Project
for Public
Spaces
Made by all. Used by all.
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

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

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 and Identify Stakeholders

Evaluate Space and Identify Issues

Place Vision

Short Term Experiments And Management

Ongoing Reevaluation and Long Term Improvements
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
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

CITY/REGION
10+ major destinations

DESTINATION
10+ places in each

PLACE
10+ things to do (layered to create synergy)
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.
Ongoing Reevaluation & Long-Term Improvement

A Main Street design meeting in Valentine, NE, USA
CASE STUDY

Citizens’ Institute on Rural Design (CIRD)

USA (2011 - 2019)
## Capacity Building for 19 small communities

<table>
<thead>
<tr>
<th>Location</th>
<th>Location</th>
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<tbody>
<tr>
<td>Limon, CO</td>
<td>Red Lodge, MT</td>
</tr>
<tr>
<td>Live Oak, FL</td>
<td>Lancaster County, NE</td>
</tr>
<tr>
<td>Thomasville, GA</td>
<td>Valentine, NE</td>
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<tr>
<td>Salmon, ID</td>
<td>Franklin, NH</td>
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<tr>
<td>Appalachian Eastern Kentucky, KY</td>
<td>Las Vegas, NM</td>
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<td>Isle de Jean Charles, LA</td>
<td>Lima, NY</td>
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<tr>
<td>Greenville, MS</td>
<td>Tuttle, ND</td>
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<tr>
<td>Houston, MS</td>
<td>Seguin, TX</td>
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<tr>
<td>Oregon County, MO</td>
<td>Chimacum, WA</td>
</tr>
<tr>
<td></td>
<td>Akwesasne Mohawk Territory</td>
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</tbody>
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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
My favorite place in Franklin, N.H. is my home. It is located on 100 Beech St. It is special to me because I feel safe and I feel comfortable in Franklin, N.H. I am so happy to have my home.

Grade 2

Lila
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
Thank you!