ACTIVITÉ PRÉSENTÉE PAR:

mission design.

Pour allier design et développement au Québec

CONGRÈS 2013 | MONTRÉAL | 19 ET 20 AVRIL

PAYSAGES COLLECTIFS
S'approprier, adapter et créer la ville
LES CITOYENS AU CŒUR DU PROCESSUS D’APPROPRIATION DE LEUR VILLE

Fred Kent
Président
Project for Public Spaces (PPS)
What is missing is broad multi disciplined approach...placemaking is that effort. It is led by zealous nuts...what do I mean “Quote”

What does this mean for the landscape design profession?

Brand
- Obstacles and examples...vancouver, governance
- bryant park Tools and process, lqc, governance
- Harvard Square
order

- Toronto parks
- Zealous nuts
- Pps
- Holly whyte
- Bridge
- Obstacles and up side down
- What is placemaking
- Power of 10
38 Years of Placemaking

- 50 U.S. States, 7 Canadian Provinces
- 43 Countries
- Over 150 Major Cities
- 3000 Communities
- 2 Million visitors to our web sites (2008)
- 34,000 people get our electronic newsletter
- 19,800 Twitter
- 19,100 Facebook
- NCBW
- UN Habitat
- CIRD
- Placemaking Leadership Council
Toronto Dufferin Grove Park
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
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
I end, then, in praise of “small spaces”. The multiplier effect is tremendous. It is not just the number of people using them, but the larger number who pass by and enjoy them vicariously, or even the larger number who feel better about the city center for knowledge of them. For a city, such places are priceless, whatever the cost. They are built of a set of basics and they are right in front of our noses. If we will look.
Benches are artifacts, the purpose of which is to punctuate architectural photographs. They are not so good for sitting.
One of the best things about water is the look and feel of it... It’s not right to put water before people and then keep them away from it.
If you want to seed a place with activity, put out food.
When you focus on a place, you do everything differently.
Site 3-Pedestrian Bridge

- Scenic outlooks/Kissing Places
- “beer garden”
- Local merchants/vendors
- Fishing
- Floating boat docks
- Picnic tables and benches
- Waterfire boathouse
bike and kayak rental
tour boat dock
waterfire boathouse
vendors
stage
picnic tables and benches
floating small boat docks
"beer garden"
open space for seasonal use
local point
environmental/educational area
bike racks, restrooms, info map, misting/cooling station
ramp
fishing below
What is Placemaking?

- Placemaking is a dynamic human function: it is an act of liberation, of staking claim, and of beautification; it is true human empowerment.
What is Placemaking

It is a Sacred Community Process
It is a Natural, Organic Process
It Localizes
It is Economic Development
It is Scaled to each Community
It Creates Social and Place Capital

---------------------------------------------------

Health and Sustainability
Is it Design?
## 11 Principles of Creating Great Public Spaces

<table>
<thead>
<tr>
<th>Underlying Ideas</th>
<th>Planning &amp; Outreach Techniques</th>
<th>Translating Ideas Into Action</th>
<th>Implementation</th>
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<tr>
<td>1. The community is the expert</td>
<td>5. You can see a lot just by observing</td>
<td>7. Power of 10/Triangulation</td>
<td>9. Lighter, quicker, cheaper</td>
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<td>2. You are creating a place not just a design</td>
<td>6. Develop a placemaking vision</td>
<td>8. Form supports function</td>
<td>10. Money is not the issue</td>
</tr>
<tr>
<td>3. You can’t do it alone</td>
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<td>11. You are never finished</td>
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<tr>
<td>4. They always say it can’t be done</td>
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**Underlying Ideas**
- The community is the expert
- You are creating a place not just a design
- You can’t do it alone
- They always say it can’t be done

**Planning & Outreach Techniques**
- You can see a lot just by observing
- Develop a placemaking vision

**Translating Ideas Into Action**
- Power of 10/Triangulation
- Form supports function

**Implementation**
- Lighter, quicker, cheaper
- Money is not the issue
- You are never finished
Why don’t we have better Public Spaces today?

- Fear – Crime, Isolation
- Narrow Development Goals
- Project-driven vs. Place-driven Planning
- Government Structure
- Siloed Disciplines – Design vs Place
Communities Today

- Offices
- Churches
- Theatres/Museums
- Community Center
- Hospitals
- Transit
- Libraries
- Parks
- Communities Today
- Coffee Shops
- City Hall
- Schools
Sustainable Communities of the Future

Civic Squares
Community Gathering Spaces/Markets

City Hall
Churches
Schools
Community Centers
Theatres/Museums
Offices
Libraries
Coffee Shops
Hospitals
Transit
Phases of Government Evolution
by Peter Smith, CEO Adelaide Council, Australia

Phase 1:
“Big Government”:
Siloed, Solution/ politically-Driven, metrics by programs

Phase 4
“Facilitative Government”:
Value measured in community capacity and competency at a holistic level.
We Have to Turn Everything Upside Down - To Get it Right Side Up
To Get from (In)adequate to Extraordinary
Place Led
Perth Cultural Centre
vs.
Design Led
Lincoln Center NYC
Lincoln Center New York City

- **Location:** Upper West Side of Manhattan, NYC
- **Size:** 16.3 acre campus
- **Date Opened:** Most buildings and performance halls opened in the 1960s
- **Management Entity:** Lincoln Center for the Performing Arts, Inc. (LCPA)
Case Study: Perth Cultural Centre
After
EXISTING GOOD PLACES

CIT Cafeteria

The ‘Hub’ at the State Library

WAM Courtyard

WAM Museum Entry and Atrium

Main Square

The Wetlands

AGWA Entry and Atrium

The Urban Orchard
STAKEHOLDER ASPIRATIONS

- We want to turn ourselves “inside out” and be “of” the Centre not just “in” the Centre – WAM
- Our goal is to be porous, sticky and a “wonder” – AGWA
- “The ground floor of the Library could be the “town hall” of the Cultural Centre” – State Library
- We see ourselves as the “connector between art and people” – PICA
- Characters, Comedy and Carrots seem to work – Blue Room
- We have stories to tell that are hard to believe they are real – State Records
- Our 22,000 person multi-cultural, multi-lingual, multi-age student body is both local and international – Central Institute of Technology
- We are looking forward to partnering “inside out” – State Theatre
- The whole is greater than the sum of its parts – EPRA
FUTURE PLACES
Placemaking Tools/Process

- Power of Ten - 10X10X10
- Place Performance Evaluation Game
- Placemaking Vision/Plan
- Lighter, Quicker, Cheaper
- Placemaking Concept/Design
- Campaign and Social Media
The Power Of 10

City / Region

District / Destination / Campus

Place

10+ major destinations/districts

10+ places

10+ things to do

Layering of uses to create synergy (triangulation)
New York City Transformed:
Rockefeller Center   Times Square
Bryant Park   Union Square
Times Square

Before
Proposed Festival with 46th Street Crossover Times Square
Bryant Park

Bryant Park

Intimidation or Recreation?

by Project for Public Spaces Inc.
Union Square
A new future for the New Haven Green

2012
Power of 10

1. Read the paper
2. Window shopping for books
3. Learn about upcoming events
4. Go inside!
5. Walk
6. Sit and relax
7. Read someone else’s book
8. Take a break from a bike ride
9. Pet a dog
10. Have a conversation
Paris - Rue de Buci
Retail “Inside/outside” Zone
Each store 10x10x10
Woodward Avenue Retail District
1. Campus Martius / Cadillac Square
2. Woodward Avenue
3. Grand Circus Park
4. Capitol Park
5. Library
6. Hart Plaza

Placemaking and Pop-Up Priorities
August 29, 2012
Architecture of Place - Past
"The late twentieth century considered the street so preeminently an instrument of movement that we forget what it was in the great European cities of a century before: a center of activity, much more than of motion, a center of commerce and sociability, of nonstop human drama, of endless surprises and stimulation. One might call it, as many did at the time, a theater for living."
Architecture of Place - Today
Architecture of Place
Activate Two, even Three Levels
Architecture of Place

Building Base
Architecture of Place
Building Base
Architecture of Place
People and Product Front & Center
Architecture of Place
People and Product Front & Center
Architecture of Place
People and Product Front & Center
Architecture of Place – Future?
Streets as Places
Streets as Places
Create a Shared-space/ “Encounter zone”
Architecture of Place
Creating a Retail “Inside/outside” Zone
Rue de Buci- Paris
Campus Martius/ Cadillac Square  LONG-TERM VISION
Implementation

- Ultra-Light - Mobile
- Lighter, Quicker, Cheaper – Place Focus
- Manage, Manage, Manage
- Intermediate Interventions
  - Existing Building Extensions
  - Kiosks/Market Structures, Etc.
- Long Term Development
  - Major Residential/office development
  - Institutional Expansion/adjustment
Ultra Lite - Mobile

- Portable – Stored in Truck(s)
- Signature, Recognizable Design
- Build on Existing Destinations or Event
- Act as Catalyst or Incubator for New Destination
- Constantly Evolving and Adding New Activities
Big Ideas = Big Outcomes

- People and Products as Primary Focus
- Power of Ten $10 \times 10 \times 10 = 1000$ “Small Spaces”

- Comfort and Amenities…Welcoming/Friendly
- Triangulate
- Streets as Places…To not Thru
- Localize thru Markets, Local Business, Talent
- Architecture of Place
- Public Multi-use Destinations

Safe, Comfortable
Thinking Small in a Big Way
Transformative Agendas

- Building Community through Transportation
- Community Anchors/An Architecture of Place
- Public Markets & Local Economies
- Creating Public Multi-Use Destinations
Transformative Opportunities

Building Communities Through Transportation

Streets as Places

Thinking Beyond the Station
Paris – A City of Boulevards
Paris

- From Congested to Shared Streets in 5 years
  - Sidewalks widened
  - Buffered bike lanes
  - Dedicated bus lanes
Düsseldorf-Koenigsalle
Düsseldorf-Koenigsalle
“The only way to make a busy road intersection safe is to make it feel dangerous.”
Shared Streets
Drachten, Holland
STREETS AS PLACES

PROJECT FOR PUBLIC SPACES
STREETS AS PLACES

PROJECT FOR PUBLIC SPACES
## Actual Crashes

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</table>
“If you want vehicles to behave like they are in a village, build a village.”

"Essentially, what it means is a transfer of power and responsibility from the state to the individual and the community.

-Hans Monderman
Transformative Opportunities

Community Anchors
An Architecture of Place
“It is a shame that Jane Jacob’s work has disconnected the study of cities from cities...she has created an era of hyper-nostalgia which gets in the way of progress”

Rem Koolhaas

“Jane Jacobs was the first real brave attempt to understand how cities work”

Michael Sorkin
Seattle Public Library
A Tale of Two Libraries
Transformative Opportunities
Local Economies, Community Health and Public Markets
Diverse Cultures

Cities and Communities are increasingly defined by diverse cultures. But integrating those cultures more fully into cities through markets is the big opportunity for the future.
What is a Public Market?

Public Markets…

- Have Public Goals
- Operate in Public Spaces
- Serve Locally Owned and Operated Businesses
Graham Street Market – Hong Kong
Barcelona
Farmers Market Growth

1946
499 Markets

1996
2,410 Markets +19%

2000
2,863 Markets +150%

2011
7,175 Markets
Transformative Opportunities

Multi-Use Public Destinations
Great Squares/Parks
Benchmarks
Case Study: Granville Island
Public multi-use destinations have proven to be most successful, and we should replicate them more often. Why do we spend so much money on new developments that don’t work and that don’t attract people?

Don’t lead with design. The design of multi-use destinations should be to create a “setting” for the uses that emphasize the products and the authentic aspects of the place.

The importance of government learning to say “yes” to new ideas and developing stronger more trusting relationships with the private sector.

“If you think you’re done, you’re finished” – Developing spaces that are flexible and that “manage themselves.”

“The magic is in the mix.” We are moving beyond the simple concept of “mixed use” toward a technique of development that builds authentic places through establishing settings and uses that are intimately related, interconnected and interdependent. True sustainability comes from the relationships between uses, tenants, and the organizations within a place.

Find creative funding strategies to keep rents low, attract a range of tenants and incentivize the presence of tenants who may not produce a lot of money for the site, but who bring a lot of foot traffic and are invested in the area.
“Magic is in Mix” We are moving beyond the simple concept of “mixed use” toward a technique of development that builds authentic places through establishing settings and uses that are intimately related, interconnected and interdependent. True sustainability comes from the relationships between uses, tenants, and the organizations within a place.

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Find creative funding strategies to keep rents low, attract a range of tenants and incentivize the presence of tenants who may not produce a lot of money for the site, but who bring a lot of foot traffic and are invested in the area.
Granville Island Today

- One of Vancouver’s key arts and cultural precincts
- Internationally recognized brownfield redevelopment
- Unique mix of land uses
- Over 10 million visits per year; ranked #1 or #2 most popular tourist destination in Vancouver
Values

- Authentic and Local
- Respect for industrial, maritime history
- Diverse mix of land uses
- Arts / Cultural incubator
- Public / Private / Not-for-profit investment
- Sense of community ownership
Granville Island
Economic Impact

- Annual Economic Activity $215-million
- Current Employment - 3,000 employed in 267 businesses
- Tax Receipts (1982 to 2006): $393-million
Ten Revitalized Public Spaces

4 Key Spaces next to Public Market
Case Study: Balboa Park, San Diego
Background Information

- City Population: 1,223,400
- Management: City Parks and Rec Dept
- Staff: 2,500
- Volunteers: 7,000

Visitor Information

10-14 million visitors each year

- 45% Hispanic
- 35% Caucasian
- 12% Asian
- 10% African American
- 9% Native American
- 2% - younger than 18
- 11% - 18-24 years old
- 30% - 25-34 years old
- 37% - 35-44 years old
- 15% - 45-54 years old
- 7% - 55-64 years old
- 2% - 65 or older
Types of Markets

1. Open Air
   - Parking lots/Vacant sites
   - Parks and other public spaces
   - Street markets (with/without adjacent retail)

2. Covered Markets

3. Market Halls
   - Structures Built for Markets
   - Re-use/building conversions

4. Market Districts
Benefit of market to community (customer’s view)

- Business opportunities: 5.1%
- Entertainment: 5.9%
- Freshness: 12.2%
- Convenience: 12.6%
- Help Economy: 13.7%
- Price: 15.0%
- Products: 17.7%
- Brings people together: 28.2%
- Other: 11.1%
Start up cost for market vendors

- $0-100: 10%
- $101-500: 28%
- $501-1,000: 16%
- $1001-5,000: 22%
- $5,001-10,000: 13%
- >$10,000: 11%
Placemaking Tools/Process

- Power of Ten - 10X10X10
- Place Performance Evaluation Game
- Placemaking Vision/Plan
- Placemaking Concept/Design

Campaign and Social Media
Brooklyn’s Face to the World:
Is it on track to become a World Class Waterfront?
Residential Towers
Plan

“Perched wetlands”
Playground at entrance
Sand Volleyball
Info center
Dog run
Place Game Evaluation Process

What Makes a Great Place?

Place Game

Place Performance Evaluation
A Tool for Initiating the Placemaking Process

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 1,000 communities in the United States and around the world, helping people to grow their public spaces into vital community places.

www.pps.org
Placemaking Vision: Destination Bayfront

Corpus Christi, TX
Process

- PPS facilitates public Placemaking workshop
- Site activity and program approved by City Council
Placemaking at Destination Bayfront

The Vision: 2,500 people in 80 meetings sharing over 1000 ideas
Option 1: Rooms - Overall View

- Great Lawn / Festival Area
- Sherrill Park
- Promenade / Art Plaza
- Beach Ramp
- Play Area
- Family Area
- Casual Food
- Beach Bar
- Retail
- Bike Rental
- Boat Rental
- Pier/Boat Launch
- Beach Amphitheater
- Model Boats/Water Play
- Bocce
- Basketball
- Dog Park
- Play Area
- Explorational Play
- Interactive Water Feature
- Landforms
- Windscreens
- Food Vendors and Restrooms
- Art Center
- Sherrill Park and Art Plaza
- Plaza
- Memorials
- Gardens
- Restaurant
- Restrooms
- Welcome Center
Option 2: Continuous Landscape - Overall View

- **Sherrill Park**
- **Art Center**
- **Great Lawn / Festival Area**
- **Promenade Boardwalk**
- **Sherrill Park and Art Plaza**
- **Plaza**
- **Memorials**
- **Gardens**
- **Restaurant**
- **Restrooms**
- **Welcome Center**

**Landform and Family Recreation and Play Area**

**Family Area**
- Casual Food
- Beach Bar
- Retail
- Bike Rental
- Boat Rental
- Pier/Boat Launch

**Play Area**
- Explorational Play
- Interactive Water Feature
- Landforms
- Windscreens
- Food Vendors and Restrooms

**Beach Amphitheater**

**Model Boats/Water Play**

**Bocce**

**Basketball**

**Dog Park**
Qualities of Great Destinations

- Traffic, Transit & the Pedestrian
- The Edge Uses
- Water Uses
- Attractions & Destinations
- Identity & Image
- Flexibility in Design
- Amenities
- Place Management: Central to the Solution
- Seasonal Strategy
- Diverse Funding Sources
- Reach Out Like an Octopus
The Benefits of Places

Builds & Supports the Local Economy
- Small-scale entrepreneurship
- More quality goods available
- Higher real estate values
- Local ownership, local value
- More desirable jobs
- Increased currency velocity
- Greater tax revenue
- Reduced need for municipal services

Nurters & Defines Community Identity
- Greater community organization
- Sense of dedication & volunteerism
- Perpetuation of integrity & values
- “Mutual coercion, mutually agreed-upon”
- Reduced necessity for municipal control
- Self-managing

Fosters More Frequent & Meaningful Interaction
- Improved sociability
- Cultural exposure & interaction
- Exchange & preservation of information, wisdom & values
- Bolstered barter system
- Reduced race & class barriers
- Feeling of interconnection

Creats Improved Accessibility
- More walkable
- Safe for pedestrians
- Compatible with public transit
- Reduced need for cars & parking
- More efficient use of time & money
- Visually attractive destinations
- Greater connections between uses

Promotes Public Health & Comfort
- Less crime
- More outdoor physical activity
- Generally stimulating
- Sense of belonging
- Improved environmental quality
- Feeling of freedom and limitlessness

Draws a More Diverse Population
- More women, elderly, and children
- Greater ethnic & cultural pluralism
- Support for wider range of activities & uses
- New service, retail and customer niches
- Variation & character in built environment
- Instilled confidence to create one’s reality

The Benefits of Places
We Have to Turn Everything Upside Down - To Get it Right Side Up To Get from Inadequate to Extraordinary
Characteristics of Great Public Spaces

• Good places breed **healthy activity.**
• People attract people **attract people.**
• When you focus on place, **you do everything differently.**
• It takes many **disciplines and skills to create a place.**
• It takes a **community to create a place.**
• **Amenities that make a place comfortable are critical.**
• You can’t know what you are going to end up with.
• Each place has its own **identity.**
• You can’t have anything less than **excellence.**
• You have to have **zealous nuts.**
• **It has to be a...**
People Who Make Dramatic Change By John Kotter
Zealous Nuts
Return of Common Sense
Natural, Organic, Intuitive, Time Honored
I end, then, in praise of “small spaces”. The multiplier effect is tremendous. It is not just the number of people using them, but the larger number who pass by and enjoy them vicariously, or even the larger number who feel better about the city center for knowledge of them. For a city, such places are priceless, whatever the cost. They are built of a set of basics and they are right in front of our noses.

If we will look.
Place Governance
Place/Social Capital

Building Community Through Transportation

Community Anchors / Architecture of Place

Public Markets and Local Economies

Creating Public Multi-Use Destinations

Healthy, Sustainable, Viable Communities

Process and Tools
Stay in Touch

pps.org

@PPS_Placemaking

ProjectforPublicSpaces
Placemaking Tools/Process

- Power of Ten - 10X10X10
- Place Performance Evaluation Game
- Placemaking Vision/Plan
- Lighter, Quicker, Cheaper
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