



New Partners for Smart Growth

Denver, CO
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Overview

- Overview of “Place” and Placemaking on a Budget
- Identifying Placemaking on a Budget Projects
- Identifying Placemaking on a Budget Resources
- Placemaking on a Budget Implementation





Our Communities Are Not Nurturing Us



Trying to Find an Identity

- People want more!



Trying to Find an Identity



Placemaking "Tangibles"

The physical side
of Placemaking - things you
can see, feel, touch . . .



"Beauty is in the eye of the beholder..."
-Unknown



Placemaking "Intangibles"

Feelings, sense, qualities, image derived from the Placemaking Tangibles



We met so many people there

The kids love it here!

This place is GREAT!

LET'S COME BACK HERE
SOMETIME SOON

Tight-Knit
Community

How Beautiful

I feel safe

I really enjoy my downtown.

Friendly, Walkable

WELL MAINTAINED





Placemaking "Invisibles"

Behind the scenes side of Placemaking that allows for the Tangibles and Intangibles



Communicating Priorities

Setting
Standards

LOCAL ORGANIZATIONS

Activities & Events

Building Partnerships

ASKING: WHAT DO YOU
THINK IS NEEDED?

POLICIES

Volunteers

PROCESSES

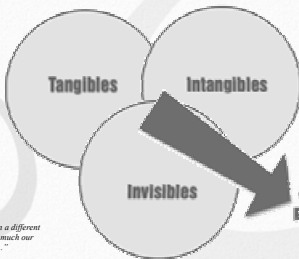
Finding the Money



VISIONING



Tangibles, Intangibles, and Invisibles



"We only need to live briefly in a different
environment to recognize how much our
surroundings have formed us..."
-Christopher Day



Placemaking on a Budget (POAB)

Process of **adding value and meaning** to the public realm through community-based revitalization projects rooted in **local values, history, culture, and natural environment.**





Placemaking on a Budget

Assumptions

- Through the Public Realm...
 - Create great places
 - Enhance community identity
 - Increase connections between people and place and people and people
- If Time is Money, Then Time Results in Money (and other Resources)
- Tangibles, Intangibles, and Invisibles are Important



"One cannot build the physical infrastructure of a neighborhood without also building the social infrastructure."
-Arthur Blum



Identifying Placemaking on a Budget Projects

Identifying POAB Projects

- Understand Authentic **Community Values**
 - Unique Community Attributes
 - History & Culture
 - Natural Environment



"To feel valued, to know, even if only once in a while, that you can do a job well is an absolutely marvelous feeling."
-Barbara Walters

Identifying POAB Projects



Identifying POAB Projects

Community Value-Based Projects

- Don't just "main street" your community
- Know where & who you are
- Understand local history and culture



"Each community boasts a unique combination of assets upon which to build its future."
-Building the Community from the Inside Out

Identifying POAB Projects

- Know Community Values & Visions



"What is the use of running when we are not on the right road?"
-Unknown

Identifying POAB Projects

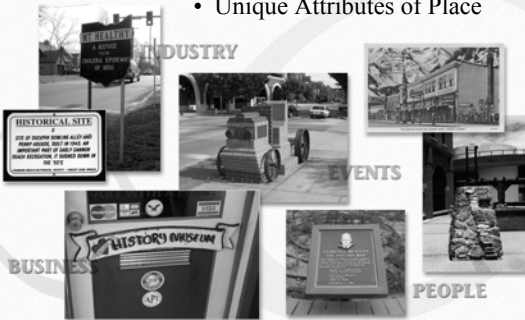
Tap Local Heritage, Environment, and Place

- Review historic photos, books, postcards, and maps for simple ideas
- Link to your existing historic and natural resources
- Refer to ongoing work by local historic, civic, and natural resource organizations



Identifying POAB Projects

- Unique Attributes of Place



Identifying POAB Projects

- Local Heritage
 - Talk with community elders and involve youth
 - Look to past and present industry
 - Visit other communities



Identifying POAB Projects

Historical Photo



Existing Underused Parking Lot



Enhanced Lot Designed to Function as Parking and Plaza!

"There is value in any experience that reminds us of our distinctive national origins and evolution, i.e. that stimulates awareness of history"
-Aldo Leopold

Identifying POAB Projects

- Tap Local Environment





Identifying POAB Projects

- *Authentic Community Values*
 - Local Community Attributes
 - History & Culture
 - Natural Environment
- See Everything as a **Possible Canvas**
 - Architecture
 - Landscape
 - Infrastructure

"To feel valued, to know, even if only once in a while, that you can do a job well is an absolutely marvelous feeling."
-Barbara Walters





Identifying POAB Projects





Identifying POAB Projects

- Architecture as a Canvas



BLANK WALLS



WINDOWS



FACADES



Identifying POAB Projects

- Architecture as a Canvas



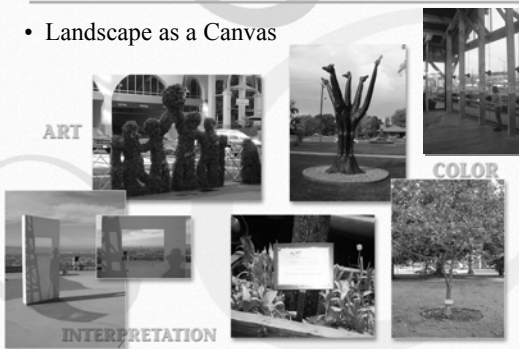
Identifying POAB Projects

- Architecture as a Canvas



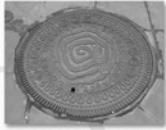
Identifying POAB Projects

- Landscape as a Canvas



Identifying POAB Projects

- Infrastructure as a Canvas



Identifying POAB Projects

- Infrastructure as a Canvas



Identifying POAB Projects

- Infrastructure as a Canvas





Downtown Escondido Streetscape Program

HOPS

SANDSTONE

FLUME

BASKET PATTERNS

LOGGING

POWERSHED

Bicycle and Pedestrian

History and Heritage

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Identifying POAB Projects

- Brainstorming Worksheets





Identifying Placemaking on a Budget Resources



Identifying POAB Resources

- Money is the first type of resource people think of, but through the process of identifying meaningful projects, many **resources** have already been identified



*"Outside resources that overwhelm, dominate, or replace the work and potential of local citizens, their associations, and institutions they control will weaken rather than enhance the development process."
-Building the Community From the Inside Out*

Identifying POAB Resources

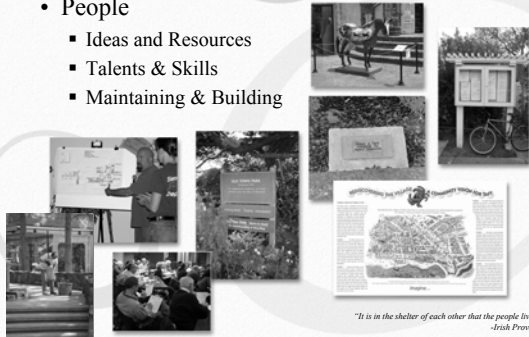
- People:
It's Simple – View Everyone as a Resource!



There is a famous saying that there are only six degrees of separation between each person on the planet... Everyone knows someone who is related to someone else who is in contact with someone else who is a tremendous resource for your project or community!

Identifying POAB Resources

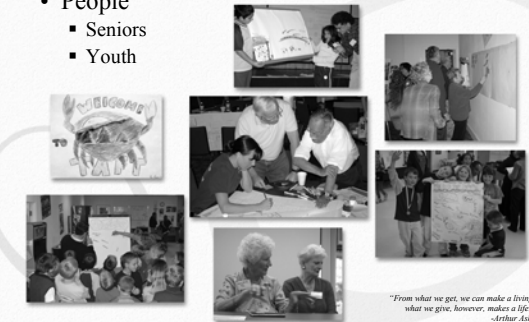
- People
 - Ideas and Resources
 - Talents & Skills
 - Maintaining & Building



"It is in the shelter of each other that the people live."
-Irish Proverb

Identifying POAB Resources

- People
 - Seniors
 - Youth



*"From what we get, we can make a living;
what we give, however, makes a life."*
-Arthur Ashe

Identifying POAB Resources

- Organizations
 - Governmental or non-profit
 - Universities
 - Look for partnerships and mutual goals
 - Maintain a list or directory



Identifying POAB Resources

- Media
 - Can lead to involvement and support of community
 - Facilitates local understanding



Identifying POAB Resources

- Private Sector
 - Minor investments of time and/or money often yield major changes
 - The power of community enthusiasm and attention is contagious



*"What lies behind us and what lies before us are
tiny matters compared to what lies within us."*
-Ralph Waldo Emerson



Identifying POAB Resources

- Policies - Critical tools for making “place” happen
 - Zoning (mixed use, outdoor vending)
 - Design Guidelines
 - Incentives (for public places, art, etc.)



*"Vision without action is a daydream.
Action without vision is a nightmare."
Japanese proverb*



Identifying POAB Resources

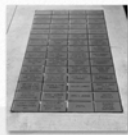
- Programming - Create life in your public spaces
 - Activities
 - Events





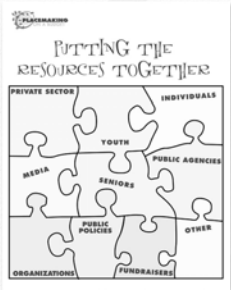
Identifying POAB Resources

- Funding - Creative dollars
 - Adopt-a-“brick” programs
 - Unique fundraising
 - Local ownership



Identifying POAB Resources

- Brainstorming Worksheet



Placemaking on a Budget Implementation

POAB Implementation

- Order Out of Chaos
 - Formalize the process
 - Who, What, When, Where, Why, How, and How Much (W⁵H²)?
 - Balancing resources



*"Talk doesn't cook rice."
-Chinese proverb*


Creating Successful Implementation Programs

Focus on Means and Ends



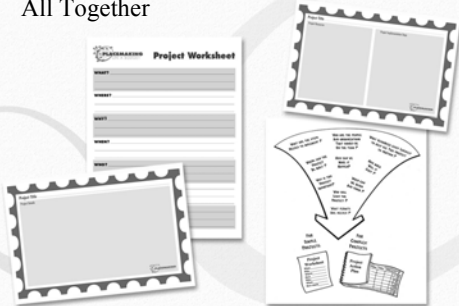
*"He who chooses the beginning of a road chooses the place it leads to.
It is the means that determines the end."
-Harry Emerson Fosdick*

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 IMPLEMENTATION MATRIX		PROJECT INFORMATION		
ACTION STEPS	IMPLEMENTATION DATE (MM/DD/YYYY)	LEADERS AND TEAM MEMBERS	KEY RESOURCE	STATUS
			(PERSON, OFFICE, EQUIPMENT, ETC.)	
			WHAT	
WHERE			HOW	
		WHEN		
HOW MUCH			WHO	
		WHY		

*"Vision without action is a daydream.
Action without vision is a nightmare."
-Japanese proverb*

- Worksheets - Pulling It All Together



Charlie the Can Man



*"Our stories are inextricably intertwined.
What you do is part of my story,
what I do is part of yours."*
-Daniel Taylor



*"If you want your life to be a magnificent story,
then begin by realizing that you are the author and
everyday you have the opportunity to write a new page."*
-Mark Haskins







Charlie the Can Man



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-Daniel Taylor*





**We are resources to help
you be more successful...**

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Call or email any time!
