

PlaceMAKING

TNJ CREATIVE PLACEMAKING SERIES

WORKSHOP #1: INTRODUCTION TO PLACEMAKING

Wednesday, May 24, 2017

Newark, NJ



I urge you to please notice when you are happy,
and exclaim or murmur or
think at some point,

“If this isn’t nice, I don’t know what is.”

~Kurt Vonnegut

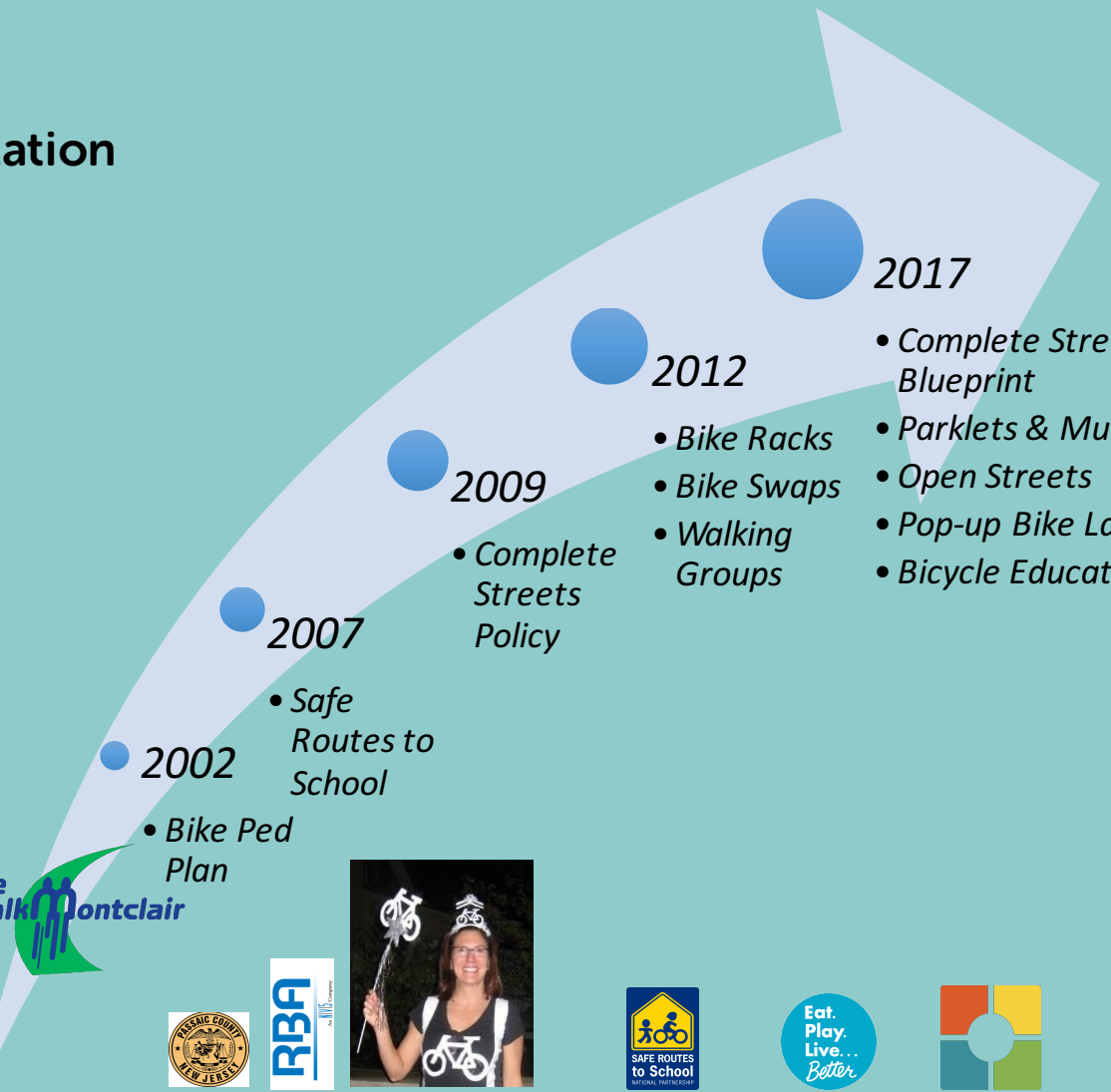


GARTY TOTH
Director Transportation
Project for Public Spaces
gtoth@pps.org



LAURA TORCHIO

Deputy Director Transportation
Project for Public Spaces
ltorchio@pps.org



2002

- Bike Ped Plan

2007

- Safe Routes to School

2009

- Complete Streets Policy

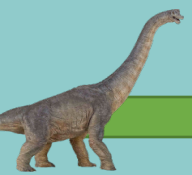
2012

- Bike Racks
- Bike Swaps
- Walking Groups

2017

- Complete Streets Blueprint
- Parklets & Murals
- Open Streets
- Pop-up Bike Lanes
- Bicycle Education

Bike & Walk Montclair



GIS

Bike/Ped

CSS

SRTS

Complete Streets

Collective Impact

Placemaking

Dawn of Time

The 80's

The 90's

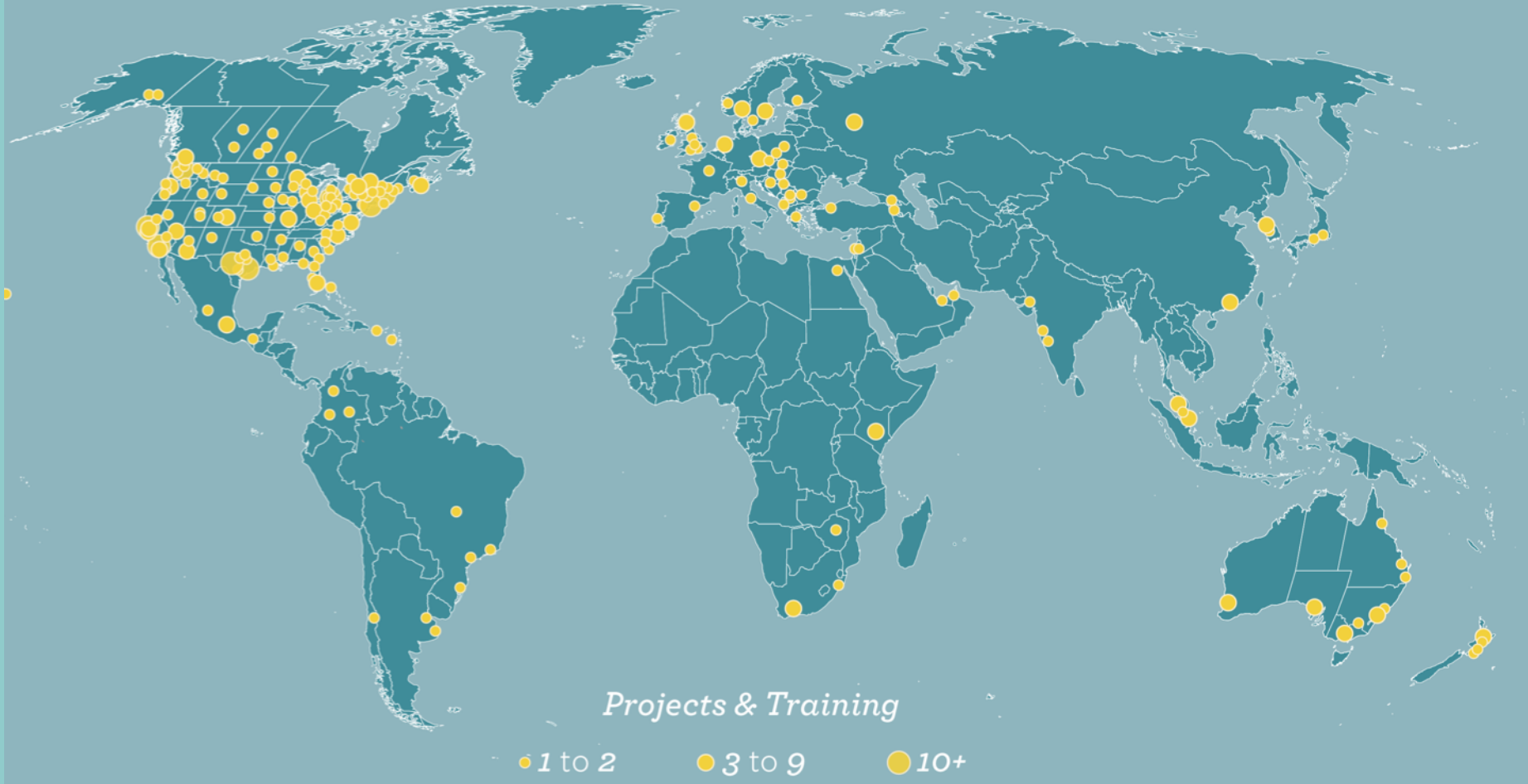
The 00's



Now

WHERE WE HAVE WORKED

Since 1975



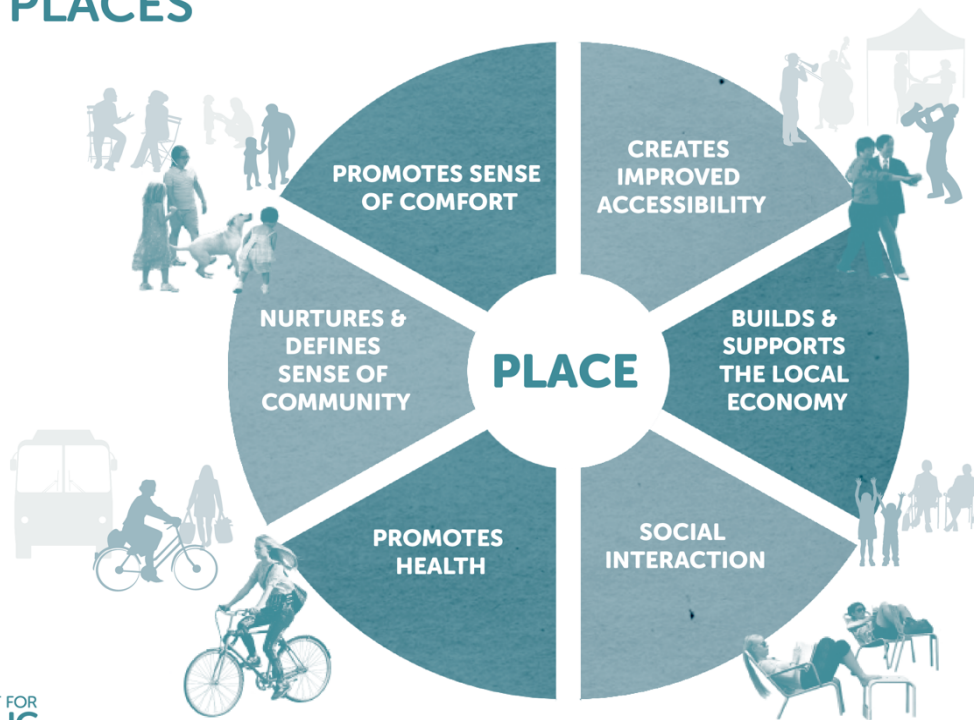
Helping people create and sustain public spaces that build stronger communities.



46 countries, **6** continents,
50 US states, **7** Canadian provinces,
1000 cities, **3,000** communities

GREAT PLACES

BENEFITS OF GREAT PLACES



- Comfort
- Access
- Economic
- Social
- Healthy
- Community

PROMOTES SENSE OF COMFORT



CREATES IMPROVED ACCESSIBILITY



BUILDS & SUPPORTS THE LOCAL ECONOMY



SOCIAL INTERACTION



PROMOTES HEALTH



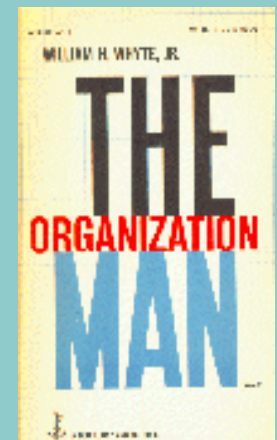
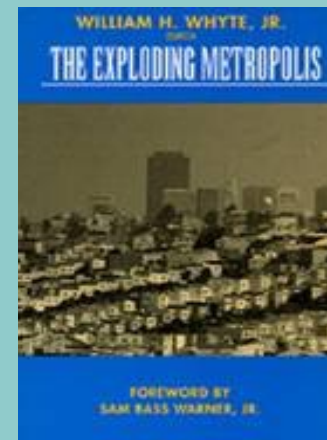
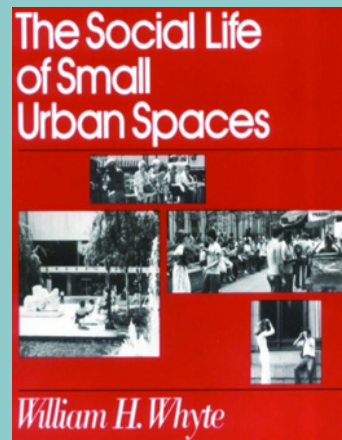
NURTURES & DEFINES SENSE OF COMMUNITY



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



“People tend to sit where there are places to sit.”
~William Holly Whyte















Les quinze nits

LA PLACA REIAL











Social public spaces “are built of a set of basics...”

- *What are they?*

The Social Life of Small Urban Spaces



William H. Whyte

Social public spaces “are built of a set of basics...”

- Food
- Places to Sit
- Water
- Sun/Shade
- Trees
- Sense of Scale
- Triangulation (Multiple Things to Do)
- Places to People Watch
- Programming

The Social Life of Small Urban Spaces



William H. Whyte

CREATIVE PLACEMAKING

intentionally leverages the power of the **arts, culture and creativity** to serve a community's interest while driving a broader **agenda for change**.

~NEA



Cloud Ceiling by Wayne Garrett & Caitlind r.c. Brown. Calgary, Alberta



WHAT IS PLACEMAKING?



Placemaking is a collaborative process of people coming together to *reimagine and reinvent public spaces.*

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

