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?
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?

PLACE

SOCIABILITY

USES & ACTIVITIES

ACCESS & LINKAGES

COMFORT & IMAGE
WHAT YOU SAID
A FLEXIBLE, MULTI-USE SPACE
A PLACE TO HANG OUT
FORMAL AND INFORMAL PROGRAMMING

USES & ACTIVITIES
A PLACE TO EXCHANGE IDEAS
INCLUSIVE PROGRAMMING
A PLACE TO ENJOY COFFEE AND LOCAL FOODS
SUPPORT BUSINESSES OF HARVARD SQUARE
INFORMATION FOR VISITORS

USES & ACTIVITIES
EXPERIMENT WITH A VARIETY OF USES
COMFORT & IMAGE

KEY ATTRIBUTE
- HISTORIC
- ATTRACTIVE
- ENVIRONMENTAL DATA

INTANGIBLES
- SAFE
- WALKABLE
- SITTABLE
- CRIME STATISTICS

MEASUREMENTS
- SANITATION RATING
- BUILDING CONDITIONS

COMFORT & IMAGE
A UNIFIED IDENTITY
A PLACE THAT IS MEMORABLE

SAN TELMO, BUENOS AIRES, ARGENTINA
ART THAT ENGAGES
CELEBRATE THE HISTORY OF CAMBRIDGE
ACCESS & LINKAGES

- MEASUREMENTS
  - Mode Splits
  - Transit Usage
- INTANGIBLES
  - Proximity
  - Connected
  - Walkable
- KEY ATTRIBUTE
  - Convenient
  - Accessible
  - Parking Usage Patterns
  - Pedestrian Activity
A SAFE, FLOW-THROUGH SPACE FOR PEDESTRIANS
SERVE ALL MODES OF TRANSPORTATION
A PLACE THAT IS WELCOMING TO ALL
A PLACE TO MEET UP
A PLACE FOR SPONTANEOUS INTERACTION
A PLACE FOR COMMUNITY GATHERINGS
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
<table>
<thead>
<tr>
<th>Age / Gender</th>
<th>Stance</th>
<th>Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Sit</td>
<td>Lie</td>
</tr>
<tr>
<td></td>
<td>Stand</td>
<td>Lean</td>
</tr>
<tr>
<td></td>
<td>Quiet presentation</td>
<td>Playing / playground</td>
</tr>
<tr>
<td></td>
<td>Playing chess / board game</td>
<td>Watching chess / board game</td>
</tr>
<tr>
<td></td>
<td>Park work / maintenance</td>
<td>Performing</td>
</tr>
<tr>
<td></td>
<td>Watching Performance</td>
<td>Socializing</td>
</tr>
<tr>
<td></td>
<td>Sunbathing</td>
<td>Sleeping</td>
</tr>
<tr>
<td></td>
<td>Group / Tour</td>
<td>Buying from vendor</td>
</tr>
<tr>
<td></td>
<td>Dog run</td>
<td>People watching</td>
</tr>
<tr>
<td></td>
<td>Notes (details or activities not listed above)</td>
<td></td>
</tr>
</tbody>
</table>

**Notes:**
- Sitting on railing reading same newspaper
- Stretching after using restroom
- Sitting in plastic chair
- Sitting on bale cart next to bench
- Waiting for people to come out of bathroom
- Talking on cell phone
- Lying, sitting in grass
- Young man photographed chess players, leaving and returning
- Leaning against wall
- Playing chess, playing cards, in wheelchair
- Smoking
- Sleeping on grass, lying on grass
- People sitting on grass
- Filming people, crowd, musician, performing
- Moving against fence, outside watching dogs
Washington Square Park - Observed Activity

8:00am  10:30am  1:00pm  3:30pm  6:00pm  8:30pm

Light use

Heavy use
Counts
Pedestrian Behavior
Cooper Square/East Village Project
January 28, 1997

These behavior lines show 10 minutes of activity in the area of Astor Place and 8th Street bordered by Lafayette and 4th Avenue.
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

- A cafe (indoor/outdoor)
- A coffee stand or kiosk
- Food trucks or carts
- Tables and chairs with...
- Musical programming
- Cultural programming...
- An indoor/outdoor...
- Brown bag lectures
- A farmers market
- An exercise class
- An active sports or...
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?

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.
**Rate the Place**

<table>
<thead>
<tr>
<th>COMFORT &amp; IMAGE</th>
<th>POOR</th>
<th>GOOD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall attractiveness</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Attractiveness of storefronts/outdoor dining</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Cleanliness/Quality of Maintenance</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Comfort of places to sit</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>

**ACCESS & LINKAGES**

<table>
<thead>
<tr>
<th>POOR</th>
<th>GOOD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visibility from a distance/attractive gateways</td>
<td>1</td>
</tr>
<tr>
<td>Ease in walking through the place</td>
<td>2</td>
</tr>
<tr>
<td>Adequate bike storage</td>
<td>2</td>
</tr>
<tr>
<td>Clarity of information/wayfinding signage</td>
<td>2</td>
</tr>
</tbody>
</table>

**USES & ACTIVITIES**

<table>
<thead>
<tr>
<th>POOR</th>
<th>GOOD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mix of stores/services</td>
<td>1</td>
</tr>
<tr>
<td>Frequency of community events/activities</td>
<td>2</td>
</tr>
<tr>
<td>Overall busy-ness of area serving diverse users</td>
<td>2</td>
</tr>
<tr>
<td>Economic vitality</td>
<td>2</td>
</tr>
</tbody>
</table>

**SOCIABILITY**

<table>
<thead>
<tr>
<th>POOR</th>
<th>GOOD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of people in groups</td>
<td>1</td>
</tr>
<tr>
<td>Evidence of partnerships &amp; sponsorships</td>
<td>2</td>
</tr>
<tr>
<td>Sense of pride and ownership</td>
<td>2</td>
</tr>
<tr>
<td>Presence of locals as well as visitors</td>
<td>2</td>
</tr>
</tbody>
</table>

**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?