

**Grantee: John Zeisel '70-'71 & David Kamp '95-'96**

**Date Grant Received: April 25, 2012.**

**Grant Project Date(s) Implemented: Aug 13-14, 2012 & Oct 25-26, 2012**

**Grant Project:** *(brief description)*

**Riverside Drive (NYC) Memory Park:** *Creating an inviting Alzheimer's-friendly design and implementation plan for a six block area of Riverside Drive (West Side of Manhattan between 72<sup>nd</sup> St & 78<sup>th</sup> St). This means developing a design that is safe, provides wayfinding landmarks, is easy to negotiate and can be implemented through the NYC parks bureaucracy.*

**Participants**

	<b>Participants (Loeb Fellows):</b>	<b>Fellowship Year &amp; Location</b>	
1	John Zeisel	LF '71 Boston	
2	David Kamp	LF '96 New York	
3	Jerry Pucillo	LF '89 Boston	
4	Ross Miller	LF '93 Boston	
5	Charles McKinney	LF '94 New York	
	<b>Participants (Others):</b>	<b>Affiliation and Expertise</b>	
1	John Herrold	President, Riverside Park Fund	
2	Margaret Bracken	Landscape Architect, Riverside Drive	
3	Jodie Berman	Program Director, Hearthstone Alzheimer Care	
	<b>Sponsorships, Collaborators, etc. (Names and Affiliations)</b>	<b>Amount of \$ Support</b>	<b>Describe Nature of Support or Engagement</b>
1	Alzheimer's Association, NYC	\$0	
2	Parks Department, NYC	\$0	
3	Riverside Park Fund	\$0	
4			
<b>Total \$s Donated by Others</b>			

## Project Content

### Topic/Issue

*People with dementia living in cities are often imprisoned by the fact that the outdoor public environment is unsafe, difficult to understand and negotiate, and altogether inhospitable to their needs—either as people with cognitive challenges or as elders worried about interacting with younger people running, playing ball, walking their dogs or riding bicycles. They just stay home and inside because they are afraid. This project aimed to develop a series of design interventions that incorporates dementia memory-jogging elements spaces to give park users a sense of where they are, to provide distinctive objects and places that provide meaning to their park experience, and create a safe and supportive setting for both care partners and persons with memory challenges.*

## Project Activities

*The project to date has focused on two two-day charettes in which the Loeb contingent met with experts from the Riverside Drive Fund, the Parks Department, and an expert on dementia caregiving. During the meetings the team learned about the needs of people living with Alzheimer's, walked the site, and developed a diagrammatic design of the Memory Park and an implementation plan that requires major political management to work the approach through Community Boards, local politicians, and the NYC Parks Department. Ongoing is formalizing the designs, setting up implementation meetings, further developing visuals, and implementing—over the long term—the plan. Ongoing as well is writing and illustrating a professional article and generating publicity for the project—necessary to get public support.*

## Outcomes

### 1 Objectives Met

*The objectives which were met, include:*

- Creating a cross-disciplinary team with awareness of dementia design issues, quality landscape design characteristics, Parks Department design issues, and planning processes related to the Memory Park design.*
- Developing a set of design guidelines for Memory Parks elsewhere, as well as in NYC.*
- Identifying the barriers to implementing such a park in a public park, as well as developing a strategy to overcome such barriers.*
- Creating a design and implementation team website to develop into an eventual public website.*

## **Outcomes**

2

*Anticipated outcomes that team members are continuing to work on include:*

- *A Memory Park Design Guidebook*
- *One or more articles in the professional press about the project—in planning or implemented*
- *The implementation plan executed in NYC—community board meetings, meetings with local politicians, negotiating with the Parks Department*
- *Public Memory Park design guideline website*

## **3 Influence & Community Engagement**

*This is ongoing and as the project takes flight (or has legs) will have greater community influence.*

- *Our goal is that once implemented the project will have the effect of encouraging others in other cities to embark on a similar project.*
- *In the meantime, as the Guidebook and the articles are published, both the wider professional community of designers and of Alzheimer's Association, as well as advocates for people with dementia, will become advocates for such projects.*

## Optional Report Section

### Recommendations to Future Grantees

*(Please feel free to describe any lessons learned that you think Loeb Fellows would find useful in proposing or implementing a Loeb Grant)*

*This is a great program.*

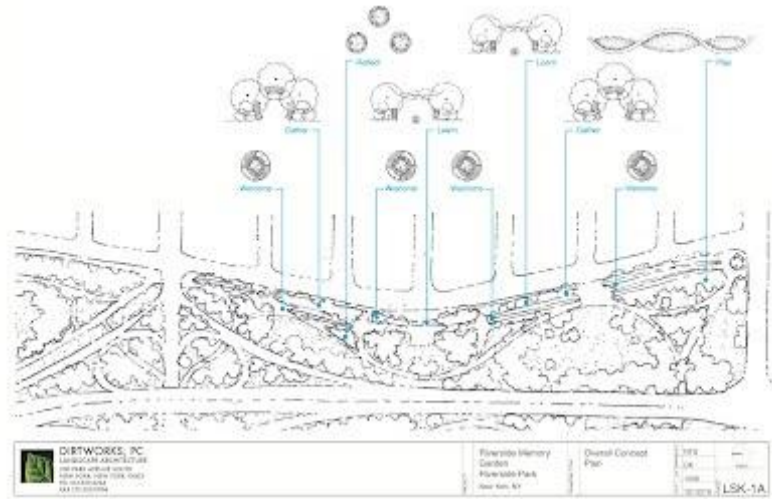
- *Make sure that you define an interesting and community-relevant project.*
- *Make sure the project proposal is interesting to the Loeb community.*
- *Find Loeb students to participate from various classes, not only your own.*
- *Have as one major goal creating a Loeb team with common understanding of the problem.*
- *Plan a project that can be accomplished within the time allotted.*
- *If you have a longer term horizon than one year, be sure to make this clear in the proposal.*

## Additional Information

*(Please use this space to expand on any questions listed above or add information you think of interest or valuable to the Fellowship)*

## Concept Plans

Draft 1 - Overall Concept Plan

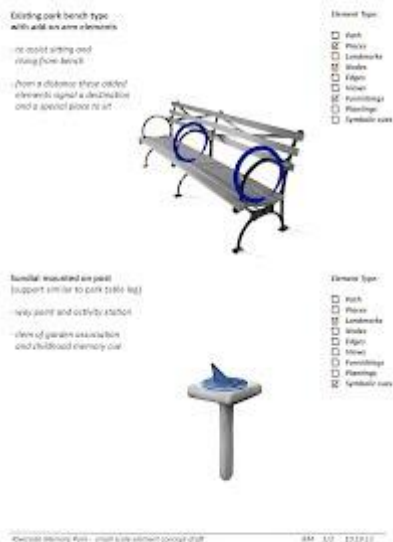


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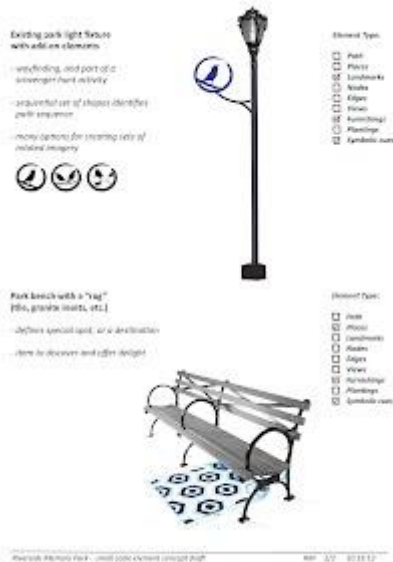
Draft 1 - Concept Plan Detail



(click image to enlarge)



elements 1



elements 2



markers 1

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