

What is Placemaking Chicago?

Placemaking Chicago supports the creation and care of public spaces across Chicagoland, through policy advocacy, close collaboration with public agencies and elected officials, direct outreach with residents and community organizations, and an active social media and online presence.

Placemaking Chicago provides resources and ideas that will be replicated across the country and world through MPC's partnership with Project for Public Spaces (PPS). MPC supports Placemaking as a model for creating vibrant public places, whether they are parks, streets, or public buildings; attracting people and refining tools to affect change; and, ultimately, supporting lively, walkable communities.

Goals of MPC's Placemaking Chicago

- Conduct trainings for public agencies and officials to encourage the incorporation of Placemaking principles into new projects and everyday operations.
- Provide technical assistance on public space planning by working closely with residents, community groups, government agencies, and elected officials to create feasible plans that represent community ideas.
- Create an online community of Placemakers by disseminating Placemaking resources and best practices through placemakingchicago.com.
- Advocate for federal and state funding and policies that support public space planning.

Benefits of Placemaking

Bridge building: public spaces draw an ethnically, culturally, and socially diverse population, and encourage people to take pride in their community.

Economic and community development: improvements to public areas can catalyze private investment and small-scale entrepreneurial activities.

Environment: quality public spaces add green elements to communities and encourage people to drive less by giving them walkable destinations.

Public health: quality public areas give people a place to exercise, play and relax.

Community identity: places nurture and define community identity by organizing residents around a shared goal, perpetuating integrity and values, and creating a common vision.

Democracy building: public spaces give diverse groups the chance to work collaboratively in a democratic process.

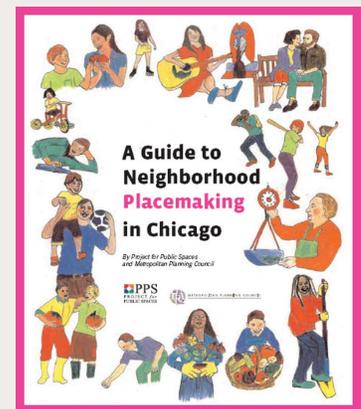
Cost benefits: engagement and cooperation between officials and the public leads to more effective use of resources.

For more information, contact Marisa Novara, MPC project manager, at 312.863.6044 or mnovara@metroplanning.org.

“Chicago is pursuing the boldest placemaking agenda in the United States...”

— Fred Kent, Project for Public Spaces

Placemaking Chicago Resources



A publication of MPC and PPS, this guidebook describes the steps for developing and implementing a Placemaking plan and is full of local examples.

Placemaking Chicago

www.placemakingchicago.com

Chicagoland's information hub for Placemaking, featuring

- *Guide to Neighborhood Placemaking in Chicago* available for download
- A short video on Placemaking
- Useful forms to create a Placemaking plan, available for download
- True stories of Placemaking in action, updated regularly
- A map of some of Chicagoland's best public spaces, complete with transit and driving directions

Principles of Placemaking

The following 11 principles, developed by PPS, are the foundation of Placemaking.

Underlying Ideas	<ol style="list-style-type: none"> 1. The community is the expert 2. You are creating a place not just a design 3. You can't do it alone 4. They always say it can't be done
Planning & Outreach Techniques	<ol style="list-style-type: none"> 5. You can see a lot just by observing 6. Develop a placemaking vision
Translating Ideas Into Action	<ol style="list-style-type: none"> 7. Power of 10/Triangulation 8. Form supports function
Implementation	<ol style="list-style-type: none"> 9. Start with the petunias 10. Money is not the issue 11. You are never finished

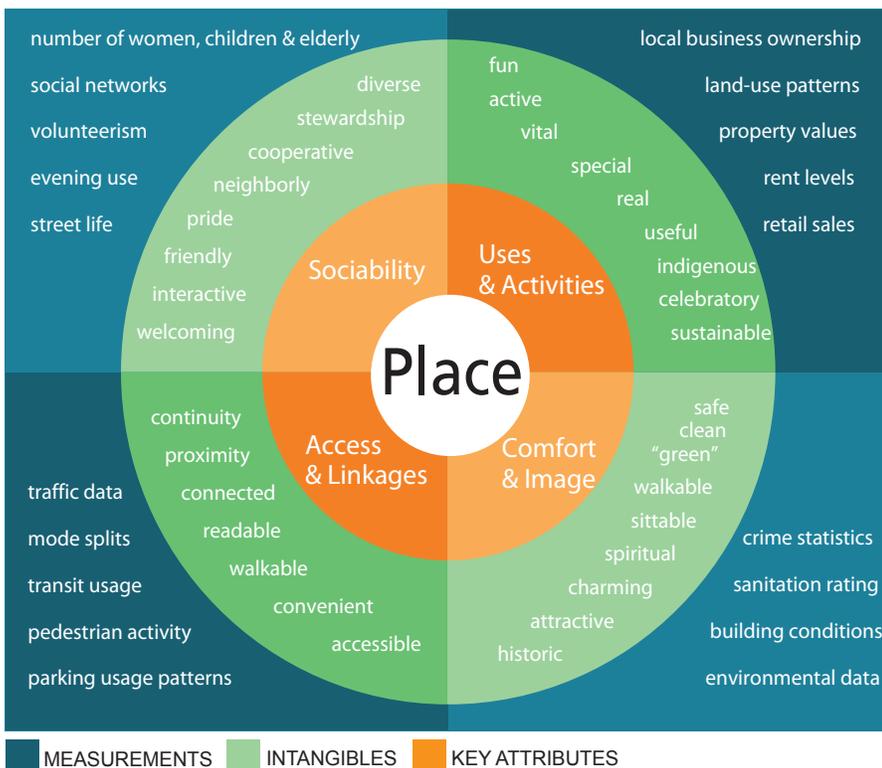
Power of 10

A great place needs to have at least 10 things to do in it or 10 reasons to be there. But, don't get fixated on a particular number. It's really a matter of offering a variety of things to do in one spot — whose quality as a place then becomes more than the sum of its parts.

Start with the petunias

Making a positive change doesn't have to cost a lot of money. Simple, short-term actions such as planting flowers can be a way of testing strategies and encouraging people that their ideas matter. Early actions provide flexibility to expand the space by experimenting, evaluating and incorporating results into the next steps and long-range planning.

Principles of Placemaking



In evaluating thousands of public spaces around the world, PPS has found successful places have four key qualities in common: they are accessible; people are engaged in activities there; the space is comfortable and has a good image; and, finally, it is a sociable place – one where people meet each other and take people when they come to visit.

Placemaking Chicago is generously sponsored by the Richard H. Driehaus Foundation and Prince Charitable Trusts.