Placemaking for Historical Streets

What if Chinese Cities Were Built Around Streets As Places?

Ethan Kent
Placemaking Week
Wuhan, CHina
@PPS__Placemaking
@EBKent
The “Future of Cities”?
If you plan for design and development... you get design and development.
DDP (Dongdaemun Design Plaza), Seoul, South Korea
“To approach the city as if it were an architectural problem is to make the mistake of substituting art for life.”

Jane Jacobs
“If you plan for cars and traffic... you get more cars and traffic..”
“If you plan for/with people and places... you get people and places.”
When you focus on place, you do everything differently.
Campaigning for Systemic Change
We make the case for placemaking and engage with like-minded people and movements to influence policies, disciplines, hearts and minds.

Building the Placemaking Movement
We convene, amplify and build the capacity of the placemaking movement globally and locally.

Transforming Places
We help communities and cities shape their future through individual public spaces and broad placemaking campaigns.

HOW PPS DRIVES CHANGE

Transforming PLACES

Building the PLACEMAKING MOVEMENT

Campaigning for SYSTEMIC CHANGE
Transforming PLACES

We help communities and cities shape their future through individual public spaces and broad placemaking campaigns.

Since our founding in 1975, PPS has helped improve and plan thousands of public spaces around the world. Using our groundbreaking tools for community process and planning, we’ve shaped parks, plazas, squares, public markets, streets, transit stops, waterfronts, campuses, public buildings, and more.

Our Projects & Training: 3,000+ communities, 47 countries since 1975.
Campaigning for SYSTEMIC CHANGE

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A good solution solves many problems, and placemaking is just such a solution. There are so many worthy causes that affect communities around the world, from sustainability to equity, public health to economic development. What makes placemaking different is that it is where these apparently divergent causes converge.

Every day, public space touches so many people’s lives in so many ways, and that is why the policies, disciplines and norms that shape public space provide such a high impact opportunity for collaborative interventions that generate multiple outcomes.

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Building the PLACEMAKING MOVEMENT

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Building a Placemaking movement necessitates active exchanges that transcend disciplines. Our converse conferences, and trainings are forums for precisely that type of exchange.

The Placemaking Leadership Council (PLC) is a group of dreamers and deep thinkers at the forefront of the Placemaking movement. Founded in 2012, the Council was formed by PPS to strengthen Placemaking as an international movement and to establish a cross-disciplinary network for placemakers working in many diverse contexts.

Placemaking Leadership Council: 1,800+ Members, 83+ Countries
New York City Street Renaissance

Livable Streets
From an Auto-Centric Policy to a City of Great Streets
Destination: Broadway

What if we redefined Broadway around destinations?

While Broadway is the proud spine of Manhattan, in reality it is more of a thoroughfare than a great street. Its 20 major intersections are some of the most pedestrian-unfriendly places in the city. However, these problematic spaces also have enormous potential to become pedestrian-oriented destinations.

Through both small, localized improvements and a large-scale rethinking of Broadway's role, New York's most important street can define and enhance the neighborhoods along its spine.

How can Broadway better connect and support the destinations it intersects?

Can Broadway become a boulevard with pedestrian amenities and wider sidewalks?

Should through traffic be limited, with priority given to walking, taxis and transit?

Should Broadway be transit-only from Columbus Circle to Astor Place?

Should one-way sections be converted to two-way to increase accessibility?

Can Broadway be more of a Main Street for each neighborhood?
New York, NY: Times Square
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New York, NY: Times Square
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
PLACE CAPITAL is the Shared value in the public realm
“Successful public spaces are the new anchor tenant” - Marcello Corbo
What is Placemaking?
Placemaking is..

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

Strengthening the connection between people and the places they share.
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, LSE
“The city has long been complex but incomplete, and in that mix of complexity and incompleteness lies the possibility of those without power to make a history, to make a culture, to make an economy.”

Saskia Sassen, Columbia University
Cities and public spaces need to be incomplete, porous, complex.

Public spaces need:
- Multiple uses
- Flexibility
- More informality
Everyone has the right to live in a great place. Most importantly, everyone has the right to contribute to making the place where they already live great.

Source: National University of Singapore Library
“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
Founder and President of Project for Public Spaces
the pilot BID programme.

“Place management can be undertaken by the public or private sector, but it is when local communities take charge that we see the most positive outcomes, as they would know best what their precincts need.”

~ Mr Lawrence Wong
Minister for National Development & Second Minister for Finance

Next Steps
PLACE-LED / COMMUNITY-BASED PROCESS

Stakeholder Roles
- Advise/Suggest
- Bring Additional Resources
- Implement & Maintain

Expert Roles
- Inform
- Facilitate
- Design & Implement

Define Place
Identify Stakeholders
Evaluate Space
Identify Issues
Place Vision
Short-Term Experiments
Ongoing Reevaluation & Long-Term Improvements

Outcomes
- Empowers Communities
- Attracts Partners, Money & Creative Solutions
- Design Supports Uses
- Solutions are Flexible
- Engagement & Commitment Grow
- Self-managing

PROJECT FOR PUBLIC SPACES
CAMPUS MARTIUS, DETROIT

At the Core of a Downtown Renaissance
CAMPUS MARTIUS, DETROIT

circa 1917
A Placemaking Vision For Downtown Detroit
Detroit: Campus Martius / Cadillac Square
POWER OF 10+

- Watch the fountains
- Catch a show
- Eat dinner/lunch
- Find some shade
- Dance
- Play in the sand
- Lounge in the sun
- Meet a friend
- Have a drink
Stay in Touch!

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Placemaking Leadership Council