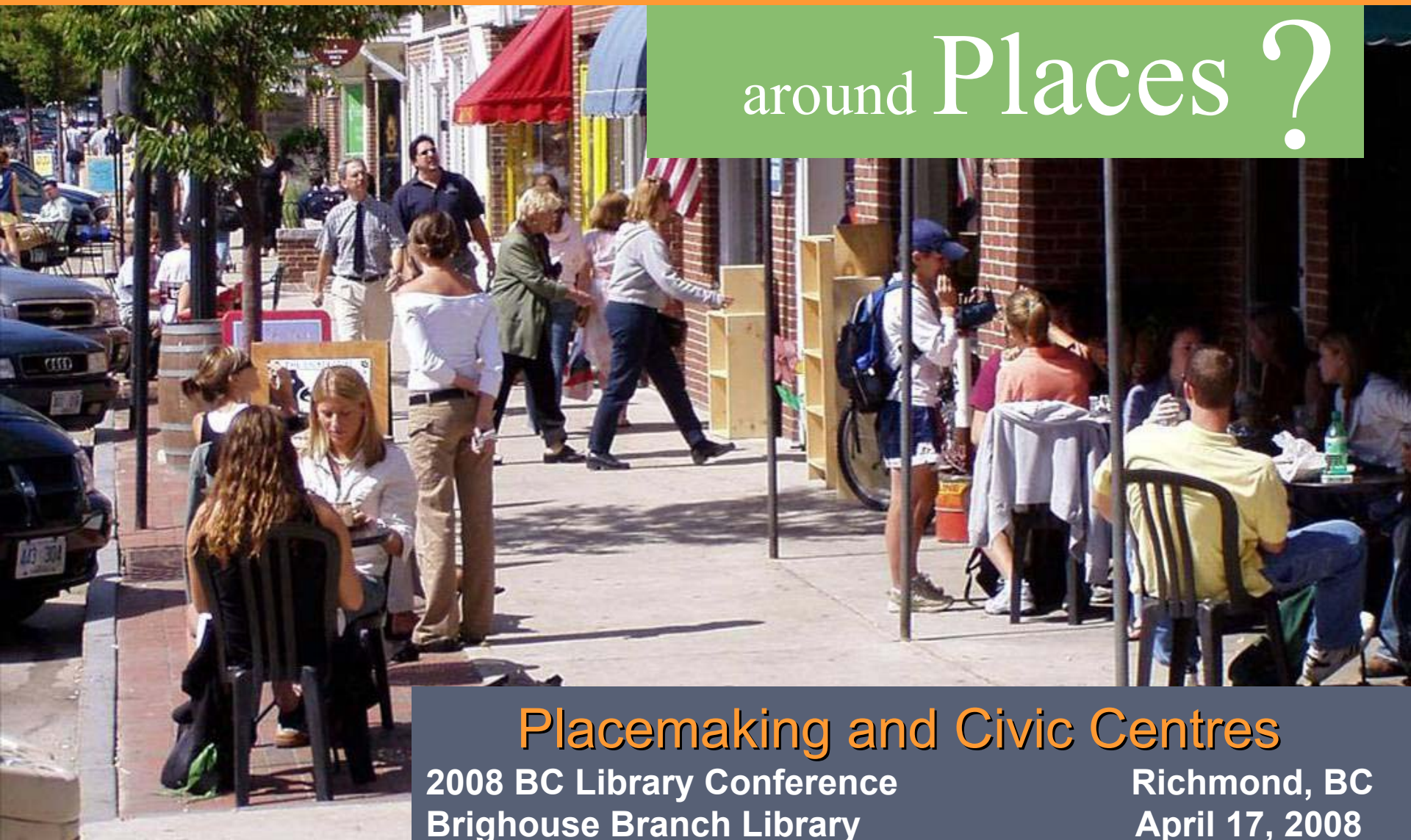
What if…

We Built our Communities



around Places ?

Placemaking and Civic Centres

2008 BC Library Conference **Richmond, BC**

Brighouse Branch Library **April 17, 2008**

What is the Library of the Future?

What is the Future of Libraries?

Shifting Context of Libraries

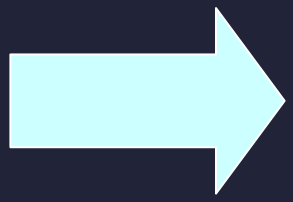
WHY LIBRARIES?

Information is scarce

Precious resource

Social mandate

Communities need Libraries



BUT TODAY…

Information is everywhere

Taken for granted

Social/economic mandate

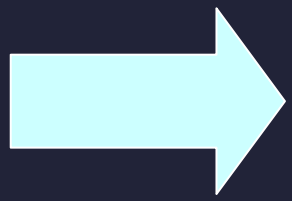
Libraries need Communities

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?

95 CHRISTOPHER STREET

CAFE LE METRO
CAFE LE METRO
CAFE LE METRO

ADLER

APOTHEKE

varga's art
schmuck
Win a Beach Pa
Sponsored by BEYOC
Don't be a tourist. BE

Fest

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

PPS PROJECT for PUBLIC SPACES

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

PPS PROJECT for PUBLIC SPACES

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

PPS Initiatives

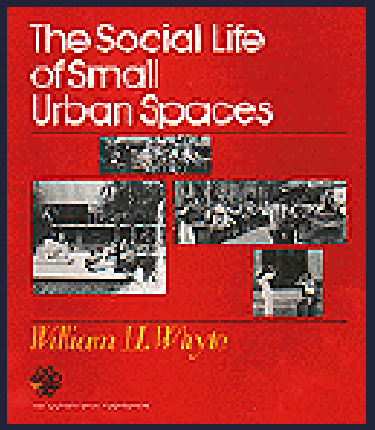
Building Community through Transportation, Community Anchors, Public Markets & Local Communities, Great Places, Great Cities

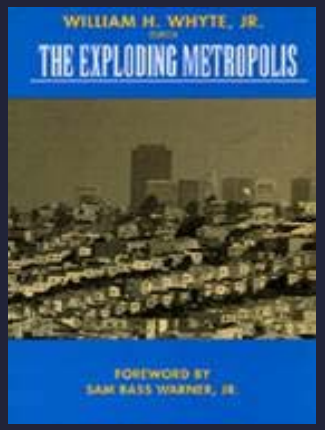
Convergence of Movements/Disciplines

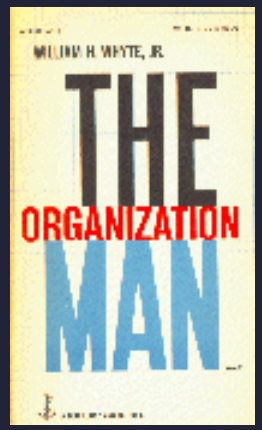
PPS PROJECT for PUBLIC SPACES

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*







PPS PROJECT for PUBLIC SPACES

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*

PPS PROJECT for PUBLIC SPACES

It's hard for people to realize that place is more important than design. –*Fred Kent*

PPS PROJECT *for* PUBLIC SPACES

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.*

PPS PROJECT for PUBLIC SPACES

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.

PPS PROJECT for PUBLIC SPACES

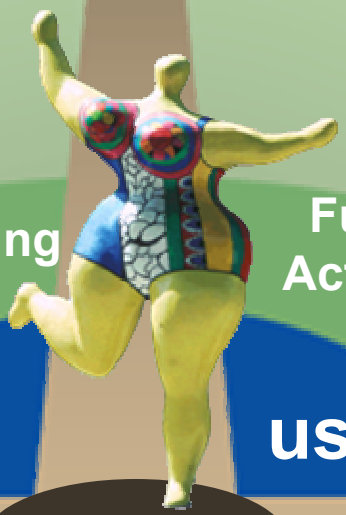
What Makes a Great Place?

Key Attributes
Intangibles
Measurements

street life
evening use
volunteerism

Welcoming
Cooperative
Neighborly

sociability



business ownership
property values
land-use patterns
retail sales

Fun
Active Vital
Special Real

uses & activities

PLACE

access & linkages

Connected
Walkable
Convenient
Accessible

transit usage
pedestrian activity
parking usage patterns

comfort & image

Safe
Charm Clean
Attractive
Historic

crime stats
sanitation rating
building conditions
environmental data

The Benefits of Good Places

Builds & Supports the Local Economy

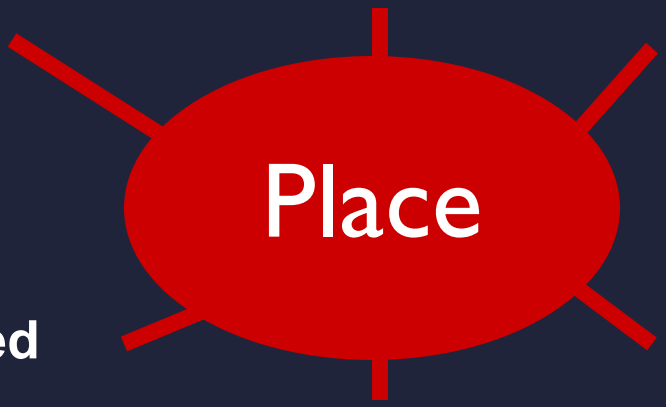
- Small-scale entrepreneurship
- More quality goods available
- Higher real estate values
- Local ownership, local value
- More desirable jobs
- Increased currency velocity
- Greater tax revenue
- Reduced need for municipal services

Nurtures & 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

Principles of Creating Great Public Spaces

Underlying Ideas	1. The community is the expert 2. You are creating a place not just a design 3. You can't do it alone 4. They always say it can't be done
Planning & Outreach Techniques	5. You can see a lot just by observing 6. Develop a vision
Translating Ideas Into Action	7. Form supports function 8. Triangulate
Implementation	9. Start with the petunias 10. Money is not the issue 11. You are never finished

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.

PPS PROJECT for PUBLIC SPACES

Local Placemaking Opportunities

Transportation & Downtowns	• Bus stops • Train Stations • Main Streets • Local streets and roads
Parks & Squares	• Parks (greenways, recreation, play areas) • Plazas & squares (performances, events) • Markets • Waterfronts
Civic Institutions	• Libraries and hospitals • Civic buildings • Schools (universities, primary schools) • Religious institutions • Cultural institutions (theaters, museums)
Private development	• Mixed-use – housing, retail and office

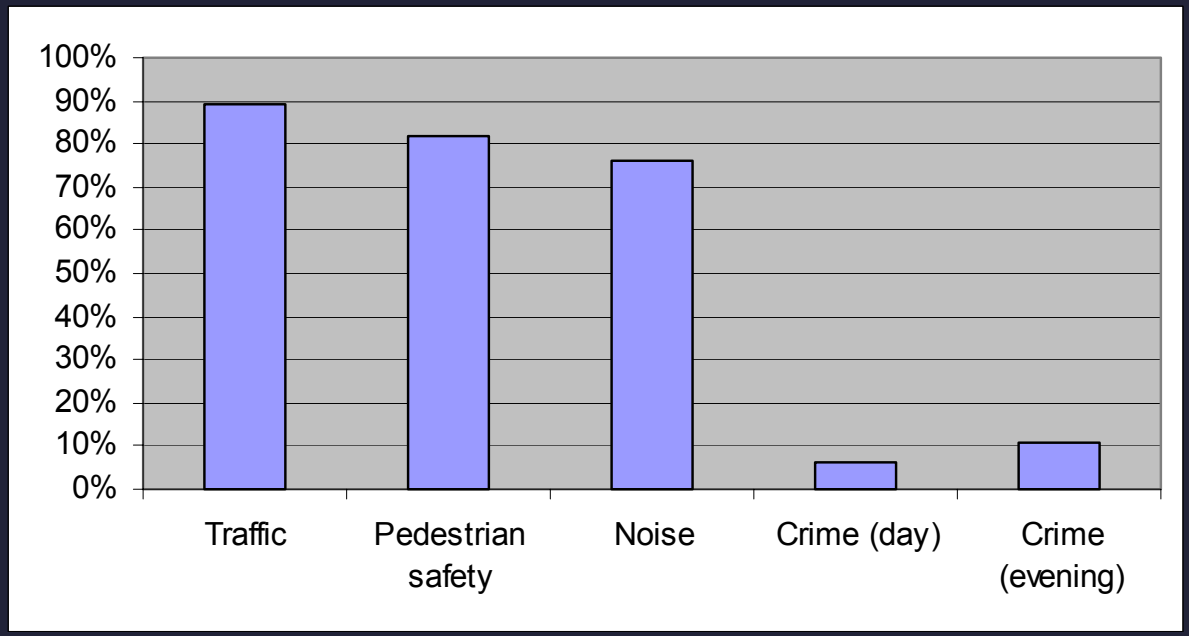
Why don't we have better Centers, Streets or Public Spaces today?

- **Fear**
- **Narrow Development Goals**
- **Project-driven vs. Place-driven Planning**
- **Discipline-Based Planning/Design vs. Community-Based Placemaking**
- **Governmental Structure**

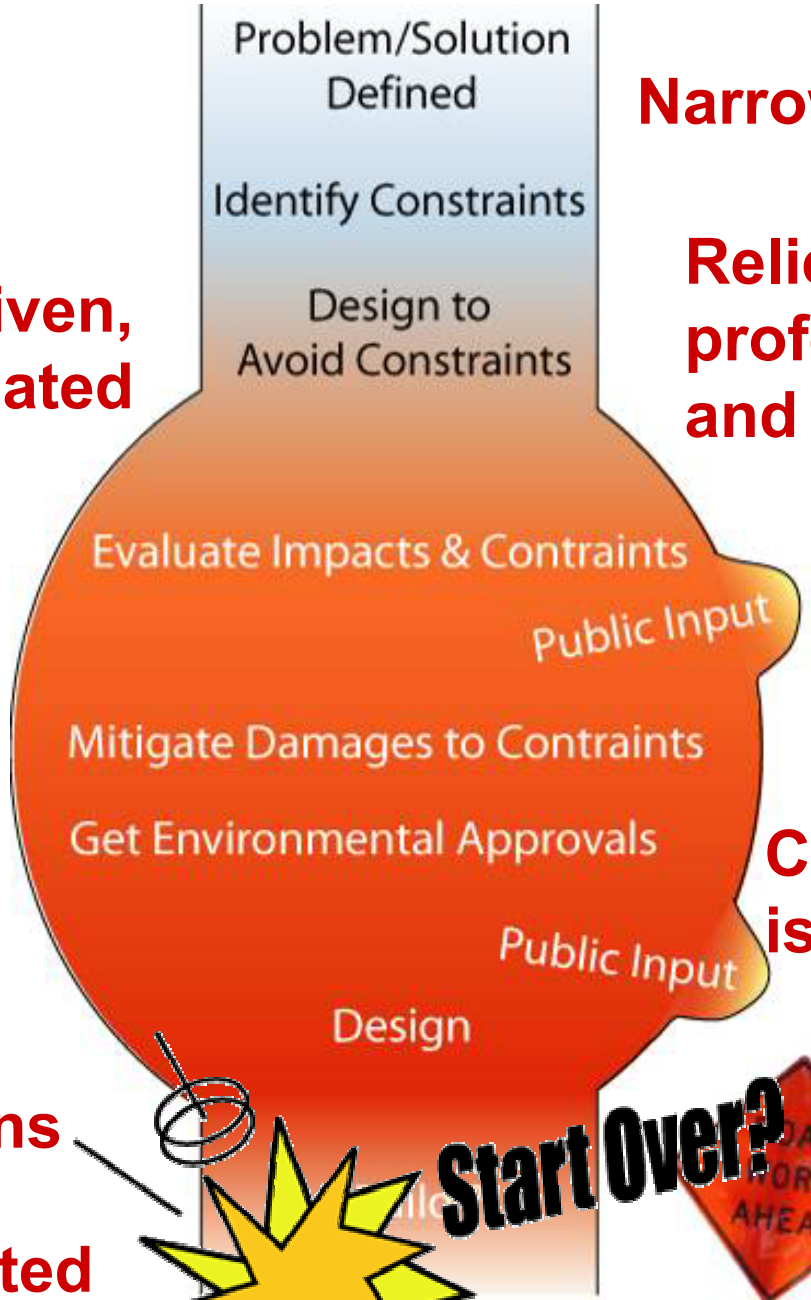
"The best way to handle the problem of undesirables is to make a place attractive to everyone else"
William H. Whyte

Which of these is appropriate development?

What are people concerned about in Belmont Shore, CA?



Project / Discipline Driven Approach



Narrow Goals

Relies on professionals and "experts"

Crisis driven, Politically initiated

Expensive

Community is resistant

Static designs

Results in limited experience of place

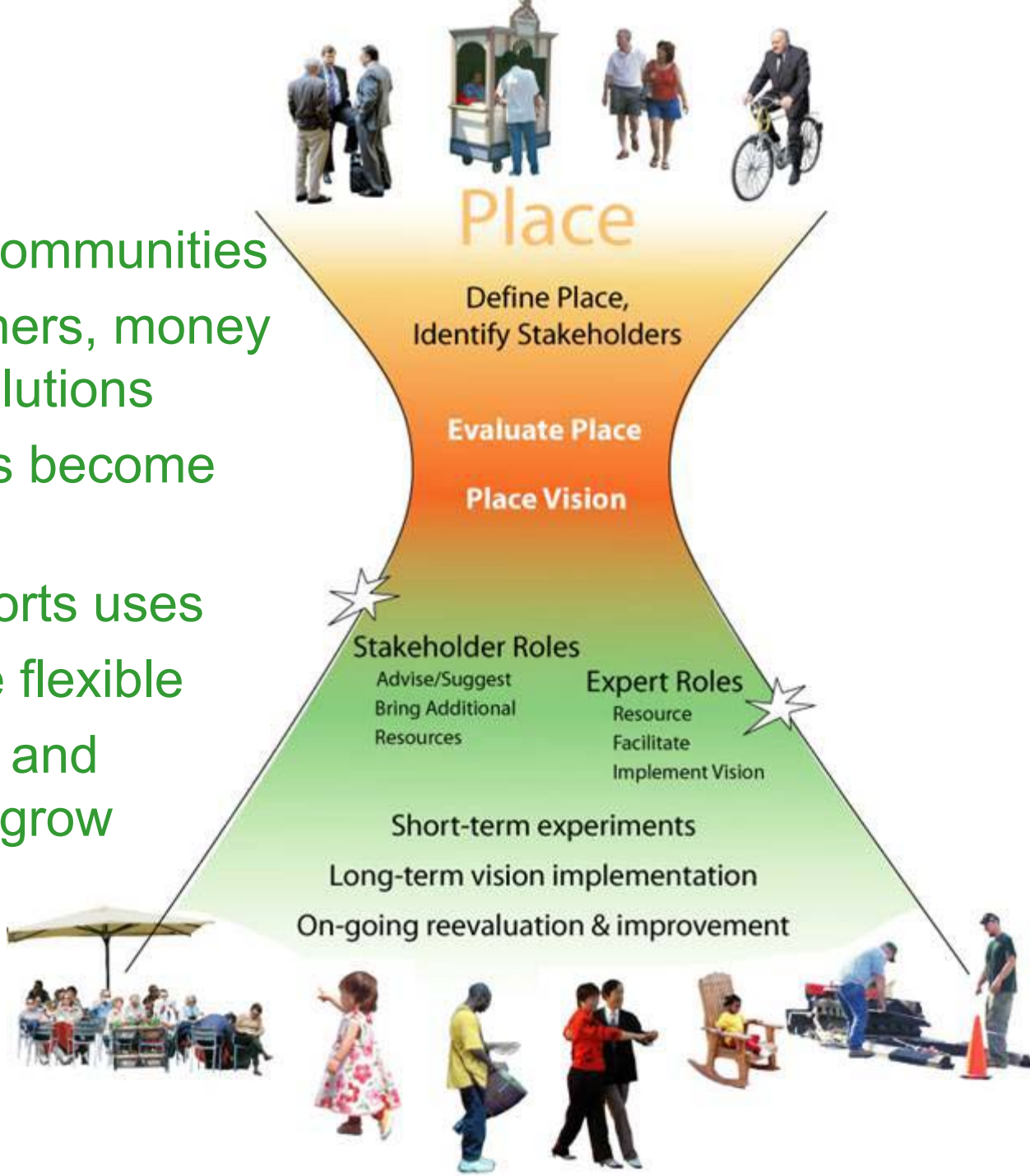
PPS
PROJECT *for*
PUBLIC SPACES

“Each profession has become its own audience.”

— *Pope Coleman*

Place / Community Driven Approach

- Empowers Communities
- Attracts partners, money & creative solutions
- Professionals become resources
- Design supports uses
- Solutions are flexible
- Engagement and commitment grow



PPS
PROJECT for
PUBLIC SPACES

“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

PPS PROJECT for PUBLIC SPACES

David Engwicht

“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

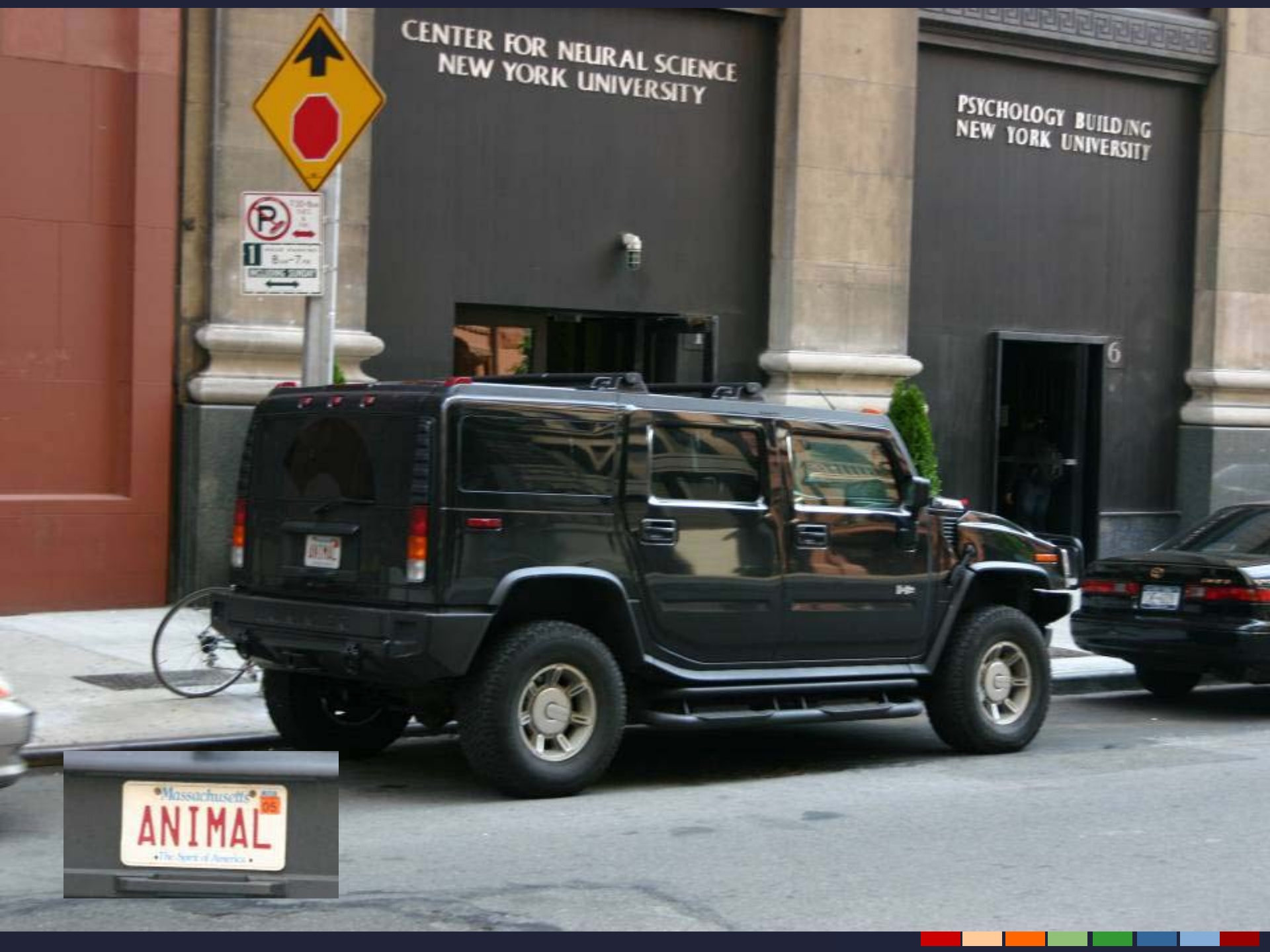
HUNTER CONNECTION
NISSAN

TOYOTA
THE 4-DOOR TUNDRA DOUBLE CAB.
SO BIG, IT'S SCARY.
GET THE FEELING
TOYOTA
002011
CLEAR CHANNEL
EXIT
45
MPH

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

L' ART L' OBJET
Tél: 01.42.77.99.97


CENTER FOR NEURAL SCIENCE
NEW YORK UNIVERSITY
PSYCHOLOGY BUILDING
NEW YORK UNIVERSITY
6
Massachusetts
ANIMAL

What if We Built Streets as Public Spaces?

OORLOG
Stop de GB

BRILLEHUSET

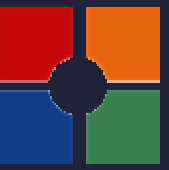
BRILLEHUSET

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

NDS

de lawei

CENTRADA

PEKING
Heineken Bier

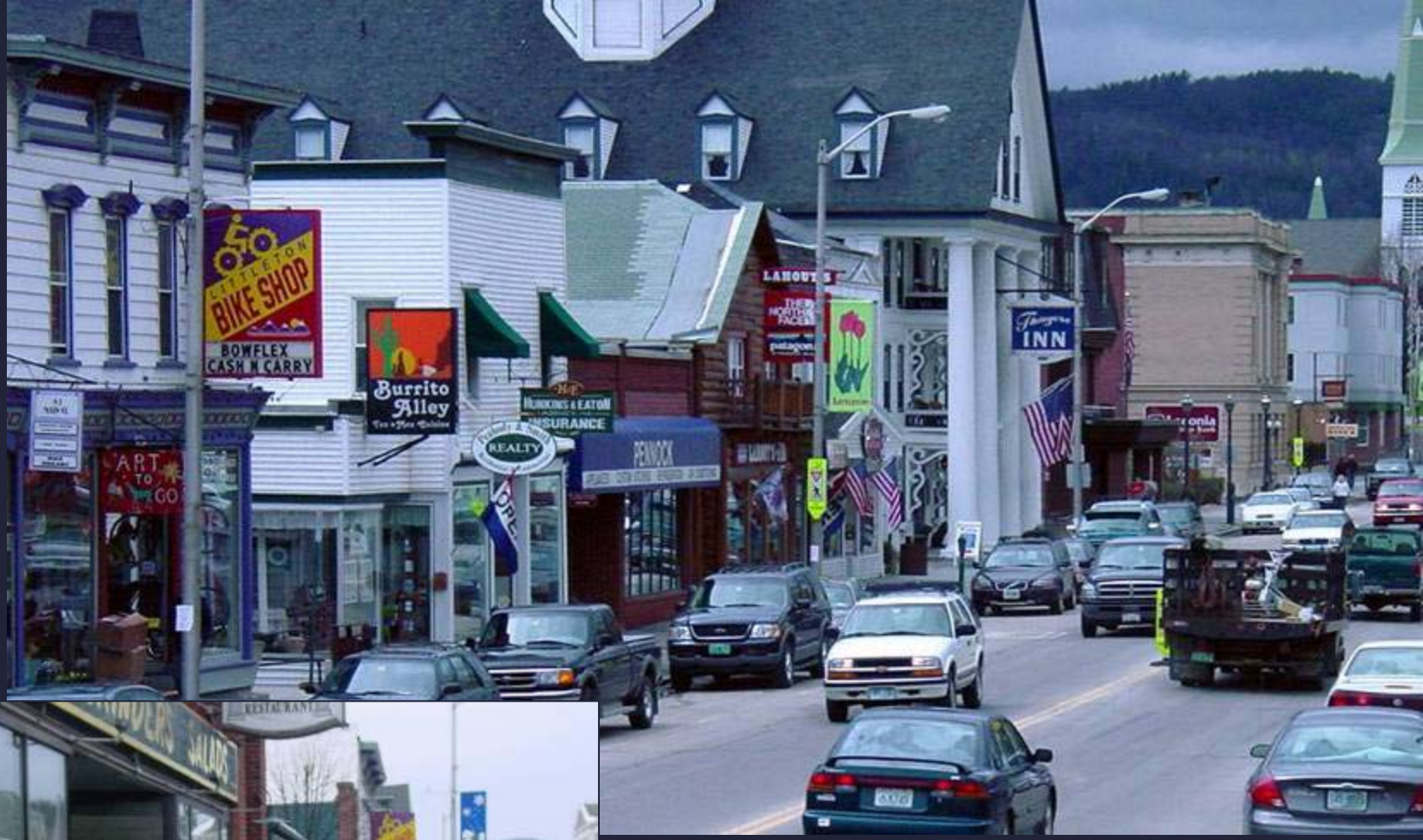
Littleton places

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


LITTLETON
BIKE SHOP
BOWFLEX
CASH N CARRY
Burrito Alley
HUNKINS & EATON
INSURANCE
REALTY
PENNOCK
ART TO GO
INN

SALADS

When Do You Want It?
TOPIC OF THE TOWN

CINEMAS
JAX JR.
1 THE PIANIST R "7 ACADEMY AWARD NOM BEST PICTURE" ONE 7 PM SHOW NIGHTLY
2 SHANGHAI KNIGHTS PG-13
" NON - STOP LAUGHS " 7 - 915 PM
JAX JR. CINEMAS

2 JUST MARRIED PG-13
" A ROMANTIC COMEDY "

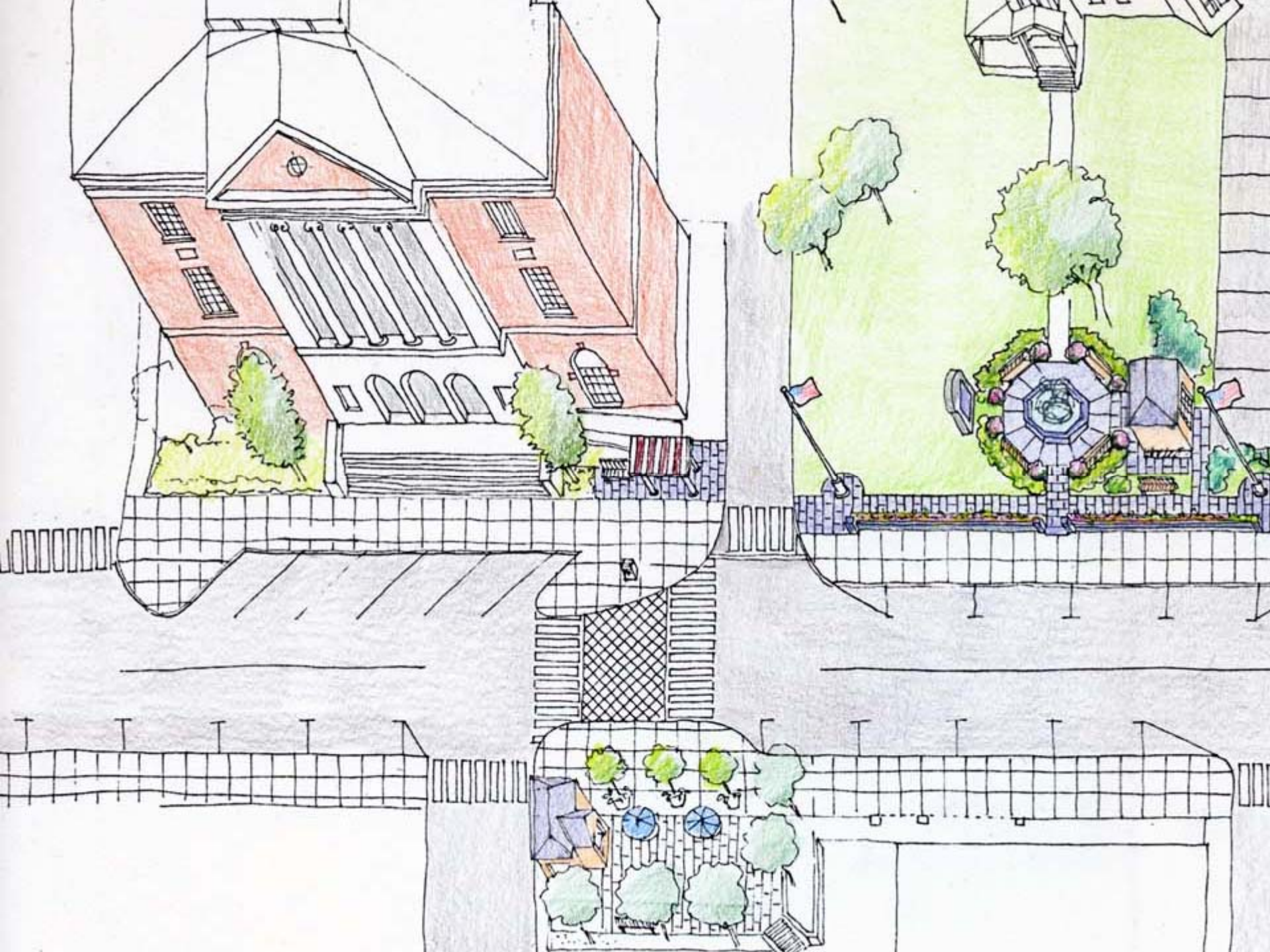
UNITED STATES POST OFFICE AND COURT HOUSE
LITTLETON, NEW HAMPSHIRE

Welcome to Littleto
INFORMATION

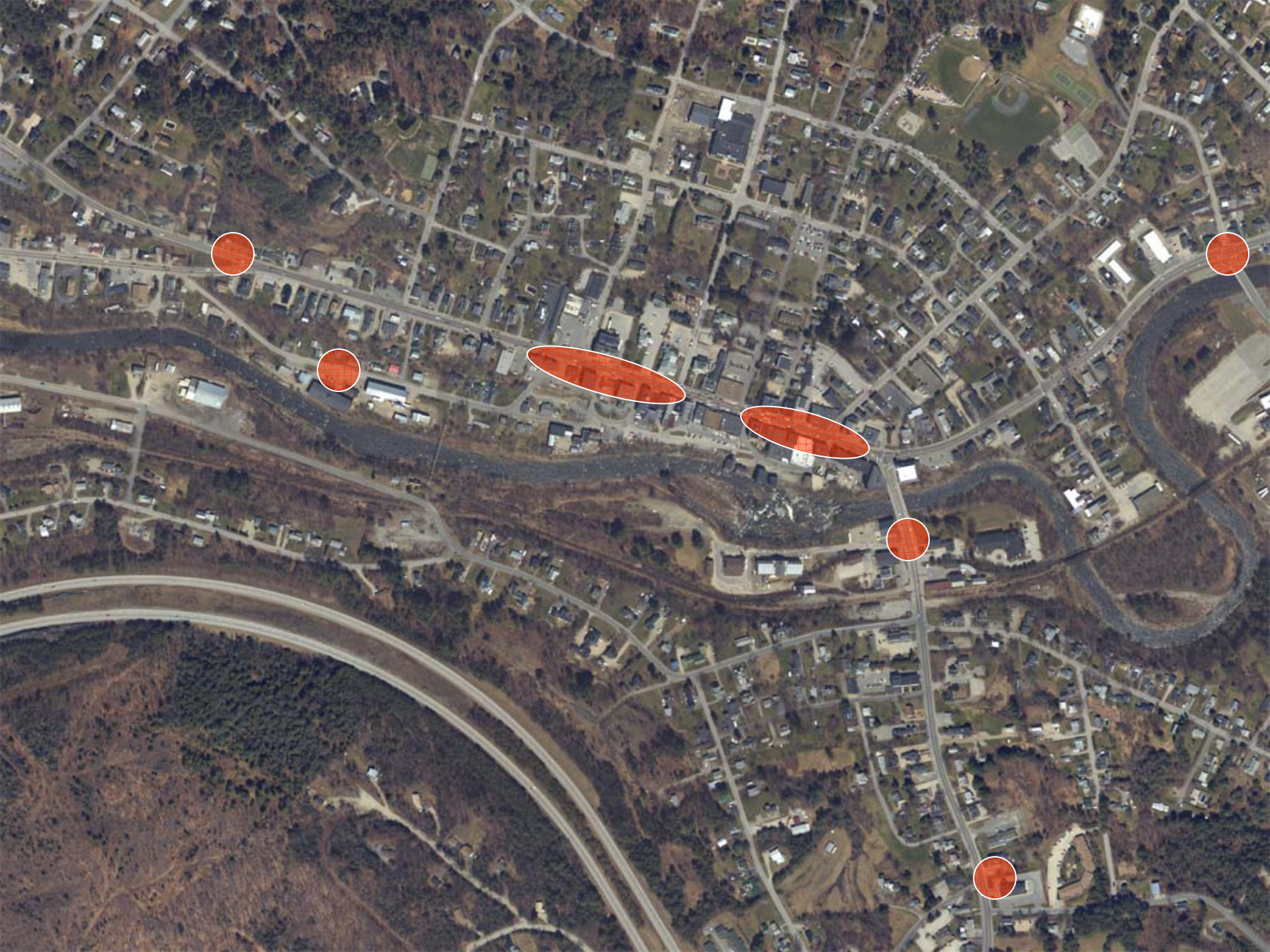
Welcome
Pollyanna

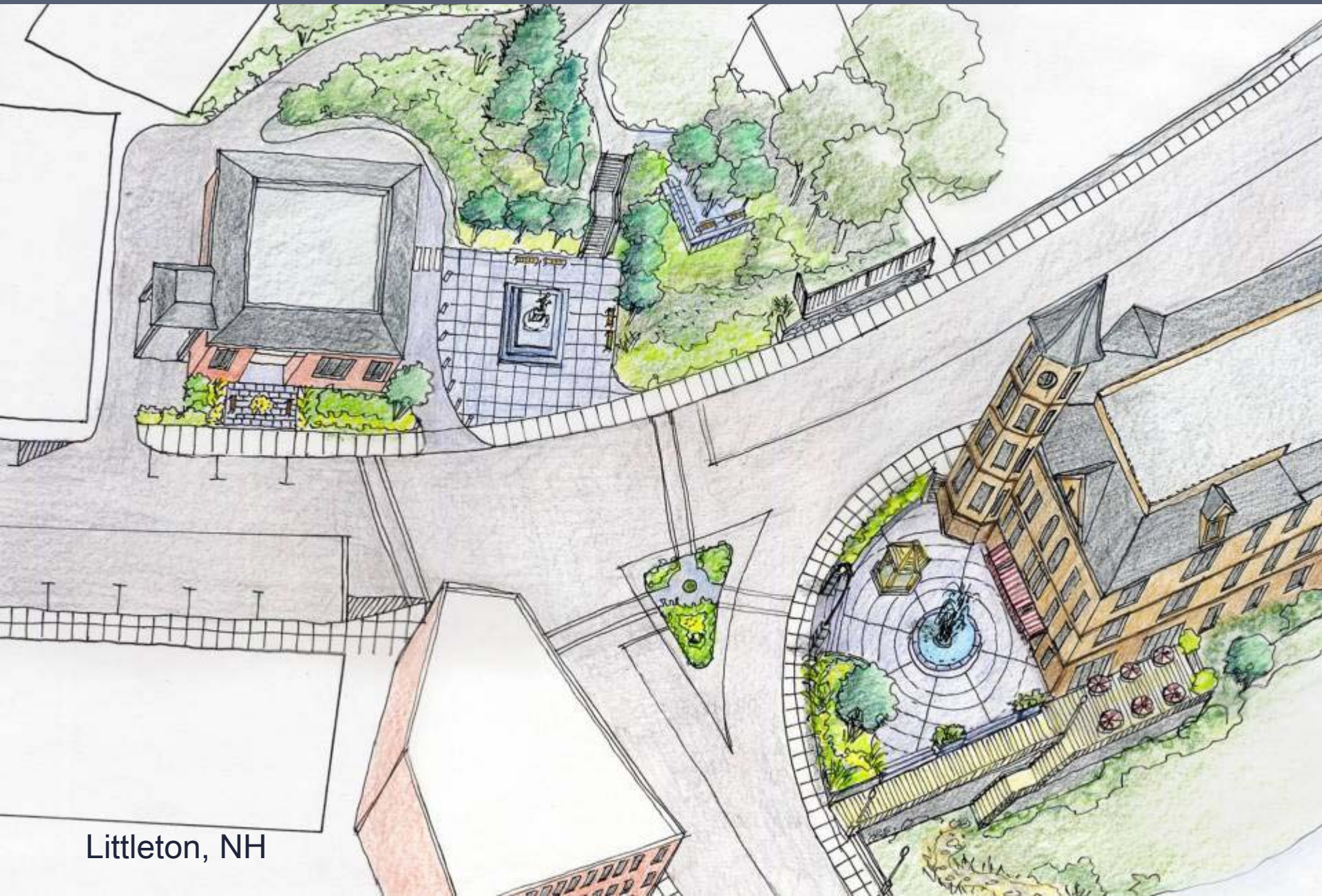
Ice Cold Beverages
Discount Cigarettes
PORFIDO'S
MARKET
Choice Meats
Produce • Groceries
PORFIDO'S MARKET & DELI
ICE
LAW OFFICE OF
MICHAEL M. RANSMEIER P.C.
Marlboro
KOOL

INN



The Berlin City Bank
The Berlin City Bank
Drive-Up Banking





Littleton, NH

Littleton

Welcome to
Littleton
GRAND
DEPOT
CAFE
STOP

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

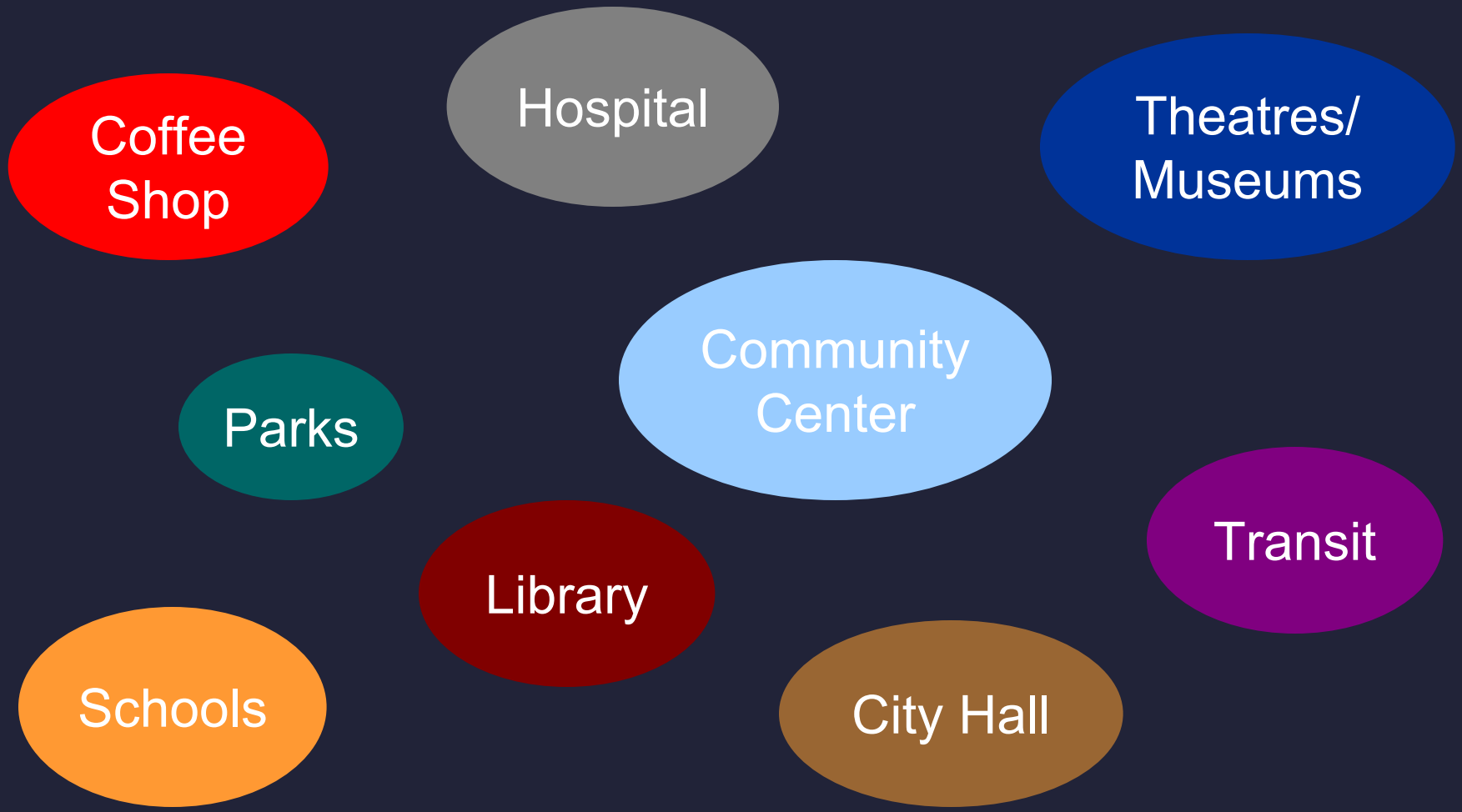
- Small area planning
- Boulevards
- Access to corner markets
- Retail Market area - small
- Mixed residential/office/services with local businesses
- Bike paths, sidewalks, narrow streets, and transit
- Small solutions (road connectivity, context sensitivity)
- Place-based
- Performance is about access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

PPS Initiative

Community Anchors

PPS PROJECT for PUBLIC SPACES

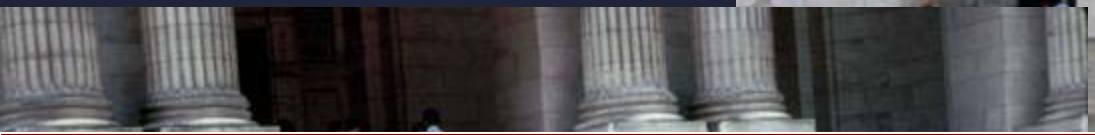
Civic Institutions Today



Civic Institutions of the Future

A Tale of Two Libraries

3581
ART FUN



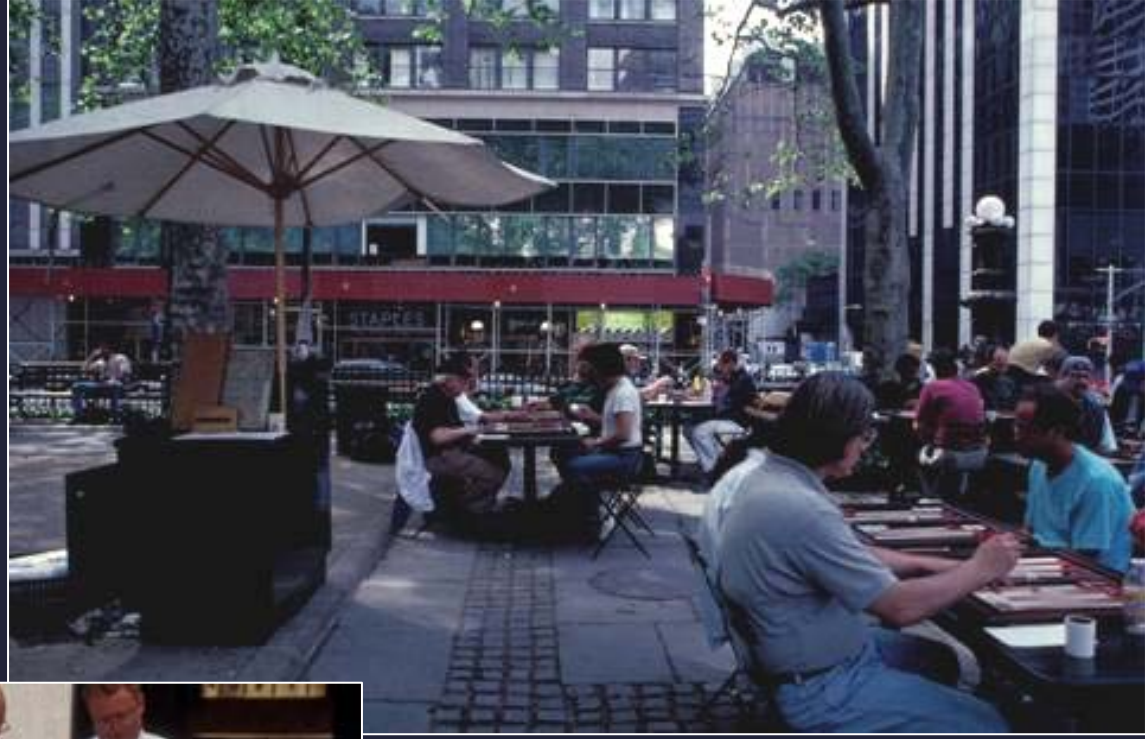
New York Public Library

SPEEDO

Bryant Park

Intimidation or Recreation?

by Project for Public Spaces, Inc.



Bryant Park Winter Program

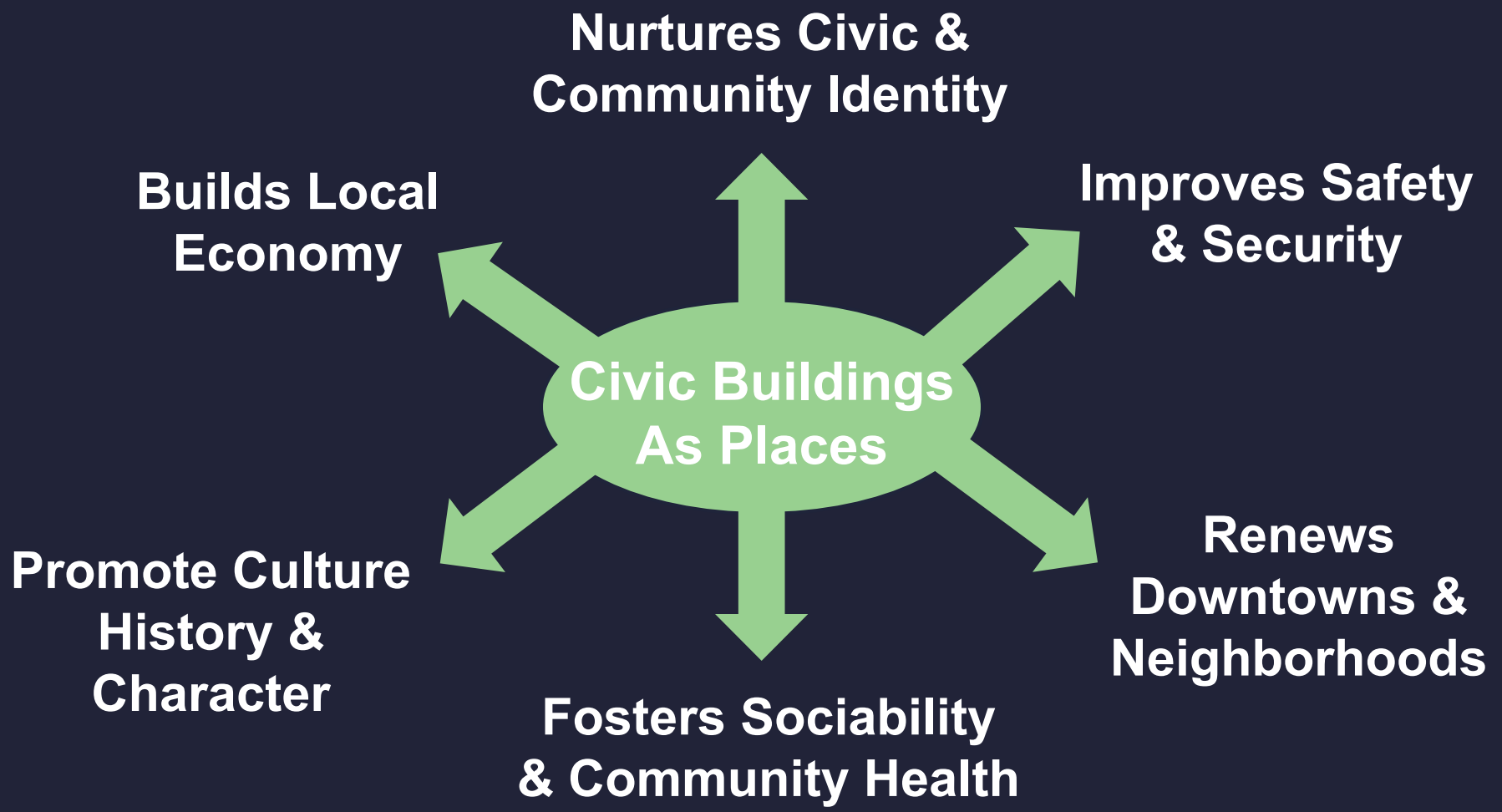
CASE STUDY: Campus Martius Park **Detroit, Michigan**

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

ONLY

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

Goals of Great Community Anchors



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

PPS PROJECT for PUBLIC SPACES

The Inner Core & the Outer Edge

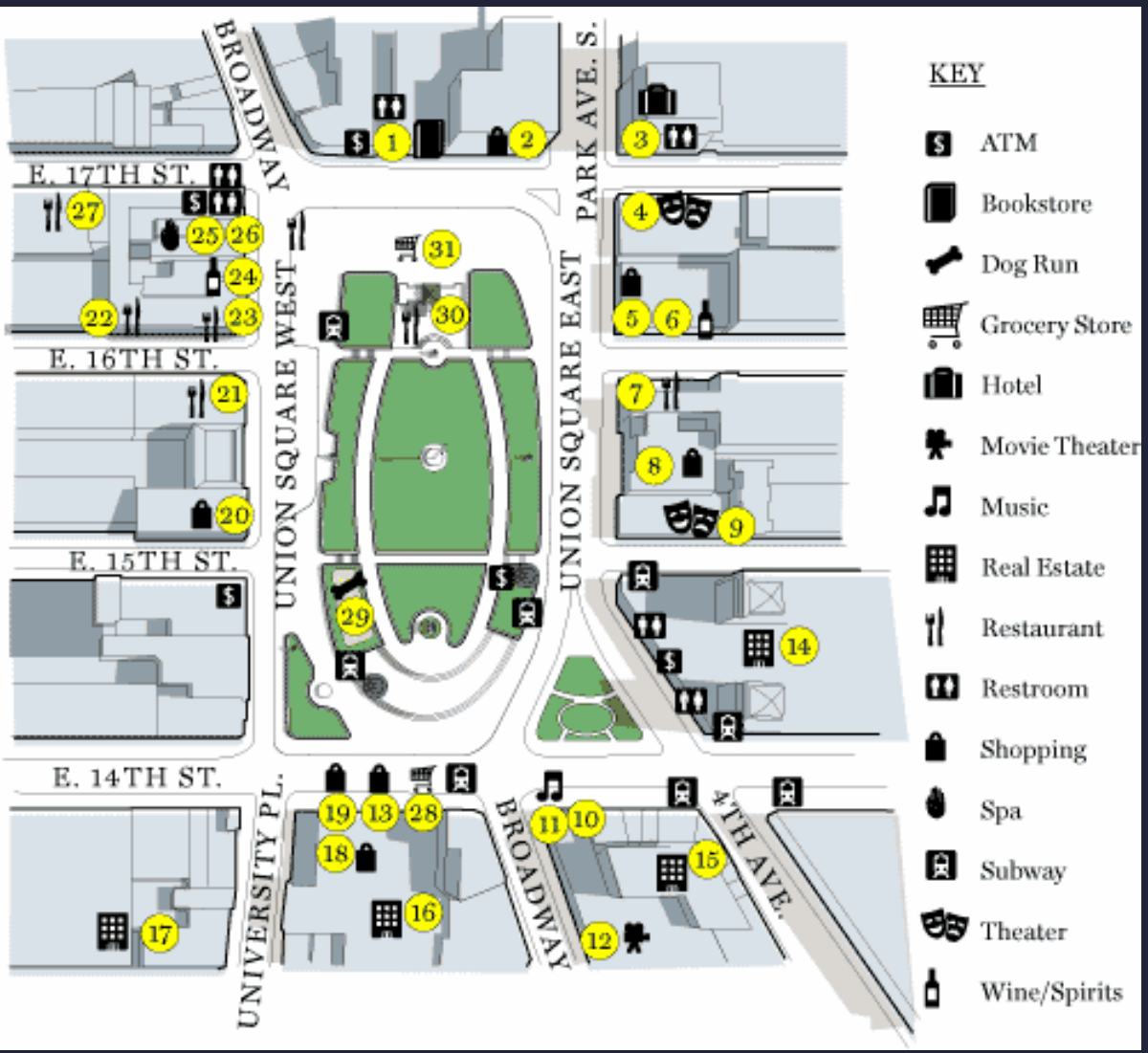
- Active edge uses / building bases
- Gateways and entrances
- Focal points

PPS PROJECT for PUBLIC SPACES

Transparency

PPS PROJECT for PUBLIC SPACES

Reach out Like an Octopus

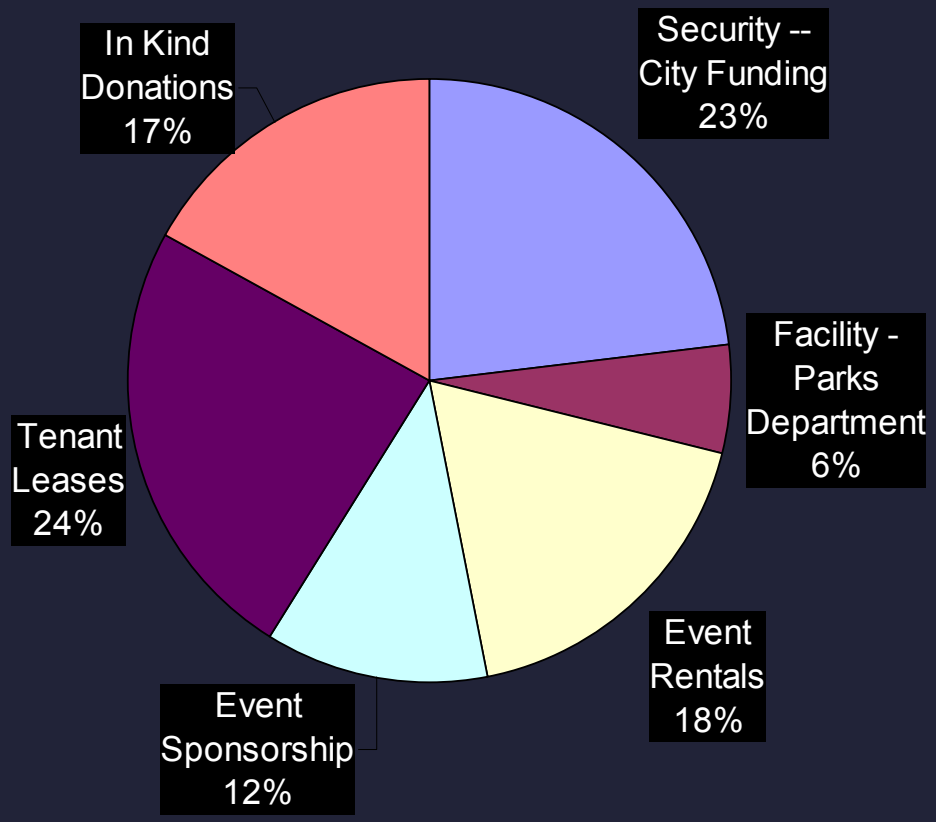


- Create a district:
- Many destinations
- Many things to do
- Good transitions between neighborhoods
- Triangulate

PPS PROJECT for PUBLIC SPACES

Diverse Funding Sources

- Public support
- Private sponsorship
- Broad partnerships



PPS PROJECT for PUBLIC SPACES

Case Study: Granville Island

PAID COVERED PARKING
INFORMATION CENTRE
TELEPHONE
HOTEL
BREWERIES
Ferry
Bridges Restaurant
Maritime Market
Public Market
Netloft
Shops & Galleries
Public Docks
Arts Club Theatre
Creek House
Pacific Institute of Culinary Arts
Granville Island Museums Inc.
ANDERSON STREET
Kids Only Market
Granville Island Brewery
Waterfront Theatre
OLD BRIDGE STREET
Shops
Emily Carr Institute of Art and Design
Seasonal Water Park For Kids
Sutcliffe Park
Shops & Galleries
Granville Island Hotel
Performance Works
The Mound
False Creek
Sea Village
GRANVILLE ISLAND
BURRARD BRIDGE
GRANVILLE BRIDGE
FALSE CREEK

COFFEE

PUBLIC MARKET

GRANVILLE ISLAND TEA CO.

LOCAL
STRAWBERRIES
PLEASE
DO NOT PICK
RASPBERRIES
3 99

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

People Who Make Dramatic Change **By John Kotter**

When you come
to a fork in the road,
take it.

– *Yogi Berra*

BE BOLD!

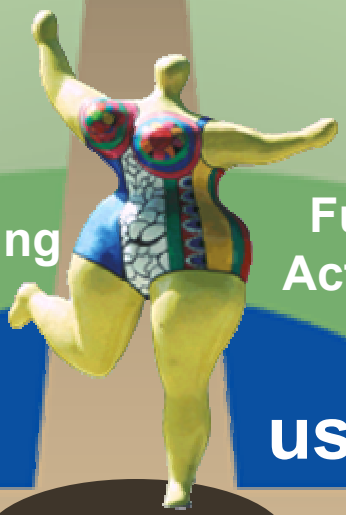
What Makes a Library a Great Place?

Key Attributes
Intangibles
Measurements

street life
evening use
volunteerism

Welcoming
Cooperative
Neighborly

sociability



business ownership
property values
land-use patterns
retail sales

Fun
Active Vital
Special Real

uses & activities

PLACE

access & linkages

Connected
Walkable
Convenient
Accessible

transit usage
pedestrian activity
parking usage patterns

comfort & image

Safe
Charm Clean
Attractive
Historic

crime stats
sanitation rating
building conditions
environmental data

Access & Linkages

- Convenient
- Walkable
- Continuity
- Proximity
- Connected
- Enticing

ANNO DOMINI MCMXII

fresh@20 events
Granville Island
Granville Island

CITYPLACE
CITYPLACE

22-318
PLONGEZ
DANS L'ÉTÉ

Comfort & Image

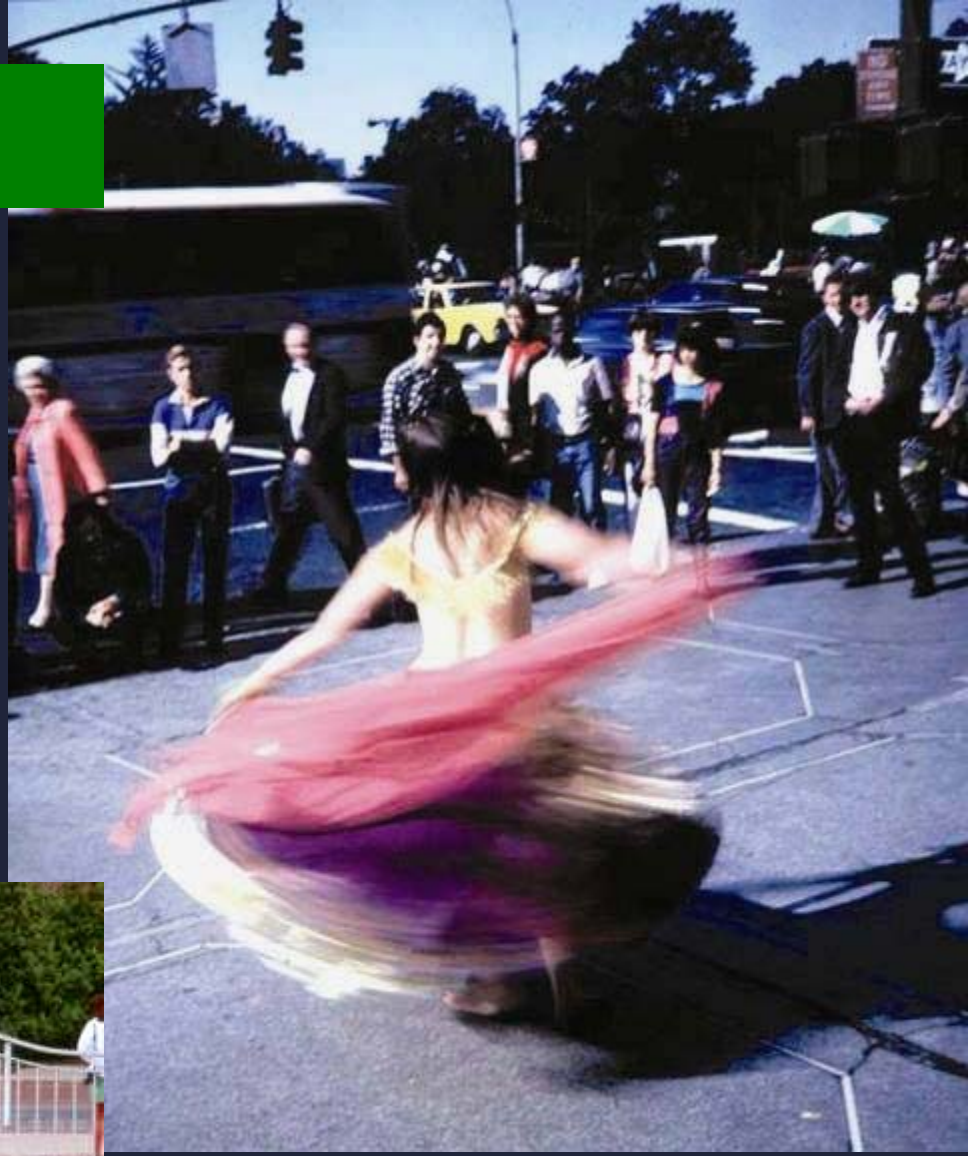
- Attractive
- Inviting
- Usable
- Historic
- "Green"
- Friendly

TORONTO PUBLIC LIBRARY
WILLIAM H. SMITH BRANCH

Salt Lake City Library

Uses & Activities

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



PARIS PLAGE

IRISH PUB

BRYANT PARK
READING ROOM
BRYANT PARK
READING ROOM

Sociability

- Welcoming
- Interactive
- Neighborliness
- Pride
- Diversity
- Stewardship

CHANDLERS

RUE
DE
MEDICIS

Baltimore, MD City Hall Plaza

dge to be a partner in
ing Baltimore's Great
an Parks - GREATER

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

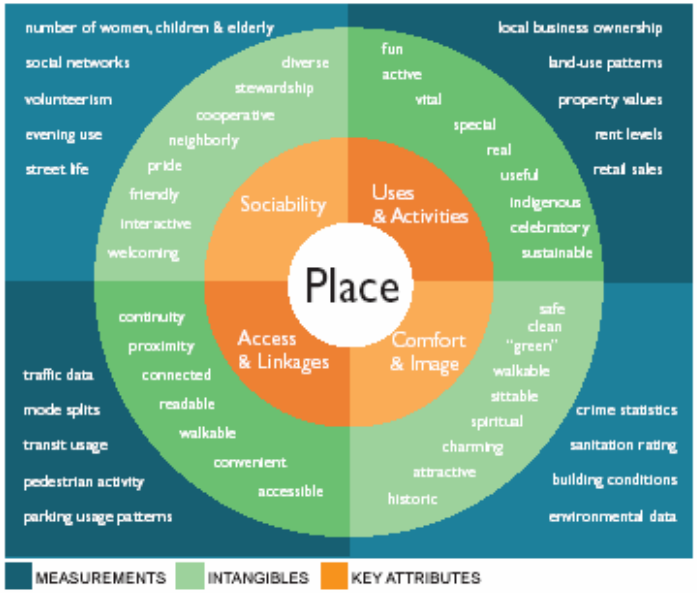
3. Return here at the appointed time to discuss your findings with your team

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?



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.

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New York, NY 10003
T (212) 620-5660
F (212) 620-3821
www.pps.org

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Place Game

Place Performance Evaluation

A Tool for Initiating the Placemaking Process

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EVALUATION OF SITE:_____

Rate the Place:

COMFORT & IMAGE	POOR			GOOD
Overall attractiveness	1	2	3	4
Feeling of safety	1	2	3	4
Cleanliness/Quality of Maintenance	1	2	3	4
Comfort of places to sit	1	2	3	4
Comments/Notes:				

ACCESS & LINKAGES	POOR			GOOD
Visibility from a distance	1	2	3	4
Ease in walking to the place	1	2	3	4
Transit access	1	2	3	4
Clarity of information/signage	1	2	3	4
Comments/Notes:				

USES & ACTIVITIES	POOR			GOOD
Mix of stores/services	1	2	3	4
Frequency of community events/activities	1	2	3	4
Overall busy-ness of area	1	2	3	4
Economic vitality	1	2	3	4
Comments/Notes:				

SOCIABILITY	POOR			GOOD
Number of people in groups	1	2	3	4
Evidence of volunteerism	1	2	3	4
Sense of pride and ownership	1	2	3	4
Presence of children and seniors	1	2	3	4
Comments/Notes:				

IMAGINE the PLACE

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

1. 4.
2. 5.
3.

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

1. 4.
2. 5.
3.

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.

Map
Satellite
Terra
Gilbert Rd
Minoru Blvd
Minoru Gate
A
Granville Ave
Granville Ave
Granville Ave
Granville Ave
200 ft
50 m
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1
2
3
4
Minoru Gate
Minoru Blvd
Granville Ave
A
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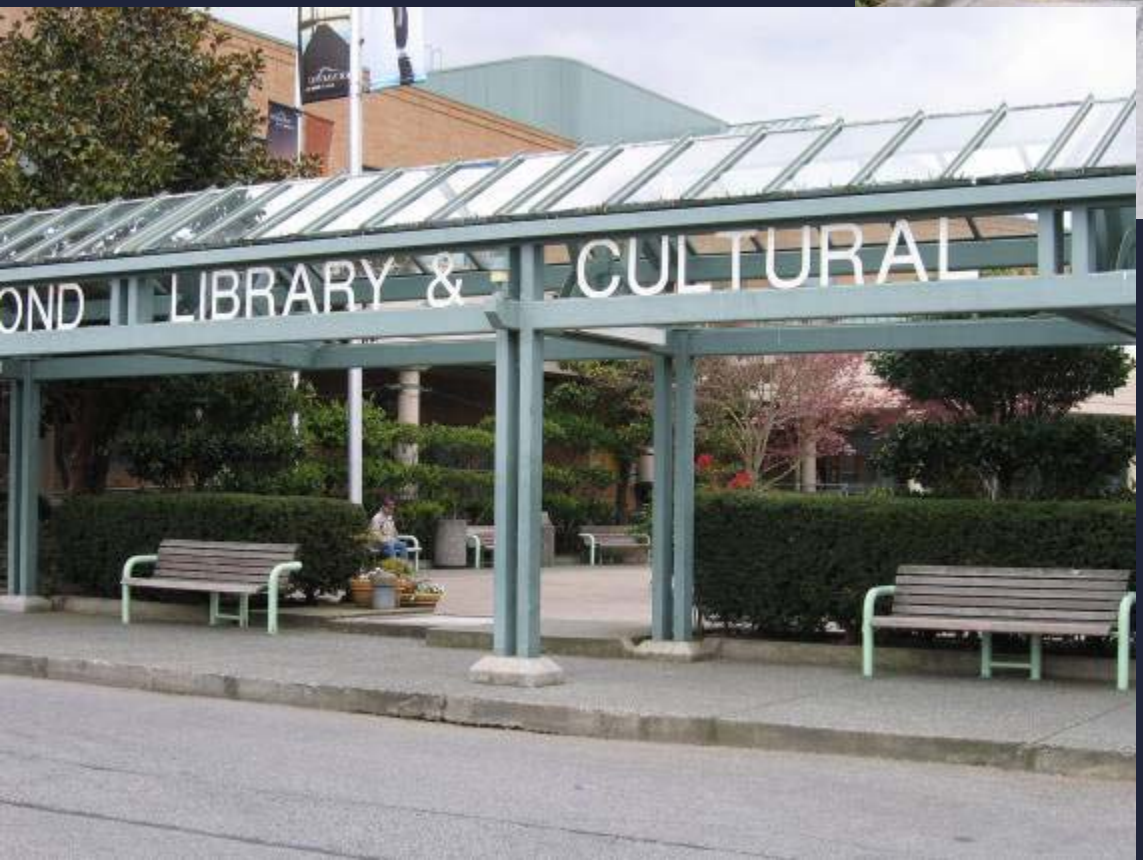
Site 1



ENTRANCE ONLY
CLEARANCE 7.2'

Site 2

Site 3

MINORU PARK PLAZA
CITY OF RICHMOND
AQUATIC CENTRE
ARCHIVES
ARENAS
ART CENTRE
ART GALLERY
LIBRARY
MUSEUM
SENIORS' CENTRE
CAFE AND GIFT SHOP

Site 4

Public Library
Cultural Centre
RICHMOND
Library
Cultural
Centre

www.pps.org

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Making Places Newsletter