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 continuum

1-day events

Recurring events

Mobile equipment – food trucks, stands, etc.

Light amenities – paint, some landscaping and art, equipment

Light development – building extensions or kiosks

‘Permanent’ infrastructure

Shorter term, less intense

LQC: From “Test” to “Invest”

Longer term, more intense
Spectrum of Change

QUICK BUILD

DEMONSTRATION

PILOT PROJECT

INTERIM DESIGN

PERMANENT INSTALLATION
Minneapolis Bicycle Coalition
Open Streets Demonstration
Lincoln Hub, Chicago
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?

What is the story & where does it happen?

Why is this a MS story?

How do you tell the story?

Organization

Design

Economic Vitality

Promotion
Downtown Junkers Mural

WHAT + WHERE

WHO

WHY

HOW
Levine’s Parklet

WHAT + WHERE

WHO

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?
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
X
It’s a little messy
Breaking Down Silos
## Worksheet

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Economic Vitality</td>
<td>Organization</td>
<td>Promotion</td>
<td>Design</td>
</tr>
<tr>
<td>ETS:</td>
<td>Planning:</td>
<td>Program/Activation:</td>
<td>What:</td>
</tr>
<tr>
<td>Measured Outcomes:</td>
<td>Funding/In Kind:</td>
<td>Storytelling:</td>
<td>Where:</td>
</tr>
<tr>
<td>Next Increment:</td>
<td>Implementation:</td>
<td>Budget:</td>
<td>Budget:</td>
</tr>
</tbody>
</table>