

MEGAN TOMKINS, Principal, CBA Landscape Architects LLC



CBA is a Landscape Architecture firm that designs Parks & Playgrounds, Public Plazas, Schoolyards, and landscapes for Multifamily Housing. We are a House Doctor for the MA Department of Housing and Community Development (DHCD). We are currently working with several Local Housing Authorities (LHAs) on landscape improvement projects.

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CASE STUDY: 289 DERBY STREET / CHARLOTTE FORTEN PARK, SALEM

The project I am showing images of throughout these slides is CBA's 289 Derby Street / Charlotte Forten Park in Salem. Working with the City and local consultants, CBA facilitated a robust participatory design process conducted on-site over 5 consecutive weeks. The process used a multi-pronged approach to reach about one hundred community members at each event. The park was constructed in 2018-2019 and a grand opening party was held in September, 2019.



THERE ARE MANY WAYS TO ENGAGE THE COMMUNITY IN THE DESIGN PROCESS:

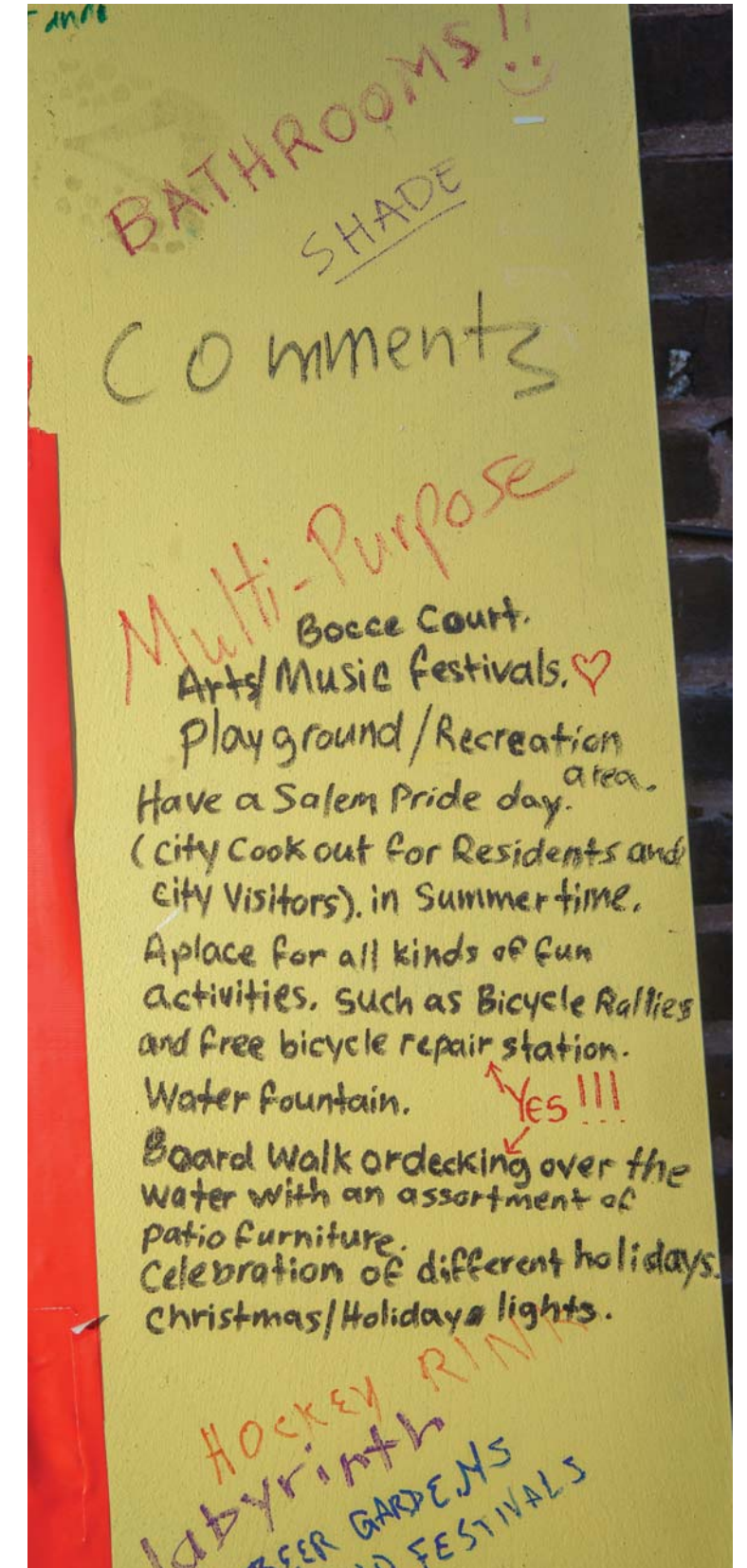
- Traditional “Sit Down” Meetings
- On Site Engagement - Meetings or Interactive Events
- On Site Engagement - Passive Interventions
- Print Promotion (Flyers/Postcards)
- Social Media/Web Presence and Promotion
- Online Surveys



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WHY HOLD A PARTICIPATORY DESIGN PROCESS?

- To include stakeholders in the planning and design of capital projects.
- To support placekeeping as well as to facilitate “placemaking” efforts.
- To support civic engagement.
- To support and encourage the social and environmental stewardship of common/public spaces.



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IDENTIFY WHICH METHODS ARE APPROPRIATE FOR YOUR PROJECT.

SOME THINGS TO CONSIDER:

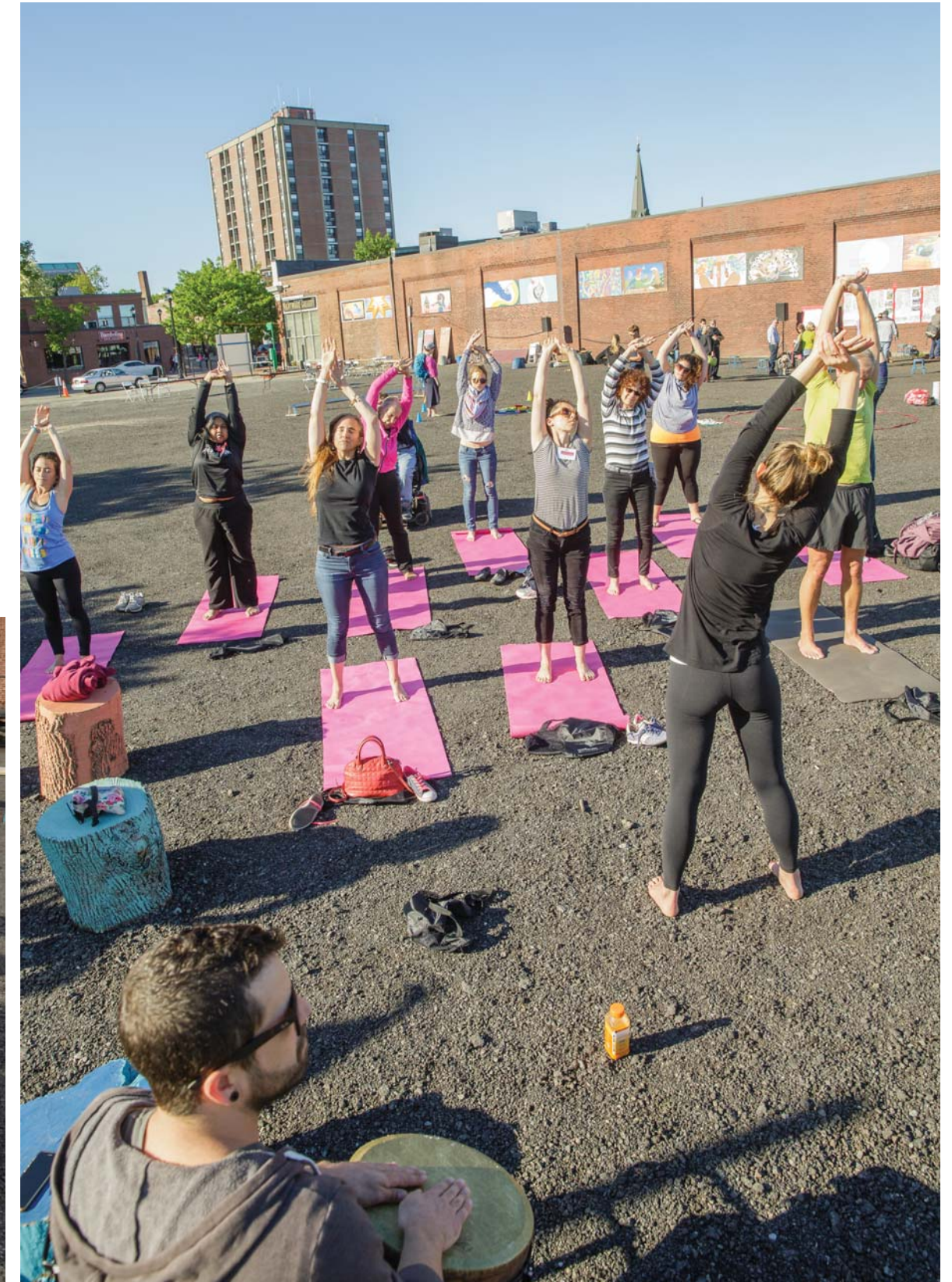
- How many people are you aiming to reach?
- What are the population characteristics? (families/elderly, English speakers/other languages)
- What is your budget?
- What is your timeframe?



ON-SITE ENGAGEMENT - MEETING:



ON-SITE ENGAGEMENT - INTERACTIVE EVENT:



PASSIVE ON-SITE ENGAGEMENT AND INTERVENTIONS:

- Chalkboard Feedback Wall
- Calendar of Future + Past Events
- Activate the Space Through the Inclusion of Temporary Art Installations



On-Site Chalkboard Feedback Wall





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Temporary Mural & Pinwheel Art Installations and Calendar of Future + Past Events

PRINT PROMOTION:

Bilingual posters and postcards



289 Derby
Placemaking

#289Derby
CreativeSalem.com/289Derby

The City of Salem, CBA Landscape Architects,
Salem Public Space Project & CreativeSalem invite you to:

Dance & Design

AT 289 DERBY

May 24 Wednesday 5-8

- dance with local salsa, modern & scottish groups
- what do YOU imagine for 289 Derby?
- establish the vision

MEET & SHARE

AT 289 DERBY

May 31 Wednesday 5-8

- talk, share, and design
- what are the most important features for 289 Derby?
- plan the program

Play & Plan

AT 289 DERBY

June 7 Wednesday 5-8

- play ping-pong, musical chairs, and yoga
- how will YOU play?
- craft the design

Eat & Imagine

AT 289 DERBY

June 14 Wednesday 5-8

- eat and meet friends
- how will YOU use 289 Derby?
- enhance the plans

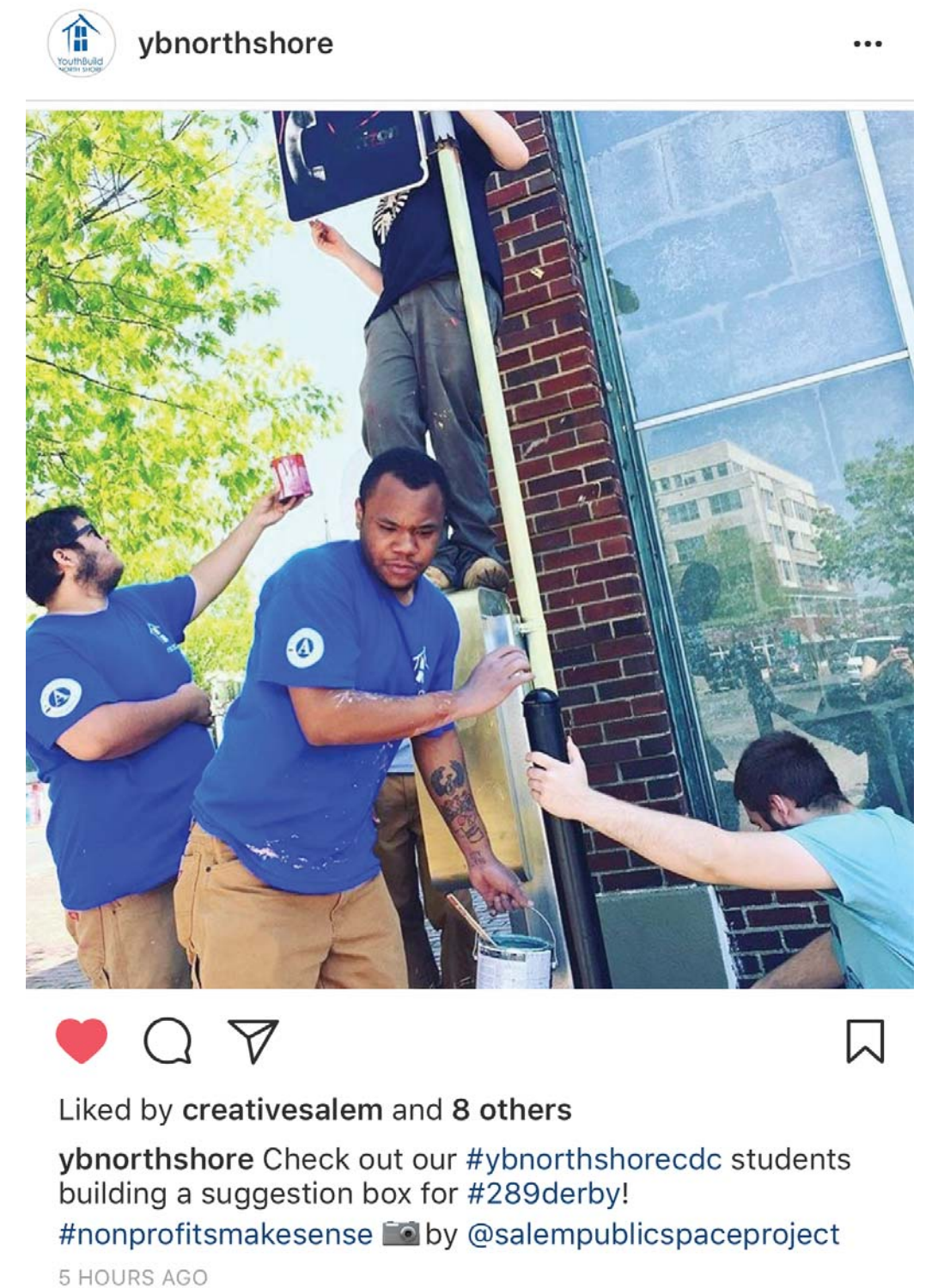
Party

AT 289 DERBY

June 21 Wednesday 5-8

- meet friends & have fun on the water
- **Reveal of Collective Schematic Plan!**

Social Media - Instagram, Facebook, Email



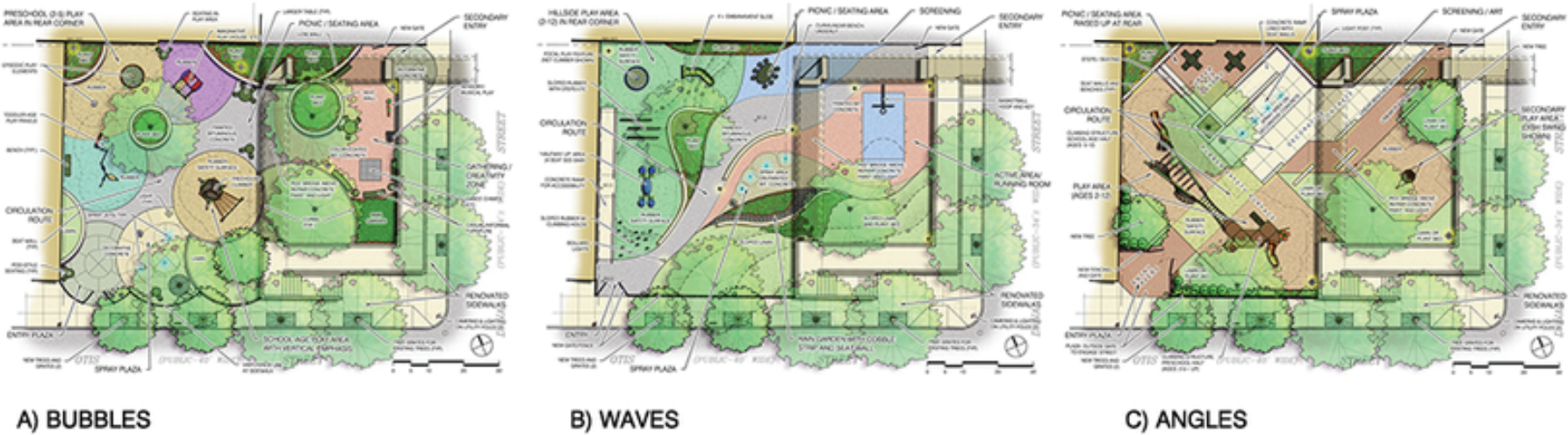
ONLINE SURVEYS:

Otis Playground Design Meeting 2 - Community Feedback

Thank you for participating in our survey. Your feedback is important in helping us create a strong design for Otis Playground. If you were not able to attend our most recent Community Meeting, you can check out our [powerpoint presentation here](#).

If you would like to be informed on the date of the next community meeting (in late April or early May) feel free to send us any contact information at the end of the survey, or contact [Arn Franzen](#) at 617-625-6600 ext. 2545, or e-mail afranzen@somervillema.gov.

Please share this survey with your friends and neighbors!



1. Based on the plans above, which aesthetic approach do you prefer on a scale of 1 to 3? (1 = prefer most, 3 = prefer least)

<input type="radio"/>	<input type="radio"/>	Bubbles
<input type="radio"/>	<input type="radio"/>	Waves
<input type="radio"/>	<input type="radio"/>	Angles

There are several online platforms to conduct surveys - we use [SurveyMonkey.com](https://www.surveymonkey.com)

IDENTIFY KEY PEOPLE TO HELP FACILITATE THE PROCESS:

- Staff or residents who are interested in or invested in the project.
- Staff who know the residents well (like a Housing or Building Manager).
- Residents who are already community organizers.
- Other local community organizations that have a relationship with residents or with the Local Housing Authority.

Public Departments

City of Salem
City Councilors
Council on Aging
Department Park, Recreation and Community Services
Department of Public Services
No Place For Hate Committee
Planning and Community Development
Police Department
Public Art Commission
Recycling Committee
Salem Historical Society

Private Businesses

Bambolina
Brothers Taverna
B&S Fitness
Coast to Coast Paddle
Flatbread Pizza
Northshore Bartending
Notch Brewery
Retonica
Scarlet Letter Press
Tim Clarke
Waters and Brown
Upside Media LLC
Zybodrone

Neighborhood / Resident Associations

Bridge St Neck Neighborhood Association
Derby Lofts
Point Neighborhood Association
NIAC Northfields

Non-profit / Educational/Community Organizations

Extreme History Project
From the Bow Seat
Mass in Motion
Project Adventure
On Point Plummer Youth Promise
One Heart Infinite Pulses
S.A.F.E.
Salem Green Space
Salem Main Streets
Salem Sound Coastwatch
Salem State University
SATV
YMCA

Artists / Artist Organizations

Denis Mongale
Hammesfahr Mark
Gregg Coles Drum & Dance
Joey Phoenix
Kati Nalbandian
Maitland Family Music
Salem Arts Association
Salem Scottish Dancers
Sarah Slifer Swift
THRANCE

Above: lists of people & organizations involved in the design of Derby Street Park, Salem



THANK YOU!

