

Workshop: Placemaking for the Win!

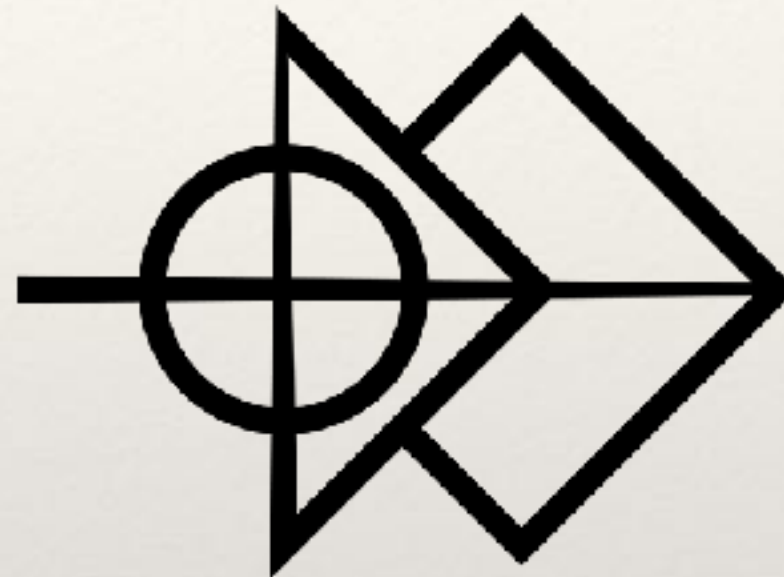
Your secret weapon for keeping your town and
neighborhood beautiful.



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 really creates lasting value is
the social capital a place creates.



Placemaking is...



Placemaking is...



Placemaking is...



Placemaking is...

- ❖ 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.



Placemaking is...





The Small Investments Have the Biggest Impact

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

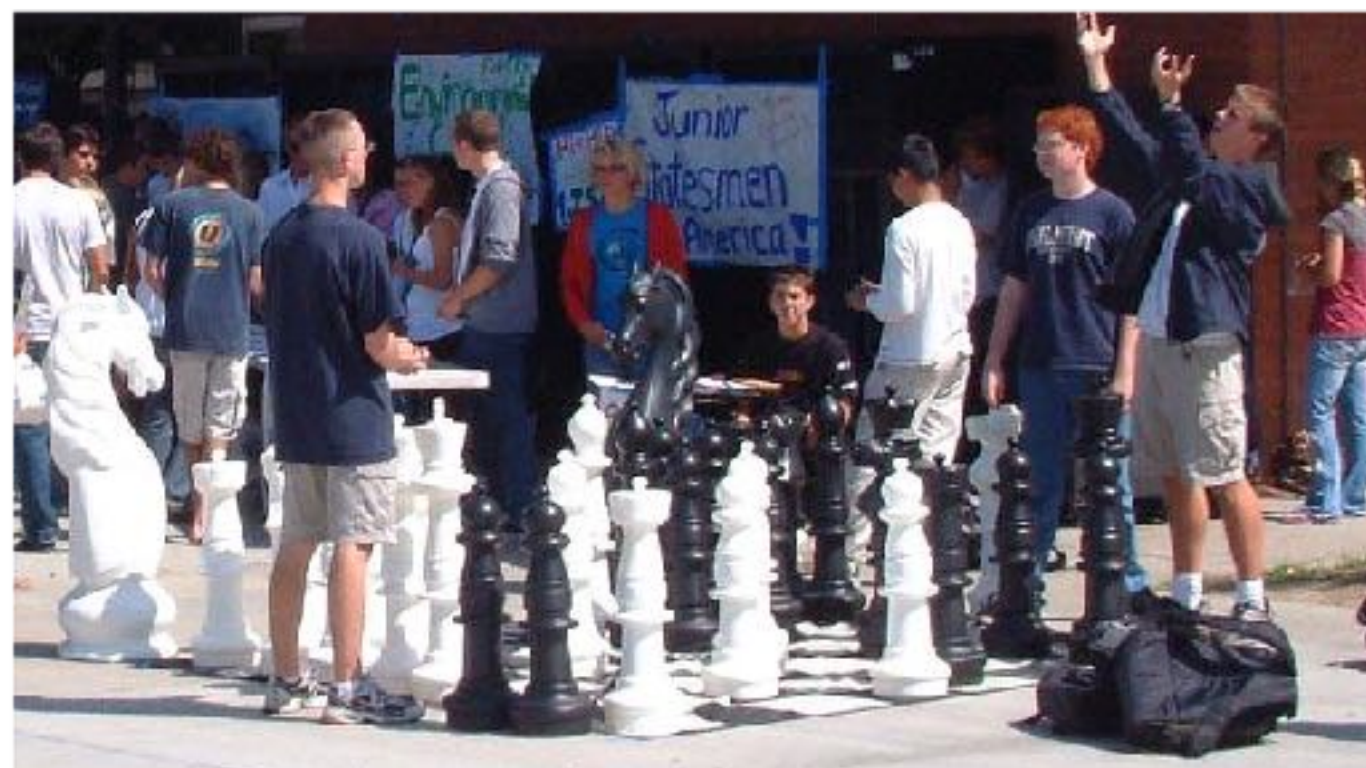






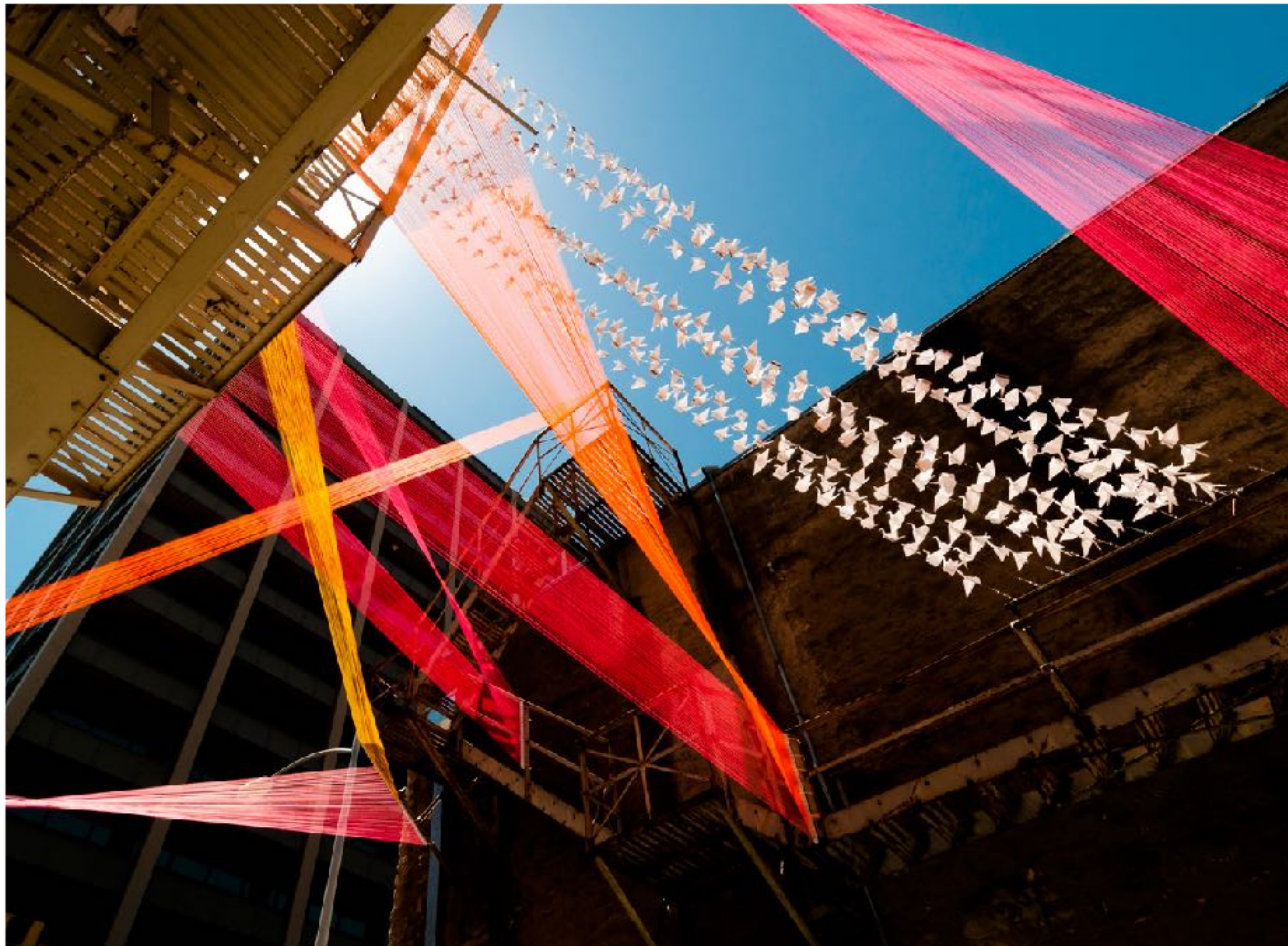






















Developing a Vision

- ❖ 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.

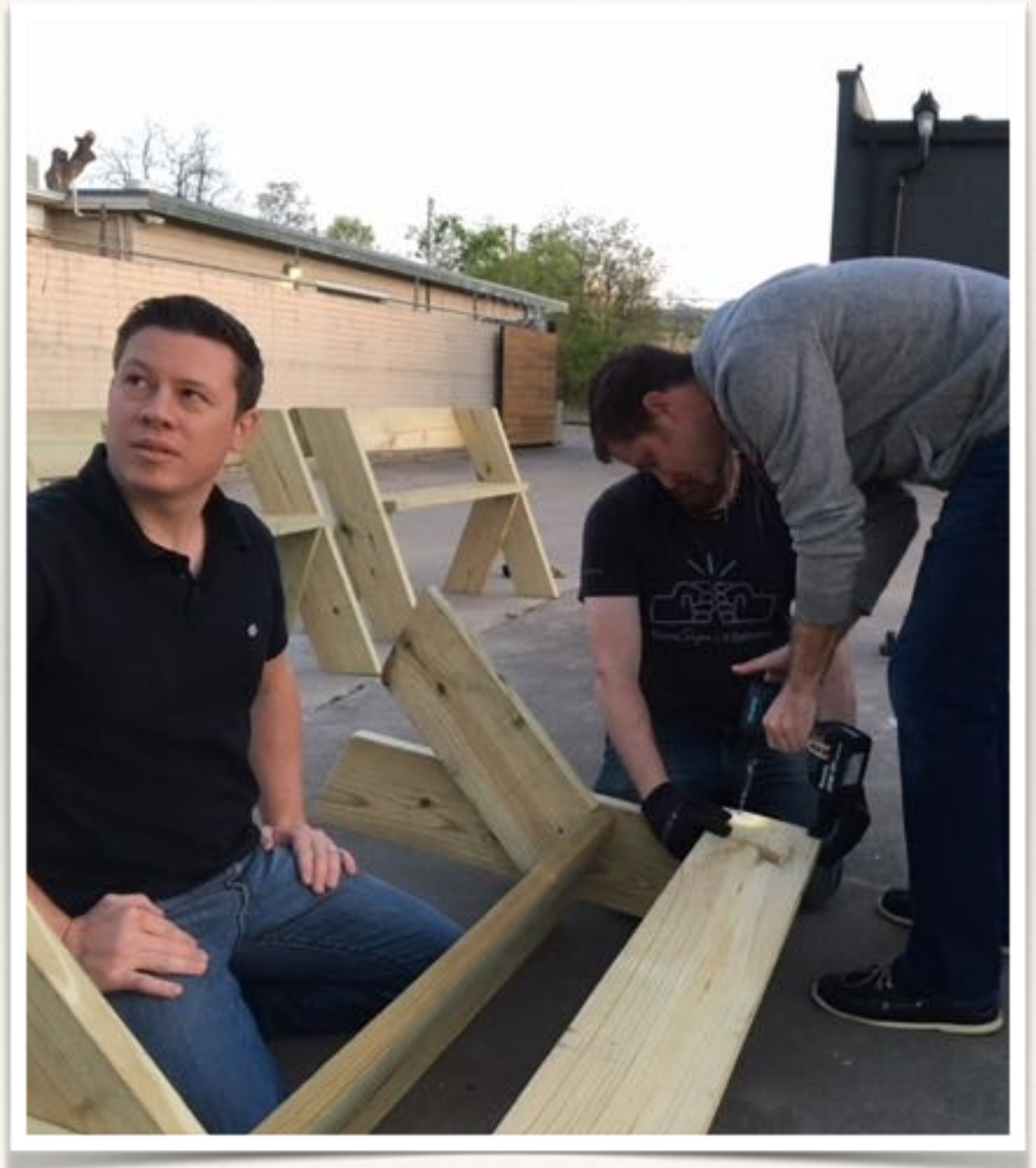
Partner Planning

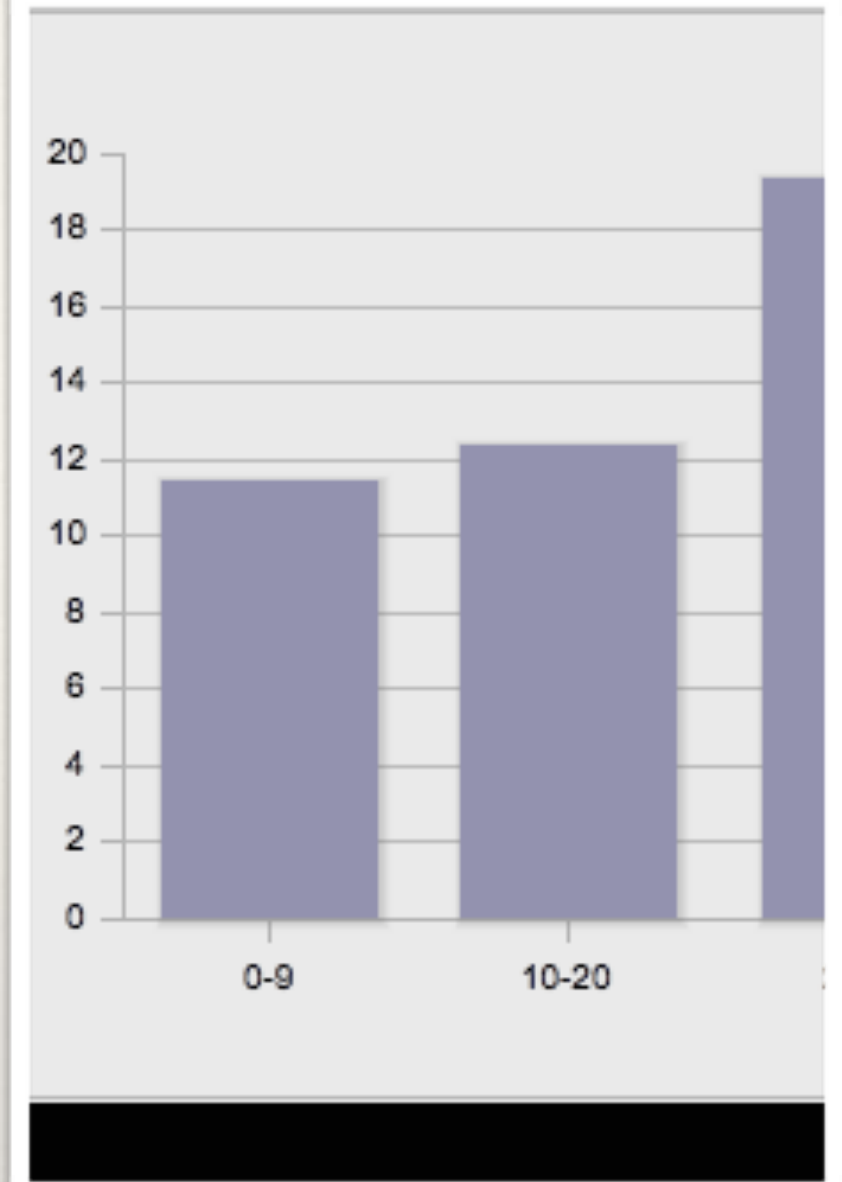
- ❖ The more partners you have...
 - ❖ the easier the workload is on your team
 - ❖ the more support you have if there are naysayers
- ❖ All ages
- ❖ Special interest groups
- ❖ Volunteer groups
- ❖ Include city departments



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?

Placemaking is...



Example: Plano Parklet



Example: Arlington Dog Park & Plans



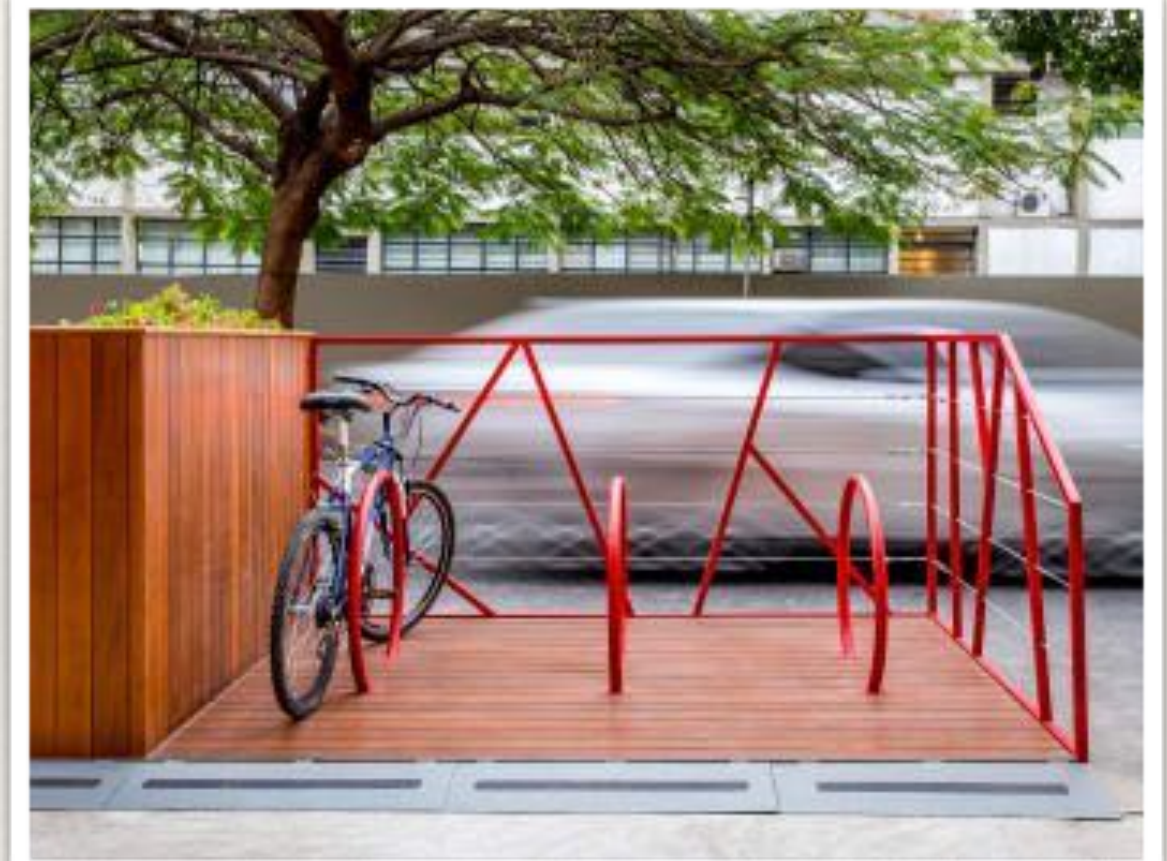
Example: Kemp Piazza



Example: 100 Parkhouse



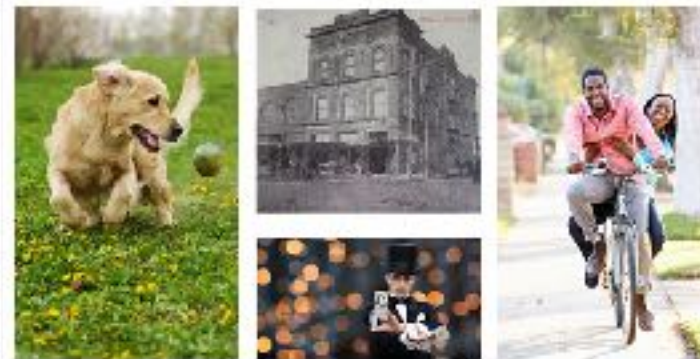
Example: Bishop Arts Bicycle Parking



Example: Corsicana



Marketing



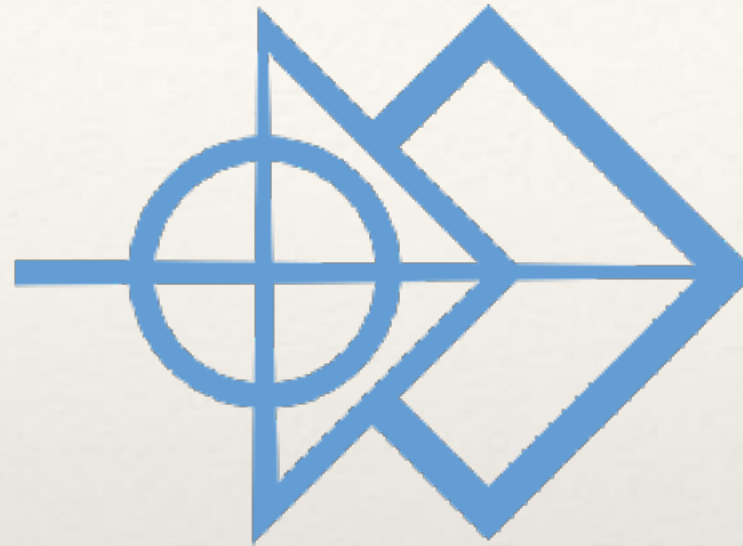
Creative Marketing: Property Tour







Make amazing communities!



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