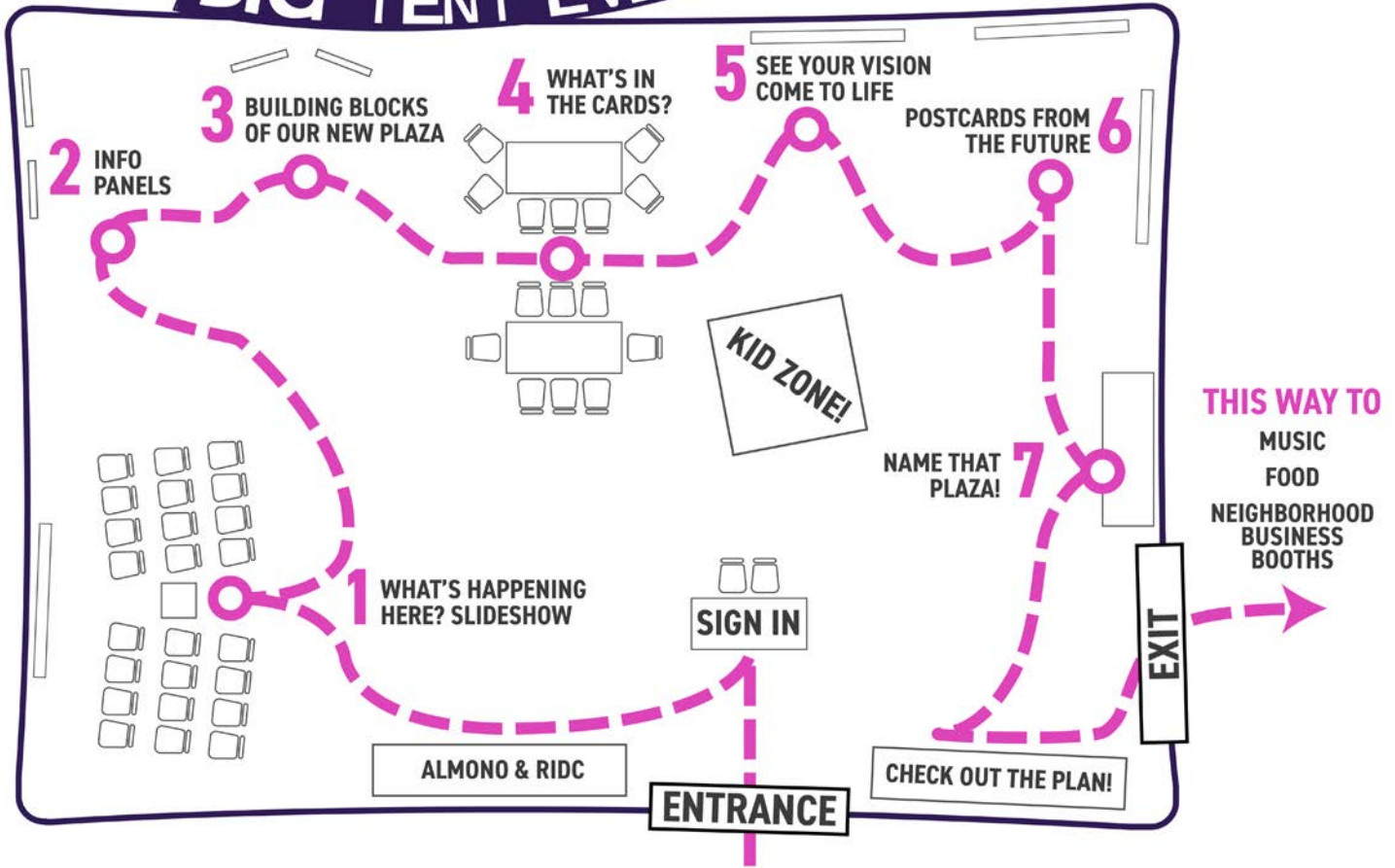




# HAZELWOOD GREEN'S FIRST PUBLIC SPACE

SUMMARY OF IDEAS | BIG TENT EVENT OCTOBER 2017

# BIG TENT EVENT ACTIVITY GUIDE



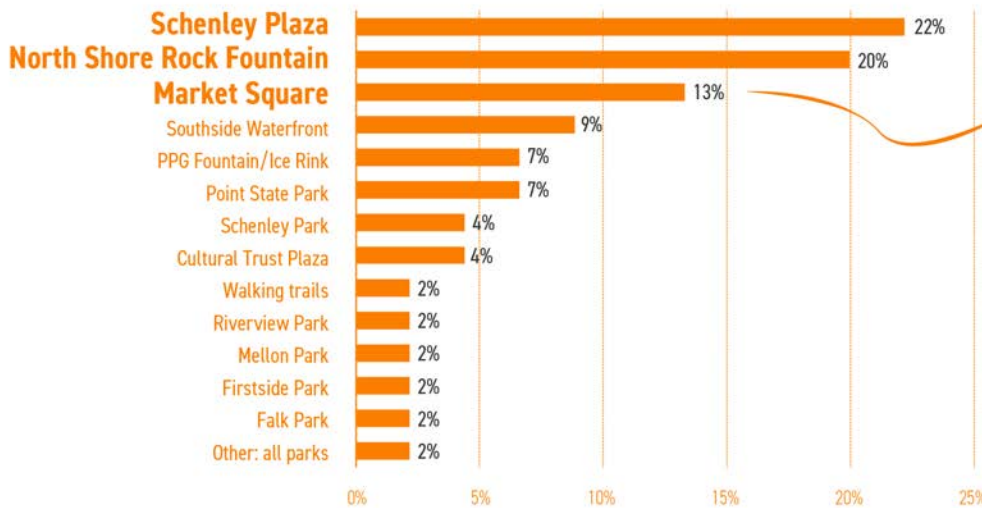
## Event Summary

On October 13th and 14th, 2017, more than 300 community members, stakeholders, and interested individuals came to learn the latest about Hazelwood Green and participate in a Hazelwood community festival - the Big Tent Event. A major goal of the event was to engage the public in envisioning what kind of character, program, and activities they'd like to see emerge in preliminary designs for a planned central public space, for the time being called "the Plaza." The Big Tent Event included engagement activities designed to encourage the community to share their larger visions for the Plaza, as well as provide insights on more specific elements they would prefer or not prefer for this new public space. Descriptions of and results summaries for the activities are presented on the following pages.

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Engagement activities and report prepared by Interface Studio for Almono LLC to raise awareness and receive early feedback on Hazelwood Green's first public space.



*"Always active  
A lot of dining  
options around."*

(Market Square was one of the top 3 in both Favorite and Least Favorite categories.)

(TOTAL : 45 RESPONSES)

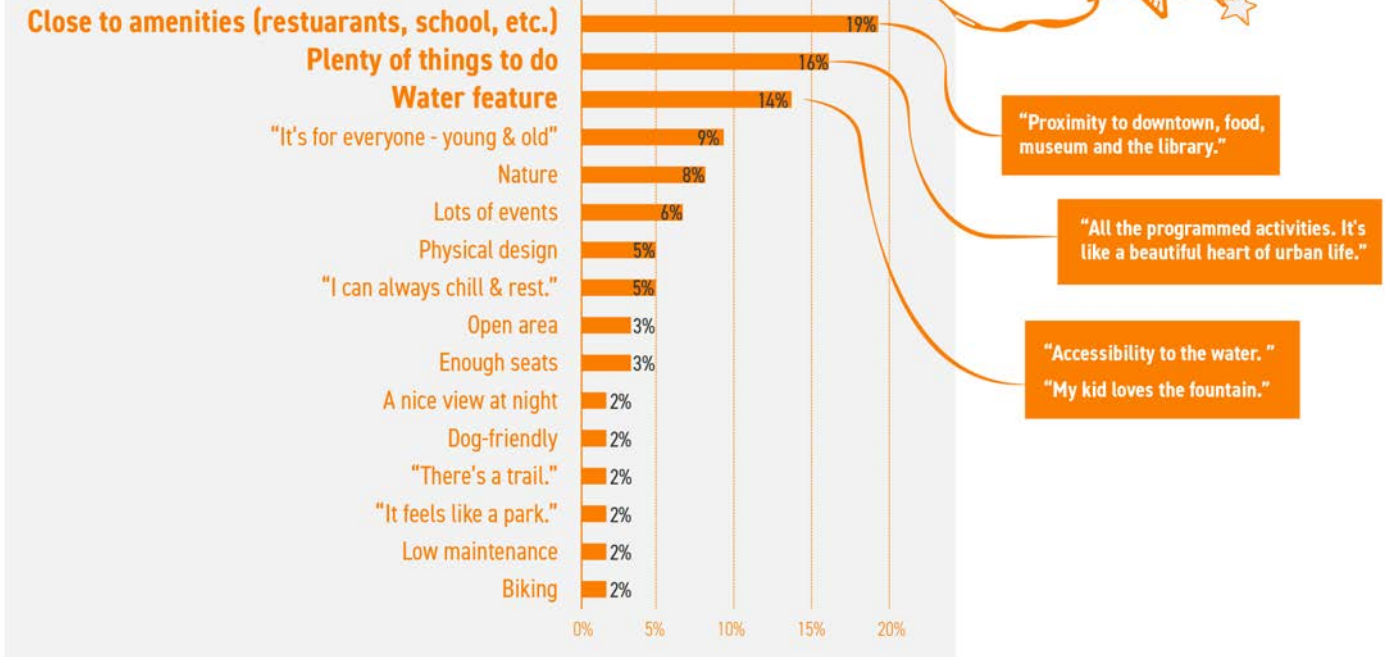
### Activity

For the first activity station, participants were prompted with a presentation board featuring images of and general information about well-known public spaces in Pittsburgh: Schenley Plaza, Market Square, South Side waterfront, North Shore rock fountain, PPG fountain/ice rink/Cultural Trust Plaza, and Firstside Park. They were then asked to pick a favorite public space--either among those presented or from anywhere in the world--and also asked to explain why they chose that space as their favorite. On the opposite side of the input card, participants identified their least favorite space and also explained why it doesn't appeal to them.

### Results

With 45 responses identifying a favorite public space, Schenley Plaza and North Shore Rock Fountain were highly preferred, with 22% and 20% of participants identifying them, respectively.

## Why do you like it?



Top factors leading to the group's selection of a favorite public space included:

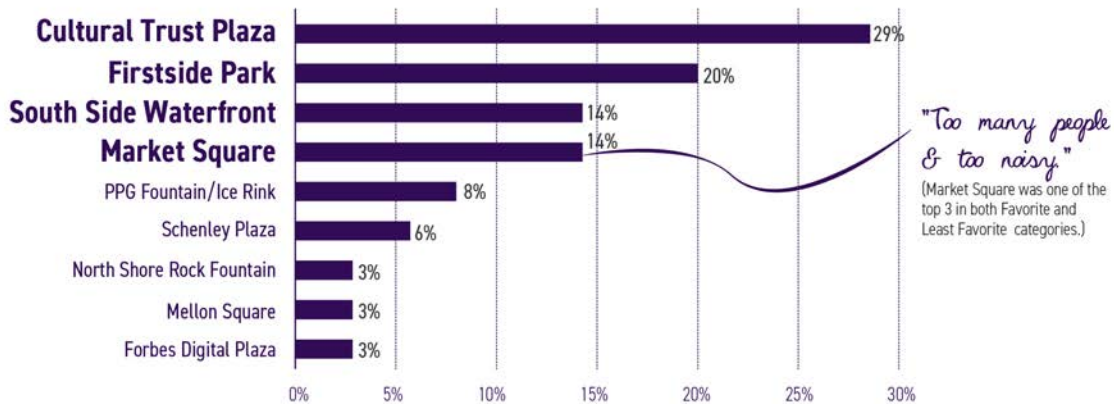
**Proximity to other amenities:** the context of the public space and location of other things to do or places to go nearby was a factor for about 1 in 5 participants.

**Plenty of things to do:** the program of and diversity of activities accommodated within the public space itself was the second most common factor in choosing a favorite.

**Water feature:** Many responses mentioned water features specifically as an element that appealed to them in choosing their favorite public space.



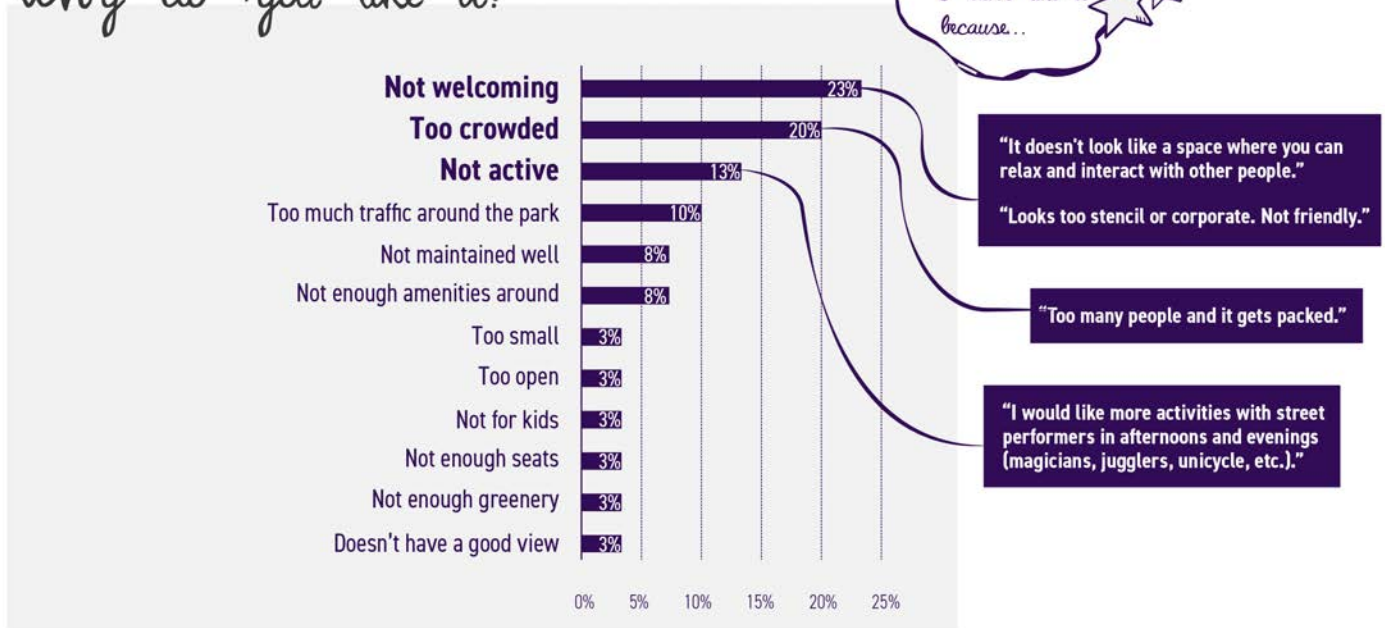
Tell us your *least favorite* place 



(TOTAL : 35 RESPONSES)

Slightly fewer participants put forth a least favorite public space, with 35 responses. Almost one in three responses identified Cultural Trust Plaza as their least favorite, with one in five participants choosing Firstside Park. Sentiments regarding Market Square [third favorite public space and tied for third least favorite public space] were split: 6 participants chose it as their favorite, while 5 chose it as their least favorite public space. Many who preferred Market Square liked the level of activity around the public space, while those who did not prefer it said the level of activity there--in terms of number of occupants and uses surrounding the square--was a factor in their choosing it as their least favorite space.

Why do you <sup>not</sup> like it?



In general, there were three dominant impressions of public spaces that led to participants choosing their least favorite public space:

**Not welcoming:** nearly a quarter of participants described their least favorite public space as unwelcoming. Written responses and individual conversations indicated that a combination of both the design/aesthetics of the space and the kinds of activity participants perceive to be happening there led to a negative perception of the space.

**Too crowded:** One in five participants identified the large volume of visitors as a negative element that detracts from their enjoyment of the space.

**Not active:** Conversely, 13% of participants said that a combined lack of activity, programming, and usage led to their identification of the public space they preferred least.

## Favorite/Least Favorite Public Space



# 20

Individuals participated in the **PROGRAM BLOCKS** activity, which asked people to think of how much of each of the below program types they'd like to see on the plaza.

**PLAZA EVENT SPACE**

**SEATING AREAS**

**PLAY/ACTIVE AREAS**

**PLANTED AREAS**

**COMMUNITY GARDENS**

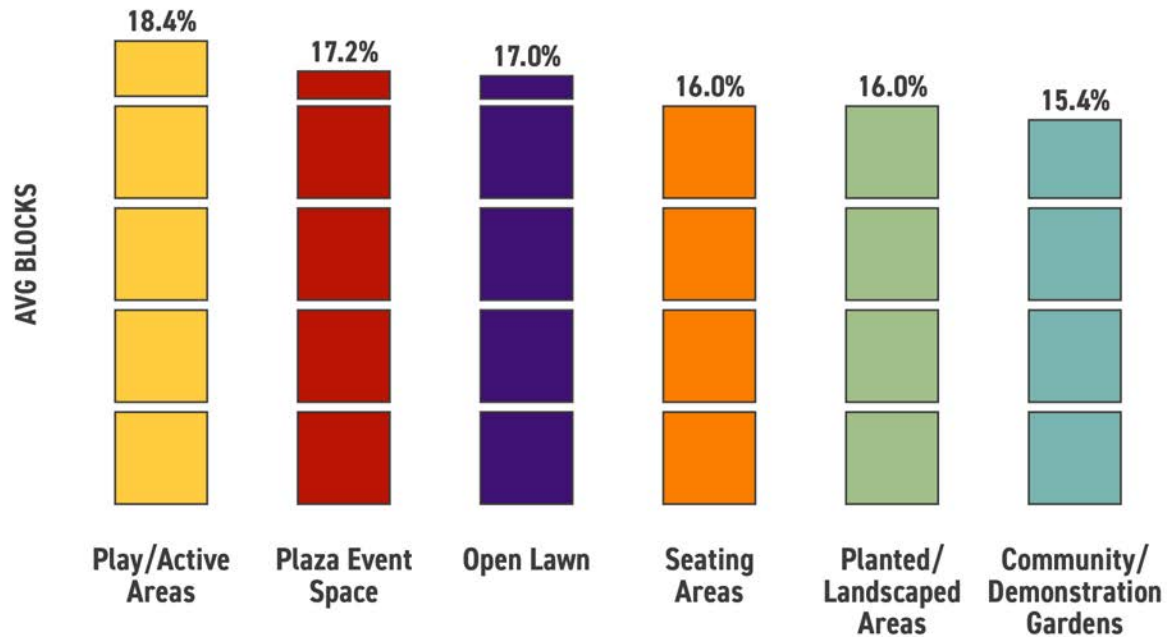
**OPEN LAWN**

## Activity

This activity was designed to get a sense from potential users of how much space should be dedicated to various general uses of the plaza. A five by five unit grid held 25 cubes, each face of every cube painted with one of six different colors. The colors corresponded to the general programmatic elements listed above and to the right.

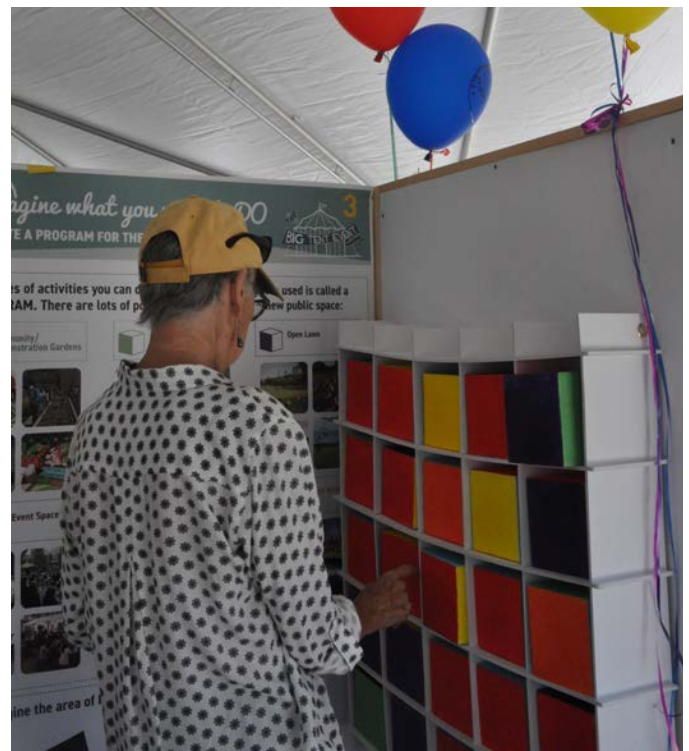
Participants were presented with a few representative images for each of the six programmatic typologies from precedent public spaces—each associated with a specific color painted on one side of each cube. Participants rotated cubes within the grid so that the resulting shares of the collective out-facing colors of the cubes represented their preferred distribution of amount of area dedicated to each programmatic typology.

When you take an average of all the responses, there isn't much variation in the overall response. HOWEVER...



## Results

20 attendees of the Big Tent Event participated in this activity. Taking an average of all responses, there isn't much variation in overall response, as it appears about half of participants were inclined to distribute fairly equal amounts of space to each of the program typologies.





## Imagine what you want *to do* at the plaza

Setting aside the 9 results from those who essentially wanted an equal distribution of each program...

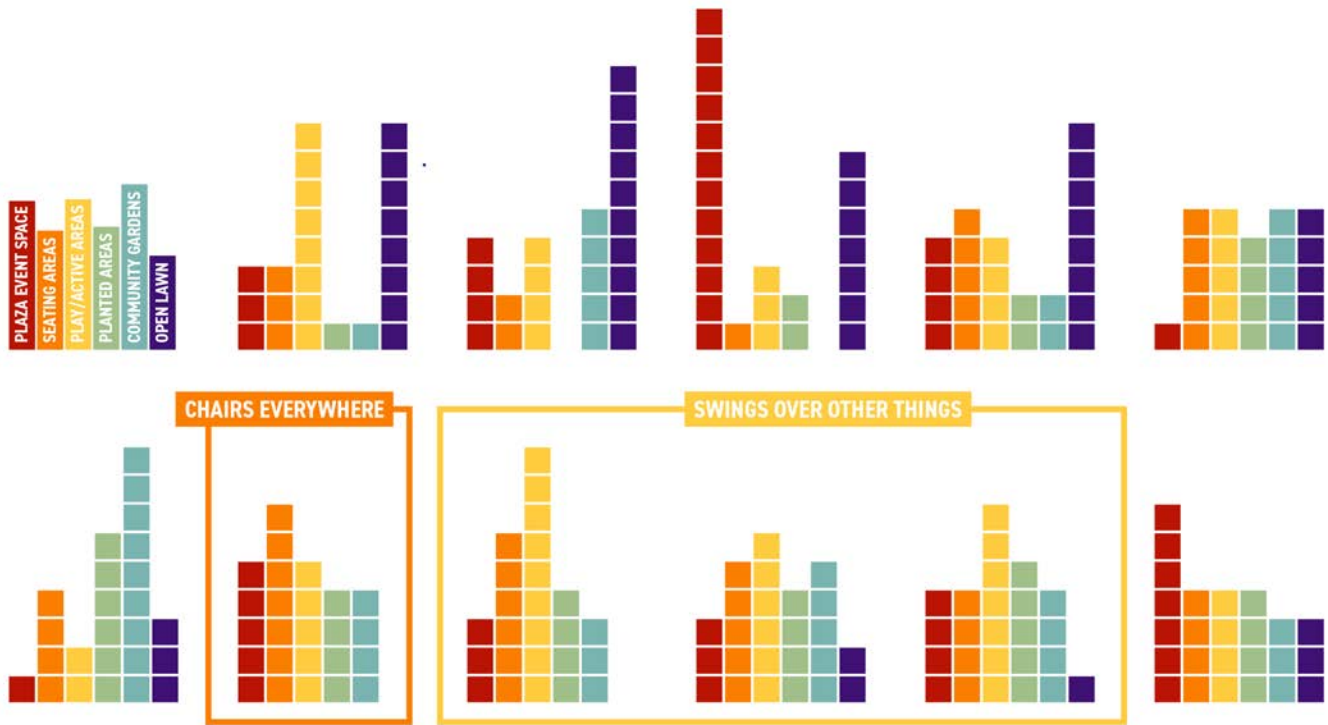


Everyone allocated some area for a **PLAZA EVENT SPACE**, but the amounts allocated varied widely, from 3,500 square feet [roughly the size of two volleyball courts] to 48% of the site--almost the size of a football field.

Factoring out the nine participants who were inclined to provide equal space to each type of program, each of the remaining 11 participants allocated some area for a plaza event space, but the amounts allocated varied widely, from 3,500 square feet [roughly the size of two volleyball courts] to 48% of the site--almost the size of a football field [about an acre--43,560 square feet]. Participants were made to understand that programmatic areas designed to accommodate very specific types of active recreation alone [like team sports fields] were not being considered, but scalar references are mentioned here for the sake of context.

## Imagine what you want *to do* at the plaza

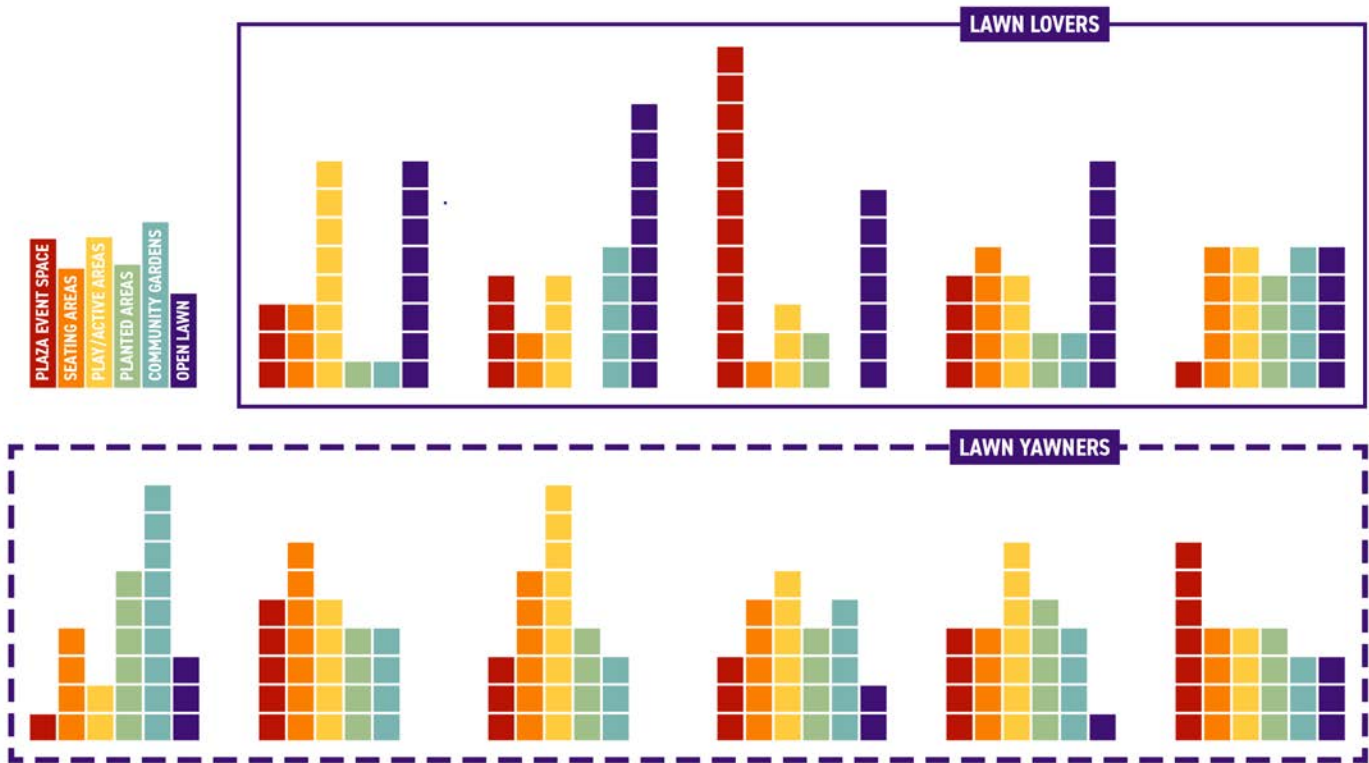
Setting aside the 9 results from those who essentially wanted an equal distribution of each program...



Everyone also allocated space for **SEATING** and **PLAY/ACTIVE AREAS**. Three participants chose to make play/active areas the stand-out dominant program of this new public space. And one person chose to make more room for seating than anything else.

Of those 11 participants who did not equally distribute area for each programmatic typology, everyone allocated space for seating and play/active areas. Three participants chose to make play/active areas the stand-out dominant program of this new public space. One person chose to make more room for seating than anything else.

Setting aside the 9 results from those who essentially wanted an equal distribution of each program...



5 of the 11 remaining participants wanted to see somewhere between 25 and 40% of the plaza covered in open lawn. 6 wanted very little or no open lawn at all.

Sentiments regarding amount of open lawn were split, with 5 participants wanting to see somewhere between 25 and 40% of the plaza covered in open lawn and 6 participants preferring little or no open lawn at all.

Sentiments regarding planted areas and community gardens were similarly split: for both typologies, preferences ranged from not including them at all to making them fairly dominant features in the plaza.

Choose your **top 3** cards! Tell us your least favorite one as well.

Cards had 4 categories (**playful**, **creative**, **functional**, and **green**) and there were 36 cards total.

Here are the winners



But there were some concerns...

Although **C2** ranked as one of the top 3, **4%** of the responses said this is their "least favorite" card.

"Trash accumulation... it doesn't need to be implemented in every space."

"There is no lack of night markets/food trucks and they appeal to a limited demographic."

For **F8**, one participant raised a concern about maintenance.

"Upkeep and cost?"

(TOTAL: 24 PARTICIPANTS,  
72 CARDS SELECTED)

## Activity

Perhaps as it was a more time-intensive and involved activity, fewer attendees [24 individuals] at the Big Tent Event participated in the site elements card game. The basic premise was that a deck of cards including specific examples of site elements of four distinct "suits"--including "playful," "creative," "functional," and "green"--of nine cards each were presented to individuals or groups of 2-4 people. The first step asked individual participants to choose their top three preferred site elements to be integrated in the new public plaza at Hazelwood Green, as well as their least favorite. In

cases where there were two or more individuals participating simultaneously, they were asked to collectively discuss their choices and negotiate with each other as a group to select only five cards among those selected by individuals as the group's preferred site elements. The full set of cards are included in the appendix for reference.

## Results

The top choices are shown in the graphic above, but as also noted, some individuals identified some of these top individual preferred site elements as their least favorite. While two of the top four site element choices were in the "creative" group, none of the top choices were "green" site elements.

Negotiate within your group to select 5 cards.

Cards had 4 categories (playful, creative, functional, and green) and there were 36 cards total.

Here are the winners



From both individual & group games,



were selected as one of the top 3 cards

(TOTAL: 7 PARTICIPATED GROUPS,  
35 CARDS SELECTED)

The seven groups who negotiated to select their top five cards had similar top preferences to the individual choices, with both “Food trucks/kiosks and night markets” and “Performance pavilion/outdoor classroom” being included in the top four for both individuals and group preferences.



# 37 groups made a “POSTCARD FROM THE FUTURE”



## Activity

Participants were asked to imagine that it's five or so years in the future, and the plaza has been built and opened to the public--and that it's been designed and programmed exactly how they would have liked it to have been. They then wrote a postcard describing all the things they love about the plaza, addressed to someone who hasn't seen it yet. A variety of props symbolizing various types of activities and site elements one might imagine being integrated in the plaza were on hand for participants to choose from and pose with in a photo that was intended to be the pretend image side of the postcard. There were four background options for them to choose from, each suggesting a different kind of character for the plaza.

# 4 Postcard From the Future

## 25 preferred the “night lights” background *a festive, inviting setting with creative lighting*

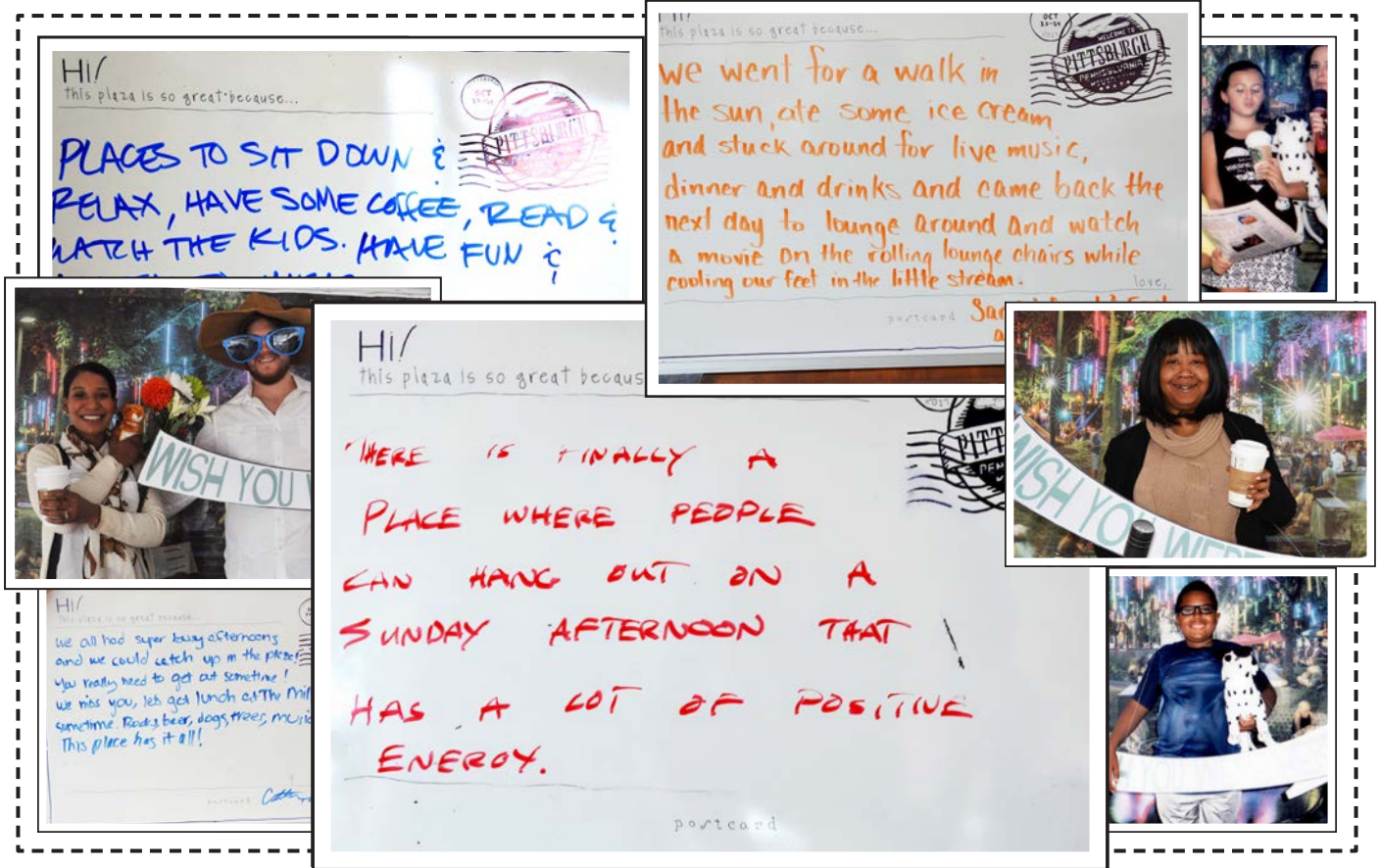


### Results

37 groups created postcards from the future, with 68% of them choosing the “night lights” background [an image of Philadelphia’s summertime pop-up Spruce Street Harbor Park], suggesting they’d like to see the plaza active at night, or perhaps the colorful lights and/or festive vibe were appealing. The top themes emerging from the descriptions in the postcards and selection of props were:

- Passive recreation [socializing, strolling, relaxing, etc.]
- Events and performances [especially music]
- Availability of food options [both prepared food vendors and fresh food/farmer’s markets]
- Nature and wildlife [flowers, trees, animals, etc.]
- Kid-friendly fun [areas designed for play]

# 26 chose props or wrote postcards related to **passive rec. socializing, strolling, relaxing**





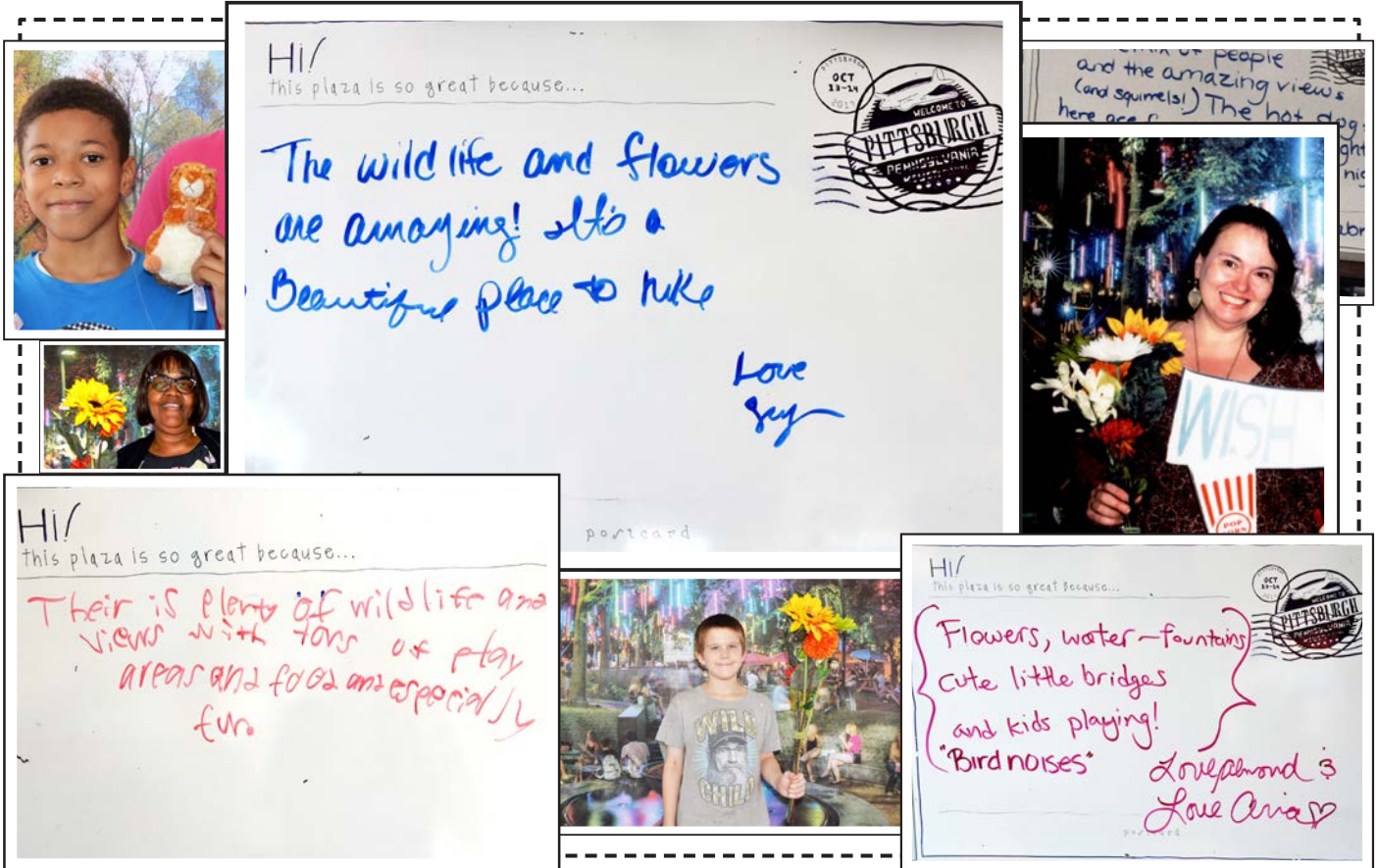
# 22 chose props or wrote postcards related to **events & performances** especially music



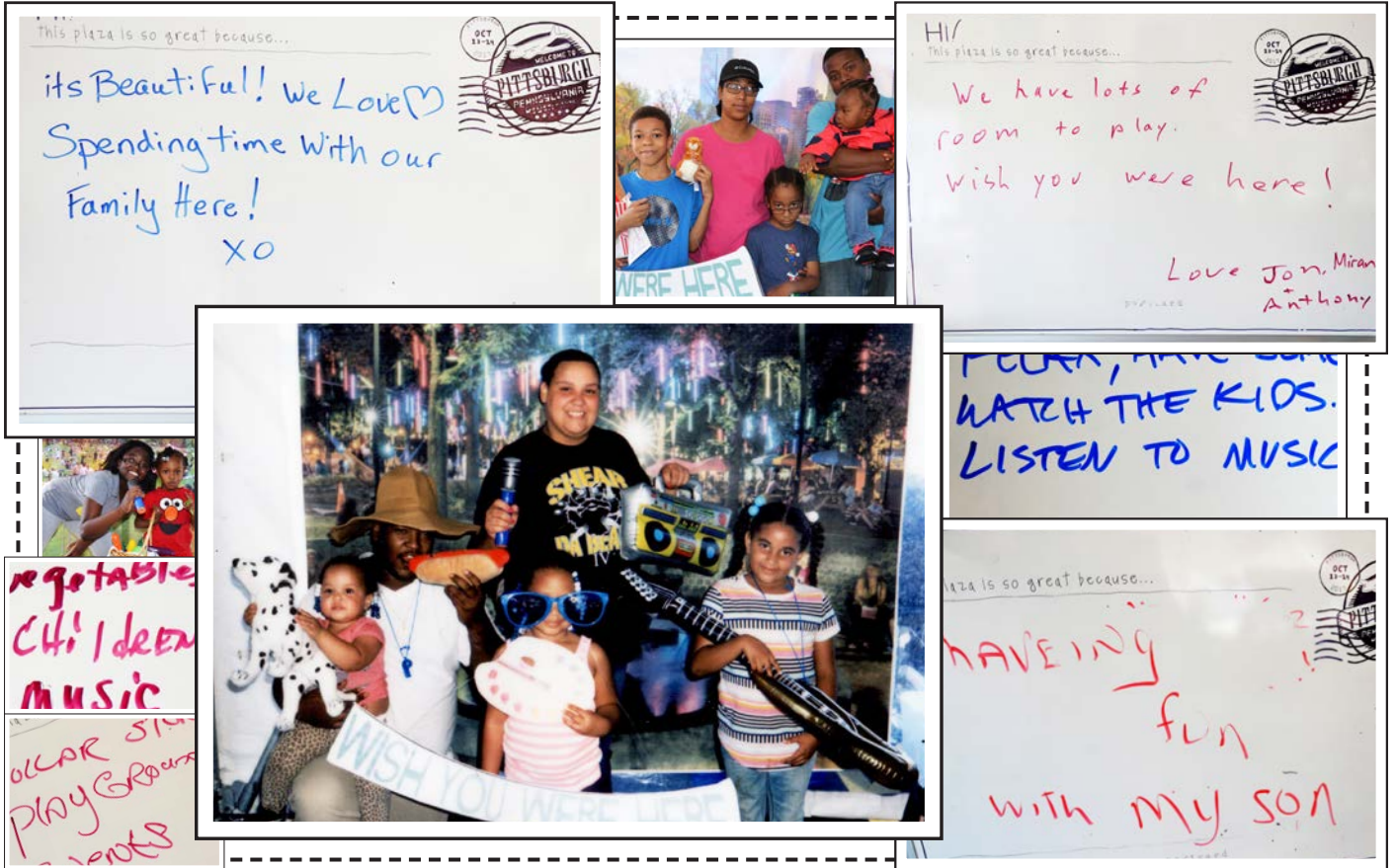
**20** chose props or wrote postcards related to **food** both prepared and fresh food vendors



# 14 chose props or wrote postcards related to **nature & wildlife** flowers, trees, & animals



# 13 chose props or wrote postcards related to **kid-friendly fun** especially places to play





hil  
 This plaza is so great because...

GROCERY STORE  
 & FARMER'S MARKET, *elephant*  
 fresh food!

love,  
 postcard



hil  
 This plaza is so great because...

of the mix of people  
 and the amazing views  
 (and squirrels!) The hot dogs  
 here are fantastic and the lights  
 are so bright we need glasses at night!

love,  
 postcard Jon & Sabreena



hil  
 This plaza is so great because...

We went for a walk in  
 the sun, ate some ice cream  
 and stuck around for live music,  
 dinner and drinks and came back the  
 next day to lounge around and watch  
 a movie on the rolling lounge chairs while  
 cooling our feet in the little stream.

love,  
 postcard Sarah, Sarah, Emily and The Squirrel



hil  
 This plaza is so great because...

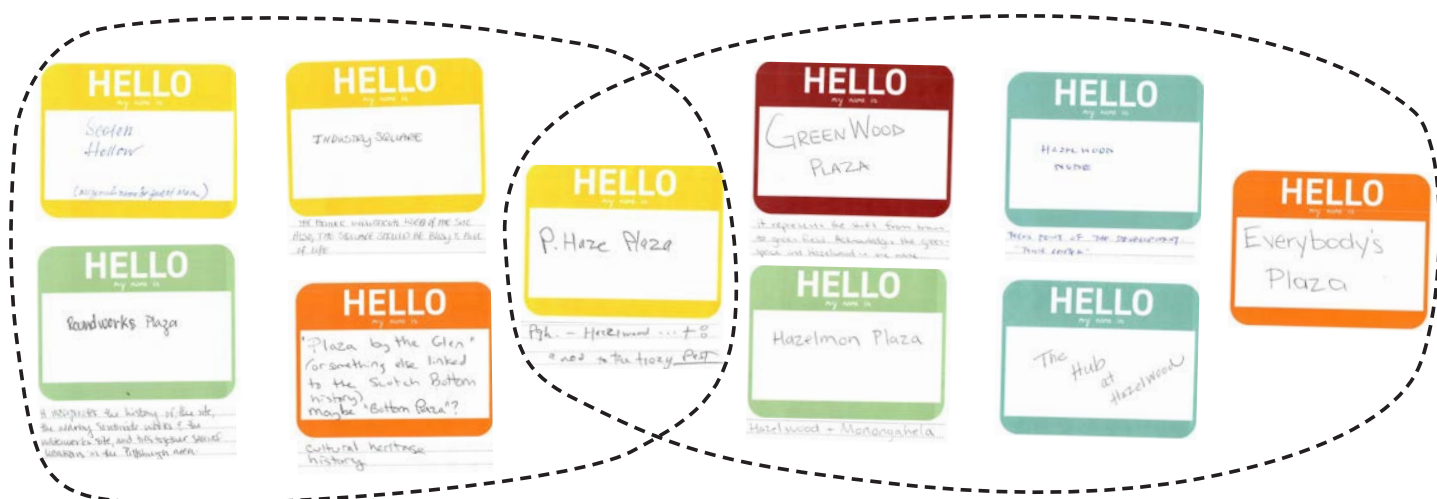
There is plenty of wildlife and  
 views with tons of play  
 areas and food especially  
 fun

love,  
 postcard

What would you name the plaza?

# 10 people contributed ideas to NAME THAT PLAZA

ideas tended to fall into two categories  
**salutes to...**



**the history  
of the site**

**the neighborhood  
& its people**

## Activity

Individuals were given the opportunity to suggest potential names for the new plaza by writing them on a "Hello, my name is" name tag.

## Results

Ten people suggested various names for the plaza, generally relating to one of two themes: the history of the site and the communities of adjacent neighborhoods.



**5** Name that Plaza!

# APPENDIX

Informational boards to provide context to the activities and instructions for select activities.

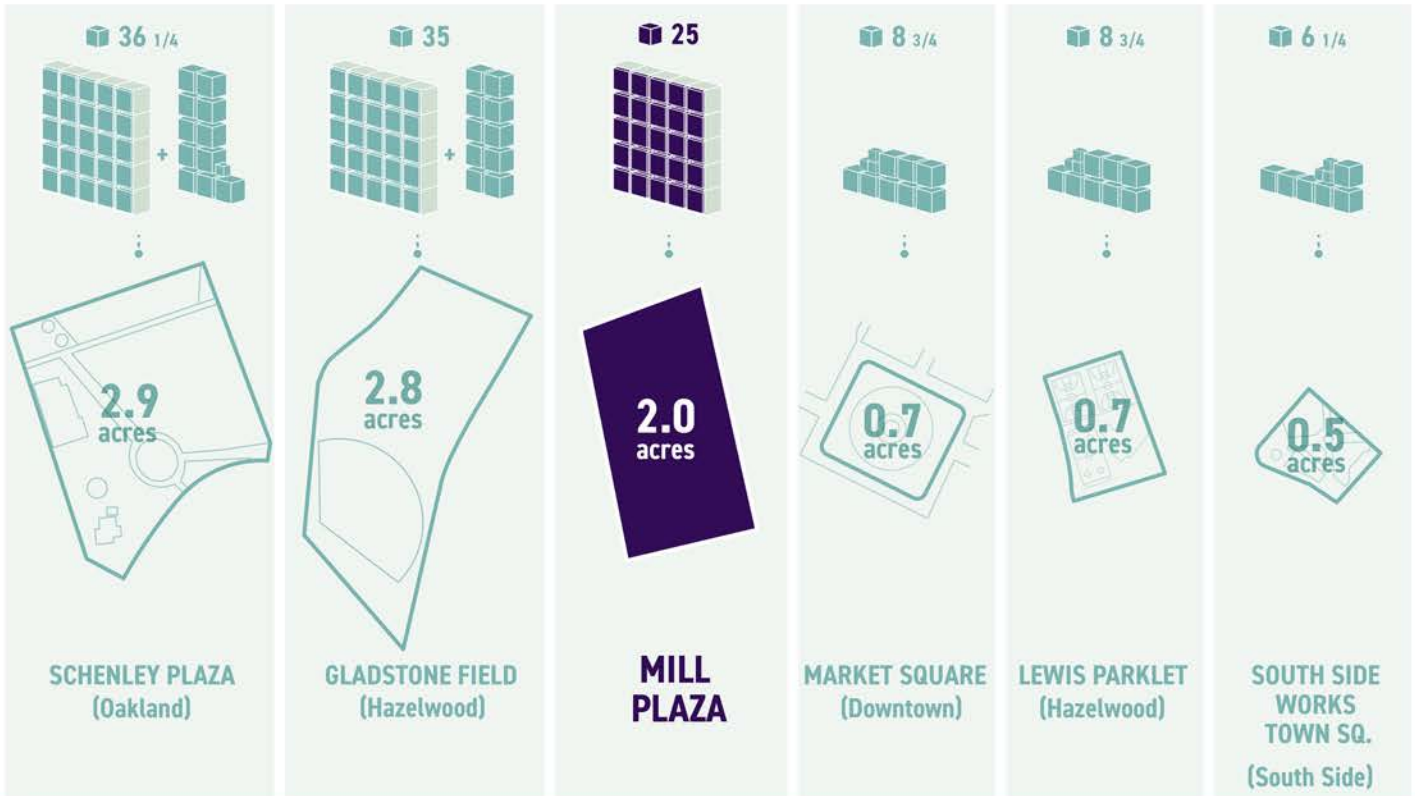
# The Plaza in Context

## SOME FACTS & COMPARISONS



### 1) How big will the plaza be?

If **Mill Plaza's** area is equal to **25 cubes**, other places you may be familiar with require the below number of squares by comparison.



### 2) What scale of buildings and uses will border the new plaza?



- |                                     |                                     |                                    |
|-------------------------------------|-------------------------------------|------------------------------------|
| <b>RESIDENTIAL</b>                  | <b>OFFICE</b>                       | <b>PARKING</b>                     |
| <b>HIGH DENSITY (&gt;5 stories)</b> | <b>HIGH DENSITY (&gt;5 stories)</b> | <b>OPEN SPACE</b>                  |
| <b>MEDIUM DENSITY (4-5 stories)</b> | <b>LOW DENSITY (1-5 stories)</b>    | <b>SHARED PUBLIC WAY (WOONERF)</b> |
| <b>LOW DENSITY (1-3 stories)</b>    |                                     |                                    |

- ① Mill 19 Adaptive Reuse
- ② 3-4 Story Commercial Building
- ③ Shared Public Ways (Woonerf)
- ④ High Density Residential
- ⑤ Medium Density Residential
- ⑥ Low Density Residential
- ⑦ Mill Green



# The Plaza in Context

## SOME FACTS & COMPARISONS



3) What types of other public spaces are already close by?



# Tell us your favorite place

FAVORITE PLACE TO VISIT AND WHY



Which of these places in Pittsburgh do you like the best?  
Pick your **favorite** and **least favorite**. Tell us why using the comment card below.

## 1. Schenley Plaza



## 2. Market Square



## 3. South Side waterfront



## 4. North Shore rock fountain



## 5. PPG Fountain/Ice Rink



## 6. Cultural Trust Plaza



## 7. Firstside Park



You don't see what you're looking for? **FEEL FREE TO WRITE YOUR OWN!**



# Imagine what you want to DO

CREATE A PROGRAM FOR THE PLAZA



The types of activities you can do in a space and the way it is used is called a **PROGRAM**. There are lots of possible programs for this new public space:

### Community/ Demonstration Gardens



### Planted/Landscaped Areas



### Open Lawn



### Plaza Event Space



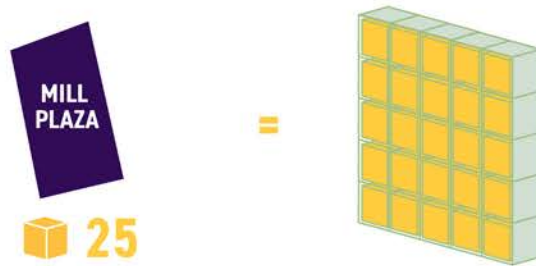
### Seating Areas



### Play/Active Areas



Imagine the area of Mill Plaza is equal to 25 cubes in this 5x5 grid...

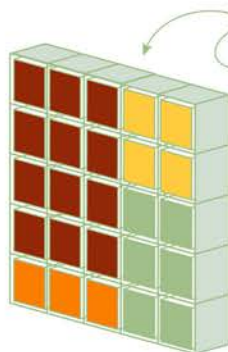


Think about what programs you'd like to have in the plaza and how much space you would give each of them.

Then, rotate the cubes in the grid to represent how much area you would dedicate to those programs, with the colors corresponding to the those above.

### HERE'S AN EXAMPLE:

In this example, someone wants about half of the area to be a **plaza event space**, but also wants smaller portions to be dedicated to **planted areas**, **seating**, and **play areas**.



now it's your turn!



**STEP 1**

Choose **your three favorite cards**. It's okay if some of the cards you choose are also chosen by others.

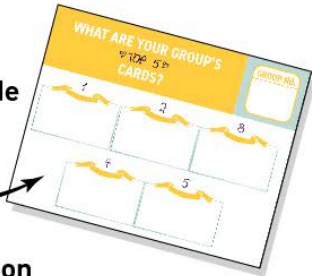
**STEP 2**

Record which ones you chose. **ALSO**, please tell us which was your least favorite.



**STEP 3**

Among all the cards chosen as favorites within your group, negotiate with each other to decide which **five cards your group** will select as top 5.



**DON'T FORGET TO:**

Record your group number **BOTH** on **your card** and on the **group card**.



*Thank You*



**C1** Creative sculptural lighting



**C2** Food trucks/kiosks and night markets



**C3** Public art commemorating local history



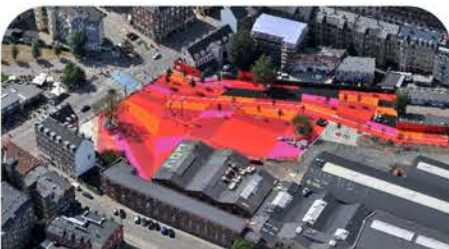
**C4** Observation tower to provide view of river



**C5** Tree lights (out of arm's reach)



**C6** Video projection installations



**C7** Vibrant and space-defining color palette



**C8** Temporary art installations



**C9** Performance pavilion/ outdoor classroom



**F1** Hammocks



**F2** Solar wifi and plug-in stations



**F3** Movable tables and chairs



**F4** Picnic tables



**F5** "Lounge" seating



**F6** Green roof bike storage areas



**F7** Sculptural seating & shade structures



**F8** Self-cleaning public restrooms



**F9** Community-painted trash and recycle bins



**G1** Environmental education elements



**G2** Environmentally themed public art



**G3** Butterfly gardens/  
native plants



**G4** Community/  
demonstration garden



**G5** Open lawn



**G6** Formal/traditional/  
botanical garden



**G7** Mini urban forest areas



**G8** Buffers to separate  
park from streets



**G9** Creative habitats for  
urban wildlife



**P1** Fun things for kids to play on



**P2** Interactive water feature



**P3** Mini climbing wall



**P4** Educational and fun "interactivities"



**P5** Small games [corn hole, ping pong, etc.]



**P6** Kid & adult friendly play equipment



**P7** Play seating



**P8** Organized events



**P9** Seasonal ice skating/rollerblading track



# Name this plaza!

Do you have a great idea for what to **NAME THE PLAZA?**



## Here are some ideas.

*Do you want to...*

- ▶ **Choose a name that represents the history of this place?**  
: The site used to be an industrial hub. There are two historical artifacts - the Mill Building and the Roundhouse - that still exist.
- ▶ **Choose a name that implies the location of this place?**  
: The site is located next to Hazelwood neighborhood and the Monongahela River.
- ▶ **Choose a name that informs what's going on in this place?**  
: What were your ideas for activities and features to include in the plaza design? Can you think of a name that speaks to your concept of what kind of public space you would like it to be?
- ▶ **Choose a name represents the city or region's culture?**