



THE ENERGETIC CITY

LAYING THE GROUNDWORK

THE WORLD'S PARK

FIVE BOROUGH FARM PHASE III

UNDER THE ELEVATED

PHOTO URBANISM

2014 ANNUAL REPORT

OUR MISSION

The Design Trust for Public Space is nonprofit organization dedicated to the future of public space in New York City.

Our projects bring together city agencies, community groups and private sector experts to make a lasting impact—through design—on how New Yorkers live, work and play.

BOARD OF DIRECTORS*

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Joseph Huennekens, *Program Associate*

Kelly Mullaney, *Development Manager*

LETTER FROM THE EXECUTIVE DIRECTOR AND THE FOUNDER

The Energetic City



Andrea Woodner
Andrea Woodner
Founder and
Board President



Susan Chin
Susan Chin, FAIA,
Hon. ASLA
Executive Director

In 2014 we issued our first call for project proposals in five years. Under the heading: *The Energetic City: Connectivity in the Public Realm* we attracted over 90 proposals. From these, the staff worked with a distinguished jury

of representatives from the Mayor's Office, private design practice and cultural not-for-profits to select two projects that spoke directly to our commitment to developing public spaces that connect people and give life to the city.

Laying the Groundwork, with NYC HPD, establishes design guidelines for all the streetscape and retail presence connected to new affordable housing development.

The World's Park, with Queens Museum and NYC Parks, links the World's Fair site Flushing Meadows Corona park with its surrounding diverse neighborhoods through community education and participatory design.

Meanwhile, our pop-up installations for *Under the Elevated* in Chinatown and in the South Bronx captured people's imaginations to brighten and make habitable these dark, noisy and neglected spaces. These labs for public space improvement convinced our project partner NYC Department of Transportation to move forward with a city-wide "El Space" initiative for 700 miles of similar underutilized spaces, to be guided by the Design Trust. Our *Five Borough Farm* data collection toolkit also launched in 2014. This comprehensive tool and website, already being used by nearly 200 farmers and gardens in NYC and beyond, is the first tool of its kind to measure the impact of urban agriculture on our city's health, social capital, environment and economy.

The immense generosity and dedication of our donors, board, partners and fellows has enabled us to gain national recognition for the work we have done to transform public space. We invite you to participate in our events and projects, and thank you for investing in our work to make our unique city an even better place to live, work and play.



UNDER THE ELEVATED



FIVE BOROUGH FARM PHASE III



THE ENERGETIC CITY



LAYING THE GROUNDWORK

2014 AT A GLANCE



THE WORLD'S PARK



LIFE ALONG THE ELEVATED



Design Trust Executive Director, Susan Chin addresses the audience at the launch event for *The Energetic City* RFP at BRIC House, May 19. Photo credit: Samuel Lahoz.

A NEW REQUEST FOR PROPOSALS

THE ENERGETIC CITY: CONNECTIVITY IN THE PUBLIC REALM

SELECTION JURY

Theodore S. Berger
(non-voting)

Design Trust Board
and Joan Mitchell
Foundation

Paul Herzan
Lily Auchincloss
Foundation

Kemi Ilesanmi
The Laundromat
Project

Natalie Jeremijenko
xDesign Environmental
Health Clinic at NYU

Jeff Merritt
NYC Office of
the Mayor

Damon Rich
City of Newark
(formerly)

Tim Tompkins
(non-voting)
Design Trust Board and
Times Square Alliance

The Energetic City: Connectivity in the Public Realm was the Design Trust's first RFP/Call for Projects since 2009. It was publicly announced at BRIC House in Brooklyn to more than 150 attendees.

The Design Trust increased outreach efforts through a targeted marketing strategy that included 36 subway advertisements, mail, and information sessions held in each borough.

The result was an overwhelming response, with 90 initial proposals submitted to the Design Trust, a marked increase from 15–20 proposals in response to past RFPs.

The RFP jury selected four winners, announced at a public program on July 31 at the Smithsonian's National Museum of the American Indian.

Two of these projects commenced immediately with a Call for Fellows. The other two began an exploratory phase of work to further define the project scope.

The Energetic City is made possible in part by generous support the National Endowment for the Arts and the Design Trust Founder's Circle, including Agnes Gund, Kitty Hawks, Sophia W. Healy, Lily Auchincloss Foundation, Camila Pastor & Stephen Maharam, and Kelly Posner.

Additional support is provided by the New York State Council on the Arts and public funds from the New York City Department of Cultural Affairs, in partnership with the City Council.

BELOW The *Laying the Groundwork* project team at the fourth of five stakeholder meetings, held at Arup on February 6. Photo credit: Ozgur Gungor.

OPPOSITE *Laying the Groundwork* contains nine Critical Success Factors that are essential to well-designed retail space. This diagram illustrates maximum facade transparency between two and ten feet above the sidewalk. Image credit: Slade Architecture, Architecture Fellow.



PROJECT

LAYING THE GROUNDWORK

PROJECT PARTNER

NYC Department of
Housing Preservation
and Development

PROJECT FELLOWS

Hayes and James Slade

Slade Architecture,
Architecture

Fiona Cousins

ARUP, Engineering

Penny Hardy

PSNY, Graphic Design

To encourage vibrant street life and quality ground-floor uses for affordable housing developments, the Design Trust project team set out to develop a set of design guidelines for retail space.

The Fellows conducted five focus groups with developers, designers, City agencies, CDCs, and BIDs, and also met with nearly 20 other stakeholders, including retailers and strategic advisors to assess the needs and opportunities to create more effective, flexible interiors and dynamic streetscapes.

The project will culminate with a publication and guidelines that will immediately be incorporated into HPD's RFPs for new affordable housing developments. Stemming from the City's *Housing New York* plan to create 200,000 units of housing over the next 10 years, it is anticipated all future mixed-use developments will incorporate these guidelines for ground floor uses.



BELOW Flushing Meadows Corona Park. Photo credit: Christie Farriela.

OPPOSITE TOP Attendees of the first public forum, organized by *The World's Park* project team at the Queens Museum on March 1. Photo credit: William Michael Fredericks. **BOTTOM** *The World's Park* Community Advisors participating in a Community Design School working session held at the Queens Museum. Photo credit: Sam Holleran.



PROJECT

THE WORLD'S PARK

PROJECT PARTNERS

Queens Museum
NYC Department of
Parks & Recreation

PROJECT FELLOWS

Sam Holleran
Artist and Educator,
Participatory Design

Sarah Lidgus
IDEO, Design Education

José Serrano-McClain
Queens Museum,
Community Organizing



The Design Trust project team developed a Community Design School for locally initiated improvements to Flushing Meadows Corona Park.

The School was comprised of eight working group sessions and two public forums with 23 Community Advisors. These sessions explored how to enhance access, circulation, and overall connectivity of the park to its surrounding communities, within a broad framework of social justice and design principles.

The project culminates in an exhibition of the work of the Community Advisors at the Queens Museum in 2015. The Team also is developing a 'How-to' guide to share with other regional parks and cultural institutions that plan to initiate a similar Community Design School.



ABOVE The *Five Borough Farm Data Collection Toolkit* launch, held on May 17. Photo credit: Samuel Lahoz.

OPPOSITE Screenshot of the *Farming Concrete Mill* (viewable online at farmingconcrete.org/mill), the online component of the Data Collection Toolkit.



PROJECT

FIVE BOROUGH FARM PHASE III: SCALING UP URBAN AGRICULTURE IN NYC

PROJECT PARTNERS

Farming Concrete
NYC Department of
Parks & Recreation

PROJECT FELLOWS

Liz Barry
TreeKIT and Public Lab,
Outreach

Sheryll Durrant
Urban Farmer,
Outreach

Christopher Englese
Director, Video

D. Rooney
EcoStation:NY,
Outreach

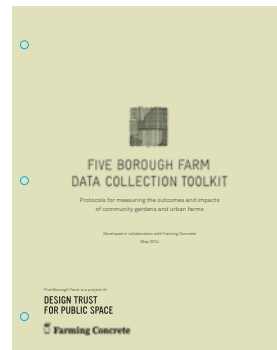
Phil Silva
Environmental Planner,
Outreach

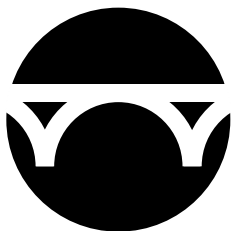
Five Borough Farm: Phase III tackled two challenges of equipping a large number of farmers and gardeners with the first publicly accessible Data Collection Toolkit and also forging connections with the City and funding institutions to develop sustainable models of support for urban agriculture to provide land, compost, and funding.

Outputs for this final phase of this project included the *Farming Concrete Data Collection Toolkit* (available as a PDF download and an interactive online platform) as well as a set of instructional videos about the twenty collection methods in the Toolkit.

Five Borough Farm III is made possible by support from the Doris Duke Charitable Foundation. Additional support is provided by public funds from the New York City Department of Cultural Affairs, in partnership with the City Council.

The screenshot shows the 'Farming Concrete MILL' data collection interface. At the top, there is a header with the logo and the text 'Farming Concrete MILL'. Below this is a navigation bar with 'Home' and 'Dashboard' links. The main content area is titled 'OVERVIEW' and displays four data points: 282 (with a downward arrow), 42 (with a downward arrow), 67,310 (with an upward arrow), and 3,141 (with an upward arrow). Below the overview is a 'DOWNLOAD DATA' section with a form containing fields for 'Name', 'Address', 'City', 'State', 'Zip', and 'Phone Number', along with a 'Download' button.

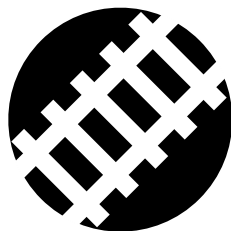




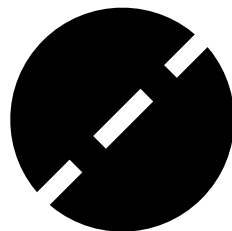
LANDING
Chinatown / Division St.



PARK
Highbridge



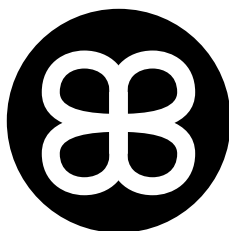
TRESTLE
Bronx / Southern Blvd.



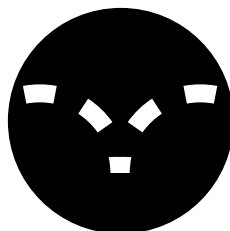
HIGHWAY
Gowanus Expwy.



CLUSTER
East New York



CLOVER
Van Wyck



SPAN
Queensboro Bridge

ABOVE Under the *Elevated* project typologies and representative sites.
Image credit: Neil Donnelly, Graphic Design Fellow.

OPPOSITE In addition to all the research, analysis, and policy work conducted by the Fellows team, a major activity was the creation of two pop-up installations to test various design strategies, one below the Manhattan Bridge in Chinatown and one below the 2/5 subway line in the Bronx.

PROJECT

UNDER THE ELEVATED: RECLAIMING SPACE, CONNECTING COMMUNITIES



PARTNER

NYC Department
of Transportation

COMMUNITY COLLABORATORS

Chinatown
Partnership
WHEDco

FELLOWS

Neil Donnelly
Graphic Designer,
Graphic Design

Susannah Drake,
AIA, FASLA
DLANDstudio,
Urban Design

Krisanne Johnson
Documentary
Photographer,
Photo Urbanism

Chat Travieso
Artist and Architectural
Designer, Participatory

Douglas Woodward
Edison Properties, Policy

Surveying the inventory of land under NYC's nearly 700 miles of bridges, and elevated subway, highway, and rail lines, the Design Trust project team studied the diverse development potential each holds as gateways, corridors, habitat, workspace, or destination.

Participatory workshops were conducted at different sites throughout the city to solicit input and feedback from community members. Two temporary site-specific installations were designed to test strategies for maximizing the function, use, and spatial qualities of these underused spaces as a gateway to information in Chinatown and as a seating area in the Bronx with solar powered lighting and local music.

The project's research, findings and feedback from the two installations was also synthesized to create the final publication, to be issued in 2015.

Under the Elevated is made possible by by generous support the National Endowment for the Arts. Project funding is also provided by BuroHappold Engineering, the New York Building Foundation, the New York State Council on the Arts, and Tekton Builders. Additional support is provided by Situ Fabrication and public funds from the New York City Department of Cultural Affairs, in partnership with the City Council.



ABOVE Salsa dancing at La Placita de La Marqueta underneath the Metro-North tracks on Park Avenue between 115th and 116th Streets. Photo credit: Krisanne Johnson.

OPPOSITE **RIGHT** LES Coleman Skatepark under the Manhattan Bridge. **LEFT** Chinese New Year parade near the intersection of Division Street and Forsyth Street next to the Manhattan Bridge. Photo credits: Krisanne Johnson

PROJECT

PHOTO URBANISM: LIFE ALONG THE ELEVATED

FELLOW

Krisanne Johnson

Documentary

Photographer



Brooklyn-based photographer Krisanne Johnson was awarded the seventh Photo Urbanism Fellowship in 2013. She spent a year exploring New York City's elevated transit system and the millions of square feet of public space below it.

In July 2014, the Design Trust published *Life Along the Elevated*, revealing contemporary urban life under and around the vast elevated structures weaving through the city. Johnson's photographs take readers on a captivating journey along the 2/5 subway tracks in the Bronx, beneath the Manhattan Bridge in Chinatown, along the J M Z subway tracks in Brooklyn and underneath the Metro North line in East Harlem.

Photo Urbanism: Life Along the Elevated is supported in part by Lawrence Lederman, the New York State Council on the Arts, and public funds from the New York City Department of Cultural Affairs, in partnership with the City Council.





2014 EVENTS



2014 ART + DESIGN BENEFIT AUCTION

Over 500 loyal Design Trust supporters turned out for our annual benefit, which raised \$297,679. The event was hosted at Christie's and the silent auction featured more than 65 fine art and design pieces. Many thanks go to our magnificent event chair Cindy Allen and generous sponsors, Blackstone Charitable Foundation, Christie's, Interior Design, Camila Pastor and Stephen Maharam, Richter+Ratner, and the A.Woodner Foundation. **OCTOBER 21**

PUBLIC SPACE POTLUCKS

Free and open to all, our popular program series gathers urban enthusiasts of all ages and backgrounds together for a shared meal, temporarily transforming New York City's public space into a communal dining room.

- JUNE 26** Co-hosted with Carousel in the 590 Atrium at the IBM building
- JULY 10** Co-hosted with the Friends of Privately Owned Public Space at 6½ Avenue



2014 EVENTS

DESIGN TRUST COUNCIL 2014 EVENTS

- FEBRUARY 7** Under the Elevated: Off the Record with Design Trust Fellows
- APRIL 30** Meet + Greet the new Department of Transportation Commissioner Polly Trottenberg with AIA-NY
- MAY 22** Hard Hat Tour of the New Whitney Museum with Adam Weinberg
- JUNE 18** High Line Part III Preview
- JULY 8** Brooklyn Bridge Park Tour with President Regina Myer
- JULY 23** Governors Island Tour with Leslie Koch and Molly Bourne
- OCTOBER 8** New Manhattan Sanitation Garage with WXY Studio and Dattner Architects



ABOUT THE DESIGN TRUST COUNCIL

The Design Trust Council is a leadership circle of executives, urbanists, civic leaders, and designers that provides critical support for unlocking the potential of NYC's public spaces. Members attend exclusive programs headlined by newsmakers in the field and gain an insider's perspective on the issues facing NYC.



ANNUAL FOUNDER'S CIRCLE DINNER

Our inaugural Annual Founder's Circle dinner was held at Il Gattopardo restaurant. Special guest Laura Walker, President & CEO, New York Public Radio, joined the group for an evening of lively conversation about the Design Trust and its projects to development citywide. **SEPTEMBER 15**

ABOUT THE FOUNDER'S CIRCLE

A growing group of supporters who are passionate about the urban environment whose financial support provides a foundation for the Design Trust's lasting work on the future of public space in New York City. Members' contributions support a capital fund to seed and start new projects, capturing momentum and enthusiasm for topical issues.

2014 MEMBERS

Agnes Gund
Kitty Hawks
Sophia W. Healy
Lily Auchincloss
Foundation, Inc.
Camila Pastor &
Stephen Maharam
Kelly Posner



Design Trust Executive Director, Susan Chin was interviewed by Time Warner Cable News' NY1 for a segment on *The World's Park* project, which aired April 13. Photo credit: William Michael Fredericks

OUTREACH & IMPACT

PUBLIC APPEARANCES

Staff represented the Design Trust to diverse audiences, including:

- Next City Vanguard Conference, Chattanooga, TN
- 35th Annual American Gardening Association (ACGA) Conference
- 5th Annual Municipal Art Society Summit - Jane Jacobs Forum: Projects That Ignite
- Association of Architecture Organizations (AAO) 2014 Design Matters Conference
- American Society of Landscape Architects (ASLA) Annual Meeting
- Interior Design Magazine 2014 Hall of Fame
- NYCxDesign, Conversation with DCA Commissioner
- NYCxDesign Steering Committee
- AIA Committee on Design in NYC
- AIA ENYA Queensway Connection Competition Jury
- RISD and Brown University, "Innovating Urban Districts: Place Making in the 'Creative Capital'"
- 30th Annual Green Thumb Grow Together
- ASLA NY Chapter's "Provocative Landscapes"
- The New School and 596 Acres, "Turning Vacant Acres into Community Resources"

98 MEDIA MENTIONS

Our work was featured in: The New York Times, The Wall Street Journal, The New Yorker, Crain's New York, and The New York Daily News, among other outlets.

SOCIAL MEDIA

8,541 Twitter followers
4,544 Facebook likes
593 Instagram followers

FISCAL YEAR 2014

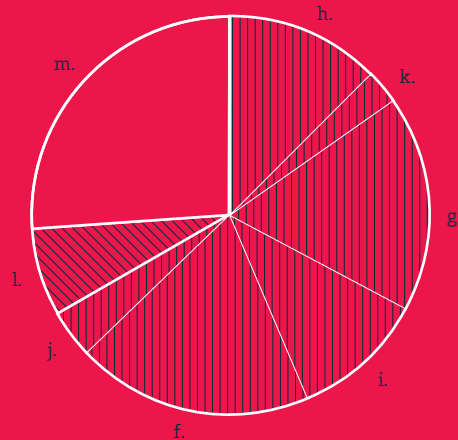
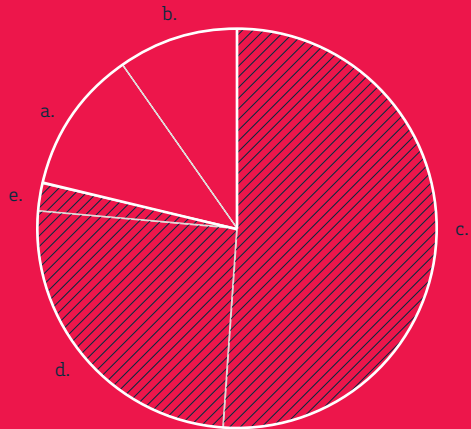
ANNUAL OPERATING BUDGET

RESTRICTED PROJECT FUNDING	\$186,666
a. Government	\$102,000
b. Contributions & Grants	\$84,666
UNRESTRICTED INCOME	\$690,118
c. Contributions & Grants	\$450,357
d. Special Events (Net)	\$220,360
e. Earned Income	\$19,401

TOTAL INCOME **\$876,784**

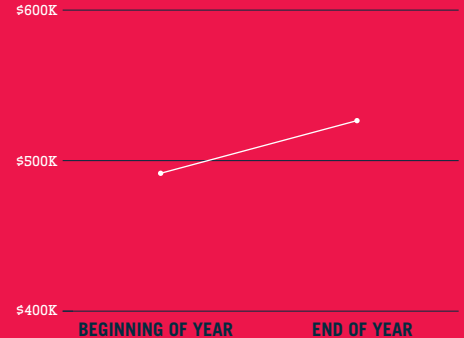
PROGRAM SERVICES	\$560,768
f. General Program	\$161,906
g. The Energetic City	\$146,303
h. Five Borough Farm	\$105,781
i. Under the Elevated	\$91,427
j. New Website	\$31,182
k. Photo Urbanism	\$24,169
I. GENERAL & ADMINISTRATION	\$62,007
m. FUNDRAISING	\$218,268

TOTAL EXPENSES **\$841,043**



NET ASSETS BEGINNING OF YEAR	\$491,214
NET ASSETS END OF YEAR	\$526,955

NET **\$35,741**



2014 DONORS

The Design Trust's work is made possible by the generous foundations, corporations, and individuals who share our passion for public space.

282 Total Donors in 2014

To see a full listing of our supporters, please visit designtrust.org/people/supporters/





**DESIGN TRUST
FOR PUBLIC SPACE**

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DESIGNTRUST.ORG FACEBOOK, TWITTER, INSTAGRAM: @DESIGNTRUSTNYC

Photo credits: Kishaune Johnson