What if...
We Built our Communities

Placemaking and Civic Centres
2008 BC Library Conference
Brighouse Branch Library
Richmond, BC
April 17, 2008
What is the Library of the Future?

What is the Future of Libraries?
Shifting Context of Libraries

WHY LIBRARIES?
Information is scarce
Precious resource
Social mandate
Communities need Libraries

BUT TODAY…
Information is everywhere
Taken for granted
Social/economic mandate
Libraries need Communities
The placemaking response

Internal
Passive
Where people *need* to be

External
Active
Where people *want* to be

Enhancing the library’s role as a community anchor
What if We Built our Cities around Happiness and Community Wellbeing?
Five Big Ideas

1. Comfort and Affection
2. Placemaking
3. Power of 10
4. The Community is the Expert
5. Zealous Nuts

There is an Epidemic of Boldness emerging around the World
Some Key Principles…

• 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
33 years of Placemaking

- 48 U.S. States, 7 Canadian Provinces
- 28 Countries
- 2500 Communities
- 2 Million visitors to our web sites (2007)
- 27,000 people get our electronic newsletter
PPS Project Areas

Squares
Public Markets
Parks

Transportation
Waterfronts
New Development

Downtowns
Civic Centers
Campuses
Building Community through Transportation, Community Anchors, Public Markets & Local Communities, Great Places, Great Cities
Convergence of Movements/Disciplines

- Community Development
- Civil Society/ Democracy Building
- Public Health and the Built Environment
- Smart Growth
- Environmental Activism
- City Revitalization
- Sustainable Agriculture
- Historic Preservation
- Transportation
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 is difficult to create a space that will not attract people; what is remarkable is how often this has been accomplished. —William H. Whyte
It’s hard for people to realize that place is more important than design.  —Fred Kent
What attracts people most it would appear, is other people. —William H. Whyte
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. —William H. Whyte Jr.
When you focus on a place, you do everything differently.
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.
- Placemaking is turning a neighborhood, town or city from a place you can’t wait to get through to one you never want to leave.
What Makes a Great Place?

**Key Attributes**
- street life
- evening use
- volunteerism
- business ownership
- property values
- land-use patterns
- retail sales
- transit usage
- pedestrian activity
- parking usage patterns
- crime stats
- sanitation rating
- building conditions
- environmental data

**Intangibles**
- Welcoming
- Cooperative
- Neighborly
- Fun
- Active
- Vital
- Special
- Real
- Connected
- Walkable
- Convenient
- Accessible
- Safe
- Charm
- Clean
- Attractive
- Historic

**Measurements**
- Charm
- Clean
- Attractive
- Historic
- Connected
- Walkable
- Convenient
- Accessible
- Fun
- Active
- Vital
- Special
- Real
- Safe
- Sanitation rating
- Crime stats
- Transit usage
- Pedestrian activity
- Parking usage patterns

**PLACE**

**sociability**
- street life
- evening use
- volunteerism
- Welcoming
- Cooperative
- Neighborly

**uses & activities**
- business ownership
- property values
- land-use patterns
- retail sales
- transit usage
- pedestrian activity
- parking usage patterns
- crime stats
- sanitation rating
- building conditions
- environmental data

**access & linkages**
- transit usage
- pedestrian activity
- parking usage patterns
- Connected
- Walkable
- Convenient
- Accessible

**comfort & image**
- Safe
- Charm
- Clean
- Attractive
- Historic
The Benefits of Good Places

**Builds & Supports the Local Economy**
- Small-scale entrepreneurship
- More quality goods available
- Higher real estate values
- Local ownership, local value
- More desirable jobs
- Increased currency velocity
- Greater tax revenue
- Reduced need for municipal services

**Nurture & Defines Community Identity**
- Greater community organization
- Sense of dedication & volunteerism
- Perpetuation of integrity & values
- “Mutual coercion, mutually agreed-upon”
- Reduced necessity for municipal control
- Self-managing

**Fosters More Frequent & Meaningful Interaction**
- Improved sociability
- Cultural exposure & interaction
- Exchange & preservation of information, wisdom & values
- Bolstered barter system
- Reduced race & class barriers
- Feeling of interconnection

**Creates Improved Accessibility**
- More walkable
- Safe for pedestrians
- Compatible with public transit
- Reduced need for cars & parking
- More efficient use of time & money
- Visually attractive destinations
- Greater connections between uses

**Promotes Public Health & Comfort**
- Less crime
- More outdoor physical activity
- Generally stimulating
- Sense of belonging
- Improved environmental quality
- Feeling of freedom and limitlessness

**Draws a More Diverse Population**
- More women, elderly, and children
- Greater ethnic & cultural pluralism
- Support for wider range of activities & uses
- New service, retail and customer niches
- Variation & character in built environment
- Instilled confidence to create one’s reality

**Place**
## Principles of Creating Great Public Spaces

<table>
<thead>
<tr>
<th>Underlying Ideas</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>1. The community is the expert</td>
<td></td>
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<tr>
<td>2. You are creating a place not just a design</td>
<td></td>
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<tr>
<td>3. You can’t do it alone</td>
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<td>4. They always say it can’t be done</td>
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<td>5. You can see a lot just by observing</td>
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<tr>
<td>6. Develop a vision</td>
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<tr>
<td>Planning &amp; Outreach Techniques</td>
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<tr>
<td>7. Form supports function</td>
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<td>8. Triangulate</td>
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<tr>
<td>Translating Ideas Into Action</td>
<td></td>
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<tr>
<td>9. Start with the petunias</td>
<td></td>
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<tr>
<td>10. Money is not the issue</td>
<td></td>
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<tr>
<td>Implementation</td>
<td></td>
</tr>
<tr>
<td>11. You are never finished</td>
<td></td>
</tr>
</tbody>
</table>
Creating Great Places/Destinations – Power of 10

- Each City/Town/neighborhood needs 10+ major places/destinations
- Each place/destination must have 10+ things to do.
- Triangulation or layering of uses to create synergy.
- Connect places to create a district.
- A district needs 100 - 1000 things to do.
## Local Placemaking Opportunities

<table>
<thead>
<tr>
<th>Category</th>
<th>Opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transportation &amp; Downtowns</td>
<td>• Bus stops</td>
</tr>
<tr>
<td></td>
<td>• Train Stations</td>
</tr>
<tr>
<td></td>
<td>• Main Streets</td>
</tr>
<tr>
<td></td>
<td>• Local streets and roads</td>
</tr>
<tr>
<td>Parks &amp; Squares</td>
<td>• Parks (greenways, recreation, play areas)</td>
</tr>
<tr>
<td></td>
<td>• Plazas &amp; squares (performances, events)</td>
</tr>
<tr>
<td></td>
<td>• Markets</td>
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<tr>
<td></td>
<td>• Waterfronts</td>
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<tr>
<td>Civic Institutions</td>
<td>• Libraries and hospitals</td>
</tr>
<tr>
<td></td>
<td>• Civic buildings</td>
</tr>
<tr>
<td></td>
<td>• Schools (universities, primary schools)</td>
</tr>
<tr>
<td></td>
<td>• Religious institutions</td>
</tr>
<tr>
<td></td>
<td>• Cultural institutions (theaters, museums)</td>
</tr>
<tr>
<td>Private development</td>
<td>• Mixed-use – housing, retail and office</td>
</tr>
</tbody>
</table>
Why don’t we have better Centers, Streets or Public Spaces today?

- Fear
- Narrow Development Goals
- Project-driven vs. Place-driven Planning
- Discipline-Based Planning/Design vs. Community-Based Placemaking
- Governmental Structure
“The best way to handle the problem of undesirables is to make a place attractive to everyone else”

William H. Whyte
Which of these is appropriate development?
What are people concerned about in Belmont Shore, CA?
Crisis driven, Politically initiated

Relies on professionals and "experts"

Expensive

Static designs

Community is resistant

Narrow Goals

Results in limited experience of place
“Each profession has become its own audience.”
— Pope Coleman
- Empowers Communities
- Attracts partners, money & creative solutions
- Professionals become resources
- Design supports uses
- Solutions are flexible
- Engagement and commitment grow
“The whole earth is in jail and we are plotting this incredible jail break.” -- Wavy Gravy
PPS Initiative: Building Community Through Transportation

Streets as Places
“20 years ago, cities accepted that all trash in the waste stream needed to be there and that you simply built bigger and better land fill sites. But cities suddenly realized that 50% to 80% of the waste did not even need to be in a waste stream. Exactly the same inefficiencies exist in the traffic system.”
The street is the river of life, 
the place where we come to together, the pathway to 
the center.

--William H. Whyte
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
A study of three generations of 9 year olds found that by 1990, the radius around the home that children were allowed to play had sunken to a ninth of what it had been in 1970.

Richard Louv
What if We Built Streets as Public Spaces?
When you design your community around people … you get more people.
If we can develop and design streets so that they are wonderful, fulfilling places to be—community-building places, attractive for all people—then we will have successfully designed about one-third of the city directly and will have had an immense impact on the rest.

ALAN JACOBS
Chapel Street, New Haven, CT
Hans Monderman

“If you want vehicles to behave like they are in a village, build a village.”
Drachten, Holland – Shared Streets
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
JAX JR. CINEMAS

1. THE PIANIST
   "7 ACADEMY AWARD NOM BEST PICTURE" SHOW NIGHTLY
   1. THE PIANIST
   "7 ACADEMY AWARD NOM BEST PICTURE" SHOW NIGHTLY
   ONE 7 PM
  2. SHANGHAI KNIGHTS
   "NON-STOP LAUGHS" 7 - 9:15 PM

AN OSCAR NOMINEE
2. JUST MARRIED
   A ROMANTIC COMEDY

PG-13

PLEASANT ST.
Littleton, NH
Cottage Street
Transportation paradigm shift

Old Paradigm
- Large area planning
- Arterials
- Access to malls
- Retail market area - large
- Single family bedroom communities
- Big roads, wide intersections, and parking lots
- Big solutions (interstates/bypasses)
- Standards-based (Green Book)
- Performance is about mobility

New Paradigm
- Small area planning
- Boulevards
- Access to corner markets
- Retail Market area - small
- Mixed residential/office/services with local businesses
- Bike paths, sidewalks, narrow streets, and transit
- Small solutions (road connectivity, context sensitivity)
- Place-based
- Performance is about access and sense of place
PPS Initiative
Community Anchors
Civic Institutions Today

Coffee Shop
Hospital
Theatres/Museums
Parks
Library
Community Center
Transit
Schools
City Hall
Civic Institutions of the Future

Civic Spaces, Community Gathering Spaces/Markets

City Hall
Schools
Community Center
Parks
Theatres/Museums
Transit
Hospital
Library
Coffee Shop
A Tale of Two Libraries
New York Public Library
Bryant Park
Intimidation or Recreation?

by Project for Public Spaces, Inc.
Bryant Park Winter Program
CASE STUDY: Campus Martius Park

Detroit, Michigan
CASE STUDY: Campus Martius Park  
Detroit, Michigan
CASE STUDY: Campus Martius Park

Detroit, Michigan
Goals of Great Community Anchors

Nurtures Civic & Community Identity

Builds Local Economy

Improves Safety & Security

Promote Culture History & Character

Renews Downtowns & Neighborhoods

Fosters Sociability & Community Health

Civic Buildings As Places
Qualities of Great Libraries

- Accessible by Publics They Serve
- Active Edges
- Attractions and Destinations
- Flexible Design
- Amenities
- Seasonal Uses
- Management
Accessible by the Publics They Serve

- Connected to adjacent areas
- Range of transportation options
Active Edges

- Active edge uses
- Gateways and entrances
- Identifiable from a distance
Attractions & Destinations

• Choices of things to do
• Triangulation opportunities
• Clustered activity around destinations
• 10+ special places
Flexible Design

- Overlapping and changing uses
- Form that supports function
- Experiment
Amenities

- Attracts variety of users
- Source of local/regional civic pride
- Comfortable places to sit
Seasonal Uses

- Draw on & Highlight Seasons
- Rotating Plantings & Programs
- Cultural & civic celebrations
Management: Central to the Solution

• Management presence through:
  – Security & Maintenance
  – Ongoing improvements
  – Programming
Image & Identity

- Showcasing local assets
- A definable identity
- Historic highlights
The Inner Core & the Outer Edge

- Active edge uses / building bases
- Gateways and entrances
- Focal points
Reach out Like an Octopus

- Create a district:
- Many destinations
- Many things to do
- Good transitions between neighborhoods
- Triangulate
Diverse Funding Sources

- Public support
- Private sponsorship
- Broad partnerships
Case Study: Granville Island
Case Study: Paris Plage
Building Great Places/Great Cities

- Make Placemaking a citywide community building agenda
- Build communities and the entire city from within – local assets
- Each place has its own identity, and Power of 10
- Create an Epidemic of Bold Actions
- It has to be a…
It has to be a Campaign

- Develop a vision
- Become great communicators
- Search for impediments
- Organize a strong team
- 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
When you come to a fork in the road, take it.

– Yogi Berra

BE BOLD!
What Makes a Library a Great Place?

**sociability**
- street life
- evening use
- volunteerism

**uses & activities**
- business ownership
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**access & linkages**
- transit usage
- pedestrian activity
- parking usage patterns

**comfort & image**
- Connected
- Walkable
- Convenient
- Accessible

**PLACE**
- Welcoming
- Cooperative
- Neighborly

- Fun
- Active
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- Special
- Real

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- building conditions
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Key Attributes
Intangibles
Measurements
Access & Linkages

• Convenient
• Walkable
• Continuity
• Proximity
• Connected
• Enticing
Comfort & Image

- Attractive
- Inviting
- Usable
- Historic
- “Green”
- Friendly
Salt Lake City Library
Uses & Activities

- Fun/Vital
- Active
- Indigenous
- Sustainable
- Affordable
- Challenging
Sociability

- Welcoming
- Interactive
- Neighborliness
- Pride
- Diversity
- Stewardship
Place Game Evaluation Process

1. Break into teams and assign a leader

2. Go out to assigned public-space sites and use the Place Game form to evaluate, observe, and interview

3. Return here at the appointed time to discuss your findings with your team

4. Create a mini-presentation to report back to all workshop participants

*Your team facilitator will provide more details*
Place Game Evaluation Process

What Makes a Great Place?

Place Game

Place Performance Evaluation
A Tool for Initiating the Placemaking Process

PPS is a nonprofit organization dedicated to creating and sustaining public places that build communities. We provide technical assistance, education, and research through programs in parks, plazas, and central squares; buildings and civic architecture; transportation; and public markets. Since our founding in 1975, we have worked in over 1,000 communities in the United States and around the world, helping people to grow their public spaces into vital community places.

©2005 Project for Public Spaces, Inc. The 'Placegame' cannot be used without formal, written permission from PPS. If permission is granted, full credit must be given to PPS on all written materials and in any verbal descriptions of the game.
EVALUATION OF SITE: ____________________________

Rate the Place:

<table>
<thead>
<tr>
<th>COMFORT &amp; IMAGE</th>
<th>POOR</th>
<th>GOOD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall attractiveness</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Feeling of safety</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Cleanliness/Quality of Maintenance</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Comfort of places to sit</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

Comments/Notes:

<table>
<thead>
<tr>
<th>ACCESS &amp; LINKAGES</th>
<th>POOR</th>
<th>GOOD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visibility from a distance</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Ease in walking to the place</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Transit access</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Clarity of information/signage</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

Comments/Notes:

<table>
<thead>
<tr>
<th>USES &amp; ACTIVITIES</th>
<th>POOR</th>
<th>GOOD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mix of stores/services</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Frequency of community events/activities</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Overall busy-ness of area</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Economic vitality</td>
<td>1</td>
<td>2</td>
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Comments/Notes:

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<tr>
<th>SOCIABILITY</th>
<th>POOR</th>
<th>GOOD</th>
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</thead>
<tbody>
<tr>
<td>Number of people in groups</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Evidence of volunteerism</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Sense of pride and ownership</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Presence of children and seniors</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

Comments/Notes:

IMAGINE the PLACE

1. List five activities you would like to be able to do in your study site:
   1. 
   2. 
   3. 
   4. 
   5.

2. List five things you would do to improve your study site that could be done right away and without great cost:
   1. 
   2. 
   3. 
   4. 
   5.

3. What three changes would you make to your study site in the long term that would have the biggest impact?
   1. 
   2. 
   3. 

4. How could your site be better integrated with other adjacent sites?

5. What local partnerships or local talent can you identify that could help implement some of your proposed improvements? Please be specific.
Site 1