

Summer Leadership Network Meeting
August 8, 2019

**Lighter, Quicker, Cheaper
and the 4 Points:
Planning your incremental creative
placemaking project**



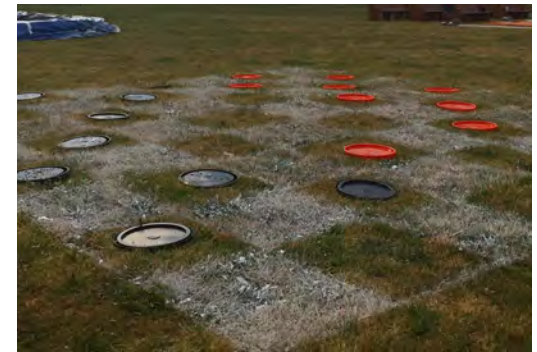
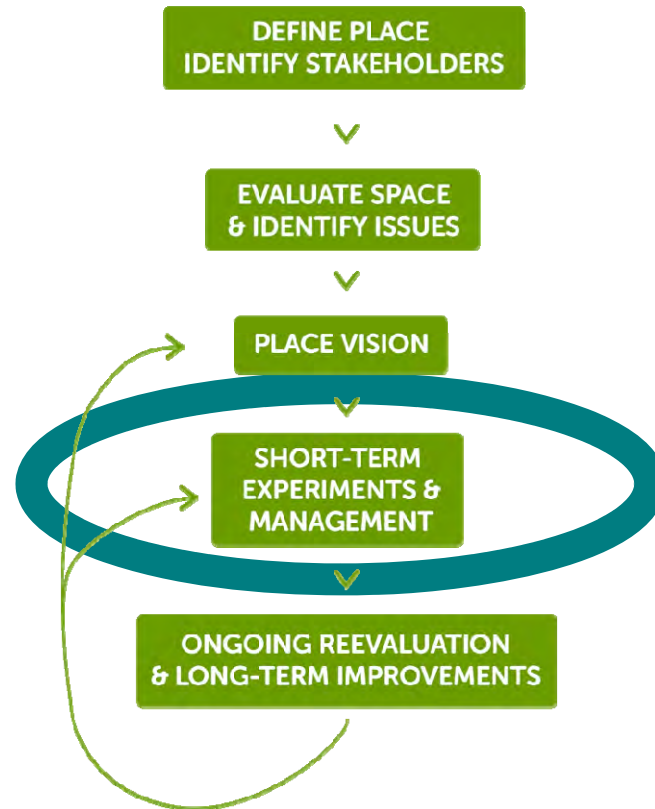
Amy Bell, Revitalization Specialist in Urban Design

“Tactical Placemaking”

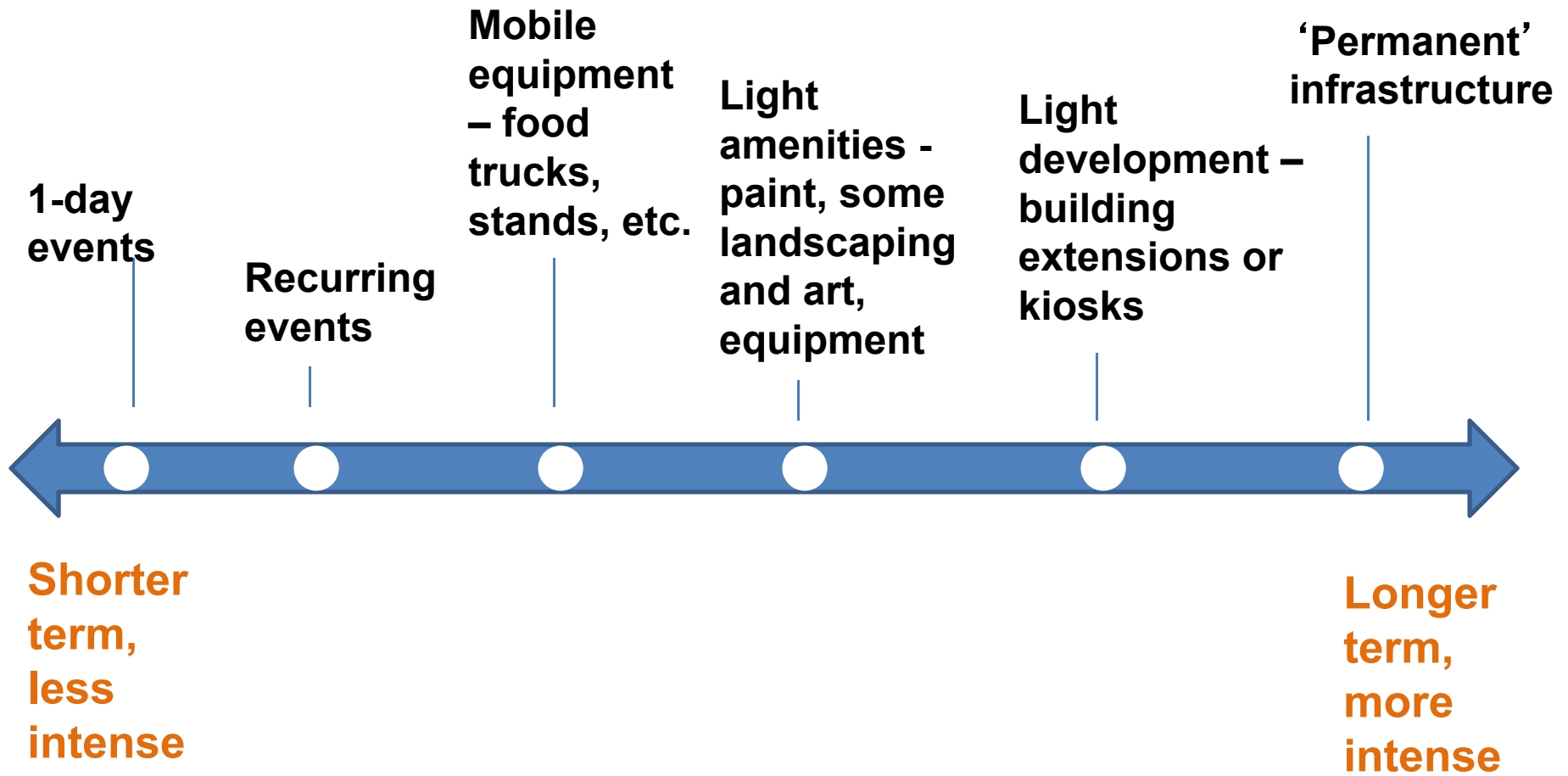
a lighter, quicker, cheaper approach



placemaking process



Placemaking continuum



LQC: From “Test” to “Invest”

Spectrum of Change



DEMONSTRATION

QUICK BUILD



PILOT PROJECT



INTERIM DESIGN



PERMANENT INSTALLATION

Times Square



Minneapolis

*Minneapolis Bicycle Coalition
Open Streets Demonstration*



Lincoln Hub, Chicago



Lincoln Hub, Chicago, IL. Built in 2015. Photo Credit: John Greenfield

Portland Oregon



Albuquerque



Rotating/Recurring Exhibits



Rio Fernando Park, Taos – Story Walk



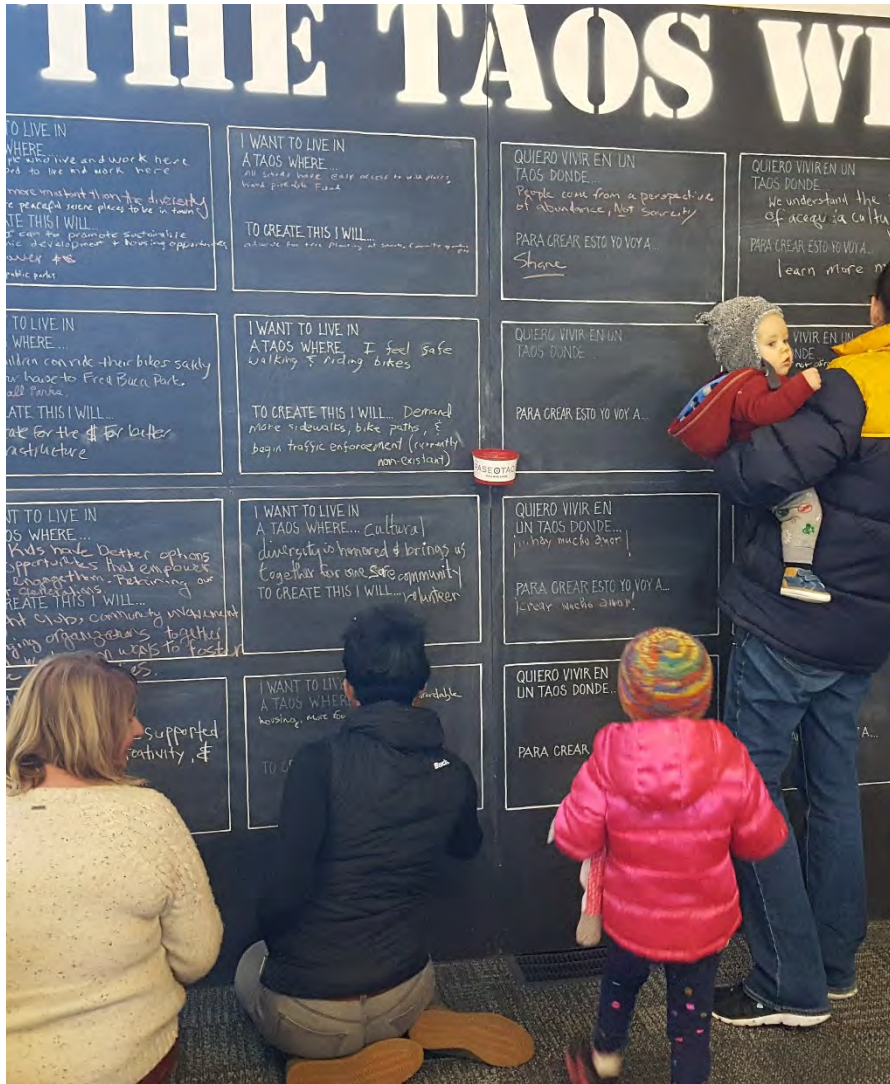
Santa Fe – “The Fence”

Rotating/Recurring Exhibits



Taos Pecha Kucha/PASEO: Gallery Exhibit “Projection Particles”

Information Collection Stations



Taos/PASEO: Chalkboards



"Weave a Path" – Santa Fe Audubon Center

Temporary/Evolving Installations



Rio Fernando Park, Taos: Nest Building

Temporary/Evolving Installations



Raton MainStreet: 3D Crosswalk

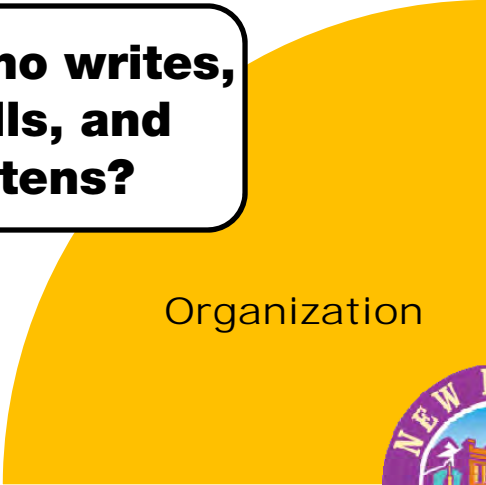


Pallet Benches/Footprints

The Story



Who writes, tells, and listens?



Organization

What is the story & where does it happen?



Design



Why is this a MS story?



Economic Vitality

How do you tell the story?



Promotion



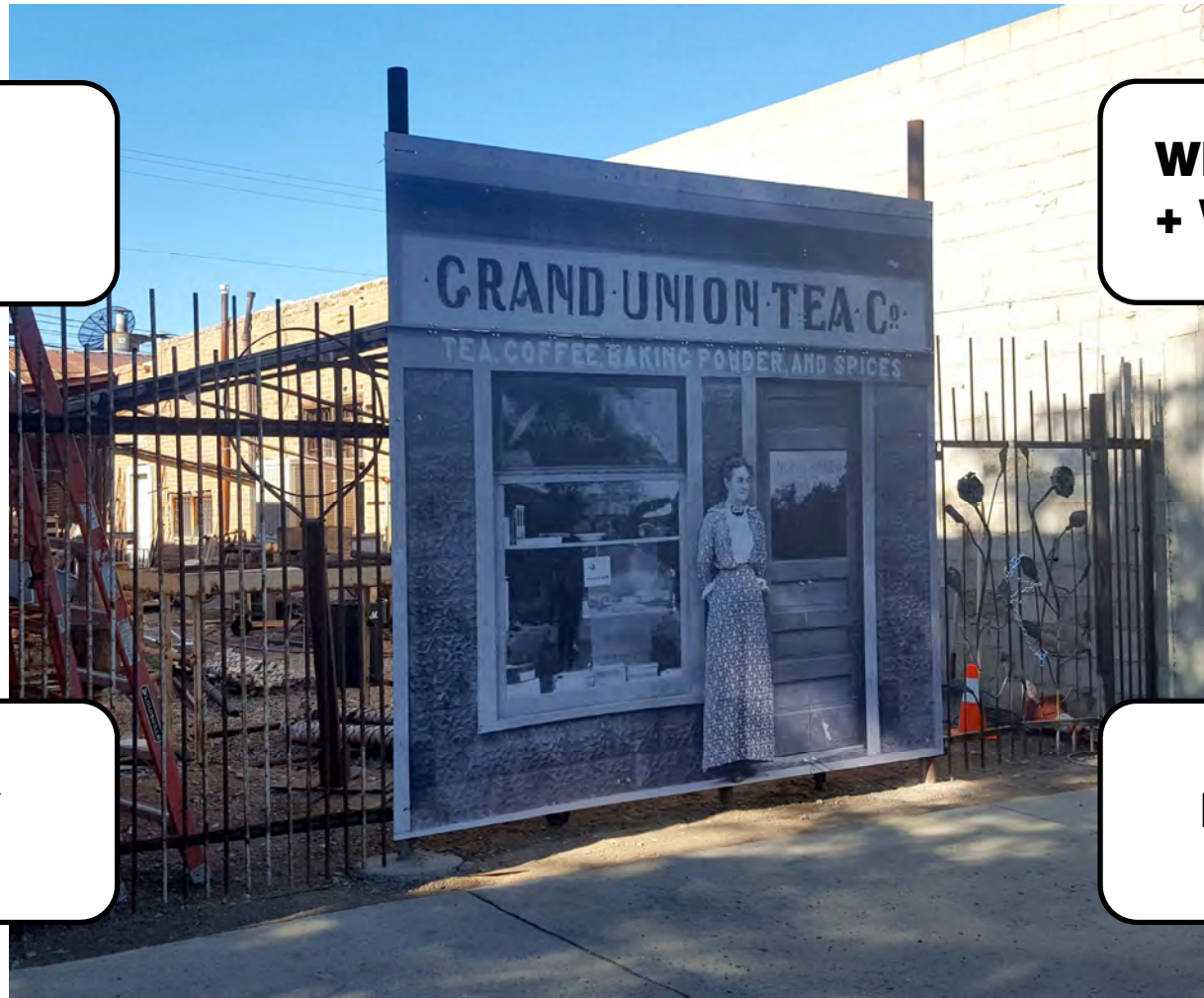
Downtown Junkers Mural

WHO

**WHAT
+ WHERE**

WHY

HOW



Levine's Parklet

WHO

**WHAT
+ WHERE**

WHY

HOW



Dolores Huerta Gateway Park

WHO

**WHAT
+ WHERE**

WHY

HOW



Civic Plaza Drive Pop Up Park



Start with WHY!

“People don’t buy WHAT you do, they buy WHY you do it. And WHAT you do simply proves what you believe.”

- Simon Sinek

“There is no try, only Economic Transformation Strategies”

- Master Jedi Rich Williams



Economic Vitality - Why

**Why does it support local entrepreneurship?
Why should it be repeated and/or built upon?**

X

X

X

X

X

X

X

X



Organization – Who

Who is responsible? Who will participate?

X

X

X

X

X

X

X

X

X

X



Promotion – How

How will you program and promote it?

X
X
X
X
X
X
X
X
X



Design – What and Where

What does it look like?

Where will it be located?

X

X

X

X

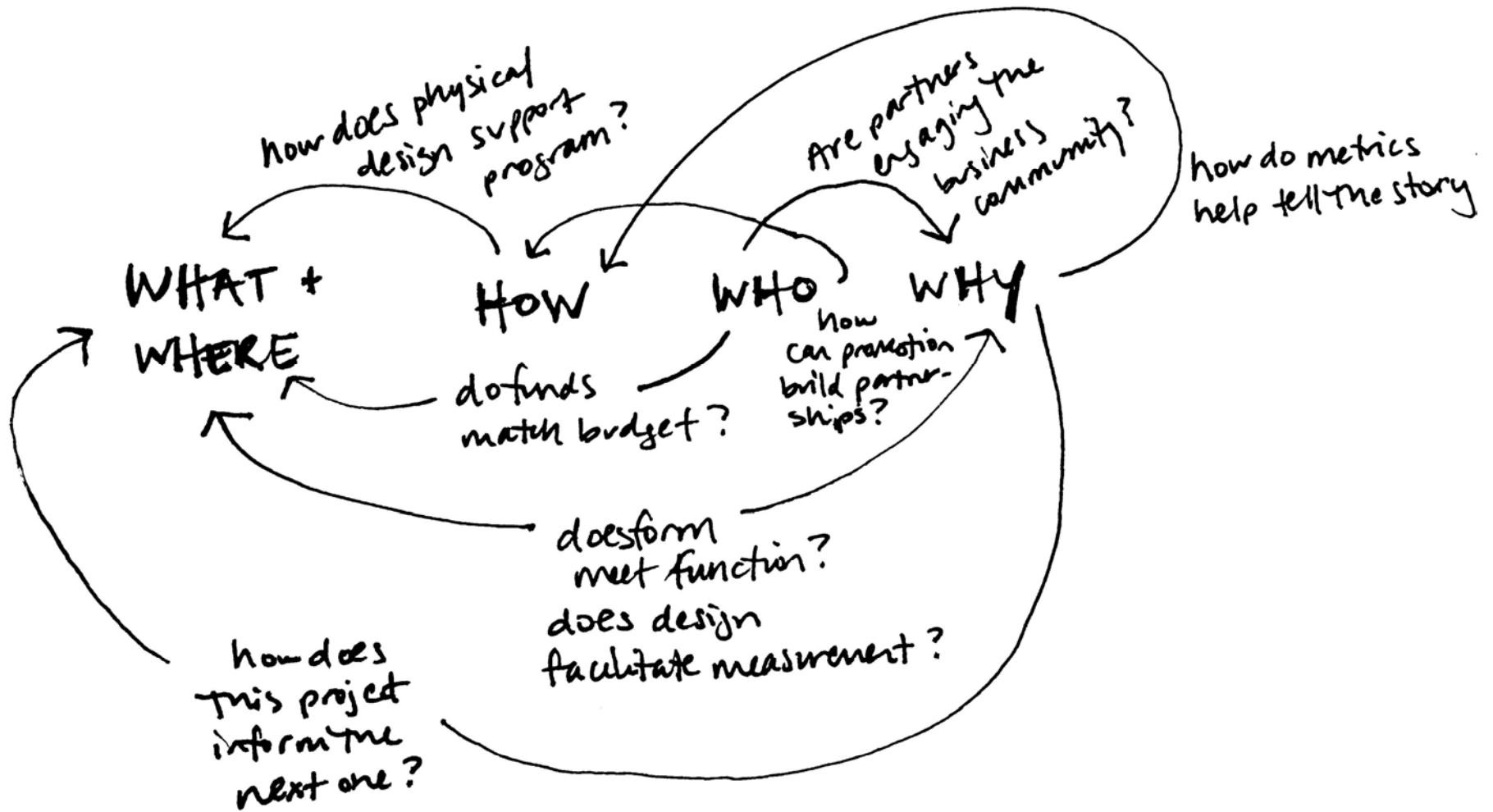
X

X

X

X

It's a little messy



Breaking Down Silos



Worksheet

Why?	Who?	How?	What + Where?
<i>Economic Vitality</i>	<i>Organization</i>	<i>Promotion</i>	<i>Design</i>
ETS:	Planning:	Program/Activation:	What:
Measured Outcomes:	Funding/In Kind:	Storytelling:	Where:
Next Increment:	Implementation:	Budget:	Budget: