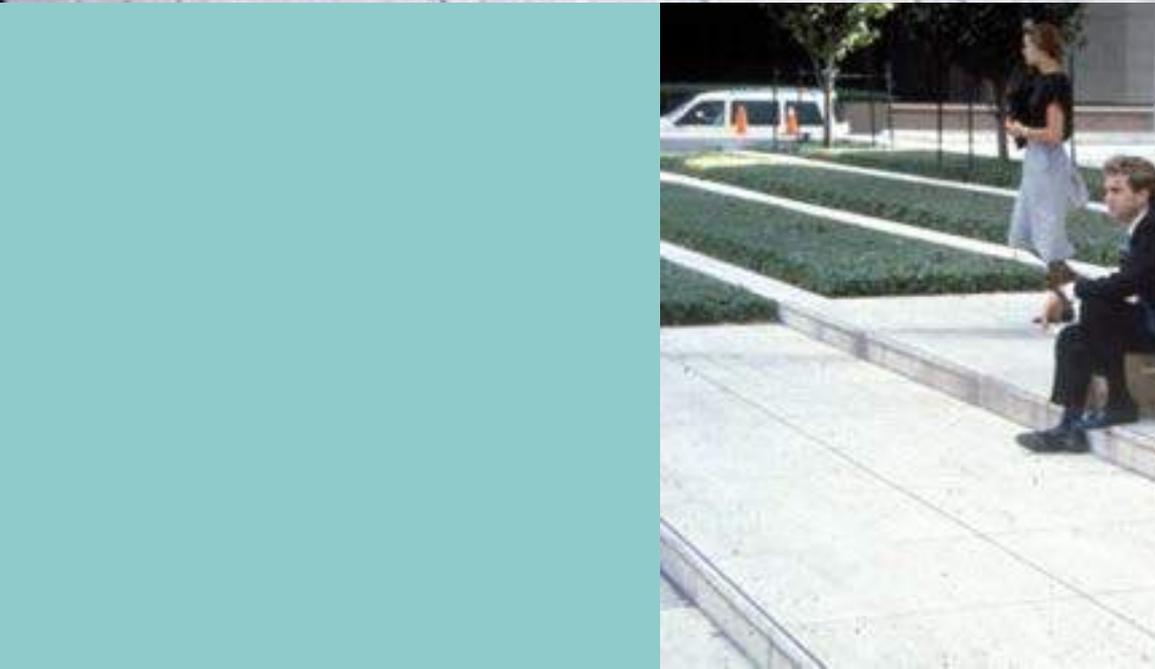
“People tend to sit where there are places to sit.”
~William Holly Whyte















Les quinze nity

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

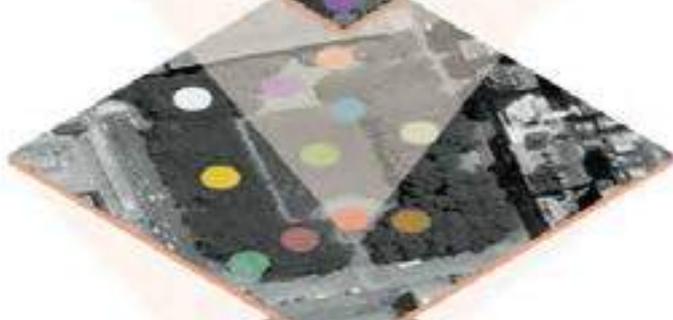


Utilize the Power of 10+



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

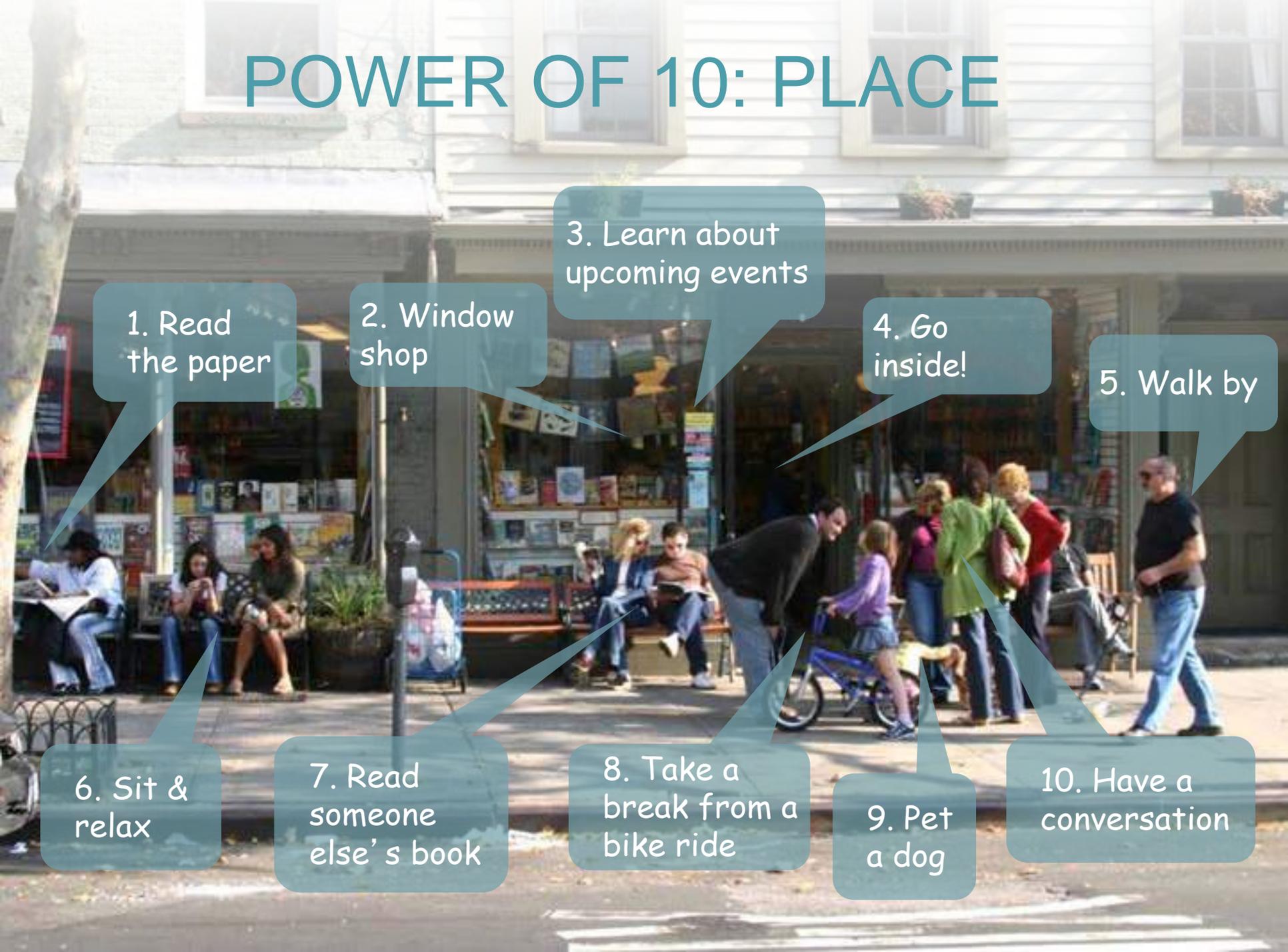
6. Sit & relax

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

Dance

Find some shade

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



DEMONSTRATION



QUICK BUILD

PILOT PROJECT



INTERIM DESIGN



PERMANENT INSTALLATION

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

City Repair Project, Portland, OR



**Citizens' Institute
on Rural Design**

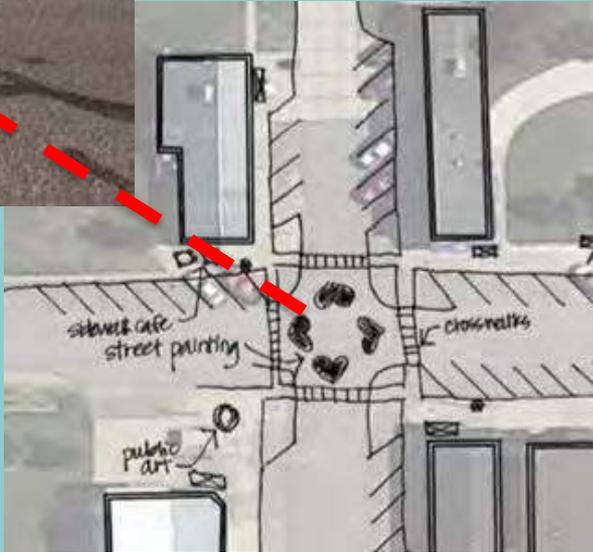


**Hallam
NE**



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?

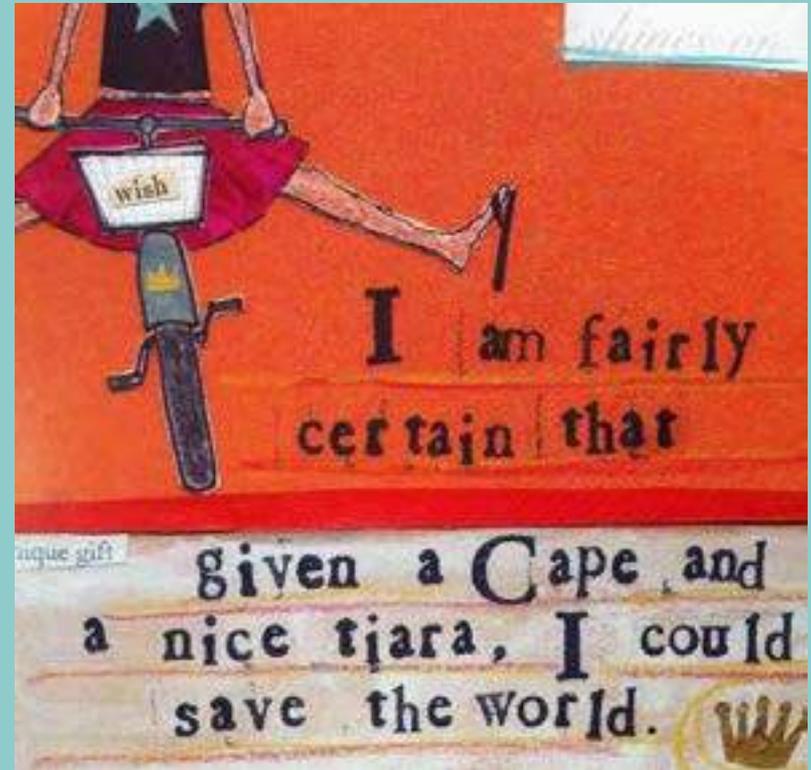


Find the Zealous Nuts!

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

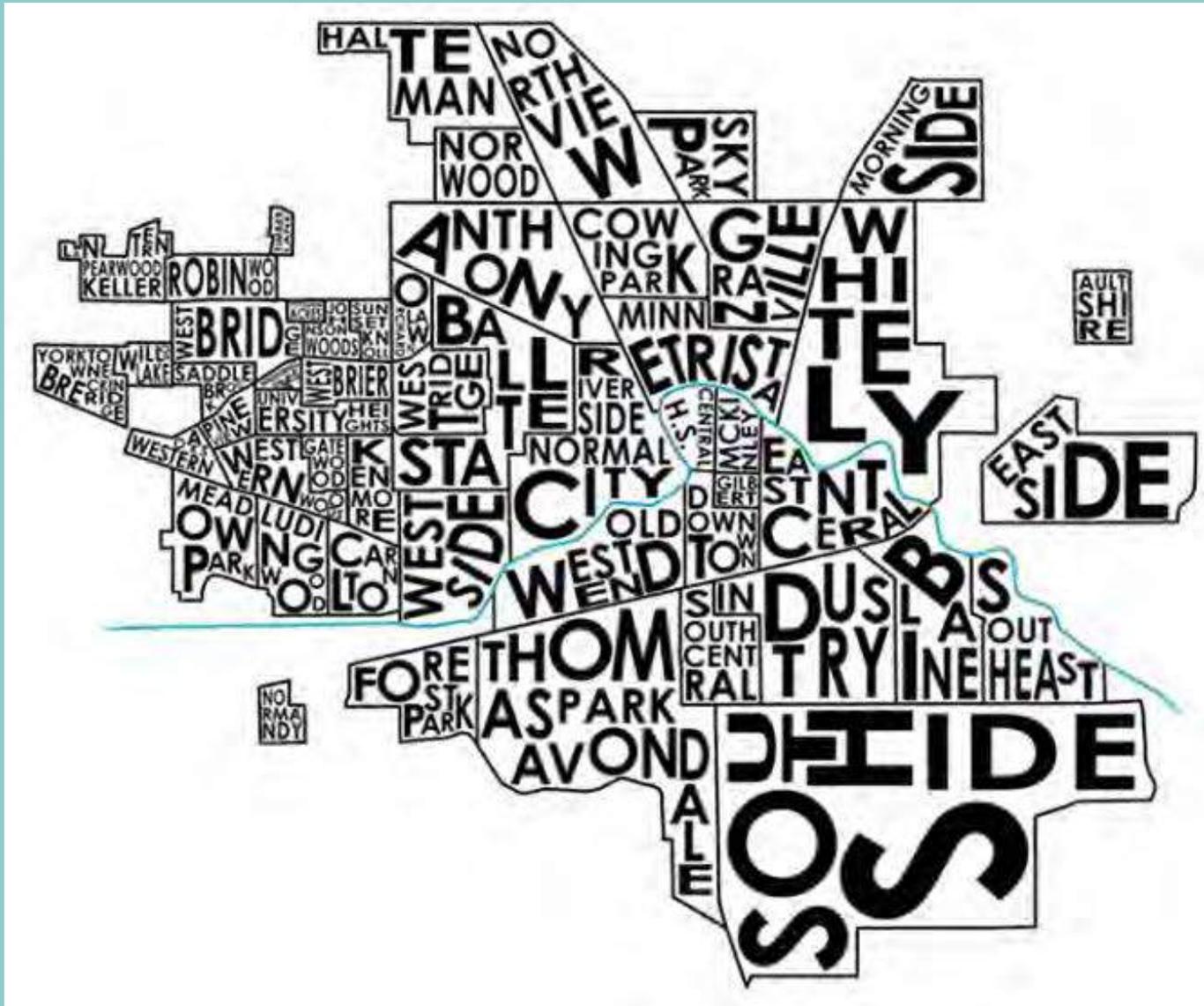
They make the impossible happen

- - Dr. Robert Jarvik



Be that guy!

Let's Talk!



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...](#)



Act as if what you do makes a difference.
Because it does!

Thank You!



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