



# Place Making and technology

Collaborating with your community and external stakeholders to manage and enhance your local towns and villages



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# Defining Place Management

Place management's aim is to make a location better for users...but it is more than place making

Place  
Making

Place  
Branding

Place  
Marketing

Place  
Maintenance

Successful place management is reliant on clear goals, whole of community ownership and strong facilitation



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# Place Making – what is it?

Placemaking is how we collectively shape our public realm to maximize shared value. Rooted in community-based participation, Placemaking involves the planning, design, management and programming of public spaces.

More than just creating better urban design of public spaces, Placemaking facilitates creative patterns of activities and connections (cultural, economic, social, ecological) that define a place and support its ongoing evolution.

Placemaking is how people are more collectively and intentionally shaping our world, and our future on this planet. - *Project for Public Spaces*



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# Place Making – Place Planning

A Place Plan identifies the key stakeholders, opportunities and constraints of town centre and the actions that may be implemented. It identifies and prioritises short and long term opportunities. The objective is to work together in creating 'places' that provide economic, social and cultural nourishment for the people who will use them.

Place planning recognises the knowledge and strengths of local communities, aims to build community capacity and brings together key organisations, business and residents in planning and delivering desired outcomes.

It is a proactive process integrating social, environmental, physical and economic development to provide both short and longer term direction.



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# Place Making – creating a Place Plan

Developing a Place Plan should be based on holistic place making principles with whole of community collaboration, in-depth analysis and auditing, identifying partnerships, linkages and resources, resulting in a prioritised strategic framework. The Strategy provides short, medium and long term (10 yrs) actions for all key stakeholders including Council and local businesses and commercial property owners. **Plan development process:**

- 1. Understanding the context**
  - Place Audit
  - Research and Analysis
  - Site Survey
- 2. Community**
  - Community Engagement
  - Community Collaboration
  - Community Consultation
- 3. Collaboration and Reporting Back to Key Organisation (eg: Council)**
- 4. Plan Framework**
- 5. Resource identification and allocation in relation to the Place Plan**



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# Place Planning – using technology

Our team includes experienced place planners who know what are effective uses of technology in the process of developing your Place Plan and then implementing it through place making.

## Online Community Engagement Portal

- Surveys and Polls
- Photos and Videos
- Interactive mapping
- Document sharing
  - Q&A
  - Forum
- Workshop calendar

## **Crowd Funding**

Have the community pitch ideas and help fund projects!

**Fabulous example**  
[www.rallystl.org](http://www.rallystl.org)

## A Local Community App

A dynamic platform for sharing stories and events, locating facilities and local services, reporting issues and instant notifications.



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# Tell us about your project

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