

PUBLIC SPACE IS



DESIGN TRUST
FOR PUBLIC SPACE

designtrust.org

"Public space gives me a sense of clarity, it gets me to ease my mind, relax, and let my day go forward."*



"In New York City, public space is fundamental because it's our outdoor room."*



"Public space is about community building...it's really important for the mind and the spirit because there are so many people here, it's so dense. It's nice to have really nice spaces that everybody can access."*



WHO WE ARE

The Design Trust for Public Space is an independent nonprofit organization dedicated to improving public space in New York City.

We are urban visionaries, who think systemically about how cities work. From parks, plazas and streets to city buildings, transportation systems and entire neighborhoods, the Design Trust has been at the forefront of shaping New York City's public realm since 1995.

WHAT WE DO

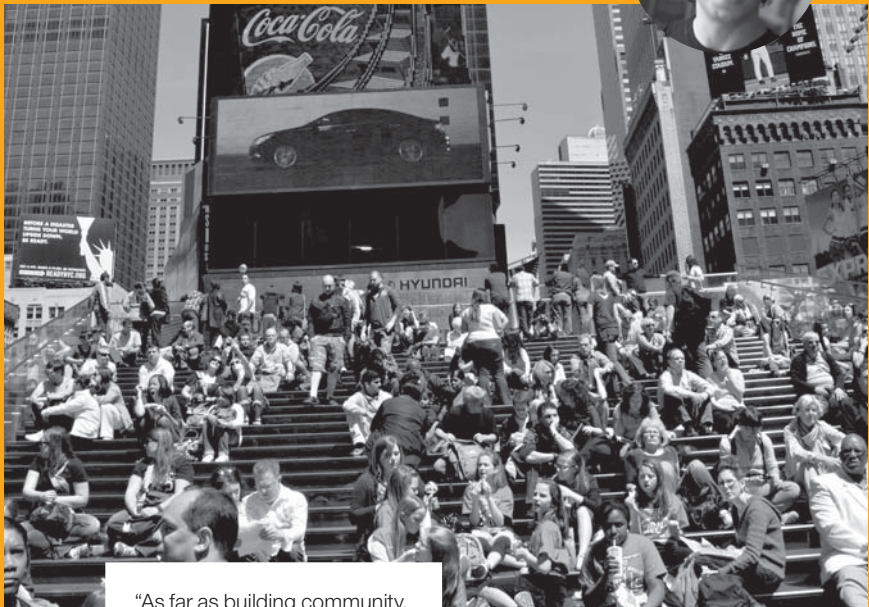
The Design Trust is a think *and* do tank.

We do research, design and planning projects that positively impact every New Yorker's day-to-day quality of life. These projects are initiated by community groups, city agencies, and nonprofit organizations who look to the Design Trust's long experience engaging multiple stakeholders—and deep familiarity with how New York City really works—to influence city policy or design practice, improving the built environment.



*Hear New Yorkers share why public space matters at designtrust.org/publicspaceis

"Public space gives me a pleasant sense of belonging."*



"As far as building community, building tolerance, building solidarity, building unity, all these things that we need as communities to be closer, this is what's important—the sidewalks, the public space."*



"Public space is certainly important—it makes city living worthwhile."*



*Hear New Yorkers share why public space matters at designtrust.org/publicspaceis

HOW WE WORK

We collaborate.

We believe that public/private partnerships are the most effective way to advance the quality of our public realm. Our unconventional project teams bring together city agencies, community groups, and private-sector experts to galvanize change in the way New York City's public spaces are designed, managed or used.

Quality public space affirms your importance to the community.

We innovate.

The Design Trust's independent, holistic and unbiased approach has earned us the credibility to effectively navigate New York City's complex municipal and political landscape. By working across sectors and institutional barriers, we are uniquely positioned to bring innovation to the public realm.

We activate.

Our work ignites systems-level change in the public realm. We deliver actionable policy, design and planning recommendations so that our project partners can realize their vision for improving our city.

OUR IMPACT



1

We revolutionized New York City's sustainable design & construction standards.

From city sidewalks and streets to public parks and buildings, the Design Trust's three sustainable guidelines changed the way our city is designed, built, and managed.

“New York is a leader for other park systems...these guidelines will have an impact not only on how we design parks but on how parks can be designed across the country and the world.”

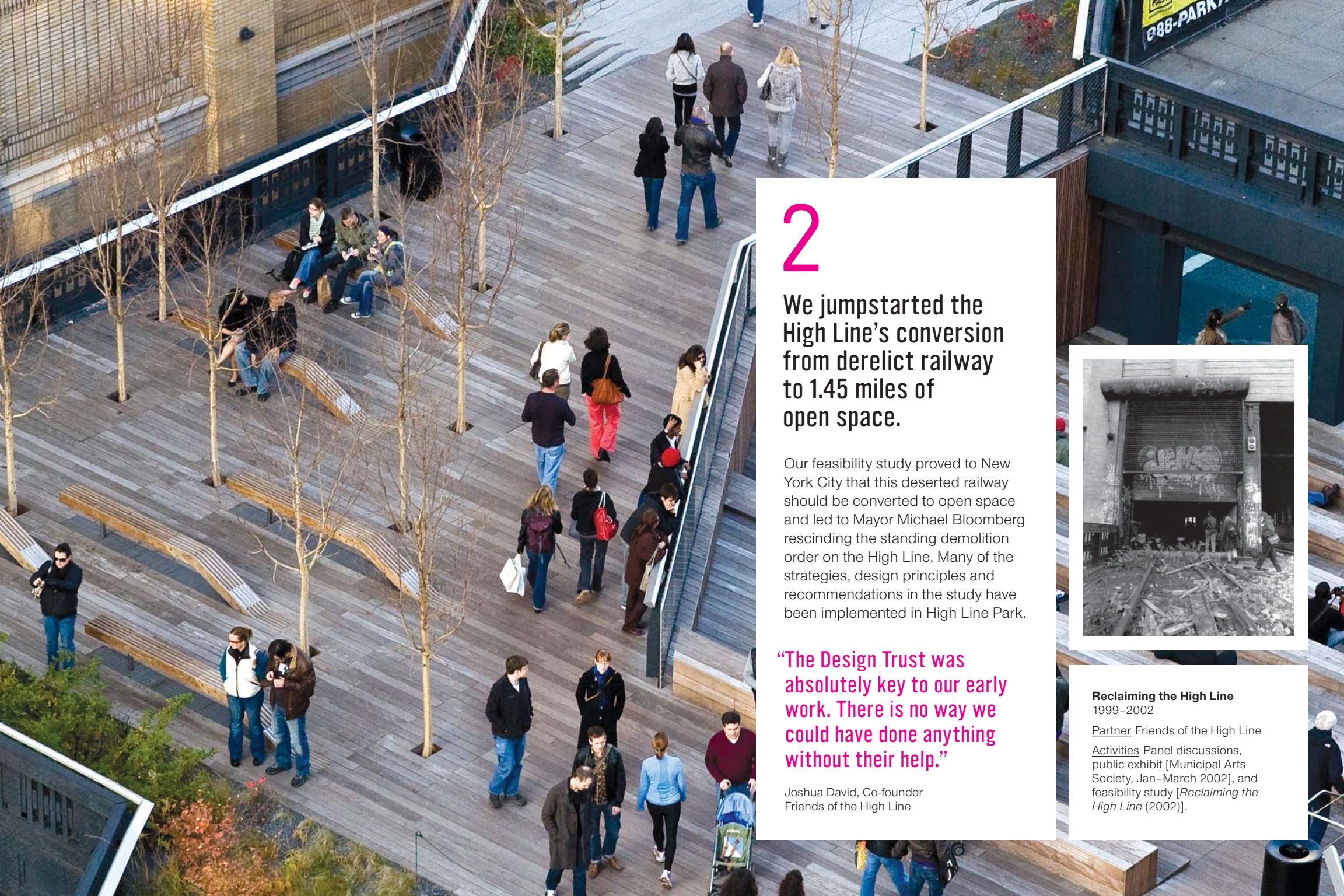
Adrian Benepe, Commissioner
NYC Dept. of Parks & Recreation



Greening New York City 1998–2011

Partners NYC Dept. of Design & Construction, NYC Dept. of Parks & Recreation

Activities Public symposia, peer review, intra-agency education, three sustainable manuals: *High Performance Building Guidelines* (1999), *High Performance Infrastructure Guidelines* (2005) and *High Performance Landscape Guidelines: 21st Century Parks for NYC* (2011).



2

We jumpstarted the High Line’s conversion from derelict railway to 1.45 miles of open space.

Our feasibility study proved to New York City that this deserted railway should be converted to open space and led to Mayor Michael Bloomberg rescinding the standing demolition order on the High Line. Many of the strategies, design principles and recommendations in the study have been implemented in High Line Park.

“The Design Trust was absolutely key to our early work. There is no way we could have done anything without their help.”

Joshua David, Co-founder Friends of the High Line



Reclaiming the High Line
1999–2002

Partner Friends of the High Line
Activities Panel discussions, public exhibit [Municipal Arts Society, Jan–March 2002], and feasibility study [*Reclaiming the High Line* (2002)].



3

We activated innovation in New York City's taxi system.

Our *Taxi 07* project led directly to New York City's new *Taxi of Tomorrow* competition, which will introduce the first-ever custom-built taxicab specifically designed for New York City by 2014.

“Taxis are a core element of the city’s visual landscape. Design is important. TLC is grateful for the Design Trust’s help in making this competition a reality.”

David Yassky, Commissioner
NYC Taxi & Limousine Commission



Taxi 07
2006–2010

Partner NYC Taxi & Limousine Commission

Activities Large-scale public exhibit [NY Intl. Auto Show, April 2007], panel discussions, strategic plan for the taxi system [*Taxi 07: Roads Forward* (2007)], and exhibit catalogue [*The Taxi 07 Exhibit* (2008)].



4

We inspired a community's vision for undervalued public space.

We organized an international ideas competition and an unprecedented public exhibit in the center of Brooklyn's Grand Army Plaza, where we presented 30 visionary plans that sparked community and political efforts to revitalize this historic public place.

“GAPCo wouldn't have been able to move forward towards a master plan without *Reinventing Grand Army Plaza*, which opened the community's eyes to the possibilities of this wonderful space.”

Michael Cairl
GAPCo



Reinventing Grand Army Plaza
2007–2009

Partner Grand Army Plaza Coalition (GAPCo)

Activities International ideas competition, website [reinventinggap.org], public exhibit [Grand Army Plaza, Sept–Oct. 2008], and exhibit catalogue [*Reinventing Grand Army Plaza: Visionary Designs for the Heart of Brooklyn* (2009)].



5

We demonstrated why creative neighborhoods matter to New York City.

With *Made in Midtown*, the Design Trust created a nuanced, publicly accessible portrait of how New York City's fashion industry works today and why the Garment District neighborhood—and creative industries in general—should matter to the city.

“The Design Trust was able to bring everyone to the table—city officials, designers, manufacturers, property owners—and outline a vision for the future of the Garment District as a creative hub that we could all support.”

Steven Kolb, Executive Director
Council of Fashion Designers of America



Made in Midtown
2009–2012

Partner Council of Fashion Designers of America (CFDA)

Activities Stakeholder interviews, multimedia website [madeinmidtown.org], storefront exhibit, panel discussions, *Made in Midtown* newspaper.

CELEBRATING 15 YEARS OF...

PROJECTS

Five Borough Farm
Made in Midtown
Photo Urbanism 5: Same Time, Every Day
Park Design for the 21st Century
Reinventing Grand Army Plaza
Photo Urbanism 4: Vanishing Views
Playgrounds to Playgardens:
Designing for Free Play
Taxi 07
Photo Urbanism 3: Jamaica Bay
Designing the Taxi
Sustainable New York City
Photo Urbanism 2: The Bridge Project
Greening Infrastructure in the Public
Right-of-Way
Long Island City: Connecting the Arts
Times Square: Streetscape Improvement
Photo Urbanism 1: The Edge of New York
Reconstruction Report
Thresholds of Eibs Pond Park 2
Reclaiming the High Line
Thresholds of Eibs Pond Park 1
Achieving a Balance:
Housing and Open Space in
Bronx Community Board 3
Hell's Kitchen South:
Developing Strategies
Implementing the High Performance
Building Guidelines
Intermodal Transfer at East 125th Street
High Performance Building Guidelines
Designing for Children in
Community Gardens
Uneasy Spaces: A Photo Survey of
Security in the Public Realm
Designing for Security: Design Guidelines
for the Art Commission of New York City
Diego Beekman Houses Design Workshop:
Improving the Quality of Life
through Design
Brooklyn Public Library Design Guidelines

PARTNERS

Added Value
Art Commission of the City of New York
Bronx Community Board 3
Brooklyn Public Library
Children's Environmental Research
Group, CUNY
Council of Fashion Designers of
America (CFDA)
Friends of the High Line
Grand Army Plaza Coalition (GAPCo)
Hell's Kitchen Neighborhood
Association
Long Island City Cultural Alliance
New York City Department of City Planning
New York City Department of Cultural Affairs
New York City Department of
Design and Construction
New York City Department of
Parks and Recreation
New York City Office of
Environmental Coordination
New York City Taxi & Limousine Commission
South Bronx Overall Economic
Development Corporation
Tenants United for Better Living
Times Square Alliance
Trust for Public Land

Public space
NOT ONLY
RICH PEOPLE

Public space
WHERE THE
FUN PEOPLE
ARE!

The Design Trust is
entirely supported
by donations from
individuals, foundations,
corporations, and
government sources.

PUBLICATIONS

Reinventing Grand Army Plaza:
Visionary Designs for the Heart
of Brooklyn (2009)*
The Taxi 07 Exhibit (2008)*
Taxi 07: Roads Forward (2007)*
Long Island City: Connecting the Arts (2006)*
Sustainable New York City (2006)
Designing the Taxi (2006)*
High Performance Infrastructure
Guidelines (2005)*
Problems and Possibilities: Re-imagining
the Pedestrian Environment in
Times Square (2004)
Implementing the High Performance
Building Guidelines (2002)
Hell's Kitchen South: Developing
Strategies (2002)*
Designing for Security: Design
Guidelines for the Art Commission
of New York City (2002)
Reclaiming the High Line (2002)*
Achieving a Balance: Housing and
Open Space in Bronx Community
Board 3 (2000)
High Performance Building
Guidelines (1999)
Brooklyn Public Library Design
Guidelines (1996)
*available on Amazon.com

MAJOR SUPPORTERS

The A. Woodner Fund*
Brooklyn Community Foundation
Deborah Berke and Partners Architects*
Doris Duke Charitable Foundation
The Double-R Foundation*
Agnes Gund
Kitty Hawks*
Sophia Healy
The J.M. Kaplan Fund, Inc.
The Lily Auchincloss Foundation, Inc.
Maharam*
Mertz Gilmore Foundation
National Endowment for the Arts (NEA)
New York City Department of
Cultural Affairs
New York Community Trust
New York State Council on the Arts,
a state agency

New York State Energy Research and
Development Authority (NYSERDA)
Richter+Ratner*
Annabelle Selldorf*
Peter Stevens
Target
Tsao & McKown Architects*
The Vehicle Production Group LLC
*indicates Design Trust board member

2010

BOARD OF DIRECTORS

Cindy Allen
Hugo Barreca
Alison Bauer
Theodore Berger
Deborah Berke
Victor Body-Lawson
Kitty Hawks
Mark Heiman
Susan Grant Lewin
Stephen Maharam
Zack McKown
Raymond Merritt
Paula Mueller
Linda Pollak
Annabelle Selldorf
Susanna Sirefman
Sylvia Smith
Claire Weisz
Andrea Woodner,
Founder and Board Chair

STAFF

Deborah Marton, *Executive Director*
Megan Canning, *Deputy Director*
Jerome Chou, *Director of Programs*
Chris Kannen, *Production Associate*
Kristin LaBuz, *Communications &
Development Associate*

OURS

Public space is
full of flowers
Sometimes

space is
they
ned.

**DESIGN TRUST
FOR PUBLIC SPACE**

338 West 39th Street
10th Floor
New York, NY 10018
PH 212.695.2432

WEB

designtrust.org

BLOG

designtrust.blogspot.com/

TWITTER

@designtrustnyc

FACEBOOK

facebook.com/designtrust

EMAIL

info@designtrust.org

PHOTOGRAPHY

Video Stills Nandan Rao

Times Square Steps Ed Yourdon

1 [Large Image](#) Marcha Johnson
[Thumbnail](#) NYC Dept. Parks & Recreation/
Stephen J. Koren

2 [Large Image](#) Barrett Doherty

3 [Large Image](#) Michael DiVito
[Thumbnail](#) Chris Kannen

4 [Large Image](#) Triborough Photography
[Thumbnail](#) Triborough Photography

5 [Large Image](#) Chris Kannen
[Thumbnail](#) Ernesto Martinez

DESIGN

psnewyork.com

COPYRIGHT © 2010 DESIGN TRUST FOR PUBLIC SPACE

Public space is

People
Watching
Inspiration!

DESIGN TRUST
FOR PUBLIC SPACE

Public space is

WHERE I WANT
TO BE ☺

DESIGN TRUST
FOR PUBLIC SPACE

GOOD



DESIGN TRUST
FOR PUBLIC SPACE

Public space is



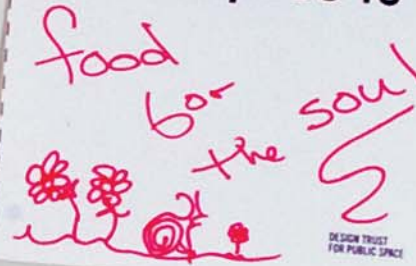
DESIGN TRUST
FOR PUBLIC SPACE

Public space is



DESIGN TRUST
FOR PUBLIC SPACE

Public space is



DESIGN TRUST
FOR PUBLIC SPACE

Public space is

OUR
PULSE.

Kristin
Lopez

DESIGN TRUST
FOR PUBLIC SPACE

space is

ntial!

DESIGN TRUST
FOR PUBLIC SPACE

Public space is

but

M

The cultural
and democratic
life of our city
depends on viable
public space.

PUBLIC SPACE IS

a place to connect

for everybody

a vehicle for social change

community building

the pulse of our city

**DESIGN TRUST
FOR PUBLIC SPACE**

designtrust.org