



# The Landscape of “Small Town” Character “PLACEMAKING”

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# PLACE



- *It sounds so simple, but how is it defined? Specifically, how do people come to feel they have arrived in your community?*
- *Can they park once and engage in the commercial, historical, and recreational opportunities your Town has to offer?*
- *Do they feel welcomed into a unique space, specific to your community?*
- *Consistent and meaningful design, brand, and image will support enhanced gateways, landmarks, nodes, corridors, connections, and acknowledge history and heritage to establish your Town as “the place to be.”*
- *The development of an intuitive and attractive set of streetscapes and wayfinding devices to connect to existing your assets will promote a vibrant mixed-use and pedestrian-friendly area*

# Introduction

1. What is Placemaking
2. The Process
3. Tools
4. Case Studies



Before



After





SCHMIDT DESIGN GROUP

### POSITIVE CHANGE BY DESIGN

“Positive Change by Design” has become the driving force of our firm; achieved by maintaining a company culture that allows ideas and soulful, artful, original designs to prosper. Schmidt Design Group, Inc. provides comprehensive landscape architecture and planning services, with an emphasis on balancing artistic expression in design with environmental sensitivity. We are most fulfilled when our work improves the quality of life within a community and creates a positive environmental legacy.

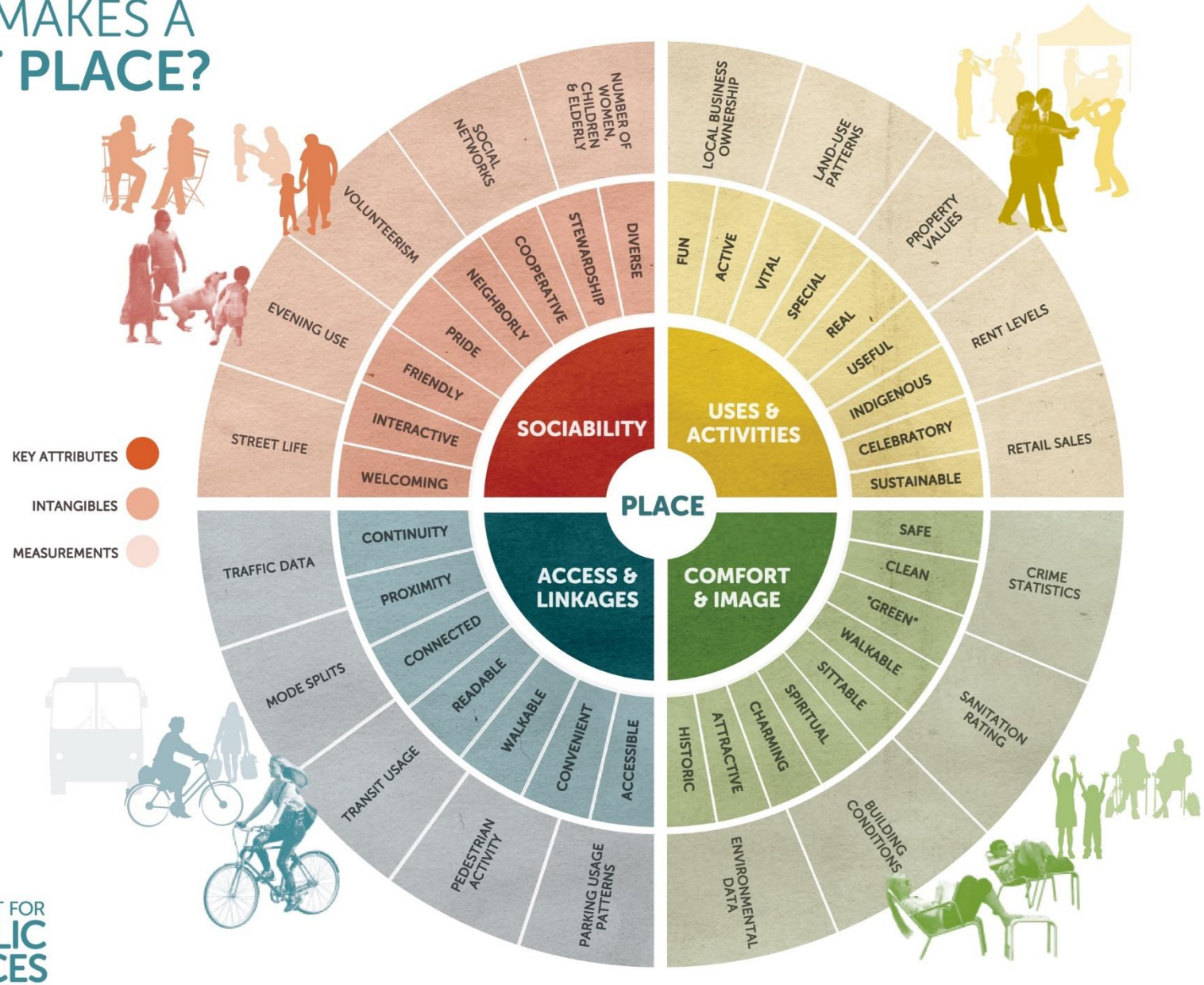


Placemaking is a multi-faceted approach to the planning, design and management of public spaces. Placemaking capitalizes on a local community's assets, inspiration, and potential, with the intention of creating public spaces that promote people's health, happiness, and well-being



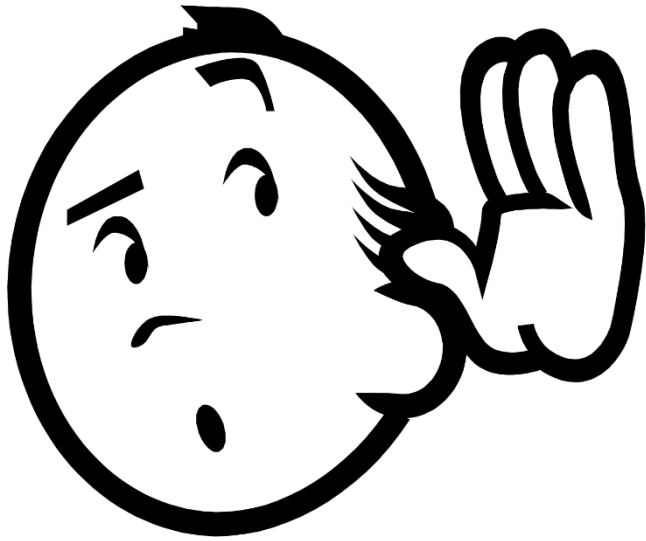


# WHAT MAKES A GREAT PLACE?



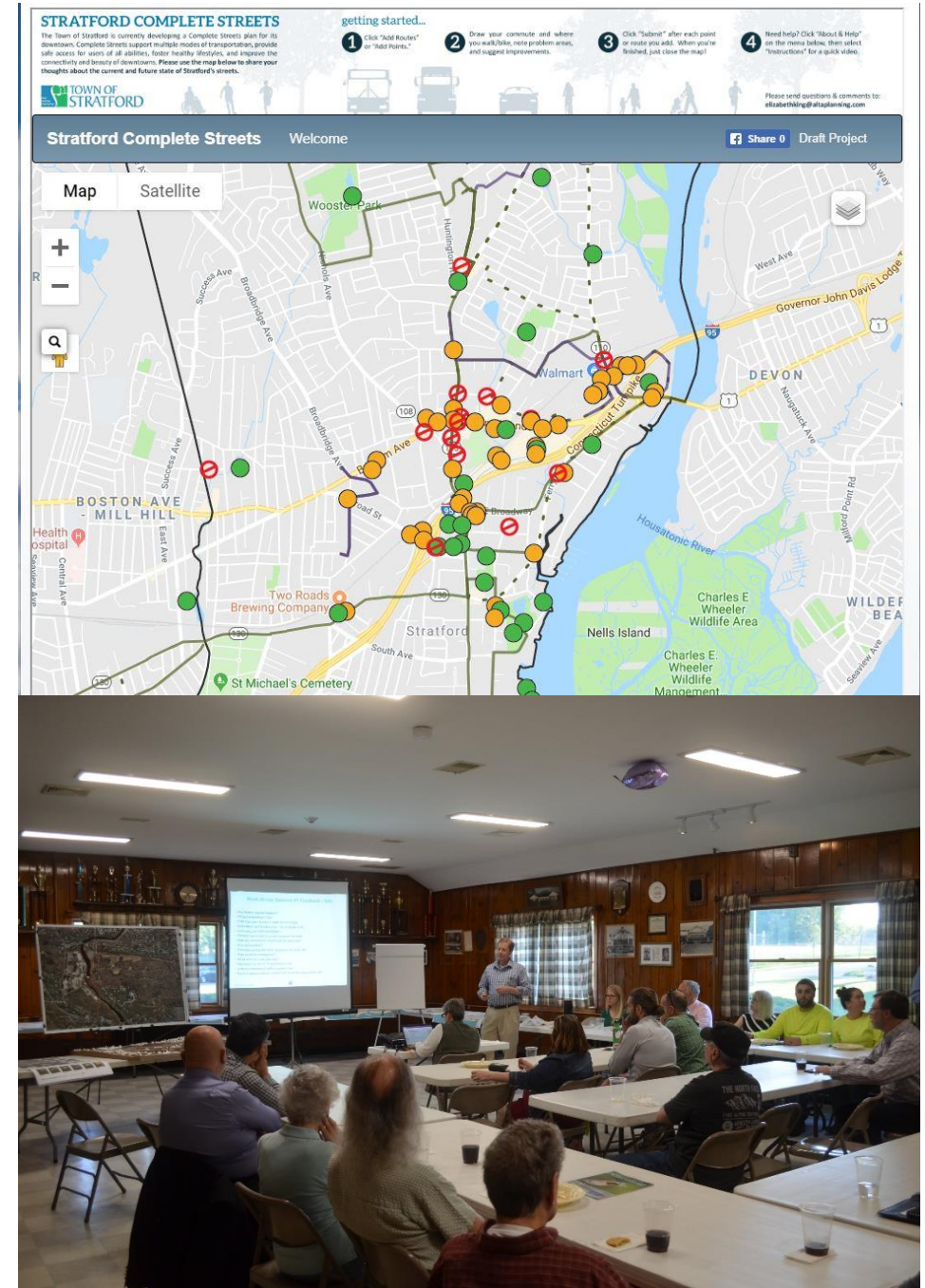


# The Process



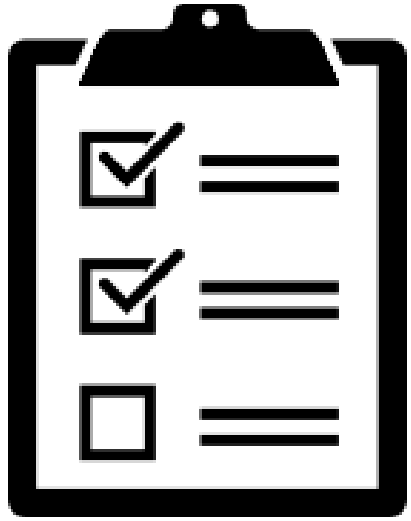
## Listen

Conduct a community-wide survey  
This will help reveal what pride points exist  
in your community, and what differentiates  
your community from others.





# The Process



## Take Stock

Establish what “Places” does your community already have, and what “Places” align with the desires and wants.





# The Process



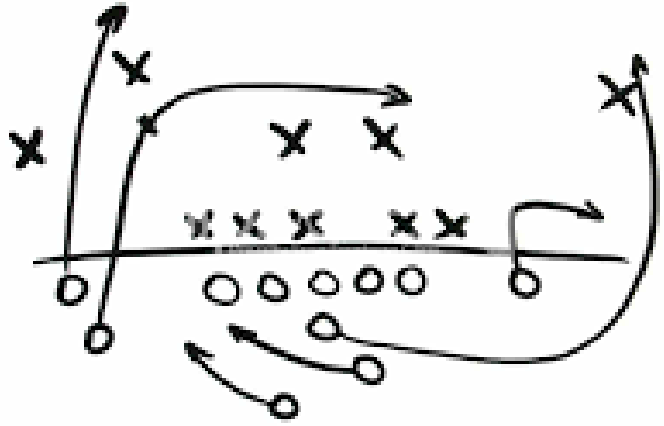
## Gather

Consolidate the survey results and the results of the asset inventory to generate key findings and placemaking actions. This is where we map the locations of each asset so we can start connecting them.





# The Process

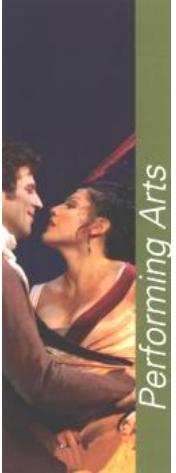


## Plan

Prioritize action items and branding initiatives. Some action items will have a projected lifespan over year 1 and year 2. Others will require a plan to achieve success over a longer period.



# The Process

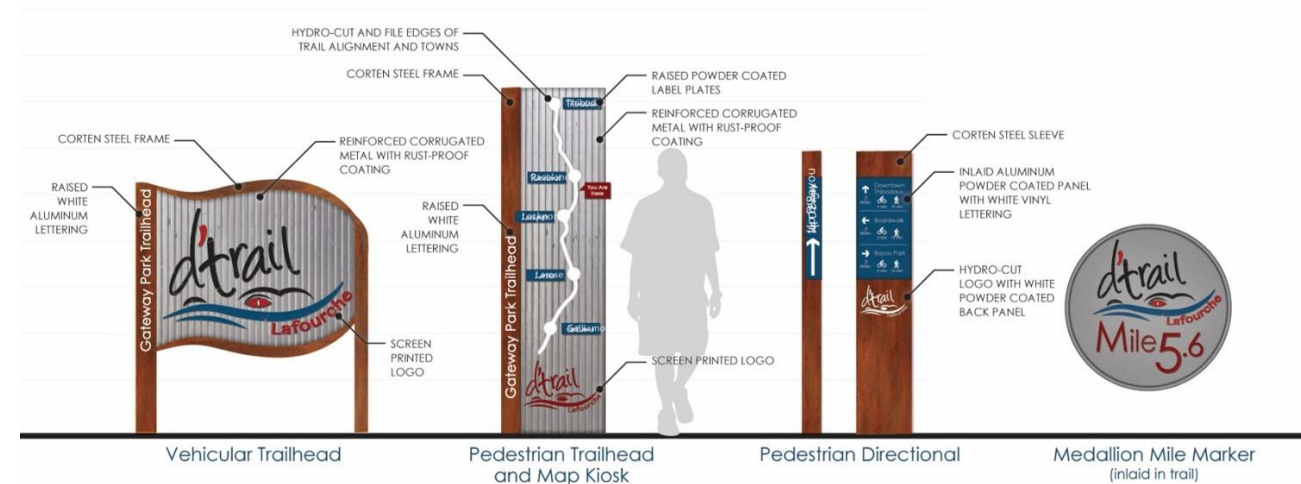


'PITTSFIELD' BANNERS AND SIGNS

## Create

Build and Brand your place.

Using data collected from your history, your people and your future that will inform a sense of place. Build new and enhance what exists.



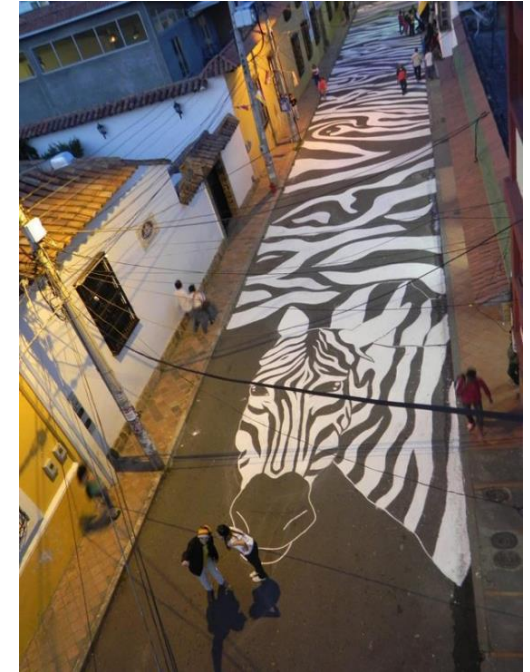


# Materials for Placemaking

## Lighting



## Pavements





# Materials for Placemaking

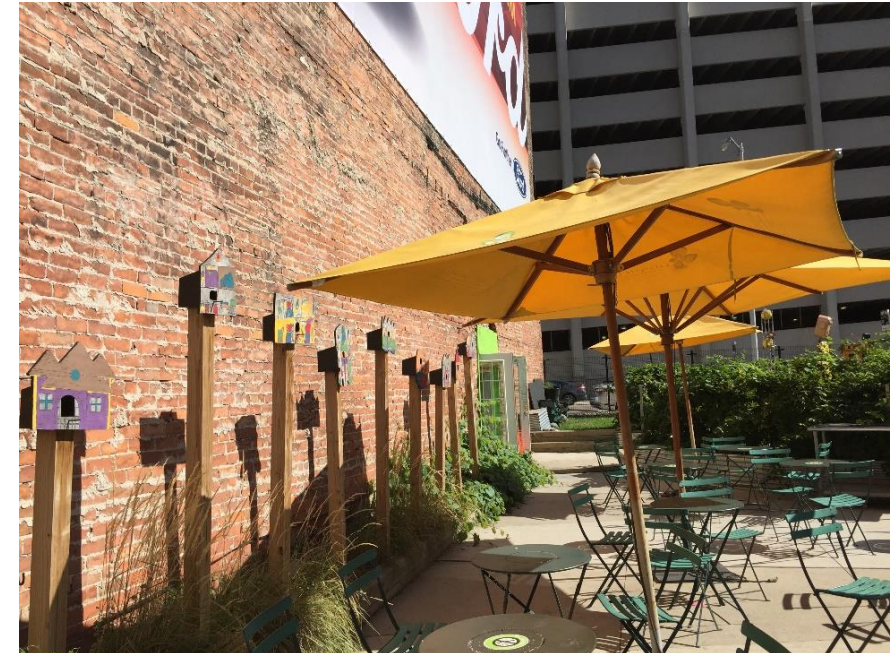
## Murals / Public Art





# Materials for Placemaking

## Tactical Urbanism





# Materials for Placemaking

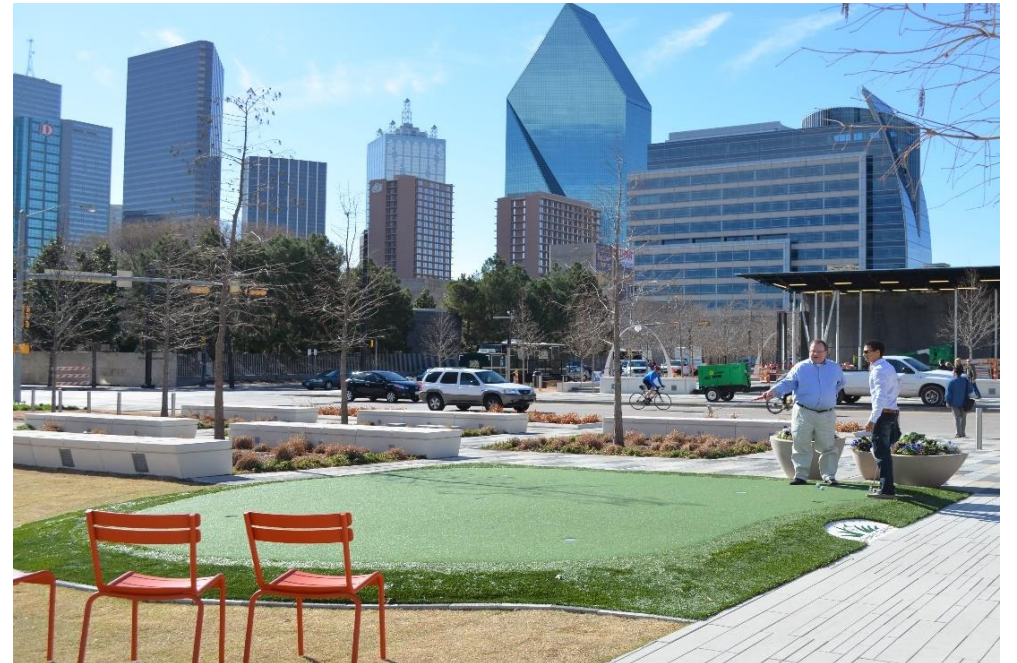
## Plant Material





# Materials for Placemaking

## Program Spaces





# DENTON PLACEMAKING

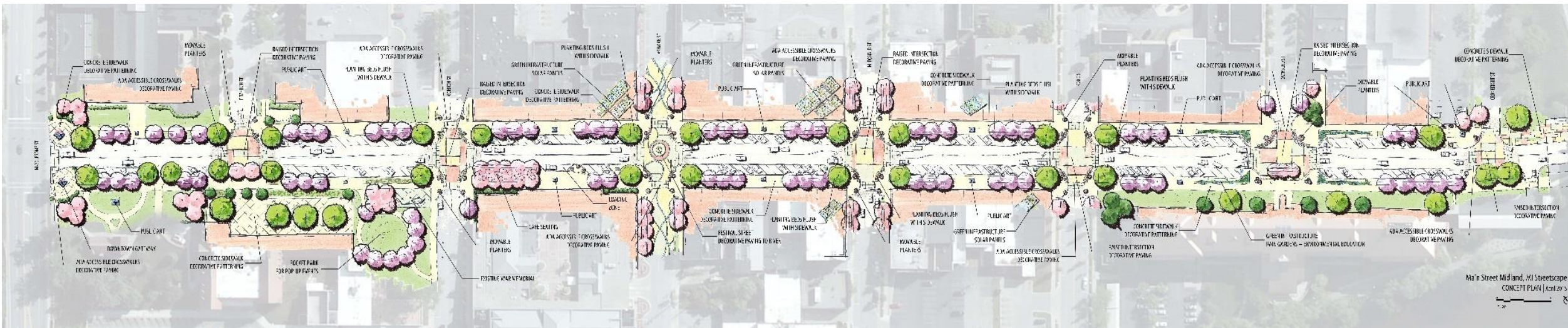
location – Denton, MD / client – Town of Denton





# MAINSTREET STREETSCAPE

location – Midland, Mi / client – City of Midland & Baseball foundation





# GERMANTOWN STREETSCAPE

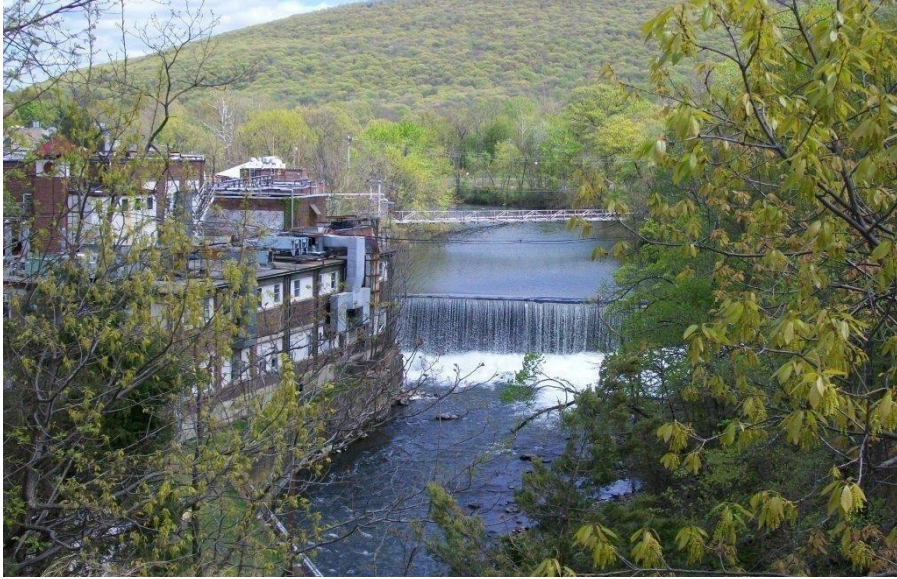
location – Germantown, TN / client – City of Memphis





# GLENHAM MILLS REDEVELOPMENT

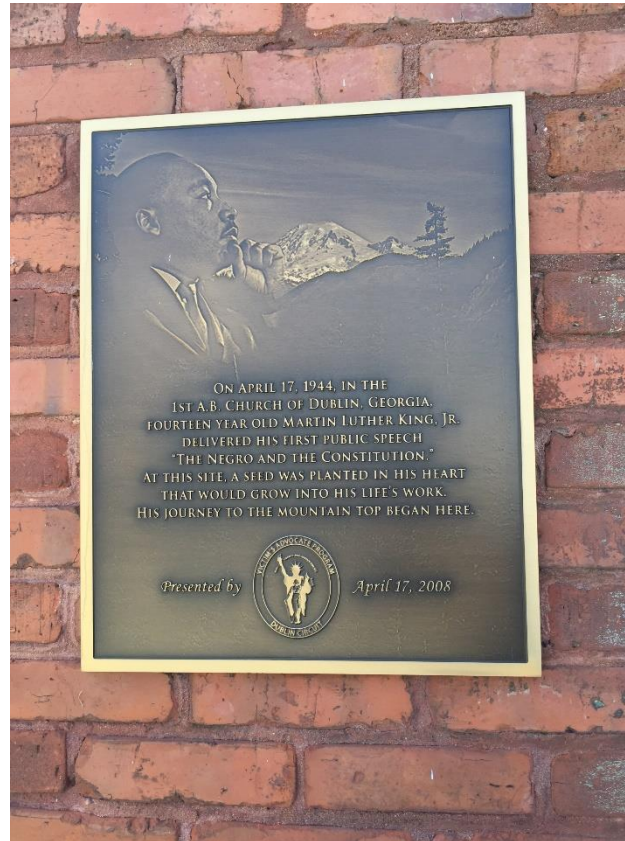
location – Fishkill, NY / client – Chevron Land Development Co.





# DUBLIN CONNECTIVITY PLAN

location – Dublin, GA / client – Town of Dublin.





# DOWNTOWN ALBANY STREETSCAPE MASTER PLAN

location – Albany, NY / client – Downtown Albany Business Improvement District

