

# A Placemaking Plan for the Middletown Riverfront



SUBMITTED BY:

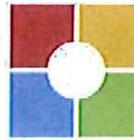
Project for Public Spaces, Inc.  
419 Lafayette, 7th Floor  
New York, NY 10003



SUBMITTED TO:

William Warner  
Director, Dept. of Planning,  
Conservation & Development  
City of Middletown,  
Connecticut

April 2, 2013



April 2, 2013

Mr. William Warner  
Director, Department of Planning, Conservation and Development  
City of Middletown  
245 DeKoven Drive, Suite 202  
Middletown, CT 06457

## **Re. Proposal for a Placemaking Plan for the Middletown, CT Waterfront**

Dear Mr. Warner:

Project for Public Spaces, Inc. is pleased to provide you with a proposal to work with the City of Middletown, the Waterfront Planning Committee and other waterfront stakeholders, and members of the community to develop a placemaking concept plan for the Middletown Connecticut River waterfront. The study will focus primarily on the South Cove redevelopment area (including the former waste treatment plant and OMO Superfund site) along with adjacent Harbor Park and the linear park along River Road to the Housing Authority property. In addition we will look at opportunities for creating and connecting to other waterfront destinations, and improving access from the downtown. We understand that over the past 15 years the City and the private sector have carried out a number of planning efforts that have engaged the community and come up with solid planning principles. We will review and build on this previous work. However, we propose to engage the community in a new process that creates vibrant public destinations or "places" that will strengthen the community, attract visitors and enhance the great work you have already done in the downtown. The product will not only be a concept plan illustrating where the public spaces and circulation will be, and how new development will support them, but also a program of activities that will make the waterfront come alive.

As outlined in the scope of work below, in Phase I, PPS will review existing documents, conduct interviews with key stakeholders and facilitate a placemaking workshop. In Phase II, PPS will use the information gathered during Phase I to develop a concept plan and written report for the waterfront and present the findings to stakeholders and other members of the community, as appropriate. We also propose several optional tasks at the end of the document.

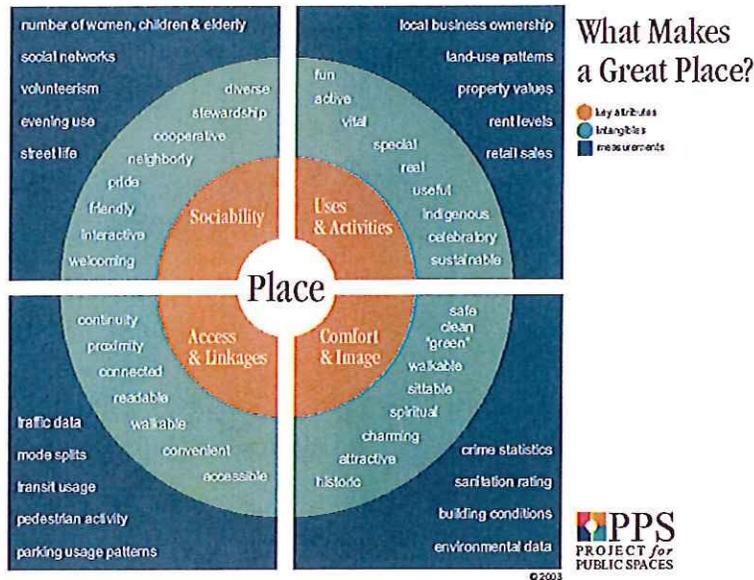
### **ABOUT PROJECT FOR PUBLIC SPACES**

Project for Public Spaces, Inc. (PPS) is a nonprofit, educational and technical assistance organization with an international reputation for its success in the creation of livable communities. Since 1975, PPS has worked in more than 2,500 communities, 50 US states and 40 countries around the world, helping people to plan, design and manage successful public spaces. With each community, PPS builds local capacity and pursues systemic change using our resources, facilitation processes and expertise.

PPS is recognized internationally for our success in helping communities enhance their unique sense of place, promote active, healthy lifestyles, foster contact between diverse populations, and work towards environmental sustainability. Public and private organizations, federal, state and municipal agencies; business improvement districts; the private sector; neighborhood associations, chambers of commerce, charitable foundations and other civic groups have all worked with us to transform their parks, downtowns and neighborhoods.

The PPS staff brings a wide variety of professional skills and years of experience working around the world on a vast array of public spaces. PPS's staff is trained in environmental design, architecture, urban planning, urban geography, urban design, environmental psychology, landscape architecture, arts administration and sociology. We collaborate with architects, landscape architects, engineering firms, transportation consultants, retail planners and community organizations.

PPS is the only organization we know that can systematically explain what makes great places work and how to achieve one. In a recent Urban Land Institute article describing the best places in the United States, four out of the ten listed were PPS projects.



## PPS' APPROACH

Placemaking, as PPS approaches it, begins with a thorough understanding of the dynamics, desires, and conditions within a community. It involves looking at, listening to, and asking questions of the people in a community about their problems and aspirations and then working with them to create a vision for the place, encouraging short term, often experimental improvements. PPS also provides case studies and other resources to help develop a management strategy for the space with the belief that key to the success of any public space is having an entity that will manage the space.

Based on our work in Placemaking, PPS has developed a Place Diagram: *What Makes a Place Great?* This chart outlines the major attributes of well-functioning places along with the intangible qualities that people use to positively describe them as well as the elements that can be used to measure their success. We have found this tool to be particularly useful in helping communities discuss the issues of importance to them. The major attributes outlined on the chart are Sociability, Uses and Activities, Access and Linkage, and Comfort and Image, considerations that consistently surface as community improvement necessities wherever we have worked. This chart, in combination with the presentation of images showing existing conditions alongside examples of improvements in similar situations (from PPS's collection of over 500,000 images), helps crystallize ideas for betterment and the creation of a vision.

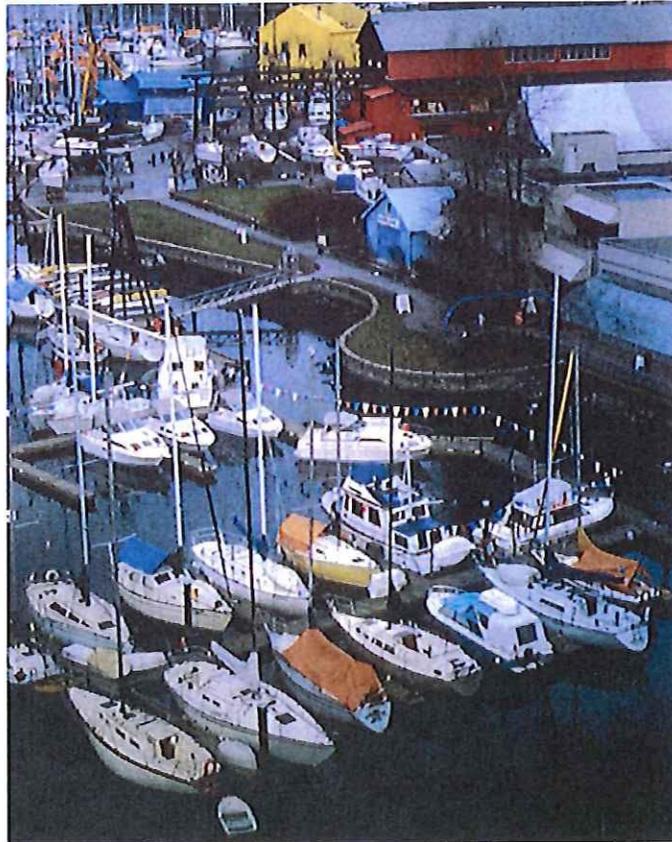
## PPS' PLACEMAKING PROCESS

As part of the placemaking process, prior to the first visit, PPS will review existing documents related to the waterfront site. PPS will then work with the Client, the Waterfront Planning Committee and other key

stakeholders to begin the fact-finding portion of the waterfront project. During the first visit, PPS will tour the site, and lead interviews with key stakeholders and a working session with city officials and the Waterfront Committee to discover the major issues and opportunities for the waterfront site and surrounding area. This approach seeks to ensure that major concerns of various stakeholders can be addressed in the development of the vision and design, as well as in the management and programming of the site. During these sessions, PPS will introduce the qualities of successful waterfronts and lead discussions to begin to understand how the site functions, how it is perceived, and what key opportunities might exist in and near the waterfront now and in the future.

After the interviews and working session, PPS will hold a community Placemaking Workshop using the Place Performance Evaluation "Game." In the Place Evaluation or Placemaking Workshop, small breakout groups will be assigned to a specific portion of the waterfront site to evaluate using a set of criteria. Ideas for short term and long term improvements will be developed by each group. This format allows participants to observe onsite conditions for themselves and understand the dynamics and needs of specific areas within the site. Within this structured context, highly trained professionals and lay persons could equally contribute their ideas for the future of the waterfront, while learning about each others' particular concerns and needs.

Based on this extensive public outreach and the information, ideas and enthusiasm generated throughout the process, the project team will formulate a vision for the site, which PPS will use to guide the development of a concept plan and written report, with design and programming recommendations.



## Proposed Scope of Work

### ***PHASE I – PUBLIC INVOLVEMENT PROGRAM***

This phase will be undertaken by PPS to obtain community and stakeholder input regarding the current conditions and uses of the site, as well as to engage the community in building a vision that will serve as the foundation for the waterfront concept plan and report.

#### ***Task 1.1: Review Existing Documents***

In preparation for our working sessions, we will review existing documentation, master plans, site plans and other reports as they relate to the site.

#### ***Task 1.2: Interviews and Working Session with Key Stakeholders and City Officials***

PPS will conduct interviews with key stakeholders and hold a working session with city officials and the Waterfront Planning Committee to elicit a variety of perspectives and ideas as we begin to understand various issues and opportunities related to the waterfront project.

*Participants:* PPS; key stakeholders; Waterfront Committee; City officials

*Deliverable:* Minutes of meetings/Summary of ideas

#### ***Task 1.3: Placemaking Workshop***

PPS will conduct a participatory Placemaking Workshop to obtain the input of a broad representation of community members and stakeholders, including neighborhood groups and individuals, city agencies and local residents, businesses, and other potential partners. Although the workshop is open to the public, it is critical to the success of the process that key stakeholders attend.

#### ***Place Performance Evaluation***

As part of the Placemaking Workshop, PPS uses its Place Performance Evaluation©, a place-oriented approach to community improvement. Participants are asked to use common sense and intuition along with structured observation and interview skills. This allows them to very quickly see the good and bad qualities of a place, and suggest improvements, both short and long term. It ignites a creative process about how to make a place vital and great. The evaluation can be done by anyone who is observant, from a highly trained professional to a layperson. Equally dramatic results have been achieved by both groups.

Place Performance Evaluation can be done by a small planning team working individually, and it also makes an excellent workshop. By participating in this "game," participants not only can get to know each other better but also can gain insight on ways to look at neighborhoods and the areas within them more holistically and to see their potential as "places" in communities.

#### ***Structuring the Observations***

The exercise begins with a PowerPoint presentation about what makes successful spaces, along with case studies from other areas, pinpointing why they are successful. After the presentation, small groups of 5-10 people spend time in the designated area observing activities, evaluating the space, and informally interviewing people if possible. During the site visit, participants fill out observation checklists designed by PPS, answer questions about the space, and develop recommendations for improving it.

#### ***Developing a Vision***

The groups then discuss their ideas and develop a vision for the site based on their findings. Images of the observation areas and other examples are used for reference. PPS facilitators help each group to develop suggestions for improvements.

*Participants: PPS, Waterfront Committee members and stakeholders and community members*  
*Deliverable: PPS will prepare a summary of the workshop findings that, along with the results from the stakeholder interviews and working session with city officials, will form the basis for the conceptual design and written report*

## **PHASE II: CONCEPT PLAN DEVELOPMENT**

### **Task 2.1: Develop Draft Concept Plan and Report**

Using the recommendations from Phase I, a concept plan will be developed. The plan will illustrate the long-term vision for the waterfront's public spaces, including types of activities and uses at different times of day and year, (e.g. marina, community boathouse, markets, performances, festivals, etc.); connections to adjacent areas; relationships to existing and new commercial or residential development; and improvements to streets, sidewalks and pedestrian routes (or new streets where needed, and linkages to transit (or a future railroad).

The concept plan will be summarized in a report describing the long-term vision, ideas for programming and events, and integration with new development. Two perspective renderings of the concept will be prepared.

### **Task 2.2: Presentation and Review of Concept Plan and Report**

PPS will present the draft plan to the Client and the Waterfront Committee for discussion and provide the draft report for review and comment.

### **Task 2.3: Final Report and Presentation**

PPS will finalize the report and plan based on The Client's and Committee's comments and revise the powerpoint presentation for use by the Client.

*Phase II deliverables: A concept plan, in graphic format; final, written report; Powerpoint presentation; two renderings*

## **STAFF**

**Project Director: Meg Walker RA, AICP** Director of Urban Design  
Meg, a graduate of Wesleyan University, will direct the project.

**Project Manager: Elena Madison, Associate, Planner**

**Project Designer: Alessandra Galletti, Director of Design, Landscape Architect**

**Project Assistant and Urban Design Assistant: Philip Winn**

**Assistant Designer: Priti Patel**

## **SCHEDULE**

PPS can begin work as early as the week of May 27, 2013. We estimate that the project will require four to five months to complete, if the Client can provide information and review draft reports in a timely manner. Public workshops should not be held in July or August in order to maximize participation.

## **CLIENT RESPONSIBILITY**

The Client will be responsible for providing accurate base plans or detailed, high resolution aerial photographs of the project site. Creation of base plans by PPS would be at additional cost.

Client is also responsible for convening workshop and focus groups, including the following tasks:

- finding and securing venues
- inviting participants
- community outreach and promotion of meetings to ensure good public participation
- providing refreshments at workshop and focus groups

- **FEES**

The cost for this scope of work is \$68,500 plus additional expenses such as travel, printing and copying, the perspective renderings, etc. which we estimate will be under \$6,500. Any other services, meetings or hours that are not covered in this project scope may be agreed upon beforehand, in writing, and will be reimbursed on an hourly basis.

The fee breakdown per phase would be as follows:

Phase I:	\$23,000
Phase II:	\$45,500
Total	\$68,500

Detailed budget available upon request.

## **OPTIONAL ACITIVIES**

### ***Lighter, Quicker, Cheaper Projects***

Short term demonstration projects, which we call "Lighter, Quicker, Cheaper," provide a pivotal means of building upon the community vision generated through the Placemaking process. To do this, PPS would work with local stakeholders to develop a series of projects on the waterfront that could start over the next year to build upon the recent community based planning efforts and explore improvement opportunities through a series of short-term, low cost experiments.

During the Placemaking Workshop, initial stakeholder input regarding program sponsorships, funding sources, management partnerships and entities will be obtained. If short term projects are possible, PPS would make an additional trip to Middletown for a targeted meeting with key stakeholders to further define a short-term programming vision and build local capacity to implement that vision efficiently and successfully.

PPS would then work with the Client and the Waterfront Committee to form an Advisory Committee for short-term programs to discuss the concepts and assist in the decision-making. PPS would develop a LQC plan and program of activities, and a list of amenities, to be implemented by the Advisory Committee.

*Participants: PPS, and Advisory Committee*  
*Product: LQC Plan and Implementation Strategy*

### ***Waterfront Exhibit***

An optional item for this scope could include a waterfront exhibit to be displayed in a location near the waterfront or in a local community destination such as the Library or City Hall. This exhibit would help to build awareness and inspire the community to expand their view of the possibilities for the waterfront. It would highlight the principles of great waterfront destinations and highlight waterfront best practices from around the world with specific relevance to Middletown.

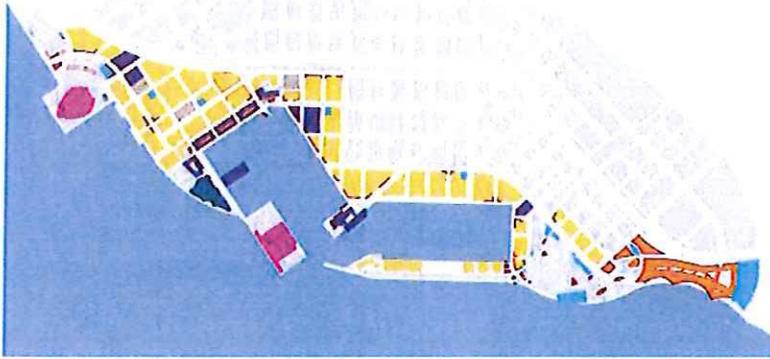
PPS would provide images and text for several examples of waterfronts, along with materials on our process of creating a great waterfront destination and the characteristics of a great waterfront destination.

*Participants: PPS, Waterfront Committee, representatives from exhibit location*  
*Product: Raw materials for waterfront exhibit*

### ***Assistance with RFP and Review Designs***

PPS could work with the Client to prepare Requests for Proposals for the next phases of the project, whether it is for a landscape architect, developer or planning consultant. In this process, many of the recommendations from the report can be rewritten as programs, plans and design criteria for further development or design work. PPS is also available to review RFP's and to assist the client with design review.

*Participants: PPS assisting City of Middletown*  
*Product: Language for RFP; memos reviewing proposals and plans*



## Saadiyat Island Marina District Planning

Abu Dhabi, UAE (2009-Present)

Client: Tourism Development & Investment Company (TDIC)



Abu Dhabi, the second largest city in the United Arab Emirates, is experiencing unprecedented growth, with many large projects and billions of dirhams in new development underway. To respond to this expansion, the city has instituted some of the world's most aggressive policies for sustainable development, including: a LEED-type certification program called ESTIDAMA; a cutting edge urban street design manual (with advisement from PPS' own Gary Toth); a commitment to spend \$68 billion on public transit by 2015; and developments such as Masdar City, set to be "the world's first zero-carbon, zero-waste, car-free city."

Saadiyat Island, a new major multi-use waterfront destination, will play a major role in this transformation, with its transit-based and walkable mix of recreational, cultural and commercial offerings. The Tourism Development and Investment Company (TDIC) of Abu Dhabi engaged PPS to develop a detailed master plan and development guidelines for the Marina Waterfront Precinct with the goal of creating

a vibrant waterfront district that becomes the hub of island life and a regional destination. The Marina District will break new ground in the region by creating a place that is less auto-centric, more walkable and human in scale, and defined by a series of compelling public destinations.

PPS' Placemaking approach lays the groundwork for an integrated planning and design effort that begins with the public spaces and a program for activating them. The master plan contains a detailed concepts for public spaces, designs for vibrant promenades, complete development regulations, and detailed guidelines for design and architecture. This work will set the stage for the final design and development.

Top: A diagram plotting uses and activities along the waterfront. Other diagrams in the report explore circulation, user patterns, opportunities for sustainable building practices, street layout, etc.

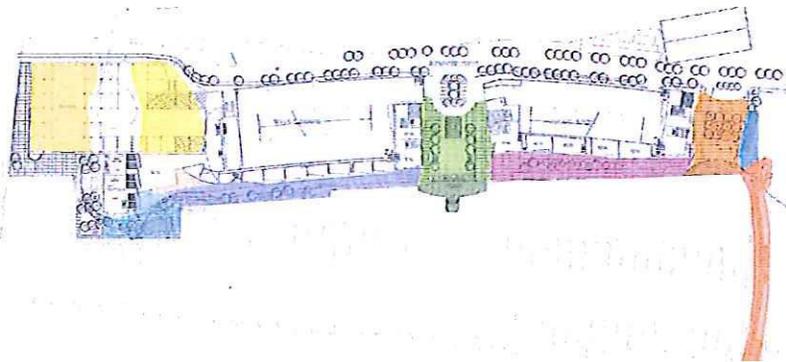
Middle: Saadiyat Island concept diagram.

Bottom: A close-up of the Marina District, the vibrant core of the development.



# Point Street Landing Yonkers, New York

YONKERS, NEW YORK  
CLIENT: HOMES FOR AMERICA  
HOLDINGS, INC.  
2008-PRESENT



PPS worked with the developer, Homes for America Holdings, Inc., and Perkins Eastman Architects on a public space master plan for a mixed-use development on the Hudson River waterfront in Yonkers called Point Street Landing. PPS engaged key stakeholders and the larger community in discussions about creating great public destinations on the waterfront. We conducted placemaking workshops for the general public and interviewed more than thirty stakeholders from city agencies, nonprofit organizations, and local schools to determine how the waterfront development and accompanying public spaces could help serve their needs and attract the local community to the waterfront. PPS developed the public space program and assisted the project architects, Perkins Eastman, in the waterfront design.

Yonkers is a city of 200,000 immediately north of New York City, where Homes For America Holdings Inc. is planning its \$900 million mixed-use development on a 14.5-acre site. Plans include 1,124 housing units in townhouses and four high-rise buildings, with retail and restaurants on the ground floor, as well as a marina, a public pier, and four acres of public spaces that will include

an esplanade, a community recreation area and plazas for community gatherings.

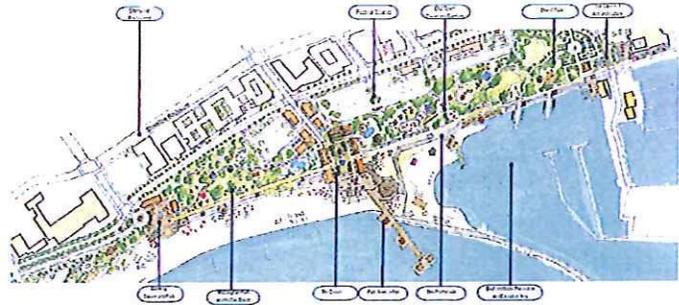
Ideas that emerged from the community process included: small-scale boat storage and access for community boating programs; outdoor performance and movie venues; food and dining opportunities that are reasonably priced for local residents; and opportunities for outdoor environmental education.

PPS has also worked closely with the architects to ensure public access to the entire riverfront, rather than waterfront residents claiming exclusive use. The Power of Ten principle (in which good public places contain at least 10 distinct destinations) was incorporated into the Yonkers plan to create an exciting variety of public destinations with broad public appeal. In its next phase of the Yonkers project, PPS will develop a management strategy to create a public-private partnership between developers and the City dedicated to actively managing programs and operations. The City and developers will continue to work toward achieving a world-class waterfront destination.



Top: As shown in the schematic diagram, public spaces where used to create connections between the destinations on the Yonkers waterfront.

Bottom: Rendering of active marina by Perkins Eastman Architects.



Left: Over 500 people attended the community meeting facilitated by PPS to offer ideas that would provide the foundation for the program of uses and activities for Destination Bayfront. Bottom Right: Before images of Destination Bayfront. Top Right: PPS concept plan and Power of Ten diagram for Destination Bayfront.

## Placemaking at Destination Bayfront

Corpus Christi, TX (2010)

PPS used the principles of Placemaking, including the concept of the Power of Ten, to facilitate an inclusive public visioning process.

### Client

Destination Bayfront

### Client Contact

Trey McCampbell

Destination Bayfront

361.653.5001

TMcCampbell@americanbank.com

### Challenge

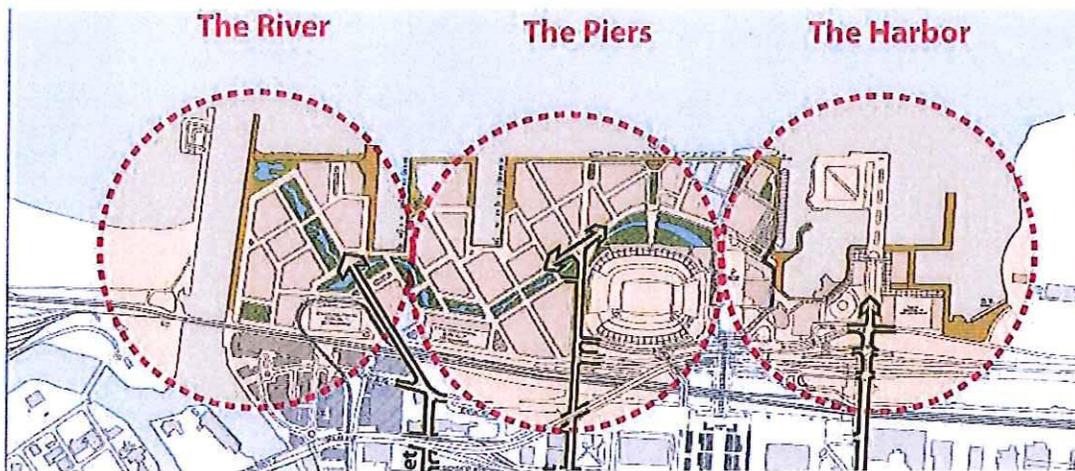
"Destination Bayfront," a 27-acre area along Corpus Christi's waterfront, is currently underutilized due to the lack of activities and amenities that would make the site comfortable and interesting to use. The recent demolition of the Memorial Coliseum and the approved realignment of the northbound lanes of Shoreline Boulevard offer a unique opportunity to create a world class destination for both residents and tourists and to leverage significant investment and economic benefits for the City. To help activate the site and integrate the road realignment, the grassroots group Destination Bayfront asked PPS to assist them in developing a community generated concept plan and program for the site. The plan was to address the special role that the site could play as a destination in Corpus Christi's Downtown, and how it could be planned and programmed for use on a regular basis, as well as for large and small events.

### Process/Solutions

In July 2010, PPS conducted stakeholder interviews, focus groups, a public meeting and a stakeholder workshop in order to clarify major issues and opportunities, both in terms of the design and the management and programming for the site. Over 500 people participated in the interviews, focus groups, meetings, and workshops. The information collected during these sessions provided the core of the recommendations for the site, which included 3 squares that will be the driving force of the space, a beach and park area, a promenade, a pier, a water recreation and education area, a modern day "pleasure garden", a veteran's park, flexible event spaces, and the realignment of a major boulevard.

### Outcomes

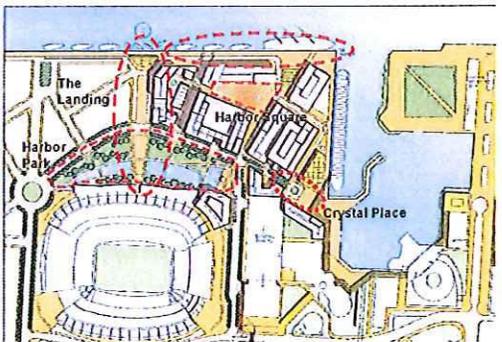
In December 2010, the City Council voted for Destination Bayfront to move to estimate the cost and find funding to implement the design. In June 2011, the Council agreed that Destination Bayfront could issue an RFQ to find a design team to build the project. In November 2011, the Council met again to formulate a plan for raising capital to build and operate the project and to develop a timeline for its design and construction, including public visioning meetings.



# Cleveland Waterfront Master Plan

Cleveland, Ohio (2009-Present)

Client: Cleveland Cuyahoga County Port Authority



Top: District Plan for Cleveland Waterfront

Middle: Existing conditions

Bottom: Phase I destination plan

#### Client Reference:

Eric Johnson  
Real-Estate Director  
Cleveland Cuyahoga County Port Authority  
Development Finance Authority  
1375 East 9th Street, suite 2300  
Cleveland, Ohio 44114  
Phone: 216-241-8004  
Email: Eric.Johnson@portofcleveland.com

Project for Public Spaces, Inc. joined Perkins Eastman to develop a vision and program for the public spaces that would drive the development and define the character of Cleveland's new downtown waterfront. PPS helped the team build a long-term vision that guides the waterfront's development around its public spaces and helps ensure that the area becomes an exciting place to live and work, a magnet for visitors from the Cleveland area as well as a major tourist destination. This was accomplished by working closely with the community - local residents, organizations, and other stakeholders - to capitalize on the city's inherent assets, the talented and passionate people who live and work there.

The outreach process began by reviewing the community comments gathered by the City Planning Commission in 2002 and conducting a series of key stakeholder interviews. This input informed the creation of three distinct districts—the River Park, the Piers, and the Harbor—as the overall framework for a master plan based on the public spaces and public goals of the development. PPS used a tool called the Place Imagination Game to gather ideas from the general public for each specific

area in the context of an open public meeting and presentation. This process provided the foundations for a master plan in which each district was anchored by a major public destination and complemented by a variety of smaller destinations.

A Phase I Development Plan focused in more detail on the area of the Waterfront slated to be developed first—the Piers District. Three major public spaces will define the character of the Piers District and will generate the urban vibrancy of the area: City Dock Square - a lively flexible central square, Central Park - a multi-use park offering a variety of experiences, and the Lakeside wharf providing pedestrian access along the lake throughout the entire development. PPS is expecting to begin work shortly on a Phase II Short-Term Management and Activation plan, which will concentrate on creating a program of events that could happen on the waterfront immediately. PPS will also propose an organizational structure to carry the program on in the short-term as well as into the future.

# Meg Walker

VICE PRESIDENT - AICP, RA

Email: [mwalker@pps.org](mailto:mwalker@pps.org)

A registered architect and licensed planner, Meg Walker is a Vice President, as well as Director of Urban Design at Project for Public Spaces, Inc. She is also an Adjunct Professor of City Planning at the Pratt Institute, where she teaches courses in Placemaking. Meg is an accomplished speaker who has presented at numerous planning and development conferences around the country. Over her 12 year tenure at PPS, Meg has engaged communities around the country in creating vibrant parks, plazas and waterfronts, in revitalizing downtowns and in developing public space plans for new developments.

Planning efforts Meg has directed at PPS include:

- A public space strategy to revitalize downtown Detroit.
- The concept for a new plaza at Pearl Brewery, a mixed-use development in San Antonio, Texas.
- A Design and Development Plan for the Hamlet of Hillsdale, NY.
- An Interpretive and Programming Plan for the new Van der Donk Park (daylighting the Saw Mill River) in Yonkers, NY.
- Public access plan and community outreach for the Restoration of the Mill River, Stamford, CT.
- A waterfront master plan/public space plan for Cleveland, OH.
- A plan for the civic center and downtown park in Boulder, CO.
- A public space plan for downtown Chappaqua, NY.
- A new 6-acre park for Oviedo, FL.
- A new civic square in Orlando, FL.
- A major new civic plaza for downtown Seattle, WA.

From 1998-2003, Meg was Planning Consultant for the Village of Hastings-on-Hudson, NY, where she managed the community-based planning efforts that focused on the future of the waterfront, new zoning for the downtown and community walkability. She assisted the Planning Board and the Board of Trustees in reviewing major development applications and, since 2009, has been a Trustee of the Village.

As a Partner at Ryzinski/Walker Architects from 1986-1994, Meg was the architect of record on dozens of residential and commercial projects in New York City. These included historic brownstone restorations, new and existing multi-family residential buildings, new restaurants, commercial office spaces and apartment renovations. She previously worked on theater and concert hall projects at Mitchell Kurtz, Architects and James Stewart Polshek and Partners, Architects.

Meg Walker has a B.A. in government from Wesleyan University and a Master of Architecture from Columbia University.

# Elena Madison

## VICE PRESIDENT

Phone: 212.620.5660, ext. 325

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Elena Madison is a Vice President at Project for Public Spaces and a veteran of placemaking. She is an urban planner with a rich experience in the planning and design of parks, plazas, campuses, civic and cultural institutions. She has a passion for working with people in communities building a shared vision for active and diverse public spaces that nurture a sense of pride and ownership. Elena is an expert in collaborative visioning, concept development as well as management and programming for public spaces. She works closely with designers, economic development experts and public space managers to seamlessly bring the concepts developed in the public visioning process through design development and into implementation. She is currently working on placemaking initiatives at the Virginia Museum of Fine Arts in Richmond; the Houston Central Library in Houston; neighborhood Farmers Markets as community places in Detroit; and healing gardens at the Stanford University Medical Center.

Elena has been the keynote speaker, presenter and trainer at numerous national and international conferences, seminars and convenings. Most recently she was the main trainer at the Lively Cities kick-off meeting in Aberdeen, Scotland – a transnational public space project of the European Union for North West Europe; lead presenter at the UrbSpace thematic seminar in Brno, Czech Republic – a transnational public space project of the European Union for Central Europe; lead trainer at the Public Spaces as a Catalyst for Sustainability, Culture and Social Justice training in Johannesburg, South Africa.

In her community of Jackson Heights, Queens she is a founding member of the Jackson Heights Green Alliance, a grassroots group organizing the 78<sup>th</sup> Play Street/Plaza in an effort to expand public space in the neighborhood. Elena's community-based efforts include also the Place and Play Grassroots Fund – a joint initiative of Project for Public Spaces and Playborhood.com aiming at linking grassroots activism to tangible improvements to parks, play, and public spaces at the local level.

# Philip Winn

## SENIOR ASSOCIATE

Phone: 212.620.5660, ext. 329

Email: [pwinn@pps.org](mailto:pwinn@pps.org)

Philip Winn is a Senior Associate at Project for Public Spaces. He is currently working on a variety of public space projects including proposals for Belle Isle Park and the downtown riverfront in Detroit.

Prior to joining PPS, Philip worked as a project manager at OpenPlans where he coordinated a series of transportation advocacy projects in collaboration with OpenPlans' founder Mark Gorton and the staff of Streetsblog and Streetfilms.

Previously Philip worked as an Art Director and Art Dept. Coordinator in the New York film production community. He worked on a wide variety of projects including director Noah Baumbach's feature film *Margot at the Wedding* and photographer Gregory Crewdson's *Beneath the Roses* project.

Philip holds a B.A. from Columbia University where he studied English literature. He attended the Yale School of Architecture where he cemented his passion for the intersection of urban design and culture, learned how to draw, and built a house.

# Alessandra Galletti

## LANDSCAPE ARCHITECT

Phone: (212) 620-5660

Email: [agalletti@pps.org](mailto:agalletti@pps.org)

Alessandra is a registered Landscape Architect with a broad range of experience in architectural and urban design, in both the public and private sectors, designing public spaces that work for people. Alessandra's role at PPS is to integrate and support PPS's approach of collaboration with communities, with the technical and design skills acquired from her many years practice and successful project implementation.

She worked as a consultant on a number of PPS's projects from 2003 to 2007, helping PPS and their clients transitioning the vision and the concepts agreed upon in community workshops into drawings and sketches. This step gives a clear vision to the planning process and is necessary to achieve the realization of good public spaces. Alessandra joined PPS full-time in 2007 as Senior Associate at PPS and Director of Design. As Senior Associate at PPS and Director of Design, Alessandra directs PPS's work on public spaces and Parks, and she is facilitating community workshops that engage the public in the planning process. Her projects have ranged from master plans for new town centers and adaptive reuse of industrial sites, to waterfront and urban park designs to public market districts.

While working for WRT, a leading Landscape Architectural firm, she developed the schematic design and Construction Documents for Queens Plaza Pedestrian and Bicycle Improvement Project, Queens, NY (Wallace Roberts and Todd, Landscape Architects). This project, recently completed, received a 2008 AIA NYC chapter merit award. This streetscape projects extends for 12 city blocks in Long Island City, Queens NY, and provides bicycle connection to Manhattan via the Queensboro Bridge, The project aims to improve the flow of traffic and enhance the pedestrian environment with new sidewalks, curbs, plantings, landscaped traffic medians, and improved lighting. It also includes the creation of a 1.5-acre open space with artist-designed benches and pavers, a bikeway, and a pedestrian walkway. Cost:\$45 million. Alessandra specific role for this project was designer, and project liaison for the Schematic design, Design development, construction detail Phases.

## PROFESSIONAL EXPERIENCE

Landscape Architect, Wallace Roberts & Todd, LLC, New York City, 2005 to 2007

Landscape Architect, Alessandra Galletti Landscape Architecture, New York City, 2001 to 2005

Landscape Architect, EDAW Inc., New York City, 1996 to 2001

Landscape Designer, Signe Nielsen

Landscape Architect P.C., New York City, 1990 to 1996

## EDUCATION

Bachelor of Architecture, Pratt Institute School of Architecture Brooklyn, New York, 1989

Urban Planning and Landscape Architecture, Facolta' degli Studi di Roma, Italy, 1982