



# PLACEMAKING: Creating the Communities of the Future

August 14-15, 2019 Georgia Placemaking Retreat

# WHERE WE HAVE WORKED

Since 1975



Squares, Parks, Public Buildings, Downtowns, Campuses, Waterfronts, Public Markets & Transportation



**46** countries, **6** continents,  
**50** US states,  
**1000** cities, **3,000** communities

# WHAT IS PLACEMAKING?

## MAKE

/māk/

*verb*

1. form (something) by putting parts together or combining substances; construct; create.
2. cause (something) to exist or come about; bring about.

## • PLACE

• /plās/

• *noun*

• ...?

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• *noun*

- **space + meaning**

# WHAT IS PLACEMAKING?

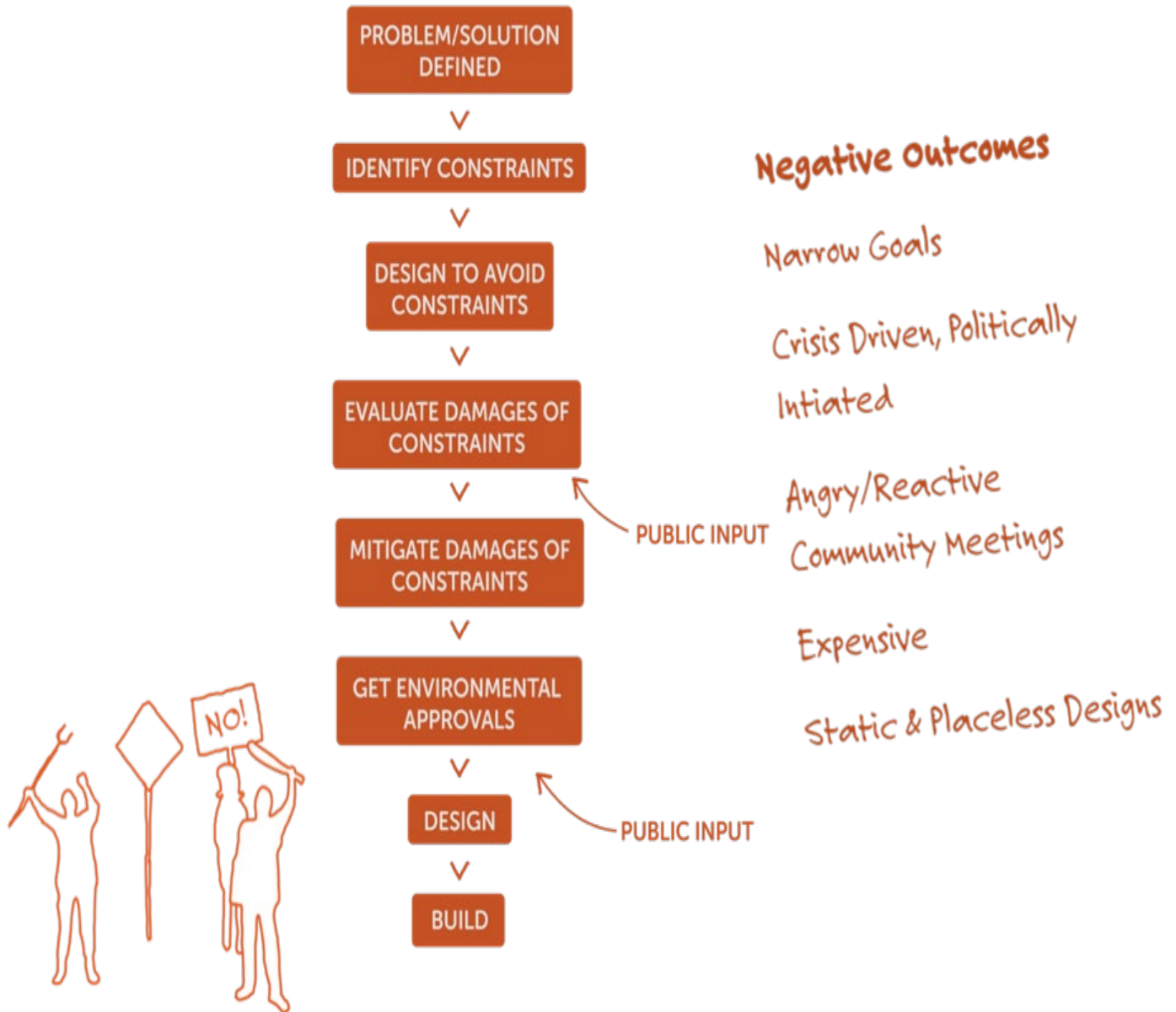
**A COLLABORATIVE PROCESS** that brings people together to create the great public spaces at the heart of their communities.

**IT RESULTS** in vibrant public spaces that contribute to people's health, happiness, safety and well-being.

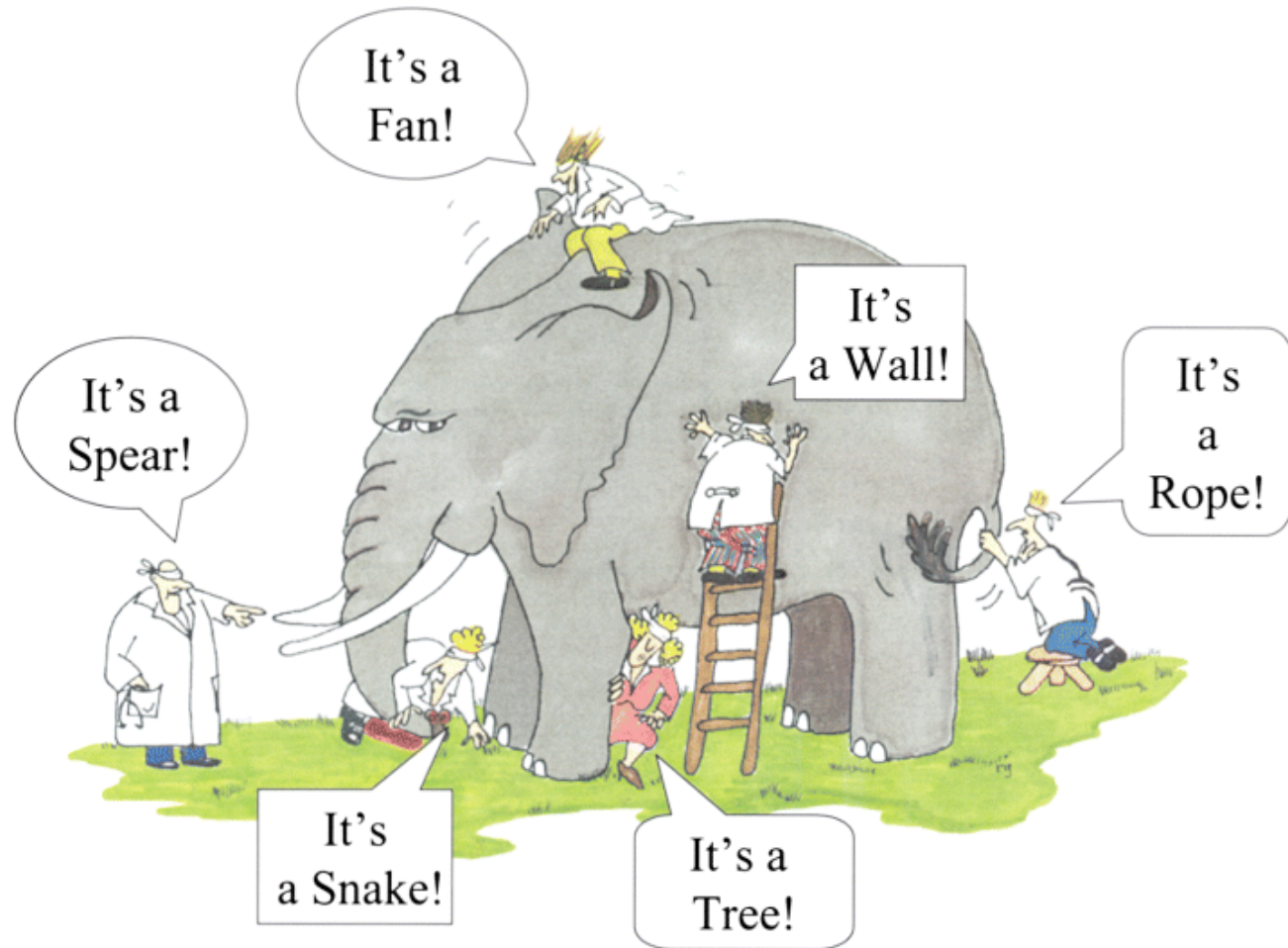




# PROJECT-DRIVEN PROCESS



# No One Sees the Big Picture





## INCLUSIVE

AN URBAN QUARTER CONTAINS AND PROMOTES ALL THE QUALITIES OF A CITY



“It’s hard to create a space that **will not attract people**. What is remarkable is how often this has been accomplished.”



– WILLIAM H. WHYTE  
THE SOCIAL LIFE OF SMALL URBAN  
SPACES





*“What attracts people most, it would appear, is other people.”*



“People tend to sit where there are places to sit.”

– WILLIAM H. WHYTE  
THE SOCIAL LIFE OF SMALL  
URBAN SPACES





# Broaden the List of Stakeholders To Build a Coalition



# PLACE-LED / COMMUNITY-BASED PROCESS

## Stakeholder Roles

Advise/Suggest  
Bring Additional Resources  
Implement & Maintain

## Expert Roles

Inform  
Facilitate  
Design & Implement

DEFINE PLACE  
IDENTIFY STAKEHOLDERS



EVALUATE SPACE  
IDENTIFY ISSUES



PLACE VISION



SHORT-TERM  
EXPERIMENTS



ONGOING REEVALUATION  
& LONG-TERM IMPROVEMENTS



## Outcomes

Empowers Communities  
Attracts Partners, Money &  
Creative Solutions  
Design Supports Uses  
Solutions are Flexible  
Engagement &  
Commitment Grow  
Self-managing



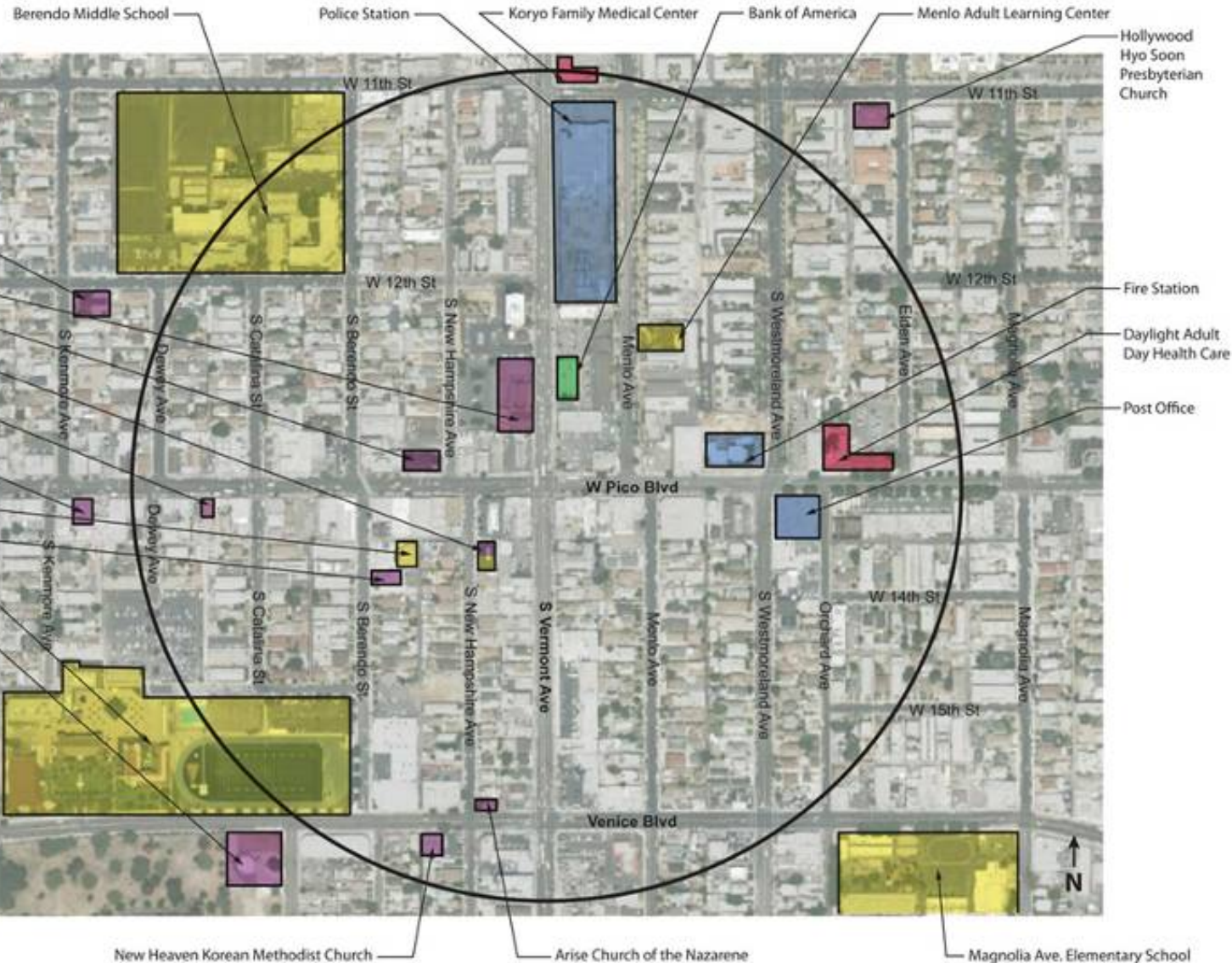
# Multi-Sector Partners



**WHO ELSE WOULD YOU ADD?  
WHO IS MISSING?**







# Civic Sector Partners and Stakeholders



**WHICH OF THESE PARTNERS HAVE YOU REACHED  
OUT TO OR WOULD CONSIDER ENGAGING?**

# Seek Out the “Unusual” Suspects

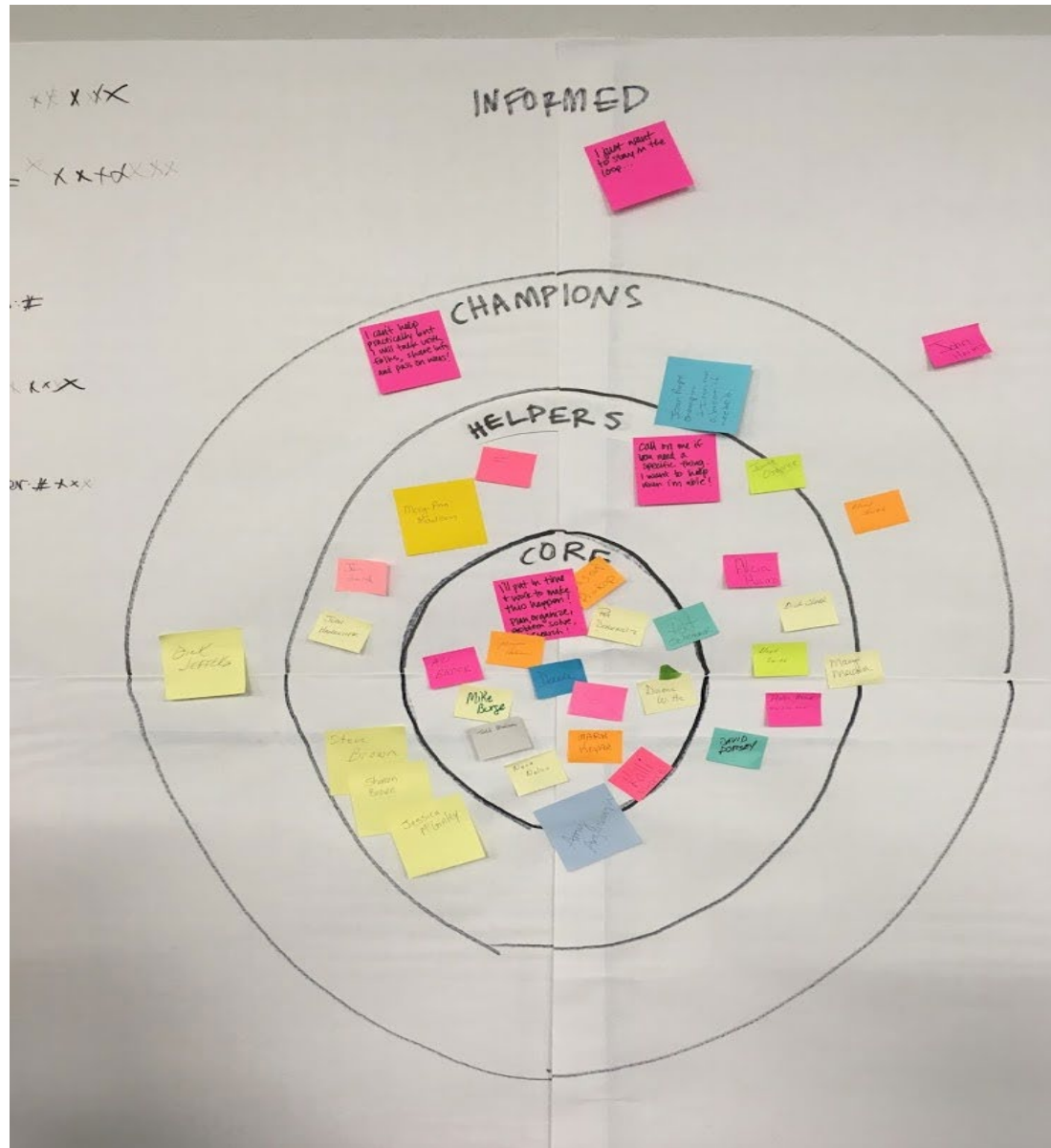
- Residents
- Representatives from Cultural Communities
- 8-80 (Youth and Elders)
- Local Government
- Local Businesses
- Community Foundations
- Community And Civic Organizations
- Professionals – Architects, Planners, Landscape Architects, Transportation Engineers

# WORKING WITH STAKEHOLDERS

Create a Dedicated Committee



# Commit Your Stakeholders



# Take Them Out and Have Them Evaluate a Place



# Take Stakeholders on Site Visits to Other Places



# Attend Their Events and Sit in On Their Meetings





# Involve Them in Advocating For and Promoting Your Project

## The San Jose/Guerrero Neighborhood

[Español](#) [Home](#) [Neighborhood Plan](#) [Greening Guerrero](#) [What's new?](#) [About Us](#)



### Cesar Chavez

Three alternatives show extending the medians to the crosswalk, extending the sidewalks at the corners and enlarging the public garden at the northwest corner.

[Alternative 1](#) shows Cesar Chavez one lane wide and trees in their own planting strip.

[Alternative 2](#) shows a 14-foot median and trees sharing the parking lane with cars.

[Alternative 3](#) shows a left-turn pocket.



### Draft Plan

[Neighborhood Plan Home](#)

[Neighborhood Planning Recommendation](#)

[History of the Plan](#)

[Corridor-wide Features](#)

[Intersection Guide](#)

[Map of Corridor](#)

[Cesar Chavez](#)

[28th Street](#)

[29th Street](#)

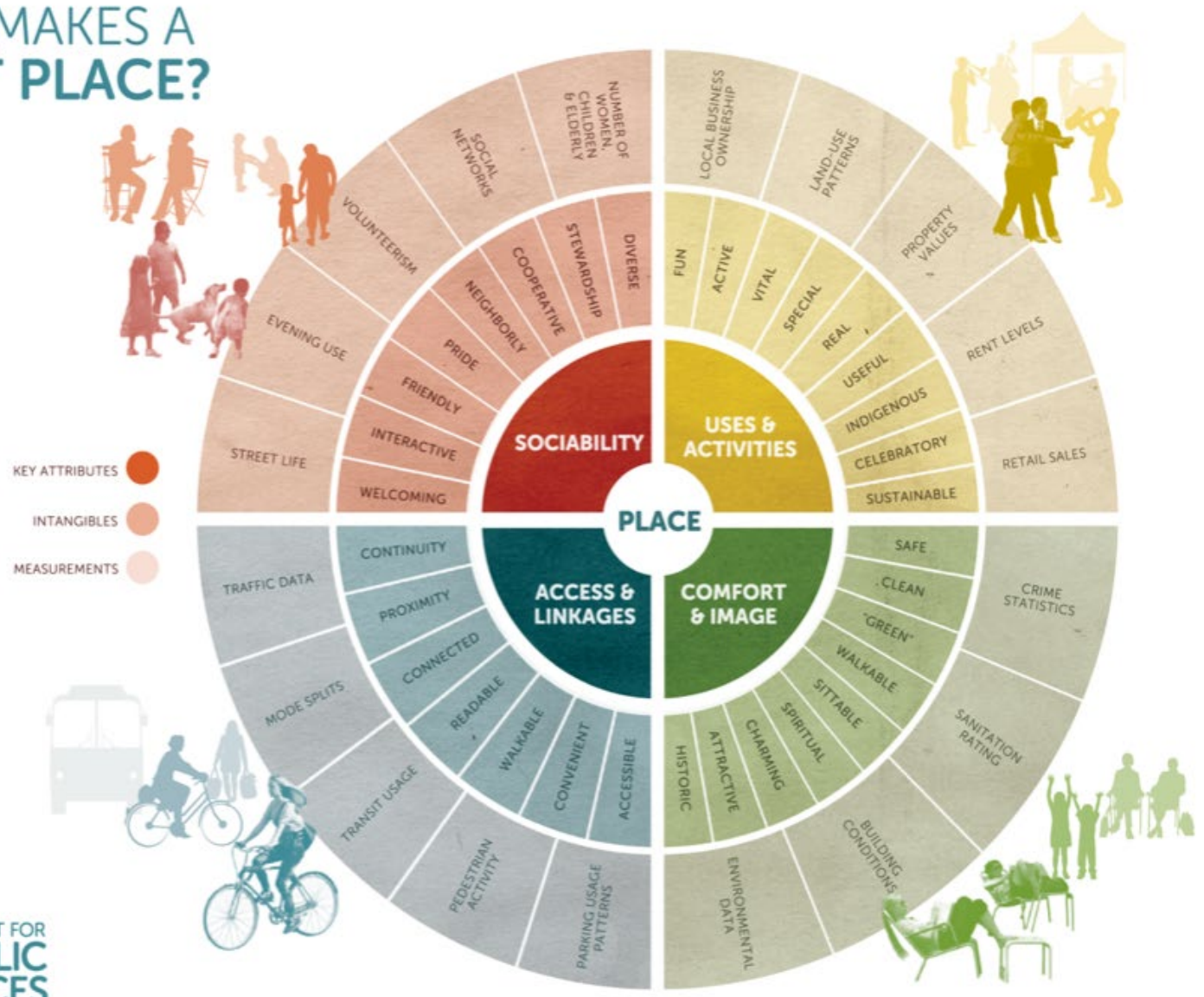
[Dolores](#)

[Randall](#)

[Other Intersections](#)

# EVALUATE AND IDENTIFY ISSUES

# WHAT MAKES A GREAT PLACE?



# Uses & Activities



# Access & Linkages



# Comfort & Image



# Sociability



# ENGAGING THE COMMUNITY



Campus Martius, Detroit



# Engage the Community

Pop Up Workshops

Focus Groups

Placemaking Events

Intercept Surveys

Placemaking Workshops

# Who Should Be There?

Local Government, Local Businesses,  
Philanthropy, Community And Civic  
Organizations, Professionals – Architects,  
Planners, Landscape Architects,  
Transportation Engineers  
Residents, Seniors, And Youth from every  
Cultural Community in your Town

# Go to Where the People Are





# Choosing the Right Evaluation Tool

	The 'flow' through the site: how people move	Who is there and what they're doing	The intimate details of use	How people are feeling about the place	Evaluate progress and capacity
Tracking	X				
Counting	X				
Behavior mapping		X			
Observations (note-taking, photos/film)		X	X		
Intercept/online surveys		X		X	
Stakeholder interviews		X	X	X	
Desk research (social/local media analysis)		X		X	



Intercept Surveys  
at a Street Fair

# Place Imagination Exercise at a Bus Stop



# Mapping Exercise after Church Services





Pop-up Workshop Dot Preference Surveys







## Which Earth-friendly features would you like to see?

ADD IDEAS HERE! ADD IDEAS HERE!

Put a dot on each of your top three favorite earth-friendly features



STEPPING STONE PATHS





COMMUNITY GARDEN





OBSERVATION DECKS





NATIVE PLANTS





PERMEABLE PAVEMENT





NATURE TRAIL



4



MASS. PUBLIC SPACES

# What activities do you want to see in downtown public spaces?



Concerts

553



Jogging / Walking Path in Soft Surface

471



Street Cafe

507



Food in the Park

439



Beer Garden

484



Performances

433



Focus Groups



In Life.

The people

city

What are  
YOU thankful  
for?  
Go ahead!

Let's Start  
Talking  
575.575.575

Find Ways for People to Tell Their Stories



THIS PLACE NEEDS PAVILLON

THIS PLACE NEEDS Houston Historical park

THIS PLACE NEEDS \_\_\_\_\_

THIS PLACE NEEDS Rest Rooms

THIS PLACE NEEDS stage

THIS PLACE NEEDS \_\_\_\_\_

THIS PLACE NEEDS Seating Areas

THIS PLACE NEEDS Map of Houston

THIS PLACE NEEDS \_\_\_\_\_

THIS PLACE NEEDS Machine

THIS PLACE NEEDS RESTAURANT

THIS PLACE NEEDS \_\_\_\_\_

THIS PLACE NEEDS Food Vending

THIS PLACE NEEDS Restraunt

THIS PLACE NEEDS \_\_\_\_\_

A Small Park SHOULD BE HERE

WATER fountain SHOULD BE HERE

\_\_\_\_\_ SHOULD BE HERE

Picnic area SHOULD BE HERE

MAP SHOULD BE HERE

\_\_\_\_\_ SHOULD BE HERE

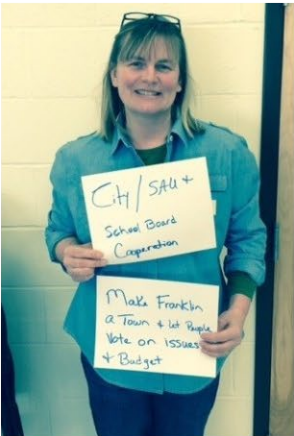
\_\_\_\_\_ SHOULD BE HERE

DIRECTORY SHOULD BE HERE

\_\_\_\_\_ SHOULD BE HERE



# Franklin Voices





My favorite place in Franklin  
is my home. It is located on  
Beech St. It is special to me because  
I feel safe and I feel comfortable  
I am so happy to have my home  
in Franklin, NH.

My favorite place in Franklin, NH  
is my home. It is located on 100  
Beech St. It is special to me because  
I feel safe and I feel comfortable  
I am so happy to have my home  
in Franklin, NH.

Grade 2

Lila



My favorite place in Franklin, NH  
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# Work With Artists – Visual and Spoken Word



# Interactive Models



# Place Audits

LOCATION: \_\_\_\_\_ GROUP NUMBER: \_\_\_\_\_

## A EVALUATE THE PLACE

Stop at your designated site and complete part A of the evaluation. Put yourself in the shoes of someone who lives or works in the community and evaluate this site's performance.

ACCESS, LINKAGES & INFORMATION	←	DISAGREE	AGREE	→
Pedestrians can easily walk to and through the area.	1	2	3	4
Pedestrian access is safe and convenient:				
- Sidewalks connect to adjacent areas & are contiuous	1	2	3	4
- Crosswalks are well marked;	1	2	3	4
- Crossing times are adequate	1	2	3	4
- Crossing distances are minimal.	1	2	3	4
Taking transit is easy:				
- Stops and stations are easy to find;	1	2	3	4
- Stops and stations are easy to get to on foot;	1	2	3	4
- Maps and schedules are readily available.	1	2	3	4
Bicycling is easy:				
- Routes are safe and convenient;	1	2	3	4
- Routes are well marked;	1	2	3	4
- Storage is adequate.	1	2	3	4
Automobiles do not detract from the pedestrian experience.	1	2	3	4

## C INTERVIEW

Ask one or two people in the place what they like about it and what they would do to improve it. If a particular issue from the ratings has emerged, ask them their opinion about it.

THEIR ANSWERS:



Peaches 'n Green  
Produce Store

Central Detroit, MI  
Christian CDC





Peaches & Cream

CRISPY!

FASTER!

LOCAL!

SPECIALS



Placemaking  
in Detroit

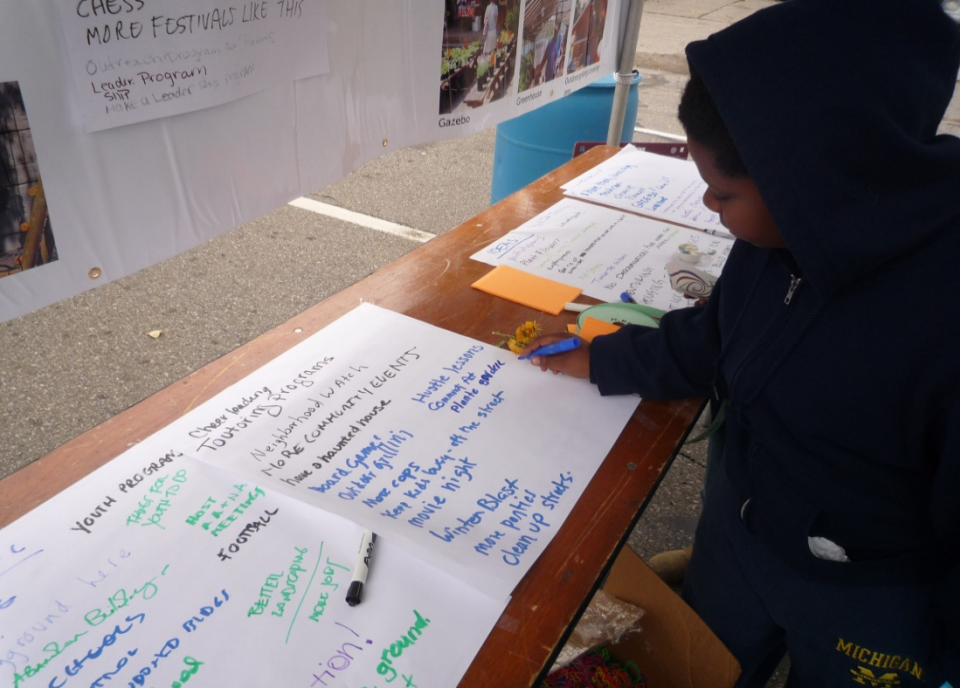
FRESH PRODUCE  
SOLD HERE!

Third  
Hazelwood

Phone

←

PPD CDC THE KRESGE FOUNDATION









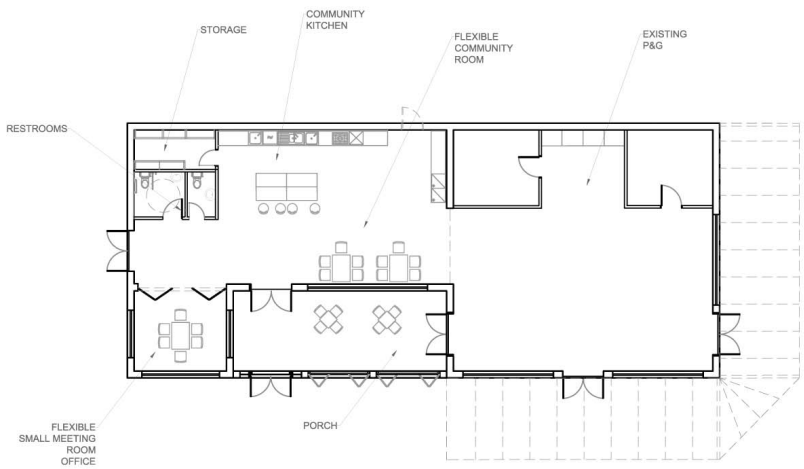


Before



After





# Benefits of Great PLACES



# RESOURCES

- PPS Lighter, Quicker, Cheaper Resource + Pinterest Pages: <http://www.pps.org/lighter-quicker-cheaper/>
- PPS Rightsizing Resources and Case Studies: <http://www.pps.org/rightsizing>
- Tactical Urbanism Guides: <http://tacticalurbanismguide.com/>
- Better Block: <http://betterblock.org/>
- National Association of Realtors:  
• <http://www.realtoractioncenter.com/for-associations/smartgrowth/placemaking/placemaking-micro-grant.html>



# Stay in Touch!



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 *PPS\_Placemaking*