

# Where Feet Meet the Street: Innovative Public/Private Placemaking Projects

## Agenda & Syllabus

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**8:30 a.m. – 9:15 a.m.** – Registration, Networking and Continental Breakfast

**9:00 a.m. – 9:15 a.m.** – Opening Remarks & Introductions

**9:15 a.m. – 10:15 a.m.** – Thinking of NJ's Main Streets as Places: Principles for Creating Great Communities: *Gary Toth*

**10:15 a.m. – 11:15 a.m.** – Scalable & Innovative Placemaking in Practice, pt. 1: *Prema Katari Gupta*

**11:15 a.m. – 11:55 a.m.** – South Park Street Case Study (walk)

**11:55 a.m. – 1:00 p.m.** – Lunch On Your Own in [Montclair Center](#), 2012 APA NJ Great Places Winner

**1:00 p.m. – 2:15 p.m.** – Scalable & Innovative Placemaking in Practice, pt. 2: *Prema Katari Gupta*

**2:15 p.m. – 3:15 p.m.** – Using Crowdsourcing & Crowdfunding to Catalyze Placemaking and Public Improvements: *Josh Bloom*

**3:15 p.m. – 3:30 p.m.** – Closing Remarks

**3:30 p.m. - 4:30 p.m.** – Networking Reception (Optional): Get to know your downtown "main street" network colleagues in Montclair Center!

### Detailed Syllabus:

#### **Thinking of NJ's Main Streets as Places: Principles for Creating Great Communities**

Effective public spaces are extremely difficult to accomplish, because their complexity is rarely understood. As William (Holly) Whyte said, "It's hard to design a space that will not attract people. What is remarkable is how often this has been accomplished."

PPS has identified key elements in transforming streets from the modern concept as conduits that simply move cars to infrastructure that supports community and even serve as places themselves. The elements covered in this session are crucial regardless of you community's size and they can be applied in a variety of ways.

#### **Scalable & Innovative Placemaking in Practice, pt. 1**

Building on the more general principles shared earlier, this session will share specific best practices (and avoidable mistakes) from some successful recent innovative public improvement projects in Philadelphia's diverse and growing University City District. These projects run the gamut from *sanctioned* tactical urbanism to more traditional placemaking, as well as touching on the programming and management of

each "place". While Philadelphia is a major city, all of these examples are scalable to a variety of community sizes, locations and budgets as long as your partnerships and vision are in synch.

### **Church & South Park Streets: Best Practices and Uses, Past & Present**

We take a walk down the block to learn about how Church Street was designed (in the 1970's) and how South Park Street's just completed revitalization was achieved: Planning, Partners, Patience and Programming. See how Montclair Center is seeking to maximize the investment in its latest placemaking effort and how it connects to the renowned and award-winning Church Street. (*Lunch on your own follows.*)

### **Scalable & Innovative Placemaking in Practice, pt. 2**

Wrapping up the first part of placemaking examples from Philly, this session will also tie together practical take-aways from some successful recent innovative public improvement projects the University City District. While Philadelphia is a major city, all of these examples are scalable to a variety of community sizes, locations and budgets as long as your partnerships and vision are in synch.

### **Using Crowdsourcing & Crowdfunding to Catalyze Placemaking & Public Improvements**

Learn how to use 21st Century tools for designing and financing placemaking and public improvements during this crash course. Leverage *crowdsourcing* to define and refine each project and to establish goals and stakeholder buy-in. Use *crowdfunding* to capitalize public improvements to maximize public and private investment. Learn about project packaging, scale, publicity/marketing, barriers and pitfalls, as well as strategies for what happens "after the crowd".

#### Promotional Partners:

