“PLACEMAKING is how People
are more Collectively and Intentionally
Shaping our World and our Future on this Planet”
-PROJECT FOR PUBLIC SPACES

What is Placemaking...
• Placemaking is “place-based” economic development
• Placemaking is focused on a community’s vision
• Placemaking is workforce development
• Placemaking is heritage preservation
• Placemaking is environmental conservation
• Placemaking is sustainability

Placemaking is QUALITY OF LIFE!
Welcoming
Interactive
Friendly
Pride
Neighborly
Cooperative
Stewardship
Diverse
USES & ACTIVITIES

- Fun
- Active
- Vital
- Special
- Real
- Indigenous
- Celebratory
- Sustainable
ACCESS & LINKAGES

- Accessible
- Convenient
- Walkable
- Readable
- Connected
- Proximity
- Continuity
Safe
Clean
Green
Walkable
Sittable
Spiritual
Charming
Attractive
Historic
WHAT MAKES A GREAT PLACE?
PLACEMAKING OBJECTIVES

PROCESS:
Discovering what a community wants

PRODUCT:
Creating actions for achieving what a community wants
Complete an Asset Inventory

Involve Public Sector

Involve Private Sector

Engage Citizens in the process

HOW TO DISCOVER WHAT A COMMUNITY WANTS?
Choose a Space & Identify Issues
Create a Vision for the Space

HOW TO CREATE ACTIONS FOR WHAT A COMMUNITY WANTS?

Conduct Short-Term Initiatives
Evaluate Progress
PLACEMAKING APPROACHES

• Standard Placemaking
• Strategic Placemaking
• Creative Placemaking
• Tactical Placemaking
Year 1: Education and Visioning

Year 2: Planning and Design

Year 3: Funding & Implementation

Beyond: Tracking & Mentoring

THE GEORGIA PLACEMAKING COLLABORATIVE APPROACH
PILOT PROGRAM

Modeled after GICH
- 2 annual retreats

2018 Participating Cities
- Greensboro
- Gainesville
- Bainbridge

2019 Official Program Launch
- Currently Taking Applications
- Spring Retreat in LaGrange