





PLACEMAKING & PLACEKEEPING

















Abbie Kar Senior Planner Urban Design Development Services Commission City of Markham

Alexander Furneaux LURA Consulting

Astrid Greaves Project Manager Senior Urban Designer **IBI** Group

Joaquin Sevillano Lead Designer Land Art Design Landscape Architect Inc.

Kelsey Carriere Project Manager Park People

Nedal Machou **Development Manager** Dream

Roxy Shiell Senior Associate (Urban Design) Bousfields Inc.



As a Toronto Region based organization, we acknowledge the land we are meeting on is the traditional territory of many nations including the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee and the Wendat peoples and is now home to many diverse First Nations, Inuit and Métis peoples. We also acknowledge that Toronto is covered by Treaty 13 with the Mississaugas of the Credit.

We are all Treaty people. Many of us of have come here as settlers, immigrants, and newcomers in this generation or generations past. We'd like to also acknowledge and honour those who came here involuntarily, particularly those who are descended from those brought here through enslavement.



AGENDA

INTRODUCE Who Builds Places? ENGAGE How Do We Understand Place? INTERVENE The Case for Spontaneity LEARN Harnessing Tactical Urbanism Methodology 9:50-10AM BREAK DISCUSS Panel Discussion REFINE What Does a Tactical Urbanist Approach Look Like? BREAKOUT How Can We Take Inspiration Back to our Practice? What's next?

INTRODUCE: WHO BUIDS PLACES?



Who is the better architect?

E

















Is it in our human nature to construct things? Are humans meant to build?





POLL

In your profession, how engaged do you feel in building *Place*?

As a resident in your community or City, how engaged do you feel in placemaking decisions?

Poll Question

As a resident in your community or City, how engaged do you feel in placemaking decisions?

SPECTRUM OF PLACEMAKERS

Government



Government Developers



Government Developers Entrepreneurs Local Businesses



Government Developers Entrepreneurs Local Businesses Planning and Design Firms



Government Developers Entrepreneurs Local Businesses Planning and Design Firms Builders



Government Developers Entrepreneurs Local Businesses Planning and Design Firms Builders Advocacy Organizations



Government **Developers Entrepreneurs Local Businesses Planning and Design Firms Builders Advocacy Organizations Artists**



Government **Developers Entrepreneurs Local Businesses Planning and Design Firms Builders Advocacy Organizations Artists Community Groups Neighbourhood Organizations**



Government **Developers Entrepreneurs Local Businesses Planning and Design Firms Builders Advocacy Organizations Artists Community Groups Neighbourhood Organizations** Citizens

Is top down the only approach to community building and placemaking?

ENGAGE UNDERSTAND

WHAT MAKES YOU FEEL CONNECTED TO A PLACE?

How do we understand place?

- How does experience and identity impact our understanding and how we move through urban spaces?
- How do people's understanding of places differ from the built condition?





Easter Road (Hibernian F

Community Mapping

Draw an interpretive map of your neighbourhood!

- What is memorable or unique?
- Where do you frequent?
- Where do you avoid?
- Where do you see impact of community?
- Where do you see signs of community led or guerilla city building?









HOW DO WE BUILD PLACE?



	PUBLIC SPACE	A PUBLIC LIPP
т	00	lkit
	For mea	asuring
	urban exp of young	
	() () () ()	
(0.11	Urban95
	Isobl	Irnanyh



City of Toronto Site Plan Application Process

Tactical Urbanism

An approach to community-building using short-term, low-cost, and scalable projects intended to catalyze long-term change.

> Adapted from Tactical Urbanism: A Tool for Crisis Management? Mike Lyndon/Street Plans, April 2020

TOP DOWN

Mayors | City Councilors | Municipal Departments



Adapted from Tactical Urbanism: A Tool for Crisis Management? Mike Lyndon/Street Plans, April 2020





Tactical Urbanism has become a global movement led by *no one*, that can involve *anyone*, and that is intended to improve the lives





Adapted from Tactical Urbanism: Short-Term Action for Long-Term Change Mike Lyndon/Streetplans/Open Streets

The Bentway, Toronto

DEFERIA

THE PARTY OF

Jene

ann.

1000

10 ac public space/1.75km Design professionals & collaborators Extensive consultation Funding (\$25 million donation) Phased over several years







Pilot Project Living Arts Drive, Mississauga

Small scale \$5000 budget + Business contributions and sponsorships 6 month to plan 2.5 weeks to execute

CONVENTIONAL PLACEMAKING &

TACTICAL URBANISM
Key objectives and outcomes

Conventional Placemaking

Planning approvals Deliver projects on budget and on time Large-scale Master Plans Secondary Plans

Tactical Urbanism

Test ideas Quick wins Shift perspectives Bring people together to identify common goals Incremental changes to inspire permanent change

Tools and Mechanisms

Conventional Placemaking

Municipal planning tools Public Meetings Open houses Community Information Meetings Design Competitions Design Review Panel Requests for Proposals

Tactical Urbanism

Pilot projects Pop-up demonstrations

Duration

Conventional Placemaking

Long term implementation Long timeframes Permanent designs Months to years to approve Phased approaches

Tactical Urbanism

Short-term actions Temporary to semi-temporary installations Seasonal

Scale, Timing and Cost

KEEP

RIGH

Conventional Placemaking

Focused on large-scale projects Large budgets and funding source

Tactical Urbanism

Small scale ("scalable") Simple planning Quick execution Inexpensive solutions "Lighter, quicker, cheaper"

Community Involvement

Conventional Placemaking

Provide input Examine proposals Register concerns and ideas Appeal decisions

Tactical Urbanism

Hands-on approach Direct involvement with decision-making process and outcome

Government Involvement

Conventional Placemaking

Regulatory role Develops goals and policies Represents public interest

Tactical Urbanism

CITY O PAWN

Guidance Facilitation Permit experimentation

What are some other opportunities?

NTERVENE THE CASE FOR SPONTANEITY

Conventional Placemaking					Tactical Urbanism
Inform	Consult	Involve	Collaborate	Empower	Community Action
Here are some places we've created for you	What do you think about the places we've created for you?	What ideas would you like to contribute to shaping options we develop for this place?	How should this place change to reflect your needs, and what can we do to help implement that?	Direct us to create what you imagine	Community decides and acts on its decisions independent of formal processes

Increasing impact on decision-making

"Turn frustration into inspiration!" -Gogol Bordello **IF YOU WANT TO BUILD A SHIP, DON'T DRUM UP THE MEN** TO GATHER WOOD, **DIVIDE THE WORK**, AND GIVE ORDERS. **INSTEAD, TEACH** THEM TO YEARN FOR THE VAST AND ENDLESS SEA.

- ANTOINE DE SAINT-EXUPÉRY







THERE ARE TWO DANGERS IN NOT OWNING A FARM.

ONE IS THE DANGER OF SUPPOSING THAT BREAKFAST COMES FROM THE GROCERY STORE, AND THE OTHER THAT HEAT COMES FROM THE FURNACE

- ALDO LEOPOLD



WHAT HAPPENS IF NONE OF US HAVE DIRECT RESPONSIBILITY FOR STEWARDING SPACE?



POLL

Outside of your professional work, what was the last thing you did that helped shape your city?





Think back to your mental map

What other opportunities for placemaking/placekeeping have you noticed but perhaps passed over?

What placemaking/placekeeping opportunities could you imagine existing in your map?















LEARN: HARNESSING ACTICAL URBANIST METHODOLOGY

WHERE HAS TACTICAL URBANISM DIRECTLY LEAD TO CHANGE?





Tom Riley Park Stairs





Green Line Parks









Wychwood Barns





WHERE HAS TACTICAL URBANISM INSPIRED CHANGES IN HOW CITIES ARE BUILT / OPERATE?

Temporary Spatial Animation







Winter Stations, Toronto



Use Art as a Form of Animation



Create Your Path, West Toronto Rail Path

Re-thinking Spatial Allocation & Priorities





Lakeview Lincoln Hub, Chicago





Improvement without Displacement

Jardins Gamelin







Working with Community Groups & Using Pilot Projects as a Means for Change





Reacting to Shifting Circumstances





CafeTO Program, Toronto








BREAK

Return for 10:05am

DISCUSS:

PANEL

DISCUSSION

What are the unintended consequences of taking inspiration from tactical urbanism?



Maxim Bragoli

Co-fondateur & Co-directeur général at La Pépinière | Espaces collectifs

Sara Udow

Principal & Co-Founder at PROCESS

Dave Meslin

Author of TEARDOWN: Rebuilding Democracy from the Ground Up, Activist + Community Organizer

Becky Katz

Manager of Cycling and Pedestrian Projects, City of Toronto

REFINE: WHAT DOES A TACTICAL URBANIST **APPROACH LOOK** LIKE?

In the beginning...



тH



Freeway Park, Seattle WA





Ceremony of Us, 1969

Lawrence and Anna Halprin



experiments n environment

For 26 days last summer, a group of architectural students, architects, and dancers learned to feel their bodies in tension and space, to experience the sensual effects of a wild Pacific shore, a crowded urban plaza, a kinetic light happening, a pulsing rock-and-roll environment, the life and half-life of a major city street, and the intimate hidden life of an upland meadow and a dense redwood forest. They built their own "city" on the shore of the ocean and recreated the impact and atmosphere of a metropolis in a multimedia presentation. Dan-





















1960's Civil Rights Sit-Ins



1960's Civil Rights Marches



🖸 Women's Liberation group marches in protest in support of Black Panther Party, New Haven, November, 1969.





War on Vietnam Protest 1967



Berkeley Free Speech Rally, 1960's



Protests outside Yerba Buena Area Construction Zone, 1970-1971













Creative Processes in the Human Environment



11. Charlottesville Walking Score (Halprin Collection, AAUP, 014.I.A.3831).

INSTRUCTIONS

This sheet indicates the various places you will visit and the path you must travel.

Sheet No. 2 tells you the sequence in which you will visit these places, the time to get there, and how long you are to be at each place. The activities indicated are those you are to perform at each place.





Notes on activities

CARL

园 CABLE CAR BARN

Imagine yourself in a place of fantasies and act accordingly.

1.

1

WOOLWORTH'S

Buy a present for yourself and bring it to the birthday party which will take place after dinner.



- Share your lunch with somebody.
- At the sound of the 3 o'clock chimes, stand and face the sun.



- Maintain inner silence.
- 2. Reflect upon the surroundings.
- 3. Travel to the end of the pier.



Dancers: Look out and pay attention to the drama in the environment. Architects: Look in and pay attention to drama in the cable car.



Don't let anything or anybody touch you. Move quickly and steadily.

O YEE JUN RESTAURANT

Change places three times during the meal.

6. Master Score for "City Map" (The RSVP Cycles, p. 81).

WE CALL THEM "SCORES" BECAUSE THEY TELL PEOPLE WHAT TO DO BUT NOT WHAT TO FEEL OR WHAT TO DISCOVER. AS A COMPOSER MAKES A SCORE FOR A MUSICIAN TO PLAY AND A CHOREO-GRAPHER MAKES A SCORE FOR A DANCER TO DANCE, SO A PROCESS SCORER CAN MAKE A COM-MUNITY SCORE FOR PEOPLE'S EXPERIENCES TO-GETHER.













Workshop participants in the Armory building (Halprin Collection, AAUP, slide A-J435).









HOW CAN A TACTICAL URBANIST METHODOLOGY INSPIRE DESIGN PROCESS & POWER SHARING?

HOW CAN WE DO BETTER?

HOW DO WE PROMOTE THE **POSSIBILITY** IN THE FORMAL PLACEMAKING PROCESS?

THE CASE FOR ACTION-ORIENTED PLANNING





	TRADITIONAL APPROACH	ACTION-ORIENTED APPROACH
PUBLIC ENGAGEMENT	 Citizen engagement and feedback expressed through argument and stated preference Engagement is usually off-site 	 Citizen engagement and feedback expressed through <i>use</i> and <i>demonstrated</i> preferences Projects create direct links between citizen, action and leaders – the project is usually "on-site"
IDEATION	 Many ideas can be represented; testing relies on analysis and argument Bigger changes in existing conditions can be tested, but at larger risk and cost Focused on strategic vision 	 A small number of ideas can be tested rapidly Possibilities of test are sometimes limited by existing conditions Focused on strategic vision
USE OF CITY SPACE	 The project site is usually narrowly defined The context or framework of the problem is strictly bounded 	 Unlocks more civic assets as potential "sites" Enlarges the context of the problem or opens up for new context opportunities
ENVISIONING	 Relies on graphic representation to envision what is possible – it <i>"tells"</i> Requires design background and/or literacy to understand possibilities 	 Uses built examples to envision what is possible – it <i>"shows"</i> Everyday citizens can experience the vision in real life and real time Makeshift installations can fall short of the project's ultimate potential
DESIGN VISION	 Design tends to be conservative responding to a smaller set of consensus needs 	 Design can take risks and it responds to quickly changing diverse needs
RISK	 Mistakes are difficult, expensive and take time to undo It can be difficult to engage key stakeholders 	 The public may prefer the temporary intervention more than the full strategic vision Makeshift, "low-resolution" installations can undermine the high-quality long-term vision
NEGATIVE FEEDBACK	 The project tries to avoid negative feedback at all costs Criticism is high risk 	 The project welcomes any kind of feedback as it adds value to the final project Criticism is low risk







PHILADELPHIA, USA







SÃO PAULO, BRAZIL





TEST





MEASURE



Defining the Scope to Empower Change



STEP 1:

Defining the Scope to Empower Change

- What problem are you solving for?
- How feasible is the intervention in terms of time and resources?
- Who needs to be involved? Do they want to be involved?
- How are you evaluating feedback and measuring success of your prototype?
- Does the project respond to feedback from public engagement?
- Will it impact people's quality of life?
- Does the project support a long-term strategy?
- Does the project relate to the goals of core stakeholders?

- Does the project support ongoing city projects? Are there any private initiatives or interests that align (or conflict) with the project?
- Who is best suited to incorporate lessons into future planning efforts and drive the project forward?
- Can the project adapt to feedback? Is it costly to alter parts of the design or can this be done on a regular basis in response to success?
- Does the project support a socioeconomically diverse range of stakeholders and users? Does it provide something for an underrepresented group in the city?
- Does the project support walking, biking or public transit? Can the project link together neighborhoods or existing important destinations in the city? Is it accessible?

STEP 2:

Setting Goals with People-first Success Criteria



STEP 3:

Evaluation at the Human Scale



NEDAL (5 MINS)

- Another approach (similar to action-oriented planning) is "Lighter, Quicker, cheaper"
- Describe it briefly: simple, short-term, and low-cost solutions that have remarkable impacts on the shaping of neighborhoods and cities
- Present Lighter, Quicker, Cheaper case studies
- Speak about their process

HOW CAN WE BE MORE EFFECTIVE?

HOW CAN WE "GET BACK TO THE BASICS" OF WHAT MAKES CITIES THRIVE ?


Many of the most effective and immediate solutions are Lighter, Quicker, Cheaper than traditional top-down approaches to improving cities

WHAT IS LQC?

"Lighter, Quicker, Cheaper" is an urban intervention movement that applies **simple, short-term, and low-cost solutions** that lead to remarkable impacts on the shaping of neighborhoods and cities.

GROWING SUCCESS

The growing success of "Lighter, Quicker, Cheaper" (LQC) projects all over the world is proof that **expensive and labor-intensive initiatives are not the only, or even the most effective**, ways to bring energy and life into a community's public space.

LONG-LASTING IMPACT

The impacts of these projects can been **lasting and profound** because they are **catalysts** for larger community-based Placemaking processes.

CORE PRINCIPLES



Why Lighter, Quicker, Cheaper?

One of the greatest advantages of LQC is the **ability to create and test a project immediately** and with direct community involvement. Initial LQC projects are often temporary—relatively inexpensive alterations to a public space that take place while more long-range projects grind through the lengthy development pipeline.

POWER OF AGGREGATION

Communities can be created and transformed by making **a series of affordable, human-scale, and near-term changes**.

Although the challenges facing today's cities go well beyond the scope of these individual interventions, **taken together** they demonstrate that **incremental** and place-led change is possible, even in the midst of ongoing social, economic, and political obstacles.



POWER OF AGGREGATION

How Cities Transform Through Placemaking

- **Cities succeed or fail at the human scale—the place scale**—and this scale is often overlooked. The idea is paying attention to the human experience when building a city's destinations and districts can have immediate and widespread impacts.
- The idea behind this concept is that **places thrive when users have a range of reasons to be there**. These might include a place to sit, playgrounds to enjoy, art to touch, music to hear, food to eat, history to experience, and people to meet. Ideally, some of these **activities will be unique to that particular place**, reflecting the culture and history of the surrounding community. **Local residents who use this space most regularly will be the best source of ideas** for which uses will work best.
- Further, when cities contain many of these destinations or districts, their public perception begins to shift amongst both locals and tourists, and **urban centers can become better equipped for generating resilience and innovation**.

POWER OF AGGREGATION

How Cities Transform Through Placemaking



ADVANTAGES

- Bring life and amenities to previously lifeless public spaces
- **Break down resistance to change**, while empowering vulnerable or overlooked communities who may have lost faith even in the possibility of change
- Generate the interest of potential investors, both public and private
- Establish (or re-establish) a neighborhood or region's sense of community
- Inform best practices for later planning efforts
- Encourage community buy-in (by demonstrating, for example, how a new street design would impact traffic flows not only for cars, but also for pedestrians, cyclists, and public transit)
- Bring together diverse stakeholders in generating solutions and a collective vision
- Foster a community's sense of pride in, and ownership of, their public spaces

HOW LIGHT?

Seasonal/One-off events

- Generating support for public space improvements is not always easy; but having a one-time event can be a great way to generate support and awareness for a project.
- Street closures, block parties, etc.
- Temporary events can help kick-start a campaign by **showcasing the potential** of a particular public space.
- Most cities have clauses in their planning and design manuals for street fairs and community events, for example. While the permitting and execution processes can be lengthy, this interim time can be used for event planning, fundraising, or developing partnerships with adjacent private property owners.



HOW LIGHT?

Thinking seasonally

- A public space cannot flourish with a single-focused design or management strategy. An LQC approach can help ensure that places thrive year-round by creating season-specific programs and events. Many people live in places that are deprived of outdoor social activities during parts of the year, and planners, policymakers, and citizens should incorporate these challenges into their site designs and programming.
- The city of Buffalo, New York, endures some of the longest and harshest winters in North America, with snow and sub-zero temperatures often stretching from October to May. Lighter, Quicker, Cheaper projects, however, can work to celebrate these conditions, bringing people outdoors for gathering and activities even in the darkest of winter.



HOW QUICK?

LQC as a path for long-term change

- Traditional top-down planning processes are not only time consuming, but they also have highly unpredictable outcomes. LQC projects, on the other hand, allow communities to **experiment with short-term pilot projects** before investing in larger, more permanent public space alterations. These interim projects generate creative participation in the community, and they can also **invite new sources of funding** for the future of the project.
- Using LQC as a first step towards long-term change is a great strategy for communities that **recognize the need for improvements but lack immediate resources**, and/or for those who wish to take direct, incremental steps towards executing a long-term community vision.



HOW QUICK?

Activating and repurposing an existing public space

• Sometimes the need to improve or transform a public space is **especially urgent**. While more permanent changes can remain a long-term goal, with LQC you can begin making changes now.



HOW CHEAP?

Securing diverse and creative funding sources

- One of the main motivations for Lighter, Quicker, Cheaper projects is the **lack of available funding** for public space improvements.
- The participatory and community-based nature of LQC projects can be helpful in **exploring new sources of funding** from both the public and private sectors.
- Nonconventional funding sources include crowdsourcing campaigns, community grant programs, institutions and foundations providing technical assistance, private businesses near the site, and so on.



HOW CHEAP?

Economically disadvantaged communities

- In communities struggling with issues of poverty, crime, or urban decay, public space projects can be especially challenging—in part because these improvements are often lower on the list of pressing issues.
- The impacts of placemaking in these areas can be transformative since the need for quality public spaces in which to gather and play in these communities is often especially urgent.
- In many communities, lack of resources and materials can seem like the toughest obstacle to successful Placemaking projects. However, LQC outlines ways to transform public spaces without an abundance of funding. These projects use a central focus on providing quality programming within each space.



COLLABORATION

Developing a management structure

• P3 = Public Private Partnership

P4 = Public Private People Partnership

- For LQC efforts to succeed, stakeholder collaboration is as just as important as the project's physical elements. Effective partnerships help to ensure that public spaces can thrive in the long term, and have lasting impacts on the community.
- When the **management structure** of a placemaking project **is balanced and diverse** (between community organizations, BIAs, city agencies, and local volunteers, for example), there tends to be **a deeper investment in the project's growth and preservation**.



MOMENTUM

Generating Vision (building momentum and capacity)

- Proof of concept
- Many LQC initiatives function as primers for larger projects, and the temporary improvements can help generate popular and political support for more long-term placemaking projects.
- Early projects can also help **show investors** that their contributions will add value to the place and will not become a liability for the local community.
- The greatest benefit of LQC projects comes from the **connections they help foster** between people and their environment.



ANALYSIS PARALYSIS

"The idea that action should only be taken after all of the answers and the resources have been found is a sure recipe for paralysis."

- Jaime Lerner Mayor of Curitiba, Brazil

KEY LESSONS

- Participation is not something to be tagged on if there is the time or good will, but is an essential part of making design and planning efficient and effective.
- Providing citizens with the power or opportunity to instigate change will strengthen stewardship and a sense of belonging within communities.
- Change is integral to assuring good fit between people and place over time. Places grow, adapt and transform in response to needs and circumstances, if allowed to do so and, if not, become a burden on people who become captive in the absence of choice.
- The relationship between formally designed places and those that emerge informally is dynamic and in constant need of reflection and adjustment.
- The best way to tackle the primary constraints that get in the way of change and participation is incrementally and with demonstrated example.
- Participation and change put experts or professionals in a very different relationship to people and place. It requires an exploration into the nature of our professionalism, how skills and competencies are cultivated, and reflective learning about good communication.

BREAKOUT: HOW CAN WE TAKE **INSPIRATION BACK TO OUR PRACTICE?**

DISCUSSION QUESTIONS

ALL GROUPS:

- What have you learned about Community led / informal city-building / Tactical Urbanism that you can bring into our own work?
- How has this discussion changed your perspective on how you see your neighbourhood? Do you see any opportunities for improvement in your neighbourhood?

GROUP 1: What are we willing to let power-sharing look like?

GROUP 2: To what degree do we accept that communities know better than us?

GROUP 3: How might this impact our thinking? Our designs? Our engagement processes? How we partner? How we ask? And how we listen?

GROUP 4: What ideas or processes can you include in your practice?

GROUP 5: What are the major challenges to a tactical urbanist approach and how can they be mitigated?

THANK YOU