Place – Making: The process of turning space into place

- Placemaking is really a way to reimagine public spaces to make them a vital part of your community: artistically, economically and socially.

- Can Place Making transform unwanted property into a community asset?
WHAT MAKES A GREAT PLACE?

- KEY ATTRIBUTES
- INTANGIBLES
- MEASUREMENTS

PLACE

Sociability
- diverse
- stewardship
- cooperative
- neighborly
- welcoming

Uses & Activities
- active
- fun
- vital
- special
- real

Comfort & Image
- safe
- walkable
- sittable
- attractive
- historic

Access & Linkages
- mode splits
- connected
- walkable
- convenient
- accessible

- number of women, children & elderly
- local business ownership
- land-use
- property values
- retail sales
- sanitation
- rating
- building conditions
- parking usage patterns
- environmental data
How have you used Placemaking in your community development work?

How have they reflected intersections between art, history, meaning, use and ownership?
#1 Support The Local Economy
#2 Attract New Business
# 3 Reduce Crime
#4 Improve Public Health
#5
Encourage Civic Engagement
#6
Encourage Youth Engagement
#7

Improve the Environment
Portland, Oregon: City Repair Village Building Design Course
City Repair

City Repair started in 1996 as a project among neighbors to convert a street intersection into a neighborhood public square.

The Intersection of 9th St and Sherrett St became “Share-It-Square”
WHAT MAKES A GREAT PLACE?

- Number of women, children & elderly
- Local business ownership
- Street life
- Land-use
- Evening use
- Property values
- Diverse
- Vital
- Stewardship
- Special
- Cooperative
- Real
- Welcoming
- Retail sales
- Neighboring
- Safety
- Volunteerism
- Fun
- Connected
- Vitality
- Accessible
- Welcome
- Walkable
- Historic
- Safe
- Pedestrian activity
- Attractive
- Convenient
- Crime statistics
- Parking usage patterns
- Transportation
- Environmental data

KEY ATTRIBUTES
INTANGIBLES
MEASUREMENTS

PROJECT FOR PUBLIC SPACES
SE 33rd & Yamhill Streets or

“Sunnyside Piazza”
Neighbors coming together to slow traffic

And add some color to their community
What I learned in Portland

- Any group of committed people can transform space into place
- The process of bringing people together and empowering them to transform their community is VERY IMPORTANT
- The basic formula is: three potlucks and a project
- The memory of the process may very well outlive the project
Durham, NC: Place Making, Art, and Economic Dev.
Jessica Moore-Founder Open Art Society

- Empty Storefronts become Galleries, Popup stores, Community Supported Art
Matt Gladdek-
Downtown Durham Inc.

Walking Tour:
Central Park District
American Tobacco Campus
CPD- Central Park District: turning space into place

- Skate park
- Amphitheatre
Connectivity - people will not walk more than 250’ between places of interest
Chris Beacham- Director of Creative Economies for NC Arts Council

- Wilson Whirligigs
- Art ‘trails’
Barbara Lau-Pauli Murray Project
What I learned in Durham

- Public Art is an outstanding Place Making tool
- There is a strong connection between Place Making and economic development
  - Sometimes simple (pop-up businesses)
  - Sometimes complex (central park district)
  - Sometimes through hard construction (ATC)
  - Sometimes by promoting ideas (arts trail)
How does it impact Louisville?
Peace Labyrinth- Designed by West Louisville Residents and built on an abandoned lot
Portland Gazebo and Community Garden
Hot Coffee / Fresh Cookies
Placemaking Pitfalls:
Too Big
Too Expensive
Take Too Long
Lighter, Quicker, Cheaper (LQC)

LQC is an approach to placemaking that focuses on small-scale and incremental changes.

- Lower risk
- Lower cost, high impact
- Capitalizes on local resources
Does your list of LQC goals fit the 4 key qualities of a great public space?

- Is the space accessible?
- Are there functions & activities?
- Is the space comfortable & safe?
- Is it a sociable place: one where people meet each other?
Celebrate the Small Wins!
How has this conference inspired you in integrating placemaking concepts in your work?

How might that be a mechanism to build community ownership and vitality?
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