

Agenda Development Papers PlacemakingX Strategies

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PLACEMAKING

SUMMIT

MEXICO CITY NOV 1-5, 2023

WORK IN PROGRESS

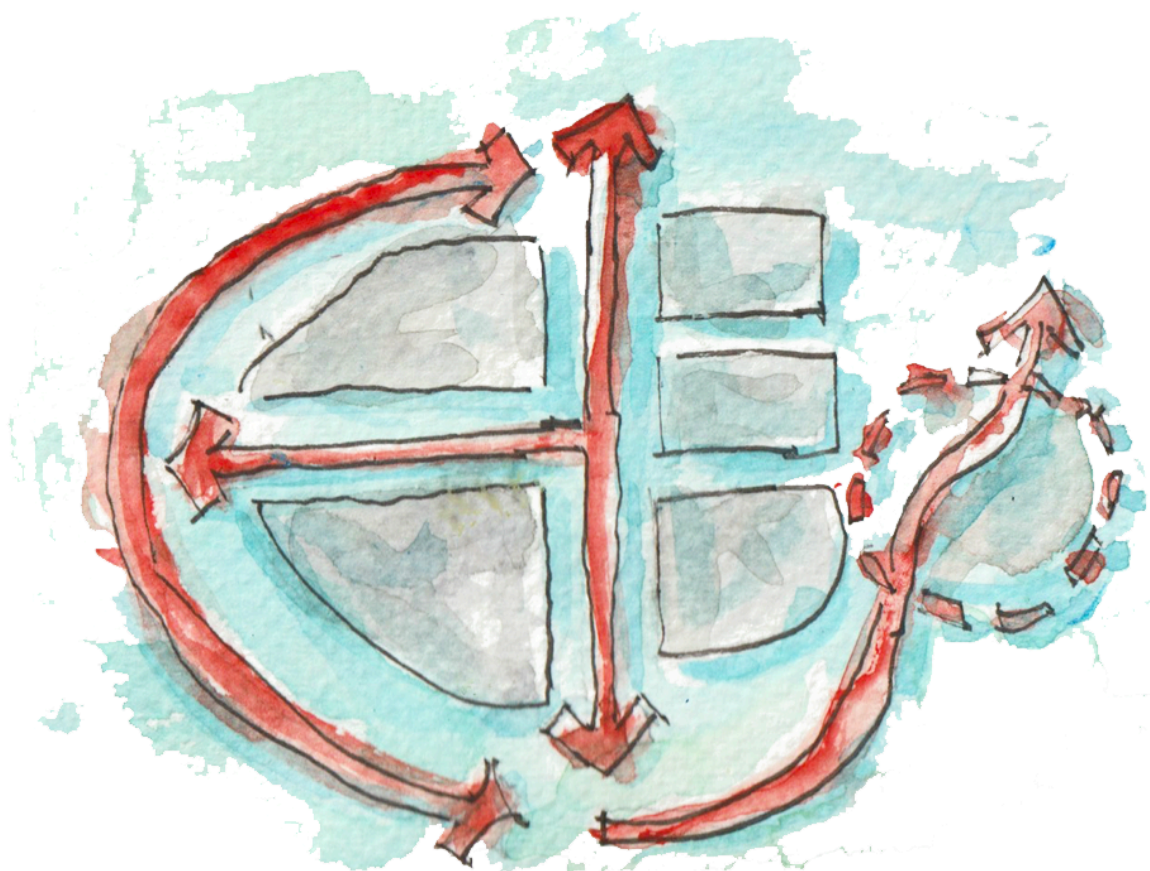


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WORK IN PROGRESS



Digital Placemaking

1. Leaders

Daniel Latorre
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Lucinda Hartley
Sandy Burgoyne
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Alexander Stähle
Gardner Singleton

2. Challenges & Opportunities

Challenges

Creating a Sense of Safety

The challenge lies in activating spaces to create a genuine sense of safety.

How can we ensure that public events are accessible to all, considering varied work schedules? Digital placemaking emerges as a solution, leveraging participation surveys and feedback tools to understand people's schedules and interests. However, this raises concerns about data privacy, prompting reflection on the comfort level of sharing personal information in a digital landscape.

Opportunities

Local Publications as Information Hubs

In the quest for solutions, local publications become key information hubs. These platforms offer a space to share valuable insights and gather feedback, fostering a community-driven approach to urban planning.

QR Codes for Engagement

QR codes have emerged as a powerful tool for feedback and engagement. Their accessibility makes them versatile for collecting evaluations and feedback from diverse demographics. By gamifying the process, we can harness spontaneous data, making the evaluation and feedback experience enjoyable and informative.

3. Learning

Existing Educational Programs:

At the Denver Office of Storytelling, we see the impact of preserving and sharing city culture through resident voices. These initiatives inform decision-making and promote community engagement, particularly around social justice issues.

Programs to develop:

4. Advocacy and Communications

Existing Advocacy and Communications Programs:

Exploring potential areas for development, advocacy, and communications programs can empower communities. For instance, distributing cameras in public parks has proven effective in giving residents a voice and providing policymakers with a nuanced understanding of daily life.

Programs to develop:

5. Actions

Lighter, Quicker, Cheaper Innovations

In the realm of actionable solutions, innovative approaches such as Pokemon Go and the Safetipin app demonstrate the power of technology in encouraging exploration and ensuring safety. Public art innovations by Studio Roosegaarde and immersive storytelling experiences through apps like Story City further enhance the richness of public spaces.

Technology for Data Collection

Various technological tools, from the Consensus app in New York to Placer.ai and Depthmapx, showcase diverse data collection and analysis methods. These tools contribute to understanding spatial elements and relationships, offering valuable insights for urban planning.

Community Engagement Platforms

Platforms like Social Pinpoint and DailyTouslesJours facilitate community input and feedback, transcending geographical and scheduling constraints. These tools empower individuals to actively participate in shaping their public spaces

Interventions for Agenda Advancement

QR Codes for Enjoyable Experiences

Interventions can take the form of QR codes strategically placed in public spaces. By linking to playlists or stories unique to each location, these QR codes offer enjoyable experiences while enabling the measurement of user engagement. This approach transforms the urban landscape into an interactive and educational canvas.

As we navigate the dynamic landscape of urban planning, these challenges and opportunities, coupled with innovative interventions, pave the way for a more inclusive, engaging, and enjoyable public realm. Together, let's shape the future of our cities, one QR code at a time.



Amenities, Music, and Art

1. Leaders

Kathy Madden
Andrew Martineau
Evan Snow

2. Challenges and Opportunities

Challenges

Climate-Driven Usage Constraints

Extreme heat poses a significant challenge to designing public spaces, limiting their use primarily to mornings and evenings. The competition for air-conditioned spaces underscores the struggle to make outdoor spaces attractive during hotter periods.

Art and Government Involvement

Navigating government involvement in public art decisions presents challenges, especially concerning funding and political sensitivity. The risk-averse nature of governments creates a dilemma when engaging with art that may touch on political or social issues, leading to a need for non-governmental influence.

Balancing Art with Essential Needs

Addressing public concerns that prioritize practical issues like potholes over public art poses a challenge. In areas with a scarcity mindset, introducing art can be met with resistance, highlighting the need to balance aesthetic enhancements with fundamental community needs.

Opportunities

3. Learning

Existing Educational Programs:

- Porch on Every Building Campaign: A fundamental architectural shift to bring the indoors outdoors.

Programs to Develop:

- Articulate Program: Empowering artists with the skills to present proposals professionally, reducing intimidation and increasing grant applications.

4. Advocacy and Communications

Existing Advocacy and Communication Projects:

- (No information provided)

Programs to Develop:

- Economic Impact Showcase: Highlighting the economic benefits of art in neighborhoods to attract businesses and create vibrant communities.

5. Actions

Existing Interventions

Micro Street Art

- To encourage walkability, implement low-cost micro street art initiatives such as small door installations or painted rocks.

Community Graffiti Spaces

- Designating areas for community graffiti, similar to Melbourne's laneway, to change perceptions and invite community engagement.

Micro Grants for Creative Placemaking

- Offering micro-grants for creative placemaking projects on private property, empowering artists, and building community trust.

Participatory Performances

- Conducting significant participatory performances that involve repurposing materials to activate spaces and leave a lasting impact.

Porchfest

- Organizing events like Porchfest to unite communities through music and foster neighborhood connections.

Interactive Seating and Play

- Installing lit-up swing chairs or colorful benches in public spaces, creating interactive sculptures that bring places to life.

Zero Empty Spaces and Ground Play SF

- Supporting initiatives like Zero Empty Spaces and Ground Play SF that repurpose vacant spaces for artist studios and community installations.

Articulate's Professional Development

- Expanding programs like Articulate to provide professional development for artists, encouraging collaboration and reducing barriers to entry.

Placemaking with Crowdfunding

- Utilizing crowdfunding to match placemaking prompts with community interest, ensuring projects align with local needs.

Integrating Art in Metro Development

- Incorporating art programs during metro station development to mitigate the negative impact on local businesses and maintain community activation.

Interventions to Develop

Community Sharing Spaces

- Creating public sharing spaces akin to a Gemach, offering resources like games and puzzles, and enhancing community engagement.

Open Stages and Mics

- Establishing open stages and mics to encourage impromptu performances, fostering a sense of community and entertainment.

Affordable Busking Licenses

- Lowering the cost of busking licenses to attract more artists and creatives to contribute to the local atmosphere.

Art in Real Estate Development

- Inviting developers who incorporate art into real estate to share success stories, demonstrating how art can enhance neighborhood value.

Inclusive Public Art Committees

- Forming public art committees with community members to decide on art projects democratically, ensuring inclusivity.

In addressing the challenges and opportunities of placemaking in hot cities, these interventions and considerations aim to create vibrant, inclusive, and resilient communities. Let's continue fostering creativity and connection in our public spaces.

WORK IN PROGRESS



Lighter, Quicker, Cheaper

1. Leaders

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Gigi Levit
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Niharika Mathema

2. Challenges & Opportunities

Challenges

Reassessing Public Safety

Public safety standards are often assessed from a car-centric perspective, impacting placemaking efforts. For instance, the demand for expensive crash barricades on parklets raises concerns about navigating high government safety standards designed primarily for cars.

Sustaining Interest in Temporary Programs

Temporary programs, like Lighter, Quicker, Cheaper (LQC) interventions, face challenges in sustaining community interest. Beautification efforts may lose appeal over time, necessitating continuous programming and support to maintain engagement.

Safety Concerns Post-COVID

Post-COVID concerns about safety, particularly related to unhoused individuals using public spaces, hinder community participation. Addressing safety perceptions is crucial to encourage community involvement and engagement.

Opportunities

Value of LQCs in Government

Government entities recognize the value of LQCs, often due to budget constraints. LQCs serve as cost-effective proof of concept, facilitating access to funding. Projects require champions, preferably decision-makers, to advocate for their importance.

Independent Entities as Champions

Entities independent of the city, like universities, can champion LQCs without triggering government fears and liabilities. Involving decision-makers enhances project credibility and support.

3. Learning

Existing Educational Programs:

- [Reflections on seven years of Placemaking](#)
- [Better Block](#)
- [Catalytic Action](#)
- [Guides for example: How to Develop a Community Farmers' Market](#)

Programs to Develop:

- Discover project-based networks compensating skilled individuals in creating budget-friendly public spaces. In partnership with local councils, government, and communities, government officials transparently advocate for removing barriers and empowering communities to enhance local areas. Join us for vibrant and accessible public spaces.
- Civic education programs to teach young citizens to engage with their local governments

4. Advocacy and Communication

Existing Advocacy and Communication Projects:

- Examples of online hubs to discover the lively community market scenes are [Fitzroy's Community Market](#) and [The Rose St. Market](#). Visitors can find valuable information about participation, support for local businesses, and engaging opportunities.

Projects to Implement:

- Prototyping Government Response to LQCs: Exploring ways to assess government responses to LQCs before full implementation.
- Community Empowerment through Ownership: Promoting community stewardship by putting communities in charge of maintaining and protecting public spaces.

5. Actions

Existing Interventions

Inclusive University-Led Initiatives

- [Bicipuma](#) in Mexico: A university-led initiative addressing parking issues by creating a bike-sharing system, involving various disciplines in its design and offering courses on bike management.

Street Redistribution in Barcelona

- Barcelona's Painted Street Boundaries: Using paint to redistribute street boundaries, demonstrating the viability of narrower streets, and prompting the government to implement permanent changes.

[Free Space Project in San Francisco](#)

- Free Space Project in SF: Transforming abandoned spaces into cultural hubs, navigating government codes with supportive conversations, and inspiring replication.

Community Awareness Programs

- Engaging Organizations for Programming: Encouraging organizations to utilize public venues for programming, creating opportunities for community engagement.

Interventions to Develop

Establishing Success Frameworks

- Pipeline and Timeline Framework: Cities should define success criteria for LQCs and establish frameworks outlining the next steps for successful projects.

Standardizing LQC Codes

- Universal LQC Code: Exploring the possibility of a standardized LQC code to provide consistency across diverse city codes.

Inclusive Employment for the Unhoused

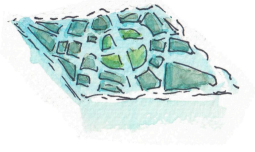
- Job Opportunities for the Unhoused: Creating opportunities for the unhoused by providing jobs, uniforms, and tasks like park cleaning.

Promoting Regulatory Flexibility

- Unregulated Activism: Recognizing the vibrancy in unregulated spaces, allowing for permission and flexibility in LQC initiatives.

In addressing challenges and leveraging opportunities in placemaking for public safety, these interventions aim to create safer, more engaging, and inclusive public spaces. Let's continue working towards vibrant and secure community environments.

WORK IN PROGRESS



Creative Placemaking

1. Leaders

Marcus Westbury
Kady Yellow
Paul Augarde
Lisa Taylor
Andrew Martineau
Evan Snow
Ryan Reynolds

2. Challenges and opportunities

Challenges:

- Strategic Use of Arts and Culture: Determining how to strategically deploy arts and culture to shape a place's physical and social aspects.
- Economic Development: The challenge of using creative placemaking to spur economic development while promoting enduring social change and improving the physical environment.
- Landowner Resistance: Overcoming resistance from landowners who may be reluctant to participate due to concerns about utilities, space occupation, and perceived impact.
- Gentrification Concerns: Navigating potential effects of gentrification in the local areas where creative placemaking initiatives are implemented.
- Communication and Outreach: Effectively communicate the positive narrative about the location and conduct outreach without resorting to door-to-door efforts.

Opportunities:

- Highlighting Community Identity: Leveraging artistic activities to highlight the unique qualities of a community's identity, fostering a sense of mutual benefit.
- University Campuses as Placemaking Spaces: Exploring the repurposing of university campuses as creative placemaking spaces.
- Community Engagement Initiatives: Informing local communities about the arts in their areas, keeping spaces occupied in economically disadvantaged regions.
- Visual Storytelling: Visual storytelling conveys the essence and potential of creative placemaking spaces.
- Support from Influential Figures: Securing support from influential figures such as mayors and government bodies to bolster credibility and facilitate outreach.

- Cultural Impact on Behavior: Exploring the transformative impact of culture on community behavior, as observed in studies like Massivart's work in Toronto.
- Event Measurement and Impact: Measuring economic impacts of cultural events, exemplified by initiatives like block parties in the Dallas Art District and Sundays on Stage in Chicago.
- Seating as Catalysts to Art: Exploring innovative seating concepts as catalysts for art and creating spaces that leave lasting components behind.
- Global Initiatives: Learning from global case studies, such as India's 75-hour challenge, where local governments collaborate with private sector design partners to revitalize abandoned spaces.
- Community Engagement Platforms: Utilizing platforms like Creative Mornings for raw storytelling and fostering community engagement.

3. Learning

Existing Educational Programs:

- Basic Toolkit: Creative Placemaking from Urban Land Institute
- Arts and Economic Prosperity
- Creative Placemaking by the National Endowment for the Arts

Programs to Develop:

- Create a clickable form that can identify the steps necessary to build a Placemaking Strategy
- Create a tool that creates flow (input/output) like e.g. miro board

4. Advocacy and communication

Existing Advocacy and Communication Projects:

- Creative Placemaking by PPS
- Center for Community Progress
- Zero Empty Spaces Interactive Workshop

Projects to Implement:

- How to track and quantify economic development, social change, and improved physical environment from each Placemaking initiative
- Create a campaign to encourage people to encourage their local government to support activating vacant commercial real estate spaces to make Creative Placemaking hubs (like Zero Empty Spaces)

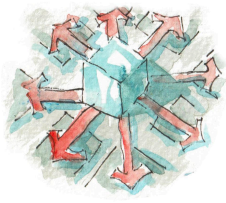
5. Actions

Existing Interventions

- Ponce City Market (Atlanta, Georgia): cultural hub/coworking/food hall etc.
- Other successful adaptive reuse projects that have created creative placemaking hubs (e.g., Torpedo Factory Art Center)
- An example of a neighborhood that thrives because of arts and culture, especially street art, Wynwood Arts District (Miami, FL)

Interventions to develop

- Adaptive Reuse Projects
- "Planned Communities" (Like Lake Nona, Florida): 'proximity' community with autonomous services - alternative real estate matching process - potential for developing creative placemaking?



Place-Led Development

1. Leaders

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Andrea Terán
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Ronald Huikeshoven
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Tony Cho
Thomas Ermacora
Phil Myrick
Clementine Robert
Levente Polyak
Jennifer Keesmaat
Miranda Kimball
Evan Snow

2. Challenges & Opportunities

Challenges

Community Capacity

The primary challenge lies in communities with limited capacity, making it difficult to establish a vision and determine effective strategies for development.

Basic Needs vs. Place Enhancement

Developing places face challenges when communities lack necessities, diverting attention from place improvement. Understanding social and natural contexts is crucial for successful project phases.

Rigid Zoning Plans

Zoning poses a significant challenge due to its rigidity in master plans. Adapting to evolving cities becomes complicated when zoning changes take time to implement.

Community-Developer Trust

An adversarial relationship between communities and developers presents a substantial challenge, impacting the collaborative process and project success.

Economic Scale Impacting Design

The trend toward more significant architectural developments raises challenges in maintaining a human scale. Economic forces often favor larger projects, impacting the design's human-centric nature.

Taxation and Building Demolition

Taxation policies can incentivize building demolition for financial gains, negatively affecting the creation of quality places. Financial considerations sometimes discourage developers from preserving existing structures.

Megablocks and Urban Outcomes

The impact of mega blocks with minimal street-level activity poses a challenge in creating vibrant urban outcomes. Balancing flexibility and a focus on desired urban forms requires municipal intervention.

Resistance to Change

Existing residents in quiet neighborhoods may resist new developments like theaters and shops. Balancing the needs of long-term residents by attracting younger demographics through tactical urbanism poses a challenge.

Opportunities

Balancing Stakeholders

The key opportunity lies in finding a balance between current stakeholders' and future generations' interests. Honesty about the inevitability of change is crucial for sustainable development.

3. Educational Programs & Resources

Existing Programs

Integrated Planning

Educational programs integrating various aspects, such as traffic studies and local context understanding, contribute to more informed, holistic development projects.

Community Developer Economics

Teaching community developers economics helps them understand the bigger picture and engage in meaningful process discussions, aligning expectations with municipal regulations.

4. Advocacy & Communication Projects

Existing Projects

Stakeholder Engagement Campaigns

Implementing multifaceted campaigns involving traditional grassroots methods, in-person meetings, and digital platforms helps engage various stakeholders progressively.

Personal-Political Campaign

A personal-political campaign, involving initial engagement with community leaders, controlled open meetings, and rule-setting, reduces risks and garners support for development projects.

Future Advocacy & Communication Projects

Public Transportation Integration

Advocating for collective transportation is crucial in urban development discussions to ensure accessibility and reduce reliance on individual vehicles.

Transparent Decision-Making

As seen in Detroit, improving transparency in decision-making processes helps build trust and minimizes negative impacts on businesses and communities.

Developer-Community Collaboration

Encouraging developers to participate in community events fosters collaboration and strengthens their ties with the existing social fabric, overcoming challenges related to gaps in human resources.

5. Actions

Interventions

Land Reform and Tax Credits

Interventions like land reform in Scotland and tax credits for rehabilitating older structures incentivize community-friendly development and preserve historic buildings.

Cooperative Ownership Structures

Promoting cooperative ownership allows for democratic community ownership, ensuring diverse voices and maintaining affordability and control.

Augmented Reality (AR) in Planning

Utilizing AR for community engagement allows residents to visualize proposed interventions, creating a shared understanding and minimizing risks associated with traditional planning methods.

Community Mediation

Implementing community mediation organizations, like [Hola Vecino](#), acts as a bridge between communities and developers, fostering understanding and acceptance of development projects.

Crowdsourced Placemaking

Developing programs like crowdsourced placemaking shifts the focus from plans to processes, involving communities in co-creating solutions and building support for urban development.

Future Interventions

Small-Scale Zoning and Incentives

Creating zoning processes that accommodate small developers and incentivize smaller-scale infills can encourage diverse participation in urban development.

Land Value Taxation

Implementing land value taxation discourages landholding without development, ensuring that developers contribute to community growth and discourage land speculation.

Co-Contribution Funds

Establishing co-contribution funds for ongoing programming and pop-up initiatives can activate spaces, promote community engagement and generate revenue for sustainable maintenance.

Upper-Story Activation

Encouraging upper-story activations through co-funding mechanisms ensures dynamic and diverse use of spaces, enhancing the community's overall vibrancy and economic sustainability.



Placemaking Tools and Processes

1. Leaders

Nathan Storing
Charlot Schans
Tamura Koichiro
Vineeta Shetty
Denise Bijoux
Dean Cracknell
Mike Fisherhilantr

2. Challenges and opportunities

Challenges:

- Democratizing Placemaking Mindset:
 - Transforming placemaking from a professional discourse to a movement that resonates with ordinary people.
 - Ensuring relevance to community members and ex-business owners, not just practitioners.
 - Adapting language, approaches, and communication methods to bridge the gap.
- Inclusive Engagement Beyond Professionals:
 - Extending engagement beyond professionals to include the entire population.
 - Navigating different communication needs and approaches for a diverse audience.
 - Tailoring strategies to reach everyday people, fostering understanding and involvement.
- Explaining Placemaking Clearly:
 - Communicating the essence of placemaking without oversimplifying or altering its fundamental intent.
 - Ensuring clarity without diluting the complexity and significance of placemaking.
 - Crafting messages that are accessible yet authentic to diverse audiences.
- Contextual Relevance of Tools:
 - Ensuring tools remain valuable and relevant across various contexts, avoiding the risk of becoming mere formalities.
 - There is potential for manualized processes to lose effectiveness or become disconnected from local needs.
 - Adapting tools for flexibility, maintaining relevance, and guaranteeing tangible outcomes.

Opportunities:

- Broad-Based Movement for Real Change:
 - Realizing significant change through a widespread movement.
 - Establishing supportive structures for broad-based participation.
 - Fostering inclusivity and diverse engagement to create a transformative movement.
- Inclusion of Placemaking in Diverse Fields:
 - Enabling individuals from various fields to embrace placemaking.
 - Providing tools and online training courses to empower community groups.
 - Leveraging a placemaking mindset to benefit diverse sectors and communities.
- Building Popular Movements:
 - Creating momentum and enthusiasm around placemaking.
 - Encouraging collective action and participation.
 - Developing structures and supports that facilitate the growth of popular movements.

3. Learning

Existing Educational Programs:

- [Placemaking.Education](#)
- [Placemaking Europe Toolbox](#)
- Articles by PPS and PlacemakingX

Programs to Develop:

- Learning Placemaking Tools and Processes:
 - Develop user-friendly writing styles for accessible toolkits.
 - Establish regional learning hubs for localized knowledge.
 - Collect and share success stories, examples, and case studies.
 - Provide visual communication workshops for effective learning.
 - Enable affiliates to generate revenue from toolkits.
 - Explain practical tool applications and suitable occasions.
 - Create comprehensive online how-to guides with visuals.
 - Conduct interactive webinars to demonstrate tool applications.
 - Design inclusive toolkits reflecting diverse needs.
 - Establish continuous improvement forums for ongoing evolution.

4. Advocacy and Communication

Existing Advocacy and Communication Projects:

- [Placemaking Action Week](#)

Projects to Implement:

- Prioritize localized campaigns for increased effectiveness.
- Establish partnerships for on-the-ground placemaking support.
- Target influencers and blockers for strategic advocacy.
- Collaborate with state, central, and regional governments.
- Implement online training programs for scalability.
- Introduce creative and engaging communication campaigns.
- Align communications with economic, cultural, and social issues.
- Tie advocacy efforts to specific preconditions for clarity.
- Foster collaborations between local and state governments.
- Provide targeted training for local government staff.
- Emphasize the economic benefits of placemaking initiatives.

- Develop campaigns that resonate with diverse audiences.

5. Actions

Existing interventions

- The Book of Doing: examples of 84 community-led placemaking actions
- The design of Tactics. Critical Practices Transforming Public Spaces

Interventions that should exist

- Placemakers should aim to empower local-level educators, trainers, and supporters, emphasizing their role as facilitators rather than sole creators of placemaking initiatives.
- Before taking action, the focus is on seeking potential partnerships, fostering interdisciplinary connections, and initiating relationships, emphasizing collaboration and groundwork before implementation.

WORK IN PROGRESS



Placemaking in Academia and Research

1. Leaders

Emily Silverman
Amir Gohar
Rebecca Madgin
Carolina Carrasco
Adriana Sansão
Cathy Parker
Lobna Mostafa

2. Challenges and opportunities

Challenges

- Establishing a standardized academic framework for Placemaking.
- Overcoming interdisciplinary barriers to encourage collaborative research.
- Ensuring representation and inclusivity in Placemaking research.

Opportunities

- Integrating real-world Placemaking projects into academic research.
- Fostering interdisciplinary collaboration among researchers.
- Creating platforms for diverse voices and perspectives in Placemaking academia.

3. Learning

Existing resources:

- Street Design: Training course of multipliers local agents (UFRJ)
- [Journal of Public Spaces](#)
- [Pratt Master's Program in Placemaking](#)
- [Cooperation tools for the city co-governance](#) by Laura Sobral

Resources to develop:

- Creating a network of public space: this could be a positive step towards connecting researchers and practitioners in the field of placemaking. It would allow for sharing knowledge, resources, and best practices.

- Repository of research materials related to placemaking: this would serve as a centralized database where researchers can access and contribute peer-reviewed literature, case studies, and other relevant resources. Exploring existing platforms like Place Value Wiki and GitHub for potential implementation would be beneficial.
- Open and free courses

4. Communications & Advocacy

Programs that exist:

- C40 Cities

Programs to develop:

- A conceptual framework for placemaking research: this framework would help connect different sectors and interests involved in placemaking initiatives, such as civic, governmental, NGO, and private sector stakeholders. It would also facilitate a more comprehensive and interdisciplinary understanding of placemaking.
- Programs focused on strengthening neighborhoods
- Advocate via a vis global curricula for architecture and urban planning that the core programs should include a course on placemaking and public spaces.
- Explore the concept of regenerative placemaking and its potential for expanding the understanding of placemaking beyond anthropocentric terms. This could involve exploring the intersection of regeneration, lifestyle, and holistic approaches to placemaking.

5. Actions

Interventions that exist:

- Platforms that shed light on academics and practitioners in the Global South, such as [Habiba Eid](#).

Interventions that should exist:

- Incorporating climate change, adaptation, and mitigation into placemaking research was emphasized. This includes considering the impact of placemaking on ecosystems, ecological systems, and the broader environment. Research should explore ways to integrate sustainability and resilience principles into placemaking practices.
- They are organizing additional discussions, workshops, or networking opportunities to further explore the topics raised and foster collaboration among researchers and practitioners.



Philanthropy for Placemaking

1. Leaders

Tony Macklin
Maria Adebawale-Schwarte
Steve Davies.

2. Challenges and Opportunities

Challenges:

- Funding for Placemaking Initiatives: Addressing the challenge of securing sustainable funding for placemaking projects, particularly in attracting funders and philanthropists interested in supporting such initiatives.
- Burnout Among Placemakers: Recognizing the need to tackle burnout among passionate individuals involved in placemaking, emphasizing the importance of sustaining interest and commitment.
- Measurement of Outcomes: Overcoming challenges related to measuring and showcasing tangible outcomes of placemaking projects, essential for attracting funders.
- Donor Fatigue: Navigating the issue of donor fatigue, a common challenge faced by NGOs engaged in placemaking efforts.
- Infrastructure Improvements: Dealing with the difficulty of obtaining funds for less glamorous but essential projects like infrastructure improvements in public spaces.
- Ethical Considerations: Handling ethical considerations related to accepting funds from potentially controversial or "evil" companies and determining the impact on community benefit.

Opportunities:

- Network and Coalition Building: Exploring the creation of networks or coalitions among placemaking organizations to share resources, collaborate on funding opportunities, and amplify their collective impact.
- Engagement with Community Foundations: Investigating opportunities to engage with local community foundations and arts organizations to seek funding for placemaking projects.

3. Learning

Existing resources:

- Project for Public Spaces: [How to Get Funded](#)

Resources to develop:

- Impact Infographics: Developing impact infographics or scorecards to showcase the quantifiable outcomes and benefits of placemaking initiatives, aiding in attracting funders.
- Centralized Platforms: Exploring the creation of centralized platforms or databases highlighting placemaking impact indicators and outcomes to aid funders in identifying suitable projects.

4. Advocacy and communications

Programs that exist:

-

Programs to develop:

- Fundraising Events: Organizing summits or events specifically for funders and philanthropists to raise awareness about placemaking and encourage financial support.
- Film Screenings for Awareness: Exploring the use of film screenings and documentaries as tools to raise awareness and engage communities in placemaking initiatives.
- Interactive Exhibits: Investigating the potential of interactive museum exhibits or displays to educate the public and funders about the importance and impact of placemaking.
- Storytelling for Engagement: Using storytelling and narratives to engage funders and the general public in the placemaking movement, sharing success stories and testimonials.

5. Actions

6. Finance: Implementing Stakeholders

- Corporate Social Responsibility (CSR) Funding: Research opportunities for engaging with CSR programs and funds from corporations aligned with placemaking goals.



Financing Placemaking

1. Leaders

Michael Shuman
Neil McInroy
Puvendra Akkiah

2. Challenges and opportunities

Challenges:

- Funding Security Concerns: Addressing concerns about funding security for the short-term (next three months), mid-term (one year), and long-term (five years), recognizing the uncertainties and risks associated with sustaining placemaking activities.
- Equity in Funding: Navigating issues of equity in funding, particularly when certain financing mechanisms perpetuate inequality and exclude the public from certain spaces.
- Balancing Commercial and Community Interests: Finding a delicate balance between commercial self-interest and sustainable funding for placemaking activities, ensuring that both sectors benefit from economic activity.
- Monitoring and Oversight: Overcoming challenges related to monitoring capacity, preventing gentrification that might erode the cultural fabric of an area, and establishing effective oversight to maintain the essence of the community.
- Lack of Support for Social Infrastructure: Addressing the lack of support for social infrastructure in contrast to funding available for physical infrastructure development projects.

Opportunities:

- Categorizing Financial Support: Categorizing different forms of financial support, such as voluntary grants, government subsidies, community benefits agreements, and self-funding/community funding through NGOs or crowdfunding initiatives, to better understand and leverage diverse funding sources.

- Business Improvement Districts (BIDs): Exploring the successful model of Business Improvement Districts (BIDs) that balance commercial interests with sustainable funding for placemaking, learning from their experiences.
- Value Capture: Leveraging sustainable financing models that involve capturing value from economic activity in an area and redistributing it for placemaking purposes.
- Government Support: Recognizing the potential role of local governments in financing placemaking, including providing funding, navigating bureaucratic processes, and leading the development of sustainable financing models.
- Collaboration and Partnerships: Emphasizing the importance of collaboration and partnerships among stakeholders, including government, NGOs, private sector entities, and community organizations, to promote collective action and shared responsibility.
- Alternative Financing Mechanisms: Exploring alternative financing mechanisms beyond traditional sources, including crowdfunding, tax incentives, and community benefits agreements, to diversify and enhance funding for placemaking activities.
- Educating Stakeholders: Raising awareness and educating stakeholders, including government officials, developers, and the community, about the financial aspects of placemaking, fostering a deeper understanding of funding models and the value of investing in public spaces.
- Promoting Equity: Addressing concerns about equity in financing by actively considering and promoting inclusivity in funding distribution, addressing disparities based on gender, race, and geographic location.
- Monitoring and Transparency: Implementing effective monitoring and oversight mechanisms to ensure transparency, accountability, and the appropriate allocation of funds for sustained placemaking initiatives.
- Workshops and Knowledge Sharing: Actively engaging in further research, knowledge sharing, and workshops to deepen the understanding of financing and placemaking, fostering a continuous learning environment.

3. Learning

4. Advocacy and Communications

5. Actions



Place Governance

1. Leaders

Tim Tompkins
Peter Smith
Sheila Foster
Cary Tyson
Rich Bradley
Dean Cracknell
Uwe Brandeis
Gabriela Gomez Mont
Puvendra Akkiah
Yanling Lin
Ethan Kent
Cathy Parker
Ramon Marrades
Indy Johar
Category

2. Challenges and opportunities

Challenges:

Identifying governing entities—public, private, and civic sectors.
Ensuring equitable benefits from place governance.
Determining the governing authority for placemaking initiatives.

Opportunities:

Structuring effective public-private-civic partnerships.
Exploring options for long-term place governance beyond local government.
Establishing mechanisms for equitable governance in placemaking.

3. Learning

4. Advocacy and communication

5. Actions

WORK IN PROGRESS