

What is Placemaking?

A hands-on approach for improving a neighborhood, city, or region. It inspires people to collectively reimagine and reinvent public spaces as the heart of every community. It strengthens the connection between people and place.

<https://www.pps.org/article/what-is-placemaking>

Key Principles of Placemaking

What Makes a Great Place?

**Project
for Public
Spaces**



The Place Diagram is one of the tools Project for Public Spaces has developed to help communities evaluate places. The inner ring represents a place's key attributes, the middle ring its intangible qualities, and the outer ring its measurable data

<https://www.pps.org/article/what-is-placemaking>

Eleven Principles for Creating Great Community Places

<https://www.pps.org/article/11steps>

1. The Community Is the Expert.

Identify the talents and assets within the community. Find the people who can provide an historical perspective, valuable insights into how the area functions.

2. Create a Place, Not a Design.

The goal is to create a place that has both a strong sense of community and a comfortable image, as well as a setting and activities and uses that collectively add up to something more than the sum of its often simple parts. This is easy to say, but difficult to accomplish.

3. You Can't Do It Alone.

Partners are critical to future success.

4. You Can See a Lot Just By Observing.

How people use a space, things they like and do not like.

5. Have a Vision.

The vision needs to come out of each individual community. What kinds of activities might be happening in the space? It should be comfortable, a place that people want to be, and it should instill a sense of pride in the people who live and work in the surrounding area.

6. Start with the Petunias.

The best spaces experiment with short term improvements that can be tested and refined over many years! Elements such as seating, outdoor cafes, public art, striping of crosswalks and pedestrian havens, community gardens and murals are examples of improvements that can be accomplished in a short time. In short, think "Lighter, Quicker, Cheaper" or low hanging fruit. <https://www.pps.org/article/lighter-quicker-cheaper>

Start small – “tactical urbanism” can be used to “test the waters.”

7. Triangulate.

The process by which some external stimulus provides a linkage between people and prompts strangers to talk to other strangers as if they knew each other. It is how things are arranged that draws people together.

8. They Always Say, "It Can't Be Done."

Starting with small scale community-nurturing improvements can demonstrate the importance of "places" and help to overcome obstacles.

9. Form Supports Function.

Input from community, understanding how spaces function

10. Money Is Not the Issue.

Get the community and other partners involved

11. You Are Never Finished.

The project will always require attention