Meet your presenters!

Vanessa Bernstein-Goldman
Deputy Planning Director @ Forsyth County

Julia Brodsky
Planner @ TSW

Alex Fite-Wassilak
Senior Associate @ TSW

Rachel Evans
Director @ SCAD Art Sales
What we are going to discuss?

1. Intro to Placemaking
2. Urban vs Suburban Placemaking
3. Case Studies
4. SE Forsyth County Guidebook
5. Ideas for You!
6. Q&A
What is Placemaking?

Placemaking is a tactical and collaborative approach to enhancing the identity of a place that people want to spend their time living, working, playing, and learning in.
What is Placemaking?

- It's a way to jump-start new public spaces or to rehabilitate private spaces into semi-public spaces.
- It's a lower cost solution to make your city, county, or neighborhood better.
- It takes a lot of expertise, collaboration, and leadership.
- Just ideas until someone implements them.
PLACEMAKING STARTS WITH YOU!

- Government Officials
- Business Owners
- Neighbors & Friends
- Organizations
- Developers

Organize
Find a Space
Get Ideas
Experiment

PLACEMAKING

Hi!
YOU!
Simple, right?

No, not exactly.
Placemaking in urban areas is easier but... placemaking in the suburbs can be very challenging.
What’s the difference?

Urban Areas

- Chance encounters
- More public gathering spaces
- Less space to travel to and from places
- Development more focused on pedestrian and bicyclist transport
- 24/7 activity
What’s the difference?

Suburban Areas

- Planned encounters
- Commercial private spaces are used as semi-public spaces for gathering
- More space to travel between places
- Development focused on vehicular transport
- Limited hours of activity (early morning & evening)
Many suburbs are trying to replicate the best features commonly offered in urban areas...

- Places to walk and bike (car-free lifestyle)
- Town Centers or (Live/Work/Play)
- Parks with activities for all ages
- Variety of home types, size, and price
- Entertainment destinations
The City of Fayetteville encourages citizens to develop their own Tactical Urbanism projects using their Guide and Permit Application.
City of Fayetteville, local advocacy groups, business owners, etc. met with the non-profit; Street Plans Collaborative, to identify potential locations for placemaking in Fayetteville.

Together, they identified a corridor in Fayetteville to install a temporary mini-round-a-bout.

City staff, local businesses, & community volunteers worked together to build the roundabout.
On-going online survey that asks residents their thoughts on the latest placemaking projects.
• Fishers, Indiana is a suburb of Indianapolis (approx. 30 min drive away)

• located along a 4-lane busy highway near seas of concrete surface parking lots

• two main destinations nearby: popular ice cream shop and a weekend farmer’s market but not a lot of public space to gather

• Before the pocket park, Fishers residents helped pay to get rid of a vacant building that sat before it to build something new
• The Director of Parks & Recreation collaborated with local artists, residents, business owners, etc. and sent out an announcement on the town's facebook page that they were developing the community's first Pocket Park.

• Residents were asked to guess where the first park might be and took suggestions.

• After the location was settled by the community, the installation lasted about two months and did not require costly playground equipment or fancy features.
- Ping Pong table
- Chalk message board
- Bike racks
- Colorful artwork/mural
- Flower beds

- Historical plaque that commemorates the Nickel Plate District
- Shade, canopy structure & Seating
The Pocket Park as it looks today from Google Maps
Forsyth County Comprehensive Plan

- Community needs to gather and engage with arts and culture
- Desire for entertainment destinations
- Importance of social activity facilitation
Forysth County Engagement Process

- Review of Comp Plan
- Stakeholder Interviews
- Listening Sessions (3)
- Presentation before BOC
- Analysis of other jurisdictions
- Steering Committee Meetings (4)
- Open House

*IN-TANDEM WITH COUNTY-WIDE RESIDENTIAL DESIGN STANDARDS*
Placemaking in Forsyth County
The Collection at Forsyth County
The course winds through an active quarry, offering participants views of the working quarry face, ancient rock deposits, and massive equipment used to process, move and manage the rock.
Design and Marketing strategy for Forsyth County Branding

**We are South Forsyth**

- **We are families and neighbors.** Our home is South Forsyth, and our neighborhoods provide a respite from the Metro area.

- **We are an active community.** Our children play soccer in our parks that are second to none, we stroll our friendly neighborhood sidewalks, and enjoy our trails and fantastic greenway.

- **We are War Eagles and Longhorns.** Our schools are our heart and soul, and provide our kids with the best education in the state.
We love our natural resources. Our southern border is the Chattahoochee River, and we are the headwaters for great fishing, floating or kayaking.

We are proud of our diversity. Our community is an international melting pot and we enjoy great food, friendly neighbors, and unique cultures.

We have the best of both worlds. Our residents came here for peace and quiet, and are a short drive away from urban amenities or rural landscapes.

We are community. Our homes, parks, schools and neighbors are truly special, and we cherish the place we call home.

We are South Forsyth. Our Community. Our Home
"Placemaking Menu for Southeast Forsyth County"
Southeast Forsyth County Placemaking Menu

“This menu is written for those who want to jump-start placemaking. After reading the menu, readers are informed on what placemaking is, its process, the principles that guide that process, and examples of what they can do to create a sense of place in southeast Forsyth County.”
Menu Item #1: Saying Hello
  gateways, signage, branding

Menu Item #2: Street Activation
  furniture, lighting

Menu Item #3: Art to Touch
  murals, installations

Menu Item #4: Create Ways to
  Meander and Reflect
  parks & trails

Menu Item #5: Bringing People Together
  public spaces, alleys, & events

Menu Item #6: Securing Your History
  historic markers & celebrations

Menu Item #7: Space Re-Activation
  underutilized & privately owned spaces
Ways to get inspired

Here’s some ways you can enhance the greenway in your community:
1. Gather to reuse surface treatments at low cost or otherwise not to neglect them. Surface treatments, such as sitting and seating areas, are often a neglected aspect of many greenways. Reuse of materials can save costs and help reduce the environmental footprint.
2. Conduct a community engagement to gather ideas and feedback from community members. This can help identify areas for improvement and ensure the greenway meets the needs of the community.
3. Create a comprehensive plan for the greenway that includes goals, objectives, and strategies to achieve a high-quality greenway.
4. Encourage residents to participate in greenway planning and design.
5. Provide opportunities for community members to participate in the planning process.
6. Develop and implement strategies to ensure the greenway is accessible to all.

Policy & Project recommendations

WHERE TO START?
POLICY & PROJECT RECOMMENDATIONS

WHERE TO START?

Policy & Project recommendations

Policy & Project recommendations

Inspiration Imagery

How to get started

Sample

The County has expressed interest in developing a greenway in the area. It is a great opportunity to engage the community and create a sense of place.

The sitting areas near specific poles and places require additional considerations for County use. If a new building is constructed in the area, or if the County owns property in the area, the County should be involved in the planning and design of the greenway.

The sitting areas near specific poles and places require additional considerations for County use. If a new building is constructed in the area, or if the County owns property in the area, the County should be involved in the planning and design of the greenway.

The other section should be worked to reduce congestion and increase feedback from users.

After evaluating feedback, create a more comprehensive plan for the greenway. Be sure to communicate with the community, and be sure to involve them in the planning process.

The other section should be worked to reduce congestion and increase feedback from users.

After evaluating feedback, create a more comprehensive plan for the greenway. Be sure to communicate with the community, and be sure to involve them in the planning process.
Street Activation

Streets are our most fundamental shared public space, but they are also one of the most overlooked. Every community has assets and talent that can be showcased on its streets, whether that's through art, performances, street amenities, or special events.
Open Streets Event under an overpass

Dine In The Street Event on a soon-to-be closed freeway
Ways to get inspired!

- Make your own street your place (plant a tree, Little Free Library, organize a block party).
- Organize events like Open Streets, Play Streets, PARK(ing) Day, etc.
- Consider low-cost and quick streetscape improvements (public art, benches, parklets, lighting, etc.)
- Connect with groups like Trees Atlanta, Georgia Arborist Association, Georgia Conservancy, Georgia Forest Watch, Keep Atlanta Beautiful, Living Walls, etc.
Bring People Together

Home is not confined to the four walls surrounding you, but rather it's your street, your block, neighborhood, village and your city/county as a whole. And just like a house requires inhabitants to be a home, your public spaces need people in order to flourish.

The first step in this process is for neighbors to get to know one another!
- Organize local performances and events such as “Porchfest”
- Use musical instruments to activate public spaces. Place on streets, public parks, markets, open plazas, etc.
- Reclaim underutilized asphalt as public space with a “Pavements to Plazas” project
- Open a pop-up cafe or bring food trucks to your community
- Become an event coordinator or help organize an event committee (ex. Alpharetta event staff)
The construction of highways, development of expansive parking lots, and strip shopping centers have had a part in creating communities that lack unique identity.

Placemaking can happen in underutilized spaces and privately owned spaces such as corporate campuses, schools, hospitals, golf courses, shopping centers (ex Avalon), etc.
Pop-Up Town Hall meeting place

Events held in vacant spaces & Site-Previtalization
- Temporarily activate a development site that was previously underutilized parcel of land.
- Provide a temporary forum for discussions of civic importance with a pop-up town hall.
- Connect with non-profits and grassroots organizations that come in and improve abandoned buildings and lots.
- Promote the temporary use of vacant retail space or lots with pop-up retail shops.
SCAD ART SALES

• Professional consultations and concept development
• Selection, specification and acquisition
• Customized framing, mounting and display
• White-glove delivery and installation
SCAD ART SALES

- Civic + Cultural
- Corporate + Commercial
- Corporate Interiors
- Federal
- Healthcare
- Higher Education
- Hospitality
- K-12 Education
- Medical Education
- Science + Technology
- Sports, Recreation + Entertainment
- Transportation
SCAD ART SALES COLLABORATIONS

- Four Seasons Atlanta
- Delta Crown Room Lounges, Atlanta and London
- The Shops Buckhead Atlanta
- The Goddard School Buckhead
- No18 luxury coworking space, Atlanta
- Beverly West Residences
- Goop Lab
- The Works [SELIG], Atlanta
- Sotherly Hotels
- Atlas Restaurant, Atlanta
- Georgia Wayfair Distribution Center
- Gulfstream, Savannah
- Alida Hotel, Savannah
- DeSoto Hotel, Savannah
- Nelson Mullins, Atlanta
- Toth Law, Atlanta
- The Hong Kong Opera Gallery
- Mercedes Benz Stadium, Atlanta
- Facebook, Atlanta
If I am not for myself, who will be for me?
And if I am only for myself, then what am I?
And if not now, when?
The Four Seasons - Atlanta
Let’s talk about how we can help you!
#1 Devote some funding to jump-start placemaking

- Some funding should be devoted to encourage citizen participation
- The other portion should be set aside to install temporary installations and gain feedback from users
#2 Understand your “Sphere of Influence”

- What does your jurisdiction DIRECTLY control? *(locate County/City owned land, funding sources, roads, parks)*

- What does your jurisdiction NOT control? *(subdivisions with HOAs, private commercial developments)*
#3 Identify potential policy changes such as the following:

- Encourage public art in private developments
- Encourage developers to include live-work spaces, artist studios, & performance spaces as active ground floor uses
- Explore existing policies, processes, & regulations to determine potential changes
Form cross-sector partnerships with artists, community members, non-profits, & public/private organizations
Use such tools as incentives, start-up loans, & art incubators to encourage more artists
Remove barriers for informal placemaking & short-term events/programs (i.e. permit fees, lengthy applications, lack of access)
Allow mobile food shops to be placed in public ROW
Allow zoning “grace periods” which temporarily allow entrepreneurs & local officials to participate in placemaking
#4 Identify potential projects such as the following:

- Hold a design charrette
- Start a pilot program to help build momentum in the community about placemaking
- Identify & develop an application process
- Add information on placemaking to local website
- Hire or appoint a community liaison or event coordinator
- Restructure current regulations to permit potential placemaking efforts
- Create a handbook to help property owners conduct their own placemaking projects
- Work in partnership with property owners to start a Pop-Up Shop Program
Parking Day
TSW
Sweet Auburn

TSW