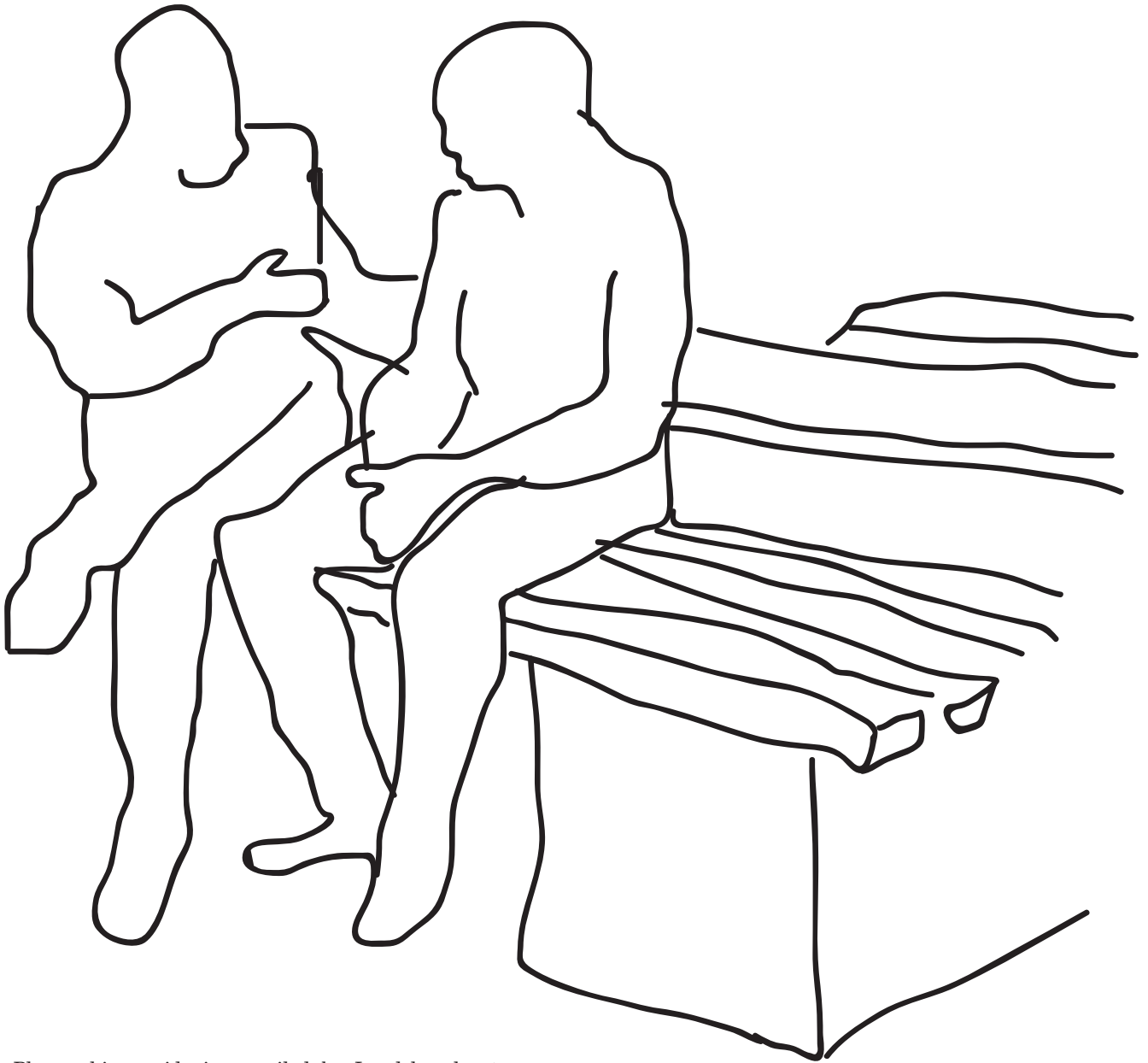


PLACEMAKING GUIDE



LANDSKAPSLAGET
Landscape architecture
& urban design



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Konkouey Desing Initiative, Korogocho Streetscapes,
Dream Kona

ABOUT THIS GUIDE

This guide for placemaking is created to guide communities in how to create good and successful public spaces. It also provides an insight in what a public space is and how it can become a 'Successful public space'.

The guide was created in September 2018 together with the residents and the Symbio City Working Group of Kiminini, Trans Nzoia County, Kenya. They wanted to know how Kiminini town can be developed into a green, vibrant town for all through its public spaces. By introducing the process of 'Placemaking' these places can become great public spaces created together with the Kiminini residents and as such accommodate and serve their everyday life.

By following the 8 steps in this guide other public spaces can be transformed and improved. Each step is a guide for different workshops that you do together in a team. They are made to give guidance in the discussion and can be adjusted to different settings and sites.

The guide is divided into three parts:

1. A description of Public space and Placemaking
2. An example of a placemaking process of a mini-park in Kiminini
3. A guide to be used for placemaking process

The goal of this guidebook is to teach residents and stake holders how to:

- Define the basic elements that create a good place
- Understand the role that good community places play in neighbourhood upgrading
- Recognize a successful public space
- Learn to analyze a specific site
- Facilitate groups of local community leaders, residents and designers to work together on improving public spaces
- Develop a plan of immediate, short-term, and long-term actions to improve a site
- Approach place-related issues or problems differently in the future

WHAT IS A PUBLIC SPACE?

A public Space can be everything between the houses. It can be a street, an intersection, a streetcorner, a road reserve, a small open space, a big open space, sidewalks, the terrace outside a building etc. It can be as small as just a few square meters to a big park. What they all have in common is that they are open, free spaces for the residents to meet, to interact, pass through or stay in for a while.

SOME EXAMPLES:



A road reserve



A street



A market space



A park

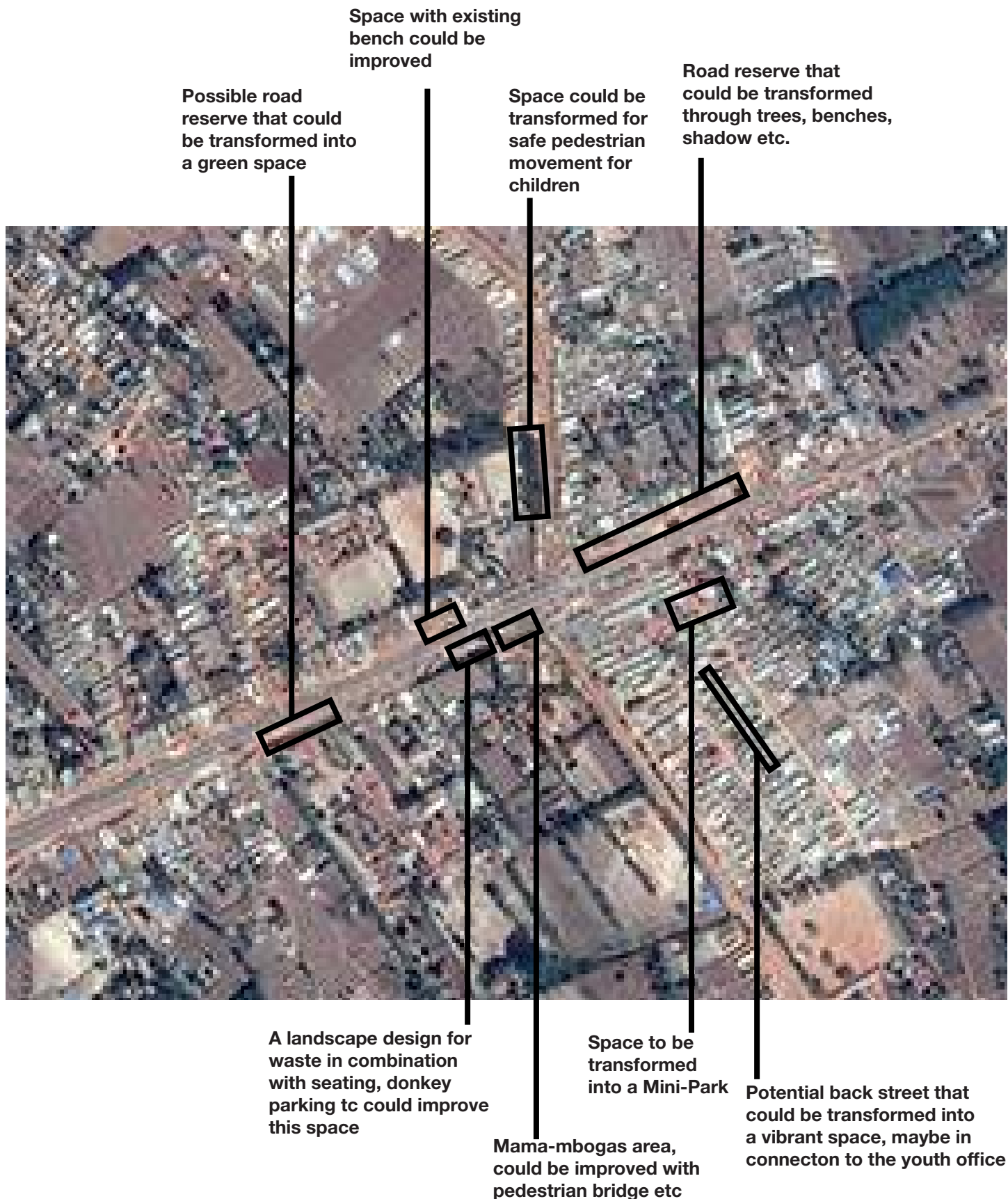


A place under a tree



A back street

PUBLIC SPACES IN KIMININI WITH POTENTIAL



WHAT IS A SUCCESSFUL PUBLIC SPACE?

A public space is created by the people that are in that place and the activities going on. It can for example be: Resting, vending, playing games, meetings, picnics, walking, enjoy green trees and flowers etc.

Project for Public Spaces, who has many years of experience of working with public spaces, has identified 4 Key attributes for a successful public space:

- 1. Access and Linkages** - A great public space needs to be accessible and open to everyone.
- 2. Comfort and Image** - A great public space should be safe and clean, It should be attractive for people to be in.
- 3. Uses and Activities** - A great public space a place that is of use for the residents, a place where activities can be going on.
- 4. Sociability** - A great public space is not successful if it does not provide social life. It should be welcoming and a place for people to meet. The residents should feel a pride for it as such also care for it.

PLACEMAKING

To make sure you create successful public spaces you can use different participatory methods where you involve and engage the community. One such process is called "Placemaking".

Placemaking is a way of creating successful public spaces together with the community. It is a process that anyone, regardless of background or education, can do. It is easy because all you need is a place and some creative people.

Through placemaking it is possible to improve all public spaces in a city or a town, create more interaction between residents and boost economical activities. The method can act as a tool for making a public space look nicer but its biggest impact is its process and how it creates a place that serves the community, that boosts social life and that makes people happy.

11 PRINCIPLES FOR PLACEMAKING

1. The community is the expert!

The only people who has all the knowledge about how the place works, who use it, and what conflicts are there, is the community who use the space regularly. They can help identify issues and values and their knowledge and ideas are key to create a successful space.

2. Create a place, not a design

A place is about the activities and the people that use that space. A successful space needs to serve the needs of the community. Therefore its important to create a place that reflects the needs of the community and not just a design.

3. Look for partners

A good public space needs to involve different partners that can be included and involved in the different activities. By involving stakeholders, residents, businesses and other groups the place can be more accepted and taken care of.

4. They always say "It can't be done."

A good thing to have in mind when creating places is that everything is possible, it might just take some time or need a process for it to be reality. When we do placemaking we try to think positive and welcome all ideas, placemaking is about trying to see what is best for a certain place.

PLACEMAKING IS ABOUT:

- 1. Community involvement**
- 2. Gathering ideas**
- 3. Evaluating public space**
- 4. Create a vision for an area**

Four Key qualities for successful space: The Place diagram, compiled by PPS (Project for Public Spaces)



5. You can see a lot just by observing

It is important to go out to the site and observe what is happening there before you start with the placemaking. By observing you can see what values and uses that are taking place there today. This can be valuable knowledge and observations to have in mind when you plan for other activities.

6. Have a vision

A vision for a public space addresses its character, activities, uses, and meaning in the community. This vision should be defined by the people who live or work in or near the space.

7. Form supports function

Too often, people think about how they will use a space only after it is built. Through placemaking the use comes before the design and the design of the space should make the activities that takes place or will take place easy to perform. If the space has an important function as a meeting place it should s a first step contain seating and shadow than put money on monuments expensive landscaping.

8. Triangulate

The concept of triangulation relates to locating elements next to each other in a way that fosters activity. For example, a bench, waste bin, and a shade placed near each other create synergy because you can sit on the bench in the shadow

under a tree while the waste from the food you are eating easily can be thrown in the waste bin than if they were isolated from each other.

9. Experiment: Lighter, Quicker, Cheaper

Simple, short-term actions such as planting flowers can be a way of testing ideas and encouraging people that their ideas matter. These actions provide flexibility to expand the space by experimenting, evaluating and incorporating results into the next steps and long-term planning.

10. Money is not the issue

A lack of money is often used as an excuse for doing nothing. Funds for public space improvements are often scarce, so it is important to point out the value of the public space itself to potential partners and search for creative solutions. The location, level of activity, and visibility of public spaces—combined with a willingness to work closely with local partners—can elicit resources from those involved to activate and enhance these spaces.

11. You are never finished

Much of the success of any public space can be attributed to its management. This is because the use of good places changes daily, weekly and seasonally, which makes management critical. By creating a place that can be used at different times the challenge is to make a space that can accommodate different activities. A good management



THE MINI-PARK BEFORE THE PLACEMAKING



THE MINI-PARK DURING THE PLACEMAKING



Today so many people came and met under these umbrellas!

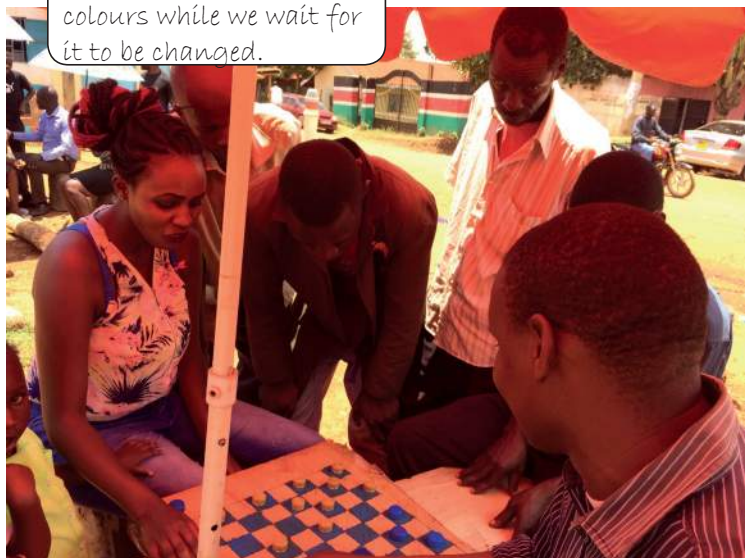
I didn't know this space could be used for nailpainting and shoe shining...

This draft board didn't cost very much but so many people came to play!

The community is the expert! And they had so many ideas...



We can make this fence more beautiful with some colours while we wait for it to be changed.



WHY PLACEMAKING?

Placemaking is a way of creating successful public space, but it is also a tool that has many other impacts on a society. When you work with placemaking you also create meetings and interactions between people. When you create a space where the community are involved the place will have a new meaning for them. Maybe it will be a place where a child took its first steps, a place where you met a new friend or a space to celebrate local culture and entrepreneurship.

By creating this connection between the place and the community several positive results can be generated:

Include children and women to create the vision for the public space!



Democracy building - By involving the community in the discussions and the visions for that place, different groups are more likely to meet and collaborate.



A community garden can generate income and boost economic activity!

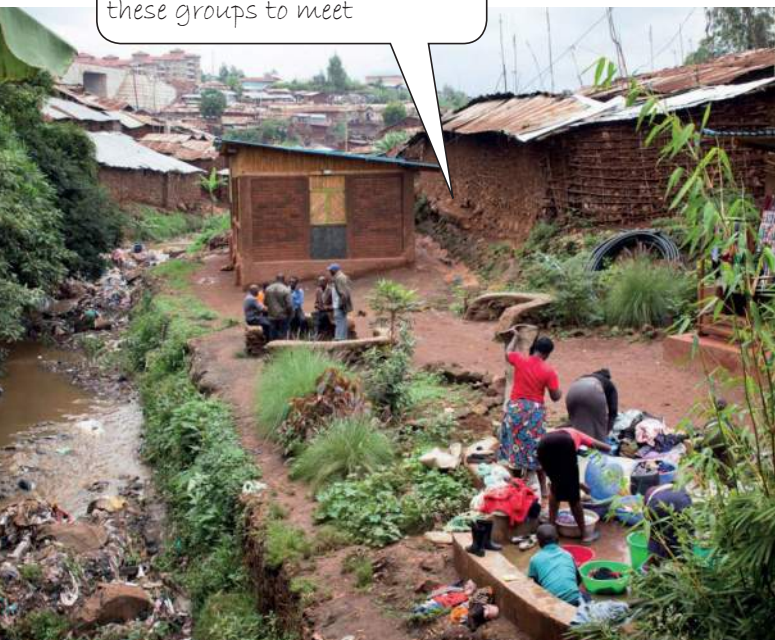
Economic and community development - placemaking can encourage small-scale business activities by activating a space.

When someone plant a tree it is more likely that that person will also take care of that tree.



Place attachment - When people helps in creating a space they feel a greater attachment for that space and a sense of belonging. F ex. if you plant a tree by yourself, you are more likely to care for that tree and see the tree grow.

This space accommodates activities for men and women, giving more opportunities for these groups to meet



Places for all - By involving and engaging the community, incl. women, elderly, children, ethnic groups etc, placemaking can make sure to create places for all. This picture shows two different activities targeting women and men, but by putting them together in the same space a possibility is created for them to meet and see each other.

"Placemaking gave so much inspiration"

"I learned so much from the practical experiments"

"I learnt a lot about the people"

"It is great to be able to work in the field"

"It spread a positive vibe in the community"

(Quotes from Kiminini residents)

Painted walls and new activities can change how people think about an area!



Community Identity - By creating public spaces that reflects a common vision, placemaking can improve the face of an area and change the identity of the community.

"I didn't know I could create a space in only one day!"

"We can achieve a lot as a team"

"We can create places from the smallest spaces around us"

"Placemaking has changed my perspective on how I view a space in town"

(Quotes from Kiminini residents)

Guide

This is an example of the Placemaking process for the Mini-park in Kiminini and can be used to show how the placemaking can be done.

BEFORE YOU START MAKE SURE YOU HAVE CHECKED THE FOLLOWING:

- Identify a site to transform into a successful public space *The mini-park outside the toilets*
- Gather a team of residents/stakeholder/other groups *The Work Group, residents and co-ordinator*
- Print the Placemaking guide
- Make sure you have pens and papers
- Print the Placegame form
- Choose a project coordinator for the placemaking *Pia Jonsson*

LOCATION:

The space outside the toilets and the administration office

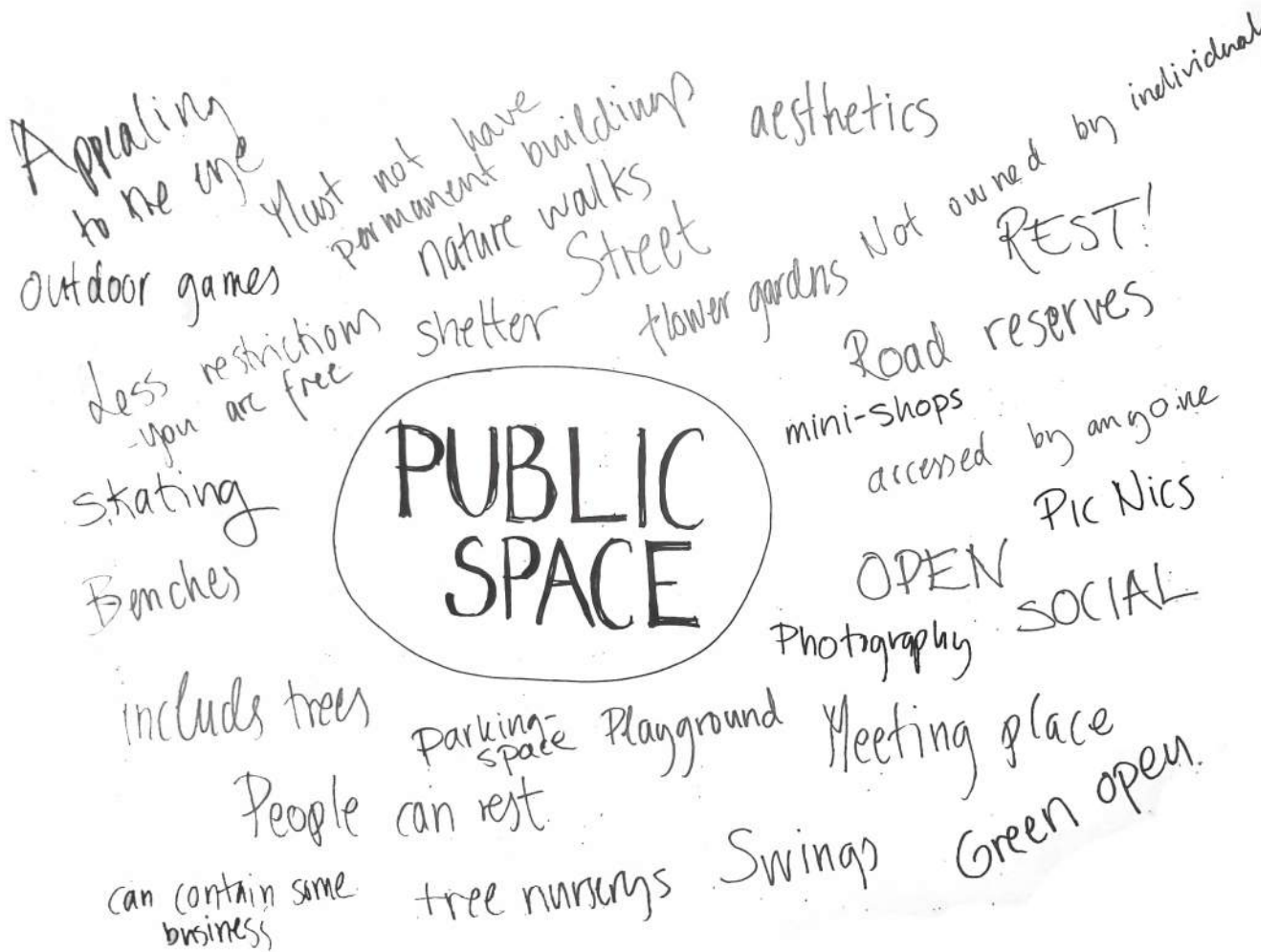
GROUP MEMBERS:

1. Dennis Waswa
2. Edith Barasa
3. Joseph Buchere
4. Benard Anzaya
5. James Abuya
6. Robert Simiyu
7. Sharon Chebet
8. Muthoni Faith
9. Frank
10. Elvis Miliza
11. Alex Alunga
12. Omega Brian
13. Emmanuel Masika
14. Joan Edowan
15. Marcella Machio
16. Peter Tangus
17. Kennedy Lagat
18. Ezekiel Survey
19. Martha Wafubwa
20. John Sitienei
21. Nolyne Muyoka
22. Chukky Mbakaya
23. Butilia Mary
24. Vivian Wafula
25. Benedine Cherotich
26. Rawinji Robert
27. Marion Mukolwe
28. Asa Forsman
29. Pia Johnson

1.

What is a good public space?

Brainstorm on the concept together. Collect thoughts and ideas from the group members on what a public space is. Fill in words below:



WHY:

This step gives you an idea on what a public space can look like, what activities that can happen there and how it can feel to be there.

2.

Play the placegame!

Visit the site and answer the questions in teams of two. Interview the people on site. Gather the team and summarize your results and reflections. (See the placegame format on next page).

Work team: What do you like best about this place? What could be improved?

Mama Mboga: I like that it is open and it is easy to come here. I would like it to be more green with some shadow.



HOW IS THE COMFORT & IMAGE OF THE PLACE?

- It is clean and tidy, comfortable
- The fact that the site is just in front of a toilet makes it less attractive
- The place feels safe as it is near the Administration Office
- The fence is very weird
- No places to sit, no shade
- The site is poorly structured
- The site is not very attractive

HOW IS THE ACCESS & LINKAGES OF THE SPACE?

- The place is very visible and accessible
- It is easy to walk here
- The signage is very poor
- Drainage creates a slope which makes the site difficult to access for elderly and people with disabilities

HOW IS THE USES & ACTIVITIES OF THE PLACE?

- There are lots of shops around
- People come here to use the toilets
- It is a busy place, especially the road
- The toilets and the shops bring some economical activities
- Lorry's often come to offload goods to the shop near the admin. office
- The place outside the admin office is mostly used for parking
- The admin office provides activities occasionally

HOW IS THE SOCIABILITY IN THE SPACE?

- People meet here, especially outside the admin office
- It is a social place where people pass by
- Someone planted a tree on voluntary basis, some chairs that belongs to the toilet facility has been brought there for the workers.
- The administration office brings some sense of ownership and pride. There are a lot of elderly people in the space at day time. In the afternoons the children come

OPPORTUNITIES

1. The space is very accessible and easy to connect to. It feels safe and secure.

It is a free space, everyone can access it.

It is next to the public toilets which is a node for the residents. It is also a defined space and you can see where it ends and where it begins.

2. In a short term the place could be improved with some signage, maybe a notice board.

Seats and benches, shade, trees, paving, a bridge across the ditch, allowing board games, it could be painted to be come more vibrant through f ex graffiti or by painting equipment, dust bins could be installed.

3. In a long-term the place could get a permanent shade, and have a low, ca 0,5 m high, hedge that defines the fence. There could be wi-fi. Plant flowers and grass. Ground levelling and drainage is needed. There could be solar power, maybe a library booth and benches for outdoor games.

POSSIBLE PARTNERSHIPS FOR THE PLACEMAKING:

- Schools to mentor children in planting trees
- Local bands to create awareness
- Pambazuka, CEO
- Environmental clubs
- Landlords associations
- security companies
- National gov. authorities
- Administrative office

SITE #: _____



Rate the Place:

COMFORT & IMAGE

POOR

GOOD

Overall attractiveness 1 2 3 4

Feeling of safety 1 2 3 4

Cleanliness/Quality of Maintenance 1 2 3 4

Comfort of places to sit 1 2 3 4

Comments/Notes:

ACCESS & LINKAGES

POOR

GOOD

Visibility from a distance 1 2 3 4

Ease in walking to the place 1 2 3 4

Transit access 1 2 3 4

Clarity of information/signage 1 2 3 4

Comments/Notes:

USES & ACTIVITIES

POOR

GOOD

Mix of stores/services 1 2 3 4

Frequency of community events/activities 1 2 3 4

Overall busy-ness of area 1 2 3 4

Economic vitality 1 2 3 4

Comments/Notes:

SOCIABILITY

POOR

GOOD

Number of people in groups 1 2 3 4

Evidence of volunteerism 1 2 3 4

Sense of pride and ownership 1 2 3 4

Presence of children and seniors 1 2 3 4

Comments/Notes:



Identify Opportunities

1. What do you like best about this place?

2. List things that you would do to improve this place that could be done right away and that wouldn't cost a lot:

3. What changes would you make in the long term that would have the biggest impact?

4. Ask someone who is in the "place" what they like about it and what they would do to improve it. Their answer:

5. What local partnerships or local talent can you identify that could help implement some of your proposed improvements? Please be as specific as possible.

3.

Get inspiration!

Look through inspirational pictures from placemaking around the world, each person pick 1-2 pictures that inspires them, or think of other ideas for easy, quick and cheap improvements of the space. Each member presents their pictures and why they picked the particular picture.

I like this picture with the notice board where the children can come and draw or write their ideas.

This pictures shows how we can use old tires and turn them into play equipment.



SOME REFLEXIONS

- Flowers in boxes or buckets
- A nice pavement could create a nice surface
- Some simple seating could make a lot of change
- Old tyres can be used as both flower pots, as a fence and as play equipment
- A nice sign that tells about the park could be nice
- The toilets could have painted murals
- Flowers could also hang from above
- A booth library would be an easy and nice thing to have in the park, it could also encourage more people to read
- The back streets in Kiminini could be paved and used for f ex skating
- Children could get their own corner and notice board to write about what they would like to happen
- A tabel and chairs can create a place for board games
- We could create something with the schools
- Kiminini could get a play ground that could act as a show ground
- A merry go round would be nice
- Wooden boxes could create gardening and make people care about the environment
- Solar power could be combined with a shade
- Colourful umbrellas could encourage creativity
- We could create portable benches that can be carried out when the administration office is open
- Tires can be used as swings
- We can reuse materials



A SELECTION OF INSPIRATION PICTURES

4.

Team work

Create teams of about 5 people and come up with an idea for the placemaking process. Answer the questions below:

1. Create a Vision for the place by answering the questions:

1.1 Who will use the place?

- Youths
- Women
- Elderly
- Children
- Residents

1.2 What activities will happen there?

Reading, Outdoorgames (chess, ajua, draft etc), Wifi, skating, tree nurseries, play/swing, nail painting, eating, shoe shining etc.

1.3 How should I feel when I am in that place?

The place should feel clean and safe.

I want it to be place that is quiet, where I can go and rest or read a book. A recreational place.

When I enter the space I want it to feel green and vibrant.

I wish that the space can become a part of Kiminini, a place that represents a good public space in town.

2. What activities can you implement tomorrow?

Come up with ideas for a Quick, Cheap and Easy activity that would attract and invite people to the place.

Nail painting, Shoe shining, chess, place a bench, plant a tree, plant flowers, create seating from logs, create a library, look for old tires that people can donate which can act as seating or planters, create signs, create wall art,

3. What implementations is needed on a long-term basis?

Think about the more costly improvements including the social, environmental and economical aspects, as well as maintenance.

Implementation of drainage.

Train a youth group in maintenance and let them be responsible for looking after the park.

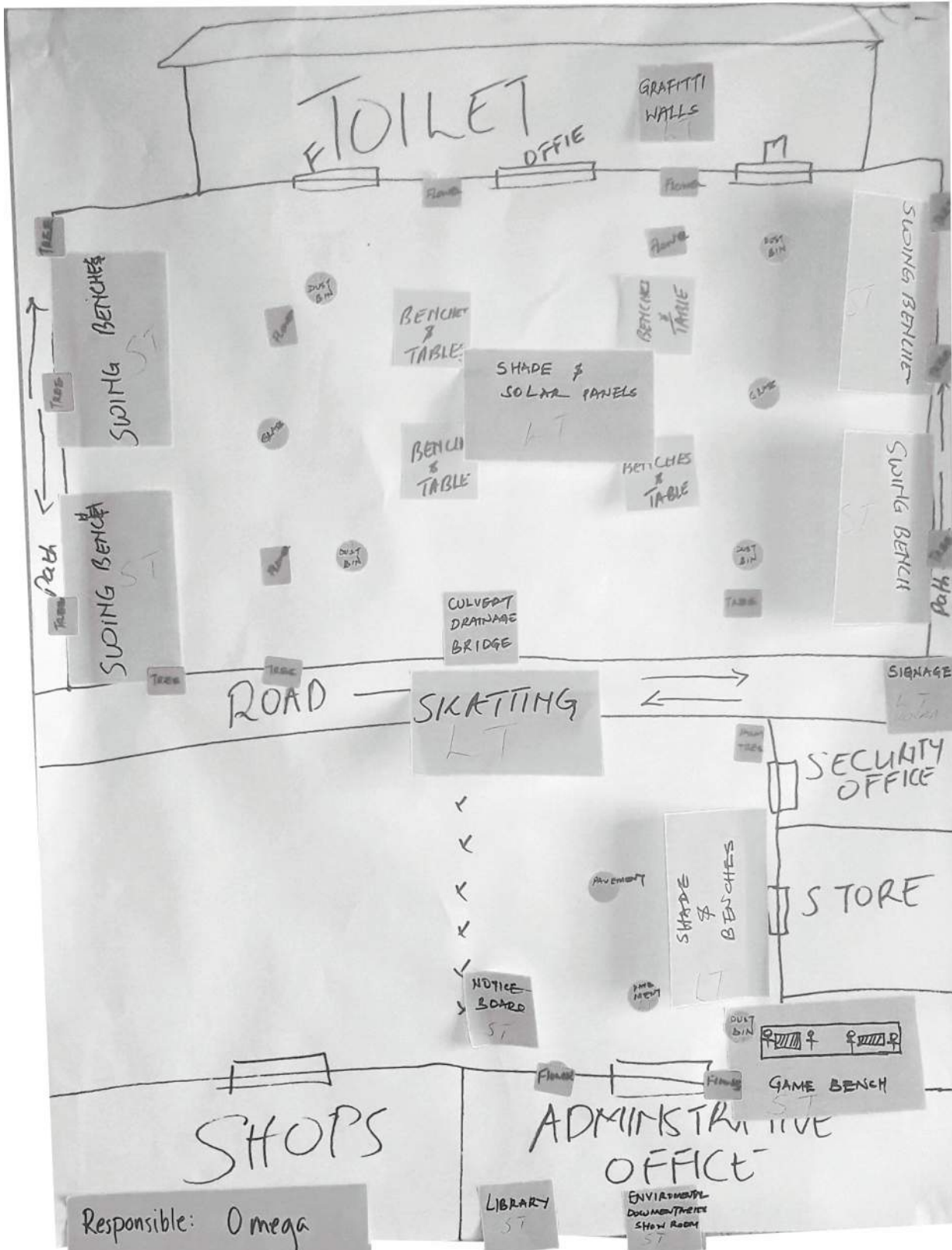
Permanent structures, landscape designs such as playground, permanent benches,

WHY:

This step gives you an idea on what a public space can look like, what activities that can happen there and how it can feel to be there.

Sketch a plan

If you want you can sketch or draw your vision here:



Responsible: Omega

Activities: Tree, Game Bench

Whats next? Talk to the women
Hua run the Washroom

5.

Make an action plan

Decide what Quick, Cheap and Easy activities that you want to do.

Choose responsible persons that will make sure the short-term activities will happen.

Mobilization is always an important activity that needs to be done.

List the materials needed and the time the activities will happen.

The following activities will be preformed:

Create furniture out of logs to crate seating.

Mobilize people and inform residents about the placemaking day.

Create temporary shadow from umbrellas

Make a draft game out of wood to play in the space

Create a space for reading with news papers

Invite a nail-painter and shoe shiner to move their businesses to the space for a day. This could attract people and also experiment on how the space could accomodate economic activities.

Paint the fence together with the residents and children to make the space more beautiful together.

Make a board where people can come with ideas and suggestions for the mini-park

Create a suggestion box for names for the future park where people can write their suggestions.

Elphus, Emmanuel, Bernard will be responsible for MOBILIZATION

Abuya, Edith will be responsible for Furniture out of logs and the draft game

Abuya Bernard will be responsible for Nailpainting and shoe-shining business

Asa, Muthoni will be responsible for Paints and brushes

Mary, , Dennis will be responsible for Suggestion box, waste bins

Omega will be responsible for Board

Pia and Alex will be responsible for Umbrellas, play equipment and news papers

Materials needed/shopping list:

- Paints and brushes
- Skipping-rope and football
- Pens and papers
- Logs
- Cardboard boxes
- Umbrellas, poles and wire
- Pens and papers
- Masking tape and rope
- News papers
- Black board (to be borrowed)
-
-
-
-
-
-
-
-

WHY:

A first step in placemaking is to experiment and understand how different activities can attract different people. This also gives a chance to talk to residents and users.

6.

Reflexions

Gather the team and reflect on the observations made during the activities or comments from the residents and the users of that space.

Example of points to discuss:

1. How was the reaction from the residents?

Most residents were very positive and curious.

The painting was very much appreciated, both from the children and the adults. The children were very positive, first they were a bit afraid of painting but after a while they really liked it. Many people were curious, some were first afraid to join the activities, but when we approached them they were positive.

"The activities made me realize that we can actually realize our dream with very little means"

Some of the residents mentioned the Sunday market and the link between the park and the market on the other side of the toilet will be very important to consider.

2. Did you observe any conflicts/scepticism?

In the beginning some people were standing outside the fence and were afraid to join. But when we approached them and explained what was happening they were very positive.

There might be a risk for conflicts if we invite just some vendors. It is better to collaborate with those shops that are already there.

There might also be conflicts between the borders between the park and the road reserve.

3. Did the residents come up with suggestions and ideas to consider?

Maybe part of the income for the park could be in form of a collaboration with the surrounding shops? They could pay a small fee for their customers to use the benches for example.

The park can become a good place to take photos.

The children wanted to dance! It is good to have visible entrances. Many wanted to bring more colour to the space

A suggestion for the park is to create a place for water.

4. What activities worked/did not work?

The shade was a very important thing to include in the park, there were always people sitting in the shade. It works as a good attraction for the users.

The games were fun and very popular. It attracted first men, but after a while also women and children.

To invite the vendors (nail painter and shoe shiner) didn't work as planned as they then expected to be paid by Symbio City and instead of their customers. In future this must be well communicated to avoid misunderstanding. The painting was a good way for people to join and co-create something.

5. What groups were using the space? Was there an equal decision between groups or do you need to attract other groups to the space?

In the beginning the Draft game attracted the men and the nail painting the women, but after a while the groups started to mix.

The skipping rope was popular among the children, but unfortunately many of the children were in school to quite late. During the day we saw mostly elderly and adults using the space. It seems to be a space today perceived to belong to the toilets, this is a good observation for future work.

6. Did you see any possibilities of new partnerships that could be involved in future activities, maintenance of the park. New groups or networks that could be established for future use of the park?

Consider collaborating with the existing shops, otherwise the mini-park might turn into a place for only vending.

The park could act as a place for kids to learn about waste management. The management of the toilet could be involved in the future management of the park.

IDEAS FOR FUTURE PLACEMAKING ACTIVITIES:

- We can create a Dance competition in the space!
- We can hold a Draft or Chess competition in the space!
- Build a temporary roof that can be there until the bigger implementation starts.

WHY:

This is an important phase in the Placemaking process. Here you set the agenda for the following work towards the long-term implementations.

7

Process plan

Now you have a good ground for future placemaking processes. It is time to define and plan for next upcoming activities, possible fast implementations and more long-term designs. Also include ideas for maintenance and steps for training and involvement.

A landscape architect can make detailed drawings of the place from the discussions and observations made.

Fill in the dates and activities below:

When	Activity	Responsible person
18/09/21	Start	
18/09/21	Placegame	Pia Jonsson
18/09/25	Placemaking day 1.	Work Group incl. residents, Pia and Åsa
18/10/08	Idea for Temporary roof of manilla bags and poles	Pia and Marion, landscape architect
18/10/10	Presentation of Design proposal for the park	Marion, landscape architect
Oct 2018	Building of temporary roof	Work Group and Marion, landscape architect
From Oct 2018	Placemaking activities, on-going: draft game, skipping rope	Work Group residents
Jan 2019	Installation of eco-cycle wastewater treatment facility	Work Group
Feb 2019	Drainage improvements	Work Group
Feb 2019	Start implementation of park	Work Group and landscape architect
Nov-Dec 2019	Training of youth group in maintenance and construction	Work Group, contractor, landscape architect
	Implement mural/graffiti	Work Group, artist
	Create a detailed plan for maintenance together with landscape architect and the employed youths that will take care of the park.	Work Group, landscape architect
	Maintenance and fixing broken equipment, replanting	Youth group

WHY:

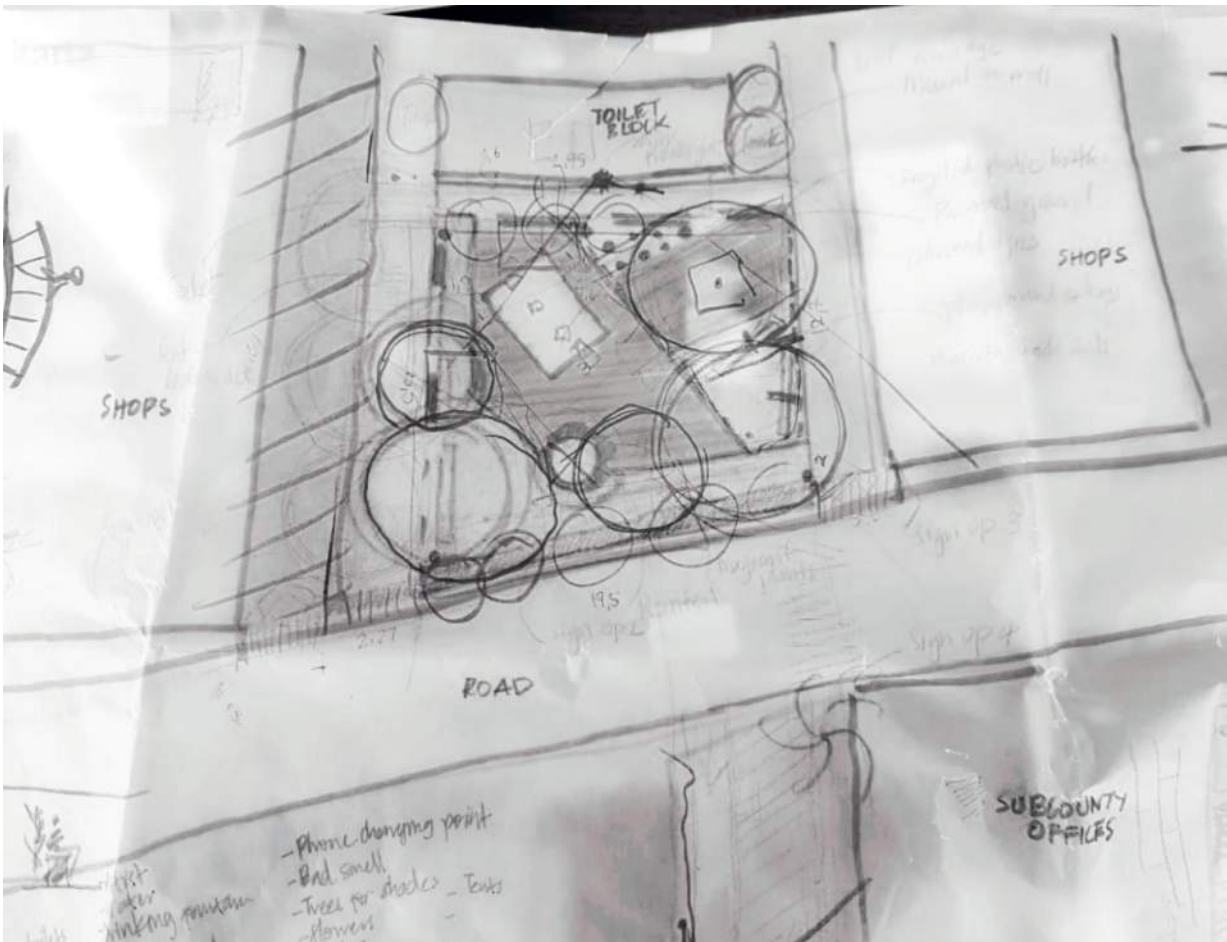
It is important to continue the placemaking to not lose the interest and engagement from the community. Therefore it is essential to plan for the continued process of short and long-term implementations and divide the responsibilities between the team members.

Consider to include:

1. Other short-term activities that can happen frequently
2. Responsible persons
3. Long-term activities
4. Long-term implementations; what comes first and last?
5. Mobilization and awareness
6. Maintenance
7. Involvement of landscape architect

Make a drawing

Create a drawing illustrating the landscape layout of the public space containing the ideas you have collected through the process.



8.

Maintenance plan

It is important to create innovative ideas and a structured plan for how the place will be maintained and by who. Consider the partners you identified earlier, users of the space and other people in the community that could be responsible for maintenance or that could contribute in other ways. Remember that the more you involve the residents, the more they will take care of the place!

RESPONSIBLE GROUP:

A youth group will be hired to take care of the toilet block. The same group will then also be trained in maintenance of the park. The youth group could also be involved in the construction phase so that they learn how to fix broken things. The earlier they are involved the better.

After the landscape design is ready a detailed plan for maintenance will be compiled indicating areas of responsibility, materials, frequency of maintenance and budget.

OTHER GROUPS THAT COULD BE INVOLVED

Shop Owners:

By creating a park with seating towards the shops the shop owners could pay a small fee to use the seating for their customers. This can also add some income for material to maintain the park.

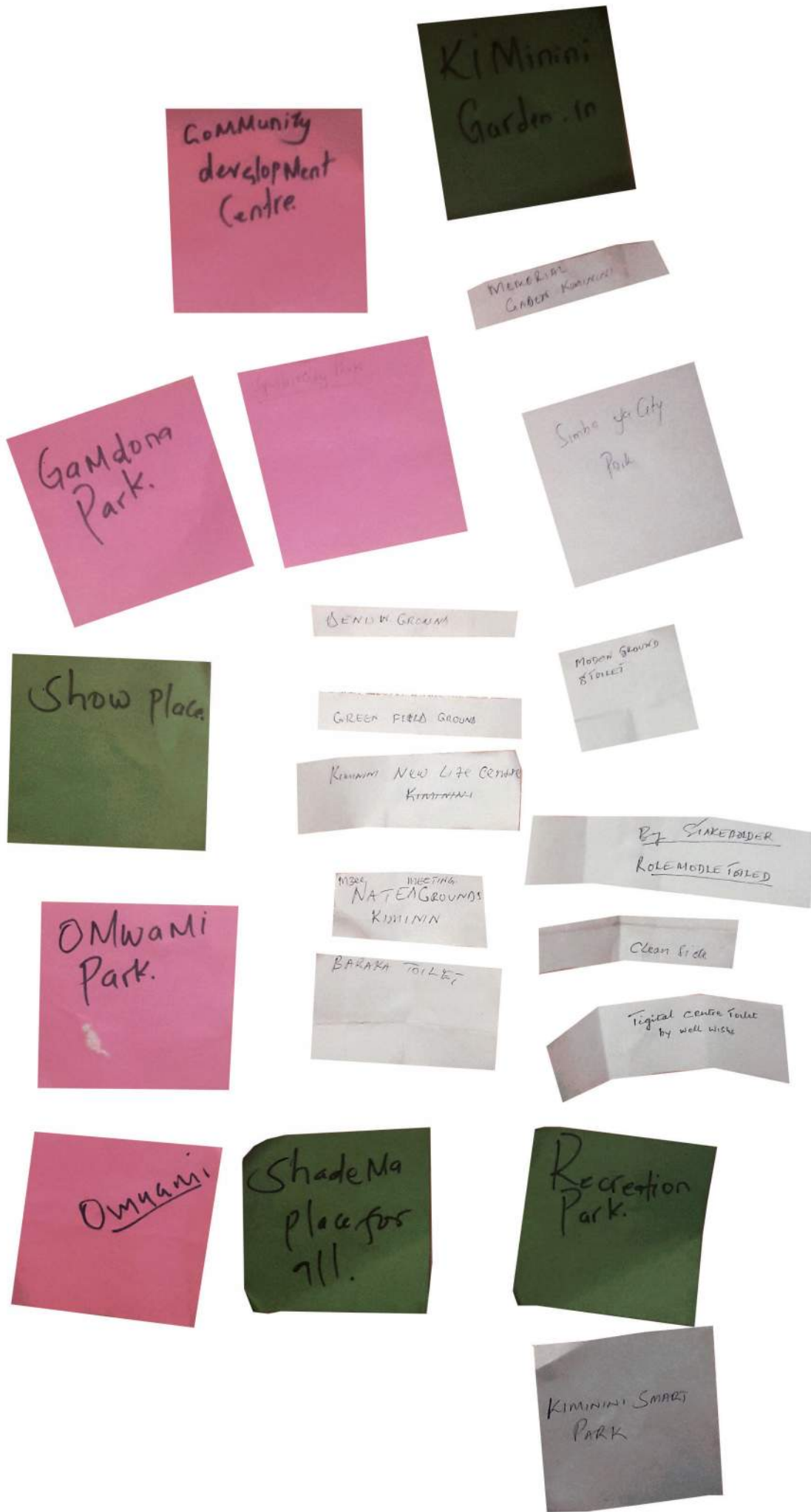
Administration office:

The administration office will be responsible for the space outside the office. They can provide mobile tables and chairs and have play equipment/games/a library inside the office for people to borrow while using the space. Through frequent activities the space can be active and taken care of by the users.

The administration office together with the youth group could be responsible for materials and replacement of materials.

WHY:

To achieve a successful public space that is sustainable a good plan for maintenance is needed. The plan could be in terms of people responsible, potential partnerships and users of the place that would benefit from a clean and good place. They should be involved early in the process.



NAME SUGGESTIONS COLLECTED DURING THE PLACEMAKING ACTIVITY

Guide

Follow these 8 steps in creating good public spaces through placemaking. The steps are guidelines and can be adjusted to fit the particular site.

BEFORE YOU START MAKE SURE YOU HAVE CHECKED THE FOLLOWING:

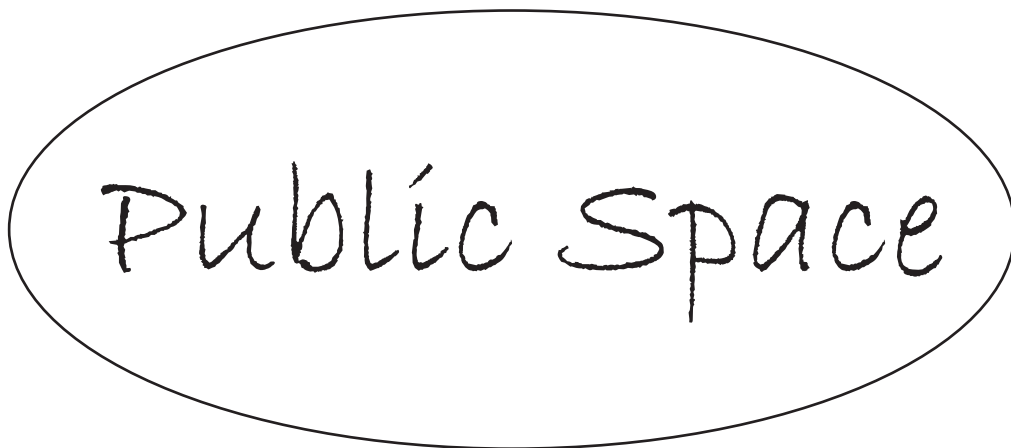
- Identify a site to transform into a successful public space
- Gather a team of residents/stakeholder/other groups
- Print the Placemaking guide
- Make sure you have pens and papers
- Print the Placegame form
- Choose a project coordinator for the placemaking

GROUP MEMBERS:

1.

What is a good public space?

Brainstorm on the concept together. Collect thoughts and ideas from the group members on what a public space is. Fill in words below:



WHY:

This step gives you an idea on what a public space can look like, what activities that can happen there and how it can feel to be there.

2.

Play the placegame!

Visit the site and answer the questions in teams of two. Interview the people on site. Gather the team and summarize your results and reflections. (See the placegame format on next page).

WHY:

Through the game you are able to analyze the existing place, what is good and bad and what could be improved. It also makes you engage with the current users of that place.

SITE #: _____



Rate the Place:

COMFORT & IMAGE

POOR

GOOD

Overall attractiveness 1 2 3 4

Feeling of safety 1 2 3 4

Cleanliness/Quality of Maintenance 1 2 3 4

Comfort of places to sit 1 2 3 4

Comments/Notes:

ACCESS & LINKAGES

POOR

GOOD

Visibility from a distance 1 2 3 4

Ease in walking to the place 1 2 3 4

Transit access 1 2 3 4

Clarity of information/signage 1 2 3 4

Comments/Notes:

USES & ACTIVITIES

POOR

GOOD

Mix of stores/services 1 2 3 4

Frequency of community events/activities 1 2 3 4

Overall busy-ness of area 1 2 3 4

Economic vitality 1 2 3 4

Comments/Notes:

SOCIABILITY

POOR

GOOD

Number of people in groups 1 2 3 4

Evidence of volunteerism 1 2 3 4

Sense of pride and ownership 1 2 3 4

Presence of children and seniors 1 2 3 4

Comments/Notes:



Identify Opportunities

1. What do you like best about this place?

2. List things that you would do to improve this place that could be done right away and that wouldn't cost a lot:

3. What changes would you make in the long term that would have the biggest impact?

4. Ask someone who is in the "place" what they like about it and what they would do to improve it. Their answer:.

5. What local partnerships or local talent can you identify that could help implement some of your proposed improvements? Please be as specific as possible.

3.

Get inspiration!

Look through inspirational pictures from placemaking around the world, each person pick 1-2 pictures that inspires them, or think of other ideas for easy, quick and cheap improvements of the space. Each member presents their pictures and why they picked the particular picture.

WHY:

By get inspiration from pictures from other placemaking activities you can get new ideas on how the place can be improved through easy, quick and cheap activities.

4.

Team work

Create teams of about 5 people and come up with an idea for the placemaking process. Answer the questions below:

1. Create a Vision for the place by answering the questions:

1.1 Who will use the place?

1.2 What activities will happen there?

1.3 How should I feel when I am in that place?

2. What activities can you implement tomorrow?

Come up with ideas for a Quick, Cheap and Easy activity that would attract and invite people to the place.

3. What implementations is needed on a long-term basis?

Think about the more costly improvements including the social, environmental and economical aspects, as well as maintenance.

WHY:

This step gives you an idea on what a public space can look like, what activities that can happen there and how it can feel to be there.

Sketch a plan

If you want you can sketch or draw you vision here:

5.

Make an action plan

Decide what Quick, Cheap and Easy activities that you want to do.
Choose responsible persons that will make sure the short-term activities will happen.
Mobilization is always an important activity that needs to be done.
List the materials needed and the time the activities will happen.

The following activities will be preformed:

.....
.....
.....

experiment on how the space could accomodate economic activities.

.....
.....

..... will be responsible for

..... will be responsible for

..... will be responsible for

..... will be responsible for

..... will be responsible for

..... will be responsible for

..... will be responsible for

Materials needed/shopping list:	•
•	•
•	•
•	•
•	•
•	•
•	•
•	•
•	•
•	•
•	•

WHY:
A first step in placemaking is to experiment and understand how different activities can attract different people. This also gives a chance to talk to residents and users.

6.

Reflexions

Gather the team and reflect on the observations made during the activities or comments from the residents and the users of that space.

Example of points to discuss:

1. How was the reaction from the residents?
2. Did you observe any conflicts/scepticism?
3. Did the residents come up with suggestions and ideas to consider?
4. What activities worked/did not work?
5. What groups were using the space? Was there an equal dicision between groups or do you need to attract other groups to the space?
6. Did you see any possibilities of new parterships that could be involved in future activities, maintainance of the park. New groups or networks that could be established for future use of the park?

WHY:

This is an important phase in the Placemaking process. Here you set the agenda for the following work towards the long-term implementations.

7

Process plan

Now you have a good ground for future placemaking processes. It is time to define and plan for next upcoming activities, possible fast implementations and more long-term designs. Also include ideas for maintenance and steps for training and involvement. A landscape architect can make detailed drawings of the place from the discussions and observations made.

Fill in the dates and activities below:

When	Activity	Responsible person

WHY:

It is important to continue the placemaking to not lose the interest and engagement from the community. Therefore it is essential to plan for the continued process of short and long-term implementations and divide the responsibilities between the team members.

Consider to include:

1. Other short-term activities that can happen frequently
2. Responsible persons
3. Long-term activities
4. Long-term implementations; what comes first and last?
5. Mobilization and awareness
6. Maintenance
7. Involvement of landscape architect

Make a drawing

Create a drawing illustrating the landscape layout of the public space containing the ideas you have collected through the process.

8.

Maintenance plan

It is important to create innovative ideas and a structured plan for how the place will be maintained and by who. Consider the partners you identified earlier, users of the space and other people in the community that could be responsible for maintenance or that could contribute in other ways. Remember that the more you involve the residents, the more they will take care of the place!

WHY:

To achieve a successful public space that is sustainable a good plan for maintenance is needed. The plan could be in terms of people responsible, potential partnerships and users of the place that would benefit from a clean and good place. They should be involved early in the process.



FOR MORE INFORMATION:

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