



POWER OF 10+ WORKSHOP RESULTS PLACEMAKING IN SANTA CLARA

INTRODUCTION

On June 10th, 2017, the City of Santa Clara Community Development Department hosted a public workshop to engage residents and community organizations in evaluating public spaces across the city. Project for Public Spaces (PPS), which is currently retained by the City to help lead a citywide placemaking campaign, facilitated the workshop with the assistance of city staff.

The workshop was built around PPS' "Power of 10+" principles, a framework for thinking about how layers of activities in public spaces create a strong sense of place, and how networks of places and community destinations make great cities. Workshop participants explored these ideas through collaborative exercises at the scale of the entire city, a smaller district, and an individual destination.

TABLE OF CONTENTS

INTRODUCTION	2
THE POWER OF 10+	6
LIGHTER, QUICKER, CHEAPER	8
GOALS AND OBJECTIVES	9
THE PROCESS/WORKSHOP	11
PRIORITIZED SPACES FOR IMPROVEMENT AND ACTIVATION	12
POWER OF 10+ MAP RESULTS	14
ADDITIONAL POWER OF 10+ WORKSHOP RESULTS	19
PLACE GAME RESULTS	24
APPENDIX	30

ABOUT PPS

OUR APPROACH

Project for Public Spaces (PPS) is a nonprofit planning, design and educational organization dedicated to helping people create and sustain public spaces that build stronger communities. Our pioneering Placemaking approach helps citizens transform their public spaces into vital places that highlight local assets, spur rejuvenation and serve common needs.

OUR HISTORY

PPS was founded in 1975 to expand on the work of William (Holly) Whyte, author of *The Social Life of Small Urban Spaces*. We have since completed projects in more than 3000 communities in 43 countries and all 50 U.S. states and are the premier center for best practices, information and resources on placemaking. More than 1000 people worldwide are members of our Placemaking Leadership Council.



Project for Public Spaces is made up of a highly experienced and cross-disciplinary staff trained in environmental design, architecture, urban planning, urban geography, environmental psychology, landscape architecture, arts administration, and information management.

ON PLACEMAKING

Placemaking, as practiced by PPS is, above all, a collaborative process based on the belief that it is not enough to simply develop planning and design elements to improve or create a public space. Working with people in communities, and ensuring that participation is early, continuous and meaningful, is what distinguishes Placemaking as a process from traditional planning and development approaches.

The success of a neighborhood, a main street or a district can never be determined solely by its attractive homes, expensive shops or even by its wealth of cultural and recreational offerings. Districts and neighborhoods can become real magnets for people only when they offer more than these tangible elements, however attractive they may be. Many people seek the intangible qualities that they have experienced in the civic life of great towns: a sense of place, social vitality, interconnectedness, a sense of belonging, dynamic activities and a quality of life that is hard to define or plan for. People want to work, study, shop, visit, live, play and gather in places that are pleasant, attractive and safe, but also stimulating, convivial and even exciting.

This has too often been ignored in the way cities and neighborhoods are planned, built or revitalized today. Many design and planning projects jump right into design solutions that treat public spaces as aesthetic objects or as an afterthought that comes after all other issues are resolved. As a result the places they end up with are often monotonous, predictable,

and lack life and character: park users find there is little to do in the park so they don't return; plazas sit devoid of people and attractions; on many commercial streets, retail is hidden behind slick facades that enhance the architecture instead of the shops inside. In contrast, PPS's Placemaking approach starts from the basic premise that successful public spaces are lively and distinctive places where the many functions of community life take place, and where people feel ownership, connectedness, and true common ground. In short, good public spaces are places where people want to be, and thus can have tremendous positive social, economic, educational and cultural impacts.

Every neighborhood deserves vibrant destinations—its parks, squares and streets should feel comfortable and offer a wealth of things to do; storefronts should contribute to a lively atmosphere in addition to providing goods and services needed in the community; education and cultural institutions should contribute to the place's unique identity and nurture the public realm instead of hiding behind closed doors, opaque windows and blank walls. Equally important is how all these community destinations connect and interplay, how they support and complement each other rather than struggling in isolation.

THE POWER OF 10+

HOW CITIES TRANSFORM THROUGH PLACEMAKING



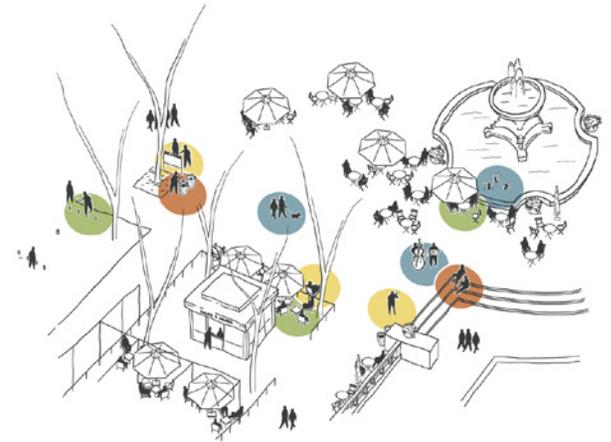
City/Region

10+ MAJOR DESTINATIONS



Destination

10+ PLACES IN EACH



Place

10+ THINGS TO DO,
LAYERED TO CREATE SYNERGY

“A great destination has at least 10 places within it, each with 10 things to do.”

The Power of 10+ is a concept that highlights the importance of having multiple interrelated uses and spaces across various scales – starting from a mini-place up to citywide, regional scale and beyond. At PPS we believe that it is not enough to have just one great place in an urban park – a number of them are needed to create a truly lively destination. It is also not enough to have only one great park in a city – a series of destinations, a network of great places, big and small are needed where residents and visitors alike can become immersed in the life of the city for days at a time. It is not enough to have a great downtown, a beautiful college campus, and one great neighborhood in a city, or even a few neighborhoods – people all over town should have close-to-home opportunities to take pleasure in public life. At yet another scale, it is not enough to have a single vibrant city in a region—a collection of interesting cities and towns are needed to offer a high quality of life in a metropolitan area.

Any great place itself needs to offer at least 10 things to do or 10 reasons for people to be there. These could include a place to sit, a playground to play in, a garden to enjoy, art to contemplate, water to touch, music to hear, food to eat, history to experience, and people to meet. Ideally, some of these activities would be unique to the particular place and interesting enough to keep people coming back. The people who use the place most regularly are the best source of ideas for what uses will work best.

The core goal of the current Placemaking campaign in Santa Clara is to encourage everyone to think about what’s special in their community and its unique places. It is also a strategic moment to assess how many truly quality places are available to people in Santa Clara, and how are they connected. And of course we want to ask the question “Are there places that should be more meaningful but aren’t?” Answering these questions will help residents and stakeholders determine – both individually and collectively – where the City needs to focus its energies to show that change is within reach, and to enrich and complete its other successful development strategies.

The Power of 10+ offers a clear framework that not only helps examine existing places and prioritize places for improvement but can motivate residents and a variety of partners to take action. This approach shows that by starting efforts at the smallest scale big things can be accomplished. The concept also provides tangible goals to strive for and helps visualize what it takes to make Santa Clara a city with a network of great destinations.

LIGHTER, QUICKER, CHEAPER

“Lighter, Quicker, Cheaper” (LQC) refers to short-term demonstration projects, which provide a pivotal means of building upon the shared vision generated through the Placemaking process. LQC projects aim to test and explore programming and improvement opportunities in selected sites through a series of short-term, low cost experiments. In Santa Clara, the focus will first be on an activation project around the Civic Plaza, which can start immediately and become an integral part of planning for the future of City Hall.

The “Lighter, Quicker, Cheaper” philosophy will inform the broader Placemaking strategy in Santa Clara by identifying other sites where short-term, light improvements could be used effectively as an intermediate step to more permanent changes in public space infrastructure.

LQC signals the emergence of a powerful, networked, and creative movement and it shows that more and more people are beginning to see how communities can be created and transformed by making a series of affordable, human-scale changes. Although many of the challenges facing the City of Santa Clara go well beyond the scope of short-term interventions, successful LQC projects demonstrate that incremental and place-led change is possible, even in the midst of ongoing social, economic, and political obstacles.



“Lighter, Quicker, Cheaper” Activation, Salisbury, MA

GOALS AND OBJECTIVES

With this conceptual framework in mind, PPS and the City of Santa Clara have initiated a Placemaking campaign for the city pursuing the following goals:

- To develop an inspired vision of what's possible for public open spaces, streets, and redevelopment projects throughout the City of Santa Clara, looking at how these assets connect to and complement each other.
- Using the Placemaking concept of the Power of 10+, to examine and seek to connect and complement a variety of existing places, as well as privately owned sites slated for development or expansion multiple years into the future.
- To engage the Santa Clara community in identifying and evaluating the quality and potential of the city's public spaces while eliciting ideas and direction for improvements.
- To educate and train City staff and community members about the potential of public spaces throughout Santa Clara and build their shared capacity to implement transformative projects and bring about change through action and policy to create a network of world-class public space destinations in Santa Clara.
- To select in collaboration with the City, the most advantageous site for a demonstration project that would showcase the potential of "Lighter, Quicker, Cheaper" (LQC) strategies to bring about incremental change while long-term plans are being developed.
- To assist the City with planning and implementing an LQC pilot project at one visible location.



THE PROCESS/WORKSHOP

Through a combination of presentations, small group work, mapping, and group conversation, Power of 10+ workshop participants identify the best and worst places in a city, as well as those with the most opportunity to transform. The process of classifying these places helps participants think through the importance of creating substantive physical and social connections between existing spaces, the strategic creation of new places, and the energy that can be generated through creating a network of destinations.

In Santa Clara, the workshop began with introductions by the City of Santa Clara's Director of Community Development Andrew Crabtree and a presentation by PPS founder Fred Kent on what makes a great public space (and what doesn't). The attendees combined their extensive knowledge of Santa Clara with ideas from the PPS presentation to identify the best and worst places, and those with the most potential for improvement. This "Power of 10+" exercise was facilitated in small groups using a questionnaire and maps where participants used color coded dots to record their answers. Green dots were marked on the best places, yellow dots on those with potential for improvement, and red dots on locations with barriers to place.

Perhaps the most important element of this exercise is the group conversation that accompanies the process of selecting sites as green, yellow, or red. Often participants have conflicting opinions about certain sites – and it is always interesting to see places that end up receiving 2 colors, or even all three.

The "Power of 10+" exercise can help to identify patterns in how public spaces are functioning in a city – but it is equally useful as a way to start a rich, ongoing conversation about these issues. Following the Power of 10+ map exercise, participants split into three groups and travelled to three different destinations in Santa Clara (Senior Center, Civic Plaza, and Mission Library) to explore these ideas at a smaller scale using PPS' Place Game. The Place Game is a tool that helps people evaluate and understand public spaces and their attributes from a user's point of view. Workshop participants gathered into teams on site to observe and record existing conditions and patterns of use in key areas around their group's assigned public space, and interview users in the area. The teams then discussed their findings, presented them back to the larger group, and proceeded to develop a vision for the site through further discussion and comments.

This Place Game exercise was intended as an introduction to how the tool can be used to evaluate public spaces and brainstorm ideas for its improvement. As the conversation continues about opportunities at these three sites and others, it will be helpful to conduct follow-up Place Game exercises with additional community members to gather more input and ideas.

PRIORITIZED SPACES FOR IMPROVEMENT & ACTIVATION

Out of all the spaces identified as in need of improvement, workshop participants were asked to choose three that they would prioritize for improvements and activation right away. Groups discussed and brainstormed who the current users of these spaces are, how those users can be better supported and accommodated, and how more people can be attracted to the spaces.

The following are public spaces prioritized for improvements by participants, and some ideas on what those improvements could look like:

ALAMEDA STREET

Increase walkability on this street, which runs along the southern edge of Santa Clara University, by placing benches or creating a small parklet.

BOWERS PARK

Participants identified middle school children, the local little league, youth center patrons, and the broader community at the users of Bowers Park. More programming activities and dog facilities, such as a dog run and cleanup area, could be helpful in supporting these users. Bocce courts, basketball, more programming activities, a large space for people to gather, pop-up food vendors and trucks, a wall for outdoor movies, and connections to the San Tomas Aquino/ Saratoga

Creek Trail were identified as improvements that could be made to attract more people to the park.

CALTRAIN STATION

The Santa Clara Caltrain Station, located near Santa Clara University, is surrounded by residential uses. Workshop attendees noted that a farmers market in the station parking lot and more bodegas or grocery trucks could improve the area as a public space.

CENTRAL PARK

Participants noted that Central Park has several assets, including the Swim Center and the Central Park Library, and that its current value to the community can be amplified through increased daily activities and events. It was suggested that the library could be better connected to the park through nature programs there that would be managed by the library.

CITY HALL PLAZA*

Although this space was listed as one of Santa Clara's great spaces, some participants expressed that it is often a deserted and empty area, with little reason for people to go there. Food trucks, an outdoor art gallery, and outdoor events were suggested as improvements that could be made right away. **See Place Game Results Summary for more in-depth ideas for this site*

FRANKLIN SQUARE

Features like a fountain, outdoor seating for restaurants, and a farmers market were noted as possible improvements for this space. More events and programming, like concerts, were also suggested.

MISSION COLLEGE/ OUR LADY OF PEACE

Better promotion of the space and community wayfinding were identified as potential improvements for this space to support its use by Mission College's students, the main population who uses the campus' public spaces. Potential development of or changes to the exterior of Our Lady of Peace were discussed to make it more of a public space, as it is the gateway to Mission College. Weekend events like drive-in/outdoor movies were suggested for the college.

MISSION LIBRARY*

Pop-up parks, more seating, and food trucks were listed as possible improvements for activation of the Memorial Library. Participants said that the open spaces that surround the library, which are calm and separated from traffic and parking, should be better utilized as a place to walk around and a space for nature programs. The nearby café could perhaps partner with the library to sell coffee on a library patio. **See Place Game Results Summary for more in-depth ideas for this site*

PRUNERIDGE GOLF COURSE

The parking lot for this space is empty most of the time, and participants suggested it could become a more enhanced public space for eating and sitting. The Pruneridge Shopping Center is located across the street. This strip-mall has a large and often vacant parking lot that could be more public, said participants, and has the potential for retail development.

SAFEWAY MARKET ON PARK AVENUE

Participants identified Safeway, a grocery market located on Park Avenue near Santa Clara University, as a location that could be improved with benches and water features.

SAN TOMAS AQUINO/ SARATOGA CREEK TRAIL

Benches, pop up kitchens, and more biking and hiking trails along San Tomas, Saratoga, and Calabazos creeks were suggested by participants as potential improvements. They expressed a desire for more access to the creeks and their wildlife, and connections between existing bike trails to activity nodes across the city.

SENIOR CENTER/ FREMONT PARK*

More engaging activities, fairs, and water features that support cross generational interaction as the Senior Center were listed as possible improvements. Installation of a bathroom was also suggested for the surrounding Fremont Park. **See Place Game Results Summary for more in-depth ideas for this site*

WARBURTON PARK

Warburton is the home to many picnics, birthday parties, and other gatherings and, according to participants, attracts youth teams and a vintage car club. Repairs to the park's athletic field, and making its pool a main feature of the space, are improvements identified that could support these existing users. Better facilities, like a public restroom, a renovated pool, or the addition of a "beach" around the pool, could attract more people.

UNIVERSITY PLAZA

Street food and more events were discussed as possible improvements for this space.

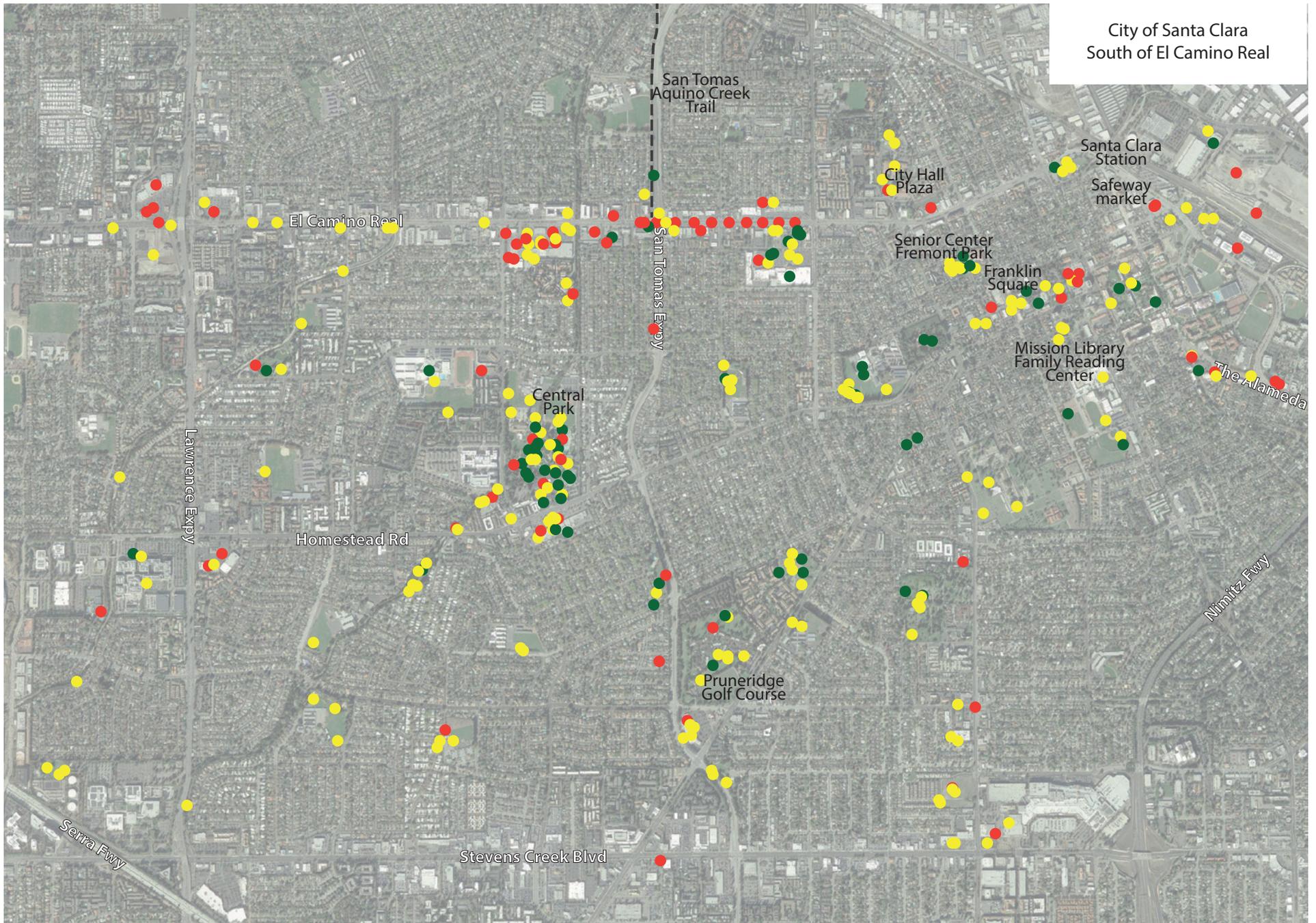
POWER OF 10+ MAP RESULTS

Participants worked together in small groups with maps that focused on 4 overlapping quadrants of Santa Clara. The maps below represent a summary of all the dots each group placed - with the places from Prioritized Spaces for Improvement and Activation (see above) called out.

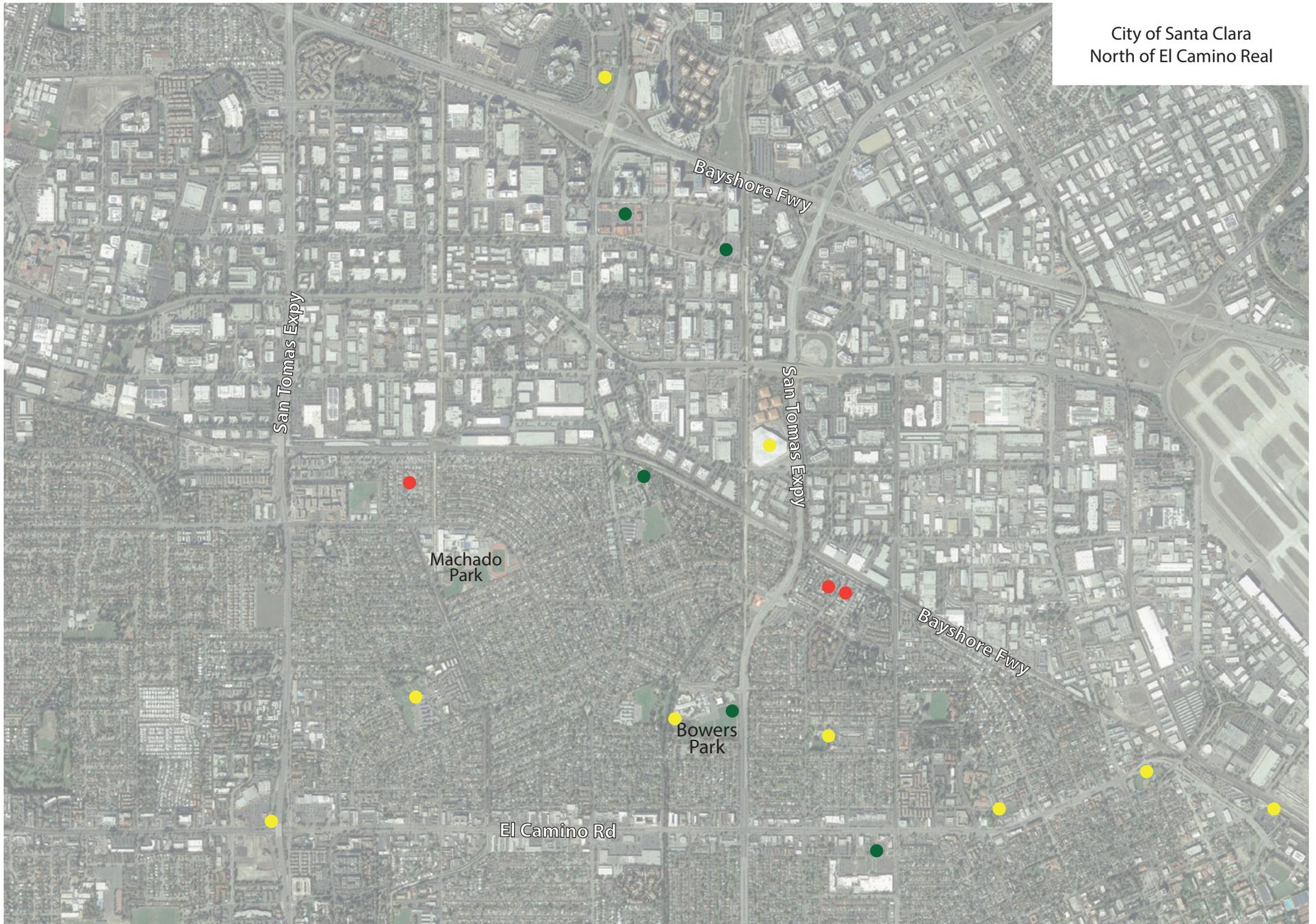
For clarity - we have condensed the original 4 maps into 3.



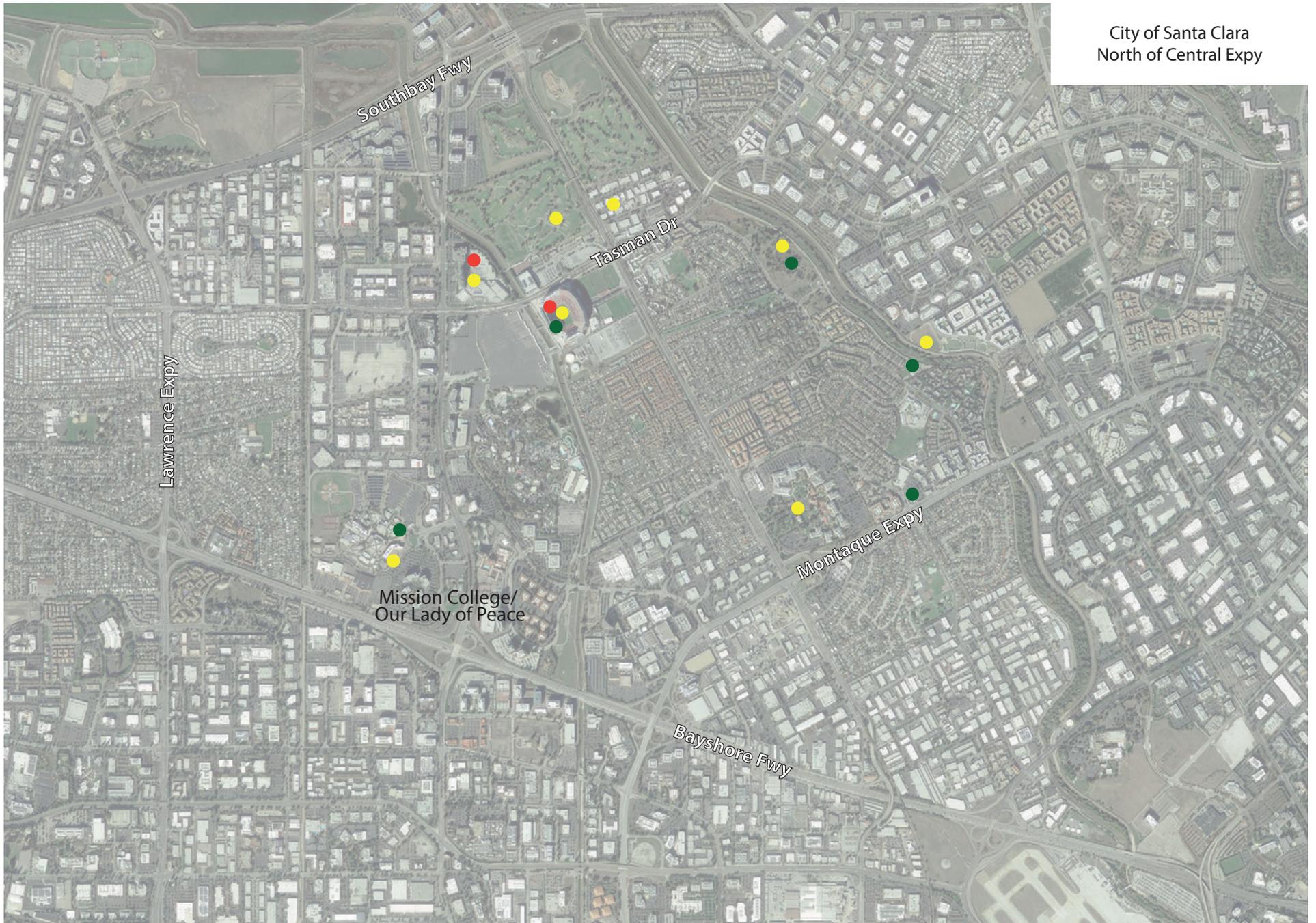
QUADRANT A



QUADRANT B



QUADRANT C



City of Santa Clara
North of Central Expy



ADDITIONAL POWER OF 10+ WORKSHOP RESULTS

● THE BEST PUBLIC SPACES & DESTINATIONS IN SANTA CLARA

Participant groups were asked to identify and discuss what they think are the best public spaces and destination in Santa Clara, and to mark them in green on a map of the City. Below is a list of great public spaces in the City, according to participants.

- *Carmelite Monastery*
- *City Hall Plaza*
- *Central Park*
 - *Central Park Library*
 - *Music pavilion*
- *Earl R. Carmichael Park*
- *George F. Haines International Swim Center*
- *Henry Schmidt Park*
 - *Tennis Courts near Saratoga Avenue*
- *Kaiser Permanente Santa Clara Medical Center*
- *Mary Gomez Park and Pool*
- *Memorial Library Family Reading Center*
- *Mercato*
- *Mission City Memorial Park*
- *Old Quad, Historical Victorian Arch*
- *Pruneridge Golf Course*
- *San Tomas Aquino/ Saratoga Creek Trail*
- *Santa Clara Town Center*

- *Santa Clara Farmers' Market*
- *Santa Clara Mercado*
- *Santa Clara Town Center*
- *Santa Clara University Plaza*
- *Senior Center/ Fremont Park*
- *Stan's Donut Shop*
- *Target Plaza*
- *Triton Museum*
- *Wilson Center*
- *Youth Center*

In their group discussions, participants named some of the qualities they like most about the space they rated as the best in the city. Events, concerts, barbeque and picnic space, areas to walk dogs, ponds, and open space were listed as attractions in Central Park, which was identified as a great place. The International Swimming Center, which is located with the ground of Central Park, is a place where local kids grow up and become athletes, some even becoming Olympians. The Mission Church adjacent to Santa Clara University has a unique history in the community, with open spaces and benches that make it a great place, according to participants. Santa Clara Town Center is another destination, given its shopping and dining options, common gathering areas, and seating options.

● PLACES WITH POTENTIAL FOR IMPROVEMENT

After identifying existing great public spaces, participants discussed spaces with potential for improvement. Some of the places in the group above (green dots) were also identified as those that need improvement. This exercise evolved into group discussions about spaces that should be prioritized, and changes that can be made to activate the spaces in the short term (see *Prioritized Spaces for Improvement and Activation* above). The following is a complete list of these spaces, and a synopsis of participants' suggested improvements.

- *Bowers Park*
- *Caltrain Station*
- *Carli Park*
- *City Hall*
- *Civic Center*
- *Franklin Square*
- *Franklin Street*
- *International Swim Center*
- *Jenny Strand Park*
- *Machado Park*
- *Marcelli Park*
- *Mariposa Shopping Center*
- *Maywood Park*
- *Mission Library*
- *Mission College/ Our Lady of Peace*
- *Moonlite Shopping Center*
- *NVDIA*
- *Pruneridge Golf Course*

- *Safeway market on Park Avenue*
- *Santa Clara Unified School Districts schools*
- *Santa Clara Parks Department parks*
- *Santa Clara Square*
- *Santa Clara University*
- *San Tomas Aquino/ Saratoga Creek Trail*
- *Sara's Kitchen*
- *Senior Center/ Fremont Park*
- *Triton Museum*
- *The Alameda (adjacent to Santa Clara University)*
- *Warburton Park*
- *Wilson School*

Central Park, the Senior Center, Triton Museum, City Hall Plaza, and Santa Clara University were listed by most groups as both great places and those with potential for improvement. In this vein, one group expressed that all of the spaces identified as great under the first question could also benefit from improvements, and could be fit into the “yellow dot” category of spaces with potential to become better places.

Franklin Street, Moonlite Shopping Center, Warburton Park, the Caltrain Station, Warburton Park, Our Lady of Peace, and Machado Park were frequently mentioned as places with opportunity for improvement. Participants expressed the City's public parks, many of which were spoken about throughout the workshop, need more activities for adults, not just children.

● OBSTACLES TO PLACE

As part of the “Power of 10” mapping exercise, participants discussed sites across Santa Clara that they think are “bad” places or obstacles to sense of place. The following is a list of both locations and general obstacles as identified throughout the workshop:

- **Artistic opportunities are not obvious**
- **Cemeteries**
 - *many obstacles for use*
- **City Hall**
- **Compared to neighboring cities, Santa Clara has no special character**
- **Costco Warehouses**
- **El Camino Real**
 - *few places to gather*
- **Grocery outlet on Homestead and Lawrence Streets**
- **Franklin Square**
 - *no one goes there*
- **Intersection of Northwest Lawrence and El Camino Real**
- **Jenny Strand and Henry Schmidt Parks**
 - *nothing to do there and no programming*
- **Kaiser Permanente Health Center**
 - *a lot of traffic*
- **Limited dining opportunities, mostly chains**
- **No cultural activities, no cultural draw besides the stadium**
- **Montague Park**
 - *lack of parking and baseball field*
- **Mercado Center**
- **Mission College**
 - *traffic and parking*
- **Marioni’s 5 story building proposal**
- **Motel on Alameda**
- **Moonlite Shopping Center**
 - *missed opportunity given its location next to a creek, and along a major transportation corridor*
- **San Tomas Creek**
 - *no motivation to walk along, no destinations or places to stop*
- **San Tomas Expressway and Monroe Street**
- **Storage buildings**
- **Stadium**
 - *great resource, but not neighborhood friendly*
- **Stevens Creek Blvd**
 - *strictly a traffic street that is not bike friendly, no activity hubs*
- **Train Station**
 - *A missed opportunity for activities that could happen right outside where people get off the train*
- **Vacant lot at Alameda, that could be a good public space**

● PROGRAMS, ACTIVITIES, & EVENTS FOR THE PUBLIC REALM

In the course of the exercise, participants discussed what programs, activities, and events are most needed or missing from the public realm in Santa Clara. Answers were varied, with many creative ideas about events and how they can engage the community. Some groups also spoke about design features, like a path between Central Park and the Central Park Library, to increase connectivity, and others about the need for more gathering spaces like coffee shops. Below is a more complete list of desired activities, events, and design elements:

Central Park

More benches, food carts, and a mobile book cart from the Central Park Library were suggested programming improvements for the park. Continuation of the Saratoga Creek Trail was also discussed as a desired amenity.

Mission Library

Participants expressed they would like more of an opportunity for the community to gather at the Library.

Superior Court Parking Lot

Participants expressed a need for better lighting to increase safety at this location, and that there is a potential to create public spaces there.

Shopping Centers

For shopping centers in general across the city, it was suggested that stores be located in front of parking, and that

more outdoor seating, shade, pop-up activities, and increased transit access be incorporated.

Moonlite Shopping Center

Participants expressed a desire for more outdoor dining, entertainment, fire pits, benches, water features, and umbrellas, as well as more retail in general.

El Camino Real

Transportation-related improvements were suggested for this street, including traffic calming, making the street more pedestrian friendly, putting parking behind buildings, and street landscaping. Consistent signage for businesses, more cafes, and seating are other desired improvements. It was recommended by participants that nodes of activity should exist where El Camino Real crosses Saratoga and Calabazos creeks.

Old Downtown

In the “Old Downtown” surrounding Santa Clara University, participants suggested small concerts, food trucks, and outdoor movies as programming improvements.

Viso property

Expansion of the forge garden and creating programming for students were suggested.

Alameda Street

Triangle of land adjacent to Santa Clara University can be turned into park, said participants.

Some groups made lists of programming ideas but didn't connect them to one specific site. The following is a list of these general ideas, organized by theme:

Programming and Events

Art gallery
Festivals
Outdoor dining and cafes
Neighborhood nights out
Mini petting zoos
Coffee with various city officials
Music/ movies
Monthly flower cemetery at Mission Cemetery
Move nights, concerts
Open Streets events
Art galleries
Café on the Mission Library patio
Garage sales like those in Kingstroff Park
Outdoor classroom
Incorporate famous hot dog vendor a part of city events
Group dance and yoga
Health Safety (CPR) classes for all ages
Outdoor spaces and activities like volleyball courts and rock climbing
Fitness equipment
Farmers market
Kids playground
Bike safety and maintenance class
Public Pianos

Food trucks
Public easels
Native plant gardens for public education purposes
Programming to teach about history of Santa Clara
Interactive events for children
Sustainability education at Santa Clara Unified School
District schools in partnership with SCUSD

Engaging Design Features

Water elements
Interactive water features
Benches
Outdoor seating

Connectivity

Safe places to walk and get around without a car
Pave a path between Central Park and the Central Park Library

Gathering Spots

Open Space
Cafe, snacks
Coffee shops and gathering spots
Cafe on the Mission Library patio
Community gardens
Native plant gardens at public schools and parks
A true downtown for Santa Clara
Places for games and sports like Volleyball

PLACE GAME RESULTS

Workshop participants who participated in the second half of the workshop used PPS' Place Game exercise at the three sites they visited. The Place Game tool (see appendix) is divided into two main sections. In the first section, participants give ratings on a scale of 1(poor) to 4(excellent) of 16 attributes of the space. In the second section, participants answer a series of questions about the place, brainstorm ideas for improvements, and interview users of the space.

SENIOR CENTER

Categories of Place Attributes	Median Rating Per Category	Average Rating Per Category
Comfort and Image	n/a	3.25
Access and Linkages	n/a	2.5
Uses and Activities	n/a	2.375
Sociability	n/a	3

Table 1. Senior Center Place Game Results

1. What do you like best about this place?

- Lots of shade
- Interesting play structure
- Healthy trees and grass
- Small hills
- Accessible for pedestrians
- Good parking

2. List things that you would do to improve this place that could be done right away and that wouldn't cost a lot:

- Bring the activities in the senior center outside
 - Classes/performances/group exercise/arts and crafts
- More seating areas with tables and shade that will support games and programming
- Outdoor café area with umbrellas
- Outdoor grills
- Outdoor quiet/ meditation area
- Better signage
- Better adult seating area near playground

3. What changes would you make in the long term that would have the biggest impact?

- Redesign/renovate the senior center to create a café
 - This would involve opening up the exterior wall closest to the existing rose garden (at far end of gym/ auditorium space)
- Open the new cafe on weekends for neighborhood, create a small entertainment area outside of buildings
- If senior center isn't open, still make restrooms accessible daily

4. Ask someone who is in the "place" what they like about it and what they would do to improve it. Their answer:

- Liked open grass
- Play structures for different ages
- Outdoor movies
- Adult game areas, bocce ball, chess/checker tables
- More things for older kids - monkey bars, tether ball, etc.

5. What local partnerships of local talent can you identify that could help implement some of your proposed improvements? Please be as specific as possible.

- Rotary
- Local tech companies
- City commissions
- Chamber of commerce, sponsorships
- Event specific support
- Parks fees for improvements

CIVIC PLAZA

Categories of Place Attributes	Median Rating Per Category	Average Rating Per Category
Comfort and Image	3.5	3.05
Access and Linkages	3	2.83
Uses and Activities	1	1.52
Sociability	1.13	1.74

Table 2. Civic Plaza Place Game Results

1. What do you like best about this place?

- Variety of trees and landscapes
- Tranquility, quiet space
- Openness
- Shade
- Buffered areas
- The space is alive with people during the week, walking through the park as a corridor towards city services
- It's a designed space with a sense of arrival
- Cleanliness
- Acknowledgment of history
- No tall buildings

2. List things that you would do to improve this place that could be done right away and that wouldn't cost a lot:

- Community events
 - o tree lighting
 - o children art education program
 - o live music
 - o outdoor storytelling

- Seating, especially outside the cafeteria
- Food trucks
- Community gardens
- Fountain
- Play area
- Bocce
- Meetings
- Small food vendor (popsicles?)
- Staircase decorations
- Paint columns
- Murals depicting history
- Sidewalk art
- Lighting
- Community cafes
- Nature trails
- Make existing fountain operational
- Tear down police structure
- Group seating and outdoor meeting areas
- Farmers market
- More restrooms
- Rooftop farms

3. What changes would you make in the long term that would have the biggest impact?

- First Friday
- Farmers' market
- Movies
- Benches
- Umbrellas
- Play areas
- Entertainment stage

- Art walk and linear garden display from ECR to the museum.
- Demo all, make one level
- Increase food options at the cafeteria, showcasing multicultural cuisine
- Emphasize the entrance to city hall
- Tear down

4. Ask someone who is in the “place” what they like about it and what they would do to improve it. Their answer:

- More community events
 - o *Music festivals*
- Tranquility, but there is no one here- do more events during the evening or on the weekend.
- Umbrella
- Fire pits
- More access to restrooms
- Canopies
- Add a community garden

5. What local partnerships of local talent can you identify that could help implement some of your proposed improvements? Please be as specific as possible.

- Coordinate with community nonprofits
- Cultural festival
- Café with good music and events
- California Native Garden Foundation

MISSION LIBRARY

Categories of Place Attributes	Median Rating Per Category	Average Rating Per Category
Comfort and Image	3.5	3.24
Access and Linkages	2	2.38
Uses and Activities	1	2.53
Sociability	0.75	1.8

Table 3. Mission Library Place Game Results

1. What do you like best about this place?

- Trees
- Quiet
- Already has a few benches
- Shade
- Little garden
- Concrete courtyard
- Wide spaces with lots of potential
- Green and open space, natural surroundings that are centered on the library
- The opportunity for multi-generational use, already accessible to seniors
- Comforting sense of place
- Gazebo

2. List things that you would do to improve this place that could be done right away and that wouldn't cost a lot:

- Hammocks
- Activities for kids, playground in a box, games
- Move and game nights

- More comfortable seating, tables- clusters of tables, umbrellas
- Community Garden
- Upgrade space in front of library
 - o Add a water feature
 - o Provide more open area near the front door
- Relocate the drinking fountain
- Remodel the backyard of the library
- Add continuous path around the library
- Pop-up retail shop
- Sculptures
- Chalk art on sidewalk
- Native Flowers
- More community events
- Rest rooms
- Gazebo
 - o Do whatever needs to be done to make gazebo accessible for entertainment- fix code problems
 - o Open up and light the gazebo, schedule live music there
 - o Play Street and music by SCU in the Gazebo
 - o Add folding chairs in the gazebo
 - o St. Clare productions
 - o Add second entrance to allow for scheduled events

3. What changes would you make in the long term that would have the biggest impact?

- Native garden
- Music/ café seating
- Art kits
- Restroom

- Increase seating options
- Community garden and teaching gardens
- Community events
- Make gazebo easier to access
- Library hours
- Program farmers market
- New building that is taller, with more services inside
- Outdoor kitchen
- Take down the fence and open the library courtyard
- Put in bocce-type games spaces
- Add water feature
- Feature local history in the park
- Shade the library patio
- Concerts and drinks in the gazebo
- Open fenced garden area
- Increase bicycle space
- Santa Clara University
- Franklin Mall tenants
- Silicon Eagle
- St. Clare
- Schools K-8
- Local architects and carpenters could make a second entrance to the gazebo
- SCU music and performing arts, especially in the gazebo
- SCU can offer technical expertise on filming in the park
- Juggling group that currently meets in Central Park
- Library programs
- Local nonprofits
- Coordinate with library on book week and poetry month programming
- Senior housing adjacent to park
- Existing neighborhood programs

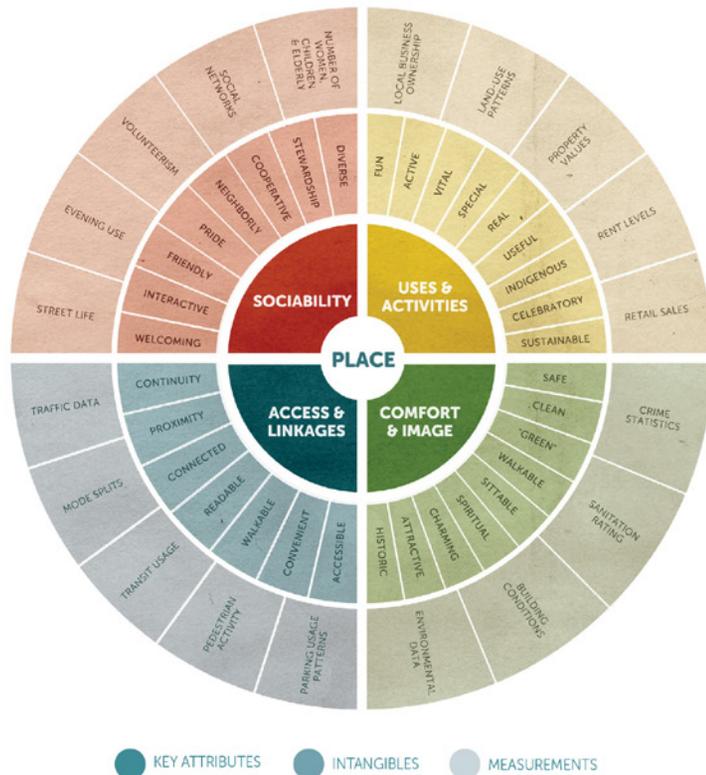
4. Ask someone who is in the “place” what they like about it and what they would do to improve it.

- Roller skating
- Bring park in library, vice versa
- Bring kids and seniors together, capitalize on nearby senior housing and schools
- Add chairs and play equipment for children
- Lights on the gazebo
- “There was no one to ask”

5. What local partnerships or local talent can you identify that could help implement some of your proposed improvements? Please be as specific as possible.

APPENDIX: PLACE GAME FORM

WHAT MAKES A GREAT PLACE?



Project for Public Spaces (PPS) is a nonprofit planning, design and educational organization dedicated to helping people create and sustain public spaces that build stronger communities. Our pioneering Placemaking approach helps citizens transform their public spaces into vital places that highlight local assets, spur rejuvenation and serve common needs.

PPS was founded in 1975 to expand on the work of William (Holly) Whyte, author of *The Social Life of Small Urban Spaces*. We have since completed projects in more than 3000 communities in 43 countries and all 50 U.S. states and are the premier center for best practices, information and resources on placemaking. More than 600 people worldwide are members of our Placemaking Leadership Council.

©2014 Project for Public Spaces, Inc. The 'Placegame' cannot be used without formal, written permission from PPS. If permission is granted, full credit must be given to PPS on all written materials and in any verbal descriptions of the game.

419 Lafayette St, 7th Fl, New York, NY, 10003 212.620.5660 @PPS_Placemaking www.pps.org

PLACE GAME

PLACE PERFORMANCE EVALUATION

A Tool for Initiating the Placemaking Process



SITE # _____ DATE _____

 **Rate the Place**

COMFORT & IMAGE	POOR		GOOD	
Overall attractiveness	1	2	3	4
Feeling of safety	1	2	3	4
Cleanliness/Quality of Maintenance	1	2	3	4
Comfort of places to sit	1	2	3	4

Comments/Notes:

ACCESS & LINKAGES	POOR		GOOD	
Visibility from a distance	1	2	3	4
Ease in walking to the place	1	2	3	4
Transit access	1	2	3	4
Clarity of information/signage	1	2	3	4

Comments/Notes:

USES & ACTIVITIES	POOR		GOOD	
Mix of stores/services	1	2	3	4
Frequency of community events/activities	1	2	3	4
Overall busy-ness of area	1	2	3	4
Economic vitality	1	2	3	4

Comments/Notes:

SOCIABILITY	POOR		GOOD	
Number of people in groups	1	2	3	4
Evidence of volunteerism	1	2	3	4
Sense of pride and ownership	1	2	3	4
Presence of children and seniors	1	2	3	4

Comments/Notes:

 **Identify Opportunities**

1. What do you like best about this place?
2. List things that you would do to improve this place that could be done right away and that wouldn't cost a lot:
3. What changes would you make in the long term that would have the biggest impact?
4. Ask someone who is in the "place" what they like about it and what they would do to improve it. Their answer:
5. What local partnerships or local talent can you identify that could help implement some of your proposed improvements? Please be as specific as possible.

