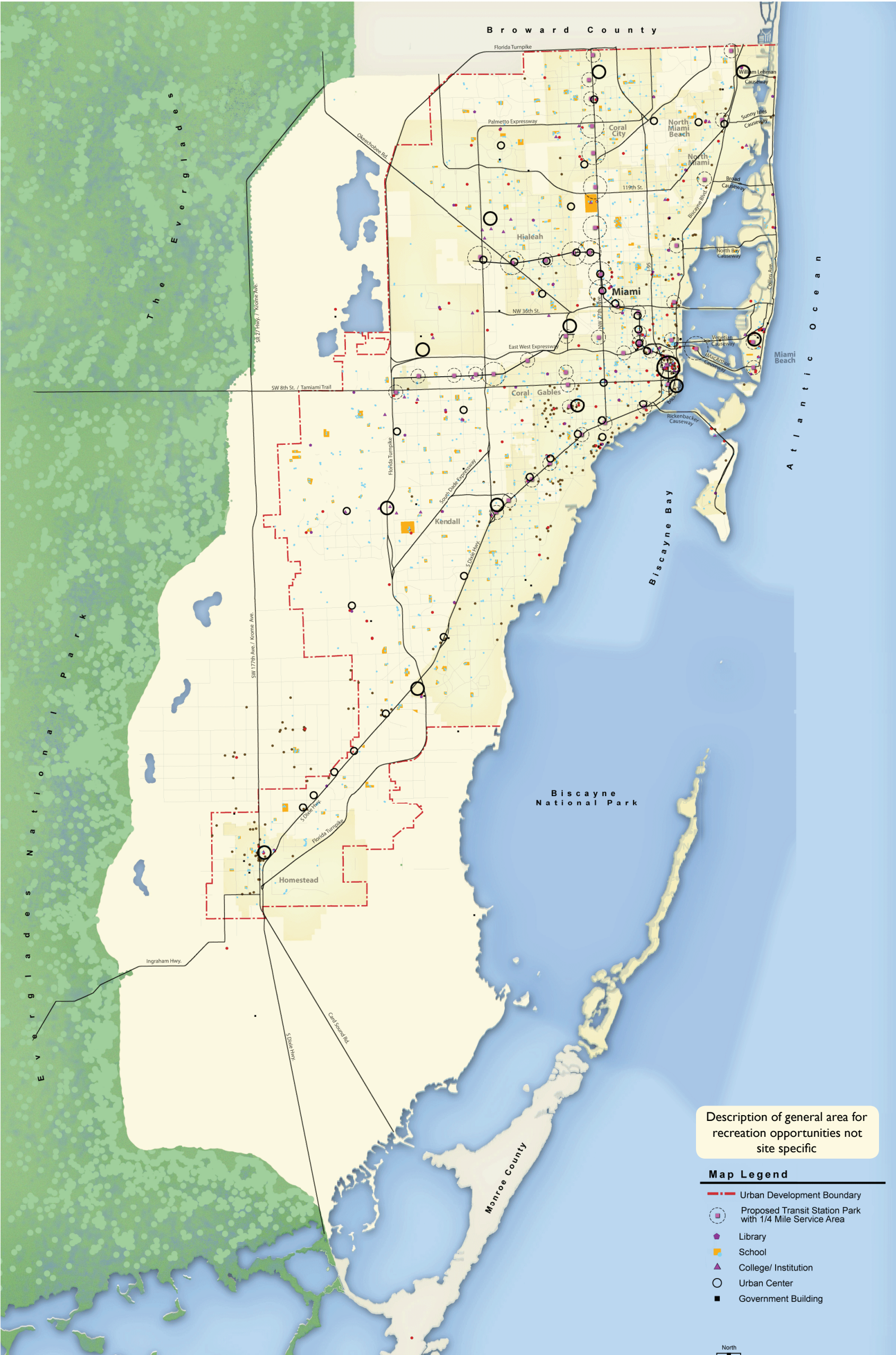


Great Public Spaces Vision

This map illustrates the known locations of new public spaces throughout Miami-Dade County including libraries, museums, schools, government buildings and transit stations. Many other locations exist as well, particularly within the municipalities and downtown areas.



Great Public Spaces Vision

The Project for Public Spaces (PPS), a national leader in creating and promoting quality places, has found that successful public places have four key qualities: “they are accessible; people are engaged in activities there; the space is comfortable and has a good image; and finally, it is a sociable place: one where people meet each other and take people when they come to visit.” PPS further expands on these four important qualities:

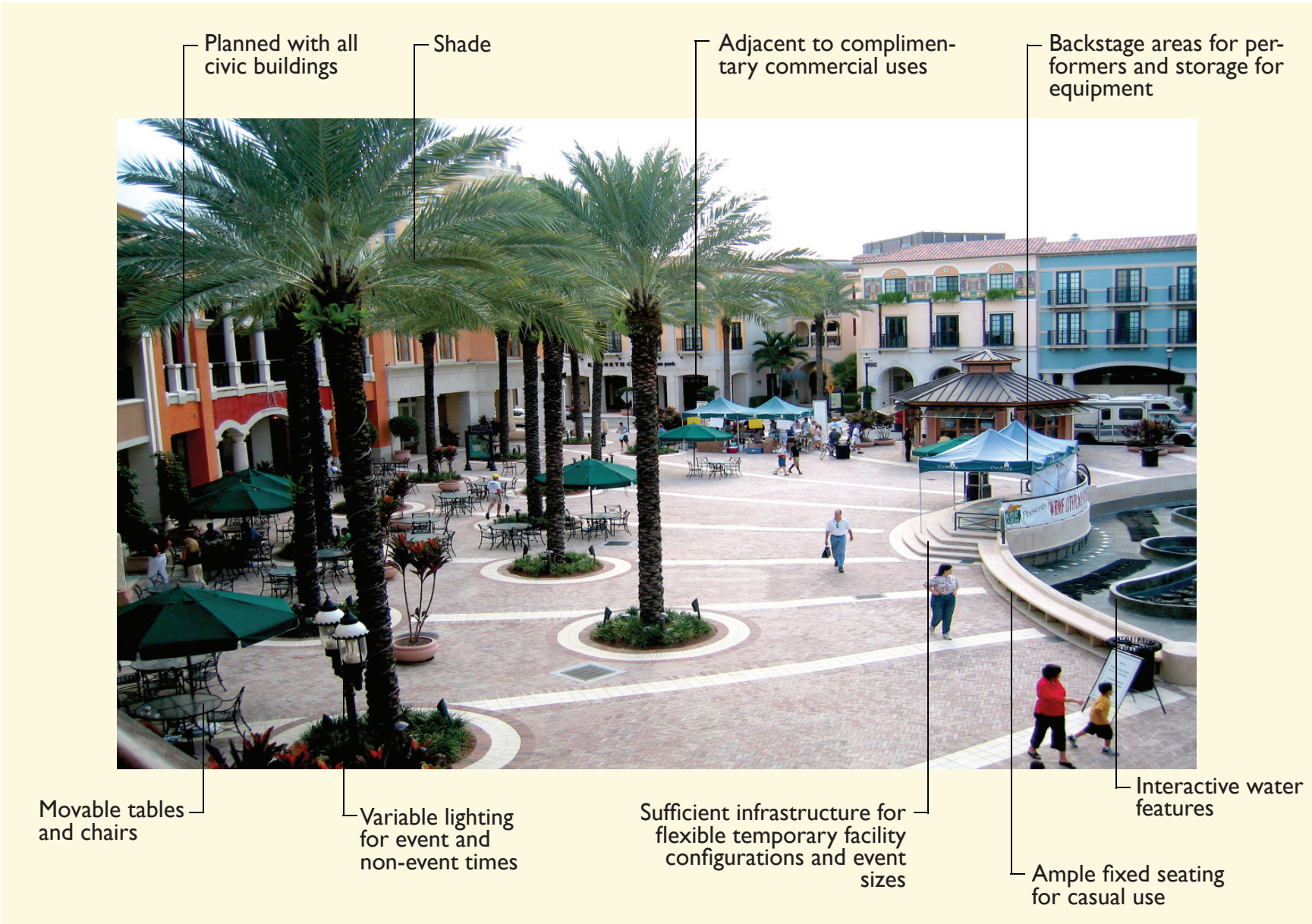


ACCESS and LINKAGES: You can judge the accessibility of place by its connections to its surroundings, both visual and physical. A successful public space is easy to get to and get through; it is visible both from a distance and up close. The edges of a space are important as well: for instance, a row of shops along a street is more interesting and generally safer to walk by than a blank wall or empty lot. Accessible spaces have a high parking turnover and, ideally, are convenient to public transit.

COMFORT and IMAGE: Whether a space is comfortable and presents itself well, has a good image, is key to its success. Comfort includes perceptions about safety, cleanliness, and the availability of places to sit. The importance of giving people the choice to sit where they want is generally underestimated.

USES and ACTIVITIES: Activities are the basic building blocks of a place. Having something to do gives people a reason to come to a place, and return. When there is nothing to do, a space will be empty and that generally means that something is wrong.

SOCIABILITY: This is a difficult quality for a place to achieve, but once attained it becomes an unmistakable feature. When people see friends, meet and greet their neighbors, and feel comfortable interacting with strangers, they tend to feel a stronger sense of place or attachment to their community, and to the place that fosters these types of social activities.



The Economics of Great Public Spaces

The creation of great parks in urban areas can spur development and revitalization of entire cities and states. Research shows that proximity to neighborhood parks can lead to increases in property values for lots and houses adjacent to or near the parks. Spending by the parks department and community involvement can create lasting social impact in communities as well.

CASE STUDY: Campus Martius Park - Detroit, Michigan

In 2001, Detroit 300 a civic organization was created to celebrate the City of Detroit's 300th birthday. Detroit 300 raised \$25 million to create a park to rejuvenate downtown. Bob Gregory, a former General Motors executive who was instrumental in the development of Campus Martius said, "Going back 300 years Campus Martius had always been Detroit's gathering spot...We put this green dot in the center of our plans to revitalize downtown. It changes the image of Detroit in everyone's mind. They see the square on TV, hear about what's happening there and they see Detroit differently."

Inspired by urban parks such as Rockefeller Center and Bryant Park in New York, Detroit 300 worked with non-profit group, Project for Public Space (PPS) to create a lively space. Says Gregory, "We wanted a place that was green and that was the center of activity for downtown, but we didn't want a place that was tranquil and beautiful, but there was nothing to do. Over the last year the park has delivered on its promise to be a gathering spot for everybody. People call it 'beautiful' and say it looks like 'a real city.'"



Over 200 events were held over the summer and an ice-skating rink keeps visitors coming year-round. The space attracts people from a range of backgrounds and is even drawing people from the suburbs. Gregory says that the support of local officials, especially the mayor made it possible to reroute several downtown streets to create a pedestrian-friendly environment near the park. Of the mayor, Gregory remarks "We had his support over the objection of transportation people who said you can't change the traffic patterns. They always have all these studies and standards that quoted about why rearranging streets couldn't be done. But the mayor's office was solid and we did get it done."

Since the restoration of Campus Martius was announced, over \$500 million dollars of new investment has been drawn to the surrounding area. New retail, urban condominiums, and new office buildings have contributed to the area's improvement. Compuware, a large computer company relocated 4,000 from a suburban headquarters to a nearby tower. Gregory said, "Compuware would not have come downtown without the park. They didn't want just a building. They wanted a lively district, where their workers would have things to do."