



# Placemaking as a Transformative Agenda

## "Cool Cities: Old Buildings. New Attitudes."



# PLACEMAKING FOR DOWNTOWN DETROIT



February 5, 2013



Midtown

Eastern Market

Downtown

75

375

10

MGM Grand Casino

City Theatre  
Fox Theatre  
Fillmore Detroit

Comerica Park

Ford Field

Gem & Century Theatres  
Music Hall Center

Detroit Opera House

Grand Circus Park

Lapit Park

Campus Martius Park & Rink

Cadillac Sq

Græktown

COBO Convention Center  
Joe Louis Arena  
COBO Arena

Hart Plaza

GM Renaissance Center

Rivard Plaza Carousel & Rike Rental

William G. Milliken State Park & Harbor



0 1/4

Detroit River

Detroit Windsor Tunnel

Detroit Riverwalk

Diamond Jack's Riverboat Tours

Gratiot Ave

Dequindre Cut Greenway

Woodward Ave

Michigan Ave

Gratiot Ave

Grand River

Michigan Ave

W. Fort St.

Jefferson

Jefferson

Civic Center Dr

Atwater

MotorCity Casino Hotel

Henry

Henry

Winder

Vernor Hwy

Maple

One Lafayette Pl

Nicolet Pl

Joliet Pl

Lafayette

Larned

Woodbridge

Franklin

Alfred

Alfred

Alfred

Alfred

Sproat

Adelaide

Sibley

Winder

Winder

Adelaide

Winder

Henry

Cass

Clifford

John R

Beaubien

Rivard

Division

Adelaide

Market

Winder

Elizabeth

Columbia

Montcalm

Elizabeth

Beech

Plaza

Third

Bagley

Abbott

Howard

Lafayette

Howard

Columbia

Clifford

W. Adams

Washington Blvd

Montcalm

Brush

Beacon

Maple

Chateaufort

St. Antoine

St. Aubin

Orleans

# Architecture of Place - Past





# Campus Martius, Detroit, 1998





© 2012 Google  
© Sky Buildings © 2006 Sanborn

Google earth



Gray Buildings © 2008 Sanborn

Google earth





# Campus Martius, Detroit



# Detroit 300 Conservancy's Mission 2001

- Diversified, year round programming plan
- New heart of Downtown Detroit
- Major catalyst for revitalizing downtown
- Improve the image of the City of Detroit



# Campus Martius







# Cadillac Square





Campus Martius and Cadillac Square

# RECREATING A GREAT CITY DETROIT

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.

Thinking Small in a  
Big Way

# 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**

# Detroit Strategies

- MAKE THINGS HAPPEN NOW
- Short term = 3-12 months. Long term = 2 years.
- CREATE ENERGETIC ANCHORS OF ACTIVITY in key locations and a peak times.
- CROWD-SOURCE IDEAS (Digital Placemaking).
- MAKE IT A “MOVABLE FEAST” through meet-ups and mobile management teams.
- GET LIFE ON THE STREETS to make public spaces safe and attractive, and encourage walking.
- BRING THE INSIDE OUT with transparent, visually exciting ground floors and corners that pop-out.

# Architecture - 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



POISSONNERIE BOULONNAISE ☎ 43.54.03.01



People and Product Front & Center





Architecture of Place  
Creating a Retail “Inside/outside” Zone  
Rue de Buci- Paris





**KESTANE**  
100 gr 4 TL  
150 gr 5 TL  
300 gr 10 TL

FIDAN  
ESETTU  
ARDES  
MANTO  
KABAN

**NUR BÜFE** Tel: 519 83 52 No: 183

**NUR BÜFE** — **NUR BÜFE**

**NUR BÜFE** PAKET TEL: 519 1030

**HOŞGELDİNİZ**

**NUR BÜFE**

ÜST KATTA  
AİLE SALONUMUZ  
VARDIR

NEFİS  
DÖNER  
DÜRÜM

PORTAKAL  
NAR  
GREYFURT

PILAV LISTU  
DÖNER

KASARI  
DÜRÜM

**UMANGÜLO**

Karabük Tarihi 1984

TOPTAN VE PERAKENDE

UMANGÜLO





# Architecture - Today



# Architecture of Place – Future?









# Placemaking as a Transformative Agenda

# 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

**Outcomes: Healthy and Sustainable  
Communities**

# 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?

“**Placemaking**” is an overarching idea and a hands-on tool for improving a **Neighborhood, City or Region**. It has the potential to be one of the most **transformative ideas** of this century

Chicago - Metropolitan Planning Council

# THE BENEFITS OF PLACE

nurtures & defines  
community identity

builds & supports  
the local economy

## PLACE

fosters frequent  
& meaningful contact

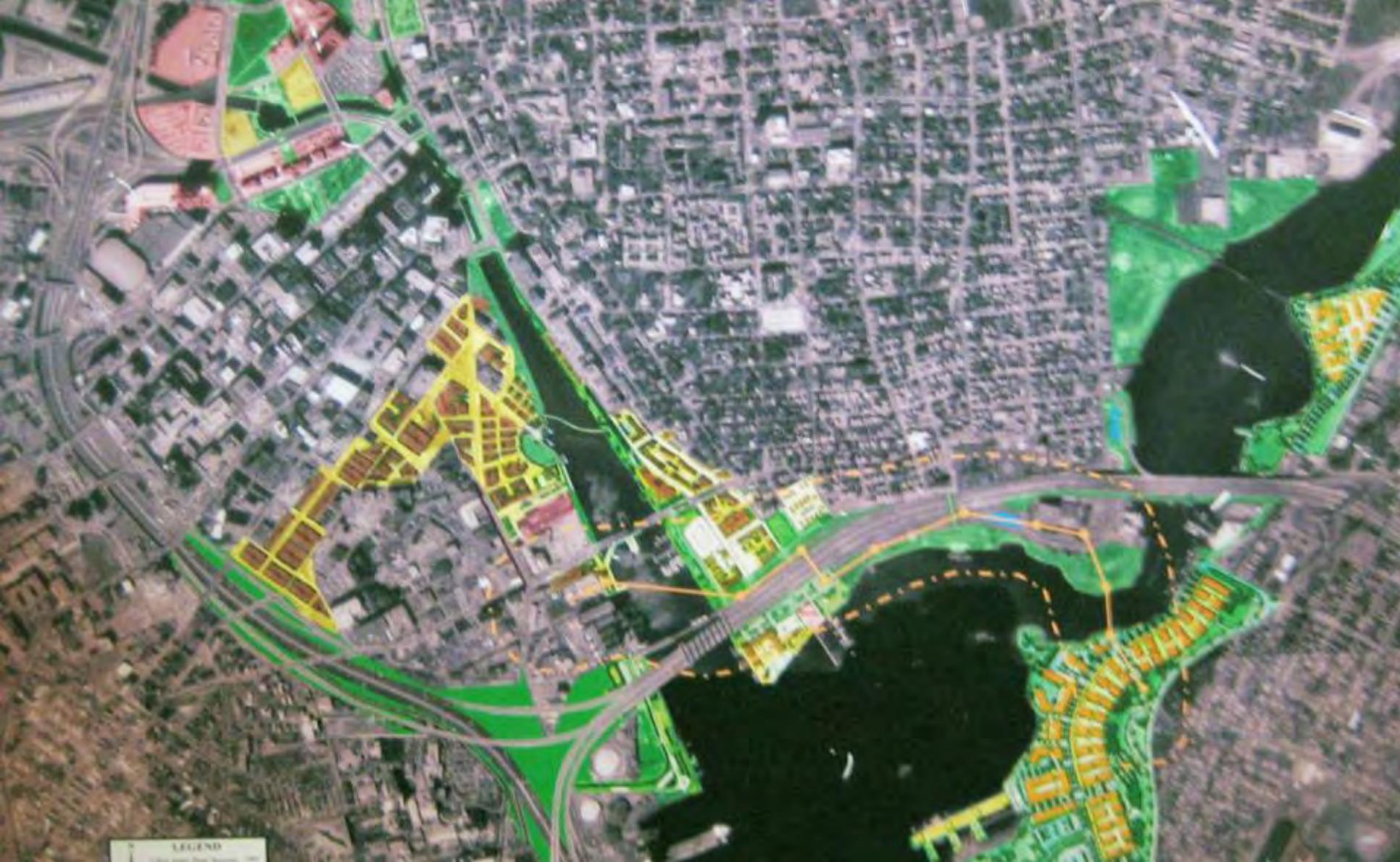


creates improved  
accessibility

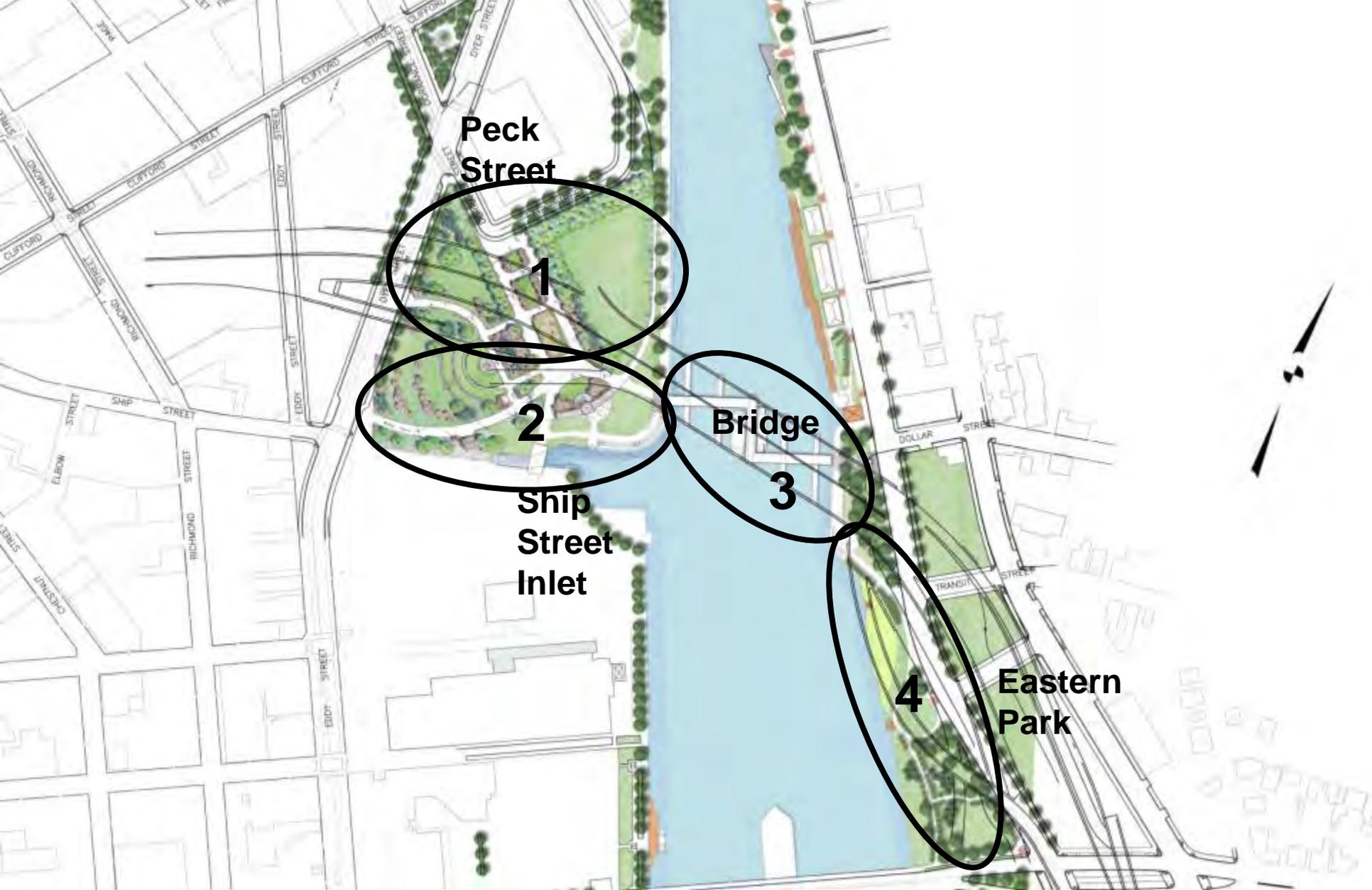
draws a diverse  
population

promotes sense  
of comfort





# Providence, RI



**Peck  
Street**

**1**

**2**

**Ship  
Street  
Inlet**

**Bridge**

**3**

**4**

**Eastern  
Park**





# Site 3-Pedestrian Bridge

- Scenic outlooks/Kissing Places
- “beer garden”
- Local merchants/vendors
- Fishing
- Floating boat docks
- Picnic tables and benches
- Waterfire boathouse





THE OFFICIAL SIGHTSEEING BOAT

# 38 Years of Placemaking

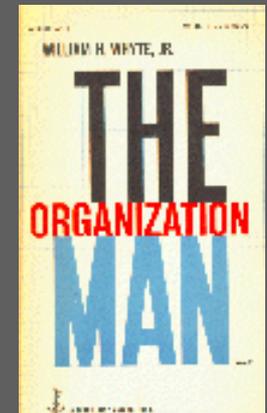
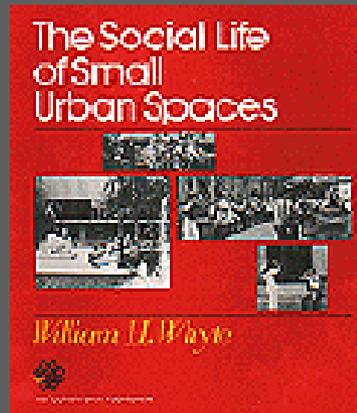
- 50 U.S. States, 7 Canadian Provinces
- 43 Countries
- Over 180 Major Cities
- 3000 Communities
- 2 Million visitors to our web sites (2012)
- 34,000 newsletter
- 25,000 Twitter
- 25,000 Facebook
- UN Habitat, Ax:son Johnson
- Pro Walk, Pro Bike: Pro Place
- Citizens Institute on Rural Design
- Placemaking Leadership Council



# 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



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



*“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.”*







*“Benches are artifacts, the purpose of which is to punctuate architectural photographs. They are not so good for sitting.”*



































# RECREATING A GREAT CITY DETROIT

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.

# Communities Today

Offices

Churches

Hospital

Theatres/  
Museums

Coffee  
Shops

Community  
Center

Parks

Transit

Libraries

Schools

City Hall

# Sustainable Communities of the Future

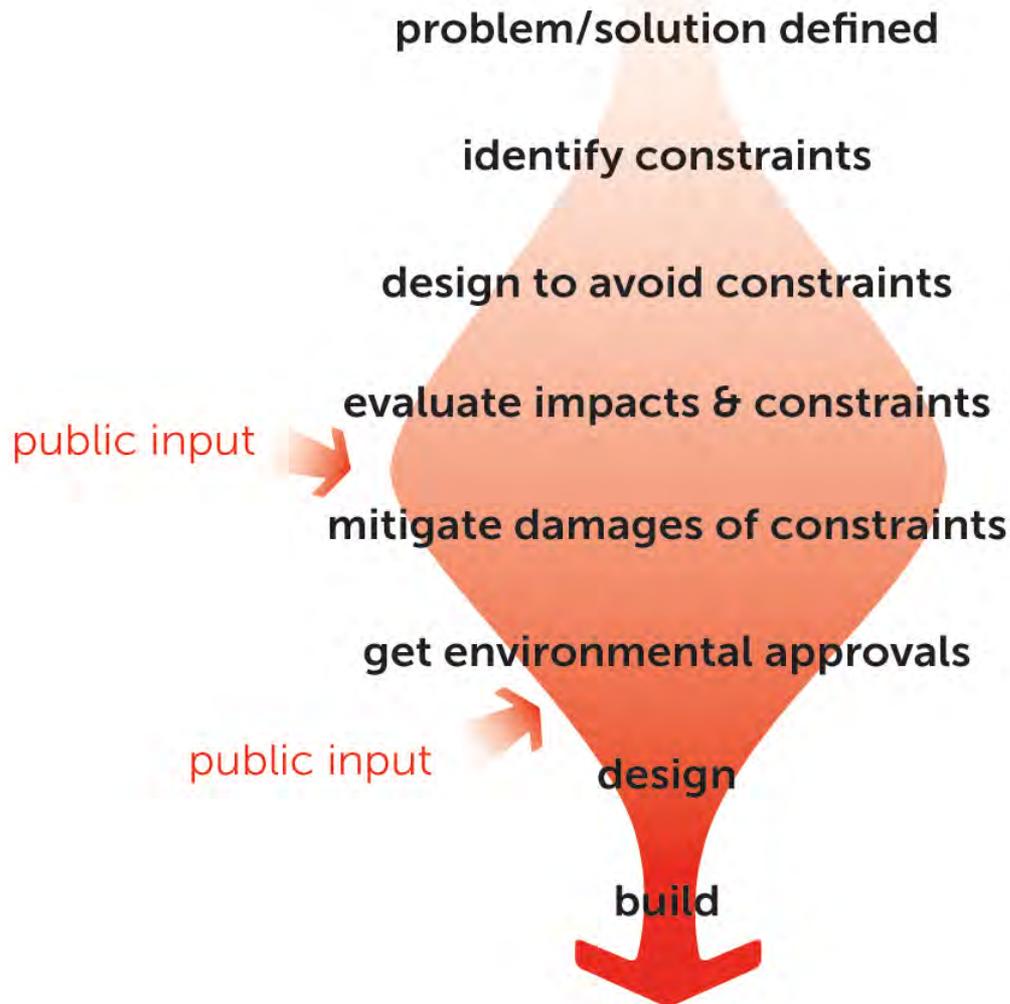


# Why don't we have better Public Spaces today?

- Fear
- Narrow Development Goals
- Project-driven vs. Place-driven Planning
- Design Led vs Place Led
- Government Structure
- Lack of Political and Community Commitment



# Project/Discipline Driven Approach



narrow goals

relies on professionals & "experts."

crisis driven, politically initiated

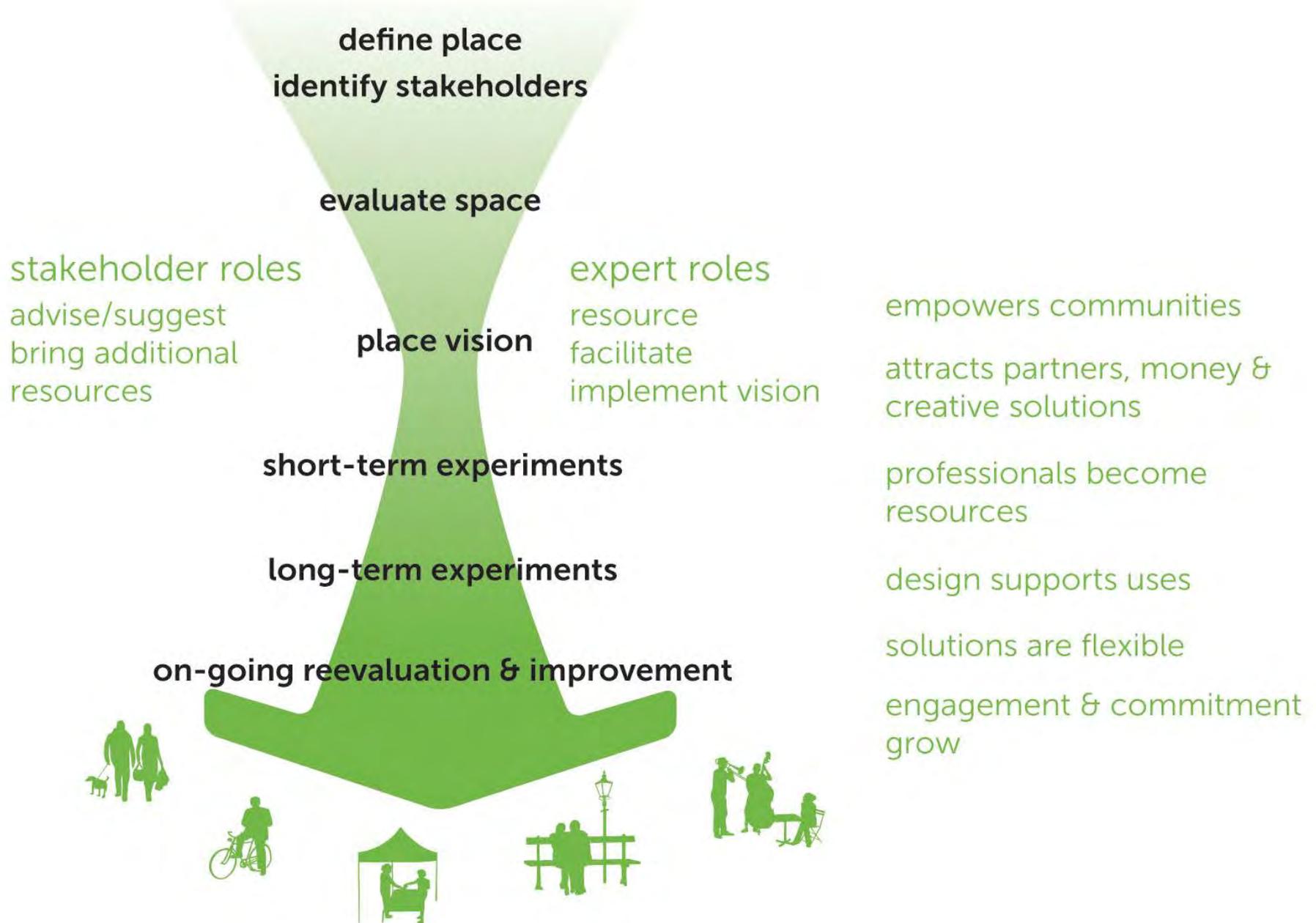
angry/reactive community meetings

expensive

static designs

results in limited experience of place

# Place/Community Driven Approach



# Siloed Government to Place Governance

- **“Big Government”:**
  - Siloed, Top Down
  - Solution/ politically-Driven,
  - Metrics by programs
- **“Facilitative Government”:**
  - Government value measured in community capacity and competency at a holistic level.
  - Shared Outcomes



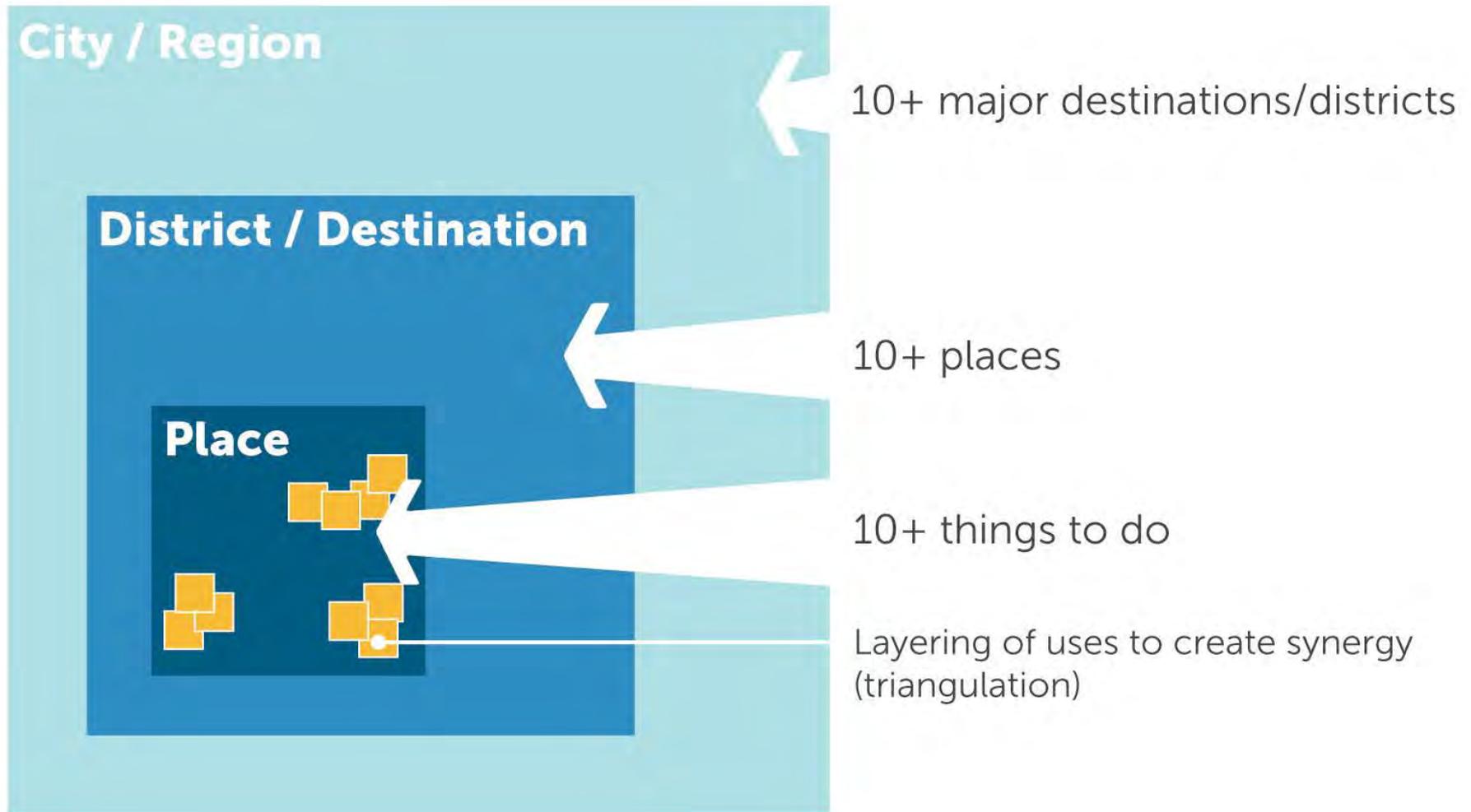
We Have to Turn  
Everything Upside  
Down - To Get it  
Right Side Up  
To  
Get from  
Inadequate  
to  
Extraordinary

# Placemaking Tools/Process

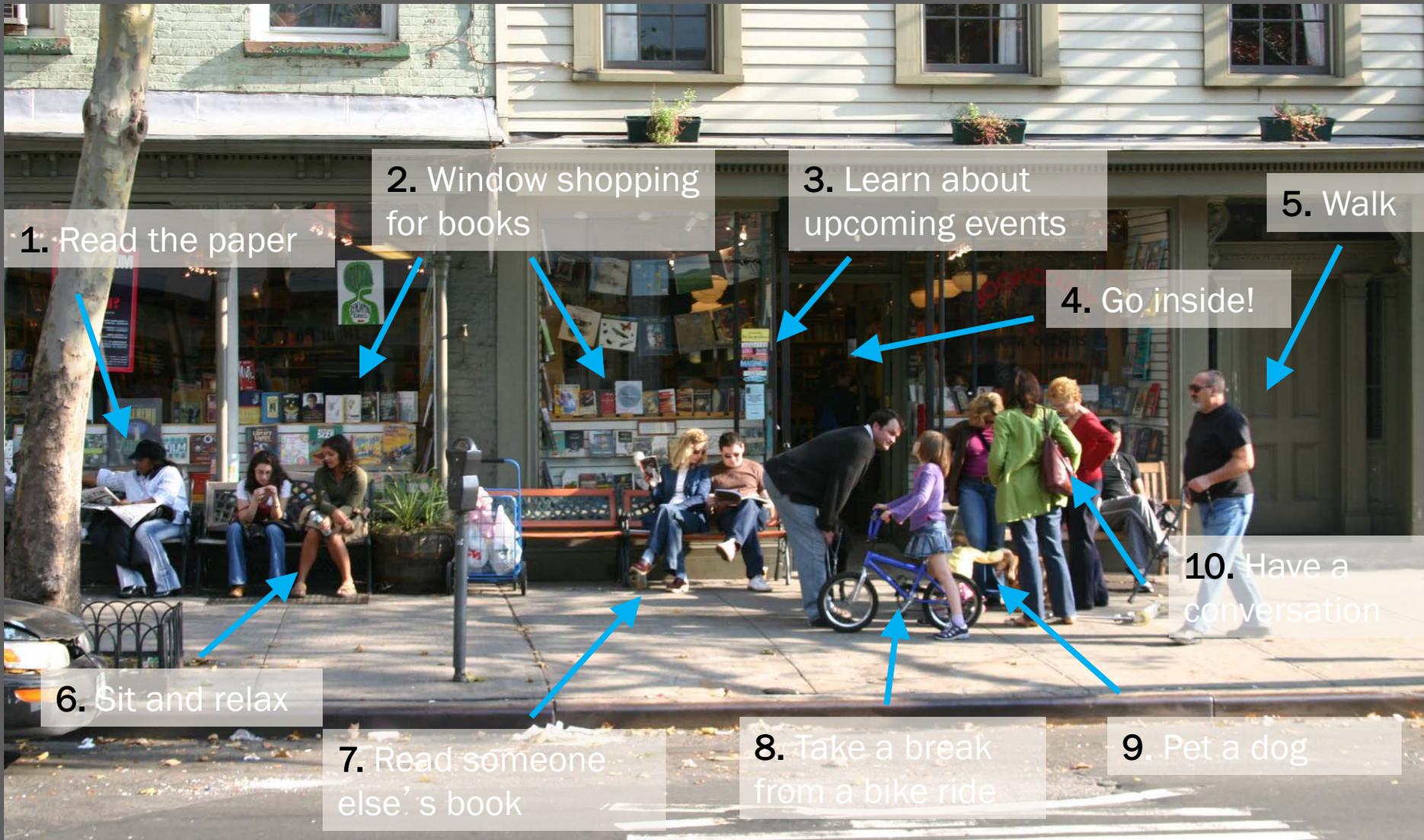
- Power of Ten - 10X10X10
- Place Performance Evaluation Game
- Placemaking Vision/Plan
- Lighter, Quicker, Cheaper
- Placemaking Concept/Design

- 
- Campaign and Social Media

# The Power of Ten



# Power of 10





# Power of 10 Destinations 1975



## Bryant Park

Intimidation or Recreation?

by Project for Public Spaces Inc.

# Power of 10 Destinations Today





New York City Transformed:  
Rockefeller Center Times Square  
Bryant Park Port Authority Bus Terminal



# CBD AND SOUTH BANK 2003

MAP SCALE 1:4 000



# San Antonio- NPR Partnership



## Power of Ten

Map Your Ideas to Re-Imagine the Heart of San Antonio



[SHARE AN IDEA](#)

[SEE IDEAS MAP](#)

[BROWSE IDEAS](#)

[ABOUT](#)

**This place matters to me...**

Example: Corner of Market St & Navarro St, or All of Downtown San Antonio

Characters left: 200

**My idea to improve this place**

...short-term, low-cost, long-term, partnerships, all ideas welcome

Characters left: 200

**So that people could...**

Add your ideas to improve downtown San Antonio's places now through July!

The Power of Ten: A great place typically has at least 10 things to do in it; a great downtown has at least 10 great places.

Tell us which downtown places matter most to you - the best, the worst, and the places that have the greatest opportunity. Tell us your ideas to improve them. Add as many places as you can. The results will add up to an agreement on the places we need to focus on.

# What Makes a Great Place?

- Key Attributes
- Intangibles
- Measurements





## 1 Record Location

## 2 Evaluate the Place

### Comfort & Image

	strongly disagree	←	→	strongly agree
Attractive	1	2	3	4 5
Feels Safe	1	2	3	4 5
Clean/well maintained	1	2	3	4 5
Comfortable places to sit	1	2	3	4 5

average rating:

### Access & Linkages

Identifiable from a distance	1	2	3	4 5
"Walkable"	1	2	3	4 5
Connected to adjacent areas	1	2	3	4 5
Adequate information/signage	1	2	3	4 5

average rating:

### Uses & Activities

Mix of stores/services	1	2	3	4 5
Community events/activities	1	2	3	4 5
Active adjacent uses	1	2	3	4 5
Economic vitality of area	1	2	3	4 5

average rating:

### Sociability

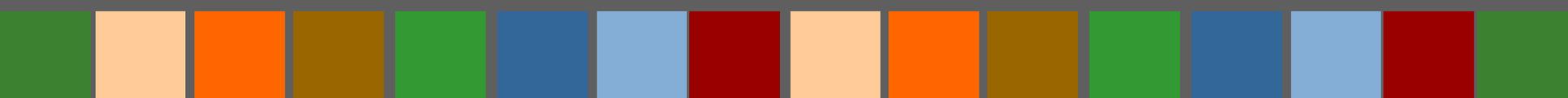
People in groups	1	2	3	4 5
Evidence of volunteerism	1	2	3	4 5
Sense of pride and ownership	1	2	3	4 5
Children and seniors are present	1	2	3	4 5

average rating:

**Overall Rating:**

## 3 Identify Opportunities

1. What do you like best about this place?  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_
2. List three things that you would do to improve this place that could be done right away and that wouldn't cost a lot.  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_
3. What 3 changes would you make in the long term that would have the biggest impact?  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_
4. Ask someone who is in the "place" what they like about it and what they would do to improve it. Their answer:  
 \_\_\_\_\_  
 \_\_\_\_\_
5. What local partnerships or local talent can you identify that could help implement some of your proposed improvements? (e.g. artists, musicians, gardeners, etc.) Please be as specific as possible  
 \_\_\_\_\_  
 \_\_\_\_\_



Transformative Opportunities  
**Building Communities Through  
Transportation**  
Streets as Places  
Thinking Beyond the Station





What if We Built Streets as Public Spaces?

When you design your community  
around cars...you get more cars.



The erosion of cities by automobiles proceeds as a kind of nibbling. Small nibbles at first but eventually hefty bites. A street is widened here, another is straightened there, a wide avenue is converted to one way flow and more land goes into parking. No one step in this process is in itself crucial but **cumulatively the effect is enormous.**

*Jane Jacobs, 1954*



When you design your community around people ... you get more people.



HUNTER CONNECTION

SHISHUI

B&B









# Paris Transportation Agenda

- Comfortable spaces to walk
- More welcoming spaces
- More greenery
- More water



# Paris Agenda

The aim of the program is to consider the pedestrian not just as someone who is moving from one point to another, but as a person who is **experiencing** the city.



SPACES



# Paris Boulevards



- From Congested to Shared Streets in 5 years
  - Sidewalks widened
  - Buffered bike lanes
  - Dedicated bus lanes





UNE FAMILLE RÉUSSITE.  
LE FILM FAMILIAL DU 15 AOÛT -  
\*\*\* PREMIÈRE



**OGGY**  
ET LES  
**CAFARDS**  
Le Film

LE 7 AOÛT  
AU CINÉMA

OGGY.PAGEOFFICIELLE

OGGY

3 ANS







# Paris Cafe





TABAC

Le Quebec

LE QUEBEC



Person standing on the sidewalk, looking at a map.

Woman standing with a shopping bag.

Group of people sitting at outdoor cafe tables.



# Some Paris Stats

- 10 years – Auto usage declined 25%
- Car ownership down to 37%
- City-wide speeds down to 30K (18 MPH)
- Speed in neighborhoods down to 20K (12 MPH)
- Shared Space experiments in 17 neighborhoods

# Düsseldorf-Koenigsalle



# Düsseldorf-Koenigsalle





From Adequate to Extraordinary



## **RECIPE FOR AN AMERICAN RENAISSANCE**

**\*EAT IN DINERS**

**\*RIDE TRAINS**

**\*PUT A PORCH ON YOUR HOUSE**

**\*SHOP ON MAIN STREET**

**\*LIVE IN A WALKABLE COMMUNITY**

# Main Street







TOPIC OF THE TOWN

When Do You Want It?  
BEST TO OWN

SAN FRANCISCO

SAN FRANCISCO

SAN FRANCISCO





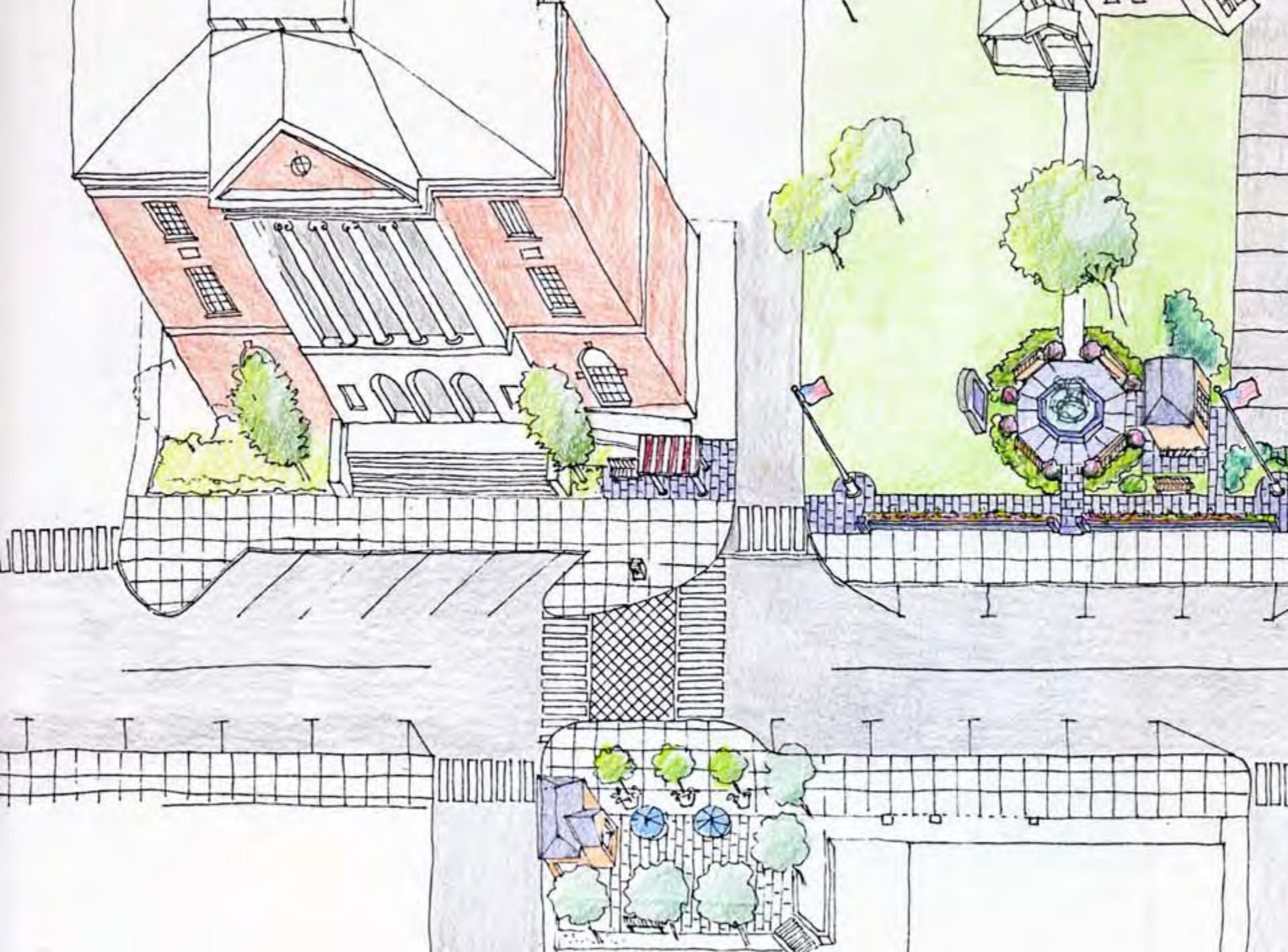




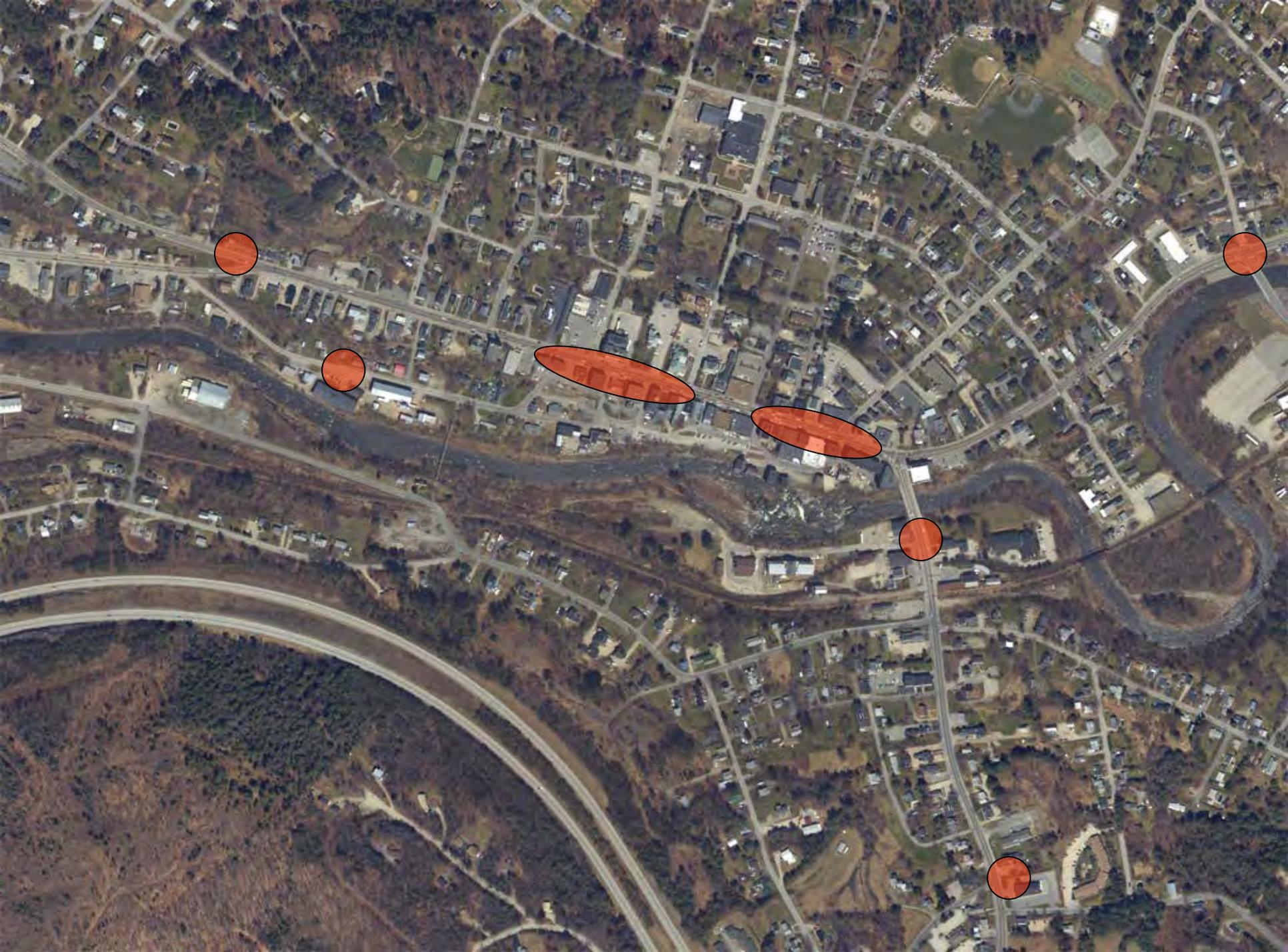




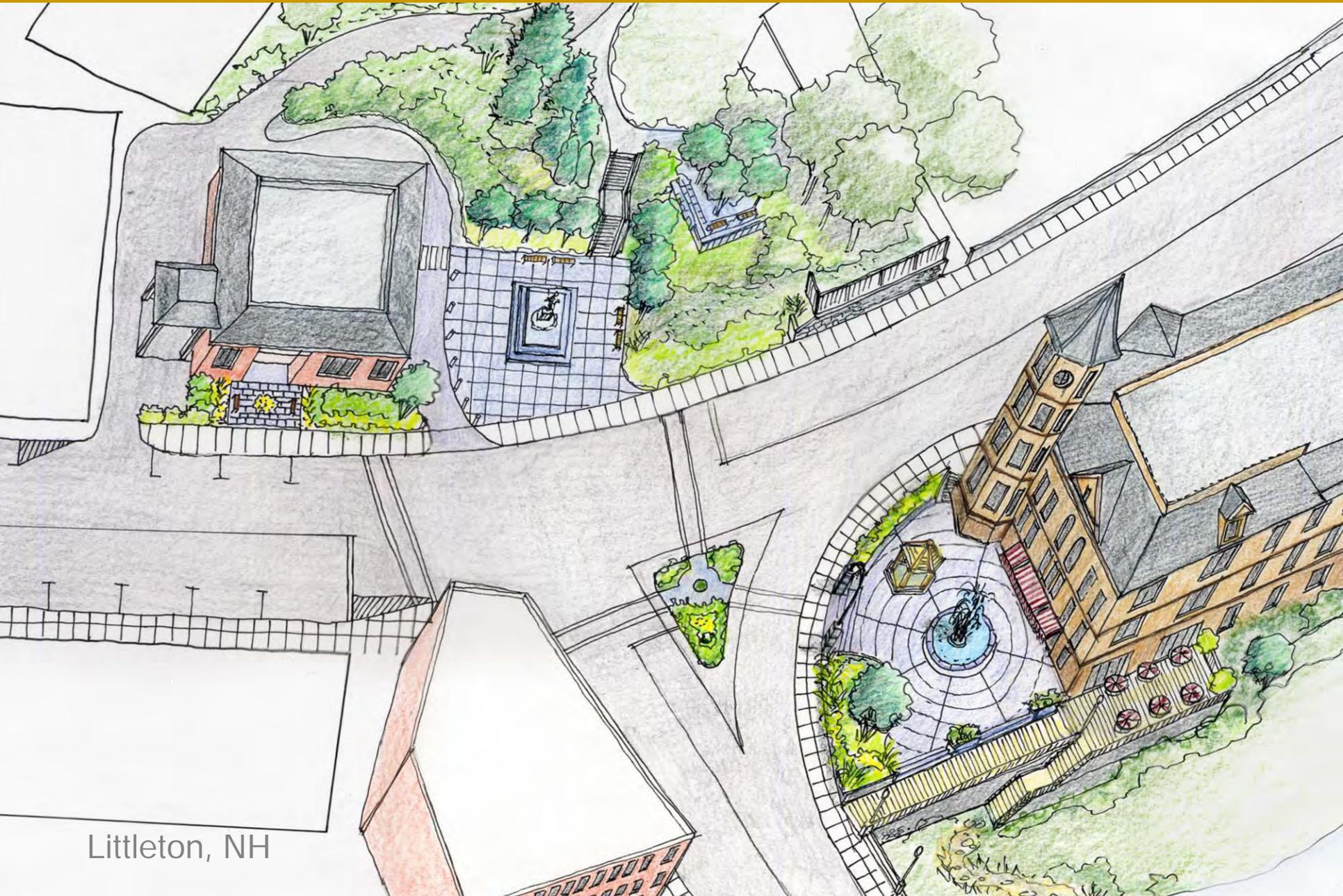












Littleton, NH



# Shared Streets

Drachten, Holland



“The only way to make a busy road intersection safe is to make it feel dangerous.”





**STREETS AS PLACES**

PROJECT FOR PUBLIC SPACES





# Actual Crashes

Years	Accidents					
	Total	All injury accidents	Serious injuries	Dead	Minor injuries	Damage only
Before reconstruction						
1994	4	2	1	0	1	2
1995	8	3	0	0	3	5
1996	8	2	1	0	1	6
1997	10	4	1	0	3	6
1998	9	0	0	0	0	9
1999	13	4	1	0	3	9
2000	9	0	0	0	0	9
2001	4	0	0	0	0	4
2002	10	2	0	0	2	8
After reconstruction						
2004	1	0	0	0	0	1
2005	1	1	0	0	0	0
Total	83	18	5	0	13	65

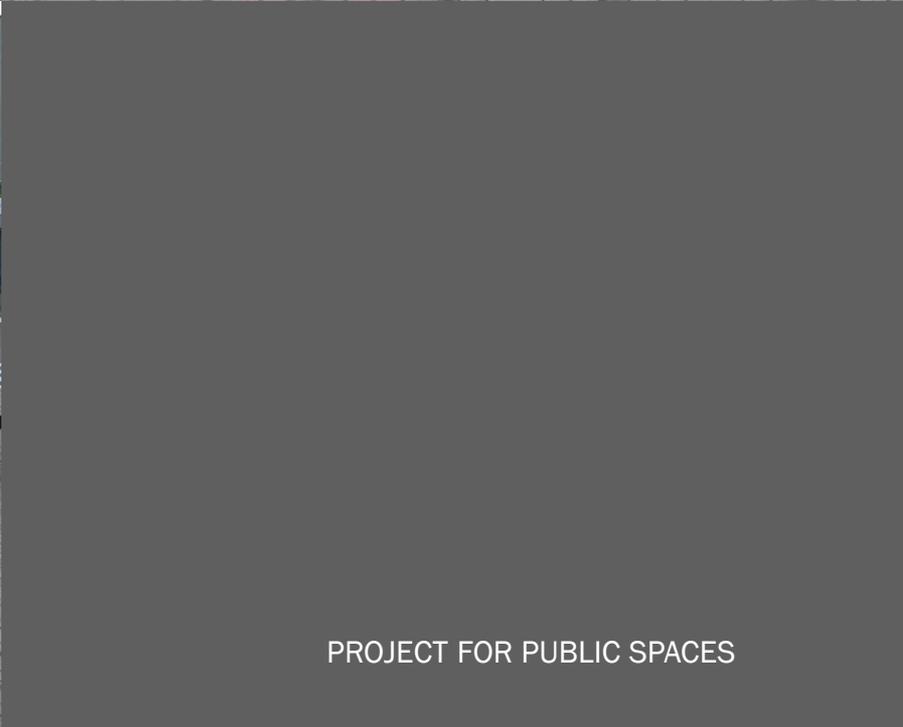
“If you want vehicles to behave like they are in a village, build a village.”

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

-Hans Monderman







PROJECT FOR PUBLIC SPACES

# Placemaking Tools/Process

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

- 
- Campaign and Social Media

# Architecture of Place – Future?



# Lighter, Quicker, Cheaper

- Comfort, Amenities & Public Art
- Activation Events
- Interim Public Spaces
- Light Development



# Queen's Birthday, Netherlands



# Vondelpark, Amsterdam







stadsdeelwerk

DRUMMEN!  
Drummen is - 1,50 € -  
Les. 1,50 €







PERMETURE ECLAIRÉ  
DU MARCHÉ (MARCHÉ RESTAURANT)  
UNER KÖLDSCHERBISSEL!  
FATTI - SON UN UNICA CERNIERA!

ZIPPER  
BAGS

UNZ  
IND

OUTSPAN

218

byrose  
COUTURE

byrose

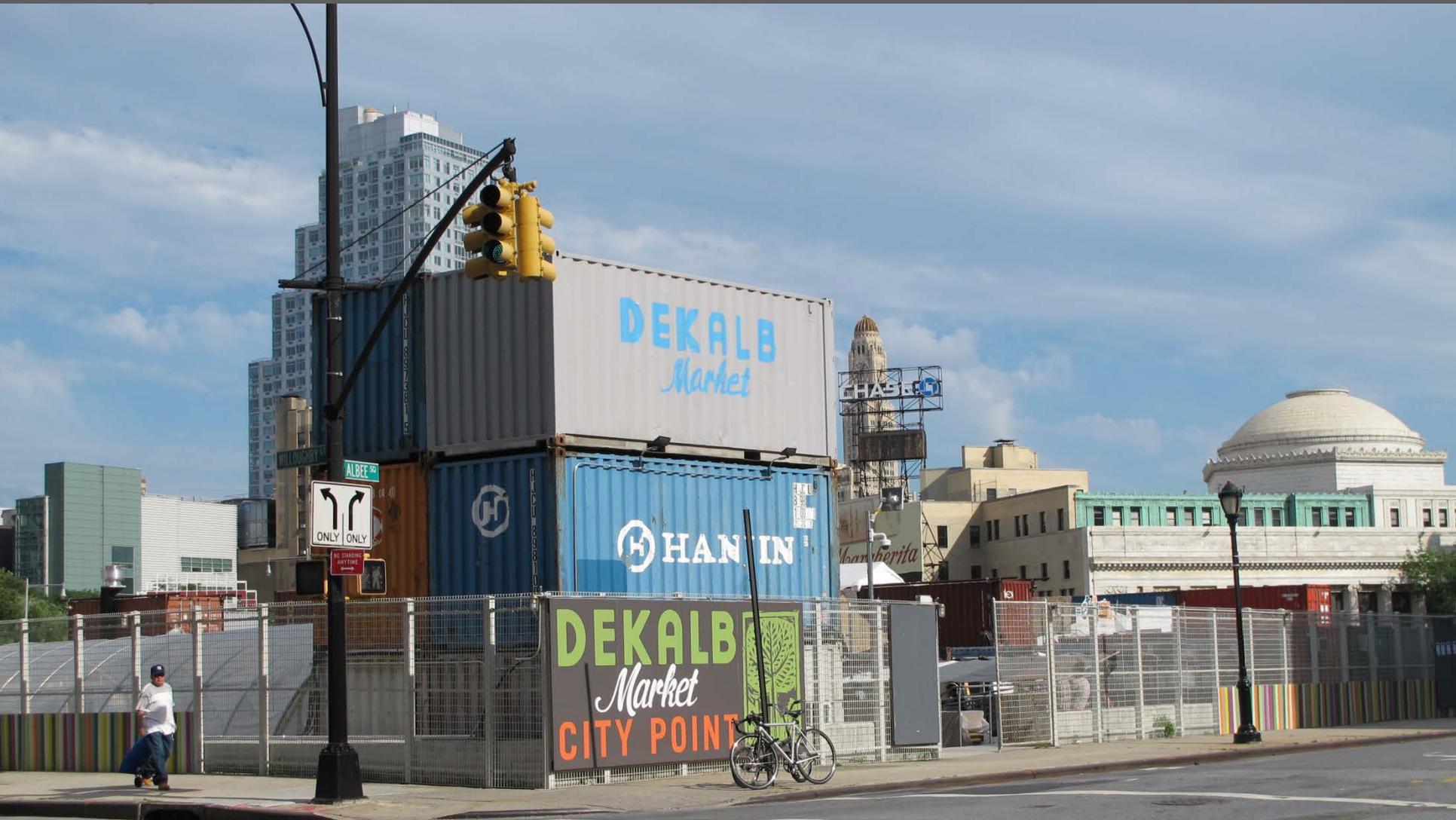
FRESH NATURE  
ORANGE JUICE  
Bottle £1.00  
Bottle £1.20

A HEATHY  
DRINK!!  
ONLY  
£1.10  
FOR A SOFT  
DRINK

FRESH IS FRESH!  
Bottle £1.00  
Bottle £1.20



# DeKalb Market - Brooklyn





GOLD

GLDU  
303357 0  
22G1

81

OOCL

GREEN

Pasticcio

CSA

BARACCHI BROS





HEALTH CITY OF NEW YORK

madhouse bakery

EVERGREEN

33 84 20 15

3 38 42 05  
2 26 1

NET  
CU CAP

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**

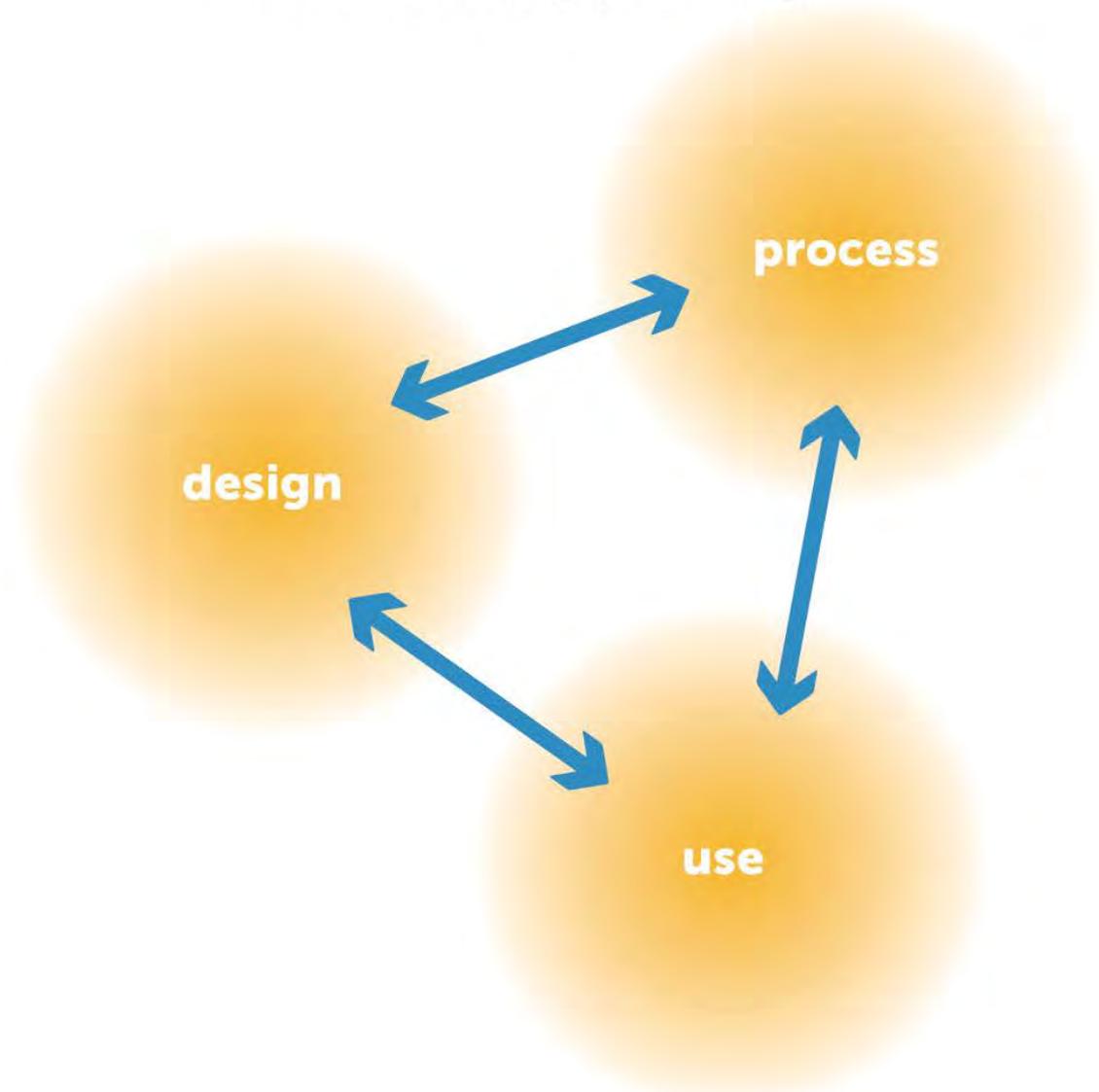


We Have to Turn  
Everything Upside  
Down - To Get it  
Right Side Up  
To  
Get from  
Inadequate  
to  
Extraordinary

## Traditional planning



## Placemaking planning



# 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...**

# Campaign/Movement

Develop  
a vision

Become great  
communicators

Search for  
impediments

Attack  
Complacency

Organize a  
strong team

Produce  
short term  
wins

Take on  
bigger  
challenges

Connect change  
to the culture  
of the  
community

# Zealous Nuts

## Return of Common Sense

Natural, Organic, Intuitive,  
Time Honored

*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*

# Upcoming Placemaking Trainings in New York City!

Making it Happen, Oct 23 - 25

Streets as Places, Nov 11 - 12

How to Create Successful Markets, Dec 5 - 6

Stay in Touch

pps.org



@PPS\_Placemaking



ProjectforPublicSpaces

