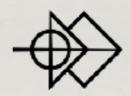
# Workshop: Placemaking for the Win!

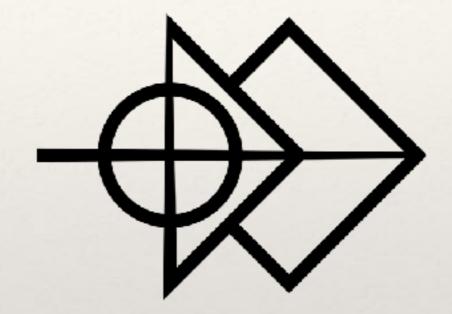
Your secret weapon for keeping your town and neighborhood beautiful.



Keep Texas Beautiful, 2019

#### Your Guides Today

\* Amanda & Tracy

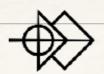


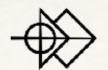
Amanda Popken Development

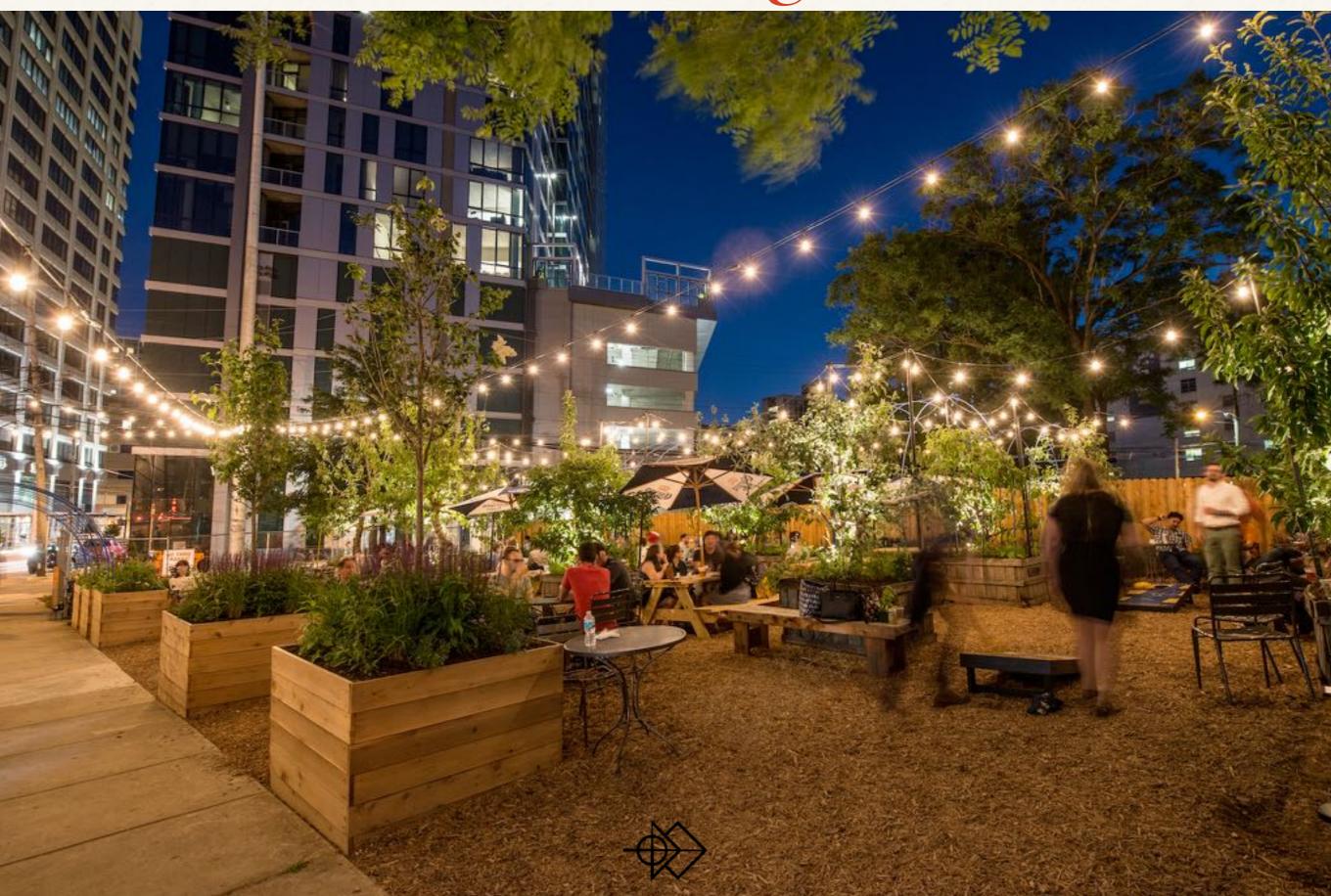


# Places are valuable because of the people there.

Businesses & visitors are important value-drivers, but what real creates lasting value is the social capital a place creates.



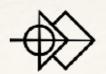


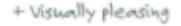






- \* Placemaking brings public space to life by creating places to sit and chat, opportunities for strangers to spontaneously interact, and things to do, see, eat, drink, and observe.
- \* Where individuals are inspired to invest themselves their own time, talent and treasure into the details that make a place authentic, lively, and economically stable.
- \* Placemaking is creating that synergy of the place.





- + Generally stimulating
- + Sense of belonging
- + Greater security
- + Better environmental quality
- + Feeling of freedom

- + Greater community organization
- + Sense of pride and volunteerism
- + Perpetuation of integrity and values
- + Less need for municipal control
- + Self-managing

- + Increased physical activity
- + Access to fresh food
- + Greater security
- + Greater social inclusion
- + Enhanced environmental health

#### THE BENEFITS OF GREAT PLACES

- + More walkable
  - + Safe for pedestrians and bicyclists
  - + Compatible with public transit
  - + Reduces need for cars and parking
  - + More efficient use of time and money
  - + Greater connections between uses

CREATES IMPROVED ACCESSIBILITY

NURTURES & DEFINES SENSE OF COMMUNITY

PLACE

BUILDS & SUPPORTS THE LOCAL ECONOMY

PROMOTES HEALTH

PROMOTES SENSE

OF COMFORT

SOCIAL INTERACTION

- + Small-scale entrepreneurship
- + Economic development
- + Higher real estate values
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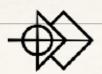






# The Small Investments Have the Biggest Impact

Integrate project plans with the long-term vision & bigger planned investments.























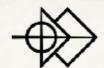










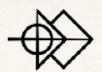










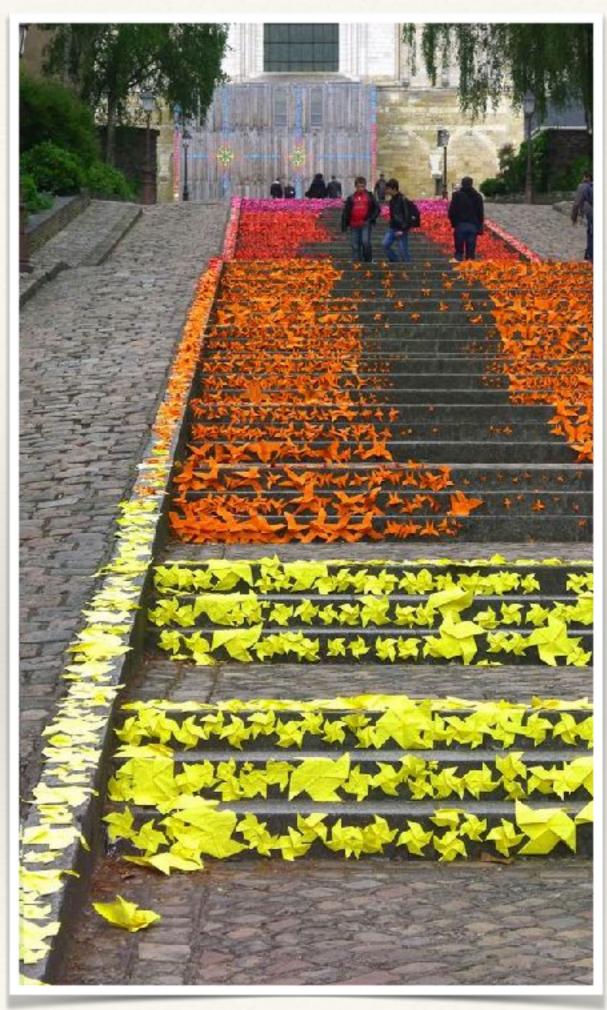














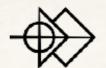






































# Developing a Vision

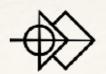
- Engage partners
- Bring a vision together
- Vet potential pitfalls
- Everyone has seen and felt the vision



#### How to... the Process

\* The framework that makes placemaking events successful is different from simply throwing a festival or market event. This key framework for success:

- \* Identify the need
- \* Find the right partners
- Action plan
- Outreach strategy



#### Any Project Must be Rooted In...

- Spirit of creativity and partnership
- Find your allies (talk up your idea until you build a team that shares the vision)
- Commitment to finding a way to make it happen, no matter the hurdle

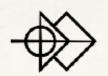




#### Look for Assets & Gaps

- \* Underutilized spaces
- Places where people already go
- Synergistic or complementary activity nearby



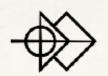










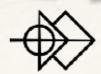
























### Partner Planning

City Leadership

**Elected Officials** 

Community Organizations



A Variety of Roles: volunteers, info and resources, \$, city staff support, insider insight, community buy-in, promotion, & supporters to carry on the legacy.

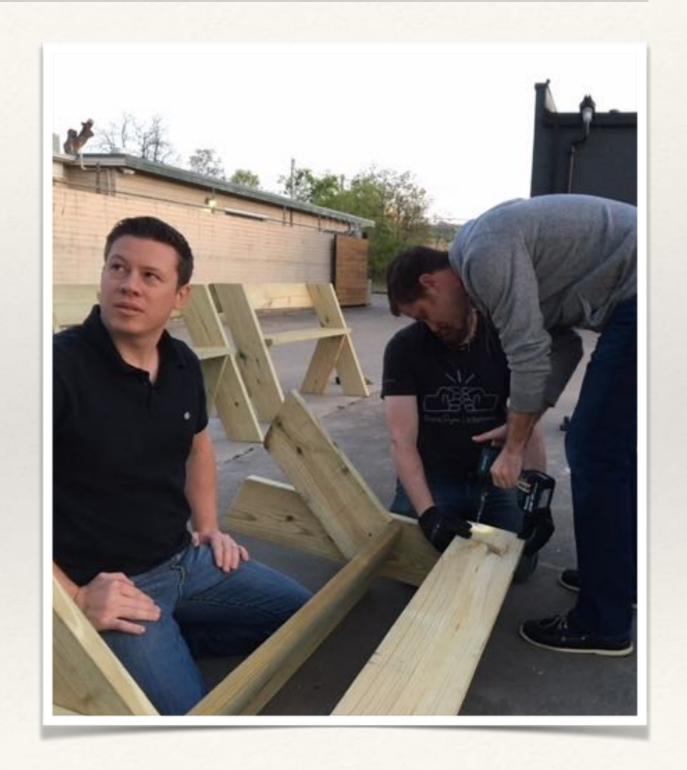
# Partner Planning

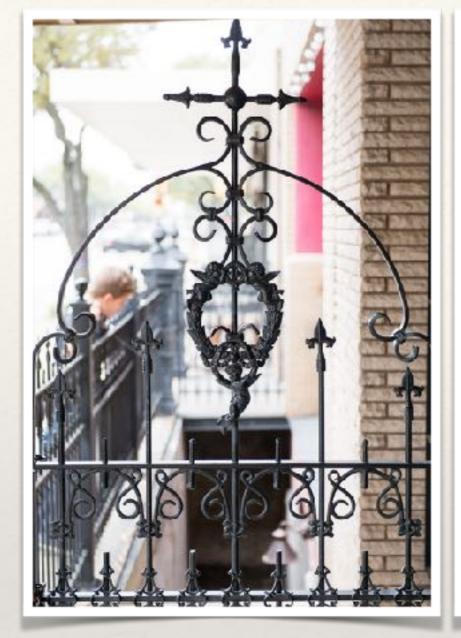
- \* The more partners you have...
  - \* the easier the workload is on your team
  - \* the more support you have if there are naysayers
- \* All ages
- Special interest groups
- Volunteer groups
- Include city departments



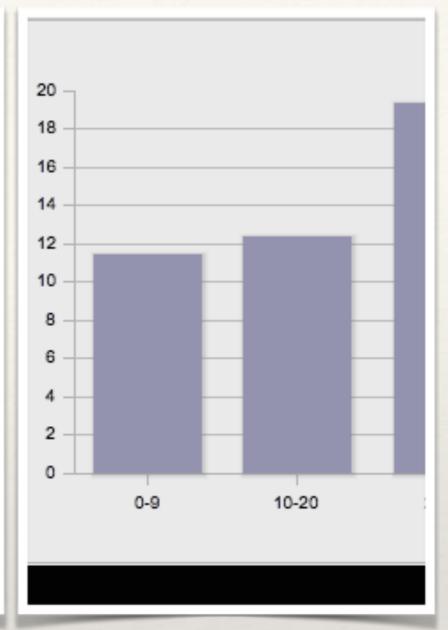
#### Example Partners

- \* Local businesses
- Lion's Club, Rotary Club
- \* High School Honor Society
- Senior Center
- Clubs and groups with similar interests (use facebook to search local pages and groups!)



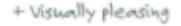






# Objectives

What's motivating you? What's driving your success?



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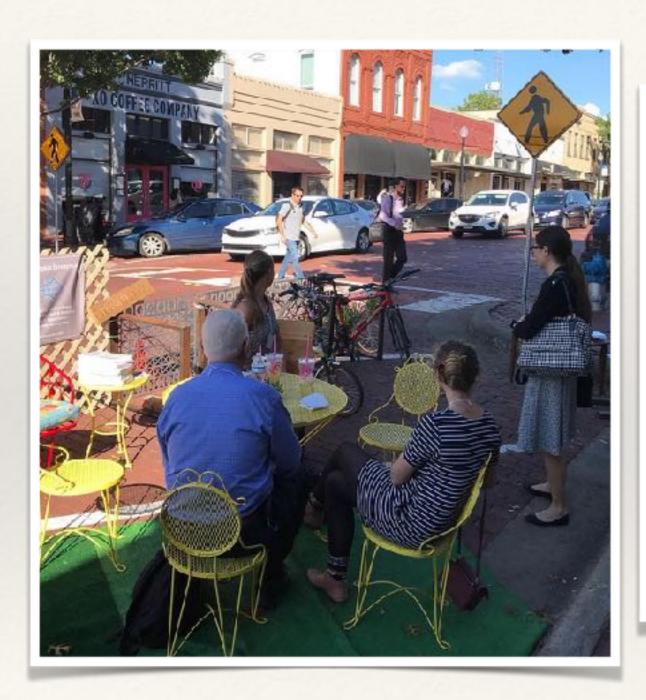
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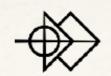




# Example: Plano Parklet







#### Example: Arlington Dog Park & Plans





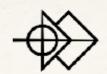


# Example: Kemp Piazza









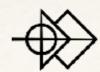
# Example: 100 Parkhouse







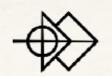




# Example: Bishop Arts Bicycle Parking







### Example: Corsicana





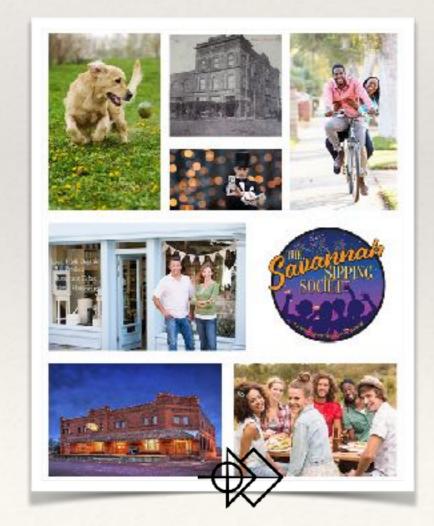
#### Marketing







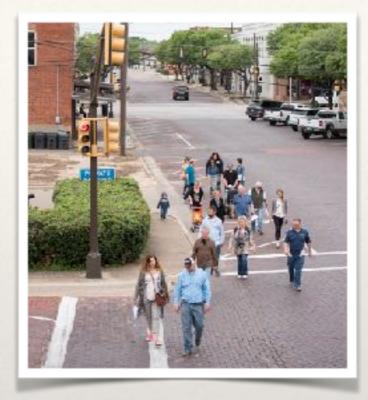






# Creative Marketing: Property Tour









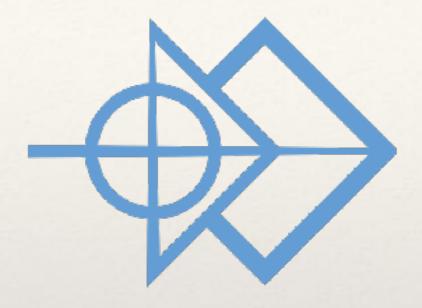








#### Make amazing communities!



#### Amanda Popken Development

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