IACED Placemaking – Public Spaces

November 16, 2016

Presented by:
Carmen Lethig, Placemaking Manager
What is Placemaking?
What is Placemaking?

This is “Anytown USA”.
This is what many of our places looks like today. Is it inviting?
What is Placemaking?

Think about the places you love. Why do you love them?

All pictures - Pensacola, Florida
• Image from https://sehdesign.wordpress.com/2012/02/15/downtown-central-park-valparaiso-indiana/
What is Placemaking?

- Placemaking creates quality places.
  - This is important because people now CHOOSE where they want to live and then find work.
  - Need to create places that will attract and keep people.
  - People = economic development

- What are attributes of quality places?
  - Strong emotional attachment (aka sense of place)
  - Good form = design of the built environment
    - Historic infrastructure and historic buildings
    - Traditional neighborhood design
    - Building size and placement + placement/number of public spaces
  - True community participation
  - Many things to do in one place

- How do we utilize placemaking to go from “Anytown USA” to the places where we choose to live, work and play?
What is Placemaking?

- Placemaking is a strategy for community development.

- Four types of Placemaking
  - Standard Placemaking
  - Strategic Placemaking
  - Creative Placemaking
  - Tactical Placemaking

- What type of placemaking used as an implementation strategy depends on where the community is today and where the community wants to go or be in the future.

- Utilize traditional urban planning techniques + community feedback loop + innovative placemaking strategies (such as new feedback mechanisms, tactical urbanism strategies, etc.)
Tactical Placemaking

Examples of Tactical Urbanism using “Lighter, Quicker, Cheaper” implementation techniques
What is Placemaking?

• If you are new to Placemaking, here are some resources to get your started!
  • Book - Tactical Urbanism: Short-term Action for Long-term Change by Mike Lydon, Anthony Garcia and Adres Duany
  • Book – Walkable City: How Downtown Can Save America, One Step at a Time by Jeff Speck
  • Images – be inspired by what others are doing!
    - Pinterest – follow Project for Public Spaces or search for specific project images
  • American Planning Association – Great Places in America
    - [https://www.planning.org/greatplaces/](https://www.planning.org/greatplaces/)
  • Placemaking in Michigan - [http://miplace.org/placemaking](http://miplace.org/placemaking)
  • Your peers – check out Placemaking Indiana to see what is happening in Indiana - [http://www.in.gov/myihcda/placemakingindiana.htm](http://www.in.gov/myihcda/placemakingindiana.htm)
Placemaking & IHCDA
Why does Placemaking matter?

• Improve competitiveness by attracting and retaining talent.

• Create a growing tax base and tax revenues to support needed urban services while improving return on investment for developers and funders.

• Create/restore high quality of life. Build upon existing infrastructure and structures with good form like historic buildings and street patterns.

• Provide a wider range of living, transportation, entertainment, recreation and related options that exist at present time.

• Empower citizens to engage civically through placemaking efforts.

• Ideally streamline development review and approval processes.

• Improve urban form.

Source: Placemaking Basics training, October 2016.
Why Placemaking at IHCDA?

• All the reasons mentioned on the previous slide are reasons IHCDA supports placemaking as a community development strategy.

• Many people now move to where the CHOOSE to live and find a job later.
  • Old Economy v. New Economy
  • Attract and retain talent
  • Competition.

• IHCDA’s vision of: “An Indiana with a sustainable quality of life for all Hoosiers in the community of their choice.”

• Increase opportunity for all Indiana residents.
Placemaking Indiana

• Resources on our website
  http://www.in.gov/myihcda/placemakingindiana.htm

• Blog
  https://placemakingindiana.wordpress.com/

• Social media – working on it

• Funding
CreatINg Places

• Partnership with Patronicity to help improve and/or create new public spaces around the great State of Indiana.

• A place-based crowdfunding grant program.

• Combines crowdfunding and matching IHCDA grant dollars to raise funds to implement creative placemaking projects.

• Eligible applicants: NFP and local governments

• Minimum request: $5,000 crowdfunding campaign + $5,000 IHCDA matching grant dollars when campaign goal is met = $10,000 total development costs

• Maximum request: $50,000 crowdfunding campaign + $50,000 IHCDA matching grant dollars when campaign goal is met = $100,000 total development costs
Creating Places

- Streetscape beautification & walkability
- Public plaza development/activation
- Access to public amenities (riverwalks, canoe livery, pier enhancements)
- Farmer’s markets, community kitchens, pop-up retail/incubator space (community or non-profit)
- Alley activation
- Park enhancements
- Bike & other non-motorized path and related infrastructure
- Bandshells & amphitheaters
- Community theater rehabilitation (community or non-profit)
- Public wi-fi in a place completely open to the public
- Place branding (wayfinding, place signage, etc.)
- Event implementation
- Other projects that activates public space or a community place, decided on a case-by-case basis
CreatINg Places

• You have a project idea, plans and most funding in place. Contact Patronicity to talk about idea or start an app on the CreatINg Places portal on IHCDA’s site.

• This project is gap funding. Must be ready to raise funds and implement.

• One year from receiving all funds to complete the project.

• Minimal reporting – a few pictures, a write up, maybe a blog post.

• Uses state funds, little paperwork, online application, no due dates, funds available on a rolling basis.

• Still hard work though!

• $1,000,000 until funds run out
CreatINg Places – Historic Projects

1550 Community Center
https://www.patronicity.com/project/1550_community_center
CreatINg Places – Historic Projects

1550 Community Center
https://www.patronicity.com/project/1550_community_center
Creating Places – Historic Projects

Ypsilanti Freighthouse
https://www.patronicity.com/project/ypsilanti_freighthouse
CreatINg Places – Historic Projects

Ypsilanti Freighthouse
https://www.patronicity.com/project/ypsilanti_freighthouse
CreatINg Places

• More information
  • Veronica Watson – Indiana Director of Operations at Patronicity
    veronica@patronicity.com or 847.942.0483
  • Carmen Lethig – IHCDA Placemaking Manager
    clethig@ihcda.in.gov or 317.234.6290

• On our website
  http://www.in.gov/myihcda/2602.htm

• To apply
  https://www.patronicity.com/creatingplaces