



WHAT WE SAW

PHILADELPHIA

CHICAGO

NEW YORK



JOHN



AMELIA



RICHERD



VENEDA



TOYA

21 COMMUNITY ADVISORS



JACOB



ANN



JAYLIN



EDGAR



DENSIE

14 PARKS VISITED

17 GUESTS



DONOVAN



DONNA



MYRNA



JANLYNN



BOB



LUZ

1500+ MILES TRAVELED



MARISELA



JESSICA



LESLIE



KHALIL



ROBERT



PHILADELPHIA

JULY 20-21

MARISELA, BOB, KHALIL, LUZ, JANLYNN, JESSICA



LEARNING LANDSCAPE



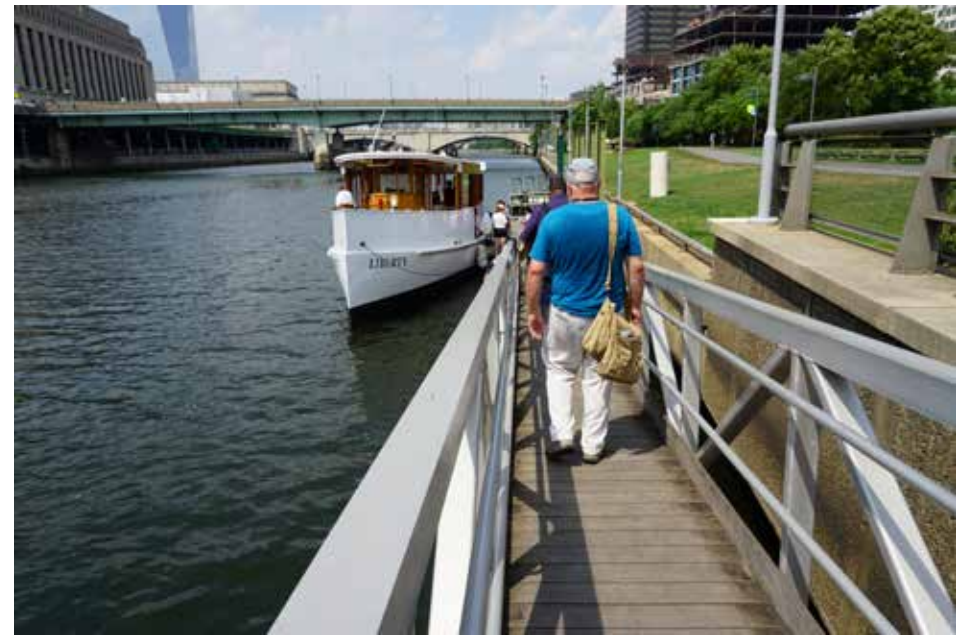
“FAIL. FORWARD. FAST.”

JOB TRAINING, WORKFORCE BUILDING

UNIQUE COMMUNITY DEFINED PROGRAMMING:

“THE MEDICINAL GARDEN”

BARTRAM'S GARDEN
PHILADELPHIA



SCHUYLKILL RIVER TOUR PHILADELPHIA

DIRECT PUBLIC ACCESS TO THE WATER

AS CLOSE AS POSSIBLE!



APPEAL TO ALL PEOPLE:

AGE, CULTURE, GENDER, ETC, ETC

INCLUSION AS OUTCOME

EXPERIMENTATION WITH TEMPORARY SPACES

PARKS ON TAP
PHILADELPHIA

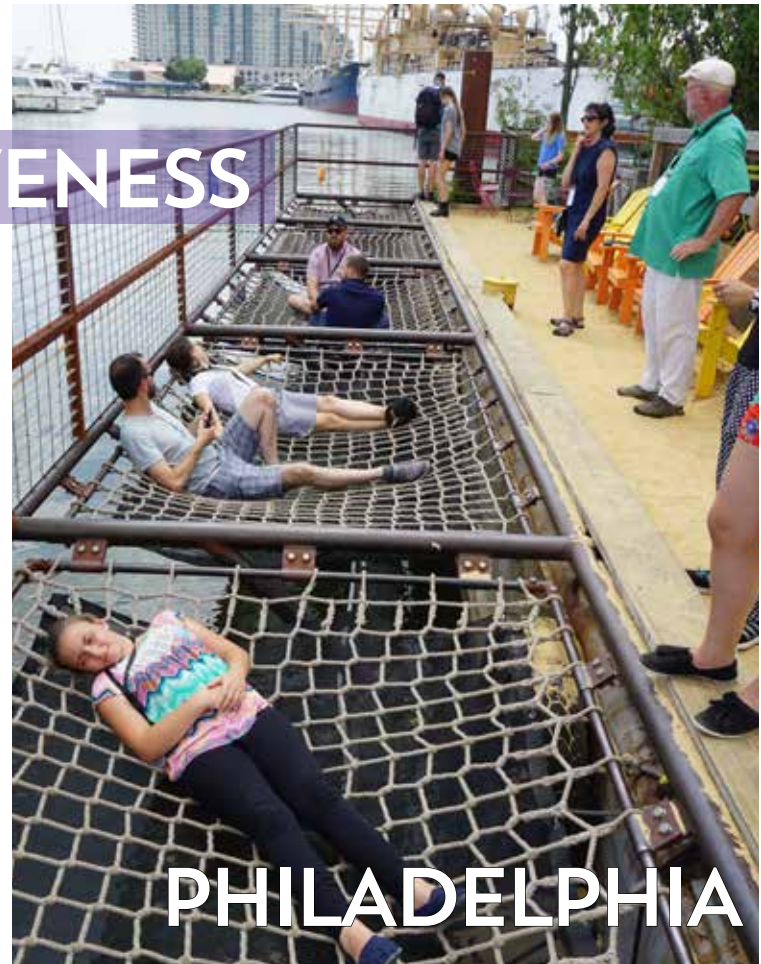


VALUE OF UNIQUE ELEMENTS:
HAMMOCKS, NETS, LANDSCAPE, SHADE

ECONOMIC & SOCIAL INCLUSIVENESS



SPRUCE ST
HARBOR PARK



PHILADELPHIA



**COMMUNITY CLASSROOM
WINTER LODGE**

“WHAT WILL WE DO THAT IS UNIQUELY DETROIT?”

**BLUE CROSS RIVERRINK
PHILADELPHIA**



CHICAGO

JULY 24-25

AMELIA, DONOVAN, JACOB, DONNA, JOHN, VENEDA, ANN



MAGGIE DALEY PARK CHICAGO

UNIQUE ATTRACTIONS THAT BRING PEOPLE
BACK TO THE PARK, AGAIN AND AGAIN



*designed by Michael Van Valkenburgh Associates Inc, competition finalist



CONNECTION AMONG NEIGHBORHOODS

STARGAZING AND CAMPFIRES

THE 606
CHICAGO

*designed by Michael Van Valkenburgh Associates Inc, competition finalist



FREE, OPEN, DEMOCRATIC
BEAUTIFUL SPACES THAT ENCOURAGE



POSITIVE HUMAN INTERACTIONS



SONIC ATTENUATION



MILLENNIUM PARK CHICAGO

*Lurie Garden designed by Gustafson Guthrie Nichol, competition finalist

CALMING EFFECT OF WATER

“I’m older. I’m retired. There’s some relaxation for me. And the water does that. Gardens. Flowers. And something new/unique. Could we incorporate solar energy? A panel might peak the interest of someone . . . spark a passion, a career pursuit. Who knows what type of engineer we’d be able to get out of that?”

CHICAGO RIVERWALK
CHICAGO

NEW YORK

AUGUST 14-15

EDGAR, JAYLIN, TOYA, DENISE, MYRNA, ROBERT, LESLIE, RICHERD





PROVIDE FREE SPACE TO ORGANIZATIONS

WHO PROVIDE FREE PROGRAMMING

BROOKLYN BRIDGE PARK NEW YORK

PLAN PARKS FOR COMMUNITY FIRST

TOURISTS WANT TO BE PART OF AUTHENTIC EXPERIENCES

*designed by Michael Van Valkenburgh Associates Inc, competition finalist





**COMMUNITY INPUT CAN GUIDE DEVELOPMENT,
AND FOSTER SUSTAINABILITY!**



PLAN AHEAD FOR GROWTH & CHANGE

THE HIGH LINE NEW YORK

LONG TERM VISION!

*designed by Diller Scofidio + Renfro and James Corner Field Operations, competition finalists

GANTRY PLAZA STATE PARK NEW YORK



COMBINATION OF HISTORY, FUN, LEARNING

KNIT INTO NEARBY NEIGHBORHOOD



IMMIGRATION HERITAGE

SUSTAINABLE PARTNERSHIPS

ACCESS TO WATER TRANSIT

BATTERY PARK NEW YORK



GOVERNOR'S ISLAND

NEW YORK

SUSTAINABLE ECOLOGIES

INTERACTIVE EDUCATIONAL ENVIRONMENT

CITIZEN SCIENCE!

THINK 100 YEARS AHEAD

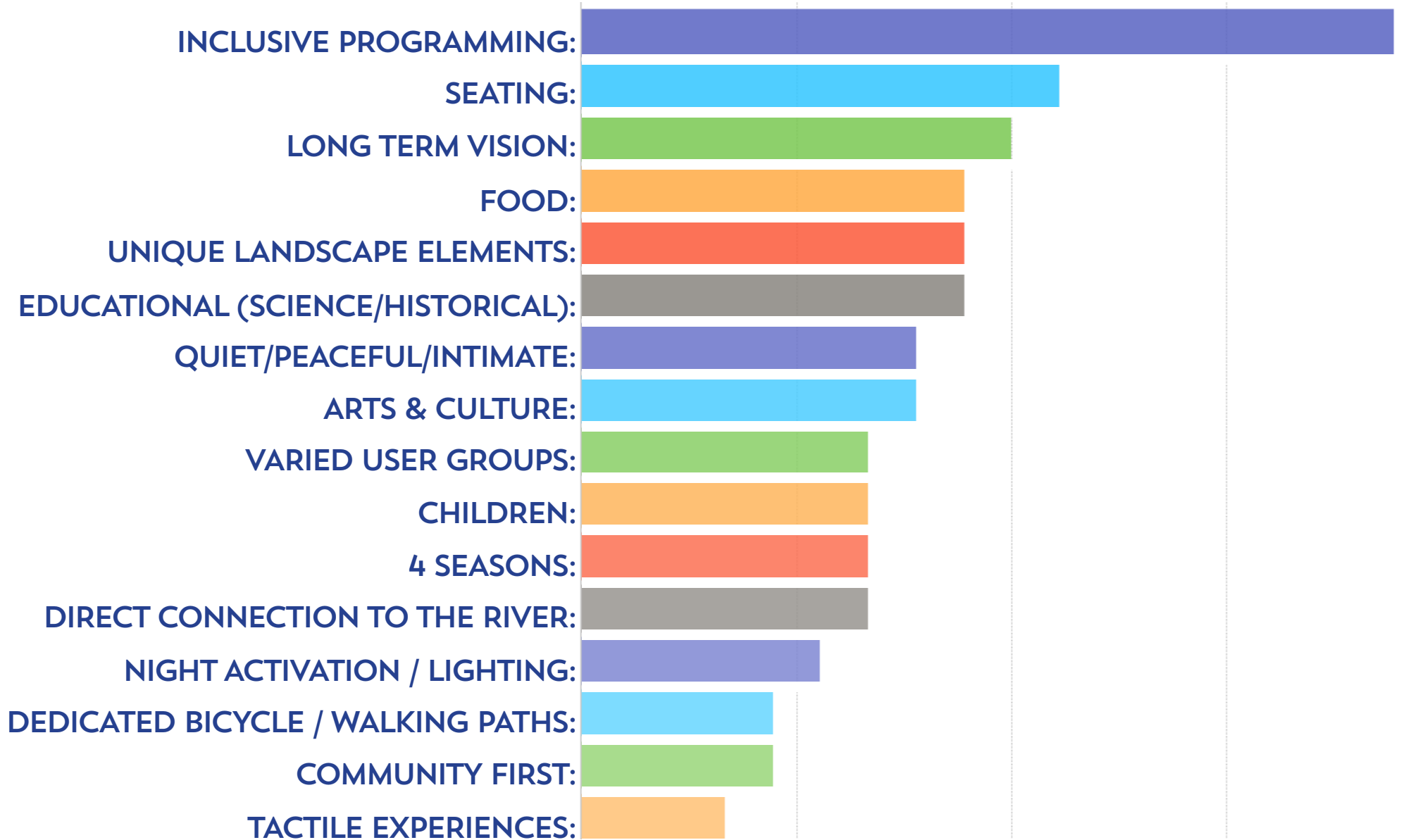




FIELDNOTES + FEEDBACK

OUR IDEAS MOVING FORWARD

MOST FREQUENT COMMENTS:



MOST FREQUENT COMMENT:

“INCLUSIVE PROGRAMMING”

WE HEARD THIS COMMENT DIRECTLY & INDIRECTLY.
SAMPLE STATEMENTS FROM FIELDNOTES:

Community plays a role in programming through an advisory council

Neighborhood involvement is key to sustainability

Public helps define the parks activity

Look around the community and see what activities need space

Cultivate local partnerships

And more



PHILADELPHIA TOP TAKEAWAYS

- Direct public access to water, as close as possible!
- Experimentation with temporary spaces & programs
- Economic and social inclusiveness through spaces, programs and public involvement
- Universal appeal to all people: age, culture, gender, etc.
- Value of unique elements: hammocks, nets over water, seating options, landscape and shade

“DETROIT IS BETTER ALREADY.

THE RIVER. THE OPENESS. THE DIVERSITY.

OUR RIVER IS BEAUTIFUL.”



CHICAGO TOP TAKEAWAYS

**“I LIKE THE CONCEPT OF:
FREE. OPEN. DEMOCRATIC.”**

- Unique attractions that bring people back to the park again and again
- Continuous flow and movement, with activities for all ages
- Include basics: access to picnic tables, benches, shade, water and bathrooms
- A welcoming space for all, with access from streets, neighborhoods & parking
- Topography is desirable, but it results in some less functional areas

NEW YORK TOP TAKEAWAYS



**“I HAVE A NEW APPRECIATION
FOR THE PLANNING AND COSTS
REQUIRED TO RUN HIGH QUALITY PARKS”**

- Provide free space to organizations who provide free programming
- A park for all the people – let the voices be heard and reflected in programming & design - youth and adults
- Importance of catering to a wide variety of recreational needs
- Ecologically resilient design, connecting the past to the future
- Plan ahead for growth and change, and have a long-term focus

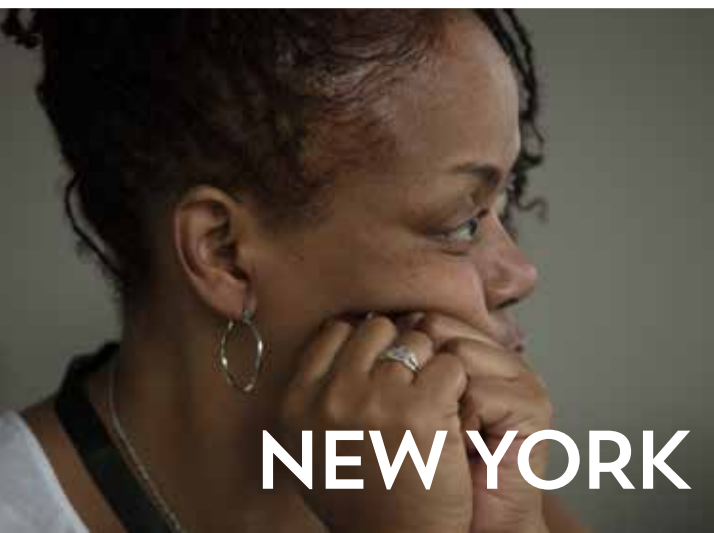


WHAT WE HEARD



CHICAGO

THANK YOU!



NEW YORK



PHILADELPHIA

FLASHPOINT
Flashpoint 8/13/17: Coleman Young II talks Detroit election; West Riverfront Park design contest

Watch Flashpoint at 10 a.m. on Local 4

By Devin Scillian - Anchor
 Posted: 9:48 AM, August 13, 2017
 Updated: 4:34 PM, August 13, 2017

Join the conversation



Detroit Free Press
 PART OF THE USA TODAY NETWORK

HOME NEWS SPORTS BUSINESS AUTOS LIFE ENTERTAINMENT EVENTS OPINION **Video** MITCH ALBRO

Residents want 22-acre west riverfront site to get a uniquely Detroit identity

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The transformation of Detroit's riverfront from its old manufacturing identity to the family friendly Detroit RiverWalk is about to take another big leap forward.

A 22-acre site west of downtown, where the old Detroit Free Press printing plant once stood at 1801 W. Jefferson Ave., is the focus of an intense visioning exercise to imagine what it could become.

And as part of that exercise, the Detroit Riverfront Conservancy, which builds and maintains the RiverWalk, has taken the unusual step of sending two dozen or so ordinary Detroiters to Chicago, Philadelphia and New York to glean ideas from public parks there and bring them home.

(Photo: Jessica J. Trevino, Special to the Free Press)

Detroit RiverFront Conservancy names 4 finalists in West Riverfront Park design competition

By TYLER CLIFFORD

Twitter Facebook LinkedIn Email

Detroit RiverFront Conservancy Riverfront Nonprofit



The 22-acre West Riverfront Park between Rosa Parks Boulevard and Eighth Street had been privately owned for almost 100 years before the Detroit RiverFront Conservancy bought it in 2014.

The Detroit RiverFront Conservancy has named four finalists in its design competition for West Riverfront Park.

The competition will provide four finalists with a \$30,000 stipend to develop and complete design concepts, developed over 10 weeks. They'll exhibit their ideas Nov. 14-15, and the winning design team will be announced in late November.

MEDIA UPDATES:

FLASHPOINT VIDEO WITH VENEDA + MARK

CAT TRAVEL + "UNIQUELY DETROIT"

COMPETITION FINALISTS ANNOUNCED



**CAT
 IN THE PRESS**



IT'S REALLY IMPORTANT, AND IT'S REALLY COMPLICATED, TO MAKE A PARK THAT FEELS LIKE IT EMERGED FROM THIS PLACE...



4 PRIMARY CHALLENGES:

ISOLATION:
HOW TO CONNECT THE PARK TO THE CITY & TO THE RIVER

IDENTITY:
HOW TO GIVE THE PARK A DISTINCTIVE & AUTHENTICALLY "DETROIT" CHARACTER

ACTIVATION:
HOW TO CREATE AND SUPPORT A DIVERSE RANGE OF ACTIVITIES

DESTINATION:
HOW TO MAKE IT A 'PARK FOR EVERYONE'

INTERVIEWS DESIGN TEAMS

4 FINALIST TEAMS MOVING FORWARD:

Gustafson Guthrie Nichol (GGN)

in collaboration with Arup and Guy Nordenson and Associates. Local partners include Rossetti (Detroit), Conservation Design Forum (Grand Rapids), Building Community Value (Detroit), Salonnière (Detroit), and Mannik Smith Group (Detroit).

James Corner Field Operations

in collaboration with nArchitects, Sherwood Design Engineers, Milton Fearn, HR&A Advisors, Ann Zoller / Strategy Design Partners, ETM Associates and CMS Cost Management Services. Local partners include Austell Associates (Bloomfield Hills), Detroit Collaborative Design Center (Detroit), Giffels Webster (Detroit) and AKT Peerless (Farmington).

Michael Van Valkenburgh Associates

in collaboration with Utile and Mobility in Chain (MIC). Local partners include Limnotech (Ann Arbor), PEA (Detroit) and NTH Consultants (Northville).

Hood Design Studio

in collaboration with Diller Scofidio + Renfro, West 8, Richter, Arup, Fluidity, Ken Greenberg, Lotus Water and Altus.

INTERVIEWS

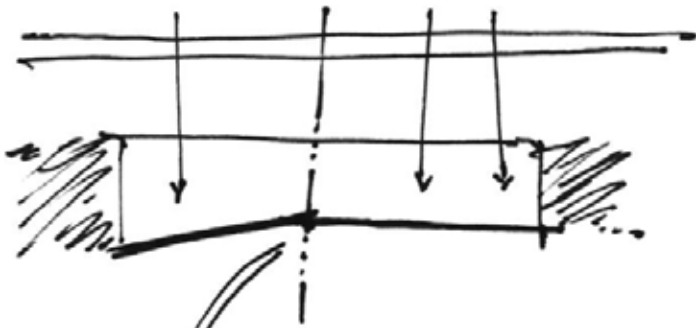
CONVERSATION

WHAT WE BUILD MUST BE A CATALYST FOR THE FUTURE

A PROJECT SHOULD NEVER DO ONE THING. IT MUST DO MANY THINGS

DON'T JUST FILL UP THE PARK WITH ALL THE PHYSICAL ELEMENTS

WORK WITH COMMUNITY TO CREATE A PLACE WITH DEEPER MEANING



the ARRIVAL EXPERIENCE IS CRITICAL

WE'RE LUCKY THE SITE HAS A KINK IN IT....

moving from city to river must be a fantastic experience

“INSPIRED BY DETROIT”

“COMMITTED TO ENGAGEMENT”

“SENSITIVE TO AUTHENTICITY”

CAT OUTREACH TOOLS



WRP design competition info / key dates

WRP Press Release / Featured media

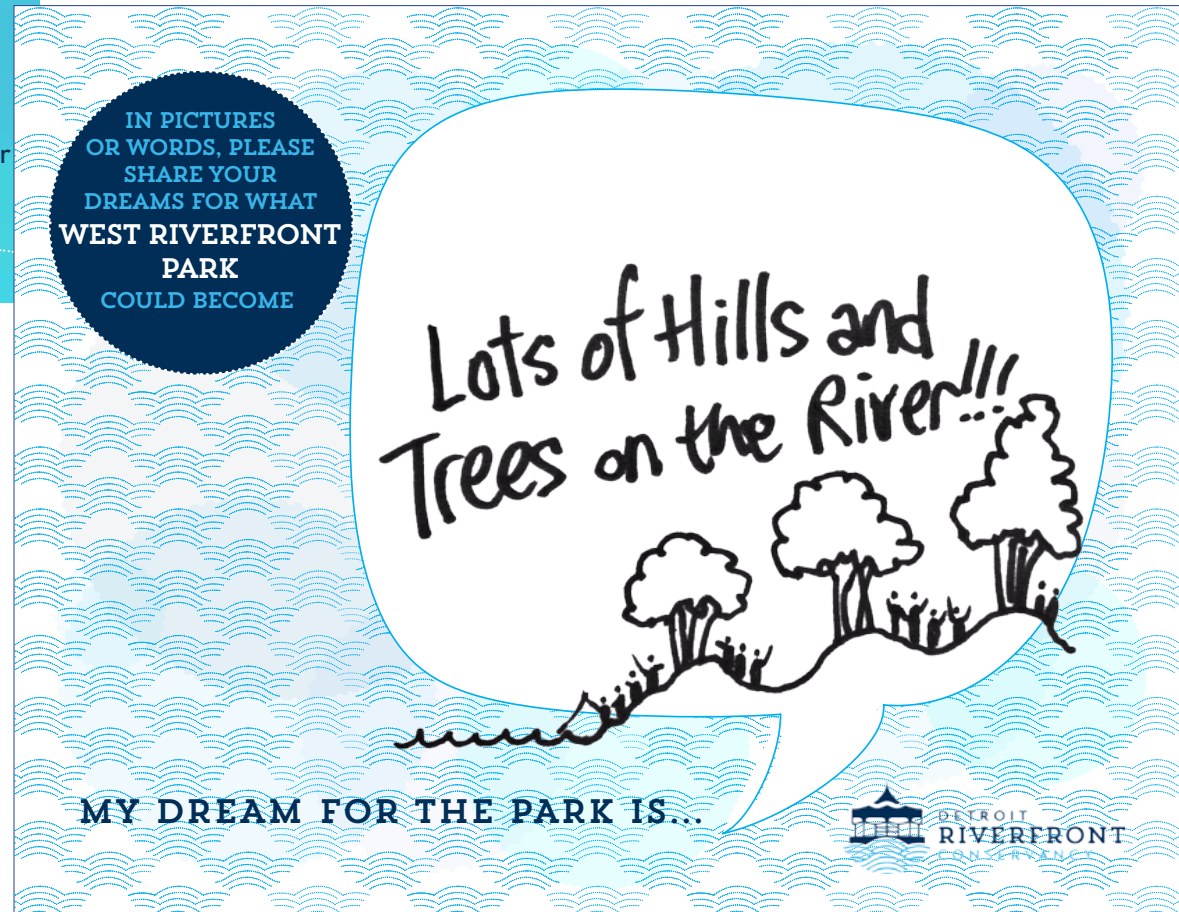
CAT Benchmarking slideshow

F.A.Q. / Conversation starter questions

Dream bubble / Capture postcard

East Riverfront brochure

DFRC Contact info / Future website ?



**“DETROIT IS OFF THE
CHARTS!
OUR COMMUNITY WILL BE
ENGAGED!”**

DETROIT GREW OUT of a RIVER
WHAT BETTER PLACE TO RETURN
THAN TO THE RIVER

detroit is here . It never left



JOHN



AMELIA



RICHERD



VENEDA



TOYA

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JACOB



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BOB



LUZ

THANK YOU!



MARISELA



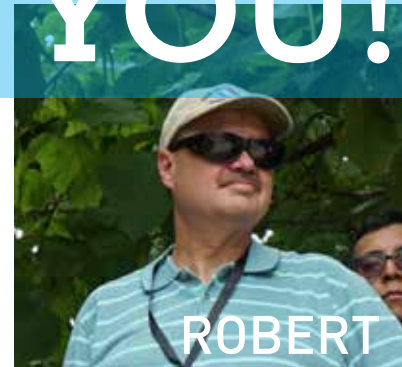
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