



Placemaking

2003: the Year in Review



London calling, page 7



Bryant Park, NYC, page 8



Barcelona, page 12



The Peninsula Corridor Plan, page 16



Local food systems, page 20

Placemaking

2003: The Year in Review

The Placemaking Movement 3

Defining the Movement	4
Developing Key Constituencies	5
Expanding the Movement	9

The Debate over Design 11

Working with Influential Partners	13
Putting Ideas into Action	14

Placemaking as Community Development 17

Local Economies and Local Food Systems	17
Connecting Technology and Place	19
Promoting Civic Engagement in Eastern Europe	20

Great Places Underway 23

World Class Institutions, World Class Public Spaces	23
The Return of the Civic Square	25

PPS Staff	27
Board of Directors	27
Partners and Communities	28

Cover: New Gyumri Festival and Placemaking EXPO in Gyumri, Armenia, page 23.



153 Waverly Place
New York, NY 10014
T (212) 620-5660
F (212) 620-3821
www.pps.org

2003 was a pivotal year for PPS

—a year in which our placemaking approach was embraced by the cities where we worked, the professionals we trained, and the people we reached through our expanding online resources.

In 2003 our work had tangible impacts from city streets to the hallways of academia, and we can feel the momentum growing stronger. We wanted to share our accomplishments with you, and encourage you to take part in the exciting effort to create great public

spaces through community-driven design. Read on to learn about the growing **placemaking movement**, the shift within design professions to emphasize community places over high-profile designs, and the ways placemaking is contributing to **community development**. See how our projects are yielding results by creating livelier parks, safer streets, and revitalized downtowns.

We hope you find it enlightening, and that you'll join us in our efforts.

About Project for Public Spaces

Project for Public Spaces, Inc. (PPS) has an international reputation for its work on the design and management of public spaces. A nonprofit, PPS was founded in 1975 to continue the pioneering work of writer-sociologist William H. Whyte. Through workshops, training, community planning, design review, research, and other activities, PPS promotes Placemaking, a process that helps empower and engage members of a community to participate in, understand and contribute to the evolution of the common spaces that define that community. PPS has helped over 1,000 communities all over the world. Public and private organizations, federal, state and municipal agencies; business improvement districts; the private sector; neighborhood associations, chambers of commerce and other civic groups have all worked with us to create a sense of place in their downtowns and neighborhoods. To find out more about PPS, go to www.pps.org or call us at (212) 620-5660.



Pioneer Courthouse Square, Portland, Oregon



Community-driven design in Littleton, New Hampshire.

We call our method "placemaking" to emphasize our belief that cities thrive on well-managed community places, not superficial designs.

The Placemaking Movement

How PPS is growing the movement to improve public spaces through community-driven design

The placemaking movement was born over forty years ago, when pioneers like **Jane Jacobs** and **William H. Whyte** published their groundbreaking ideas about Americans and the urban experience. Back then there was no name for their way of thinking--they simply showed us that cities should be designed for people, with walkable streets, welcoming public spaces, and lively neighborhoods. When

PPS was founded in 1975, we used their ideas to develop a unique method to help communities make better public spaces. We began calling this method "placemaking" to emphasize our belief that cities thrive on well-managed community places, not superficial designs. This simple idea--combined with the work of our predecessors--seeded a movement that is just now beginning to bloom in full.



Pioneers of the placemaking movement

The real heroes of placemaking can be found in cities and towns across the US, working hard every day to improve the public spaces in their communities. While we would love to feature and award each one of them, for now we are electing to profile some of the writers and leaders that have most inspired others to take on the struggle of creating great places.

These more renowned individuals - Jane Jacobs, William H. Whyte, Christopher Alexander, Roberta Brandes Gratz, Tony Hiss, Allan Jacobs, James Kunstler, Clare Cooper Marcus, Ray Oldenburg, and Enrique Penalosa -- have captured our imagination about the potential for creating great places in every community. We at PPS have been heavily influenced by several of

these dynamic personalities as they have helped to seed the larger placemaking movement.

Our "Placemaker Profiles" feature is our effort to highlight some of these leaders and to bring together their valuable stories, key insights and compelling visions. Visit the PPS web site to browse their profiles.

Defining the Movement

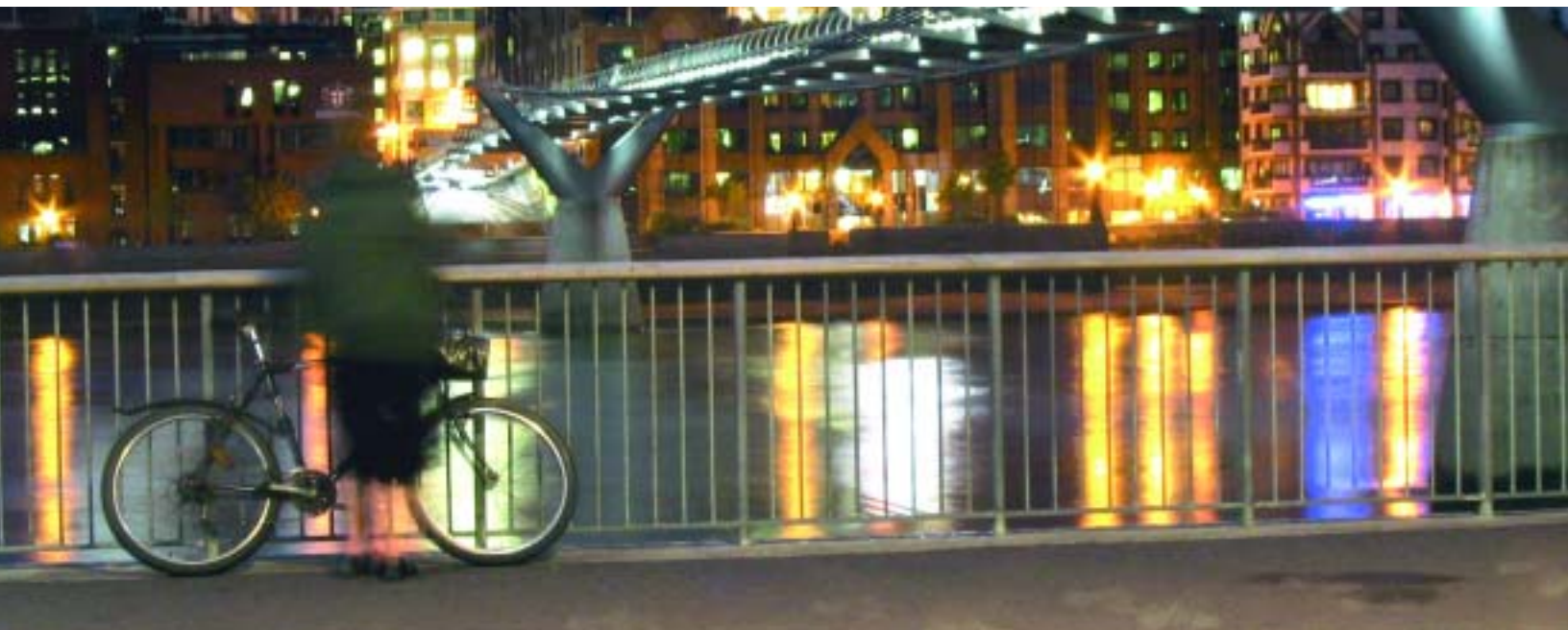
Through our project work in cities and towns across the country, we've met hundreds of community activists and civic officials that are dedicated to placemaking: they know that better public spaces are the result of community-driven design, and PPS's message resonates deeply with them. They are the heart of the placemaking movement.

The movement also reaches beyond the places where PPS is currently working—people everywhere are applying the PPS placemaking model to improve their public spaces. We know from the thousands of queries and emails we receive that the people who comprise the

movement encompass a broad cross-section of professionals and laypeople: landscape architects, traffic engineers, community development experts, government officials, and community activists, for starters. We know that they come from all over the world—six continents and 130 countries. In 2003 they viewed our website over **11 million times** (almost triple the 2002 number), and they came away with resources—like our **place diagrams** and **image collection**—to help them in their local placemaking efforts. Here's a sample of what they are telling us:

"We are hoping that with your techniques, we can put the life back in our town parks."

"I am heartened and energized by the work you are doing and look forward to learning all I can!"



Developing Key Constituencies

In 2003, we witnessed a three-fold increase in visits to our expanding website. As these visits grew, we moved to complement our online resources with presentations and events targeted at influential constituencies. Our goal is to simultaneously build the movement among **grassroots supporters** and show key decision-makers why they should get on-board. Our presentations to leading national bodies such as the American Institute of

Architects, American Association of State Highway and Transportation Officials, the Federal Highway Administration, and the National Park Service are spurring entire professions to consider the value of community places over project-driven designs.

We are also bringing the movement to design professionals through our training program, which continued to grow in 2003. 120 people attended our ASLA accredited "How to Turn a Place Around" workshops in New York City and London. The **London** workshop, co-hosted by **The Prince's Foundation**, was espe-

People everywhere are applying the PPS placemaking model to improve their public spaces.

Significant strides being made in the UK

You can't create great places without getting people involved from the bottom up, but it certainly helps to have friends at the top. In the UK, people at the highest levels of government have demonstrated a strong desire to improve public spaces, and they have recently delivered major results.

At the local level, the Mayor of London implemented traffic congestion charges that have significantly reduced motor vehicle use in the central city. Nationally, the Office of the Deputy Prime Minister (ODPM) recently

launched a Sustainable Communities Plan that specifically targets the quality of public spaces as part of a holistic effort to address housing needs and rural preservation, and CABE Space, an agency established earlier this year, aims to "ensure that every person in England has easy access to well designed and well looked after public space."

These agencies have set the tone for the work of non-governmental organizations such as The Prince's Foundation, a charity established by the Prince of

Wales that is yet another key organization collaborating with groups at the local level. At the invitation of the Prince's Foundation, PPS held a "How to Turn a Place Around" workshop in London last June. With 40 participants from all over the UK, it showed how to use a community-based approach to preserve historic sites and create high-density developments that fit with the existing urban fabric.

cially significant since it gave us the opportunity to hone our partnerships with influential British organizations that share our commitment to better public spaces. Our meetings with CABE Space, GreenSpace, and The Office of the Deputy Prime Minister were proof positive that the placemaking movement is truly international in scope, with significant strides being made in the UK to make streets that serve pedestrians and parks that function as great community places.

Fittingly, our biggest 2003 event had an international flavor as well. **Great Parks/Great Cities: Celebrating 150 Years of Central Park**

was hosted by PPS and the **Central Park Conservancy** with New York City Parks & Recreation and many other local and national partners, including the City Parks Alliance. The conference convened nonprofit leaders, civic officials and community activists from over 12 countries to exchange ideas about parks as catalysts of urban revitalization. With over **500 people from 100 cities** converging in New York, it was by far the best-attended of the eight parks conferences we've organized. "The overwhelming response to the conference shows that there are a significant number of people all over the world who are trying to create parks



Great Parks/Great Cities: Celebrating 150 Years of Central Park

Leaders from urban parks in over 100 cities and 12 countries converged in New York City from June 21 to 25 for the international conference, "Great Parks/Great Cities: Celebrating 150 Years of Central Park."

The conference highlighted the emergence of a growing movement that is rapidly bringing parks and public spaces to national prominence. Park advocates have long argued that actively used, well-maintained parks are key to improving the quality of life, and

ultimately economic vitality, in city neighborhoods. Over time, advocates have grown more sophisticated in their approach, using new tools and strategies to make their case to the public. For example, a recent study conducted by the nonprofit New Yorkers for Parks and the accounting firm Ernst & Young shows how investment in park restoration and maintenance pays off through increased property values. The conference helps disseminate these advances to a national audience, maximizing the impact.

"These conferences work because people make connections they otherwise wouldn't have the opportunity to make," said Kathy Madden. "When you see two strangers from completely different backgrounds sharing ideas, that's when you know it's a success."

Our next Great Parks, Great Cities conference will be held in London, July 10-13, 2004 in partnership with GreenSpace and the London Parks and GreenSpace forum.

The PPS Index

A quantitative look at 2003

Words and pictures can tell a lot of the story of 2003, but we at PPS are also fond of using hard numbers to make our case. Here are some of the figures that leaped out at us from the past year.

PPS presented in **11 Countries**.

18 Countries participated in PPS training and conferences.

PPS presented or conducted project work in **31 states**.

PPS added **11,000 images** to the PPS image database.

51% growth in PPS membership.

104% growth in recipients of Making Places.

Approximately **11 million** pageviews received by pps.org.

1.7 million pageviews received by pps.org originated outside the US or Canada.

The most pageviews received in a single day was **96,406** (July 17.)

The most pageviews received in a single month was **1.5 million** (November.)

170% growth in use of pps.org relative to 2002.

that are catalysts for community revitalization," said PPS Vice President Kathy Madden. "Now all we have to do is translate that energy into tangible results."

With our professional outreach on the rise, we turned our attention to potential placemakers at the most formative time in their careers--school. In 2003 we made a conscious effort to present our ideas to more students and faculty than ever before. We were enthusiastically received at institutions such as Bowdoin College, Columbia University, the **Harvard School of Design**, and New York University, to name a few. And by marketing publications like William H. Whyte's **Social Life of Small Urban Spaces**, and PPS's own How to Turn a Place Around to professors of architecture, planning, and other design disciplines, we're getting place-



Fred Kent leads a tour of public spaces in New York City, including this stop at Bryant Park.

making on the curricula of influential institutions. For example, a professor teaching graduate-level architecture in the Midwest has her students use the observation forms in **How to Turn a Place Around** to evaluate the public spaces on campus and in the urban area where the school is located. After analyzing the data and presenting it to the class, students then use the **Great Public Spaces** nomination form on the PPS website (www.greatpublicspaces.org) to summarize their findings and submit a final presentation.

It's our way of counterbalancing a trend we see in which designers who try to brand themselves create places that don't work. When students learn a different approach to creating places that goes beyond high-profile design, they won't have to un-learn so much in order to make good places in the real world. And that will make our job a lot easier.

"Placemaking is the most important issue in urban design today as we try to undo the damage of the mall and car era."

April 2003 How to Turn a Place Around Workshop participant



Expanding the Movement

To grow a movement you need partners, and in 2003 we found an ally in **Scenic America**, a national nonprofit based in Washington, DC dedicated to preserving public lands from invasive development and visual blight. The partnership allows both organizations to reach a broader audience and cross-market each other's resources. Our first joint venture addressed the growing **commercialization of public space** with an issue paper illustrating ways people can reclaim their local parks and community places from the encroachment of private interests.

We also expanded the movement in more informal ways with our first round of **PPS Socials**. A PPS Social is a monthly gathering, usually in a bar, where people come together to talk about how they'd like to see the places in their communities improved. We've organized two in New York, and people in Providence, Minneapolis, Asheville, NC, and even **South Africa** have also held them. As we encourage future rounds of Socials in more cities, we will promote the idea that anyone can have a say about their public spaces, and anyone can join the placemaking movement.



Some thoughts on commercial activity

Public spaces have always gone hand in hand with commerce. Markets, vendors, and retailers are essential components of many a great place. But when does vibrant economic activity cross the line and become crass commercialization?

Too often, it seems, commercial interests take advantage of our public spaces at the expense of people who regularly use them. Take the travesty that unfolded on the National Mall in August, "NFL Kickoff Live 2003 Presented by Pepsi Vanilla," which used America's most iconic public space to promote a major product launch from Pepsi and the opening of the new football season. The extrava-

ganza featured performances from music industry luminaries such as Britney Spears and Aerosmith, not to mention Jumbotron ads from corporate sponsors Coors and Reebok.

PPS has long recognized the revitalizing effect of economic activity, but how can you separate healthy commerce from harmful intrusion? The key is to identify activity that will strengthen the image and identity of a place. When PPS develops recommendations to improve a place, one of the first questions we ask is which local businesses and institutions can contribute to the place in question. When you bring these partners into the process, you

end up with vendors, retailers, and events that better represent the surrounding community.

Here are three key points about keeping the public in public space:

Accessibility: Commercial activity must not diminish the essentially public nature of the place where it is staged

Image: A good public space should project a strong image that reflects the surrounding community

Participation: The best commercial activity in public spaces is not a one-way street -- users should feel like they're part of the action



Las Ramblas, Barcelona, Spain.
One of the great streets in the world, in one of our greatest cities.

Parc Diagonal del Mar, Barcelona, Spain.
"Barcelona's newer architecture and public spaces are severely compromised by a narrow focus on their "design" value – not their community value," noted Fred Kent in his 2003 City Commentary.

The Debate Over Design

Design professions are catching on to the value of community places

How can design professionals contribute to better places? That was the question on everyone's lips in 2003, as PPS promoted a dialogue among design professions about the current state of public spaces. Our message of **community-driven design** was picked up by major trade publications and advanced through our partnerships with federal agencies, while our project work demonstrated the real-world utility of our approach.

Sparking the Debate

With the introduction of our **City Commentaries**, we took a look at the way global cities treat public spaces. By looking holistically at both positive and negative developments in these cities, we tried to highlight best practices for fellow placemakers, as well as uncover poor practices to avoid. Our examinations sparked a debate over the supposed benefits of high-profile developments such as **Canary Wharf in London** and Parc

City commentaries

For over 30 years, we have been looking at how people use cities, and how well cities and public spaces support positive human activity. Our intentions are to share the experiences we've gained as seasoned observers of public environments all over the world, and to encourage discussion about the positive and negative trends taking hold in contemporary cities. In 2003 we completed commentaries on Barcelona and London, identifying both the opportunities and threats in each.

In Barcelona, we found that much of the newer architecture and public

spaces are severely compromised by a narrow focus on their "design" value - not their community value. This discouraging trend is embodied by the new Parc Diagonal del Mar, a large waterfront park that completely denies effective human use. We were told this park was the future of Barcelona; if so, then Barcelona is in serious danger.

We encountered the ubiquitous trend of architecture as attraction in London as well, and we condemned new developments such as ABN Amro Headquarters, Canary Wharf, and the Tate Modern for their failure to integrate into the sur-

rounding urban fabric. Fortunately, the current administration in City Hall appears to be on the right track, and their actions more than outweigh the negative trends we saw. We were encouraged by the city's aggressive agenda centered on urban regeneration, exemplified by the new congestion charging system and City Hall's pledge to improve 100 public spaces in the next five years. With the right kind of leadership, we think London can finally tap the potential of assets like the Thames riverfront.

Diagonal del Mar in Barcelona, and encouraged decision makers to take advantage of untapped opportunities such as the Thames riverfront.

Meanwhile, visitors to our website continued to flock to Great Public Spaces and the **Hall of Shame**, where they passionately discussed why they love some places and loathe others—and nominated over 100 new places for us and our web visitors to consider.

In December, we saw the debate of "place vs. design" picked up in **Landscape Architecture**, where editor Bill Thompson reviewed the Great

Public Spaces website and posed a question to his fellow landscape architects:

"Is it a problem for this profession, reader, that low-key but successful places are often passed over for kudos while high-image, people-unfriendly projects garner all the professional laurels?"

In the next issue, **PPS President Fred Kent** weighed in, challenging landscape architects to rise to the historical moment by serving the communities where they work and creating "functional places that support local values."



Plan streets and roads with community needs in mind

Context-Sensitive Solutions (CSS) is the most important stage in the transition of transportation agencies from a mission focus to a customer-service focus. The central tenet of CSS is that communities should not be molded to the requirements of motor vehicle traffic alone—transportation should preserve the scenic, historic, and environmental resources of the places it serves.

CSS is a natural fit for PPS's place-based approach. As state after state has adopted CSS, PPS has taken a leading role in developing a standard curriculum to train engineers how to apply CSS principles. To date, over a

thousand traffic engineers in New Jersey, New York, California, and Wisconsin have benefited from PPS training.

The watershed moment came when the Federal Highway Administration (FHWA) identified CSS as one of its "Vital Few Strategies." The FHWA's influence is crucial because it provides guidelines for state DOTs and the funds to implement. Its goal is to establish CSS training programs and projects on the ground in all 50 states by 2007, ensuring that CSS will become deeply rooted in the transportation profession.

A major part of the FHWA initiative is a web-based CSS resource center that PPS is currently developing. Due to launch by Fall 2004, the website will enable the adoption of CSS practice by the broad transportation community—professionals, public officials, and laypeople. Engineers who would like to use CSS techniques, but have not received formal training will find it essential.

Working with Influential Partners

The past year saw the transportation profession seize the opportunity to emphasize community places over project-driven designs. We are very proud of our collaboration with the **Federal Highway Administration (FHWA)**, which is guiding transportation agencies to adopt Context-Sensitive Solutions (CSS) and plan streets and roads with community needs in mind. The website we are creating with FHWA will help CSS become standard practice in all 50 states, meaning our streets and roads can again knit communities together rather than split them apart.

Our place-based message was amplified thanks to the support of another federal agency, the **General Services Administration (GSA)**, which manages all the federal buildings in the nation. PPS workshops developed ideas to improve Phillip Burton Plaza and UN Plaza in San Francisco, and in Salt Lake City, Buffalo, and Richland, WA we elicited fresh ideas from local stakeholders for federal buildings that are in the planning stages. The government is committed to realizing community visions for its properties and the public spaces around them, and with guidance from PPS, they are doing it the right way.



Local stakeholders and citizens gather to evaluate spaces in Redwood City, California.

Putting Ideas into Action

On the ground, we used our community-based approach to tackle a diverse set of projects. We worked with the **Denver Children's Hospital** and the Seattle Art Museum to examine how buildings can function as more than institutions and become great places that serve the surrounding communities. In Portland, OR, we worked with community leaders on an ongoing project to make Pioneer Courthouse Square active year-round, especially during the winter. And in Newark, we partnered with the **New Jersey Department of Transportation (NJDOT)**, the City of Newark, and the engineering firm Edwards and Kelcey to develop a plan for the public spaces of the downtown waterfront by connecting it to the **New Jersey Performing Arts Center**.

Our work in California's San Mateo Peninsula resulted in a primer on how to turn transit stations into important community focal points. We worked in partnership with local transit agencies in seven towns on ways to create vital places around transit stations. Located along a rail corridor to San Francisco, the towns face a housing shortage and heightened traffic congestion. PPS and our local partners developed plans to solve both problems by adding housing and mixed-use development to the downtown areas around the transit stations. Communities along the peninsula would be knitted together by transforming the historic **El Camino Real**—the region's main traffic artery—from a six-lane highway to a pedestrian-friendly boulevard.



When a state highway meets downtown

El Camino Real, a traffic-dominated thoroughfare running parallel to the CalTrain corridor along California's San Mateo peninsula, bifurcates every downtown in the seven cities it passes through, seriously eroding each city's livability with dangerous pedestrian walkways, heightened congestion, and a lack of attractive destination points. In a unique collaborative effort—led by PPS and conducted with CalTrans,

Samtran, and seven cities in San Mateo County—short- and long-term opportunities were identified to reduce the "pass-through effect" El Camino Real currently causes. The collaboration focused on enlivening the downtowns around transit facilities, calming traffic, and creating design grades and rail facilities that support the participating communities. Initial concept plans called for wider sidewalks, bike lanes and

bump-outs, paved crossings at intersections and at new mid-block crossings, on-street parallel and angled parking, and larger areas for placement of bus amenities and passenger information. Despite popular belief, transit systems can be a vital asset rather than a liability. PPS is working to fully realize their potential to knit communities together and set new standards for regional livability.

On the other side of the country, in rural New Hampshire, we used traffic calming as a vehicle to create places and improve communities. The project highlighted the potential of **Context Sensitive Solutions** to dramatically enliven small towns. Working in the town of Littleton, PPS and the **New Hampshire Department of Transportation (NHDOT)** invited representatives of other towns to attend community workshops and learn how to conduct traffic calming experiments. Several low-cost experiments—often as simple as a few well-placed traffic cones—were implemented in Littleton and showed residents how slower traffic and improved pedestrian conditions could begin to have a positive impact. Several nearby towns conducted their own workshops and experiments after learning from the Littleton model.

We saw the biggest ripple effect of 2003 take shape in **Omaha, Nebraska**, where PPS led a

How to Turn a Place Around workshop for 123 people in collaboration with our local partner, Lively Omaha. The workshop was the first step of an ambitious strategy to make better places throughout Omaha and spread the placemaking process to every neighborhood in the city. Following the training workshop, Lively Omaha "deputized" **22 volunteers** to help groups of local residents conduct **PPS's Place Performance Evaluation Game** (Place Game for short) in specific places around the city. So far the volunteers have led 23 of these placemaking initiatives, working with community and civic groups to show how the selected places can be improved. In stark contrast to the typical top-down mega-project, this bold initiative has involved Omahans from the ground up, and their enthusiastic participation confirms that when you start with community and place—not design for design's sake—everything else follows.



Belmont, California conceptual rendering.



Market stall at East New York Farms in Brooklyn, New York.

Placemaking as Community Development

How better public spaces boost local economies and improve civic engagement

Our case for placemaking as a path to community development advanced by leaps and bounds in 2003. Through ongoing research and innovative international programs, we showed that placemaking empowers communities and strengthens local economies.

Local Economies and Local Food Systems

In 2002, the **Ford and Kellogg Foundations** sponsored new PPS research into public markets and their multiple roles as social gather-

ing places, economic engines, and sources of food security. The first phase of our research bore fruit in 2003, in the form of our report: *Public Markets as a Vehicle for Social Integration and Upward Mobility*.

Based on interviews with **671 customers and 157 vendors** from eight markets, the findings show how public markets function as incubators for small businesses and training grounds for independent entrepreneurs. The incredibly low start-up costs make it easy for vendors to finance their new businesses, often doing so without the aid of lending institutions. And the spin-off benefits for nearby businesses are



New Rochelle, New York.

huge: sixty percent of market customers also visit neighborhood stores on market days. The findings suggest that public markets could move into the mainstream economic development agenda, with the full support of organizations with deep pockets like transit and redevelopment authorities, health centers, educational institutions, and federal agencies. PPS and other market development experts are now expanding our partnerships with these institutions and developing an economic impact study of public markets.

As we investigated the social and economic benefits of markets, we simultaneously conducted companion research on public markets

and local food systems for the Kellogg Foundation. PPS studied three farmers markets that focus on providing food security to the communities they serve. We found that community-based food systems advocates can successfully utilize markets as the centerpiece of the food system, with the market driving customer demand and catalyzing local production. Our report, *Public Markets and Community-Based Food Systems*, distilled the reasons behind this success into concrete elements that similar markets can learn from and repeat.

Contact Chris Heitmann (cheitmann@pps.org, 212-620-5660) for copies of these reports.

Public markets function as incubators for small businesses and training grounds for independent entrepreneurs.



Fondy Market, Milwaukee, Wisconsin.

Connecting Technology and Place

Public markets are not the only area where placemaking and community development intersect. **Community Technology Centers**, or CTCs—the lone survivors of the "community technology" movement—are currently struggling to survive in low-income communities where access to technology is scarce. They are important not only for their work to span the digital divide, but also because they have the potential to act as key public spaces in areas where such places are scarce.

In 2002, PPS partnered with the **New School for Social Research and BCT Partners**, with funding from the **Ford Foundation**, to research how CTCs can function more effec-

tively as public spaces and as forces for positive social change at the community level. In 2003, we supervised and provided technical assistance to seven CTCs, selected by the Ford Foundation, to participate in a strategic planning grant program to take the centers past their technology programs to take on broader community agendas, with specific emphasis on funding and partnerships that would broaden both their mission and traditional sources of funds. The key to this effort is a strategic analysis of the CTC as an effective community place. The strategic plans, which were completed in December, 2003, are now being reviewed for implementation grants by the Ford Foundation.



Community Technology Center, New York City.

Promoting Civic Engagement in Eastern Europe

Looking abroad, the success of our international program spurred interest in placemaking from cities that are transitioning to democracy and free markets. Many of these cities face immense pressure to develop US-style highways and shopping centers, but the introduction of placemaking skills is helping local organizations learn viable alternatives that preserve and improve their historic places. PPS has long had a presence in the **Czech Republic**, where we collaborated with the **Czech Environmental Partnership** to preserve historic towns from reckless development and actively involve citizens in the creation and management of their streets, parks, squares, and other public spaces. Last year a

few lucky Americans were able to see these innovations first-hand on our Great Places Hike and Bike Ride, a low-cost, high-energy journey through the greenways and villages of the Czech Republic. Participants saw up close and personal how the preservation of historic places boosted tourism and improved local economies.

In 2003 we introduced our methods to a whole new slate of countries in the region, including **Poland** (Cracow), **Hungary** (Budapest), **Croatia** (Zagreb, Rijeka, Pula), and **Serbia** (Belgrade). Placemaking is an ideal tool to develop a culture of civic engagement in these countries, where Western-style development now threatens to overwhelm places that are worth preserving, and skepticism towards public participation prevails due to decades of heavy-handed Communist rule.



Community Youth workshop, Rijeka, Croatia.

A powerful example comes from **Gyumri, Armenia**, where PPS led a community workshop to reinvigorate the town's central squares. The result of that workshop was the **New Gyumri Festival and Placemaking Expo**, which took place in the town's Freedom Square and All Savior's Square the weekend of September 26-28. The legacy of the Soviet era and a devastating 1988 earthquake combined to leave these two squares almost completely lifeless, but on the first day of the festival, they were mobbed with people taking

part in various activities: enjoying a cup of coffee or beer in one of the cafes, watching performances on a large outdoor stage, or shopping in an open air market. Thirty-five thousand people attended during the full three days, extraordinary considering that Gyumri has a population of only 150,000. Observers from 18 other Armenian cities attended the event and planned to use the placemaking approach and methodology to help revitalize their own public spaces.

Placemaking is an ideal tool to develop a culture of civic engagement in countries where Western-style development now threatens to overwhelm places.



Main square in Gyumri, Armenia (before.)



New Gyumri Festival and Placemaking EXPO (after.)



Logan Circle, Philadelphia, Pennsylvania.

Great Places Underway

PPS projects make the transition from vision to reality

The most rewarding part of what we do comes when the communities we work with realize their visions and make great places come to life. In 2003 we saw some of these visions come to fruition, and others made significant progress on the path to being completed.

World Class Institutions, World Class Public Spaces

On October 10th, Cleveland's **Wade Oval** celebrated the completion of improvements that PPS recommended in our February 2002

report. Situated in the heart of the University Circle district, Wade Oval is surrounded by world class cultural institutions, such as the Cleveland Museum of Art and the Western Reserve Historical Society, and PPS was hired to help make the Oval a public space worthy of these institutions. PPS led an intensive planning process that brought the surrounding institutions and residents of neighboring communities together to improve the Oval. "The vision that came out of our workshop with stakeholders was very compelling," said PPS Vice-President Kathy Madden. "Wade Oval is seen as the central place that serves as an active and welcoming front door to the cultural heart of University Circle."



Ilaria Salvadori creates a vision map during a community meeting.

When the construction fences came down at the re-dedication in October 2003, they revealed new walkways, pathway lighting, benches, lampposts, drinking fountains, and a performance stage that blends in with the surrounding landscape. In addition, neighbor Case Western Reserve University began supplying free wireless internet service in the park. The cultural spirit of the new Wade Oval was apparent in the re-dedication ceremony itself, which featured music and performances by several of the surrounding institutions, ending with a community concert presented by University Circle Inc. and Case Western Reserve University. The next step is to implement a plan for programming and events that will make Wade Oval a destination unto itself.

Surrounded by numerous nationally acclaimed public institutions, **Philadelphia's Logan Square** faced a similar problem to Wade Oval. Multiple museums, an art college, a library, a beautiful cathedral, a four star hotel and a courthouse are all directly adjacent to the Square, but heavy traffic and unsafe pedestrian conditions hampered its quality as a public space. Last year, PPS and the Center City District worked with local residents, businesses, and institutions to develop a vision for Logan Square as a world-class civic space.

Now, a \$1.5 million grant from the **William Penn Foundation** and a \$3 million grant from the **Pew Charitable Trust** are enabling improvements to move forward. New pedestri-



Wade Oval concept plan, Cleveland, Ohio.

an lighting will be installed to complement the Square's renowned Swann Fountain sculpture and the facades of surrounding buildings; additional traffic signals and islands will improve pedestrian safety and access to the Square. A separate \$948,000 Transportation Enhancement grant may soon follow, which would pay for re-landscaping of the Square's green spaces.

With the safety and accessibility improvements on the horizon, neighboring institutions are eager to give people more reasons to visit the Square. Early programmatic ideas have ranged from outdoor fashion shows courtesy of the art college, to parochial school com-

mencement ceremonies that are normally held in the cathedral. With so many world-class institutions committed to improving Logan Square, its future looks bright.

The Return of the Civic Square

All over the world, we're seeing the return of civic squares that act as centers of community life. One of the most striking examples is taking shape in **Detroit**, where PPS led the visioning process for **Campus Martius Park**, a new public space in the heart of downtown

PPS led an intensive planning process that brought the surrounding institutions and residents of neighboring communities together to improve the Oval.



Wade Oval, Cleveland, Ohio.

that began construction in May 2003. Located in Detroit's historic center, at the intersection of five major streets, Campus Martius Park is the anchor of a downtown revitalization intended to bring in new businesses, housing, and street activity.

The initiative for Campus Martius Park came from the **Mayor's Office** and the **Detroit 300 Conservancy**, who brought in PPS to engage local stakeholders. The result was a vision for Campus Martius as one of the world's best public spaces—with multiple destinations, innovative programming, pedestrian accessibility, and strong connections to transit and surrounding neighborhoods. When completed, Campus Martius Park will be a major destination for residents, office workers, and tourists alike.

The surrounding area is undergoing a major revitalization, with new retail space, new corporate headquarters fronting the park, and swaths of nearby historic buildings being converted to residential use. The new park will be the engine driving these developments.

"We're dubbing it Detroit's Town Square," said Robert Gregory, Executive Director of Detroit 300. "It's meant to be a major economic catalyst for revitalizing downtown."

Campus Martius Park is slated for completion in late 2004. We expect the finished place to set the standard for new civic squares, and we hope other cities will look and learn from Detroit's example.



Campus Martius conceptual plan.



PPS Staff

Fred Kent, President

Steve Davies, Vice President

Kathy Madden, Vice President

David Burwell, Director of Transportation

Programs & Strategic Management

Toni Gold, Senior Associate

Philip Myrick, Assistant Vice President

Cynthia Nikitin, Assistant Vice President

Elena Olonetsky, Assistant Vice President,

Finance & Office Management

David O'Neil, Senior Associate, Public Markets

Shin-pei Tsay, Director of Marketing

Meg Walker, Director of Design

Andy Wiley-Schwartz, Assistant Vice President

Ayan Ali, Administrative Assistant

Carly Clark, Graphic Design

Ben Fried, Program Associate,

Marketing & Outreach

Nick Grossman, Project Assistant

Chris Heitmann, Project Manager

Ethan Kent, Project Manager

Josh Kent, Project Assistant and PPS Webmaster

Elena Madison, Project Manager

Marcos Martinez, Office Manager

Katie Salay, Development Associate

Ilaria Salvadori, Project Manager

Jande Wintrob, Project Manager

2003 Board of Directors

Fred Kent, Board President and Chair, President,
Project for Public Spaces

Joel Schiavone, Board Treasurer,

The Schiavone Corporation

Roberta Brandes Gratz, Board Secretary,

Author/Journalist

Ricardo Byrd, Executive Director,

National Association of Neighborhoods

Dana Crawford, President, Urban Neighborhoods, Inc.

Douglas Durst, President, The Durst Organization

Paul Elston, Chairman,

New York League of Conservation Voters

Daniel M. Fox, President, Milbank Memorial Fund

Tony Goldman, Chairman and CEO,

Goldman Properties

Donald Jacob, Executive Director, The Neuropathy
Association

David McCune, Writer/Consultant

Don Miles, Associate Partner,

Zimmer Gunsul Frasca Partnership

Robert Peck, President,

The Greater Washington Board of Trade

Jonathan Rose, President, Affordable Housing

Development Corporation

William Sharman, Chairman of the Board and Chief

Executive Officer, Lancaster Hotels and Resorts

Richard Swett, former Ambassador to Denmark

Jennifer Vickers, President,

Community Investment Corporation

Michael Whiteman, President,

The Joseph Baum & Michael Whiteman Co.

Partners

34th Street Partnership
 AASHTO
 Abeles Philips Preiss
 Academy for Educational Development
 America Walks
 American Public Transport
 Arvada
 Bowdoin College
 Caltrans
 Central Park Conservancy
 The Children's Hospital, Denver
 City Parks Alliance
 Corbin Design
 Detroit Eastern Market
 Downtown Greensboro
 Edwards and Kelsey
 General Services Administration
 HNTB
 James W Brooks
 Local Government Commission
 Local Initiatives Support Corporation
 Maine Olmsted Alliance
 Mystic View Task Force
 Nashville Downtown
 National Association for Olmsted Parks
 National Park Service
 Neighborhood Reinvestment
 New Jersey DOT
 New Jersey Transit
 Neighborhood Reinvestment
 Partnership for Parks
 Parsons Brinckerhoff
 Pioneer Courthouse Square, Inc.
 Prince's Foundation
 Reed College
 Resource Management
 SamTrans
 Wisconsin DOT
 Southern Environmental Center
 Talentis Development Corp.
 Tech Corps Texas

The Urban Institute
 Town of Littleton, NH
 Transportation Research Board
 University of the Arts
 Urban Neighborhoods
 US DOT Volpe Center
 USDA Forest Service
 Via Partnership
 Wilmington Renaissance Corporation

Communities we worked in:

34th Street, New York City
 Allen Street, New York City
 Arvada, CO
 Baisley Pond, New York City
 Baltimore, MD
 Belmont, CA
 Berlin, NH
 Brunswick, ME
 Berlin, NH
 Boston, MA
 Budapest, Hungary
 Buffalo, NY
 Chocorua, NH
 Colma, CA
 Croatia
 Daly City, CA
 Danville, CA
 Denver, CO
 Detroit, MI
 Dover, NH
 Gorham, NH
 Greensboro, SC
 Gyurmi, Armenia
 Hoboken, NJ
 Holland, MI
 Houston, TX
 Jamaica, Queens, New York City
 Johnson Hill, WI
 Krakow, Poland
 Littleton, NH
 London, UK
 Los Angeles, CA
 Madison, NJ

Meredith, NH
 Minneapolis, MN
 Mobile, Alabama
 Morningside Park, New York City
 Nashville, TN
 Newark, NJ
 Oakland, CA
 Omaha, NE
 Pittsburgh, PA
 Portland, OR
 Poughkeepsie, NY
 Redwood City, CA
 Richland, WA
 Roxbury, MA
 Salt Lake City, UT
 San Antonio, TX
 San Bruno, CA
 San Carlos, CA
 San Francisco, CA
 Santa Monica, CA
 Somerville, MA
 South Lake Tahoe, CA
 South San Francisco, CA
 Tamworth, NH
 Washington, DC
 Wilmington, DE

Foundations

American Conservation Association
 Ford Foundation
 Kellogg Foundation
 McKnight Foundation
 The New York Community Trust
 Penn Foundation
 Rockefeller Brothers Fund
 Schumann Fund
 Surdna Foundation

1. **DOWNLOAD** place diagrams and other Placemaking tools
2. **NOMINATE** your favorite Great Public Space
3. **CREATE** an image gallery from PPS's 12,000 image database
4. **COMMENT** on the worst public spaces on the Hall of Shame
5. **GET HELP** from hundreds of Placemakers on our four listserves
6. **JOIN** PPS as a contributing member
7. **DISCOVER** what you didn't know about William Whyte, Jane Jacobs and others on our Placemaker Profiles
8. **LEARN** about Turning your place around, starting a parks group or a public market from PPS Publications
9. **SIGN UP** for our newsletter, listserves, and action alerts
10. **Change the world**
by becoming a part of the Placemaking movement

Top 10 Things
You Can Do
at pps.org



PPS

PROJECT *for*
PUBLIC SPACES

153 Waverly Place, NY, NY 10014
T(212) 620-5660, F(212) 620-3821
www.pps.org

