

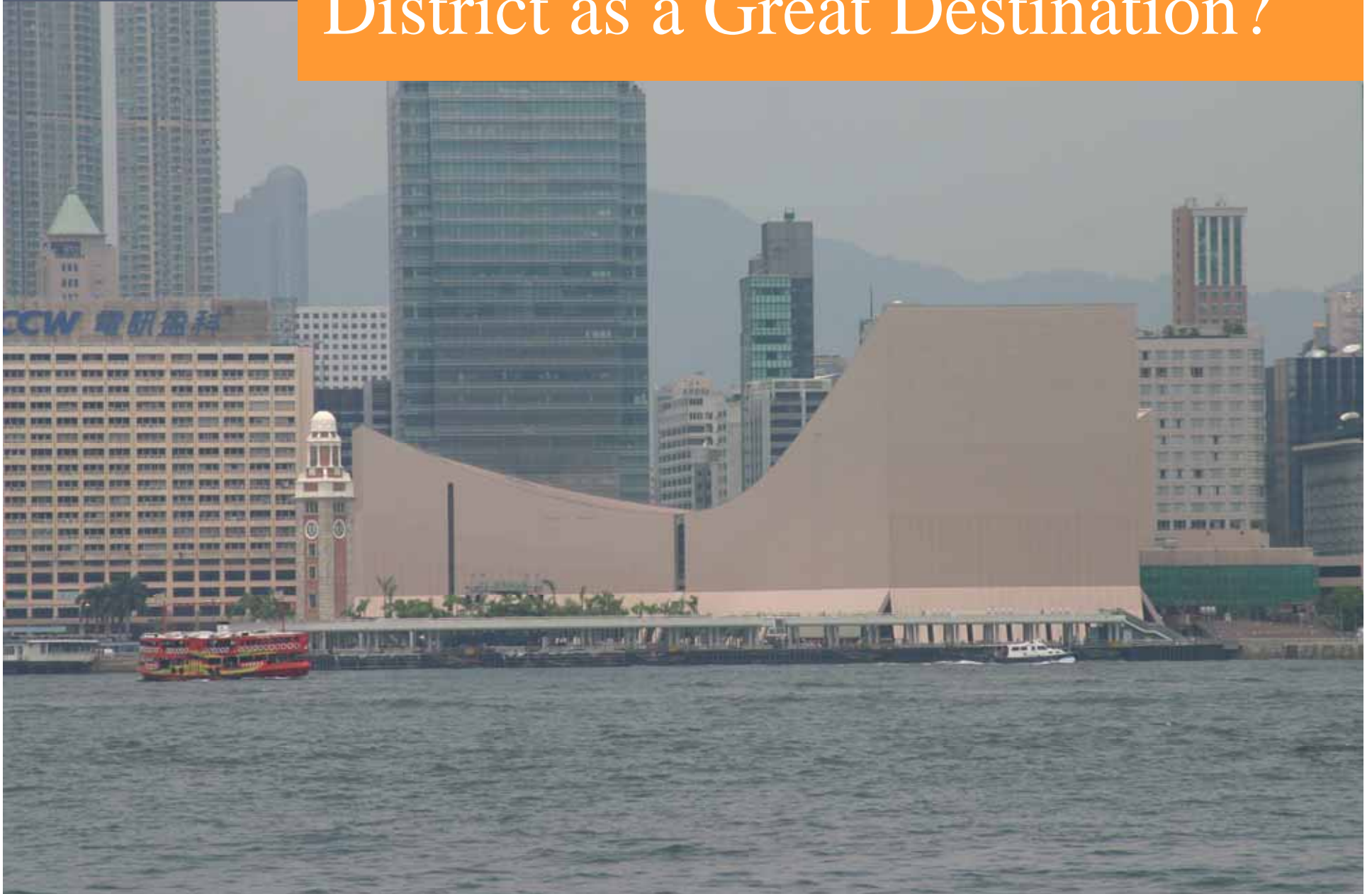
What if

We Built Hong Kong's  
Waterfront Around Places?



What if

We Built Hong Kong's Cultural District as a Great Destination?









	Poor	1	2	3	4	Good	Votes
TST/TST East						2.7	35
Central: Star Ferry & New Star Ferry						2.4	24
Wanchai Waterfront						2.3	21
West Kooloon		1.2					9
North Point		1.1					6
Causeway Bay/Typhoon Centre		1.6					6
Tamar		1.5					6

Transportation &  
Livable Communities



Public Markets  
& Local Economies

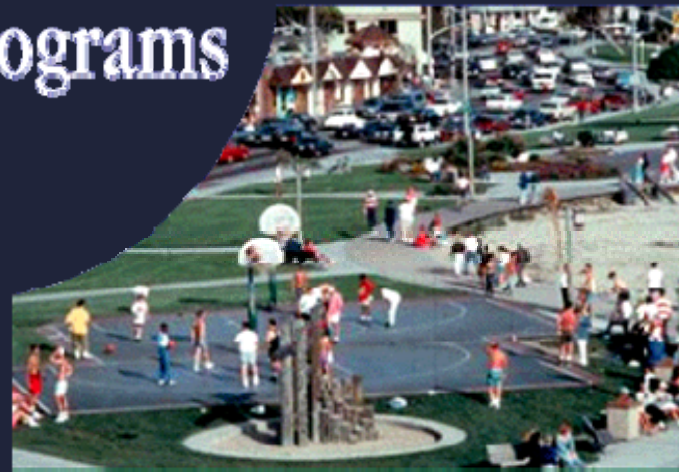


PPS

Current Programs



Public Buildings  
& Civic Design



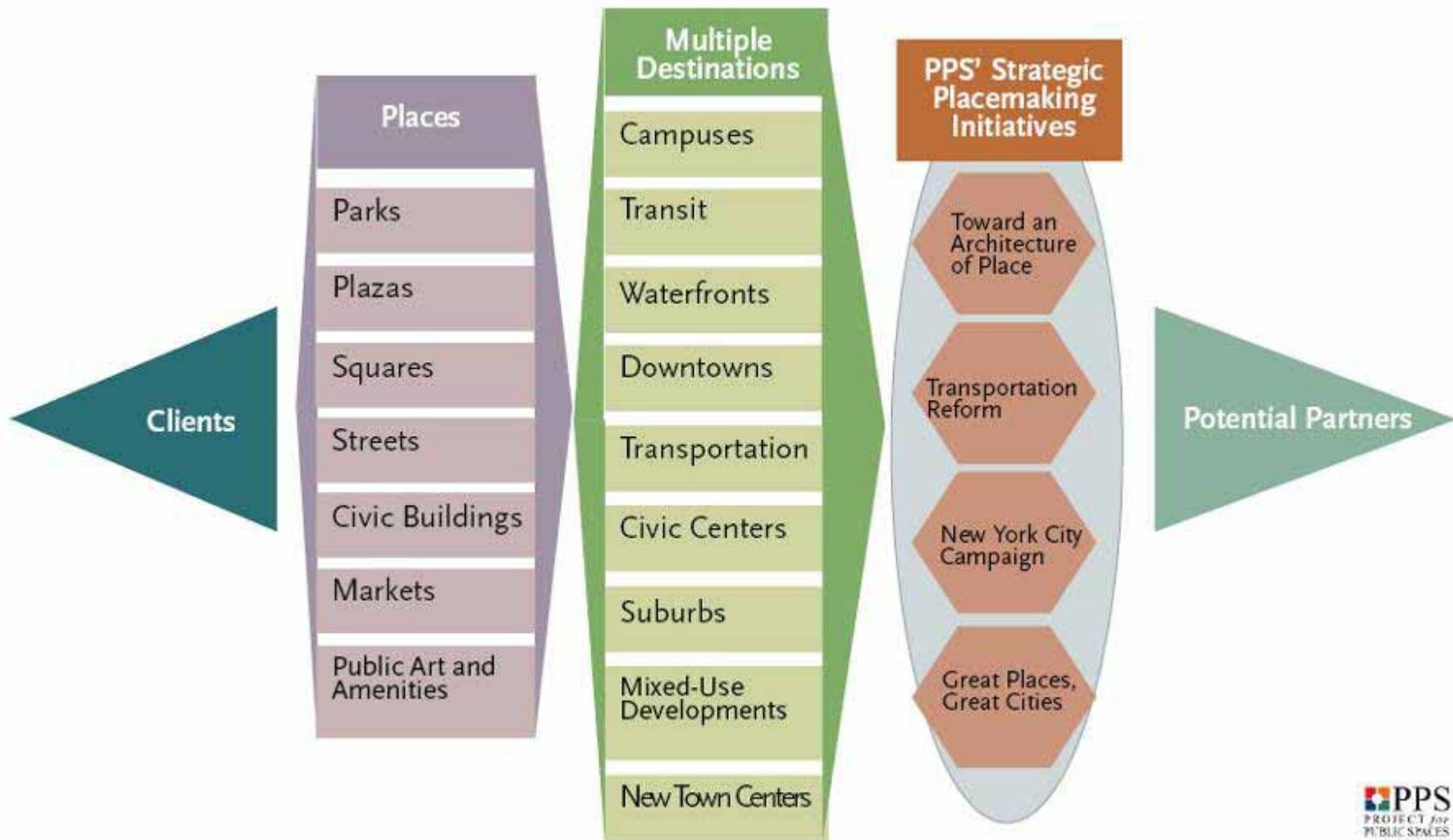
Parks, Plazas  
& Civic Squares



# 32 years of Placemaking

- 48 U.S. States, 6 Canadian Provinces
- 26 Countries
- 2000 Communities
- 2 Million visitors to our web sites (2006)
- 27,000 people get our electronic newsletter





# City Commentary

## Review state of public realm

- Outsiders Perspective
- Successes and failures
- key obstacles such as traffic, parks, planning
- Comparison to Other Cities and Great Public Spaces/Examples

PPS • PROJECT *for* PUBLIC SPACES Parks Streets & Transit Buildings Markets

**GREAT PUBLIC SPACES** great community places

Who We Are | Online Store | logged in as Ethan Kent | log out

Great Public Spaces > City Commentaries

### city commentaries

For over 30 years, we have been looking at how people use cities, and how well the city and its spaces support their use.

When we work in a city, we see it in a more focused way, with often a lot of input from local officials and citizens or users of the site or area. When we travel to feed our passion for seeing, observing, and sensing how a place is working and how it supports life in that community, we follow the natural time-honored paths that that city lays for its users be they residents or visitors. ->MORE



 <b>BARCELONA</b> Overview	 <b>LONDON</b> Overview	 <b>PARIS</b> Coming Soon...	 <b>NEW YORK</b> Coming Soon...
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Place and Issue Case Studies: Place and Issue Case Studies:

PPS • PROJECT *for* PUBLIC SPACES Parks Streets & Transit Buildings Markets

**GREAT PUBLIC SPACES** great community places

Who We Are | Online Store | logged in as Ethan Kent | log out

Great Public Spaces > City Commentaries > London: July 2003

### city commentary: LONDON

We have been to London many times in the past several years, and every time we go, we are invigorated. London is terrific in this way: The more you go, the better and more interesting it gets. Exploring London's neighborhoods reveals more with each visit; indeed, this is where London's assets are, and it is one sign of a great city. -> MORE



**About City Commentaries**

City Commentary: London is the second of our efforts to evaluate major global cities in terms of their markets, streets, squares, parks, and other public spaces. After all, aren't these places at the heart of any traveler's desire to experience a city? -> MORE

 <b>GREAT PUBLIC SPACES</b> Waterloo Station, Paddington Station, and London Victoria Station	 <b>BETTER THAN AVERAGE</b> Leicester Square	 <b>WORSE THAN AVERAGE</b> Lloyd's of London	 <b>HALL OF SHAME</b> Tate Modern
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9

WAYS

# to Transform New York

INTO A CITY OF GREAT PLACES

Together We Can  
Make It Happen



 **PPS**  
PROJECT for  
PUBLIC SPACES

# 9 Ways to Transform New York into a City of Great Places



- A Comprehensive Public Space Agenda
- Balance Pedestrians, Bicycles, Transit and Cars
- Streets as Public Spaces
- Public Market Program
- Functional Contemporary Architecture
- Restructure City Agencies
- Waterfront
- Reinvent Community Planning
- Manage Public Spaces for Public Outcomes

# William H. (Holly) Whyte



The Organization Man, 1956

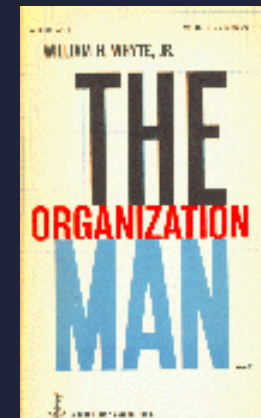
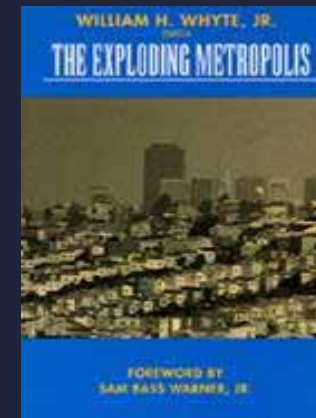
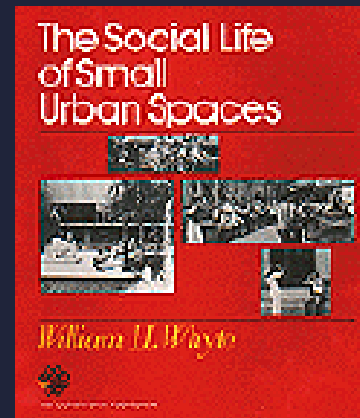
The Exploding Metropolis, 1958

The Last Landscape, 1968

Plan for the City of New York, 1969

The Social Life of Small Urban Spaces, 1980

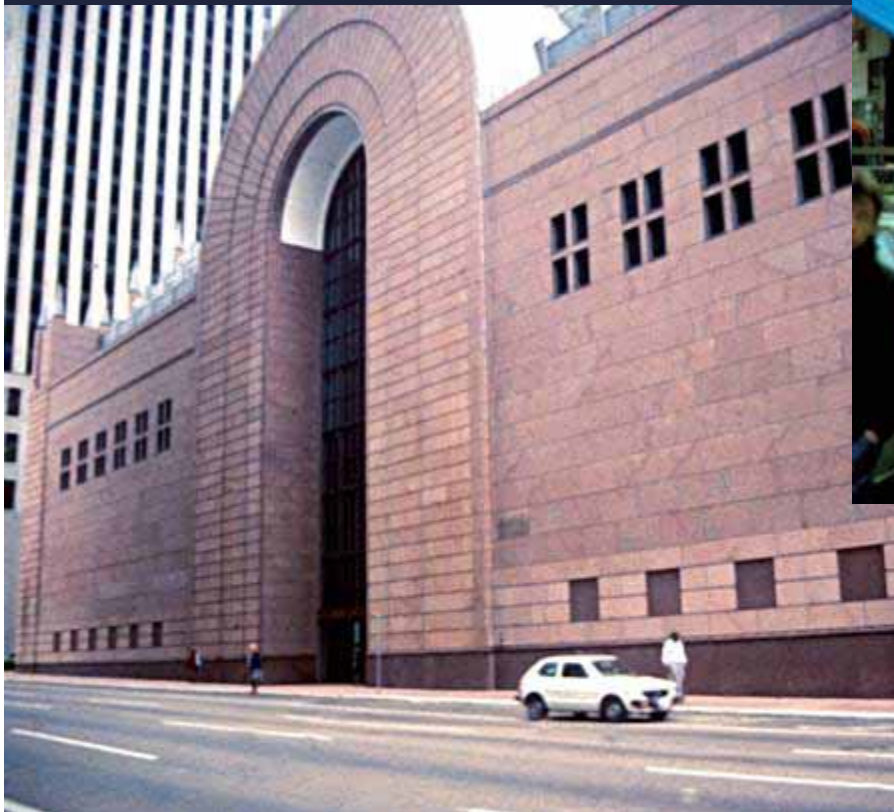
City: Rediscovering the Center, 1988





*We shape our public spaces, and afterwards our public spaces shape us.*

*–PPS, adapted from Winston Churchill*





*Lowly, unpurposeful and random as they may appear, sidewalk contacts are the small change from which a city's wealth of public life may grow.*

*Jane*

*Jacobs*





*It's hard 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. PPS*



*“If no one wants to go out to the Park, no one is going to stop them.”* Yogi Berra





*It is hard for people to realize that Place is more important than design.*





“One of the best things about water is the look and feel of it...It’s not right to put water before people and then keep them away from it.”



# Two Libraries









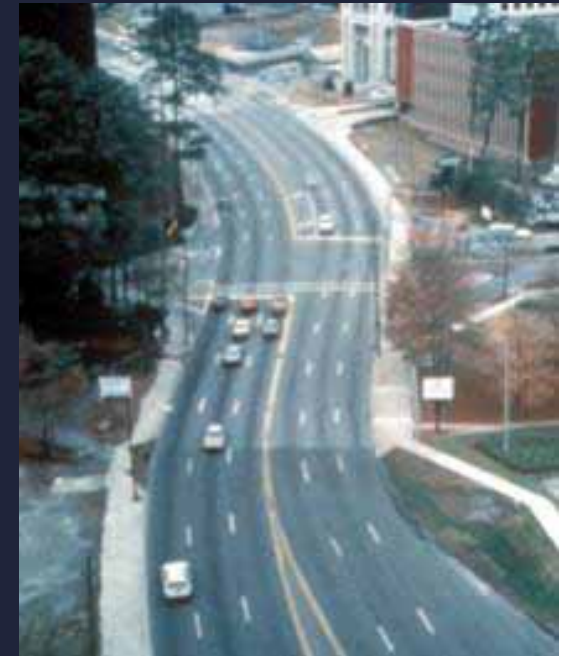






The erosion of cities by automobiles proceeds as a kind of nibbling. Small nibbles at first but eventually hefty bites. A street is widened here, another is straightened there, a wide avenue is converted to one way flow and more land goes into parking. No one step in this process is in itself crucial but cumulatively the effect is enormous.

-- Jane Jacobs





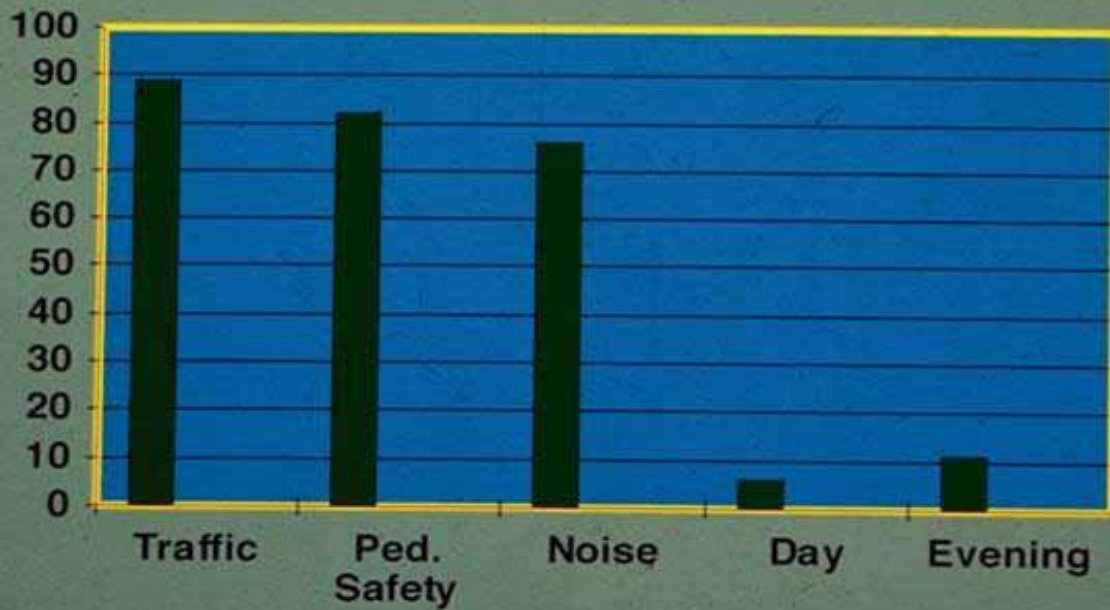
If you plan for cars and traffic...  
you get more cars and traffic.







# Traffic vs. Crime Concerns Belmont Shore, CA.





If you plan for people and places...  
you get more people and places.





# What is Placemaking?

- Thoreau said “there is no value in life except what you choose to place upon it and no happiness in any place except what you bring to it yourself.” In this light, Placemaking is a dynamic human function: it is an act of liberation, of staking claim, and of beautification; it is true human empowerment.

# What Makes a Great Place?

- Key Attributes
- Intangibles
- Measurements





# The Benefits of Place

## 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

## 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

## 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

Place

## Promotes Public Health & Comfort

- Less crime
- More outdoor physical activity
- Generally stimulating
- Sense of belonging
- Improved environmental quality
- Feeling of freedom and limitlessness

## 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

## 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 placemaking vision

## Translating Ideas Into Action

7. Form supports function
8. Power of 10/Triangulation

## Implementation

9. Start with the petunias
10. Money is not the issue
11. You are never finished



# Creating Great Places/Destinations – Power of 10

- **Hong Kong** needs **10+** major places/destinations/districts
- Each **City/town/village/neighborhood/waterfront** needs **10+** places/destinations.
- Each **place/destination** must have **10+** places with 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.

# Qualities of Great Destinations

- Traffic, Transit & the Pedestrian
- The Inner Park & the Outer Park
- Attractions & Destinations
- Identity & Image
- Flexibility in Design
- Amenities
- Management:  
Central to the Solution
- Seasonal Strategy
- Diverse Funding Sources
- Reach out like an octopus





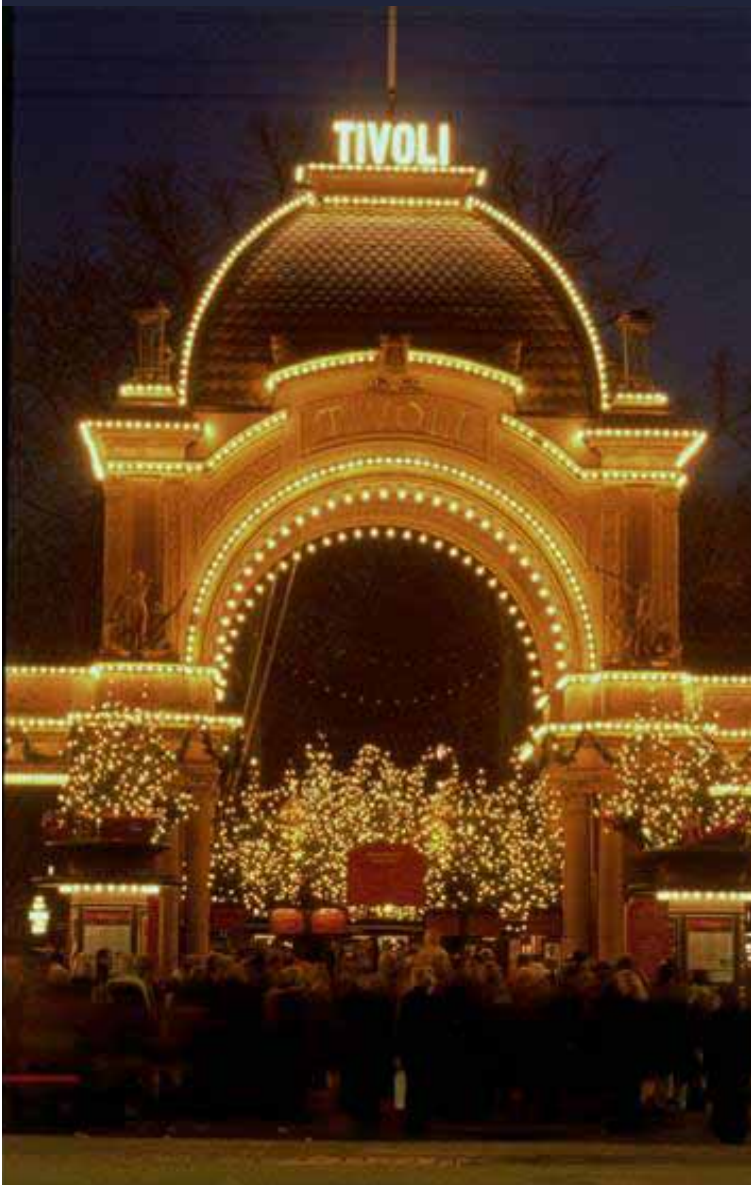
# Attractions & Destinations

- Choices of things to do
- Triangulation opportunities
- Clustered activity around destinations
- 10+ places



# Identity & Image

- Showcase local assets
- District signage
- Historic highlights





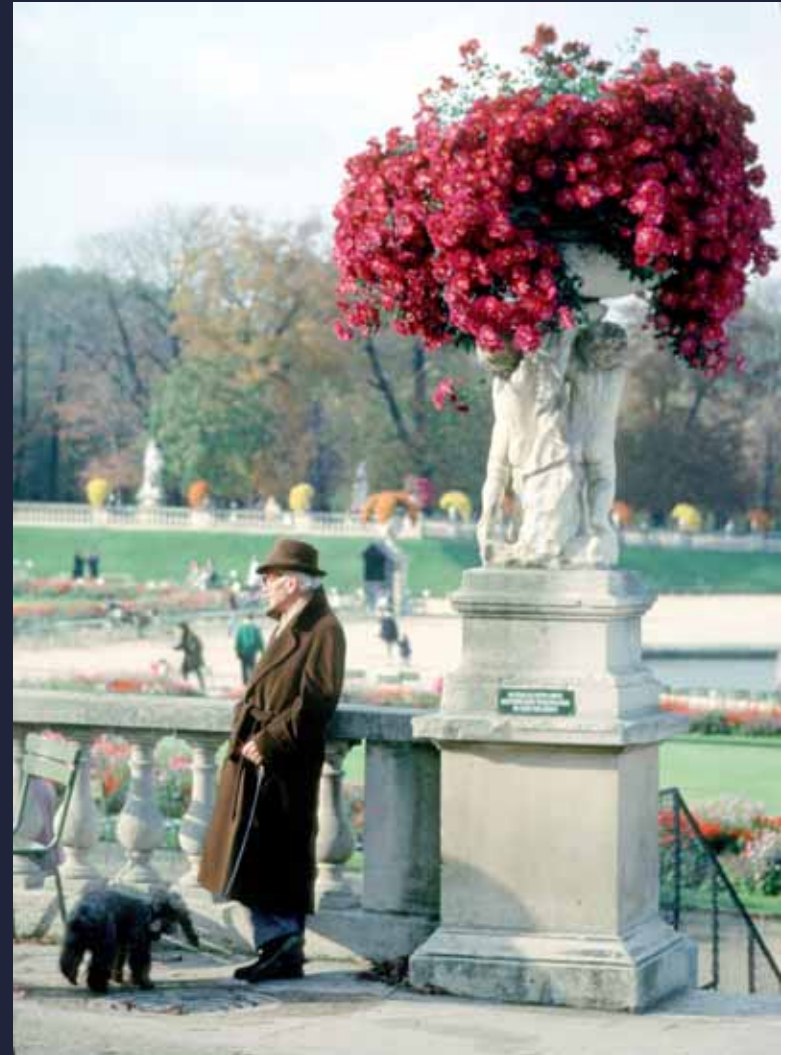
# Flexible Design

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



# Amenities

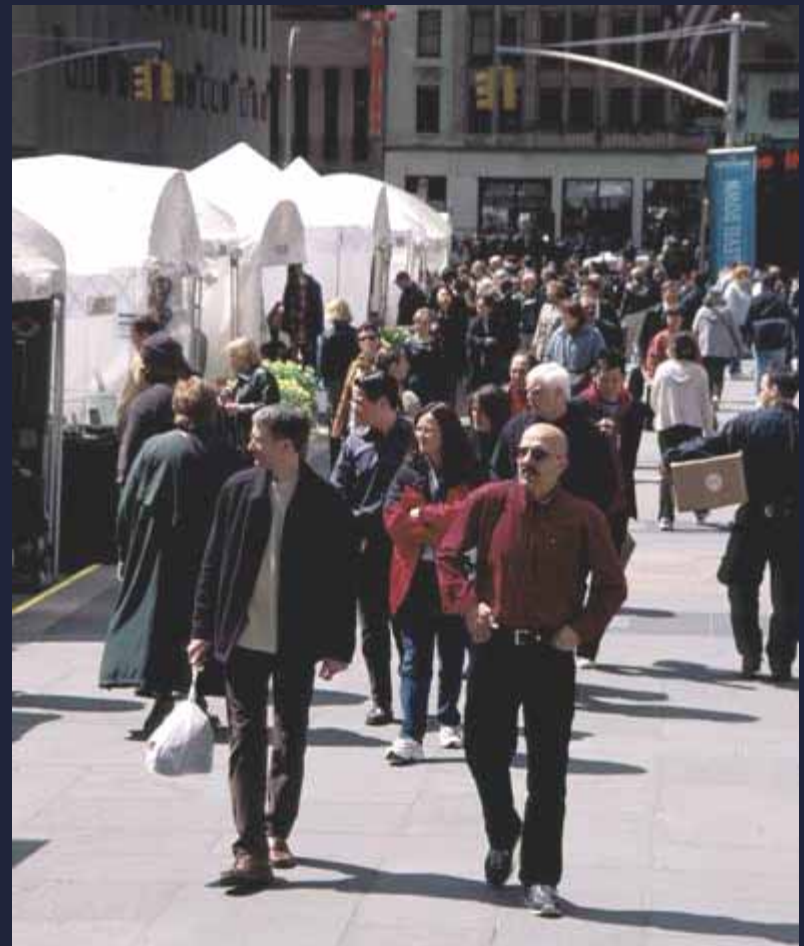
- Attracts cross-section of users
- Source of local/regional civic pride
- Comfortable places to sit
- Food and markets





# Management: Central to the Solution

- Management presence through:
  - Security & Maintenance
  - Ongoing improvements
  - Programming



# Seasonal Strategies

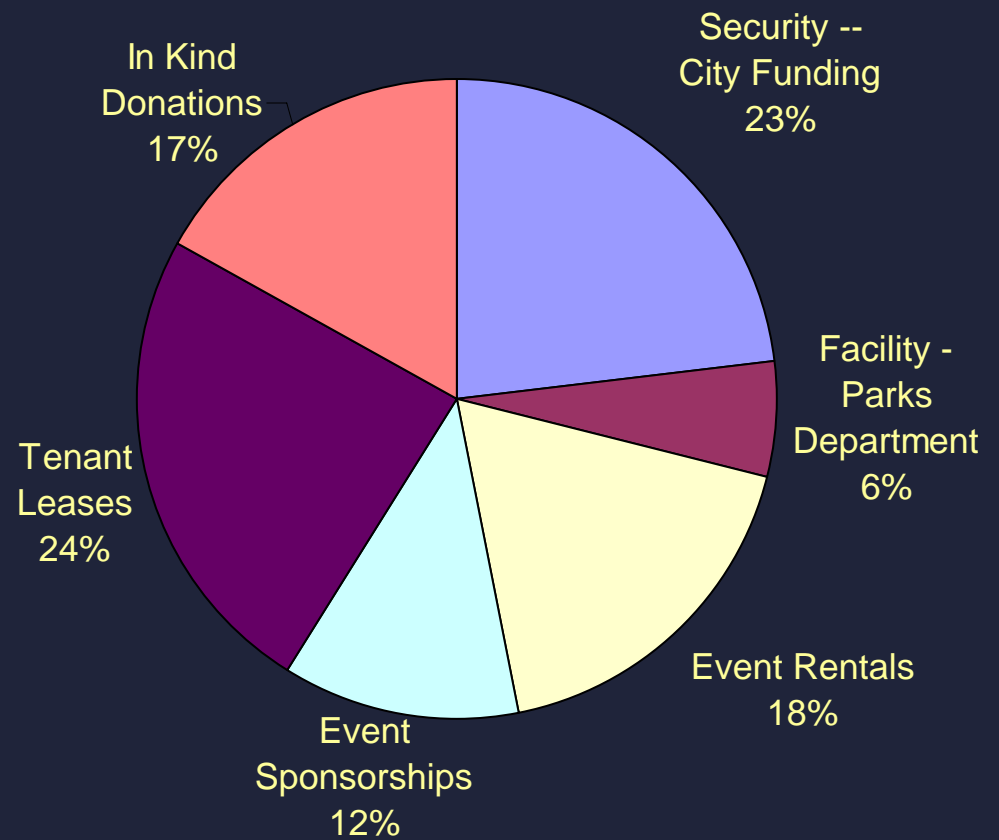


- Flower Show
- Skating Rink
- Fashion Show
- Xmas Market
- Antique Show
- Play Equipment
- Cultural Festivals





# Diverse Funding Base



# Traffic, Transit & the Pedestrian

- Connected to adjacent areas
- Range of transportation options



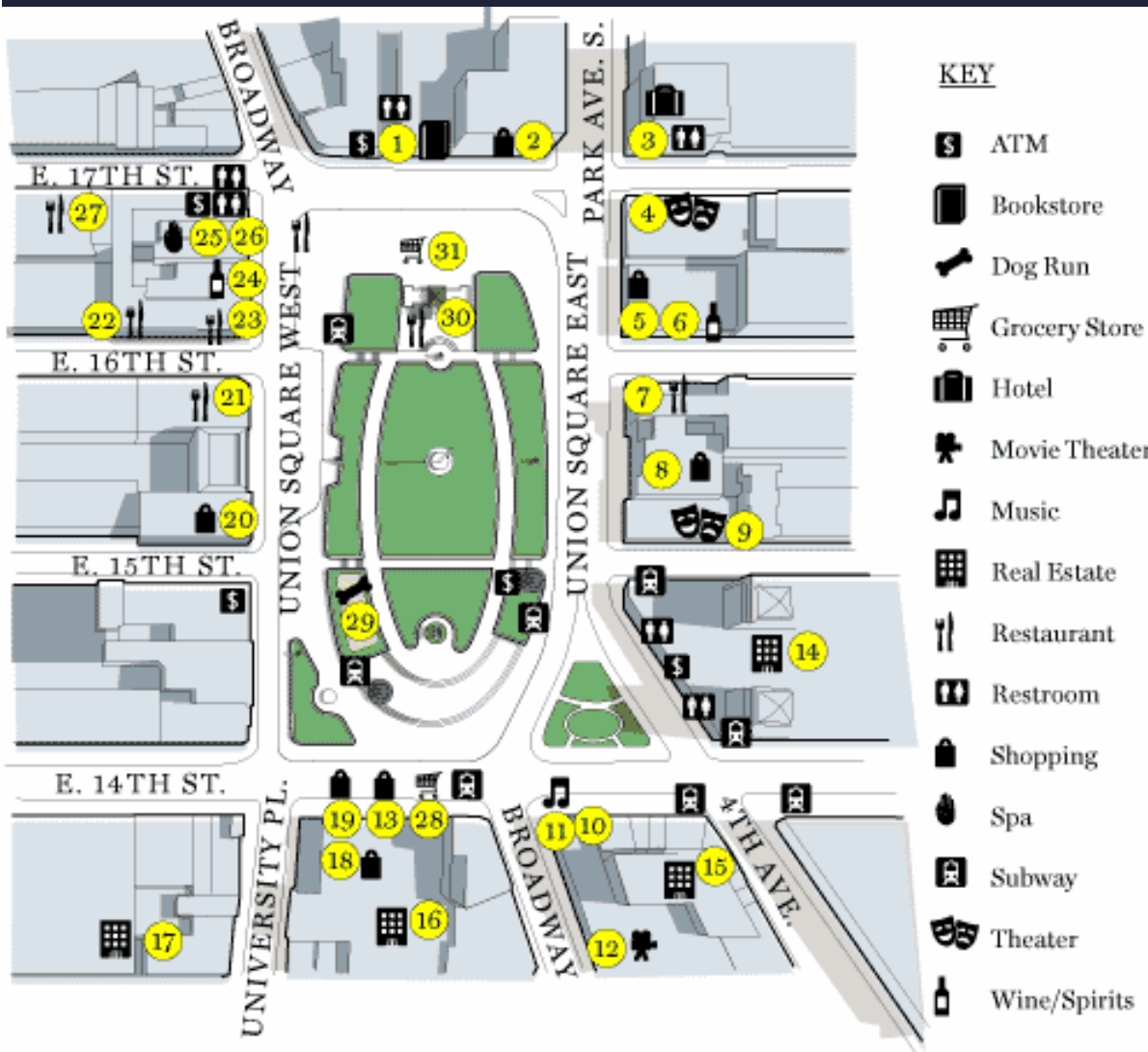


# The Inner & the Outer Park

- Active edge uses
- Gateways and entrances
- Focal points



# Reach out like an Octopus

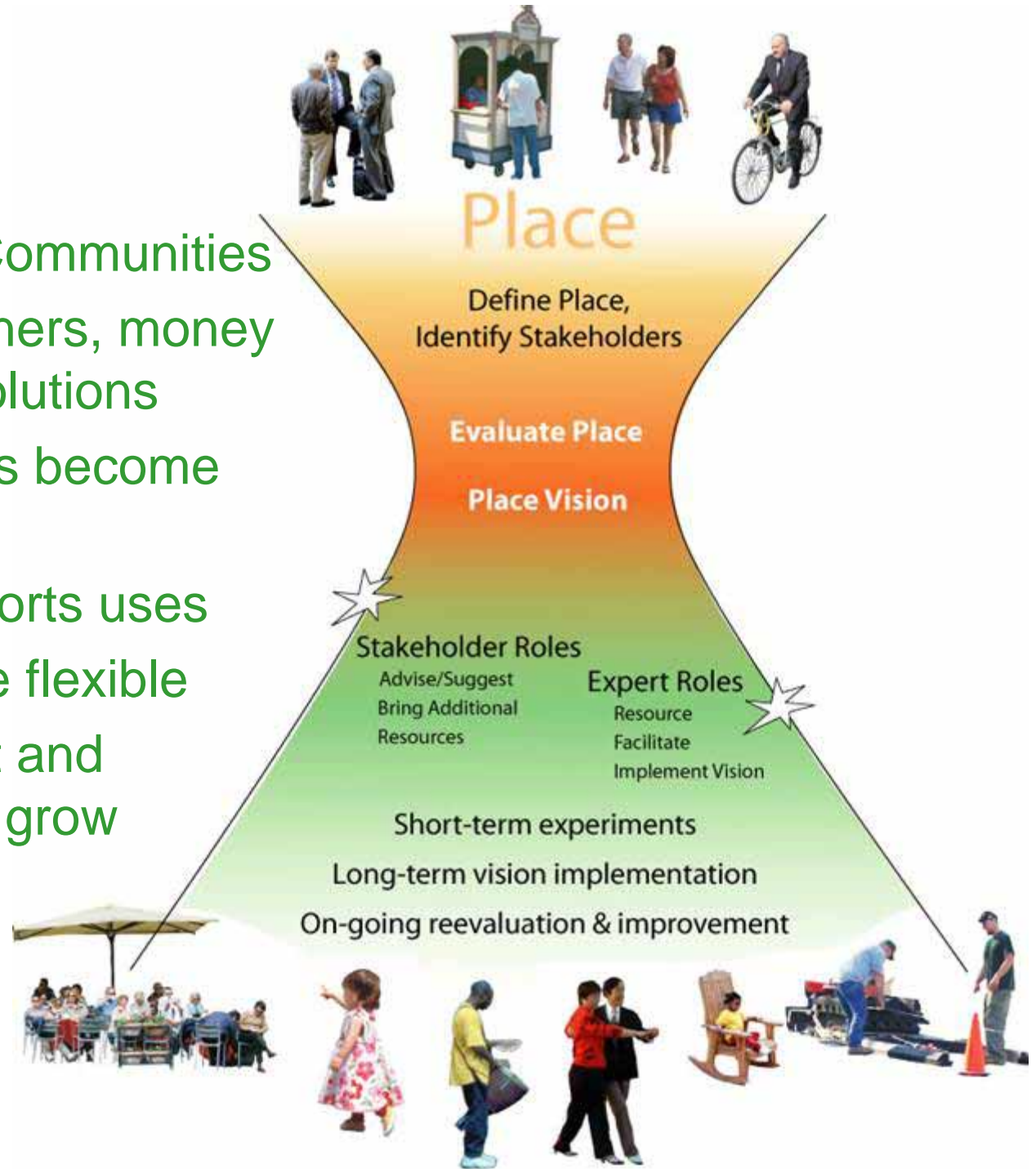


- Becoming a district
- 10+ Destinations
- w/ 10+ places
- 10+ things to do



# Place / Community Driven Approach

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

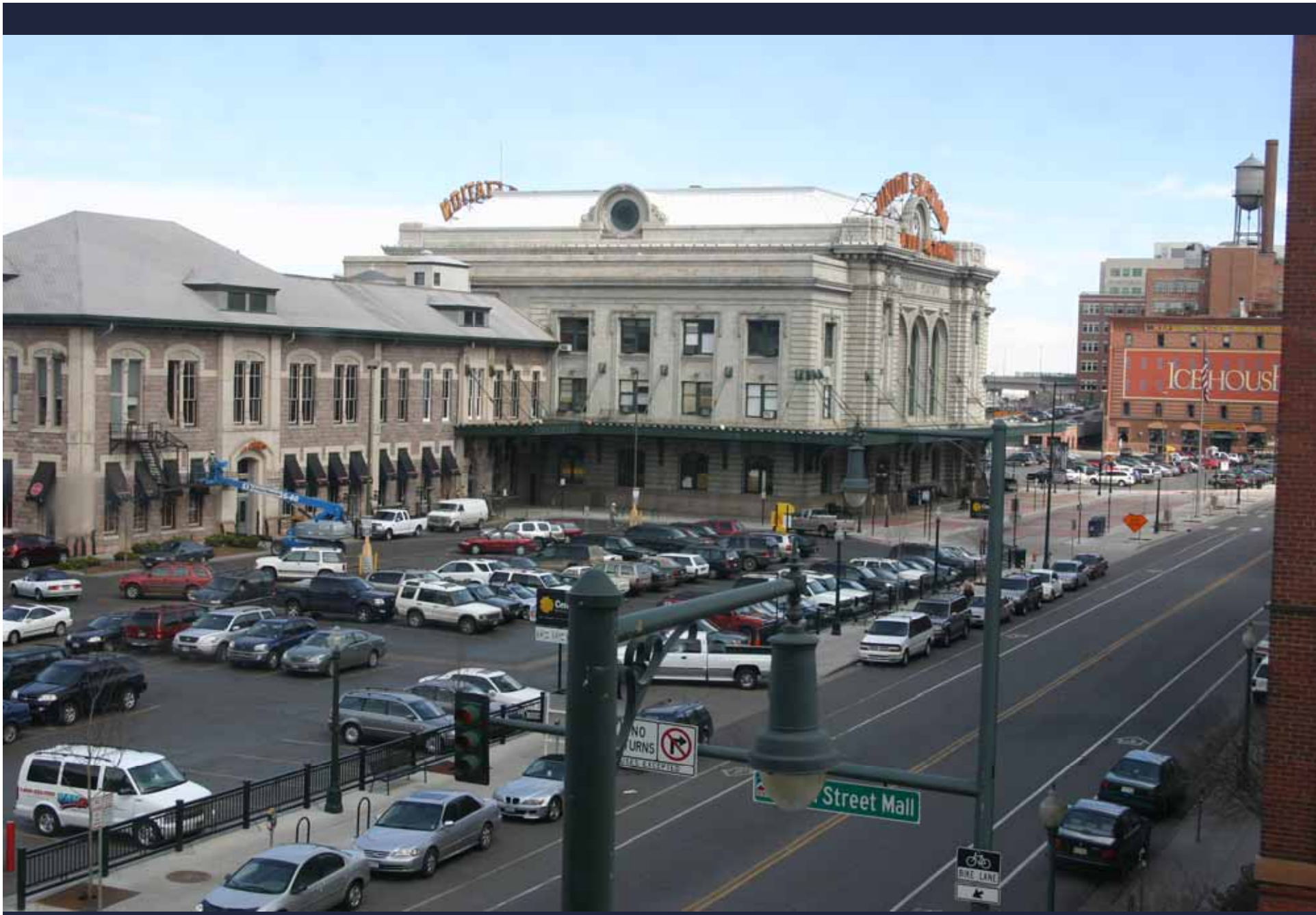


# Union Station Plaza

Creating a Great Destination



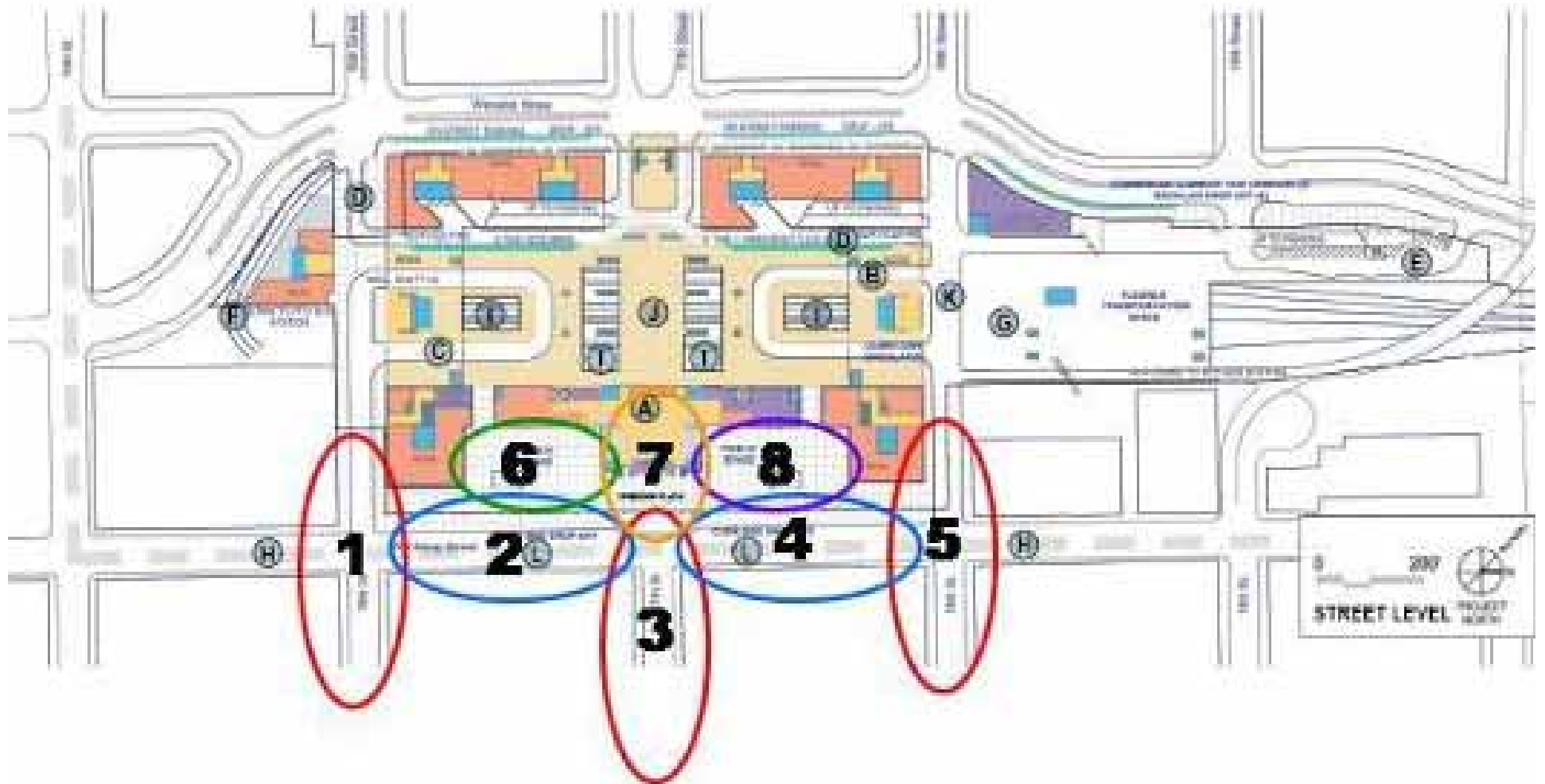






PROJECT *for*  
PUBLIC SPACES





# UNION STATION PLAZA PLACEMAKING WORKSHOP

## Place Game Sites

# What is Placemaking?

- Placemaking is creating for everybody
- Place we care about and want to be.
- It's the intangible thing we try to make using tangible things.
- The seed of democracy.
- Placemaking is the process of giving space a story that is shared by many.





 **CAMPUS  
MARTIUS  
PARK**

**CASE STUDY: Campus Martius Park**

**Detroit, Michigan**





























# Case Study: Paris Plage





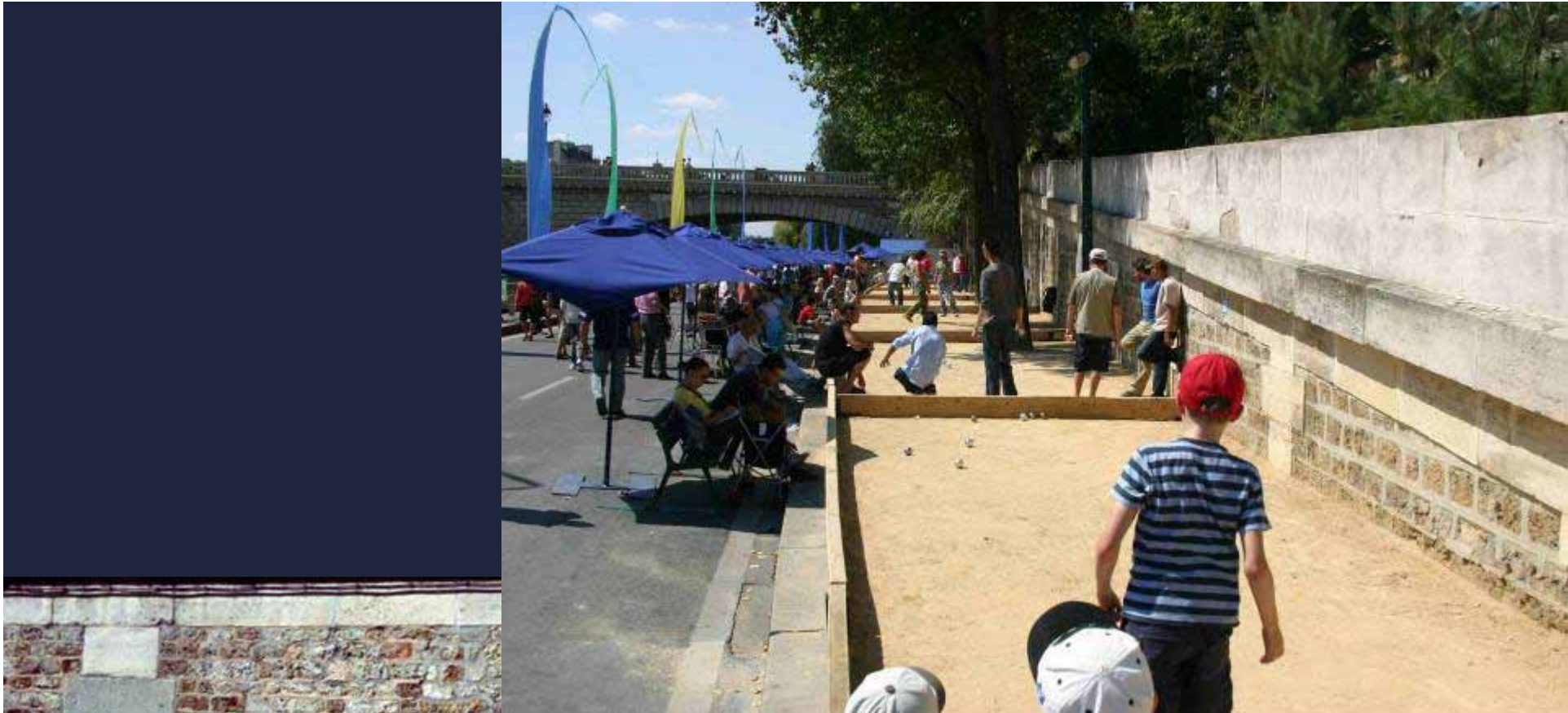




































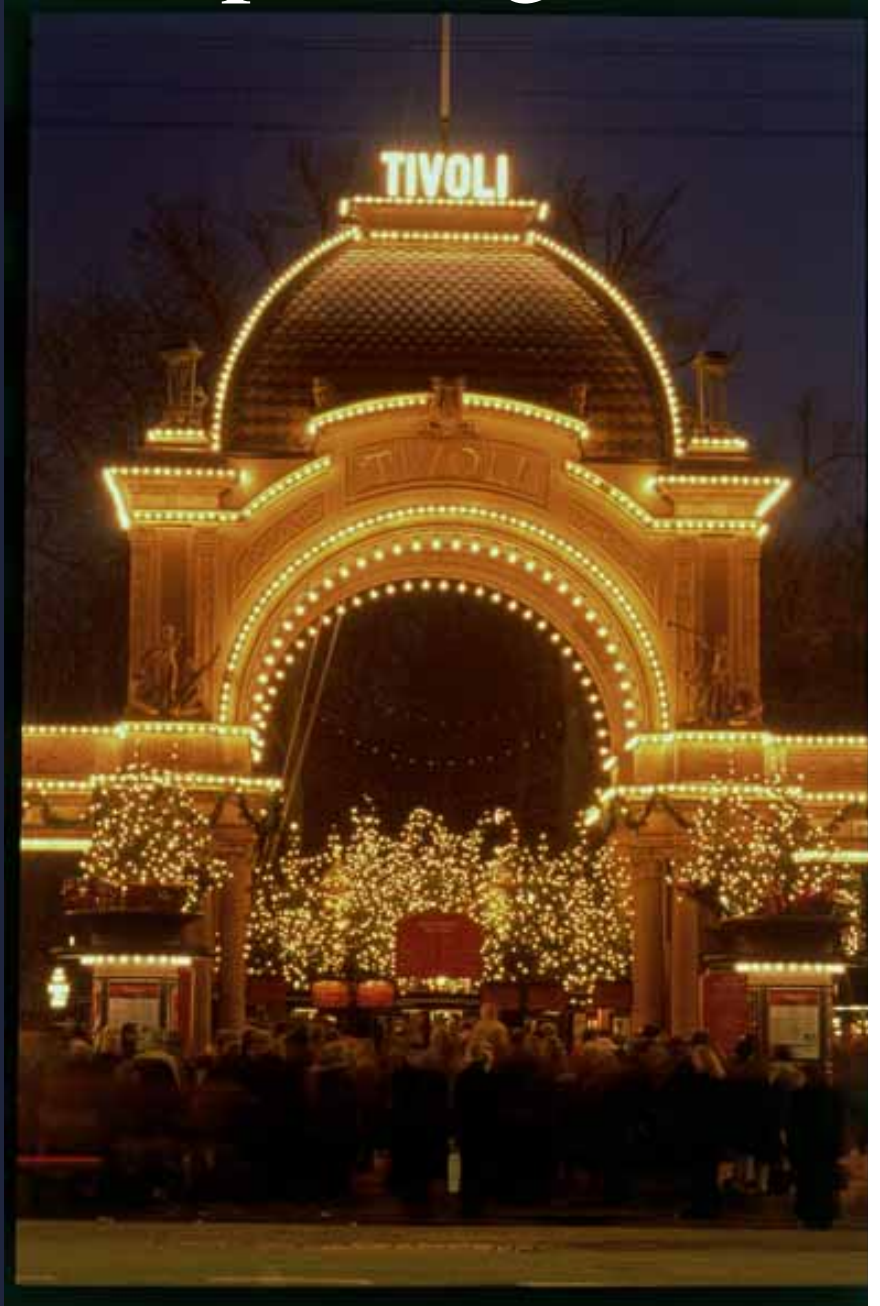
# Paris Plage: City Hall

PPS PROJECT 2002  
PPS PUBLIC SPACES





# Case Study: Tivoli, Copenhagen





## Tivoli was built in 1843

Tivoli was inspired by the so called romantic pleasure gardens of Europe.

Romantic in the sense that they were landscaped according to the English tradition of forming naturalistic ornaments, as opposed to the French style with its strong, geometric lines.

1 A Bazaar for trading Danish and foreign products

2. A Concert Pavilion

3. A Theatre for Dance, Masques etc.

4. A Cosmorama or Panorama

5. Fireworks platform

6. Swings, Merry-Go-Rounds, Slides etc.

7. Skittle alleys and other games

8. Billiards

9. A restaurant

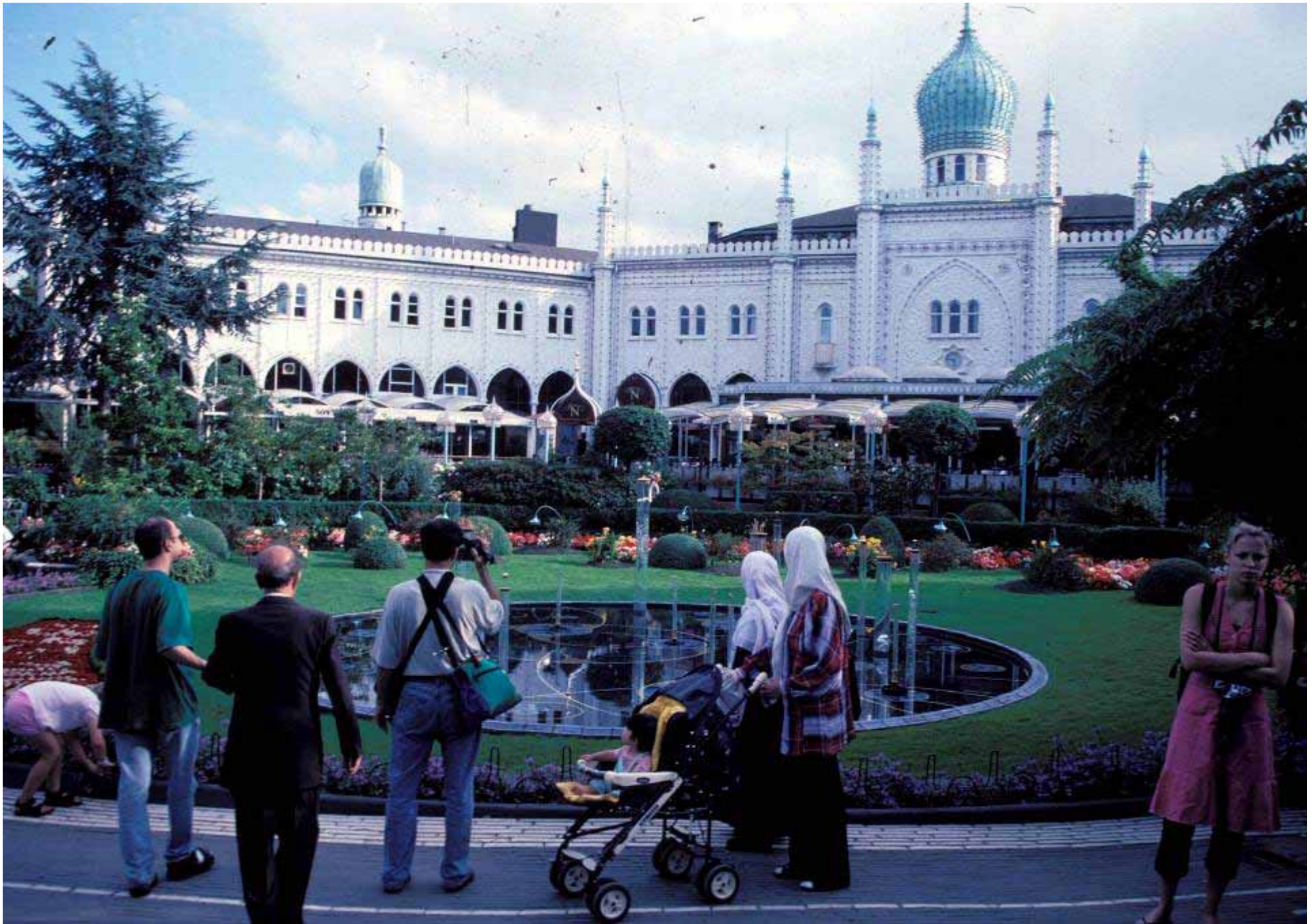
10. Coffee houses and smoking salons

11. Patisseries

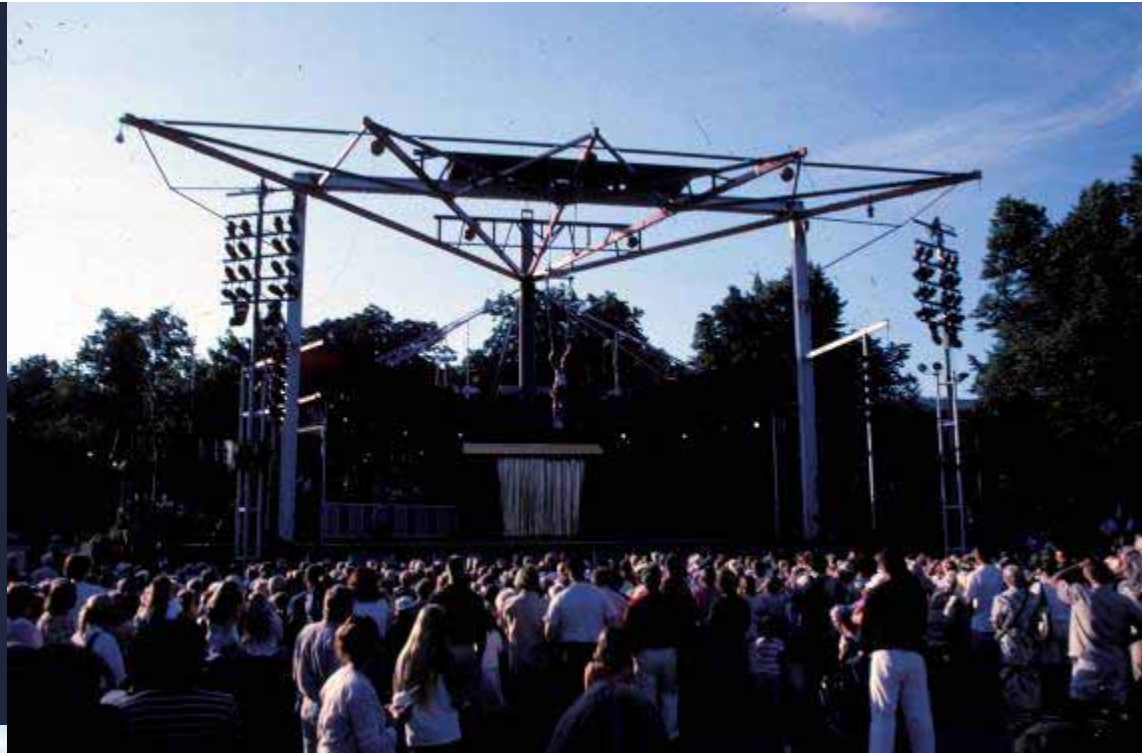
Construction began in May of 1843 and on August 15th Tivoli opened its doors to the public. The season closed on 11th October, when 174,609 visitors had been through Tivoli's gates.



























OJECT for  
BLIC SPACES









# Sociability

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





# Access & Linkages

- Convenient
- Walkable
- Continuity
- Proximity
- Connected

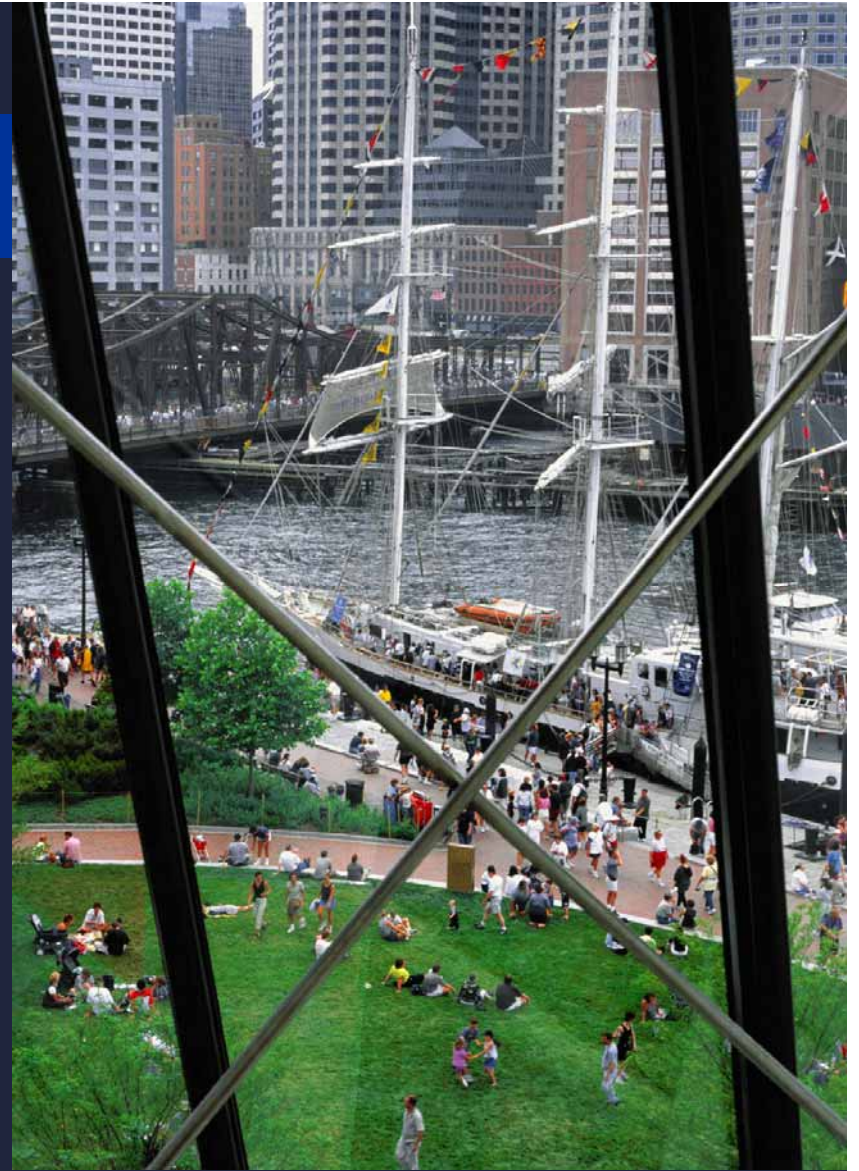






# Comfort & Image

- Attractive
- Inviting
- Usable
- Historic
- “Green”
- Friendly







# Uses & Activities

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



# "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*



 Site # \_\_\_\_\_

 Rate the Place:

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

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

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

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

 Identify Opportunities

1. What do you like best about this place?
2. List ideas that you would do to improve this place that could be done right away and that wouldn't cost a lot:
3. What changes would you make in the long term that would have the biggest impact?
4. Ask someone who is in the "place" what they like about it and what they would do to improve it. Their answer:
5. What local partnerships or local talent can you identify that could help implement some of your proposed improvements? Please be as specific as possible.

# Case Study: Hong Kong











Ocean Terminal  
(Mall + cruise terminal)

HK Marco Polo Hotel

Star House (commercial)

Canton Road

former marine police HQ

Kowloon Pk. Drv.

YMCA

The Peninsular Hotel

Nathan Road

Salisbury Road

HK Cultural Centre

HK Space Museum

HK Art Museum

Star Ferry piers

waterfront promenade





