

PLACEMAKING

CREATING CONNECTIONS BETWEEN PEOPLE
AND THE PLACES THEY SHARE



New Partners for Smart Growth - Portland, OR
February 12th



43 countries, **6** continents,
50 US states, **7** Canadian provinces,
110 major cities, **3,000** communities

40 Years of Placemaking

WHERE WE HAVE WORKED

Since 1975



Projects & Training

● 1 to 2 ● 3 to 9 ● 10+





WILLIAM (HOLLY) WHYTE

The Organization Man, 1956

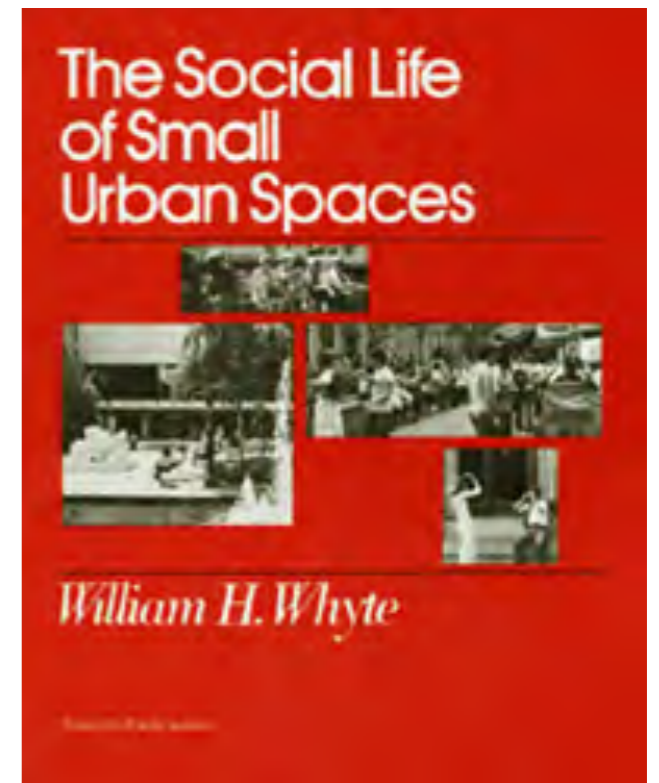
The Exploding Metropolis, 1958

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



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

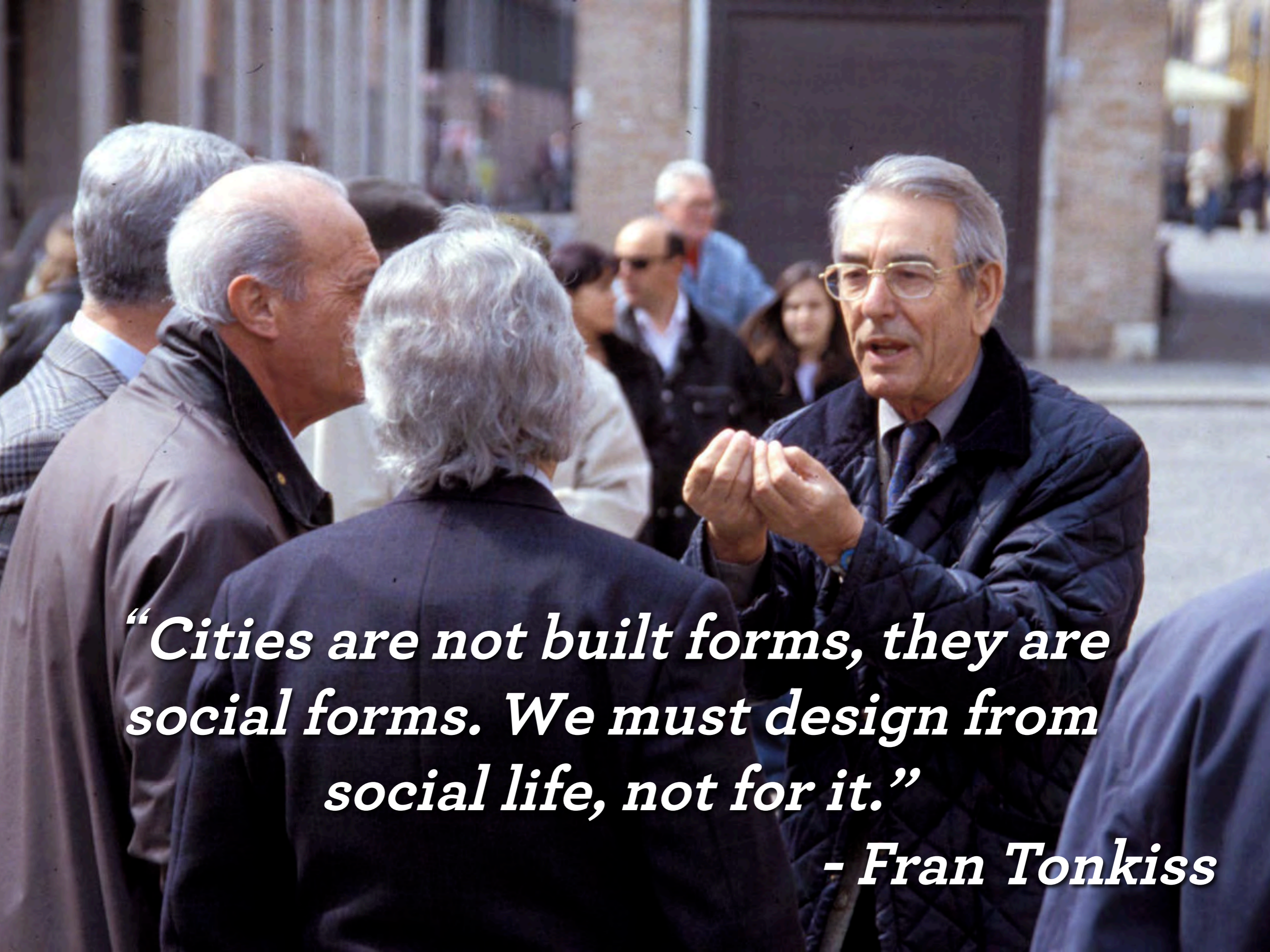


“What attracts people most it would appear, is other people.”



What is Placemaking?

*Placemaking is about
strengthening the
connections between people
and the places they share.*



“Cities are not built forms, they are social forms. We must design from social life, not for it.”

- Fran Tonkiss









FOUNTAIN BISTRO
CAMPUS MARTIN

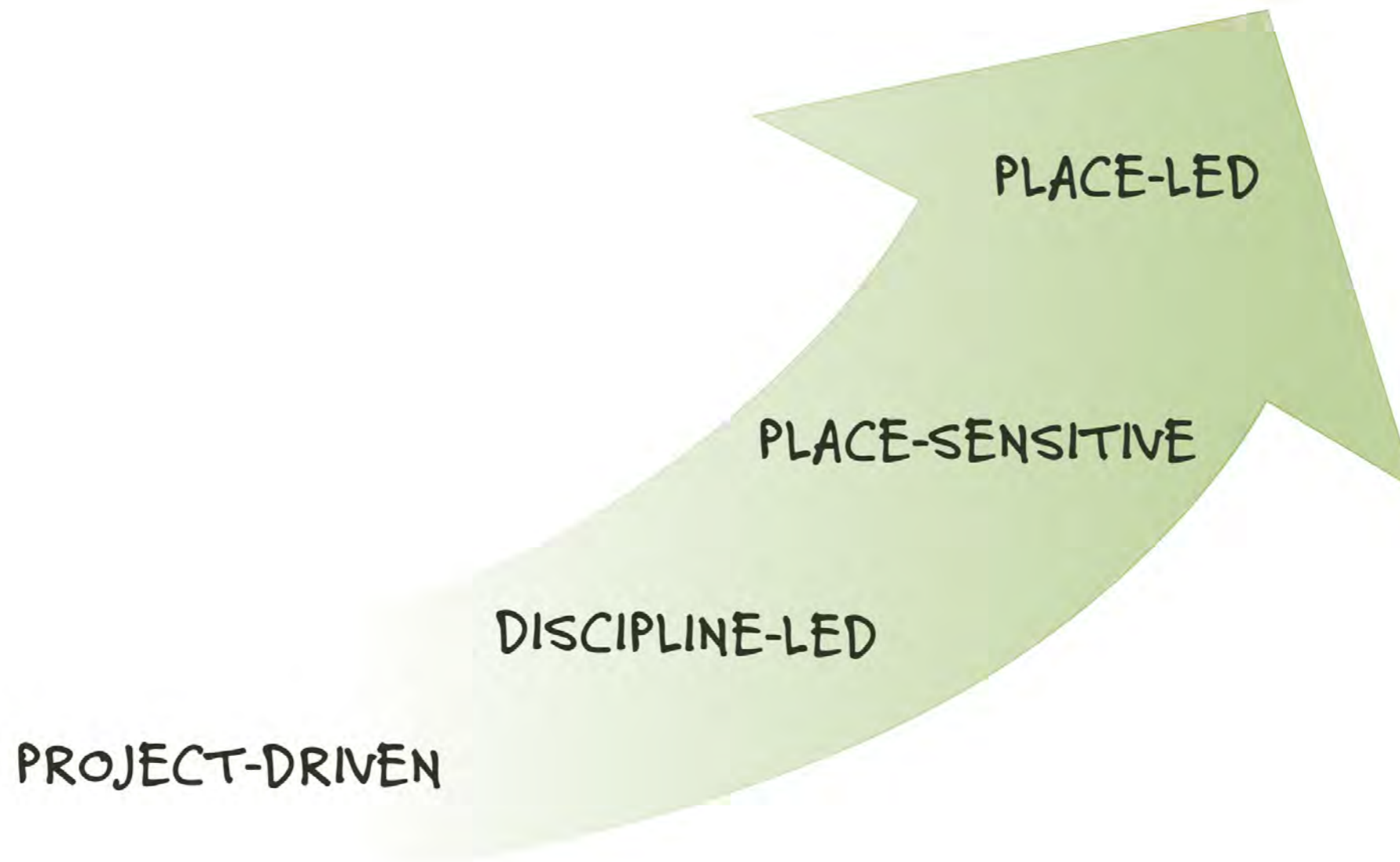
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PLACE CAPITAL

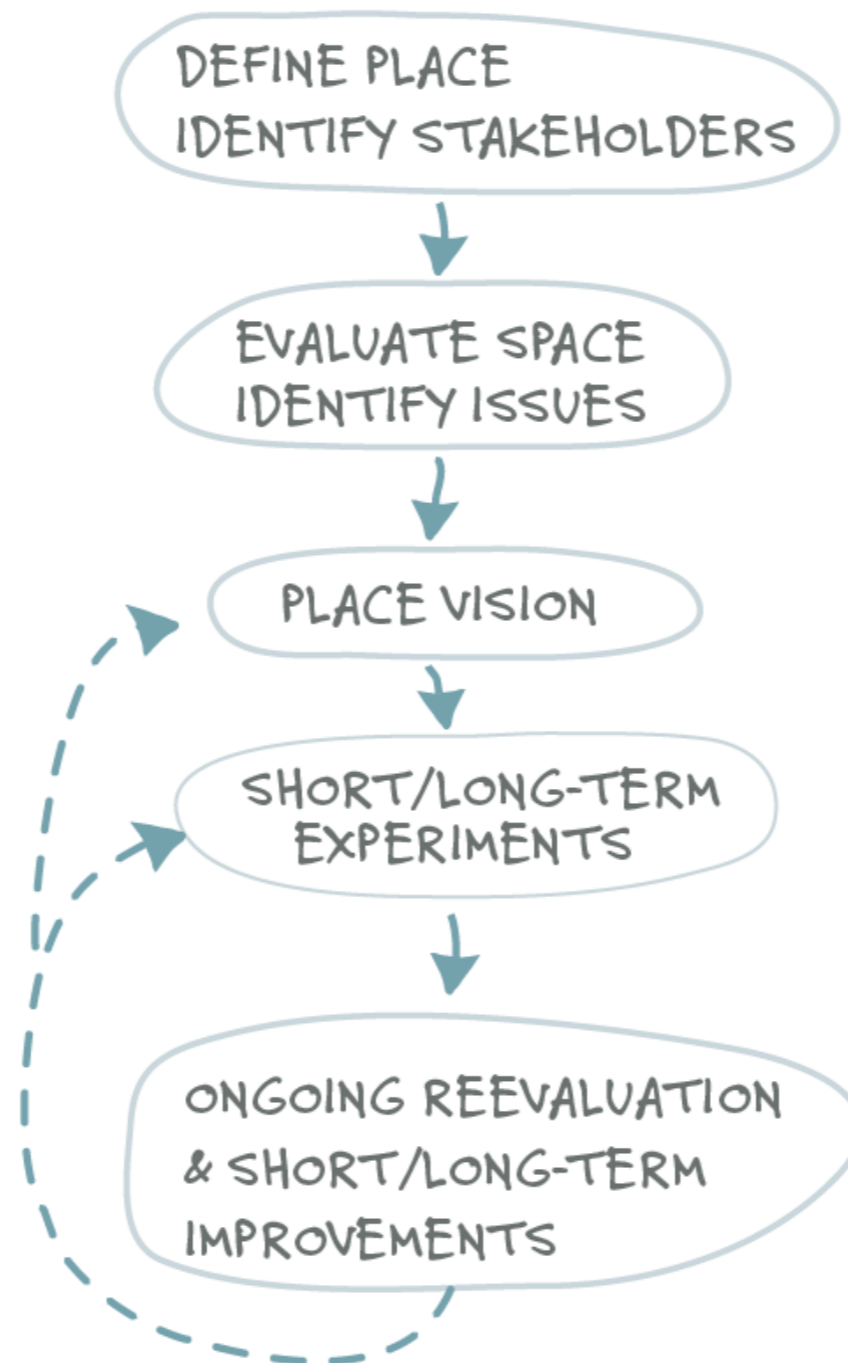


EVOLUTION OF DEVELOPMENT

PLACE CAPITAL is the Shared value in the public realm



PLACE-LED / COMMUNITY-BASED PROCESS



Stakeholder Roles
advise/suggest
bring additional resources

Expert Roles
resource
facilitate
implement vision



SOUTHWEST AIRLINES



HEART OF THE COMMUNITY

Southwest[®] 

 PROJECT FOR
**PUBLIC
SPACES**



Southwest Airlines Heart of the Community Project Locations



Southwest Airlines Heart of the Community Program



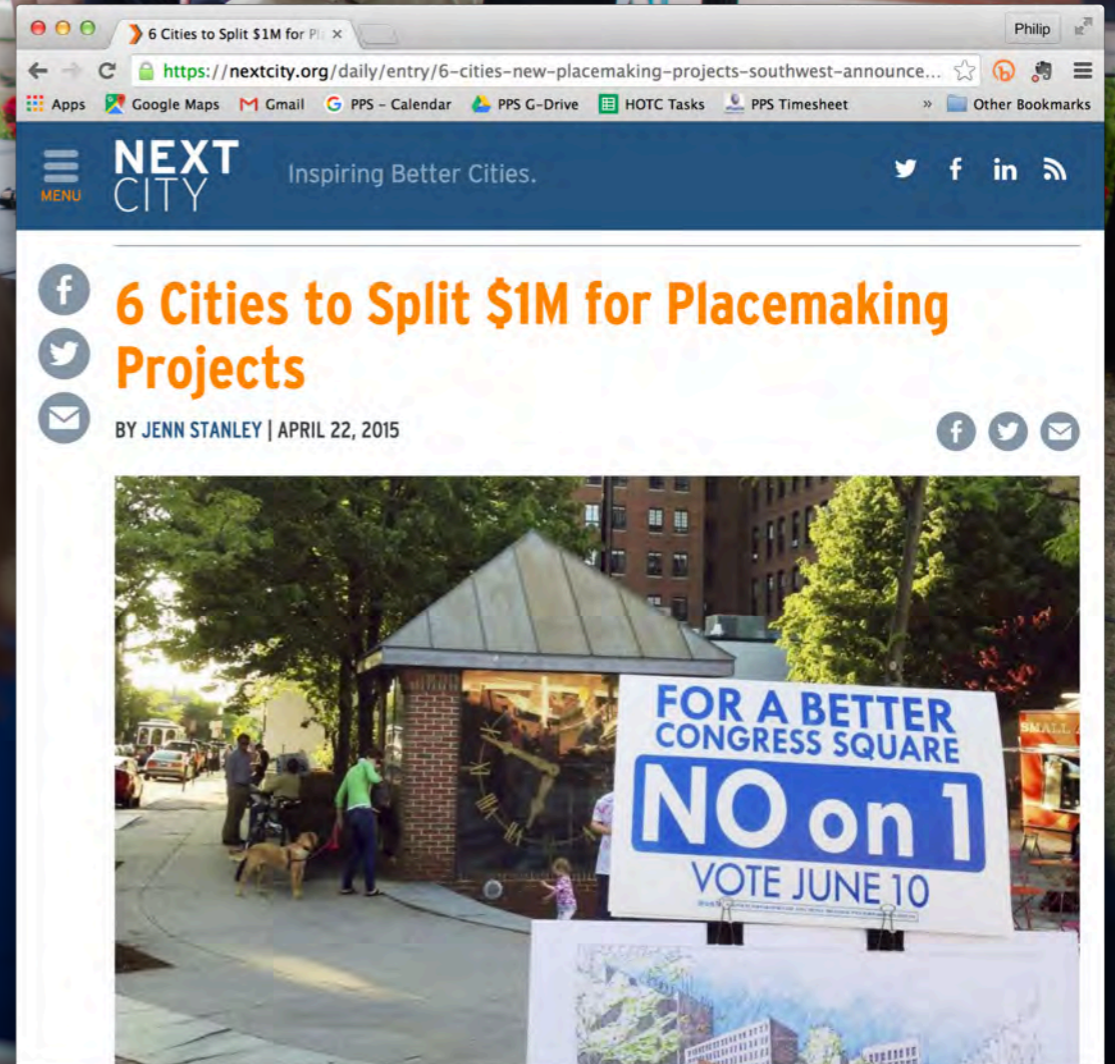
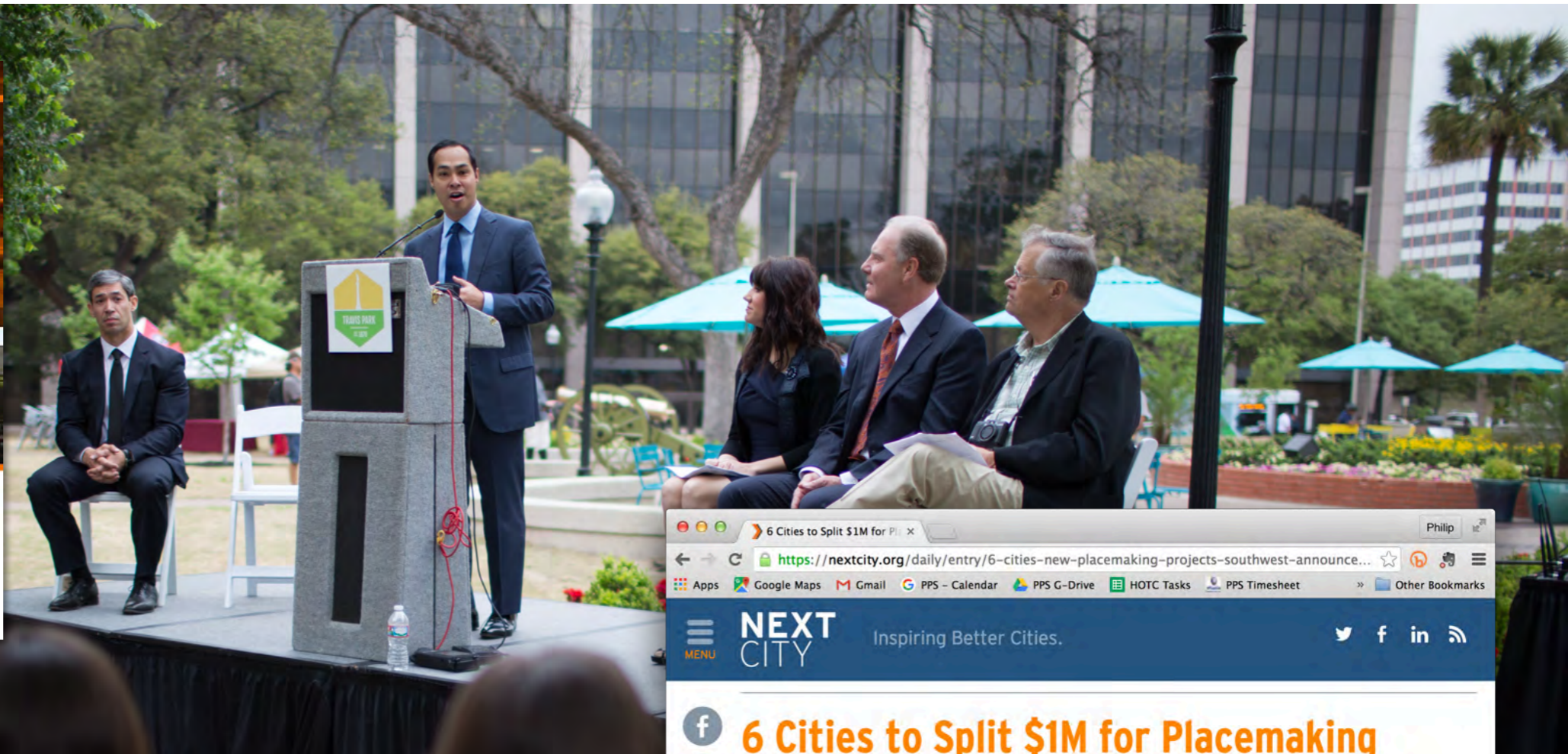
HEART OF THE COMMUNITY

- *Help communities across the country bring new life to their public spaces, transforming them into vibrant places that connect people and strengthen communities*
- *Raise mainstream awareness of Placemaking as a defined social cause and a catalyst for building sustainable, healthy, inclusive, and economically viable communities*
- *Encourage participation and volunteerism that benefits public spaces in local communities*



Southwest Airlines Heart of the Community Program





Southwest Airlines Heart of the Community Program





Southwest Airlines Heart of the Community Program





GREATER KENNEDY PLAZA

PROGRAMMING FOR PEOPLE IN PROVIDENCE





Providence: Greater Kennedy Plaza





Exchange Place (Future Kennedy Plaza)
1910

Providence: Greater Kennedy Plaza: Process





Exchange Place (Future Kennedy Plaza)
1902

Providence: Greater Kennedy Plaza: Process





Exchange Place (Future Kennedy Plaza)
1960

Providence: Greater Kennedy Plaza: Process





Providence: Greater Kennedy Plaza: Process





Providence: Greater Kennedy Plaza: Process

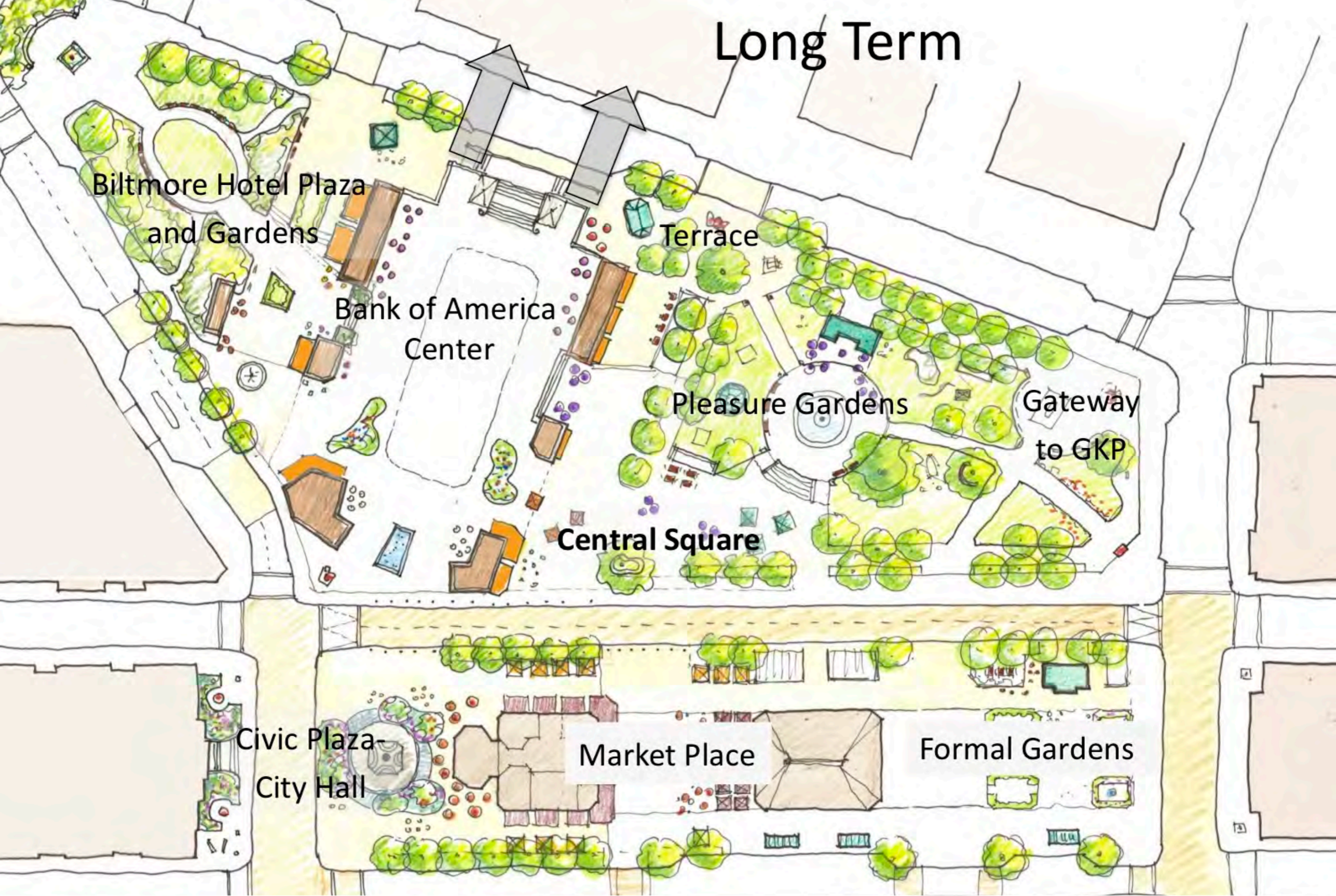




Providence: Greater Kennedy Plaza: Process



Long Term



Providence: Greater Kennedy Plaza: Process





Providence: Greater Kennedy Plaza: FirstWorks





Providence: Greater Kennedy Plaza: FirstWorks





Providence: Greater Kennedy Plaza: FirstWorks





Providence: Greater Kennedy Plaza: FirstWorks





Providence: Burnside Park





Providence: Burnside Park





Providence: Burnside Park: Lighter, Quicker, Cheaper





Providence: Burnside Park: Lighter, Quicker, Cheaper





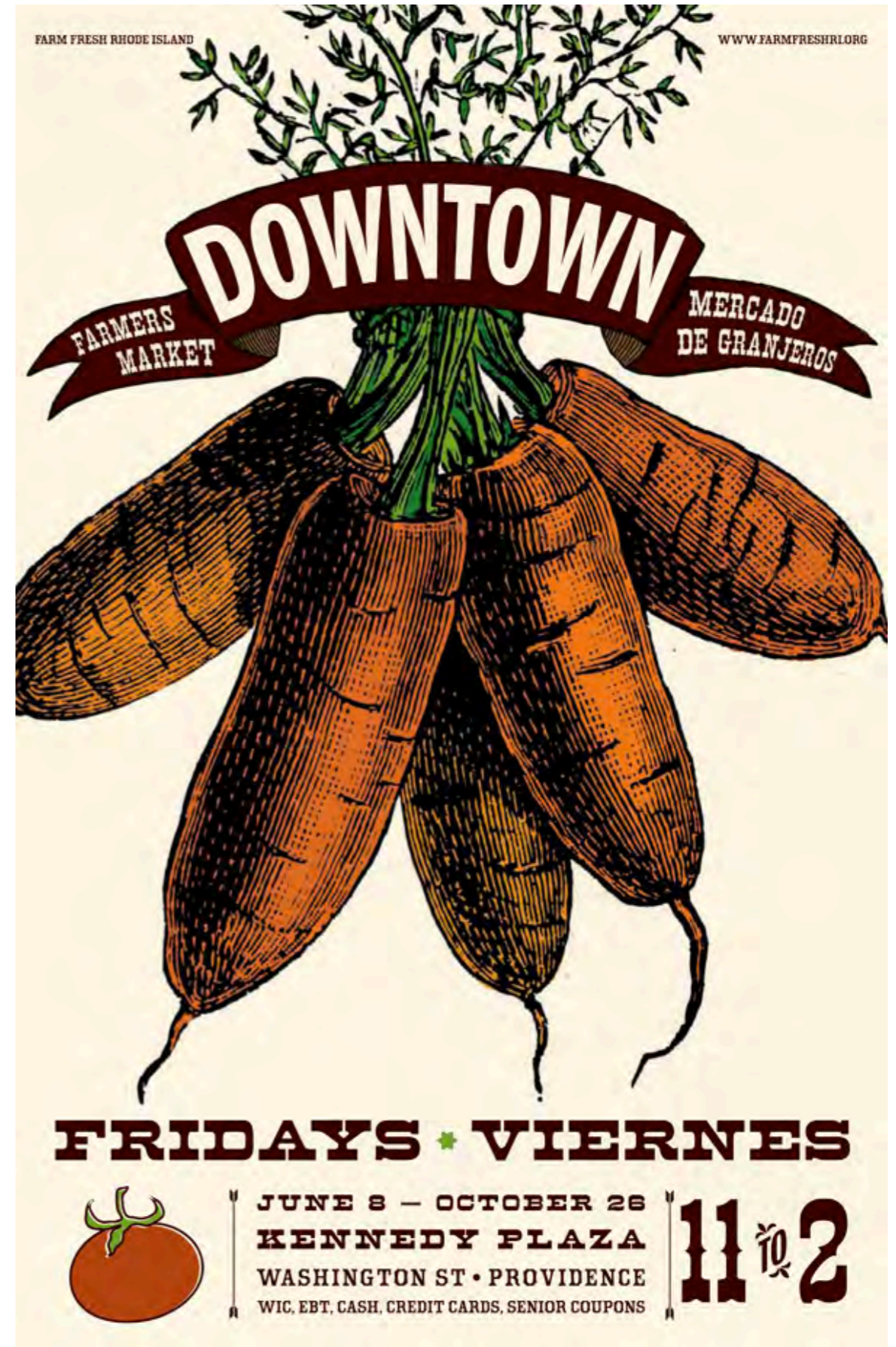
Providence: Burnside Park: Lighter, Quicker, Cheaper





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Providence: Burnside Park: Lighter, Quicker, Cheaper





Providence: Burnside Park: The Hannah





Providence: Burnside Park: The Hannah





Providence: Burnside Park: The Hannah





Providence: Burnside Park: Occupy Providence





Providence: Burnside Park: RISD Fence Mural





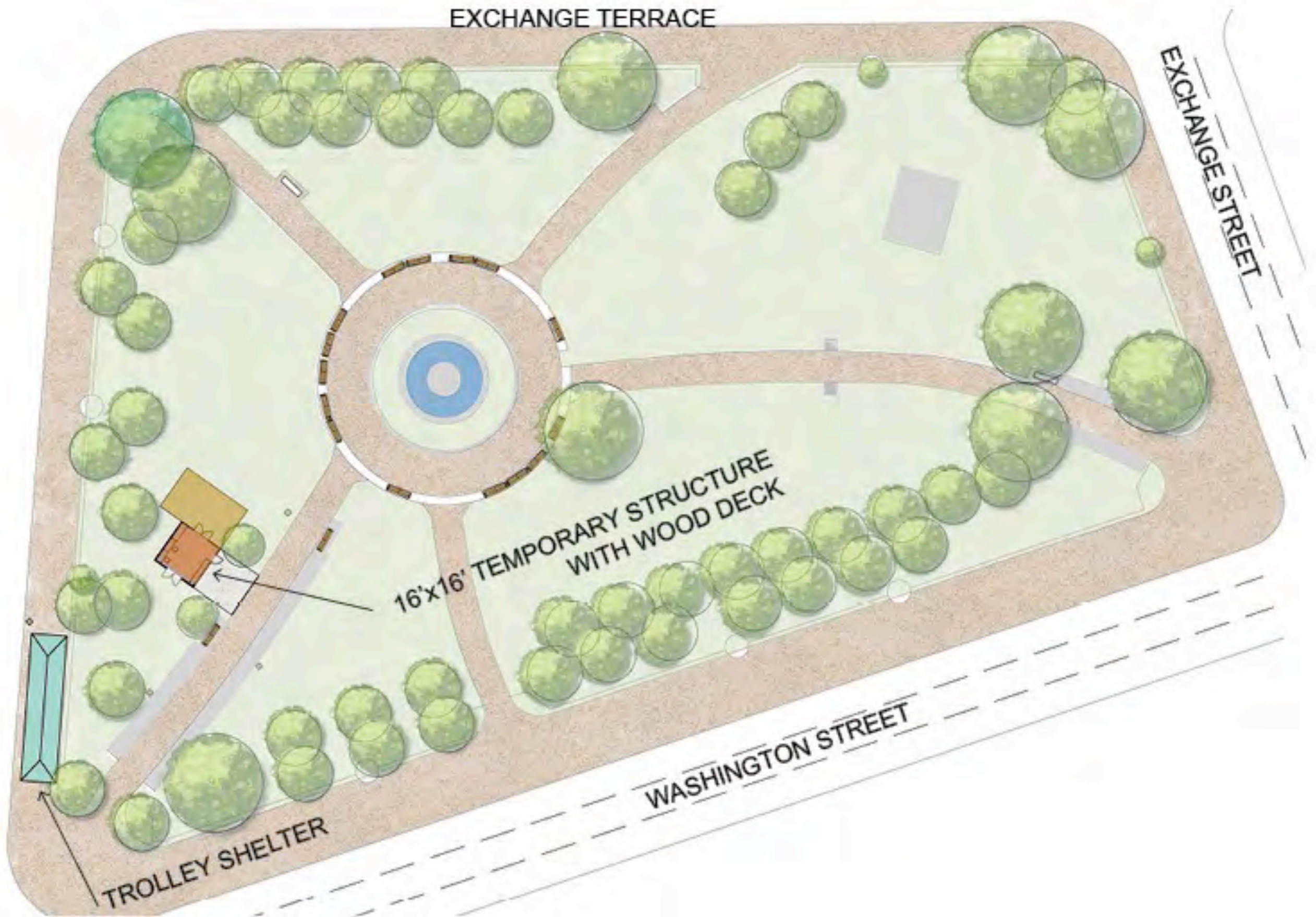
Providence: Burnside Park: Sound Sculpture





Providence: Burnside Park: Heart of the Community





Providence: Burnside Park: Site Plan



Program Name	Existing	Program Element	Schedule	Attendance 2012 (Avg.)	Current Equipment / Status	Programming Needs	Physical Needs
General							
	x	Staff Presence in Park			Off-site office, off-site storage		Home base for staff in the park, storage for materials
		Food/Drink Concession					Structure to house vendor
		Public Art Display			Few, limited projects that must be constructed vandal and weather-proof		Interior or encased space for rotating art display
		Information Kiosk/Tourist Wayfinding				Volunteer Park Ambassadors, Uniform Polo shirts	Home base for volunteers and display for maps, posters and brochures
Children's Programming							
Kidoinfo Providence Storytime	x	Story Hour	Thursdays 10:30-11:30am	185	Rented P.A. equipment, movable chairs		Sheltered area for rainy days
Kidoinfo Art in the Park	x	Art in the Park	Thursdays 11:30am-12:30pm, Tues June 27-Aug 29	185	low-cost and donated supplies, children work on pieces of cardboard on the ground	low-cost and donated supplies, children work on pieces of cardboard on the ground	higher quality, more durable surface for art-making, children's sized tables and chairs, light structure to block wind to increase variability of types of projects possible
	x	Play area for wigglers (mini Mobile Playground) (accompanies Storytime and Art in the Park)	Thursdays 11:30am-1pm, June 27-Aug 29	185	(a) Low cost, low durability play equipment		(a) Higher durability play equipment (school/playground-use grade - hula hoops, jump ropes, parachutes, balls etc.)
Mobile "Free-Play" Playground	x	Mobile Playground	Tuesdays, June 27th-August 29 *11-2 and/or 3-6 w/ Farm Mkt	75	(a) Low cost, low durability play equipment; (b) 2x season session of "Imagination Playground Materials" brought to park by PVD Children's Museum	Play-worker volunteers and interns	DPPC's own set of "Imagination Playground Materials"
Play in the Park	x	Play in the Park (series of varied small-scale interactive activities, workshops, and educational programming for parents and kids)	Tuesdays, June 27th-August 29 *11-2 and/or 3-6 w/ Farm Mkt	12-35 (some workshops are limited capacity)	old tables and chairs borrowed from the Rink		3-6 long (6') tables and accompanying chairs for workshop activities; light shelter/shade/power access to increase variation of workshops possible
Children's Open-Air Reading Room						volunteers and interns to monitor and facilitate day-borrowing, reading with children; book swap bin, etc.	Sheltered area for rainy days, child-sized tables and chairs, donated & loaned books, rolling book carts, clipboards, pencils and pens
Children's Planting Program							
Food Truck Market							
	x	Food Trucks	Weekdays 11:00am - 2:00pm; Thursdays on the Plaza Late June-August				Better access to seating area in park from Food Truck area; more bistro tables & chairs
Farmer's Market							
	x	Farm and Prepared Food Vendors and food trucks on Washington Street walkway	Tuesdays, 3-6pm, Late June-October				Rentable market stalls, tents; easier access to Burnside Park, tables & chairs, and programming area
Beer Garden							
	x	Music Series	Thursdays 4:30pm - 7:00pm	250	Rented stage and P.A. equipment		
	x	Beer Garden	Thursdays 4:30pm - 7:00pm	250	Folding tables, kegs and disposable cups, bunting to define area, movable chairs		Higher-quality, more durable stantion and chain or other solution to low-cost bunting; and/or movable planters to make the definable area more flexible, and put more "Garden" into the Beer Garden; post-consumer recycled cups and recycling bins and/or compostable cups and compost bins (DEM now has a program for neighborhood compost pickup - possibly link to this)

Providence: Burnside Park: Programming Plan





Providence: Burnside Park: Rendering





Providence: Burnside Park: Imagination Center Launch





Providence: Burnside Park: Imagination Center





Providence: Burnside Park: Imagination Center





Providence: Burnside Park: Family Reading Room





Providence: Burnside Park: Family Reading Room





Providence: Burnside Park: Storytime





Providence: Burnside Park: Play in the Park





Providence: Burnside Park: Climate Anxiety Counseling





Providence: Burnside Park: Tweed Ride PVD





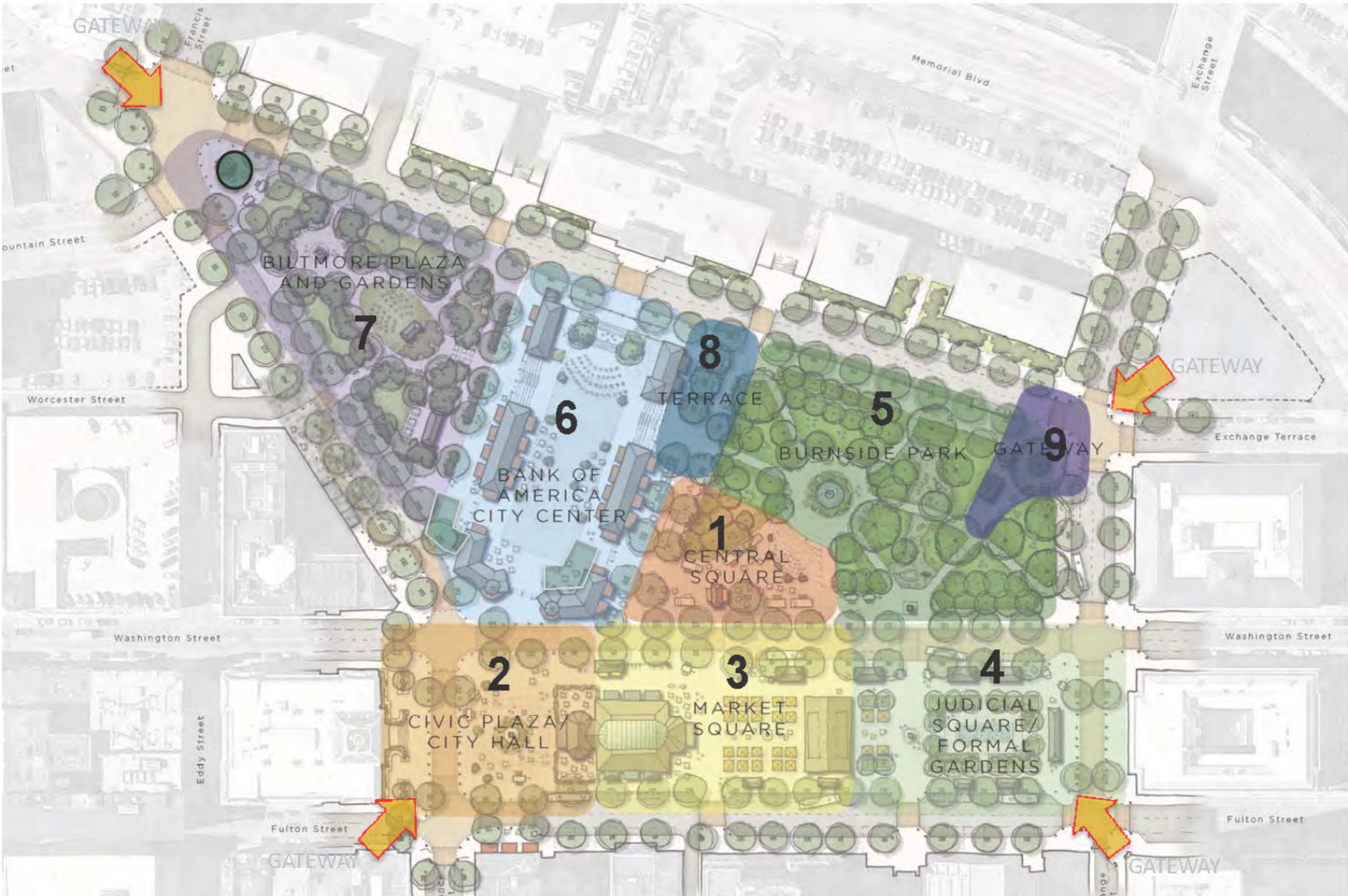
Providence: Burnside Park: PRONK





Providence: Burnside Park: PRONK





Providence: Greater Kennedy Plaza: Process





Providence: Greater Kennedy Plaza: Process



Public Restroom
with attendant



Market and
Community Shed

Bus stops

Market Building or GKP Offices
and Community activities

Providence: Greater Kennedy Plaza: Process





Providence: Greater Kennedy Plaza: Process





Providence: Greater Kennedy Plaza: Process





Providence: Greater Kennedy Plaza: Process





Providence: Greater Kennedy Plaza: Process





Providence: Greater Kennedy Plaza: Process





Providence: Greater Kennedy Plaza: Process





Providence: Burnside Park: Co-Creation and Collaboration





Providence: Burnside Park: Co-Creation and Collaboration







Providence: Burnside Park: Co-Creation and Collaboration





Providence: Burnside Park: Co-Creation and Collaboration



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Placemaking Leadership Council