OUR MISSION

The Design Trust for Public Space is a 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.

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*as of September 2015
LETTER FROM THE EXECUTIVE DIRECTOR AND THE FOUNDER

The Energetic City

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.

Andrea Woodner
Founder and Board President

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

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.
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.
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.
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.
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 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
Camila Pastor & Stephen Maharam
Kelly Posner
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:

SOCIAL MEDIA

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

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
## Fiscal Year 2014

### Annual Operating Budget

#### Restricted Project Funding
- **a. Government**: $102,000
- **b. Contributions & Grants**: $84,666

#### Unrestricted Income
- **c. Contributions & Grants**: $450,357
- **d. Special Events (Net)**: $220,360
- **e. Earned Income**: $19,401

#### Total Income
**$876,784**

#### Program Services
- **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
- **l. General & Administration**: $62,007
- **m. Fundraising**: $218,268

#### Total Expenses
**$841,043**

### Net Assets
- **Beginning of Year**: $491,214
- **End of Year**: $526,955
- **Net**: **$35,741**
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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