Community Driven Visioning: Notes from the field

Alexa Bosse, Founder & Principal
alexa@hinge-collective.com
Public interest design emphasizes the creation or redesign of products, environments, and systems, with a clear human-centered approach, while often likened to the well established fields of public interest law and public health.
PUBLIC INTEREST DESIGN = SUSTAINABILITY

ENVIRONMENT

SUSTAINABILITY

SOCIAL EQUITY

ECONOMY

Sustainable natural and built environment

Sustainable economic development

Equitable social environment

TRIPLE BOTTOM LINE
WHAT IS THE ROLE OF ADVOCACY IN DESIGN?

1961: Protesters against plans to tear down dwellings in Lincoln Square

2017: Philadelphia Coalition for Affordable Communities
STAGES OF PUBLIC ENGAGEMENT

INFORM
CONSULT
INVOLVE
COLLABORATE
EMPOWER
STAGES OF PUBLIC ENGAGEMENT

PRESENTATIONS
PRESS RELEASES
WEBSITE

COMMENTING
POLLS & VOTING
SOCIAL MEDIA DISCUSSIONS
SURVEYS

MAPPING
BRAINSTORMING

DOCUMENT CO-CREATION

TACTICAL URBANISM
DECISION MAKING
TUSCULUM SQUARE

2 N FULTON PARK

FRANKFORD PAUSE PARK
FEATURE

Trapped by the ‘Walmart of Heroin’

A Philadelphia neighborhood is the largest open-air narcotics market for heroin on the East Coast. Addicts come from all over, and many never leave.
Beside the Kensington Avenue underpass. Jeffrey Stockbridge for The New York Times
PROJECT GOALS

IDENTIFY THE COMMUNITY

STRENGTHEN AND UNIFY THE COMMUNITY THROUGH THE PROCESS OF PUBLIC SPACE ENHANCEMENT

CHANGE THE PERCEPTION OF PUBLIC SPACE
PROJECT GOALS

IDENTIFY THE COMMUNITY

STRENGTHEN AND UNIFY THE COMMUNITY THROUGH THE PROCESS OF PUBLIC SPACE ENHANCEMENT

CHANGE THE PERCEPTION OF PUBLIC SPACE

EDUCATIONAL GOALS

HUMANIZE THE DESIGN PROCESS

UNDERSTAND COMMUNITY BEFORE DESIGNING WITH COMMUNITY
CONVENE PROJECT SPECIFIC TASK FORCE GROUP

FEEDBACK

What they liked:
- movable seating
- bright colors acting as gateway
- community planting area
- space to relax
- open lawn
- local history/info board
- clear views

What they didn’t like:
- too much hard scape
- things that didn’t fit into the neighborhood
- climbable elements
- designs that didn’t serve a wide range of users

Maintenance Concerns:
- benches will be stolen
- needles and other waste will end up at top of amphitheater
- not lit brightly enough at night
- bonchos look like they will be tempting for skaters
- info board magnets and other materials will be stolen
SHAPE THIS SPACE!

What are we doing?
We are designing a new public space at the intersection of Kensington Avenue & Tusculum Street, just north of the Lehigh Viaduct. Once built, the park will exist for a minimum of five years. Your input will help make sure this space serves the community’s wants and needs!

The process:
- Outreach Phase 1
- Design Phase 1
- Final Design
- Outreach Phase 2
- Build!

How you can help:
Please fill out the survey on the back of this page to let us know what you would like to see in this space! You can drop off your completed survey to NKCDC at 2513 Frankford Avenue.

Who’s involved?

Questions? Comments? Email us at tusculumpark@gmail.com or call NKCDC at 215-427-0350 x103.

SHAPE THIS SPACE!

How long have you lived in Kensington?
Less than 1 year 1-3 years 4-6 years 7-10 years More than 10 years

What is your favorite thing about Kensington?

What about Kensington do you want to preserve for future generations?

What does Kensington need?

How likely are you to attend these events? Please rate from 0 to 5.
- Community BBQ 0 1 2 3 4 5
- Boxing match 0 1 2 3 4 5
- Storytelling event 0 1 2 3 4 5
- Performance 0 1 2 3 4 5
- Kids activities 0 1 2 3 4 5

Other event suggestions:

How likely are you to use these park features? Please rate from 0 to 5.
- Playground 0 1 2 3 4 5
- Green space 0 1 2 3 4 5
- Amphitheater 0 1 2 3 4 5
- Seating 0 1 2 3 4 5
- Fitness equipment 0 1 2 3 4 5
- Community garden 0 1 2 3 4 5
- Bulletin board 0 1 2 3 4 5

Other suggestions:
EVALUATING SURVEY RESULTS

SURVEY #1 ANSWERS

Proposed Park Events

Proposed Park Features

SURVEY #2 ANSWERS

What's your favorite place to relax outside? n=21

On the Street
Place Outside Neighborhood
Elsewhere In Neighborhood
Hissey Playground
McPherson Square
McKinley Park

What events would you like to attend in the space?

outdoor movies
book bag giveaway
family activities
block party
food truck festival

What events do you already attend?

Puerto Rican Day Parade
events at Rock Ministries
cookouts
Women's Breakfast

What's your favorite place to relax outside?

South Philadelphia
Clone Playground
on the street
Hissey Playground
Center City
on my steps
Harrowgate
Tacony Bridge

SURVEY #1 ANSWERS

What do you want to preserve for future generations?
local mom and pop stores
the large group of interesting cultures
positive space
the street, generational history
the train, the churches and the street

What does Kensington need?
more cleaning
closeness
sharps containers
diversity

to be viable again
drug programs

What is your favorite thing about Kensington?
cheap housing
prices of things
family block, everyone is related
diversity
when I was growing up, it was a nice place to live
SITE CLEAN-UP
ATTEND (ALREADY EXISTING) COMMUNITY MEETINGS
FOLLOW THE ENERGY
DESIGN OPTIONS

LANDCARE 2.0

SHARE SQUARE

FLEXAGON

THE EL PARK
FROM STUDENT WORK TO REALITY
FROM STUDENT WORK TO REALITY

GENERIC

SEATING
- movable furniture
- raised planter
- amphitheater

EVENTS FLEXIBILITY
- movable furniture
- information boards
- amphitheater
- lawn

MORE GREEN
- raised planter
- trees
- flower garden
- lawn

SPECIFIC

TRAUMA - INFORMED/HEALING
- raised planter
- trees
- flower garden
- lawn

SAFETY/SECURITY
- lighting
- bike racks/bollards
- trashcans
- graphic paving

OWNERSHIP/CARE
- movable furniture
- information boards
- flower garden
- lawn
- trashcans
- graphic paving
- movable furniture
- community art
- wall

IDENTITY/HISTORY
- graphic paving
- trees
- movable furniture

KENSINGTON GATEWAY

INFORMATION
- story telling
- feedback
- community events posting

FURNISHINGS
- durable
- participation
- easy to apply to other sites

GRAPHIC PAVING
- graphic application

COMMUNITY ART
- participation
- sense of ownership

PLANTING
- sense of ownership
- experience peace/positive change

HEALING

ENGAGEMENT

EMPOWERMENT
COMMUNITY NEEDS: HEALING + ENGAGEMENT + EMPOWERMENT

INFORMATION PILLARS
STUDENT DESIGN-BUILD OF INFORMATION PILLAR
NEIGHBORHOOD ENGAGEMENT
NEIGHBORHOOD ENGAGEMENT: WISH GALLERY
NEIGHBORHOOD ENGAGEMENT: WISH GALLERY

My Dream is to make Kensington a better place.

I used to walk to school this way and...
NEIGHBORHOOD ENGAGEMENT: WISH GALLERY
NEIGHBORHOOD ENGAGEMENT: COMMUNITY BUILD

Kensington Gateway
Early Action Design strategy and Costing
Submitted September 28, 2018

Component Description and Cost
The following costs are for materials only and do not include any labor or design costs which have been taken from (or by) Hinge Collective.

<table>
<thead>
<tr>
<th>Component Description</th>
<th>Unit Cost</th>
<th>QTY</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planter Slips (1' x 3')</td>
<td>$10.98</td>
<td>12 ea</td>
<td>$131.76</td>
</tr>
<tr>
<td>Planter Liner</td>
<td>$10.66</td>
<td>20 lg</td>
<td>$213.20</td>
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<tr>
<td>Planter Liner (color)</td>
<td>$5.00</td>
<td>10 kg</td>
<td>$50.00</td>
</tr>
<tr>
<td>5/16&quot; x 5&quot; Wood Screws</td>
<td>$0.50</td>
<td>100 ea</td>
<td>$50.00</td>
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<tr>
<td>Fabric</td>
<td>$5.00</td>
<td>12 yd</td>
<td>$72.00</td>
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<tr>
<td>Stapler</td>
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<td>1</td>
<td>$2.00</td>
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<tr>
<td>Water (1/2&quot; x 1&quot;)</td>
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<td>4</td>
<td>$16.00</td>
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<td>Total Cost for Planter</td>
<td>$193.00</td>
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<tr>
<td>Total plants</td>
<td>24</td>
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Design Overview
The goal of this early action project is to significantly transform this space so that the potential of this space can be recognized by the immediate neighborhood and the community at large. The improvements in this design are aimed at creating a clean, safe, open area with separation from the street that can be used as an emergency space for neighbors and community involvement. There is no sitting provided in this design as the request of the neighbors and planning in the space on a daily basis is not being encouraged as part of the early action. If the space can remain clean and largely free of litter or nuisance activity then the next step toward a more formal park-like can be taken.

The following elements are included as part of the early action:
1. Leveled Lawn: The current ground plane is heavy, full of debris, and is composed of a mix of weeds, grass and rocks. As the first step in this project the ground will be leveled, debris cleared and trash tacked will be installed.
2. Raised Planter: The planters are made of simple wood posts and are shaped to reduce material cost, increase planting visibility and increase general visibility for safety from the street. Planters on Kensington Ave can also be integrated with the ground mural and incorporate text.
3. Welcome Sign: This can be incorporated into a planter and would give the name of the space as well as indicate an expected cycle of Conduct in the space.
4. Info Pillar: This has already been built and has been used for outreach in the neighborhood. The early action would include the installation of this element.
5. Ground Mural: This is a staple part of the street's purpose of creating an element to the space from the street and creating a sense of threshold on the sidewalk that's ahead at turning below on the Avenue as well as in the park.

Component Description and Cost Continued

<table>
<thead>
<tr>
<th>Component Description</th>
<th>Unit Cost</th>
<th>QTY</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gravel Street</td>
<td>$48.20</td>
<td>1 ea</td>
<td>$48.20</td>
</tr>
<tr>
<td>Paint color</td>
<td>$122.00</td>
<td>1 gal</td>
<td>$122.00</td>
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<tr>
<td>Security Lighting</td>
<td>$79.00</td>
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<tr>
<td>Security Lighting (total)</td>
<td>$40.00</td>
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Total project cost: $5,675.48
NEIGHBORHOOD ENGAGEMENT: COMMUNITY BUILD
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NEIGHBORHOOD ENGAGEMENT: COMMUNITY BUILD
NEIGHBORHOOD ENGAGEMENT: COMMUNITY BUILD
SIDEWALK ACTIVATION
SIDEWALK ACTIVATION
THE POWER OF (CLEAN) GRASS
KEY TAKEAWAYS

BE FLEXIBLE

FOLLOW THE ENERGY

MAKE IT PERSONAL

CHANGING PERCEPTIONS IS AN INCREMENTAL PROCESS

UNDERSTAND CONSTRAINTS BEFORE PUSHING AHEAD
COMMUNITY DESIGN AMBASSADORS (CDAS)
CDA INTERVIEWS

What are the things that you miss when you leave your neighborhood?

People I know
COMMUNITY HOSTED EVENTS
GIVE
(DON’T TAKE)
MAKE IT FUN
GIVE-AWAYS
ASK COMPELLING QUESTIONS

Find your Favorites

Predict your Park

Mark the Map

Share a Story

Picture a Park
ASK COMPELLING QUESTIONS - FIND YOUR FAVORITE
ASK COMPELLING QUESTIONS - PREDICT THE PARK
ASK COMPELLING QUESTIONS - MARK THE MAP
MEMORY WALL

Share a story about a time you felt connected to a neighbor.
ASK COMPELLING QUESTIONS - PICTURE A PARK

Harry Conolly Photography
CDA DESIGN CHARRETTE
BUILD CONSENSUS
Frankford Pause Park
Frankford, Philadelphia, PA
TEST
BUILD SMALL BUSINESS CAPACITY

Frankford Pause Park - pilot construction, November 2017
BUILDING OFF EXISTING INTERESTS

Frankford Pause Park
DEMONSTRATE CHANGE
**SURVEYS**

**QUESTION:** DO YOU KNOW ABOUT FRANKFORD PAUSE PARK? HAVE YOU EVER VISITED?

8% of people surveyed were not familiar with the park, but once it was identified they admitted to spending some amount of time there.

**QUESTION:** HOW WOULD YOU USE THE SPACE DURING NON-EVENT TIMES?

- Bring kids, grandkids, and children from local childcare centers
- Break from shopping, seats within the neighborhood
- Family reunions and small gatherings
- Picnic, BBQ
- Hold meetings
- Lunch, coffee
- Meet friends
- Garden
- Play table games
- Prom photos

**QUESTION:** WHAT TYPE OF EVENT WOULD YOU LIKE TO SEE IN THE PARK?

- Movies
- Perform
- Market
- Carnival
- Food & Beverage
- Fitness
- Pool & Water
- Meeting
- Senior Events

**QUESTION:** HOW CAN THE PARK BE IMPROVED TO FIT YOUR NEEDS?
QUESTION: HOW DO YOU FEEL ABOUT THE NEIGHBORHOOD OF FRANKFORD?

People that were spending time in the park felt overwhelmingly more positive about the neighborhood.
BEHAVIOR MAPPING
BEHAVIOR MAPPING

FRANKFORD PAUSE EVENT SURVEY
Date: 5/19/18
Event name: FRANKFORD PAUSE
Time: 5:10-6:20

Use red ink pen for notation
☐ Sitting at Table
☐ Sitting on Crate
● Sitting on grass
△ Standing alone
▲ Standing in conversation
★ Watching Entertainment
→ Walking

Hinge Collective
EVENT OBSERVATION - FRANKFORD REMIX JUNE 16, 2018

SEEKING SEATING IN THE SHADE

YARD GAMES

SACK RACE

BALLOONS

STORY READING
EVENT OBSERVATION - DAILY USE

PLANTER BENCHES ARE POPULAR

PICNIC TABLE IN LOCATION PREFERRED BY VISITORS

SPRINKLER PLAY

DAY CARE PREFERRED PLAY AREA

- Sitting on Bench
- Picnic Table Locations
- Sitting on Crate
- Sitting on grass
- Standing alone
- Standing in conversation
- Children Playing
- Walking
ONE-ON-ONE INTERVIEWS & TASK FORCE CONVENIENGs

"I thought the park would fail! But I’m so happy to be wrong."

Miss Johnnie Mae Parker

"Give me more places to sit and a good place to eat, and I’ll be there”

Mr. Tommy & Mrs. Gladdis Garland

Mr. Tommy & Mrs. Gladdis Garland

"Give me more places to sit and a good place to eat, and I’ll be there”

Mr. Tommy & Mrs. Gladdis Garland
SITE EXPERIMENTS
SITE EXPERIMENTS

WELCOME TO
FRANKFORD
PAUSE
PARK

HINGE COLLECTIVE
QUESTIONS?

Alexa Bosse, Founder & Principal
Hinge Collective
alexa@hinge-collective.com