WEBINAR
Pocket Parks

February 11, 2020

Anne Ball
Program Director
Reminders for Today

- All participants are on mute.
- If you have questions please use the chat feature on your screen.
- The webinar will be 40-45 minutes.
- Following the webinar we will send you a short survey, a link to the webinar recording and any handouts referenced.
The Main Street Approach

Today’s Topic: Pocket Parks

- Community Vision
- Market Understanding
- Qualitative Outcomes
- Quantitative Outcomes

Anne Ball
Program Director
What are downtown programs doing to re-develop and enhance physical assets?

- River or Waterfront Walks
- Downtown Libraries
- Pop Up Shops
- Performance Space
- Pocket Parks
Pocket Park (a.k.a. parkette, parklette) is a small park accessible to the general public, frequently created on a single vacant building lot or on a small, irregular piece of land.
- provide space for wildlife
- urban, suburban or rural and be on public or private land.
- increases neighboring property values
Pocket Parks: What do they do?

- Build on history
- Provide flexibility in design
- Celebrate quirks, scars and oddities
- Activate underutilized spaces
- Promote unique shops and restaurants
- Incorporate residential and employment uses
Lighter... Quicker... Cheaper (LQC)

You can improve public spaces on small budgets and short timelines.

Try a prototype before making anything permanent. Examples: moveable furniture in an underused public space, programmed pocket parks, pop-up shops in vacant storefronts, paint by number murals, mobile museums, creative bike racks, bring in a food truck or refreshment cart, clusters of activities-

TRIANGULATION – Clusters of activities that will work in tandem for a more successful activation.
Keep the following in mind

Management Before Design

New improvements should be visually and functionally compatible w/existing elements

Consider maintenance

Cause the least disruption
Downtown projects may also involve:

- Planning the scope or work (including ADA)
- Design
- Securing the funds
- Soliciting bids and selecting contractor
- Permits and easements
- Public approval
- Promoting the district during construction
- Acting as liason w/contractors, public, residents, businesses,
- Timeline w/least inconvenience
- Maintenance plan
Blackstone, Virginia Pocket Park

- After fire destroyed 3 downtown bldgs
- CDBG $ funded
- Local MS serves as liason b/t groups that want to use park and City who owns it
- Plays, gospel concerts, zumba, movies.

Pocket Park Case Study: Shevenell Park, Biddeford
Survey Results

Anne Ball
Program Director
SURVEY RESULTS

Anne Ball
Program Director
Shevenell Park

Anne Ball
Program Director
Shevnell Park,
Shevnell Park, Biddeford, ME
Thursdays in Trinity Park
Woodfords Corner, Portland

A partnership of Friends of Woodfords Corner, Trinity Episcopal Church and Benchmark Real Estate
Chillicothe, Missouri Pocket Park

- Created after 3 contiguous buildings were demolished, land donated to local Main Street org
- Money was raised through park sponsorships and fundraising
- Park is used for summer concerts, school programs, local bank customer appreciation event and more.
- Brought life back to the surrounding neighborhood streets and helped trigger renovation of nearby vacant buildings.

Anne Ball
Program Director
Belfast
Bath
Milwaukee, Wisconsin

• Third spaces Initiative
• New Town Commons
• Session at Main Street NOW Conference in Dallas May 17-20, 2020
• Over 35 new spaces activated in 4 years w/limited resources
Charlotte, Michigan Pocket Park
Collaborative, multi-functioning, community led programming, multiple partners, will measure quantitative and qualitative

Features Include:
• Green Living Walls
• Flexible performance space
• Game Tables
• Umbrellas
• Trees
• Hanging String lights
• Gateway art piece
• A fireplace

Anne Ball
Program Director
Wilmington, Vermont
What design elements do you see?
Waterbury, Vermont

What do you notice in this design?
Takeaways

• Planning, survey, community input
• Multi-stakeholder engagement
• Big or small
• Activation is key
• Temporary or permanent
• Demonstration project to test
• Think of underutilized spaces
• Impact is big, benefits businesses, visitors, residents, property values
• Lighter, quicker, cheaper
Questions and answers
Thank you for attending today’s MDC Webinar: *Pockets Parks*

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