Glossary of Key Terms

Placemaking: the process of building communities around a place; working with communities to build urban space into home-like places. The term was coined by Project for Public Spaces (PPS) in New York City during the 1980s. Read more about placemaking **here**.

Within this process, we at Placemaking Europe recognise a handful of necessary elements that set you up for a long-term and resilient high quality place: get to know and deeply engage with your community, take short term action to experiment, bring out human-scale in the plinths and the street experiences, work with with developers, think long-term, connect with your local civil servants, and find a circular funding mechanism.

Power of Ten: in any urban square or area, there should always exist at least 10 reasons for a user to be there or to participate in different activities. Urban spaces and the places we create do not exist in a homogenous state, but rather many parts that come together, where all users can find at least a small piece where they feel at home and want to be. Read more about the Power of Ten **here**.

Eyes on the street: an idea put forward by Jane Jacobs, sees that humans want to go where other people are to observe each other and to feel a sense of safety from the collective surveillance on the street. By having many users observing and participating in the public realm, behaviours that go outside social norms and rules will likely not be tolerated. **Check out** The Death and Life of the Great American Cities by Jane Jacobs.

Triangulation: Bringing together multiple types of activities in one space. By doing this thoughtfully, more users can interact and connect on new ways to evolve the place and generate added value for one another - in other words, a place becomes more than the sum of its parts when they exist together. Further, this strategy adds 'eyes on the street' for safety and motivates increased use.

Orgware: how the functions are organised, including the daily management of the place, the maintenance of the area, and how decisions are made and communicated.

Software: how the place functions for its users, what types of behaviours occur, how do the people socialise and practise their cultures.

Hardware: how the place exists in a physical sense. Does it have appropriate pedestrian infrastructure, colourful features, nice quality materials such as street furniture to relax or clean trash cans; is the physical design nice to stay in and enjoy? Read more about orgware, software and hardware -- and how to combine to make great places -- **here (pp 10)**.

Stakeholders: anyone that can be impacted by or assert power to the project at hand - this ranges across all levels, from those who are low to high in either category. Often you start with the groups who are high in these considerations, but then you must grow to include those who have been overlooked or not yet considered. For example, you may initially think of the land property owner, but you should also consider the land maintenance worker or the local trash collector.

Placemaking for Active Recreation Kit

Glossary of Key Terms

Place-led: using the inherent identity and intangible qualities of a place to guide your project into the next steps. This can also be called the 'DNA' of the place. Naturally, this is a necessity in placemaking. To best understand what are the qualities and get to know your place, implement the Place Game analysis. Within grassroot sport organisation, perhaps this uses the communities norms for types of sport(s) practised as a starting point to build from.

Sustainable placemaking model: (Rather than a business model!) A framework building on the placemaking process to include future oriented organisation, governance, and funding to ensure the placemaking intervention will move beyond the temporary in order to provide long term impact - social value, among environmental and economic. Thus, creating a sustainable mechanism is a means to achieve this goal; to create a feedback of social, environmental, and economic value - such as connection to place, sense of belonging, and social cohesion- to ultimately bolster a lasting higher quality of life for the local context. Importantly, the nature of a Sustainable placemaking model does not seek profit as a priority, rather, integrates profit/funding into the framework in order to foremost support and maintain 'people' and 'planet'.

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Top-down: decisions made by a higher up for the overall system ("controlled, directed, or instituted from the top level"). This is often found in rigid bureaucratic systems.

Bottom-up: when citizens can take their own actions to start a movement and intervention, where all those involved have the chance to get involved and make a statement, this is supported by a flexible and accessible public policy.

Co-create: within a participatory process, users and stakeholders are able to work together with the project team to bring about solutions.

Light - quicker - cheaper: Getting to action right away to make change happen in an easy manageable way until the long-term solution is found and able to be implemented. This is a great way to test out ideas to see if they work for the community and to build trust that they are being listened to and long term change is in the process. This is often found with bottom-up processes.

Participatory process: when the users are genuinely welcomed to be involved and make an impact in the decisions throughout the whole public space process. This is from when you begin to get to know the place through handing over the place management, or long-term care, to the community) , not a one moment consultation.

Plinth: the groundlevel facade of a building or structure. We are particularly interested in plinths that are next to public space. We recommend a series of characteristics for good quality and human-scale plinths in **The City at Eye Level**. Brick wall with no other use? Can you turn it into a temporary squash court for the day? As community organisers and citymakers, we can creatively work with the plinths around us to transition it towards the human experience, and even engage with building/business owners to see how they can make their facades more inviting and porous to the public sphere.

Connect with us online and join us in our upcoming live moments!

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Move Week May 23 -29
https://moveweek.eu

Move Congress Brussels Nov 17 -19
https://www.isca.org/move-congress

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Placemaking Week Europe Pontevedra Sept 27 -30
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Let's heal our cities!

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