

How to Make

# ORANGE PLACES



## Highlights

- Orange Places are accessible, sensory, sociable, and inclusive.
- They are designed by and for the people who use them.
- Creating Orange Places is all about keeping the why and the how in mind.
- Local populations are diverse; what segment of the population are you hoping to attract?
- Asking and listening is your space's ticket to success.
- Consider that your public space is part of a network of public spaces.

## Overview

This two-page handout introduces the concept of Orange Places and provides a few tips to get you in the mindset of developing your public spaces into Orange Places.

## What are Orange Places?

Orange Places are public spaces where people gather and connect. They are **accessible, sensory, sociable, and inclusive**.

They are parks, libraries, residential streets, or business districts.

They are **designed by and for the people who use them**. And they are always a work in progress.

As a result, they are **vibrant and uplifting**.

Orange  
Places  
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# Creating Orange Places is all about keeping the **why** and the **how** in mind.

## **Tip #1: Define the Goal**

The goal of Orange Places is to attract use by local people. Since local populations are diverse, you need to be specific about what segment of the local population your space is intended to serve.

One thing you should consider is equity. For example, imagine you have a public lot in the middle of a neighborhood of young families. Perhaps that space should be designated for use by children under 16, who cannot drive a car elsewhere in the community.

Assuming your goal is to have a highly used public space, what segment of the population are you hoping to attract there?

## **Tip #3: Consider the Context**

Chances are that one public space cannot accommodate the desires of all segments of your local population. So, consider that your public space is part of a network of public spaces. Together, the public spaces in your neighborhood should collectively serve the community.

## **Tip #2: Focus on Process**

A flawed philosophy about creating public spaces is, “If you build it, they will come.” That philosophy should be replaced with, “If you engage in collaborative decision-making and then follow through, they will come.”

Once you have identified the segment of the population you hope to attract to a space, engage with those people. What would keep them visiting the park again and again? What do they want to see, hear, smell, taste, and touch – and in which seasons of the year?

It takes time and effort to engage with people. But asking and listening is your space’s ticket to success.



Learn more at  
[OrangePlacesProject.com](https://OrangePlacesProject.com)

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