WHAT WE SAW

PHILADELPHIA

CHICAGO

NEW YORK
21 COMMUNITY ADVISORS

14 PARKS VISITED

17 GUESTS

1500+ MILES TRAVELED
In graphic design need white space. In urban park, need green space. Nothing is something.
“FAIL. FORWARD. FAST.”


U N I Q U E C O M M U N I T Y D E F I N E D P R O G R A M M I N G:

“THE MEDICINAL GARDEN”

B A R T R A M ’ S G A R D E N
P H I L A D E L P H I A
SCHUYLKILL RIVER TOUR
PHILADELPHIA

DIRECT PUBLIC ACCESS TO THE WATER
AS CLOSE AS POSSIBLE!
EXPERIMENTATION WITH TEMPORARY SPACES

INCLUSION AS OUTCOME

APPEAL TO ALL PEOPLE:
AGE, CULTURE, GENDER, ETC, ETC
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
UNIQUE ATTRACTIONS THAT BRING PEOPLE BACK TO THE PARK, AGAIN AND AGAIN

MAGGIE DALEY PARK
CHICAGO

*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*
How can we make sure that it stays for residents? Balance local and tourist appeal.

Free, open, democratic beautiful spaces that encourage positive human interactions.

Sonic attenuation.

MILLENIUM PARK
CHICAGO

*Lurie Garden designed by Gustafson Guthrie Nichol, competition finalist.
“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?”
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!

THE
HIGH LINE
NEW YORK

PLAN AHEAD FOR GROWTH & CHANGE

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
SUSTAINABLE PARTNERSHIPS
ACCESS TO WATER TRANSIT
IMMIGRATION HERITAGE
BATTERY PARK
NEW YORK
GOVERNOR’S ISLAND
NEW YORK

SUSTAINABLE ECOLOGIES
INTERACTIVE EDUCATIONAL ENVIRONMENT
CITIZEN SCIENCE!
THINK 100 YEARS AHEAD

*designed by West 8, competition finalist
FIELDNOTES + FEEDBACK
OUR IDEAS MOVING FORWARD
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 OPENNESS. THE DIVERSITY.

OUR RIVER IS BEAUTIFUL.”
TOP TAKEAWAYS

CHICAGO

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

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

NEW YORK

“**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
MEDIA UPDATES:

FLASHPOINT VIDEO WITH VENEDA + MARK

CAT TRAVEL + “UNIQUELY DETROIT”

COMPETITION FINALISTS ANNOUNCED

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

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

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 Detroiter to Chicago, Philadelphia and New York to glean ideas from public parks there and bring them home.
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

**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

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

WORK WITH COMMUNITY TO CREATE A PLACE WITH DEEPER MEANING

**“INSPIRED BY DETROIT”**

**“COMMITTED TO ENGAGEMENT”**

**“SENSITIVE TO AUTHENTICITY”**
EXPANDING THE DETROIT RIVERWALK EXPERIENCE

West Riverfront Park is the newest addition to the Detroit RiverWalk. The Detroit RiverFront Conservancy is hosting a design competition to transform the Park into a gathering place for all Detroiters.

PLEASE SHARE YOUR IDEAS!
We are seeking the public's thoughts, ideas and dreams for the Park. Please share your vision for what should happen here in the future!

www.detroitriverfront.org

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

MY DREAM FOR THE PARK IS...

Lots of Hills and Trees on the River!!
“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.
21 COMMUNITY ADVISORS

THANK YOU!