Making Planning Fun

QLD PIA CONFERENCE - September 2011

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Planning is a an exercise of power, and in a modern state, much real power is suffused with boredom.

The agents of planning are usually boring; the planning process is boring; the implementation of plans is always boring.

In a democracy boredom works for bureaucracies and corporations...It keeps danger away.

No natural law requires that planning be boring, but citizens must demand that it not be so.

It doesn’t have to be so...
Making Planning FUN

1. FOR PLANNERS: Inspiring planners to stay creative and influential in our work

2. FOR PLANNER'S WORK:
   Increasing public awareness and discussion of urban policy and ideas
Principles/Opportunities:

• Involve participation and community building
• Using art & design to excite and provoke
• Powerfully using public space to share
• Interactive community events
Examples of projects

• Public Art Installations
• Action Based Design (Demonstration and temporary prototypes)
• Exhibitions, Galleries
• Public Festivals/Community Events
PARK(ing) Day started as 1 space in San Francisco.
PARK(ing) Day is an annual, worldwide event that inspires city dwellers everywhere to transform metered parking spots into temporary parks for the public good.
The History of Brisbane Park(ing) Day

2007: 1 park
  * Morgan Daly coordinates in Paddington

2008: 40 parks
  * Yen Trinh coordinates
  * Partners with Southbank, QCA, UQ

2009: 53 parks
  * Amy Saunders, Sonia Kirby coordinates
  * Partners with Brisbane Festival, QUT

2010: 59 parks
  * Partners with UQ and QUT
  * BCC Creative Communities Grant (QUT)

2011: The 5th year Anniversary
Brisbane PARK(ing) Day
The proudest moments and measures of success

VISION: Annual Event. Public Discussion
- Ongoing partnerships (university, businesses, design firms)
- Fostering of creativity and leadership locally
- Mainstream media attention (newspaper, TV, online)
- Advising other Australian cities - Sydney, Adelaide, Hobart, Perth.

VISION: Long term change. More than activism
- Integration into design education and studio classes
- Flow-on Brisbane projects about public space activation (Game Nights in King George Square)
- Permanent space (Diecke Richards office)
- **Action-based urban design process
Action Based Design

PAVEMENT TO PARKS (San Francisco)
http://sfpavementtoparks.sfplanning.org/

Pavement to Parks is a collaborative effort between the Mayor’s Office, the Department of Public Works, the Planning Department, and the Municipal Transportation Agency.
Action Based Design

BYO BQE (New York)

Park(ing) Day 2010 after party and a lead up events for community planning process to rethink 17 blocks of carparking. Created a format that could be used for future charettes and community building.

In partnership with Architecture for Humanity, Do Tank Brooklyn, Myrtle Ave Revitalization Project, Design Trust for Public Space and Transportation Alternatives.
Under BQE Proposals for Nike Games Changers grant

http://gamechangers.architectureforhumanity.org/proposals/redefining_space_under_the_bqe_in_fort_greene_and_clinton_hill
Action Based Design

Do Tank Brooklyn
48x48x48: Oyster Bay

48 hour interventions (events, workshops, installations, surveys)
48 month action plan
48 year strategic vision

During the 48x48x48 event, DoTank:Brooklyn worked with the community to create the communities first farmers market, as well as a motorcycle museum, which was sponsored by Billy Joel. Both the farmers market and motorcycle museum have now become permanent installations, and are contributing to the revitalization and well-being of the community.

http://dotankbrooklyn.org/16
AUDREY AVENUE: JUNE 12TH & 13TH 2010

Once the bustling gateway into downtown Oyster Bay, Audrey Avenue is home to the town’s post office, town hall and a Long Island Railroad station. Today, Audrey Avenue is void of activity—economically, physically, and socially. It is littered with vacant store fronts, struggling businesses, and contains virtually no public space amenities. In Oyster Bay, we found a group of highly motivated local partners ready to take on the challenge of improving their public realm. The 48x48x48 process was conceived and used to create a collaborative downtown demonstration project, transforming Audrey Avenue into a vibrant, active, pedestrian-oriented place. During the 48 hour intervention, held on June 12th and 13th 2010, our team created two “pop-up” stores in vacant spaces, organized local workshops and classes held by local businesses and organizations, attracted mobile food vendors and a farmers market, and took steps towards creating permanent regional attractions, such as the Oyster Bay Railroad Museum. Our 48 hour intervention concluded with a wrap-up session with community leaders — many of whom had never previously collaborated — committing to action plans for the next 48 weeks to move towards a 48-year vision.

WHY DID WE DO IT?

A myriad of interrelated challenges currently face Long Island’s suburbs. From zoning obstacles, to a lack of infrastructure investment, to brain drain, the solutions require an immense amount of regional coordination. However, one of the largest opportunities to address these issues is through empowering local residents to create plans for restructuring the way they understood the social and physical fabric of their community. The 48x48x48 framework is designed to expose this opportunity in a way that is flexible and cross-disciplinary.

In the village of Oyster Bay, we chose four specific areas of opportunity: Local Food & Commerce, Transportation, Social & Civic, and Public Space.

Here’s the secret: when community leaders self-organize for what seems to be short-term improvements with feasible goals, they are actually formulating a powerful framework for long-term permanent changes!

48X48X48 WHAT IS 48X48X48?

Culture change does not wait for millions of dollars in investment. Culture change can start now by taking action now.

48x48x48 is a replicable, community-building process targeting opportunity areas at three scales of time: hours, weeks, and years. Inspired by the inefficiency of conventional planning and implementation processes, 48x48x48 emphasizes immediate action through cooperative community participation.

The 48x48x48 process starts with participation. During an intense 48 hour intervention at the scale of the city block. During the first 48 hours, temporary improvements are rapidly installed and open strategies for achieving short-term benefits and long-term goals are implemented. In 48 weeks, there is a call to arms to DO.

WHAT IS 48X48X48?

Culture change needs to happen, and it needs to happen now. Culture change does not need to wait for millions of dollars in investment, or for millions of years, a vision is achieved. Goals are implemented. In 48 hours, term benefits and long-term strategies for achieving short-term permanent changes!

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New York Plazas

“temporary” interventions
Exhibitions and Ideas Comps

Design Trust for Public Space

The resulting publication, Reinventing Grand Army Plaza: Visionary Designs for the Heart of Brooklyn, not only showcases these 30 design schemes, but also provides a historical, physical and cultural context for the Plaza, and recommends steps the community can take to achieve the goal of a new master plan and a comprehensive renovation.

http://www.designtrust.org
Exhibitions

Galleries as ‘public space’ and opportunities for engage discussion through public programming

- Centre for Architecture, New York
- Museum of Modern Art, New York (Architecture and Design part)
- Canadian Centre for Architecture, Montreal
- Design Exchange, Toronto
- Urban Planning Museum, Shanghai

*Asia Pacific Design Library and State Library QLD
Exhibitions

Institute without Boundaries

Renovate Your Neighbourhood
Institute without Boundaries, Renovate your Neighbourhood, 2009

Book, gallery exhibition with interactive games
Example: Trading card board game about mixed use development
Cultural institutions in public spaces

The New Museum
Downtown organizations working together to harness the power of the creative community to imagine the future city and explore ideas that will shape it.

http://www.festivalofideasny.com/
The BMW Guggenheim Lab is a mobile laboratory that will travel to nine major cities worldwide over six years. Led by international, interdisciplinary teams of emerging talents in the areas of urbanism, architecture, art, design, science, technology, education, and sustainability, the BMW Guggenheim Lab will address issues of contemporary urban life through programs and public discourse. Its goal is the exploration of new ideas, experimentation, and ultimately the creation of forward-thinking solutions for urban life.

A vacant lot = urban think tank + community centre + cafe and gathering space

http://bmwguggenheimlab.org/
Candy Chang likes to make cities more comfortable for people. She is a public installation artist, designer, urban planner, TED Fellow, and co-founder of Civic Center in New Orleans.

**Nice Place for a Tree (2008, NYC)**

To jump-start the Great Chinatown Tree-Planting Movement, I marked some choice spots on the sidewalks for the City to plop some green ones

http://candychang.com
Public art as generating urban ideas

Looking for Love Again (2011, Alaska) is an interactive public art project that collects residents’ stories and ideas about the Polaris Building (been abandoned for 11 years)

http://candychang.com
I Wish this Was (2010)
Many cities are full of vacant storefronts and people who need things.

Neigborland (2011)
http://neighborland.org/

I Wish this Was (2010)
http://candychang.com
Public art as community research

How much are my neighbors paying for their apartments? Post-it Notes for Neighbors (2008, New York) is an interactive installation that helps demystify the topic by inviting people to anonymously share information about their living situation.
Participatory Public Art

Priority Seating for Conversations

Highlighting public transport as social spaces, and how public spaces create friendlier and safer cities

RBH busway, Brisbane

http://priorityseat.wordpress.com/
Conversation - Bikes and Travels
Last Updated by yegen on Apr 29, 2010
Total distance: 6.13 mi

I got on the subway one night with my bike and a man on his way to work started talking to me. I don't remember how but we got started talking about traveling but he told me that he had taken one of the last passenger boats from Canada to Fiji in 1971 and had the greatest adventure of his life climbing mountains and meeting new people.
The Future of Making Planning FUN?

Government and planners should be learning and partnering with artists, community groups, education and cultural institutions.
+ More public participation
+ More events in public space
+ More design led thinking

= Critical urban debate
= Creative planners
= Thinking outside the box
= Inspired cities
My dream is making planning fun and creating....

A Festival of Urbanism
THANKS

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