The Four Types of Placemaking

STANDARD PLACEMAKING
This type describes an incremental way to improve the quality and vitality of a place with many separate projects and/or activities that may be pursued by public, non-profit and private sectors on a targeted basis over an extended period of time.

- **Projects:** Street and façade improvements to buildings downtown, residential infill and rehabs, park improvements or other small scale multi-use projects.
- **Activities:** Events in public spaces such as downtown sidewalks, streets, civic buildings, parks and waterfronts.

TACTICAL PLACEMAKING
This is the process of creating quality places using a deliberate, phased approach to change through short-term, low-cost projects that target public spaces. Tactical Placemaking is comprised of two related but separate approaches called Tactical Urbanism and Lighter, Quicker, Cheaper. Both seek to test new concepts through an action planning process that transforms underutilized spaces. These scaled-down and targeted efforts showcase the different possibilities and new uses for public spaces, and encourage experimentation before making any substantial political and economic commitments.

- **Projects:** Road diets and other Complete Streets projects, or the construction of new forms of neighborhood dwellings such as a passive solar home.
- **Activities:** Chair bombing, pop-up cafes, parking space conversions into parklets, guerilla gardening and a variety of other activities designed to reinvent public spaces.

CREATIVE PLACEMAKING
This type brings new life to public spaces by applying arts, culture and creative thinking to all aspects of the built environment in order to stimulate activity and reawaken underutilized spaces. Bringing these arts and cultural activities and experiences to the forefront helps shape community identity through increased social interaction and public engagement, while also strengthening the sense of pride and connectivity among community members.

- **Projects:** Development that is built around and inclusive of the arts, such as museums, performance halls, public art displays or live-work structures for local artists.
- **Activities:** Outdoor town square concerts, sculpture loan programs, public art contests or movies and plays in the park.

STRATEGIC PLACEMAKING
This type focuses on creating quality places that talented workers want to live, work, play and learn in, thereby attracting further job creation and economic development opportunities to the community. These projects are typically targeted in downtowns and along key corridors in transect locations with dense urban populations, and result in quality, human scale, pedestrian-oriented environments that boast multiple housing, transportation and recreation options nearby.

- **Projects:** Mixed-use developments in targeted locations, green pathways to parks and waterfronts, or other entertainment facilities and places for social gatherings around these key centers, nodes and corridors.
- **Activities:** Cyclical events targeted to talented workers along with other arts, cultural, entertainment and recreational amenities that attract a wide range of users.