

# Placemaking: Making It Happen

*A course about Managing and Implementing Public Space Improvements*

## AGENDA

May 6-8, 2015

### Wednesday, October 8<sup>th</sup>

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1:30 to 2:00pm	<b>Registration Check In</b>
2:00 to 3:00pm	<b>Welcome, Introductions, and Participant Issues</b> <i>Fred Kent President PPS and Kathy Madden Senior Vice President PPS</i>
3:00 to 4:15pm	<b>Transforming your City with Placemaking &amp; Lighter, Quicker, Cheaper</b> Fred Kent will inspire you with the steps to bring about fundamental change in your city. This presentation will explain the project initiation, the experiments, and finally the community takeover to support a full scale Placemaking agenda. <i>Fred Kent, President PPS</i>
4:15 to 4:30pm	<b>Break</b>
4:30 to 5:30pm	<b>Introduction of Participant Projects</b>
5:30 to 6:30pm	<b>Wine &amp; Cheese Reception: "Gallery Walk"</b> Participants will get an opportunity to share with each other the goals and challenges of their individual projects in a collaborative and interactive way.

## Thursday, October 9<sup>th</sup>

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9:00 to 9:30am	<b>Light Breakfast</b>
9:30 to 11:00pm	<b>Place Game introduction and Workshop</b> Place Game will be conducted with guidance in a nearby public space (TBD).
11:00 to 12:00pm	<b>Tools and Techniques for Creating Change</b> This presentation will discuss how you can measure impacts and build the argument for Placemaking using results that can be used to bring your space from ordinary to extraordinary to ensure that your project supports your community's core values and vision, and builds on your assets and resources. <i>Elena Madison, Vice President PPS</i>
12:00 to 1:00pm	<b>Lunch at PPS Office</b>
1:00 to 1:30pm	<b>Background and History for Walking Tour</b> A brief history illustrating how Bryant Park was transformed from an underused, dangerous public park, into one of New York's most active, meticulously managed public spaces. <i>Norman Mintz, Director of Downtowns and Main Streets PPS and Kathy Madden</i>
2:00 to 4:30pm	<b>Walking Tour: Led by Norman Mintz</b> Tour will follow "Broadway Boulevard" making visits to notable public spaces in New York City, including Times Square, Bryant Park, Herald and Greeley Squares, Madison Square Park, Union Square, and Washington Square Park. Participants will be asked to observe and discuss what makes each of the public spaces different from each other.

## Friday, October 10<sup>th</sup>

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| 9:00 to 10:00am  | <b>Light Breakfast and Walking Tour Discussion</b>   |
| 10:00 to 11:15am | <b>Managing Public Spaces: A week in the life of a public space manager</b><br>This presentation will offer insight into the practical elements of public space management, lessons learned and successful strategies to apply to other public spaces. Case studies: Bryant Park & Jamaica, Queens.<br><i>Andy Manshel, Executive Vice President of Greater Jamaica Development Corporation and PPS Board Member</i> |
| 11:30 to 2:00pm  | <b>Group Brainstorming: Participant Projects</b><br>Participants will have the opportunity to gather in groups to discuss their projects. Small groups will be facilitated by PPS staff and participants will have the opportunity to ask questions and receive advice. Workshop will include a working lunch at noon.   |
| 2:30 to 3:30pm   | <b>Discussion: Creating a Campaign for your Placemaking Project</b>  |
| 3:30pm           | <b>Wrap Up</b>   |