

# Placemaking: Why It's HOT!

## Placemaking

- makes places safer;
- encourages prosocial behavior;
- creates “community” and connectedness;
- builds roots and traditions;
- enhances economic development.

Sociologists report humans live in three realms:

Home and Work and the third realm:

*A place to connect with others.*

## From Passive to Community Enrichment

Four key features of a successful place

- **engaging/activities:** fun, active, special, useful, *sustainable*;
- **sociability:** diverse, neighborly, old & young, sense of pride, welcoming, gathering points;
- **access and linkages:** walkable, convenient, accessible;
- **comfort & image:** safe, *clean, green*, walkable, *attractive, sittable, charming*.

Project for Public Spaces has Placemaking Resources  
[www.pps.org/parks](http://www.pps.org/parks)

The Mommy Rule:

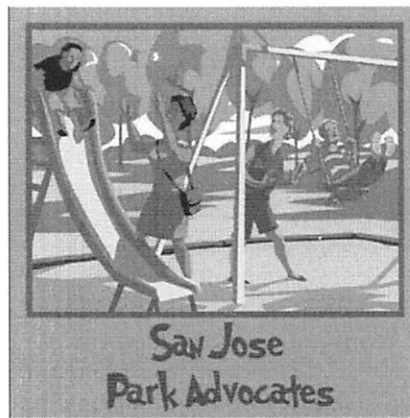
Where there are moms & strollers, *It's safe and clean.*

Placemaking is the process of creating public spaces like plazas and parks that were made to be pleasurable or interesting, and would attract the community. Placemaking is commonly described as the process of “creating quality places, wherein people want to live, work, play, and learn.” “Public spaces help define the character of the city, build civic pride, and encourage social connection. Placemaking strengthens local leadership and engages communities in the creation of public spaces that people value and want to use. By creating mutual stewardship of place within the community....”

PRNS report to Parks Commission Feb 2016  
<http://www.sanjoseca.gov/documentcenter/view/53458>

## Events and Stewardship Help Make Place: 63 Ideas.

1. Chalk Art Morning. Buy some large colored chalk. Mark off sidewalk squares. Free or charge \$5 for a square. Kids or anyone. Small or large scale.
2. Walking club. Meet in the park. Walk laps. Or walk the neighborhood. Brisk or slow. "Double treats" or "Triple Treats". Slow-medium-fast. Use Meetup to expand participant base.
3. Bubble Guy. Use NA funds or grant. Performance, followed by play with bubbles.
4. Strolling with books. Walk the park with a wagon. Give away gently used books.
5. Produce Share and Rock Exchange. Children bring a rock and take a rock.
6. Fourth of July Bike Parade. Decorate bikes in the park and ride the neighborhood.
7. Ice Cream Social and/or Hot Dog Barbeque. Weeknight evening. Many neighborhoods.
8. Wayfinding sign to connect neighborhood with park.
9. Gateway feature: plantings next to sign near elementary school.
10. Ranger visit: Neighborhood and Park Safety strategies
11. Dog Talk. Trainer comes and gives hints.
12. Native Plant Garden.
13. Gateway feature: sign, interpretive panel, art next to pathway to tennis courts
14. Wayfinding sign to tennis courts.
15. Refresh Plantings along tennis court,
16. Adopt a New Color Spot.
17. Musician's Evening. Volunteer. Acoustic.
18. Clean-ups and fix-ups. Coordinate Billi Grandy at LDS Bernal Ward, Mollie Tobias at PRNS.
19. New Grill for Big BBQ pit. Find a skilled volunteer and celebrate installation!
20. Planting under your big tall "Feature".
21. Name your "feature" contest.
22. Use your "feature" as neighborhood logo on wayfinding, gateway, NA facebook page.
23. Remove shoes from feature? Add more shoes?
24. More fibar under playground equipment.
25. Eagle Scout project: build a bulletin board for neighborhood news
26. Meetup for mommies. Or coordinate through school. Playgroup for tots.
27. Co-sponsor a school walk-a-thon.
28. Plant a tree on top of your hill.
29. Put art on top of your hill. (Each Council District has art budget)
30. Doggy costume parade.
31. Vitamin D day. Once a month bring a chair and read or text for an hour in the sun.
32. Face painting day.
33. Dog Tic Tac Toe event.
34. Yoga in the park. Tai Chi in the park.
35. Hill rolling day.
36. Lounge Fest. Borrow city's Adirondack chairs and hammocks
37. Repaint picnic tables as art.
38. Pirate Day. Treasure Maps and Stations.
39. Coat Drive for winter.
40. Soup afternoon in winter. Potluck. NA provides stoves and cups/spoons.
41. Picnic Day. Bring your own meal.
42. Meet with Park Manager for ideas for your plaza.
43. Neighborhood Watch Safety meeting. Or Meet your beat cop & captain.
44. Turf reduction? Get a new amenity without turf.
45. Exercise Club using field and par course.
46. Tennis tournament for NA.
47. Relocate soccer storage sheds?
48. Brainstorm with PRNS specialists for ways to improve pro-social behavior in your parking lot on ST—(specially at night—perhaps, volunteer closes?)
49. Coordinate daily graffiti walk-through.
50. Set up monthly appointments with Park Supervisor.
51. Follow up on capital budget plan to build trail from parking lot to park—no more mud!
52. Kite Day. (Make kites from newspapers)
53. Make PVC Halloween Spiders and have Halloween Party. Children color and make pipe cleaner spiders.
54. Build homeless hygiene kits.
55. Tennis ball bouncing contest.
56. Bicycle rodeo for little kids.
57. Soccer watching day.
58. Soccer dribbling day. Invite a Quake.
59. Sharks appreciation day. Invite Sharkie.
60. Jenga Day.
61. Snapchat Neighborhood Get-together
62. Doll or Toy Truck or Both Display Day.
63. Outdoor book club.



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