



American Planning Association
Pennsylvania Chapter

Making Great Communities Happen

FastFunFervent

Sara Woolf, Planning Analyst
swoolf@groupmelvindesign.com

Contact Us

Interested in talking to us? This bit of info might help.

ADDRESS

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Camden, NJ 08103

INFO

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ROOSEVELT PLAZA PARK

City of Camden, New Jersey

People in Place

The human element of public space design

Sara Woolf

Planning Analyst, Group Melvin Design

History



Parkade

101 N 4th St

Camden, New Jersey

Street View - Sep 2009



2006 • • 2012

City Hall



History Repeated

Danville, New Jersey

Street View - Jul 2012



2008 2012

City Hall



Site Plan



ROOSEVELT PLAZA PARK POP UP IMPROVEMENTS



Design Element



An aerial, slightly blurred photograph of a busy city street. Numerous pedestrians are walking in various directions. A red car is visible on the right side of the frame. The image has a vintage, slightly faded quality.

Design for People

William Whyte



Outdoor Instruments



Interactive



Relevance



Encourage Passive Activity



Staging Ground for Events



CAMDEN JAM

FALL FESTIVAL

COMMUNITY MOVIE NIGHT

Analyzing Public Life

in 5 months, we collected...

500+

*hours of timelapse
footage*

54

*visitor surveys
completed*

121

*mapping surveys
completed*

3,818

*park users and
activities mapped*

70

*feedback
postcards
submitted*

5

*pop-up
stories*

Time-lapse

Great for showing circulation and patterns over-time



ATH120

¹² Please write your answer on back of paper.



1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 2680, 26

- (1) Start at corner of block and (b) sheet.
- (2) Complete the side of the top left corner, sides, knee washes and one quarter bow of the girth.
- (3) Ride along the girth, making good returns on the map only within the study area boundaries.
- (4) When crossing the boundary of a county, note location.

(c) *Explain the concept of the "Three M's."*

Weather Key

Mf Mary
 Wf Wilmamary
 Kf King (D-1)

Activities Key

Talking Bonding (DEFAULT)	
1	Sitting
2	Eating/Drinking
3	Cell phone/reading/studying

- 4 Flapping (eyes closed)
- 5 Flailing
- 6 Interacting with objects

Moveable Furniture Kios☐ Addendick chate

Exercises

When something is
on defendant's
and playing on

1. Which of the following best describes you?

- ☐ I'm a teacher
- ☐ I work on a business nearby
- ☐ I'm a student
- ☒ I had to come downtown, and decided to stop by
- ☐ I'm visiting the waterfront, and decided to stop by
- ☐ I came for Roosevelt Plaza Food

2. How did you hear about Russell's Plaza Hotel?

I work at City Hall

3. Now click the **yes** next to the **Download this file** button.

1. This is my first time.
 2. I walk through the park, but don't usually stay.
 3. I like to swim a swim.
 4. I like to swim a swim.
 5. I like to swim a swim.
 6. Really.

4. Where did you get to Roosevelt Plaza First?

- | | | |
|----------|-------------|-----------|
| 1 Year | 1 COUNTRY | 90 Car |
| 1 Bus | 1 Ship | 1 Ferry |

1. What is your favorite thing about Rosewell Flare Pack?

Everything opening the piano

5. What do you think would make Beacon's Plaza Park better?

a. Line Control
i. Reorder Buying Book Next Year!



Postcard Box

Tell us **What do you like? What would you improve? 24/7**
what you think

Help improve the park! The elements of the "pop-up" park are being tested out, and the design team will use your feedback to improve Roosevelt Plaza Park in the future.

2 ways to share your ideas...

Fill out a **postcard** to tell us what you like about the park, and what you think could improve.

Take the **online survey** to tell us about yourself and why you like Roosevelt Plaza Park!

The survey can be found at:

<http://goo.gl/DzYGBW>



Thank you!

Your feedback will be used to guide future park improvements.



Talk to People!



In person observations



“Triangulation is the process by which some external stimulus provides a linkage between people and prompts strangers to talk to other strangers as if they knew each other”.

- William H. Whyte

Try it out yourself!



Thank you!



Sara Woolf, Planning Analyst
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Contact Us

Interested in talking to us? This bit of info might help.

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Suite 320
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INFO

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856-251-9989

COMMUNITY DESIGN
COLLABORATIVE

Linda Dottor
215-587-9290
cdesignnc.org



Transforming Philadelphia's Schoolyards



Respect the Earth



It's Your Responsibility

Keep the Earth clean









COLLABORATIVE DESIGN GUIDES

[No. 1]



Transforming Philadelphia's Schoolyards



Cook-Wissahickon Elementary School



Lea Elementary School



Lea Elementary School



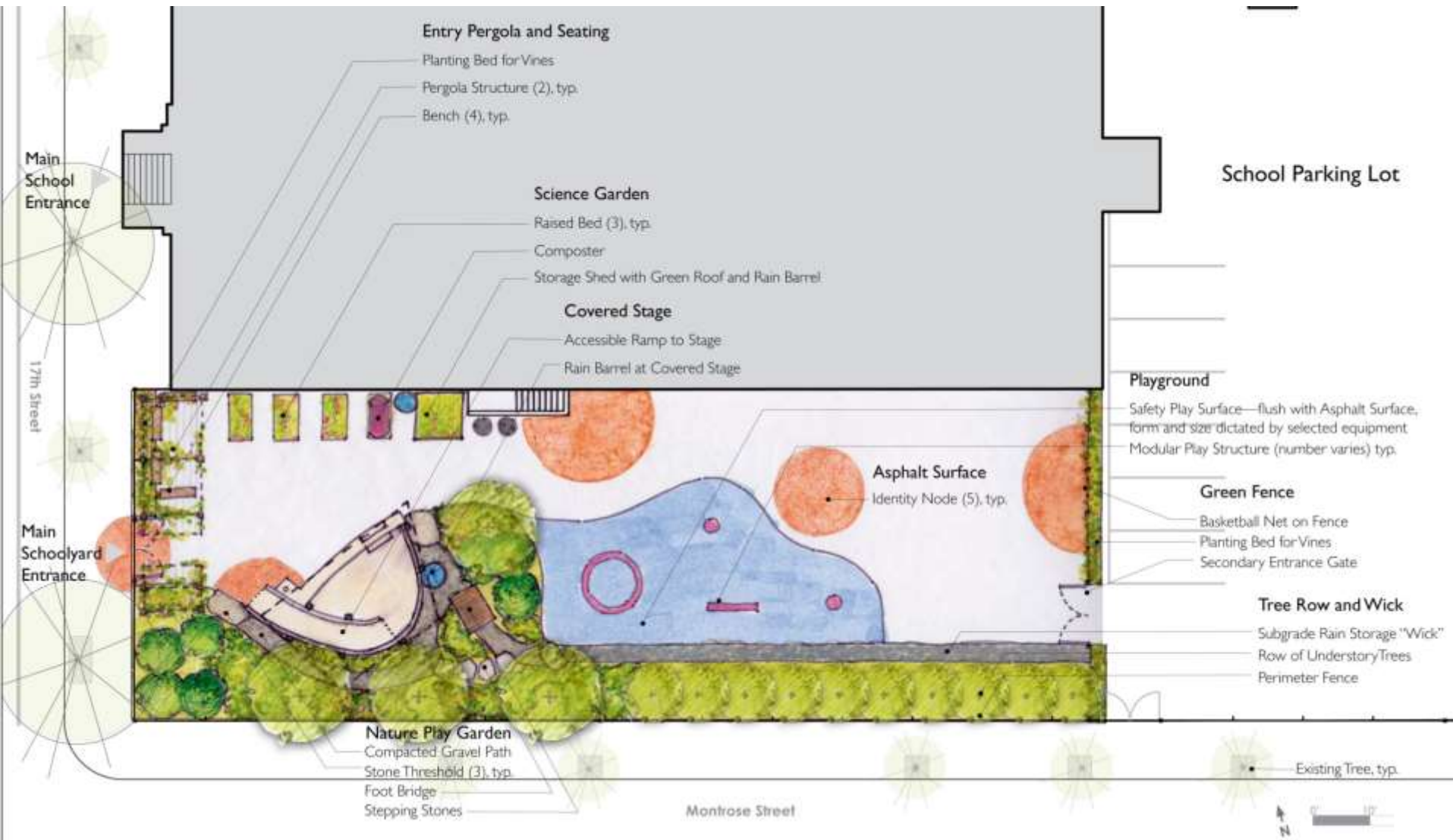
Greenfield Elementary School



Greenfield Elementary School



Hackett Elementary School



Stanton Elementary School



Meredith Elementary School



existing brick retaining wall
existing concrete courtyard

saw-cut & excavate concrete

McCall Elementary and Middle School

import soil & install native vegetation



Powel School



Bache-Martin School



Kelley School



Lea Elementary School



space

*Where design
comes into play*



COMMUNITY DESIGN
COLLABORATIVE

Linda Dottor
215-587-9290
cdesignnc.org



Transforming Philadelphia's Schoolyards



PHS

Amber Knee

Philadelphia LandCare Program Manager

Pennsylvania Horticultural Society

e: aknee@pennhort.org | p: 215.988.8802

Changing the Perception of Vacancy to Transform Neighborhoods

The Philadelphia LandCare Program
Managed by the Pennsylvania Horticultural Society
Under contract with the City of Philadelphia

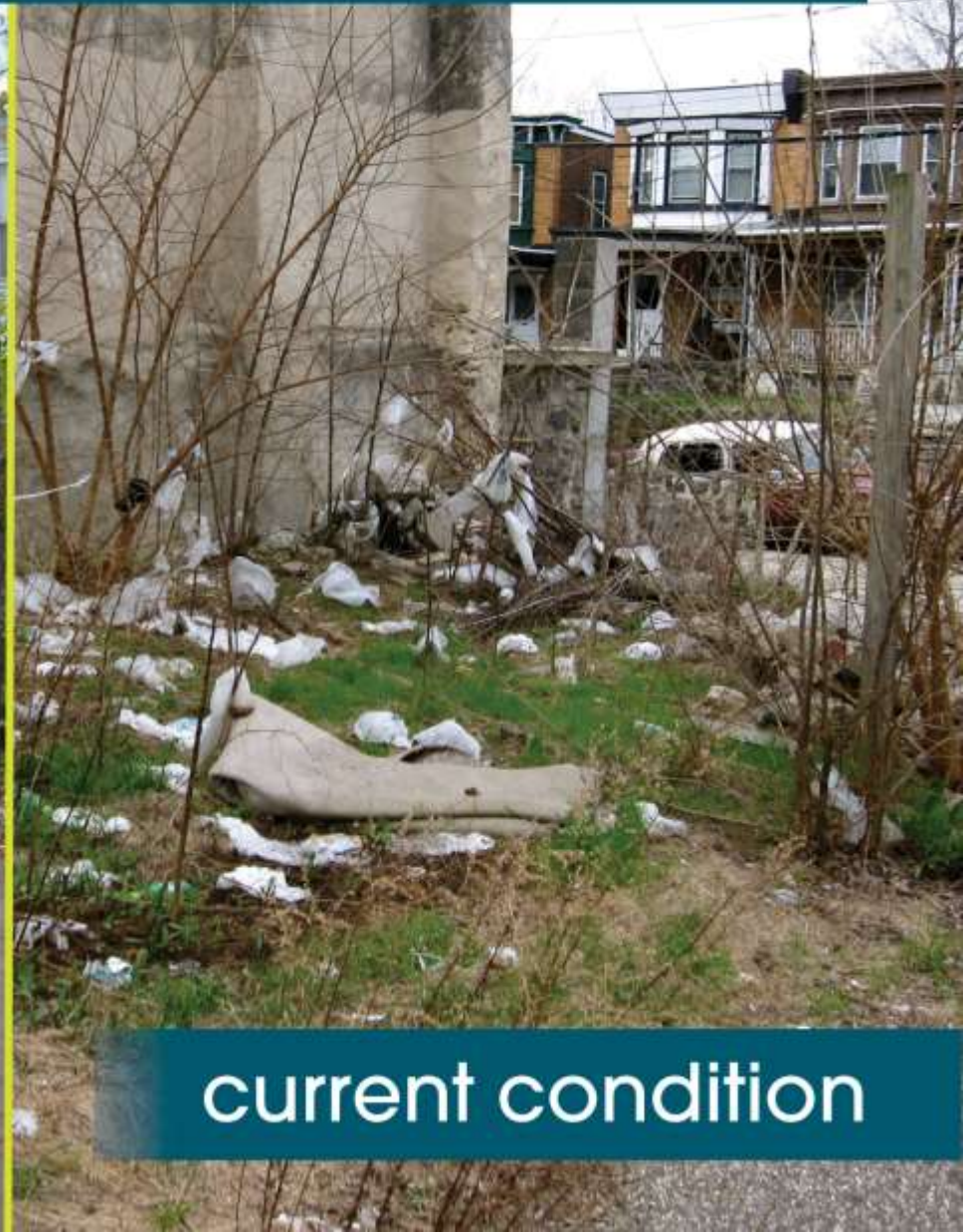


Philadelphia/WORKSHOP OF THE WORLD

At a postwar height, 359,000 Philadelphians were employed in manufacturing in 1953, 45 percent of the city's labor force.

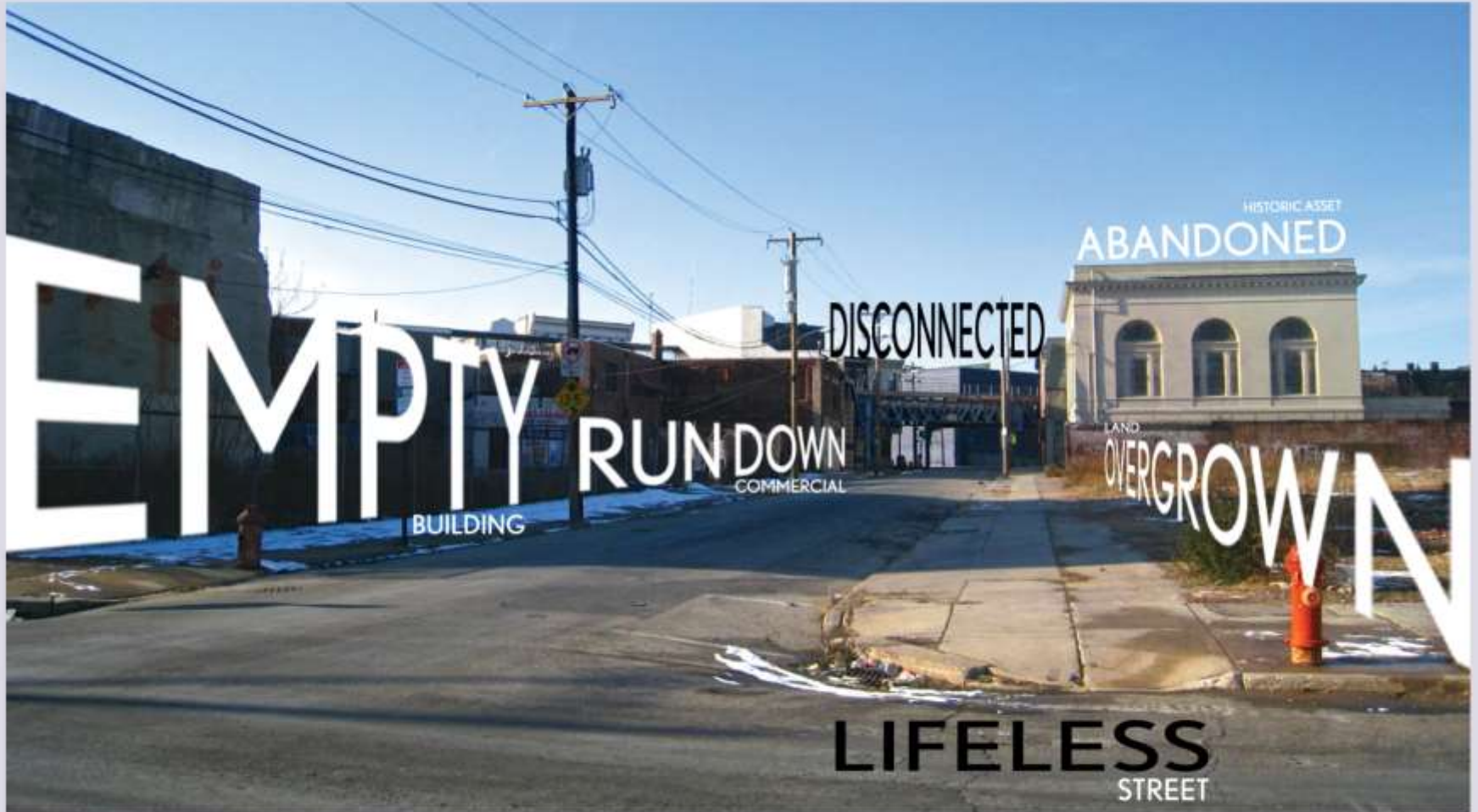
historic condition

Widespread Vacant Land/NEIGHBORHOOD BLIGHT



current condition

Widespread Vacant Land/NEIGHBORHOOD BLIGHT



negative perceptions

Widespread Vacant Land



can a fence save a neighborhood?

Widespread Vacant Land



keep people out?

Widespread Vacant Land/ PHILADELPHIA GREEN



antidote for vacant land

Widespread Vacant Land/PILOT PROGRAM

what if we let people in?

Philadelphia LandCare/CITY-WIDE TREATMENT



PHS

TREES

FENCE

GRASS

program components

Philadelphia LandCare/THE TREATMENT



Major trash, debris,
and weed removal



Site grading and
seeding



Fence installation



Tree planting

stabilization process

Philadelphia LandCare/THE TREATMENT



community asset

Philadelphia LandCare/RITTENHOUSE SQUARE

Clear Site Lines

- Site lines are unobstructed, enabling visitors to see across the park and to nearby sidewalks, making the park safer and keeping "eyes on the street".

Low Permeable Fence

- Delineates the park as a separate space that is maintained, without making people feel unwelcome.



Canopy of trees

- Trees provide shade and create ambiance for the space. They change with the season, providing interest year round.

Grass Turf

- Well maintained grass demonstrates that the park is cared for, while also allowing for informal recreational activities

simple design elements

Philadelphia LandCare/INTERIM TREATMENT

Clear Site Lines

- Site lines are unobstructed, enabling visitors to see across the park and to nearby sidewalks, making the park safer and keeping "eyes on the street".

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- Trees provide shade and create ambiance for the space. They change with the season, providing interest year round.

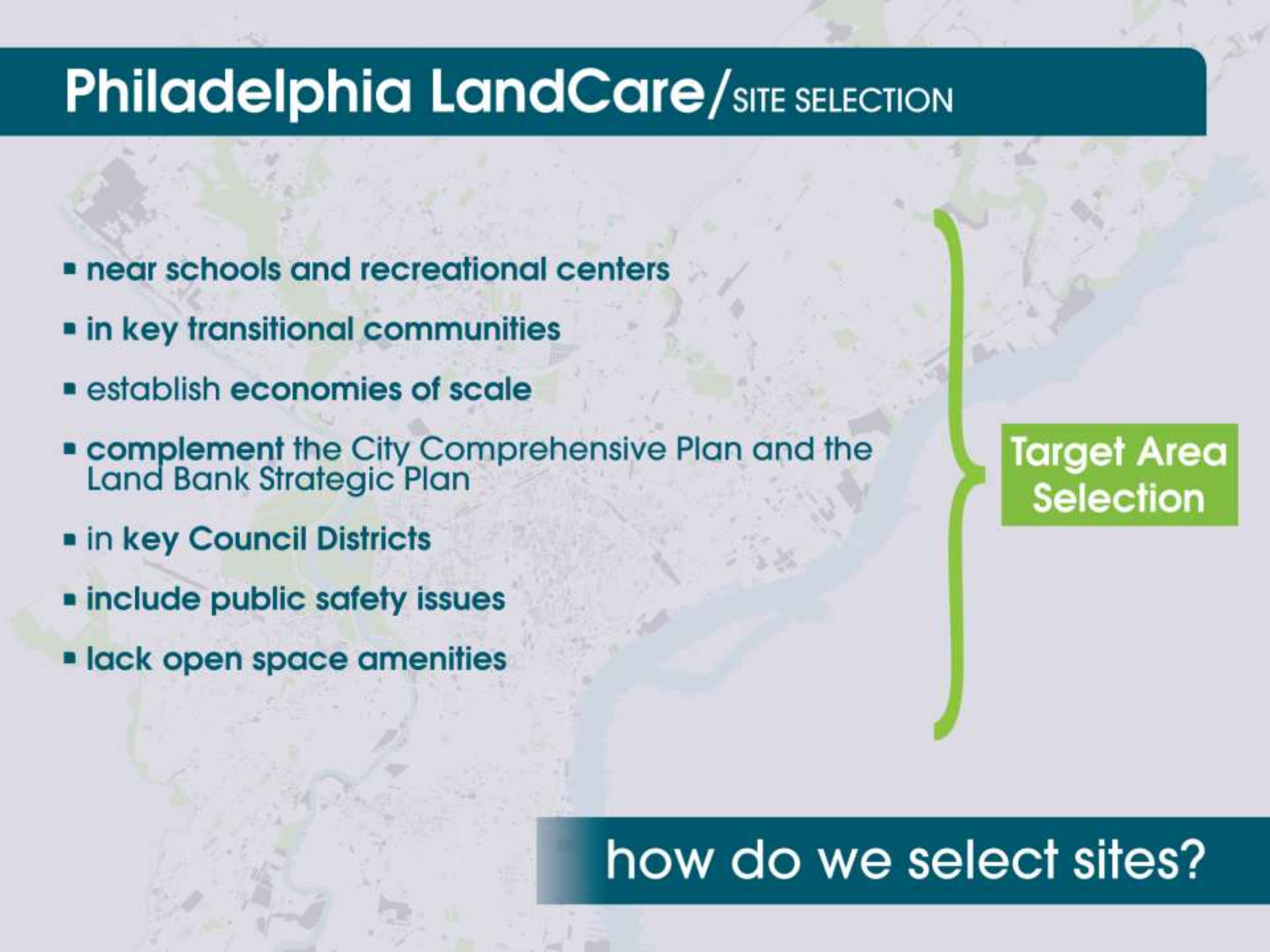
Grass Turf

- Well maintained grass demonstrates that the park is cared for, while also allowing for informal recreational activities

simple design elements

Philadelphia LandCare/SITE SELECTION

- near schools and recreational centers
- in key transitional communities
- establish economies of scale
- complement the City Comprehensive Plan and the Land Bank Strategic Plan
- in key Council Districts
- include public safety issues
- lack open space amenities



Target Area
Selection

how do we select sites?

Philadelphia LandCare/PROGRAM COSTS

Clean and Green Treatment (Stabilization)

Cost per parcel	\$ 1,391
Cost per square foot	\$ 1.07

Maintenance of Clean and Green lots (14 visits)

Cost per parcel	\$ 12.65 visit/ \$ 177.10 annual
Cost per square foot	\$ 0.01 visit / \$ 0.14 annual

how much does it cost?

Philadelphia LandCare/STORMWATER MANAGEMENT

- Over 2,000,000 gallons of stormwater intercepted.
- More than 45,000 people have access to green space.



environmental and social benefits

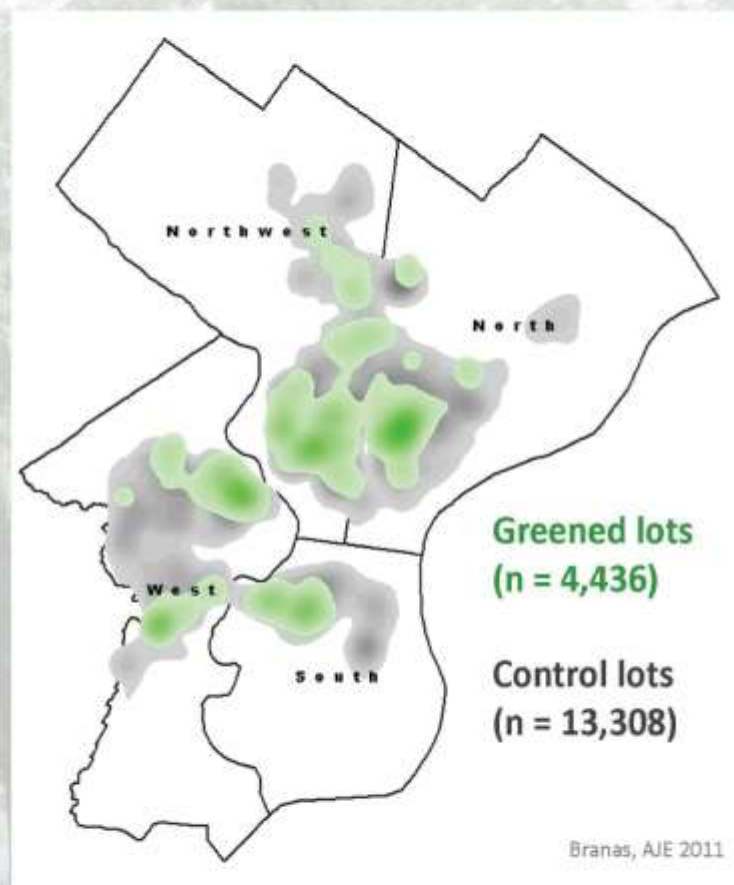
Philadelphia LandCare/INCREASED PROPERTY VALUES

- Homes values near a greened vacant lots increased by \$41,000.
- Every dollar invested to clean and green increases housing wealth by \$224, a 22,000% return on investment.

economic benefits

Philadelphia LandCare/HEALTH + SAFETY OUTCOMES

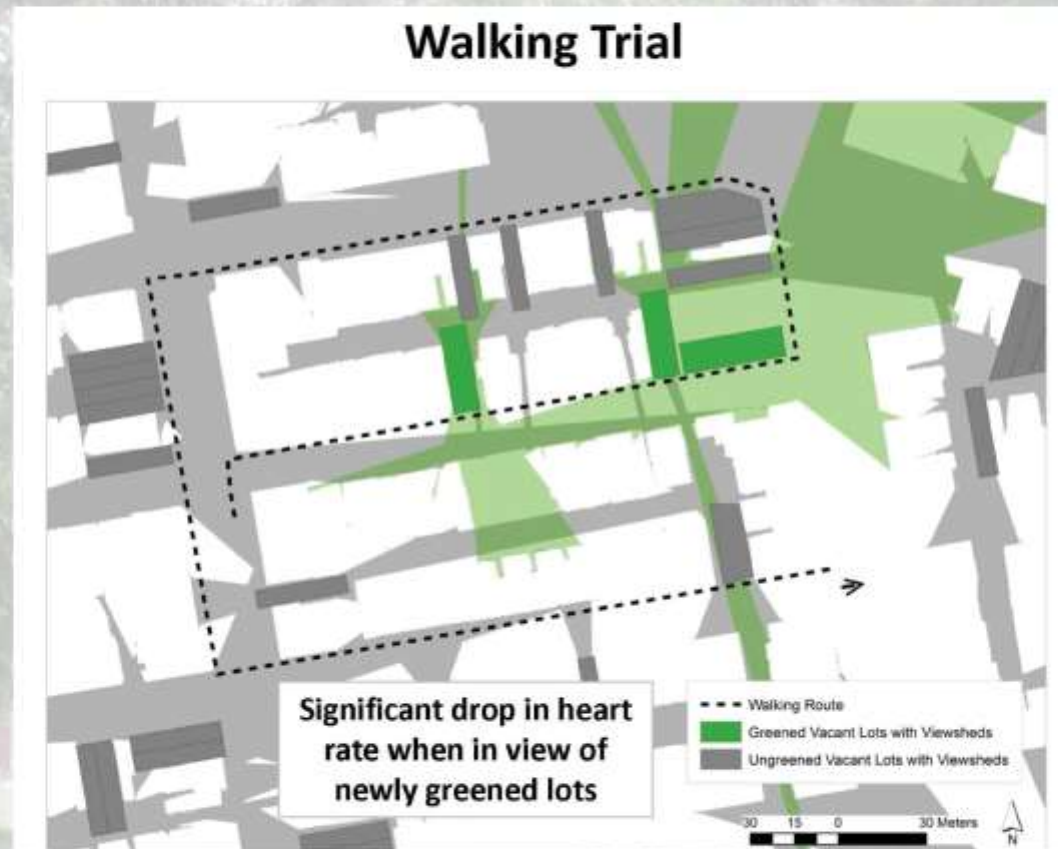
- Gun assaults reduced.
- High stress reduced in North Philadelphia.
- Exercise increased in West Philadelphia



public health benefits

Philadelphia LandCare/HEALTH + SAFETY BENEFITS

- Remediating neighborhood blight may reduce stress and improve overall health.



public health benefits

Philadelphia LandCare



changing perceptions



PHS

Amber Knee

Philadelphia LandCare Program Manager

Pennsylvania Horticultural Society

e: aknee@pennhort.org | p: 215.988.8802



MIKE SCHILLER, CEO GREEN BUILDING ALLIANCE

**RIVER WALK CORPORATE CENTRE
33 TERMINAL WAY, SUITE 331
PITTSBURGH, PA 15219
TEL: (412) 773-6000**

**@Go_GBA
#pgh2030**



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#pgh2030

14 PATTERNS OF BIOPHILIC DESIGN*

PA CHAPTER OF APA

2015 ANNUAL CONFERENCE

OCTOBER 18-20, 2015

MIKE SCHILLER, CEO

GREEN BUILDING ALLIANCE

* CREDIT TO TERRAPIN BRIGHT GREEN

Biophilia: the urge to affiliate with other forms of life.

-[Edward O. Wilson](#), *Biophilia* (1984)





“Nature is not merely good
for us. It brings out the good
in us.”

- Charles Montgomery





“What is crucial for healthy living is not quantity, but regular exposure, daily doses of nature.” –C. Montgomery





1. VISUAL CONNECTION WITH NATURE



2. NON-VISUAL CONNECTION WITH NATURE



3. NON-RHYTHMIC SENSORY STIMULI



4. THERMAL & AIRFLOW VARIABILITY



5. PRESENCE OF WATER



6. DYNAMIC & DIFFUSE LIGHT



7. CONNECTION WITH NATURAL SYSTEMS



8. BIOMORPHIC FORMS & PATTERNS



9. MATERIAL CONNECTION WITH NATURE



10.

COMPLEXITY & ORDER



11. PROSPECT



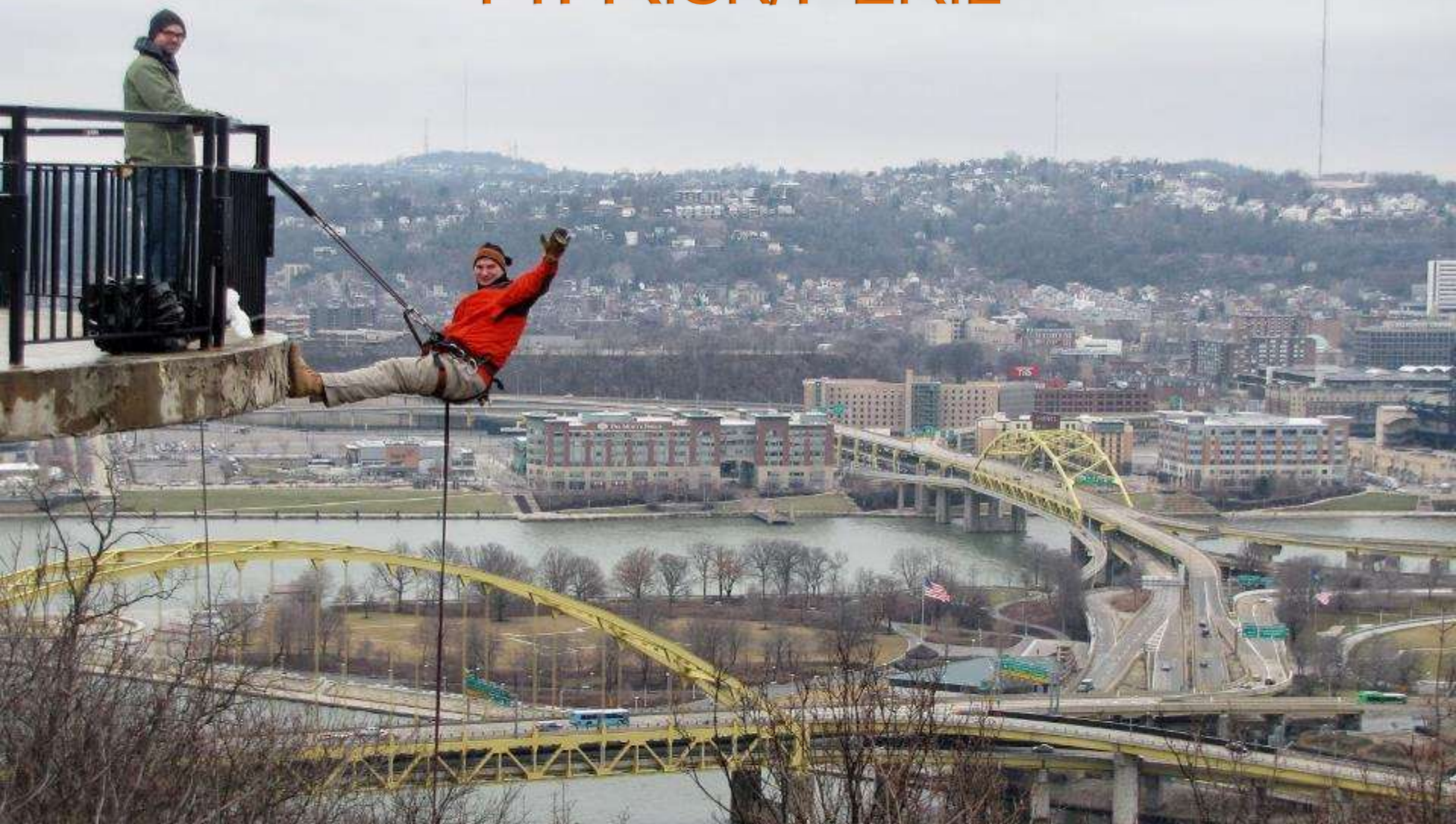
12. REFUGE



13. MYSTERY

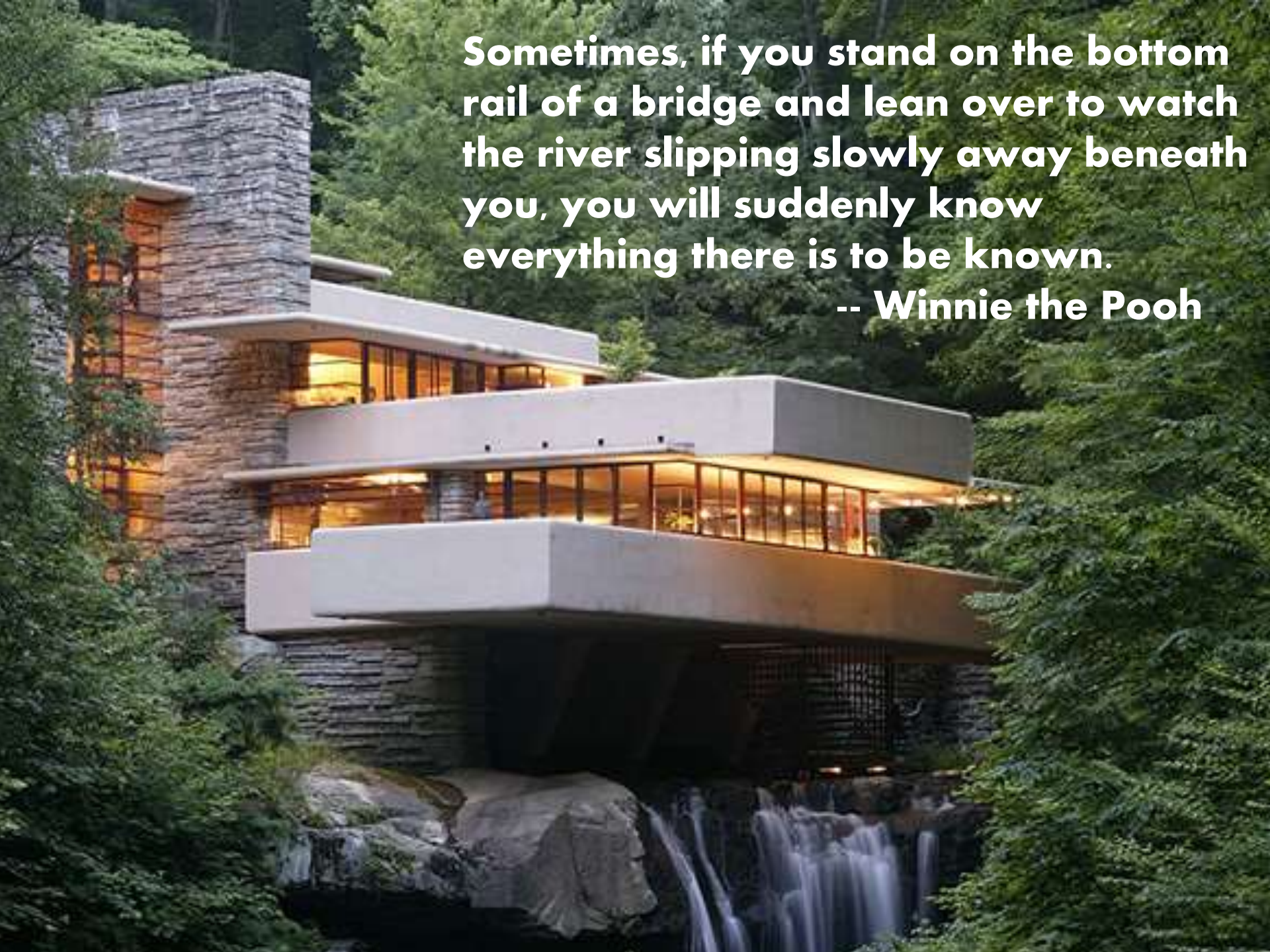


14. RISK/PERIL



**Sometimes, if you stand on the bottom
rail of a bridge and lean over to watch
the river slipping slowly away beneath
you, you will suddenly know
everything there is to be known.**

-- Winnie the Pooh





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**@Go_GBA
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EPD

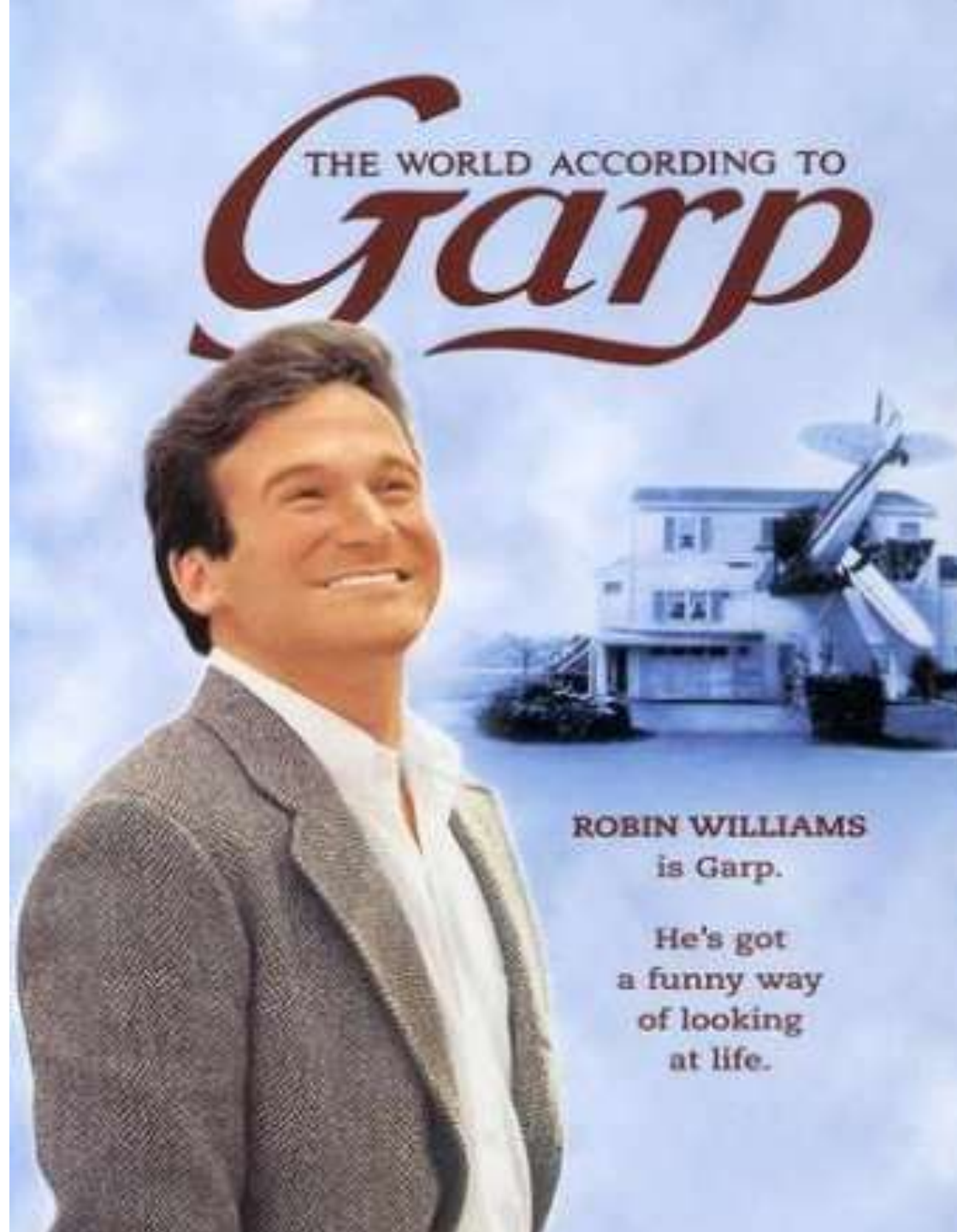
ENVIRONMENTAL
PLANNING & DESIGN, LLC

Landscape Architects
Community Planners
Urban Designers

100 Ross Street
Pittsburgh, PA 15219
(412) 261-6000
(412) 261-5999 Fax
www.epd-pgh.com

Andrew JG Schwartz, AICP, RLA, LEED®AP,
Principal-In-Charge, Managing Principal

**The
Planner's
World
According
to Garp**



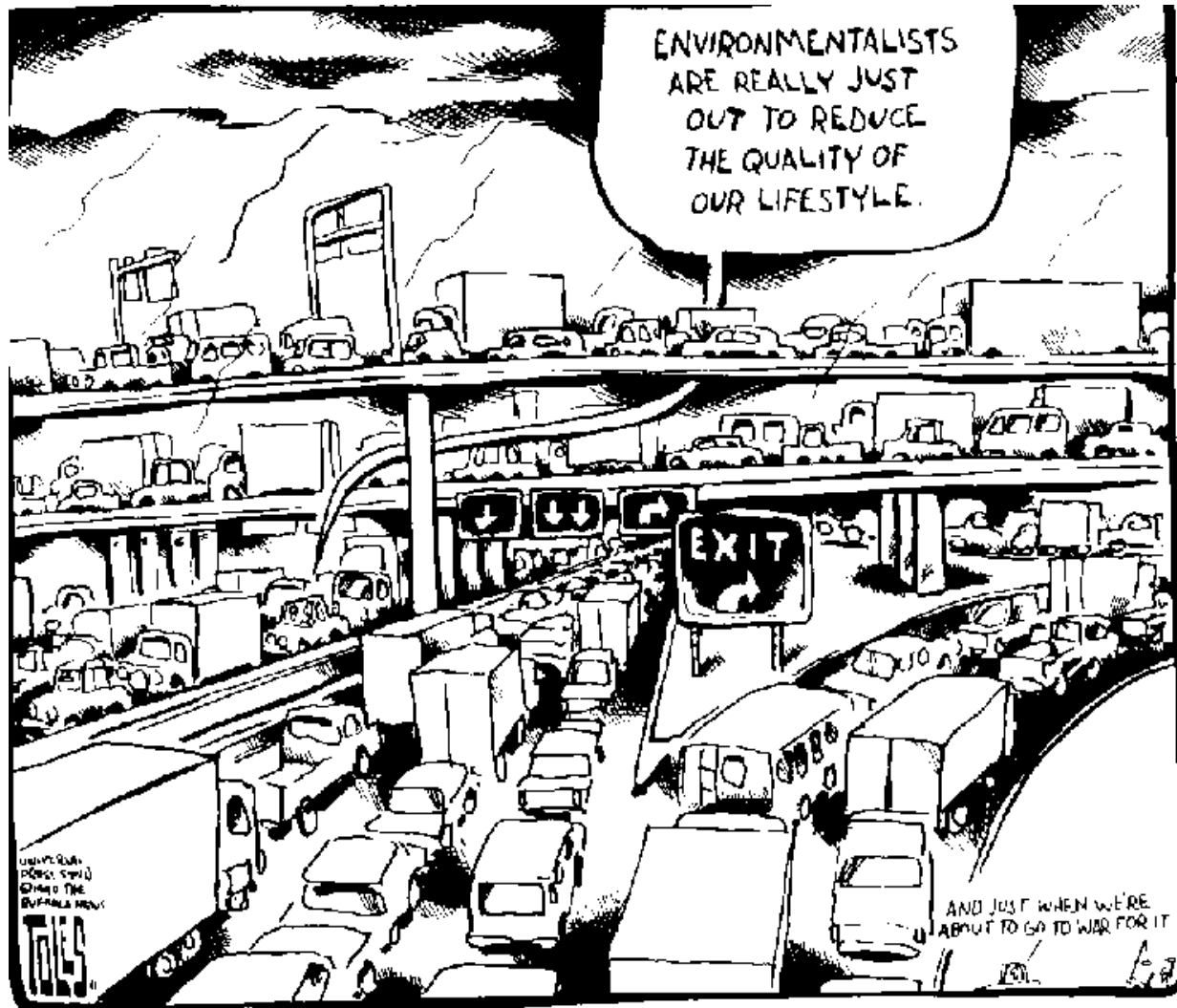
“Life is like riding a bicycle.
To keep your balance, you
must keep moving.”

Albert Einstein

Power to Regulate



Quality of Life



Public Engagement



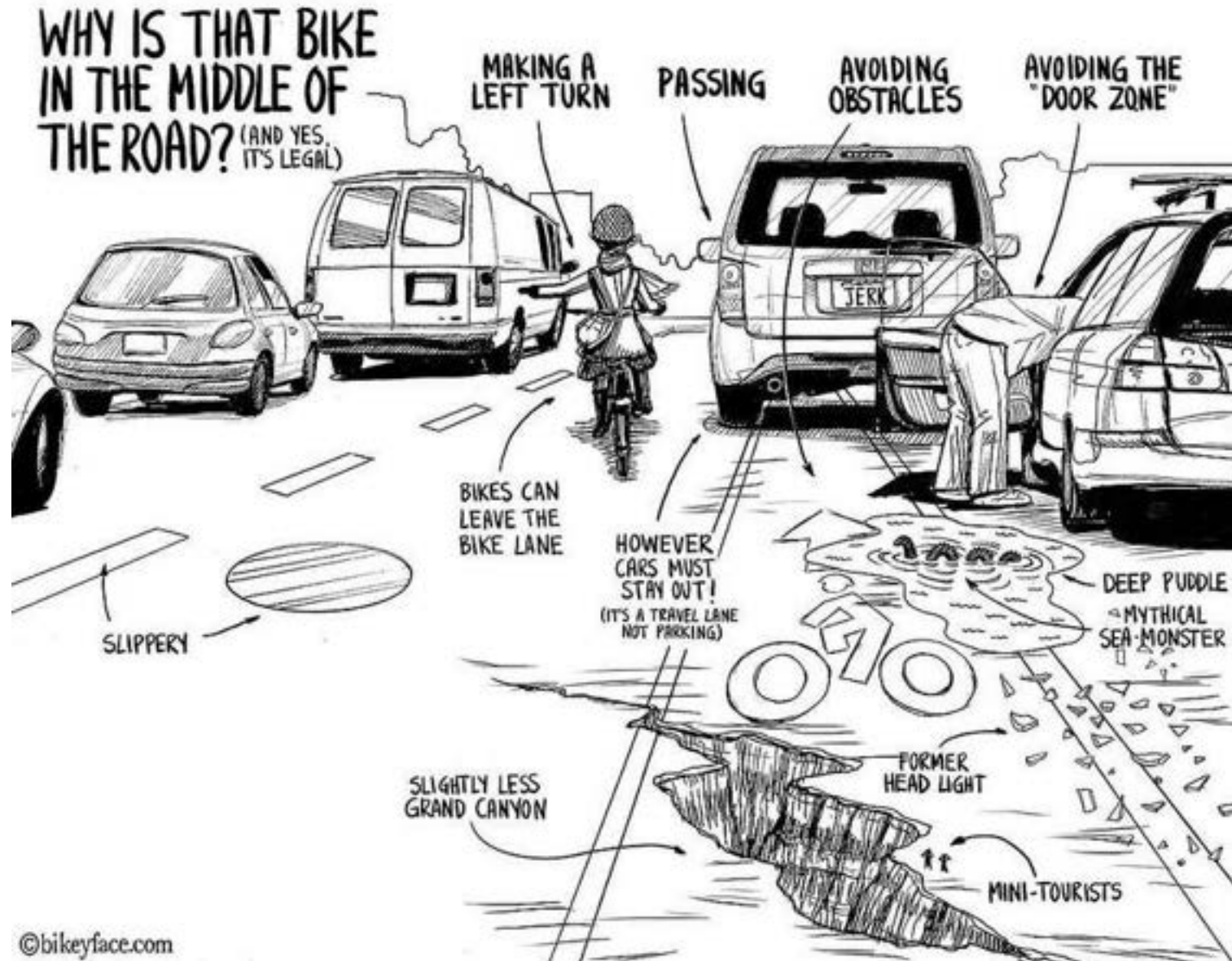
NIMBY



Transit



Bike Commuting



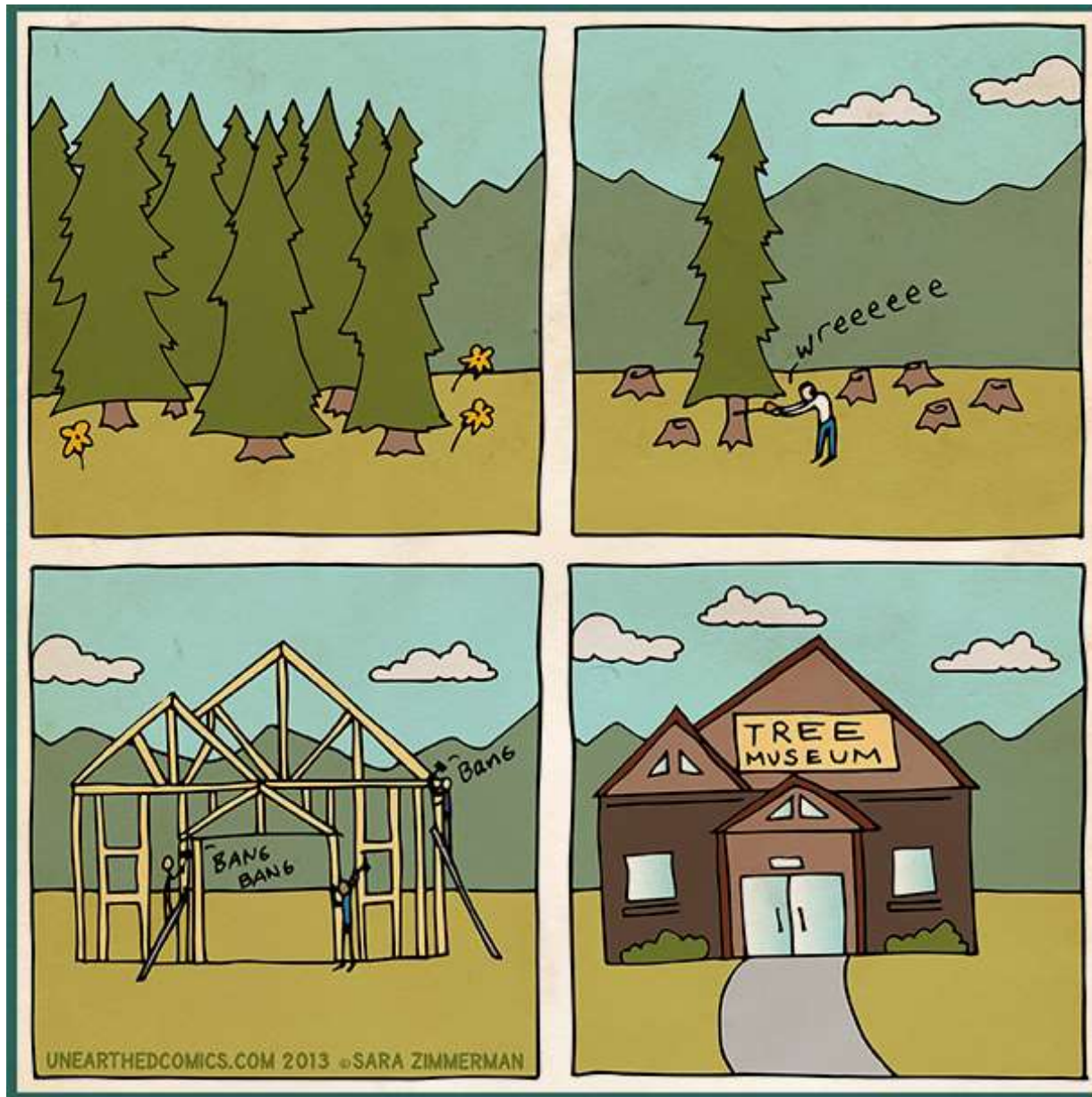
Public Infrastructure



Environment

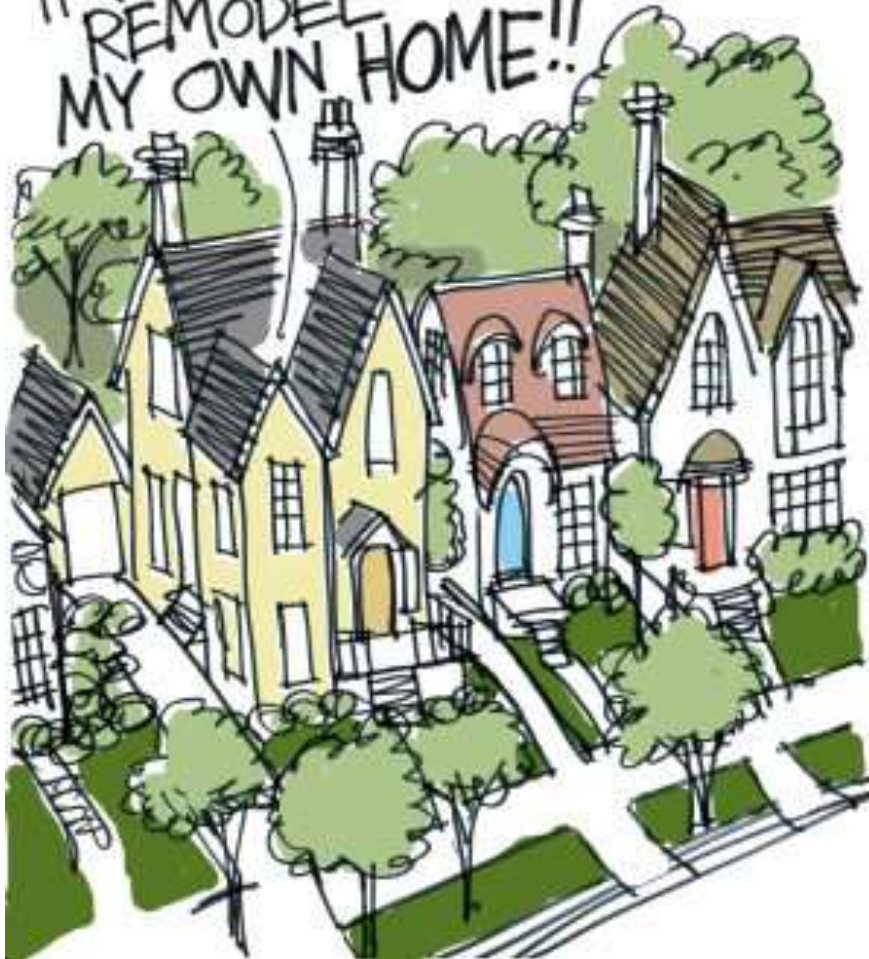


Resource Conservation



Design Standards

NOBODY SHOULD BE
ALLOWED TO TELL ME
HOW I CAN OR CAN'T
REMODEL
MY OWN HOME!!



caglecartoons.com THE STATUE TRUE BLUE PAKLY 10

"WITHIN
REASON."



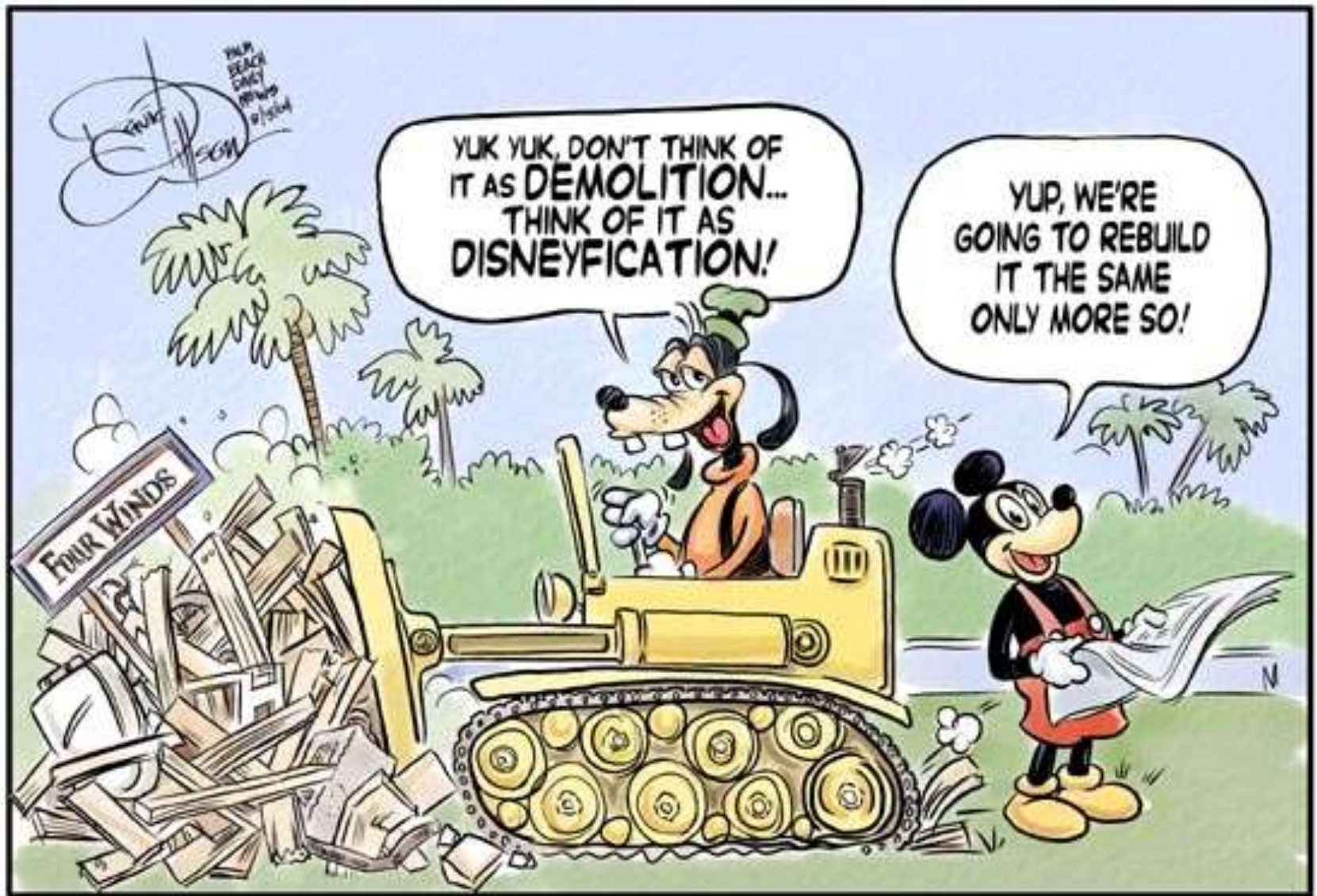
Infill



Accessory Uses



Historic Preservation



HYSTERICAL PRESERVATION

Code Enforcement



Alternative Energy

Evidence that your neighbors are solarize advocates...



DAVE GRANLUND © www.davegranlund.com

Commitment

URBANE PLANNING

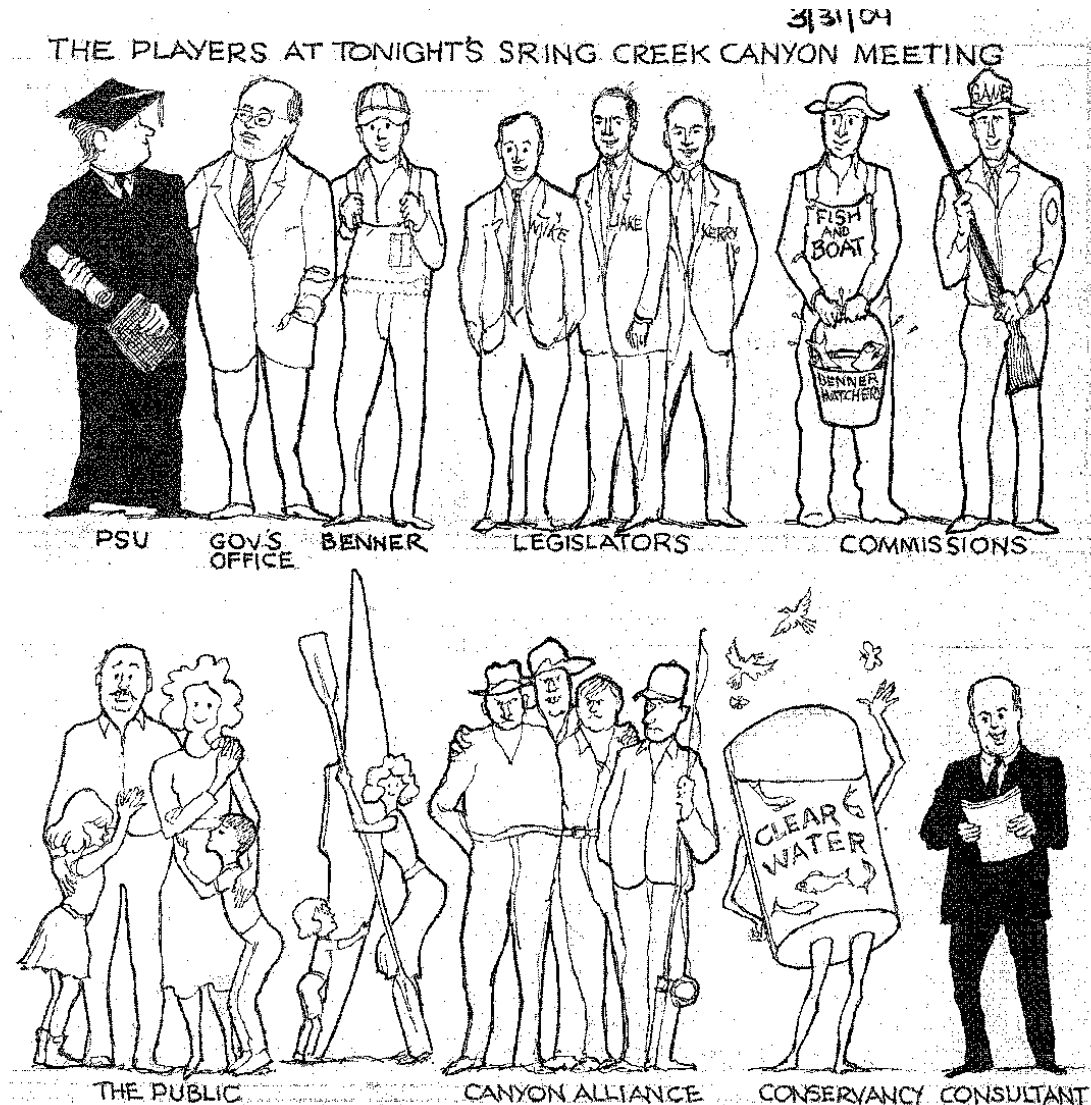
by Robert A. Jonas, AICP



A bad time to let the world know that you're a planner

Jonas@one.net

We Always Have A Part in the Show...



“The more time you spend
contemplating what you
should have done... you lose
valuable time planning what
you can and will do.”

Lil' Wayne

EPD

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Fast-Fun-Fervent **Aliens on this Planet**

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jweaver@tiogacountypa.us

Aliens on this Planet





(The Sun, as seen from outside the Milky Way galaxy.)







PLANTS & ANIMALS
DISAPPEAR TO
MAKE ROOM FOR YOUR
FAT ASS

© 2002 Northern Sun Merchandising

Minneapolis MN 55406

www.northernsun.com

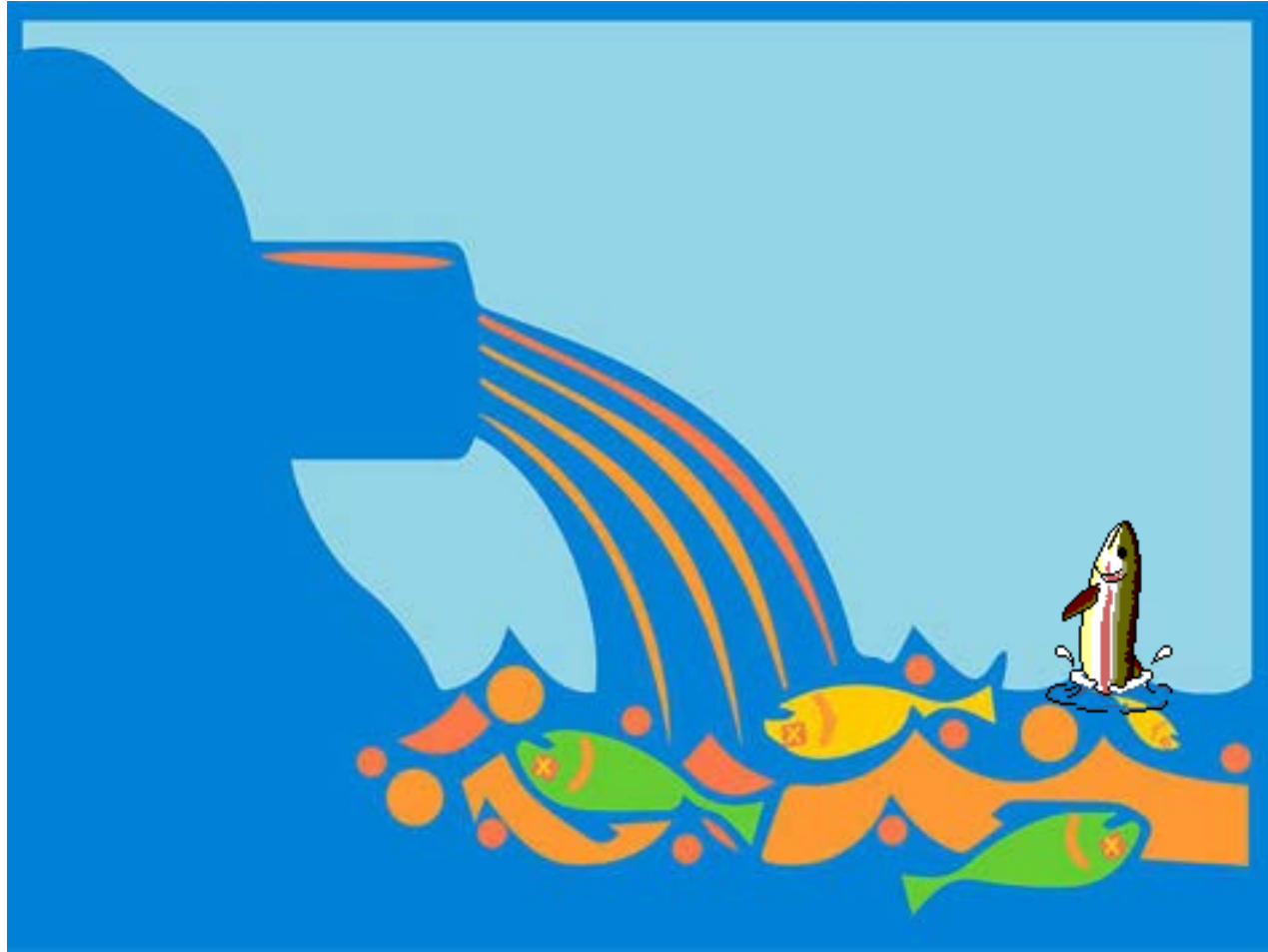
800-258-8579

YAWN
MOWER
5825

LET
HAPPY
HERE





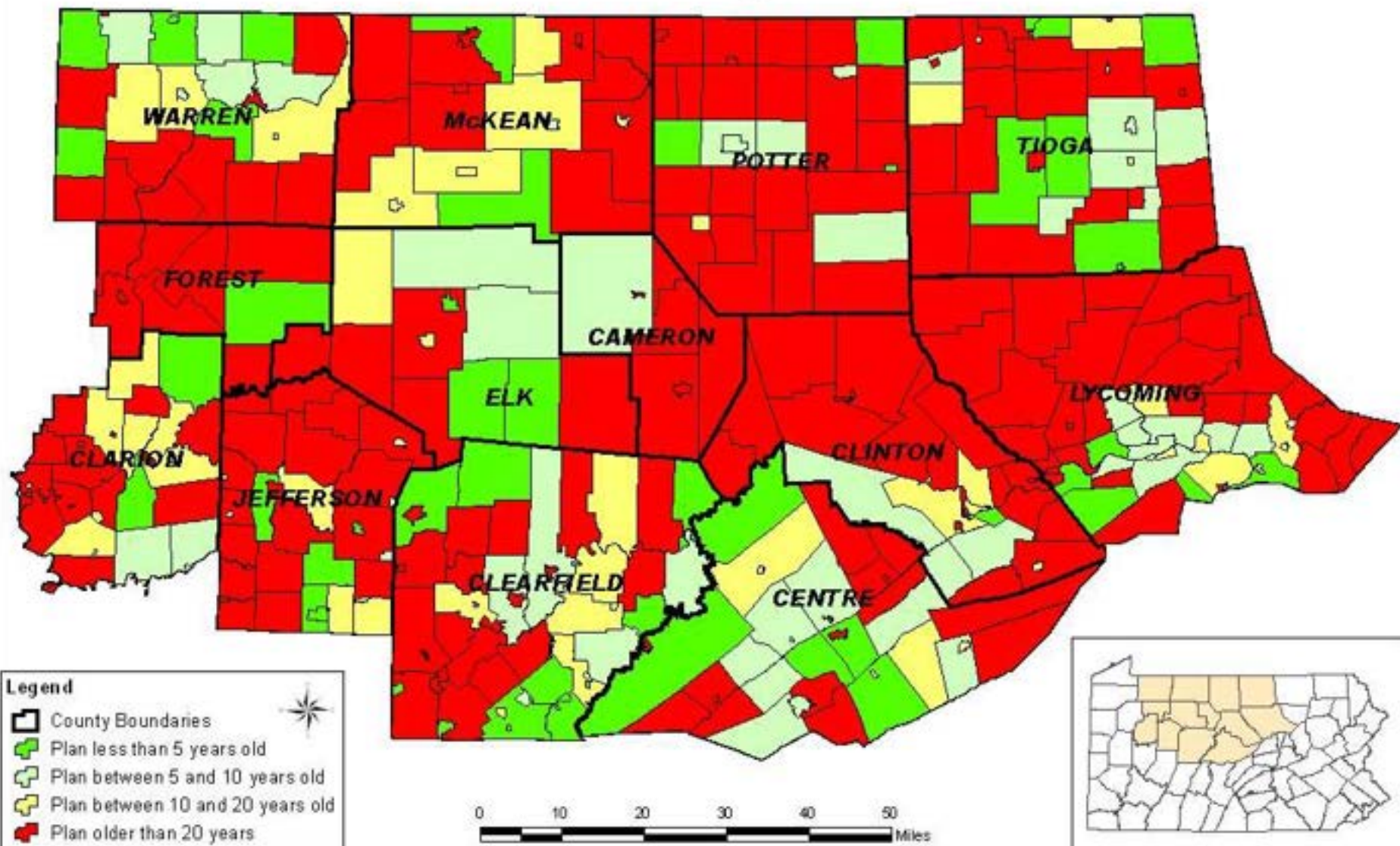


Save Water ... Save Life



www.mowc.gov.sa

Pennsylvania Sewage Facilities Plan Ages







ROCKET TOILETS

Because if shi't's gonna fly, it might as well be at lightspeed.



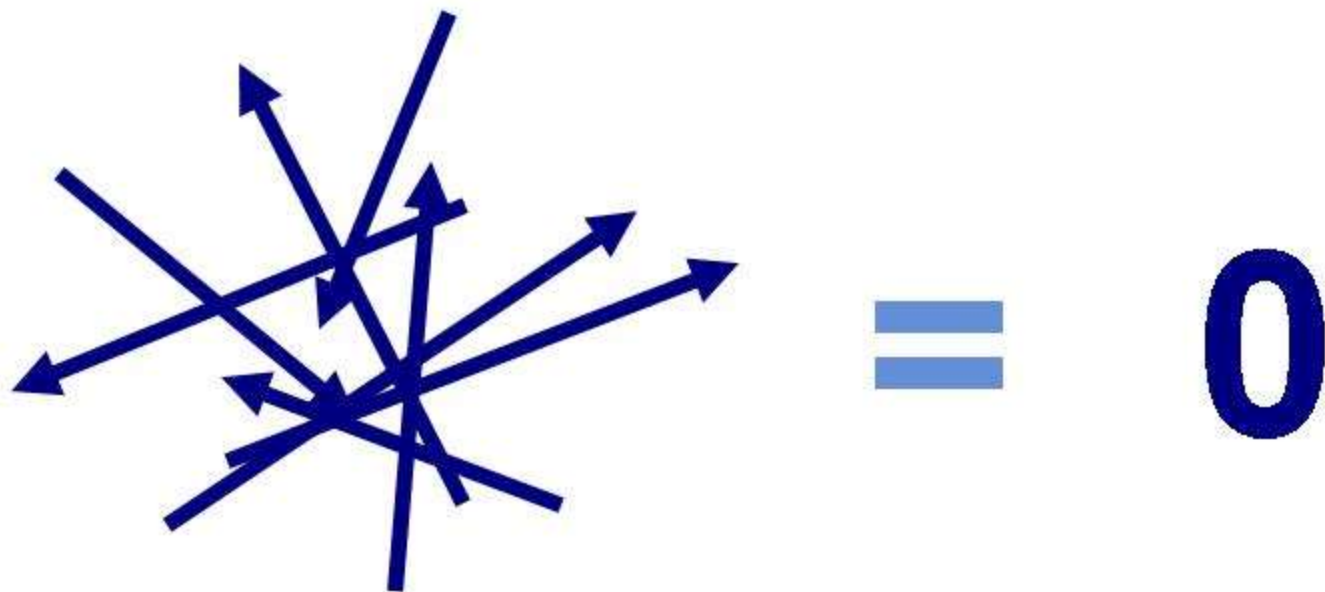
Our Largest Export - Topsoil

20,000 tons of soil per day!



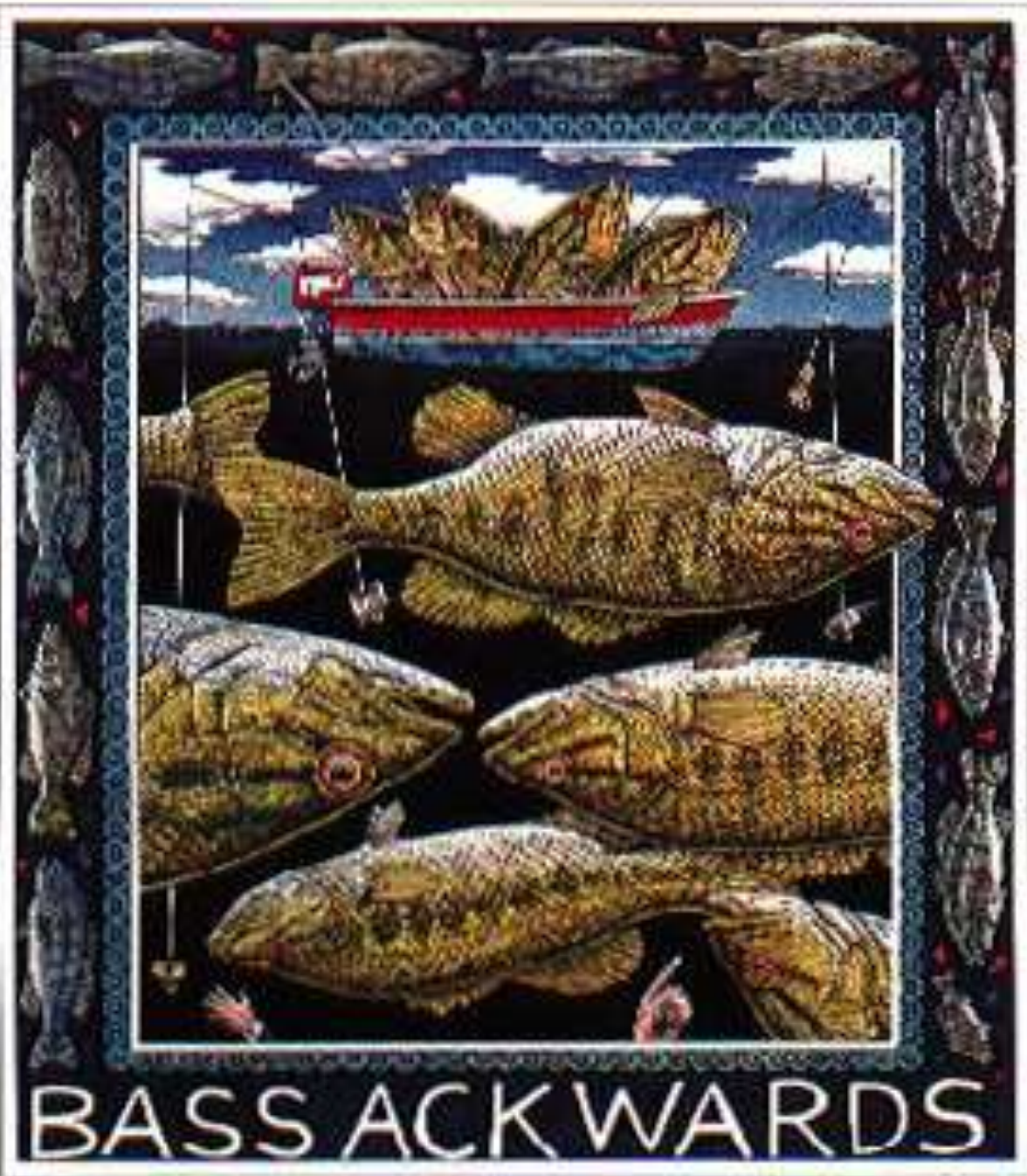
Innovation Strategy

Remember Your Vector Math!



Multiple initiatives
Bubble-up management







CHUCKIE 'D' SAYS:

EMBRACE



YOUR INNER FISH

A scenic landscape photograph serves as the background. It features a vibrant rainbow arching across a blue sky filled with soft, white clouds. Below the sky, a dense, green forest covers rolling hills and valleys, with some mist or low clouds visible in the distance.

Thank You !

Fast-Fun-Fervent Aliens on this Planet

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American Planning Association
Pennsylvania Chapter

Making Great Communities Happen

FastFunFervent