



“PLACEMAKING is how People

are more Collectively and Intentionally

Shaping our World and our Future on this Planet”

-PROJECT FOR PUBLIC SPACES

What is Placemaking...

- Placemaking is “place-based” economic development
- Placemaking is focused on a community’s vision
- Placemaking is workforce development
- Placemaking is heritage preservation
- Placemaking is environmental conservation
- Placemaking is sustainability

Placemaking is QUALITY OF LIFE!





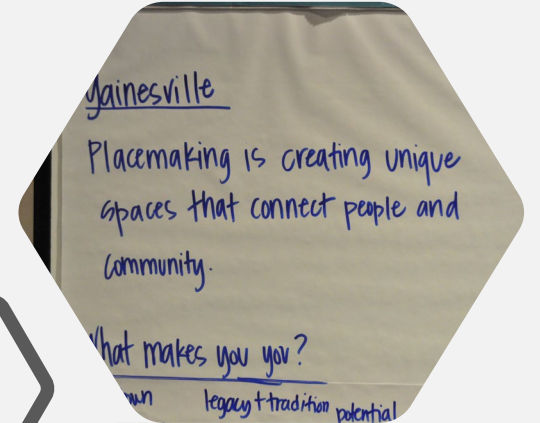
PILOT PROGRAM

Modeled after GICH

- 2 annual retreats

2018 Participating Cities

- Bainbridge
- Gainesville
- Greensboro



Year 1: Education,
Visioning, and
Planning

Year 2: Project
Development,
Funding, and
Implementation

THE GEORGIA
PLACEMAKING
COLLABORATIVE
APPROACH

Year 3: Tracking and
Mentoring

Beyond:
Alumni



PILOT RETREAT – Fall 2018



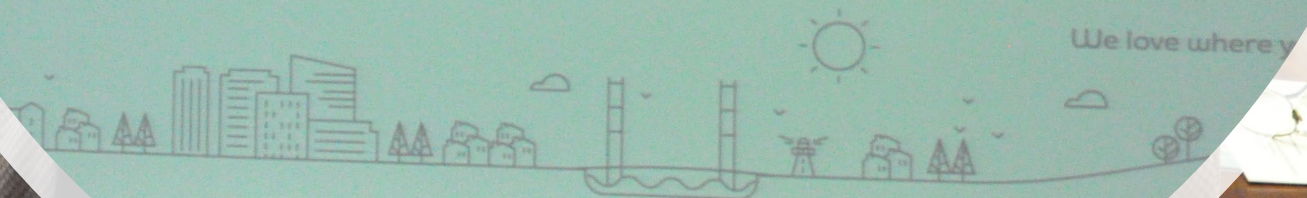
- Athens, Georgia August 29-30, 2018
- Introduction to Placemaking
- Educational Sessions
- Design Thinking Session
- Team Facilitation



Placemaking in Michigan

Georgia Placemaking Collaborative
Athens, GA
August 29, 2018

Dan Gilmartin, CEO & Executive Director
Michigan Municipal League



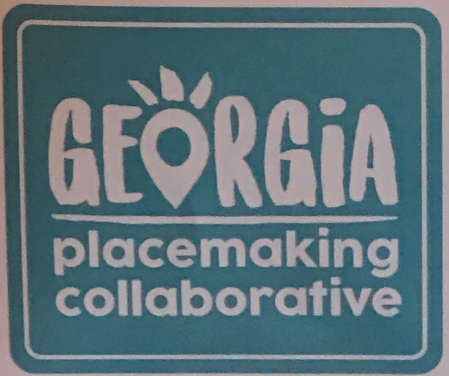


PILOT RETREAT - Spring 2019



- LaGrange, GA April 9-10, 2019
- Introduced Pilot Cities to the Five Steps of Placemaking
- Facilitated Visioning Session
- Facilitated Action Plan Session





Retreat



EXIT



PROGRAM STATUS

- Official Launch - Fall 2019 Retreat
August 14-15 - LaGrange, Georgia
- Three New Participating Communities:
Albany, Canton & Millen
- New Partners and Facilitators
- Explore Project Implementation Funding Opportunities
- Continue to Market and Grow the Program
- Track the Program



PLACEMAKING OBJECTIVES

PROCESS:

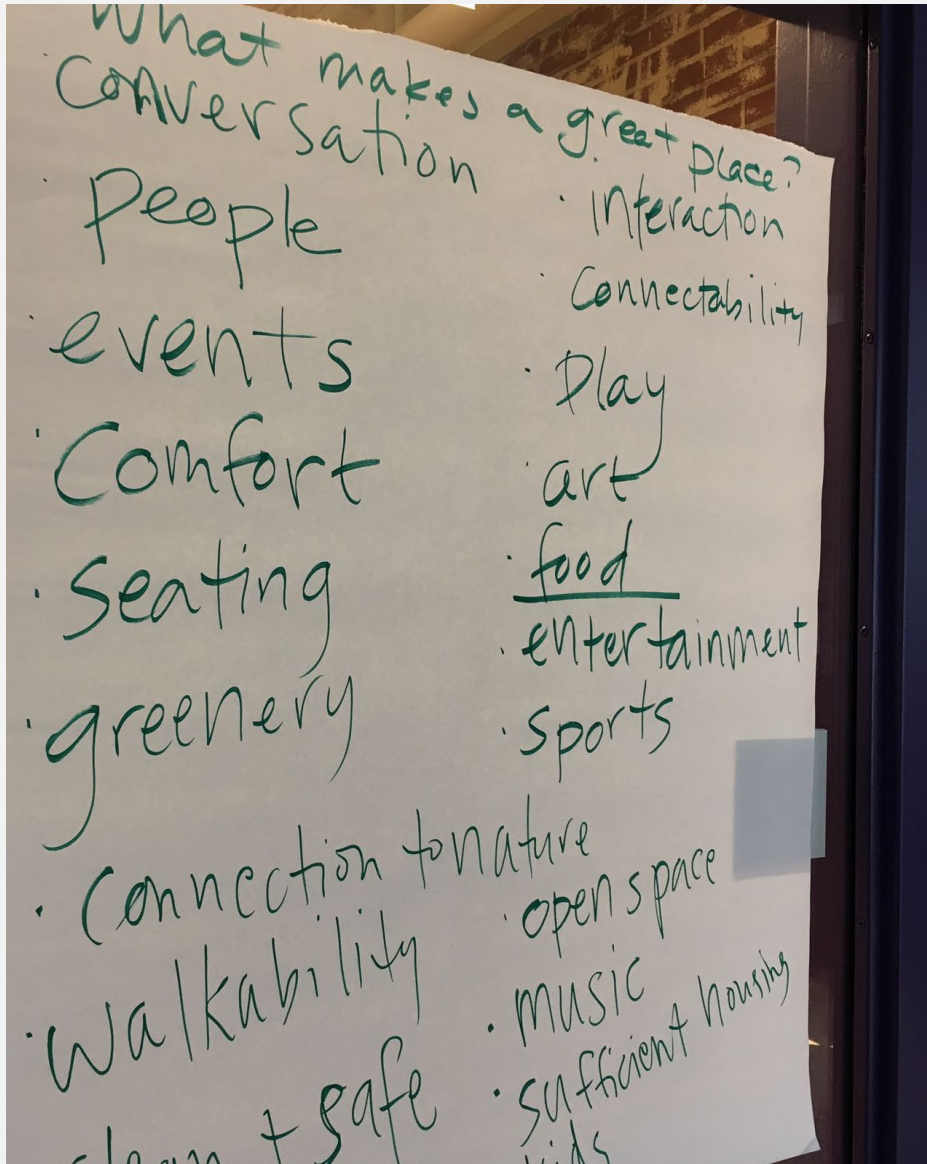
Discovering what a community wants

PRODUCT:

Creating actions for achieving what a community wants



WHAT MAKES A GREAT PLACE?



- People
- Events
- Seating
- Food
- Music
- Conversation
- Clean & Safe



Sociability

Uses &
Activities

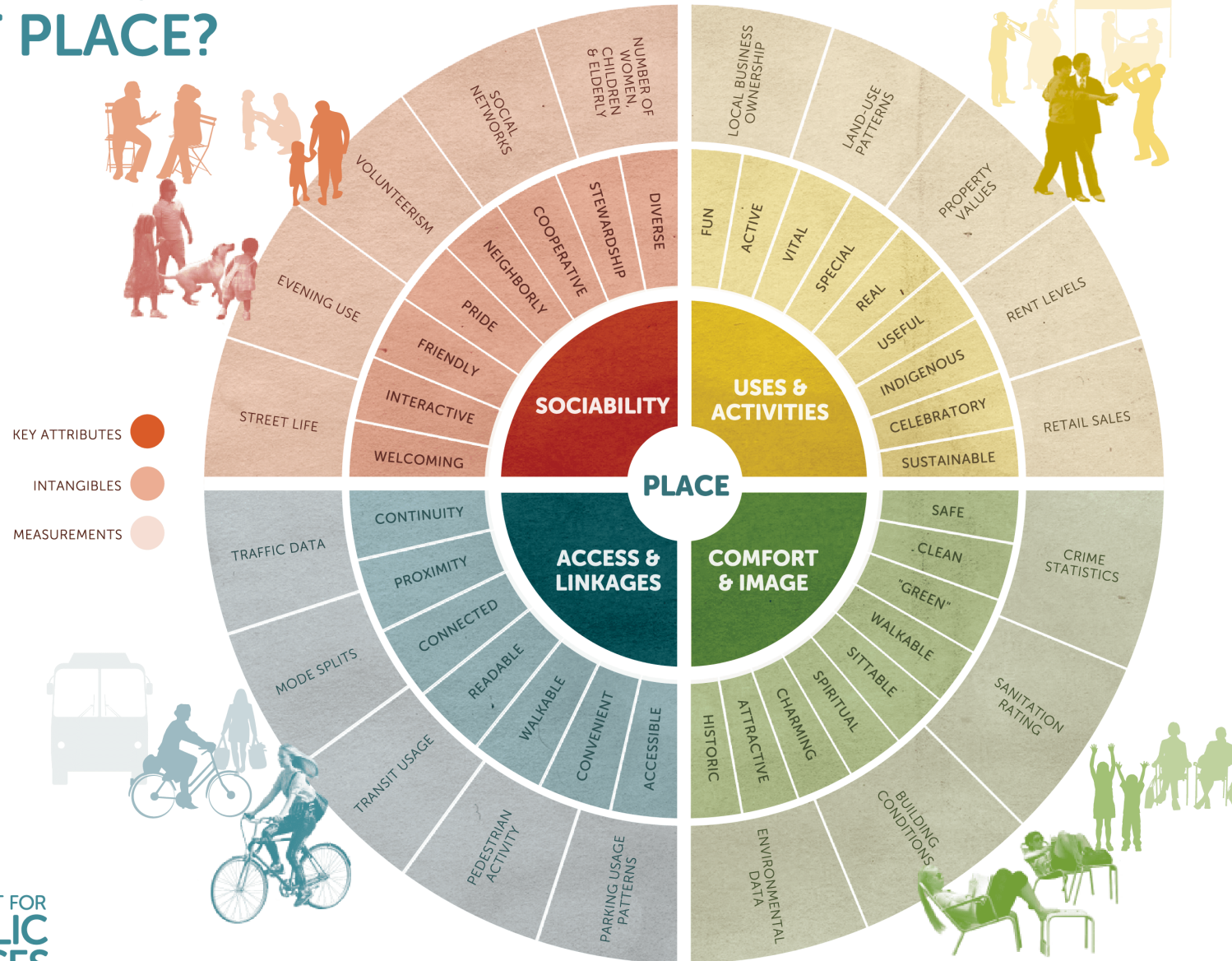
WHAT MAKES
A GREAT
PLACE?

Access &
Linkages

Comfort &
Image



WHAT MAKES A GREAT PLACE?



ACCESS & LINKAGES



- Accessible
- Convenient
- Walkable
- Readable
- Connected
- Proximity
- Continuity



COMFORT & IMAGE



- Safe
- Clean
- Green
- Walkable
- Sittable
- Spiritual
- Charming
- Attractive
- Historic



SHARED PLACEMAKING EXPERIENCES

- Main Street Revitalization
- Events & Festivals
- Parklets
- Alley Revitalization
- Vacant Storefronts
- Vacant Lots



SHARED PLACEMAKING EXPERIENCES

- MAIN STREET REVITALIZATION



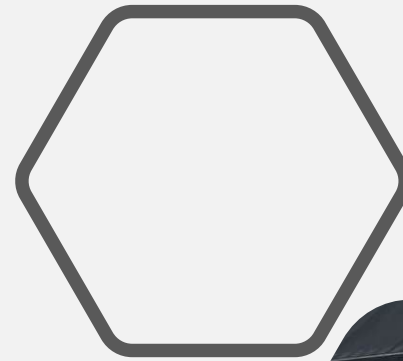
SHARED PLACEMAKING EXPERIENCES

- EVENTS & FESTIVALS



SHARED PLACEMAKING EXPERIENCES

- PARKLETS

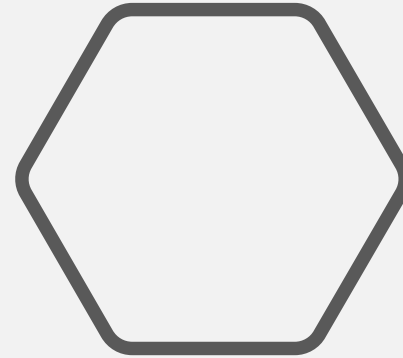


SHARED PLACEMAKING EXPERIENCES

- ALLEYWAY REVITALIZATION



SHARED PLACEMAKING EXPERIENCES



- VACANT STOREFRONTS



SHARED PLACEMAKING EXPERIENCES

- VACANT LOTS



Complete an
Asset Inventory

Involve Public
Sector

HOW TO
DISCOVER WHAT
A COMMUNITY
WANTS?

Involve Private
Sector

Engage Citizens
in the process



ASSET INVENTORY

- Natural Assets
- Tourism Assets
- Physical Assets
- Economic Assets
- Local Associations
- Local Institutions
- Local Stakeholders



Choose a Space
& Identify Issues

Create a Vision
for the Space

HOW TO CREATE
ACTIONS FOR
WHAT A
COMMUNITY
WANTS?

Conduct Short-
Term Initiatives

Evaluate
Progress



PLACEMAKING APPROACHES





- Standard Placemaking
- Strategic Placemaking
- Creative Placemaking
- Tactical Placemaking





GEORGIA

placemaking
collaborative

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