What if We Built Hong Kong's Waterfront Around Places?

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

What Makes a Great Place?

Key Attributes (blue)
Intangibles (green)
Measurements (light green)

sociability
street life
evening use
volunteerism
Welcoming
Cooperative
Neighborly

uses & activities
business ownership
property values
land-use patterns
Fun   retail sales
Active   Vital
Special Real

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

PLACE

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

Place

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

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.

Creating Great Places/Destinations – Power of 10

- Hong Kong needs **10+** major Destinations
- The Hong Kong Waterfront needs 10 Great Destinations
- Each place/destination must have **10+** places within and 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.

Rockefeller Center

Times Square

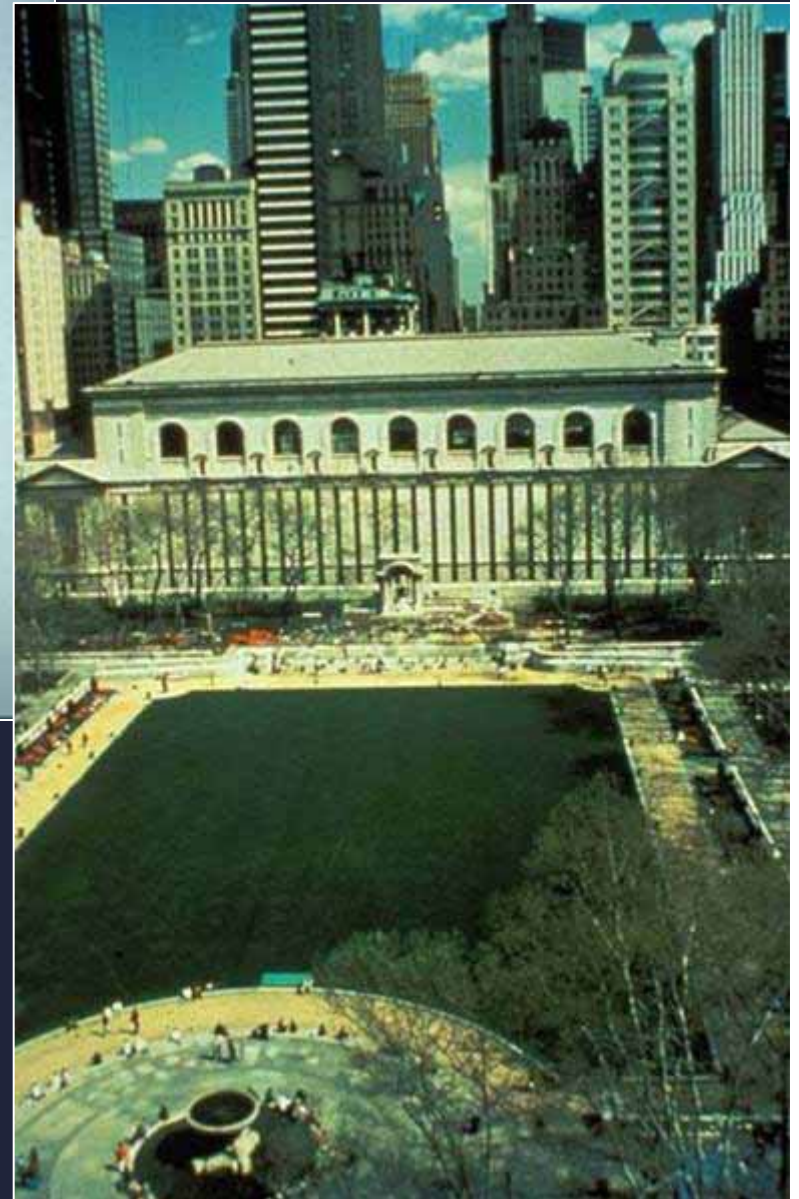Bryant Park

Herald Square

Madison Square

Union Square

Rockefeller Center

Bryant Park

Bryant Park
Intimidation or Recreation?

by Project for Public Spaces, Inc.

Union Square, NYC

William H. (Holly) Whyte
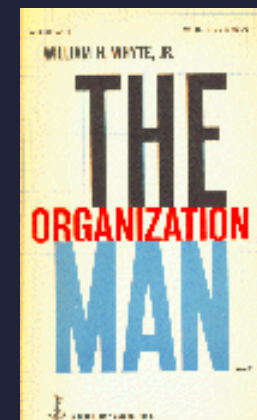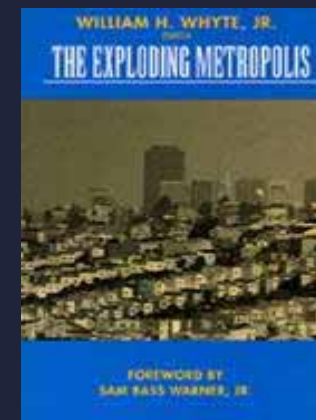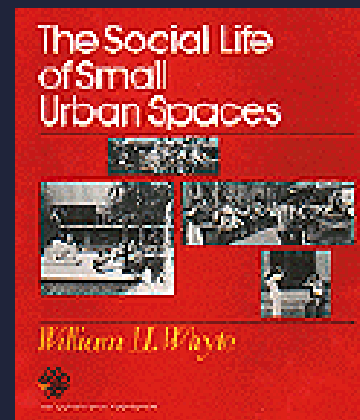
The Organization Man, *1956*

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*

"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."

Case Study: Hong Kong

13 Steps to Creating Great Waterfronts

1 Make public goals the primary objective
2 Create a shared community vision for the waterfront
3 Create multiple destinations: The Power of Ten
4 Connect the destinations
5 Optimize public access
6 Ensure that new development fits within the community's vision
7 Encourage 24-hour activity by limiting residential development
8 Use parks to connect destinations, not as destinations unto themselves
9 Design and program buildings to engage the public space
10 Support multiple modes of transportation and limit vehicular access
11 Integrate seasonal activities into each destination
12 Make stand-alone, iconic buildings serve multiple functions
13 Manage, manage, manage

Waterfront Case Studies

World's Best Waterfronts

- **Helsinki, Finland ***
- **Oslo, Norway**
- **Stockholm, Sweden ***
- **San Francisco, California * (north shore)**
- **Venice Beach, California**
- **Chicago, Illinois**
- **Baltimore, Maryland**
- **Sydney, Australia ***
- **Hamburg, Germany**
- **Porto, Portugal**
- **Venice, Italy ***
- **Nice, France**
- **Montreal, Canada**
- **Amsterdam, Holland**
- **San Sebastian, Spain**
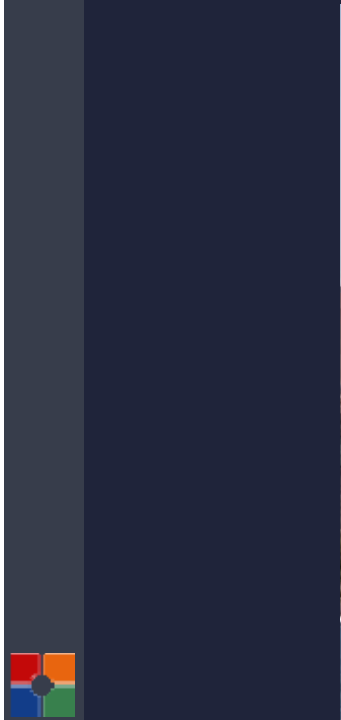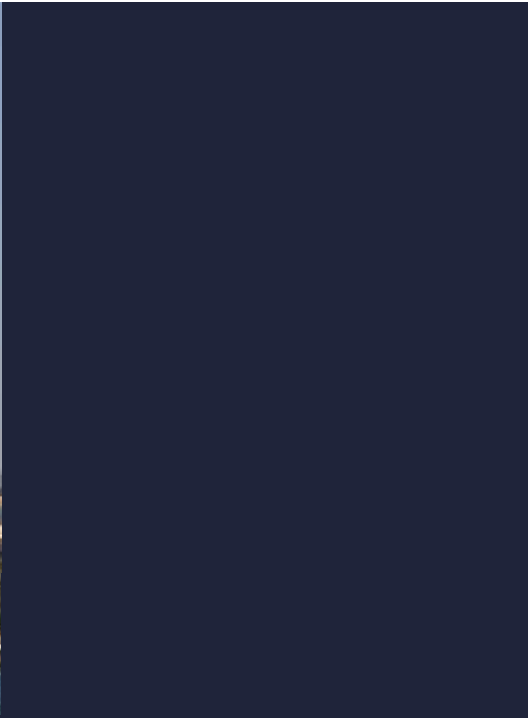
Waterfront Case Studies

Mixed to not so good:

- **New York City**
- **Barcelona**
- **Copenhagen**
- **Seattle, Washington**
- **Portland, Oregon**
- **Hong Kong, China**
- **Boston, Massachusetts**
- **Savannah, Georgia**
- **Charleston, South Carolina**
- **Vancouver, Canada**
- **Milwaukee, Wisconsin**
- **Toronto, Canada**
- **Miami, Florida**

San Diego Waterfront

Place Game Evaluation Sites

Issues—Embarcadero Workshop

There are few public destinations.

Areas along the boardwalk are either uninteresting or are perceived to be private.

Clear access points *from downtown to the waterfront are not provided.*

Access to the water *is limited.*

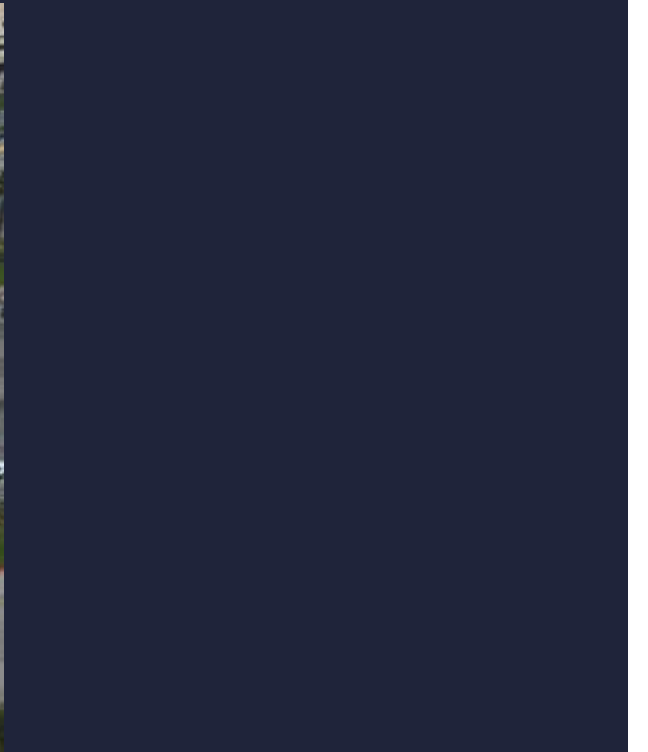*Areas along the waterfront are* not well connected to each other.

The Embarcadero lacks a "hands-on" management program.
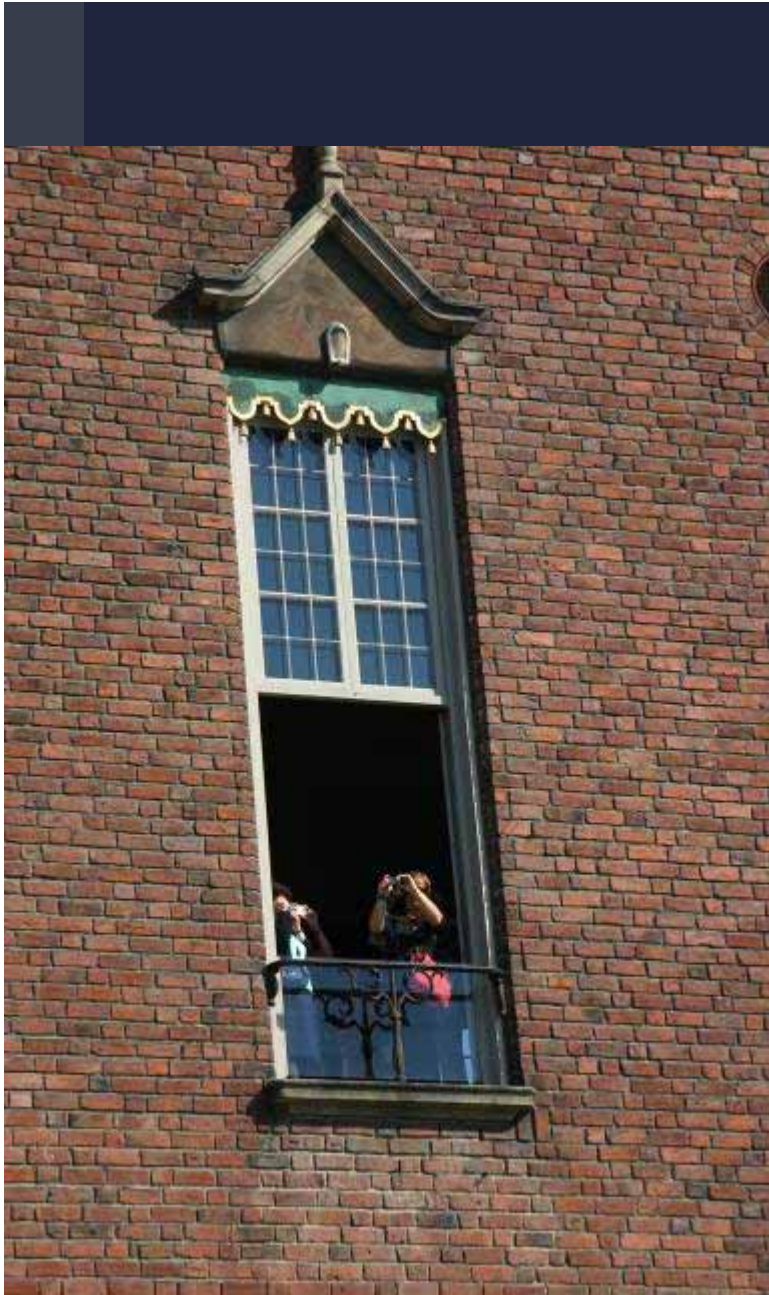
The boardwalk has poor-quality amenities.

Broader Concept

Seaport Village

Hyatt Hotel

Art Gallery/ Cafe

Sally's

Marriott Ballroom

Marriott Entry Plaza

Marriott Hotel

Temporary Market in Parking Lot

Future Seafood Restaurant

Marriott Hotel

Harbor Drive

PETCO Park

Convention Center

Tide Pool

Boat Rentals

Gateway Landscaping, Signage & Site Map

Urban Plaza - Landscape Feature, Information, Maps, Directories, Event Announcements

Re-route Driveway

Parking Lot for limited off-peak use

Picnic Area W/ Kids' Play Area

Views

Landscaping for Educational Activities

Food Kiosk w/ Cafe Seating

Picnic Area Kids' Play Area

Learner's Cycleway

Defined Bike Path on Promenade

Boardwalk along Water

Food Kiosk w/ Cafe Seating

Gazebo for Small Events

Connection Between Parks

Gateway Landscaping, Signage & Site Map

Gateway Landscaping, Signage & Site Map

Landscaped Parking Lot

Future Spinnaker Hotel

Picnic Area Mounded up

Food Kiosk w/ Cafe Seating

Kid's Play Area

Drop-off Only No Parking

Joe's Crab Shack

Additional Pier

Future Event Space w/ Ferry Access

Future Hilton Hotel

Ferry Service

Food Kiosk w/ Cafe Seating

Defined Bike Path thru Seaport Village

Improved Pedestrian Connections

Other Connections and Opportunities

0   300   600 feet

Case Study: Stockholm

CITY HALL TOURS

Case Study: Helsinki

Esplanade Park

From a promenade for the gentry to a park for everyone

Esplanade Park grew to its present size in the 1840's. It was still a park for the gentry, who went for a stroll in their best attire, but gradually Esplanade became a popular place to be seen for all strands of society.

Today tens of thousands of people walk through the park on a fine summer day, making considerably more use of it that the strolling gentry of the 19th century. Esplanade is no longer merely a place for show, but somewhere to enjoy spending one's time, perhaps with a picnic.

Case Study: Sydney Harbor

Case Study: Venice, Italy

Case Study: Fisherman's Wharf
San Francisco

FISHERMAN'S WHARF

Municipal Pier
(Public Fishing)

Pier 45
Bus
Parking

Helicopter
Rides

Pier 39

Maritime
Historic
Park

Pier 43½

Pier 41

Blue & Gold
Bay Cruises

Golden Gate National
Recreation Area

Fishermen's
and Seamen's
Memorial Chapel

Pier 43

Harbor Tours
Red & White
Fleet

Hyde
Street
Pier

Fishing
Fleet

Alcatraz
Tours

Under Water
World

Fishing Fleet

The Embarcadero

Victorian
Park

Fish Alley

Seafood Grottos

Jefferson

Aquatic Park

Maritime
Museum

Cable Car
Turnaround

The
Cannery

The
Anchorage

Jones

Pier 39
Parking

Bocce
Ball
Courts

Ghirar-
delli
Square

Taylor

Mason

Powell

Beach Street

North Point

From I-80 / US-101
Van Ness Avenue

Polk

Larkin

Hyde

Leavenworth

Columbus

Cost Plus
Imports

NorthPoint
Shopping
Center

Stockton

Grant

Cable Car
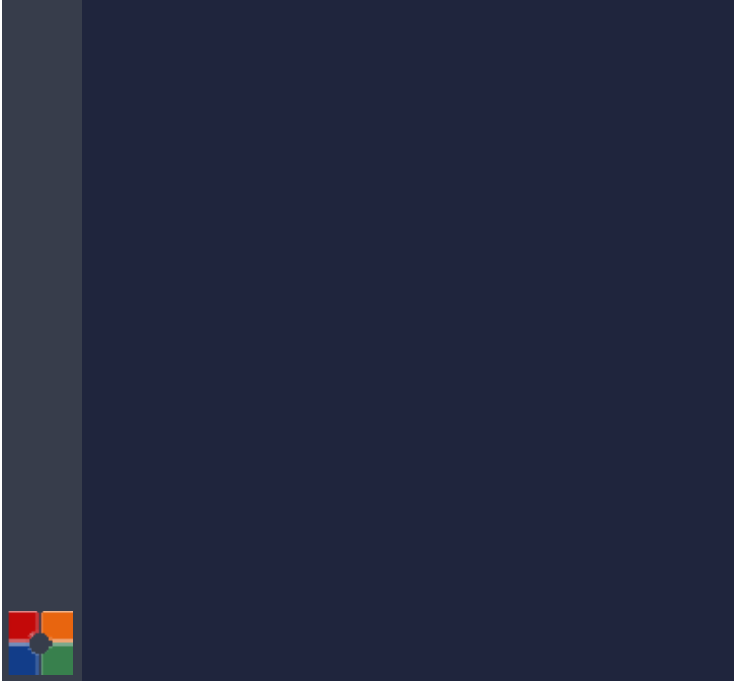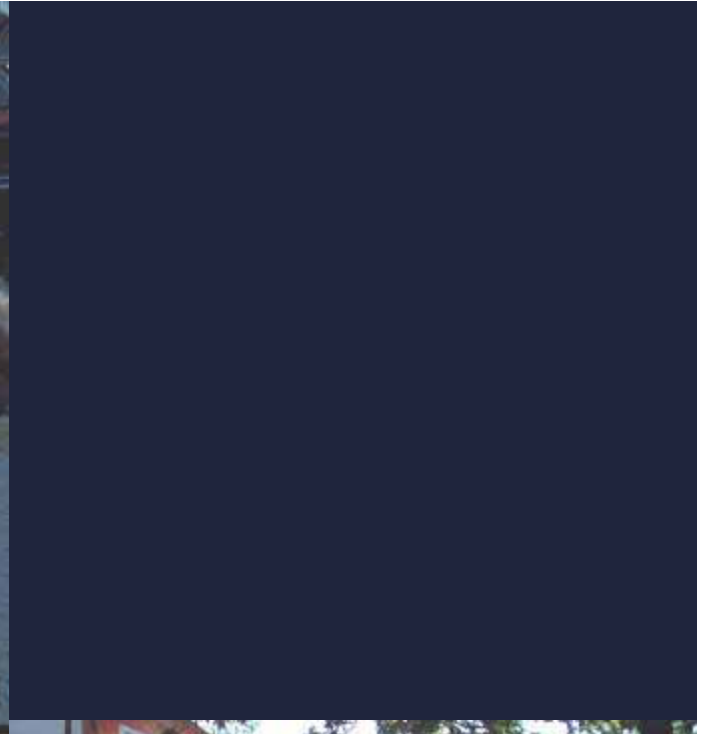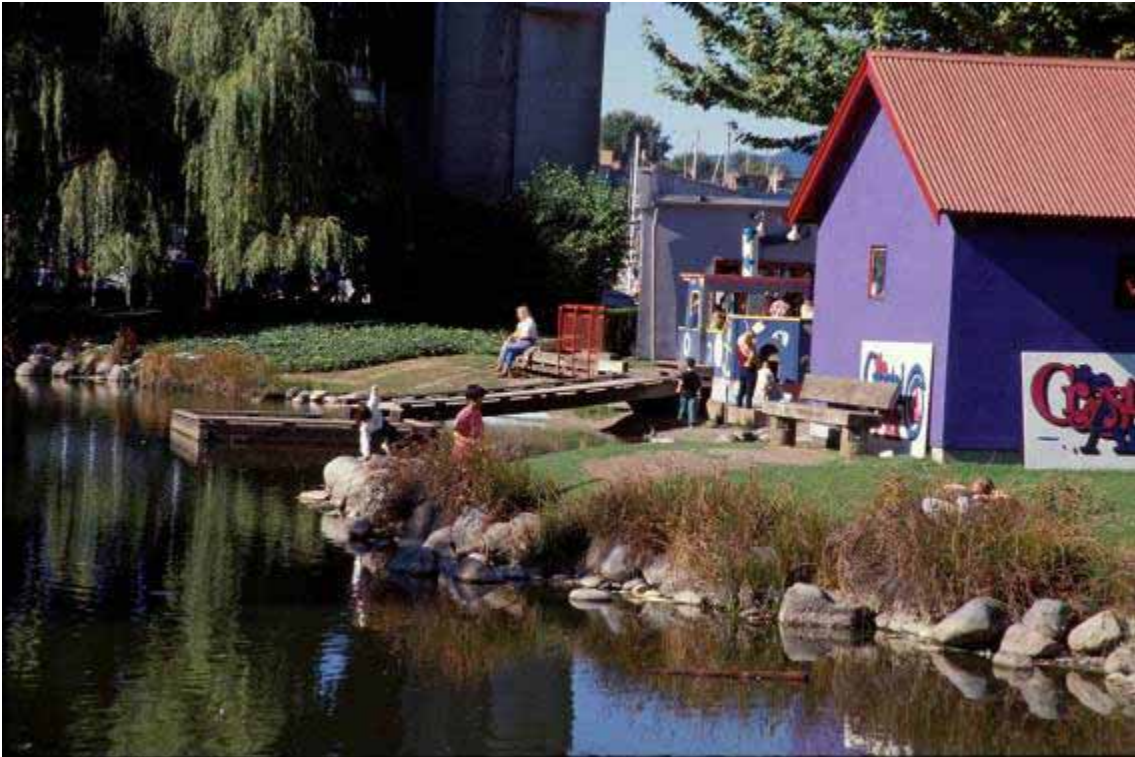Turnaround

Bay Street
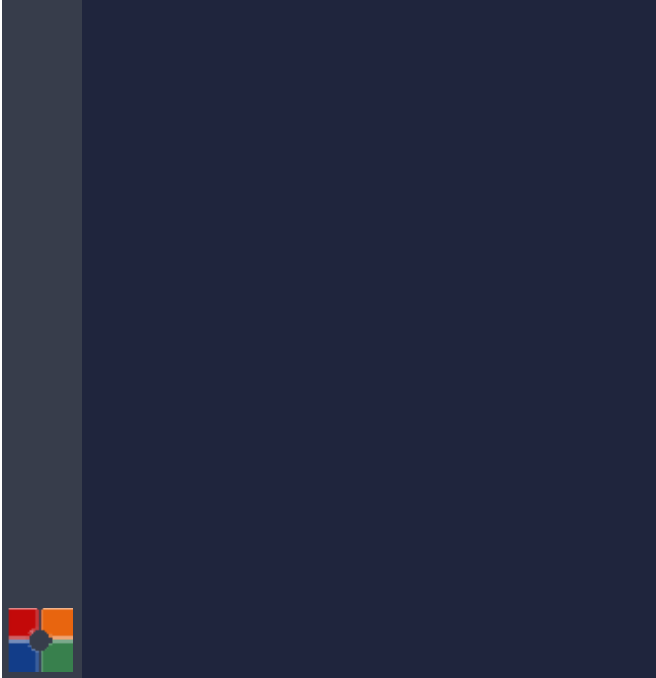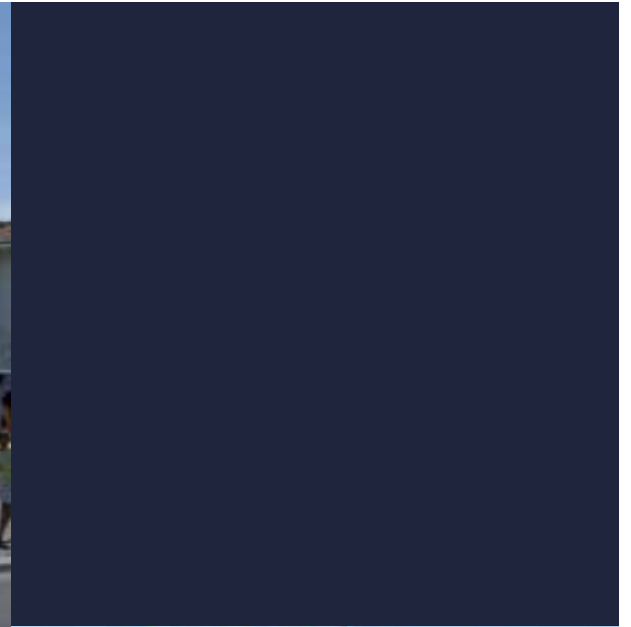
# Case Study: Granville Island
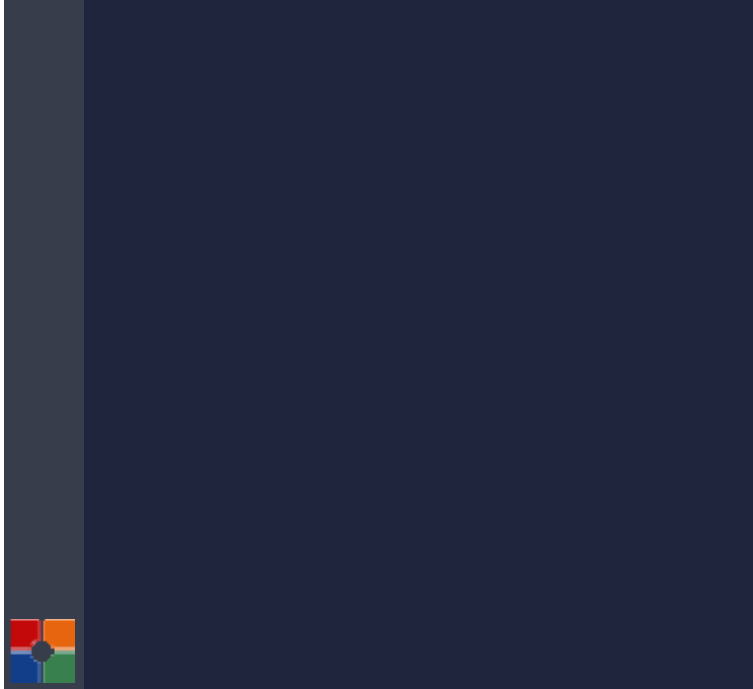
Case Study: Paris Plage

Create a Vision for the Waterfront

- Start with the idea of 10 destinations/10 places/10 things to do.
- Then connect them
- Public use and public outcomes should be the primary objective
- The best waterfront cities have complete public access all along the waterfront
- Promenades and bike lanes serve the best waterfronts
- The best waterfronts have limited roads along them, and good edge uses
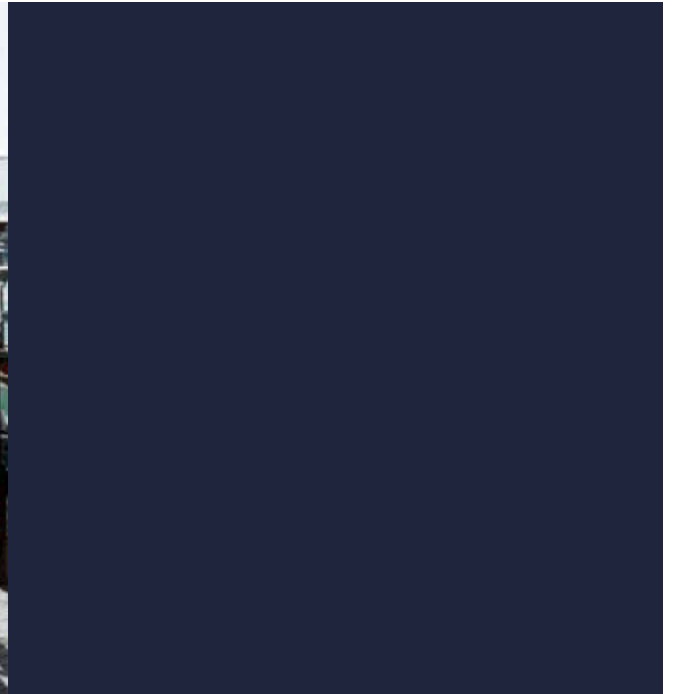
Design Guidelines

- All developments should be proposed with destinations defined and connections planned
- Scale of buildings immediately bordering a waterfront should not be towers but a continuous line of 4 – 8 storey buildings that actively engage the public spaces. Towers, where appropriate should be set back from the waterfront and be on platforms.
- Access to the waterfront should be at 200 to 700 foot intervals.
- Stand alone, iconic buildings need to be multi-use destinations
- Ground level uses should be commercial or public institutional uses that support public activities

Case Study: Stockholm

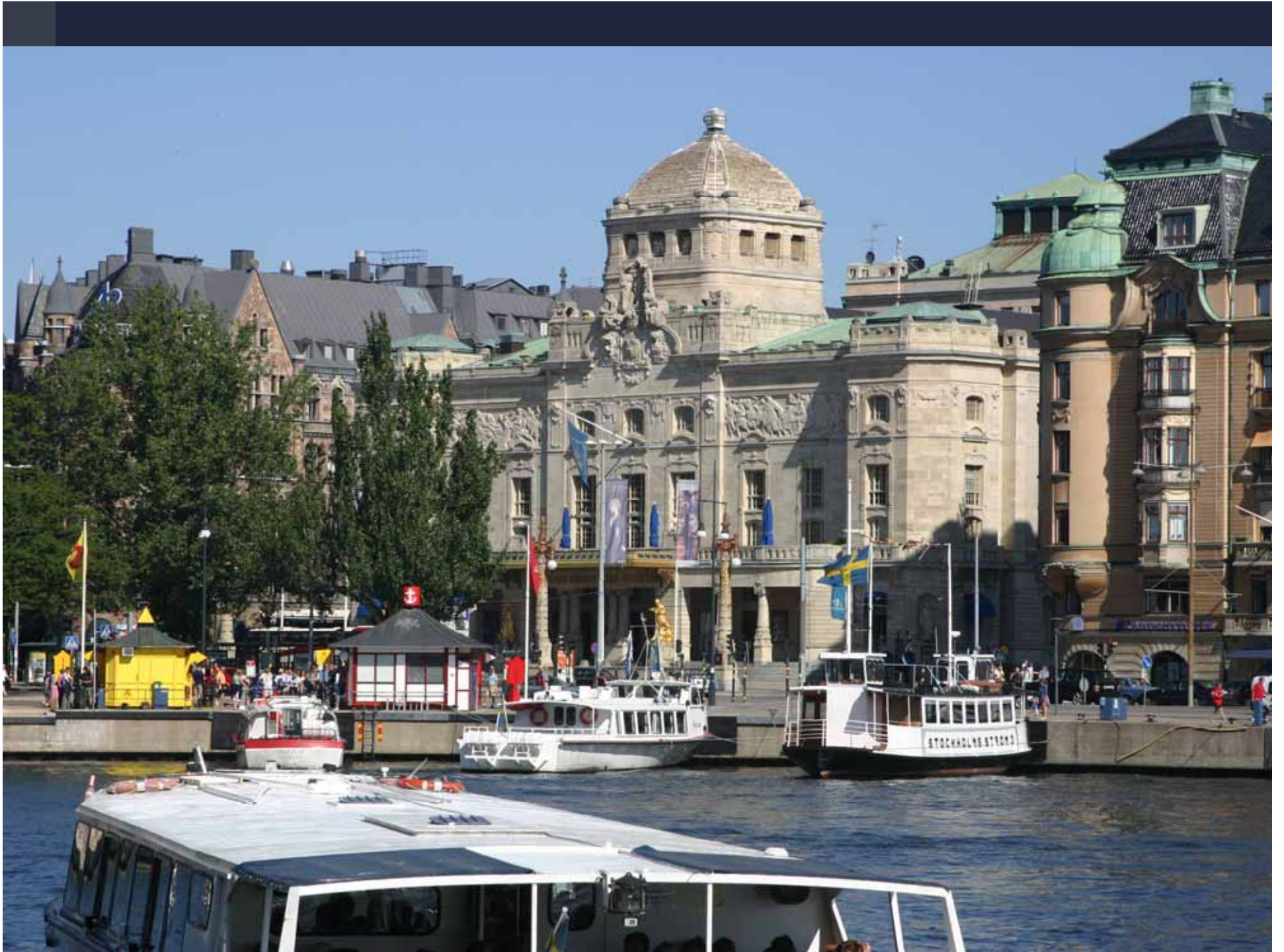# Case Study: Helsinki

Case Study: Vancouver

Case Study: Battery Park City

Connecting and Accessing the Waterfront

- Access to the waterfront is best achieved with Esplanades, Ramblas and linear parks that draw people to them and then pull them down to the water.

- Parking should be off site with access being by trolley and ferries.

- Vehicle access other than transit should have little or no presence and access should be limited to deliveries.

# Kunstragarten, Stockholm, Sweden

Creating the Destinations

- Major destinations and active areas should have limited to no residential to allow evening activity.

- Parks should not be at major destinations, except in rare circumstances.

- Seasonal activities should be integral to each destination

Qualities of Great Waterfront Destinations

- Access and Linkage

- Edge Uses

- Attractions & Destinations

- Identity & Image

- Amenities

- Water Uses

- Flexibility in Design

- Seasonal Strategy

- Place Management

- Diverse Funding Sources

- Reach out like an octopus
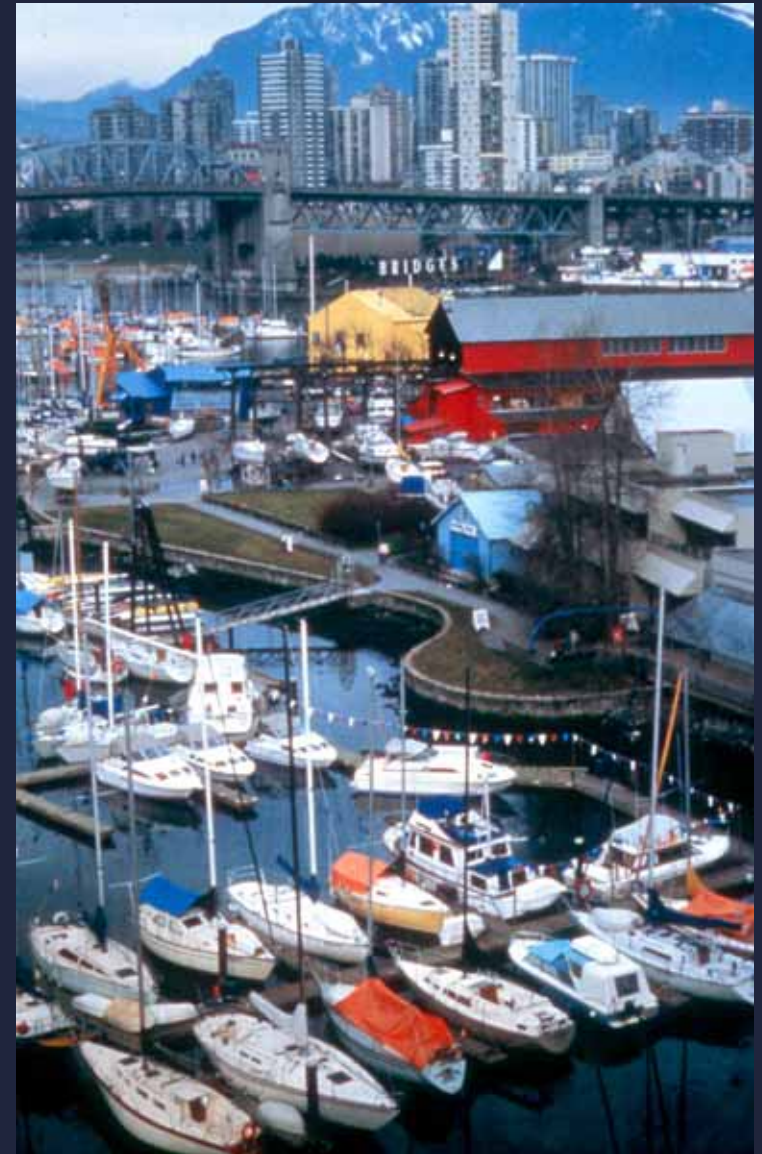
Access and Linkage

- Connected to adjacent areas
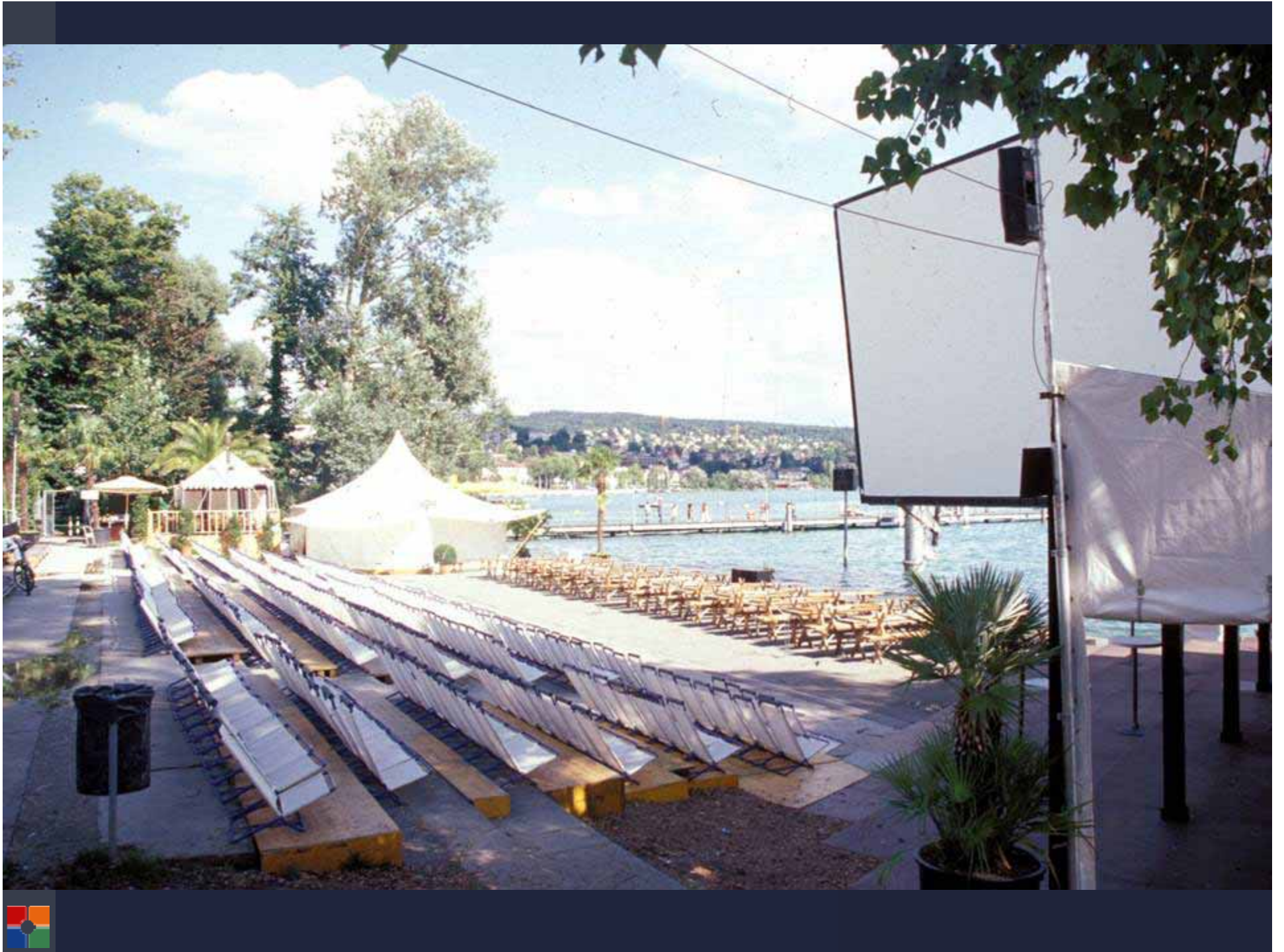- Range of transportation options

Edge Uses

- Gateways and entrances
- Focal points

Attractions & Destinations

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

Identity & Image

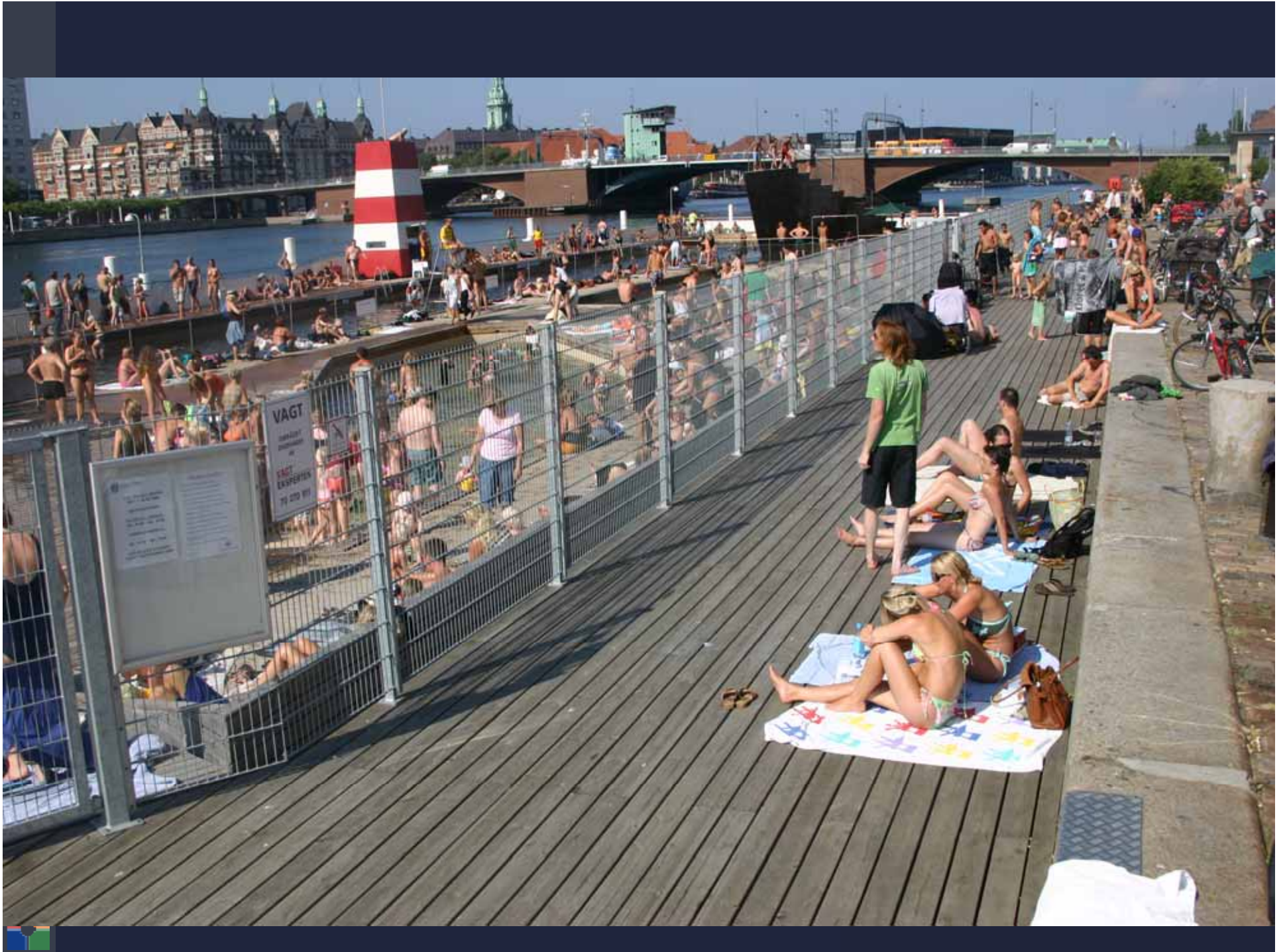- Iconic Features
- Historic highlights

Amenities

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

Water Uses

- Multiple ways of using or touching water
- Water Play
- Fountains
- pools

VAGT

Flexible Design

- Overlapping and changing uses
- Event Spaces
- Experiment

Seasonal Strategies

- Amusement Features
- Public Gardens
- Seasonal Markets
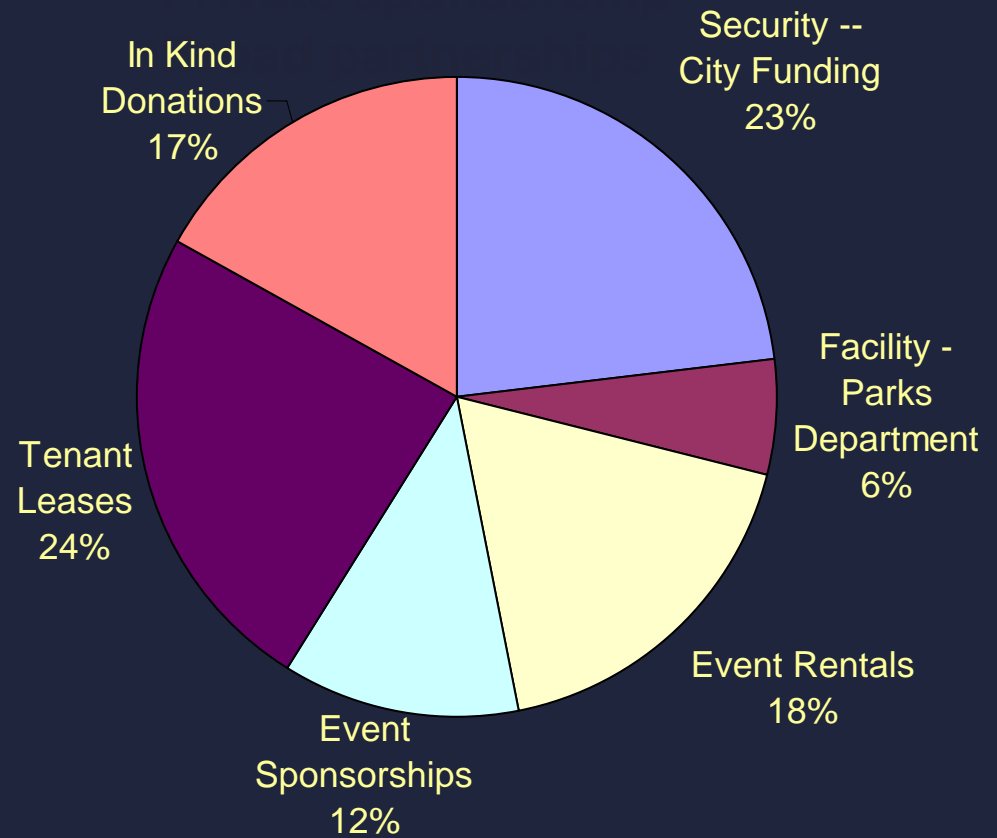- Antique Boat Show
- Cultural Festivals

Place Management

- Management   through:
  – Security/Maintenance
  – Programming Events
  – Managing Destinations
  – Providing Amenities

Diverse Funding Base

Pie chart — Diverse Funding Base:
- Security -- City Funding 23%
- Facility - Parks Department 6%
- Event Rentals 18%
- Event Sponsorships 12%
- Tenant Leases 24%
- In Kind Donations 17%

Reach out like an Octopus

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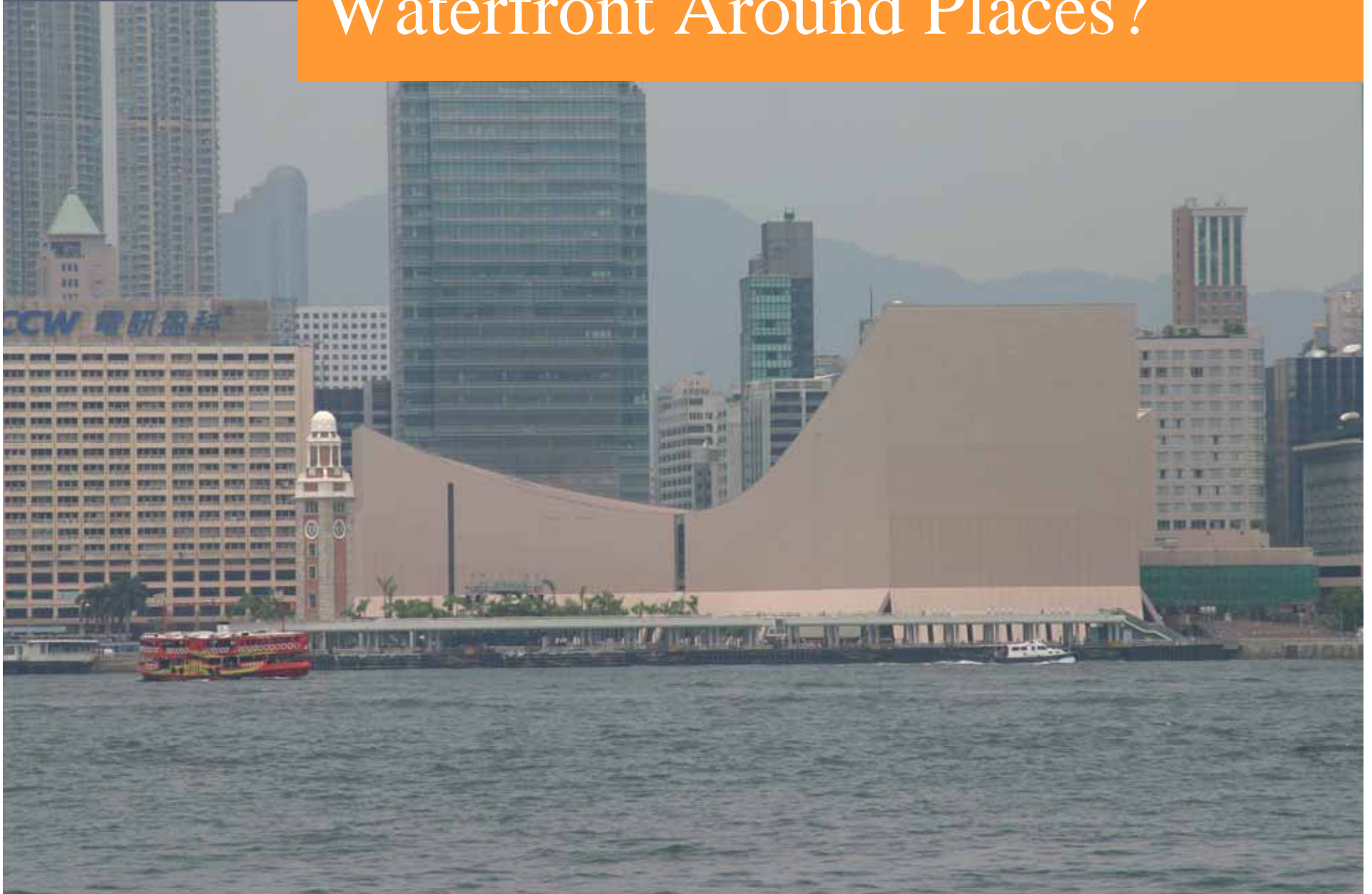- 10+ Destinations
- w/ 10+ places 10+ things to do

What if we Built the Waterfront around Places?

- How private can a public space be?
- What is privatization?
- When is privatization excessive?
- How can we create destinations and then connect them?

What if

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