

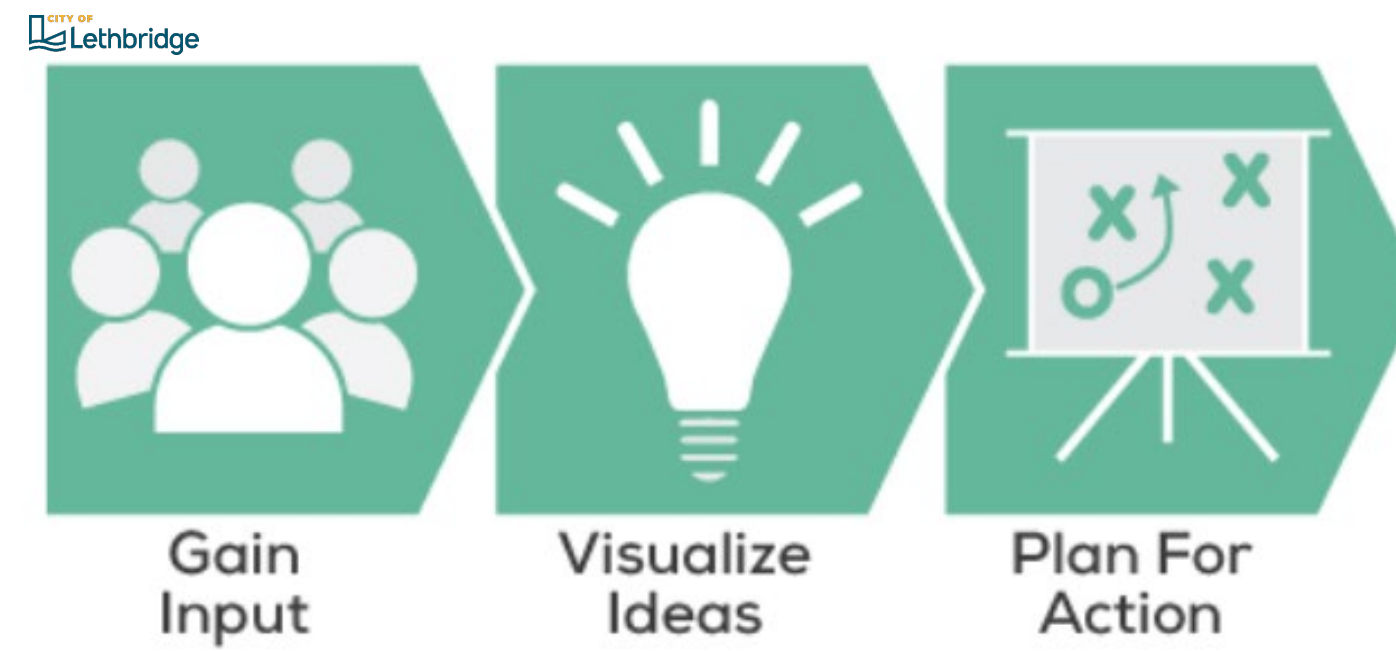
IDEA OF PLACEMAKING IN PUBLIC REALM DESIGN Best Practices in Canada

Kianna Turner, Amy Cran, Isabella Lee



INTRODUCTION

- September - December, 2022.
- Applied study with the City of Lethbridge.
- Research and analysis of concepts, practices, and City policies relating to IDEA (inclusion, diversity, equity, access) and placemaking in public realm enhancement projects.
- Compiled a document outlining our findings and best practices seen in other municipalities for the City of Lethbridge to build upon according to the City's unique demographics, needs and goals.



- Community-driven
- Collaborative
- Adaptable
- Inclusive
- Creative
- Context-specific
- Dynamic
- Transformative

PLACEMAKING BENEFITS AND OUTCOMES

- | | |
|--------------------------------|------------------------------|
| 1 Health Promotion | 4 Improve Accessibility |
| 2 Enhance an Equitable Economy | 5 Sense of Community |
| 3 Cultivate Social Interaction | 6 Promote Safety and Comfort |

INDIGENOUS PLANNING CONTRIBUTION TO PLACEMAKING

- Placemaking can share what makes our community unique—in this case, by highlighting the histories of Indigenous community members and expanding the representation of diverse community voices.
- Placemaking may “highlight what is hidden,” in this case, by disrupting Lethbridge’s settler colonial history and highlighting Blackfoot connections to this land.
- Indigenous Planning begins with a commitment to relationships and recognizes the importance of these by taking a Seven Generations view; similarly, good placemaking requires strong participation from the community.
- Indigenous Planning challenges placemaking to account for and include Traditional Knowledge throughout the planning and implementation stages and to prioritize land stewardship.

Placemaking is a multifaceted planning process focusing on citizens and the various ways they use and desire to use places.

FINDINGS

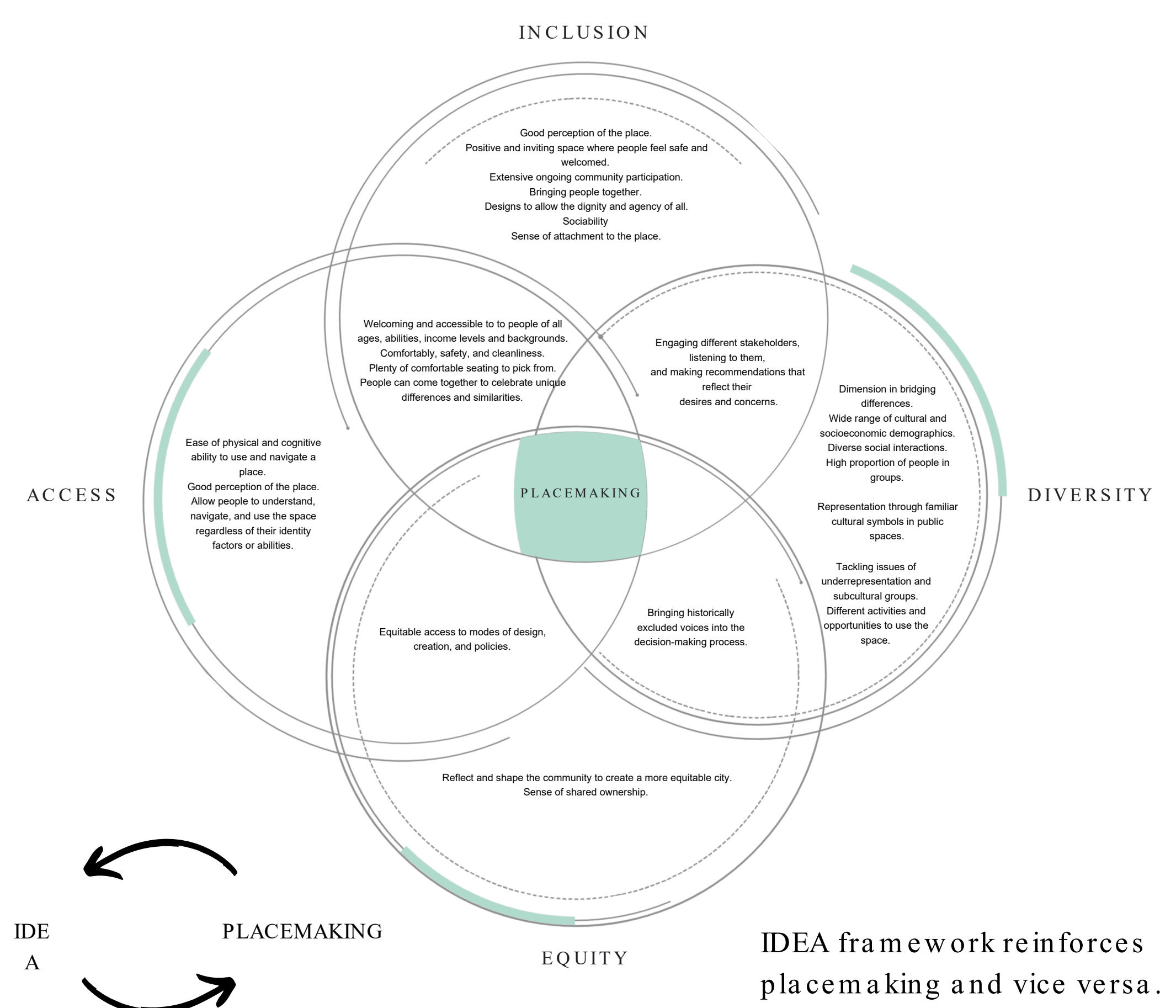
The main goal of placemaking is to capitalize on local assets through the collective reimagining of a place. People are, therefore, the core stakeholders; it is through their discourse and envisioning that public spaces become meaningful. Public spaces are central to the overall well-being of a population.

Final recommendations within the document:

- Evaluation Tools
 - Lighter, quicker, cheaper philosophy.
 - Review existing placemaking projects completed by the City.
 - Continued re-evaluation and long-term improvements of projects and spaces.
- Increase Community Involvement
 - Create a tool-kit for citizens to use so they have guiding principles and feel empowered to create their own placemaking projects.
 - Provide micro grants to encourage community-led projects.
 - Have a supply of items that citizens can borrow for short periods to facilitate a project.
- Incorporate Indigenous frameworks
 - Consider how guiding frameworks in reconciliation may inform placemaking best practices in terms of both content and process.
 - Work closely with Indigenous community members to determine what projects are desired or suitable, and how the planning process should be adopted to be meaningful and meet their needs.
 - Be deliberate with goals around reconciliation and decolonization: understand their meanings and implications, and avoid tokenizing. Recognize that reconciliation is a process with no clear "end" in sight, and that decolonization is not a metaphor.

IDEA WITHIN PLACEMAKING

IDEA is woven into all dimensions of the placemaking process. This diagram provides examples of how IDEA framework overlaps in placemaking to enrich and engage people in collaborative and inclusive ways.



IDEA framework reinforces placemaking and vice versa.