

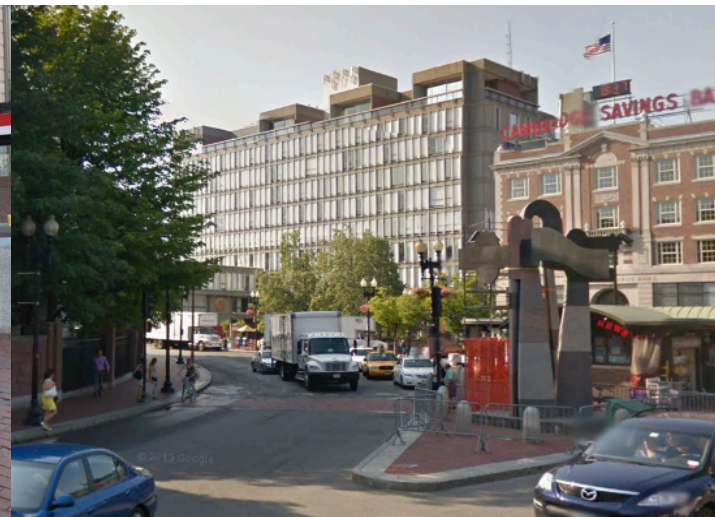
# HARVARD SQUARE KIOSK AND PLAZA

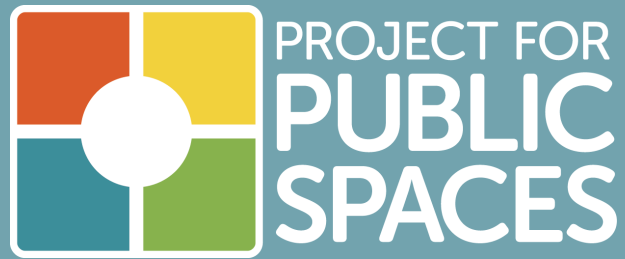


Working Group #3  
September 12, 2017

# PROJECT GOALS

- Create a vision for the future of the Kiosk and Plaza by engaging with the public.
- Engage and serve a diverse population.
- Develop recommendations for the governance of the Kiosk and Plaza to support the selected vision.
- Develop a budgeting plan.





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

**40+ Years of Placemaking**

# WHAT IS PLACEMAKING?

# WHAT IS PLACEMAKING?

## MAKE

/māk/

*verb*

1. form (something) by putting parts together or combining substances; construct; create.
2. cause (something) to exist or come about; bring about.

## PLACE

/plās/

*noun*

...?

# WHAT IS PLACEMAKING?

## MAKE

*/māk/*

*verb*

1. form (something) by putting parts together or combining substances; construct; create.
2. cause (something) to exist or come about; bring about.

## PLACE

*/plās/*

*noun*

*space + meaning*

# WHAT IS PLACEMAKING?

- Creating spaces that have meaning?
- Creating meaning in a space?
- Creating meaning by making?



















OF TOWN NEWS

THE HARVARD TOUR

TICKET  
TOUR TICKETS HERE!  
TICKET

TICKET  
TOUR TICKETS HERE!  
TICKET

TAK  
HAE  
TOUR

THE HARVARD TOUR  
Partner of the Day!  
Russell Yang  
HARVARD  
Discover Local Businesses  
Grab a Free Map of  
Harvard Square!

THE HARVARD TOUR  
FREE MAPS OF HARVARD  
TOUR OF HARVARD STARTS HERE





A man in a grey trench coat and a dark hat is the central figure, looking slightly to the right with a focused expression. He is holding a vintage-style camera with a large lens. The background is a busy city street with yellow taxis, a white van, and several pedestrians. The scene is captured in a cinematic style with soft lighting.

# The Social Life of Small Urban Spaces

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



*“What attracts people most it would appear, is other people.”*



*“People tend to sit where there are places to sit.”*



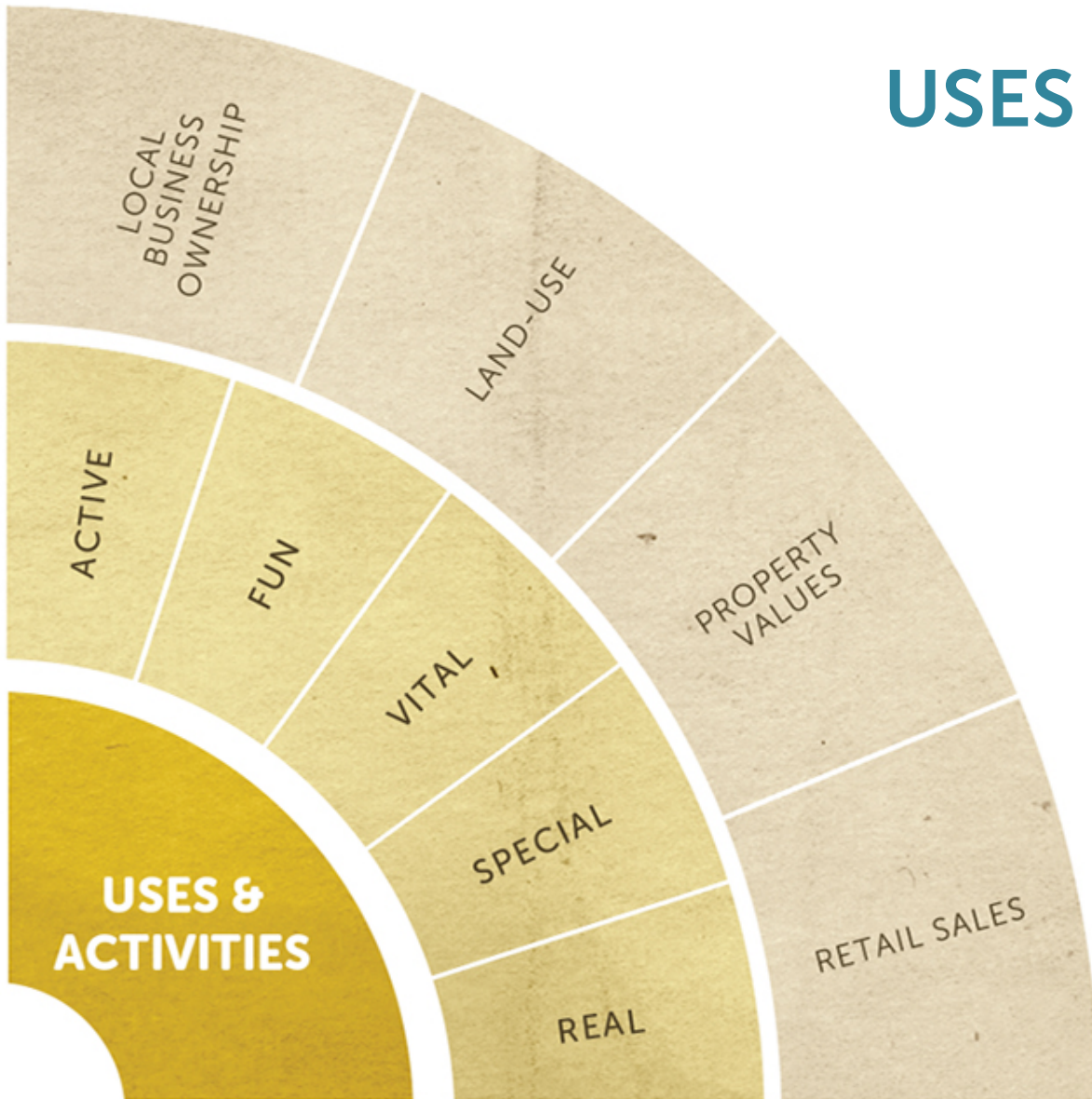
# WHAT MAKES A GREAT PLACE?



# WHAT YOU SAID



# USES & ACTIVITIES



KEY ATTRIBUTE

INTANGIBLES

MEASUREMENTS

# A FLEXIBLE, MULTI-USE SPACE



**USES &  
ACTIVITIES**



# A PLACE TO HANG OUT



USES &  
ACTIVITIES

# FORMAL AND INFORMAL PROGRAMMING



**USES &  
ACTIVITIES**

# A PLACE TO EXCHANGE IDEAS



**USES &  
ACTIVITIES**

# INCLUSIVE PROGRAMMING



USES &  
ACTIVITIES

FIVE  
TOTEN  
on Hennepin

# A PLACE TO ENJOY COFFEE AND LOCAL FOODS



**USES &  
ACTIVITIES**

# SUPPORT BUSINESSES OF HARVARD SQUARE



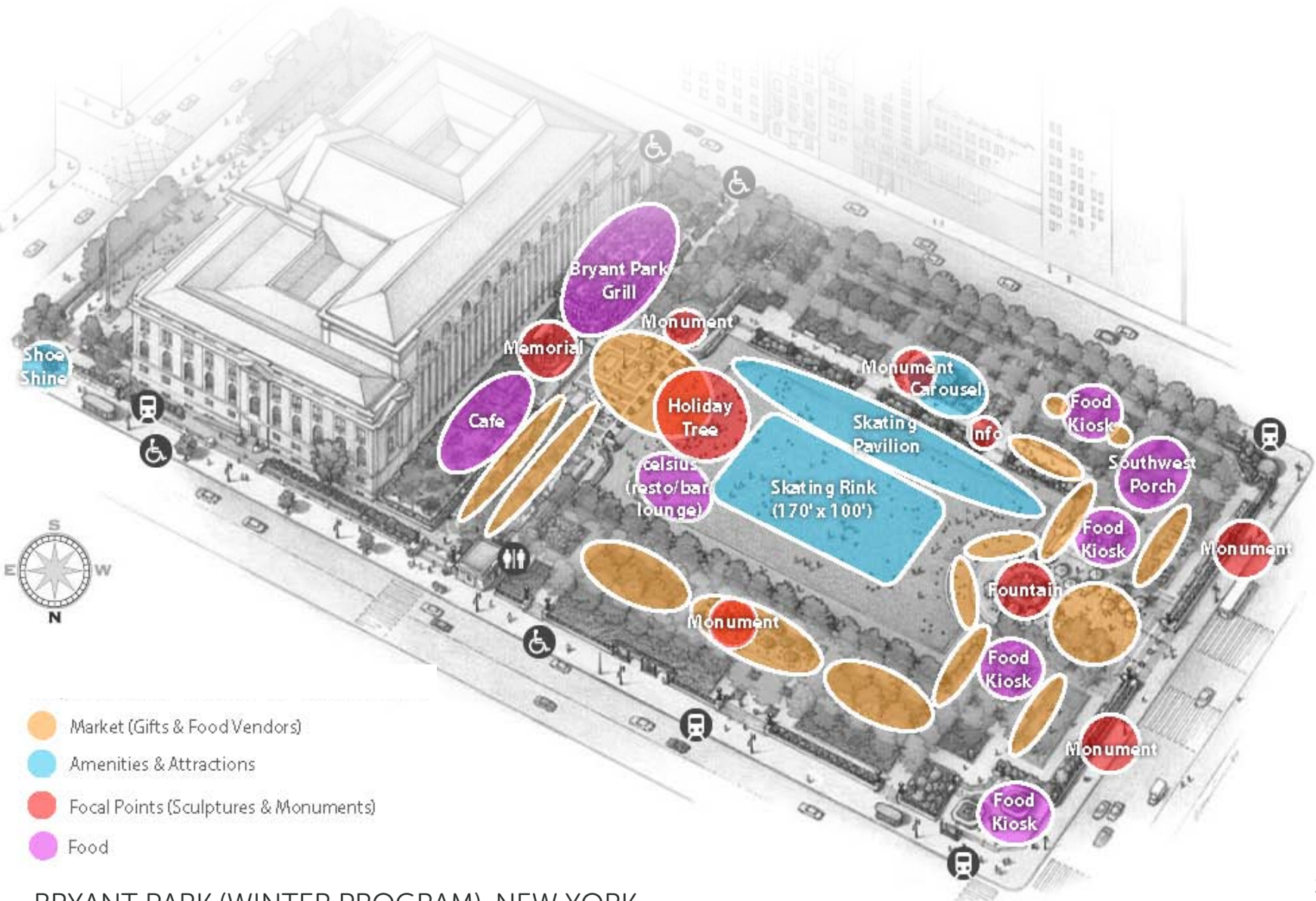
USES &  
ACTIVITIES

# INFORMATION FOR VISITORS



**USES &  
ACTIVITIES**

# SEASONAL STRATEGIES



BRYANT PARK (WINTER PROGRAM), NEW YORK



# EXPERIMENT WITH A VARIETY OF USES



USES &  
ACTIVITIES



# COMFORT & IMAGE

COMFORT  
& IMAGE

# A UNIFIED IDENTITY



COMFORT  
& IMAGE

# A PLACE THAT IS MEMORABLE



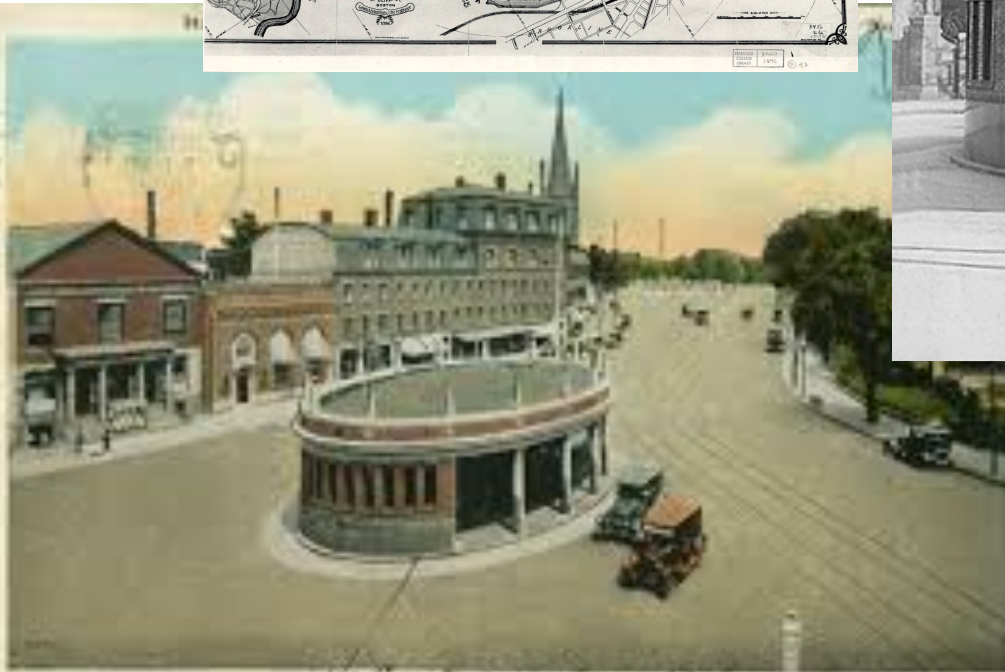
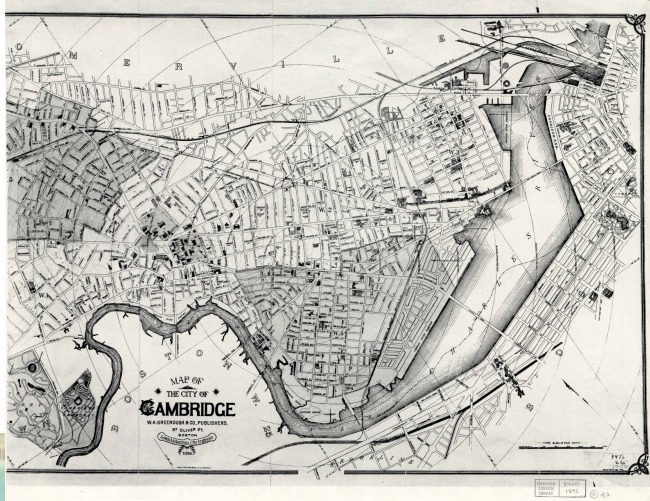
COMFORT  
& IMAGE

# ART THAT ENGAGES

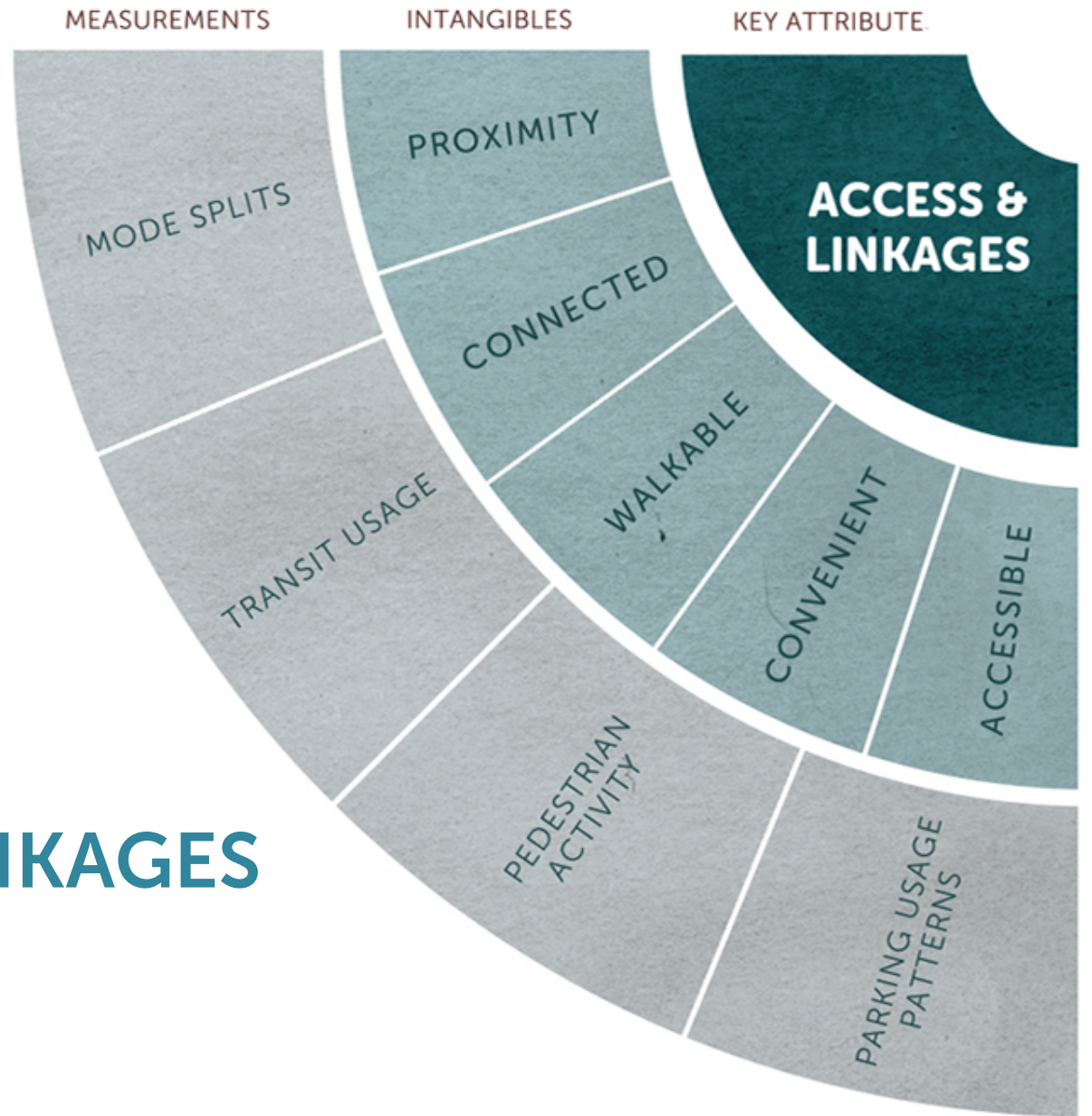


COMFORT  
& IMAGE

# CELEBRATE THE HISTORY OF CAMBRIDGE



# ACCESS & LINKAGES



# A SAFE, FLOW-THROUGH SPACE FOR PEDESTRIANS





# SERVE ALL MODES OF TRANSPORTATION

ACCESS & LINKAGES



# SOCIABILITY



MEASUREMENTS

INTANGIBLES

KEY ATTRIBUTE

# A PLACE THAT IS WELCOMING TO ALL



# A PLACE TO MEET UP



# A PLACE FOR SPONTANEOUS INTERACTION



London, UK – street pianos

**SOCIABILITY**

45

# A PLACE FOR COMMUNITY GATHERINGS



**SOCIABILITY**

# A CURATED, MANAGED PLACE



UNION SQUARE, NEW YORK CITY

# POWER OF 10+: PLACE

1. Read the paper

2. Window shop

3. Learn about upcoming events

4. Go inside!

5. Walk by

6. Sit & relax

7. Read someone else's book

8. Take a break from a bike ride

9. Pet a dog

10. Have a conversation



# PLACEMAKING TOOLS





Washington Square Park

Zone 4

Date: 7/31/05

Start Time: 1:10

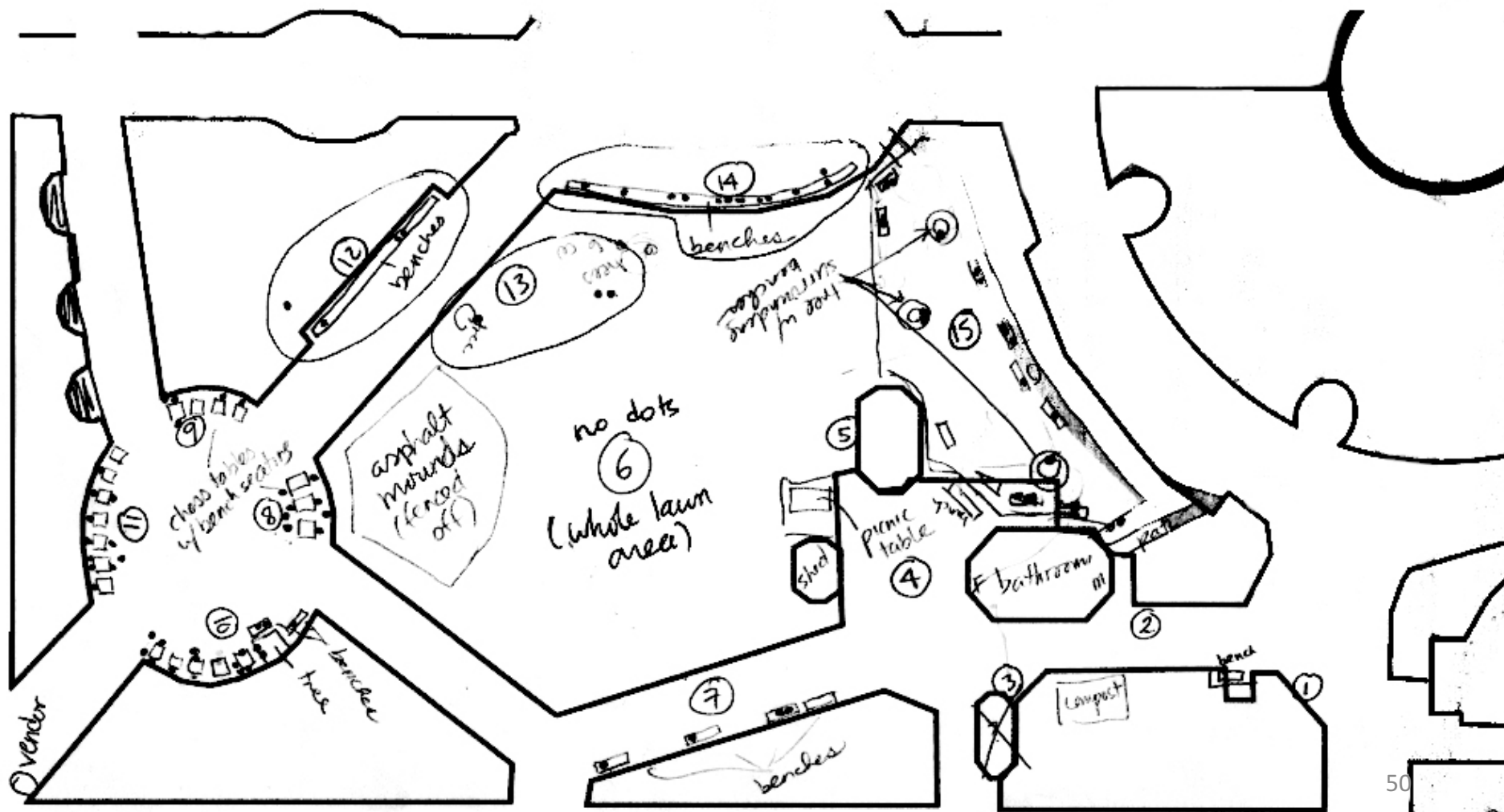
End Time: 2:10 pm

Observer: Nafe

Weather: sunny 80s

24

# ACTIVITY MAPPING



# ACTIVITY MAPPING

<b>Behavior Mapping - Data Collection Form</b>	
Section: <u>4</u>	Observer: <u>Nicole</u>
Date: <u>7/31/2005</u>	Weather: <u>Sunny, B's</u>
Start time: <u>1:10 pm</u>	
Finish Time: <u>2:10 pm</u>	

Group #	Age / Gender							Stance																Activities										Notes (details or activities not listed above)				
	Seniors (65+)		Adults (31-64)		Young Adults (19-30)		Teens (13-18)		Children (6-12)		Infants (0-5)		Dog (woof)		Sit	Lie	Stand	Lean	Quiet relaxation	Grass / Game	Playing / Playground	Reading / Writing / Drawing	Playing chess / board game	Watching chess / board game	Park work / maintenance	Eat / Picnic	Performing	Watching Performance	Socializing	Sunbathing	Sleeping	Group / Tour	Buying from vendor		Dog run	People watching	Shade?	
	F	M	F	M	F	M	F	M	F	M	F	M	F	M																								
1						2									2						2															<input checked="" type="checkbox"/> sitting on railing reading same newspaper		
2		1															1																		<input checked="" type="checkbox"/> stretching after using restroom			
3			2												2												2								<input checked="" type="checkbox"/> 1 sitting in plastic chair <input checked="" type="checkbox"/> 1 sitting on path curb next to bed			
4			3	2													5																		<input type="checkbox"/> waiting for people to come out of ladies room			
5			2												2														2					<input checked="" type="checkbox"/>				
6			4	6	5									6	9						4						2	7			1		<input type="checkbox"/>	+ 1 talking on cell phone all lying sitting on grass				
7			2	1										4										2		2								<input checked="" type="checkbox"/>				
8		3	5	1										5	3	1					2	5												<input checked="" type="checkbox"/> young man photographed choir players, 1 leaving and				
9			5											4		1					2	1				2								<input checked="" type="checkbox"/> 1 leaning against wall				
10		2	8	3		1								11	3						5	6									3		<input checked="" type="checkbox"/>	2 playing chess, 3 playing cards, 1 in wheelchair				
11		1	1	8		1								9	1	1		1			2			1		5					2		<input checked="" type="checkbox"/>	1 smoking				
12			2	3	1									7	1						2					2		3			1		<input checked="" type="checkbox"/>	1 man sleeping on grass, 1 on 2 people sitting on grass				
13					1	2									3			3																<input checked="" type="checkbox"/>				
14			5	4	2	1																			3		7					1	<input checked="" type="checkbox"/>	1 seen filming people, crowd, musician, performing				
15			3	5	5	7								12	16	2	2													20			<input checked="" type="checkbox"/>	2 leaning against fence on outside watching dogs				
ST:	1	7	16	48	16	22								12	66	16	15	4			4	-	-	8	11	12	-	3	3	-	22	7	5	-	-	20	10	

# Washington Square Park - Observed Activity

8:00am

10:30am

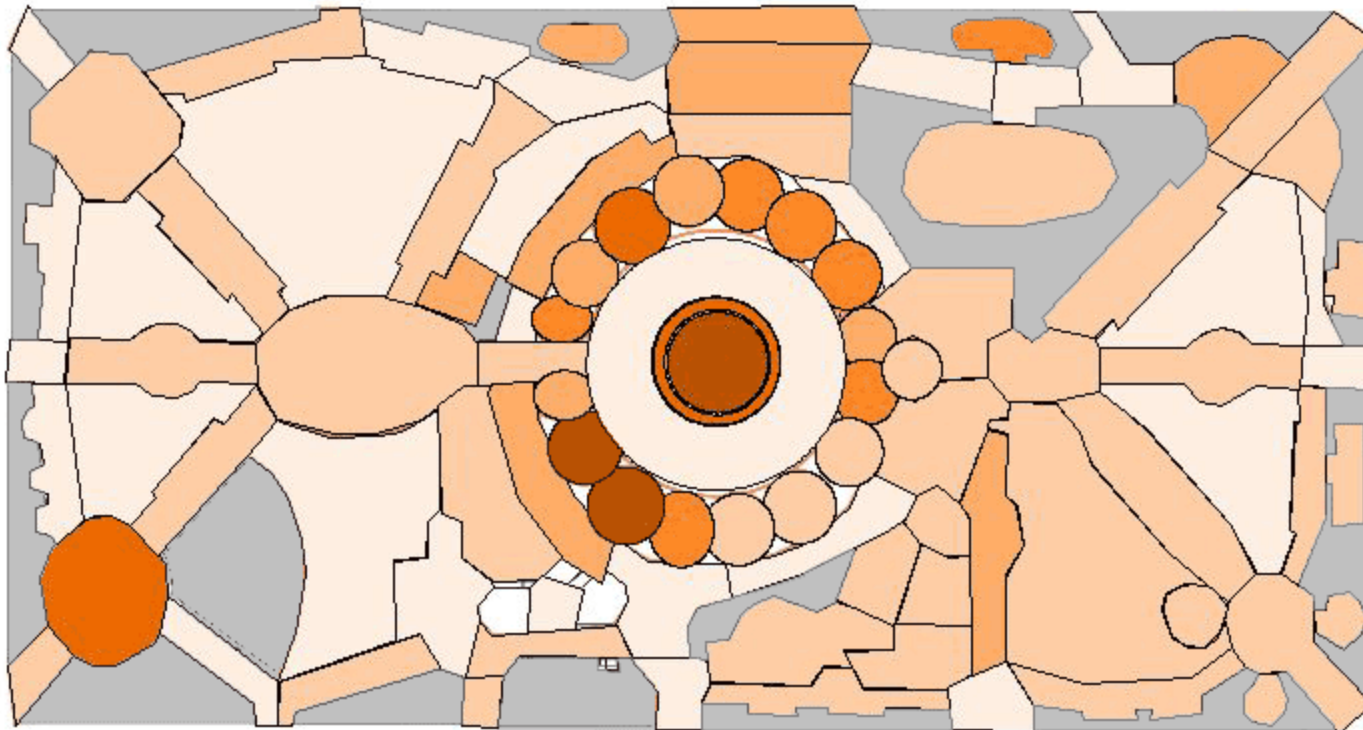
1:00pm

3:30pm

6:00pm

8:30pm

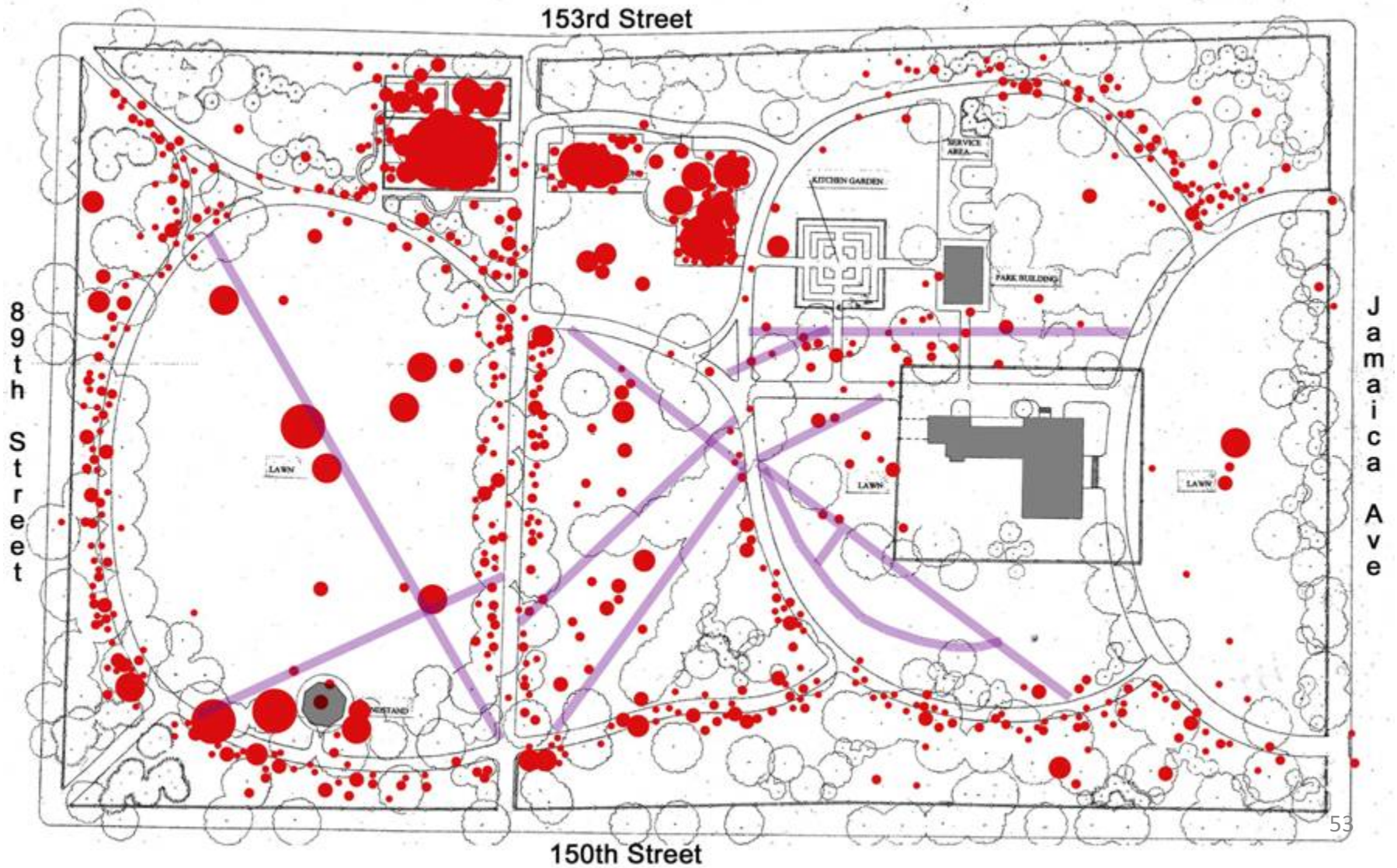
WASHINGTON SQUARE NORTH



WASHINGTON SQUARE SOUTH



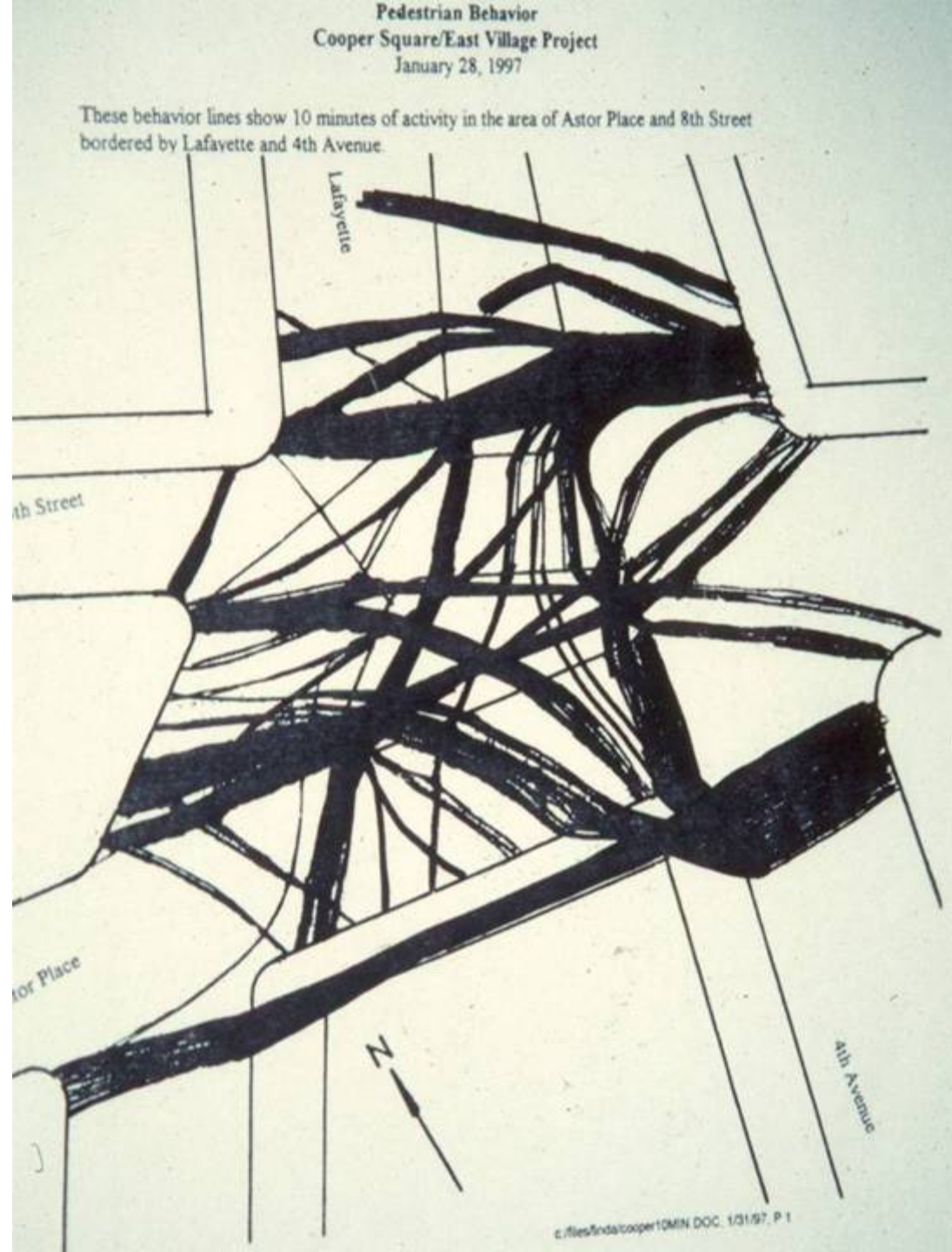
# Counts



# Tracking: Astor Place



# Tracking: Astor Place



# GATHER INFORMATION

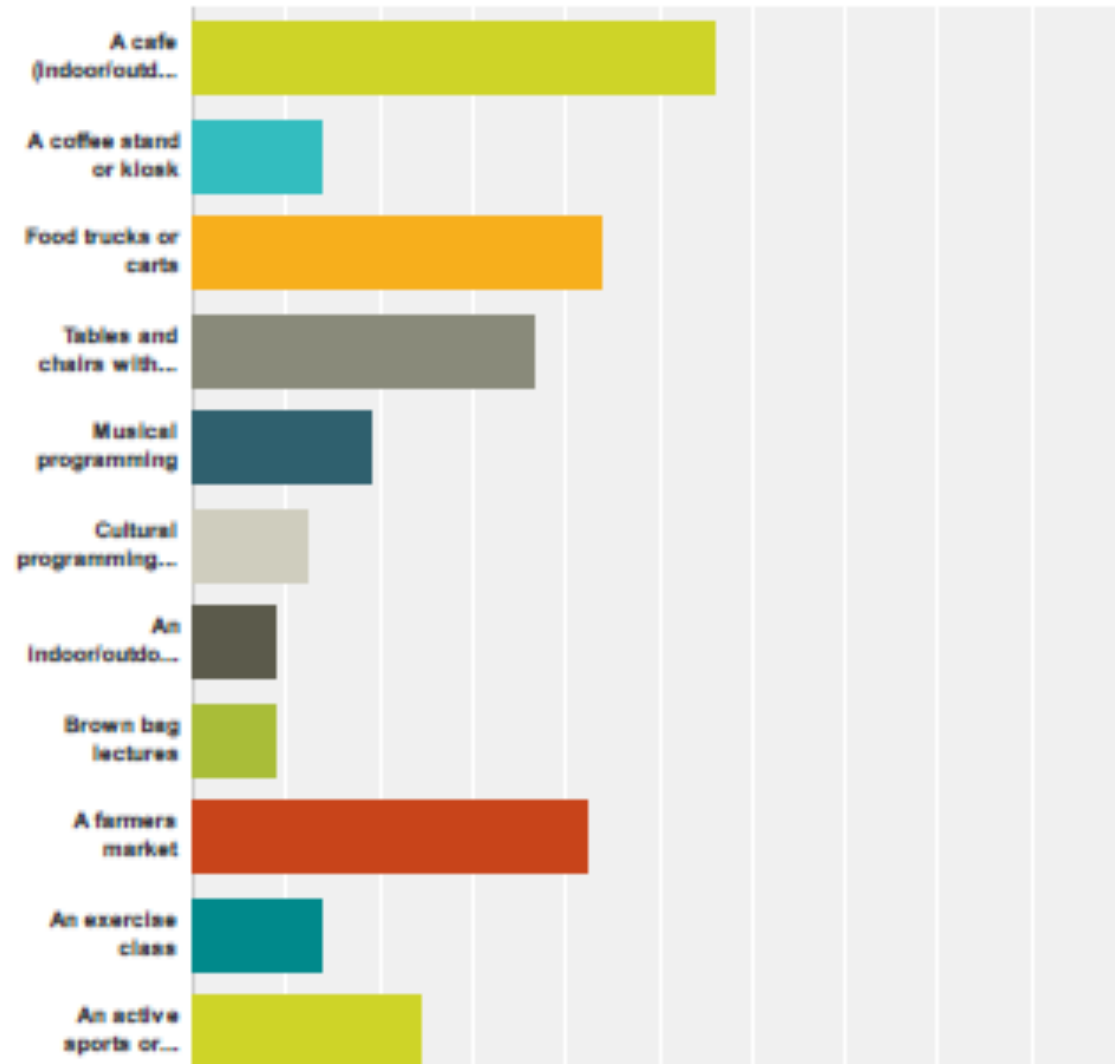




# Surveys

**Q2 What kinds of activities would most likely draw you to use the space during the day on a weekday? (Select no more than three.)**

Answered: 57 Skipped: 1



# Pop-Up Placemaking Station



# PLACE GAME



# "PLACE GAME" EVALUATION PROCESS

Break up into teams

Go to your designated site where you fill out the Place Game form

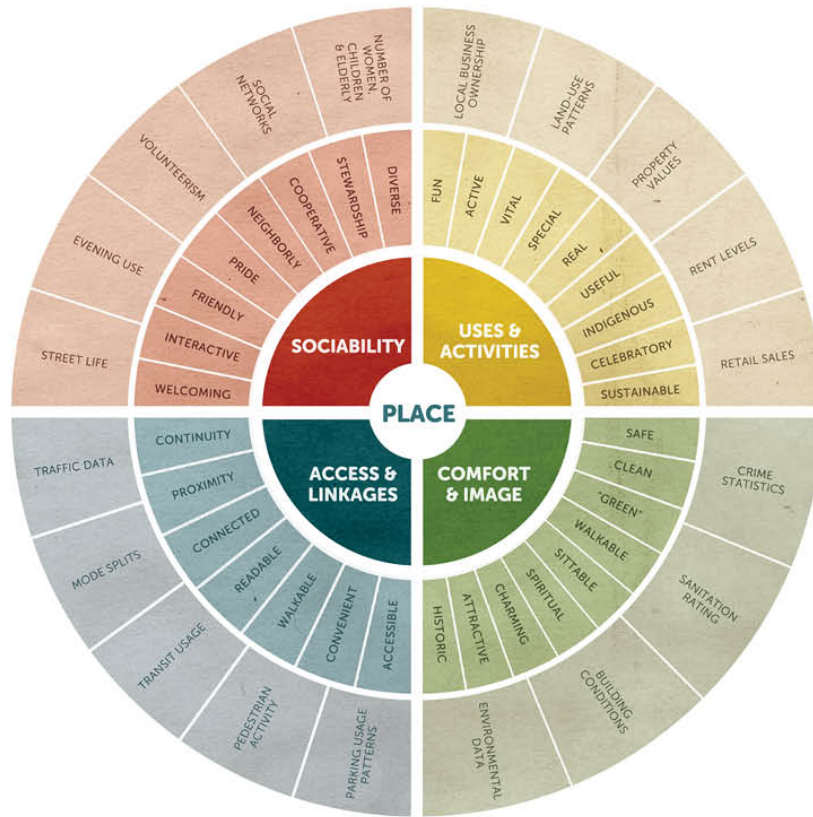
Individually for the first part and as a group for the second part.

Return to room and continue discussions and summarize findings and ideas on flipchart

Pick a presenter and report out



# WHAT MAKES A GREAT PLACE?



● KEY ATTRIBUTES ● INTANGIBLES ● MEASUREMENTS

# PLACE GAME

## PLACE PERFORMANCE EVALUATION

*A Tool for Initiating the Placemaking Process*



*Project for Public Spaces (PPS)* is a nonprofit planning, design and educational organization dedicated to helping people create and sustain public spaces that build stronger communities. Our pioneering Placemaking approach helps citizens transform their public spaces into vital places that highlight local assets, spur rejuvenation and serve common needs.

PPS was founded in 1975 to expand on the work of William (Holly) Whyte, author of *The Social Life of Small Urban Spaces*. We have since completed projects in more than 3000 communities in 43 countries and all 50 U.S. states and are the premier center for best practices, information and resources on placemaking. More than 600 people worldwide are members of our Placemaking Leadership Council.

©2017 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.

419 Lafayette St, 7th Fl, New York, NY, 10003 212.620.5660 @PPS\_Placemaking [www.pps.org](http://www.pps.org)



 **Rate the Place**

COMFORT & IMAGE	POOR		GOOD	
Overall attractiveness	1	2	3	4
Attractiveness of storefronts/outdoor dining	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/attractive gateways	1	2	3	4
Ease in walking through the place	1	2	3	4
Adequate bike storage	1	2	3	4
Clarity of information/wayfinding signage	1	2	3	4

Comments/Notes:

USES & 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 serving diverse users	1	2	3	4
Economic vitality	1	2	3	4

Comments/Notes:

SOCIABILITY	POOR		GOOD	
Number of people in groups	1	2	3	4
Evidence of partnerships & sponsorships	1	2	3	4
Sense of pride and ownership	1	2	3	4
Presence of locals as well as visitors	1	2	3	4

Comments/Notes:

 **Identify Opportunities**

1. What do you like best about this place?
2. What other activities and uses would you like to see here and how could they be accommodated?
3. What changes would you like to see through this improvement project 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.

# DISCUSSION QUESTIONS

- What are the five most important qualities you would like to see at the Kiosk and Plaza?
- What are the five most important functions of the Kiosk and Plaza?
- What words describe the feeling you would like the Kiosk and Plaza to convey?