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
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
PLACE CAPITAL is the Shared value in the public realm.
PLACE-LED /
COMMUNITY-BASED
PROCESS

1. Define Place
   Identify Stakeholders

2. Evaluate Space
   Identify Issues

3. Place Vision

4. Short/Long-Term
   Experiments

5. Ongoing Reevaluation
   & Short/Long-Term
   Improvements

Stakeholder Roles
advise/suggest
bring additional resources

Expert Roles
resource
facilitate
implement vision
SOUTHWEST AIRLINES
HEART OF THE COMMUNITY

Southwest®

PROJECT FOR PUBLIC SPACES


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
GREATER KENNEDY PLAZA
PROGRAMMING FOR PEOPLE IN PROVIDENCE
Providence: Greater Kennedy Plaza
Providence: Greater Kennedy Plaza: Process

Exchange Place (Future Kennedy Plaza)
1910

Providence: Greater Kennedy Plaza: Process
Providence: Greater Kennedy Plaza: Process

Exchange Plaza (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: FirstWorks
Providence: Greater Kennedy Plaza: FirstWorks
Providence: Greater Kennedy Plaza: FirstWorks
Providence: Burnside Park
Providence: Burnside Park
Providence: Burnside Park: Lighter, Quicker, Cheaper
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Providence: Burnside Park: Lighter, Quicker, Cheaper
Providence: Burnside Park: Lighter, Quicker, Cheaper
Providence: Burnside Park: The Hannah
Providence: Burnside Park: RISD Fence Mural
Providence: Burnside Park: Sound Sculpture
Providence: Burnside Park: Heart of the Community
<table>
<thead>
<tr>
<th>Program Name</th>
<th>Existing Program Element</th>
<th>Schedule</th>
<th>Attendance 2012 (Avg.)</th>
<th>Current Equipment / Status</th>
<th>Programming Needs</th>
<th>Physical Needs</th>
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</thead>
<tbody>
<tr>
<td><strong>General</strong></td>
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<tr>
<td>x Staff Presence in Park</td>
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<td><strong>Food/Drink Concession</strong></td>
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<tr>
<td>x Public Art Display</td>
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<td><strong>Information Kiosk/Tourist Wayfinding</strong></td>
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<tr>
<td>x KidsInfo Providence Storytime</td>
<td>x Story Hour</td>
<td>Thursdays 10:30-11:30am</td>
<td>185</td>
<td>Rented P.A. equipment, movable chairs</td>
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<td>Home base for rainy days</td>
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<tr>
<td>x KidsInfo Art in the Park</td>
<td>x Art in the Park</td>
<td>Thursdays 11:30am-12:30pm, Tues June 27-Aug 29</td>
<td>185</td>
<td>Low-cost and donated supplies, children work on pieces of cardboard on the ground</td>
<td>Low-cost and donated supplies, children work on pieces of cardboard on the ground</td>
<td>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</td>
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<tr>
<td>Mobile &quot;Free-Play&quot; Playground</td>
<td>x Mobile Playground</td>
<td>Tuesdays, June 27th-August 29 *11-2 and/or 3-6 w/ Farm Mkt</td>
<td>75</td>
<td>(a) Low cost, low durability play equipment; (b) 2x season session of &quot;Imagination Playground Materials&quot; brought to park by PVD Children's Museum</td>
<td>Play-worker volunteers and interns</td>
<td>DPPC's own set of &quot;Imagination Playground Materials&quot;</td>
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<tr>
<td>Play in the Park</td>
<td>x Play in the Park (series of varied small-scale interactive activities, workshops, and educational programming for parents and kids)</td>
<td>Tuesdays, June 27th-August 29 *11-2 and/or 3-6 w/ Farm Mkt</td>
<td>12-35 (some workshops are limited capacity)</td>
<td>Old tables and chairs borrowed from the Rink</td>
<td>Volunteers and interns to monitor and facilitate day-borrowing, reading with children; book swap bin, etc.</td>
<td>3-6 long [6'] tables and accompanying chairs for workshop activities; light shelter/shade/_power access to increase variation of workshops possible</td>
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<tr>
<td>x Children's Open-Air Reading Room</td>
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<td>x Children's Planting Program</td>
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<td><strong>Food Truck Market</strong></td>
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<td>x Food Trucks</td>
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<td>Weekdays 11:00am - 2:00pm; Thursdays on the Plaza Late June-August</td>
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<td>Better access to seating area in park from Food Truck area; more bistro tables &amp; chairs</td>
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<td><strong>Farmer's Market</strong></td>
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<td>x Farm and Prepared Food Vendors and food trucks on Washington Street walkway</td>
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<td>Tuesdays, 3-6pm, Late June-October</td>
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<td>Rentable market stalls, tents; easier access to Burnside Park, tables &amp; chairs, and programming area</td>
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<td><strong>Beer Garden</strong></td>
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<td>x Music Series</td>
<td></td>
<td>Thursdays 4:30pm - 7:00pm</td>
<td>250</td>
<td>Rented stage and P.A. equipment</td>
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<tr>
<td>x Beer Garden</td>
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<td>Thursdays 4:30pm - 7:00pm</td>
<td>250</td>
<td>Folding tables, kegs and disposable cups, bunting to define area, movable chairs</td>
<td></td>
<td>Higher-quality, more durable station and chain or other solution to low-cost bunting; and/or movable planters to make the definable area more flexible, and put more &quot;Garden&quot; 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)</td>
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</table>
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: Storytime
Providence: Burnside Park: Play in the Park
Providence: Burnside Park: Climate Anxiety Counseling
Providence: Burnside Park: Tweed Ride PVD
Providence: Burnside Park: PRONK
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Providence: Greater Kennedy Plaza: Process
Providence: Greater Kennedy Plaza: Process
Public Restroom with attendant

Market Building or GKP Offices and Community activities

Providence: Greater Kennedy Plaza: Process
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Providence: Greater Kennedy Plaza: Process
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Providence: Burnside Park: Co-Creation and Collaboration
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Stay in Touch!

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Placemaking Leadership Council