# CREATING VIBRANT COMMUNITIES & HUMAN SCALED AREAS

## BY USING PLACE LED DEVELOPMENT

An introduction to Place Led Development for Real Estate Developers, Investors and Municipalities

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Place activation through temporary use and activities, Rotterdam, The Netherlands

"What attracts people most, is other people, many urban spaces are being designed as though the opposite were true."

- William Whyte

## OUR PARTNERSHIPS



## WHO SUPPORTS THIS INITIATIVE?



STIPO offers an open window to a better city through human-scale area development in public spaces. We strive for great quality streets, squares and parks and floors to be higly liveable, vibrant and engaging. We improve both criteria for new developments and tackle building vacancy at street level.



HUNC strives for irresistible cities. Our designs contribute to a positive experience within urban environments by encouraging human interactions with each other and with nature.



Placemaking Europe focuses on developing great places and the city at eye level. It consists of a network of more than 2.000 placemakers, developers and members of city councils and universities. With representatives in every European country, we organise annually the Placemaking Week Europe.

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# WHAT IS PLACE LED DEVELOPMENT?

"Everyone has the right to live in a great place. More importantly, everyone has the right to contribute to making the place where they already live great."

- Fred Kent, Project for Public Spaces

Place Led Development (PLD) is the creation of places where people want to be, places that consider the human scale, the city at eye level, and social life. Further, it designs places that people find inspiring and feel a deep mental attachment to.
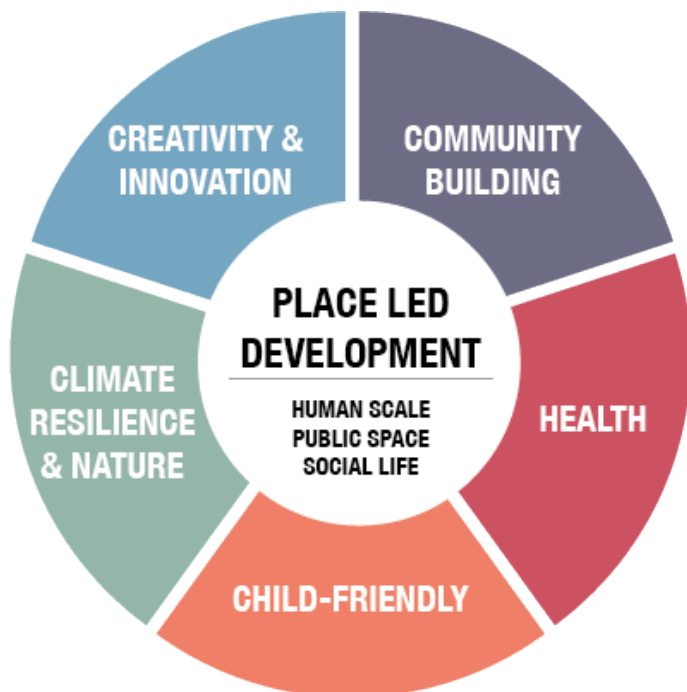


## THE BASICS

Although often Placemaking and Real Estate Development seem to be separate worlds, or even, adversaries, we believe they should not be. Placemaking should be intertwined into the Real Estate development process. This is what over the last decade we started to call "Place Led Development". **Place Led Development transforms Placemaking from one time/temporary interventions into more structural and fundamental urban development.**

One of the big questions of our time is how to build communities and create healthy and happier cities. Place Led Development is at the heart of this. It inserts life into both the ground floor and public space and encourages social interactions by incorporating five crucial qualities:

- Creativity & Innovation;
- Community Building;
- Health;
- Climate Resilience & Nature;
- Child-friendly;

**"In research carried out by CABE, 85 per cent of people surveyed felt that the quality of the public space has a direct impact on their lives and on the way they feel. But having access to public space is not all that matters - just as important are the planning, design and, management of that space"**

- CABE (2002), Streets of Shame

## WHAT IS PLD FOR THE COMMUNITY?

- A tool to strengthen the sense of community
- A means of ensuring communities' participation in the decision-making process;
- An instrument for place attachment;

## WHAT IS PLD IN THE PROCESS?

- Creates buildings and/or developments as a part of the city/neighbourhood;
- Generates beneficial potencies of a neighbourhood;
- Creates a communal vision for all stakeholders;
- Creates synergy between humans and functions;
- Acts as a catalyst between public space and community;
- A commitment for the long term;

## WHAT IS PLD FOR THE REAL ESTATE MARKET?

- A diversified long-term investment;
- Place management;
- An instrument to build public private partnerships;
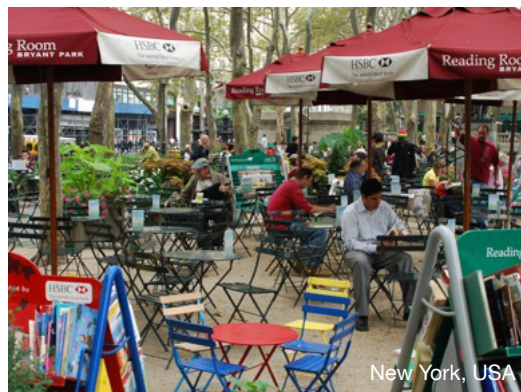- A means to increase profit;

Valencia, Spain

Stockholm, Sweden

New York, USA

Delft, The Netherlands

**Examples of spaces that encourage encounters and help to build communities.**

London, United Kingdom


Rotterdam, The Netherlands


Porto Alegre, Brazil


Rotterdam, The Netherlands

**Examples of spaces that incorporate nature and boost healthy and spontaneous interactions.**

**"Placemakers have proven themselves adept at driving value creation. The question is whether they can become a permanent fixture in area development. There is a great opportunity to forge partnerships. It is of crucial importance that we develop a business case for placemaking. Not only does it have to include financial and economic aspects, but also the added value for society and the community."**

- Theo Stauttener, Stad2

## WHAT IS PLD FOR CITY COUNCILS?

- A project that is designed together with public space;
- A project that is adjustable over time;
- Soft transition zones towards public space;
- A project with a lively ground floor;
- A project that is nature inclusive;

## WHAT IS PLD IN RELATION TO NATURE?

- It increases the physical and mental health of citizens;
- It creates opportunities for playing, relaxing and sunbathing;
- It mitigates the effects of climate change;
- It alleviates the urban heat island effect;
- A means of increasing biodiversity; think of the 4B's: birds, bats, bees and butterflies.

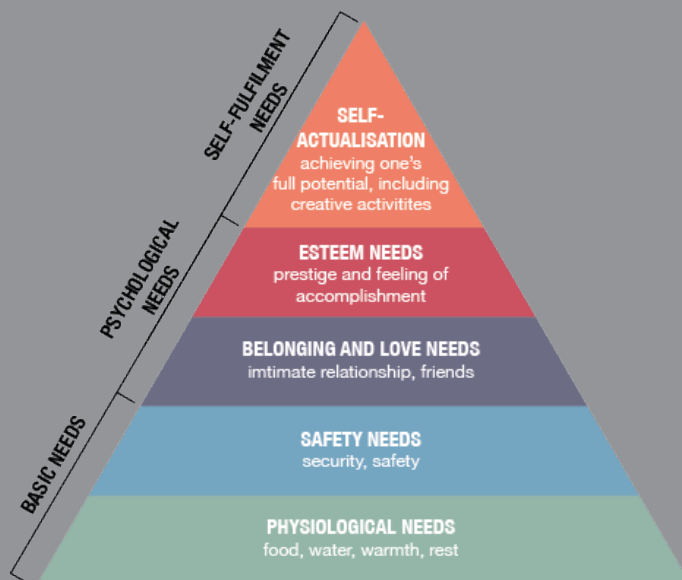02

THE GOAL OF PLACE LED DEVELOPMENT

**Public spaces are key elements of individual and social well-being, places of a community's collective life, expressions of diversity of their common, natural and cultural richness and a foundation of their identity.**

- Charter of Public Space

## PLACE LED DEVELOPMENT FUNDAMENTALLY

- Improve cities;
- Build communities;
- Incorporate the human scale into public and private spaces;
- Promote encounters;
- Create healthy, child-friendly, creative, innovative, inclusive cities;
- Long-term value creation;

## PLACE LED DEVELOPMENT AND MASLOW'S HIERARCHY OF NEEDS



SELF-FULFILMENT NEEDS

**SELF-ACTUALISATION**
achieving one's full potential, including creative activitites

PSYCHOLOGICAL NEEDS

**ESTEEM NEEDS**
prestige and feeling of accomplishment

**BELONGING AND LOVE NEEDS**
imtimate relationship, friends

BASIC NEEDS

**SAFETY NEEDS**
security, safety

**PHYSIOLOGICAL NEEDS**
food, water, warmth, rest

Abraham Maslow developed a classification system to demonstrate the universal needs of human beings. This system is represented in the pyramid on the left.

To move upwards in the pyramid it is necessary to satisfy the needs of the previous level. For instance, we are only able to focus on safety needs once our physiological needs were met. At the top of the pyramid, one can reach his/her full potential.

Through Place Led Development, cities play a positive and active role in helping citizens to attain the tip of Maslow's pyramid by creating quality public spaces.

# 03

## HOW IS PLACE LED DEVELOPMENT DONE?

**"The ground floor may be only 20 per cent of a building, but it determines 80 per cent of the street experience."**

- The City at Eye Level

## HOW IS PLD DONE?

Place Led Development runs along with all the typical stages of project development. Nonetheless, PLD brings added value, insights and revenues to each project phase. Therefore, this section takes you through both the standard phases of project development and the extra measures required by Place Led Development.

## 01. PROJECT INITIATION

This is the starting point of any project. During this stage, the project's value and feasibility are determined, and the team assembled. Also, the viability of the project is analysed and documented in both the Business Case and Feasibility Study.

## FOR PLACE LED DEVELOPMENT

Place Led Development requires a few extra considerations, as follows.

### 1.1 TEAM

Besides investors, Real Estate developers and municipalities, include "zealous nuts" (active citizens) and placemakers in the team.

### 1.2 RESEARCH

1. **Browse places and communities:**
   - Find the anchors of energy and the "zealous nuts" (engaged citizens);
   - Discover the urgencies and opportunities of the area;
   - Analyse public life by observing, tracking and counting.
2. **Learn from existing good and bad examples**, for both the ground floor and public spaces.

### 1.3 SOCIAL BUSINESS CASE DOCUMENT

1. **Determine the social, economic, and environmental needs** of the project and estimate the potential benefits, as done in a regular business case document.

2. **Look at the bigger context** - Link the human scale to:
   - Walkability;
   - Healthy and happy communities;
   - Child-friendly, climate-resilient and creative cities;
   - Density;
   - Mixed-use areas;
   - Tangible and intangible heritage.

3. **Plan how to incorporate financially vulnerable functions**. Make it part of the business case.

### 1.4 FEASIBILITY STUDY

- Evaluate goals and estimate the duration and costs of the project. Subsequently, determine whether or not it is going to be executed, as in a regular feasibility study;

- **Develop a value passport** based on community, place and heritage;

- **Power of ten** - Select the future ten great places in your area. A public space thrives when there are at least ten reasons for people to be there.

Children enjoying the public space. Mexico City, Mexico.

## 02. PROJECT PLANNING

When the project gets a green light, it is necessary to develop a detailed plan. This will help your team to keep track of time and budget.

## FOR PLACE LED DEVELOPMENT

### 2.1 TEAM

This phase requires a bigger team. Therefore, at this stage, a project manager, a technical advisor, a financial expert and designer(s) join the team to maximise quality and efficiency.

### 2.2 EXTRA STEPS FOR THE PROJECT PLAN

When adhering to Place Led Development, incorporate it into the Project Planning phase the following steps:

- Determine the **direction of the quality outputs**, risk assessment, and communication benefits to stakeholders and management suppliers;
- **Use public space as the backbone for development,** link it to the existing surrounding urban grid and work out maps for future places;
- **Integrate the eye level criteria**[1] into the frameworks;

- **Aim at the Five I's:** intimacy, informality, inclusion, innovation, incompleteness;
- Think of the **management phase**. Set up a Place Management Team, Area Cooperative or a similar management organization with funding.

### 2.3 DESIGN

- Use the **eye level criteria**[1] for urban and architecture design and public space frameworks;
- **Stepback/Setback Principle** - When designing a high-rise, pay special attention to the strength of the wind and amount of lighting on the ground floor. Use the Stepback/Setback Principle for human scale;
- **Pay special attention to safety and amenities** for women, elderly, youth, kids and vulnerable groups;
- **A building is part of the street.** Be considerate of the surroundings and integrate your building into the street;
- **Get Started!** Perform temporary activation and events;

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1    fine grain grid, vertical orientation, variation, 5km/h walking pace architecture, various ground floor units, split up larger blocks, etc.

## 03. PROJECT EXECUTION

After the Initiation and Planning Phases, the next step is the Project Execution. During this stage, construction and building companies are involved.

## FOR PLACE LED DEVELOPMENT

### 3.1 TEAM

Introduce a Quality/Supervising team.

### 3.2 EXECUTION

- The **Quality Supervising team** monitors the human scale, community engagement, lively ground floors, placemaking and quality public spaces;
- Give **continuity** to the Temporary Activation/ Tactical Urbanism, both in the public space and ground floor and connect it to the long term vision;
- **Celebrate** every milestone with the community;

## 04. PROJECT MONITORING & CONTROL

This phase overlaps with the project execution. With continuous monitoring, you make sure the project runs smoothly.

## FOR PLACE LED DEVELOPMENT

- Launch active portfolio management for **finding the right ground floor users**;

- Put down 'game rules' for future placemaking;

- **Build a business case for Place Management,** both for the ground floor and public space;

Lively and creative public space. London, United Kingdom.

**"Placemaking has a proven added value to area development. It leads to better use, more activities, more participation, less vacancy, better rent prices for the owners in the area and a higher rate of return for the overall area."**

- Theo Stauttener

## 05. PROJECT MANAGEMENT

Although projects usually come to an end after the Execution Phase, Place Led Development continues, as follows.

### FOR PLACE LED DEVELOPMENT

At the Project Management Phase, the team evaluates previous stages and documents the project, before moving to the next one. In this way, the team has the opportunity of learning and re-thinking their approach for future projects. It also provides the chance to improve previous actions and insert new life into the project.

- Keep co-creating the public space with the users and programming daily activities with and for the communities. **Keep testing-learning-improving**;

- Build a public-private partnership for Place Management. **Placemaking is a continuous process**;

- Tap into property value management and community engagement for layered funding models;

- Programme for the different seasons and make sure that placemaking remains continuous and inclusive;

04

PLACE LED DEVELOPMENT OUTCOMES

Trees and grass are good for children. Spaces with trees and grass offer better play opportunities for children than places without such landscape elements. In inner city Chicago, children were observed playing in areas surrounding apartment blocks; these play areas were similarly arranged but not all of them had trees and grass. Significantly higher levels of creativity play were found in the green spaces than in the barren areas. Children playing in the green spaces also had more opportunities to be with adults, a factor that can aid the development of interpersonal skills.

- Taylor, A.F., Wiley, A., Kuo F.E. and Sulivan, W.C. (1998). Growing Up in the Inner City

**WHAT ARE THE OUTCOMES OF PLACE LED DEVELOPMENT?**
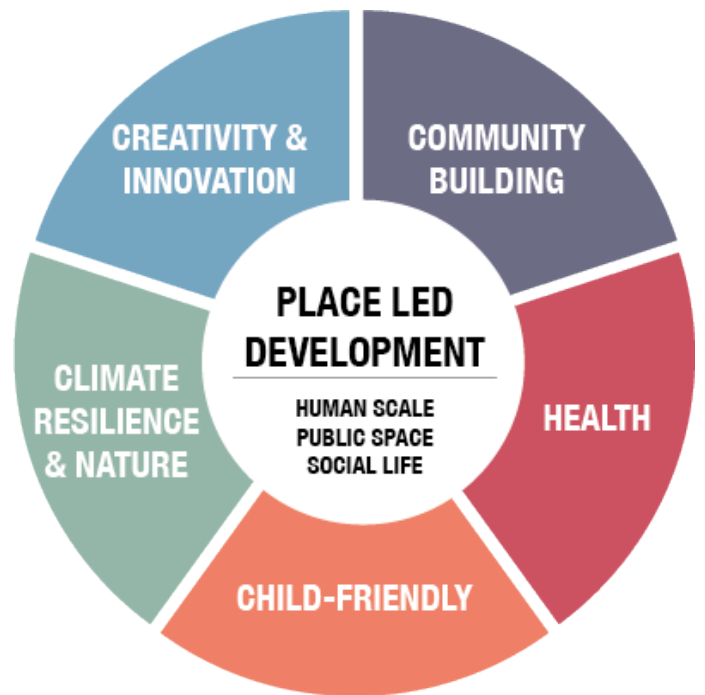
05

GET STARTED

"There is a massive, urgent task ahead for bureaucracies to help create a fairer more equal world buttressed by incentives and regulatory regime to match. [...] cities need to be more creative, yet a city cannot achieve that if part of the system is uncreative."

- Charles Landry

## WHAT ARE THE AVAILABLE TOOLS FOR PLACE LED DEVELOPMENT?

Each project phase requires specific actions. Therefore, Place Led Development offers suitable tools for all the stages of your project. Our tools and recommendations are listed and described below and represented at the graphic on the following page.

### PHASE 1: PROJECT INITIATION

- **Time Machine Workshop:** a workshop for understanding tangible and intangible heritage in relation with placemaking;
- **Eye Level Game:** walk along the street, apply the Eye Level Criteria to assess it and, gather players' ideas for short and long-term improvements (focused on streets and the ground floor);
- **Place Game:** walk around, evaluate the quality of the public space and gather players' ideas for short and long-term improvements (focused on squares and parks);
- **Jane's Walks:** walk around and observe the quality of the public space. It is a first step towards producing a great place;
- **DOTboards:** create a board and ask people to place dots on new activities they want to get in their public space;
- **Tactical Ping Pong:** place a ping pong table in the publlic space you wish to transform and use

the opportunity to talk to people and gain insights about the area;

- **Temporary Use and events;**
- **Tactical Urbanism:** short term physical interventions for long-term change;

### PHASE 2: PROJECT PLANNING

- **Eye Level Criteria**[1] for Urban, Building and Public Space Design;
- **The City at Eye Level for Kids Manual:** guidelines on how to co-create safer, more accessible and interactive spaces for children and their parents;
- **Virtual Reality for Eye Level Design:** use of virtual reality to understand people's preferences at the eye level and re-think design;
- **Social Amenities Scan;**
- **Temporary Use and events;**
- **Tactical Urbanism:** short term physical interventions for long-term change;

### PHASE 3: PROJECT EXECUTION

- **Virtual Reality for Eye Level Design:** use of virtual reality to understand people's preferences at the eye level and re-think design;
- **Social Amenities Scan;**
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### PHASE 4: PROJECT MONITORING AND CONTROL

- **Eye Level Criteria**[1] for Urban, Building and Public Space Design;
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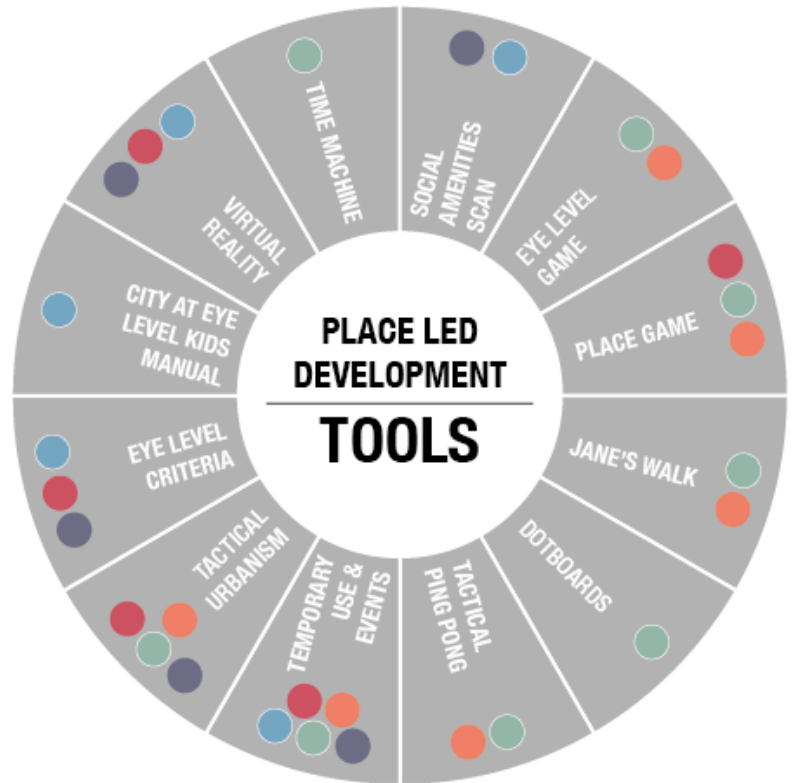
### PHASE 5: PROJECT MANAGEMENT

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# WHICH TOOL, FOR WHAT STAGE?

- 🟢 **01.** PROJECT INITIATION PHASE
- 🔵 **02.** PROJECT PLANNING
- 🔵 **03.** PROJECT EXECUTION
- 🔴 **04.** PROJECT MONITORING & CONTROL
- 🟠 **05.** PROJECT MANAGEMENT

**PLACE LED DEVELOPMENT TOOLS**

TIME MACHINE
SOCIAL AMENITIES SCAN
EYE LEVEL GAME
VIRTUAL REALITY
PLACE GAME
CITY AT EYE LEVEL KIDS MANUAL
JANE'S WALK
EYE LEVEL CRITERIA
DOTBOARDS
TACTICAL URBANISM
TEMPORARY USE & EVENTS
TACTICAL PING PONG

# IMAGE CREDITS

**FRONT PAGE** Noa Haim from Collective Paper & Aesthetics. Heart-board pyramid, Times Square, New York, USA.

**PAGE 2** HUNC & Studio ID Eddy. The flying grass carpet, Schouwbergplein, Rotterdam, The Netherlands.

**PAGE 4** HUNC & Studio ID Eddy. The flying grass carpet, Schouwbergplein, Rotterdam, The Netherlands.

**PAGE 6** STIPO. Child-friendly ground floor, The Netherlands.

**PAGE 9** STIPO. Examples of spaces that encourage encounters and help to build communities, Valencia (Spain), Stockholm (Sweden), New York (USA) and Delft (The Netherlands).

**PAGE 10** STIPO. Examples of spaces that incorporate nature and boost healthy and spontaneous interactions, London (United Kingdom), Porto Alegre (Brazil) and Rotterdam (The Netherlands).

**PAGE 12** HUNC. Fuguloco's, Lieve Verschuierstraat, Rotterdam, The Netherlands.

**PAGE 14.** Zoetnet. "Street corner". An example of lively ground floor, Paris, France.

**PAGE 17.** STIPO. Children enjoying the public space. Mexico City, Mexico.

**PAGE 20** STIPO. Lively and creative public space. London, United Kingdom.

**PAGE 22** STIPO. Children enjoying free play in green space. Addis Abana, Ethiopia.

**PAGE 24** STIPO. An example of lively, child-friendly ground floor. London, United Kingdom

## DO YOU WANT TO FIND OUT MORE?
## CONTACT US!

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