

PLACEMAKING

GATHERING & WORKSHOP

SEPT 17TH, 2019



ART
OF
CITY
BUILDING

MOVING PEOPLE
15-17 SEPTEMBER
HALIFAX, NS

WWW.ARTOFCITYBUILDING.CA
#AOCB2019

Placemaking Gathering + Workshop

HALIFAX, K'JIPUKTUK SEPT 17TH 2019



report on

what happened

A Network in Action

The Placemaking Canada Gathering and Workshop was an intersection of local experts, placemakers from across Canada, and international leaders.

The gathering was in support of the global and Canadian placemaking networks that continue to grow, while supporting placemaking at the community level. Global network of leaders will help accelerate placemaking as a way to create healthy, inclusive, and beloved communities.

So often we do this work alone or in small disparate groups across the country, but there is so much opportunity to help each other be the champions for this work by sharing resources, sharing learning,

and sharing strategies for work beyond the status quo - to further embed this idea of people first and for all. The gathering was a facilitated session intended to strengthen the relationships of people doing placemaking and related work across the country, and included opportunities to develop work plans aimed at fostering collaboration amongst local groups (empowering the champions of different locales to continue the work back in their regions).

The gathering had 2 main purposes:

Gathering: Hear stories about global placemaking networks from international leaders and discuss next steps for the Canadian Placemaking Network.

Placemaking in Action Workshop: An opportunity to work on current local and national projects with placemaking experts, community members, and project leads. Participants played a key role in applying a place-based approach to key community projects.

What is Placemaking?

In the quest for creating equitable, regenerative and prosperous cities, placemaking is one key strategy that has been resonating with people across Canada and the world.

The placemaking movement is growing and the language is becoming more common - and that's because of how simple it can appear at the surface and how it can be a lever for systems change at its depth. It is about putting people first - when planning, designing, implementing urban projects of any scale, it is an approach that centres people. People are empowered to co-design and build their cities and see their identity reflected in. At the systems level, placemakers are expanding institutional and government measures of success from only being economic development to measures of equity well-being for all within our ecological constraints. And at its core, placemaking is shifting hierarchical governance models to participatory models.

Partnership with Art of City Building

The gathering was strategically partnered with Halifax's Art of City Building (AoCB, <https://www.artofcitybuilding.ca/>), a conference designed to inspire conversations around people, design, and planning. AoCB attracts hundreds of national and international innovative city builders every year, and this presented a great opportunity to build on that momentum. The conference focused on the themes of Smart Cities, Participatory Cities, Mobility, and Social Financing for Community Capital.

**Switch Halifax
Open Streets**

**Art of City Building
(AoCB) Conference**

**Placemaking
Canada Gathering**

Sunday, Sept. 15

Monday, Sept. 16

Tuesday, Sept. 17

Who came?

Sold Out (over 70 people)

Ramon Maradez - Key Organizer of the European Placemaking Network, and Chief Strategy Officer for La Marina de Valencia, Spain

Andrew Pask - Planner, City of Vancouver & Founder, Vancouver Public Space Network

Sophia Horwitz - Partner, COLAB and Founder, PlacemakingHFX

Greg Woolner - COLAB

T.J. Maguire - Manager of Design, Develop Nova Scotia

Ethan Kent - Director of PlacemakingX

Frith Walker - Placemaker for Waterfront association in Auckland, NZ

Lucy Tukua - NativebyNature, cultural design and engagement

Joanna Brenchley - COLAB

Ayana Webb - Future Cities Canada

Bradley Daye, Amy Schwartz, Rodney Small, Josh Creighton - Creighton Placemaking project and O.N.E. North End

Fred and Kathy Kent - Founders of PlacemakingX Global Network, and Project for Public Spaces (PPS)

And so many more...

AGENDA



Welcome & Opening Remarks

What's in a place made?

Stories of Us: Placemaking
Unpacked

Introduction to Open Space

LUNCH

Open Space: Special topics in
Placemaking

Open Space: Special topics in
Placemaking

What's Next



We asked everyone, "What is a place-made?" This what they said...

Not being stringent with rules and plans, being open and constantly changing

Many places with diverse opportunities

Mental comfort

Ability to connect and contribute

Getting government out of the way!

Figuring out what grounds a place and celebrating that even when no formal programming has happened

In the making - taking time to listen to the space

We see ourselves represented, as do visitors

A place where no one is an other

Everyone feels a sense of belonging

Home welcoming for all

Mother Nature led

Every place will look different but the key factor is growth and community

One without hierarchy

When people have agency to change it

Still challenges you

A place with use - laughter, children, joy

People feel safe at all hours

An inclusive multigenerational space for all, that has elements of nature

On comfort, no one should feel TOO comfortable, as this can create ownership & exclusion of space

A sense of comfort, pride, safety

Natural interaction between all ages and nationalities

Stewardship by all, not just government body

Community resilience

Centering marginalized voices

Really see what draws people to a place

How do you measure success?

Things happen organically

People have pride and happiness in a place well made

Place shaping

Trust needs to be gained and maintained

Responsibility for inclusion! It's not okay to displace for placemaking

It has a life of its own

A place you want to BE, not just for a scheduled event

Creates or supports economic activity

One that WE can make, it feels good.

Getting comfortable with being uncomfortable

Beautiful

Open Space Action Areas

Participants identified priority areas for action and conversation. Groups formed around those areas and below are brief summary notes from their conversations.

Placemaking & Indigeneity

Topics:

- Healing Health
- Bring (back) a way of gathering - learn how
- Uncovering the deep Stories
- Build the relationships

Questions:

- How can we make space for conversation between different people(s)
- How is this place making us? You?
- How do we question different ways of understanding?

Tweet: He aha te kai o te Rangatira? He korero. (The common, the kitchen, the square to

Measuring the right results and asking the right questions

Questions:

- How are we collecting data?
- Who are we collecting it for?
- Why are we collecting it?
- Why do they want it?
- What data are we collecting?
- Why do they want it?
- What data are we collecting?
- When is it being collected?

Tweet: Community is the expert, community is not the expert

Public Art

Questions:

- Deeper meaning?

Tweet: art as part of daily life. Tree as bus shelter with supply of apples.

Un/dis-placemaking // placefaking

Questions:

- Is placemaking about economic development or community capacity building or both?
- Are we focusing too much on the economic development opportunities over the people who live there?

Tweet 1: People before parklets

Tweet 2: Place are not made, they are grown.

Getting Shit Done - Here and Beyond

- Tangible activity/ program
- Develop a city partnership to streamline grassroots organizing process
- Hurricane logs?
- BYOBBO
- Pilot projects

Questions:

- How do we gather?
- How do we find money?

Tweet: NBYO - bbq, hurricane, log, pizza topping, law chair, instrument

Design and program harmony in the public realm

Questions:

- How can the program of a space be incorporated in the design of it
- How can the activation of a space be made by people?

Tweet: Public action before public consultation. Program and design are intertwined

Placemaking Canada Network

Questions:

- How do we stitch it into our everyday lives?
- How do we make it all Indigenous?
- What topics/ questions do Canadians have?
- How do we cross-pollinate nationally?
- How do we communicate our vision?
- What associations, organizations, networks can we build on?
- What are the goals of the network?
- How do we grow the language of collaboration, equity, place?

Tweet: #PlacemakingCanada #PlaceCanada @Place_Canada



Growing the Placemaking Canada Network

Starting in 2015, Placemaking Canada emerged as a network of Canadians interested in placemaking in their communities, and the growing movement of shaping public places and communities through collaborative, participatory process.

Social research and development helped to identify general areas for collaboration, and this gathering presented an opportunity to advance the work of cross country collaboration, and the sharing of resources, learning and ideas. As the global placemaking movement continues to grow, its time to strengthen the national conversation, and provide a forum for tackling public space issues in the Canadian context. We want to continue the conversations around a placemaking network for Canada, and build on the momentum of the Placemaking Lab in Montreal (2015), Placemaking Canada gathering in Vancouver (2017), Placemaking Week Europe, and the launch of Placemaking X.

Beyond developing and deepening relationships across the country to strengthen the network, as coordinators of the network we want to better understand the role we can take and how we are

connected to existing support structures in places such as Future Cities Canada, Social Innovation Canada, Placemaking X, Placemaking Week, and more.

- How do we influence policy?
- What research / publications might support this work in Canada?
- What future events might be important and useful next?
- What training / knowledge sharing is most important?
- What are useful tools / best practices/ inspiration/ stories and how might we best share this?
- What are our collective outcomes and principles to guide us?
- What is the minimal structure needed to stay connected while encouraging self-organized actions/ working groups?
- How will we best connect with each other and with key international and national groups?
- How can we better support one another?

Next steps and Call to Action

1. Set up minimal infrastructure to support the network. As a start, you can access the Placemaking Canada Facebook group here:
<https://www.facebook.com/groups/1535821856737089/>
2. A stewarding group or organization must step up for backbone support, to animate the network and support self-organizing action, identify research priorities, and policy advocacy.



