

# THE POWER OF PLACEMAKING

# Placemaking in Douglas



# Opening exercise:

*Think about a memorable experience you had in a community.*

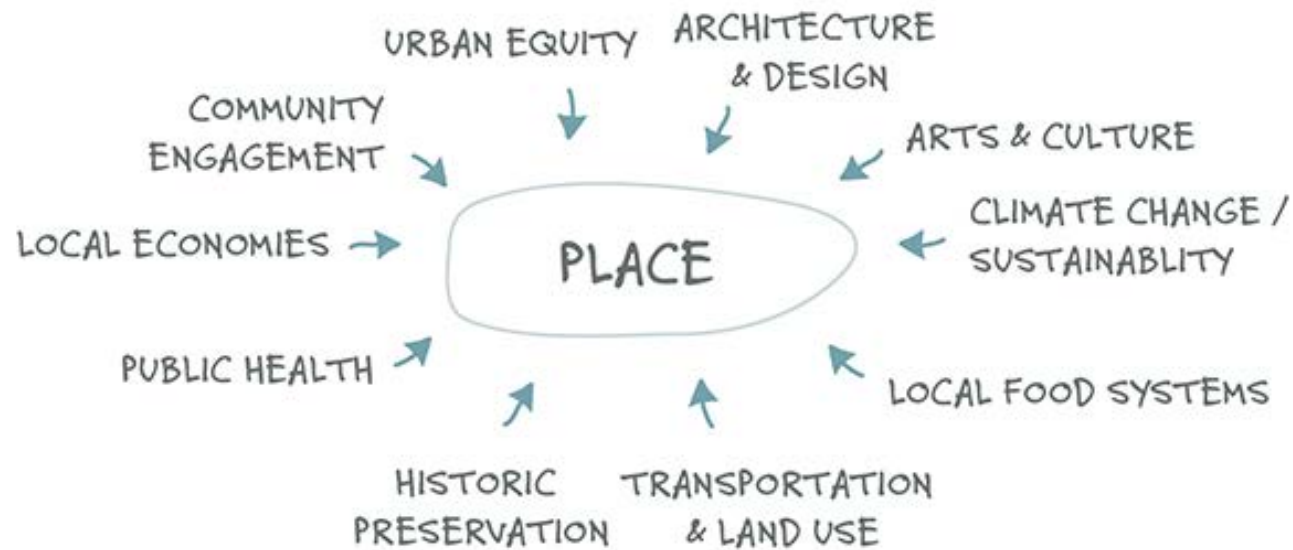
- Where were you at? (place)
- Why was it memorable?
- Who was part of the experience?
- What were you doing?
- What were the others doing?



# When you focus on place, you do everything differently.



## CONVERGENCE OF MOVEMENTS/DISCIPLINES AROUND **PLACE**



*What attracts people most it would appear,  
is other people. —William H. Whyte*







*Streets and roads comprise more than 80% of the public space of any town or city.*

*When you design your community around  
cars and traffic ...  
you get more cars and traffic.*





*When you design your community around  
people and places ...  
you get more people and places.*



# BENEFITS OF GREAT PLACES



# WHAT IS PLACEMAKING?

*Placemaking is the process of creating and defining a major destination.*

Our experiences and related consequences are based on the physical and social encounters that occur when we interact with our environment.



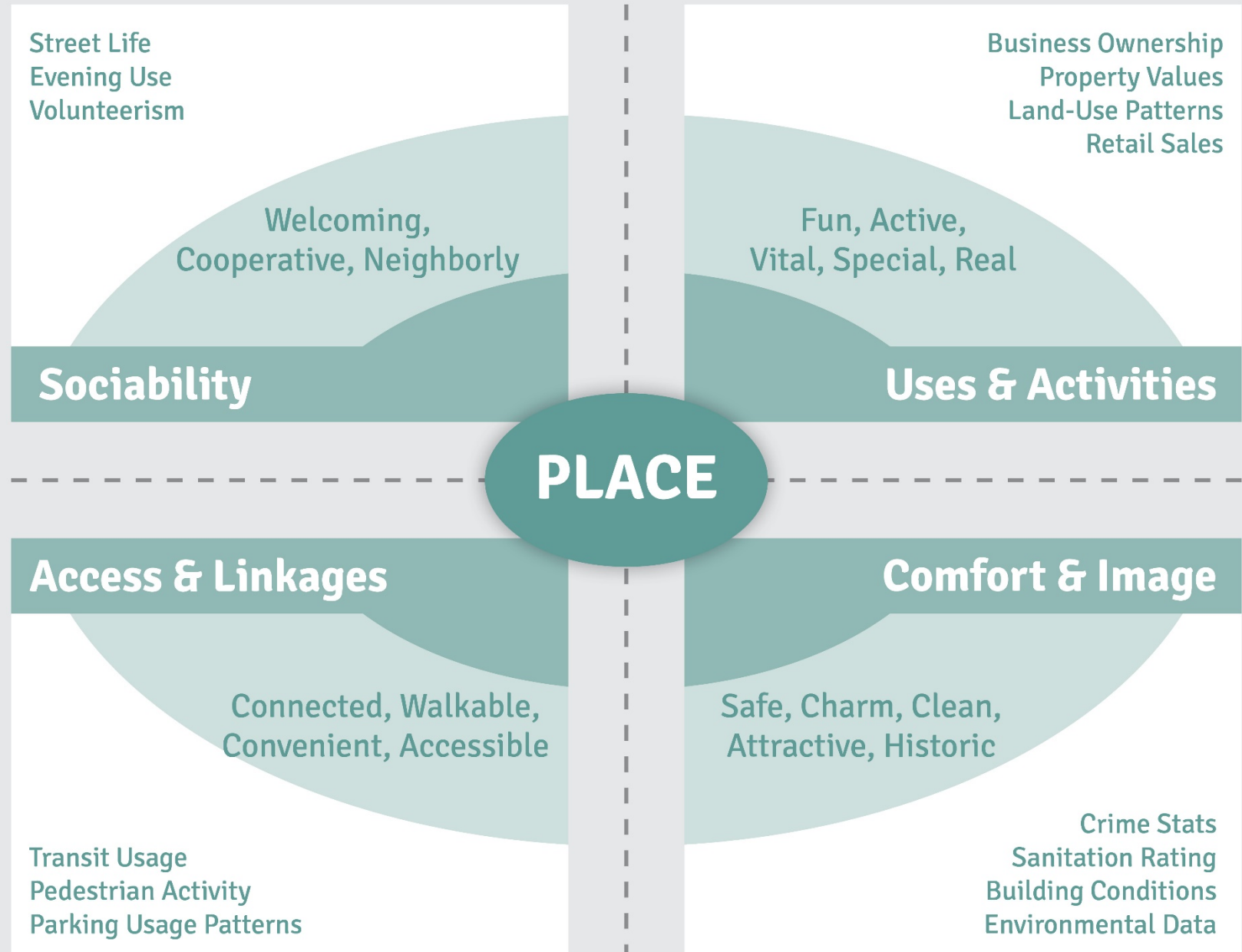
# WHAT IS PLACEMAKING?

- *Collectively reimagines and reinvents public space as the heart of every community.*
- *Capitalizes on a local community's assets, inspiration, and potential.*
- *Creation of quality public spaces that contribute to people's health, happiness, safety and well-being.*

# WHAT IS PLACEMAKING?

- *Lighter, quicker, cheaper*
- *Address common problems*
  - *Traffic-dominate streets*
  - *Little used parks*
  - *Isolated or underperforming development projects*
- *Common vision evolves quickly into an implementation strategy*
- *Benefits both the space and the people who use them*

# What Makes A Great Place?







# PLACE-LED / COMMUNITY-BASED PROCESS

## Stakeholder Roles

Advise/Suggest  
Bring Additional Resources  
Implement & Maintain

## Expert Roles

Inform  
Facilitate  
Design & Implement

DEFINE PLACE  
IDENTIFY STAKEHOLDERS



EVALUATE SPACE  
IDENTIFY ISSUES



PLACE VISION



SHORT-TERM  
EXPERIMENTS



ONGOING REEVALUATION  
& LONG-TERM IMPROVEMENTS



## Outcomes

Empowers Communities  
Attracts Partners, Money &  
Creative Solutions  
Design Supports Uses  
Solutions are Flexible  
Engagement &  
Commitment Grow  
Self-managing



# 11 PRINCIPLES OF CREATING GREAT PUBLIC SPACES

Underlying Ideas	<ol style="list-style-type: none"><li>1. The community is the expert</li><li>2. You are creating a place not just a design</li><li>3. You can't do it alone</li><li>4. They always say it can't be done</li></ol>
Planning & Outreach techniques	<ol style="list-style-type: none"><li>5. You can see a lot just by observing</li><li>6. Develop a placemaking vision</li></ol>
Translating ideas into action	<ol style="list-style-type: none"><li>7. Power of 10/Triangulation</li><li>8. Form supports function</li></ol>
Implementation	<ol style="list-style-type: none"><li>9. Lighter, quicker, cheaper</li><li>10. Money is not the issue</li><li>11. You are never finished</li></ol>



# POWER OF 10+



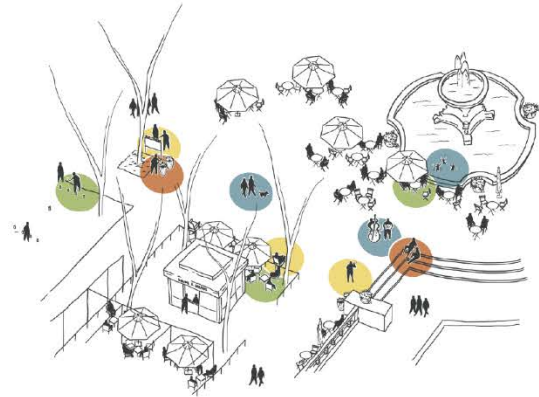
## City/Region

10+ MAJOR DESTINATIONS



## Destination

10+ PLACES IN EACH



## Place

10+ THINGS TO DO,  
LAYERED TO CREATE SYNERGY

To be successful, cities need destinations. They need destinations that give an identity and image to their communities and that help attract new residents, businesses and investment, but they also need strong community destinations for people to go to. A destination might be a downtown square, a main street, a waterfront, a park, or a museum. Cities of all sizes should have at least ten destinations where people want to be. What makes each destination successful is that it has places within it. For example, a square needs at least ten places: a café, a children's play area, a place to read the paper or drink a cup of coffee, a place to sit, somewhere to meet friends, etc. Within each of the places, there should be at least ten things to do. Cumulatively, these activities, places and destinations are what make a great city. This is a big idea that PPS calls the "Power of 10".

# POWER OF 10, Glenrock Main Street, Glenrock, WY

*List 5 best places. For each place provide 3-5 reasons why it is the best.*

1. The Commerce Block: National Historic Register, recently renovated, heart and soul of the downtown, fully occupied, anchor building.
2. Kimball Park: Main Street festivities & events, gazebo, movies in the park, green and open space, picnic tables
3. The Hotel Higgins: National Historic Register, next to Kimball Park, 100 years old, operates as a hotel, restaurant and bar, anchor building.
4. West Birch Street: Hwy 20-26-87, most of the main street businesses are located off of Birch Street, parades, activities & events, historic buildings
5. South 4th Street: Hwy 95, main entrance into the downtown, historic buildings, Cielinski Path, Pony Express History

## ***List 5 places with the most potential:***

1. The Lincoln Building: location, historic, large, commercial/retail/residential space, well built, owned by Town
2. Dilapidated Motel #1- All American Inn: demolition, extension of Kimball Park, economic development, large lot along the railroad right of way, just acquired by Town
3. Dilapidated Motel #2- Glenrock Motel: demolition, location, economic development, large corner lot, just acquired by Town
4. Corner of 3rd/Birch Street: large corner lot, dilapidated building, a historical building, economic development
5. Glenrock Super Foods: great location, significant amount of property, locally owned



Best



Most Potential



## POWER OF 10, Glenrock Main Street, Glenrock, WY

*Choose 1 of your five best places. List 5 things you can do or experience in this place that make it great. Kimball Park:*

1. Festivities & Events: Carnivals, Movies, Concerts, Etc..
2. Picnics
3. Weddings
4. Historical Site: Mormon, California & Oregon Trails and Pony Express
5. Relax and enjoy children laughing & playing in the green grass





## POWER OF 10, Glenrock Main Street, Glenrock, WY

*Choose 1 of your five places with the most potential. List 2 things you can do in this place, and 3 additional things to do or experience that would improve it. Lincoln Building:*

1. Visit the Paleon Museum
2. 9 businesses

- 
1. Renovate the entire building
  2. Cultural/Visitor Center
  3. Retail/Office Spaces- Similar to the Commerce Block



# Success Story - Rawlins



Children's Area with Music Wall



# Success Story - Rawlins

Alternative use for parking spaces.





# Success Story - Gernsey

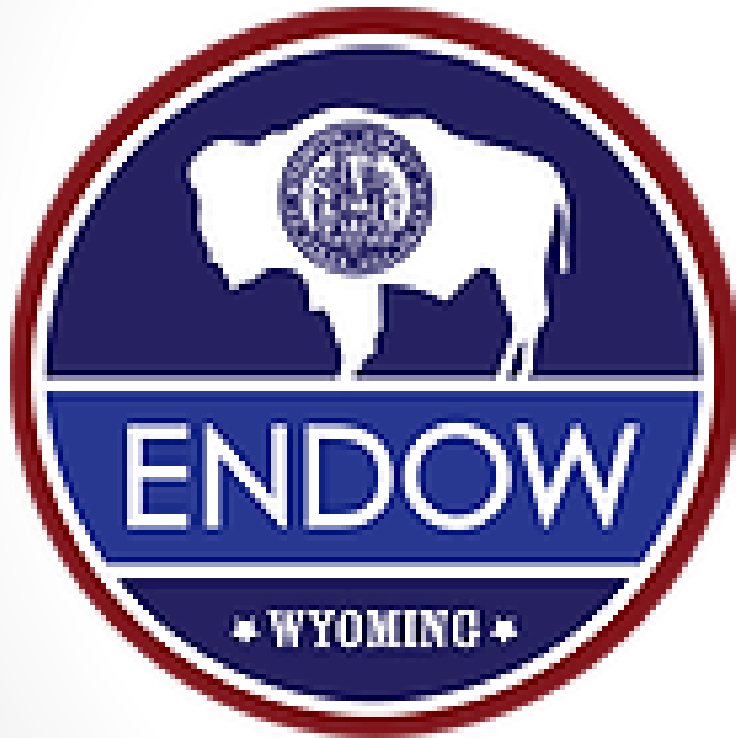


## Economic Gardening

### The three basic elements of gardening are:

1. Providing critical information needed by businesses to survive and thrive
2. Developing and cultivating an infrastructure that goes beyond basic physical infrastructure and includes quality of life, a culture that embraces growth and change, and access to intellectual resources, including qualified and talented employees
3. Developing connections between businesses and the people and organizations that can help take them to the next level – business associations, roundtable groups, service providers, and more

# Deliverables



- Limited community assets
- Main Streets
- Preserving our way of life and balancing big city amenities
- Progressive thinking
- Livable communities



# Wyoming Placemaking

## 2017 Grants

- Available to those communities who took the NMSC training
  - Up to \$5,000 - fast track those under \$2,450
  - Application Score of 75+

# Wyoming Placemaking

## 2018 Grants

- Available to those communities who took the NMSC training
- Other communities may apply for training
  - Deadline Dec. 31 and June 30
  - Up to 3 communities selected per year
  - 4-6 hour training in the community
  - Eligible for grants after training
  - Up to \$5,000 - fast track those under \$2,450
  - Application Score of 75+

# Questions







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