

# Placemaking at Harvard Square



Placemaking Workshop at Harvard Square, Cambridge MA  
September 17, 2013

# Desired by Merchants & Residents:

- City Sponsored Festival in Harvard Square
- More Foot Patrols at busy times
- Revitalization of T Station (interior and exterior)
- Increased trash pick-up at T Station
- Inform homeless people of T Station toilet
- Ease up on giving parking tickets at meters
- More nighttime activities, i.e. more clubs with later hours
- **Children's activities and/or attractions**
- Additional Beautification Projects
- Reduced competition between outdoor entertainers and outdoor speakers from existing businesses
- More Tourists in Square
- Branding & Marketing campaign
- Assistance with Wayfinding i.e. uniformed volunteers to help tourists find stores
- Help with homeless people i.e. coupons to purchase food
- Assistance from non profits that serve the homeless

Source: Healthy Harvard Square Initiative (2006)

# Accomplishments To Date

- Repaired the granite, replaced missing bricks and installed a new tree in **the Memorial Tree planter** at the OOTN Plaza
- Applied for and **obtained permission for the Otto Patio** on Mass. Ave (in front of **C'est Bon**) tentative date of installation – 9/22/13
- **Trimmed trees on Mass. Ave.** from Church to Brattle to allow for improved site line
- CDD **installed 50+ bike racks** throughout the Square
- **Removed problematic bench** from the front of the B of A
- In partnership with the ACT (Advocates for a Common Toilet) project, successfully worked with the **MBTA to clean, and paint the public toilet in the MBTA station**
- Working with the MBTA **to paint the outside of the station** (the rails were painted last week)
- **Planted colorful mums in the Memorial Tree Planter** on the OOTN Plaza
- **Set out tables and chairs on the OOTN Plaza**

# Schedule

- Introductions
- Presentation of Benchmarks and Place Game
- Onsite evaluation
- Preparation of presentation
- Report back
- Discussion

# Opportunities

- **MAKE THINGS HAPPEN NOW**
- Short term = 1-3 months. Long term = 6 – 12 months.
- **CREATE ENERGETIC ANCHORS OF ACTIVITY** in key locations and a peak times.
- **CROWD-SOURCE IDEAS** (Digital Placemaking).
- **MAKE IT A “MOVABLE FEAST”** through meet-ups and mobile management teams.
- **GET LIFE ON THE STREETS** to make public spaces safe and attractive, and encourage walking.
- **BRING THE INSIDE OUT** with transparent, visually exciting ground floors and corners that pop-out.

# Thinking Small in a Big Way

# Big Idea = Big Outcome

- People and Products as Primary Focus
  - Power of Ten  $10 \times 10 \times 10 = 1000$  "Small Spaces"
- 

- Comfort and Amenities...Welcoming/Friendly
- Triangulate
- Streets as Places...Shared Space
- Localize thru Markets, Local Business, Talent
- Architecture of Place
- Public Multi-use Destinations

Safe, Comfortable



# Placemaking Tools/Process

- Power of Ten - 10X10X10
  - Place Performance Evaluation Game
  - Placemaking Vision/Plan
  - Lighter, Quicker, Cheaper
  - Placemaking Concept/Design
- 

- Campaign and Social Media



# Characteristics of Great Public Spaces

- Good places breed **healthy activity**.
- People attract people **attract people**.
- When you focus on place, **you do everything differently**.
- It takes many **disciplines and skills to create a place**.
- It takes a **community to create a place**.
- **Amenities that make a place comfortable are critical**.
- **You can't know what you are going to end up with**.
- Each place has its own **identity**.
- You can't have anything less than **excellence**.
- You have to have **zealous nuts**.
- **It has to be a...**

# Campaign/Movement

Develop  
a vision

Attack  
Complacency

Become great  
communicators

Organize a  
strong team

Produce  
short term  
wins

Connect change  
to the culture  
of the  
community

Search for  
impediments

Take on  
bigger  
challenges

# Why don't we have better Centers, Streets, and Public Spaces today?

- Fear
- Project Driven
- Design-Driven vs. Place-Driven
- Governmental Structure



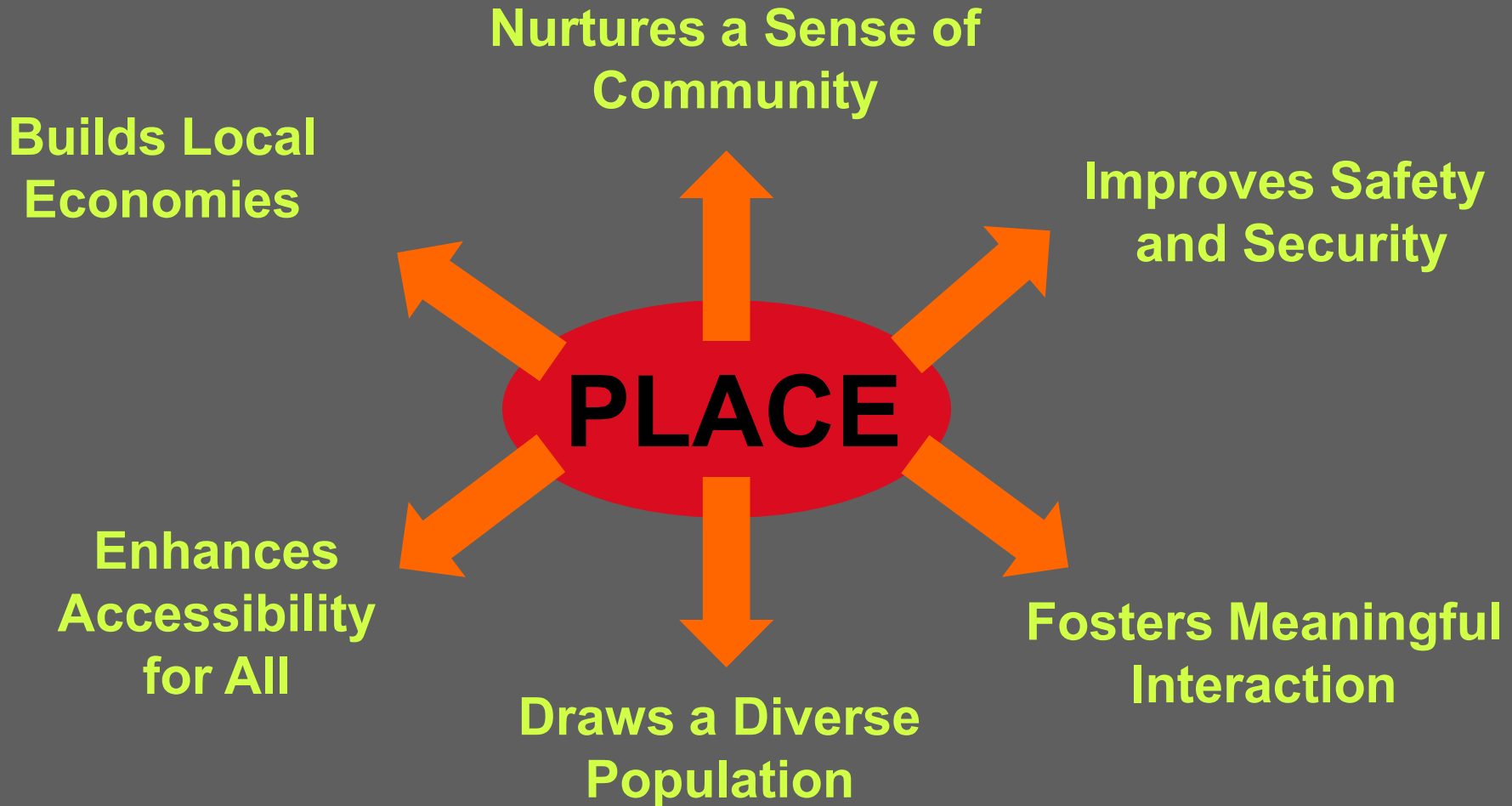


We have to turn  
everything upside  
down to get it  
right side up

to

Get from  
(in)adequate to  
extraordinary

# The Benefits of Place





# Project for Public Spaces 38 years of Placemaking

- 50 U.S. States, 7 Canadian Provinces
- 42 Countries
- 200 major cities
- 3000 Communities
- 1.1 Million visitors to PPS.org(2012)
- 34,000 people get our electronic newsletter
- 24,000 Twitter Followers
- 24,500 Facebook Friends





# Relevant Squares - PPS

- San Antonio – Main Square
- San Antonio - The Alamo
- Houston - numerous
- Fort Worth – Sundance Square
- Pittsburgh – Market Square
- Harvard - Science Plaza
- NYC – Rockefeller Center
- NYC – Bryant Park
- NYC – Washington Square
- NYC – Times Square
- Detroit – Campus Martius
- Portland – Pioneer Courthouse Square
- Perth - Cultural Centre, The Link
- Amsterdam – numerous
- New Haven Green
- Cape Town – V & A Waterfront



# Place/Community Driven Approach



*“When you focus on a place,  
you do everything differently.”*



# What is Placemaking ?

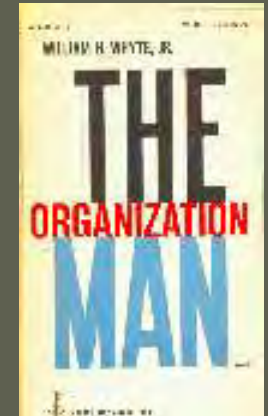
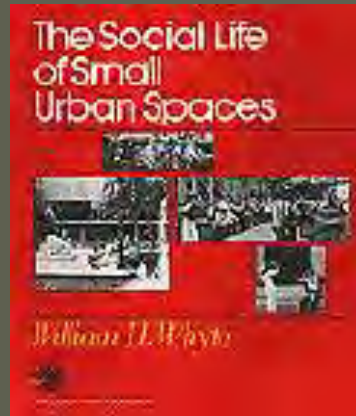
Placemaking is a dynamic human function: it is an act of liberation, of staking claim, and of beautification; it is true human empowerment.



# 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



*"It's hard to create a space that will not attract people, what is remarkable, is how often this has been accomplished."*





*“Benches are artifacts, the purpose of which is to punctuate architectural photographs. They are not so good for sitting.”*





*“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.”*









*"If you want to seed a place with activity, put out food."*











# The Return of the Civic Square



# Qualities of Great Squares

- Traffic, Transit & Pedestrian
- Edge Uses
- Attractions & Destinations
- Identity & Image
- Flexibility in Design
- Amenities
- Place Management:  
Central to the Solution
- Seasonal Strategy
- Diverse Funding Sources
- Reach Out Like an Octopus





# Traffic, Transit & Pedestrian

- Connected to adjacent areas
- Range of transportation options





# Edge Uses

- Gateways & entrances
- Focal points
- People & Products



# Attractions & Destinations

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





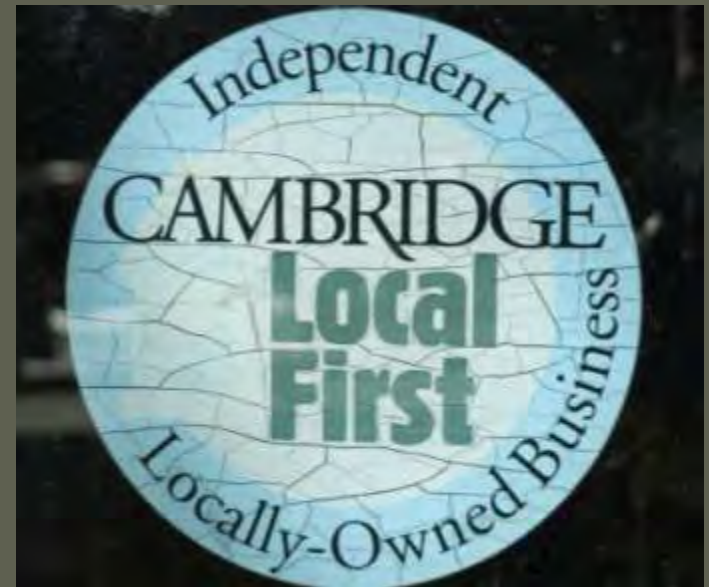
# Seasonal Strategies

- Highlight Seasons
- Rotate Displays
- Programs & Markets
- Celebrate Cultural & Civic Occasions



# Identity & Image

- Showcase local assets
- Highlight historic destinations
- Local retail and services









# Flexible Design

- Temporary & changing uses
- Lighter, Quicker, Cheaper
- Experiments



# Amenities

- Attracts cross-section of users
- Comfortable places to sit
- Food and markets



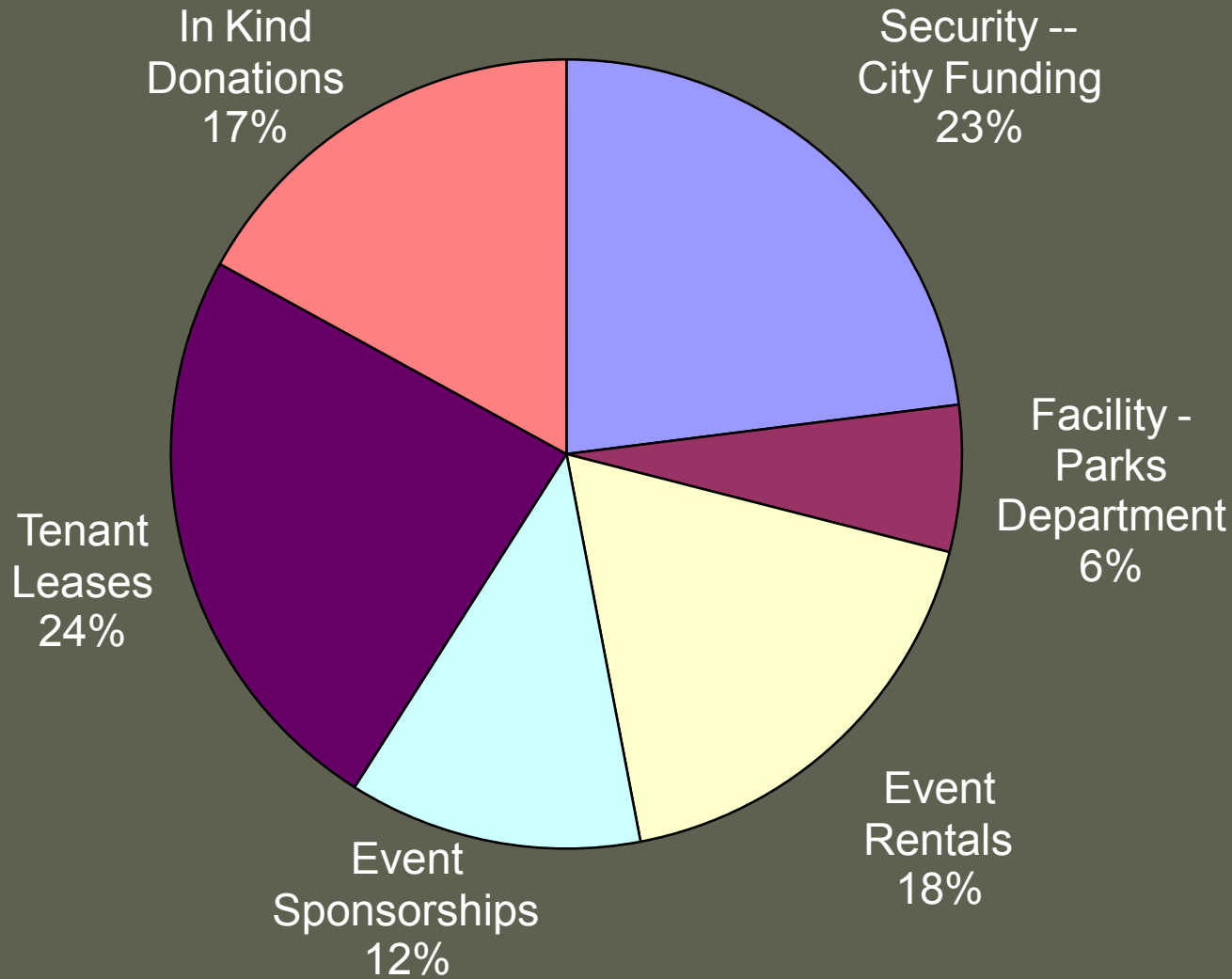


# Place Management

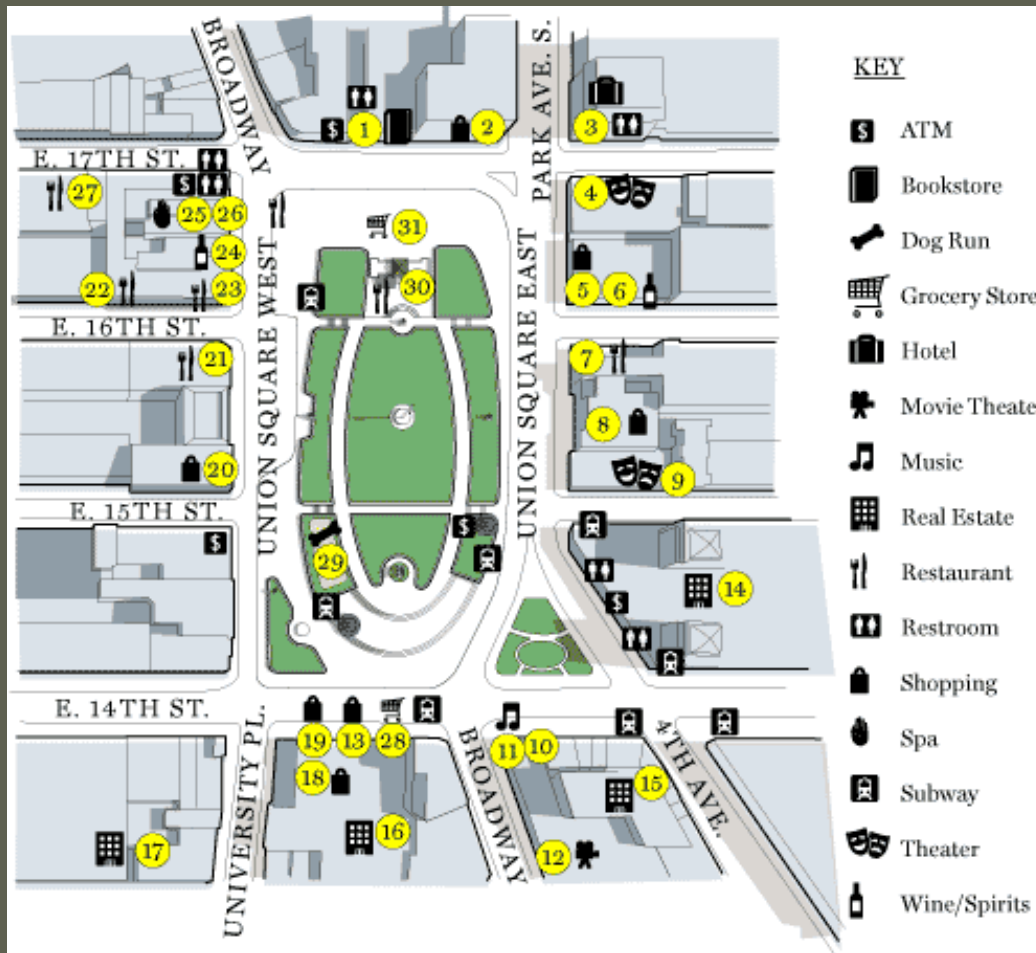
- Management through:
  - Security/Maintenance
  - Programming Events
  - Managing Destinations
  - Providing Amenities



# Diverse Funding Base



# Reaching out like an Octopus



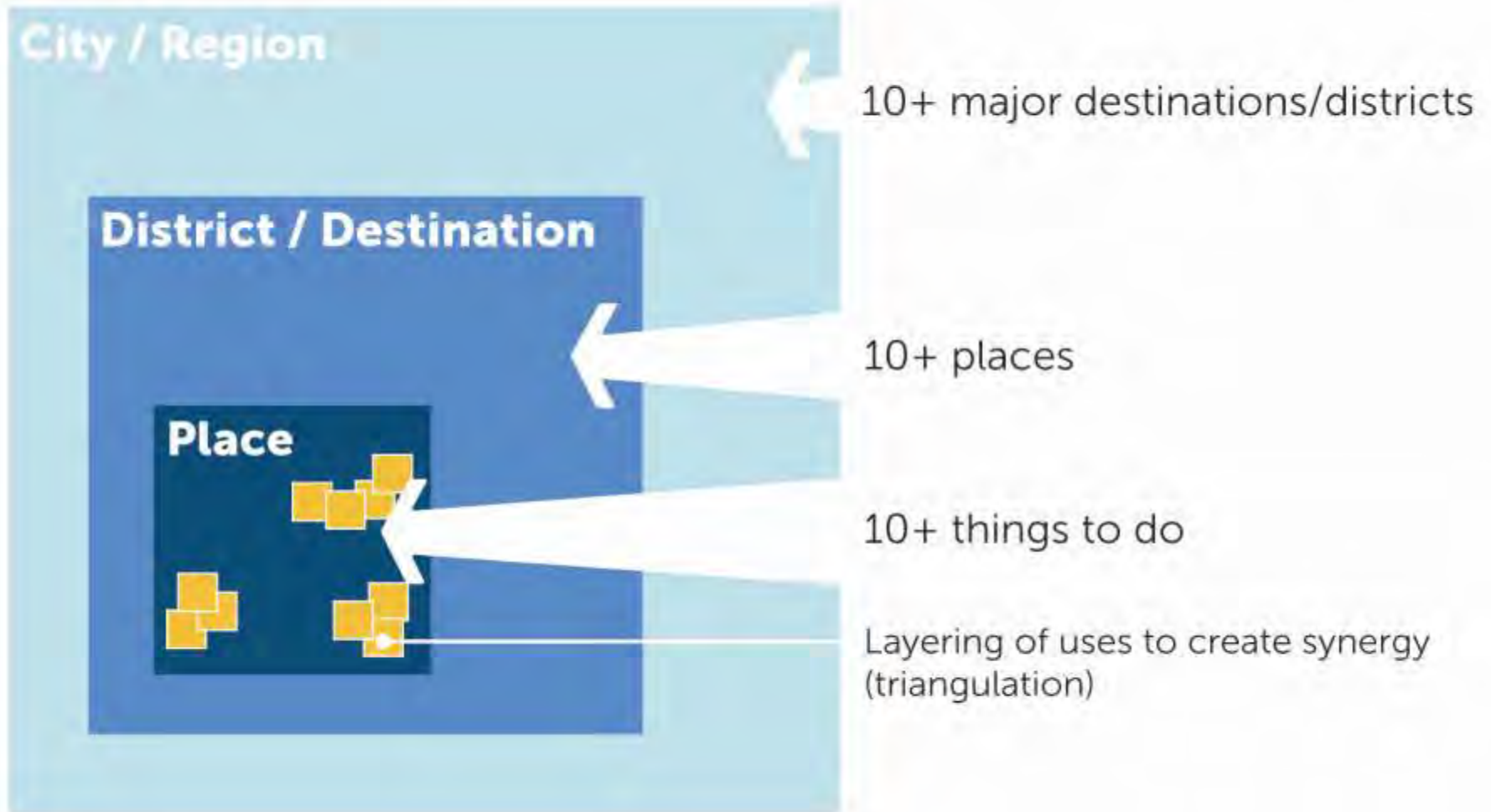
- Creating a district
- 10+ Destinations with 10+ places with 10+ things to do

# Placemaking Tools/Process

- Power of Ten - 10X10X10
  - Place Performance Evaluation Game
  - Placemaking Vision/Plan
  - Lighter, Quicker, Cheaper
  - Placemaking Concept/Design
- 

- Campaign and Social Media

# The Power Of 10





# Power of 10



1. Read the paper

2. Window shopping for books

3. Learn about upcoming events

5. Walk

4. Go inside!

10. Have a conversation

6. Sit and relax

7. Read someone else's book

8. Take a break from a bike ride

9. Pet a dog





# A new future for the New Haven Green

2012





Elm St

Court St

Temple St

College St

Sherman's



INFO  
NEW HAVEN

BATTELL  
CHAPEL

COLLEGE STREET

SHAKE  
SHACK

HENDRIE  
HALL

TRINITY  
CHURCH

CENTER  
CHURCH

UNITED  
CHURCH

VISITOR  
CENTER

CHAPEL STREET

ELM STREET

LIBRARY

CHURCH STREET

CITY HALL





# Power of 10 Destinations 1975



A black and white photograph of Bryant Park in New York City, showing a large crowd of people gathered in the park area. The image is part of a presentation slide.

## Bryant Park

Intimidation or Recreation?

by Project for Public Spaces, Inc.



# Power of 10 Destinations Today







# New York City Transformed:

Rockefeller Center Times Square

Bryant Park Port Authority Bus Terminal





# Times Square



# Bryant Park



## Bryant Park

Intimidation or  
Recreation?

by Project for Public Spaces, Inc.











**BRYANT PARK**



**BRYANT PARK**



# Building Base Activation



Paris Cafe











# Pioneer Courthouse Square

















OLYMPIC TORCH RELAY



# Place Performance Game

What Makes a Great Place?



## Place Game

Place Performance Evaluation  
A Tool for Initiating the Placemaking Process

PPS is a nonprofit organization dedicated to creating and sustaining public places that build communities. We provide technical assistance, education, and research through programs in parks, plazas and central squares, buildings and civic architecture, transportation, and public markets. Since our founding in 1975, we have worked in over 2,500 communities in the United States and around the world, helping people to grow their public spaces into vital community places.



[www.pps.org](http://www.pps.org)

©2012 Project for Public Spaces, Inc. The 'Placegame' cannot be used without formal, written permission from PPS. If permission is granted, full credit must be given to PPS on all written materials and in any verbal descriptions of the game.

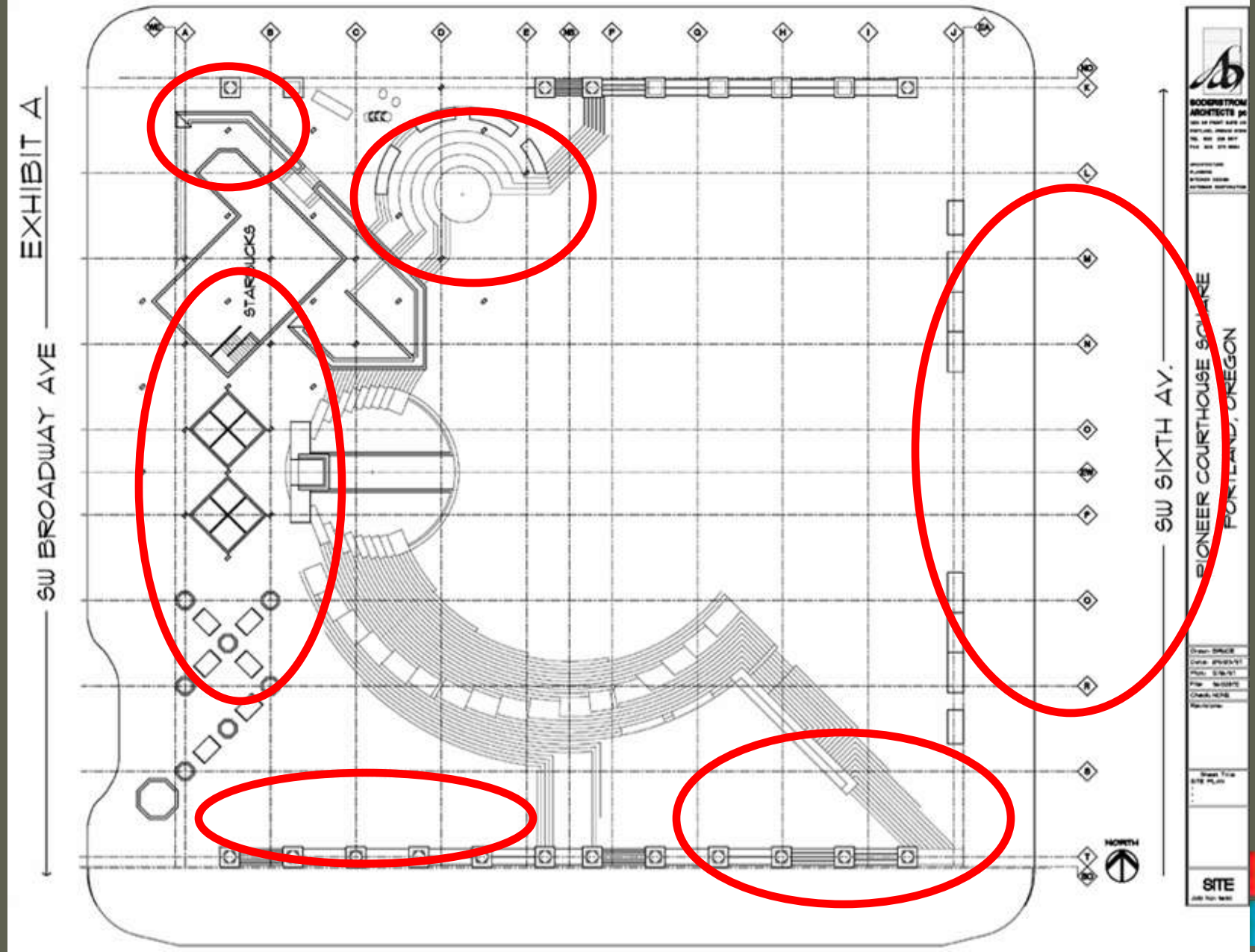








# Underperforming areas













# Triangle Plaza – Brooklyn, NY













# Paris Plaza and Shared Space



© 2013 Google  
© 2013 Google

Google earth



# 5 FAMILLES DE MARQUAGES

Elles sont expérimentées et évaluées dans une vingtaine d'espaces partagés (zones 30 et zones de rencontre).



## 1 Les portées



Elles consistent à inverser le principe du passage piéton : c'est le véhicule qui traverse sur des lignes blanches

## 2 Les rectangles



Ils sont issus du passage piéton usuel. Ils sont effacés d'un tiers ou il n'en reste que les extrémités

## 3 Les clous



Passage piéton traditionnel, ils sont proposés soit avec de vrais clous soit réalisés par des ronds de peinture blanche

## 4 Les pixels



Ils sont proches de l'art de la rue

## 5 En lettres



L'inscription Zone 30 s'insère dans les bandes blanches du passage piéton usuel

MAISON  
DU VÉLO



TOUTE L'INFO  
au 3975\* et  
sur [PARIS.FR](http://PARIS.FR)

\* hors d'un appel local à partir d'un premier  
tarif local réservé à notre territoire

PPS  
PROJECT FOR  
PUBLIC  
SPACES





...hon  
...ités  
...ises

B  
o  
u  
c  
h  
o  
n

ZONE  
DE RENCONTRE.  
MIEUX  
COHABITER











# What Makes A Great Place?



key attributes





# How to Look at a Place?

- Key Attributes
- Intangibles
- Measurements



# Access & Linkages

- Convenient
- Walkable
- Informative
- Orienting
- Connected
- Enticing













# Uses & Activities

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























# Comfort & Image

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















# Sociability

- Welcoming
- Cooperative
- Interactive
- Neighborly
- Proud
- Diverse
- International
- Cared for







# "Place Game" Evaluation Process



1. Break into teams
1. Go to designated sites where you fill out the Place Game form individually
2. Return at the appointed time to discuss your findings with your team and summarize findings
3. Create a mini-presentation to report back



# What Makes a Great Place?



## Place Game

**Place Performance Evaluation**  
A Tool for Initiating the Placemaking Process


PPS is a nonprofit organization dedicated to creating and sustaining public places that build communities. We provide technical assistance, education, and research through programs in parks, plazas and central squares; buildings and civic architecture; transportation; and public markets. Since our founding in 1975, we have worked in over 2,500 communities in the United States and around the world, helping people to grow their public spaces into vital community places.



[www.pps.org](http://www.pps.org)

©2012 Project for Public Spaces, Inc. The 'Placegame' cannot be used without formal, written permission from PPS. If permission is granted, full credit must be given to PPS on all written materials and in any verbal descriptions of the game.

SITE #: \_\_\_\_\_ Date: \_\_\_\_\_

 Rate the Place:
COMFORT & IMAGE POOR GOOD

|                                    |   |   |   |   |
|------------------------------------|---|---|---|---|
| Overall attractiveness             | 1 | 2 | 3 | 4 |
| Feeling of safety                  | 1 | 2 | 3 | 4 |
| Cleanliness/Quality of Maintenance | 1 | 2 | 3 | 4 |
| Comfort of places to sit           | 1 | 2 | 3 | 4 |

Comments/Notes:

ACCESS & LINKAGES POOR GOOD

|                                |   |   |   |   |
|--------------------------------|---|---|---|---|
| Visibility from a distance     | 1 | 2 | 3 | 4 |
| Ease in walking to the place   | 1 | 2 | 3 | 4 |
| Transit access                 | 1 | 2 | 3 | 4 |
| Clarity of information/signage | 1 | 2 | 3 | 4 |

Comments/Notes:

USBS & ACTIVITIES POOR GOOD

|  |   |   |   |   |
|--|---|---|---|---|
| Mix of stores/services                   | 1 | 2 | 3 | 4 |
| Frequency of community events/activities | 1 | 2 | 3 | 4 |
| Overall busy-ness of area                | 1 | 2 | 3 | 4 |
| Economic vitality                        | 1 | 2 | 3 | 4 |

Comments/Notes:

SOCIALITY POOR GOOD

|                                  |   |   |   |   |
|----------------------------------|---|---|---|---|
| Number of people in groups       | 1 | 2 | 3 | 4 |
| Evidence of volunteerism         | 1 | 2 | 3 | 4 |
| Sense of pride and ownership     | 1 | 2 | 3 | 4 |
| Presence of children and seniors | 1 | 2 | 3 | 4 |

Comments/Notes:

 Identify Opportunities

1. What do you like best about this place?
2. List things 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.





Place Game Sites



# Site 1a: Holyoke Plaza





# Site 1a: Holyoke Plaza



# Site 1b: Holyoke Plaza





# Site 2: The Pit



# Site 2: The Pit





# Site 3a: T Station



# Site 3a: T Station





# Site 3b: T Station



# Site 3b: T Station





# Site 4a: Out of Town News Kiosk



# Site 4b: Out of Town News Kiosk





# Site 4b: Out of Town News Kiosk



# Site 5: The Point





# Site 6: Harvard



# Site 7a: Brattle St





# Site 7b: Brattle St

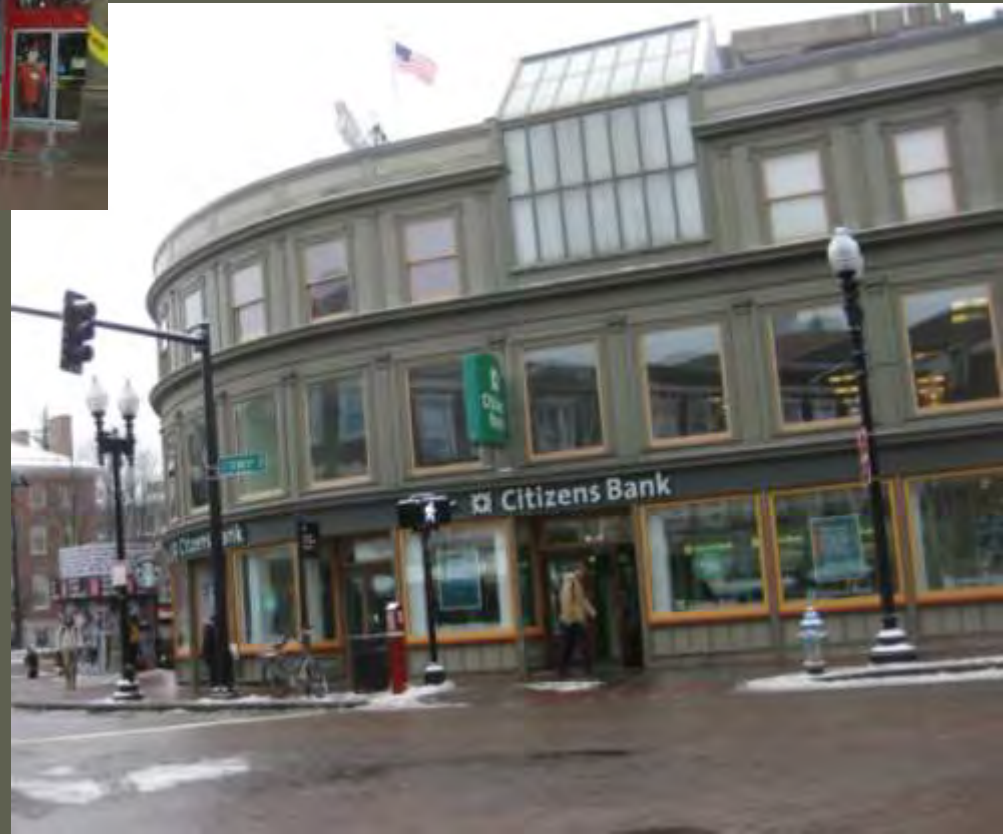


# Site 8a: JKF & Brattle St Intersection





# Site 8b: JFK & Brattle St Intersection



# Place Game Agenda

6:30 – 7:15 pm

Place Game Onsite

7:15 – 8:00 pm

Team Work & Brainstorming Session

8:00 – 8:30 pm

Report Out

8:30 pm

Adjourn





[www.pps.org](http://www.pps.org)

PPS  
PROJECT FOR  
PUBLIC  
SPACES

