



# *WEBINAR*

# *Pocket Parks*

February 11, 2020

Anne Ball  
Program Director

**A Special Thanks to our  
Maine Downtown Center Partners**



**William King, Jr \* Richard & Caroline Swett**

**2020 MDC Program & Training Schedule**  
[www.mdf.org/events](http://www.mdf.org/events)

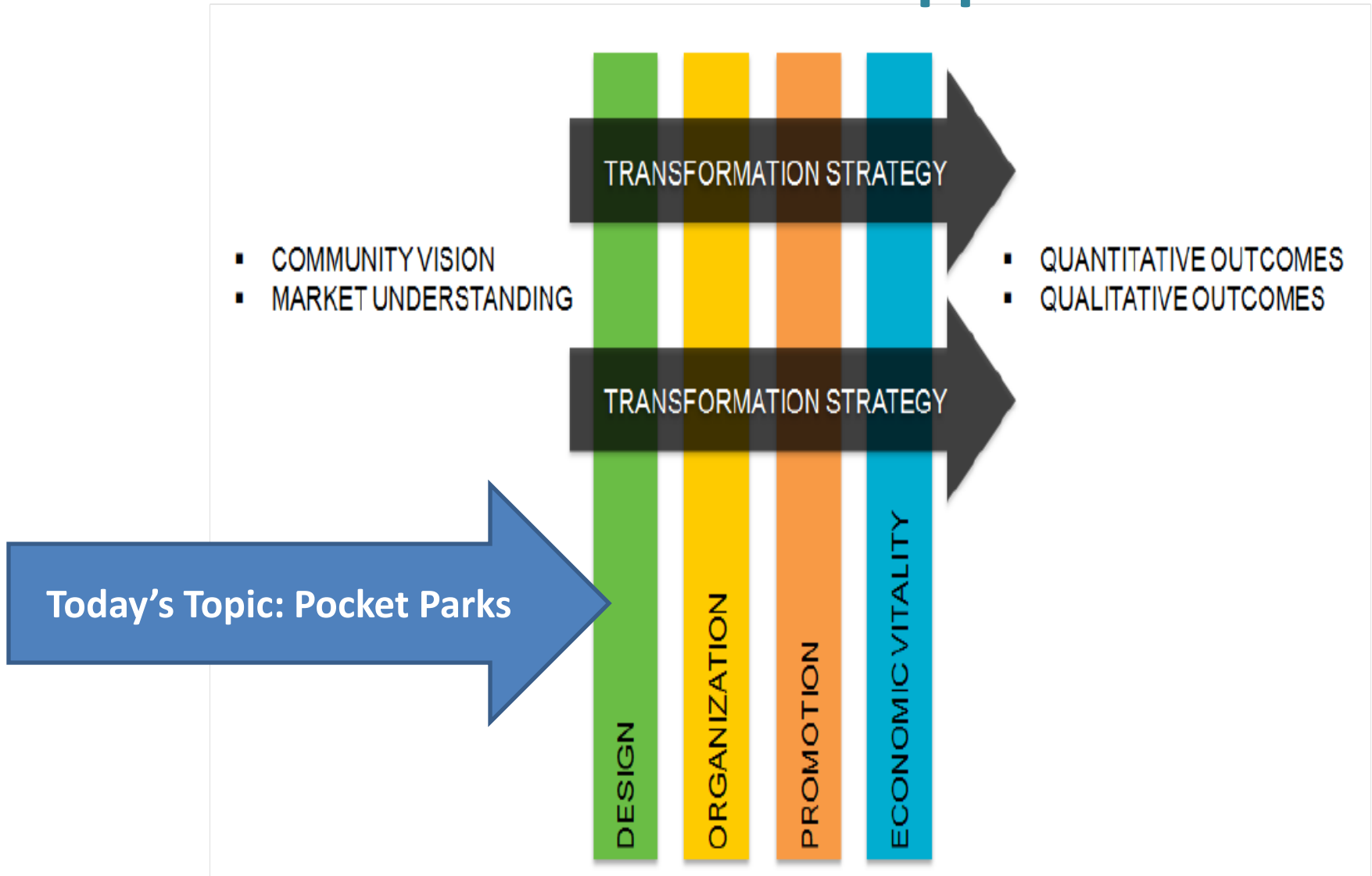
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**Program Director**

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# 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



# 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



**MAINE DOWNTOWN CENTER  
PRESENTS**



**POCKET  
PARKS:  
A WEBINAR**

February 11, 2020 12:00 - 12:45 pm  
Via Zoom

REGISTRATION IS REQUIRED AND THE  
WEBINAR WILL BE RECORDED

ZOOM LINK

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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

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# Pocket Parks: What do they do?

Build on  
history

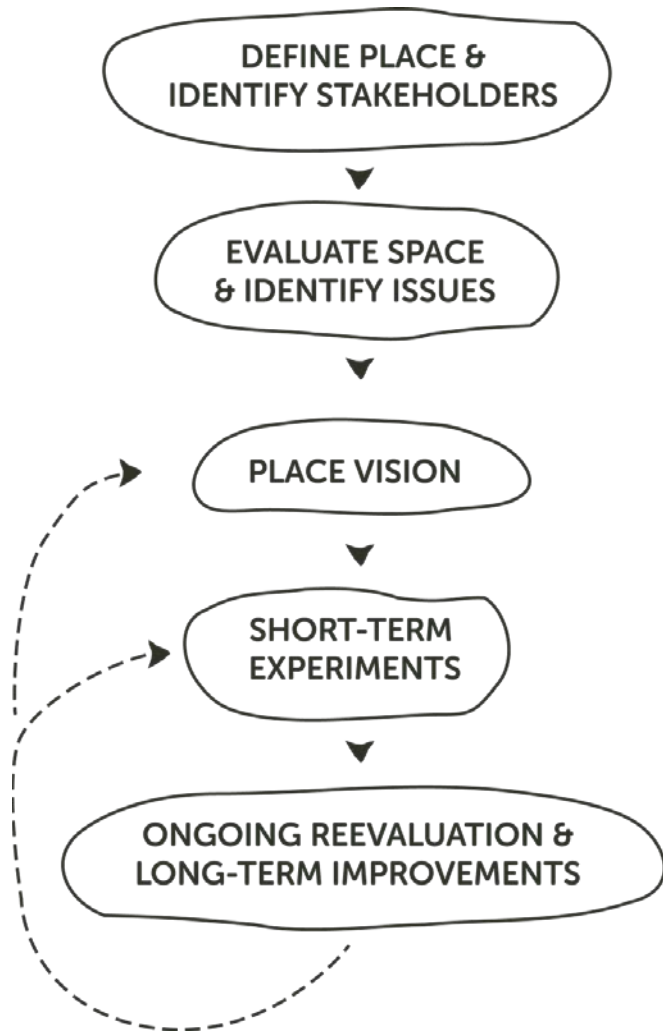
Provide  
Flexibility  
in Design

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

- 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.

<http://downtownblackstone.org/wp-content/uploads/2019/10/Town-Square-Application-.pdf>

## *Blackstone, Virginia Pocket Park*



# *Pocket Park Case Study: Shevenell Park, Biddeford*

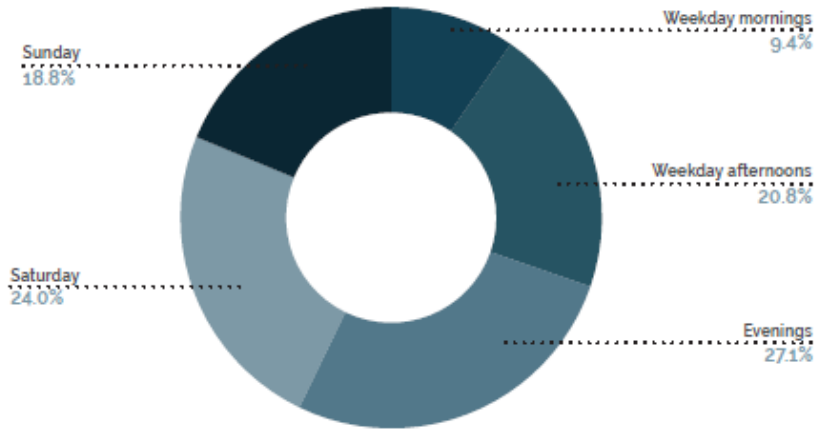


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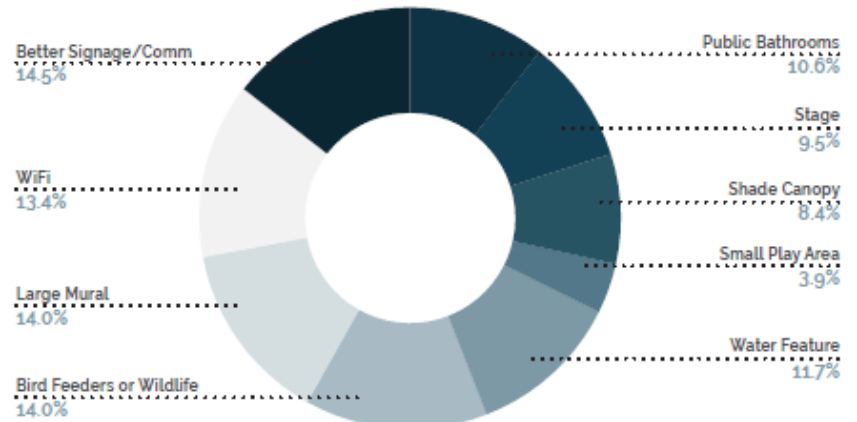
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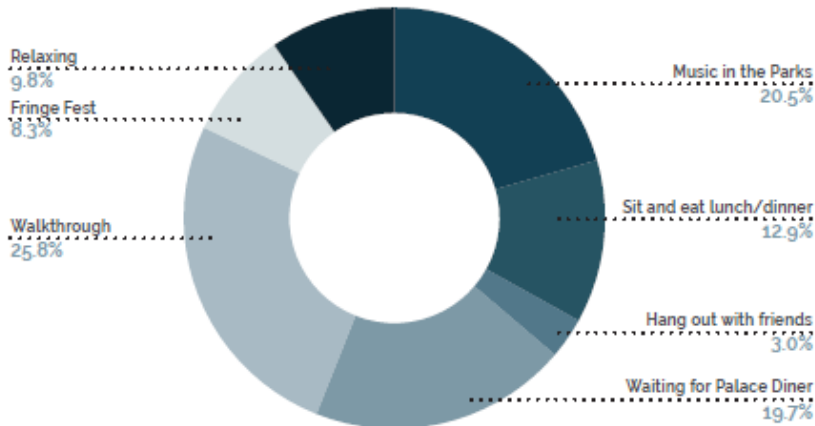
**WHEN DO YOU VISIT SHEVENELL?**



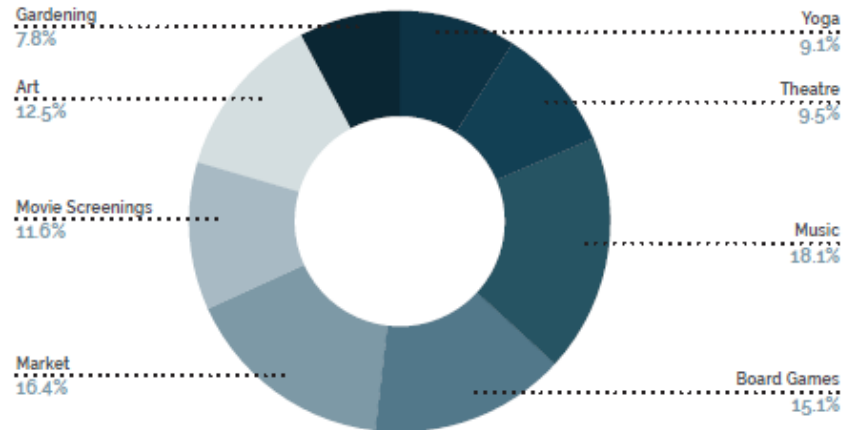
**WHAT OTHER AMENITIES SHOULD SHEVENELL PARK HAVE?**



**WHY DO YOU VISIT SHEVENELL?**

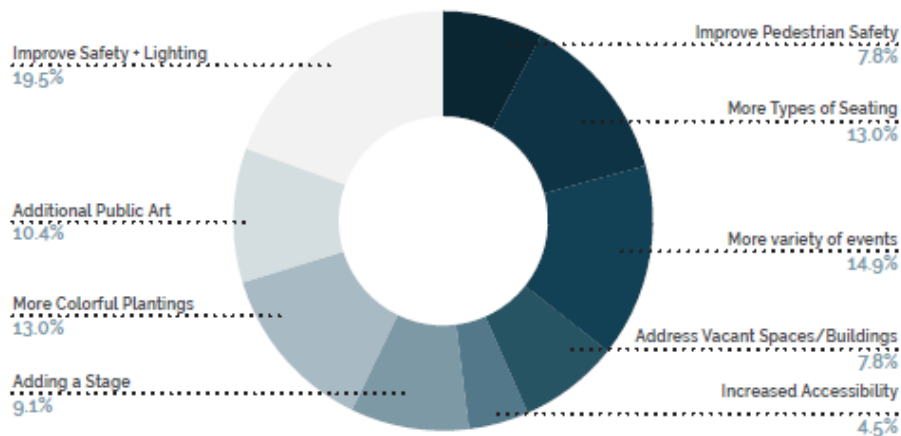


**WHAT TYPE OF ACTIVITIES/EVENTS WOULD YOU LIKE TO SEE IN SHEVENELL PARK?**

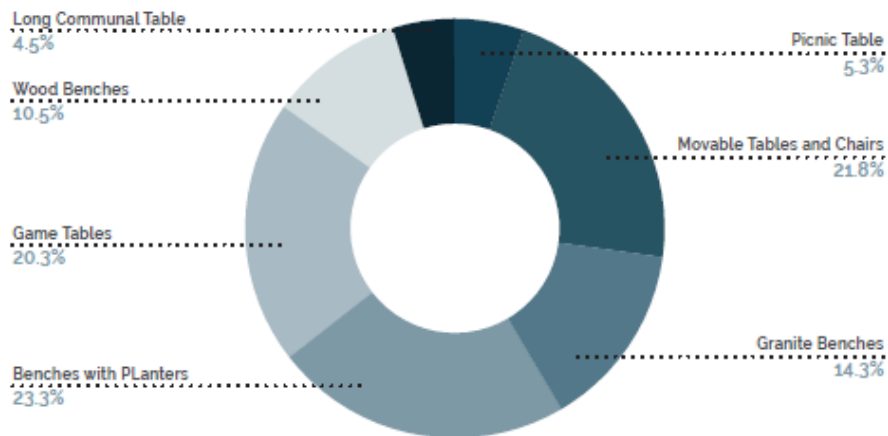


**SURVEY RESULTS**

**RANK WHAT YOU FEEL ARE THE MOST IMPORTANT ASPECTS FOR IMPROVING SHEVENELL PARK.**



**WHAT TYPE OF SEATING WOULD YOU LIKE TO SEE?**



# SURVEY RESULTS

# Shevenell Park



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# Shevnell Park,



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# *Shevnell Park, Biddeford, ME*



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# *Thursdays in Trinity Park Woodfords Corner, Portland*



A partnership of  
Friends of Woodfords  
Corner, Trinity  
Episcopal Church and  
Benchmark Real  
Estate

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# 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.



# Belfast

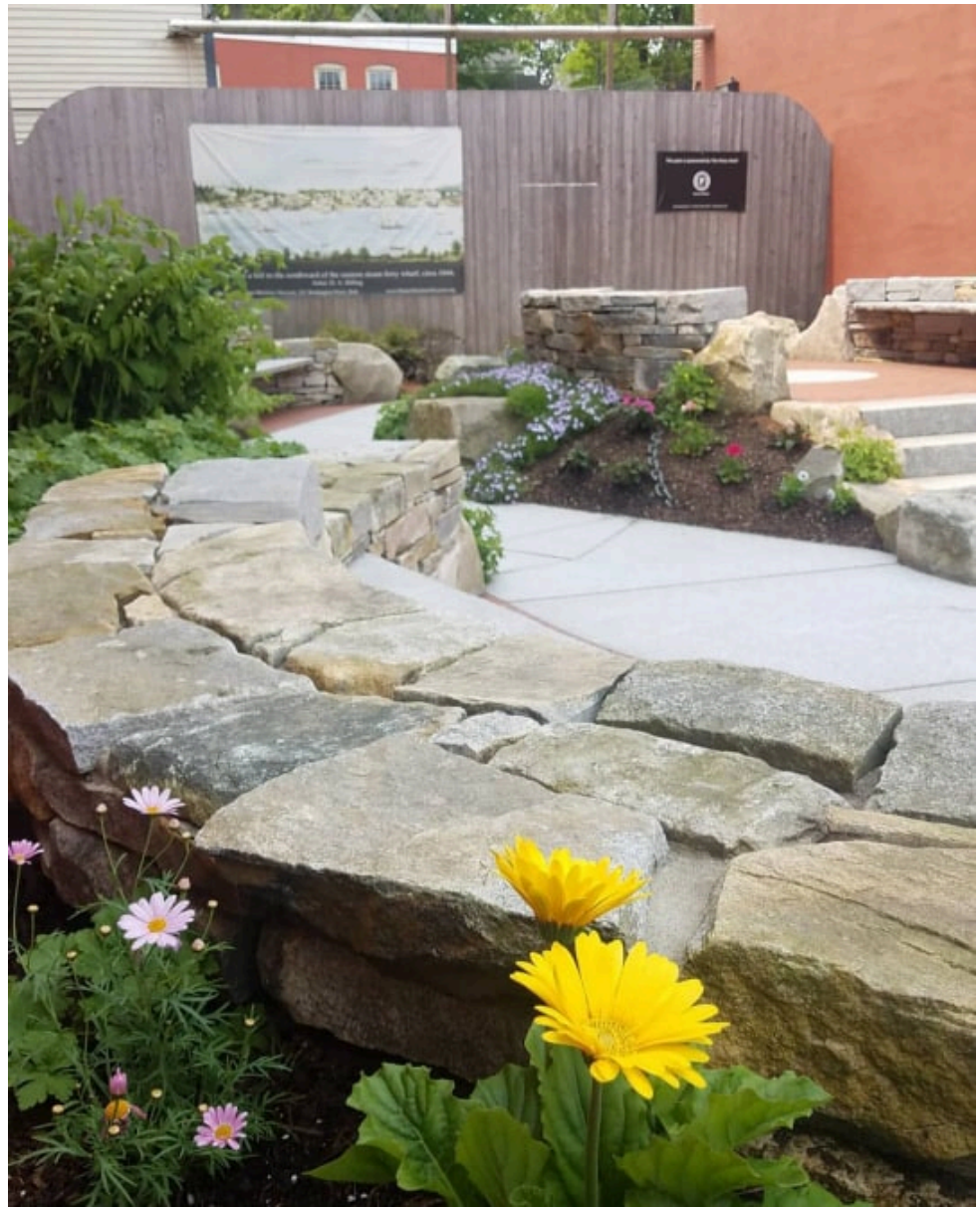


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# Bath



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# 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



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# 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



# Wilmington, Vermont

What design elements do you see?



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# Waterbury, Vermont



What do you notice in this design?

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# 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

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Thank you for attending  
today's

**MDC Webinar:**  
***Pockets Parks***

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