www.pps.org

PPS is a nonprofit organization dedicated to creating and sustaining public places that build communities. We provide technical assistance, education, and research through programs in parks, plazas and central squares; buildings and civic architecture; transportation; and public markets. Since our founding in 1975, we have worked in over 1,000 communities in the United States and around the world, helping people to grow their public spaces into vital community places.

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PPS
PROJECT for PUBLIC SPACES

Place Game

Place Performance Evaluation

A Tool for Initiating the Placemaking Process

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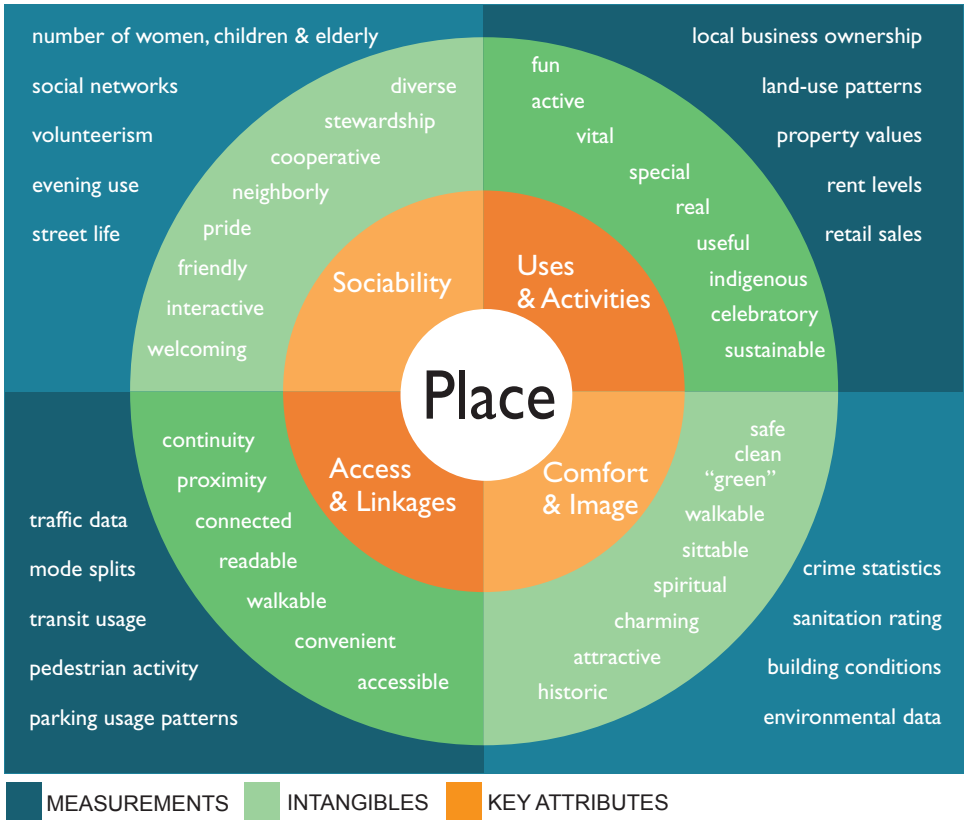
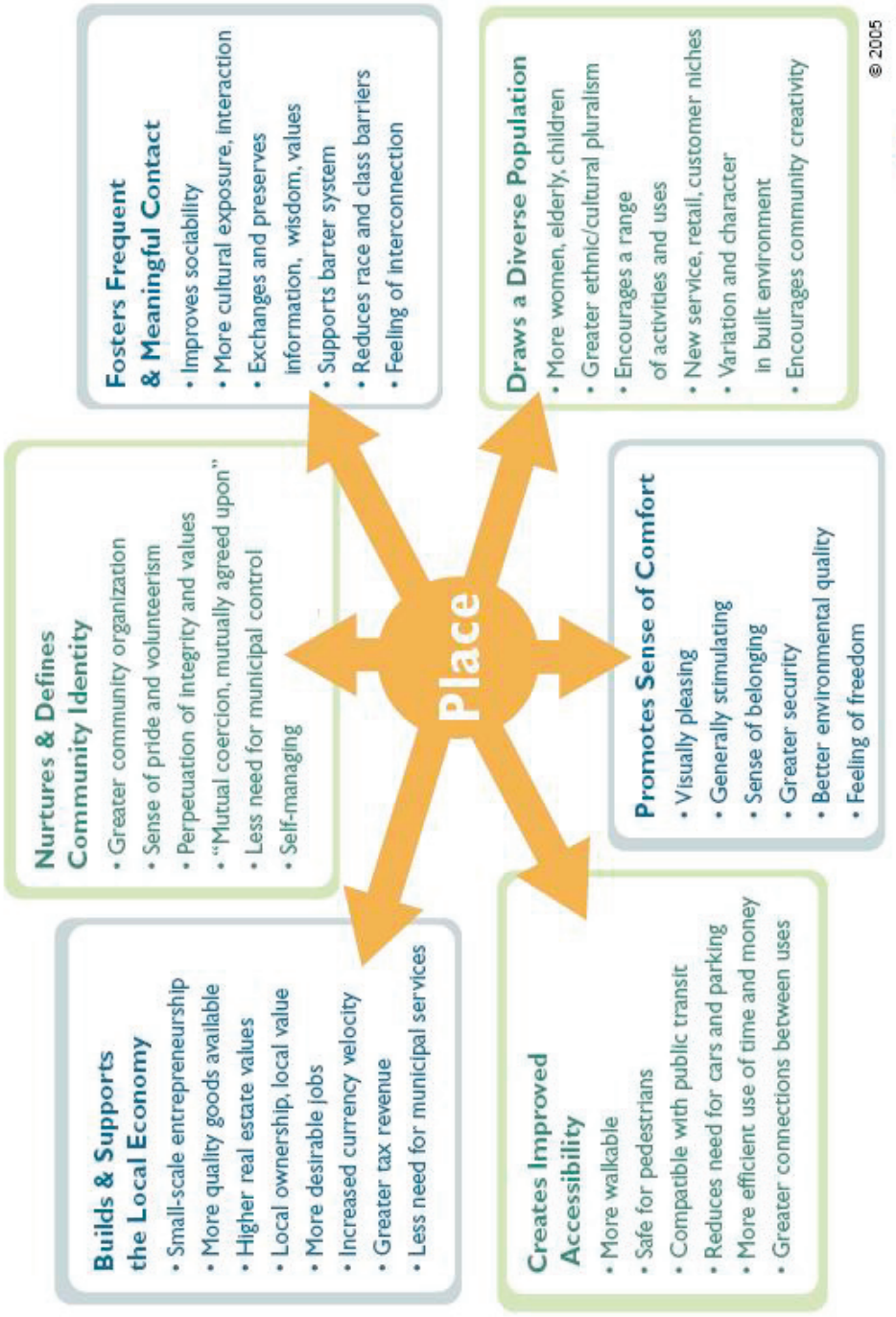
What Makes a Great Place?

In evaluating over 2,5000 public spaces around the world, Project for Public Spaces (PPS) has found that successful ones have four key qualities: they are accessible; people are engaged in activities there; the space is comfortable and has a good image; and finally, it is a sociable place: one where people meet each other and take people when they come to visit. PPS developed The Place Diagram as a tool to help people in judging any place, good or bad:



Imagine that the center circle on the diagram is a specific place that you know: a street corner, a playground, a plaza outside a building. You can evaluate that place according to four criteria in the red ring. In the ring outside these main criteria are a number of intuitive or qualitative aspects by which to judge a place; the next outer ring shows the quantitative aspects that can be measured by statistics or research.

The Benefits of Place



Place Game©

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Part 1 On-site

The On-Site Exercise (read this BEFORE going outside!)

1. Make sure you have at least 1/2 hour for the on-site portion of this evaluation.
2. Break up into small groups of 3-5 people and assign each group a different site or sites.
3. Appoint a good note-taker or recorder to write all comments during the evaluation.
4. Walk around and through the entire place before beginning the evaluation.
5. Go to your group's assigned site (or sites).
6. QUICKLY rate your assigned site by yourself or with a partner (do not do this as a group). First impressions count. Do NOT tally your ratings yet (that will occur later). Include streets, intersections and adjacent land uses in your ratings.
7. Then, with your group, answer the questions on the right hand page of the form . The recorder should read aloud the questions on the right hand side of the evaluation form, and write down all the comments. A separate piece of paper may be required.
8. Don't spend too much time on any one area or question. If you or others get delayed, have the facilitator prompt the group to move on.
9. Most importantly: Have FUN!

Part 2

Reporting back your findings and recommendations

1. When you return, each group should first come to consensus about the ratings for your site. Then combine ratings from all group members into 4 overall scores (for Access & Linkages; Comfort & Image; Uses & Activities; and Sociability).
2. Discuss the range of short- and long-term recommendations for your site and develop a list on the flip chart of key recommendations. Summarize any main, overarching points.
3. The group should select one person to record the ratings and the recommendations onto a flip chart.
4. Discuss the range of partners who can, should, or must help in implementing your group's recommendations. Brainstorm any additional "unlikely" partners. Write them down too!
5. The group could select another (or the same) person to use the flip chart notes to present the site ratings, likes, and recommendations to the other groups.
6. Please submit your evaluation forms to your facilitator at the end of the session so they have a record of your comments.

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EVALUATION OF SITE:_____

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 ideas 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.