

Placemaking in Rural Communities



Project
for Public
Spaces

For the National Association of Chronic
Disease Directors

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Co-Executive Director

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New York, NY, USA

Project for Public Spaces

Made by all. Used by all.

Our Mission

Great public spaces strengthen communities.



We bring public spaces to life by planning and designing them with the people who use them every day. Our knowledge, skills, and strategies equip people to fuel lasting change. Together, we create community-powered public spaces around the world.

Our Programs

Placemaking



m a r k e t
c i t i e s

Where We Have Worked

3,500+ communities
in over 50 countries
and all 50 U.S. states
since 1975

Projects & Training



Flint Farmers' Market, Flint, MI, USA (2008)



Tuttle Rural Innovation Center (TRIC) Ribbon Cutting, Tuttle, ND, USA (2018)



Our Approach

“Placemaking is the way all of us as human beings transform the places in which we find ourselves into places in which we live.”

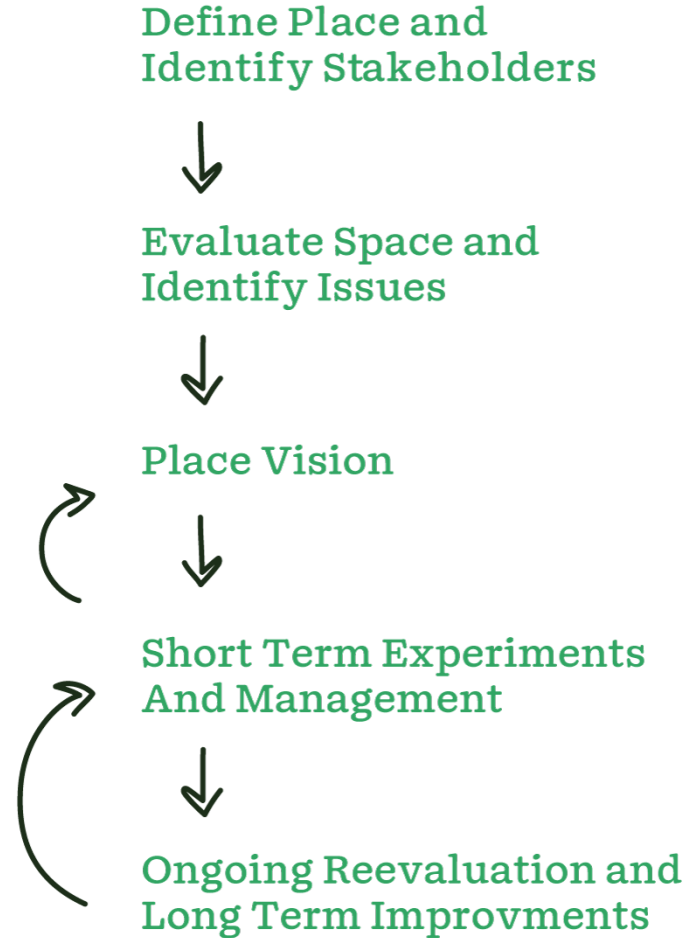
- Lynda H. Schneekloth & Robert G. Shibley, *Placemaking: The Art of Building Communities*, 1995

What Is Placemaking at Project for Public Spaces?

Placemaking is a  community-based
process of visioning, experimentation,
 and care to change  the way people
use and experience a public space.



Placemaking Approach



Define Place & Identify Stakeholders

- Gather baseline data
- Brainstorm who needs to be at the table (geography, interest, jurisdiction)
- Question who isn't at the table and why
- Survey existing conditions



A stakeholder meeting in Ramla, Israel

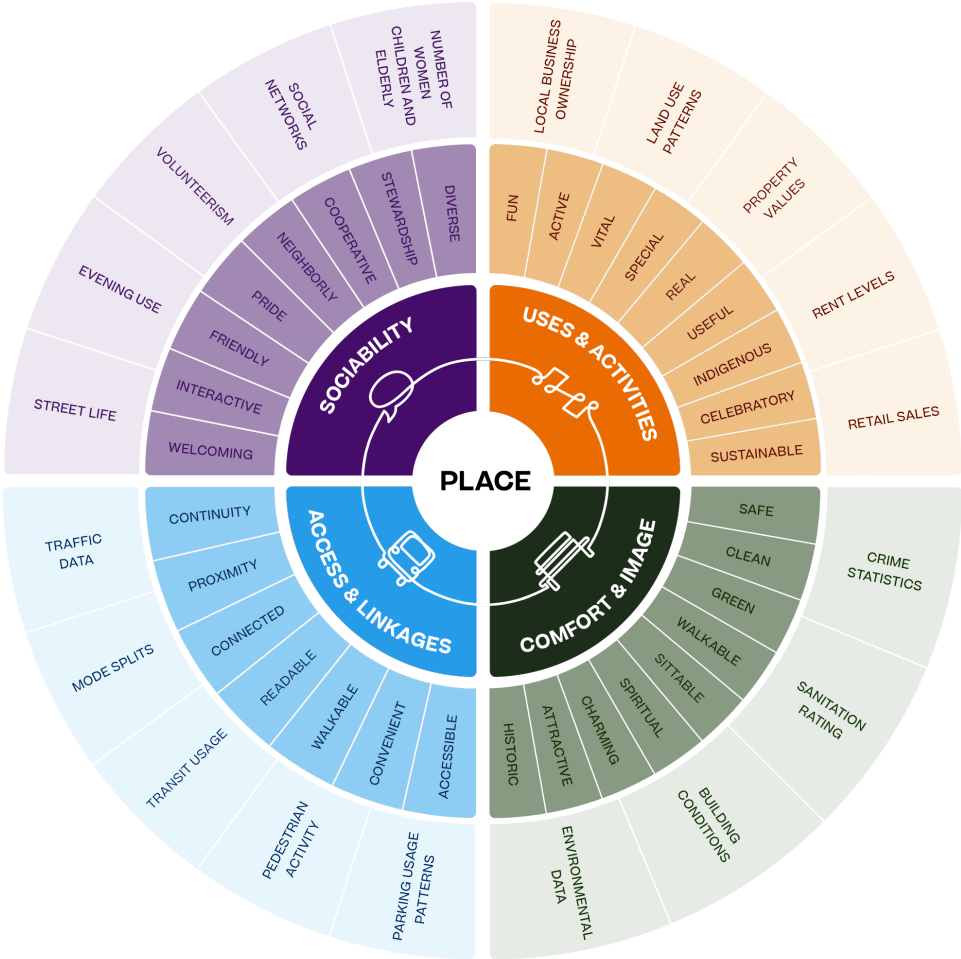
Evaluate Space & Identify Issues

- Host a placemaking workshop
- Conduct supplemental interviews and focus groups
- Collect online and on-site surveys



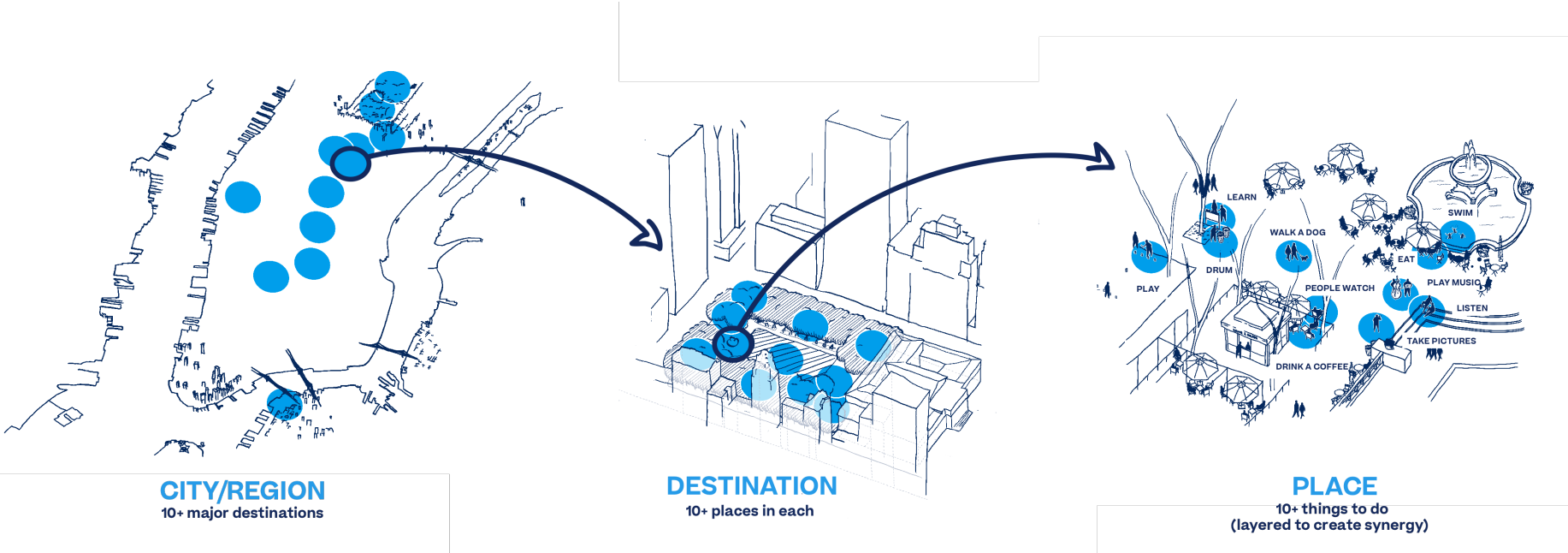
A participant at our placemaking workshop reports back on her small group's recommendations.

What Makes a Great Place?



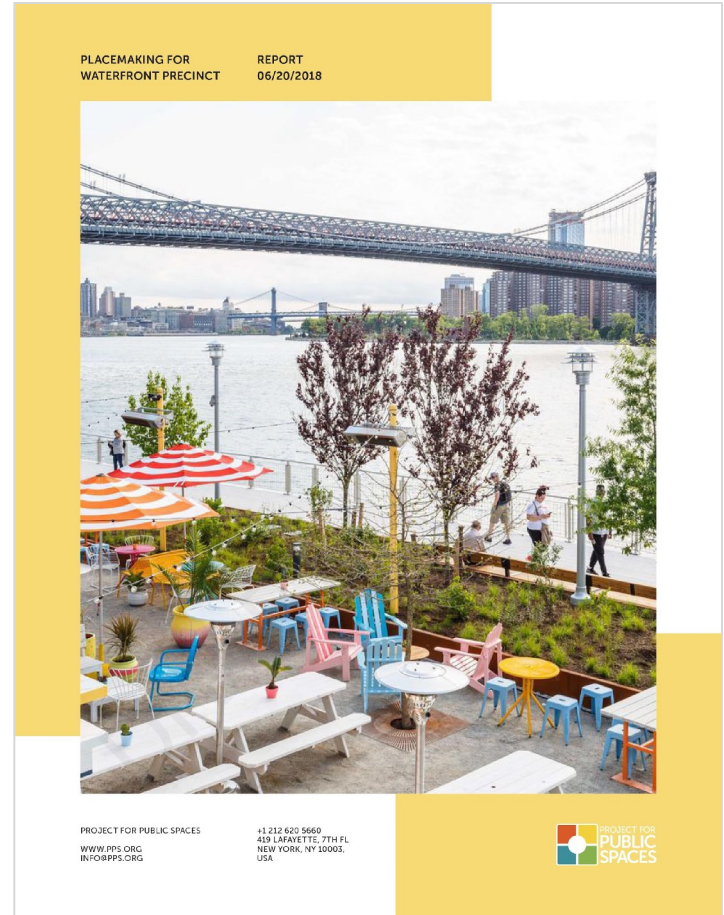
Power of 10+

How Cities Transform Through Placemaking



Place Vision

- Summary of issues and opportunities
- Summary of stakeholder and community engagement
- Program recommendations
- Concept design
- Master plan (if applicable)
- Precedent research
- Design guidelines
- Project phasing
- Management plan



Short-Term Experiments & Management



Lighter, Quicker, Cheaper: Programs | Watching the game on a jury-rigged TV at Congress Square Park in Portland, ME, USA.



CASE STUDY

Citizens' Institute on Rural Design (CIRD)

USA (2011 - 2019)

Capacity Building for 19 small communities

Limon, CO

Live Oak, FL

Thomasville, GA

Salmon, ID

Appalachian Eastern
Kentucky, KY

Isle de Jean Charles, LA

Greenville, MS

Houston, MS

Oregon County, MO

Red Lodge, MT

Lancaster County, NE

Valentine, NE

Franklin, NH

Las Vegas, NM

Lima, NY

Tuttle, ND

Seguin, TX

Chimacum, WA

Akwesasne Mohawk Territory



Lancaster County, Nebraska



A playful workshop in Live Oak, Florida



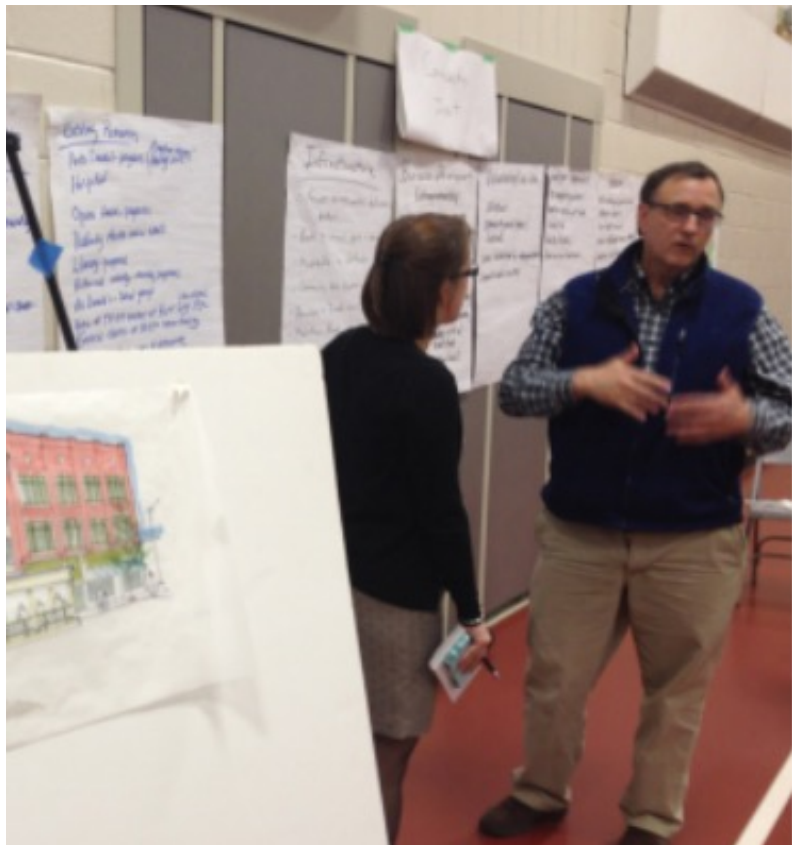
Franklin for a Lifetime campaign in Franklin, New Hampshire



Franklin Voices in Franklin, New Hampshire

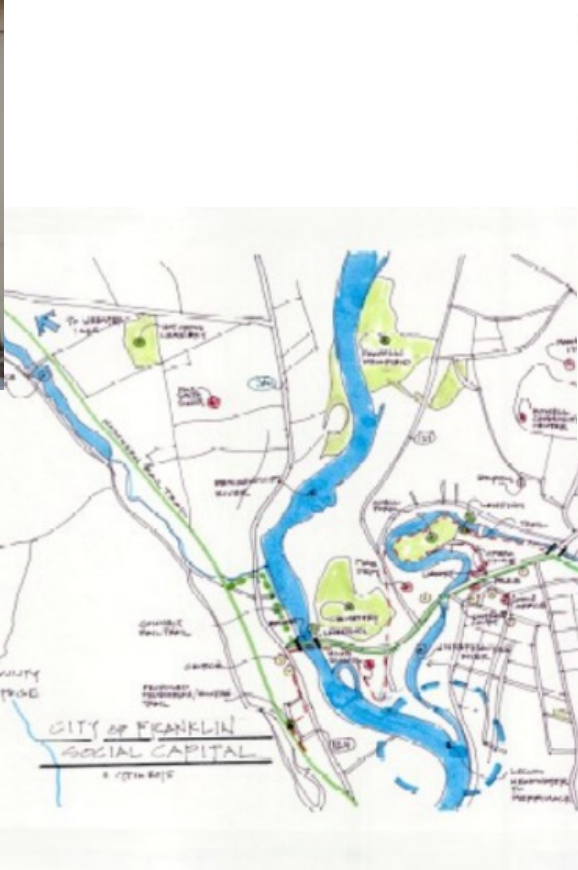


Franklin Voices in Franklin, New Hampshire



Community workshop in Franklin, New Hampshire







Project Outcomes in Franklin, New Hampshire





Riverbend Mill Development, Franklin, New Hampshire





Rendering of Mill City Park in Franklin, New Hampshire



Completed Mill City Park in Franklin, New Hampshire (2022)

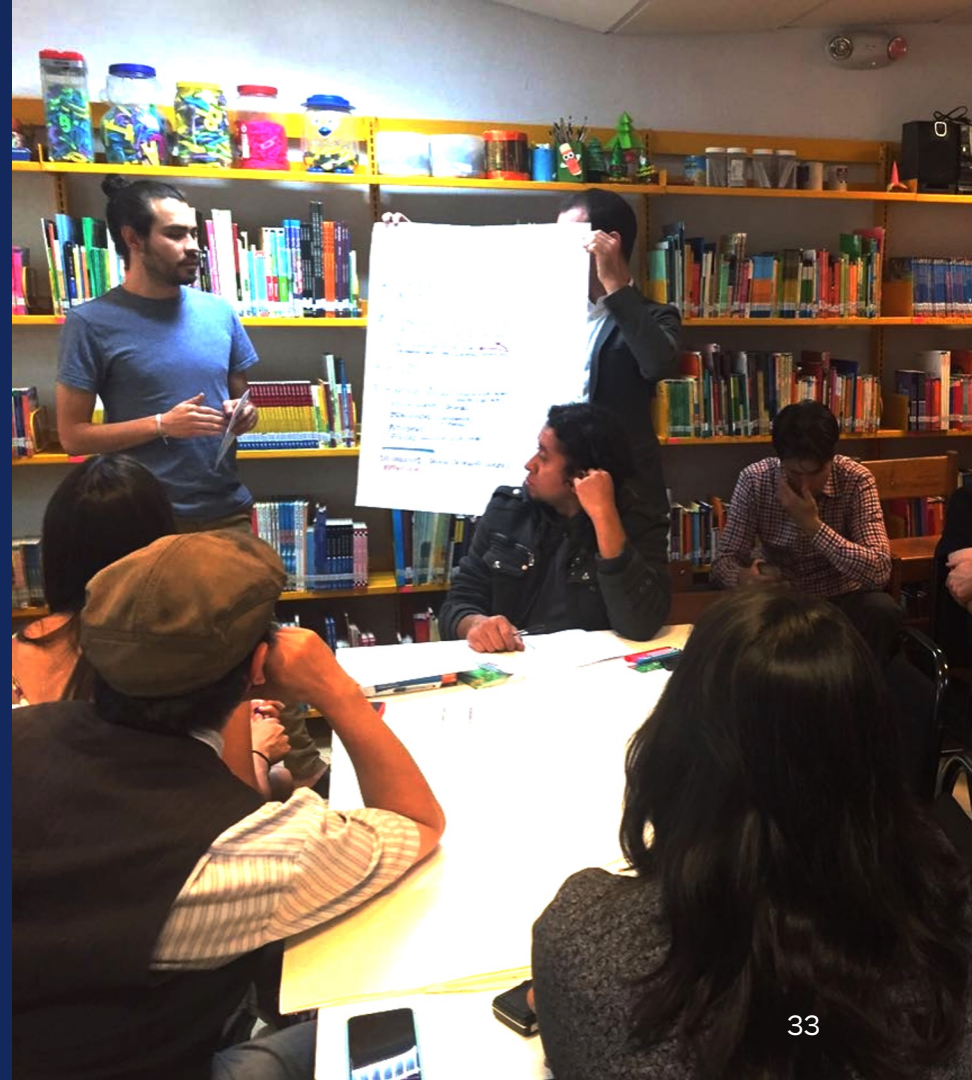
“The energy and collaboration created by Franklin for a Lifetime continues to empower its citizens and government to work together towards a vision of their community that will meet its challenges.”

– **Sharon Cowen**, University of New Hampshire Cooperative Extension



Lessons for Rural Placemaking

1.
Plan to have the
right resource
team members at
the table.



2.

Get creative with
community
engagement.



3. Embrace local assets, talent, and culture.



4.

Pool funding
from a variety of
sources.



5.
Dream big,
start small.



Upcoming Placemaking Events

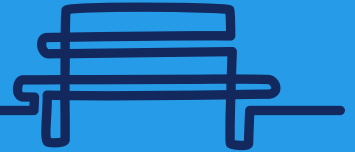
- Conference:
11th International Public Markets Conference, June 8-10, 2023
(Toronto, Ontario, Canada)
- Training (Save the Date):
Placemaking: Making it Happen,
Sep. 5–21, 2023 (Online)
- Training (Save the Date):
How to Create Successful Markets,
Oct. 24 – Nov. 9, 2023 (Online)

www.pps.org/events



Placemaking Week, Chattanooga, Tennessee, 2018

Thank you!



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