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!

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

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

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.

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**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

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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

Community Value-Based Projects

- Don’t just “main street” your community
- Know where & who you are
- Understand local history and culture

“Each community has a unique combination of assets upon which it can 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

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

Historical Photo
Existing Underused Parking Lot

Enhanced Lot Designed to Function as Parking and Plaza!

"There is value in any experience that enables us to participate in our culturally and historically rooted traditions. It cultivates the spirit.

- Tap Local Environment

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

- Local Environment

- Local Environment

- Local Environment

- Local Environment
Identifying POAB Projects

• Authentic Community Values
  - Local Community Attributes
  - History & Culture
  - Natural Environment

• See Everything as a Possible Canvas
  - Architecture
  - Landscape
  - Infrastructure

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Identifying POAB Projects

Architecture
Landscape
Everything!
Infrastructure

Identifying POAB Projects

• Architecture as a Canvas
Identifying POAB Projects

• Architecture as a Canvas

• Landscape as a Canvas

TO THE BEACH
Identifying POAB Projects

- Infrastructure as a Canvas

- Street Furniture

- Utilities

- Sidewalks

- Bike Racks

- Signs

- Benches & Seating

- Transit Shelters
Identifying POAB Projects

Streetscape concept incorporates local history, culture and environment

• See Everything as a Canvas!
Identifying POAB Projects

• Brainstorming
  Worksheets

Identifying Placemaking on a Budget 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 hinder rather than facilitate 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 who is in contact with someone else who is a tremendous resource for your project or community.

“It is in the shelter of each other that the people live.”

-Irish Proverb

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

“It is to the shelter of each other that the people live.”

-Arthur Ashe

People
  • Seniors
  • Youth
Identifying POAB Resources

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

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

- 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

- Order Out of Chaos
  - Formalize the process
  - Balancing resources

“Talk doesn’t cook rice.”
- Chinese proverb
Creating Successful Implementation Programs

Focus on Means and Ends

“Whoever begins the journey of a road chooses the place it leads to; it is the means that determines the end.”

- Harry Emerson Fosdick

“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 interwoven. 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 Houlahan

"If you want your life to be spectacular, start by deciding what you are willing to accept as ordinary."
-Mark Houlahan
Charlie the Can Man

Our stories are inextricably interwoven. What you do is part of my story, what I do is part of yours.

-Daniel Taylor
THANK YOU!!!

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

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