



Streets for People

CHALLENGE

WORKSHOP 7

Guide to
program the
pilot project
- W7

Templates & guides

Learning from the best practices on **Street Programming**

As you test your design solutions on ground, remember to host fun activities to make your pilot engaging for all! Along with physically improving the space, introducing temporary activities can attract more people and improve the quality of public life.

Let's take a closer look at a few street programming cases

ENHANCE LIVABILITY THROUGH PUBLIC SPACE ACTIVATION

In this guide, we take look at the case studies on street programming which details out the strategies and benefits of placemaking initiatives. Following are some strategies to activate the streets in your city.

A. CONNECT WITH THE STORIES
OF THE SPACES

B. CREATE VIBRANT MARKETS

C. KEEP SPACES FLEXIBLE

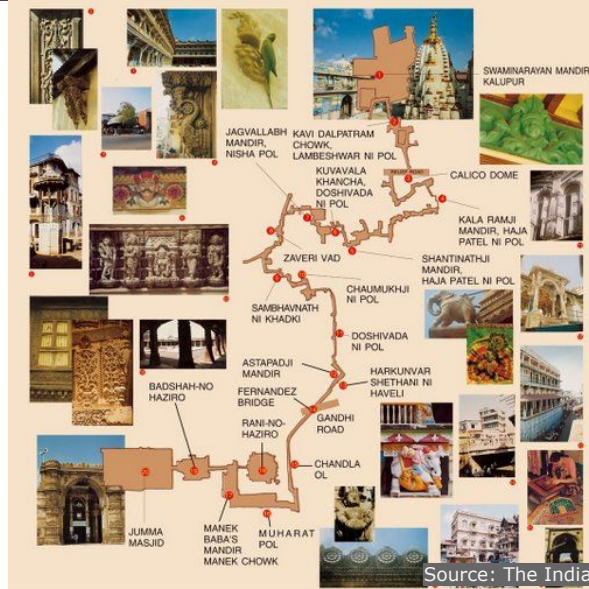
A. CONNECT WITH THE STORIES OF THE SPACES

- **Location:** Ahmedabad, Gujarat.
- Ahmedabad Municipal Corporation organises **Heritage walks** to **unveil the heritage and culture** to the tourists and citizens themselves.
- The **growing interest in knowing the heritage** has helped to **develop business opportunities** for various stakeholders.

Conducting heritage walks



Source: INTACH



Source: The India



Source: Street Plans

A. CONNECT WITH THE STORIES OF THE SPACES

- **Location:** Rue Vendome Plaza, Florida.
- Locals designed the **3,565 square-foot** asphalt pattern with **artworks**. The art **focused on the pollution** affecting the coast surrounding Florida.
- The locals collaborated with **creative marketing** and **events group** to host its street activation event.
- The **activation featured live music, food and beverage vendors, large-scale games like chess, and art booths.**

Spreading awareness on local issues



B. CREATE VIBRANT MARKETS

Enabling community market places

- **Location:** *Brooklyn, New York.*
- The **location, visibility** and **accessibility by the community** enabled the success of market spaces.
- **Variety of uses and activities** built the **synergy** with the **vendors.**
- **Connectivity** with the **existing destinations** and **transit points** near the market increased the community footfall.



B. CREATE VIBRANT MARKETS

- **Location:** *Brooklyn, New York.*
- NYC's **Open Restaurant Program** was a citywide **multi-phase program** to expand **outdoor seating options** for food establishments.
- The pilot program promotes **public space** and enhance **social distancing on streets** for a **green recovery** from the pandemic.

Encouraging restaurants to spill out on the streets



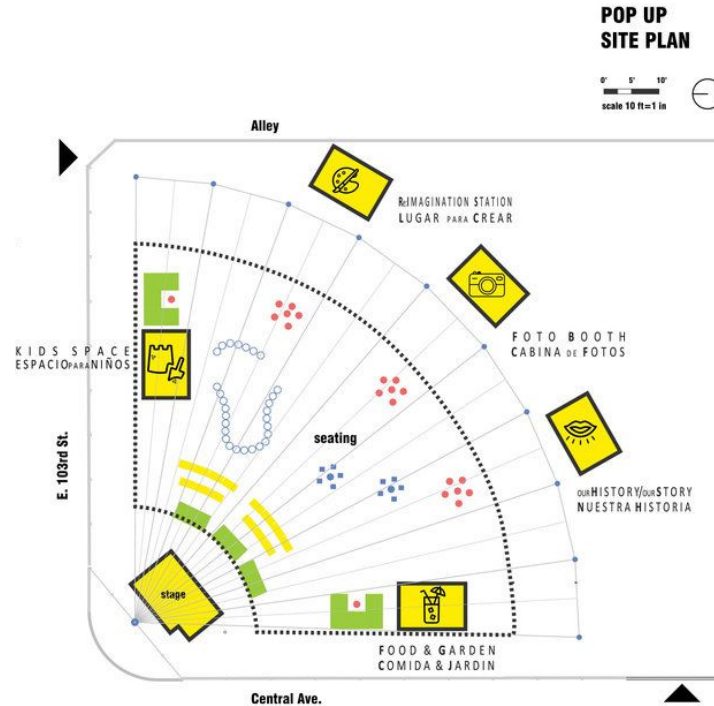
C. KEEP SPACES FLEXIBLE

Activating vacant dead spaces

- **Location:** *Watts Neighbourhood, California.*
- The pilot focused on **play activation around the vacant lots** in the neighbourhood.

The activation included:

- **fun and interactive feedback mechanisms**
- **mobile street furnishings**
- **games** to encourage residents of **all ages to play outside.**



Source: Kounkuey.org



C. KEEP SPACES FLEXIBLE

Creating pop-up play streets

- **Location:** *Los Angeles, California.*
- “Play Streets” program, enabled to **temporarily close neighborhood blocks to traffic** and convert them into spaces for **recreation, exercise, and gathering.**
- **Custom-built play pieces** helped residents and children to transform their streets and **play in their favourite ways.**



Source: Kounkuey.org



Source: Kounkuey.org



Source: Kounkuey.org

Thank you

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