

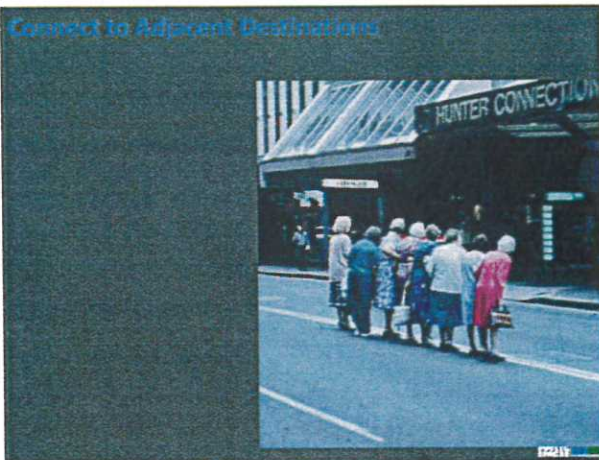
Create A Series Of Attractions & Destinations



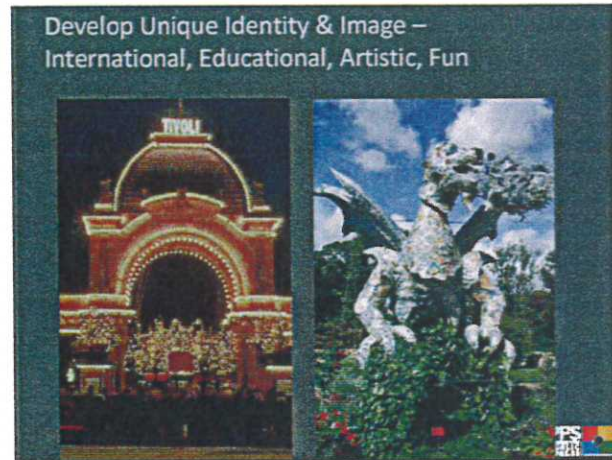
Provide Easy Pedestrian, Bike, Transit Access



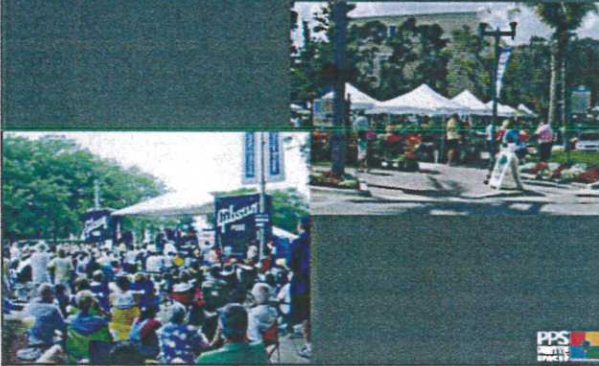
Connect to Adjacent Destinations



Develop Unique Identity & Image –
International, Educational, Artistic, Fun



Be Flexible With Design – Changing with the seasons, supporting existing uses



Triangulate

1. Iconic Clock
2. Waterfront Promenade
3. Flexible open space
4. Public Art
5. Information
6. Promenade
7. Banners Advertising Local Event
8. Vendors
9. Marina
10. Sidewalk cafes



Relate to Adjacent Uses

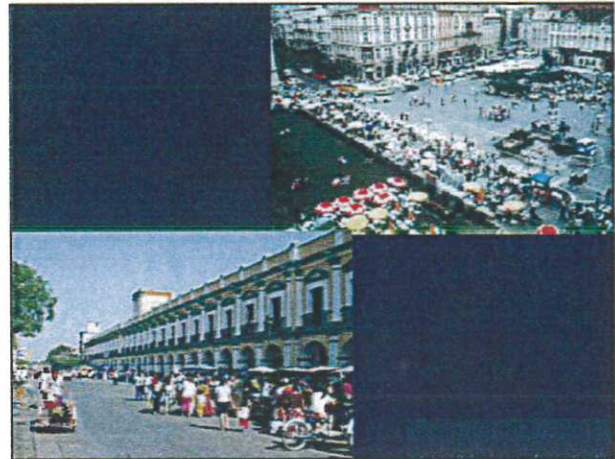


Mix the Uses



Mixed-Use Districts

- Bus stations
- Main streets
- Local streets
- Parks
- Plazas & squares
- Markets
- Waterfronts
- Libraries & hospitals
- Civic buildings
- Schools
- Religious institutions
- Cultural institutions
- Mixed-use

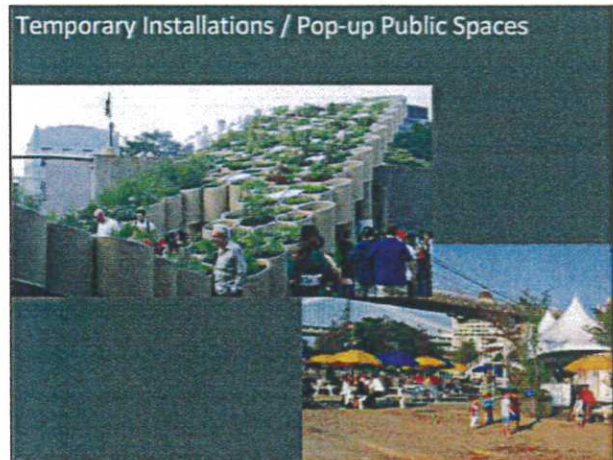
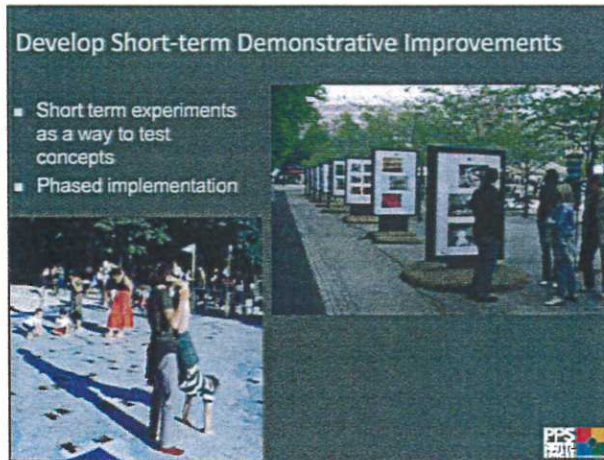
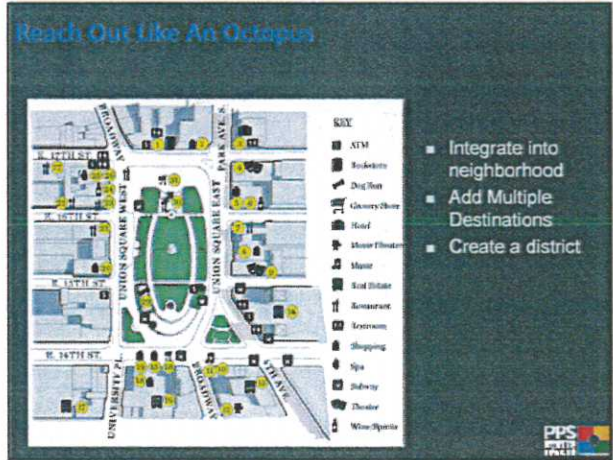


Transparency



Encourage Active Edges

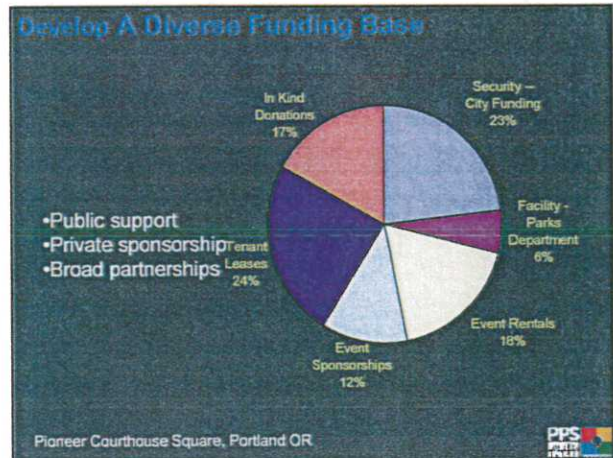




Manage Vigorously



Security & Maintenance
Intensive Programming
80% of the success of a public space is management



Some Basics

- The community is the expert
- 80 % of the success of a place will be how it is managed
- The only job where you start at the top, is digging a hole. - *Anonymous*
- When the people lead, the leaders follow
- Comprehensive results depend on a cadre of zealous nuts



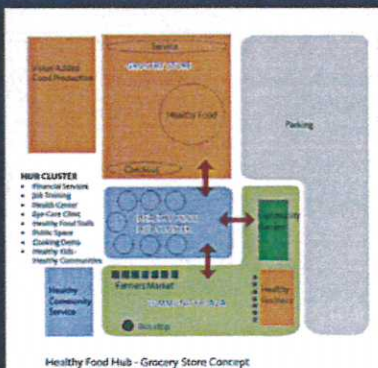
When you focus on creating a "place,"
you do everything differently.



The Power of Ten



The Power of Ten



The Power of Ten



Placemaking/Public Space Opportunities	
Transportation & Downtowns	<ul style="list-style-type: none"> • Bus stops/Train Stations • Main Streets (outdoor displays, streetscapes, cafés) • Local streets and roads
Parks & squares	<ul style="list-style-type: none"> • Parks (greenways, recreation, play areas) • Plazas & squares (performances, events) • Markets • Waterfronts
Civic institutions	<ul style="list-style-type: none"> • Libraries and hospitals • Civic buildings • Schools (universities, primary schools) • Religious institutions • Cultural institutions (theaters, museums)
Private development	<ul style="list-style-type: none"> • Mixed-use – housing, retail and office

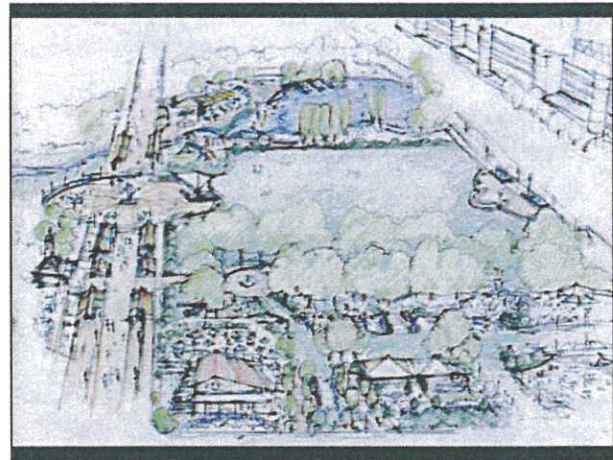
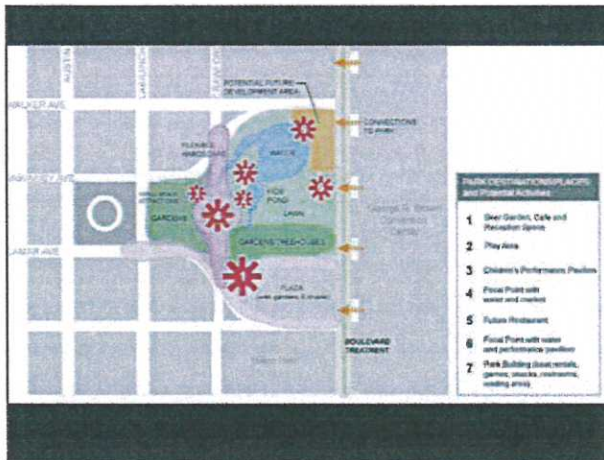


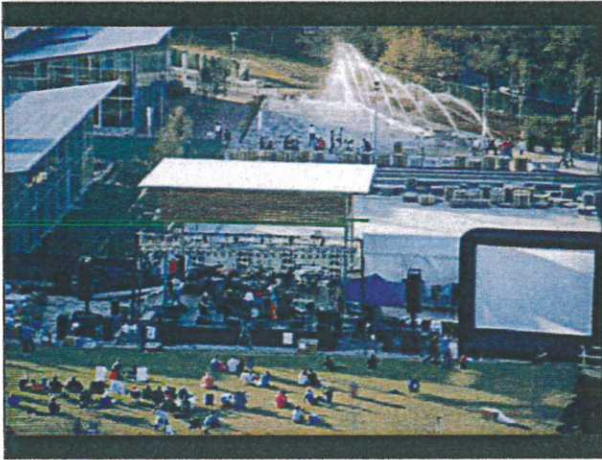
Introduction

- City demanded that the **"public at large"** be engaged in the planning process...
- PPS worked with Discovery Green Conservancy to facilitate public involvement and create an **"activity program"** for the park including four designated areas that are present in park today:
 - 1 – **Family area** – includes the Fountain, playground, picnic lawn, dog runs, the Mist Tree (art work and water feature) as well as the park office and public restroom.
 - 2 – **Amphitheater** – includes the Anheuser-Busch stage, Fondren Performance Space (hill facing the stage), Lindsey Waterside Landing, Lakehouse restaurant and Kinder Lake.
 - 3 – **Wortham Foundation Gardens** – Includes Grace Event Lawn and the significant gardens of the park as well as small bandstand. The Grove Restaurant is also in this area.
 - 4 – **Jones Lawn** – at the center of the park, open green space for pickup games or large event set ups.
- Created conceptual plans based on community input













Visitor Data

- More than **2.3 million visitors** since its opening in April 2008 through 2010
- Most visitors drive to the park or walk from businesses or residences nearby
- Approximately **70% of visitors come from within Houston's Beltway 8**
- **25% come from the surrounding suburban areas** and the remainder coming from elsewhere.
- **Programming**, which includes events and some specific uses, like the model boat basin, **generates approximately 70% of the visits** with the remainder of visitors coming to enjoy the interactive fountain, playground, lawns and gardens as well as other amenities.
- There are also, according to surveys and observations, a number of bicyclists.
- More than **800 public and private events**
- **40,000 plus skaters at The Ice at Discovery Green** since 2008
- **1,500 news stories** created about the park



"Creating the corporate environment of tomorrow starts with the right location."

—Discovery Green Conservancy website

Catalyst for more than \$500 million in downtown development projects (completed or underway) that specifically note the park's creation as an impetus for the dramatic investments, including the creation of the Embassy Suites Hotel, One Park Place Luxury Apartment Building and the Hess Tower (Hess Corp.)

Nearly one billion dollars in downtown development (future/planned) nearby to Discovery Green since the park was announced in 2006

- A different way to think about that figure: \$8 of downtown construction for every \$1 invested in Discovery Green

According to Stephen Lewis, deputy director of the city's Department of Convention and Entertainment Facilities, "Discovery Green has caused land prices around the convention center to skyrocket to between \$200 and \$400 a square foot."

Media and advertising contributed an estimated \$7.5 million in sponsorship value.

Before / After

Discovery Green, Houston



Downtown buildings before Discovery Green

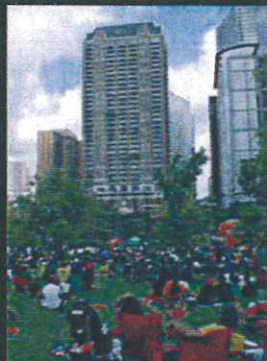
Discovery Green, Houston



Downtown buildings after Discovery Green

One Park Place

- Opened spring 2009
- 37 story luxury apartment building; more than 2 million square-feet of residential and retail space
- The first new residential construction in Downtown Houston in more than 50 years.
- 346 apartment units -90% were occupied —early 2011.
- Ground floor retail including a 28,000 square-foot grocery store.
- Supports the increasing number of residents choosing to live downtown
- Sales material highlights proximity to Discovery Green as major amenity



Hess Tower

- Opening summer 2011
- 844,763 square-feet of office space
- 100% leased by the Hess Corporation
- Hess Corps. moved its corporate headquarters from New York City and consolidated other Houston offices
- Houston's first green office tower; state of the art 30 story building, topped with wind turbines
- Class A office building is Gold LEED pre-certified
- Two-stories of retail and restaurant space, including ground floor retail
- 10-story parking structure on the adjacent northern block.



Embassy Suites Hotel

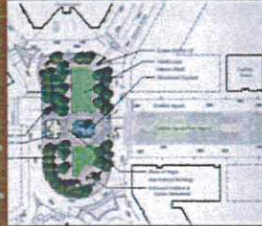
- Construction started spring 2009
- \$34.5 million full-service hotel
- ~260 rooms
- Funded in part by Houston's tax incentive initiative in an attempt to attract more hotels downtown.



Parks & Squares

Plazas & Squares

- Broadways
- Main streets
- Local streets
- Parks
- Plazas & squares
- Mid-block
- Waterfronts
- Libraries & hospitals
- Civic buildings
- Schools
- Religious institutions
- Cultural institutions
- Mixed-use



Campus Martius – Detroit, MI

Mayor's vision: To develop
"the best public space in
the world"

PPS worked with the Campus
Martius Mayor's Task Force and
Detroit 300 Conservancy


Designer: Rundell Ernstberger
Associates, LLC

Campus Martius opened in
November 2004



Located in the center of Detroit's CBD

1 mile square formed by Interstate 375, Interstate 75, State Route 10, Detroit River




Downtown Detroit

Campus Martius – Description

Size: 1.6 acres


Flora and Fauna:

- 57 trees
- 2,700 shrubs and perennials
- 25,000 bulbs; 42 varieties



Features:

- 2 retractable stages
- Ice skating rink
- Central fountain and water walls
- 2 grassy lawn areas
- Year-round café
- Movable tables and chairs
- Wireless internet



Campus Martius – Programming



Over 200 events programmed May to September


- Lunchtime arts performances every day
- Friday concerts from 11:30am to 1am
- Film festival every Saturday night

Winter Programming

- Ice skating from November to March
- Annual holiday tree



Campus Martius – Programming




Special events:

- Live Television Broadcasts
- Press events related to SuperBowl 2006 and Baseball AllStar Game 2005

On-Going Programming

- Petanque and bocce tournaments
- Exercise classes
- Arts and crafts fairs
- Book club meetings
- Starting point for tours of Detroit



Campus Martius – Use

Over 750,000 people visited Campus Martius in its first year
 Over **1 million visitors per year** since first year
 Over 2.5 million people total visited park from November 2004 - May 2007
50,000 people go ice skating each year



Campus Martius – Budget

Park cost **\$20 million to construct** in 2004
 \$8 million was raised by Detroit 300 Conservancy
 \$8 million was contributed by Compuware and Ford Motors Company

Campus Martius – Impacts

2.24 million square feet of new or renovated space in the lots fronting on Campus Martius, including **new ground floor retail**

\$454 million spent on new buildings fronting Campus Martius, with multi-million dollar projects still underway

Approximately **300 new condos/apartments** planned within a 2-block radius of Campus Martius

New ¼ acre park expands and extends Campus Martius

Huge variety of programming includes daily activities, large events and festivals, and both active and passive uses

Active management presence with Campus Martius as its sole focus



"Campus Martius has become a very special place. It is the lynch pin connecting downtown."

Danny Sampson, Vice President of Brokerage, Sterling Group

Parks & Squares

Government Buildings

Mississauga

- Urban Mallards
- Main streets
- Local streets
- Parks
- Plazas & squares
- Streetscapes
- Waterfront
- Corporate & commercial
- Civic buildings
- Schools
- Religious institutions
- Cultural institutions
- Museums



Civic Square and Central Library Square Redevelopment

the vision of an outdoor community centre



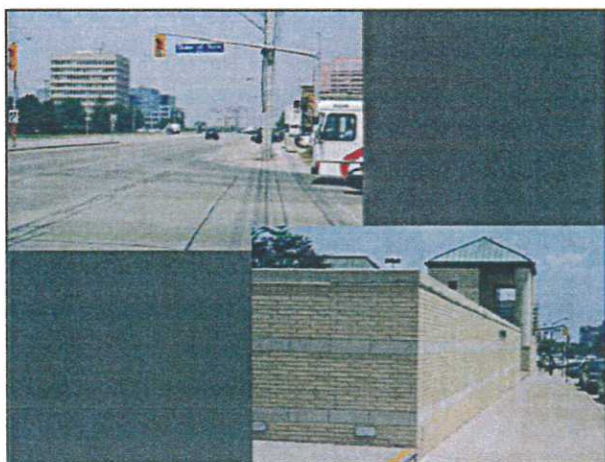
Downtown Mississauga

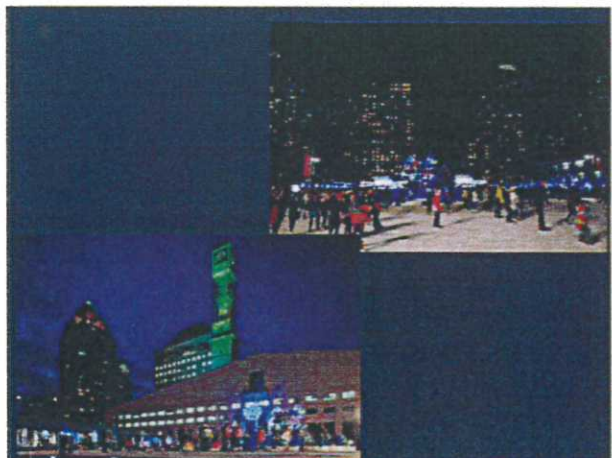
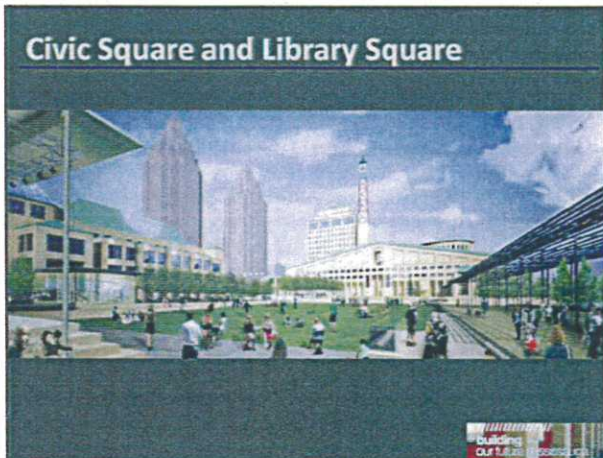


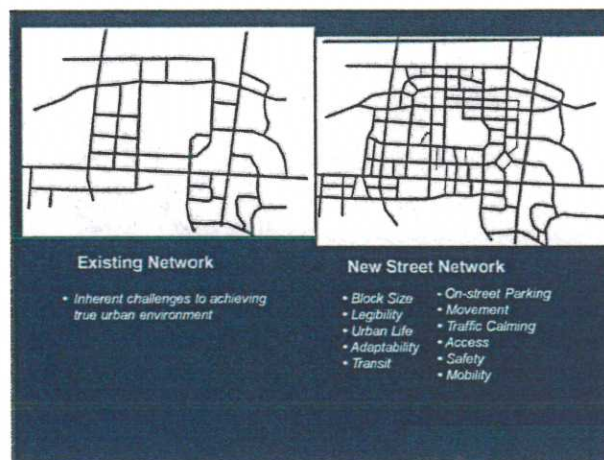
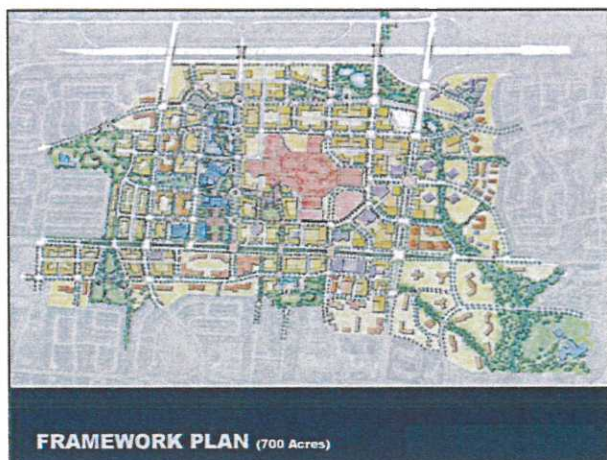
Downtown Mississauga City Centre

1969 Vision
(McLaughlin Group)









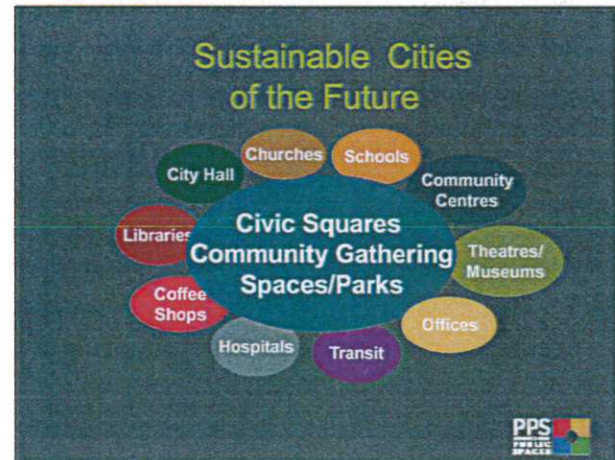
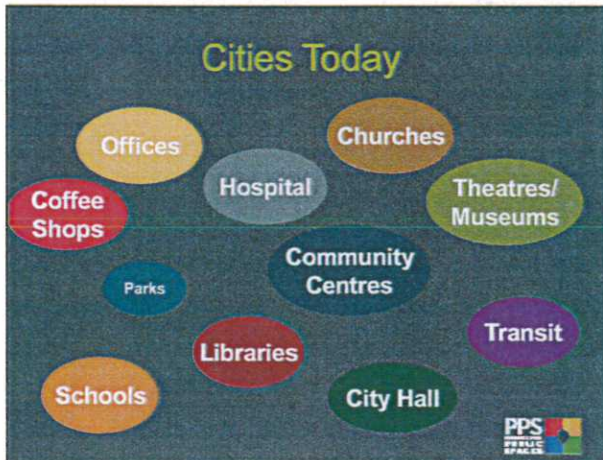
Focus Area: Main Street District



"Converging Ideas around Creating Place"

"The blunt calculation by public officials that if they can't make their downtowns and neighbourhoods appealing, they can't compete... **all of these hinge on the deceptively simple challenge of creating places... that people intuitively like.**"

— Governing Magazine



Upcoming Placemaking Trainings!

Making it Happen	May 1 - 3
Markets Training	May 31 - June 1
Streets as Places	June 13 - 14

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