

Placemaking for Historical Streets

What if Chinese Cities Were Built Around
Streets As Places?

Ethan Kent

Placemaking Week

Wuhan, China

@PPS_Placemaking

@EBKent





























The "Future of Cities"?





If you plan for design and development...
you get design and development.





DDP(Dongdaemun Design Plaza), Seoul, South Korea

“To approach the city as if it were an architectural problem is to make the mistake of substituting art for life.”



*“If you plan for cars and traffic..
you get more cars and traffic.”*



HUNTER CONNECTION

ENTRANCE



*“If you plan for/with people and places..
you get people and places.”*

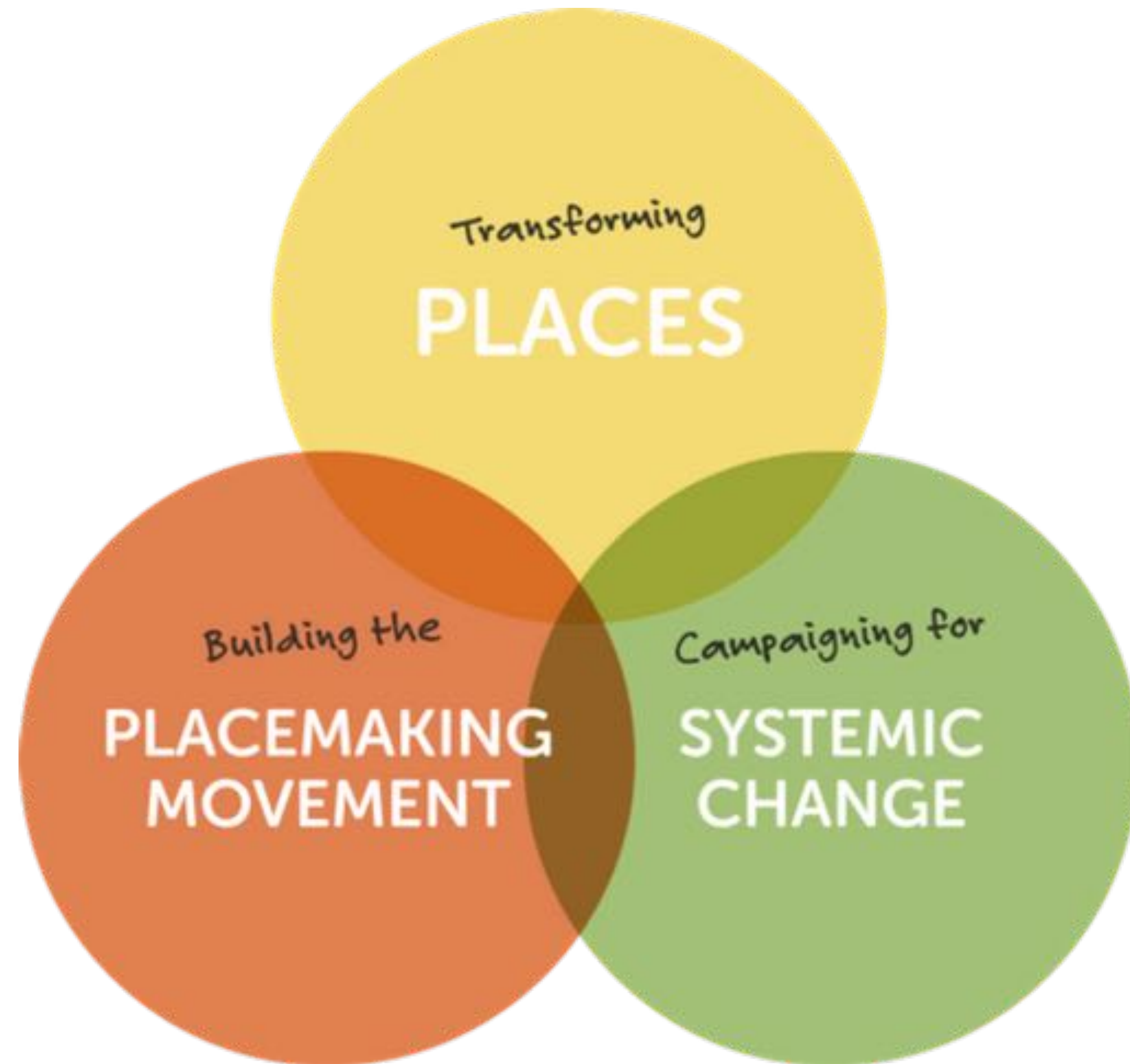


*When you focus on place,
you do everything differently.*





HOW PPS DRIVES CHANGE



- Transforming Places**
We help communities and cities shape their future through individual public spaces and broad placemaking campaigns.
- Building the Placemaking Movement**
We convene, amplify and build the capacity of the placemaking movement globally and locally.
- Campaigning for Systemic Change**
We make the case for placemaking and engage with like-minded people and movements to influence policies, disciplines, hearts and minds.

Transforming
PLACES

We help communities and cities shape their future through individual public spaces and broad placemaking campaigns.

Since our founding in 1975, PPS has helped improve and plan thousands of public spaces around the world. Using our groundbreaking tools for community process and planning, we've shaped parks, plazas, squares, public markets, streets, transit stops, waterfronts, campuses, public buildings, and more.



Our Projects & Trainings: 3,000+ communities, 47 countries since 1975



Campaigning for

SYSTEMIC CHANGE

We make the case for placemaking and engage with like-minded movements to influence policies, disciplines, hearts and minds.

A good solution solves many problems, and placemaking is just such a solution. There are so many worthy causes that affect communities around the world, from sustainability to equity, public health to economic development. What makes placemaking different is that it is where these seemingly divergent causes converge.

Every day, public space touches so many people's lives in so many ways, and that is why the policies, disciplines and sectors that shape public space provide such a high impact opportunity for collaborative interventions that generate multiple outcomes.



When you focus on place you do everything differently



Influencing the international dialogue on public space through the New Urban Agenda



Demonstrating the value of place-led development with the Brookings Institution



From Urban Placemaking and Management Program



Streets Remembrance Campaign, NYC



Market Cities Declaration

Building the

PLACEMAKING MOVEMENT

We convene, amplify and build the capacity of the placemaking movement globally and locally.

Building a Placemaking movement necessitates active exchanges that transcend disciplines. Our numerous conferences, and trainings are forums for precisely that type of exchange.

The Placemaking Leadership Council (PLC) is a group of diverse and deep thinkers at the forefront of the Placemaking movement. Founded in 2012, the Council was formed by FPS to strengthen Placemaking as an international movement and to establish a cross-disciplinary network for placemakers working in many diverse contexts.



Placemaking Leadership Council: 1800+ Members, 83+ Countries



PLACEMAKING MOVEMENT



New York City Street Renaissance



LIVABLE STREETS

FROM AN AUTO-CENTRIC POLICY TO A CITY OF GREAT STREETS



Destination: Broadway

What if we redefined Broadway around destinations?

While Broadway is the proud spine of Manhattan, in reality it is more of a thoroughfare than a great street. Its 20 major intersections are some of the most pedestrian-unfriendly places in the city. However, these problematic spaces also have enormous potential to become pedestrian-oriented destinations.

Through both small, localized improvements and a large-scale rethinking of Broadway's role, New York's most important street can define and enhance the neighborhoods along its spine.



Many of the city's major intersections, where important streets meet, are the least friendly places for pedestrians. If treated as squares and plazas (in more than just name), these car-dominated areas could become some of the most valuable destinations in New York City.



How can Broadway better connect and support the destinations it intersects?

Can Broadway become a boulevard with pedestrian amenities and wider sidewalks?

Should through traffic be limited, with priority given to walking, taxis and transit?

Should Broadway be transit-only from Columbus Circle to Astor Place?

Should one-way sections be converted to two-way to increase accessibility?

Can Broadway be more of a Main Street for each neighborhood?





Rockefeller Center



Times Square



Bryant Park

Herald Square

Madison Square

Union Square











New York, NY: Times Square



New York, NY: Times Square



New York, NY: Times Square



New York, NY: Times Square



New York, NY: Times Square



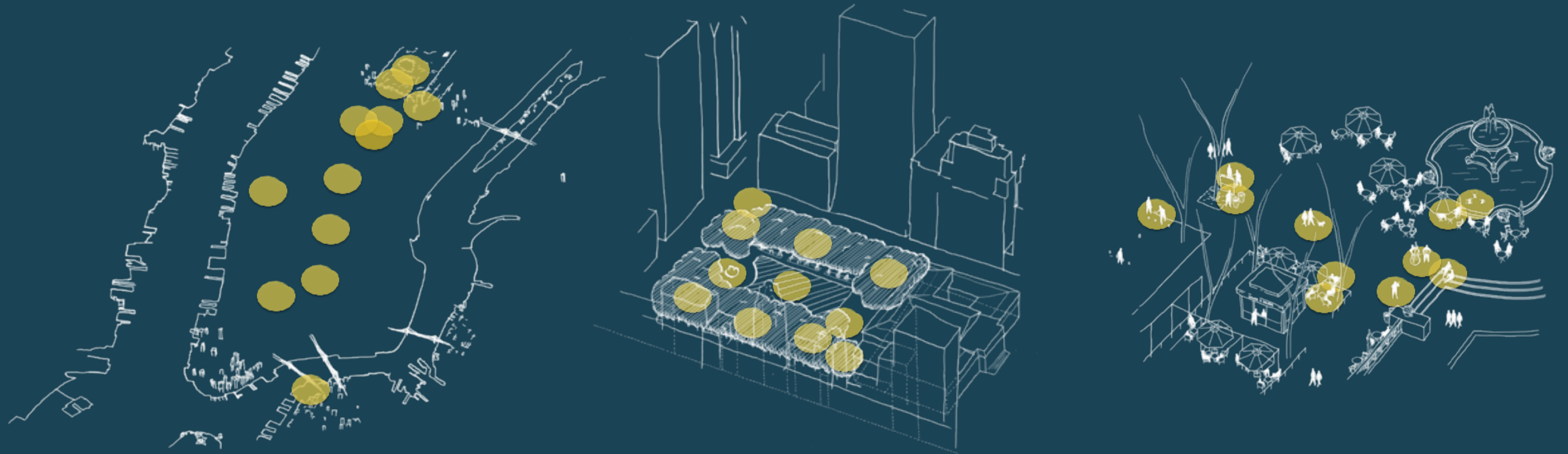
New York, NY: Times Square



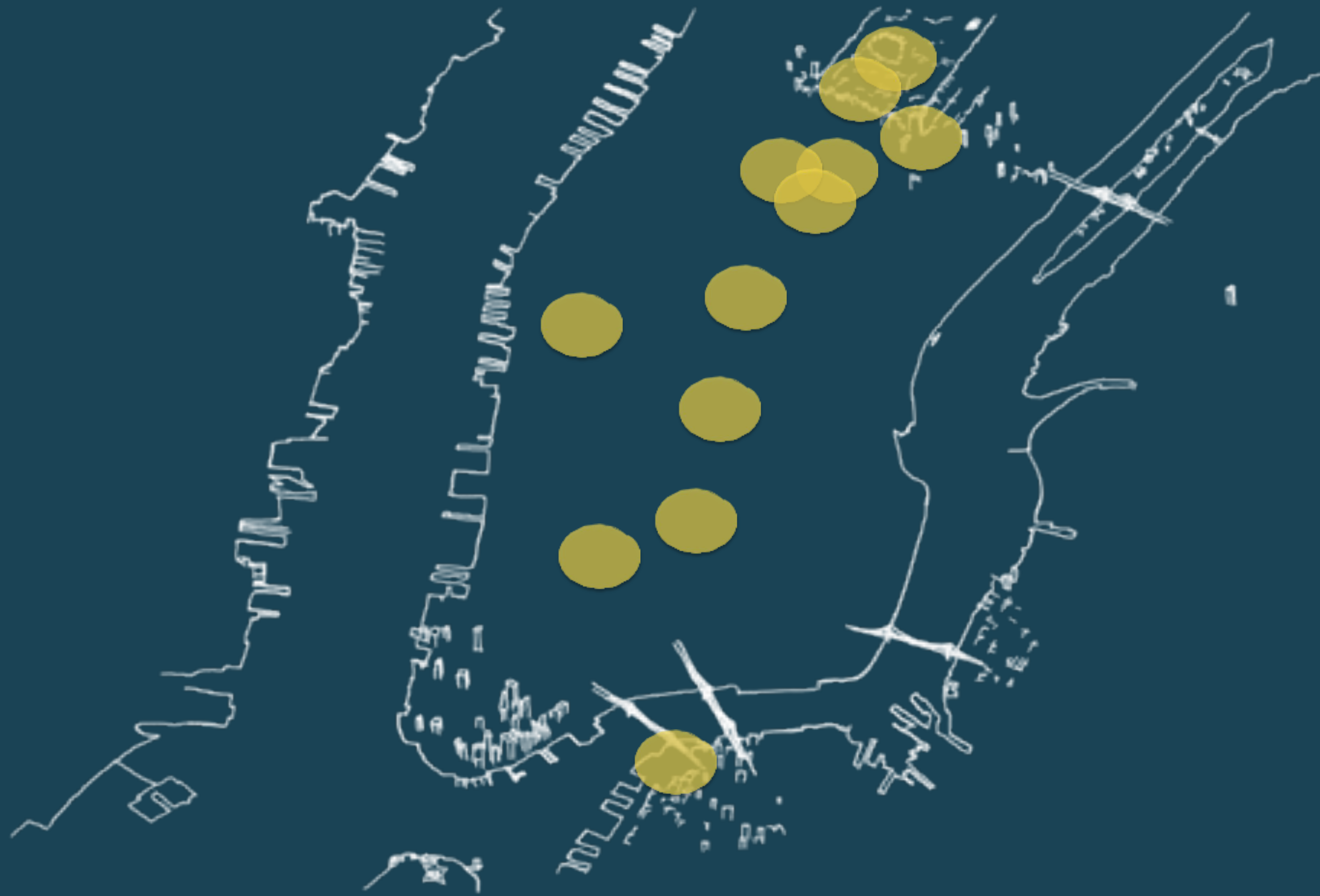
New York, NY: Times Square

POWER OF 10+

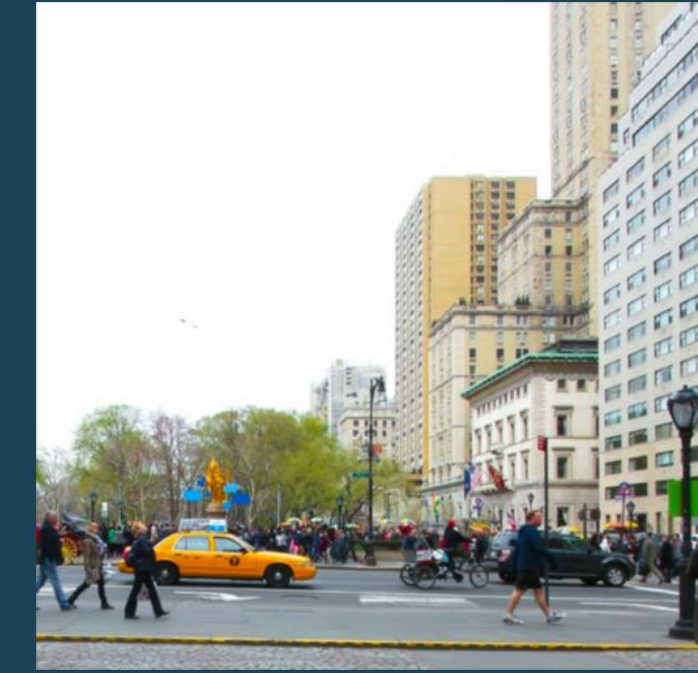
HOW CITIES TRANSFORM THROUGH PLACEMAKING



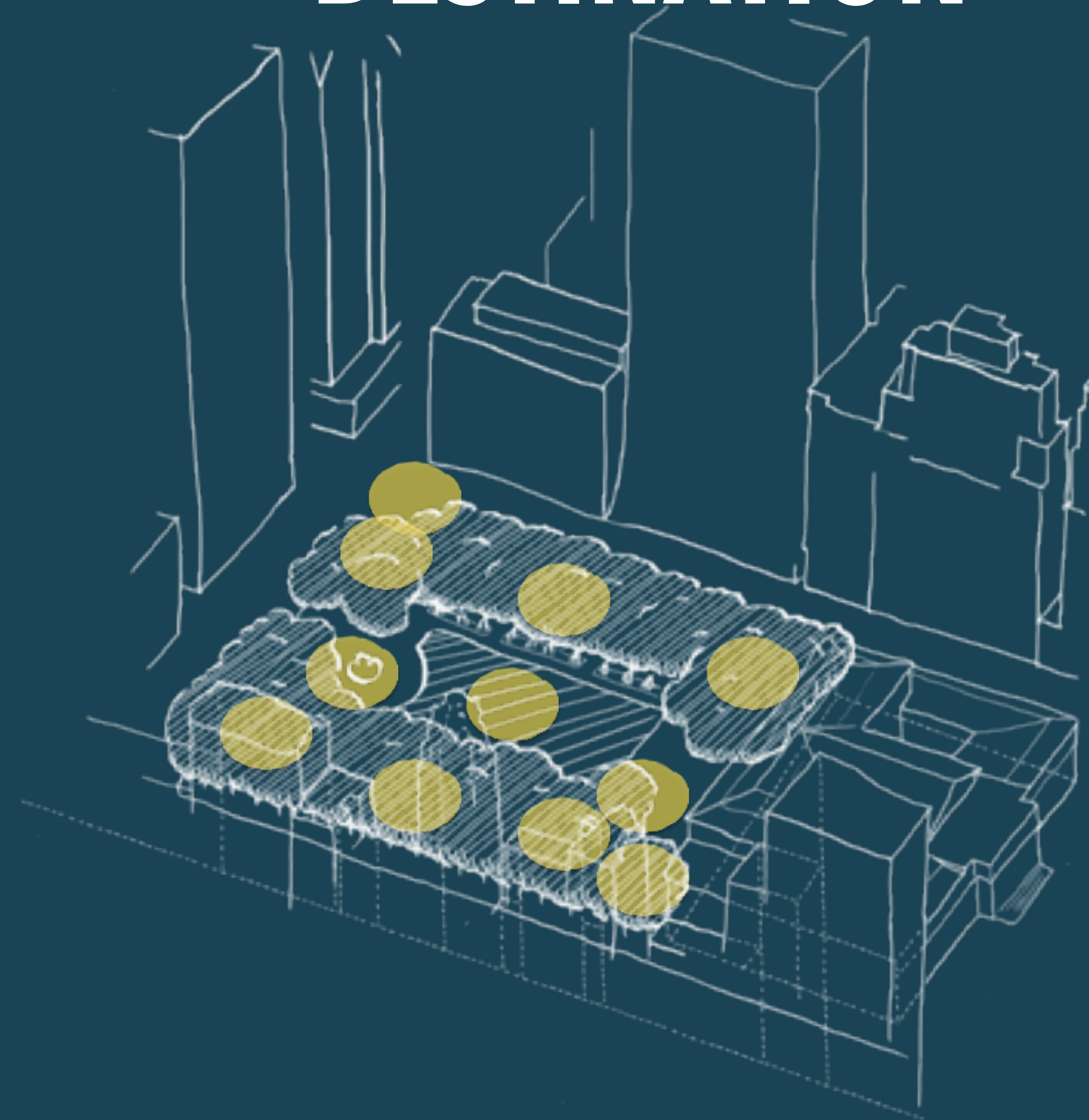
CITY/REGION



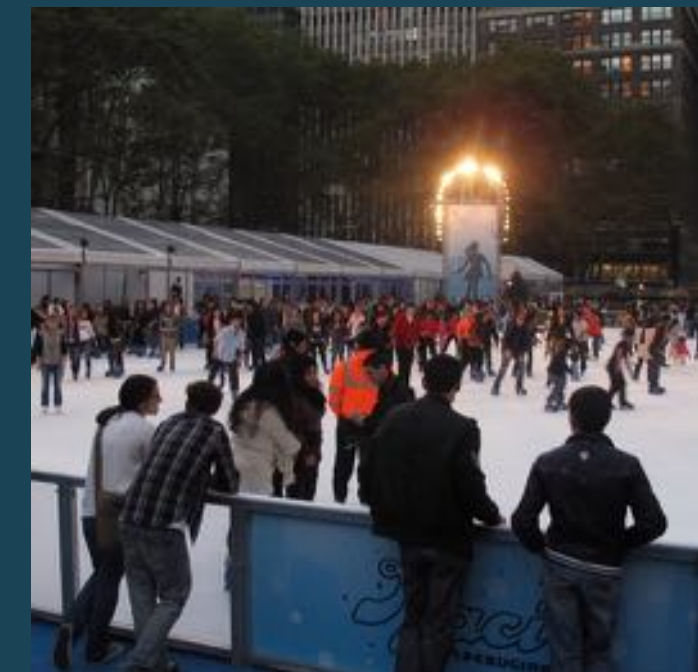
10+ MAJOR DESTINATIONS



DESTINATION



10+ PLACES TO GO



PLACE



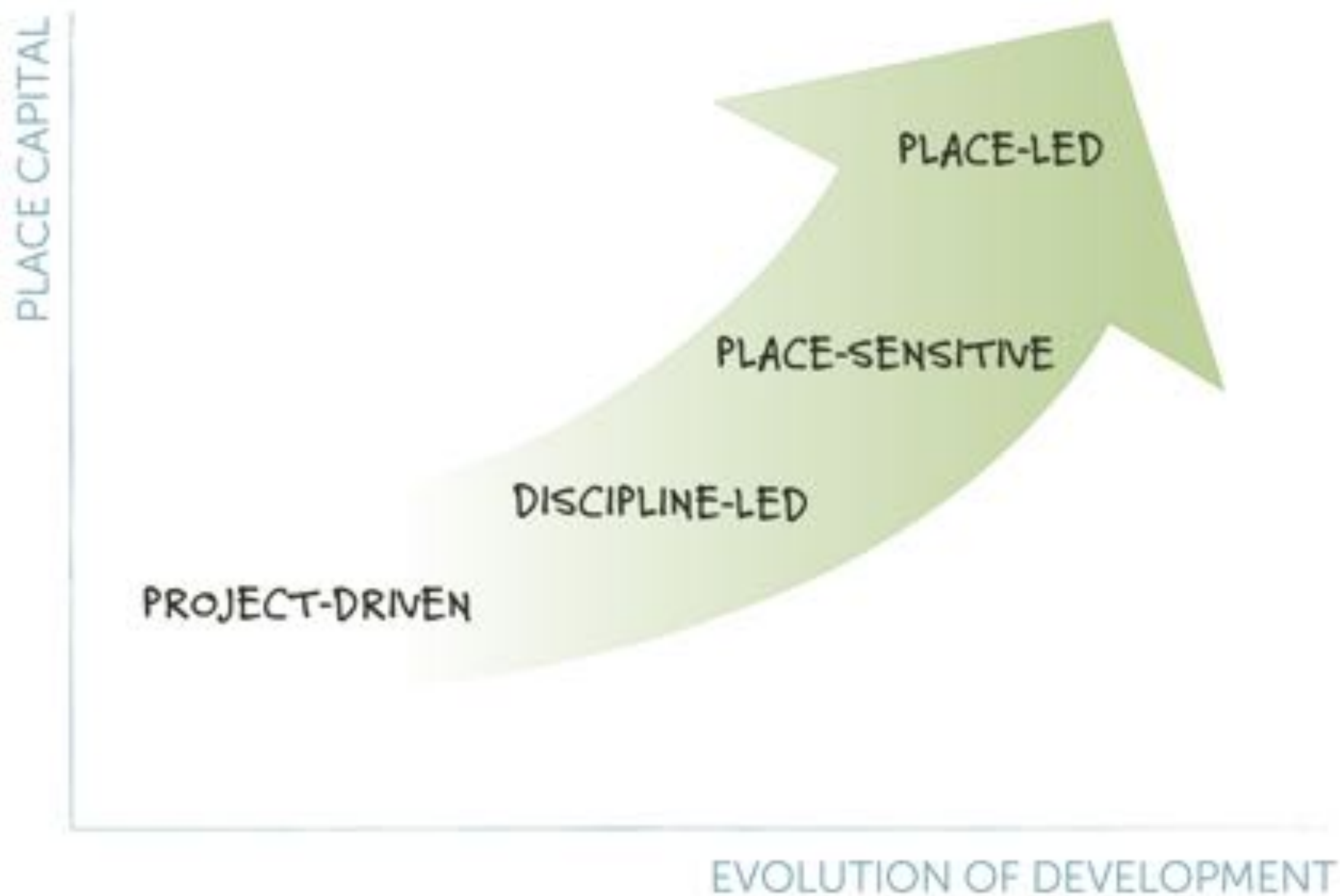
10+ THINGS TO DO
LAYERED TO CREATE SYNERGY



AND SOUTHBANK MARCH 2005
City of Melbourne







PLACE CAPITAL is the Shared value in the public realm





“Successful public spaces are the new anchor tenant” - Marcello Corbo

What is Placemaking?

Placemaking is..

A collaborative process by which we can
shape our public realm in order to
maximize shared value.

Strengthening the connection between
people and the places they share.

Future of Places

A series of **3** conferences leading up to
Habitat III

1600 people
100 countries



*“We’re creating a global movement to
shape spaces into places”*

Cecilia Martinez, UN Habitat

Future of Places 



“Cities are not built forms, they are social forms. We must design from social life, not for it.”

- Fran Tonkiss, LSE

“The city has long been complex but incomplete, and in that mix of complexity and incompleteness lies the possibility of those without power to make a history, to make a culture, to make an economy.”

Saskia Sassen, Columbia University

Quito Papers

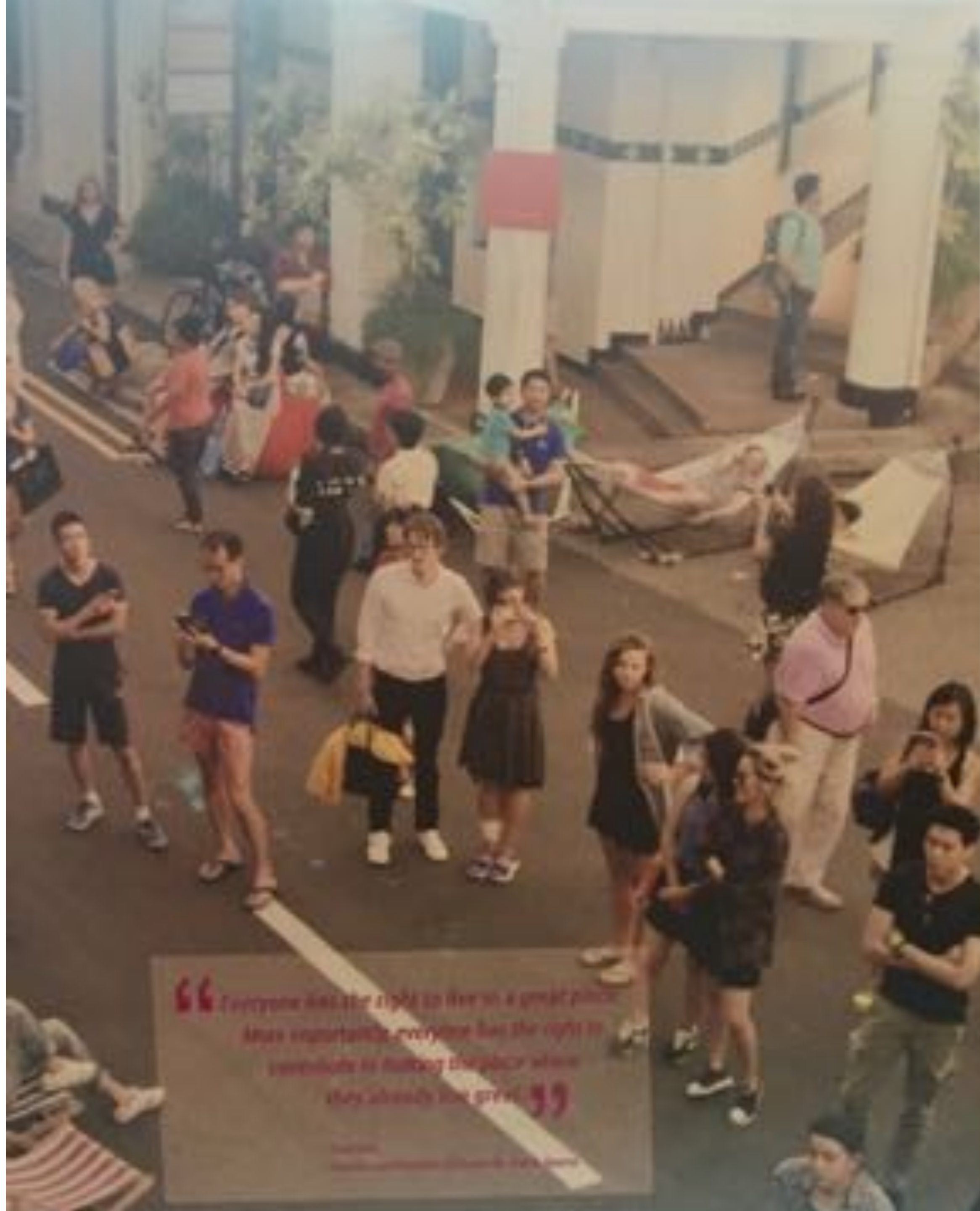
By UN Habitat Executive Director Dr. Joan Clos, Richard Sennet, Saskia Sassen, Ricky Burdett

Cities and public spaces need to be incomplete, porous, complex.

Public spaces need:

- Multiple uses
- Flexibility
- More informality





“Everyone has the right to live in a great place. Most importantly, everyone has the right to contribute to making the place where they already live great.”

MAKING PLACES GREAT

EMPOWERING COMMUNITIES TO MAKE A DIFFERENCE

OVERVIEW OF 10 PILOT BID PRECINCTS

| CITY CENTRE | OUTSIDE CITY CENTRE |
|-------------|---------------------|
| | |

For
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“
“ Everyone has the right to live in a great place.
More importantly, everyone has the right to
contribute to making the place where
they already live great.”

- Fred Kohf
Founder and President of Project for Public Spaces



the pilot BID programme.

“ Place management can be undertaken by the public or private sector, but it is when local communities take charge that we see the most positive outcomes, as they would know best what their precincts need. ”

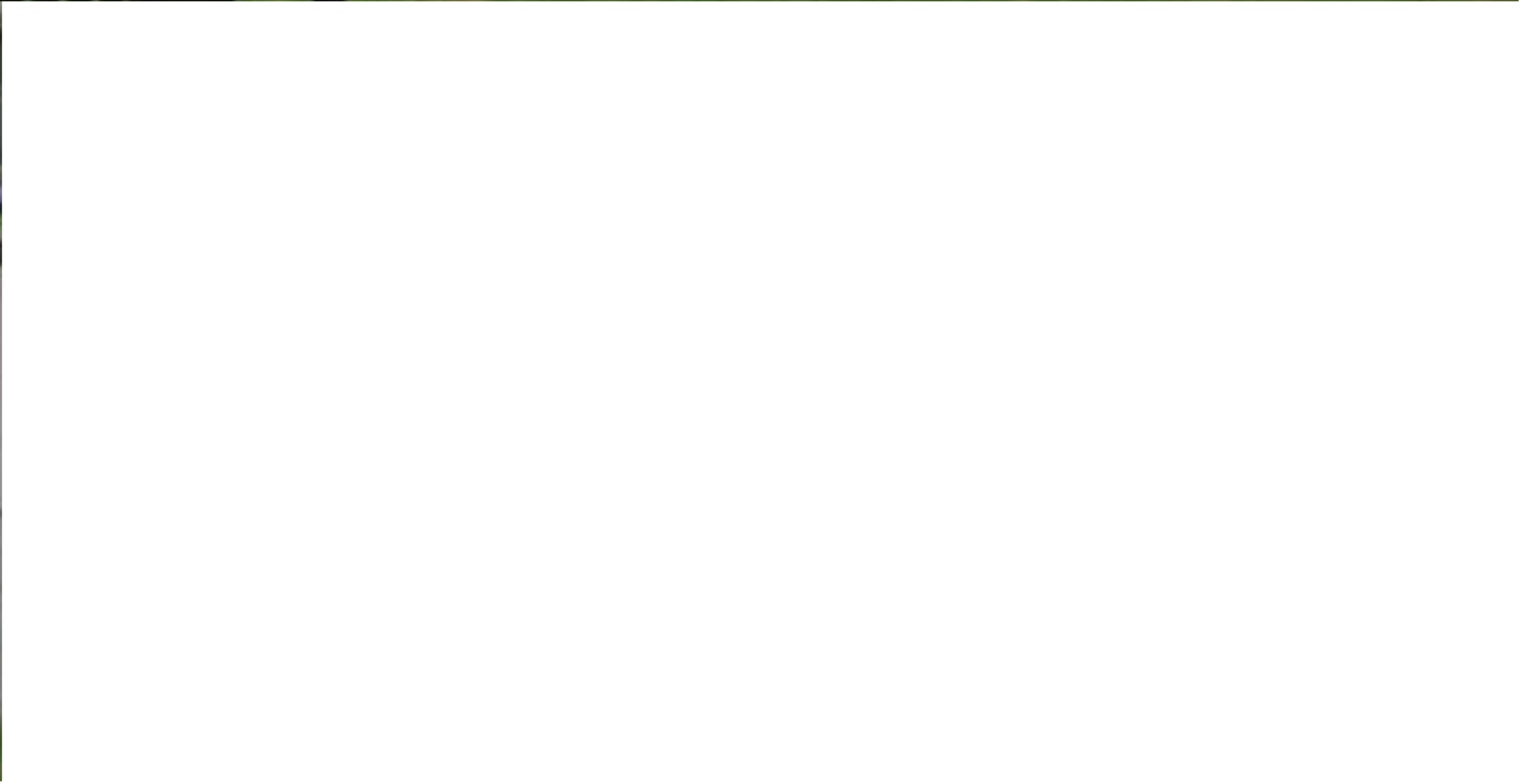
~ Mr Lawrence Wong
Minister for National Development
& Second Minister for Finance

Next Steps









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

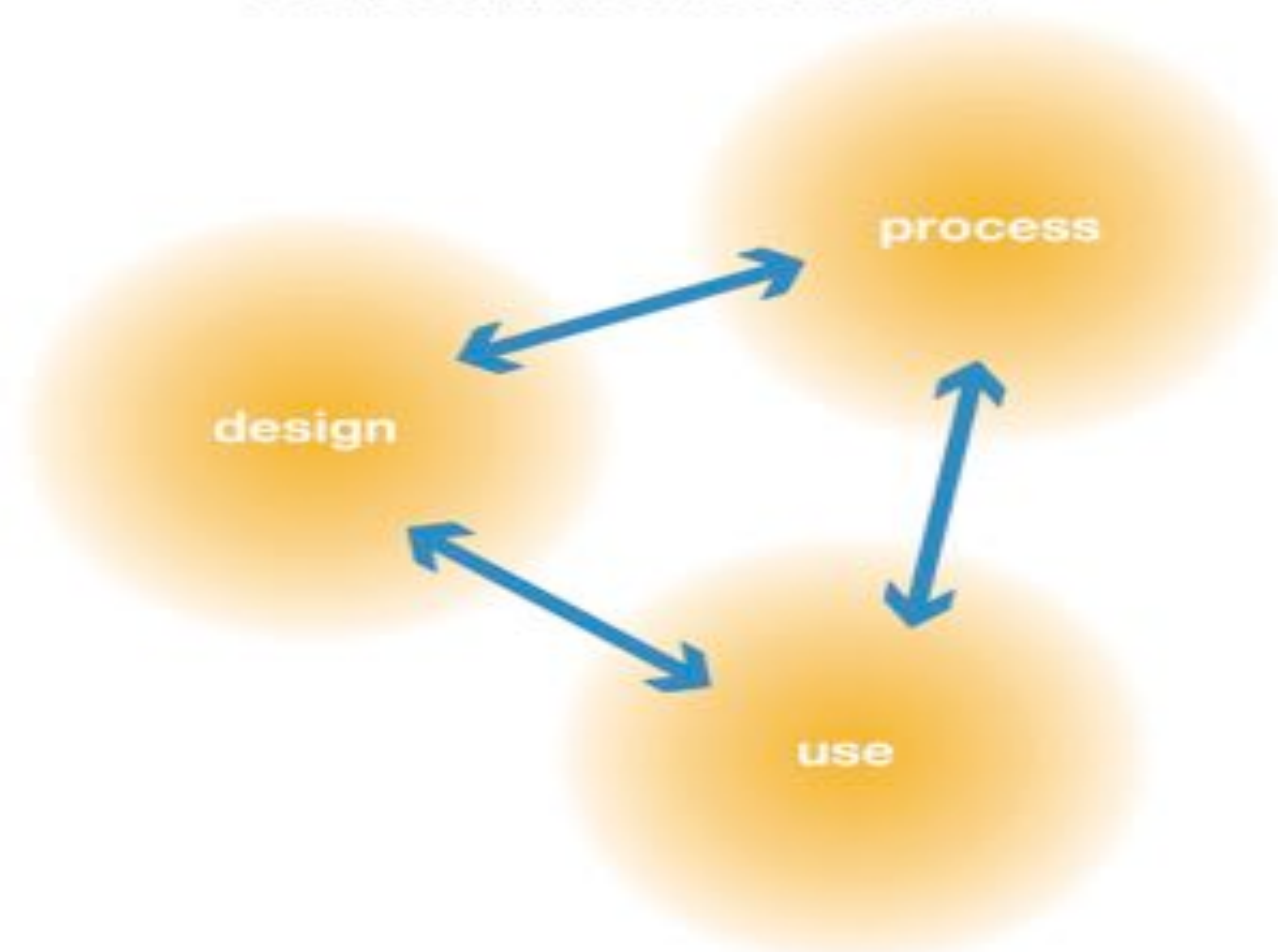
Empowers Communities
Attracts Partners, Money &
Creative Solutions
Design Supports Uses
Solutions are Flexible
Engagement &
Commitment Grow
Self-managing



TRADITIONAL PLANNING



PLACEMAKING PLANNING



An aerial photograph of downtown Detroit, Michigan, featuring a dense cluster of skyscrapers and a mix of urban architecture. The image is overlaid with a semi-transparent teal color. In the foreground, there are streets with cars, trees, and some lower-rise buildings. The background shows more high-rise buildings and a glimpse of a body of water.

CAMPUS MARTIUS, DETROIT

At the Core of a Downtown Renaissance

Wayne State University

TECHTOWN

College for Creative Studies

Detroit Medical Center

Eastern Market

M1 Rail

DTE Energy

M@dison Building

Compuware Building

Blue Cross Blue Shield of Michigan

American Lightweight Manufacturing Innovation Institute

Waterfront



CAMPUS MARTIUS, DETROIT

circa 1917







HUDSON'S

Kelly Springfield
TIRES

GOLDE
\$15

CANTON HOTEL

ICE HOUSE



circa 2000

CAMPUS MARTIUS, DETROIT

source: Downtown Detroit Partnership





CAMPUS
MARTIUS
PARK



An aerial photograph of a city street at night, likely in Detroit, Michigan. The street is filled with a large crowd of people, many of whom are gathered around a large, illuminated Christmas tree in the center. The buildings lining the street are lit up, and the overall atmosphere is festive. A green banner with white text is overlaid on the top right of the image.

A Placemaking Vision For Downtown Detroit

Quicken Loans
Engineered to Advance







Detroit: Campus Martius / Cadillac Square



CAMPUS MARTIUS, DETROIT TODAY





source: Downtown Detroit Partnership





POWER OF 10+

WATCH THE FOUNTAINS

CATCH A SHOW

EAT DINNER/LUNCH

FIND SOME SHADE

PLAY IN THE SAND

DANCE

LOUNGE IN THE SUN

HAVE A DRINK

MEET A FRIEND











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Placemaking Leadership Council