

What If We Build Sacramento Around Places?

Placemaking for Regenerative Tourism

Cultural Tourism Symposium
Sacramento, CA

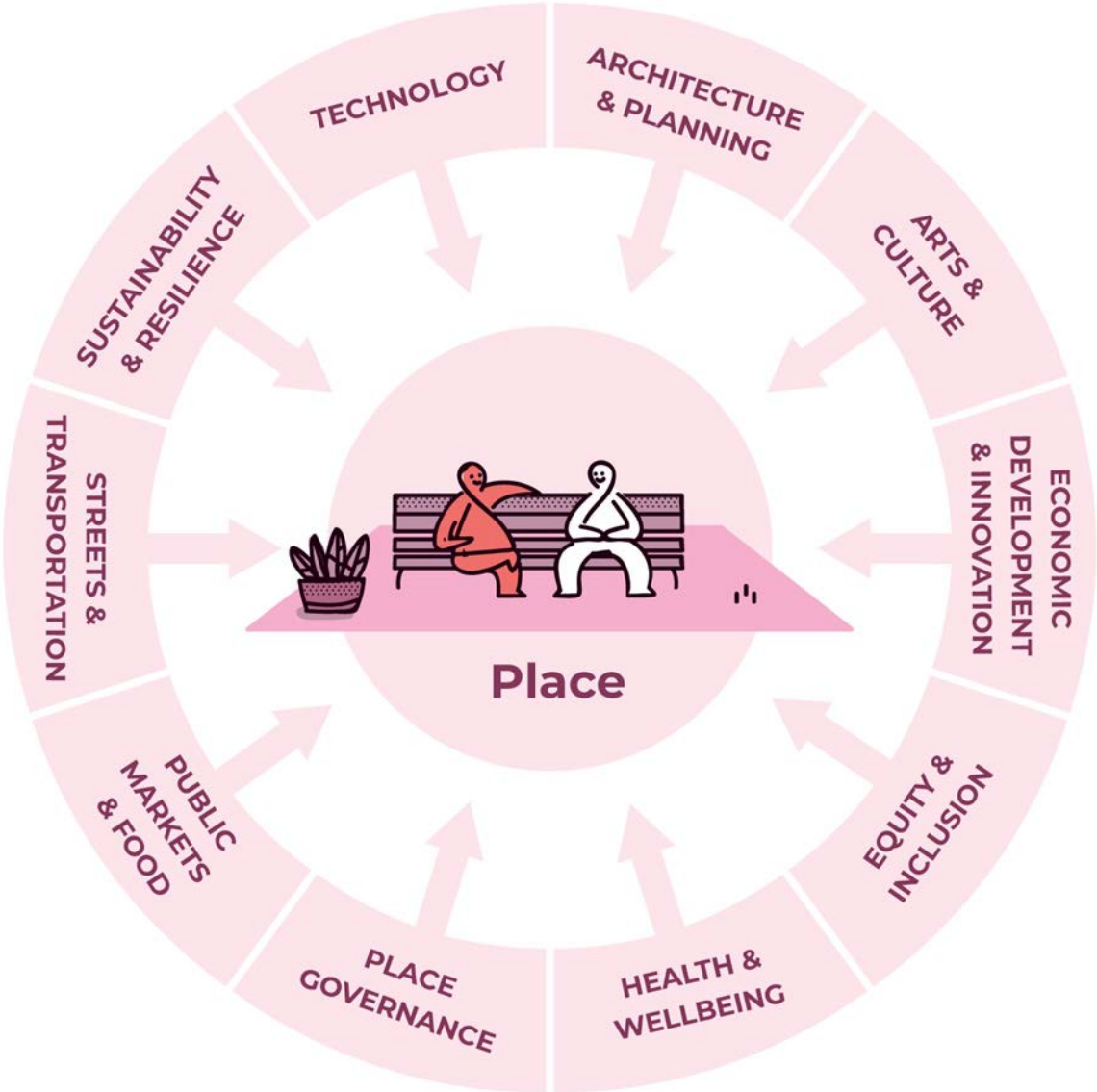
@PlacemakingX
@EBKent

PLACEMAKING X





CONVERGENCE OF CAUSES FOR PLACE



If you lead with
**cars and
traffic...**
you get more
**cars and
traffic.**



If you lead with
**people and
places...**
you get loved
**people and
places.**



If you lead with
**people and
places...**
you get loved
**people and
places.**

placemakingx.org



PROJECT CREDIT: Project for Public Spaces, and Southwest Airlines Heart of the Community program

PHOTO CREDIT: Philip Winn, Project for Public Spaces



If you lead with
**people and
places...**
you get loved
**people and
places.**





“ ”

We shape our
public spaces,
thereafter our
public spaces
shape us.

Adapted from Winston
Churchill





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What is Placemaking?

Placemaking is..

A collaborative process by which we can shape our public realm in order to maximize shared value.

Strengthening the connection between people and the places they share.

Placemaking is

About creating places that people love

People-focused

Inclusive and collaborative

Visionary, but also practical

Letting go and sharing responsibility

Flexible and adaptable

Placemaking is not

Based on delivering a project

A design-led masterplan or policy

One-off events or artworks

Just about the visible outcomes

Done by one person or team

Infrastructure upgrades alone



1950's - 1960's



William H. Whyte
and Jane Jacobs



1970's



The Street Life
Project



1975



Project for Public
Spaces is founded



Late 1990's



PPS starts calling it's
community powered
process
"placemaking"



2006



Placemaking goes global



2013



Placemaking movement is launched



2018



The placemaking movement starts to self-organize



2019



PlacemakingX is launched



“ ”

Everyone has the right to live in a great place. More importantly, everyone has the right to contribute to making the place where they already live great.

Fred Kent



PLACEMAKING X

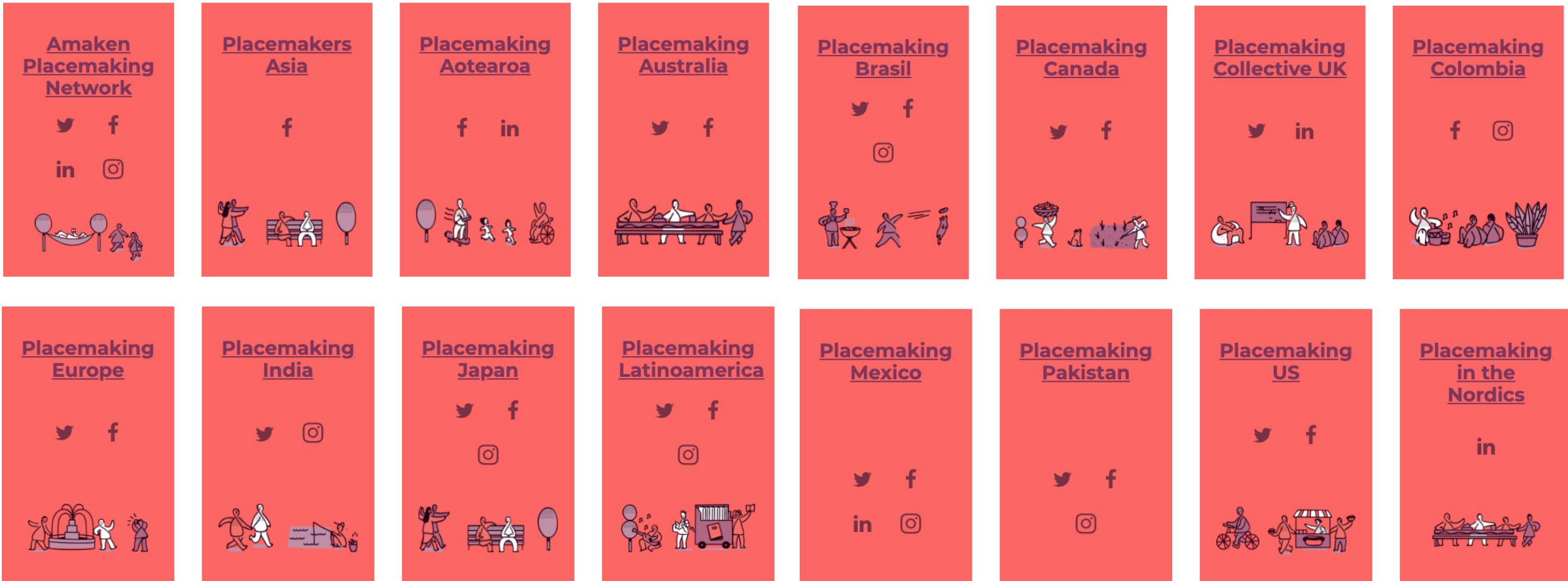


A Network to Accelerate Placemaking for Global Impact

Who is PlacemakingX?

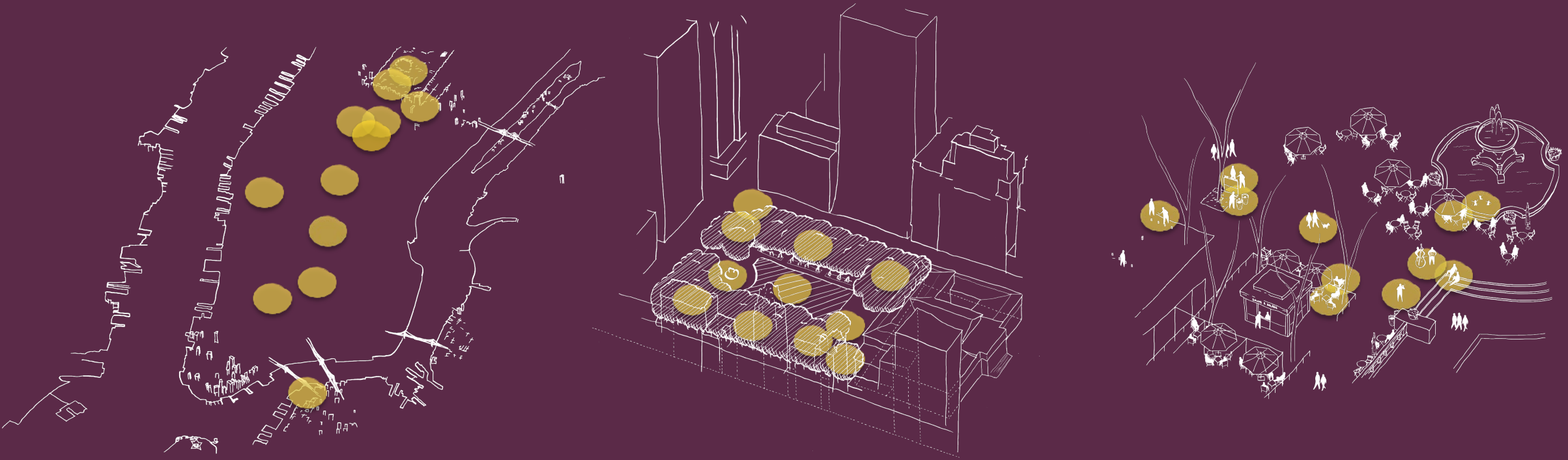
REGIONAL NETWORKS

PlacemakingX has partnered to launch and strengthen **16+ regional placemaking networks and counting.**



POWER OF 10+

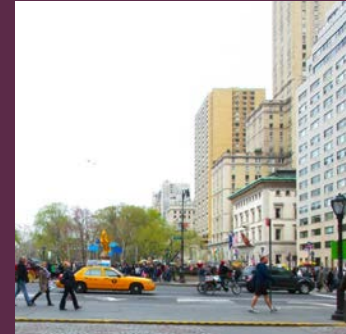
HOW CITIES TRANSFORM THROUGH PLACEMAKING



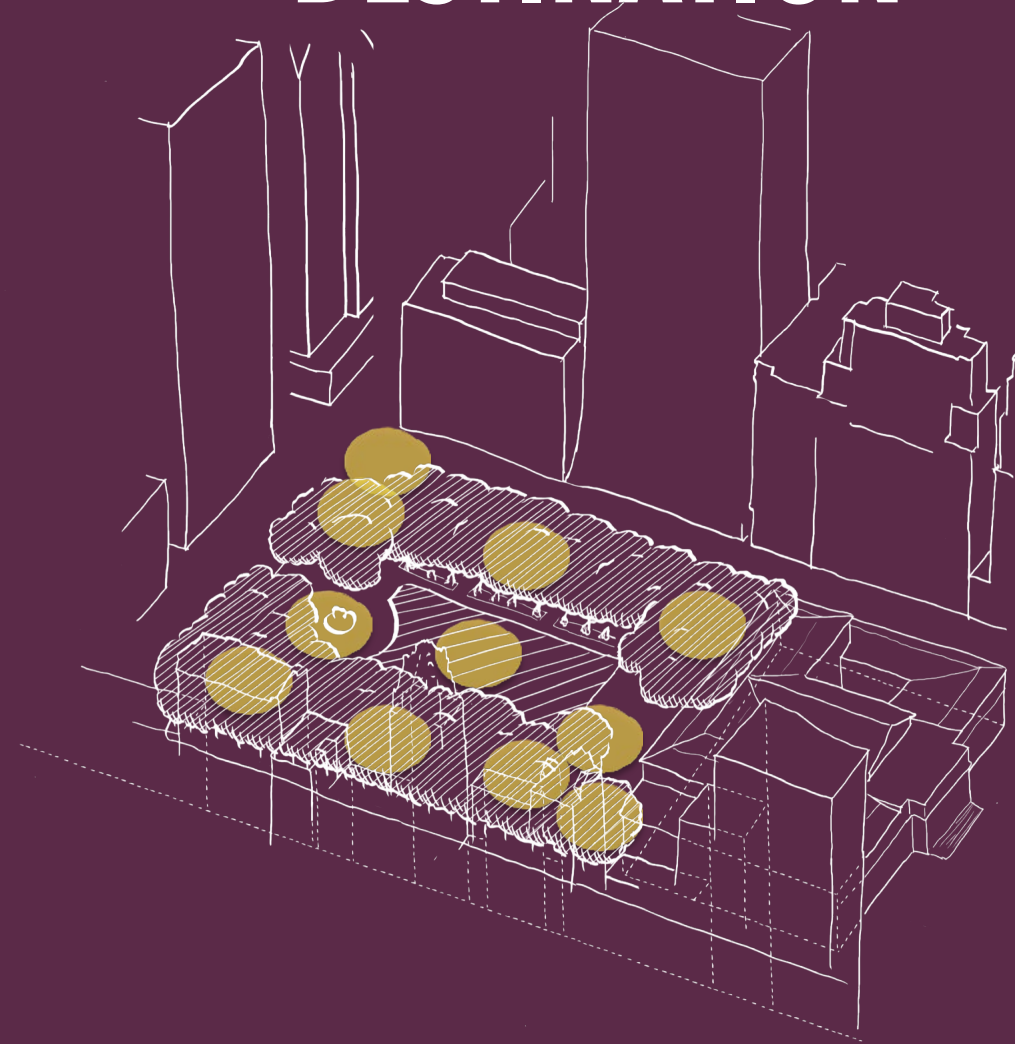
CITY/REGION



10+ MAJOR DESTINATIONS



DESTINATION



10+ PLACES TO GO



PLACE



10+ THINGS TO DO
LAYERED TO CREATE SYNERGY







D AND SOUTHBANK MARCH 2005
City of Melbourne



Several documents are visible on a table in front of the men. The documents appear to be related to the map, possibly providing details about the markers or the map's content. The text on the documents is not clearly legible, but they seem to be organized into sections with headings and bullet points.

CBD AND SOUTHBANK MARKET 2005

City of Melbourne

MAP SCALE 1:4 000
80 40 0 40 80 160 240 METERS



An aerial photograph of downtown Detroit, Michigan, featuring a large festival in the foreground and several prominent skyscrapers. The festival area is filled with people, colorful tents, and food trucks. In the background, a dense cluster of high-rise buildings is visible, including the Chase Tower and the EY building. The text 'CAMPUS MARTIUS, DETROIT' is overlaid in large white letters across the center of the image.

CAMPUS MARTIUS, DETROIT

At the Core of a Downtown Renaissance

Wayne State University

TECHTOWN

College for Creative Studies

Detroit Medical Center

Eastern Market

M1 Rail

DTE Energy

M@dison Building

Compuware Building

Blue Cross Blue Shield of Michigan

American Lightweight Manufacturing Innovation Institute

Waterfront



CAMPUS MARTIUS, DETROIT

circa 1917





HUDSON'S

Kelly Springfield
TIRES

KEARNEY'S

ERA HOUSE

CASCADE

BLACKSTONE
SURE

GOLDE
\$15
CLOTHES

SMITH'S

SMITH'S



circa 2000

CAMPUS MARTIUS, DETROIT

source: Downtown Detroit Partnership







CAMPUS
MARTIUS
PARK





WOODWARD AVE

MONROË ST

GAN AVE

FORT ST

WC

10

11

12

2

1

5

3

4

6

7

8

9



POWER OF 10+

WATCH THE FOUNTAINS

CATCH A SHOW

EAT DINNER/LUNCH

FIND SOME SHADE

PLAY IN THE SAND

DANCE

LOUNGE IN THE SUN

MEET A FRIEND

HAVE A DRINK











com mlife.com

312.207.17

Cadillac
Bar Garden

TROU
STLE
SIDE



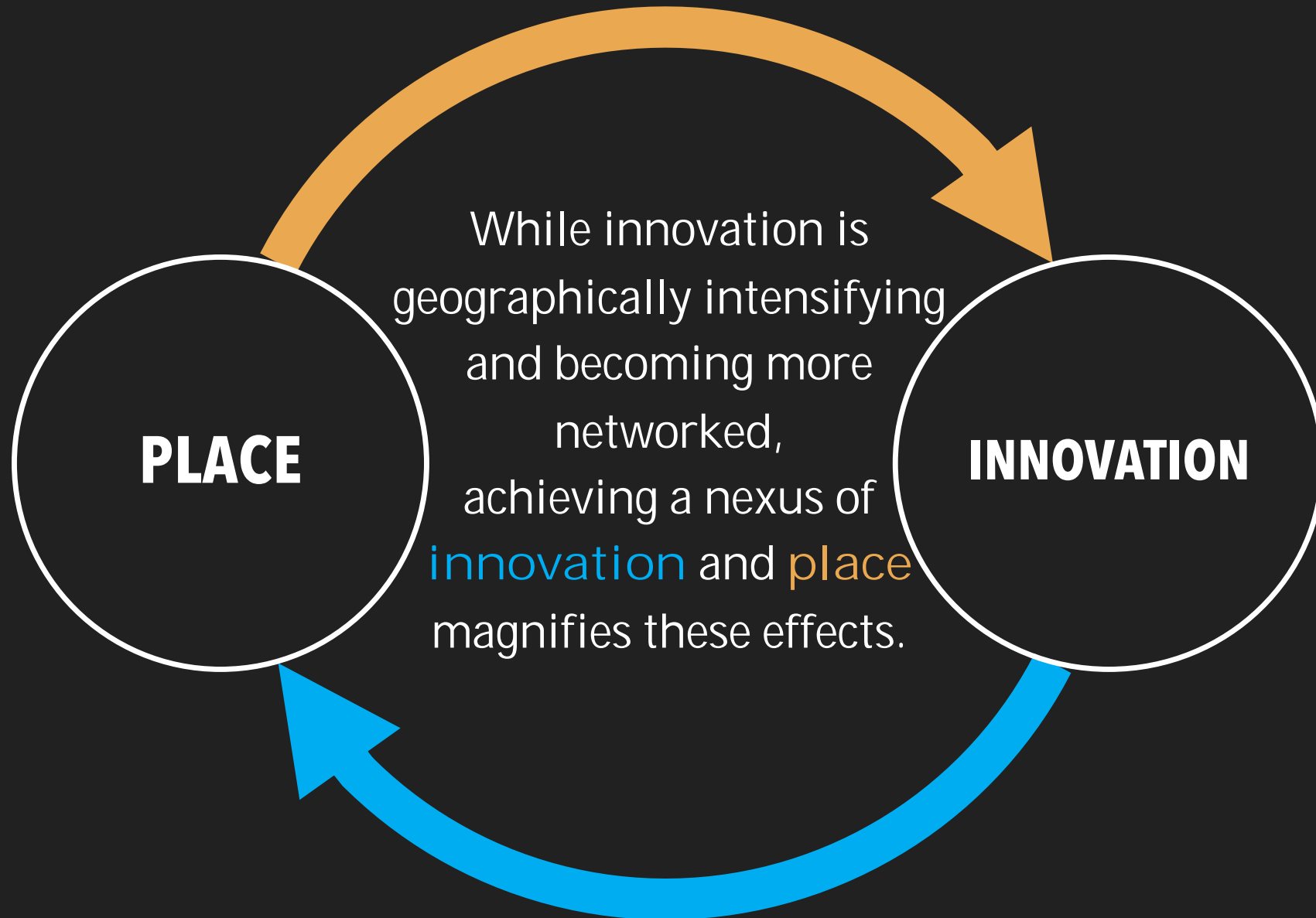


CHASE

OPPORTUNITY
DETROIT

A NEW URBAN PARADIGM

Where **innovation** and **place** are tightly bound,
cities will strengthen and democratize their existing ecosystem of assets.





Most innovators collaborate through **informal relationships**, **vibrant places** help create and strengthen those connections.

source: "Boosting Tech Innovation Ecosystems in Cities," The World Bank, 2015



EATING/
DRINKING



HANGING OUT
IN THE PARK



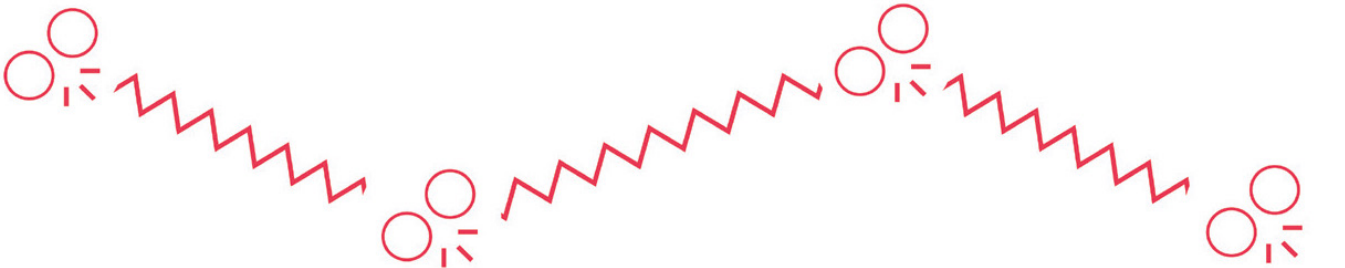
3
HOURS
PER DAY



365
DAYS
PER YEAR



= 1,095
COLLISIONABLE
HOURS



ATTENDING
EVENTS



WALKING DOWN
THE STREET



1
ACRE
(44K FT²)



1,095
COLLISIONABLE
HOURS



= 2.3
COLLISIONABLE
HOURS PER
SQUARE FOOT
PER YEAR

COLLISIONABLE ACTIVITIES

SOCIAL DENSITY

A vibrant public realm acts like density,
concentrating the social interactions
that drive innovation.

PLACE CAPITAL

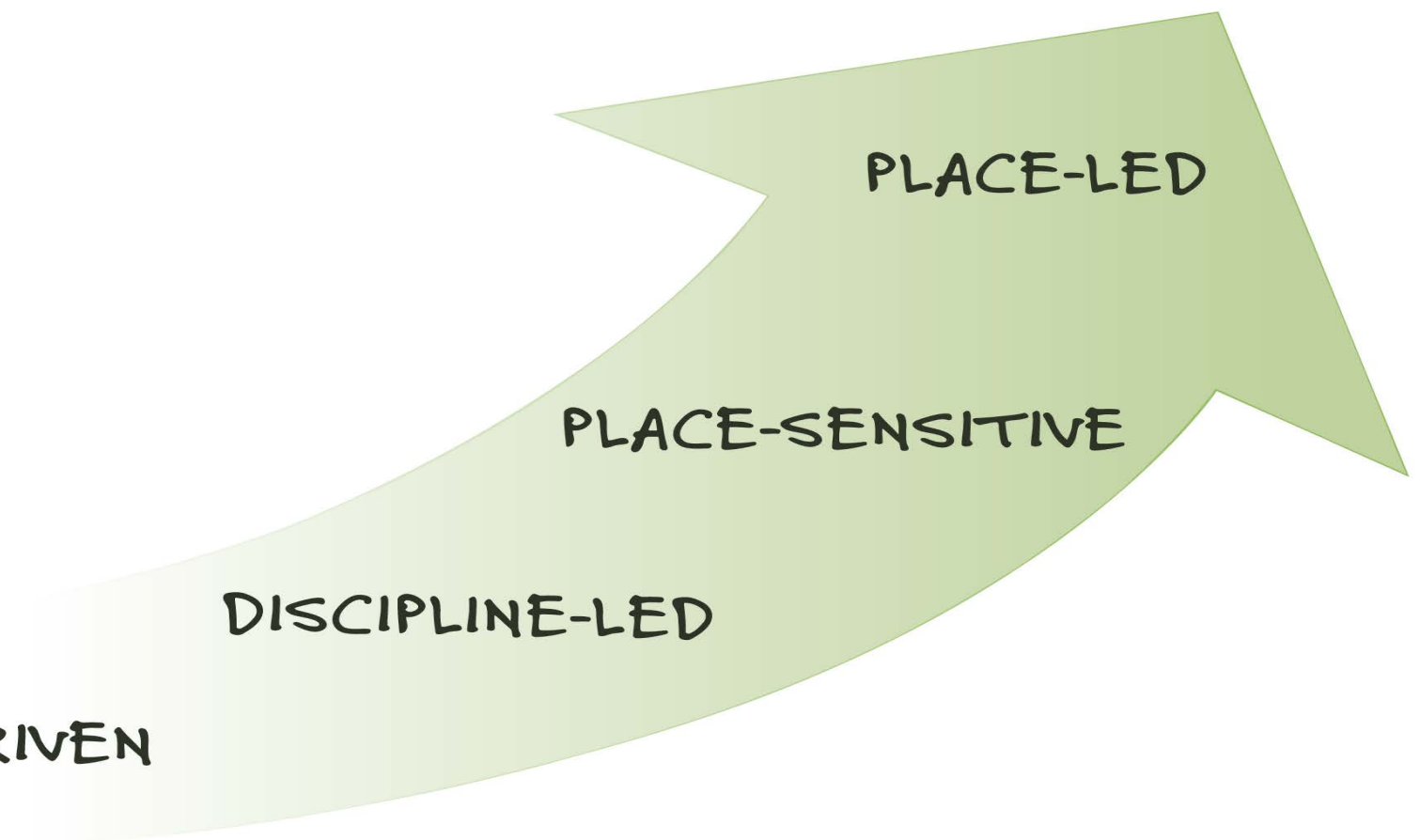
PROJECT-DRIVEN

DISCIPLINE-LED

PLACE-SENSITIVE

PLACE-LED

EVOLUTION OF DEVELOPMENT



Places To Go: Great Places Drive Tourism

Place Tourism is moving
beyond consuming the
place to participating in it,
and even contributing to it.



Places To Go: Great Places Drive Tourism

Strong public spaces and strong neighborhoods can better absorb tourists and cause tourists to conform (often unconsciously) to the culture and identity of places.



Places To Go: Great Places Drive Tourism

In great places people rise to the level of the shared experience and contribute to it. They are driven to connect deeper with their surroundings, the people with them and even to display their own personality more.



Regenerative Tourism through Placemaking

A placemaking approach to tourism development can not only help insure economic success, and manage impact, it can build local capacity for continuing to manage, maintain and evolve the destination.



Regenerative Tourism through Placemaking

Preserving the sense of local ownership is really the key to maintaining success and authenticity for both locals and tourists.



Regenerative Tourism through Placemaking

Sustainable places need to be constantly recreating and evolving themselves, keeping connections to local history, environment, culture and local ethnicities while also being culturally creative.



Principles for Supporting Regenerative Tourism Through Placemaking

1. Create places(to co-create) not objects(to consume)
2. Define tourism around locally-driven uses rather than tourist infrastructure
3. Support holistic, community-based place management and governance
4. Shift resources from marketing commercial destinations to creating public destinations
5. Place branding and marketing should start with participatory placemaking
6. Support buildings that support places
7. Support businesses that support places



GOVERNANCE TODAY

TOURISM

POLICE
DEPART-
MENT

PARKS
DEPART-
MENT

DEPART-
MENT OF
EDUCA-
TION

PUBLIC
WORKS

ECO-
NOMIC
DEVELO
P-MENT

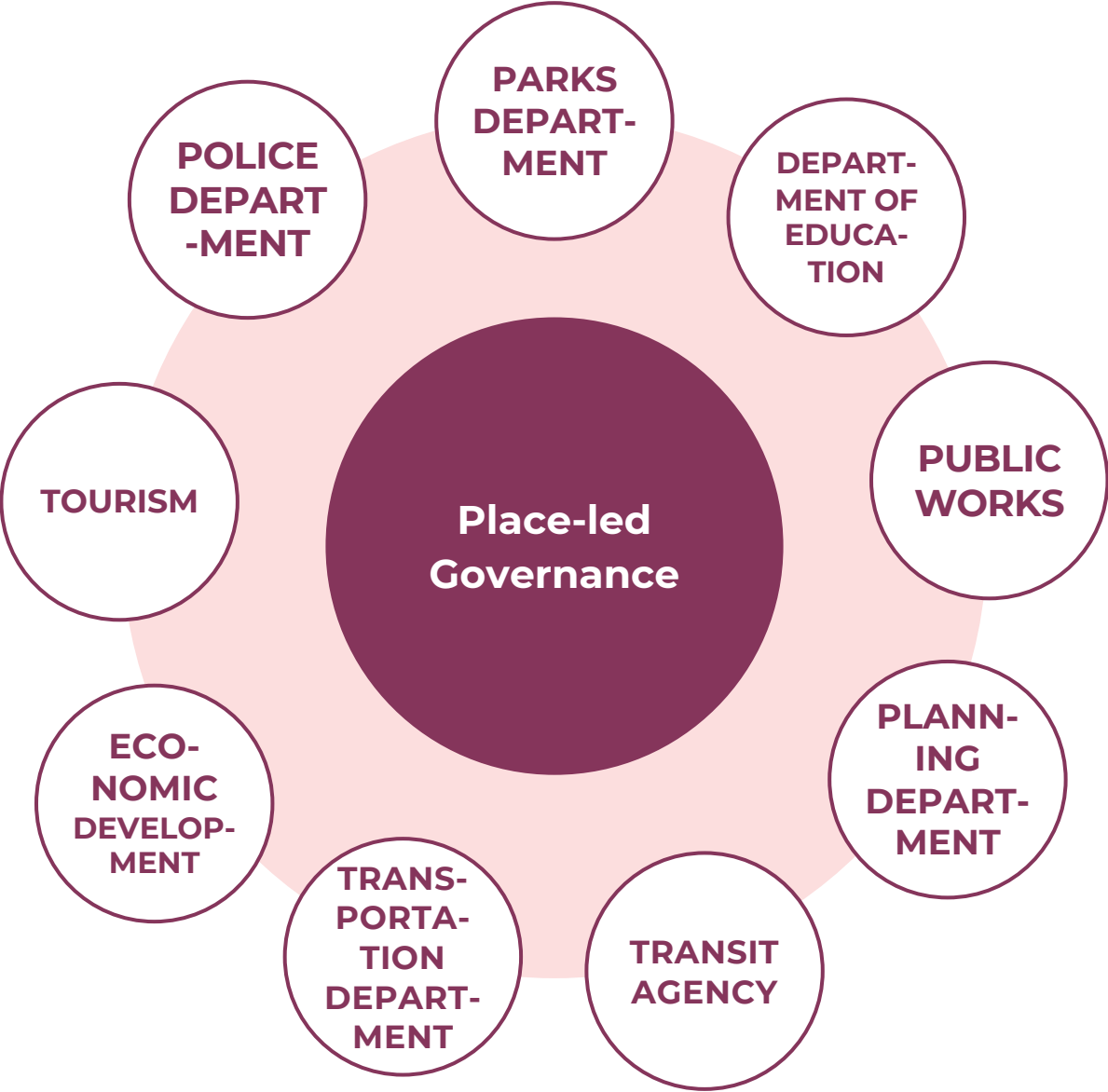
TRANS-
PORTA-
TION
DEPART-
MENT

TRANSIT

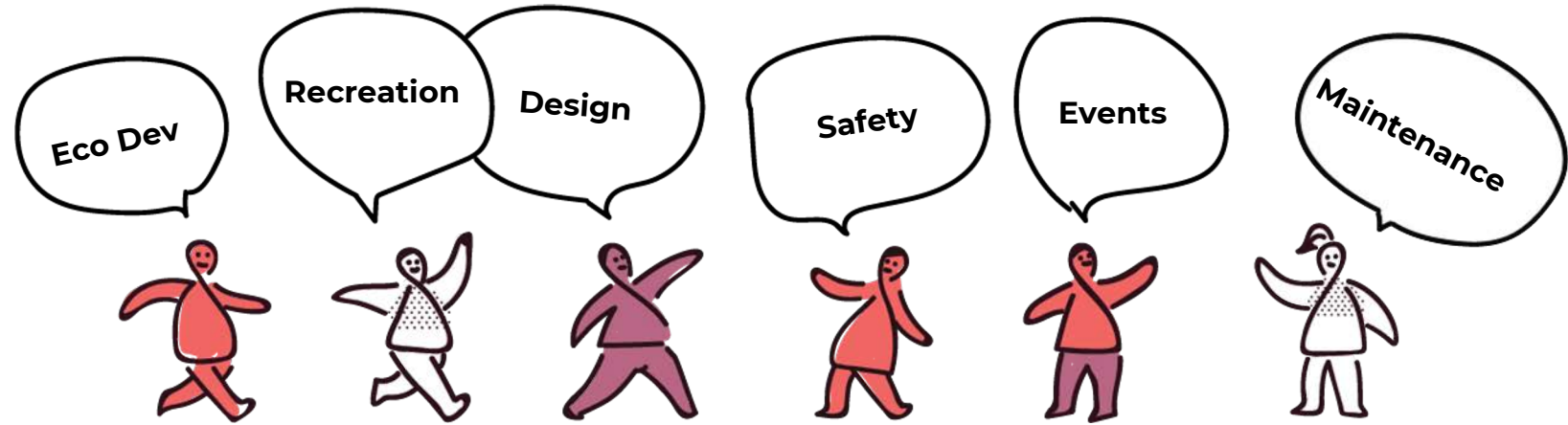
PLANN-
ING
DEPART-
MENT



PLACE-LED GOVERNANCE



Current conversation
OR
siloed
accountability



New conversation
OR
collaborative
accountability



What makes a city livable and sustainable?

Place Capital: is the value of a place to place users.



Placemaking: ways to make it happen



Placemaking.
Education

