

What If We Built Michigan Around Places? Placemaking for Lovability

Port Huron, Michigan, August 2

@PPS_Placemaking

@PlacemakingX

@EBKent



PROJECT FOR
PUBLIC
SPACES

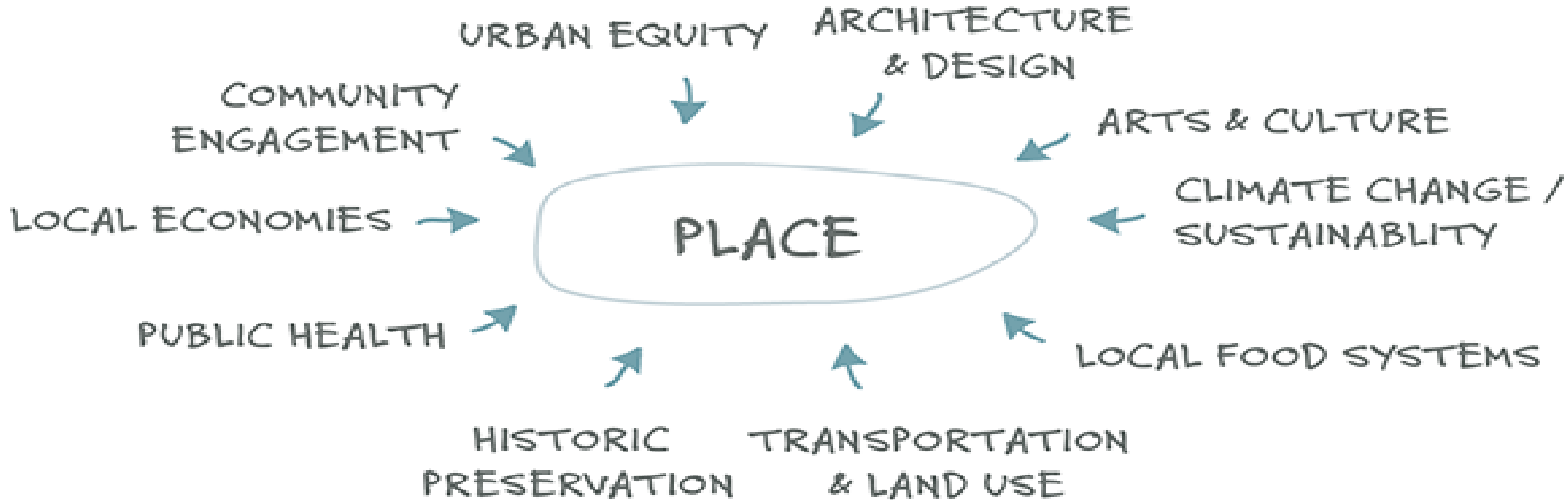
PLACEMAKING

X

*When you focus on a place,
you do everything differently.*



CONVERGENCE OF MOVEMENTS/DISCIPLINES AROUND PLACE



*“If you plan for cars and traffic...
you get more cars and traffic..”*



HUNTER CONNECTION

The ISEB

STUSSIII



A study of three generations of 9 year olds found that over a recent 20 year period, the radius around the home that children were allowed to play had sunken almost 90%.



*“If you plan for people and places...
you get more people and places.”*



If you plan for design and development...
you get design and development.



Guggenheim Museum – Bilbao, Spain



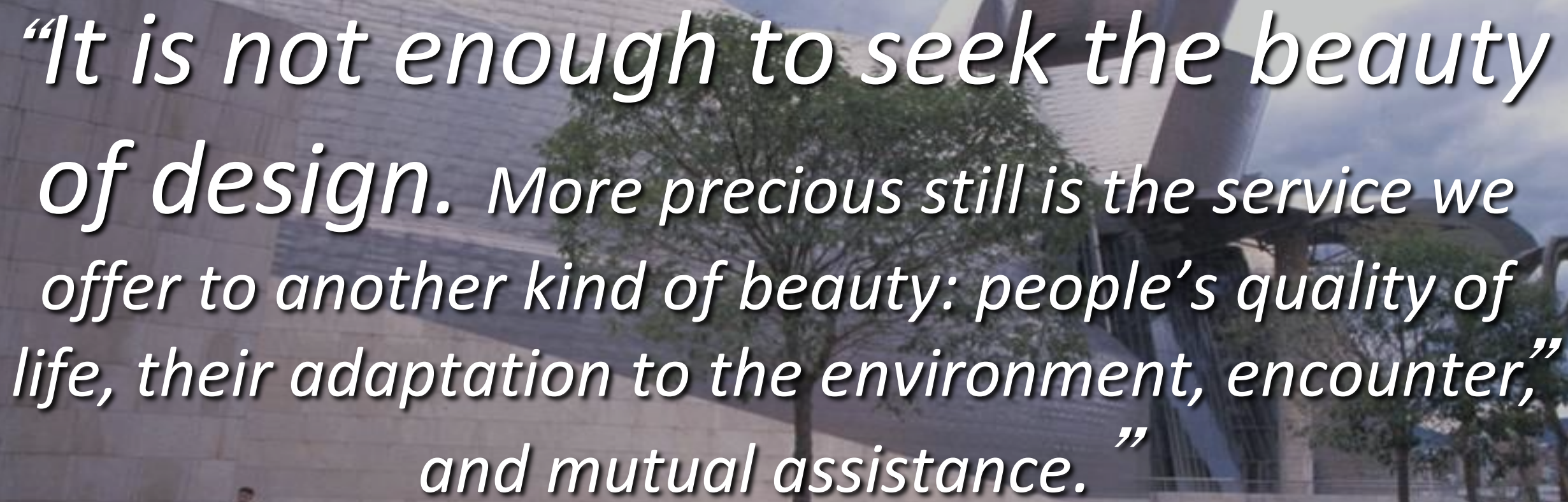
“I don’t do context” --Frank Gehry











“It is not enough to seek the beauty of design. More precious still is the service we offer to another kind of beauty: people’s quality of life, their adaptation to the environment, encounter,” and mutual assistance.”

- Pope Francis



We shape our public spaces, thereafter our public spaces shape us.

—adapted from Winston Churchill













varga's art
schmuck

t-Quai

Win a Beach
Sponsored by B

See Winner on p. 5000

Travels are also included!

Don't be a tourist

FLORIAN
05

WHAT MAKES A GREAT PLACE?



WHAT MAKES A GREAT PLACE?

- KEY ATTRIBUTES ●
- INTANGIBLES ●
- MEASUREMENTS ●



Community attachment is overwhelmingly driven by just three things:

1. Opportunities for social engagement (fun things to do)
2. Openness to all kinds of people (welcoming places)
3. Aesthetics (beauty)

Communities with the highest percentage of people with a strong emotional connection to their town had the highest local GDP growth rates over time.'



Soul of the Community Study

Study by the Knight Foundation and Gallup on attachment to communities:

- Jobs, schools, economic standards were found not to correlate with attachment
- Qualities of place (openness, opportunities for social engagement and aesthetics) are also the qualities that lead to attachment.
- Attachment lead to higher growth, entrepreneurship levels, etc.

What is Placemaking?

Placemaking is..

A collaborative process by which we can shape our public realm in order to maximize (locally defined) shared value.

Strengthening the connection between people and the places they share.

WHAT IS PLACEMAKING?

A global movement that inspires people to collectively reimagine and reinvent their public spaces as the heart of every community.

AMSTERDAM
PLACEMAKING WEEK
OCT 10-14, 2017

HASHTAG ANALYSIS
2016 TO 2017



#PLACEMAKING

PREPARED BY VELOCITY GROUP | DNAOFPLACE.COM

WHERE WE HAVE WORKED

Since 1975



• 1 to 2 • 3 to 9 • 10+



Future of Places

A series of 3 conferences leading up to
Habitat III

1600 people
100 countries



*“We’re creating a global movement to
shape spaces into places”*

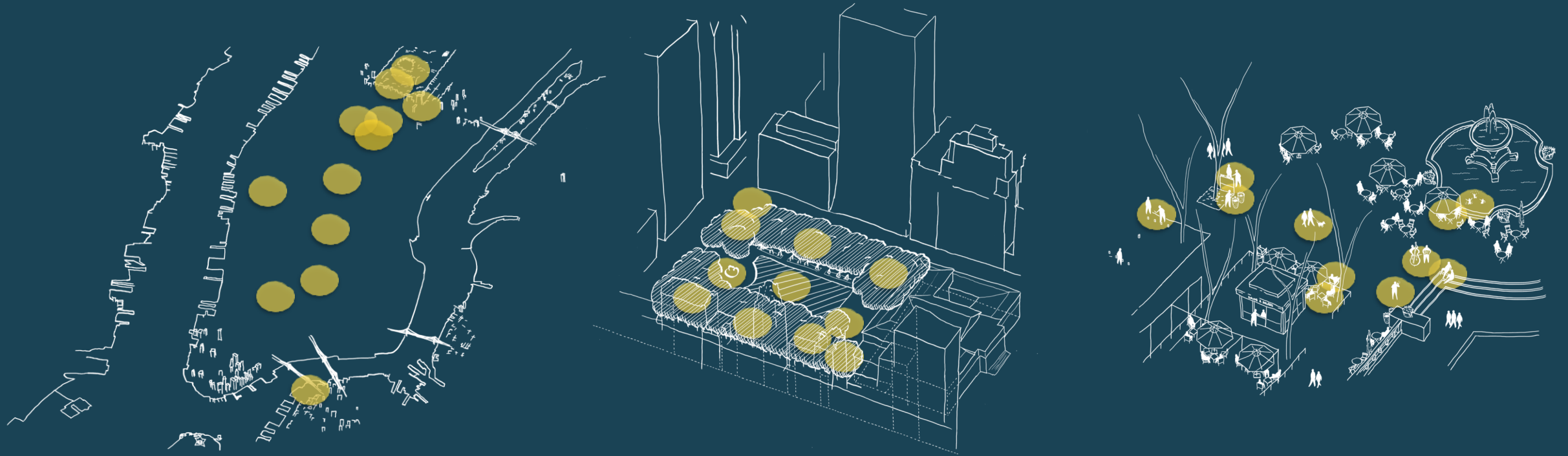
Cecilia Martinez, UN Habitat

“Cities are not built forms, they are social forms. We must design from social life, not for it.” -Fran Tonkiss



POWER OF 10+

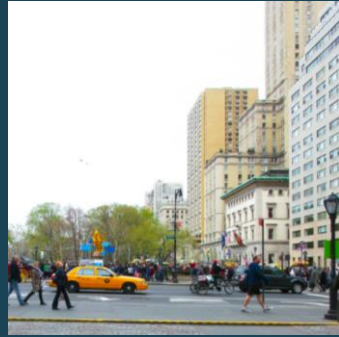
HOW CITIES TRANSFORM THROUGH PLACEMAKING



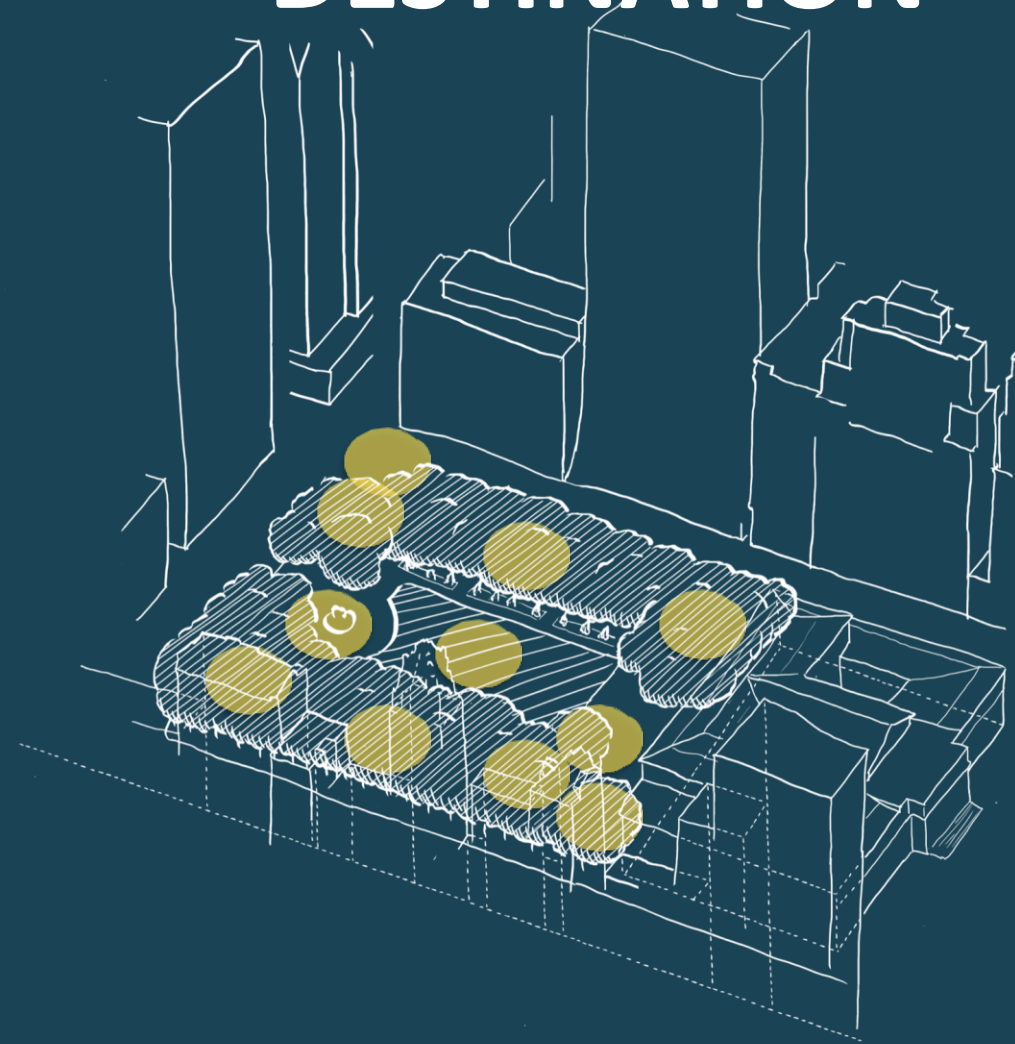
CITY/REGION



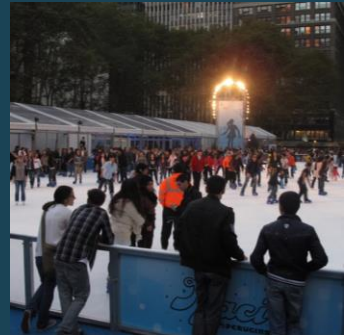
10+ MAJOR DESTINATIONS



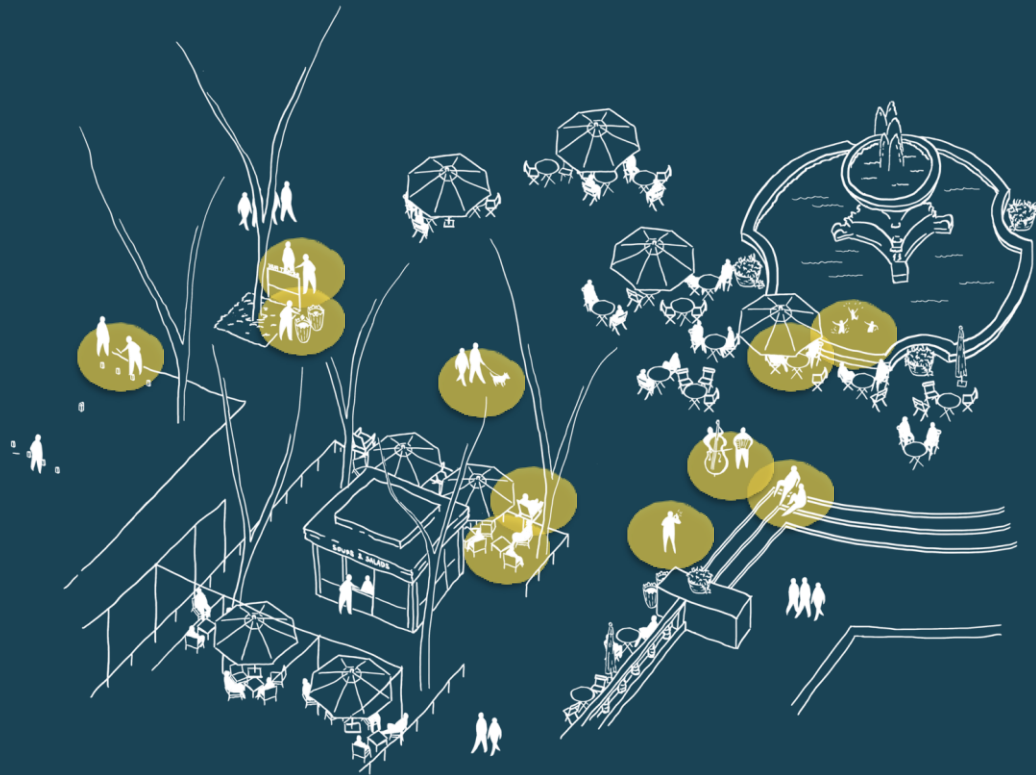
DESTINATION



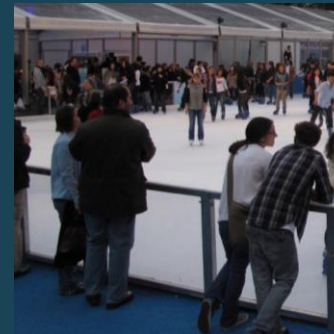
10+ PLACES TO GO

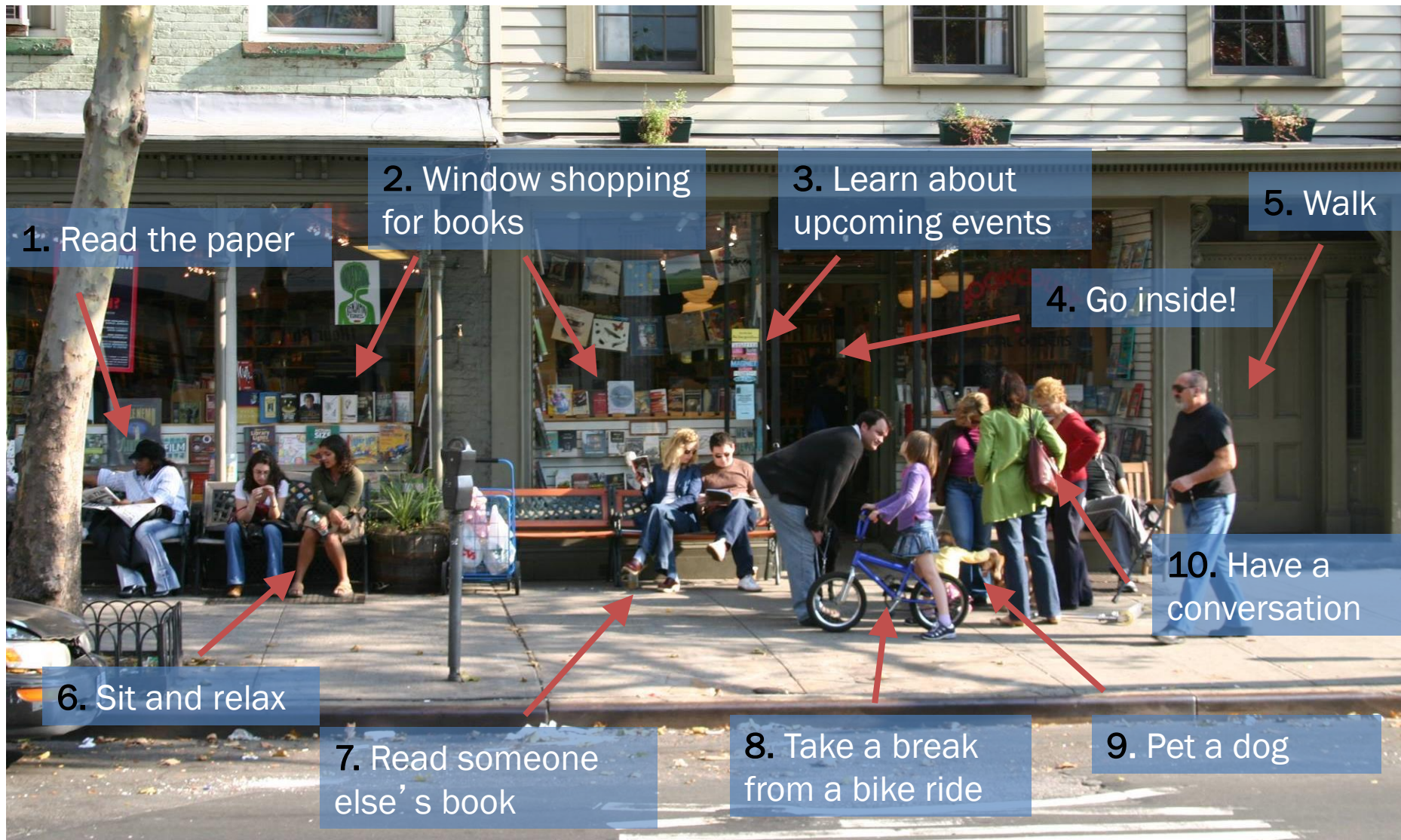


PLACE



10+ THINGS TO DO
LAYERED TO CREATE SYNERGY





1. Read the paper

2. Window shopping for books

3. Learn about upcoming events

5. Walk

4. Go inside!

10. Have a conversation

6. Sit and relax

7. Read someone else's book

8. Take a break from a bike ride

9. Pet a dog

Slow Places - The Power of 10





Mt. Baker Apartments

Mt. Baker Apartments
NOW RENTING
AFFORDABLE HOUSING
STUDENT & LOW INCOME

25 YEAR ANNIVERSARY - NEW FLAVORS NOW MITT
Mount Baker
Belgian Desserts
SANDWICHES - DESSERTS - CRISPS
Crisps
Belgian Desserts
Breakfast
Shoe Repair

TEMPLE BAR

SHOE REPAIR







Mount Bakery
- Belgian Desserts -
Crepes

Mount Bakery
- Belgian Desserts -
ESPRESSO - LUNCH - SOUP
Crepes
Breakfast

Mount Bakery
- Belgian Desserts -
SANDWICHES - DESSERTS - CREPES

TEMPLE BAR

SHOE

PER





KEY

 Highway	 Drive	 Residential Avenue	 Destination Street	 Slow-Flow Street
 Commercial Arterial	 Commercial Avenue	 Community Street	 Residential Street	 Shared Use Path

Street Typology (Brunswick, ME)

Destination Street



Maine Street, Brunswick

Thoroughfare Type	Destination Street
Right-of-Way Width	Varies
Pavement Width	Varies
Land Use Character	Walkable, Urban Core
General uses	Offices, Retail, Residential, Civic
Public Frontage Quality	High
Drainage Type	Curb
Curb Radius	5 - 15 ft.
Walkway Type	Sidewalk
Landscape Type	Planted
# Vehicular Lanes	2 - 3
Traffic Lane Width	10 ft.
Parking Lane Width	7 - 8 ft.
Target Design Speed	20 - 25 mph
Bikeway Type	Bicycle Lane, Sharrow
Riding Surface Width	5 - 6 ft.
Movement	Uni-Directional
Bicycle Parking	Rack, Shelter, Locker
Transitway Type	Regional Bus, Local Circulator, Amtrak

A thoroughfare of moderate capacity and low speed that serves a regional urban destination, such as a main street district. Pedestrian and bicyclist comfort is prioritized.

Precedents

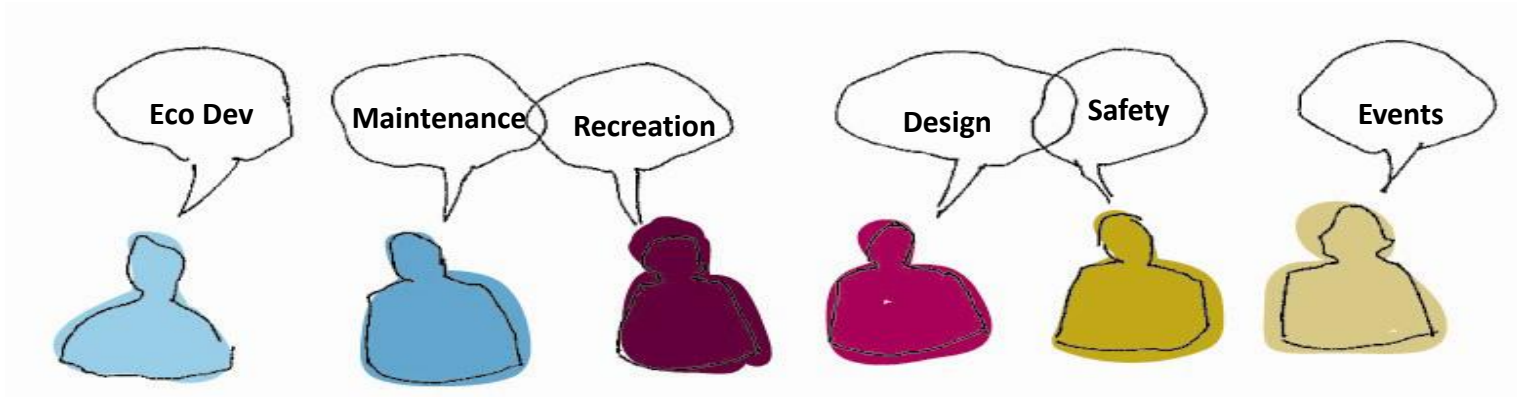
- Maine Street, Brunswick
- Main/Bayview Street, Camden
- Main Street, Rockland



Maine Street, Brunswick

It takes a place to create a community,
and a community to create a place.



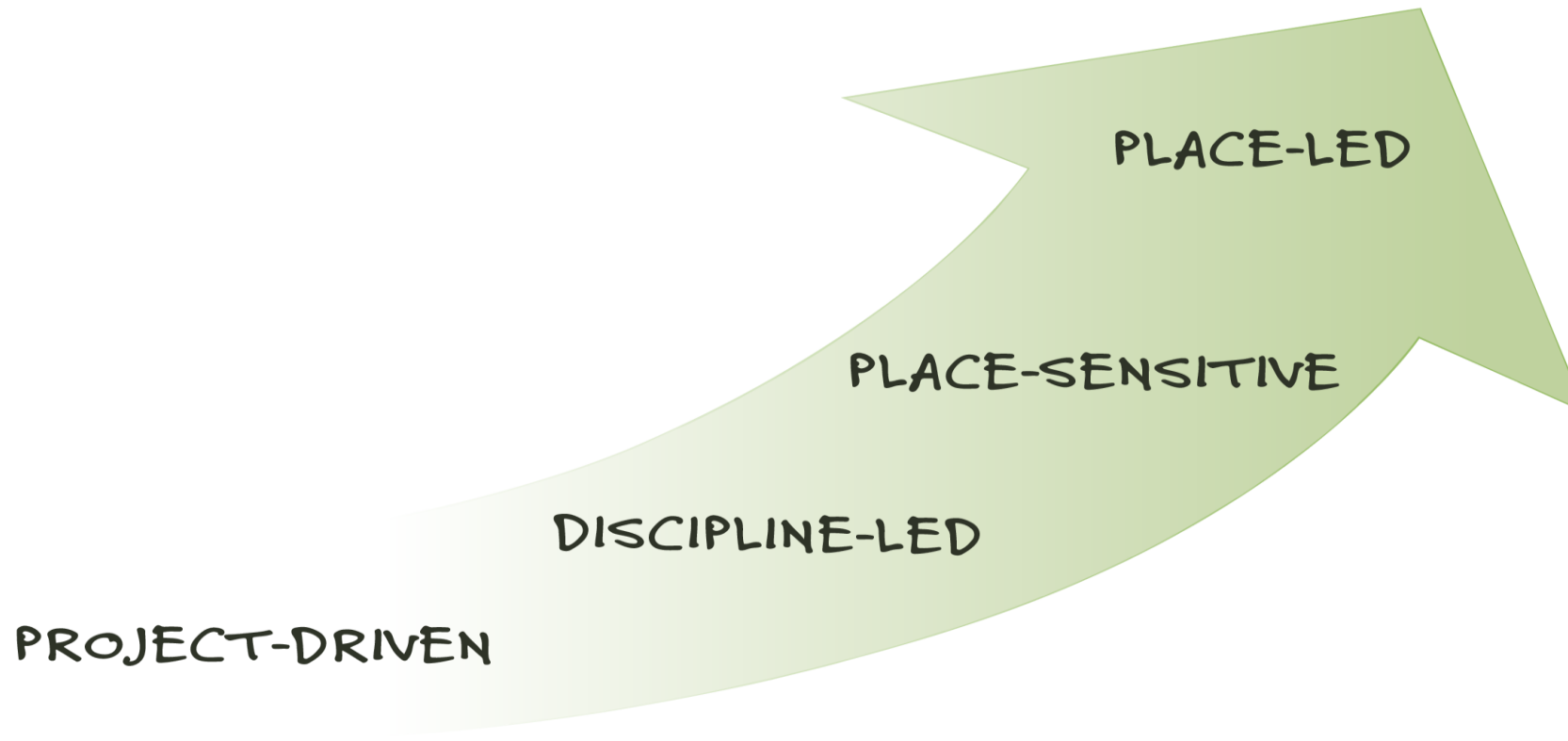


**Current
conversation
OR
siloed
accountability**



**New
conversation
OR
collaborative
accountability**

PLACE CAPITAL



PROJECT-DRIVEN

DISCIPLINE-LED

PLACE-SENSITIVE

PLACE-LED

EVOLUTION OF DEVELOPMENT

PLACE CAPITAL is the Shared value in the public realm



An aerial photograph of downtown Detroit, Michigan, featuring a dense cluster of skyscrapers and a busy street scene. A semi-transparent blue overlay covers the entire image. In the foreground, a large public square is filled with people, trees, and colorful market stalls. Several prominent buildings are visible, including one with a checkered facade and another with 'CHASE' signage. The text 'CAMPUS MARTIUS, DETROIT' is centered in large white letters, with the subtitle 'At the Core of a Downtown Renaissance' below it.

CAMPUS MARTIUS, DETROIT

At the Core of a Downtown Renaissance

Wayne State University

TECHTOWN

College for Creative Studies

Detroit Medical Center

Eastern Market

M1 Rail

DTE Energy

M@dison Building

Compuware Building

Blue Cross Blue Shield of Michigan

American Lightweight Manufacturing Innovation Institute

Waterfront



CAMPUS MARTIUS, DETROIT

circa 1917



SHORPY

DETROIT PUBLISHING CO.







HUDSON'S

Kelly Springfield
TIRES

KERN'S

SEA HOUSE

CASCADILLA

BLACKSTONE SQUARE

GOLDE CLOTHES \$15

SWISS BAKERY



circa 2000

CAMPUS MARTIUS, DETROIT

source: Downtown Detroit Partnership





CAMPUS
MARTIUS
PARK



An aerial night photograph of a busy downtown Detroit square. The scene is filled with a large crowd of people gathered around a central Christmas tree decorated with blue and white lights. In the foreground, an outdoor ice skating rink is visible with several skaters. The square is surrounded by tall buildings, some with illuminated windows. A prominent building on the right has a sign that reads "Quicken Loans Engineered to Amaze". The overall atmosphere is festive and vibrant.

A Placemaking Vision For Downtown Detroit

Quicken Loans
Engineered to Amaze

The Placemaking Process for Downtown Detroit

In November and December 2012, PPS engaged over 1,000 members of the Detroit community in a variety of ways to seek input on what could happen in the three public spaces: **Campus Martius/Cadillac Square**, **Capitol Park** and **Grand Circus Park**. PPS partnered with D:Hive in this effort and used their facility on Woodward Avenue to reach out to the Detroit community.

1 Stakeholder Interviews: PPS interviewed 10 major downtown stakeholders and other individuals who represent organizations concerned about the downtown's future:

- » Downtown Detroit Partnership (DDP)
- » Detroit Economic Growth Commission (DEGC)
- » The City of Detroit Planning Commission
- » The M-1 Rail
- » The Riverfront Conservancy
- » Midtown Detroit
- » The Boll Family YMCA
- » Developers



- 2 Focus Groups:** Three focus groups were held with organizations that represent potential downtown users and those who could play a role in activating the public spaces:
- » Community Development Organizations (to discuss what changes neighborhood organizations and the residents they represent would like to see in the downtown and how they could be involved)
 - » Food Entrepreneurs (to understand the opportunities and challenges faced by food trucks and food vendors in providing food in the public spaces)
 - » Detroit Entertainment District Association (DEDA) (to discuss Grand Circus Park with nearby theaters, sports teams and the Detroit Opera House and how they can be involved in its programming)
- 3 Placemaking Workshops:** Three placemaking workshops were held at D:Hive to engage the public in evaluating the three public spaces and recommending L&C ideas to transform them into safe, vibrant places. Participants were divided into groups where they each evaluated one space on site. The groups then brainstormed recommendations. A total of 90 people from diverse backgrounds and representing 27 zip codes participated in the workshops.
- 4 Holiday Placemaking Huts:** PPS and D:Hive set up displays at the Holiday Market and at D:Hive during the 2012 holiday events, to engage the public in thinking about what they wanted in the public spaces. Participants were given four dots to place on their favorite activities, four dots to vote for their favorite amenities, and were encouraged to add ideas they thought were missing. Over 800 people participated, representing over 166 zip codes from all over the Detroit metropolitan area.
- 5 Happy Hour Workshops:** Downtown employees and residents were invited to Happy Hour workshops at D:Hive, where they met with facilitators in a relaxed and informal manner, to discuss their ideas for the three public spaces. Over 40 people attended, voted on their favorites and offered a variety of new ideas.

STRATEGY FOR IMPLEMENTATION

Create energetic anchors of activity
in key dynamic locations that have a critical mass

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

Get life on the “streets/sidewalks”
make public spaces vibrant and attractive, encourage walking and biking

Bring the inside out
highlight local institutions & businesses, visually exciting ground floors and corners that pop-out

Use Lighter, Quicker, Cheaper
make things happen quickly, put new places on the map







Detroit: Campus Martius / Cadillac Square



CAMPUS MARTIUS, DETROIT TODAY



CAMPUS MARTIUS, DETROIT TODAY









POWER OF 10+

WATCH THE FOUNTAINS

CATCH A SHOW

EAT DINNER/LUNCH

FIND SOME SHADE

PLAY IN THE SAND

DANCE

LOUNGE IN THE SUN

MEET A FRIEND

HAVE A DRINK





 **BEACH**
BAR & GRILL
DETROIT

Woodward



DOWNTOWNDETROITPARKS.COM

BEACH
BAR & GRILLE
- DETROIT -

BEACH

BEACH BAR & GRILLE
100% BOTTLED BEER \$3.00
NON-ALCOHOLIC BEVERAGES \$2.00
KOREAN BBQ BURGERS \$5.00
KOREAN BBQ SANDWICHES \$4.00
KOREAN BBQ RICE \$3.00
KOREAN BBQ \$2.00

BEACH BAR & GRILLE
100% BOTTLED BEER \$3.00
NON-ALCOHOLIC BEVERAGES \$2.00
KOREAN BBQ BURGERS \$5.00
KOREAN BBQ SANDWICHES \$4.00
KOREAN BBQ RICE \$3.00
KOREAN BBQ \$2.00

AM 355











com mlfe.com

Cadillac Wine Garden

TROUT STILL LIFE



The Cadillac Lodge

THE NIGHT
DETROIT

CYNT-SATIONAL
POPCORN

BEVY
MEMORABILIA

CAMPUS
MARTIUS
PARK

CAMPUS
MARTIUS
PARK



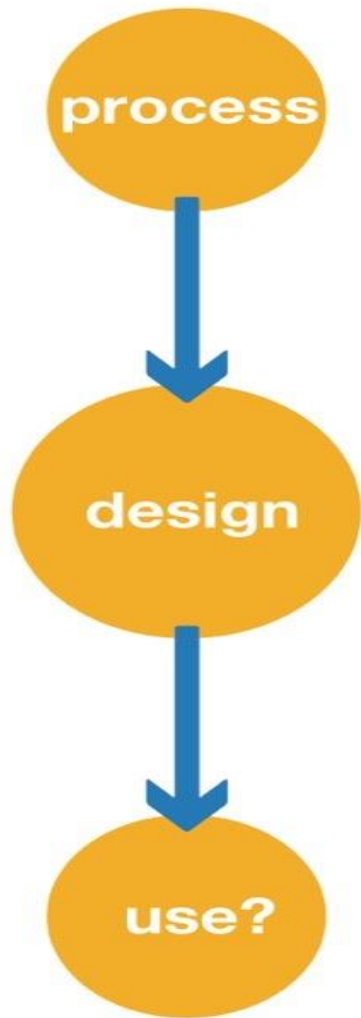




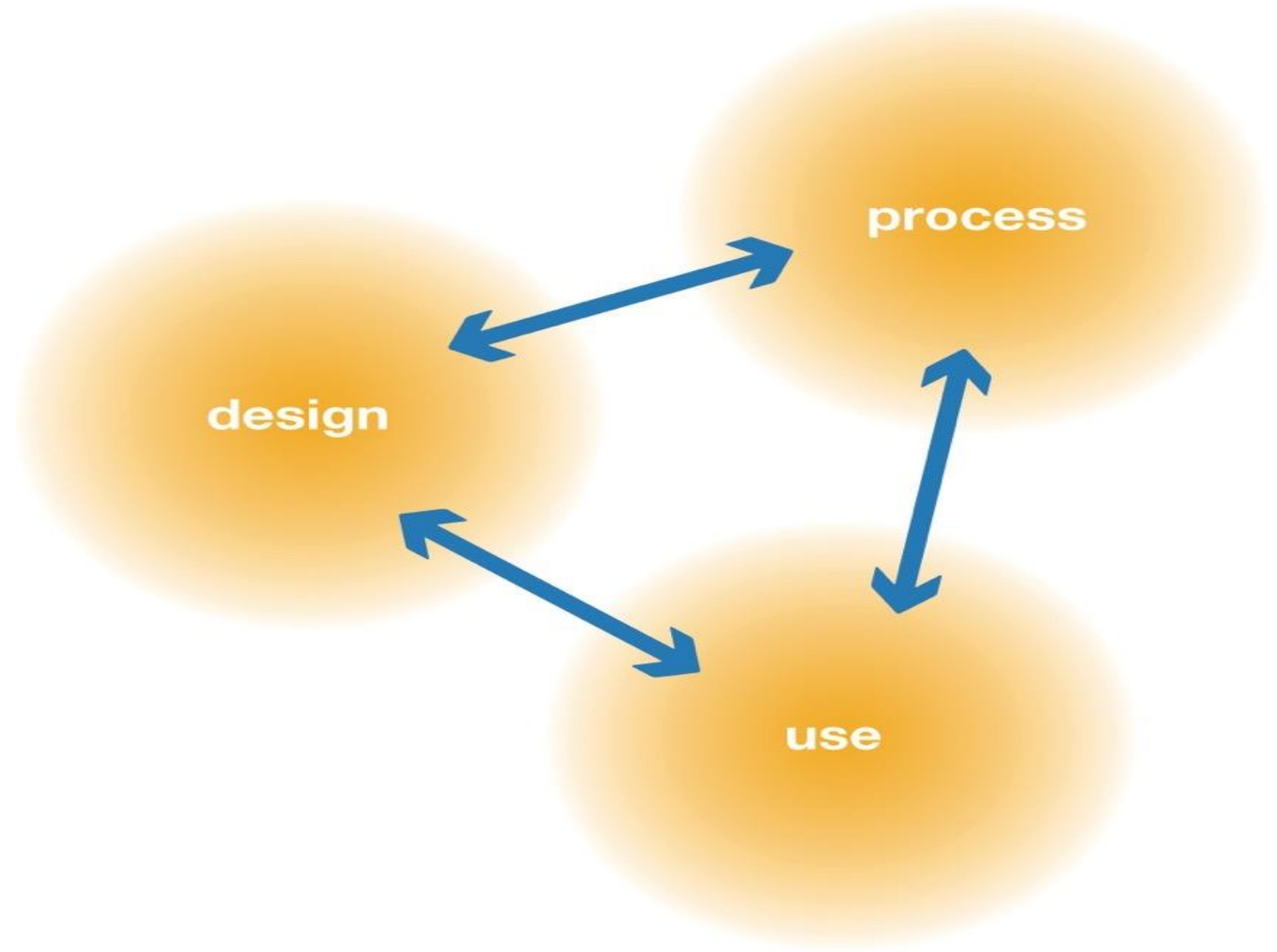
CHASE

OPPORTUNITY
DETROIT

TRADITIONAL PLANNING



PLACEMAKING PLANNING



PROJECT-DRIVEN
PROCESS

PROBLEM/SOLUTION
DEFINED



IDENTIFY CONSTRAINTS



DESIGN TO AVOID
CONSTRAINTS



EVALUATE DAMAGES OF
CONSTRAINTS



MITIGATE DAMAGES OF
CONSTRAINTS



GET ENVIRONMENTAL
APPROVALS



DESIGN



BUILD

PUBLIC INPUT

PUBLIC INPUT

Negative outcomes
Narrow Goals
*Crisis Driven, Politically
Initiated*
*Angry/Reactive
Community Meetings*
Expensive
Static & Placeless Designs



Stakeholders Roles

advise/suggest
bring additional resources
implement & maintain

Experts Roles

inform
facilitate
design & implement

PLACEMAKING PROCESS

DEFINE PLACE
IDENTIFY STAKEHOLDERS



EVALUATE SPACE
& IDENTIFY ISSUES



PLACE VISION



SHORT-TERM
EXPERIMENTS &
MANAGEMENT



ONGOING REEVALUATION
& LONG-TERM IMPROVEMENTS



Positive Outcomes

Empowers Communities

Attracts Partners,
Resources & Creative
Solutions

Design Supports Uses
Solutions are Flexible

Engagement &
Commitment Grow

Self-managing

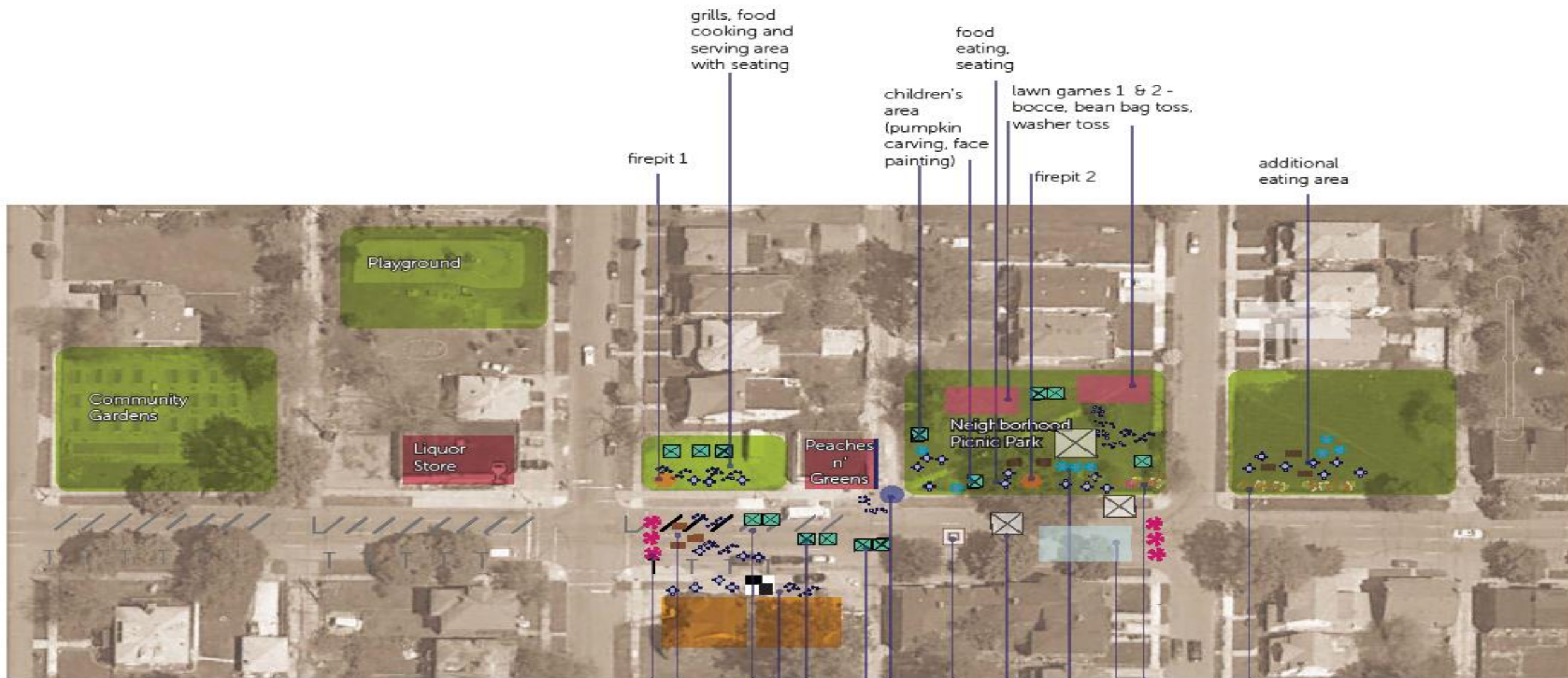




Peaches 'n Green Produce Store

**Central Detroit Christian
CDC**





grills, food cooking and serving area with seating

food eating, seating

children's area (pumpkin carving, face painting)

lawn games 1 & 2 - bocce, bean bag toss, washer toss

firepit 1

firepit 2

additional eating area

Playground

Community Gardens

Liquor Store

Peaches n' Greens

Neighborhood Picnic Park

DRAFT Festival Concept Diagram
September 20, 2011



gateway feature/ planters

food eating seating

place-making tents

table games area

Eastern Market stand

arts and scraps

stage

hayride station

bike workshop/ safety/ basic repair

teen area

basketball tournament

fall planting/ demonstration gardens



Placemaking
in Detroit

FRESH PRODUCE
SOLD HERE!

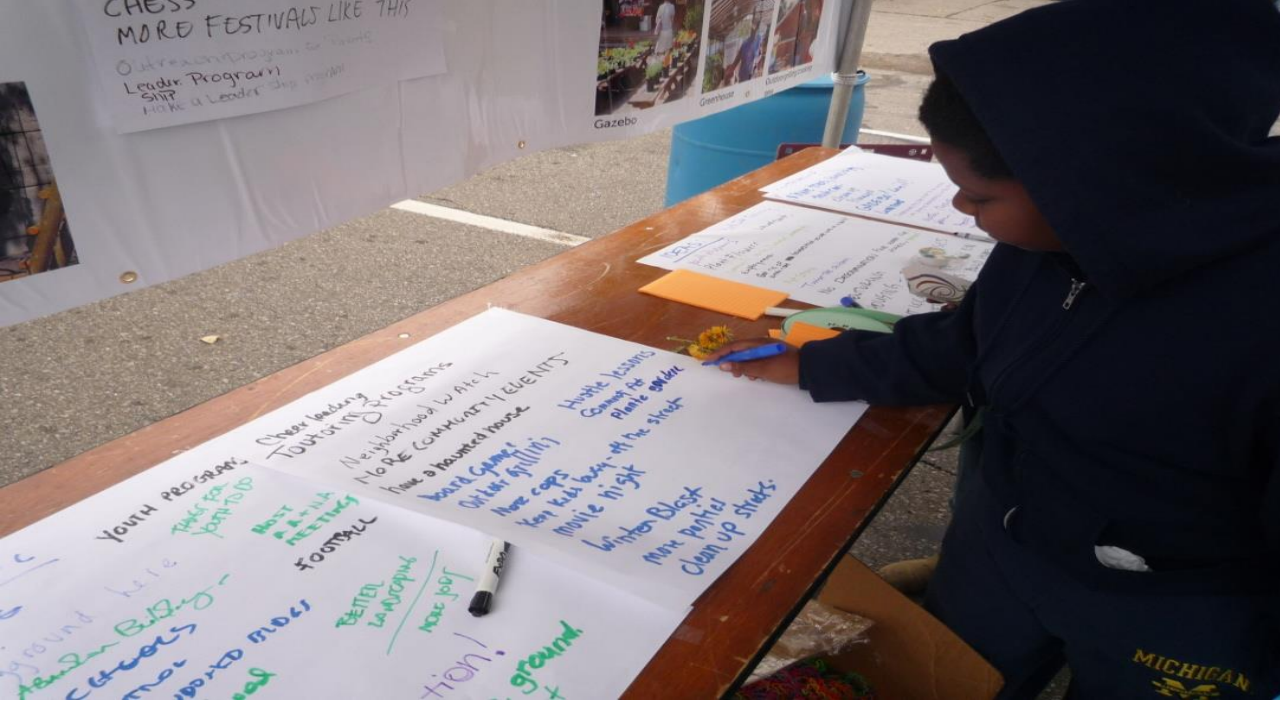
Third
Hazelwood

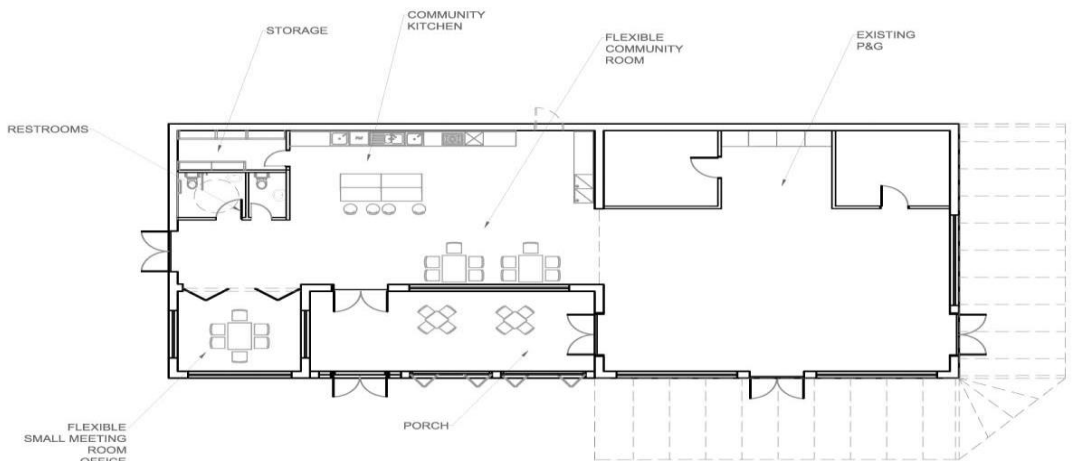
Phone


←

NO PARKING

CDCE THE KRESGE FOUNDATION





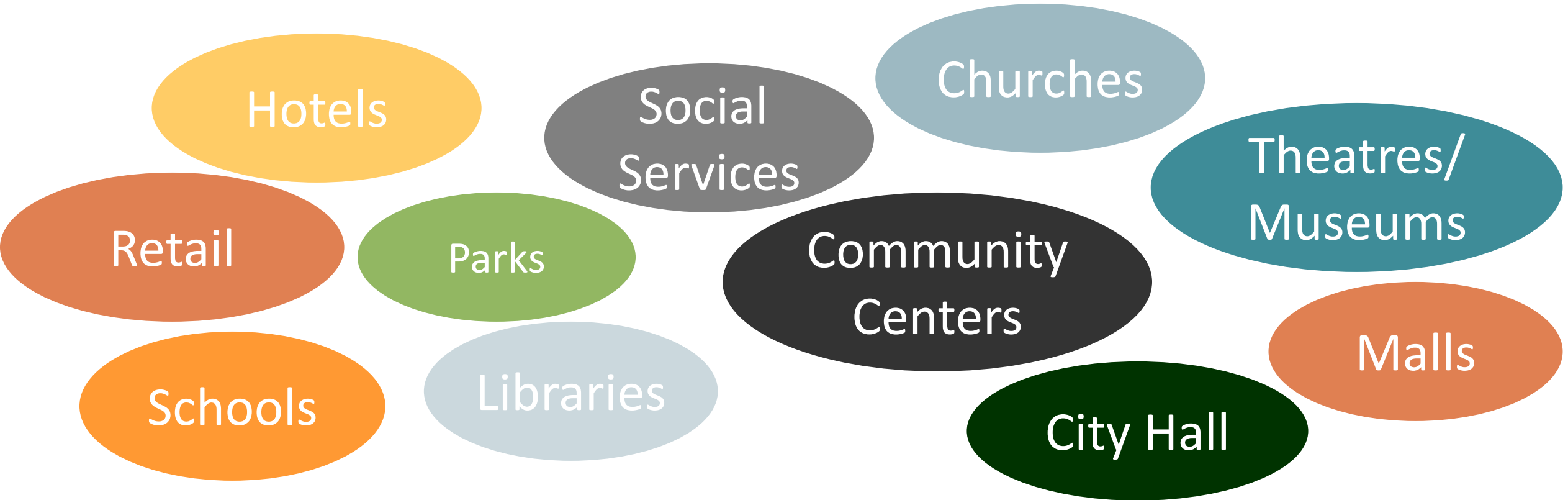
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After



COMMUNITIES TODAY



COMMUNITIES OF THE FUTURE





Brown Sugar Cafe



First Street Lofts



Community Foundation Building



Rowe Building



Genesys Urban Health Center



Riverfront Center



Blackstones



Wade Trim Building

The Revitalization of Downtown Flint, MI



Flint Farmers' Market Flint MI



Flint Farmers' Market Flint MI





Flint Farmers' Market Flint MI



Flint Farmers' Market Flint MI



Flint Farmers' Market Flint MI



Flint Farmers' Market Flint MI



Flint Farmers' Market Flint MI



Flint Farmers' Market Flint MI



Flint Farmers' Market Flint MI



Flint Farmers' Market Flint MI



Flint Farmers' Market Flint MI



Flint Farmers' Market, Flint, MI

Spread out the strongest vendors, and encourage specialization.





Flint Farmers' Market Flint MI



Flint Farmers' Market Flint MI

The only market in America coupled with a pediatric wellness clinic

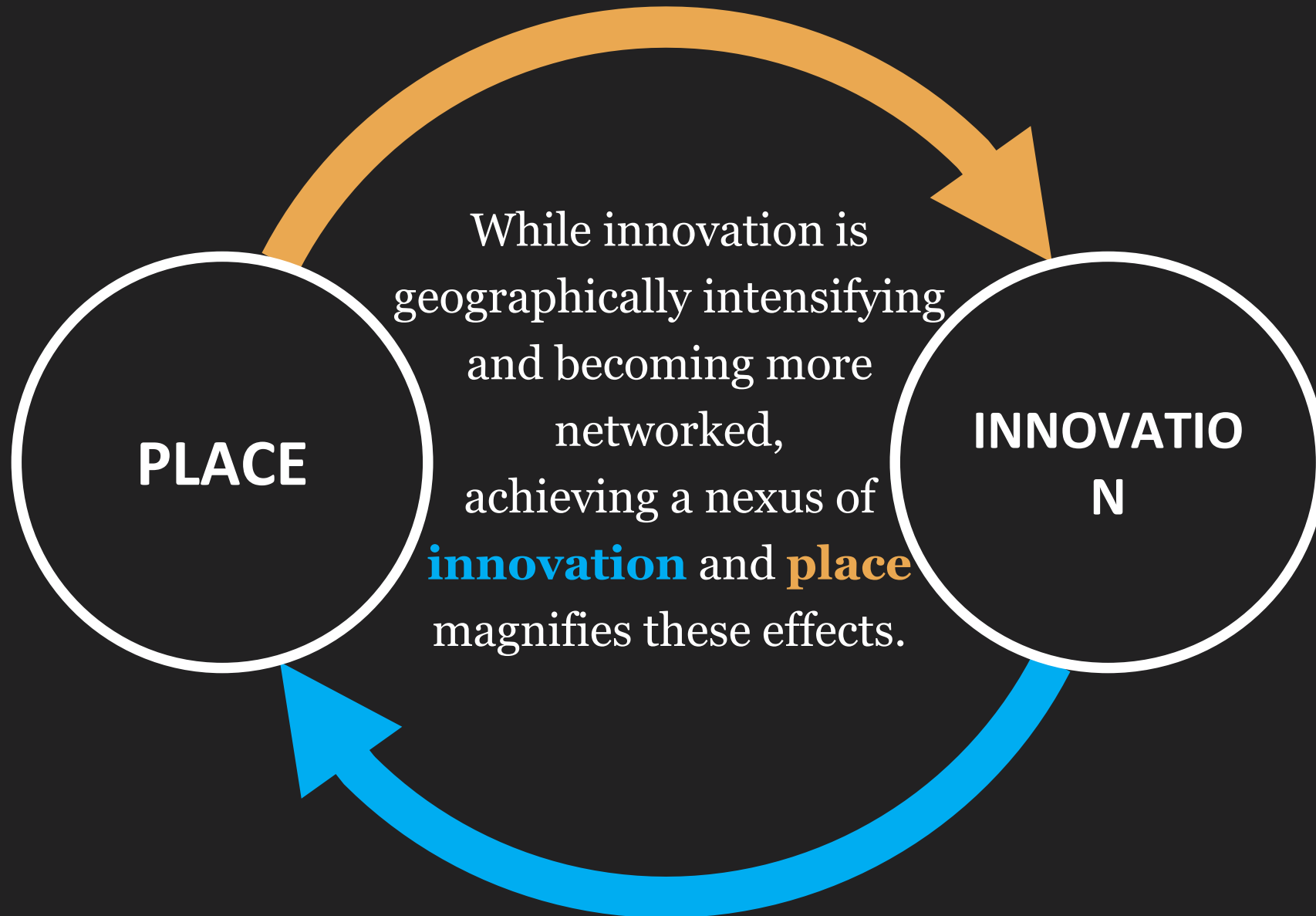


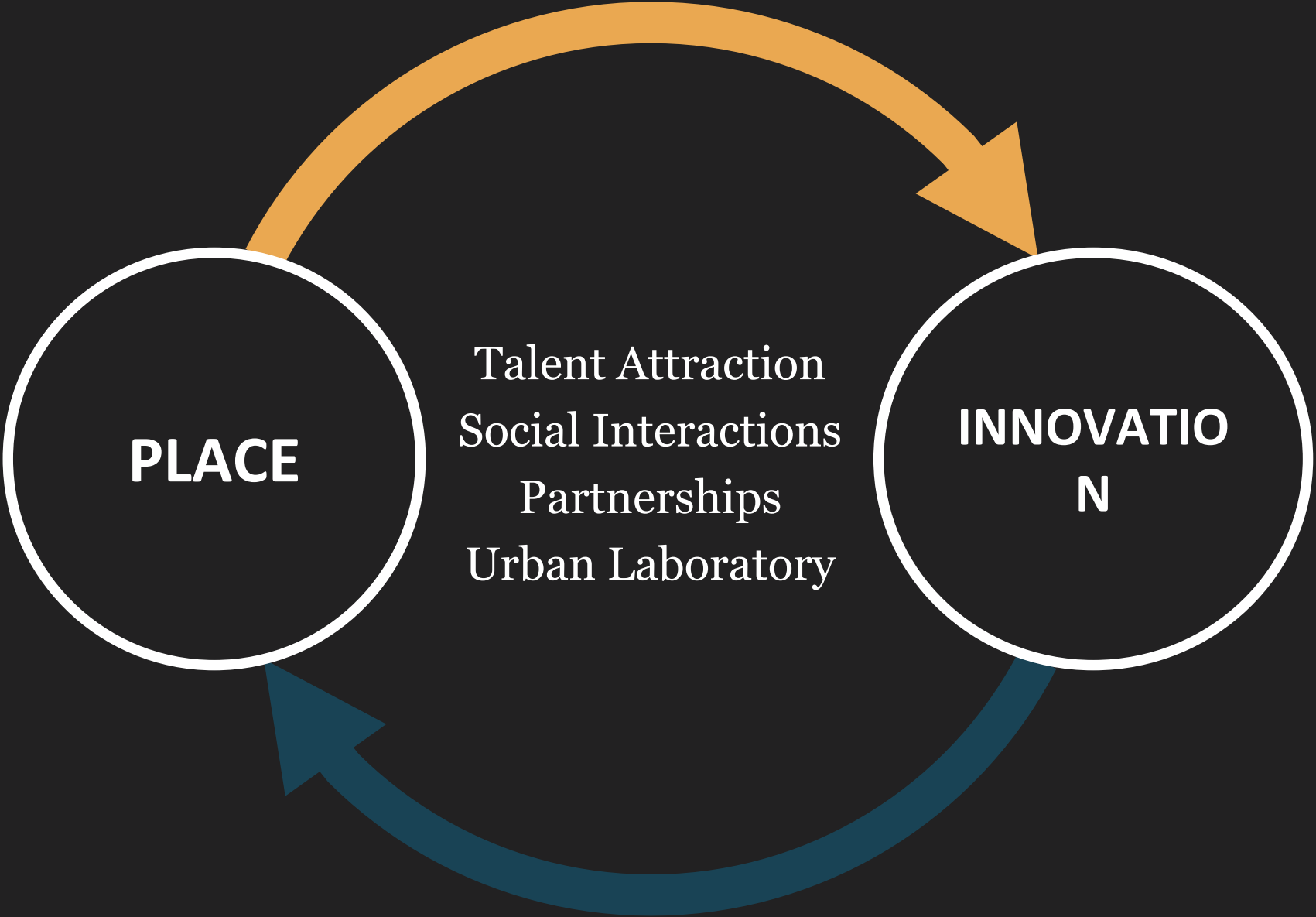
Market Relocation Impact

- **25** new permanent vendors
- **300%** increase in foot traffic in first year (270,000 visitors to 750,000 in first year)
- Increase in the number of people employed by vendors from 75 to **200**
- Proportion of patrons walking, biking, or taking bus to market increased from 4% (in 2011) to **21%** in (2015) = enhanced food access for entire city
- Increase in direct sales from \$4.9 million to nearly **\$14 million**

A NEW URBAN PARADIGM

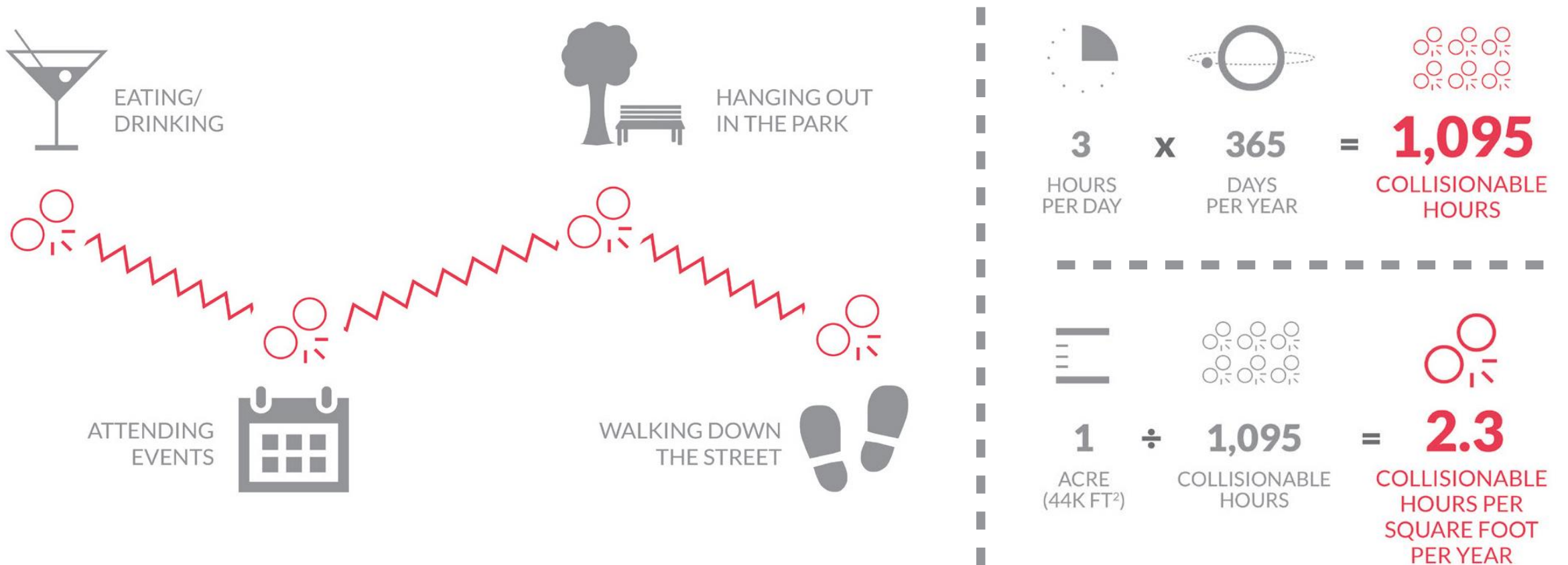
Where **innovation** and **place** are tightly bound,
cities will strengthen and democratize their existing ecosystem of assets.





Most innovators collaborate through **informal relationships**, **vibrant places** help create and strengthen those connections.

source: "Boosting Tech Innovation Ecosystems in Cities," The World Bank, 2015



COLLISIONABLE ACTIVITIES

SOCIAL DENSITY

A **vibrant public realm** acts like density,
concentrating the **social interactions**
that drive **innovation**.



THE NEXUS:

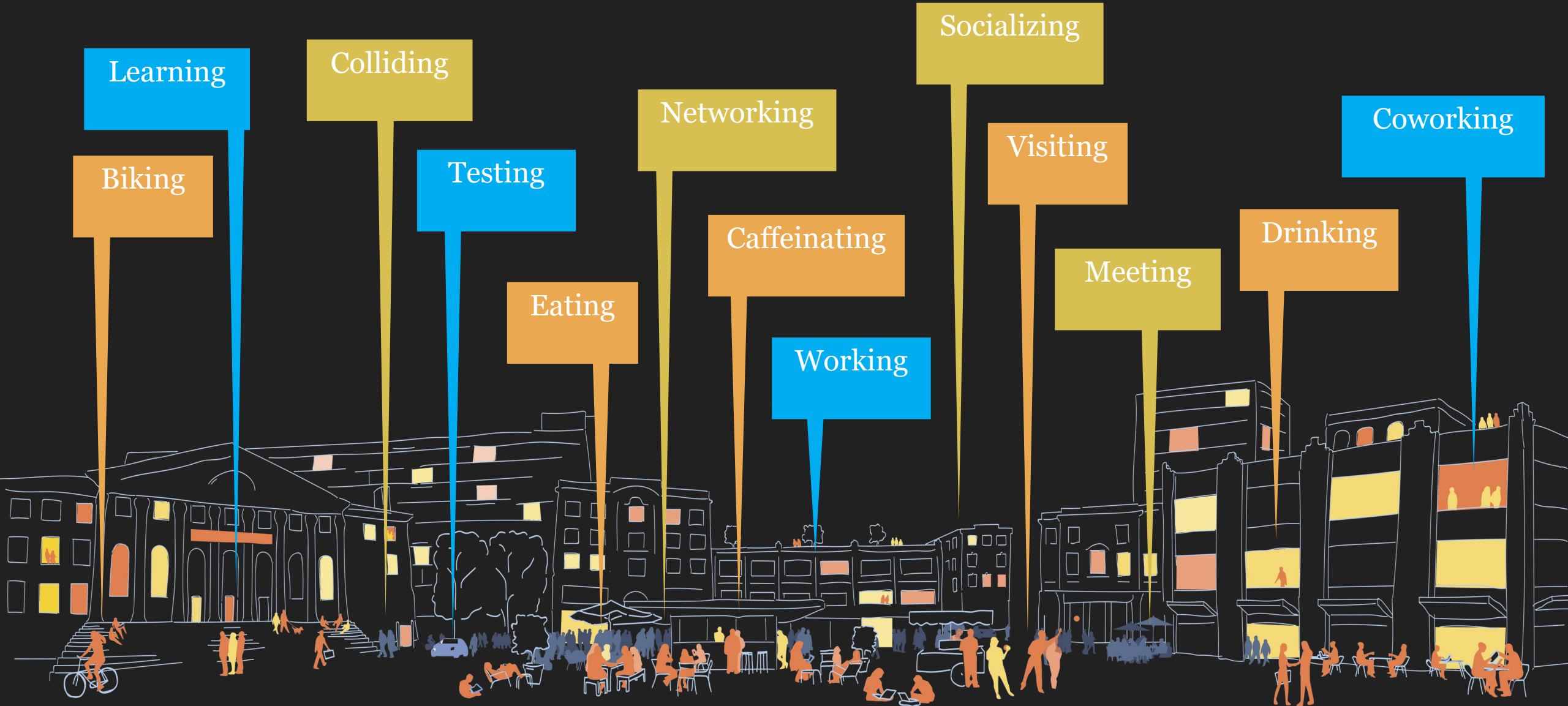
Innovation Hubs

Democratizing Innovation through Placemaking



INNOVATION HUBS

bring together **innovation assets**, **place assets**
and **networking assets** in one destination.



Learning

Colliding

Socializing

Biking

Networking

Coworking

Testing

Visiting

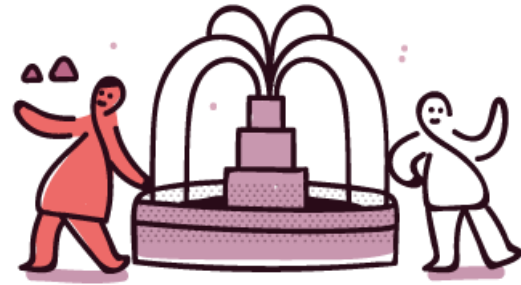
Caffeinating

Eating

Meeting

Drinking

Working



PLACEMAKING X



“ ”

Everyone has the right to live in a great place. More importantly, everyone has the right to contribute to making the place where they already live great.

Fred Kent

Vision

To make the spaces we live into places we love.
Create a thriving, equitable, and sustainable
world through the convergence of values,
passion, and action around our public spaces.

“ ”

We're creating a global movement to
shape spaces
into places.

Cecilia Martinez, UN Habitat

Mission

We are a global network of leaders who together will accelerate placemaking as a way to create healthy, inclusive, and beloved communities.

PlacemakingX is a network to
accelerate placemaking for
global impact.



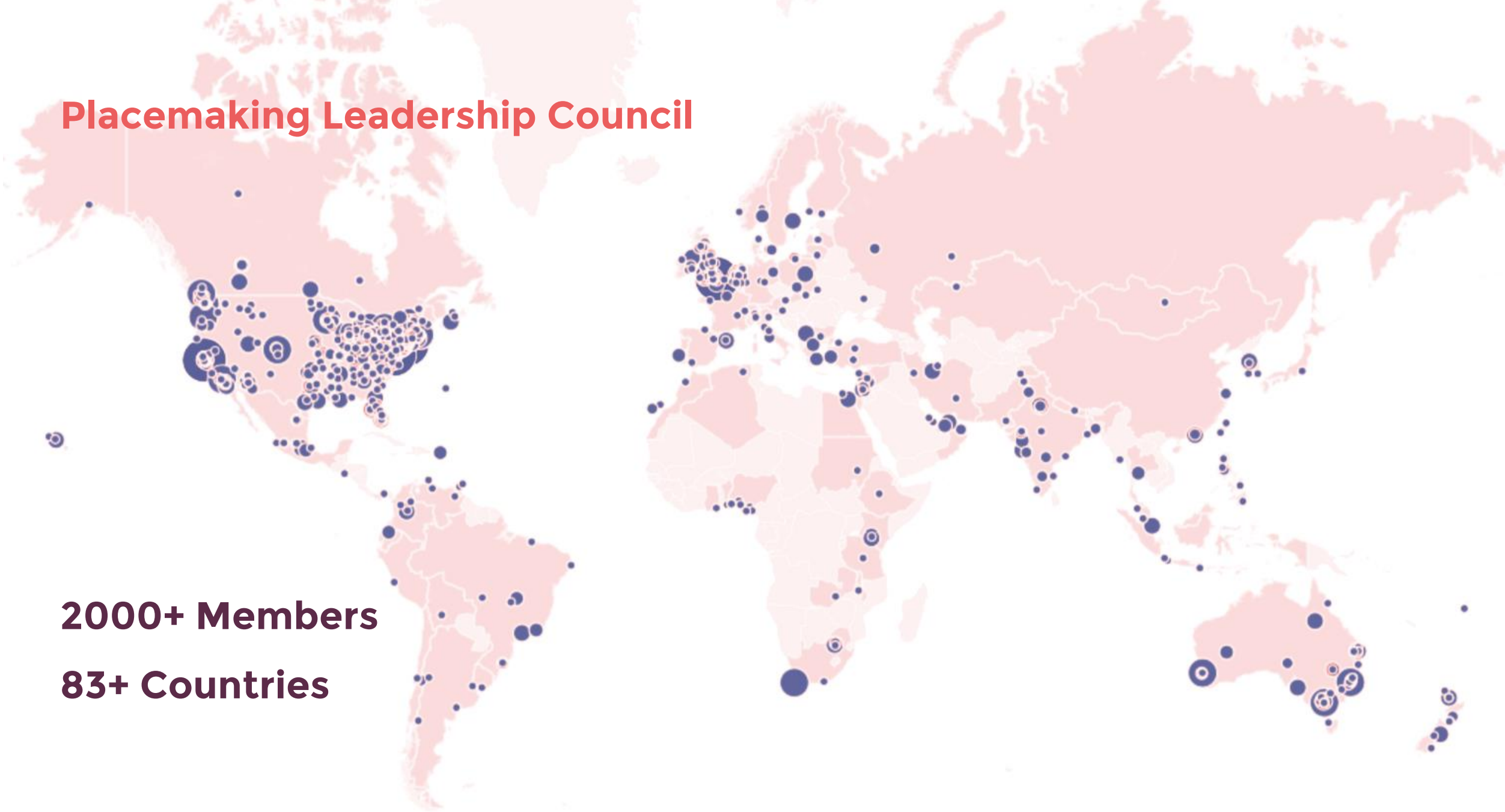
PlacemakingX is a **network** to
accelerate placemaking for global
impact.

The background image shows a large audience seated in a dark theater, facing a stage. The stage features several large projection screens. The leftmost screen shows a basketball court. The second screen from the left is titled "Placemaking Plus" and features a circular graphic with a dog and the text "FROM LIVABLE TO LOVABLE". The third screen shows a cityscape with a circular plaza. The rightmost screen is titled "Placemaking Week" and features a cityscape with the text "create the day". The audience is diverse and appears to be engaged in the event.

Placemaking Leadership Council

2000+ Members

83+ Countries



Founding Senior Advisors



Cecilia Martinez
Former UN-Habitat Latin
America Director
Mexico City, Mexico



Dan Gilmartin
Michigan Municipal
League
Ann Arbor, MI, USA



Edward Blakely
The Cities Leadership
Institute
Sydney, NSW, Australia



Emily Silverman
The Urban Clinic
Jerusalem, Israel



Kristie Daniel
Healthbridge
Toronto, Canada



**Maria Adebowale-
Schwarte**
Placemaking and City
Strategist
London, United Kingdom



Mary Rowe
Evergreen Canada,
Shorefast
Toronto, Canada



Michael Mehaffy
Sustasis Foundation,
Center for the Future of
Places
Portland, OR, USA



Shin-pei Tsay
New York, NY, USA



Eugenie Birch
Penn Institute for Urban
Research
New York, NY, USA



Gil Penalosa
880 Cities
Toronto, Canada



Hans Karsenberg
Stipo
Amsterdam, Netherlands



Indy Johar
Dark Matter Labs
London, United Kingdom



Minouche Besters
Stipo
Amsterdam, Netherlands



PK Das
PK Das Architects
Mumbai, India



Peter Smith
City of Port Phillip
Adelaide, Australia



Rafael Birman
Birmann S.A.
São Paulo, Brazil



Thomas Ermacora
Futurist
London, United Kingdom



Jayne Engle
McConnell Foundation
Montreal, Canada



Jennifer Keesmaat
The Keesmaat Group
Toronto, Canada



Jia-Ping Lee
Think City
Kuala Lumpur, Malaysia



Julian Agyeman
Tufts University
Medford, MA, USA



Minouche Besters
Stipo
Amsterdam, Netherlands



PK Das
PK Das Architects
Mumbai, India



Peter Smith
City of Port Phillip
Adelaide, Australia

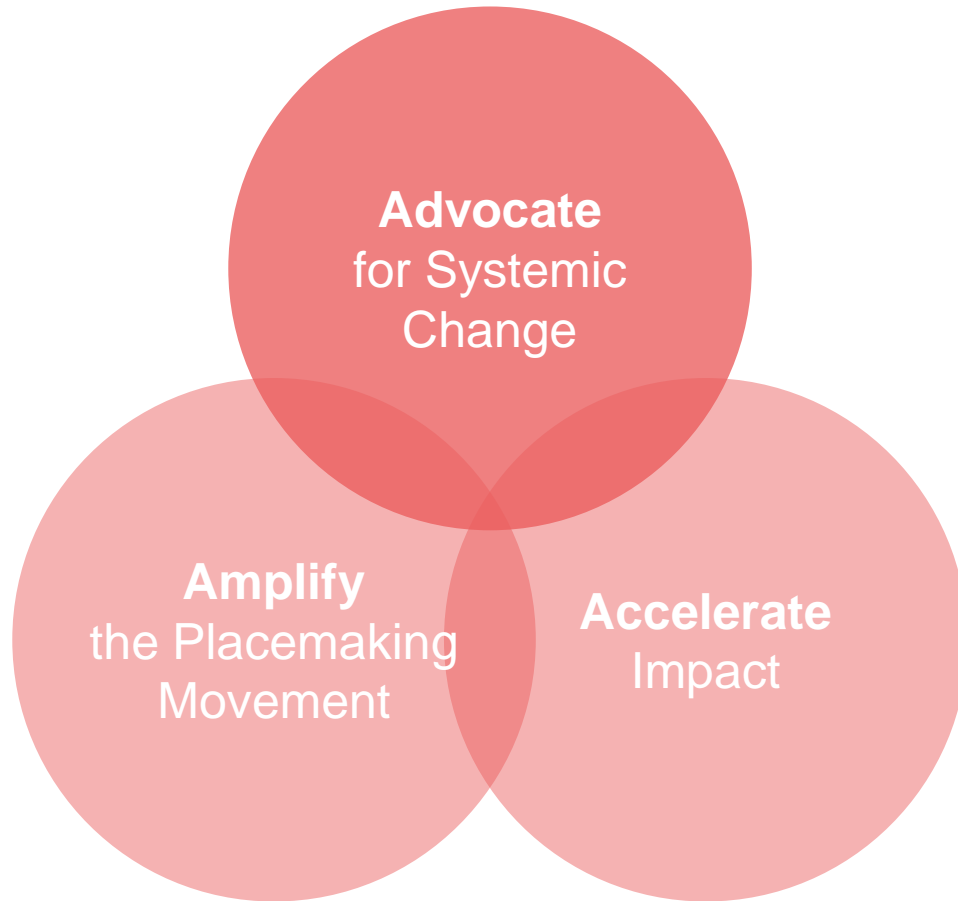


Rafael Birman
Birmann S.A.
São Paulo, Brazil

A photograph of three children playing in a water park. The image is overlaid with a semi-transparent purple filter. The text is centered over the image. The background shows a boy on the left, a girl in the middle, and a boy on the right, all appearing to be in motion and enjoying the water. The ground is wet and reflective.

PlacemakingX is a network to
accelerate placemaking for
global impact.

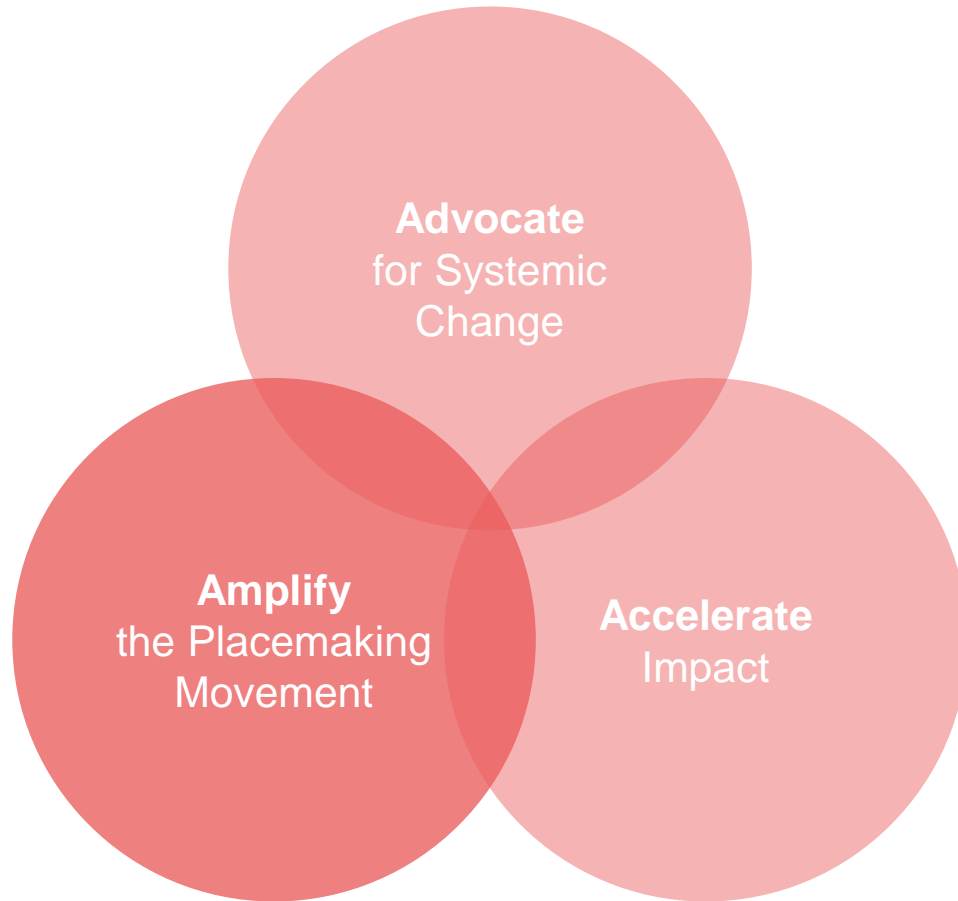
How Does PlacemakingX Drive Change?



Advocate for Systemic Change

We make the case for placemaking by engaging with like-minded movements and inspiring the hearts and minds of everyday citizens. We use a place-led focus to disrupt professional and bureaucratic silos that limit our communities. We develop and help implement models for community-powered governance, financing, and urbanization.

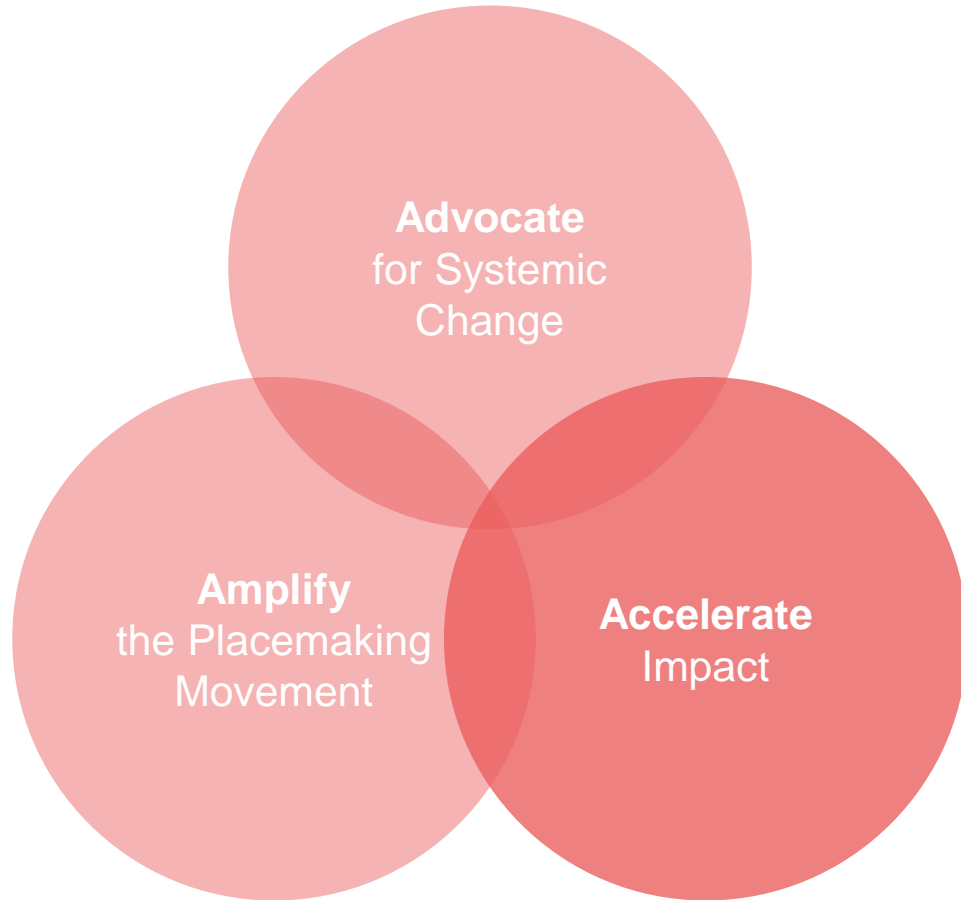
How Does PlacemakingX Drive Change?



Amplify the Placemaking Movement

We expand the capacity of the placemaking movement by creating a platform to highlight its ideas, tools, events, projects, history, and members. We grow the impact of existing regional placemaking networks and incubate new ones.

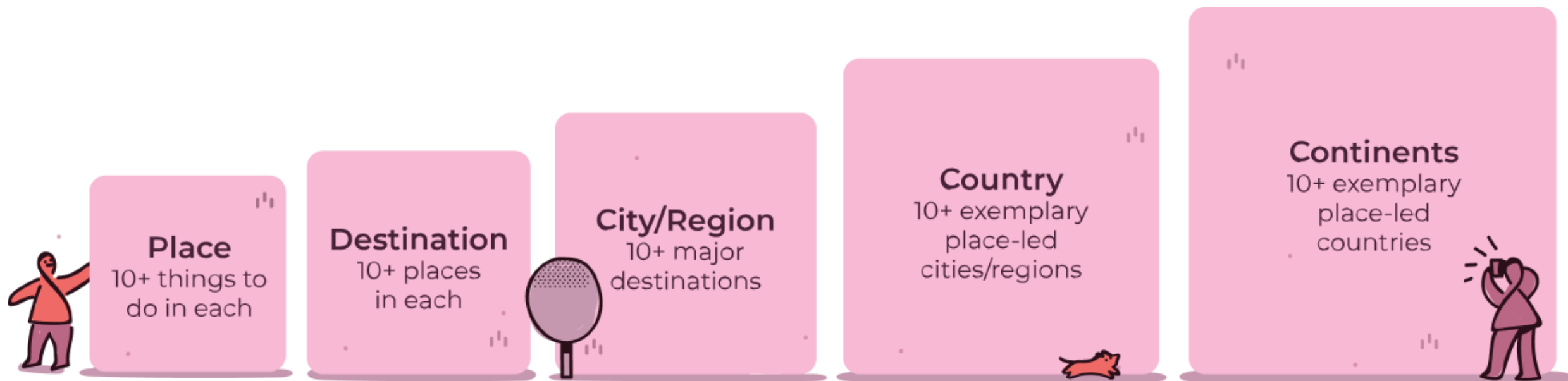
How Does PlacemakingX Drive Change?



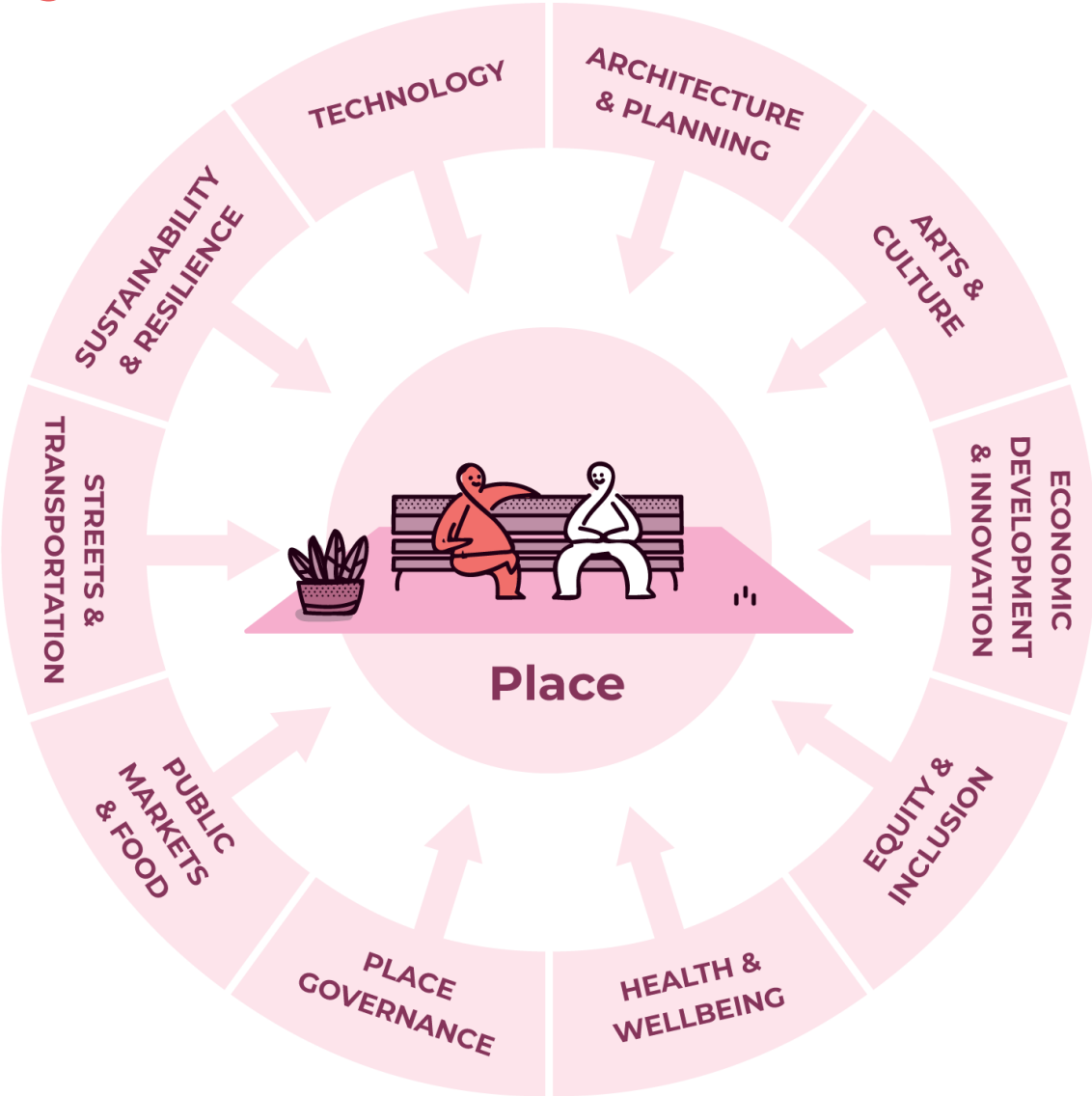
Accelerate Impact

Together with the network we launch, partner, and lead PlacemakingX Campaigns for impact. PlacemakingX Campaigns include tactics such as demonstration projects, capacity building workshops, presentations, research, thought leadership, placemaking visions, convening, and more.

How Does PlacemakingX Drive Change?



Transformative Agendas



PLACEMAKING **X** **EUROPE** =



GLOBAL IMPACT



2016 VANCOUVER
Placemaking Week

2013 DETROIT
Placemaking Leadership Council

2019 CHATTANOOGA
Placemaking Week

2018 NEW ORLEANS
Placemaking Conference

2014 PITTSBURGH
Placemaking Leadership Council

2018 MEXICO CITY
Placemaking Latinoamerica

2019 LIMA
Placemaking Latinoamerica

2017 VALPARAISO
Placemaking Latinoamerica

2014 BUENOS AIRES
Future of Places

2019 LONDON
Public Markets Conference

2019 VALENCIA
Placemaking Week

2013 & 2015 STOCKHOLM
Future of Places

2017 AMSTERDAM
Placemaking Week

2015 BARCELONA
Public Markets Conference

2017 NAIROBI
Placemaking Conference

2019 KUALA LUMPUR
Placemaking Week

2014 DURBAN
Placemaking Conference

2014 ADELAIDE
Future of Places

2018 WUHAN
Placemaking Conference

2018 AUCKLAND
Placemaking Conference



IV FORO INTERNACIONAL
DE INTERVENCIONES URBANAS

FIIU 2019

VULNERABILIDAD EN LOS ESPACIOS PÚBLICOS

3º ENCUENTRO

SEDE DEL **PLACEMAKING**
LATINOAMÉRICA



¡SEPARA LA FECHA!
DEL 5 AL 11 DE AGOSTO

Lima - Perú



3RD INTERNATIONAL
PLACEMAKING WEEK
OCTOBER 1-4, 2019

CHATTANOOGA, TN, USA

place**maker**week
asean**ku**

SAVE THE DATE

Nov 4-8, 2019

Kuala Lumpur, Malaysia