

# Placemaking in Action

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Project  
for Public  
Spaces

**Community Powered Public Spaces**

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Richmond Urban Design  
Committee

## What is Placemaking?

Placemaking is a collaborative  
visioning process that results in  
public spaces that serve their  
communities better through  
programming, design, and  
stewardship.



















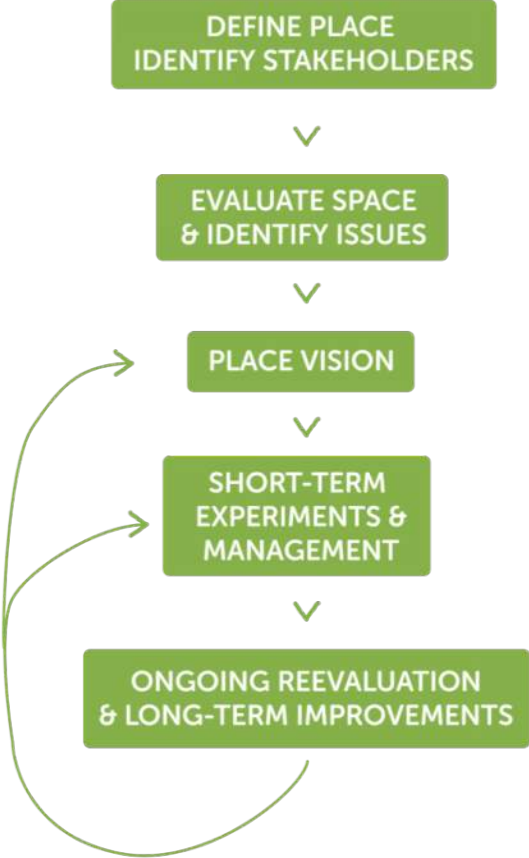
“Space is a realm without meaning, as a fact of life, producing the basic coordinates of human life.

When humans invest meaning in a portion of space and then become attached to it in some way, it becomes **PLACE.**”

- Yi-Fu Tuan, *Space and Place*, 1977



# Placemaking Process



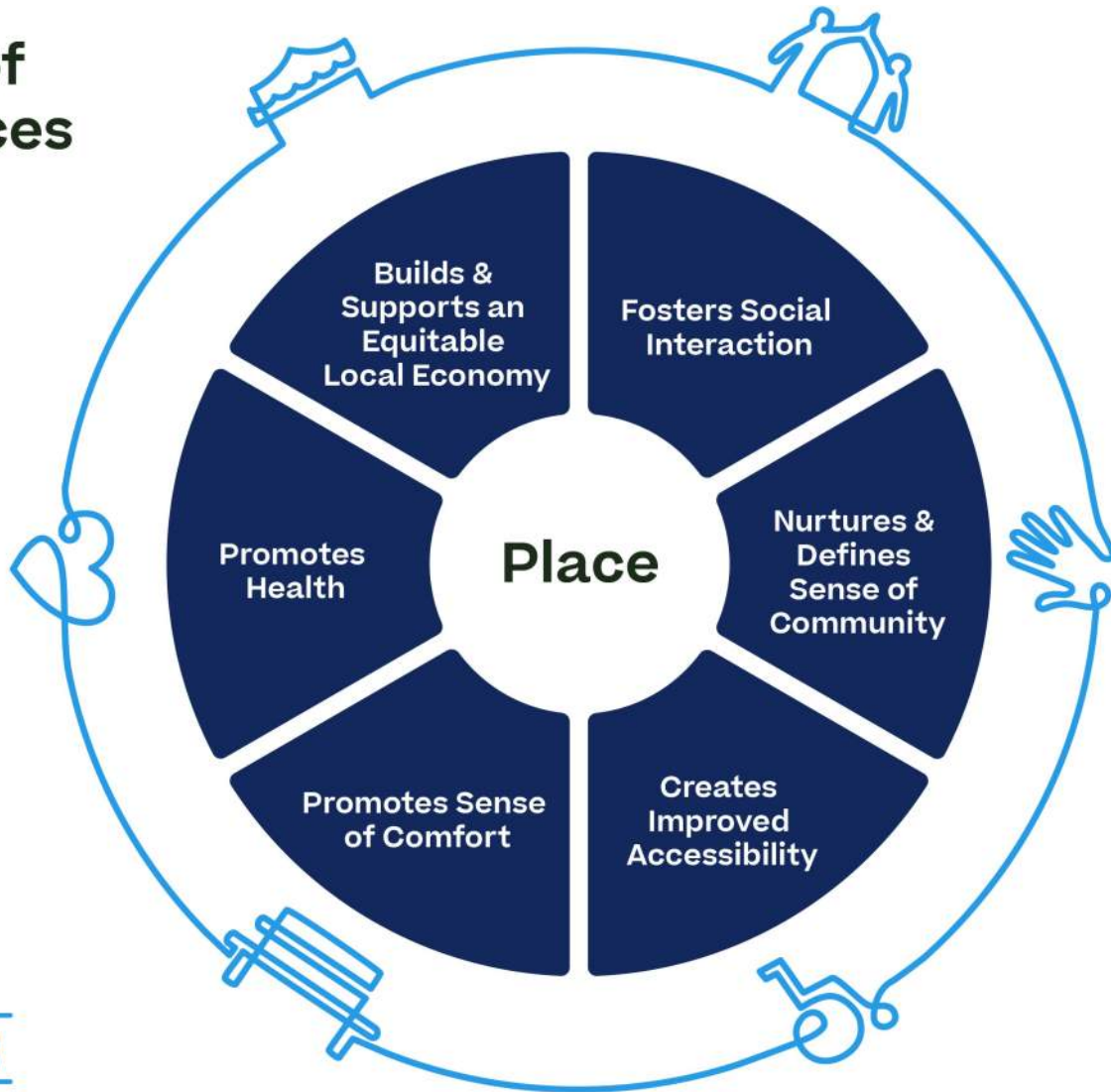
Project  
for Public  
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# Who Are the Stakeholders?

- Local governments
- Residents
- Marginalized groups
- Youth!
- Students!
- Elderly people!
- Anchor institutions
- Researchers
- Real estate developers
- Local businesses + entrepreneurs
- Property owners
- Design + planning professionals
- Philanthropy orgs
- Community organizations
- People of all abilities, housing situations, races, ages, education levels, and socioeconomic statuses within your community

# Benefits of Great Places



Project  
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Spaces





On site observation

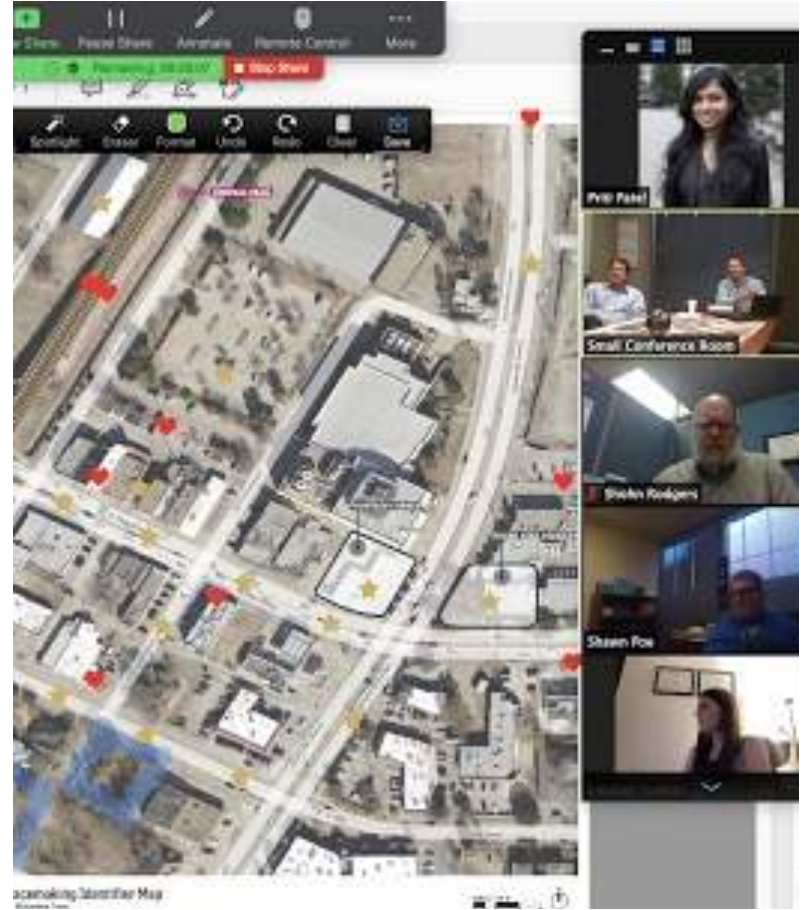


Broadway Corridor Workshop, PPS





Place Game

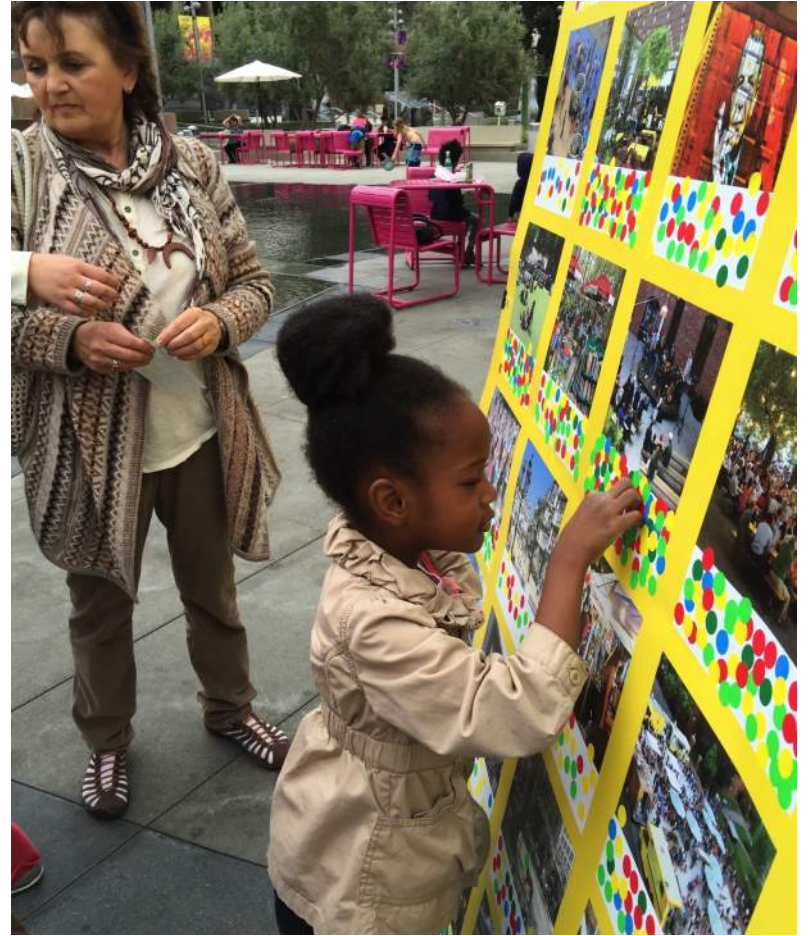


Virtual Asset Mapping Exercise





Near Southside, Ft Worth, TX



Pershing Square project, Los Angeles, CA



Astor Place, NYC







# Placemaking Implementation Principles

- Develop unique identity + image
- Create multiple attractions + destinations
- Connect places + edge uses; bring the inside out; get life on the street
- Build and program activities and amenities close together
- Be flexible with design
- Create seasonal strategies
- Experiment with activations + programming
- Build capacity + nurture partnerships
- Develop a management plan

# Ideas → Vision → Concepts



PLACEMAKING FOR WATERFRONT PRECINCT      REPORT 06/20/2018

PROJECT FOR PUBLIC SPACES  
WWW.PFS.ORG  
INFO@PFS.ORG

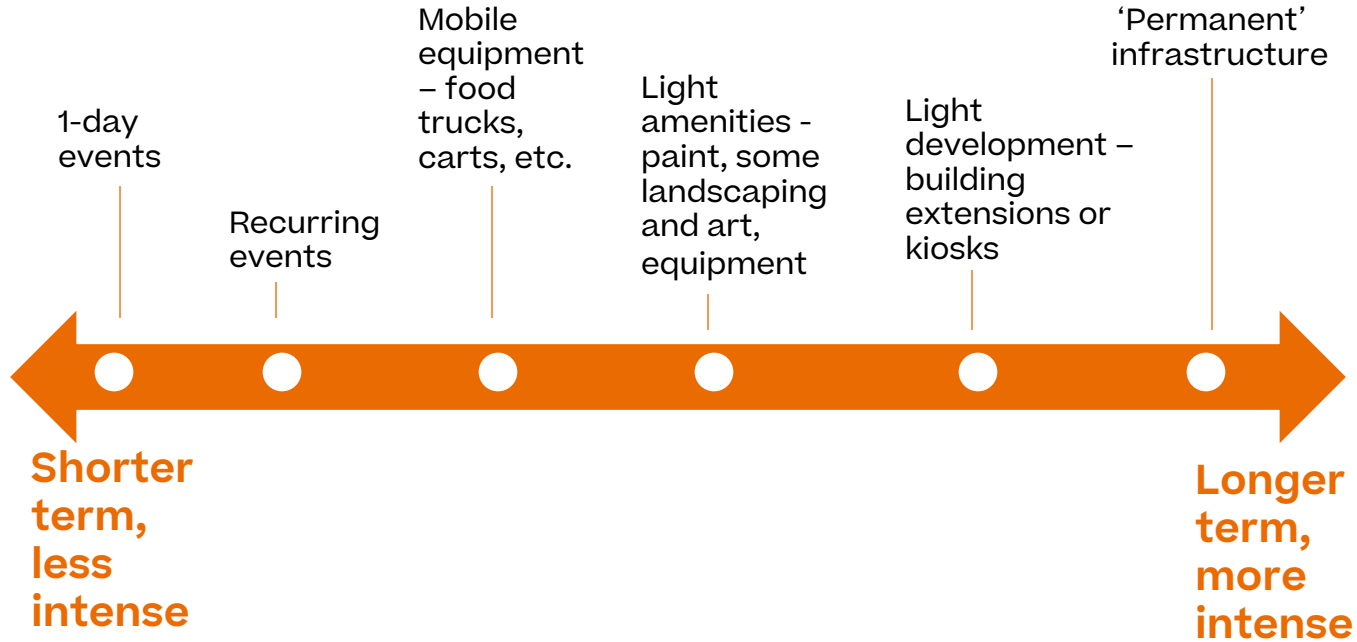
41 212 628 9663  
418 LAFAYETTE, 7TH FL.  
NEW YORK, NY 10018, USA











Lighter Quicker, Cheaper: From “Test” to “Invest”





Detroit, MI







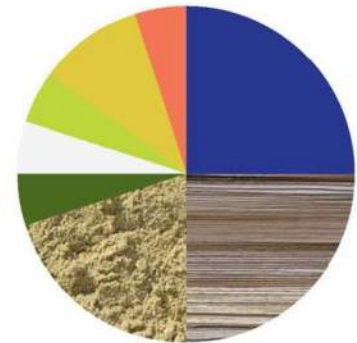
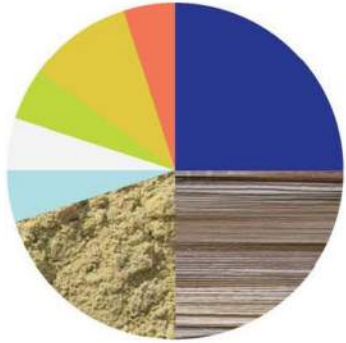
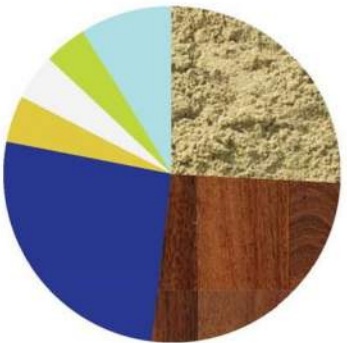








# Design considerations: Color Palette



# Amenities



Fermob Cafe' Bistro chairs and tables  
(least expensive alternate)

**Price:**  
 \$59 Chair  
 \$162 30" Table  
 Material: lacquered steel  
 Manufacturer: FermobUSA.com  
 Tom Tucker | Sales Manager  
 P| 678-267-2025 info@fermobusa.com



Fermob Cafe' Luxembourg tables and chairs

**Price:**  
 \$184/ Stacking chair  
 \$463 Table  
 Material: lacquered steel  
 Manufacturer: FermobUSA.com  
 Tom Tucker | Sales Manager  
 P| 678-267-2025 info@fermobusa.com



Chair: Koi-Booki Model#:4-370  
 Table: Ikon Table  
 Colors available: red, white and blue



Chair: Folding Air-Chair, Air chair  
 Table: Air Table  
 Colors available: green, orange and white



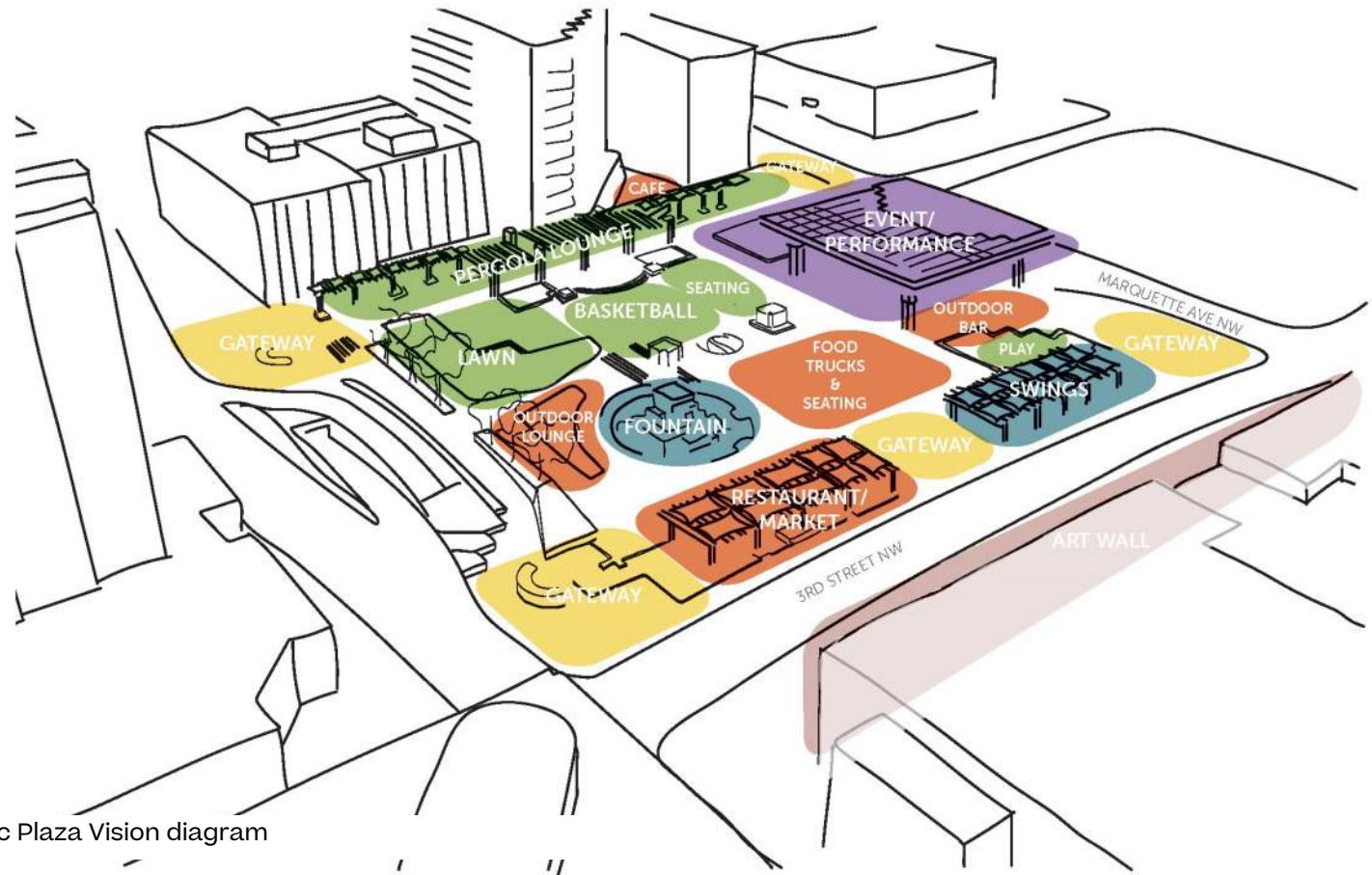
**Price:**  
 \$140/ Stacking chair  
 \$469 Table  
 Material: Plastic  
 Showroom & Mailing Address 214 Bowery  
 New York, NY 10012 -212-941-8700  
 Sales: sales@thechairfactory.com



**Price:**  
 \$160/ Folding chair  
 \$180/ Stacking chair  
 Table \$349  
 Material: Plastic  
 Manufacturer: PEDRALI  
 Design within reach



**Civic Plaza, Albuquerque, NM**



Civic Plaza Vision diagram









Photo credit: Travis Lewis





Photo credit: Travis Lewis





Photo credit: Travis Lewis



**Travis Park, San Antonio, TX**



Travis Park, 2013





Travis Park, 2014













Travis Park, 2019













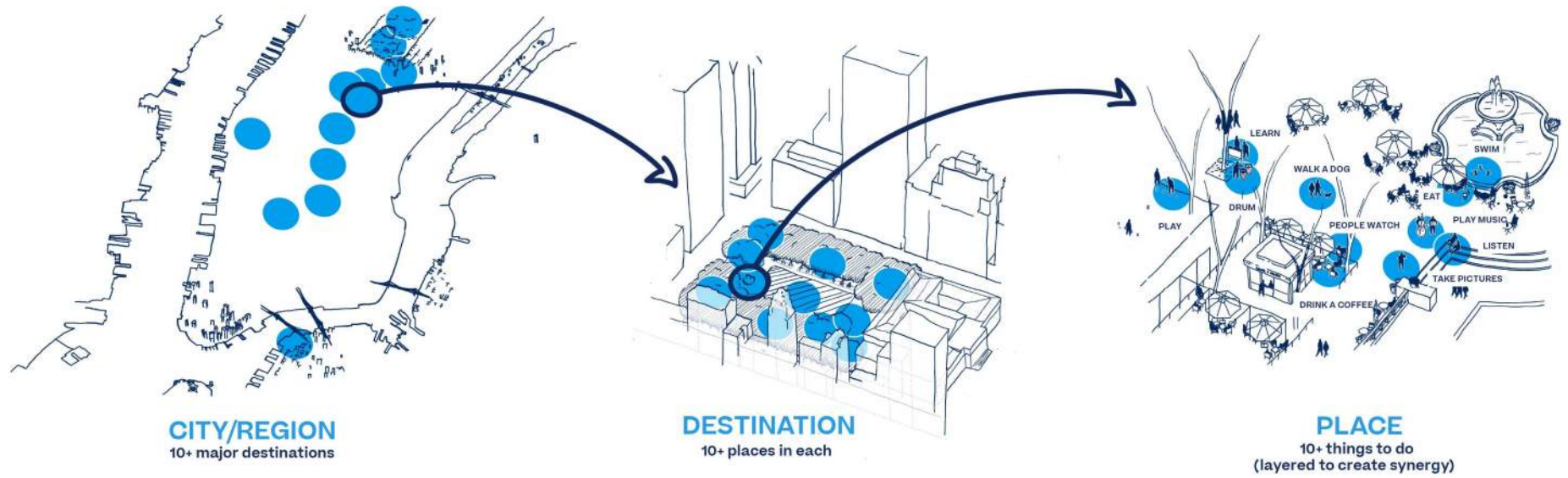




skylinedronetx



# Power of 10+: How cities transform through placemaking



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WATCH THE FOUNTAINS

PERFORM IN A SHOW

BUY A SNACK

CATCH A SHOW

FIND SOME SHADE

PLAY IN THE SAND

DANCE

LOUNGE IN THE SUN

MEET A FRIEND

HAVE A DRINK