PARKS WITHOUT BORDERS

Ideas for the Next Generation of Urban Parks and Public Space
Tuesday, May 24, 2016 at The New School’s University Center

NYC Parks
PARKS WITHOUT BORDERS

PLACEMAKING MAKING IT HAPPEN
"What is the new paradigm for the postmodern city?"

*Dr Juan Clos*
Director, United Nations Habitat
“PLACE” & “PLACEMAKING”
COULD BE THAT IDEA?

It can: mobilize entire communities, cities, and countries to define their future

add a purpose and foundation to people’s lives

creates ownership and shared value

allows local wisdom and common sense to thrive

It’s community based, holistic and inclusive

Positive outcomes can be enormous and be done quickly.
CONVERGENCE AROUND PLACE

PLACE

URBAN EQUITY
COMMUNITY ENGAGEMENT
LOCAL ECONOMIES
PUBLIC HEALTH
HISTORIC PRESERVATION
TRANSPORTATION & LAND USE
ARCHITECTURE & DESIGN
ARTS & CULTURE
CLIMATE CHANGE / SUSTAINABILITY
LOCAL FOOD SYSTEMS
WHERE WE HAVE WORKED
Since 1975

Projects & Training

• 1 to 2
• 3 to 9
• 10+
WHAT IS PLACEMAKING?

It is a 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: Inclusive, Healthy, Sustainable, and Viable Communities
DESIGN LED vs. COMMUNITY/PLACE LED

EVOLUTION OF DEVELOPMENT

PLACE CAPITAL

PROJECT-DRIVEN

DISCIPLINE-LED

PLACE-SENSITIVE

PLACE-LED
PLACEMAKING IN PERTH
LINCOLN CENTER, NYC
“When you focus on a place, you do everything differently.”
POWER OF 10+

City/Region
10+ MAJOR DESTINATIONS

Destination
10+ PLACES IN EACH

Place
10+ THINGS TO DO, LAYERED TO CREATE SYNERGY
NYC DESTINATIONS 1980
PROJECT FOR PUBLIC SPACES

DESTINATIONS TODAY
POWER OF 10+: PLACE

1. Read the paper
2. Window shop
3. Learn about upcoming events
4. Go inside!
5. Walk by
6. Sit & relax
7. Read someone else's book
8. Take a break from a bike ride
9. Pet a dog
10. Have a conversation
PLACEMAKING PLAN FOR DOWNTOWN DETROIT
STRATEGY FOR IMPLEMENTATION

*Lighter, Quicker, Cheaper*
Short term = 1-4 months; Long term = 2 years

Create energetic anchors of activity
in key locations using the ‘Power of 10’

Crowd-source ideas
Digital Placemaking

Make it a “movable feast”
through meet-ups and mobile management teams

People and Products
Get life on the “streets/walkways”
Bring the inside out
Brooklyn Bridge Park
Brooklyn Bridge Park – Community Vision
“When you focus on a place, you do everything differently.”
When you design your community around cars and traffic...you get more cars and traffic.
When you design your community around people and places ... you get more people and places.
“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,
Dutch Traffic Engineer
CREATING SQUARES AT INTERSECTIONS

Buenos Aires
PLACEMAKING CAMPAIGN

- Develop a vision
- Become great communicators
- Organize a strong team
- Search for impediments
- Attack Complacency
- Produce short term wins
- Take on bigger challenges
- Connect change to the culture of the community

*People Who Make Dramatic Change By John Kotter*
“We have to turn everything upside down to get it right side up. To get from inadequate to extraordinary.”
VANCOUVER, BC
PLACEMAKING WEEK
SEPT 12-18, 2016

Join activists and leaders from around the world to envision a place-led future for cities.

pro walk pro bike pro place

Future of Places

PLACEMAKING LEADERSHIP FORUM

PLACEMAKINGWEEK.ORG