



Place Visioning

for Placemaking
Programs and Projects

GEORGIA
economic placemaking
COLLABORATIVE

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

– William Holly Whyte



PPS has identified **11 key** principles for transforming public spaces into vibrant community places, whether they are parks, plazas, public squares, streets, sidewalks, or the myriad other outdoor and indoor spaces that have public uses in common.



PROJECT FOR
**PUBLIC
SPACES**

- 1. The Community is THE EXPERT**
- 2. Create a Place, Not a Design**
- 3. Look for Partners**
- 4. They Always Say, “It Can’t Be Done.”**



Underlying Ideas

Steps 1-4

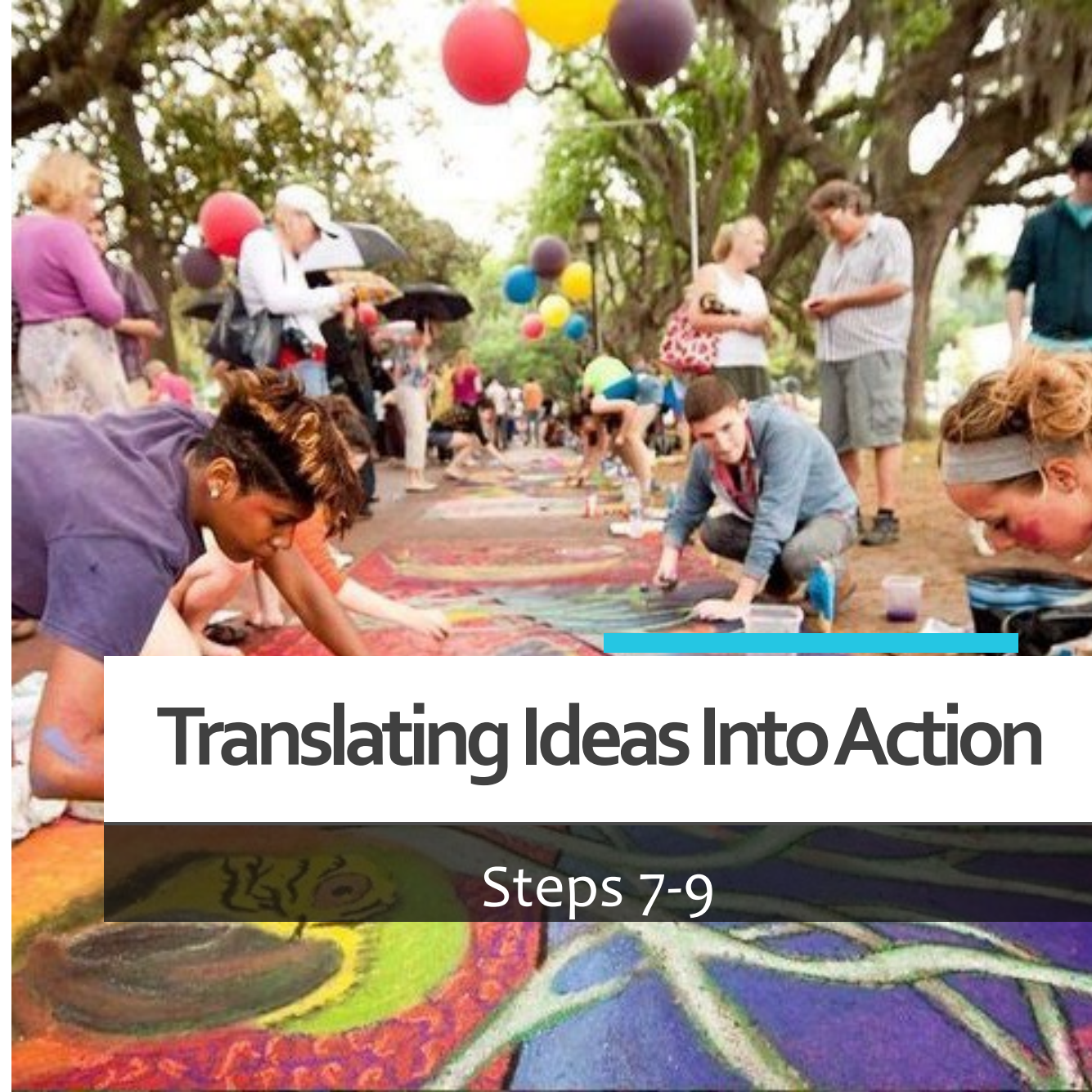
5. Have a Vision (we will be focusing on this step today)
6. You Can See a Lot Just By Observing



Planning & Outreach Techniques

Steps 5-6

7. Form Supports Function
8. Triangulate
9. Experiment:
Lighter, Quicker,
Cheaper



Translating Ideas Into Action

Steps 7-9

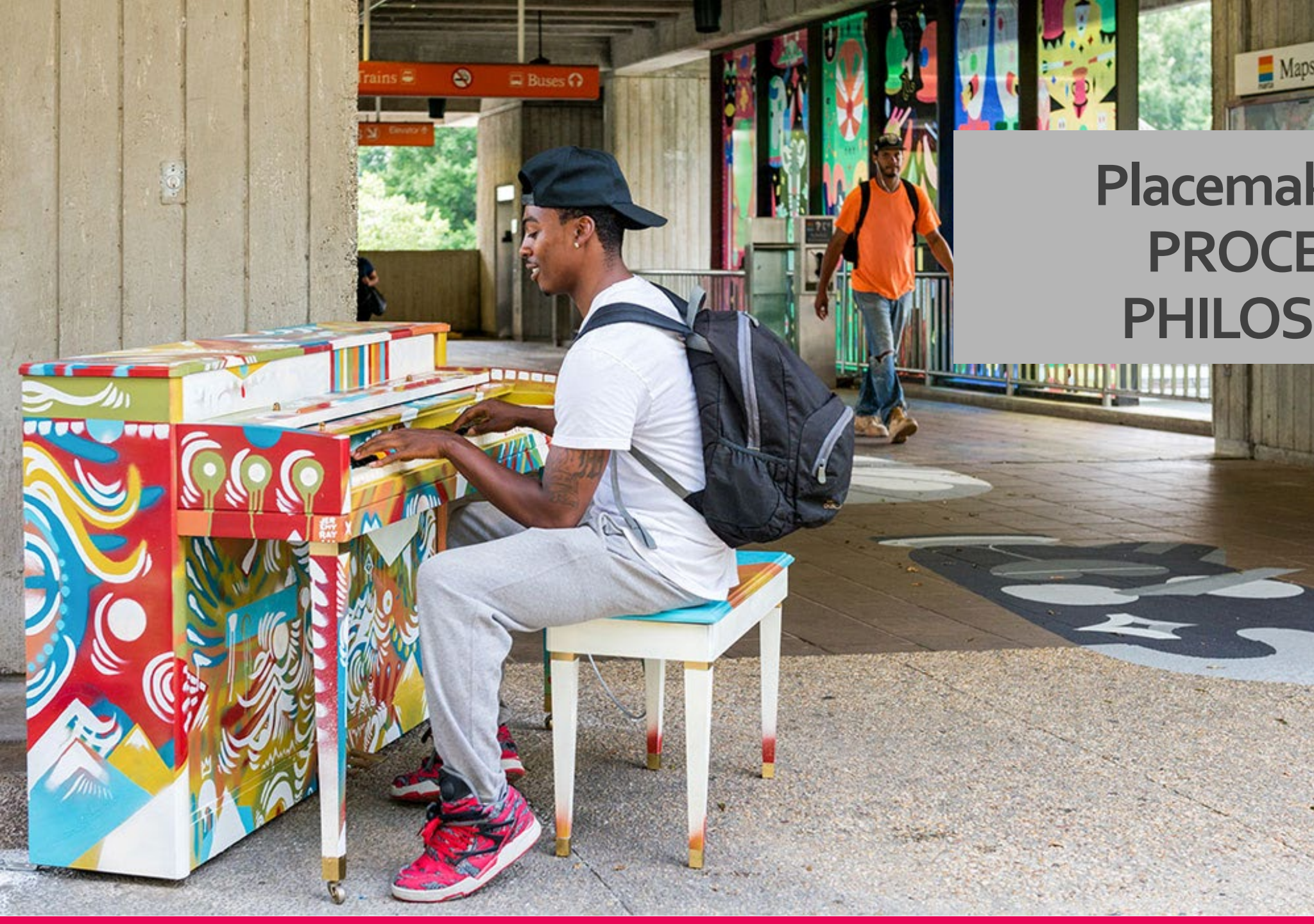
10. Money Is Not the Issue

11. You Are Never Finished



Implementation

Steps 10-11



Placemaking is a
**PROCESS &
PHILOSOPHY**

Visioning and Action Plans

Activity 1 & 2

1. **First retreat** - teams identified spaces in their communities that they would like to work and complete projects on.
2. **Second Retreat Activity 1** – revisit those spaces and using your asset inventories to create an overall Vision for PLACEMAKING DEVELOPMENT PROJECTS in those spaces.
3. **Second Retreat Activity 2** - convert that Vision into an ACTION PLAN for the Placemaking Development Projects



Place Visioning

Placemaking Vision:

Identify the space location and its significance to the community:

Identify the economic and/or community issues that a Placemaking Project in that Space could address:

How will the space be used and by whom?:

Create a Description of the intended character of the project in that space:

Create a Concept Plan for how the space could be designed:

List some successful examples of similar spaces or projects:

Identify Barriers to Implementation:

Place Planning

Identified Space:



Placemaking Development Project Description:

| Objectives | Strategies | Community Assets |
|------------|------------|------------------|
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-  Stephanie Russell
-  678.244.0511
-  srussell@gacities.com
-  www.georgiacitiesfoundation.org