POWER OF 10



Place level: a place has the power to attract if there are several (ten, for example) things to do, such as eating, drinking, reading, browsing, playing a game, looking at art, and so on. Such places draw people, create energy, and are the settings for the community to come together.

Destination / district level: A great destination, like a Main Street, would ideally have up to ten of these places.

Regional / city level: At the regional or citywide level, there could be ten of these dynamic destinations that attract people and economic activity.

PPS is a nonprofit organization dedicated to creating and sustaining public places that build communities. We provide technical assistance. education, and research through programs in parks, plazas and central squares; buildings and civic architecture; transportation; and public markets.

Since our founding in 1975, we have worked in over 3.000 communities in the United States and around the world, helping people to grow their public spaces into vital community places.

POWER OF 10



A Tool for Initiating the Placemaking Process







Identify Destinations

Come to agreement on at least five key public destinations in your project study area. Destinations might include: Main streets, scenic areas, plazas, parks, markets, health care facilites, community centers, civic, cultural, religious and educational institutions, tourist attractions, water features, etc.

List other "opportunity destinations" in your project study area, which are 2. important, but are falling short of what they could be.

Who do your opportunity destinations serve or attract? Who are potential target audiences?



🐧 Strengthening Your Destination

Focusing on one of your top 5, think about ways to maximize the value of this destination and enhance it as a public space.

Name your destination:

What additional uses and activities could be clustered with or added to this destination to improve it?

What public or group activities could be supported here? e.g. childrens activities, senior programs, cultural events, classes, recreation, hobbies, etc.

What physical enhancements would make it more comfortable, more inviting, or give it stronger identity?

Are there ways to improve physical and programmatic connections to other places nearby?