



Regional Placemaking: Connecting Towns as Places

30 years - 1000 communities - 46 states - 12 countries

Transportation &
Livable Communities



Public Markets
& Local Economies



PPS

Current Programs



Public Buildings
& Civic Design



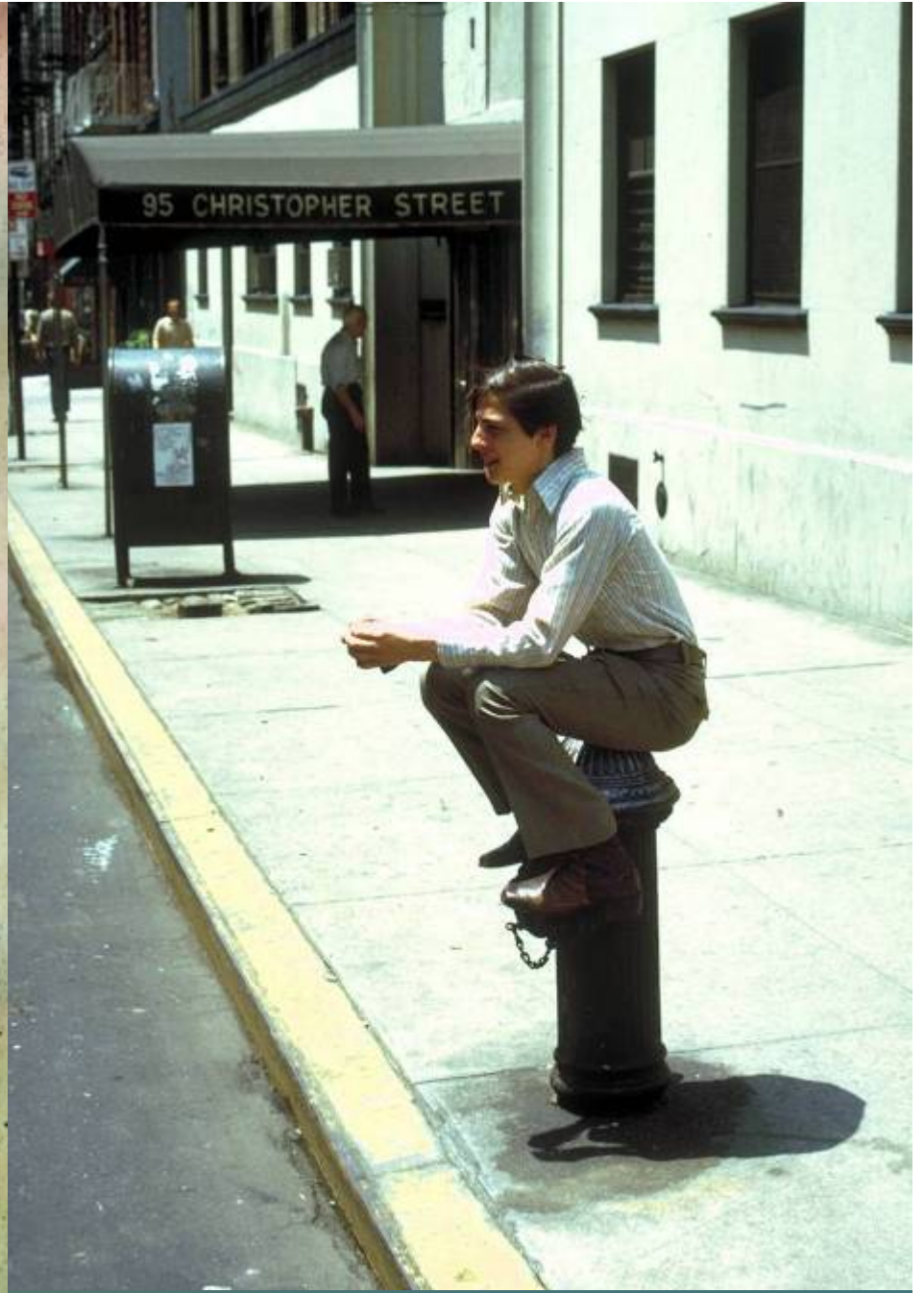
Parks, Plazas
& Civic Squares



Two City Streets

“It is difficult to design a place that will not attract people; what is remarkable is how often this has been accomplished.”

-- William H. Whyte















We shape our public spaces, and afterwards our public spaces shape us.

— Adapted from Winston Churchill



Laguna Beach, California



Sydney, Australia

When you design your community around cars...you get more cars.



When you design your community
around people ...you get more people.



*We think our town
is Heaven
Please don't drive
like Hell
through it!*





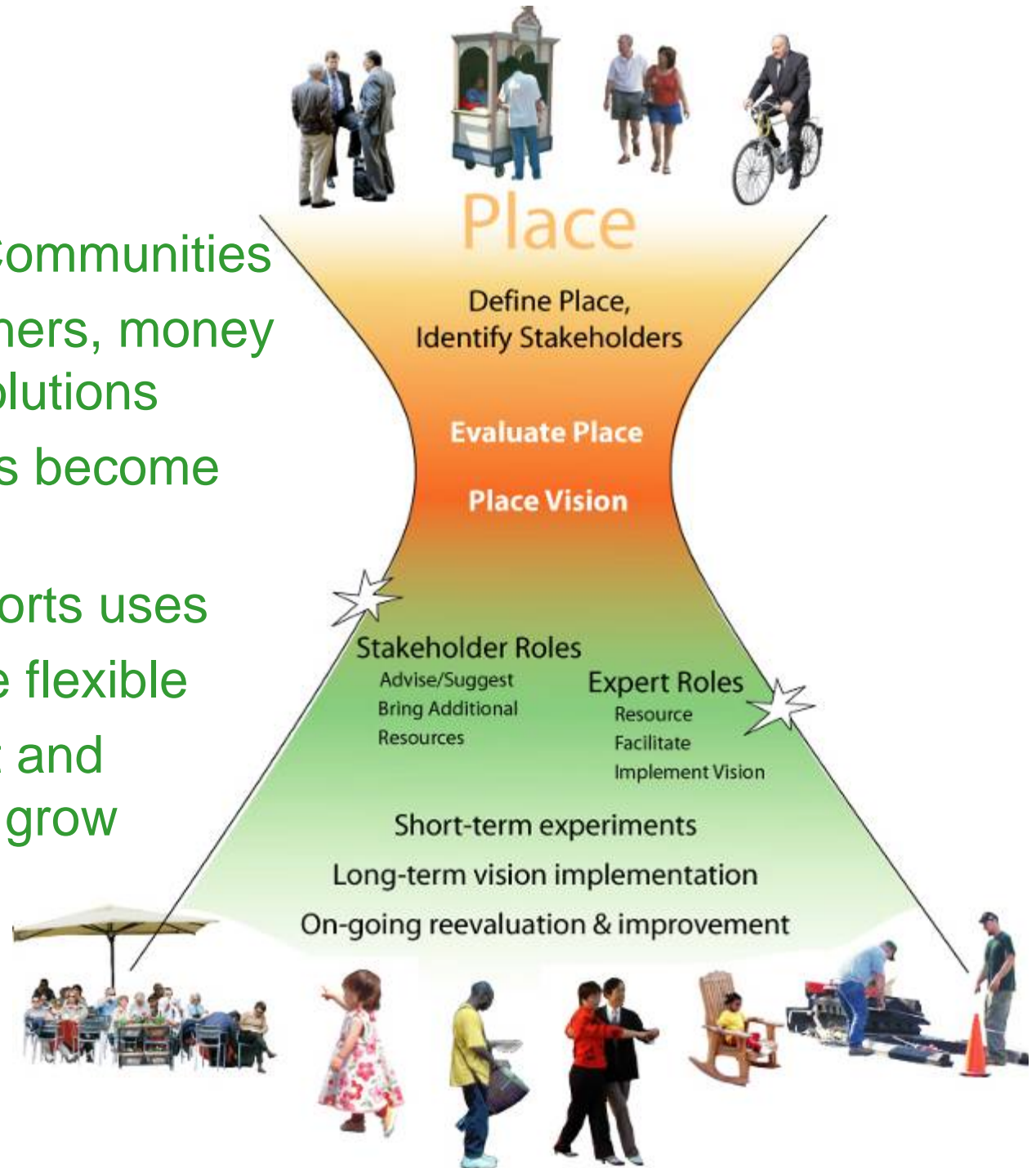


What is Placemaking?

- Placemaking is turning a neighborhood, town or city from a place you can't wait to get through to one you never want to leave.

Place / Community Driven Approach

- Empowers Communities
- Attracts partners, money & creative solutions
- Professionals become resources
- Design supports uses
- Solutions are flexible
- Engagement and commitment grow



Local Placemaking Opportunities

Transportation & Downtowns

- Transit stops
- Main Streets (outdoor displays, streetscapes, cafés)
- Local streets and roads

Parks & squares

- Parks (greenways, recreation, play areas)
- Plazas & squares (performances, events)
- Markets
- Waterfronts

Civic institutions

- Libraries and hospitals
- Civic buildings
- Schools (universities, primary schools)
- Religious institutions
- Cultural institutions (theaters, museums)

Private development

- Mixed-use – housing, retail and office

Case Study: Los Angeles









Two Libraries











What defines
economic
development?



Regions that thrive in the 21st Century:

- Lively neighborhoods and business districts
- Cultural and recreational attractions
- Great sense of place
- Protected natural areas
- Local food system - farming
- Deep pride in local character, products and foods
- Collaborative process with their citizens.

The Competitive City, Before:

- Goal: attract large companies
- Inexpensive locations and a cheap labor force
- People migrated to jobs
- Place mattered little
- Growth based on cheap oil and dirty industries
- Work, home and shopping far apart

The Competitive City, Now:

- Human capital is a catalyst of economic growth, not just a result
- Attracting and keeping people is a critical strategy
- Attract wide range of workers, skilled labor, desirable employers
- Quality of life:
 - Lively town centers
 - Walkable districts (transit)
 - Cultural institutions
 - Preservation of natural areas and recreation

What Makes a Great Place?

- Key Attributes
- Intangibles
- Measurements



Uses & Activities

- Local/regional flavor
- Fun/Vital
- Active
- Sustainable
- Affordable
- Challenging





Camden, ME





Access & Linkages

- Walkable
- Connected to other attractions
- Linked assets
- Continuous
- Enticing







Comfort & Image

- Inviting
- Attractive
- Historic
- “Green”
- Friendly



Comfort & Image





Littleton, NH: Union and Reddington







Sociability

- Welcoming
- Interactive
- Neighborly
- Diverse



What Makes a Great Place?

- Key Attributes
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"Place Audit" Process



1. Go to your site with your team.
2. Go through the Place Audit together – one person keep notes.
3. Return to workshop; finish your recommendations.
4. Pick one person to report back to all workshop participants

1. Record Location: 2. Rate the Place

Comfort & Image	POOR	FAIR	GOOD
Overall attractiveness	1	2	3
Feeling of safety	1	2	3
Cleanliness/Quality of Maintenance	1	2	3
Comfort of places to sit	1	2	3

Comments/Notes:

Access & Linkages	POOR	FAIR	GOOD
Visibility from a distance	1	2	3
Ease in walking to the place	1	2	3
Transit access	1	2	3
Clarity of information/signage	1	2	3

Comments/Notes:

Uses & Activities	POOR	FAIR	GOOD
Mix of stores/services	1	2	3
Frequency of community events/activities	1	2	3
Overall busyness of area	1	2	3
Economic vitality	1	2	3

Comments/Notes:

Sociability	POOR	FAIR	GOOD
Number of people in groups	1	2	3
Evidence of volunteerism	1	2	3
Sense of pride and ownership	1	2	3
Presence of children and seniors	1	2	3

Comments/Notes:

3. Identify Opportunities

1. What do you like best about this place?
2. List ideas that you would do to improve this place that could be done right away and that wouldn't cost a lot:
3. What changes would you make in the long term that would have the biggest impact?
4. Ask someone who is in the "place" what they like about it and what they would do to improve it. Their answer:
5. What local partnerships or local talent can you identify that could help implement some of your proposed improvements? Please be as specific as possible.

Placemaking Locations



Creating Great Destinations – The Power of Ten

- Each place/destination must have **10+** things to do.
- A Town needs **10+** places.
- A Region needs **10+** major destinations.
- Cluster and connect places to create synergies



Littleton

New Hampshire





RECIPE FOR AN AMERICAN RENAISSANCE

- *EAT IN DINERS**
- *RIDE TRAINS**
- *PUT A PORCH ON YOUR HOUSE**
- *SHOP ON MAIN STREET**
- *LIVE IN A WALKABLE COMMUNITY**

Main Street













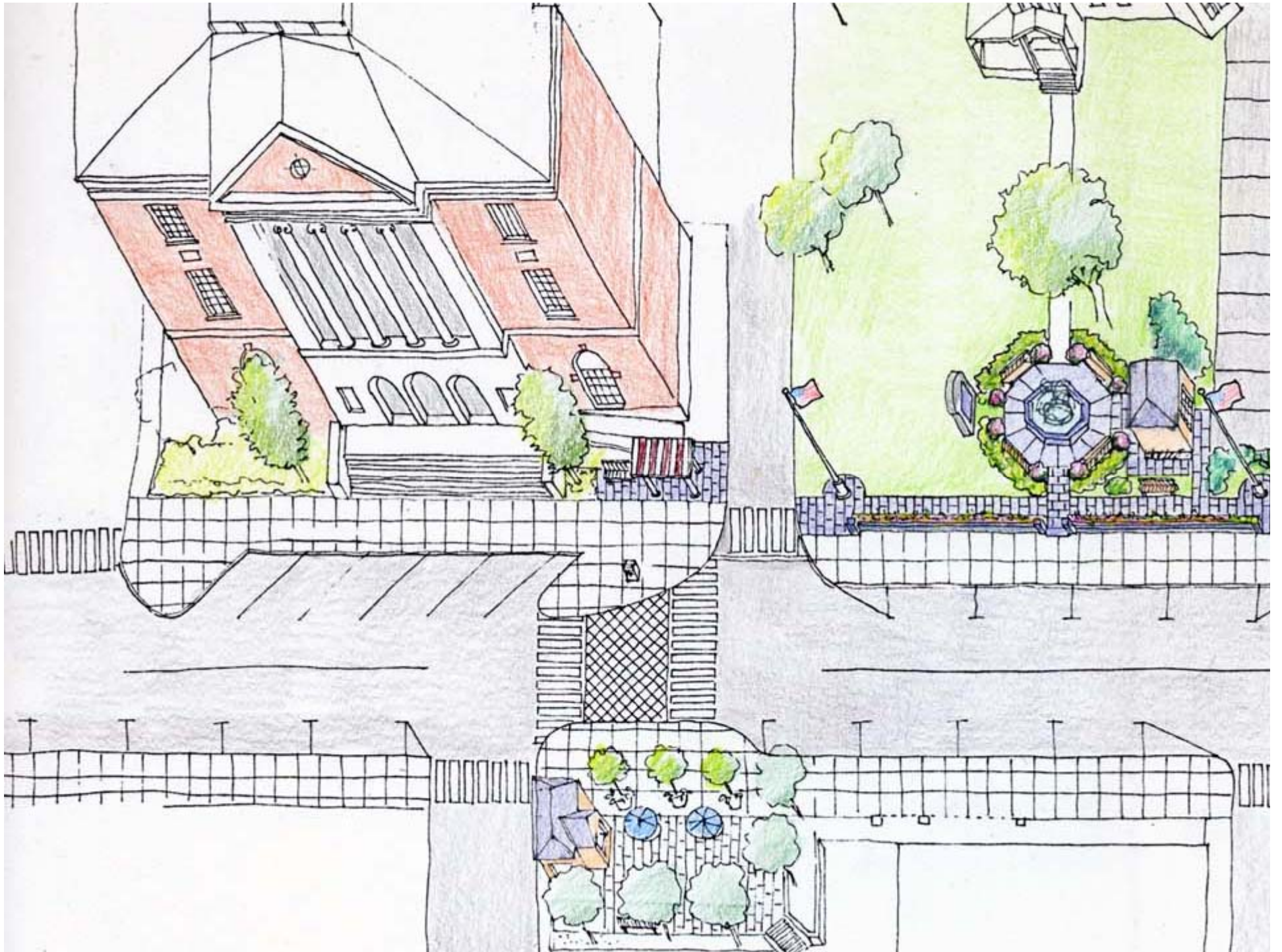






















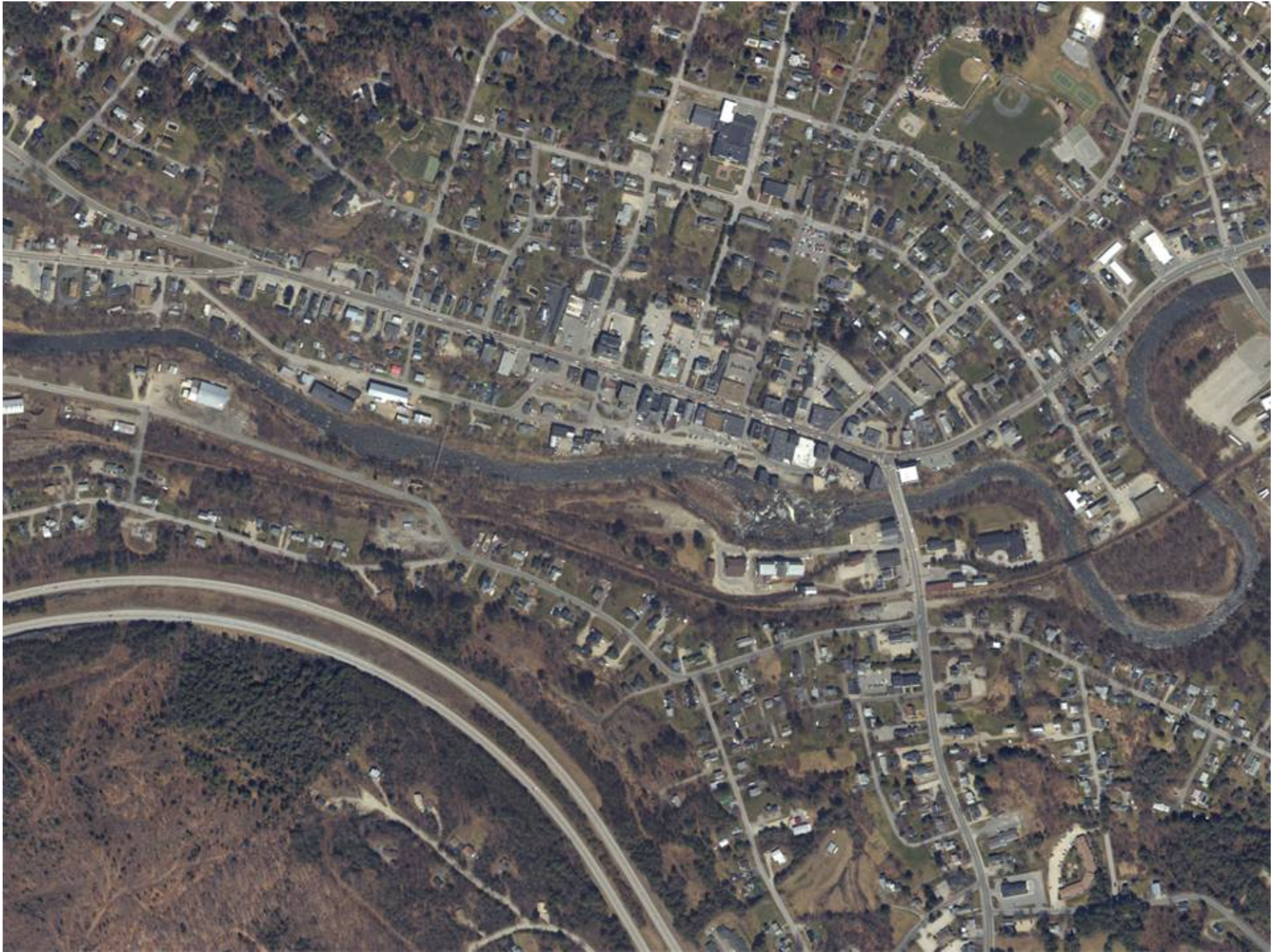




Cottage Street







Develop a Vision, and Experiment!



EXISTING



VISION

INITIAL EXPERIMENT



EXPERIMENT REVISED



- Creating ten places on Main Street
- Expanding the sense of downtown
- Expanding the actual rentable space
- More total parking area, by expanding the walkable core

LINKING URBAN AND RURAL COMMUNITIES



SHOWCASING LOCAL ASSETS



Showcasing
nature, local
culture and
economy



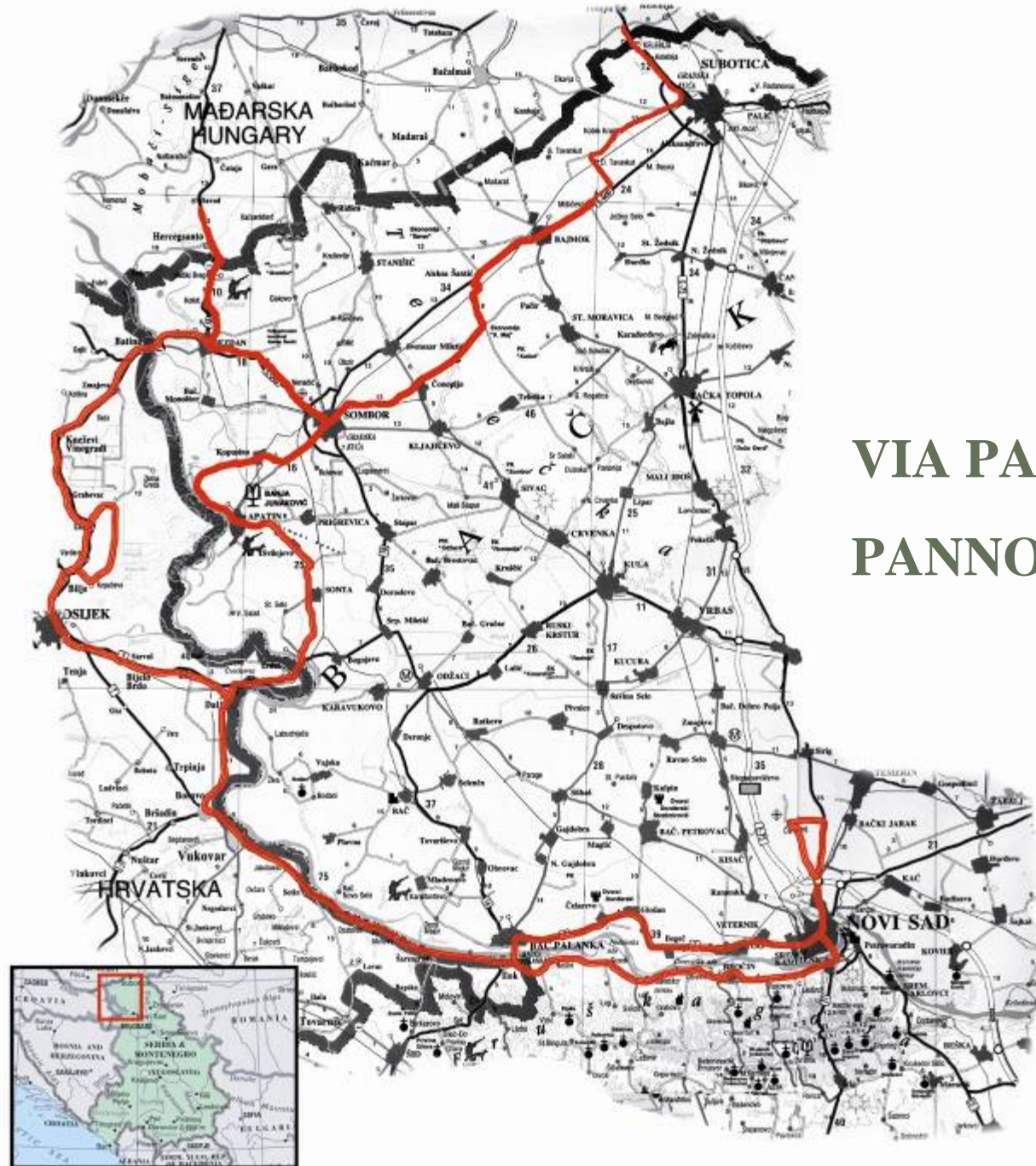
GREENWAY GOALS



- Improve livability
- Foster sustainability in rural development
- Develop sustainable tourism

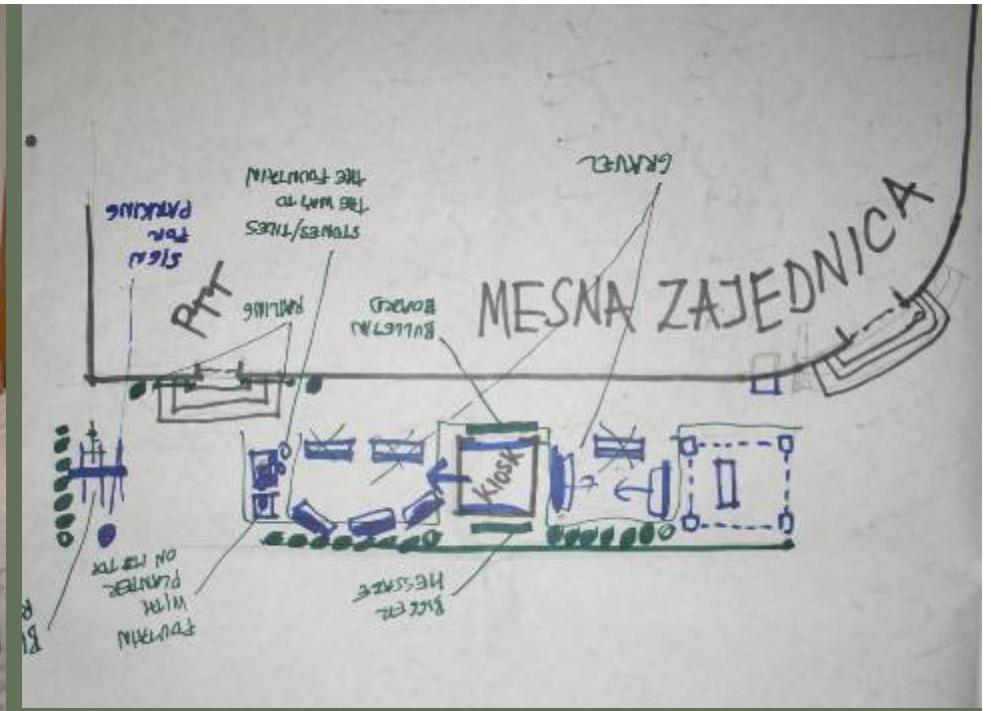
- Support active recreation and non-motorized transportation
- Encourage community awareness and identity
- Protect natural and cultural heritage





VIA PAC
PANNON







Cenej: Before and After



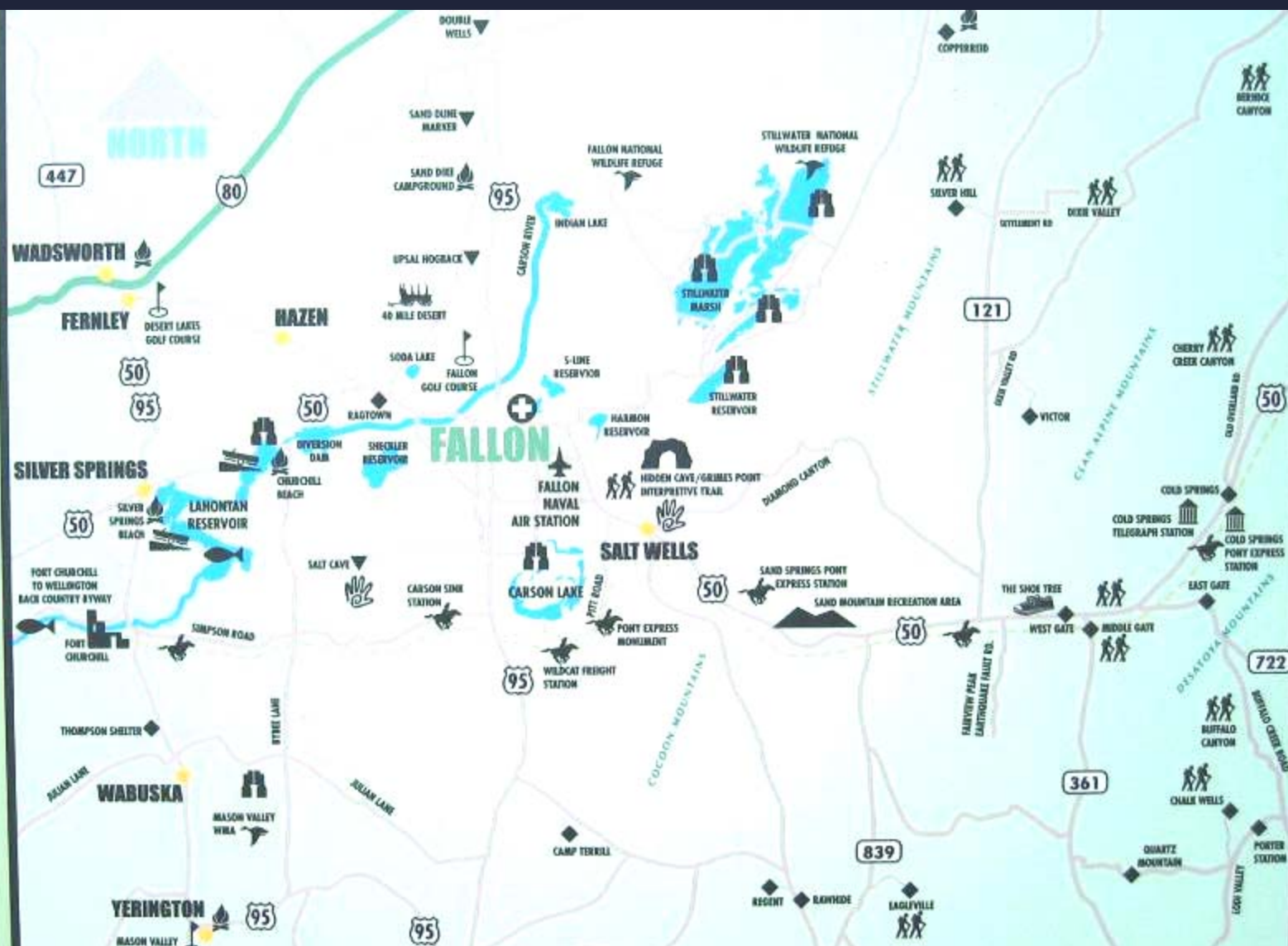
BUILDING FALLON AROUND PLACES:

CRAFTING A RURAL RENAISSANCE



LEGEND

- INTERSTATE ROUTE  80
- STATE ROUTE  447
- US ROUTE  50
- GEOGRAPHIC FEATURE 
- HOSPITAL 
- FORMER TOWN SITE 
- MILITARY AIR STATION 
- HISTORICAL SITE 
- WILDLIFE VIEWING 
- CAMPING 
- BOAT ACCESS AREA 
- FISHING 
- PETROGLYPH SITE 
- HIKING TRAIL HEAD 
- GOLF COURSE 
- WILDLIFE MANAGEMENT AREA 
- MAJOR INTERSTATE HIGHWAY 
- STATE ROUTE / CONNECTOR 
- DIRT OR UNIMPROVED ROAD 
- PONY EXPRESS ROUTE 





Fallon's Assets

- Geographic location
- An oasis in the desert
- Outdoor recreation
- Wildlife-viewing
- Downtown revitalization underway
- Authentic rural character and values



Project Goals

- Improve quality of life
- Attract and retain young professionals
- Reinforce Fallon's character as a rural small town
- Help grow and attract new businesses in Fallon
- Support and market existing destinations
- Enhance connections to unique regional places
- Enhance existing places & create new ones

TOP TEN DESTINATIONS IN FALLON

1. Maine Street
2. Williams
3. Library / Old High School
4. City Hall / City Hall Plaza
5. Churchill County Museum
6. Oats Park / Performing Arts Center
7. Fairgrounds
8. Carson River
9. Rattlesnake Hill
10. Top Gun Raceway



Analyzing your destinations

- List the five or more most important assets in the region
- List other “opportunity places,” which are regionally important, but are falling short of what they could be.
 - How do they rate as a Place?
 - Uses & Activities
 - Comfort & Image
 - Access & Linkages
 - Sociability
 - How could they be better appreciated and leveraged as a regional resource?
 - *Triangulate* them with other nearby attractions?
 - Who can be a partner in creating each destination?

Bring assets together



Bring assets together



Communities in control:

- Focus development in town and city centers
- Identify projects that are small scale, cost-effective, catalytic
- Leverage existing funding or projects
- Build on community partnerships and grassroots support

Small is Beautiful

- Large projects can crush the fine fabric that makes communities attractive in the first place
- A dozen small, historic buildings offering affordable space to local businesses and start-ups can create more economic potential than one large new building

Old Values for a New Era

- We are defined by our homegrown culture and character: places, history, landscape, food, local businesses and industry
- Our policies should support local assets and businesses
- As we restore our local assets, we improve our quality of life and place even in a declining economy
- An authentic sense of place – “for the locals” – is the surest way to attract others, even tourists