

PLACEMAKING: MEASURING IMPACT



APBP
Memphis, TN
June 27, 2017

AGENDA

- About PPS and Placemaking
- Power of 10
- What makes a great place?
- Measuring Success:
 - The porch at 30th Street Station
 - Foro Lindbergh, Parque Mexico, CDMX

WHERE WE HAVE WORKED

Since 1975



• 1 to 2 • 3 to 9 • 10+





43 countries, **6** continents,
50 US states, **7** Canadian provinces,
110 major cities, **3,000** communities

40 Years of Placemaking

*“**Placemaking** is an overarching idea and a hands-on tool for improving a **Neighborhood, City or Region**. It has the potential to be one of the most **transformative ideas** of this century”*

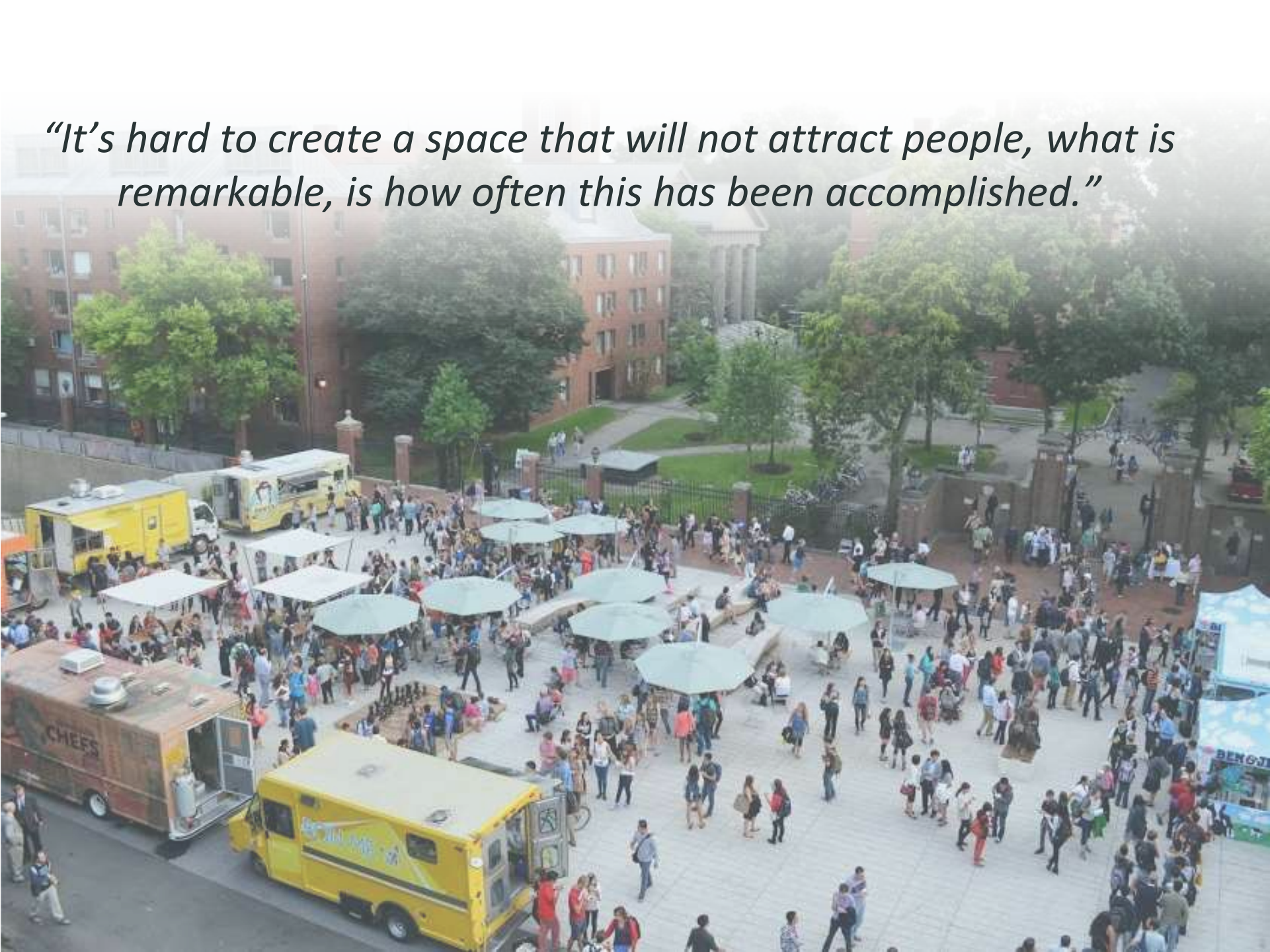
–Metropolitan Planning Council

*“**Placemaking** is a community-led process that inspires people to organize their block, neighborhood, downtown, city, around public spaces. **Placemaking** leverages local assets to enhance a **community’s sense of place**, improves its **social vibrancy**, and can **foster economic growth**.”*

“It’s hard to create a space that will not attract people, what is remarkable, is how often this has been accomplished.”



“It’s hard to create a space that will not attract people, what is remarkable, is how often this has been accomplished.”



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



POWER OF 10



10+ MAJOR DESTINATIONS

POWER OF 10



Destination

10+ PLACES TO GO

POWER OF 10

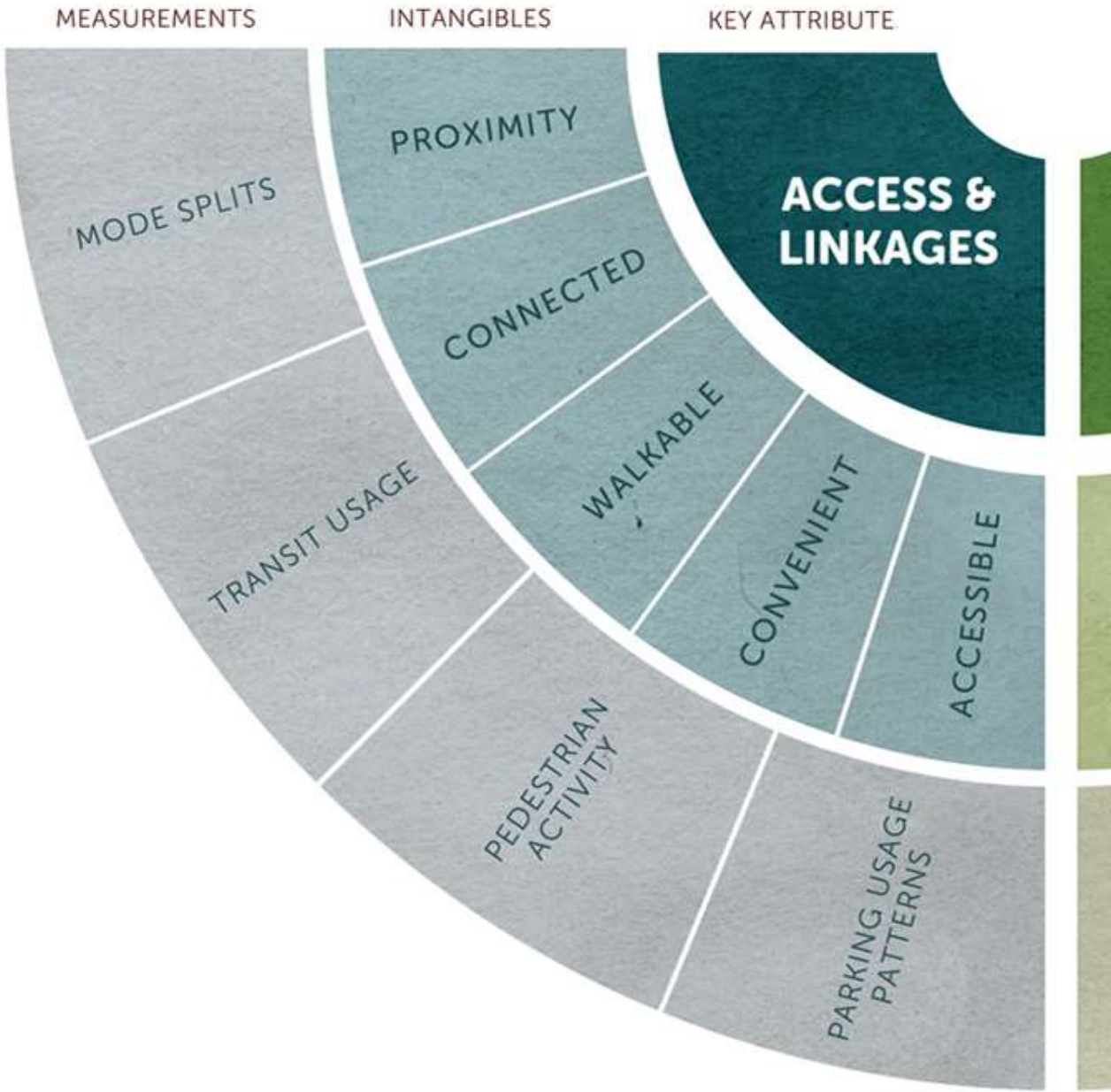


Place

10+ THINGS TO DO
LAYERED TO CREATE SYNERGY

WHAT MAKES A GREAT PLACE?





Welcoming Entrances



Garden Grove, CA

Narrow vehicle lanes • Buffers between pedestrians and vehicular traffic



Avenida 16 de Septiembre— Mexico City, Mexico

Wayfinding



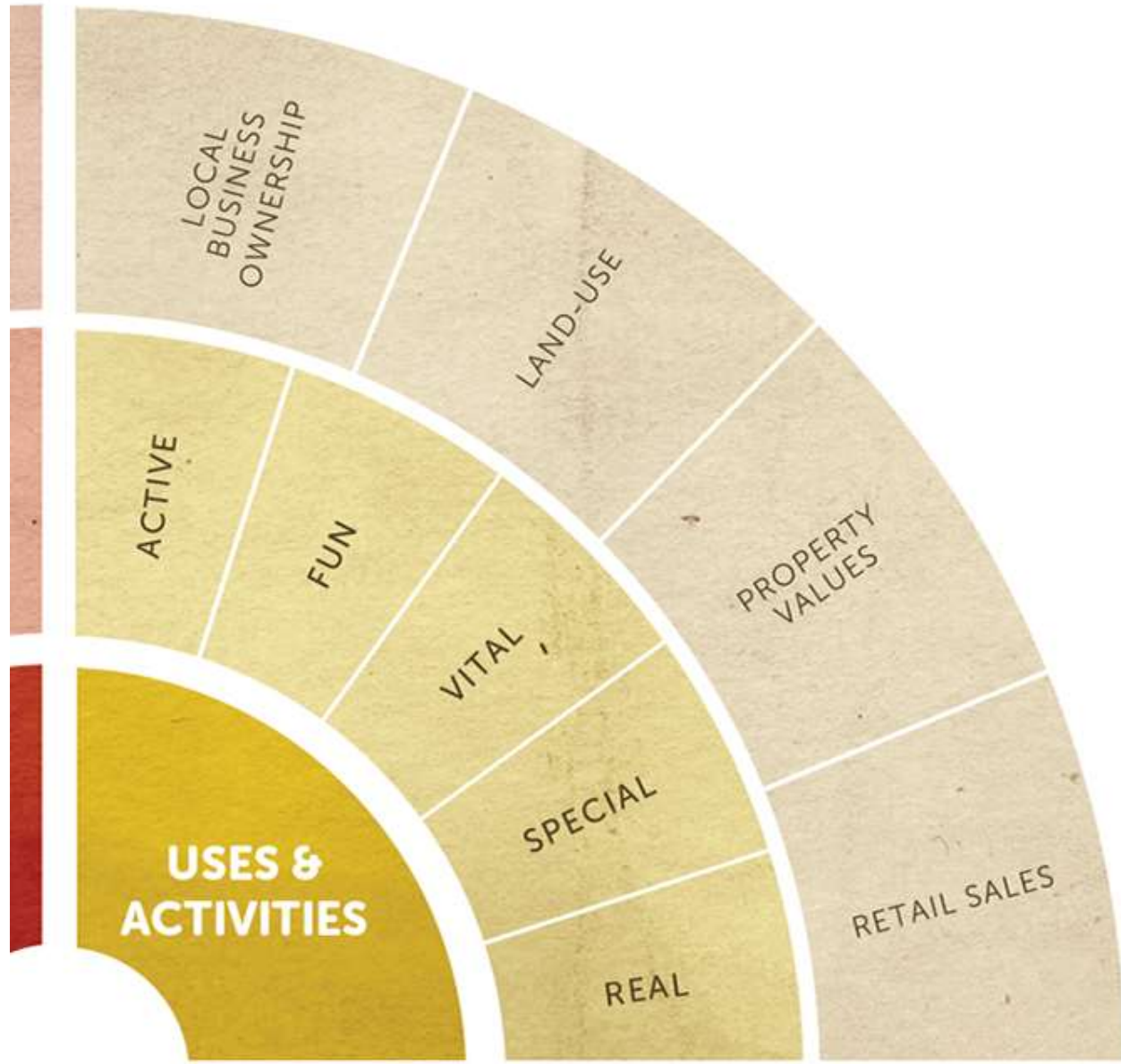
Lafayette, LA



Improving challenging connections



Birmingham, Alabama



KEY ATTRIBUTE

INTANGIBLES

MEASUREMENTS

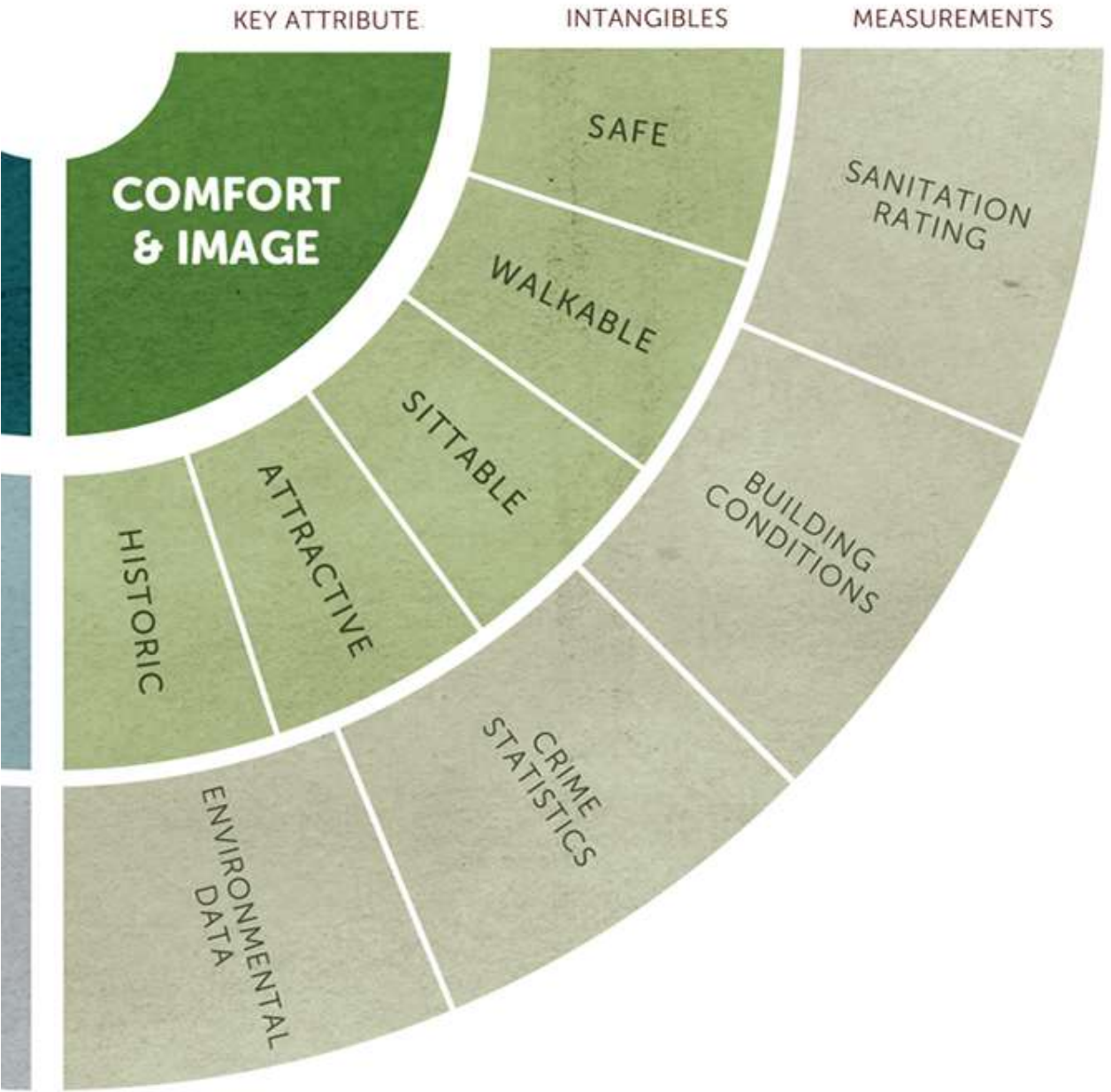


New Orleans, LA



New York, NY





Play equipment • Food vendors • Seating options • Water displays and fountains



Pearl Street – Boulder, Colorado

Fun seating

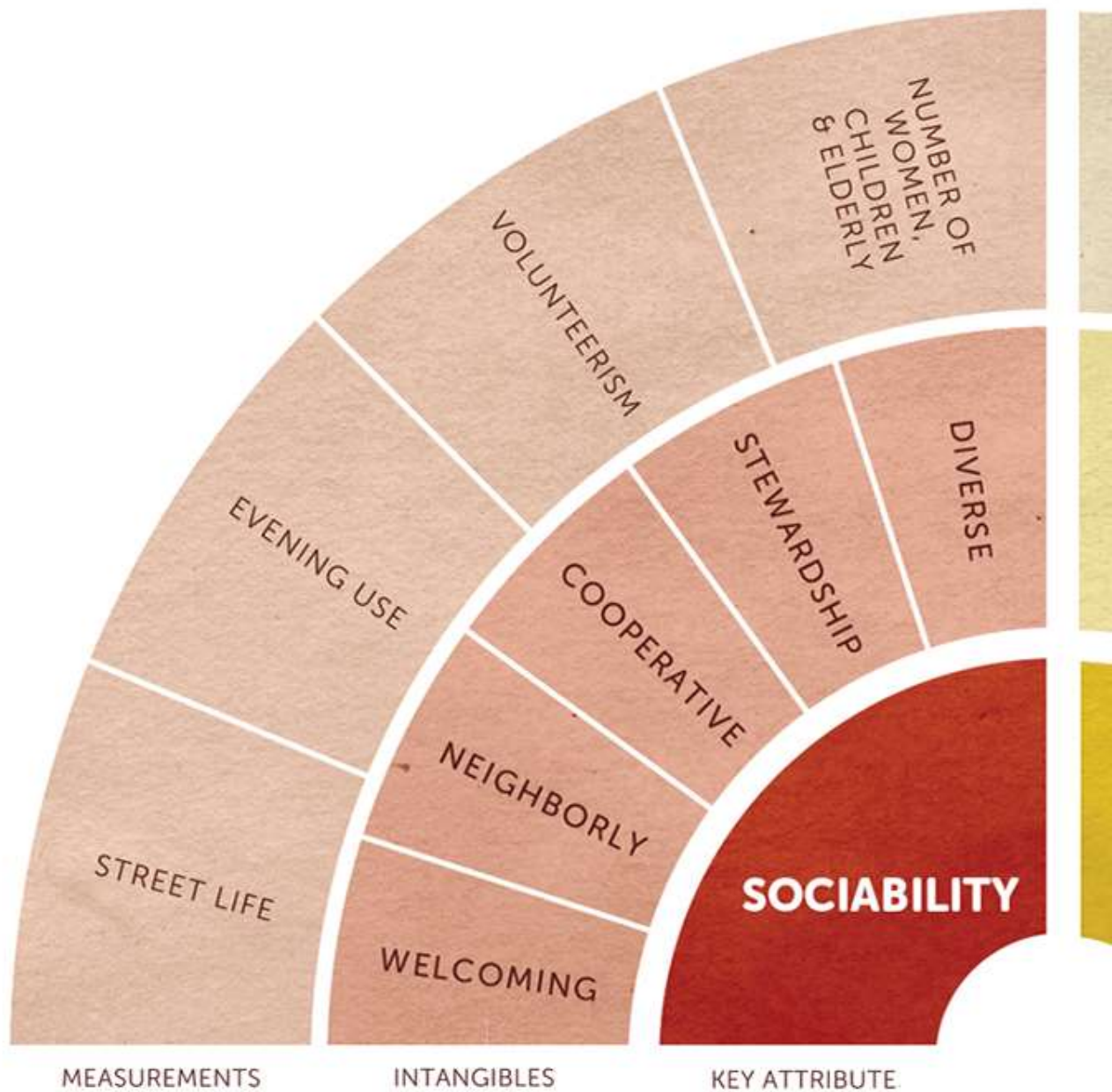


Hammock Grove - Governor's Island, NY

Seating with Blankets



Copenhagen, DE









THE PORCH AT 30th STREET STATION





BEFORE: PARKING LOT



Courtesy of
University City
District



photo courtesy of Ammann & Whitney

Courtesy of
University City
District

ONE YEAR OLD & ALREADY...

250

places to sit



20

gourmet food trucks



13,500

al fresco lunches



19

farmers' market days



637

commutes intercepted daily

1,008

yoga sun salutations

1,165,000

private dollars raised



1,600

rounds of miniature golf



38

trees



1,553

first impressions of Philadelphia



994

sunbathers

1

praying mantis habitat

68

planters

10,391

flowers planted



2

art openings

75

planned musical performances



1,224

impromptu piano rhapsodies

400

free at noon concertgoers

Courtesy of University City District



Courtesy of
University City
District



Courtesy of
University City
District

Schuylkill Yards





MEXICO CITY

FORO LINDBERGH, PARQUE MEXICO



Southwest 











**LET'S TEST
THE ACTIVITIES**



Program of Activities

- Culture
- Sports
- Social





















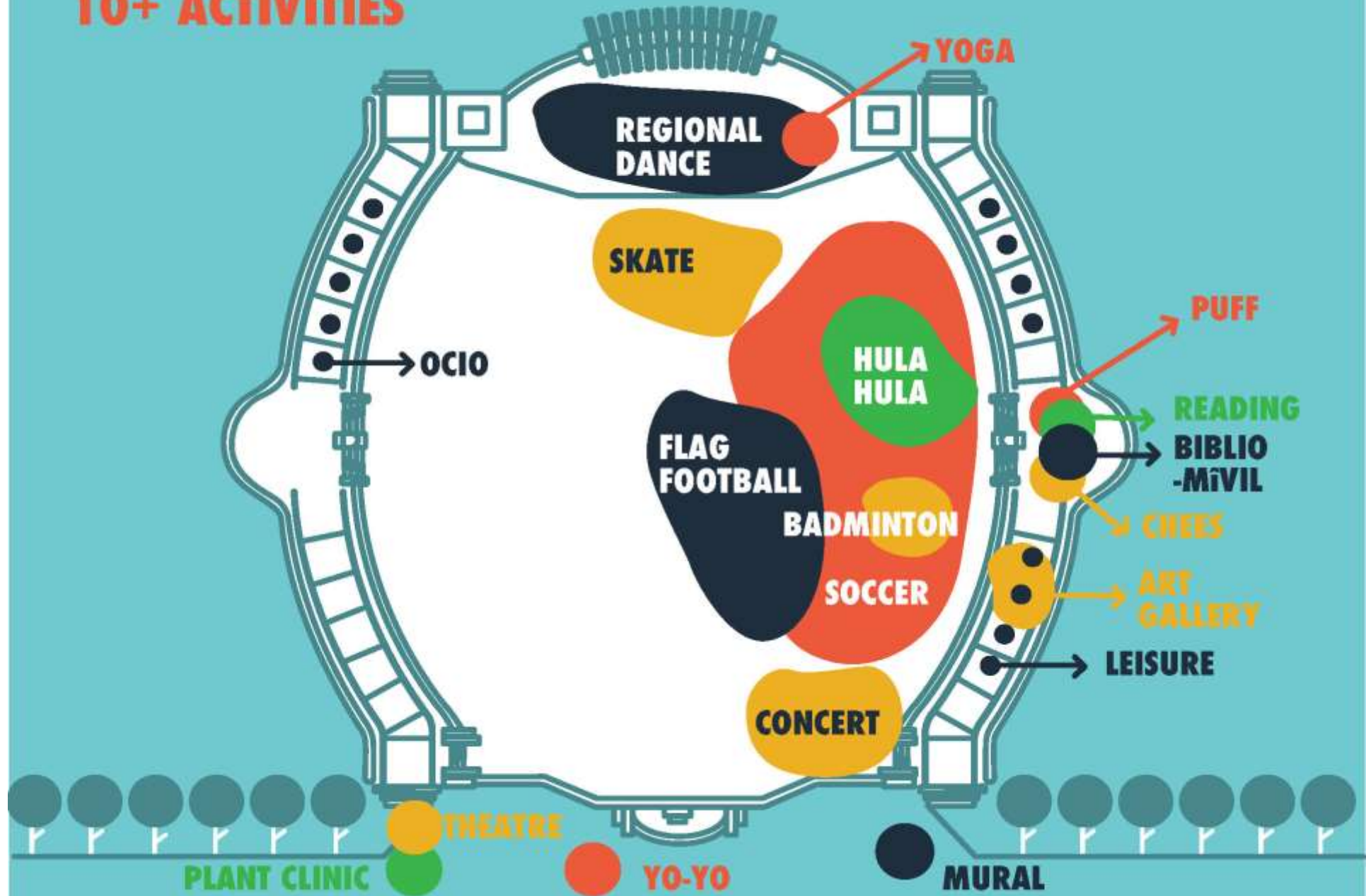








10+ ACTIVITIES



Thank You!

