Placemaking and Place Brand: Creating Place and Telling Your Story

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How do you define “place” for your district?

• The “fabric” – property improvements, streetscape and landscape
• People and history
• Things that happen in the district – events, programs
• Art and creative enterprises that originate in or relate to the district
• All of the above
What is Placemaking?
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ACTION - FOCUSED
What is Placemaking?
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COMMUNITY DRIVEN
It’s not just design

Build capacity to complete a full range of project scales. Measure your success!

Envision, plan and build your project. Share and evolve your story of place.

Organization

Design

Economic Vitality

Promotion

Engage local businesses! Encourage increased spending downtown. Create “3rd places”

Share your project’s story! Implement programming to activate place. Communicate with your place brand.
Why do we need it?

USED GENTRIFICATION

SAVED THE CITY FROM URBAN SPRAWL
A brief history
Place-led Governance
Lighter, Quicker, Cheaper

1-day events
- Mobile equipment – food trucks, stands, etc.
- Light amenities - paint, some landscaping and art, equipment
- Light development – building extensions or kiosks
- ‘Permanent’ infrastructure

Recurring events

Shorter term, less intense

LQC: From “Test” to “Invest”
“Tactical Placemaking”
Rotating Exhibits

Rio Fernando Park, Taos – Story Walk

Santa Fe – “The Fence”
Creative / Pop Up Events

Taos/PASEO: Chalkboards

Santa Fe: Nature Pop Up Playground
Community Build

Raton MainStreet: 3D Crosswalk

Pallet Benches/Footprints
Permanent Infrastructure

Las Cruces MainStreet: Las Placitas

Raton: Great Blocks Phase I
Play Time

• Divide into 5 groups
• Build something that shows your favorite memory of a place
• Share among your group
• Pick the top 3 things that make these places memorable and/or special
• Report out
Place Brand: Telling Your District’s Story
What connects you to places in your past?

• Visual
  – what it looked like
  – what you saw

• Experience
  – what you did there
  – something that happened

• Sensory – tastes, smells, sounds, feelings

How can we use these to connect people to “our place”?

a.k.a. MainStreet/AC&D District
Placemaking

• Fabric of the District
• People and History
• Experiences - Things that Happen
• Arts and Creative Enterprises

Why do we tell our story of place?
“The place brand gives a distinctive, memorable voice to become noticed, build a reputation and sustain loyalty. It replaces unfair, inaccurate, outdated or cliché-ridden imagery with a true, full and contemporary picture of a place.”

- Caroll Tajii
Picture of Place

Climate of Confidence

Live, Work, Play
PLACE BRAND

Process of image communication to a target market.
Why a place brand matters...

*If you don’t tell your story, somebody else will!*
Place Brands are Different from Product Brands

• Change-able
• Intangibles
• Diverse Stakeholders
• Targets
  – Residents
  – Visitors
  – Tourists
  – Entrepreneurs/Investors
Telling “Your” Story

• Know your district
  – Assets
  – Opportunities
  – Challenges

• Be authentic

• Three C’s
  – Comprehensive
  – Cohesive
  – Consistent
Connect People to Place

• Visual - Fabric of the district
• People/History
• Experiences/Things that happen
• Arts/Culture

So...

*How do you connect people to your district?*
**Following the workshop:**

3. How do you connect to places in your past?

________________________________________________________________________
________________________________________________________________________

4. What type of connections can you make between your district and people?

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

5. How does this impact the way you tell the story of your district?

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