

# INNOVATIVE PLACEMAKING

CUI's MY MAIN STREET MOBILIZATION SESSION  
2021.12.13

## **MY MAIN STREET AREAS OF FOCUS:**

**EVENTS + ACTIVATION**

**POLICY + CAPACITY BUILDING**

**COMMUNITY IMPROVEMENT**

# EVENTS + ACTIVATION

Innovative placemaking must develop authentically around a creative idea that responds to a local issue or opportunity in order to create truly unique experiences for users.

# CITÉ MÉMOIRE

Montréal, QC





# BRYANT PARK OUTDOOR LIBRARY

New York, NY



# CARNABY STREET AR

London, UK

# LESSONS LEARNED

1. Create magical experiences and memories for visitors
2. Understand what being “authentic” means when developing a programme
3. Use technology and media to build your brand and tell your story

# POLICY + CAPACITY BUILDING

Strengthening the capacity of a community to exercise its voice, agency, and ownership over their affairs is essential to creating places that residents and businesses value.



# ROLLING REZ ARTS BUS

Pine Ridge Indian Reservation, SD



# THE HALL

San Francisco, CA



# EINDHOVEN CITY MODEL

## Eindhoven, NL

 Eindhoven Stadsmodel  
Groen Dashboard

Scenarios Scenario 1 Project type All project zoning plan

Voorgestelde woningen x 8m<sup>2</sup> =  
**102,424m<sup>2</sup>**  
groen nodig voor voorgestelde woningen

**42,900m<sup>2</sup>**  
voorgesteld op projectsite

**59,524 m<sup>2</sup>**  
nodig in groene stadstructuren

potentieel groen opbrengst  
**36,024 m<sup>2</sup>**  
binnen groen stadstructuren

potentieel water opbrengst  
**8,482 m<sup>3</sup>**  
binnen groen stadstructuren



### Bouwlocatie Filter

- fifty-two
- twelve
- five
- sixteen
- twenty-four
- twenty-five
- twenty-seven
- four-hundred
- fourhundred-one
- hundred-eighty-seven
- nine
- hunderd-seventy-three
- zero
- seventy-one

### Groen nabijheidsfilter

- Kanaalpark
- Dommelpark
- Genderpark
- Groen hart
- Groenweg

# LESSONS LEARNED

1. Understand the relationship between your community's assets and needs
2. Seek out and build relationships with expert partners
3. Provide responsive and appropriate forums for learning
4. Develop goals and objectives and monitor your progress

# COMMUNITY IMPROVEMENT

Resilient and successful neighbourhoods do not need streets paved in gold, they need well designed flexible and equitable spaces that are responsive to local needs and support the development of community.

# PUBLIC TOILETS

Winnipeg, MB



# WEST LOUISVILLE FOODPORT

Louisville, KY



# VILLAGE AU PIED-DU-COURANT

Montréal, QC





# LESSONS LEARNED

1. Underused spaces provide amazing opportunities for placemaking
2. If you want to be unique, then think outside the box
3. Think about the fundamental needs of your community and how you can fulfill them in beautiful or unexpected ways
4. Engage with design experts both in, and outside, your community

**THANK YOU!**

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