



2022 Annual Report

Project
for Public
Spaces

Table of Contents

Letter from the Co-Executive Directors	1
2022 at a Glance	2
Placemaking	5
Community Placemaking Grants	6
All Access Library	8
Shafter Learning Center	10
The Clarity Parks Project™	12
Live Mutual Project	15
Placemaking: Making It Happen Training	16
Technical Assistance Projects	18
Market Cities	23
How to Create Successful Markets Training	24
Seven Principles for Becoming a Market City	26
Technical Assistance Projects	28
People	30
Finances	31

A Letter from the Co-Executive Directors



Kelly Verel



Nate Storning

In April of 2022, we were honored to take on the role of co-executive directors at Project for Public Spaces. Since its founding days, Project for Public Spaces has always had a collaborative team of complimentary leaders at its heart, and we are excited to renew that spirit by taking this on together through an official joint leadership model for the organization.

In our new role, we are both dedicated to transforming this nearly fifty-year-old organization into an institution that the placemaking and public markets communities can rely upon for the next fifty years as a source of resources, education, and technical support.

In 2022, our team has worked hard to make strides toward that goal. In our Placemaking Program, we continued to grow our grantmaking partnerships with like-minded foundations and companies to provide much-needed funding and technical assistance to public space stewardship organizations around the United States.

In our Market Cities Program, we launched a new thought leadership series to inspire stronger public market systems, and we began planning for our first fully in-person conference since the beginning of the pandemic, the 11th International Public Markets Conference, which will take place in Toronto, Ontario, Canada. In both programs, we were excited to reimagine our long-running training courses in a new virtual format that has allowed us to drastically increase the number and diversity of participants.

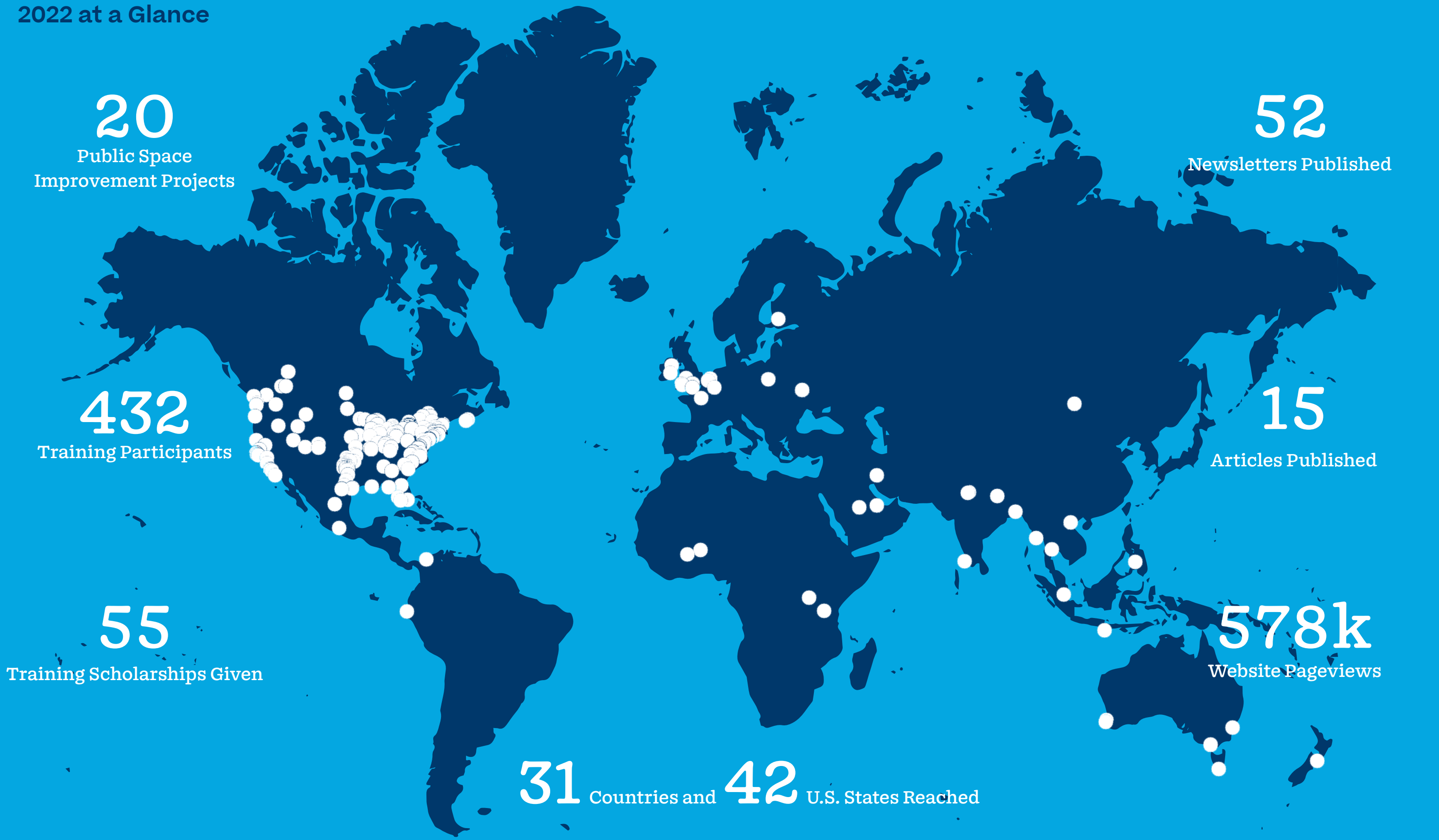
Along the way, we have also strived to foster a more participatory, flexible, and fulfilling workplace that reflects the values behind our mission.

As always, we are inspired by the passionate and talented people around the world who are designing, stewarding, programming, and advocating to make our public realm work for everyone. Thank you for all that you do, and we look forward to working together in the coming years to create a world of community-powered public spaces.

See you in the streets,

Handwritten signatures of Nate Storning and Kelly Verel in black ink.

Nate Storning & Kelly Verel





Placemaking

We believe that everyone has a right to participate in the improvement of the public spaces they use everyday and to benefit from those improvements.

Building upon Project for Public Spaces’ 47-year history, our Placemaking Program works to make this core belief a reality through partnerships, education, events, research, and technical assistance.

In 2022, the Placemaking Program helped reimagine 10 public spaces with local partners through funding and technical assistance from Community Placemaking Grants and four social impact partnerships. The Placemaking team also provided design, community engagement, and program planning services to eight communities around the United States, from park redesigns to downtown plans to customized training to lighter, quicker, cheaper improvements. Finally, this year marked the return of our popular training, Placemaking: Making It Happen, which expanded its reach by 586% through its new online format.

Photo: Kids gathering at the All Access Library in Atlanta, Georgia. Credit: Fulton County Library System

Community Placemaking Grants

Supported by:



Our flagship initiative Community Placemaking Grants launched in 2021 with the mission of bringing people-powered transformation to the communities that need it the most. In 2022, we worked with four public space stewards and facilitated the resources—funding, capacity building, and design expertise—to help them improve a public space in their community.



The variety of spaces, ranging from a waterfront deck to a public transit plaza, showcase the potential for lighter, quicker, cheaper interventions to bring about transformative change. In 2022, we were excited to renew our commitment with founding partner General Motors, and welcome new partners Niantic and MySidewalk. In the coming year, we hope to continue fostering partnerships with companies dedicated to driving social impact, supporting nonprofits and government agencies, and above all collaborating with local communities.



Photo top left: Community Process for North Avenue Marta Plaza.

Photo bottom left and photo right: Fabrication of furniture and new “front yard” for Buffalo Central Terminal.

Photo bottom left credit: The Foundry.

BUFFALO CENTRAL TERMINAL

Grantee: Buffalo Central Terminal | Buffalo, New York

The Buffalo Central Terminal’s Great Lawn is located on Buffalo’s East Side, a minority-majority community with nearly 40% of residents living below the poverty line. As part of a long-term effort to reimagine this historic train station, this grant helped create a welcoming “front yard” through custom, extra-long tables and sculptural seating inspired by input from neighbors and fabricated by youth in a local workforce development program.

BUFFALO HERITAGE CAROUSEL

Grantee: Buffalo Heritage Carousel, Inc. | Buffalo, New York

The stewards of this carousel leveraged their grant to upgrade their outdoor space located at Canalside, Buffalo’s public waterfront. Considering 25% of households near Canalside don’t have cars and 30% are below the poverty line, once complete this project will offer a locally accessible destination for visitors of all ages to gather through the addition of new glowing furniture, which creates a warm atmosphere well into the evening.

ELLICOTT STREET OVERPASS

Grantee: Buffalo Urban Development Corporation | Buffalo, New York

Buffalo Urban Development Corporation’s Grant will go toward “light splashing” an overpass adjacent to the Buffalo and Erie County Central Library. This spring, the area will also receive bike lanes and other traffic calming interventions, through a project supported by the City, as well as a little free library, improved seating, and landscaping. Altogether, these changes will make the space feel safer, and more comfortable for the thousands who pass through the area.

NORTH AVENUE MARTA PLAZA

Grantee: Midtown Alliance | Atlanta, Georgia

Every day, 15,000 transit riders pass through Midtown’s North Avenue MARTA station plaza—an area with no public parks within a half-mile radius. Through placemaking, the Midtown Alliance and the Metropolitan Atlanta Rapid Transit Authority plan to turn this site into a vibrant space where people can take a break, meet up with friends, and enjoy live performances.

All Access Library

Grantee: Fulton County Library System

Atlanta, Georgia

Partner:



The Fulton County Library System (FCLS) is a network of public libraries that goes beyond serving as a hub for resources such as books and computers by providing a wide array of programming—from storytimes for children to free in-person tax assistance, and much more, for its diverse patron base. However, over the last few years, system-wide renovations had temporarily closed many FCLS branches.

As a result, FCLS was looking for a creative way to extend their free resources outdoors and help close the gap between its services and patron access, a goal whole-heartedly supported by CloroxPro, a company that produces commercial and institutional cleaning products with a commitment to strengthening the social fabric of communities.

After several community engagement sessions with local stakeholders, we co-designed a pop-up library environment that would allow FCLS to bring new programming—and children’s play equipment—to the outdoor areas of various library branches, as well as local museums, parks, and plazas. Today, this beloved amenity provides a mobile stage for local community members to gather and enjoy time together.



Photo credits: Fulton County Library System





Shafter Learning Center

Grantee: Shafter Library & Learning Center

Shafter, California

Partners:



**CAROL CONE
ON PURPOSE**



The Shafter Library & Learning Center provides the local community with a wide array of classes, as well as access to computers, books, and other resources. They support the local population, 84% of whom are Latinx and many of whom speak English as a second language, with everything from first grade classes through adulthood job readiness, literacy, computers, STEM, and skilled trade and vocational education.

GAF, North America's largest roofing manufacturer, worked with Project for Public Spaces and Carol Cone on Purpose to select Shafter from a number of GAF communities in 2019. As a proud owner of two plants in the community, GAF was excited to help the Learning Center expand and improve its patron experience. Project for Public Spaces hosted over 350 Shafter residents at a public workshop and celebration event where they reviewed alternative designs for an addition to the library, brainstormed the most attractive and needed new programs and classes, facility improvements, and more.

The result is a total transformation of the library's outdoor area and a new classroom that allows the Center to offer more classes after school and during the summer, serving 10,617 people in 2022. The parking lot is now a painted plaza—replete with great seating, tables, and greenery—where people can study or relax. There are also tables equipped for a makerspace to take the Learnings Center's classes outdoors. It's no wonder that the Shafter Library & Learning Center was selected to receive the Kern Council of Governments Award for Merit in Innovation for 2022.



Photo credits: GAF

The Clarity Parks Project™ with the Makers of Claritin

Partner:



For kids, spending time outside is a key ingredient in promoting physical and mental well-being. With this aim, the makers of Claritin® have made it their mission to provide caretakers and young people with imaginative ways to make every outdoor space the “unboring-est place to be” through their recently launched Outsideologist Project.

At Project for Public Spaces, we couldn’t agree more. In 2021-22, Project for Public Spaces expanded its partnership with the makers of Claritin® on the Clarity Parks Project™ by offering youth-focused programming and improving public spaces in three underserved communities across the United States to help encourage more kids to spend time outside.

WIN SHELTER

Grantee: Win | Brooklyn, New York

Children living in homeless shelters often have less access to outdoor space for safety reasons. To fill this need, The Clarity Parks Project™ supported Win, New York’s largest family shelter provider, in transforming an empty 2,500-square-foot concrete shelter courtyard into an outdoor gathering place with a little something for everyone. With input from caretakers and children of multiple ages, we upgraded this central yet underutilized area into a colorful oasis popping with beautiful plants, ample seating for residents and staff, an outdoor classroom, and—at the heart of it all—a multisensory playground.





THE PASS

Grantee: Center City Development & Operations Department, City of San Antonio | San Antonio, Texas

As a vast, empty space under the Interstate 35 expressway in downtown San Antonio, this site boasted two important attributes: a great location and structural shade—crucial in a city that broke multiple heat wave records in the summer of 2022. To kick off the placemaking process, our staff held community engagement outreach including focus groups and a workshop with high school students from the nearby Henry Ford Academy’s Alameda School for Art and Design. Ideas from these sessions are blossoming into colorful pavement and an art wall on the market building, a new basketball court, new plants, public seating, and even a way to capture guano from a protected bat colony in the overpass to use as fertilizer. Thanks to Project for Public Spaces’ outreach and visioning, UTSA and the 80|20 Foundation agreed to contribute additional funds to the transformation of the space.

HAWTHORNE COMMUNITY CENTER

Grantee: Hawthorne Community Center | Indianapolis, Indiana

From the start, staff at the Hawthorne Center expressed a desire to transform their front yard, an unusable and sometimes muddy lot, into a welcoming public space for youth from the diverse surrounding neighborhood, where over three-fourths of households live below the federal poverty level. After visioning, planning, design, and construction, which consisted exclusively of local contractors, the upgrades include landscaping, a flexible stage, a pergola, seating, games, and more. On a typical day after school, the new green space is teeming with kids chatting on the benches, dancing on the stage, using their phones at the cafe tables, laying on the grass, and just having fun.



Live Mutual Project

Grantee: City of Springfield

Springfield, Massachusetts

Partner:



In 2022, Project for Public Spaces continued its partnership with the Live Mutual Project, which aims to expand community connections for a financially healthy future. Neighborhood destinations play an important role in building strong social networks, which can provide support and access to opportunities. Project for Public Spaces is helping to activate three parks in Springfield, Massachusetts, with custom-designed platform benches that wrap around existing mature trees. Two of the three benches were installed in 2022, with the third currently being fabricated by high school students to be installed in spring 2023.



Placemaking: Making It Happen Training

176
Participants

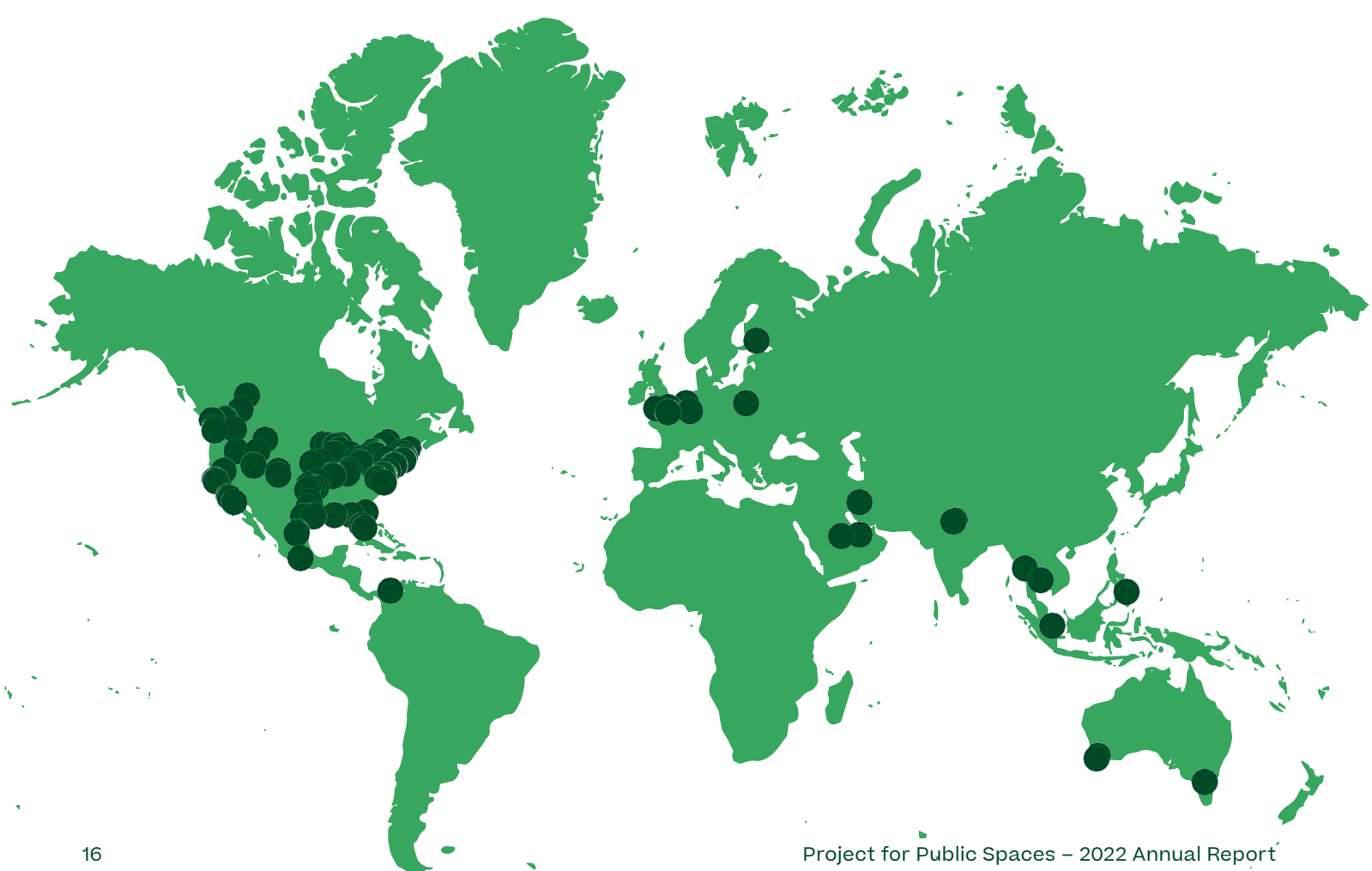
18
Countries
Represented

+50
Net Promoter Score

Last October, the Project for Public Spaces team hosted a sold-out “Placemaking: Making it Happen” online training with more than 176 participants hailing from 18 countries. Over the course of four weeks, this training built on attendees’ knowledge of placemaking concepts, and provided the tools to implement and manage public space improvement projects.

Participants heard from multiple members of the Project for Public Spaces team, learn from videos and photos of public spaces from around North America, and learned from external placemaking experts including Concordia Partner Melissa Lee and Better Block Foundation Executive Director Krista Nightengale.

Participants walked away with a wide range of new knowledge, from the basics of community and stakeholder engagement to public space observation techniques to ideas for lighter, quicker, cheaper interventions to a deep dive into managing and caring for public spaces.



Testimonials

“The theoretical frameworks were easy to grasp and when paired with real-world examples left me with the feeling that I can make these good things happen in my community. Small pebbles make waves, too.”

— Catherine Ferrer, Training Participant

“As an architect and urban designer, I learned innovative tools and techniques that will definitely help me shape inclusive spaces focusing on the community as an expert within the public realm.”

— Nadine Salhab, Training Participant

Technical Assistance Projects



BOROUGH OF MANHATTAN COMMUNITY COLLEGE CAMPUS

New York, New York | Client: Borough of Manhattan Community College (with CTA Architects) | Prime Consultants: Being Here Landscape Architecture & Environmental Design

Beginning in 2021, the Borough of Manhattan Community College tasked BHLA and Project for Public Spaces to build upon recent capital improvements by activating the outdoor spaces of its main campus to better serve its diverse population of over 27,000 students. Project for Public Spaces contributed to the design process by facilitating two online placemaking workshops with students and faculty, and translating the outcomes into recommendations for the program and feel of each space.



CAMPUS MARTIUS

Detroit, Michigan | Client: Downtown Detroit Partnership (DDP)

Project for Public Spaces continued its twenty-year relationship with downtown Detroit by collaborating with DDP’s Public Space team to develop a refreshed conceptual design for the Beach at Campus Martius, including a new beachside bar. The final design maximizes the total number of users while ensuring that circulation and visual access to the Beach remains inviting and open. The bar was constructed and installed in 2022 by PARC restaurant with assistance from DDP.



CHICKASAW NATION PLACEMAKING INITIATIVE

Client: Chickasaw Nation, Oklahoma | Subconsultant: CivicBrand, Shane Hampton Planning

Project for Public Spaces, CivicBrand and Shane Hampton Planning worked with a variety of local stakeholders to forward their goal of boosting tourism and place branding steeped in the culture and landscape of the region. The team led placemaking strategy workshops and provided training in 10 rural communities in the Chickasaw Nation territory, resulting in a report with recommendations for spaces in all 10 communities.

“Project for Public Spaces offered their expertise in design and background in social design to help create the perfect solution for our pilot project.”

—Nancy Young, Director of OnRamps, Fountain House

TIMES SQUARE RECHARGE STATION,

New York, New York
Client: Fountain House

Community First is an innovative partnership between the Times Square Alliance, Fountain House, Midtown Community Court, and Breaking Ground to support people experiencing mental health challenges, housing insecurity, and substance use disorders in Midtown Manhattan. Beginning in 2021, this group began working with Project for Public Spaces to design a kiosk and welcoming seating area in Times Square where the people they serve could rest, socialize, and enjoy free coffee. Importantly, the kiosk is operated by members of Fountain House, who have lived experience and can facilitate access to resources and services.

As of October 2022, staff at the Recharge Station had served over 3,500 coffees, shared 1,200 interactions with the target community, and recruited 17 new participants in Fountain House programs.

Photo Credits: Ruvi Perumal





Market Cities

Working in partnership with HealthBridge Foundation of Canada and Slow Food International, the Market Cities Program aims to create a world of thriving public market systems, from individual street vendors to farmers markets to flea markets to wholesale markets.



To change the way we invest in these systems, the Program offers trainings, events, resources, and technical assistance to market operators, public officials, and nonprofit partners around the world.

In 2022, the Market Cities Program relaunched its popular training, How to Create Successful Markets, with updated content and a new online format that helped expand its reach by 460%. This year marked the first full year of the Program’s newsletter, the Biweekly Bazaar, which delivers news, opportunities, and resources to its highly engaged audience. The team continued its longstanding technical assistance program, as well, facilitating new visions for two North American public markets. Finally, the Program began laying the groundwork for the 11th International Public Markets Conference, which will take place June 8-10, 2023, in Toronto, Ontario, Canada.

Photo: Flint Farmers’ Market in Flint, Michigan, USA.

How to Create Successful Markets Training

138
Participants

20
Countries
Represented

+54
Net Promoter Score

In March 2022, Project for Public Spaces held the first ever online edition of our “How to Create Successful Markets” training, which gathered 138 participants from 20 countries and featured new content from the Market Cities Program along with the enduring lessons and examples from the original in-person training.

Over the course of four weeks, market operators, developers, policymakers, and advocates learned the essentials for creating a thriving public market that is economically sustainable, maximizes community benefits, and contributes to the creation of inclusive public places. In this revamped version of the training, participants also explored the principles of Market Cities centered on the value of systems thinking to strengthen the shared efforts of public markets, as well as how markets are continuing to adapt to challenges brought about by Covid-19.

Participants learned what it takes to create extraordinary markets and market systems through presentations, facilitated discussions, and video tours of open-air and indoor public markets around the world. With three core facilitators and speakers as well as over 14 guest presenters, we covered topics ranging from how to design public markets around public spaces to the foundations of sustaining public market operations.

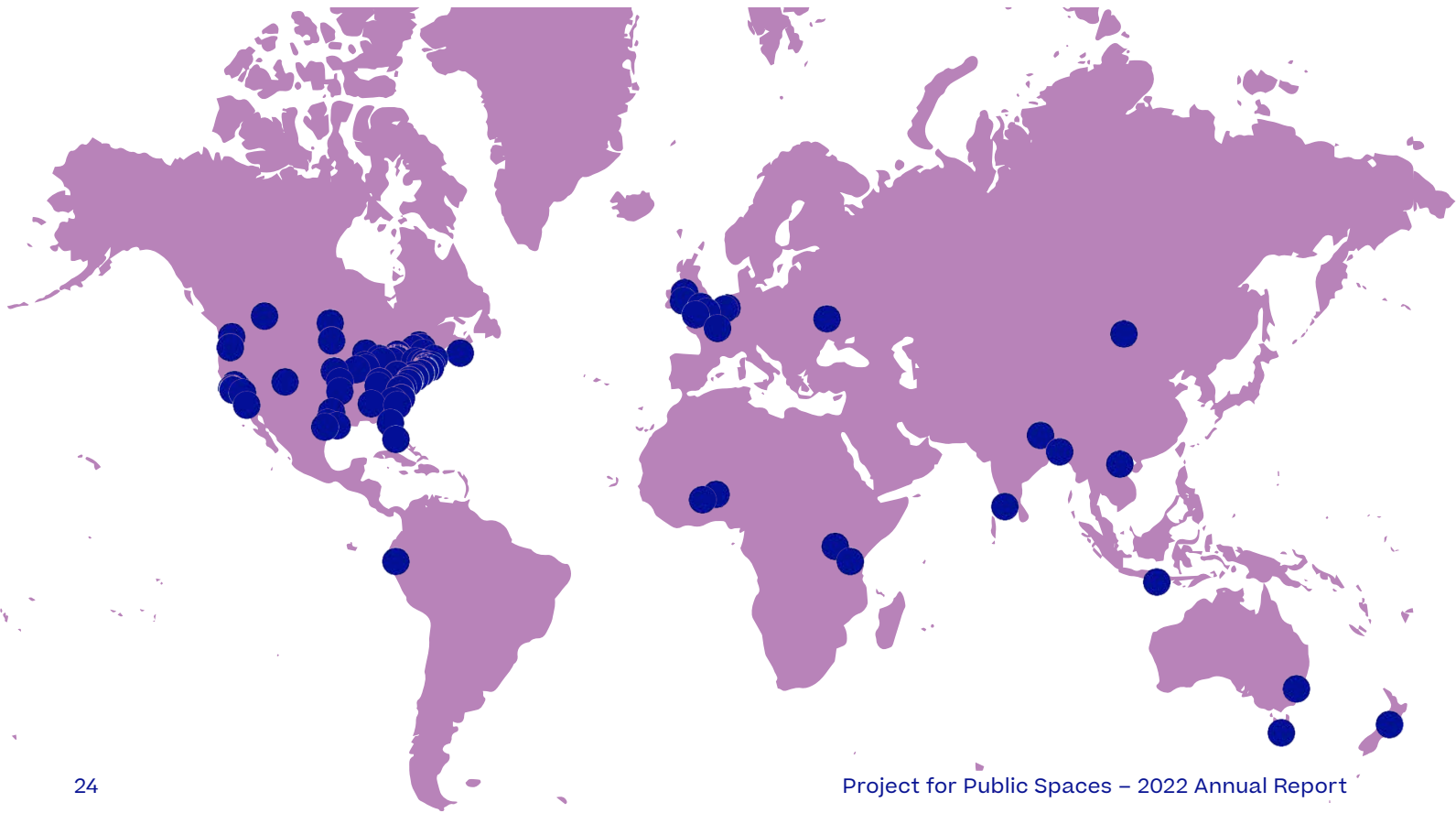
Testimonials

“I would highly recommend this training to everyone who knows and loves the value of public markets in your cities. The well-designed and curated contents will help you deepen your knowledge while connecting you with hundreds of other professionals that have the same passion to activate markets around the world.”

— Munguntuya Otgonjargal, Training Participant

“If you want to get a good perspective on what is happening with other markets in the country and the world, this course will help show where your market stands and the directions you may take for growth, improvement, and inclusivity.”

— Cecile Gorham, Training Participant



Seven Principles for Becoming a Market City

43%

Market Cities
Newsletter
Open Rate

9%

Market Cities
Newsletter
Click Rate

One of the Market Cities Program’s key strategies for driving impact is sharing best practices through its blog, resource library, and newsletter, the Biweekly Bazaar. In 2022, Project for Public Spaces published seven thought leadership articles exploring the key principles to maximizing the benefits of regional market networks. Featuring interviews and case studies from around the world, these articles are helping to disseminate lessons from the field’s cutting edge, many of which are applicable to markets everywhere.

The seven principles for becoming a Market City are:

1. VARIETY

A Market City includes a wide variety of types of markets in a city as part of one market system.

2. COLLABORATION

A Market City organizes diverse partners and stakeholders who act together to achieve common policy objectives.

3. MEASUREMENT

A Market City measures the value of its markets and analyzes how well they are functioning within a system.

4. RESILIENCE

A Market City has distribution networks that prioritize and support healthy, affordable, and safe food as well as other goods produced in the region.

5. EXCELLENCE

A Market City invests regularly in its market facilities and in the management skills of market operators.

6. OPPORTUNITY

A Market City supports vendors, especially those facing systemic injustices, to start a new business or expand an existing one.

7. PLACE

A Market City recognizes that its markets are public spaces that celebrate cultural heritage.

Featured Case Studies



Photos from top-left to bottom-right: Vegetable vendor, Dhaka, Bangladesh; credit: Work for a Better Bangladesh Trust | Afri-Can FoodBasket in Toronto, Ontario, Canada | Street market in Kampala, Uganda; credit: Boney Sensasi | Lublin Wholesale Market in Lublin, Poland | Mercat de Sant Andreu in Barcelona, Spain; credit: Mercats de Barcelona | Greenmarket in New York, New York, USA; credit: GrowNYC | Flint Farmers’ Market in Flint, Michigan, USA.

Technical Assistance Projects

In 2022, Project for Public Spaces developed visions for two North American public markets. Technical assistance included public and vendor engagement, schematic designs, and management plans, as well as placemaking recommendations for nearby spaces.



FORESIDE MARKET

Portland, Maine | Client: Portland Foreside Development Company | Subconsultants: David O’Neil, FUNchitecture, Place Solutions Group

The Portland Foreside Development Company hired Project for Public Spaces in June 2022 to develop a schematic design for a public market district within a new 10-acre mixed-use development along Portland’s eastern waterfront. Project for Public Spaces conducted interviews with key stakeholders and the Foreside team, led a site analysis, and facilitated a design charrette in order to gather ideas and context for the final design.

The Project for Public Spaces team presented a vision to make the market a year-round destination for Portlanders and visitors alike. It emphasizes a strong mix of Maine-based vendors, opportunities for small businesses, experiential and educational programming, and flexible public space paired with seasonal events. In addition, the team provided comprehensive district management strategies to consider for all outdoor public spaces within the development.

The Project for Public Spaces team delivered their final recommendations in September 2022, and subconsultant FUNchitecture and Portland-based firm Bruner/Cott are now working with Foreside Development to integrate the schematic design into construction plans.

Credit: FUNchitecture



HAMILTON FARMERS' MARKET

Hamilton, Ontario, Canada | Client: City of Hamilton | Subconsultants: David O’Neil

The City of Hamilton engaged Project for Public Spaces in August 2022 to lead a community engagement process to inform the creation of a new vision for the 185-year-old Hamilton Farmers’ Market, with special consideration for how it can better relate to the quickly changing adjacent neighborhood.

The Project for Public Spaces team led a robust stakeholder engagement process made up of surveys for the public and vendors, a project website to collect other ideas, one-on-one stakeholder interviews, and multiple participatory workshops with vendors, stakeholders, and the public. As of January 2023, the Project for Public Spaces team has delivered the draft vision and final recommendations to Hamilton city staff and other stakeholders and will submit the final draft by the end of February.

People

STAFF

Leadership
Nate Storning, Co-Executive Director
Kelly Verel, Co-Executive Director
Ellen McDermott, Interim Executive Director (former)

Communications
Josh Kent, Senior Design Lead
Priscilla Posada, Marketing & Communications Manager

Events
Juliet Kahne, Director of Events
Rebecca Weiser, Senior Associate, Events & Administration

Market Cities
Kurt Wheeler, Program Manager, Market Cities

Placemaking
Alessandra Galletti, Director of Design Practice
Elena Madison, Director of Projects
Emily Putnam, Senior Associate, Projects

BOARD

Reena Agarwal
David Burney, Chair
Ricardo Byrd, Secretary
David Koren
Jennifer Vickers
Jon Zagrodzky, Treasurer

INSTITUTIONAL FUNDERS

Anne T. & Robert M. Bass Foundation
Austin Community Foundation
Bayer
Clorox Pro
GAF
General Motors
MassMutual Foundation
MySidewalk
Niantic, Inc.
Pittsburgh History & Landmarks Foundation

INDIVIDUAL DONORS

Tohurs Alcon
Bruce Astrein
James Baker
Claudia Barragan
Eric Canto
Yuien Chin
Wendy Cox
Jim Dececco
Sondra Fetner
Jill Garland
Roos Gerritsma
Zoe Harris
Lisa Jones
Malgorzata Leszczynska
Elvio Ladino
James Lin
Edwin Linderkamp
Ellen McDermott
Anita Morrison
Phil Myrick
Michael Rawson
James Reber
Victor L. Seipelt
Ben Slade III
Ronald P. & Marcia Spark
Ana Traverso-Krejcarek
Abi VerValin
Henry Webster Mellon
Anna White
Gilbert White
Marilyn Wilkes
Avery Wilson
Andre R. Wozniak
Jon Zagrodzky

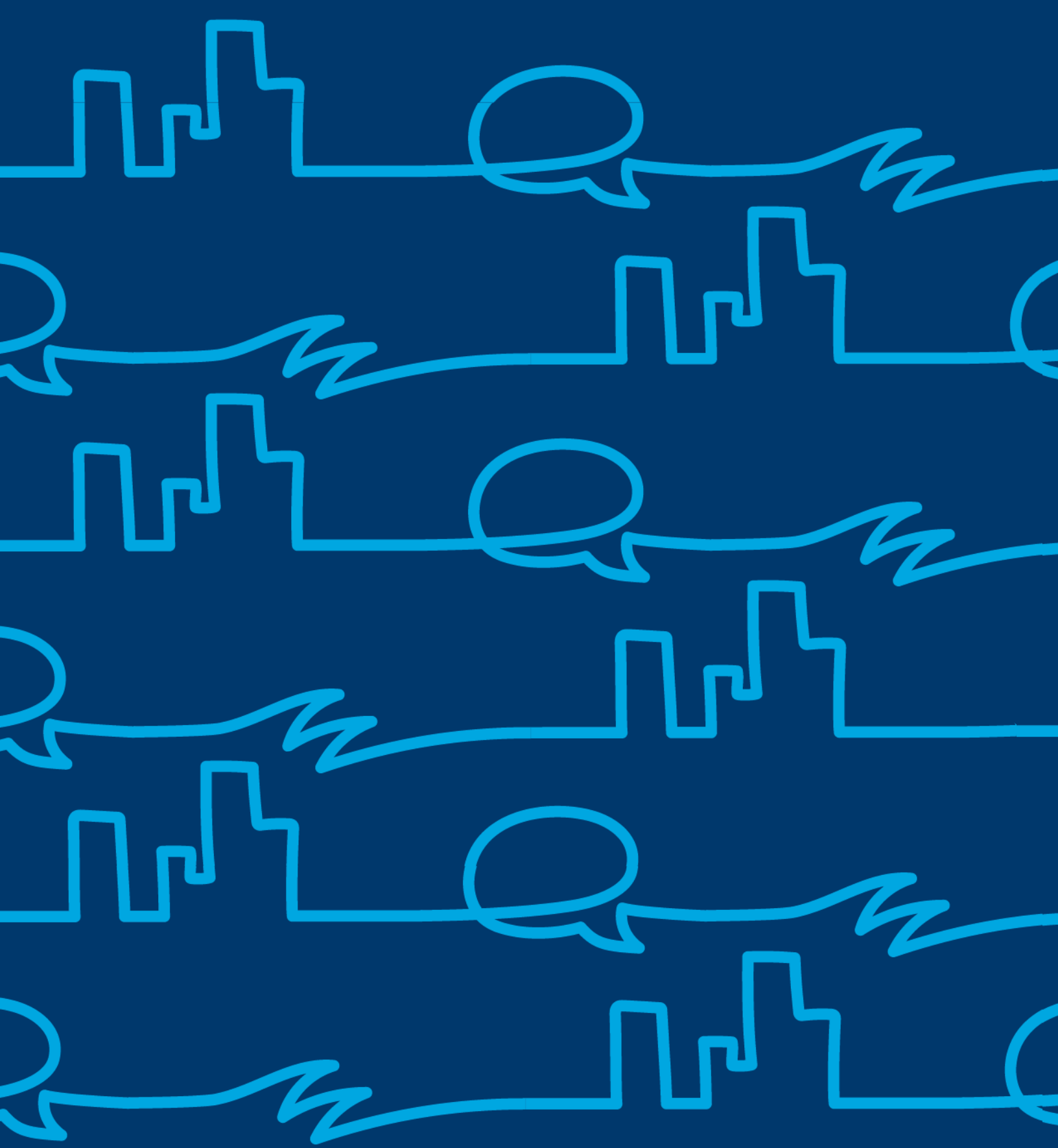
Finances

Fiscal Year: January 1, 2022–December 31, 2022

REVENUE	
Contributions (Foundation, Corporations, Individuals)	\$1,875,520
Technical Assistance Fees & Expenses	\$670,199
Training & Event Registrations	\$117,409
Event Sponsorships	\$30,000
Publications	\$14,973
Speaking Engagements	\$4,626
Other Income	\$101
TOTAL REVENUE	\$2,712,828

EXPENSES	
Payroll	\$1,138,679
Project & Event Consultants	\$399,489
Grants Awarded	\$330,000
Professional Services	\$94,015
Office Expenses	\$53,656
Travel & Meals	\$46,739
Insurance, Licenses & Permits	\$14,529
Other Revenue	\$1,650
TOTAL EXPENSES	\$ 2,067,210

NET OPERATING REVENUE	\$634,071
-----------------------	-----------



www.pps.org
[@pps_placemaking](https://twitter.com/pps_placemaking)

Made By All. Used By All.