Agenda Development Papers

PlacemakingX **Spaces**

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GLOBAL
PLACEMAKING
SUMMIT

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WORK **IN PROGRESS**

Public Buildings as Public Spaces

1. Leaders

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2. Challenges & Opportunities

Challenges
Creating a Sense of Safety
The challenge lies in activating spaces to create a genuine sense of safety. When closed-off buildings lack front-facing windows and are surrounded by vast parking areas, the disconnect between the building and its users becomes apparent. Workers inside may not perceive responsibility for the building's exterior, focusing solely on the interior. The custodianship of a building involves technical aspects like ventilation, which are often overlooked due to complexities and potential expenses. Balancing progress without disregarding expertise becomes crucial. A general fear of the outside, particularly in the US, impacts the utilization of spaces. Overcoming obstacles involves addressing the capacity building needed to open up buildings and challenging the fear of the outside.
Opportunities
Trusted Public Spaces
In the US, we have trusted public spaces like the postal office present opportunities that could be improved. Despite often unsightly exteriors, these places draw people inside for transactions. Transforming such spaces into activated porches and public areas offers a chance for community engagement. Place-led thinking emphasizes understanding the importance of informal uses and boundaries with private spaces. Creating free and accessible spaces encourages informal activities, even when formal programming budgets are limited.

3. Learning

 Existing Educational Programs:
- The Social Life Project articles on "Inside Out" design (article 1, article 2)
- Storefront Mastery Consulting Agency
- PlacemakingEducation: A free 12-minute course with various placemaking courses.
 Programs to Develop:

- Getting services out of public buildings for accessibility and visibility.
- Providing babysitting services for children when parents work, study, or shop.
- Integrating placemaking topics into school curriculums, potentially through extracurricular training.

4. Advocacy and Communications

Existing Advocacy and Communications Programs:
- The City at Eye Level Europe and Asia with inspiring case studies.
Programs to Develop:
- Encouraging public spaces around formal buildings for diverse activities.

5. Actions

Innovations
Activating Public Spaces
- The new Buffalo Art Museum transforms an old wing into an indoor public space with interactive exhibits.
- Darebin in Melbourne opens its city hall, creating an intercultural center for diverse communities.
- Civic Center Eats in Denver transforms a government complex's dead space into a community garden and food truck area.
Community Engagement
 Block-by-Block
- Utilizing street cleaners and ambassadors to welcome security and maintenance in public spaces.
 Empty Spaces Activation
- Organizations like Renew Australia, Renew Empty Spaces, and Chashama leverage property insurance to activate vacant spaces.
 Public Art Policies
- Mandating a percentage of the annual budget for public art, ensuring its inclusion in new building projects.
 Busker Program
- Bringing life and activation to the city at no cost while generating revenue through permits.
Interventions for Agenda Advancement
 Existing Interventions:
- The Oodi Library in Helsinki blends indoor and outdoor spaces.
 Interventions to Develop:
- Utilizing empty shops for art displays to create vibrant public spaces.
- Engaging with existing community events for outreach.
- Developers funding art to raise property values, as seen in projects led by Daniel Popper.
In navigating the challenges and opportunities of digital placemaking, these interventions and programs collectively contribute to a more inclusive, engaging, and enjoyable public realm. Let's continue shaping the future of our cities, one innovative intervention at a time.

Winter Placemaking

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1. Leaders

Cornelis Uittenbogaard

Hellene Gallis

2. Challenges & Opportunities

Challenges
Unpredictable Weather
Climate change has introduced challenges in planning events due to unpredictable weather. Initiatives like ice sculpture festivals are affected, and the reliability of technology in cold conditions becomes a concern.
Seasonal Focus
The focus on December for Christmas markets is common, but there's a challenge in neglecting the winter months of January, February, and March. Creating sustainable winter activities beyond the holiday season is essential.
Opportunities
Decentralized Market Models
Strasbourg's decentralized Christmas market model, where regular shops participate, allows one to avoid competition with local stores. Scattered market hubs throughout the city, supported by maps, enhance accessibility and longevity.
Novelty in Christmas Markets
While Christmas markets are novel, integrating practical elements like food markets can extend their appeal beyond the holiday season. Finding ways to make regular markets more purposeful contributes to long-term success.

3. Learning

Existing Programs
Social Districts
Establishing social districts where people can walk around with drinks during the winter creates a vibrant atmosphere. This approach, initiated during the pandemic, promotes small businesses and winter markets inside igloos.

Summer-to-Winter Activities

Cities like Michigan have successfully transitioned summer activities like roller skating rinks into winter counterparts. This creative adaptation ensures year-round engagement and community involvement.

Transitional Mechanism for Services

Implementing a transitional mechanism, like Detroit's step-by-step program, helps individuals receiving services transition into essential life skills classes. This approach guides people toward self-sufficiency and sustainable living.

4. Advocacy & Communications

5. Actions

Existing Interventions

Winterized Public Spaces

Cities like Edmonton utilize plastic igloos that block wind, providing warmer spaces for activities like putting on or taking off ice skates. The transformation of interconnected river valleys into skiing networks enhances winter recreation.

Festivals Throughout Winter

Hosting festivals like Silverskate, Flying Canoe, and Collider in the winter months after Christmas counteracts gloominess. These festivals, featuring various activities, lights, and art installations, engage the community during colder temperatures.

Festival of Lights

Winter festivals of lights, such as those in Moscow, attract people outdoors during cold months. Collaborating with electrical companies for sponsorship aligns with inclusive and captivating light art displays.

Interventions to Develop

Safe Havens for the Unhoused

Addressing the needs of unhoused individuals during winter is essential. Creating safe havens with heat, shelter, and charging stations while avoiding displacement due to market initiatives requires careful planning.

Winter Exploration Initiatives

Initiatives to Develop

Snow Sculpture Activities

Encouraging outdoor exploration through activities like coloring snow with food coloring and building snow sculptures provides inclusive options for those less inclined toward traditional sports.

Street Party Lockers

Introducing street party lockers or winter kits for rent, equipped with firewood drums, snow molds, and creative tools, empowers communities to organize block parties without worrying about equipment.

These interventions and strategies aim to address challenges related to unpredictable weather, ensure year-round engagement, and create inclusive winter spaces for all community members. By leveraging creativity, adapting summer activities, and considering the needs of different demographics, winter placemaking can thrive even in colder climates.

Suburban Placemaking

1. Leaders

Erica Dorn
Howard Tam

2. Challenges & Opportunities

Challenges
Limited Sidewalk Space
Scarce sidewalk space is a challenge despite vibrant cultural life. Addressing this issue requires creative solutions, such as establishing artists' hubs or galleries to support local creativity.
Language Barriers and Permitting Process
Language barriers and an intimidating permitting process hinder community engagement, especially for non-native English speakers. Simplifying language and making the process more accessible is crucial.
Suburban Challenges
Suburban areas face unique challenges, requiring tactical fixes to enhance suburban places incrementally. Identifying key locations and corridors for improvement is vital for effective intervention.
Racism and Resistance to Change
In Michigan, historical racism contributes to resistance against urbanism and placemaking, with suburban areas displaying hostility. Overcoming stereotypes associated with urban initiatives is critical for positive transformation.
Homeownership Concerns
People view their houses as significant investments, creating concerns about proposed changes. Educating homeowners about the potential value increase and addressing their legitimate worries is essential.
Opportunities
Progressive Representation
Progressive-minded councilors being elected in suburban municipalities present opportunities for positive change. Thin bureaucracy allows residents to connect with council members, inspiring change across communities.

3. Educational Programs & Resources

Existing Programs
Community Discovery and Development
Yard and Company in Cincinnati conducts market discovery and development, showcasing incremental activities like movie nights and pop-up shops to train markets. This approach demonstrates how small initiatives can attract investors.
Future Educational Programs
Language Access and Zoning Education
Develop programs that address language barriers, translate zoning codes, and simplify the permitting process to make it more accessible for diverse communities.

4. Advocacy & Communication Projects

Existing Projects
Storytelling and Space Activation
Promoting storytelling and providing spaces for it is crucial. Advocacy projects should focus on programming initiatives to activate spaces, making them culturally vibrant.
Future Advocacy & Communication Projects
Private Parking Lot Activation
Implement projects like Plaza Pops, utilizing private parking spaces for public use. Collaborate with fabricators to create visually appealing and functional spaces, securing grants for such initiatives.

5. Actions

Interventions
Lightweight Structures and Mixed-Use Developments
Communities can deploy lightweight structures like garden sheds for affordable business rental spaces. Mixed-use developments like Legacy West in Dallas showcase successful transformations from strip malls to vibrant, walkable areas.
Urbanism in Exurbia
Communities like Hudsonville in West Michigan demonstrate how even conservative areas can embrace urbanism. Transforming vacant properties into community centers and creating mixed-use developments can bridge gaps in traditionally suburban areas.
Adaptive Retail Buildings
Implementing lightweight, movable retail buildings owned by municipalities fosters dynamic, cost-effective solutions. Muskegon's approach of temporarily constructing structures with public funds and placing them on private properties exemplifies an adaptive and affordable intervention.
Future Interventions
Neighborhood Activity Centers
Repurposing old strip malls into neighborhood activity centers could catalyze positive change. Focusing on failing commercial areas presents an opportunity to reshape and revitalize suburban neighborhoods.

Public Markets

1. Leaders

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2. Challenges and Opportunities

1. Lack of Information:
   - Limited awareness about the value of markets to communities.
   - Develop educational campaigns emphasizing public markets' cultural, economic, and social significance.

2. Investment in Operations:
   -: Need more investment in market operations and infrastructure.
   - Advocate for increased funding, highlighting markets' role in supporting local economies and fostering community cohesion.

3. Global South Challenges:
   - Markets in the global south face threats from misguided investments and lack of research.
   - Conduct research on the seven principles of a market city, focusing on Mexico City as a model, to guide sustainable market development.

4. Food Access and Equity:
   - Spatial inequality in food access and declining local food production networks.

- Strengthen the capacity of local vendors and markets to address food access disparities, supporting community resilience.

5. Disaster Resilience:
   - Lack of preparedness for disasters affecting market distribution.
   - Develop interventions to enhance disaster resilience, ensuring continuity of market operations during crises.

3. Learning

Existing tools:
1. Market Cities Resource Center
2. World Farmers Market Coalition
3. Healthbridge
4. FAO on behalf of UN-Habitat
5. WIEGO

Tools to develop:
1. Research Initiatives:
   - Conduct in-depth research on market cities, exploring the seven principles and their application.
   - Develop learning tools to address the lack of research on markets, promoting knowledge-sharing and best practices.

2. Capacity Building:
   - Create training programs to build the capacity of local vendors and market operators.
   - Provide resources on market city measurements, emphasizing sustainability and community impact.

4. Advocacy and Communications

Existing campaigns
   - Market Cities by Project for Public Spaces
   - World Union of Wholesale Markets
   - Local HealthBridge partners

Campaigns to develop
1. Global South Focus:
   - Advocate for market-oriented policies tailored to the unique challenges faced by markets in the global south.
   - Develop communications strategies that resonate with diverse audiences, emphasizing outcomes and community benefits.

2. Local Engagement:
   - Facilitate communication channels between market stakeholders and placemakers.
   - Highlight success stories and positive outcomes to garner support from diverse groups.

5. Actions

Existing interventions
1. Case studies of <u>Barcelona</u>, <u>Hanoi</u>, and <u>London</u> by Market Cities
2. Case study of <u>Tanzanian Markets by Kristie Daniel</u>

Interventions to develop
1. Community Engagement:
   - Establish community-driven initiatives to raise awareness about the importance of public markets.
   - Encourage local participation in decision-making processes to ensure markets reflect community needs.

2. Policy Advocacy:
   - Engage policymakers to address the need for more market operations and infrastructure investment.
   - Advocate for policies that support spatial equity, disaster resilience, and sustainable market development.

Waterfront Placemaking

1. Leaders

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2. Challenges and Opportunities

1. Access and Inequality:
  - Limited accessibility to waterfronts due to economic barriers.
  - Address the challenge of economic exclusion by finding innovative ways to ensure equitable access to waterfront spaces.

2. Industrial Zones vs. Placemaking:
  - Placemaking in industrial zones with conflicting agendas.
  - Explore strategies to harmonize industrial activities with placemaking objectives, seeking a balance between the two.

3. Gentrification and Awareness:
  - Gentrification limits public access and raises awareness.
  - Develop awareness campaigns and advocate for inclusive waterfront development that avoids displacement and ensures public access.

4. Indigenous Agenda:
  - Indigenous agendas impacting waterfront areas.
  - Leverage indigenous knowledge to regenerate waterfront areas, fostering collaboration and cultural preservation.

5. Safety and Hygiene:
  - Water-related safety concerns and hygiene issues.

- Implement educational programs to raise awareness about water safety, hygiene, and individuals' responsibility towards waterfront environments.

3. Learning

Existing tools
  - [PPS: Capitalizing on the Appeal of Waterfronts](#)
  - [The Waterfront Center](#)
  - [Using the Place Game](#)
  - [Placemaking Kit by Aotearoa](#)
  - [Room for the River Programme](#)
  - [Utopías de Iztapalapa](#)

Tools to develop
1. Indigenous Knowledge Support:
   - Establish educational programs that actively support learning from indigenous perspectives, promoting cultural sensitivity.

2. Place-Based Education:
   - Create interdisciplinary educational initiatives incorporating design thinking, agile methodologies, and collaboration across specializations to understand the meaning of places.

4. Advocacy and Communications

Existing campaigns
  - [The Regenerative Practitioner](#)

Campaigns to develop
1. Indigenous Voice Advocacy:
  - Strengthen campaigns and communications that amplify indigenous perspectives, ensuring they play a central role in shaping waterfront areas.

2. Climate Change Advocacy:
  - Advocate for a proactive placemaking agenda addressing sea-level rise and climate change, engaging communities in sustainable waterfront development.

5. Actions

Existing interventions:
1. Wynywar Quarter in Aotearoa, New Zealand
2. Silo Park in Wynyard Quarter
3. Onehunga near Auckland, New Zealand
4. Mi Rio Lab, Fundación Placemaking Mexico
5. Restoration of Lake Texcoco in Mexico, some information here

Interventions to develop

1. Tactical Urbanism:
   - To Develop: Further explore tactical urbanism strategies for agile, community-driven waterfront development.

2. Community Engagement and Education:
   - To Develop: Establish long-term educational programs, engaging children and adults to foster a genuine connection with waterfront spaces.

3. Inclusive Development Strategy:
   - To Develop: Formulate a 500-year development strategy that ensures a sustainable and inclusive approach to waterfront development involving local tribes and indigenous communities.

Streets as Places

1. Leaders

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2. Challenges and Opportunities

Challenges:

1. Contextual Realities:
   - Managing improvements and interventions considering diverse community contexts.
   - Balancing the diverse needs and dynamics of different places within urban layers.

2. Old Rules and Local Government:
   - Confronting traditional rules and methods in local government.
   - Perceiving streets as part of infrastructure rather than dynamic public spaces.

3. Operational Challenges:
   - Initial funding for projects without consideration for maintenance.
   - Resistance to change, particularly regarding giving up space for cars.

4. Community Capability:
   - Building local community capability to collaborate with local government.
   - Change being complex and entangled in various issues.

5. Transformations and Diversity:
   - Addressing opposition and discomfort caused by street transformations.
   - Amplifying the voices of the loudest individuals, hindering inclusive transformations.

 Opportunities:

1. Placemaking as a Starting Point:
   - Using placemaking as a holistic starting point for urban improvements.
   - Leveraging placemaking to align diverse city agendas and address infrastructure challenges.

2. Demonstrating Change:
   - Implementing practical experiments and pilots into city transformation programs.
   - Streamlining government processes and systems to facilitate change and avoid operational challenges.

3. Reimagining Street Spaces:
   - Reimagining streets as vibrant public spaces.
   - Transforming street spaces to enhance safety, support local businesses, and create welcoming environments.

4. Building Capability:
   - Empowering local communities to understand and engage with local government.
   - Developing systems and processes for "Urban Therapy" to help people navigate and embrace change.

5. Inclusive Transformations:
   - Ensuring transformations are inclusive and cater to a diverse range of people.
   - Elevating the voices of the quiet majority through effective story-listening and storytelling practices.

6. Youth Engagement:
   - Engaging youth in street transformations and involving them in decision-making processes.
   - Building faith in democracy by meeting youth requests for safer streets.

3. Learning

Existing tools
   - Tactical Urbanism books by Mike Lydon and Anthony Garcia
   - What if we planned streets to maximize life?
   - Social Life of Sidewalks
   - The Transportation Revolution
   - Creating the streets we want
   - Streets for Kids - GDCI
   - Neighbourhood Small Grants

- [Streets for People in New Zealand](#)
- [Canada Healthy Communities Initiative](#)
- [Hub Cycling Bike Education](#)
- Bloomberg Philanthropies, Street Transformation
- [Canadian Urban Institute, Bring Back Main Street](#)

Tools to develop

Community Engagement:
- Utilize tactical urbanism for community involvement.
- Visualize real-scale projects for enhanced engagement.

Targeted Education:
- Tailor programs for specific group needs.
- Build city planning capacity and local trainers.

Behavior Change Campaigns:
- Implement targeted behavior change campaigns.
- Provide skill development for better engagement.

Organizational Collaboration:
- Build stakeholder capacity and secure support.
- Enhance collaboration through organizational building.

Peer Learning:
- Facilitate peer-based support in communities.
- Encourage collaborative learning among stakeholders.

Psychology in Design:
- Apply environmental psychology for community support.
- Highlight psychological aspects of street transformations.

Movement Building:
- Apply theories for effective movement building.
- Mobilize communities through theoretical frameworks.

Greening Promotion:
- Educate on greening and rewilding street spaces.
- Promote sustainable practices for urban greenery.

Community Sensitization:
- Use engaging tools for community sensitization.
- Involve the community through opinion-based discussions.

Impact Measurement:
- Educate on measuring street transformation impacts.
- Stress the importance of impact assessment.

Mapping Tools:
- Develop tools for process and system mapping.
- Enhance understanding of transformation complexities.

Navigating Government:
- Catalog systemic issues within local government.
- Guide navigating government processes.

Snow Removal Strategies:
- Educate on snow removal for transformed streets.
- Ensure communities are prepared for seasonal challenges.

4. Advocacy and Communications Campaign

Existing Campaigns
- [Hub Cycling - Ungap the Map](#)
- [Power of Placemaking - Research & Engagement (coming soon)](#)
- [Shared Space podcast, by Erin Peavey](#)
- [Bring Back Main Street City Talk](#)
- [World Urban Forum](#)
- [Bicycle Citizens Network](#)

Campaigns to develop
Engagement Programs:
- Develop diverse engagement programs beyond social media.
- Implement direct communication strategies for better impact.

Leadership and Advocacy:
- Identify leaders at various scales for effective advocacy.
- Highlight advocacy outcomes in community leadership.

Bike Lane Advocacy:
- Showcase successful projects like "Plamobi" for inspiration.
- Promote infrastructure improvements like bike lanes.

Bicycle Ambassadors:
- Introduce bicycle ambassadors to encourage cycling.
- Identify possible routes for riding and recreation.

Naive Activism:
- Encourage grassroots activism for community-driven change.
- Orient both government and community towards impactful activities.

Stories of Our Cities:
- Launch the "Stories of Our Cities" campaign for awareness.
- Build narratives showcasing community support for positive change.

5. Actions

Existing Interventions
- The Best Sidewalks in North America
- Public Realm Transformation for Improved Access
- La Calle es Nuestra by Seble Samuel
- BICI
- Laneway Living Room: Backyard BBQ in Vancouver
- Crosstown Greenway in New Westminster, by Happy Cities

Interventions to develop
- Implement tactical interventions for quick, low-cost changes.
- Emphasize community-driven rather than government-based initiatives.
- Define the typology of public spaces, including incidental spaces.
- Design junctions to accommodate and enhance incidental spaces.
- Encourage coffee and tea shops to utilize incidental spaces.
- Align master plans with local area plans to formalize such spaces.
- Identify and engage with local communities for interventions.
- Provide access to public spaces tailored to community needs.
- Implement infrastructure improvements, especially for vulnerable communities.
- Utilize tactical urbanism as a tool for adaptable interventions.
- Involve stakeholders at the neighborhood level for holistic planning.
- Capacitate people through community-driven public space initiatives.
- Use public spaces to foster a sense of identity and belonging.
- Promote place attachment through community-driven interventions.

6. Finance: Implementing Stakeholders

Mobility Stops and Stations

Leaders

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Challenges and Opportunities

Challenges:
- Limited Accessibility: Mobility stops and stations often face challenges related to limited accessibility, especially for people with disabilities.
- Safety Concerns: Safety issues, such as crime and harassment, can hinder the effective use of transportation stops and stations.
- Inadequate Infrastructure: Some places may need more proper infrastructure, making establishing effective mobility stops and stations challenging.
- Urban Density: Finding suitable spaces for mobility stops without causing congestion can be challenging in densely populated urban areas.
- Resistance to Change: Resistance from the community or local authorities to transform traditional transit stops into vibrant public spaces.

Opportunities:
- Multifunctional Spaces: Transforming stops and stations into multifunctional spaces that serve as transit points and community hubs.
- Green Spaces: Incorporating green elements and landscaping to enhance the aesthetic appeal and environmental sustainability.
- Public Art: Using public art installations to make stops visually appealing and culturally significant.
- Community Engagement: Engaging the community in the design and planning processes to ensure inclusivity.
- Technology Integration: Utilizing technology for improved wayfinding, safety, and user experience.

Learning

- Design Thinking Workshops: Workshops focusing on innovative design solutions for mobility stops and stations.
- Case Studies: Analyzing successful placemaking projects around transportation hubs.
- User-Centric Design Courses: Training programs that emphasize designing for the needs and preferences of users.
- GIS Mapping: Geographic Information System (GIS) tools for mapping transit use patterns and identifying optimal locations.
- Accessibility Training: Programs highlighting the importance of accessibility in transportation infrastructure.

Advocacy and Communications Campaigns:

- Safety First: Campaigns promoting safety measures and awareness at transit stops.
- Transit as Community Hubs: Highlighting successful examples where transit stops become vibrant community hubs.
- Public Art Initiatives: Advocating for integrating public art to enhance the cultural significance of transit stops.
- Inclusive Design Campaigns: Promoting the importance of inclusive design principles in transportation infrastructure.
- Community Participation: Encourage communities to participate actively in the placemaking process for transit stops.

Actions

- Greening Initiatives: Implementing projects introducing greenery and eco-friendly features to transit stops.
- Art Installations: Incorporating public art installations at transit stops to enhance aesthetics.
- Community Workshops: Organizing workshops for community members to contribute ideas and preferences.
- Safety Enhancements: Implementing safety measures such as lighting, security personnel, and surveillance.
- Technology Integration: Piloting projects integrating technology for improved transit experiences and information dissemination.

Urban Parks as Community Places

1. Leaders

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2. Challenges and Opportunities

Challenges:
- Community Transportation Focus: Challenges in allocating funds for transportation with a priority focus, potentially neglecting other community needs.
- Abandoned Spaces: Community participation in projects dealing with abandoned spaces, including buildings, to achieve more equitable outcomes.
- Privatization Concerns: Issues related to the privatization of public spaces, limiting accessibility and community engagement.
- Diminishing Park Space: Shrinking park areas due to urban development, impacting the availability of community spaces.
- Nature and Social Connection: Lack of connection to nature and social interactions within urban parks.
- Budget Balancing: Balancing fiscal urban needs while advocating for sufficient budgets to maintain and enhance public spaces.
- City Park Reports: Challenges in City Park Reports, highlighting the need for reciprocity between the city and community partners.
- Overuse and Climate Change: Overuse of parks, exacerbated by climate change challenges, affecting sustainability and resilience.
- Permit Issues (Vancouver/Toronto): Specific challenges in the permit processes in cities like Vancouver and Toronto hinder community events.

Opportunities:
- Historic Beach Islands: Utilizing historic beach islands for community events and addressing climate change impacts.
- Social Capital for Climate Resilience: Recognizing the role of social capital in climate-resilient cities, emphasizing community bonds.

- Multi-use Parks: Opportunities to design parks for multiuse purposes, accommodating diverse community needs.
- Erosion and Ecology Balance: Balancing the preservation of ecology with the park's role in meeting community needs.
- Community Spaces Upkeep: Strategies to maintain parks as vibrant community spaces while addressing upkeep challenges.
- Community Engagement: Opportunities to enhance community understanding of park potential and foster engagement.
- Streets as Parks: Exploring streets as parks, creating ecological corridors and additional community spaces.
- Cultivating Partnerships: Opportunities to cultivate partnerships for park development and maintenance.
- Holistic Space Thinking: Considering all available spaces in urban planning, not limited to designated parks.
- Allowing for Failure: Recognizing the value of experimentation and allowing for some failure in park development initiatives.
- Tactical Urbanism: Implementing tactical urbanism focusing on basic human needs and Maslow's hierarchy.
- Addressing Homelessness: Considering park spaces in addressing homelessness and finding ways to share public spaces inclusively.
- Community Needs Assessment: Prioritizing community needs assessments in shaping park spaces to align with neighborhood requirements.

3. Learning

Existing tools:
- [Catalytic Places: Public Squares](#)
- [THE 2023 CANADIAN CITY PARKS REPORT](#)
- [Embedding Equity in Public Space: The Community First Toolkit Launch](#)
- [Shaping Space: Culturally Responsive Public Spaces](#)
- [Time-Honored Places: The Public Square](#)
- [Shared Governance: A Democratic Future for Public Spaces](#)
- [Park People Releases Cornerstone Parks Reports on Stewardship and Park Use](#)

Tools to develop:
- Community-Led Learning Platforms: Establishing community-led educational platforms where members can share knowledge, experiences, and insights related to placemaking.
- Data Sharing Initiatives: Developing programs that encourage sharing relevant data within the community, fostering a collaborative approach to understanding and addressing urban challenges.
- Research Toolkits for Communities: Providing toolkits that empower community members to conduct research, identify issues, and propose solutions, contributing to a collective understanding of their needs.
- Network Building Workshops: Conduct workshops to build strong networks within the community, facilitate mutual support, and create a collaborative environment for learning and growth.

4. Advocacy and communications

Existing campaigns:
- Cross-Border Funding Models: Highlighting successful examples of different funding models between the USA and Canada to showcase diverse approaches supporting placemaking initiatives.
- Local to Global Scale Impact: Emphasizing the impact of placemaking from a local to a global scale, showcasing the wide-reaching benefits that can result from strategic funding and prioritization.
- Holistic Health and Well-being: Communicating the multifaceted benefits of placemaking, emphasizing its positive impact on community health and overall well-being as a compelling advocacy message.

Campaigns to develop:
- Engaging Newsletters and Podcasts: Develop engaging and informative newsletters and podcasts to spotlight placemaking projects, from small-scale community initiatives to large-scale multimillion-dollar endeavors.
- Community and Decision Maker Outreach: Establish direct connections with the community, politicians, and decision-makers through targeted campaigns, fostering engagement, awareness, and support for placemaking projects across various scales.

5. Actions

Existing interventions:
- Highline, NYC
- Parks on tap, Philadelphia
- Prospect Park, NYC

Interventions to develop
- Community-City-Private Partnerships: Develop and implement a robust partnership model that fosters collaboration among the community, city authorities, and private entities. This model should outline clear roles, responsibilities, and shared objectives to ensure practical cooperation.

- Stakeholder Engagement Programs: Design and implement programs to actively engage community, local government, and private sector stakeholders. This includes regular meetings, workshops, and forums to gather input, discuss ideas, and build consensus.

- Community Needs Assessments: Conduct comprehensive assessments to understand the specific needs and preferences of the community regarding park usage. This data will inform the development of inclusive and community-centered interventions.

- Ecological Corridor Planning: Explore the concept of ecological corridors within parks, creating spaces that balance ecological considerations with the needs and activities of the community. This approach enhances biodiversity while providing functional and attractive spaces for residents.

- Resource Allocation Guidelines: Establish clear guidelines for allocating resources within park development projects, ensuring a fair distribution that meets the community's diverse needs. This involves budget considerations, space utilization, and amenities provision.

- Flexible Programming: Introduce flexible programming strategies that allow the park to cater to various activities and events, promoting inclusivity and adaptability to changing community needs.

- Educational Initiatives: Implement educational programs within parks to inform the community about the ecological importance of green spaces, encouraging a sense of responsibility and stewardship.

- Public-Private Partnerships for Funding: Explore and establish public-private partnerships for funding park projects. This could involve sponsorship programs, grants, and partnerships with private entities to secure financial support for park development and maintenance.

- Regular Maintenance Plans: Develop sustainable maintenance plans that involve the community, city authorities, and private partners to ensure ongoing care and upkeep of the park. This collaborative effort helps preserve the park's quality and attractiveness over time.

- Inclusive Design Workshops: Conduct design workshops involving community representatives, city planners, and private designers. These sessions aim to ensure that park designs reflect the diverse needs and aspirations of the community.

- Community Empowerment Initiatives: Implement initiatives that empower the community to participate in decision-making processes related to park development actively. This involves capacity-building programs and skill development to enhance the community's ability to contribute meaningfully.

- Monitoring and Evaluation Framework: Establish a comprehensive monitoring and evaluation framework to assess the success of park interventions. This framework should include key performance indicators and feedback mechanisms from the community, ensuring continuous improvement and responsiveness to evolving needs.

Architecture of Place

1. Leaders

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2. Challenges and opportunities

Challenges
  -Architects' Perception: Many architects may need to fully understand their role in placemaking, with a common misconception that they are inherently peacemakers. There's a need to bridge the gap between architectural practice and the broader concept of placemaking.
  -Soft Edges: Exploring the concept of soft edges in architecture, addressing how building edges can be left unfinished or partially completed to enhance the interaction between buildings and streets.
  -Outdoor Rooms: The challenge involves conceptualizing how architecture can contribute to creating outdoor rooms within urban spaces, blurring the boundaries between indoor and outdoor environments.

-Definition Alignment: Defining placemaking and architecture in terms that align with the perspectives of the community, ensuring a shared understanding and tangible criteria for successful architectural interventions.

Opportunities
Community-Driven Architecture: Fostering a shift towards community-driven architecture, emphasizing tangible criteria that align with placemaking principles and actively involving the community in the design process.

3. Learning

Existing tools:
Architectural Education System: Utilize the existing architectural education system to enhance understanding and community engagement in placemaking. Integrate participatory approaches into core educational beliefs.
The City at Eye Level
Porch Life: Building Social Neighborhoods
Place-led Development by Placemaking Europe
John Habraken's resources
Let's Turn Buildings Inside Out

Tools to be developed:
Professional Training Programs: Develop education programs and training initiatives for architecture professionals, emphasizing placemaking understanding and community engagement. Extend this training to public sector professionals involved in urban planning.

4. Advocacy and Communications

Existing Campaigns:
Social Community Development Initiatives: Leverage existing initiatives focused on social community development to advocate for integrating placemaking principles in architectural practice.
Open Building
Placemaking Initiatives from Oslo: Prosjekter
Campaigns to develop:
Dynamic Spaces Campaign: Launch a campaign advocating for more transparent and open architectural designs, promoting dynamic spaces that foster community interaction and engagement.

5. Actions

Existing initiatives:
Architectural Workshops: Conduct workshops and training sessions for architects and public sector officials to enhance their understanding of placemaking principles and their importance in the built environment.
Structure/infill project
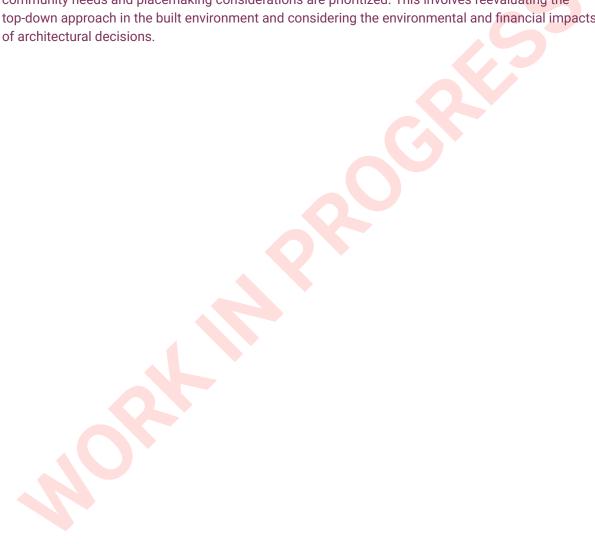Overview of structure/infill project
Nago City Hall

Makioka Community Center by Placemaking Studio (Tina Govan)
Quinta Monroy / Elemental

Initiatives to develop:
Transparent Development Goals: Encourage the real estate sector to establish clear, long-term, and short-term placemaking goals in property development projects. Emphasize the identification of placemaking as an essential aspect of creating vibrant communities.
Change Mentality Initiatives: Launch initiatives to change the mentality of professionals and developers within the architecture field, promoting a more community-centric approach and challenging ego-centric perspectives.
Inclusive Commissioning: Address the issue of who commissions projects and ensure that community needs and placemaking considerations are prioritized. This involves reevaluating the top-down approach in the built environment and considering the environmental and financial impacts of architectural decisions.

Makioka Community Center by Placemaking Studio (Tina Govan)
Quinta Monroy / Elemental

Placemaking for Sports Facilities

1. Leaders

Miguel Angel Mendoza

2. Challenges and Opportunities

- Challenges:
    - Limited Accessibility: Sports facilities often face challenges in terms of accessibility, limiting participation to specific groups.
    - Funding and Maintenance: Securing funding for sports facilities and ensuring their ongoing maintenance can be a challenge, impacting their sustainability.
    - Inclusivity: Ensuring inclusivity and diversity in sports participation, addressing barriers different communities face.

- Opportunities:
    - Community Engagement: Sports facilities provide opportunities for community engagement, fostering a sense of belonging.
    - Health and Well-being: Promoting physical activity and well-being through sports, contributing to a healthier community.
    - Social Cohesion: Leveraging sports to build social cohesion and strengthen community bonds.

3. Learning

- Existing:
    - Sports Facility Management Courses: Utilize existing courses on sports facility management to enhance skills in planning and maintaining these spaces.
    - Inclusive Sports Programming: Learning tools that focus on inclusive sports programming, ensuring facilities cater to diverse needs.
- To be Developed:
    - Placemaking in Sports: Develop tools integrating placemaking principles into sports facility design and management.
    - Community-Centric Planning: Tools to educate professionals on community-centric planning for sports facilities, considering local needs.

4. Advocacy and Communications Campaign

 - Existing:
   - Active Living Campaigns: Utilize existing campaigns promoting active living and the benefits of sports facilities.
   - Inclusive Sports Initiatives: Advocate for the inclusion of diverse communities through sports, highlighting ongoing inclusive sports initiatives.
 - To be Developed:
   - Placemaking Through Sports: Develop campaigns emphasizing the role of sports facilities in placemaking, focusing on their positive impact on community spaces.
   - Funding Awareness: Advocate for increased funding for sports facilities, emphasizing their role in community well-being.

5. Actions

 - Existing:
   - Community Sports Events: Organize community sports events to encourage participation and showcase the positive aspects of sports facilities.
   - Inclusive Sports Programs: Implement inclusive sports programs that cater to a diverse range of community members.
 - To be Developed:
   - Placemaking Workshops: Conduct workshops to educate stakeholders on integrating placemaking concepts into sports facility planning.
   - Advocacy for Funding: Take actions to advocate for increased funding for sports facilities, engaging with policymakers and community leaders.

Rural Placemaking

1. Leaders

Richard Amore
Georgina Pikoulas
Jared Kolb
Jeffrey Shumaker
Cathy Parker

2. Challenges and Opportunities

  - Challenges:
    - Limited Resources: Rural areas often face challenges due to limited resources, affecting the development of community spaces.
    - Connectivity: Accessibility and connectivity can be challenges in rural placemaking, impacting community engagement.
    - Economic Sustainability: Ensuring economic sustainability in rural areas and attracting investment for placemaking initiatives.
  - Opportunities:
    - Community Engagement: Rural placemaking provides opportunities for robust community engagement, fostering a sense of belonging.
    - Natural Assets: Leveraging natural assets and landscapes in rural areas for placemaking, connecting communities with their environment.
    - Cultural Heritage: Preserving and promoting cultural heritage in rural placemaking initiatives to strengthen community identity.

3. Learning

  - Existing:
    - Rural Placemaking Courses: Utilize existing courses focusing on rural placemaking strategies and community development.
    - Sustainable Agriculture Practices: Learning tools that integrate sustainable agriculture practices into rural placemaking.
  - To be Developed:

- Community-Led Development: Tools emphasizing community-led development in rural areas, empowering residents in placemaking.
    - Digital Connectivity: Develop tools to enhance digital connectivity in rural areas, supporting online resources for learning and collaboration.

4. Advocacy and Communications Campaign

  - Existing:
    - Rural Development Initiatives: Advocate for existing rural development initiatives that align with placemaking goals.
    - Community Success Stories: Share success stories of rural placemaking projects through various communication channels.
  - To be Developed:
    - Rural Placemaking Awareness: Develop campaigns highlighting the importance of rural placemaking in creating vibrant and sustainable communities.
    - Policy Advocacy: Advocate for policies that support rural placemaking, emphasizing its role in community well-being.

5. Actions

  - Existing:
    - Local Festivals and Events: Organize local festivals and events to celebrate rural culture and attract community participation.
    - Infrastructure Improvements: Undertake actions to improve basic infrastructure in rural areas, enhancing the overall quality of life.
  - To be Developed:
    - Community Workshops: Organize workshops to involve residents in the planning and executing rural placemaking initiatives.
    - Green Spaces Creation: Develop interventions to create green spaces in rural areas, promoting community well-being and environmental sustainability.