

What if

We Built the Hong Kong
Waterfront Around Places?



Training Workshop

May 22, 2006

Transportation &
Livable Communities



Public Markets
& Local Economies

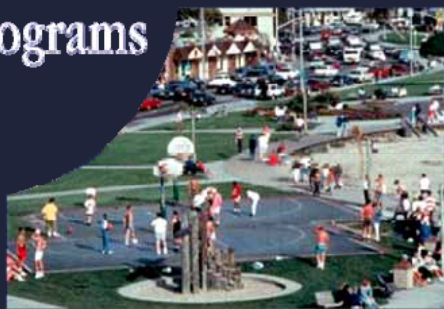


PPS

Current Programs



Public Buildings
& Civic Design



Parks, Plazas
& Civic Squares

William H. (Holly) Whyte



The Organization Man, 1956

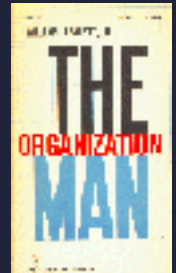
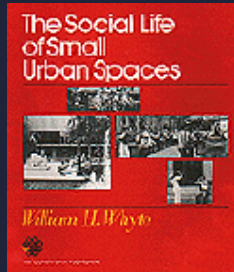
The Exploding Metropolis, 1958

The Last Landscape, 1968

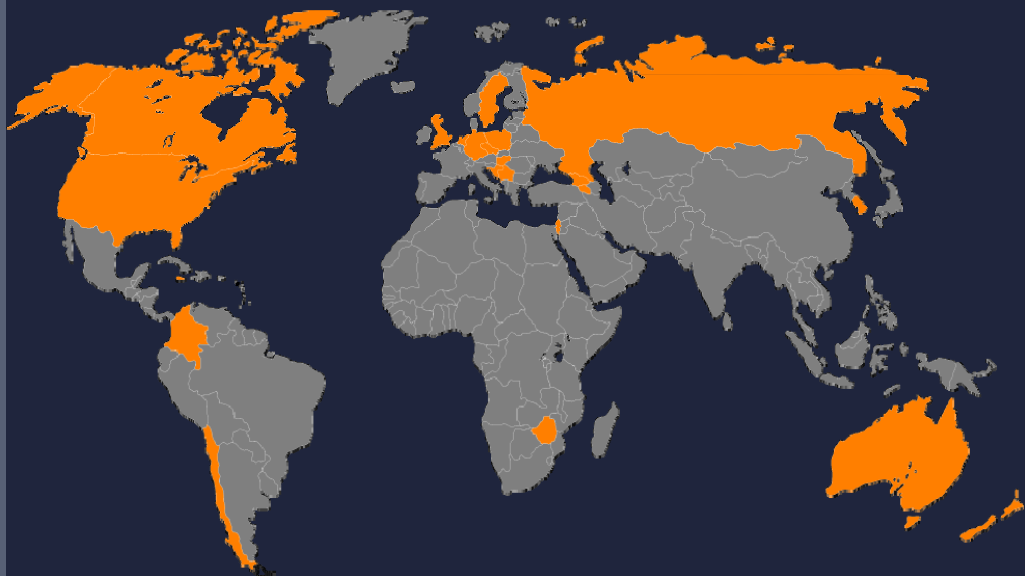
Plan for the City of New York, 1969

The Social Life of Small Urban Spaces, 1980

City: Rediscovering the Center, 1988



PPS in the World



Armenia
Australia
Canada
Chile
Colombia
Croatia
Czech Republic
Germany
Hungary
Israel
Jamaica
Netherlands
New Zealand
Poland
Republic of Georgia
Russia
Serbia
South Korea
St. Kitts/Nevis
Sweden
United Kingdom
United States
Zimbabwe



Countries where PPS has worked in



30 years of Placemaking

- 48 States, 24 Countries
- 4 Canadian Provinces
- 1500 Communities
- 2 Million visitors to our web sites (2005)
- 20,000 people get our electronic newsletter



We shape our public spaces, and afterwards our public spaces shape us.

—PPS, adapted from Winston

Churchill





Lowly, unpurposeful and random as they may appear, sidewalk contacts are the small change from which a city's wealth of public life may grow.

7Jane

Jacobs



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



*It's hard for people to realize that place
is more important than design. 7PPS*



“If no one wants to go out to the Park, no one is going to stop them.” Yogi Berra



Which of
these is
appropriate
development



Two Libraries









The erosion of cities by automobiles proceeds as a kind of nibbling. Small nibbles at first but eventually hefty bites. A street is widened here, another is straightened there, a wide avenue is converted to one way flow and more land goes into parking. No one step in this process is in itself crucial but cumulatively the effect is enormous.

-- Jane Jacobs

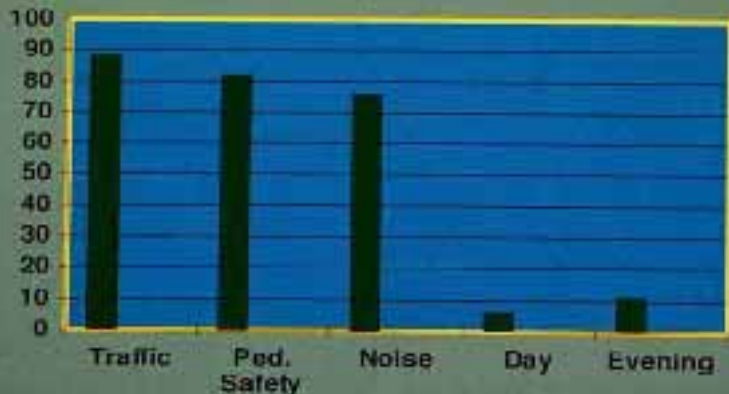


If you plan for cars and traffic...
you get more cars and traffic.





Traffic vs. Crime Concerns Belmont Shore, CA.



 **TOYOTA**

THE 4-DOOR TUNDRA DOUBLE CAB.

SO BIG, IT'S SCARY.

GET THE FEELING
 TOYOTA



000011

CELLAR PANEL

END
45
M.P.H.




A study of three generations of 9 year olds found that by 1990, the radius around the home that children were allowed to play had sunken to a ninth of what it had been in 1970.

Richard Louv

If you plan for people and places...
you get more people and places.



What Makes a Great Place?

-  Key Attributes
-  Intangibles
-  Measurements



The Benefits of Place

Builds & Supports the Local Economy

- Small-scale entrepreneurship
- More quality goods available
- Higher real estate values
- Local ownership, local value
- More desirable jobs
- Increased currency velocity
- Greater tax revenue
- Reduced need for municipal services

Creates Improved Accessibility

- More walkable
- Safe for pedestrians
- Compatible with public transit
- Reduced need for cars & parking
- More efficient use of time & money
- Visually attractive destinations
- Greater connections between uses

Nurtures & Defines Community Identity

- Greater community organization
- Sense of dedication & volunteerism
- Perpetuation of integrity & values
- "Mutual coercion, mutually agreed-upon"
- Reduced necessity for municipal control
- Self-managing

Place

Promotes Public Health & Comfort

- Less crime
- More outdoor physical activity
- Generally stimulating
- Sense of belonging
- Improved environmental quality
- Feeling of freedom and limitlessness

Fosters More Frequent & Meaningful Interaction

- Improved sociability
- Cultural exposure & interaction
- Exchange & preservation of information, wisdom & values
- Bolstered barter system
- Reduced race & class barriers
- Feeling of interconnection

Draws a More Diverse Population

- More women, elderly, and children
- Greater ethnic & cultural pluralism
- Support for wider range of activities & uses
- New service, retail and customer niches
- Variation & character in built environment
- Instilled confidence to create one's reality

Principles of Creating Great Public Spaces

Underlying Ideas

1. The community is the expert
2. You are creating a place not just a design
3. You can't do it alone
4. They always say it can't be done

Planning & Outreach Techniques

5. You can see a lot just by observing
6. Develop a placemaking vision

Translating Ideas Into Action

7. Form supports function
8. Power of 10/Triangulation

Implementation

9. Start with the petunias
10. Money is not the issue
11. You are never finished

Creating Great Places/Destinations – Power of 10

- **Hong Kong** needs **10+** major places/destinations/districts
- Each **City/town/village/neighborhood/waterfront** needs **10+** places/destinations.
- Each **place/destination** must have **10+** places with 10+ things to do.
- **Triangulation** or layering of uses to create synergy
- Connect **places** to create a **district**
- A **district** needs **100 -1000** things to do.

What is the future?



Case Study: Sydney Harbor















Venice, Italy





Case Study: Fisherman's Wharf San Francisco



FISHERMAN'S WHARF

Municipal Pier
(Public Fishing)

Pier 45
Bus
Parking

Helicopter
Rides

Pier 39

Golden Gate National
Recreation Area

Maritime
Historic
Park

Fishermen's
and Seamen's
Memorial Chapel

Pier 43 1/2

Pier 41

Blue & Gold
Bay Cruises

Pier 43

Harbor Tours
Red & White
Fleet

Hyde
Street
Pier

Fishing Fleet

Fishing
Fleet

Alcatraz
Tours

Underwater
World

Victorian
Park

Fish Alley

Seafood Grotto

Jefferson

The Embarcadero

Aquatic Park



The
Cannery

The
Anchorage

Jones

Pier 39
Parking

Maritime
Museum

Cable Car
Turnaround

Bobbe
Ball
Courts

Ghirar-
delli
Square

Beach Street

North Point

Polk

Larkin

Hyde

Leavenworth

Columbus



Taylor

Mason

Powell

Stockton

Grant

Cost Plus
Imports

NorthPoint
Shopping
Center

Bay Street

Cable Car
Turnaround

From I-80 / US-101
Van Ness Avenue











Vancouver, Canada

Case Study: Granville Island





























Case Study: Paris Plage





















Paris Plage: City Hall



Qualities of Great Destinations

- Traffic, Transit & the Pedestrian
- The Inner Park & the Outer Park
- Attractions & Destinations
- Identity & Image
- Flexibility in Design
- Amenities
- Management:
Central to the Solution
- Seasonal Strategy
- Diverse Funding Sources
- Reach out like an octopus



Attractions & Destinations



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



Identity & Image



- Showcase local assets
- District signage
- Historic highlights



Flexible Design

- Overlapping and changing uses
- Form that supports function
- Experiment



Amenities

- Attracts cross-section of users
- Source of local/regional civic pride
- Comfortable places to sit
- Food and markets



Management: Central to the Solution

- Management presence through:
 - Security & Maintenance
 - Ongoing improvements
 - Programming



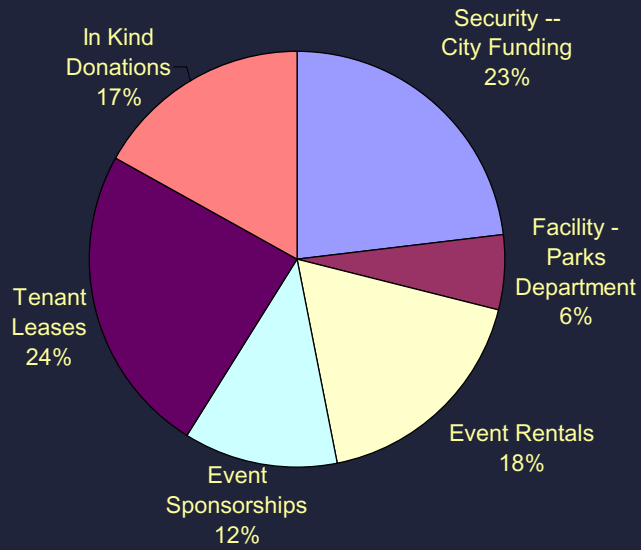
Seasonal Strategies



- Flower Show
- Skating Rink
- Fashion Show
- Xmas Market
- Antique Show
- Play Equipment
- Cultural Festivals



Diverse Funding Base



Traffic, Transit & the Pedestrian

- Connected to adjacent areas
- Range of transportation options



The Inner & the Outer Park

- Active edge uses
- Gateways and entrances
- Focal points

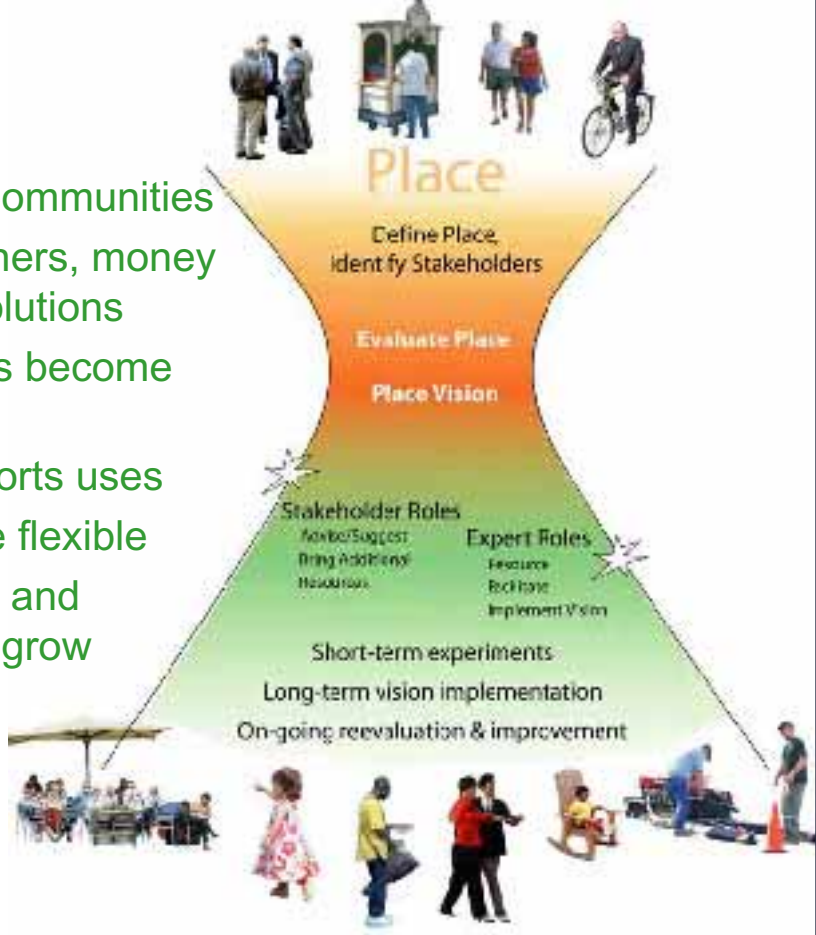


Reach out like an Octopus



- Becoming a district
- 10+ Destinations
- w/ 10+ places
10+ things to do

- Empowers Communities
- Attracts partners, money & creative solutions
- Professionals become resources
- Design supports uses
- Solutions are flexible
- Engagement and commitment grow



Union Station Plaza

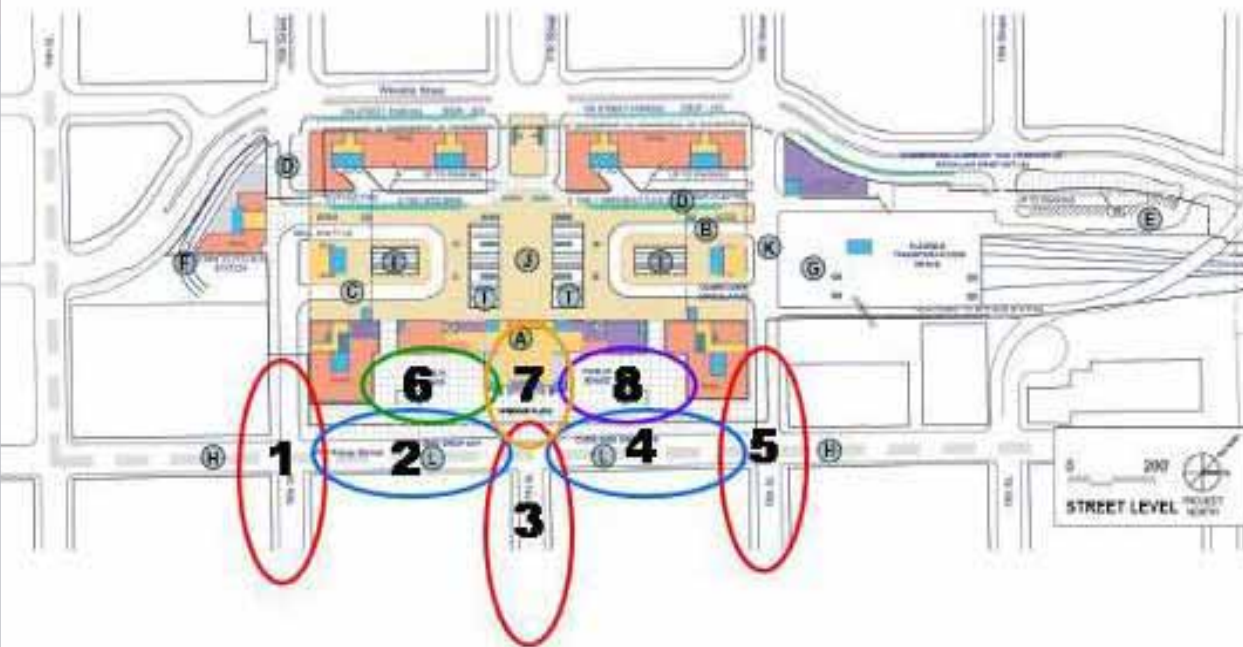
Creating a Great Destination







PROJECT *for*
PUBLIC SPACES



UNION STATION PLAZA PLACEMAKING WORKSHOP

Place Game Sites

Sociability

- Welcoming
- Interactive
- Neighborliness
- Pride
- Diversity
- Stewardship



Access & Linkages

- Convenient
- Walkable
- Continuity
- Proximity
- Connected



Comfort & Image

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



Uses & Activities

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






"Place Game" Evaluation Process



1. Break into teams and assign a leader
2. Go out to assigned public-space sites and use the Place Game form to evaluate, observe, and interview
3. Return here at the appointed time to discuss your findings with your team
4. Create a mini-presentation to report back to all workshop participants

Your team facilitator will provide more details

 Site # _____

 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:

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	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 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

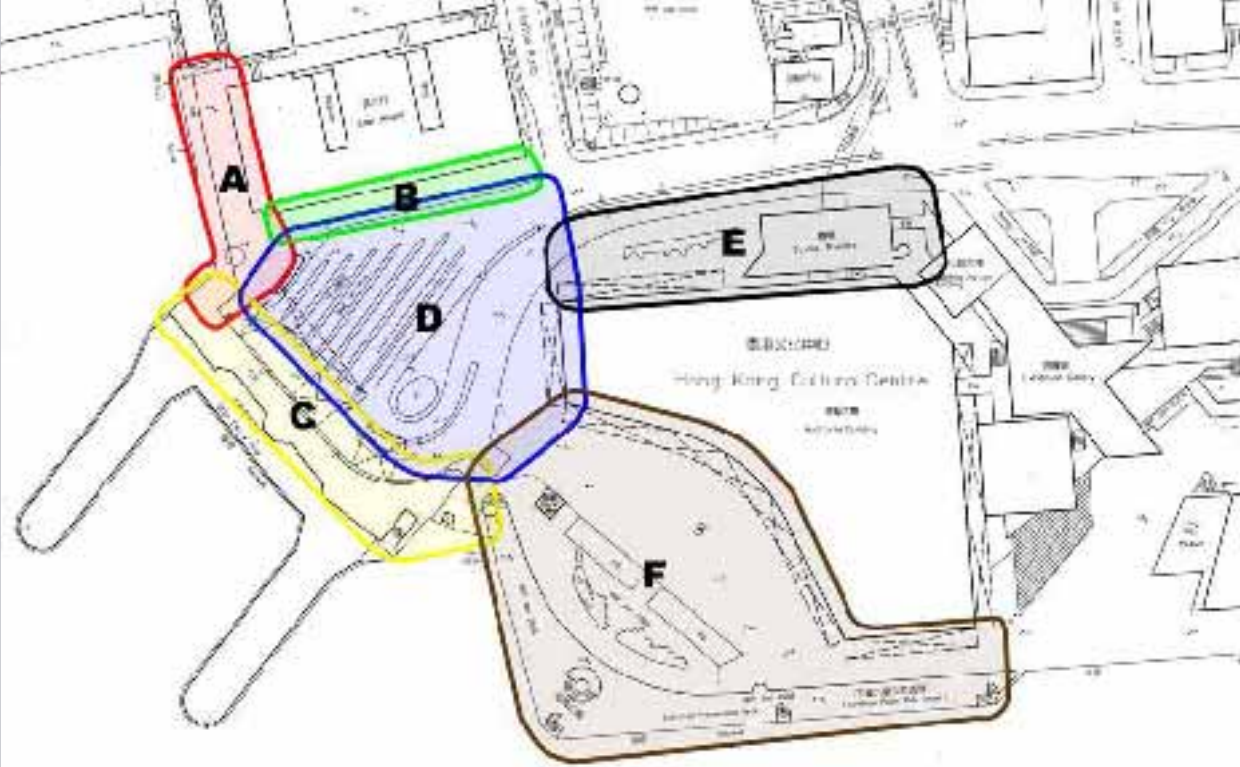
1. What do you like best about this place?
2. List ideas that you would do to improve this place that could be done right away and that wouldn't cost a lot.
3. What changes would you make in the long term that would have the biggest impact?
4. Ask someone who is in the "place" what they like about it 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.

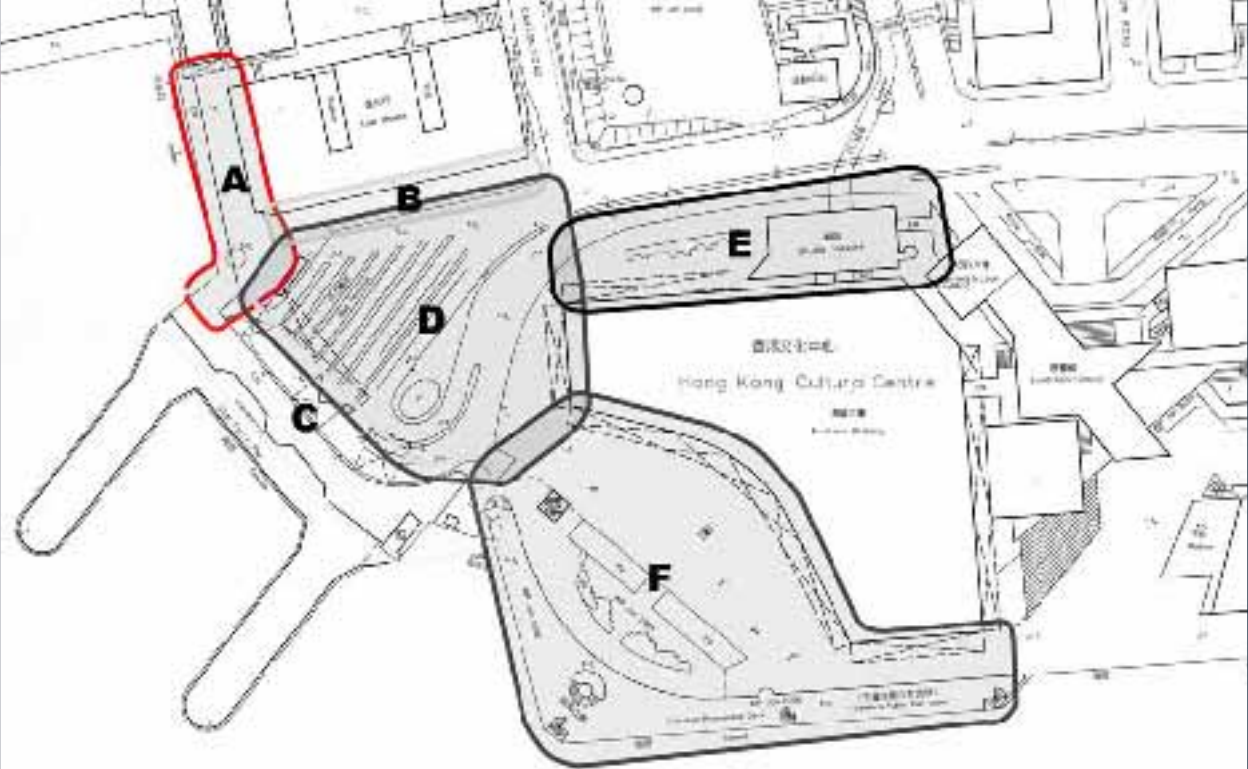
















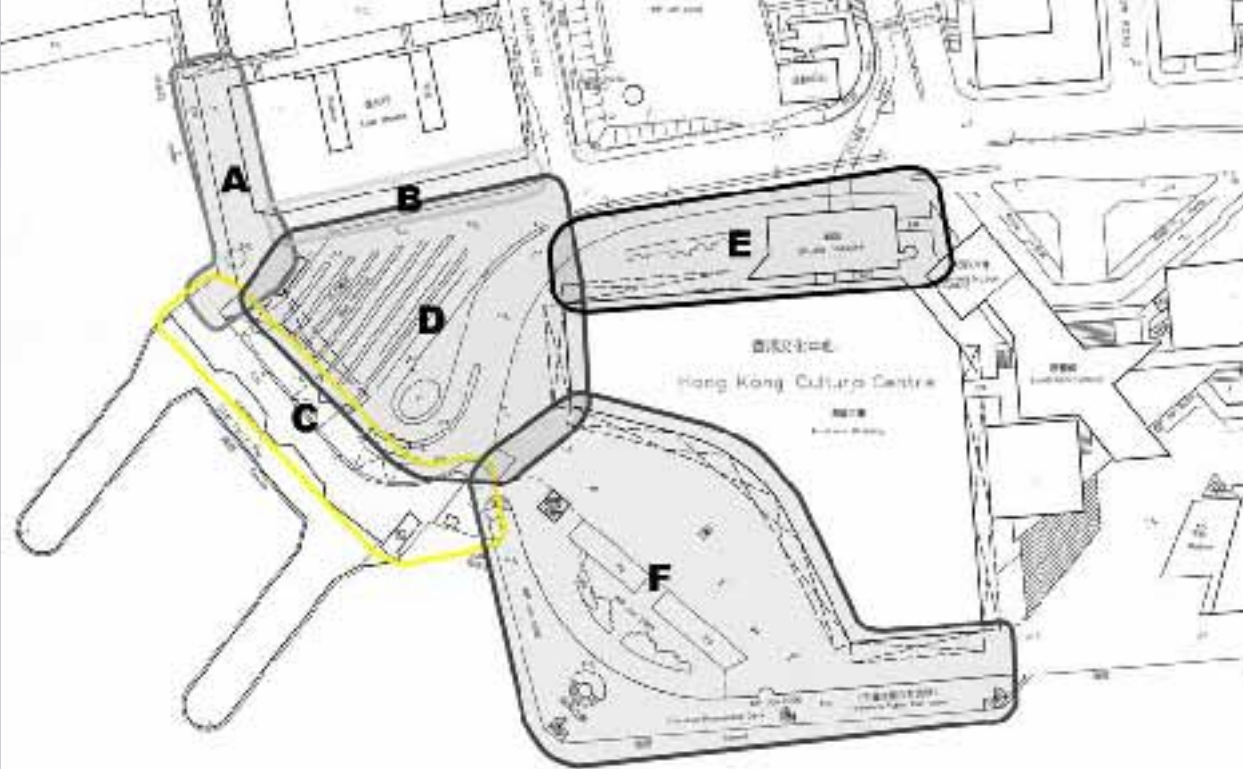










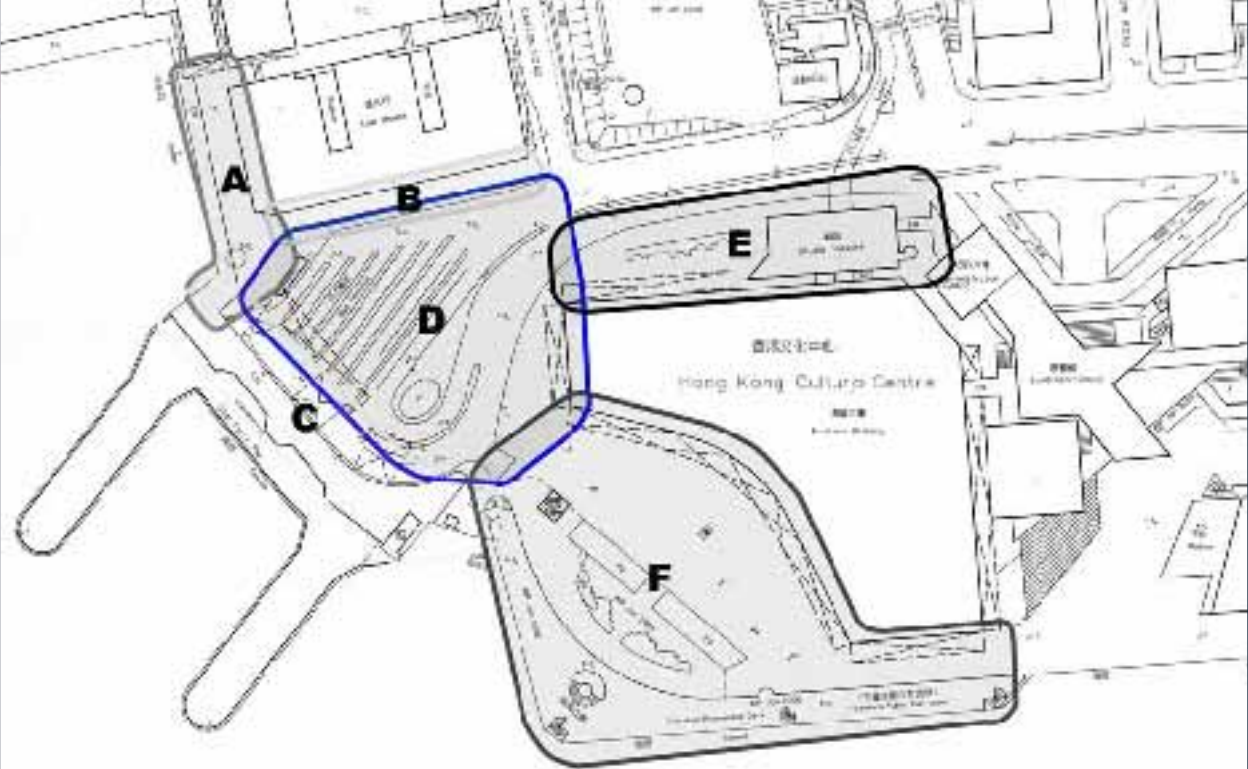








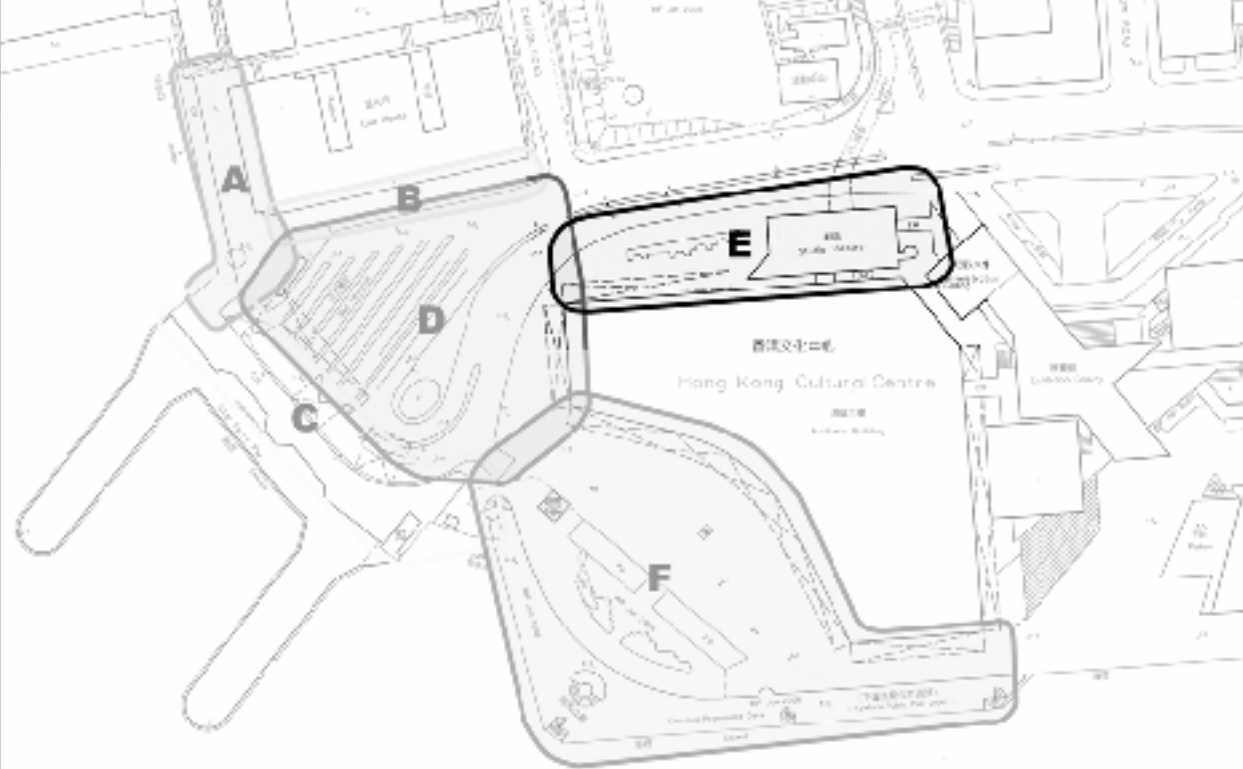
























Creating a Great Destination – Major Obstacles

- Governmental Structure
- Project Focus vs. Place Focus
- Discipline Driven
- **FEAR**

“Each profession has
become its own
audience.”

7Pope Coleman



“The whole earth is in jail and we are plotting this incredible jail break.”

Former Mayor of Berkeley





I end, then, in praise of small spaces.

The multiplier effect is tremendous. It is not just the number of people using them, but the larger number who pass by and enjoy them vicariously, or even the larger number who feel better about the city center for knowledge of them. For a city, such places are priceless, whatever the cost. They are built of a set of basics and they are right in front of our noses. If we will look.

In Conclusion....

- 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 place to create a community, and 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**.



Building a Great City through Placemaking

- Commentary/Opportunities
- 10+ Destinations/Places
- How to Turn a Place Around
- Broad Buy In/Movements
- Neighborhood/District Placemaking
- Quick Experiments
- Major Demonstration Projects
- Web Resource Site
- Ongoing Audits

It has to be a Campaign

Develop
a vision

Become great
communicators

Search for
impediments

Organize a
strong team

Attack
Complacency

Produce
short term
wins

Take on
bigger
challenges

Connect change
to the culture
of the
community



When you come
to a fork in the road,
take it.

– *Yogi Berra*

BE BOLD!



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What if we Built the Waterfront around Places?

- How private can a public space be?
- What is privatization?
- When is privatization excessive?
- How can we create destinations and then connect them?

What if We Built our Cities around Happiness and Community Wellbeing

