

## **Placemaking Workshop**

For March 21, 2019

9am: Welcome

9:15-9:55: Michael speaks

10:00-10:40: Jeff speaks

10:45-11:25: Presentation by Katrina and Marisa

11:30-12:30: Workshop led by Katrina and Marisa

12:30-1:00: Networking Lunch with participants

Total time for workshop/presentation: 10:45-12:30 (1:45 hours)

### **Location:**

SPRINGFIELD TOWNSHIP MUNICIPAL BUILDING, BORNMAN HALL

50 Powell Rd, Springfield, PA 19064

### **Presentation:**

1. INTRO (10-15 minutes)
  - a. What is placemaking? – Call and response
  - b. Big design is great, but can also think outside the box!
  - c. Examples of tactical urbanism and programming
  - d. Principles of placemaking that are crucial regardless of size
  - e. Workshop explainer - the expectations of the workshop
2. EXERCISE #1: PEOPLE (25 minutes)
  - a. Who is your community? Case study: College Green
  - b. Exercise: Stakeholder mapping + Personas
    - i. Think about your community, who is at your table, but who is NOT
    - ii. Image three of those people who are not here, and what they need
    - iii. Fill out the PEOPLE form from their perspective as best as you can
3. EXERCISE #2: PLACE (25 minutes)
  - a. What makes your place great? Case study: Ballinasloe
  - b. Exercise: Mapping place assets in your community
    - i. Think about your particular community, what you have now
    - ii. What makes your place great? Fill it in for each!
4. EXERCISE #3: PROCESS (25 minutes)
  - a. Iterative design and evaluation is key. Case Study: Park at 2<sup>nd</sup> & Market Old City
  - b. Exercise: What can you do short term? Medium-term? Long term?
    - i. Think about action planning for the PEOPLE in your PLACE
    - ii. What can you do tomorrow? What can you do in months? Years?
    - iii. Think about the iterative process behind the plan, research, and evaluation before and after implementing anything permanent
5. Q&A (Optional - 10 minutes if any remaining time, otherwise during mixer)