PLACEMAKING IS NOT NEW!
Do you remember the Merry Go Round (Maypole)
Placemaking is not new.
Church Street in Burlington, Vermont in 1979. . .
Church Street – 1970s

Photo Credit: Bill Truex
Try something new for **one day**...
Try something new for one week...
Try something new for **two blocks**...
Placemaking is the practice of working with communities to re-invent and re-engage with public spaces so they are once again the central focus of public life. Placemaking capitalizes on a local community’s assets, inspiration, and potential.
YOU KNOW IT WHEN YOU SEE IT!
Welcome to Bellows Falls

“A friendly place to hang your hat.”
AND WHEN YOU DON'T...
HOW DO WE BUILD GREAT PLACES?
MASTER PLAN + LONG TERM CAPITAL

LONG-TERM/CAPITAL
(5 years - 50 years • $$$$)

Government / organizational leadership + involvement required
Always sanctioned

High-cost permanent materials that cannot easily be adjusted
Public input, government / organizational stewardship
Low: project is considered a permanent capital upgrade that is unlikely to be adjusted significantly once installed

Always - project performance can inform future investments
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It Takes Time
OFFERS A QUICKER LIGHTER APPROACH
“Placemaking is an act of doing something. It’s not planning, it’s doing. That’s what’s so powerful about it.”

Fred Kent, Project for Public Spaces
Placemaking strengthens the connection between people and the places they share.
What are you grateful for?

- I'm grateful for a clean slate everyday
- I'm grateful for my jobs
- I'm grateful for my kids
- I'm grateful for art
- I'm grateful for being loved
“Placemaking animates public and private spaces, rejuvenates structures and streetscapes, improves local businesses viability and public safety, and brings people together to celebrate, inspire, and be inspired…”

Ann Markusen
Placemaking Workshop

Gary Holloway
VT Department of Housing and Community Development

White River Junction, VT
March 13, 2019
Getting Started on Placemaking

Can you draw a map of your town?
What places are important to you?
Identify Place
Community Assets
Community Assets
Community Assets
Community Assets
Community Assets
Opportunities
Opportunities Realized
Opportunities Realized
Opportunities
Opportunities Realized
Opportunities Realized
Shared Vision
Identify Your Team
Engage the Community
Create Multi-functional Spaces

Power of 10

1. Read the paper
2. Window shopping for books
3. Learn about upcoming events
4. Go inside!
5. Walk
6. Sit and relax
7. Read someone else’s book
8. Take a break from a bike ride
9. Pet a dog
10. Have a conversation
Slow People Down
Create a Welcoming Environment
Programming Places
Cost Effective Design
Create Spaces that are Photo Worthy
Funding the Project
Implementation
Keep the Momentum
Thank You.

Gary Holloway