

PLACEMAKING:

“Turning everything upside down to get it right side up.” – Fred Kent PPS

WHAT?

PLACEMAKING

An effort to bring people and activities together in common healthy places to strengthen the community.



WHAT?

PLACEMAKING

PLACEMAKING:

As city employees, we are **ALL** place-makers.



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As city employees, we are **ALL** place-makers.



Streets
Public Health
DPCED
Civil Rights
City Attorney
Assessor
Parks
Finance
Clerks Office
Traffic Engineering
Metro
Overture
Parking Utility
Treasurer
Fire
Police
Engineering
IT
Human Resources
Monona Terrace
Water Utility
Library
City Channel
Fleet Services
Mayor
Council

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WHAT?

PLACEMAKING



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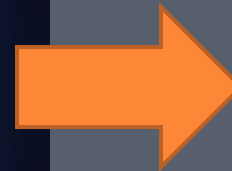
openness



aesthetics



social offerings



PLACEMAKING

WHAT?

PLACEMAKING

PLACEMAKING:

What it is!

Community-driven
Function before form
Adaptable
Visionary
Culturally Aware
Multi-disciplinary
Context sensitive
Collaborative
Sociable
Inspiring

What it isn't!

Reactive
Imposed from above
Design-driven
Monolithic development
One-sized-fits-all
Discipline-driven
Privatized
Static
Dependant on regulatory controls

WHAT?

PLACEMAKING

PLACEMAKING can be:



WHAT?

PLACEMAKING

PLACEMAKING PRINCIPLES

“The City should be the
host, not the life of the
party!”

HOW?

PLACEMAKING

Power of Ten!

A City needs 10+ MAJOR DESTINATIONS



A Destination needs 10+ PLACES



Each place needs 10+ THINGS TO DO

HOW?

PLACEMAKING

Power of Ten!



HOW?

PLACEMAKING

Power of Ten!

1. Have a beer with friends
2. Wave at boats
3. Eat an ice cream cone
4. Play cards
5. Stroll along the shore
6. People-watch
7. Find shapes in the clouds
8. Listen to a band
9. Splash in the water
10. Get some sun



HOW?

PLACEMAKING

Power of Ten!



HOW?

PLACEMAKING

Power of Ten!

1. Read a book
2. Feed the squirrels
3. Eat an ice cream cone
4. Bird watch
5. Meditate
6. Take a woodsy stroll
7. Paint
8. Find shapes in the clouds
9. Play with your dog
10. Get some sun



HOW?

PLACEMAKING

PLACEMAKING
PRINCIPLES

Lighter, Quicker, Cheaper!

Idea emerges from community



Facilitate experiments



If it works, consider a larger investment

HOW?

PLACEMAKING

Lighter, Quicker, Cheaper!

1. Bike boulevards
2. Central Park
3. Fete de Marquette
4. State Street Pedestrian Mall
5. Contra flow bike lanes
6. Neighborhood gardens
7. Rain gardens
8. Traffic calming
9. Blink Art
10. Ride the Drive



HOW?

PLACEMAKING

Lighter, Quicker, Cheaper!

State Street Mall 1970's

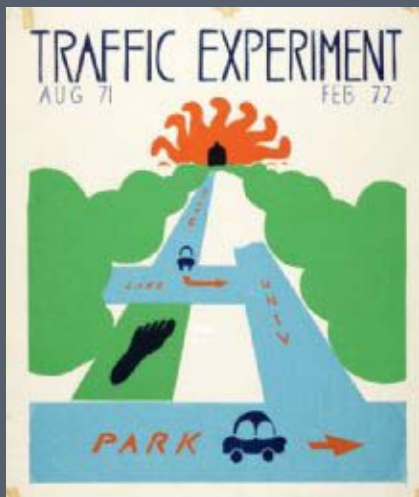


HOW?

PLACEMAKING

Lighter, Quicker, Cheaper!

Experimentation... State Street Mall 1970's



HOW?

PLACEMAKING

Lighter, Quicker, Cheaper!

State Street Mall Today



HOW?

PLACEMAKING

Lighter, Quicker, Cheaper!

New York City: Times Square Experiment



HOW?

PLACEMAKING

Lighter, Quicker, Cheaper!

An Experiment... led to a permanent solution



HOW?

PLACEMAKING

It starts with someone's idea...



HOW?

PLACEMAKING

Licenses
Security
Amplified
Permits
closure
Risk
Approvals
management
Insurance
Traffic
redirection
V
Safety
Zoning
Street
Commission
Permission
Fees
Grants
Vending
Music

HOW?

PLACEMAKING

We can help unscramble the process!



HOW?

PLACEMAKING

B-cycle “Can-do-team”



Parks Division assembled an interdisciplinary team

- The team determined the best locations for success
- City Attorney: re-wrote ordinances
- Traffic Engineering: prepared drawings
- Engineering & Real Estate/Planning: expedited applications/permits

HOW?

PLACEMAKING

The City could put together a
“Can-do” Placemaking Team!

HOW?

PLACEMAKING

The City could put together a “Can-do” Placemaking Team!

- Neighborhood Resource Teams as a Model?
- Placemaking Website Portal?
- Funding strategies
- Providing technical assistance to neighborhoods
- Finding ways to say yes...
Especially to temporary experiments

HOW?

PLACEMAKING



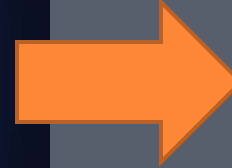
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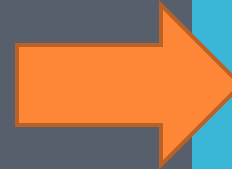


social offerings



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WHY?

PLACEMAKING



MADISON



Photo:
Craig Wilson



WHY?

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