



#place101 @kjerstimonson

Welcome to **PLACEMAKING 101**

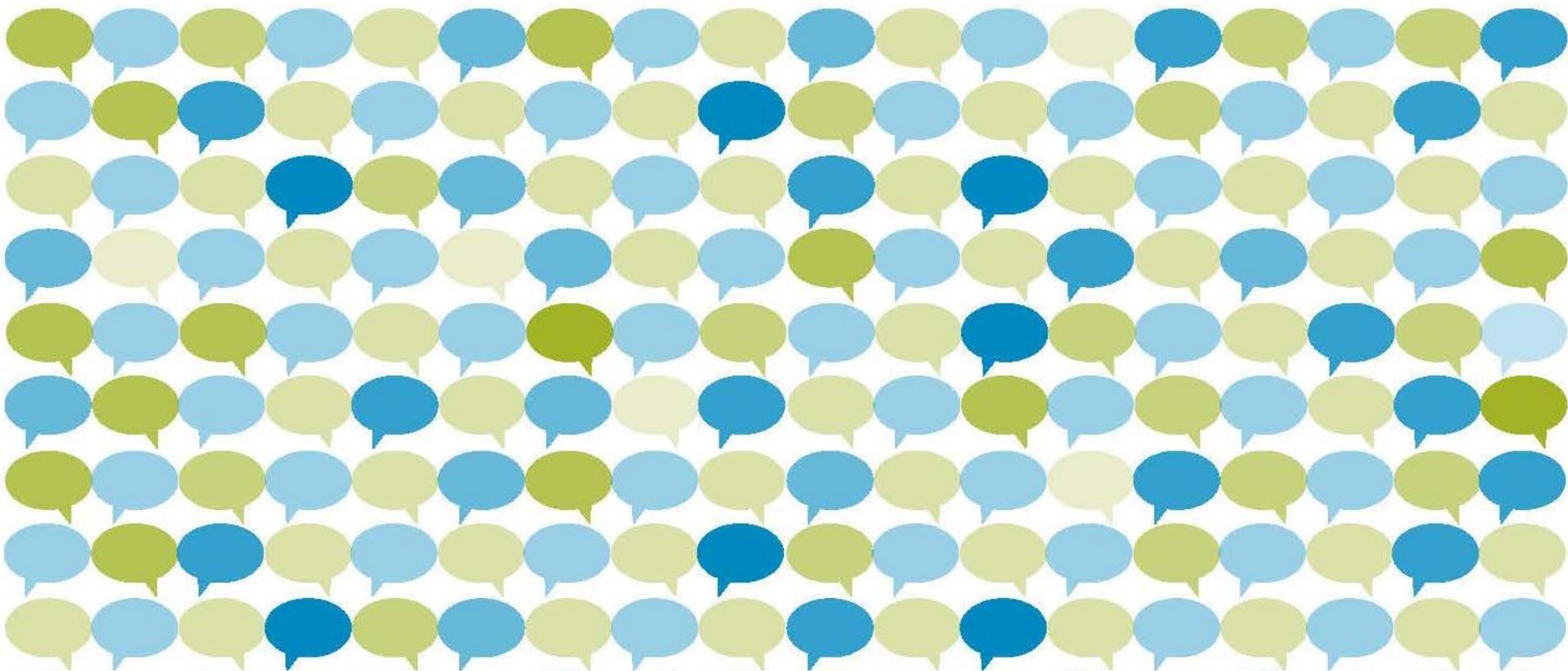
*It's about
PEOPLE!*



A Learning Lab Presented by Kjersti Monson at Community Connections 2015

What is Placemaking?

- **Placemaking** is a community and economic development tool that requires an asset-based approach and strong local capacity.



What is Placemaking?

- **Placemaking** is a multi-faceted approach to the planning, design and management of public spaces. Placemaking capitalizes on a local community's **assets**, inspiration, and potential, with the intention of creating public spaces that promote people's health, happiness, and well being. It is political due to the nature of [place identity](#). Placemaking is both a process and a philosophy. *[Wikipedia]*
- **Placemaking** is both an overarching idea and a hands-on tool for improving a neighborhood, city or region. It has the potential to be one of the most transformative ideas of this century. “It takes a place to create a community and a community to create a place.” *[Project for Public Spaces]*



What kind of *assets* make a “place”?

CHARACTER

BUSINESS(ES)

ACTIVITIES

PEOPLE!



The New Paradigm for Effective Community Impact – Asset Based

	Needs/Deficit Based	Asset Based
Purpose	Changing Community through increased services	Changing Community through citizen involvement
Method	Institutional Reform	Citizen-Centered production
Accountability	Leaders are professional staff. accountable to institutional stakeholders	Leaders are widening circles of volunteer citizens. Accountable to the community.
Significance of Assets	Assets are system inputs. Asset mapping is data collection	Assets are relationships to be discovered and connected. Asset mapping is self-realization and leadership development.
Production Resource	Money is the key resource. Falls apart without money.	Relationships are the key resource. Falls apart when money becomes the focus.
Operating Challenge	How do we get citizens involved?	How do we channel and build on all this citizen participation?
System Dynamic	Tends to spread itself thinner over time.	Tends to snowball over time.
Evaluation	Success is service outcomes, measured mostly by institutional stakeholders.	Success is capacity, measured mostly by relationships.



**Placemaking is increasingly being used
as an economic development tool**



People constantly interact with place, whether they have permission to or not...



People constantly interact with place, whether they have permission to or not...

Breakfast Bites

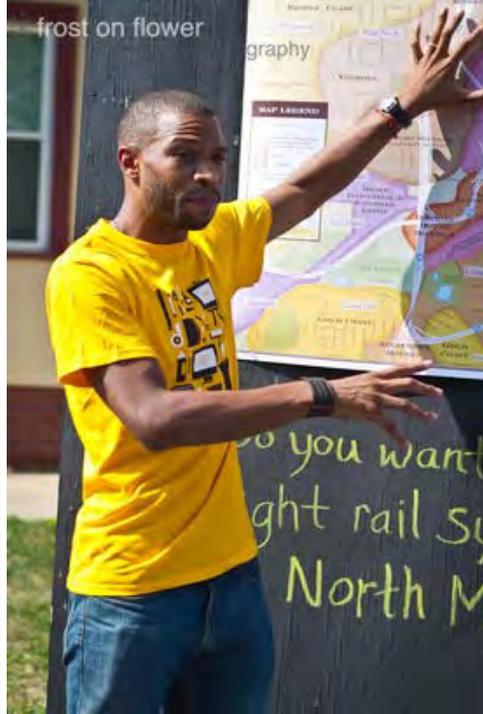
NACDI National American Community Development Institute

Wednesday, February 5th
9:00 – 10:30am

Breakfast Bites are free alternative community conversations designed to build community, strengthen relationships and provide a safe space where necessary and meaningful dialogue can occur. These meetings are intended to facilitate a community-driven process that encourages honest and productive conversations about moving the urban American Indian community forward. Coffee and a light breakfast will be provided. Feel free to bring a colleague, friend or the entire office!

Location:
1414 East Franklin Avenue
Minneapolis, MN, 55404

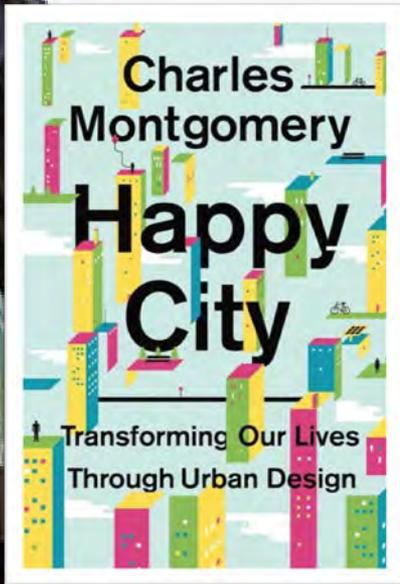
Please RSVP your attendance to
dyang@nacdi.org
For more information call **612-235-4969**



So how can we plan for it? Build on assets. Develop capacity.
Work together.



Placemaking is about the community, but...



Michigan Public
Policy Survey January 2014

Michigan local governments increasingly
pursue placemaking for economic development
By Thomas Ivacko and Debra Horner

The Center for Local, State, and Urban Policy

Gerald R. Ford School of Public Policy University of Michigan

...the City benefits too.

PLACEMAKING:

- Moves us toward key competitive advantages in livability & quality of life
- Leverages the value of unique, place-based assets
- Creates diversity through community-led, open-source citymaking
- Builds community and expands local capacity
- Puts people first in planning
- Creates places that make us happy







Placemaking 101

What can I do to enrich my community?

1. Identify and document assets
2. Identify goals and prioritize
3. Reach out and engage broadly with potential stakeholders
4. With input from stakeholders, define your project and build consensus
5. Connect with government and refine your idea
6. Define the budget and technical needs
7. Draft your implementation plan and get started!



1

Identify & document assets.

- a) Map, photograph, and observe assets you've identified.
- b) What makes, or could make, a “there” there? These are your key assets. Consider physical characteristics of the place or district, businesses, environmental features and amenities, people, opportunities for sharing or gathering, and community values in defining assets.
- c) Is your idea to enhance or create a connection to an area already perceived as a “place”? What assets are you building on?
- d) Is your idea to create an asset or enhancement where there currently isn't one? What asset do you see potential for?
- e) What scale is the opportunity? Is it a parcel, node, corridor, neighborhood, or community scale opportunity?



2

Identify qualitative goals & priorities.

- a) First, describe the primary qualitative goal. Gathering? Sharing? Greening? Branding? Gardening? Are there others who share this goal with you?
- b) How does your qualitative goal relate to the identified asset(s)? Is the asset or asset mix you have identified entirely private, or is does it engage public space and land?
- c) Consider stacked benefits; define the full opportunity & vision. Sharing goals in common with others will help you build consensus.
- d) Once you have fully identified the qualitative goals, define the concrete intervention: What specifically do you want to accomplish? A parade? A streetscape enhancement? A façade improvement? District branding? A public art project? A community garden? Describe in detail what “success” would look like.



3

Reach out & engage broadly with stakeholders.

- a) When you engage others, remember that diversity = effectiveness. Be sure you are talking to people on all sides of the issue or opportunity. Engage stakeholders in a way that is inclusive and seeks diverse perspectives.
- b) Anticipate impacts and learn from engagement with others where you may encounter resistance. Document and address concerns.
- c) Seek out others who have implemented similar projects, and learn from them; secure a full understanding of what will be required for success.
- d) Define the issues that will lead to (or prevent) consensus.

4

Define your project & build consensus.

- a) Draft a Mission Statement that clearly identifies your qualitative goal(s).
- b) Create a Project Definition including:
 - Project map
 - Photographs and observations of asset(s)/opportunity
 - Representation of project location and scale
 - Ownership status: Public/Private property impacts?
 - Description of temporary or permanent intervention
 - Description of stewardship plan: Who is responsible?
 - Possible access and connectivity Issues (multiple modes)
 - Possible impacts/conflicts
 - Preliminary zoning and regulatory review
 - Preliminary applications, fees, and licenses review



5

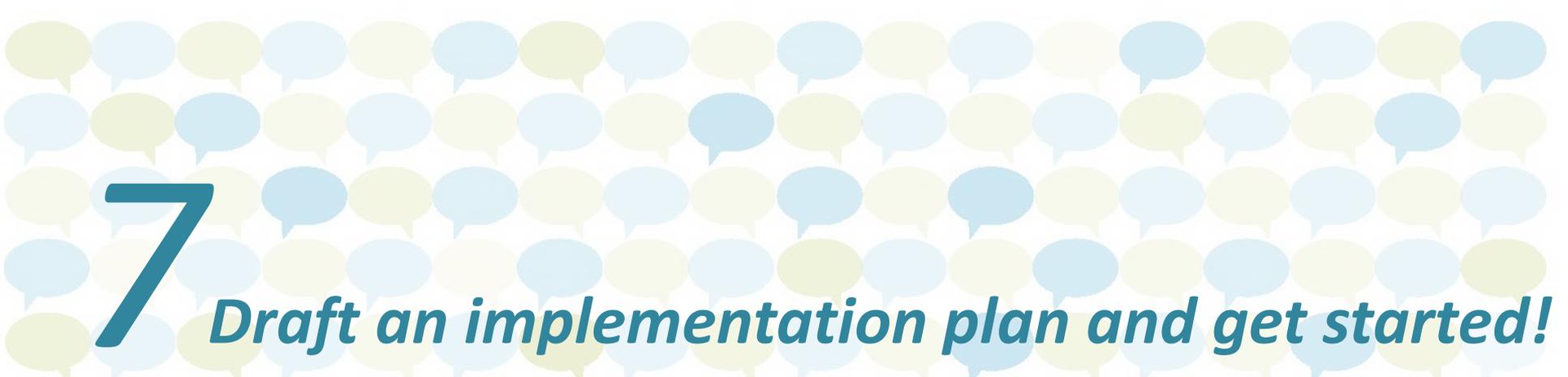
Connect with government & refine your idea.

- a) Consistent with zoning, adopted policy, and regulations?
- b) Compliant with procedural or policy requirements?
- c) Compliant with application requirements?
- d) Any permits, licenses and/or fees required?
- e) Any approvals required?
- f) Are all necessary funding & maintenance issues resolved?
- g) Are there any City resources available to support the project?
- h) What actions will the City need to take, if any, to implement the project?

6

Define the budget, timeline & technical needs.

- a) **Implementation Budget, including construction or event delivery costs; permits, licenses or fees; and professional services needs**
- b) **Operational Budget and Plan, if necessary (if the project will require ongoing stewardship), including management and maintenance**
- c) **Define and form the type of stewardship entity needed, if any**
- d) **Identify funding sources**
- e) **When budgeting, evaluate your capacity to deliver on the following, and ensure that the budget reflects any costs to build capacity or staff:**
 - **Design & construction**
 - **Management**
 - **Maintenance**
 - **Operations**



7

Draft an implementation plan and get started!

- a) What is your compliance roadmap ?
- b) What is your stewardship entity, and what are the roles and responsibilities?
- c) What is your plan for keeping stakeholders and the community in the loop?
- d) What is the budget and funding for the implementation of the project?
- e) What is the budget and funding for ongoing stewardship, including operations and maintenance?
- f) What is the timeline?
- g) Prepare to Deliver, Operate & Maintain!



Placemaking 101

What kinds of projects could I do?

- Enhanced Districts & Streets
- Events & Activation
- Arts
- Urban Agriculture/Community Gardening



Enhanced Districts & Streets

Capital Project Engagement

Special Service Districts (coordinated district or corridor enhancement efforts)

- Greening
- Cleaning
- Enhanced Pavement
- Enhanced Lighting
- Street Furnishings
- Brand & Banner
- Snow Removal

Parklets

Bike Corrals

Façade Improvement

Little Free Library



Group 1

A large plaza
Boulevard treatment on
both sides of the street
Decorative paved surface
Shared street concept



Enhanced Districts & Streets

CAPITOL PROJECT ENGAGEMENT: Minneapolis 2015 Projects (Left); 5-Year Plan (Right)

CAPITAL IMPROVEMENT PROJECTS

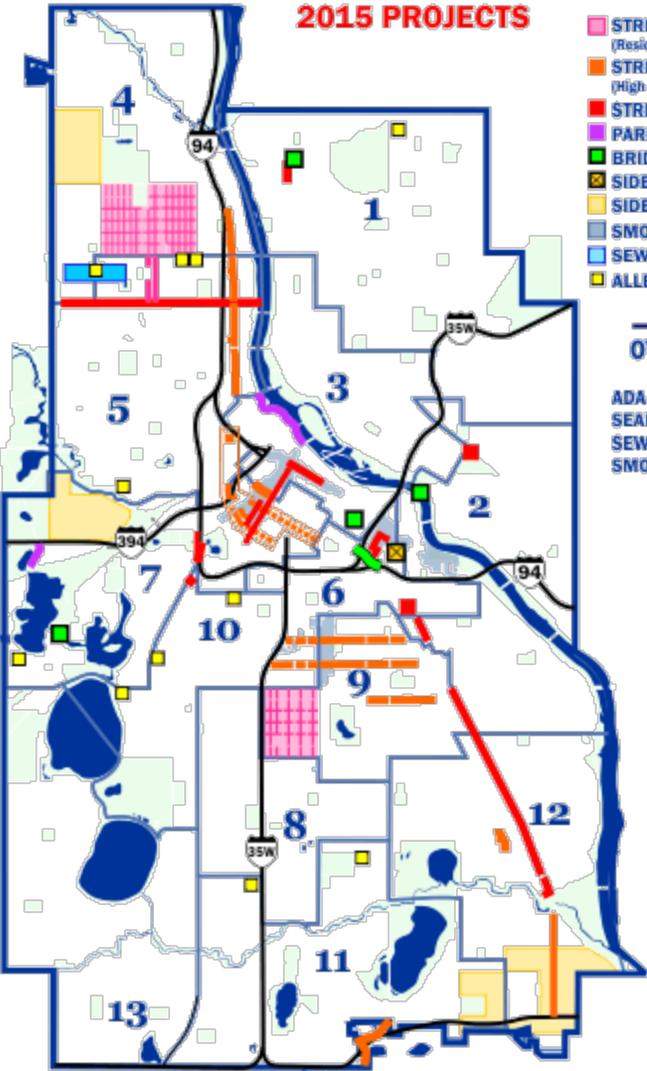
2015 PROJECTS

- STREET RESURFACING (Residential Resurfacing)
- STREET RESURFACING (High Volume Resurfacing)
- STREET RECONSTRUCTION
- PARKWAY PAVING
- BRIDGES
- SIDEWALK RECONSTRUCTION
- SIDEWALK REPAIR
- SMOKE TESTING
- SEWER/STORM DRAIN
- ALLEY RENOVATION

OTHER PROJECTS:

[CLICK BELOW](#)

- ADA RAMP RECONSTRUCTION
- SEAL COAT PROJECTS
- SEWER PIPE LINING
- SMOKE TESTING



CITY OF MINNEAPOLIS

CAPITAL IMPROVEMENT PROJECTS 2014 CONSTRUCTION PROPOSED: 2015 - 2019 CAPITAL PLAN

LEGEND



PROJECT NAME	2014	2015	2016	2017	2018	2019
101st Street						
102nd Street						
103rd Street						
104th Street						
105th Street						
106th Street						
107th Street						
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Enhanced Districts & Streets



Enhanced Districts & Streets

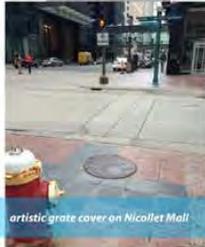
STANDARD VS. ENHANCED STREET

STREET ELEMENTS	BIKE RACKS	SURFACES	GREEN INFRASTRUCTURE
EXISTING	 "Lollipop" style	 Standard concrete	 Interconnected tree pits
ENHANCED	 Custom bike racks/storage	 Pervious pavers, custom patterns	 curb cut inlets, rain gardens, vegetated infiltration systems

Minneapolis Park & Recreation Board Downtown Service Area Master Plan
City of Minneapolis CPED Downtown Public Realm Framework Plan

January 6, 2015 LHB|MG|SRF | 14

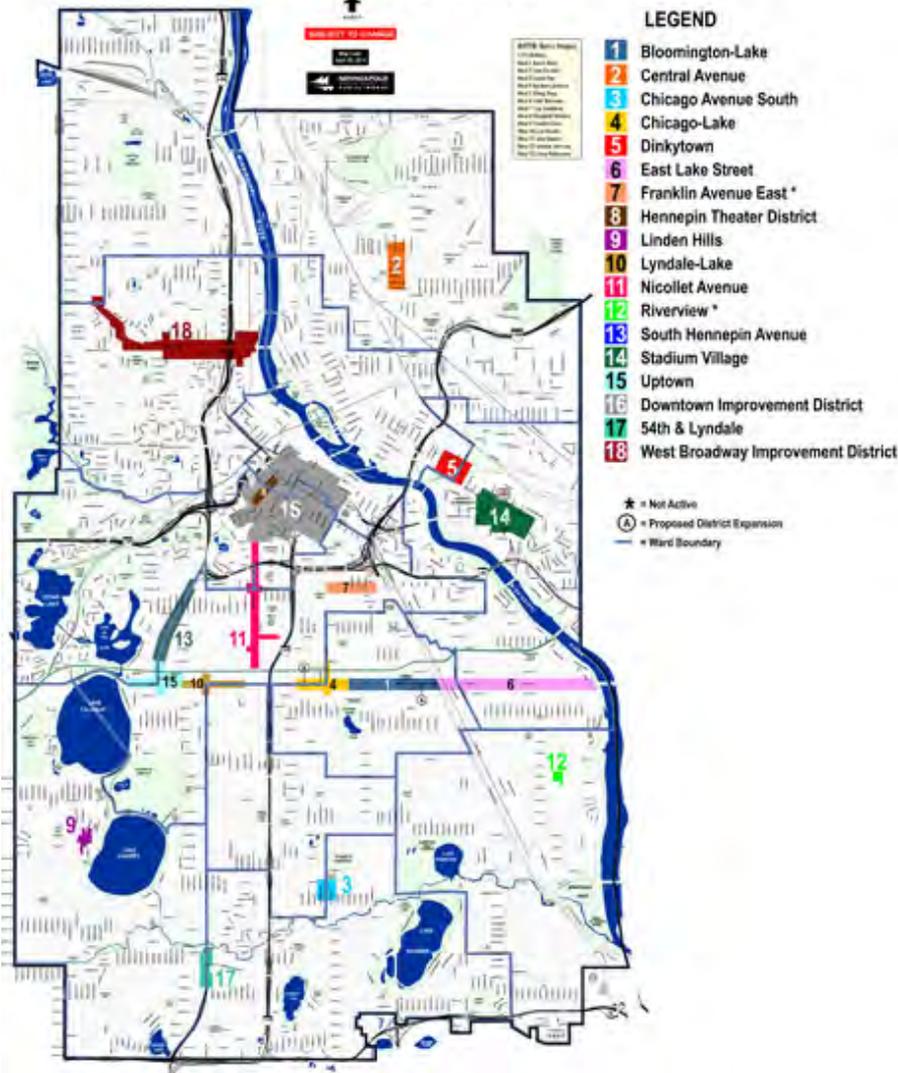
STANDARD VS. ENHANCED STREET

STREET ELEMENTS	STREET TREES /PLANTINGS	TRASH/ RECYCLING	PUBLIC ART
EXISTING	 Tree pits or trenches, with mulch and ground-cover plants; 2" min boulevard	 Standard DID garbage and recycling bins	 artistic grate cover on Nicollet Mall
ENHANCED	 Width varies, native plantings, infiltration basins/gardens	 'smart' bins with more options for composting, etc...	 Interactive, multi-sensory art

Minneapolis Park & Recreation Board Downtown Service Area Master Plan
City of Minneapolis CPED Downtown Public Realm Framework Plan

January 6, 2015 LHB|MG|SRF | 15

Minneapolis Special Service Districts



- Cleaning
- Greening
- Branding
- Seasonal Decorations
- Maintenance
- Snow Removal
- Business Assistance
- Façade Improvement
- Ambassadors

Enhanced Districts & Streets



Request for City Council Committee Action from the Department of Public Works

Date: October 7, 2014

To: Honorable Kevin Reich, Chair Transportation & Public Works Committee

Subject: **Public Hearing for the 2015 proposed services and service charges for the Uptown (Hennepin-Lake), Dinkytown, Central Avenue, Stadium Village, Nicollet Avenue South, South Hennepin Avenue, 48th Street East and Chicago Avenue South and 43rd St W and Upton Avenue South (Linden Hills) Special Service Districts.**

Recommendation:

- A. Passage and summary publication of a Resolution for the Uptown, Dinkytown, Central Avenue, Stadium Village, Nicollet Avenue South, South Hennepin Avenue, 48th Street East and Chicago Avenue South, and 43rd St W and Upton Avenue South Special Service Districts;
- B. Approve the special services and the budget cost estimates in the lump sum total amount of \$1,133,500 for 2015;
- C. Approve the special service charges and the lists of service charges (assessments) in the lump sum total amount of \$1,076,560 for 2015;
- D. Direct the City Clerk to transmit certified copies of the lists of service charges to the Hennepin County Auditor; and
- E. Direct the City Engineer to proceed with the work.



Little Free Library

Enhanced Districts & Streets



Façade Improvement Project supported by Lake Street Council



Bike Corral at Northbound Smokehouse & Brewpub

Enhanced Districts & Streets

City of Minneapolis

PARKLET APPLICATION MANUAL

Spring 2015



Enhanced Districts & Streets

How can I find out about street reconstructions or other capital projects near me?

[2015 Capital Projects](#)

City of Minneapolis Capital Projects: [5-Year Plan](#)

[Special Service District - Citywide Map](#) - [Policy Link and List of Boards](#)

Use of City Property or Street/Object in Right of Way/Encroachment:

[Encroachment Permit](#) – any existing or proposed structure that projects onto, under, or over any municipal right of way – Encroachment Permit [Application](#)

[Banner/Seasonal Decoration Permit](#)

[Bus Bench Permit](#)

[Right of Entry Permit](#) (in order to temporarily use publicly owned land)

[Malls and Plazas Use Permits](#) – to use Peavey Plaza, The Loring Greenway, The Chicago Mall (between the Guthrie Theater and the Mill City Museum), Pioneer and Soldier’s Memorial Cemetery, Nicollet Mall, Other miscellaneous City owned properties.

[Street Furniture Program](#) (doesn’t currently exist)

[Parklet Program](#) – [Application Manual](#) – Application made available after determination of eligibility

[Bike Corral Program](#) Application – [About the Program](#) (cost-sharing with City)

[Great Streets Program](#) (grants from City)

[Business District Support \(BDS\) Grants](#)

[Façade Improvement Matching Grants](#)

[Real Estate Development Gap Financing Loans in Great Streets areas](#)

[Small Business Technical Assistance Program](#)

Enhanced Districts & Streets



Events & Activation

Parades

Races

Festivals, Fairs & Markets

Block Parties

Special Events

District Crawls

Plaza and Street Pop Up Activation





ART A WHIRL[®]

NEMAA Presents 17th Annual Open Studio Tours NE Minneapolis

NEMAA Presents

Events & Activation

2014 Nokomis Block Party

Sunday, September 7th 11am-4pm



[Home](#) | [Vendors](#) | [Sponsors](#) | [Music & Prizes](#) | [Passport Drawing](#) | [Contact](#)

BROUGHT TO YOU BY:

[Oxendale's Market](#)

[The Nokomis East
Business Association](#)

[Faith Lutheran Church](#)

[McDonald's Liquors](#)

The Fifth Annual Nokomis Block Party Welcomes You!

The fifth annual Nokomis Block Party is gearing up to be even bigger and better than ever! Bring your families and friends and rock on down to the 34th Avenue South and 50th-51st Street outdoor festivities hosted by Oxendale's, the Nokomis East Business Association (NEBA), Faith Lutheran Church and McDonald's Liquors.

Check out local business booths and local food vendors. Enjoy live music, games, arts and crafts and more.

- Family Fun including Bounce House, Brats and Dogs, Corn Roast, Kids Games and Fire Trucks
- Local Business Vendors and Local artists
- Classic Car Show (at McDonald's Liquor)
- Live Music
- Passport Drawing
- Faith Lutheran Church Raffle
- Faith Church Sponsored Blood Drive (10:30am - 3:30pm)

Events & Activation

MINNESOTA FOOD TRUCK FAIR

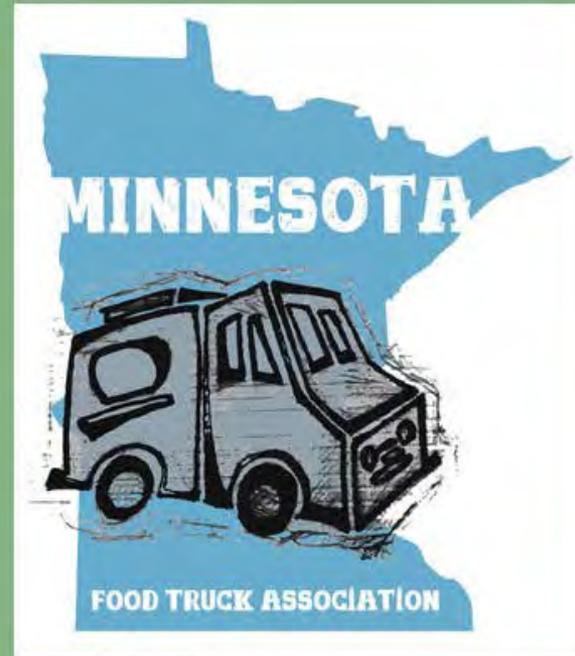
+ Pictures [UPTOWN, FOOD, DRINKS, MUSIC, HAPPY](#) [FAQ](#)

[Contact Us](#)



WE BRING TOGETHER THE ZING, SWEET, SPICE, SMACK, SAVOR, ZEST, SALT, AROMA, AND JOLT OF THE TWIN CITIES FOOD SCENE AND WE DO IT JUST FOR YOU!

WE'RE NOT JUST IN UPTOWN MINNEAPOLIS ANYMORE; WE'RE SHARING THE LOVE IN BLAINE, ST. PAUL AND THE SOUTH METRO FOR 2015!



PROUD PARTNER

FREE EVENTS THAT BRINGS PEOPLE TOGETHER FROM ALL AROUND THE STATE.

Events & Activation

[Business District Block Permits](#)

[Street Use Permits](#)

[Lane Use/Obstruction Permit](#) - closing a lane, posting of “no parking,” hooding meters

[Race and Parade Permits](#)

[Race](#)

[Parade](#)

[Residential Block Permits - definition](#)

Use of City Property or Street/Object in Right of Way/Encroachment:

[Encroachment Permit](#) – any existing or proposed structure that projects onto, under, or over any municipal right of way

[Banner/Seasonal Decoration Permit](#)

[Bus Bench Permit](#)

[Right of Entry Permit](#) (in order to temporarily use publicly owned land)

[Malls and Plazas Use Permits](#) – to use Peavey Plaza, The Loring Greenway, The Chicago Mall (between the Guthrie Theater and the Mill City Museum), Pioneer and Soldier’s Memorial Cemetery, Nicollet Mall, Other miscellaneous City owned properties

Event:

[Nonprofit Organization Events](#)

[Special Events Permit](#)

[Operational Permit \(for events\)](#)

[Sound Permit](#) (Outdoor Amplified Sound)

[Temporary Licensing](#) (temporary events – carnival, youth fundraiser, film, flea market, etc))

Food:

[Seasonal Food Permit](#) for vendors

[Event Food Sponsor Permit](#)

[Short Term Food Applications and Fees](#) – [Permit Application](#)

[Food Cart Vendor, Sidewalk \(downtown\)](#)

[Limited Mobile Food Vendor License](#) (prepackaged from a vehicle)

[Limited Mobile Food Vendor, City Parks](#)

Farmers Markets:

Where can I find a Farmers Market? [Here](#).

How can I organize a Mini Farmers Market? [How To Guide](#).

[Public \(Farmers\) Market License](#)

[Farmers Market Distributor License](#)

[Farmers Market Exemptions](#)

[Farmers Market Manufacturer](#)

Events & Activation

Utility Box Wraps

Paint the Pavement Program

Murals & Mosaics

City-owned Public Art

Privately-owned Public Art

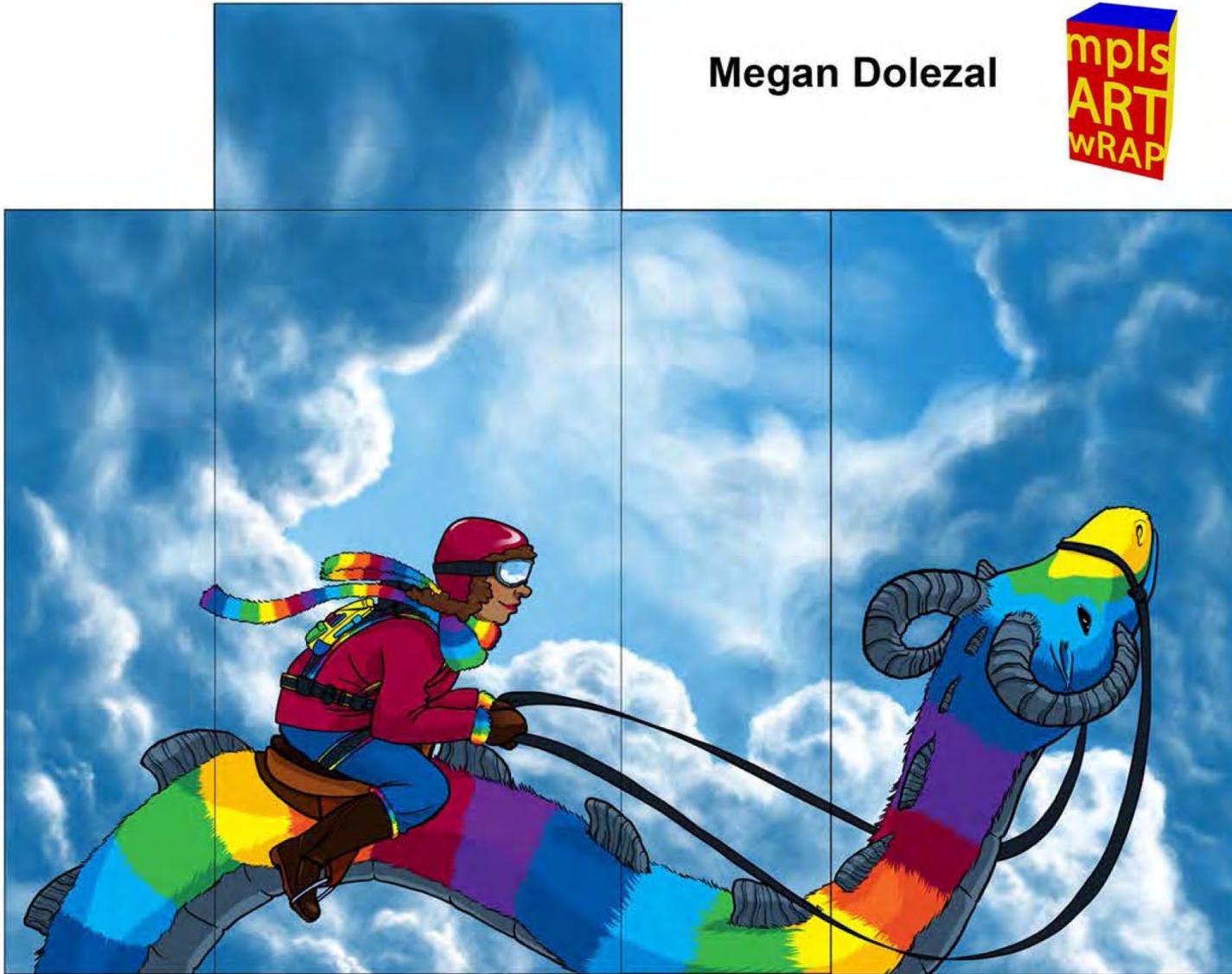
Creative City Challenge

Creative Citymaking

UTILITY BOX WRAP: Custom Design by Cindy Lindgren for CARAG Neighborhood



Megan Dolezal





PUBLIC ART INSTALLATION: Continuum, Jackson Square Park



Arts



CREATIVE CITYMAKING

a partnership of Intermedia Arts and the City of Minneapolis



GOALS

1. Develop **new creative strategies** for community planning
2. Create a **laboratory and learning environment** for artists and City staff
3. Increase artists' and planners' ability to **facilitate community change**
4. Provide new tools for **community engagement** and working with under-represented communities
5. **Document and communicate** lessons learned

COMMUNITY PLANNING

ARTS

CITY PLANS

ARTISTS

COMMUNITY VOICE

NEIGHBORHOOD ORGANIZATIONS

Intermedia Arts and City of Minneapolis work with an artist selection panel, staff team, and advisory committee

- four artist/planner collaborations
- series of artist and planner convenings
- community forum
- four visionary city plans

Creative CityMaking will examine the ways in which artist/planner collaborations can contribute to placemaking, vibrancy and community change.

FIND OUT MORE  INTERMEDIAARTS.ORG

Creative CityMaking is made possible thanks to the generous support of ArtPlace.

MURALS & MOSAICS: Innovative Graffiti Prevention Program



[Permission to Place Art on Minneapolis City Property](#)

[Paint the Pavement Projects](#)

Utility Box Wraps: [Preapproved Designs, Application, Permit and Consent](#)

[Other Public Art Proposals](#)

[Innovative Graffiti Prevention Micro Grant Program](#) (grants not available in 2015)

Murals

Mosaic

Art in Public Places Program – candidate projects may soon be reflected in a 5-year Capital Plan

[Creative City Challenge](#) – there is an opportunity for the life of artworks beyond the challenge

[Creative Citymaking](#) – [Intermedia Link](#) here – keep an eye out for calls that are pertinent to your goals



Urban Ag/Community Gardening

Community Gardens

Farmers Markets

Farm Stands



Urban Ag/Community Gardening



Urban Ag/Community Gardening



Urban Ag/Community Gardening

VACANT PARCELS AVAILABLE FOR GARDENING: City of Minneapolis Website



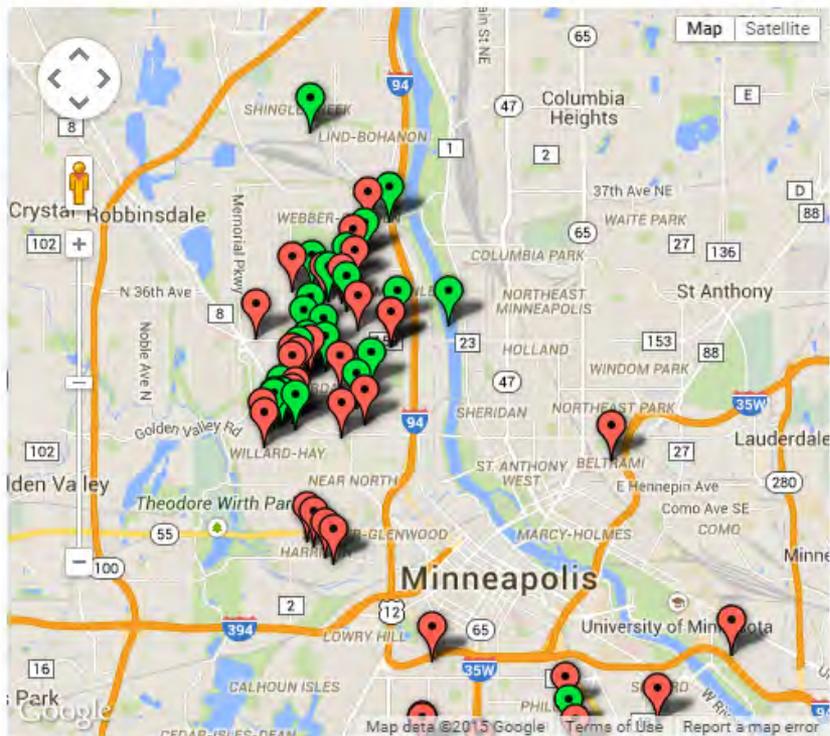
CITY SERVICES ▾ RESIDENTS ▾ BUSINESS ▾ GOVERNMENT ▾ VISITORS ▾ *Need help? Contact 311*

SEARCH: [input] [magnifying glass] DEPARTMENTS/DIVISIONS ▾

Text -A A +A [globe icon] Translate

Home > Sustainability > Homegrown Minneapolis

City-owned Parcels Available for Community Gardens



Green pins highlight City-owned parcels available to be leased for community gardens.
Red pins indicate City-owned parcels already leased out to community gardens.

[Sign up for e-mail updates](#) from Homegrown Minneapolis.

Upcoming Homegrown Meetings

Food Council April Meeting
Wednesday, April 8, 2015
5:30-7:30 meeting, 5:00 pm optional presentation about EMERGE programs and expansion
[EMERGE Career & Technology Center \(ECTC\)](#), 1834 Emerson Avenue North, Minneapolis ([map](#))
[View all 2015 Food Council meeting dates and locations](#)

Homegrown Highlights

- [2014 Homegrown Minneapolis Highlights](#)
- [Latest Homegrown Minneapolis Newsletter](#)
- [2014-15 Winter Farmers Markets](#)
- [2014-2015 Food Council Members](#)

Contact

Tamara Downs Schwei
Homegrown Minneapolis/
Local Food Policy Coordinator
(612) 673-3553 | [email](#)

Urban Ag/Community Gardening

[Homegrown Minneapolis Urban Ag Opptys, Permits, Rules](#)

[Community Gardens](#) – Community Gardens [Application](#) – Community Gardens [Zoning and Development Standards](#)

[Related Urban Ag Info: [Beekeeping](#); [Keeping Chickens](#); [Hoophouse, Cold Frame, Greenhouse](#); [Composting](#)]

[Related: [Vacant Parcels in Minneapolis](#); [City Owned Vacant Parcels Available for Gardening](#)]

Where can I find a Farmers Market? [Here](#).

How can I organize a Mini Farmers Market? [How To Guide](#).

[Public \(Farmers\) Market License](#)

[Farmers Market Distributor License](#)

[Farmers Market Exemptions](#)

[Farmers Market Manufacturer](#)

Urban Ag/Community Gardening



Resources & References



Non-City Funding Resources:

[Met Council Livable Communities Grants](#) (in partnership with an eligible applicant)
[Livable Communities Demonstration Account](#) – eligible for use in creative placemaking
[ArtPlace](#) - Grants for Creative Placemaking
[NEA Our Town](#) Grants for Creative Placemaking
[Springboard for the Arts](#) – Arts/Creativity Focused Community Development
[Twin Cities LISC](#) – Community Development
[Kresge Foundation](#) – Arts, Community Development
[Knight Foundation](#) – Arts, Engaged Communities

References:

[Creative Placemaking: NEA Whitepaper for US Council of Mayors](#)
City of Minneapolis Special Service Districts [Citywide Map](#) + [Policy Link and List of Boards](#)
City of Minneapolis [Pedestrian Program](#)
[Access Minneapolis – Street and Sidewalk Design Guidelines](#) – includes corridor definitions
City of Minneapolis [Heritage Preservation](#)
[NACDI American Indian Cultural Corridor](#) (established community development entity)
[West Broadway Coalition Website](#) (new special service district)
[Lake Street Council – Façade Improvement](#)
[Little Free Library](#) - [Article](#)- Victory Neighborhood Association is aiming to transform their streets into the best-read avenue ever. Recent “build” days have resulted in close to 30 tiny libraries ready to be installed around the north Minneapolis neighborhood.

Resources & References



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