



KIT 3

ACTION KIT FOR PLACEMAKING

HOW CAN WE ACT?

An outgrowth of the Manchester Multimodal Transportation and Land Use Planning Study (named Manchester Connects), generously funded by the New Hampshire Department of Transportation (NHDOT) and overseen by the Southern New Hampshire Planning Commission (SNHPC), Manchester Connects begins with this plan. The goal and priorities developed through the planning process, coupled with the plan's vision and recommendations, will propel Manchester Connects into the future.

As much as Manchester Connects is a planning process, it's also a framework for future action. The planning process itself was a model for how community leaders, businesses, public agencies, institutions, and residents can come together to dream, deliberate, and determine priorities. Supported by a group of active and involved residents and business people who are committed to a vibrant and thriving 21st Century Manchester, Manchester Connects is about action. Over the course of more than a year, many stakeholders have put in many hours to help move the planning along and to discuss the best way to move forward. At its core, Manchester Connects recognizes that many things are possible with collaboration, determination, and a pinch of creativity.

Furthermore, a core principle of this initiative has been, and will continue to be, that it is good to plan, and even better to act!

While there are certainly large-scale, expensive, bricks and mortar solutions and recommendations included in this plan, Manchester Connects takes an incremental approach that prioritizes action while the

large-scale projects work their way through the funding and permitting processes.

That is why these four action kits are presented separately. Each kit is the result of hours of meetings, phone calls, interviews, and research to ensure that the Manchester Connects recommendations are not generic planning solutions sitting in silos. Each kit represents the political, economic, and social environment in which things must be possible.

The kits provide the what, who, and how of the plan's priorities and major recommendations:

1. The Loop + Riverwalk
2. Land Use + Parking
3. Placemaking
4. Organization

These kits are meant to be used separately and in conjunction with one another to move Manchester toward the shared vision of a vibrant, economically-thriving, and welcoming community that serves as the northern New England hub of technology and innovation.

These kits are not set in stone but are meant to be flexible. They serve as a "kick-starter" to move from planning to action. Their content is based on deep discussions about political realities, funding sources, local capacity to act, and what is most needed.

TABLE OF CASE STUDIES

Case Study	Location	Kit Number	Relevancy to Manchester Connect Recommendations			
			Loop + Riverwalk	Land Use + Parking	Placemaking	Organization
Access Portsmouth	Portsmouth, NH	1	●			
Amsterdam Light Festival	Amsterdam, Netherlands	3	●		●	
Armory Reuse	Various	2		●		
Butler Trail	Austin, TX	1	●		●	
Creative Portland	Portland, MD	4			●	●
Detroit Creative Corridor Center	Detroit, MI	4				●
Discovery Green	Houston, TX	2		●	●	
Hamilton Canal Innovation District (HCID)	Lowell, MA	2		●	●	
Iconic Placemaking	Various	3	●		●	
Larkinville	Buffalo, NY	2		●	●	
Metcalfe Park	Sydney, Australia	3		●	●	
Parking and Investment	Portsmouth, NH	2		●		
Paths to Pier 42	New York City, NY	3	●		●	
Riverwalk and Waterplace Park	Providence, RI	1	●		●	
Schuylkill River Trail	Philadelphia, PA	1	●		●	
Spruce Street Harbor Park	Philadelphia, PA	3	●		●	
StreetsAlive!	Moorhead, MN	1	●		●	
The Church Street Marketplace	Burlington, VT	3		●	●	
Three Rivers Revitalization	Pittsburgh, PA	1	●		●	
Unified Parking Districts	Various	2		●		
Unusual Passages	Quebec City, QC	1	●		●	
Walkway over the Hudson	Poughkeepsie, NY	1	●		●	
Wintertime Public Space Activation	Buffalo, NY and Philadelphia, PA	3			●	

PLACEMAKING ACTION KIT

THE BIG PICTURE

Residents and visitors in Manchester need better ways to get around the city's core, but they also need (and want) interesting things and places to connect to. Placemaking, or the activation of public spaces through events and programming, can bring places alive without requiring permanent brick-and-mortar structures. Beautiful spaces are magnetic and placemaking ensures that these spaces, whether a path along the water, an urban park, or a vacant lot near to work, are alive with activity and interesting things to see and do.

Placemaking can be initiated by public sector projects, businesses, non-profits, or grassroots resident efforts – no matter who is involved, any of these projects can draw people, activity, civic pride, and economic development.

Placemaking is one component of an overall strategy developed in this planning initiative to create more robust transportation connections in varied nodes and ensure that the Downtown, Millyard, and Riverwalk are places people want to travel to and enjoy.

WHY THIS KIT? – THE DETAILS

Cities large and small, in New England and across the nation, are seeing the benefits of improved walkability and public space activation. Manchester's Downtown

is already experiencing a renaissance—from regular concerts hosted by Intown Manchester to the newly established cultural district to new residential units drawing young residents—and placemaking efforts by key organizations, businesses, and City departments have already supported these positive changes. In order to expand this activation, to better connect the Downtown to the Millyard and Riverfront (especially outside working hours), and to ensure that Elm Street and the Millyard/Riverwalk can compete as attractive destinations in the city and region, a strong and cohesive strategy around placemaking is needed.

This Kit provides this strategy; its primary purpose is action—to enliven distinct places in Manchester's Downtown and Millyard, to attract new activity and events, and, above all, to connect people and places within and beyond the city's heart. This Action Kit serves as an intentional, step-by-step guide for anyone who has a stake in the Millyard, Downtown, and Riverfront or anyone interested in placemaking, public art, technology, or connectivity. Specifically, the goals of this Placemaking Action Kit reflect three overall themes: creating a sense of identity, showcasing art and innovation, and connecting people to places.

1. Placemaking Can Create A Sense Of Identity.

Strong cities and neighborhoods have a unique sense of identity; think of Burlington, Vermont's Church Street, Boston's Back Bay, or Lowell's historic areas. Each of these places is a distinct landmark that reflects its history and the cultures of its inhabitants. Each is a hub for economic activity, dining, art, or civic events. In this case, placemaking can build off the existing and shifting identities of Manchester—as a historic mill town,



Paint or chalk events are a great way to beautify the community while bringing the community together and fostering public ownership and pride.

Source: www.horiconphoenix.com/jsmf-chalk-art-competition

WHAT IS PLACEMAKING?

The term placemaking is used in a variety of ways by various people. The terms activation, placemaking, and programming are used interchangeably in this plan. At its heart, placemaking is about using a multi-faceted grassroots approach to create places that are enjoyable for people to work, live, and play.

Components of placemaking include both physical improvements and activities or events to activate public places and attract a wide diversity of people. From NYC's Times Square to Newport, Rhode Island to small-town Main Streets throughout the country, placemaking brings spaces alive and neighbors together. Placemaking needs the following elements to be successful:

- Initial focus on short-term action
- High-quality design using accepted design principles
- Funding for programming (activities and events)
- Management entity (someone or some organization to make decisions about activities, space maintenance, coordination, fundraising)
- Public input and involvement -- this is key!

The primary components include programming, temporary installations, and other events/attractions (for example, a rotating schedule of artwork and other installations) that complement each other and attract people to the space.

immigrant hub, or a magnet for high-tech business.

Goals include:

- Bring life to the Downtown and Millyard area, fostering greater vibrancy
- Provide alluring spaces for community activities/gatherings
- Define separate, but complementary, identities for the Millyard, Downtown, and West Side

2. Placemaking offers multiple opportunities to showcase art and innovation.

Placemaking often makes use of arts and culture; features like beautiful murals, open-air concerts, or even sculptural bike racks draw people's attention and generate further activity. The same goes

for innovative technology, whether it's a fountain lit by LEDs, public Wi-Fi networks, or a solar-powered bus shelter that recharges portable devices. Manchester benefits from an active arts scene, a talented pool of local students, and its own mini-Silicon Valley in the Millyard, all of which can contribute to vibrant placemaking opportunities.

Goals include:

- Showcase innovative technologies (especially those developed in Manchester)
- Increase visibility of public art Downtown, in the Millyard, and West Side
- Provide more opportunities for local artists, performers, etc. to share their work with the public

The activities, public art, beautiful spaces, and novelty of placemaking connect people to places.



Successful public spaces connect both residents and visitors via information and marketing

Sources, top to bottom: www.annagarforth.co.uk/work/grow.html, www.friends-of-art-manchester.blogspot.com/2015/12/murals-and-public-art.html

Place is, of course, important in placemaking—but people actually bring those places alive by visiting, dancing, eating, laughing, watching, walking, skating, and much more. So it's no surprise that many successful public spaces are easy for people to get to, and not just by car. They are often located near major transit stations, along bike lanes, or on Main Streets; often, popular pedestrian corridors become vibrant, distinct spaces themselves, like Barcelona's Las Ramblas or Burlington, Vermont's Church Street Marketplace. These spaces are often located near rivers or other natural areas and feature a variety of destinations, often including cafes, small shops, restaurants, and other places that encourage patrons to congregate and linger.

These places are also highlighted as destinations or venues by local tourism bureaus, cultural organizations, Chambers of Commerce, and city event calendars, connecting both residents and visitors to these spaces via information and marketing. Goals include:

- Create destinations in the Millyard and along the main connections between the Millyard and Downtown
- Attract residents and visitors to the Millyard by identifying the Millyard as a destination within Manchester
- Strengthen/promote use of various types of transportation to and from key places within the Millyard, Downtown, and West Side

WHAT THIS KIT INCLUDES

Placemaking is a multipurpose tool for neighborhoods and their advocates, with efforts ranging in scale from a one-day "parklet" in a single parking space to week-long festivals or film series to a permanent physical redesign of a large public plaza.

In Manchester, starting with small and/or temporary placemaking efforts can help build excitement and awareness. It can create a buzz—"did you see those art installations on Granite Street near the entrance to the Millyard?"—and draw residents' attention, so that they themselves might want to get involved in the next placemaking effort. Involving community members is a key component of placemaking, because they are the experts on local places and know what kinds of attractions will appeal most to those who live, work, and study in Manchester.

This kit suggests ideas for a variety of spaces and attractions in the Millyard/Riverwalk and Downtown (drawing from case studies and best practices from across the country), but it also goes beyond mere suggestions in order to facilitate action. The kit outlines who can make things happen (and where!), how the community should be involved, how placemaking can be used to better connect places and people, and how to best approach logistical questions such as permitting, funding, and liability.

WHO SHOULD USE THIS KIT

The main actors who should implement this Kit's recommendations are local organizations and community "doers," people who will take ownership of various events and activities within and adjacent to The Loop and the Millyard/Riverwalk. These organizations, businesses, and

others are the ones who have the most to offer—and the greatest stake in—the three placemaking themes of creating a sense of identity, showcasing art and innovation, and connecting people to places. The City, Board of Mayor and Aldermen, and various municipal departments also have the opportunity to contribute to and play a large role in placemaking. At a minimum, the City should support stakeholders in placemaking initiatives including Intown Manchester, NHIA, the Millyard Museum, and other community organizations (and organizers). The City of Manchester’s Department of Planning, the Department of Public Works, Parks and Recreation Department, and Arts Commission all should play a role in facilitating placemaking. Members of the Manchester Connects working group will also be involved, as will businesses and property owners from the Millyard and Downtown, particularly those interested in enlivening their first-floor commercial spaces, attracting new tenants, or contributing amenities to the surrounding area.

Community involvement contributes to the success of placemaking efforts. Publicizing events, planning activities, providing new public space features, or installing temporary installations can all be critical first steps—but don’t overlook things like coordinated signage and hand-outs on-site, featuring the Manchester Connects logo and explaining what the placemaking event or feature is. Always include a sign-in sheet or another way for people to volunteer, get involved, or learn more.

Finally, follow through is important. Send out a survey asking what kind of event residents want to see next, or invite volunteers to assist with painting a mural, and evaluate attendance and responses to make sure your placemaking efforts are achieving the desired results.

Think about the best ways to connect to specific groups of community members—whether it’s younger people, bicycling enthusiasts, Millyard employees, or recent immigrants. Placemaking in many cities and neighborhoods brings people from all walks of life together; Manchester is no exception!



Stakeholders in placemaking initiatives include Intown Manchester, NHIA, the Millyard Museum, and other community organizations (and organizers), as well as the City of Manchester’s Department of Planning, Department of Public Works, Parks and Recreation Department, and Arts Commission, and individual residents passionate about one or more of those themes.

Source: CivicMoxie

THE CHURCH STREET MARKETPLACE

Burlington, VT



The Church Street Marketplace in downtown Burlington, VT is a four-block pedestrian mall that has been named one of the “Great Public Spaces in America” by the American Planning Association. The street, located in a business improvement district, is in close proximity to Lake Champlain and is lined with historic buildings and thriving retail. Originally imagined in the late 1960s, two blocks of Church Street were permanently closed to traffic in 1980 after a number of experimental closures. The Church Street Marketplace opened a year later. Additional blocks were converted to pedestrian streets in 1994 and 2005. The Marketplace now

draws nearly 3 million visitors each year, houses 115 local and national retailers, and offers more than 40 dining options. Church Street Marketplace boasts a 97 percent occupancy rate. What began as one man’s vision has become a thriving public space infused with life.

Public art and placemaking have contributed to Church Street Marketplace’s success. Street performers and public art are on full display along the walkable street, entertaining pedestrians passing by or staying to enjoy the show. Public art in the district includes everything from murals to sculptures, with a combination of permanent and temporary installations. Festivals, farmer’s markets, and even yoga classes take over the street at times, giving residents just one more reason to come out and spend some time in the vibrant public space. Providing local residents and tourists with a public space they enjoy and want to be in increases the sense of community and simply makes for a happier city!



Sources, top to bottom: www.churchstmarketplace.com, www.nrfuture.com

WINTERTIME PUBLIC SPACE ACTIVATION

Buffalo, NY and Philadelphia, PA

Buffalo, NY and Philadelphia, PA are two examples of cities that embrace the winter months and program activities to suit the cold weather. Each city features a variety of weekend festivals and temporary winter-month public space installations. Through these activities, residents are enticed to bundle up with scarves, mittens, and coats, and leave their homes to embrace the winter fun.

Near Buffalo's downtown waterfront, the city hosts a series of events titled Buffalo Winter Weekends. These events are planned via a collaborative effort by Visit Buffalo Niagara, Erie Canal Harbor Development Corporation, HarborCenter, Buffalo RiverWorks, Niagara Frontier Transportation Authority and many others. Recently, the three main waterfront destinations (Canalside, RiverWorks, and Larkinville) worked together for the first time to collaboratively promote their events. Patrick Kaler, Visit Buffalo Niagara's President and CEO, said, ".... from one of the country's largest outdoor rinks at Canalside to the Ice Bikes of Buffalo, curling at RiverWorks, tobogganing at Chestnut Ridge and a number of nearby skiing, snowshoeing

and sledding options... It's time to embrace our well-known wintry reputation and tell the world about all the fun we have this time of year; we couldn't be more thrilled to collaborate with our tourism partners to create these Winter Weekends." With a wide range of activities, Buffalo Winter Weekends is a magnet for young and old alike.

Philadelphia has similar programming. For four months of the year beginning in late November, Penn's Landing is transformed into a winterized riverfront park. Blue Cross RiverRink Winterfest, an event that has been going on for over twenty years, features an Olympic-size skating rink, ski chalet-style lodges, winter beer gardens made from recycled shipping containers, a heated tent, fire pits, and an abundance of cozy seating. The event is a must-see winter attraction for the area, with dozens of family-friendly activities and delicious food and cocktails, which leaves residents and visitors no choice but to come out and join the fun. RiverRink Winterfest is made possible by Visit Philadelphia, Philadelphia Magazine, Blue Cross and Blue Shield, and many others.



Source: www.visitphilly.com/events/philadelphia/waterfront-winterfest-at-penns-landing/

WHO SHOULD SUPPORT THIS KIT?

Various groups will be involved in different aspects of placemaking, though everyone should be able to agree on the benefit and support each other's placemaking efforts. Ideally, business, local residents, institutions, non-profit organizations, and the City would create a super-partnership that works together on each facet of placemaking projects.

However, it is far more likely that the work outlined in this Placemaking Kit will be undertaken by an ever-changing cast of stakeholders, with a few core members involved in long-term management and big-picture planning. All of the stakeholders will tackle individual projects or particular phases of planning and executing, taking a backseat during other phases.

Support could be as simple as attending the placemaking activity or as significant as assisting with the permitting process, fundraising, or volunteering in other ways. However large or small, there is a role for each stakeholder in each project. For example, support from city boards and commissions, like the Board of Mayor and Aldermen, may take the form of a formal vote endorsing a project while others may support a project with volunteer hours or financial sponsorship.

WHERE THE ACTION SHOULD HAPPEN

Placemaking Sites in the Millyard, Riverfront, West Side, and Downtown

This Placemaking Action Kit builds on events and programming already underway in the city and seeks to focus some efforts geographically for maximum impact while also highlighting new spaces

ICONIC PLACEMAKING

Placemaking is a collaborative process focused on reshaping the physical environment to enable the social environment to excel. By reimagining and reinventing public spaces to facilitate social interaction, a community's overall quality of life improves and people are happier! Below are various case studies from around the world which highlight successful placemaking tactics.

Tennessee Riverpark (Chattanooga, TN)

The Tennessee Riverpark is a 13-mile greenway that follows the Tennessee River and weaves through Chattanooga's historic arts district. It features boat ramps, fishing piers, picnic areas, and a scenic relief from the city, all while connecting cultural destinations. The project revitalized abandoned industrial areas along the waterfront and, in turn, sparked revitalization in other areas of the city. Through reactivating the riverfront, the greenway gives people a reason to go out and explore. Jim Bowen, Vice President of River Valley Partners, the non-profit that has seen the project through, jokes, "you could announce a rock throw at the river and probably 30,000 people would come down to see it."

The Riverpark is unique in the fact that public-private partnerships were involved in the initial planning and funding of each phase and project. Perhaps even more impressive is the partnership between local

governments, which has existed for over a decade to manage the large Riverpark system on a daily basis. Hamilton County Mayor Claude Ramsey explains: "By agreement, the City of Chattanooga and Hamilton County share the ongoing cost of maintenance, security, and programming for these wonderful public places. Fortunately, the elected officials in both Chattanooga and Hamilton County realize the critical importance the Riverpark has on improving our local quality of life." The acknowledgment of the Riverpark's importance by the City propels its success forward, as the Riverpark continues to be a lively public space for Hamilton County residents to enjoy.

Riverwalk and Waterplace Park (Providence, RI)

The completion of the Riverwalk and Waterplace Park in 1994 marked the rebirth of a historic urban center in Providence, RI. The return to an open air river and the relocation of I-95 from the downtown transformed Downtown Providence. A large public works project, which included two public parks along the river, a series of pedestrian bridges linking the east and west neighborhoods, and a large central plaza, Waterplace Park reconnected the city to the waterfront and invigorated a new sense of identity in Downtown Providence. To encourage activity along the new corridor, the City implemented a series of programs and activities including public art, concerts and festivals, pop-up markets, and Waterfire – a river festival that brings 40,000 people to the downtown during fall and spring weekends.

Today, Downtown Providence boasts 1.5 miles of Riverwalk and 11 acres of urban riverfront parkland. The neighborhoods



of Eastside and College Hill are now connected to the downtown via 12 new pedestrian and vehicular bridges. By expanding pedestrian access to the riverfront, more residents are able to enjoy the beautiful sites and plentiful shops and eateries that Providence has to offer.

Amstel Loop Footbridge (Amsterdam, Netherlands)

In 2011, Amsterdam launched a design competition for a new pedestrian bridge. The proposed designs not only needed to reflect contemporary design tendencies but also needed to take the location and the surrounding urban neighborhood into consideration. In addition to providing a new pedestrian connection from one side of the bridge to the other, the goal was to create a new architectural symbol for the city. The competition organizers thought that an iconic bridge would generate discussion about the intersection of infrastructure and arts and sculpture.

The Amstel Loop, designed by Evgeni Leonov Architects, won the competition. The design stood out from other submissions because of its focus on vertical as well as horizontal space. Most other submissions presented horizontal solutions. The height of the bridge allows it to be seen from different places throughout the City, quickly making it

a dominant symbol in this part of town. The pedestrian-centered bridge not only connects the two riverbanks, allowing people to easily cross, but also features an observation deck in the top of The Loop. This attraction provides unique views of Amsterdam. The café in the observation deck invites visitors to sit, visit with one another, and linger. The iconic design of the Amstel Loop instantly draws the attention of anyone passing by, transforming a simple pedestrian connection into a vibrant public space that is a destination as well as a connector.



Sources, top to bottom: www.travelandleisure.com/slideshows/providence-walking-tour, www.evolo.us

SEASONAL EVENTS AND ACTIVITIES

SPRING

- 1 Seamus the Leprechaun
- 2 Adopt-A-Block
- 3 Trolley Nights
- 4 Fat Tuesday 5K
- 5 Shamrock Shuffle

SUMMER

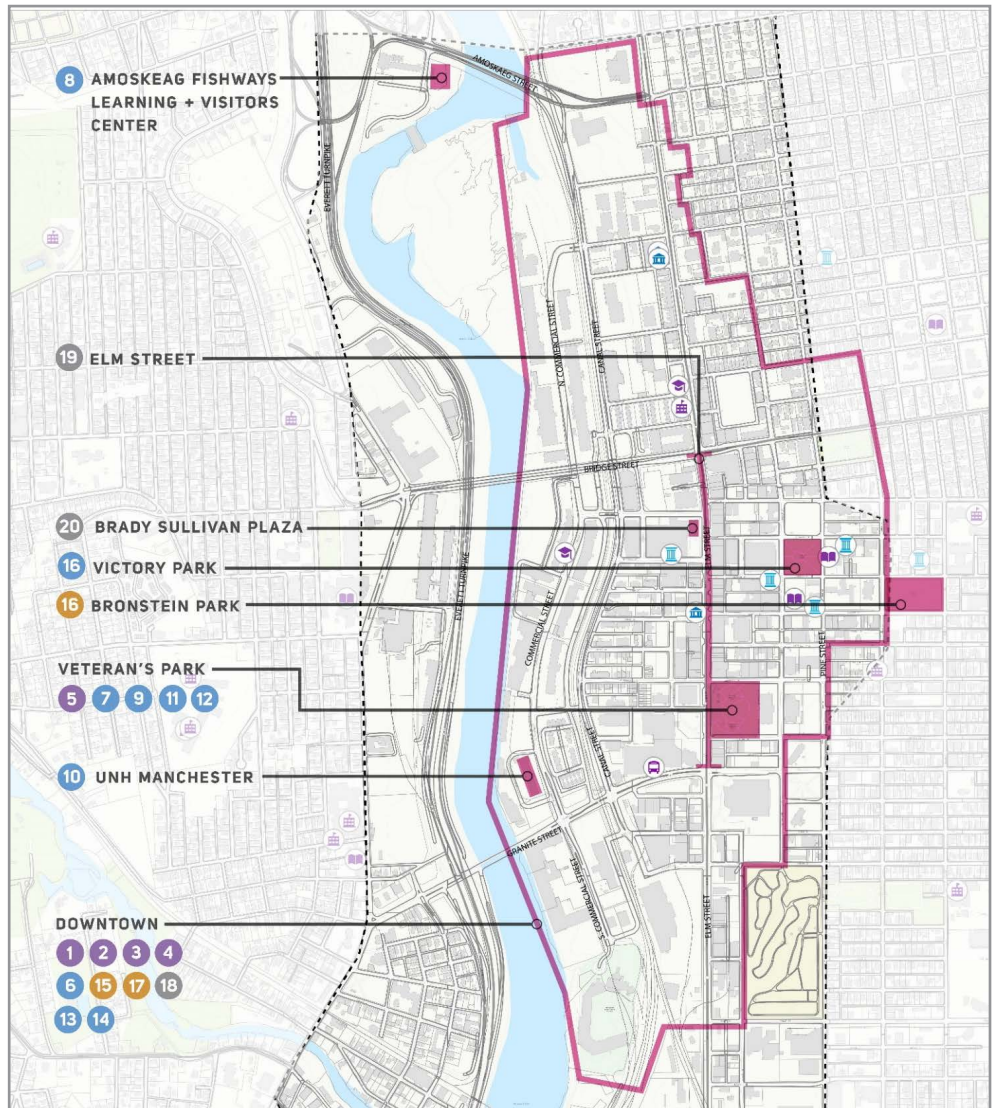
- 6 Monsters on the Loose
- 7 Recycled Percussion LIVE
- 8 Amoskeag Fishways Family Adventures
- 9 Manchester Community Market
- 10 Smyth Summer Music Series
- 11 Intown Manchester + TD Bank Summerfest
- 12 Intown Manchester Yoga + Fitness in the Park
- 13 Palace Theater Summer Children's Series
- 14 Fisher Cats Baseball

FALL

- 15 Manchester Zombie Walk
- 16 Chalk the Block
- 17 The Taste of Downtown

WINTER

- 18 Morty the Elf
- 19 The Manchester Christmas Parade
- 20 InTown Downtown Holiday Market



Source: CivicMoxie

and reviving former initiatives. Thanks to Intown Manchester, NHIA, UNH, SNHU, and others, things are happening! The map here illustrates what was occurring in Manchester as of Summer 2017 and categorizes events according to the season in which they occur. The varied weather is an important consideration when taking a placemaking approach to ensure the public realm remains as vibrant as possible throughout the year.

Many of the city's existing public spaces and events are already located downtown (from the farmer's market right next to NHIA to the summer concert series hosted at Veteran's Park by Intown Manchester). Placemaking efforts should build on this momentum. However, the lack of placemaking in the Millyard is an indication of a high level of need for more vibrancy. Many of the recommendations in this Kit focus on the Millyard and Riverfront to support this area as a destination, provide things to do for workers after 5pm, and to utilize vast parking areas for more lively purposes on weekends. Focusing on Millyard and Riverfront placemaking can help enliven the mostly single-use Millyard. The potential sites recommended here include smaller-scale events that enliven underutilized spaces, opportunities to showcase public art and sculpture, and ways to activate the Millyard beyond its typical 9 to 5 weekday work and class schedule. The suggestions offered here also derive from community input provided at public meetings and working group sessions, highlighting important places or suggesting ideas for activation.

The map and list on the previous page show that most of the placemaking and events that occur in Manchester today are located in Downtown. Very few events and activities happen in the Millyard. The map and table on the next page are presented as a menu of possible sites for activities, public art, events, gathering spaces, etc.

These sites can host placemaking activities individually or be grouped together depending upon the event planned or the space needed. For instance, Sites A through L could be combined for a River Fest where access to the river and the adjacent parking areas provide space for food trucks, children's activities, and music. Likewise, Sites N or O (or both) could be the location for a Ciclovía-type event in which the streets are closed to vehicular traffic each Sunday and cyclists, roller bladers, pedestrians, and tricycle riders are invited to take over the streets for the day. The possibilities are endless... limited only by imagination, energy, and funding. Because the focus should be on making things happen, this Action Kit offers the basics on the sites here to take the guesswork out of things such as ownership, size of the site, etc. The goal is to eventually have a well-oiled system in which each site is understood for its pros and cons regarding particular events or activities, that property owners are on board with placemaking, and that the City provides streamlined permitting to make this all as easy as possible. Then, placemakers can focus on event concepts, fundraising, and execution—all things that take time and effort!

Street furniture, like swings and benches, creative lighting, and pedestrian and bicycle infrastructure all contribute to the sense of place - that is, how the space feels.

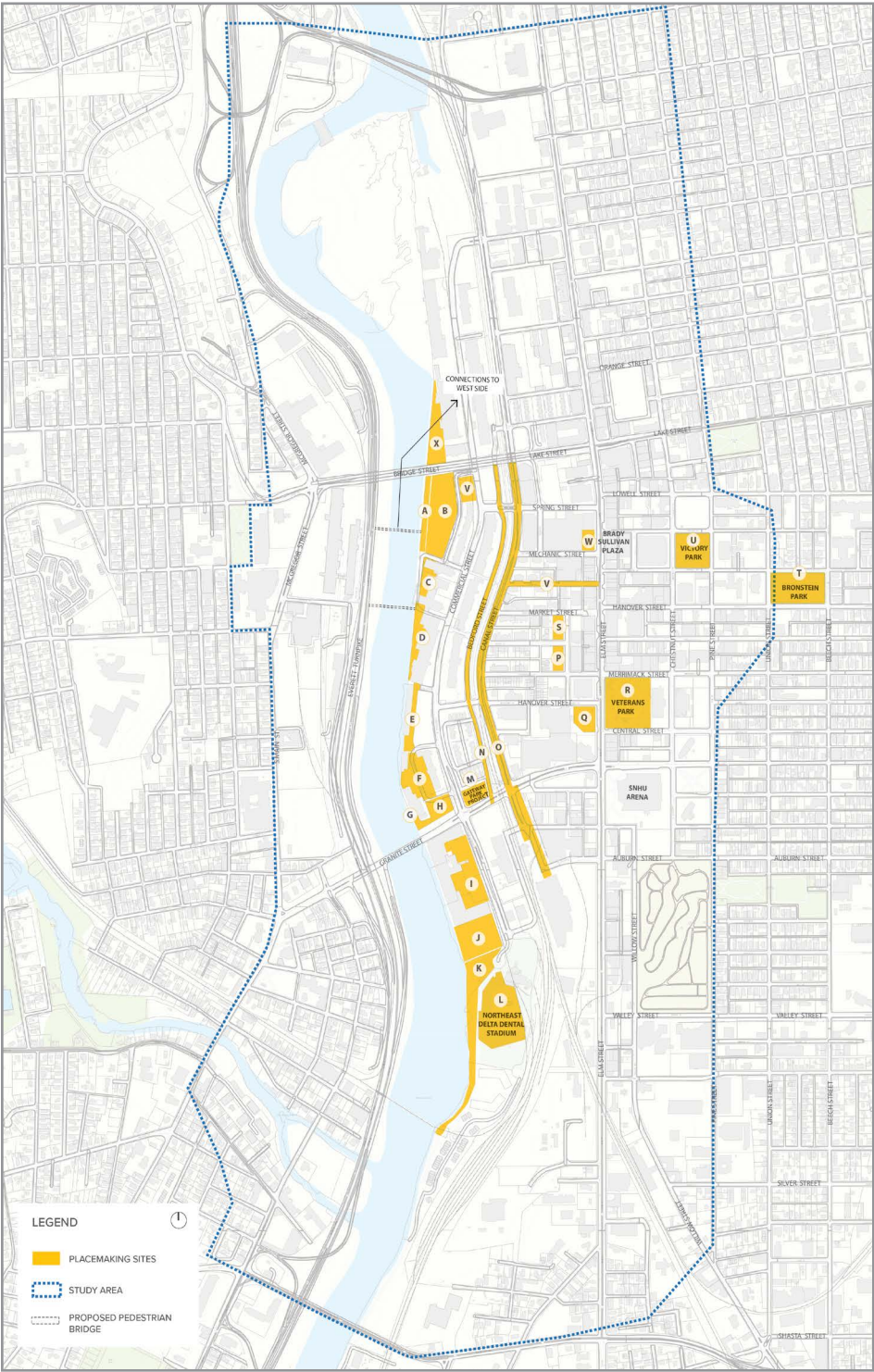


Sources, top to bottom: www.dirt.asla.org/2013/04/05/music-for-the-masses, www.iguzzini.com/us, www.inhabitat.com

POTENTIAL PLACEMAKING SITES IN DOWNTOWN AND THE MILLYARD

Site	Space	Ownership	Size (Outdoor open space)
A	Arms Park	City of Manchester	8,126 SF
B	Arms Park Parking Lot	City of Manchester	252,542 SF
C	DEKA North Parking Lot	1874 Assoc LLC, 1869 Assoc LLC, and 1870 Assoc LLC	33,012 SF
D	DEKA South Parking Lot (water works)	Merrimack River Mills LLC	62,452 SF
E	50 Commercial St Parking Lot	1848 Associates	77,887 SF
F	UNH Riverfront Parking Lot	1850 Assoc Ltd Partnership	134,538 SF
G	Granite St Riverfront Lot	City of Manchester	19,945 SF
H	UNH Top Level of Parking Deck	GL Parking LLC	93,161 SF
I	186 Granite St Parking Lot	Manchester Millyard Realty LLC, 33 South Commercial St LLC and Langer Place Inc	240,401 SF
J	55 South Commercial St Parking Lot	Langer Place Inc	209,228 SF
K	15 Riverwalk Way	15 Riverwalk LLC	349,062 SF
L	Northeast Delta Dental Stadium	City of Manchester	408,246 SF
M	Gateway Park	City of Manchester	60,062 SF
N	Bedford Street	City of Manchester	300,668 SF
O	Canal Street	City of Manchester	752,311 SF
P	278-304 Franklin St Parking Lot	Diocesan Bureau of Housing	37,318 SF
Q	Stanton Plaza	City of Manchester	71,795 SF
R	Veterans Park	City of Manchester	304,112 SF
S	310-340 Franklin St Parking Lot	City of Manchester	3,399 SF
T	Bronstein Park	City of Manchester	36,586 SF
U	Victory Park	City of Manchester	166,453 SF
V	Arms Park Parking Lot East	1890 Assoc LLC and Public Service of NH	43,292 SF
W	Brady Sullivan Plaza	Brady Sullivan Plaza LLC	38,427 SF
X	Bridge Street North Parking Lot	Five Forty North Assoc and Multiple owners at 500 N Commercial St	129,360 SF

POTENTIAL PLACEMAKING SITES



Source: CivicMoxie

A MENU OF PLACEMAKING OPTIONS

The spaces are identified...now what? While the possibilities might be endless, there are certain activities and attributes of placemaking that are common themes. Open space, movable furniture/seating, public art, music, food trucks, beer gardens, and movie nights are a few of the activities that have typical site layouts, design considerations, and space needs. The following menu of placemaking options is meant to help match activities/public realm design with the spaces available and the placemaking goals so that things can move forward with as much ease as possible.



Parklets

Parklets are on-street parallel parking spaces (at meters or other public parking spots) that are transformed for a fixed period of time into mini public seating areas, with portable benches, tables, ground cover, planters, and other amenities. Typically, these can be installed piecemeal by the DPW or can be towed to the parking spot as one complete installation. Parklets are usually dismantled for cold weather/snow months to make street plowing easier.



Park(ing) Day

Once per year on the third Friday of September, Park(ing) Day events occur across the globe. This tactical urbanism approach was the original parklet. Every year, people take over public parking spots, sometimes by simply putting quarters in a parking meter and laying down some sod, beach chairs, and a portable sound system. The event is a novel way to think about public space



Streets Alive Events

What happens when streets are closed to vehicular traffic? People come to walk, bike, roller blade, and move by any other method that is self-propelling. The Ciclovía in Bogota, Colombia is the model for events of the Streets Alive movement throughout the world. With 100 km of streets closed to traffic each Sunday from 7am to 2pm, everyone takes to the streets to enjoy community, eat food, and move. Streets Alive events in this country offer opportunities to experience communities in new ways and the resulting crowds support businesses and enhance opportunities for interaction.



Food Festivals, Beer Gardens, Food Trucks, Etc.

Food, food, food. Add beer tastings and the makings of a successful event are complete. Food should be a part of any event in Manchester and offering a festival focused on food and drink is a perfect winter time placemaking activity. The riverfronts of Europe's cities, large and small, are host to winter carnivals, beer tastings, holiday food markets, and soup festivals to help residents and visitors survive the long dark and cold days. These festivals are a boon to local food entrepreneurs who get spillover customers and have the opportunity to set up food booths as well.





Temporary Art Installations

From murals on plywood to temporary sculptures and sidewalk chalk painting contests, temporary art events can create an appreciation of public art and attract varied participants from children to artists and everyone in between. The temporary nature of the art—those street chalk drawings won't last long—creates an urgency to view that can draw crowds and support energy and high visibility...all good things for Elm Street and the Millyard, particularly on quiet weekends.



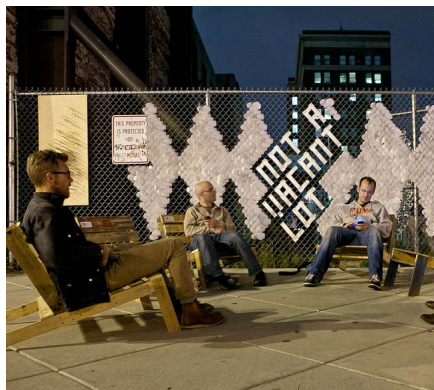
Concerts + Cultural Festivals

Manchester hosted Riverfest at one time and people still talk of the success of that event. The riverfront is an ideal site for a weekend cultural or music festival. These events are often recurring...drawing larger crowds and spillover smaller activities before and after the main music days...all things that help local businesses.



Chair Bombings

Despite the seemingly violent name, chair bombings are simply a way to create places for people to sit, meet, and enjoy public space without the bureaucracy and waiting that occurs with streetscape projects. Chair bombing is simply dropping chairs into a public space that can use some seating. Often done in the dark of night, chair bombing can involve unique seating solutions or lightweight inexpensive and colorful garden chairs from the local home improvement store.



Interactive + Innovative Technology

The use of interactive video walls, real-time transit info screens, LED lighting, water walls, and other high-tech urban interventions and information systems can create placemaking by the sheer novelty, fun, and/or usefulness of the technology. In some cities, passersby can post photos to a video wall, in other public spots, screens that broadcast local weather, real-time weather forecasts, and traffic conditions, create their own little hubs for gathering, conversation, and activity.



Sources, left to right, top to bottom: www.ideenapoli.forumfree.it/?t=68796977, www.australiansquashtour.org/parking-day-2012-photos-of-the-best-pop-up-parks-from-coast-to-350965.html, www.nolm.us/butun-dunya-park-etme-gununu-boyle-kutladi-ya-biz, www.kakprosto.ru/kak-248719-kak-proshel-festival-ulichnyh-teatrov-2012-v-moskve, www.trendingcity.org, www.thefield.asla.org/2013/09, www.suncityvillas.com, www.ticketsinventory.com/concert/grupo-cultural-afroreggae-tickets, www.atlantacyclingfestival.com, www.lavras24horas.com.br/portal/ufra-abre-inscricoes-para-cadastramento-de-food-truck-para-evento, www.flickr.com/photos/punkavenue/6272509990, www.artandarchitecture-sf.com/tag/waterwall, www.gathergoodatl.com/atlanta-streets-alive-2017, www.s-media-cache-ak0.pinimg.com/originals, www.newurbanismfilmfestival.com/tag/film-contest-2/page/2, www.trendhunter.com



THE LOGISTICS: HOW-TO STEPS FOR TACTICAL URBANISM

Placemaking is about matching spaces with goals and capacity. It's also about a savvy assessment of the "market" for activities and enhanced urban spaces. Sometimes, placemaking creates the market through the novelty and brilliance of the idea.

Other times, it fits a long-time need that perhaps was not even acknowledged—for example, an iconic sculpture or interactive public art installation can create enough buzz and excitement to become a regional destination. In Manchester, a pedestrian bridge across the Merrimack from the west to the east Milliard could attract regional (and beyond) visitors through unique design and associated events and uses at each terminus. London's Millennium Bridge, Chicago's Cloud Gate (nicknamed

"The Bean"), and the Los Angeles County Museum of Art's Urban Lights installation are all destinations in their own right.

The range of potential placemaking initiatives spans from tactical urbanist approaches to ephemeral events to major bricks and mortar projects. It isn't a question of "either/or" but rather, "what is the right fit for this place and time, and our capacity to implement?"

With a range of placemaking strategies in the tool kit, a series of questions should be answered to determine next steps. After an organization, local business, team of enthusiastic residents, or other group of stakeholders decide to take on a placemaking project within the Milliard or Downtown, they will need to set a plan and handle the logistics. While organizing events or installing public art may be less expensive or time consuming

Seating, whether temporary or permanent, attracts people to a place and encourages them to linger. Hosting events also draws people to public spaces.

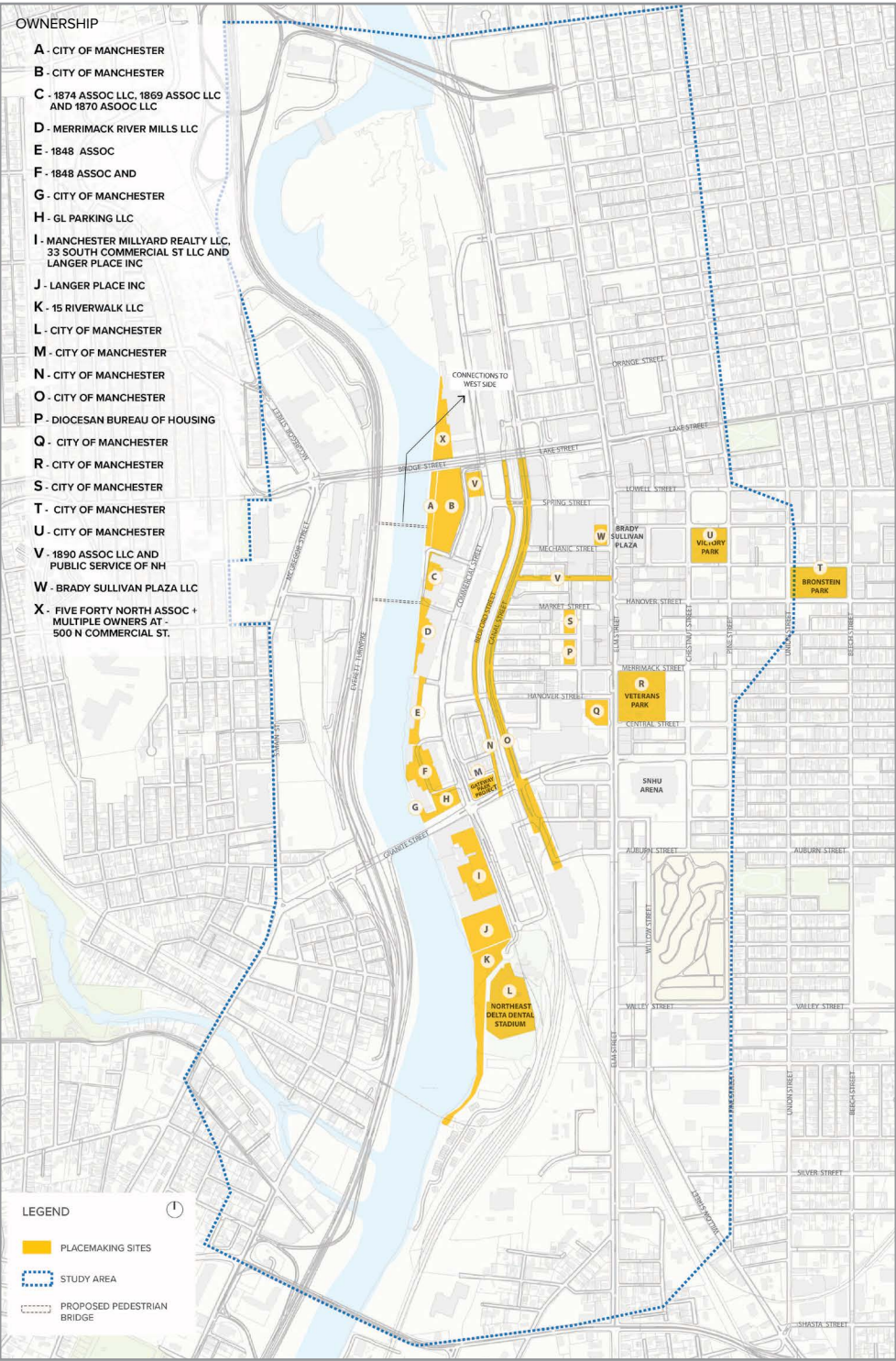
Sources, top to bottom: www.landscape.cn/news/events/project/foreign/2015/0409/173167.html, www.designcouncil.org.uk

HOW PLACEMAKING CONTRIBUTES TO IMPROVED ACCESS AND TRANSPORTATION

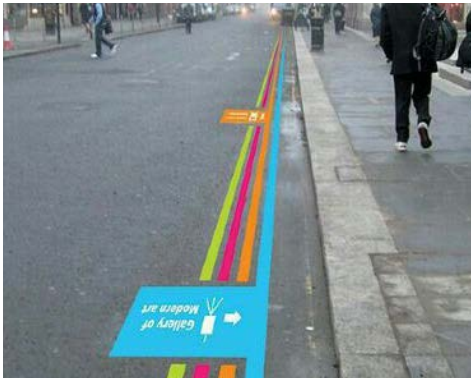
How does placemaking fit into the larger goals of Manchester Connects, improving connectivity and multimodal transportation access to and between the Milliard and Downtown? Not only does placemaking connect people to places, but it's a powerful strategy for strengthening or establishing walking and biking hubs and connections—people are more likely to walk or bike somewhere if there are interesting things to see or do along the way, or if there is seating, improved sidewalks, and bike racks. In addition, interesting features and activated public spaces encourage drivers to slow down and perhaps stop for a while. Some cities have also used placemaking to enliven public transit hubs—like Providence's Kennedy Plaza, which is the center of the local bus and trolley system—and to make them safer and more attractive.

In a very tangible way, placemaking creates more activity points on the Manchester map. Momentum is built for more connections, and placemaking can improve multimodal access and connectivity by not only creating the need for those connections but by then supporting infrastructure improvements needed to improve traffic, circulation, and parking. It's a virtuous cycle...places people want to be, with things people want to do, strengthens the web of connections which is all about mobility. Better mobility supports these places and activities.

MANCHESTER CONNECTS CONCEPT MAP



Source: CivicMoxie



Bright colors and geometric shapes draw attention to the space, signaling that there is something interesting that people will want to check out.

Sources, top to bottom: www.zolt.tk/urban-design-firms,
www.watersportcampingheeg.blogspot.com/2016,
www.bizjournals.com

than developing a real estate project or realigning a street, placemaking still requires significant work and investment. Following a logical progression of steps can make the process easier. The following is a guideline for determining the best strategy for the time, place, and capacity.

GUIDELINES FOR PLANNING AN EVENT OR ACTIVITY

Every event needs careful planning. The list below covers the major considerations in planning and successfully executing an activity or event in the public realm:

1. Determine goals for your event, activity, or placemaking action so that all efforts are directed toward achieving success and every decision is made with the end results in mind.
2. Bring all potential partners and collaborators to the table early in the planning process so that everyone who has something to offer is involved fully from day one to avoid surprises and ensure your event has sufficient resources to be a success.
3. Prepare a budget and identify potential donors or sponsors. The sooner a budget and materials list is prepared, the quicker you can reach out to sponsors and funders, investigate sources of revenue, and make sure your event has a healthy bottom line.
4. Identify all necessary permits, licenses, and approvals needed so that requirements can be investigated upfront and design and planning can take City regulations and the lead time necessary to move into action into consideration.
5. Identify what materials and equipment are needed so that these items may be donated, purchased, or made.

6. Prepare a budget and identify potential sponsors and donors so that the initiative can move from vision to planning to action and results as quickly as possible.
7. Create marketing materials and get the word out to garner support, create excitement, and to get people to come!
8. Don't forget to be creative! Great events can happen quickly once you know what you want to do!

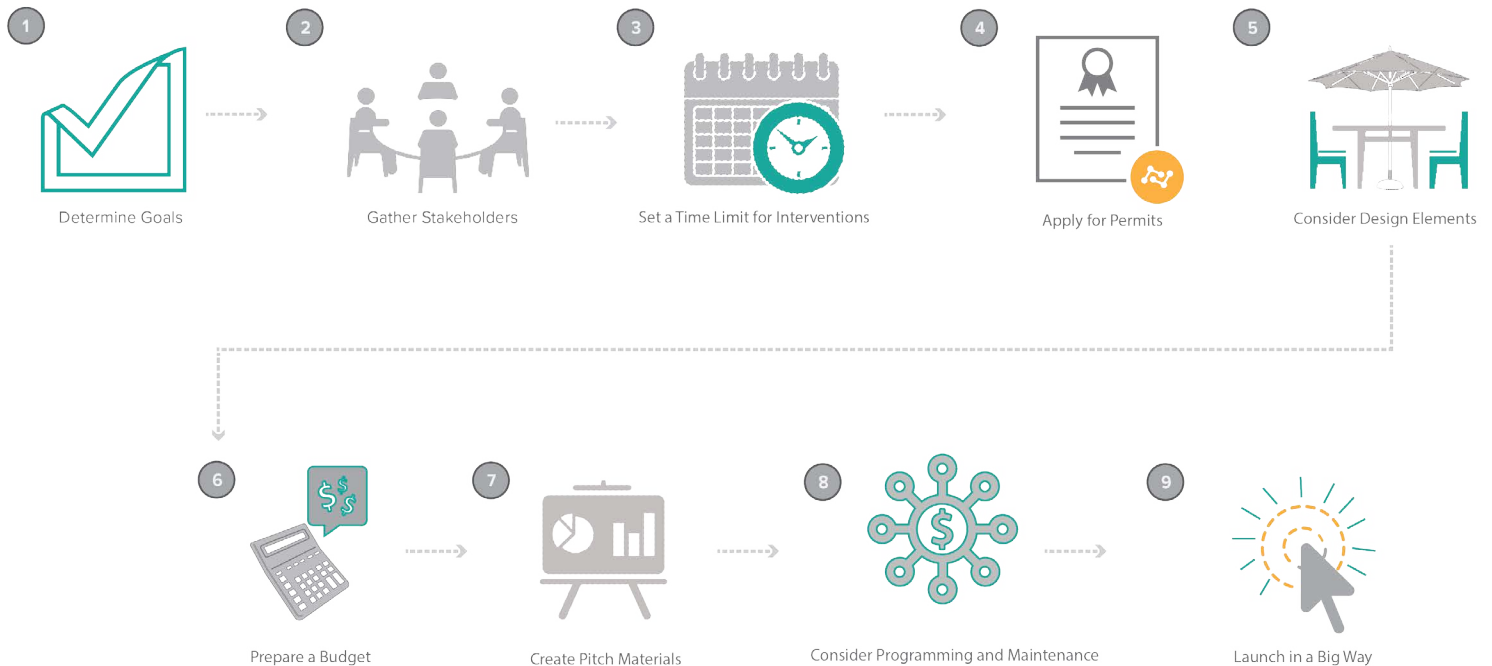
1. Determine Goals for your Event, Activity, or Placemaking Action

You need to know where you want to go so that all of your efforts are directed toward achieving success and every decision is made with the end results in mind. What are your goals for the event? Do you simply want people to have fun? Are you promoting your organization or public art? Do you simply want to shake things up by doing something creative to make people smile? Whatever your goal, be clear about what you wish to achieve and use this as a filter for all your decisions and planning. One of the benefits of planning a successful event, such as a block party, is that it is an opportunity for many people and organizations to come together to create something positive. Because many individuals, organizations, businesses, and City departments may be involved, it is important to keep overall goals clear and to pass all decisions through a filter that ensures the planning doesn't veer from the original intentions of the event.

Goals for placemaking vary widely and can include:

- Engage citizens in civic issues and collaboration
- Build a sense of community
- Test public space ideas in temporary low-cost ways before investing in

METHOD FOR TACTICAL URBANISM



Source: CivicMoxie

- substantial bricks and mortar projects
- Transform public space to make it more user-friendly, more beautiful, more welcoming, and/or better fitting an image of the community, town, or city
 - Create a new image for a place
 - Incentivize investment and increase property values
 - Support businesses through easier work force recruitment or through increased foot traffic
 - Support residential uses by making places more user-friendly and livable
 - Strengthen connections between existing places
 - Test innovations in technology for wider community use
 - Support public art

Goals are intrinsically tied to place. In Manchester, a goal might be to celebrate

the strong art ethos of the city and the existence of educational institutions and cultural organizations. In this case, the stated goal may be to “establish Manchester as a city associated with art excellence and celebrate the arts and cultural institutions and organizations in the city.” A perusal of the map might help one identify locations where each goal can be carried out.

A specific location can also be the driving factor. If the desire is to enhance the Downtown’s image as a place to live, a collaborative group of residential property owners could work with the City and Millyard owners to identify interventions in public and semi-public places that invite people to sit, walk dogs, etc. Using the map on the previous page with the list of potential sites and identifying goals for that location, placemaking spots can

AMSTERDAM LIGHT FESTIVAL

Amsterdam, Netherlands

Amsterdam Light Festival is a free annual event that illuminates the city with imaginative light installations from the end of November into mid-January. The festival's goal is to let as many people as possible experience different forms of light art and to bring people out to enjoy the City of Amsterdam, even though the winters are cold and dark. Artists, designers, and architects come together, using both the city and the water as their canvas. Throughout the 53-day festival, the city center and canal front are illuminated, inspiring people to bundle up and come out to enjoy the unique public art. In the past, more than 1,800 artists from 93 countries have applied to feature an installation at the festival; of these, only 35 proposals are selected.

The Amsterdam Light Festival is another example of a successful public-private partnership that brings all sectors together. The municipality, cultural sector, and numerous businesses work together to create the festival each year. In addition to fundraising, soliciting, and selecting the artists, the Amsterdam Light Festival Foundation works with local businesses to offer a public boat route that tours each of the installations. Canal companies also charter boats to tour the illuminated waterway. Whether biking, walking or boating along the canal the Amsterdam Light Festival is a must see event, bringing people out of their homes and into the public space.



Sources: www.wilmatakesabreak.nl

be discussed and the property owners approached about possibilities.

When placemaking or tactical urbanism occurs on private property, written agreements with property owners are usually created covering permitting, liability, restrictions, sponsorship wording, etc. These agreements also outline who will be responsible for maintaining or repairing temporary installations or structures.

2. Bring all Potential Partners and Collaborators to the Table and Create a Work Plan

Most events and placemaking efforts require multiple partners and collaborations with individuals, businesses, and organizations. In addition, the City of Manchester may be very involved in planning because permits will be necessary for most events. There are three basic questions you should ask:

1. What is the purpose of the event?
2. Who is the intended audience?
3. Who can collaborate and bring resources to the effort?

It is good planning to ensure that everyone who has something to offer is fully involved from day one. This avoids surprises and ensures your event has sufficient resources to be a success.

With goals, location(s), and collaborators agreed upon, organizers will need to develop a phased work plan and decide who will do what. The work plan should work backwards from the desired “unveiling” or event date and should include time for time-sensitive tasks like permitting and promoting an event. Roles and responsibilities should be assigned based on experience, interest,

and availability. For small projects (chair bombings, sidewalk art, etc.) one or two people may do it all. For larger projects, some or all of the following roles must be filled:

- Project Lead/Manager
- Liaisons to Community Partners
- Permitting and DPW Liaison
- Marketing and Promotion
- Fundraising (and perhaps Volunteer Coordinator)

Many of the most successful placemaking projects are collaborative efforts bringing together organizations, public agencies, and private entities such as residents and businesses to achieve a common goal. But to make sure everything is coordinated and running smoothly, one person needs to be in charge.

3. Financial Strategy, Fundraising, and Reliance On Volunteer Help

All placemaking projects need a budget. A spreadsheet with a first pass on all anticipated costs is valuable as the first step toward a financially responsible and viable project. It can often be helpful to contact a public agency or non-profit that has done something similar and get a previous budget from which to work.

Consider the costs of permits and materials ranging from tents and extension cords to the cost of printing flyers. Keep a running list of funding opportunities and sources, and don't be afraid to ask! Some organizations or agencies may be eligible to apply for public art grants and other grant funding. Private donors and crowdfunding can also support placemaking projects. Local businesses or sponsors may be willing to offer support or in-kind donations—such as paint or the use of folding chairs. Clarify whether they have expectations like placing their logo on



Even the simplest of things can draw people into a space. Above, public art is combined with seating, children play on a makeshift rock wall, and strips of fabric create a shaded place to sit.

Sources, top to bottom: www.archdaily.com,
www.bouldergeist.com.au/bouldering-consultancy.html,
www.artflyz.com/e27e189c7490f209.html

a project website or flyer. For larger events and some other types of projects, corporate sponsorship is a must. Intown Manchester runs many events each year and is a good resource to either lead a project or assist with information.

A major part of many placemaking projects is people-hours, often on a volunteer basis. Estimates of how many people are needed to set up, run an event, do marketing, clean up, etc., should not be left off the budget spreadsheet. People's time is precious; estimating volunteer needs up front can save hard feelings or no shows later in the process.

4. The Detailed Plan, Materials, Equipment, and Scheduling

Placemaking planning is an iterative process. When goals meet the realities of funding sources, people-hours, and expertise available, there is often some recalibration of what can be accomplished and how it can be done. At this point in the process, a detailed plan of the placemaking strategy can be made of.

This plan would include a physical plan, detailed descriptions of the components, the permits needed, the budget, insurance requirements, a detailed scope of work and timeline, and clear roles and responsibilities for everyone involved. A communications plan and fundraising/ sponsorship plan is also a necessity. With a clear outline of the initiative, moving forward will be easier.

The plan should also identify what materials and equipment are needed. Some events are pretty straightforward when it comes to materials. A block party may need tents, tables and chairs, sound equipment, barriers or low fencing to surround a beer garden, and signage. If your activity is leaning more toward the

tactical urbanism side of things, you will probably be using inexpensive, temporary, and easy-to-obtain or borrowed materials. For all temporary activities, materials tend to be lightweight, foldable, and/or stackable so that they can be stored and easily moved around.

You should also consider what utility services are needed. How will you get electrical, data, or water service, if needed? This is one area where bringing on a bricks and mortar collaborator may help. If you have partnered with a store or business, they may be able to run power and water to your activity.

Give careful consideration to scheduling as part of the plan and the event. The Board of Mayor and Aldermen keep a schedule of special events throughout the city. It is a good idea to check this schedule as well as review the following:

- College and public school calendars
- Major municipal events
- Religious Holidays
- Other conflicting events

Time of day also matters. If you are planning an event for downtown workers, kicking things off at 5pm is the best plan of action...too much time between the end of work and the start of activities means that you will lose people.

5. Identify all Necessary Permits, Licenses, Approvals, and Insurance

For all special events, activities, and placemaking that involves everything except the smallest of groups with no food or drink, you may need at least one permit from the City of Manchester.

Any event, including tactical urbanism and placemaking efforts, may require many permits, or no permits at all, depending



Installing uplighting adjacent to a building is an easy way to enhance its facade and bring life to the space at night. Uplighting not only improves the building's aesthetics but can be used as a placemaking tool, providing lit-up buildings recognition after dusk.

Source: www.williamsross.com

SPRUCE STREET HARBOR PARK

Philadelphia, PA

The Spruce Street Harbor Park was initially envisioned as a short-term placemaking project to improve an underutilized space at the Penn's Landing Marina. The pop-up park includes restaurants, beer gardens, barges that have been converted to floating lounges, floating gardens, hammocks, outdoor seating, an urban beach, and colorful LED lighting and attracted more than 30,000 people over the course of two months. Due to the overwhelming success, the Spruce Street Harbor Park has opened each spring since 2014 and now remains open from May through September with a wide variety of events and activities including concerts and temporary attractions like a tightrope, magic shows, or craft time with local art companies. Even though the Harbor Park closes for the winter, a Winterfest now operates in the same space and offers ice skating, restaurants, and shopping during the holiday season.

This public-private partnership began with a grant from ArtPlace America. It is currently supported by Univest Bank & Trust Co. The park was developed by the Delaware River Waterfront Corporation with three main goals: provide diverse programming to attract people to an underutilized section of the river, create awareness of Philadelphia's waterfront as an urban public amenity, and use tactical programming to create activities for a diversity of visitors.



Sources: www.visitphilly.com, www.delawareriverwaterfront.com/places/spruce-street-harbor-park, www.philly.curbed.com/neighborhood/1415/penn-s-landing

METCALFE PARK

Pymont Technology Precinct, Sydney, Australia

Metcalf Park, a pop-up park, is a pilot project in the city of Sydney to assess if a permanent park is needed for the Technology precinct. The park is surrounded by two corporate buildings in a commercial region of Sydney's waterfront. Corporate giant Google was the catalyst for this pilot project. Google pushed for the park, believing that a public open space would be a good place for employees. Google then worked to garner support from other nearby corporations - The Star, GPT, Mirvac, Fairfax Media and Doltone House. In addition to their joint lobbying for the park, the companies now work together to financially support the pop-up park.

Metcalf Park is primarily used on weekdays and most users are local employees. The park's busiest time is weekday mornings; many people now walk through the park on their daily commutes. To encourage people to work outside, the park's designers ensured that this open space was served by Wi-Fi and outdoor power sources. In addition, the park has been outfitted with planters, moveable and fixed seating, solar harvesting umbrellas, and table tennis. All of the furniture is designed to be easily moved and stored. Though there is no specific programming in Metcalf Park, local rugby and other teams have used the space for practice or pick-up games.



Sources: Florian Groehn, www.landezine.com/index.php/2015/12/metcalf-park-park-within-a-park-by-aspect-studios

on the scale of the intervention and location of activities. The Board of Mayor and Aldermen, Planning and Community Development Department, and Parks and Recreation Departments can help identify necessary permits, licenses, and approvals. Depending on the size of your event, it is also helpful to work with the Police Department.

6. Create Marketing Materials and Get the Word Out!

Events and activities are meant for people and success is often measured in turnout. We recommend the following steps to make sure everyone knows about your event:

1. Create a compelling “pitch” for the event and provide visuals. Make it short and pithy. If possible, use professional graphic design services to create a logo or poster/flier. To garner support, solicit funding, and create excitement, it helps to be very clear about your goals for the event.
2. Establish a promotion schedule that outlines the dates, cost, and type of media promotion you’d like to use. Marketing should include a combination of the following:
 - Local newspaper – articles, advertisements, online calendars
 - Posters – area shops and businesses, public notice boards
 - Flyers – area businesses, email distribution
 - Radio and TV
 - Websites
 - Email listservs
 - Print media
3. Think about partnering with local businesses to increase marketing power.
4. Use the City’s calendar to market online. You can request the event be added to the calendar by going to: www.manchesternh.gov/City-Calendar/Apply-to-Post-an-Event. Use social media and ask other organizations to help publicize.
5. Social media can be a significant benefit for your event.
 - Social media campaigns should be coordinated with all other platforms used. It is important to use the same language and style in order to keep the branding of the event clear.
 - Try putting together a contest before the event to get audiences engaged.
 - Consider creating a hashtag for the event on all platforms.
 - Consider live tweeting or streaming video on Facebook during the event to keep attendees and non-attendees aware of the activities at the event.



Placemaking can be tailored to any community. Manchester Connects will work to identify the particular brand of placemaking that will work best for the city, its residents, businesses, and visitors.

Sources, top to bottom: Slide the City (www.nerdreactor.com), JCDecaux showscreens in Australia (www.jcdecauxna.com), Digital Water Pavilion (www.divisare.com)

PATHS TO PIER 42

New York City, NY

Located along the East River, Pier 42 is one of the current redevelopment efforts in the Lower East River Waterfront. After years of commercial use with no public access, a temporary, pop-up park was installed in 2013 to meet the needs of the community while fundraising and planning for a permanent park continued. In a proposal competing with New York's Economic Development Corporation (NYC EDC), the Lower East Side Waterfront Alliance (formerly known as the Waterfront Alliance) submitted a proposal titled The People's Plan for the East Side Waterfront.

The neighborhoods surrounding Paths to Pier 42 include a mix of business and residential uses. Subsidized housing makes up 85% of the nearby residential properties. The People's Proposal grew out of local concerns that the lower-income community that lives near the park had not been included in the development of park proposals. The People's Plan was a representation of what the surrounding neighborhoods needed and was accepted as the development plan for the area. Not only was it representative of the community, the proposal was only one-third of the cost of NYC EDC's plan!

To bring the project to reality, the Waterfront Alliance partnered with NYC EDC, New York City's Department of Parks and Recreation, Good Old Lower East Side, Hester Street Collaborative, Lower East Side Ecology Center, Lower Manhattan Cultural Council, Two Bridges Neighborhood Council, and State Senator Daniel Squadron.



The pop-up park opened in 2013 and became known as Paths to Pier 42. When the park opened, it featured art, educational, and design installations surrounded by picnic tables. All of the installations and furniture were purchased through a fundraising campaign or donated by local organizations or businesses. By the time the park returned in Summer 2014, design firms Combo Colab and Stereotank had joined forces to create DrumReef42, an interactive structure made from recycled plastic barrels, that serves as seating (and for some, a play space) and provides a visual reminder of the vulnerability of the waterfront in the wake of Hurricane Sandy. Each year, as the pop-up park returns, more design professionals and community members contribute to the park's design. In 2015, Leroy Street Studio created the Water's Edge Canopy, which provided seating that could be either in the shade or sun. DLandStudio originally installed planters, bench seating, and stage platforms, but eventually expanded

its focus to also include developing environmental education programs and projects for the after school and summer camp programs that visit the park.

In addition to opportunities for education and recreation, the Paths to Pier 42 park has provided opportunities for local artists to show their work and provide activities for children. An art and education program, the Pier Ambassador Program, engages local artists and participants in a ten-week program that focuses on storytelling, history walks, and public speaking. There have also been one-off clinics and educational programming for children. For example, several fishing clinics have been held at the park. The stages have been well-used, hosting concerts and dances. Numerous public events and celebrations are held each year, including a Hurricane Sandy Commemoration, Wellness Festivals, Community Build Days, Seasonal Festivals, Art Workshops, and City Waterfront Days.

Source: www.pathstopier42.com

PRECEDENTS FOR PLACEMAKING – FURTHER EXAMPLES AND RESOURCES

Park(ing) Day examples: www.parkingday.org/

Detroit seasonal beach: www.pps.org/blog/placemakings-ripple-effect-how-a-beach-downtown-is-making-waves-in-detroit/

Granville Island (Vancouver) www.pps.org/reference/november2004granville/

Pavement to Parks (www.pavementtoparks.org/parklets/)

Food Truck Festivals: www.nefoodtruckfest.com/

Kennedy Plaza (Providence, RI) www.pps.org/projects/rethinking-greater-kennedy-plaza/

Camden Night Gardens (Camden, NJ) www.pps.org/places/lqc/camden-night-gardens/

Montclair Community Street Quilt (Montclair, NJ) www.pps.org/places/lqc/montclair-community-street-quilt/

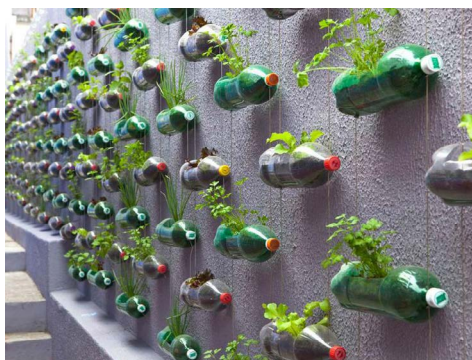
Dance-o-Mat (Christchurch, New Zealand) www.pps.org/places/lqc/dance-o-mat/

Raahgiri Day (New Delhi, India) www.pps.org/places/lqc/raahgiri-day/

Resurfaced Pop-up Beer Garden (Louisville, KY) www.pps.org/places/lqc/resurfaced-pop-up-beer-garden/

Quebec Winter Carnival: www.carnaval.qc.ca/home

Amsterdam Light Festival: www.amsterdamlightfestival.com/



An event in Manchester could simply be a beer garden that resides for the summer and fall months somewhere in the Millyard. Philadelphia has had great success with its "Visit Philly Beer Garden" and the venue is a way to showcase local brew houses and regional craft brews.

Source: www.visitphilly.com, www.innovateholyyoke.com