# Placemaking

## Shaping our Community Assets and Potential

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Urban  Planning
University of Wisconsin - Milwaukee

# Let’s see who is in the room

- Economic development professionals
- Planners in municipal government
- Staff in Business Improvement Districts
- Elected officials
- Non-profit organizations other than BIDs
- Community members of local government boards
  - Architectural review
  - Plan commission
  - Historic preservation
  - Other
- Architects and landscape architects
- Other

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# Here’s the plan

- Why are communities doing “placemaking”?
- What is placemaking?
- What are the tools for placemaking?
- Successes
- Placemaking charrette exercise
- Implementation tools
  - Power of 10+
  - Funding
    - Public investment in placemaking
    - Support for private investment in placemaking
  - Regulation

# What is placemaking?

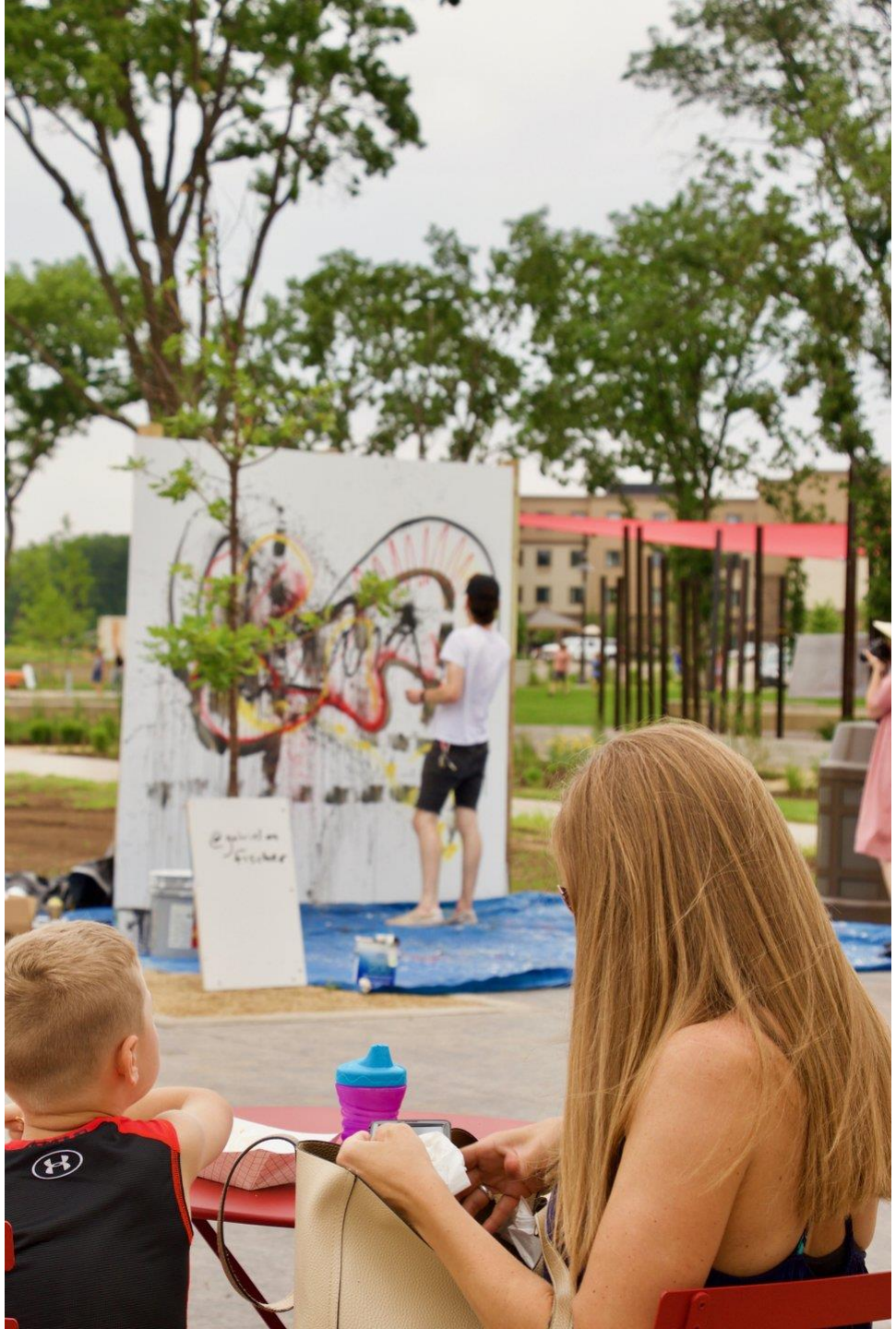
Project for Public Spaces

- “placemaking refers to a collaborative process by which we can shape our public realm in order to maximize shared value.”

# What is placemaking?

Project for Public Spaces

- “placemaking refers to a **collaborative process** by which we can shape our public realm in order to maximize shared value.”
  - Public-private collaborations
  - Community engagement in the planning process
  - Community engagement in the implementation process



City of Eau Claire.  Image: Forsha 2018

# What is placemaking?

Project for Public Spaces

- “placemaking refers to a collaborative process by which we can shape our **public realm** in order to maximize shared value.”
  - Public property
  - Private property viewable or publicly accessible

Milwaukee, Wisconsin Avenue, 2018. Image: Frank

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Appleton
https://appletondowntown.org/artonthetown/

# Third Places

Not home, not work, not school

- Informal social gathering places
- Neutral ground

Build social capital

- Sense of belonging
- Connection
- Relationships
- Reduce sense of isolation

Milwaukee Downtown “Parking Day”

Image: Downtown Milwaukee, Inc.

# Why do placemaking?

## To build community—It's people, not just places

- Pride
- Engagement
- Connection

More successful commercial areas

Attract residents and visitors

Physical and mental health

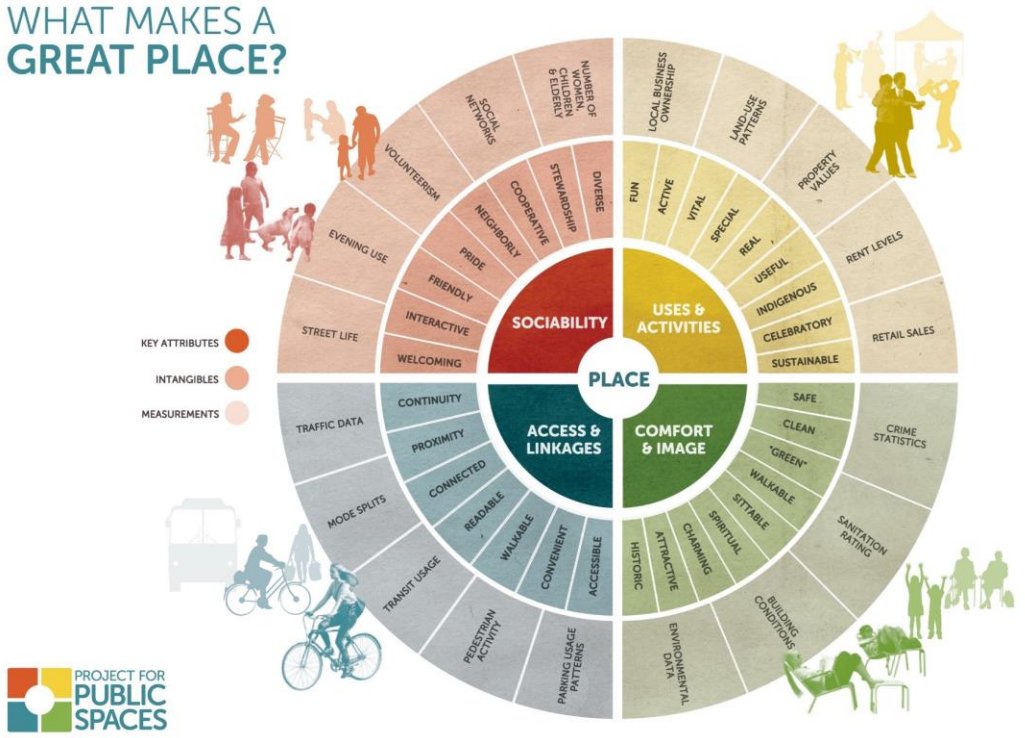
Healthy environment

Milwaukee Game Cart

Image: Downtown Milwaukee, Inc.

# Theory of placemaking

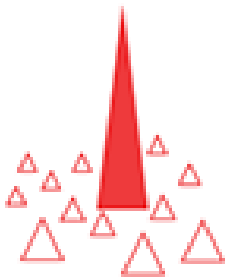
- Lynch, *Image of the City*
- Project for Public Spaces
  - Components of great places
  - Power of 10+
- IAP2 Spectrum of Participation
- Adaptive implementation



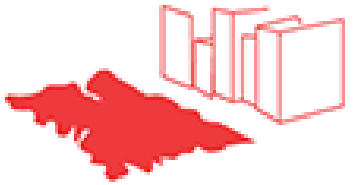
# THE ELEMENTS OF A CITY KEVIN LYNCH

PATH

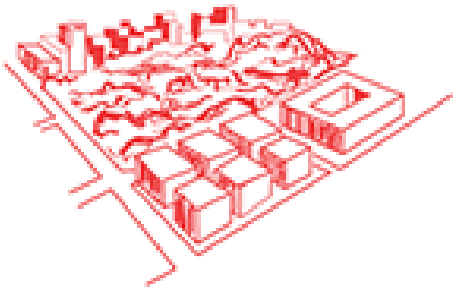
NODE



LANDMARK



EDGE



DISTRICT

# THE ELEMENTS OF A CITY KEVIN LYNCH

Image: Ayres and Associates

# THE ELEMENTS OF A CITY KEVIN LYNCH

Image: Mt. Hood Gardens, Inc.

# THE ELEMENTS OF A CITY KEVIN LYNCH

PATH

NODE

Haymarket Plaza - Final Master Plan Model View A

Eau Claire, Wisconsin

0214 | 2017 - 16_EAU_01

Landscape Architecture
330 West Lakeside Street
Madison, WI 53715
608 . 338 . 6244

# THE ELEMENTS OF A CITY KEVIN LYNCH

NODE

Swing Forest at Triangle Plaza, Design Workshop ASLA, Image: Jamie Fogel

# THE ELEMENTS OF A CITY KEVIN LYNCH

LANDMARK

# THE ELEMENTS OF A CITY KEVIN LYNCH

EDGE

Oxnard Community Planning Group
Image: Steve Price, Urban Advantage

# THE ELEMENTS OF A CITY KEVIN LYNCH

Time Square, NYC

Architects Newspaper, March 20, 2017

# THE ELEMENTS OF A CITY KEVIN LYNCH

Repetition of elements

Seaside
Eric Kronberg, Kronberg Wall

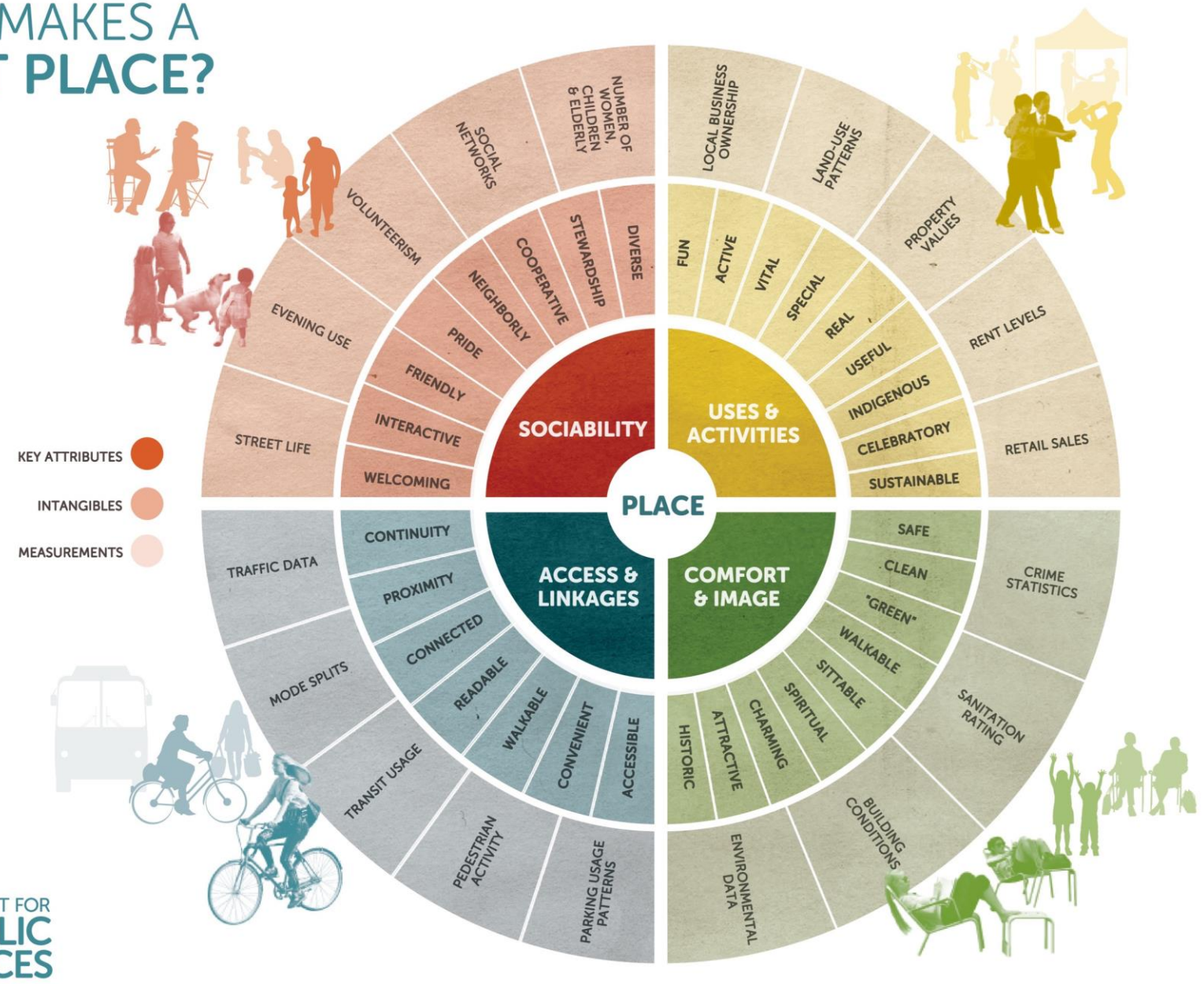
## Attractors

- Uses and Activities
- Comfort and Image

## Access and Linkages

## Sociability

- What we get




PROJECT FOR PUBLIC SPACES

# Let’s get to work

Break into groups

Each group will focus on one quadrant

- Uses and Activities
- Comfort and Image
- Access and Linkages
- Sociability

Two minutes: Think about **a place you have been** that could illustrate this point.

**Share:** 15 minutes—**pick best example to share** with group

Northwest Wisconsin
Regional Planning
Commission

Eau Claire
Altoona

East Central
Wisconsin
Regional Planning
Commission

Appleton

Milwaukee
Downtown
Layton Blvd West

# Northwest Wisconsin Regional Planning Commission

**Theme:**

- *"quality of place, community identity, and the loss of 'sense of place'."*
- *EPA Building Blocks for Sustainable Communities grant*

PROJECT FOR PUBLIC SPACES

# CELEBRATING ALL THE THINGS WE LOVE ABOUT LIVING IN THE CHIPPEWA VALLEY

## Power of 10 Fest

# Altoona, River Prairie

Activation of a new park

Farmers Market

Performances, games, art, . . .

Placemaking workshop in 2013

Community wanted

- “Gathering place”
- Access to water
- Connections to bike and ped trails

# Eau Claire, Haymarket

# Appleton Downtown, Inc. (BID)

2018 Work plan

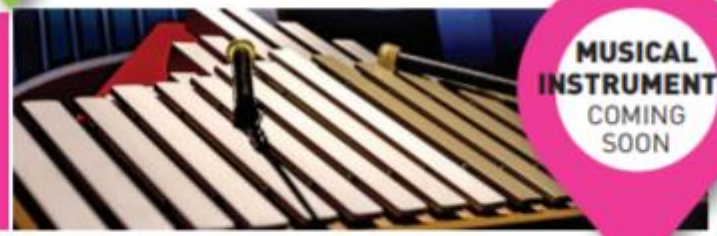
- Flexible outdoor spaces
- Microtarget spaces that are unsafe, uncomfortable, need improvement
- Look for interested partners: Residents, businesses, churches

July 18th, 2018: Art in Public Places Policy

- Establishes the Appleton Public Arts Committee (APAC)
- Outlines the types of public art they are encouraging

# 2017 ADI CREATIVE DOWNTOWN APPLETON HIGHLIGHTS

**ART ON THE TOWN** CHALK



**MUSICAL INSTRUMENTS** COMING SOON

**ONE STOP ELF SHOP**

**PET FRIENDLY AMENITIES** DOG WASTE STATION

## CREATIVE PARTNERSHIPS

**9** SCULPTURES

**$3M** ECONOMIC IMPACT

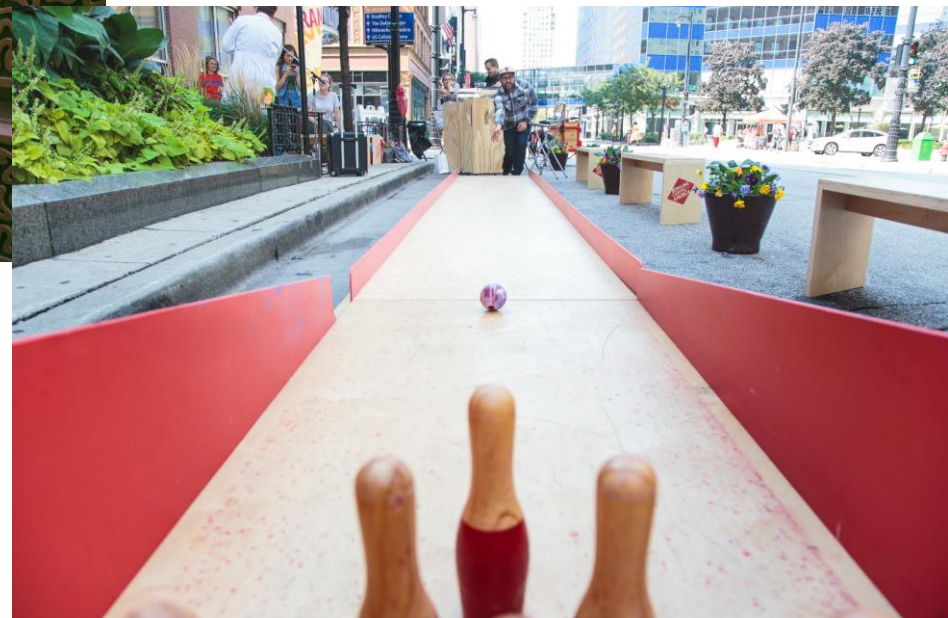
**POP UP ART SPRAWLS,** MURALS AND MORE!

**FIND MORE PUBLIC ART AT: appletondowntown.org/getting-aroundpublic-art-map/**

Fox Trot Trail

# Downtown Milwaukee, Inc.

- Activation



# Programs and Events

- Year of Wisconsin Avenue
- Lighting the rooflines of buildings on Old World Third Street
- Wishlist Milwaukee
- Responsible Hospitality Institute doing Hospitality Zone Assessment
- Audio tour of West Wisconsin Avenue

Utility Box murals by artist, Mauricio Ramirez

Selected in design competition

10 utility boxes on Wisconsin Avenue

**Artist:** Ghada Amer

Wisconsin Avenue Urban Sculpture Garden

- 22 sculptures by 21 world-renowned sculptors exhibiting

# Layton Boulevard West Neighbors

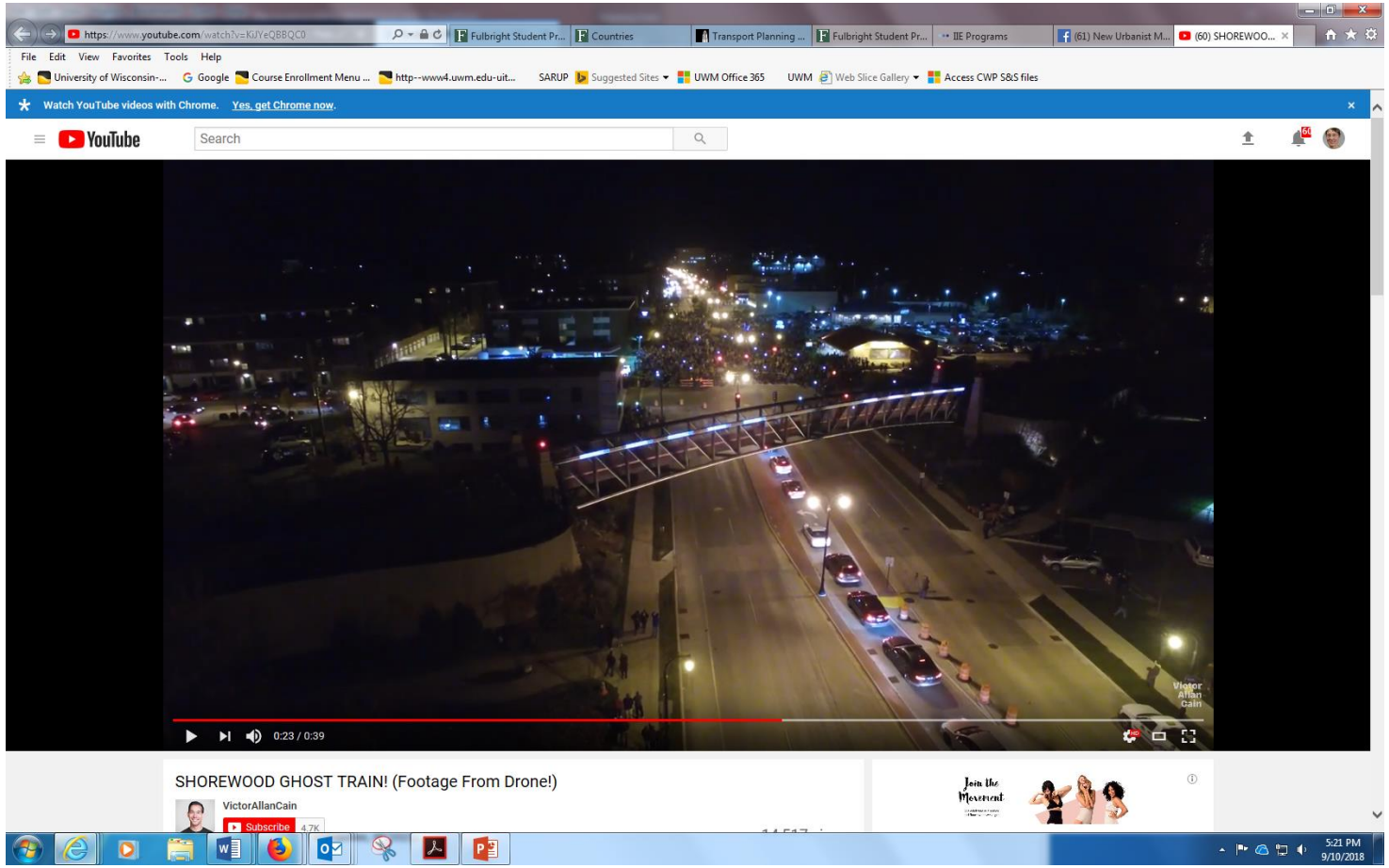
Silver City Portals

- Identified two locations
  - Bus stop at 27th and National Avenue
  - On corner of new neighborhood park, owned by Urban Ecology Center
- RFQ to identify artist
  - Preference for neighborhood resident
- Required participatory design process

SILVER CITY

LANE
BEGINS
SILVER CITY
WELCOMES YOU

# Shorewood's Ghost Train




https://www.youtube.com/watch?v=KiJYeQBBQC0

Old Chicago and North Western rail line

- "Fastest in the world"

Marty Peck, Creative Lighting Design & Engineering, Germantown

- Permanent installation

New annual tradition for Halloween

- Night of the Ghost Train

# Placemaking Charrette

Participation is critical

Fun, festive environment for working on visions and creative ideas

Tools

- PPS Wheel and Places of 10
- Large paper
- Colored markers
- Maps
- Photos of places to consider
- Inspirational images

# From Dreams to Reality: Implementation

- Adaptive implementation
  - Pop-up implementation
  - Incremental construction and installation
  - Start small and build on success
  - Every step is another opportunity to celebrate
    - Press releases and social media
    - Events
    - Partnerships

# Partnerships are Key

- Business Improvement Districts (BIDs)
- Tourism organizations
- Civic organizations
- Arts organizations: visual and performing
- School and colleges
- Environmental and sustainability groups
  - Bike and ped advocates
  - Water quality advocates
  - Hobby groups

- **Not an ask, an offer**

2018 SPONSORS

PREVEA health

visit Eau Claire

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WISCONSIN arts BOARD Creativity. Culture. Community. Commerce.

Blain's FARM & FLEET

festival foods

boxx SANITATION

Sponsors: Star Supporter TUNDRALAND

APPLETON AIRPORT Denver and Beyond Tour

Appleton

meijer

Bazil's

AZCO

Media Partner: 911 AVENUE

FoxCities MAGAZINE

# Funding

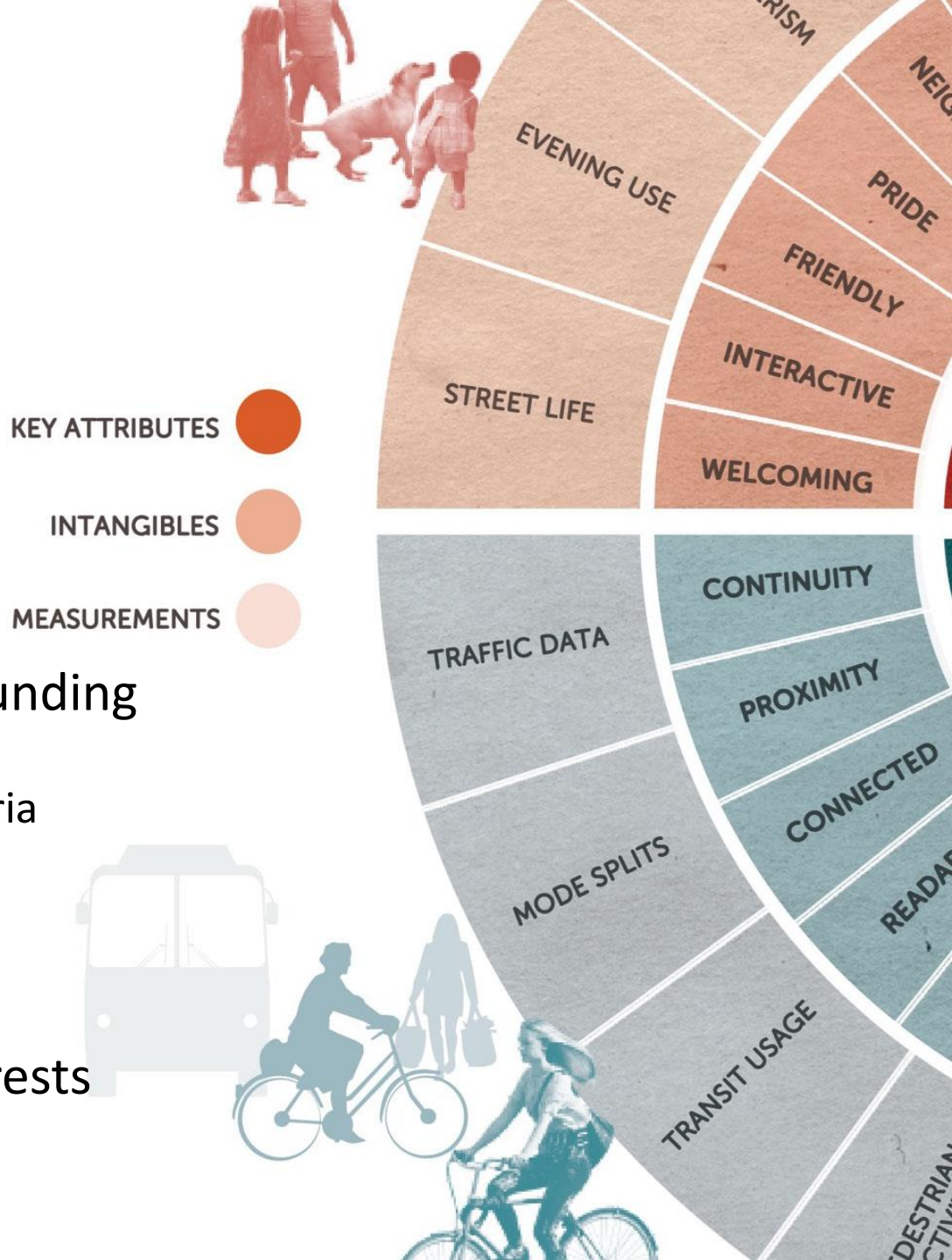
Grantwriting is essential

Successful proposals

- Genuinely engage ordinary people
- Forge innovative partnerships
- Address multiple goals—pursuing multiple funding opportunities
  - But must be tailored to the funders specific criteria

Success makes the next ask easier

- Keep good records
- Engage partners to gather data on their interests



# Resources and Thanks

Gabe Yeager, Downtown Milwaukee, Inc.

Celia Benton, Layton Boulevard West Neighbors

Chris Straight, West Central Wisconsin Regional Planning Commission

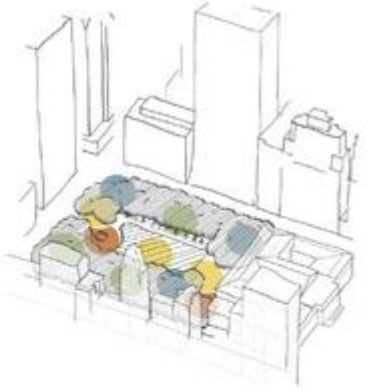
- Chippewa Valley placemaking
- River Prairie park project, Power of 10 Fest
- Eau Claire Haymarket Square

Eric Fowle, East Central Regional Planning Commission

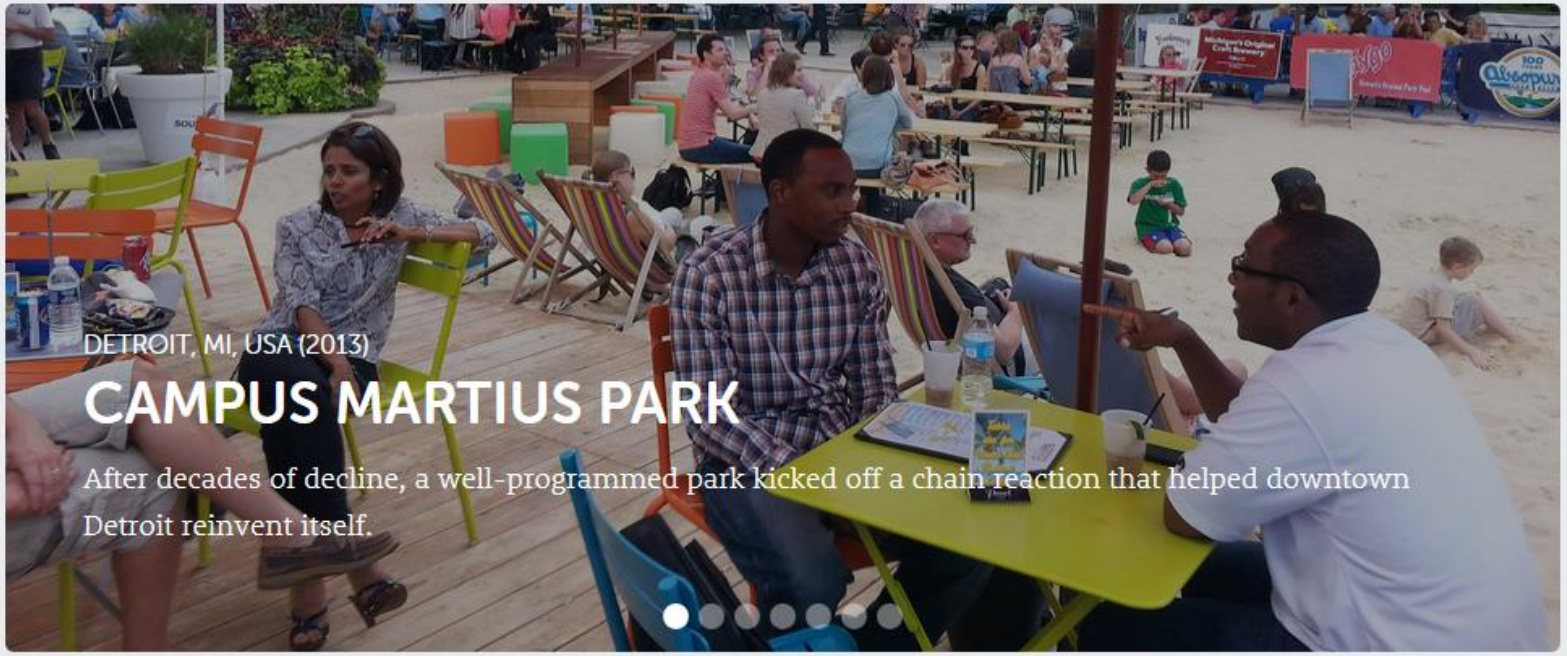
Forrest Elliott, UWM Master of Urban Planning student

Project for Public Spaces, https://www.pps.org/

What Makes a Successful Place?



The Power of 10+



DETROIT, MI, USA (2013)

## CAMPUS MARTIUS PARK

After decades of decline, a well-programmed park kicked off a chain reaction that helped downtown Detroit reinvent itself.

FEATURED | STREETS & TRANSPORTATION | SQUARES | PARKS | DOWNTOWN & DISTRICTS | PUBLIC BUILDINGS | WATERFRONTS | PUBLIC MARKETS | PROGRAMS

PPS Involvement in the Place-Led Regeneration of Detroit

Bass Initiative on Innovation and Placemaking

Citizens' Institute on Rural Design™

UNITED STATES (ONGOING)

5 to 10 on Hennepin

MINNEAPOLIS, MN, USA (2016)