



SUMMARY MAY 2017

# ROUTES TO PLACEMAKING WORKSHOP

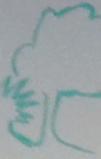
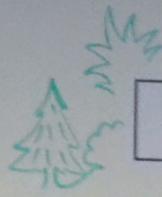
FEBRUARY 23, 2017 | 9:00 - 11:30 AM

@ABETTERCITY

#ROUTESTOPLACEMAKING

@MASMARTGROWTH





Pop-up Parks

Resources

Community Engagement

Team & Partnerships

Planning & Design

Maintenance



Coordination

Regulations &  
Permits

STAPLES



## ACKNOWLEDGMENTS

This workshop would not have been possible without the financial support of Enterprise Community Partners and its Collaborative Action Grant. A Better City would like to give a special thank you to the Massachusetts Smart Growth Alliance for partnering with us and leading this event's outreach efforts. We are grateful to all of those who joined the Routes to Placemaking Workshop and we are especially indebted to the facilitation team members, who were key to the success of this workshop.

### PUBLICATION TEAM

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A Better City  
 • Irene Figueroa Ortiz  
 Michelle Moon

### FACILITATION TEAM

---

A Better City  
 • Thomas Nally

Barr Foundation  
 • Lisa Jacobson

City of Chelsea & Relish Management  
 • Mimi Graney

Enterprise Community Partners  
 • Kate Deans  
 • Nella Young  
 • Christopher Scott  
 • Katie Swenson

Massachusetts Smart Growth Alliance  
 • Anabelle Rondon

Mystic River Watershed Association  
 • Amber Christoffersen

Urban Edge/JPND  
 • Kristen Chin

To view a hyperlinked version of this report online, go to [http://www.abettercity.org/docs-new/Routes\\_to\\_Placemaking.pdf](http://www.abettercity.org/docs-new/Routes_to_Placemaking.pdf).

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A Better City is a diverse group of business leaders united around a common goal—to enhance Boston and the region's economic health, competitiveness, vibrancy, sustainability, and quality of life. By amplifying the voice of the business community through collaboration and consensus across a broad range of stakeholders, A Better City develops solutions and influences policy in three critical areas central to the Boston region's economic competitiveness and growth: transportation and infrastructure, land use and development, and energy and environment.

# INTRODUCTION

A Better City entered the placemaking arena in 2015, when it partnered with the Boston Transportation Department in developing the Public Realm Planning Study for Go Boston 2030. Since then, A Better City has published three booklets that examine the role of placemaking in revitalizing neighborhoods across Boston and the United States as part of this study. Through these efforts, A Better City identified a wealth of knowledge in this area of work in Massachusetts, often undermined by the lack of communication and collaboration among those regulating, financing, and implementing placemaking projects. The Routes to Placemaking Workshop aimed to bridge these gaps by convening experts and providing a temporary platform for peer-to-peer learning,

This report documents the Routes to Placemaking Workshop, hosted on February 23, 2017. Consisting of a networking session, short presentations, and breakout discussions, the Routes to Placemaking Workshop focused on unpacking a selection of placemaking strategies typically employed to improve community spaces. The strategies discussed were wayfinding, parklets, pavement murals, pop-up parks, and programming, all of which were selected based on information shared by registrants through the registration form. The 68 attendees were affiliated with community development associations, local and state governments, urban planning agencies, community groups, Main Street organizations, art groups, advocacy groups, and consulting firms.



The workshop opened with five short presentations by local placemaking experts. After the presentations, attendees divided into five breakout sessions—each table focused on one placemaking topic. Each session had approximately 11 to 15 members, who discussed the different aspects and steps for implementing their table’s placemaking strategy. The facilitated discussion was structured around three brainstorming sessions and documented in a series of Post-it notes that were stuck on the walls, under the road map board’s labels. Road map boards included the following categories: community engagement, coordination, resources, maintenance, planning and design, and regulations and permits.

First, facilitators invited attendees to share questions or challenges they struggle with. Next, they asked members of their table to share what they know about the implementation process, useful steps, or shortcuts. The last exercise was dedicated to sharing resources, such as good case studies, best practices, and information about funding opportunities.

This report documents each of these sessions, including all of the presentations and breakout sessions. It captures the lively discussions facilitated at the event, based on notes taken by the notetakers and facilitators, as well as those displayed on Post-it notes on the wall. Each session corresponds to a chapter in the report:

1. “Learning from the Experts”—Summarizes the five short presentations featured at the event
2. “I Know That...”—Documents what participants knew about the implementation process for each intervention
3. “This Resource Helped Me”—Lists resources, precedents, and funding sources that supported participants’ placemaking efforts in the past
4. “I Don’t Know...”—Outlines what participants wished to learn more about
5. “Collaborators”—Gives an overview of participants

A Better City appreciates all the participants and supporters who helped make the Routes to Placemaking Workshop a success, and we look forward to future collaboration.

**Right: Event agenda distributed at the workshop.**



# LEARNING FROM THE EXPERTS

## CLAUDIA PARASCHIV, STUDIOFUL

Claudia Paraschiv with Studioful has worked on several placemaking projects in Boston and Salem. For Claudia, placemaking is intimate infrastructure. This includes everyday activities, such as getting on a bus, which is a personal action in a public space. At a bus stop at the Four Corners Geneva station in Dorchester, there was not adequate seating. The community discussed the inadequate seating during a placemaking event led by DS4SI (Design Studio for Social Intervention) in late 2014. As Artist in Residence, Claudia led the effort to design and build a bench—but not the typical municipal street furniture. This was a 50-foot bench made with reclaimed wood donated from the local lumber yard, designed to include sounds as desired by participants. It was built over 15 weeks on the Dorchester Arts Collaborative plaza by residents, with a mural led by local artist Maddu Huacuja. This bench became personal and fostered personal friendships. When the bench was completed, a participant suggested they add shades, so residents sewed African prints from a local store over hula hoops and added culturally meaningful shades. The project demonstrated how placemaking can be a conversation of needs and personal solutions in public space.

Another project called “MoveWithMe” in Salem has shown how placemaking can be about placekeeping. For this project, people made their own piece of art for a canopy of sailcloth pinwheels. The project transformed the length of Front Street with 369 pinwheels, most of which were hand-colored with personal interpretations of cultural patterns from places along Salem’s famous maritime trade routes. Created by the community, it embodied the connection of cultures across waters and land from the past to now, moving in confluence when the wind was just right. MoveWithMe was installed for the 2016 Salem Arts Festival, using recycled materials, with a total cost under \$300 for materials.

“TidalShift” is Claudia Paraschiv’s 2017 Salem Arts Festival community art project, currently in progress

in conjunction with the Salem Sound Coast Watch, From the Bow Seat, and Salem Main Streets. Claudia believes the arts have the power to raise awareness, start important dialogues, and encourage action. TidalShift is about placemaking and your place in the world, and it goes beyond project limits and city limits. TidalShift addresses our shores and oceans, aiming to illustrate the impact of plastic bags on local marine life, in support of Salem’s new plastic-bag-reduction legislation, and created by Salem community members.



Hula Shades Workshop.



MoveWithMe in Salem.



Seats of Power + Codex IV Corners and Hula Shades in Dorchester.

## MARK CHASE, NEIGHBORWAYS DESIGN

Mark Chase, Founder of Neighborways Design, described how residents and municipalities can use low-cost materials to transform low-volume streets into all-ages-and-abilities transportation corridors. Mark described two types of Neighborways: basic and artistic.

- **Basic Neighborways** can be used by municipalities and neighborhood associations to quickly create low-stress, kid-friendly corridors in a neighborhood.
- **Artistic Neighborways** take more time, money, and effort, but they generate significant returns by creating beautiful streets that foster strong connections between neighbors.

Both types of Neighborways encourage residents to think of streets as public spaces more than just places for cars.

For more information, visit [Neighborways.com](http://Neighborways.com) or [Somervillestreets.com](http://Somervillestreets.com)

**“PARTNERSHIP ALLOWS FOR THE EVENT TO GROW EXPONENTIALLY. THE BEST ADVICE IS TO START SMALL. DO NOT TRY TO TURN 100 PARKING SPOTS INTO PARKS IN ONE YEAR.”**



## JENNIFER LAWRENCE, CITY OF CAMBRIDGE

PARK(ing) Day in Cambridge is a community effort to turn parking spaces into something else for the day, sponsored by the City. PARK(ing) Day is an interdepartmental collaboration, hosted by the Community Development Department, with the Departments of Public Works, Traffic, Parking and Transportation, Police, Fire, Library, and Schools all significantly engaged in the planning and implementation. The effort started in 2012 with three spots, and grew to 96 spots in 2016. The goal for 2017 is a whopping 120 spots!

The community goals of this event are to: 1) effectively engage the community in thinking about urban space; 2) encourage creative reuse of our shared spaces; 3) understand just how much public space is set aside for parking; and 4) unlock the potential of our roadways.

Cambridge has learned many lessons in putting on this event for the past five years. Partnership allows for the event to grow exponentially. The best advice is to start small. Do not try to turn 100 parking spots into parks in one year. Hosting PARK(ing) Day as a city has enabled Cambridge to legitimize experimentation with creative uses. Programming makes the event even more successful.



## ERICA QUIGLEY, HEYDAY COLLABORATIVE

As a play-space designer, Erica Quigley wants to see more play in more places and is working to encourage more play among both children and adults in Boston. Play should be happening in playgrounds and parks, but also on sidewalks, in front yards, and in vacant lots. Why is play so important to placemaking? The relationship is reciprocal: Play makes neighborhoods strong, and strong neighborhoods are great places for play. Play promotes cohesive neighborhoods by giving adults a reason to spend time outdoors, meet neighbors, and have fun. Livable, cohesive neighborhoods are better places to play because children have more freedom of movement and adults trust and help one another more. Play helps us envision a different world, and tactical urbanism is a type of play that lets us change the rules of the city. It's a magic circle where cars aren't the most important thing, and you can talk to strangers.

Three placemaking strategies use play to activate space and cultivate community:

1. Pop-up adventure playgrounds are filled with loose parts—stuff you can move around and recombine any way you want. Cardboard boxes and foam blocks are full of possibilities.
1. Play streets are temporarily closed streets, sometimes defined by resident-painted murals, that reclaim space for people.
1. Installing playable art, such as Playworld's Play-Cubes, Bounce by Liz Nofziger, and multiple installations at the Lawn on D, can transform a space.

At Heyday Collaborative, Sara Brunelle and Erica are testing interventions that will build support for open-ended outdoor play. They know that nostalgia for the way kids used to play tends to make people support that kind of play in the present, so they provide pop-up adventure playgrounds and ask adults how they played as kids. In summer 2016, they collaborated with the Fairmount Greenway to spark conversations about play in underused space. They also worked with Boston Parks & Recreation to plan improvements in Moakley Park and Ramsay Park. Play lets us step outside the current reality and imagine a better world; it's a powerful force when combined with creative placemaking.



## MELISSA WOODS, CITY OF SOMERVILLE

Winter Hill is a neighborhood in Somerville that is slightly off the beaten path. People know Davis and Union Squares for their restaurants and entertainment, but Winter Hill is better known for its former residents – Whitey Bulger and President Barack Obama (while he was a law student at Harvard). If you want to know more, watch the movie *Black Mass*. Winter Hill should be known for its everyday heroes who reflect the true character of the Winter Hill community.

In 2014, the City began a planning process focused on a 20- to 30-year time horizon. It was hard to engage residents on long-term change. What could happen right now? The City was able to hire Team Better Block to help Winter Hill residents imagine just that. The response was positive, concluding they should embrace the neighborhood name and hold a wintertime event.

The Winter Hill Better Block was held on December 12th and 13th, only three months after the first meeting. The event included an artist's market, food trucks, a campfire with s'mores, an ice sculpture, and music in an underutilized parking lot. It also in-

cluded pedestrian and cyclist improvements around the site, including a bus bump-out, a pilot of a contraflow bike lane, and a colored crosswalk.

The most important outcome of the event was the revived community spirit and the connections made between residents. The Winter Hill Neighborhood Association continues to carry the torch and has spent the last year organizing and trying to connect to other residents who were not engaged in the event.



# Parklets

## Resources

Is there a way to connect with a larger community network?

Planning Review ★  
Shaking  
Extra Resources

Montreal case studies ★

Vendors

## Community Engagement

Community engagement

Recruitment

Conveying incentives?

Engagement - Survey for who would be involved in planning.

Sample "street" - Hold a community meeting

## Coordination

## Team & Partnerships

Best partners

partners?  
coordination?

I would like to know what effective partnerships that have been successful?

## Planning & Design

Standard tool kit

Think about your customer - It will create different opinions

IDEA  
↓  
CONCEPT  
↓  
CREATION

Think outside the box

## Regulation & Permits

## Maintenance

WHO OWNS  
WHO MAINTAINS  
WHO IS RESPONSIBLE

Plan/prepare maintenance - I would like to know what effective partnerships that have been successful?

# I KNOW THAT...

## PARKLETS

It's important for this process to be grassroots to develop community engagement and identify leaders. Start the community engagement process by surveying who would be interested in parklets. Find business owners who will “sponsor” a space in front of their businesses. Also, find supporters in the community who may have relationships with anyone in opposition. In Somerville, they hold a community meeting with business owners. Keep in mind that you can't please everyone.

Do a parking count to demonstrate parking times and occupancy rates to help determine a location for the parklet.

For the planning and design process, begin with ideas for the installation, which will help develop the overall concept of the project. There are several groups in Boston who can provide free assistance, such as BAC (Boston Architectural College), BSA (Boston Society of Architects), and MassArt.

For regulations and permits, coordinate with the City or Town's public works, planning, traffic, and parking departments. Maintenance is an issue when it comes to City permits.

Public-private partnerships can help with ongoing maintenance. A business may “sponsor” a parklet and take on the maintenance.

## POP-UP PARKS

To create pop-up parks, strategic alliance(s) are key—between residents, neighborhood groups, and the property owner. This can require coordination with many different organizations. Politics plays a role, too, so contact city councilors about the project early on.

To create a pop-up park requires programming, staffing, and dedicated people to run events.

It's important to remember that creative placemak-

ing is a means to an end (that is to be identified). Pop-up parks are low-risk, low-cost interventions to test ideas. Do not think about the “thing” but the why. What is culturally appropriate for the site and neighborhood? Also consider not just visual art, but all performances, etc., and be sure to design for all four seasons.

Pop-up parks can also be on the street. In Boston, you can apply with the Boston Public Health Commission (BPHC), using the “Play Street” application to close the street. In Somerville, you can apply for a Block Party Permit.

Regulations and permits can be the biggest hurdle. Make a friend in City Hall to get things done if your site is on City-owned land. Sometimes groups work with private property owners to install pop-up parks since they are often easier to work with than the City.

Maintenance can be a shared responsibility, and it can be easy and manageable for any group. Be sure to make this fun!

## PEDESTRIANIZATION + PROGRAMMING

The community process is very important for pedestrianization and programming. Don't go to the community with just your ideas. Take enough information and visuals so the community can see your ideas. Make sure to provide something for everyone, which includes all ages. The best placemaking ideas don't focus on only one demographic, population, etc.

At the beginning, define the purposes (i.e., street as a public space, fostering pedestrian activity) to guide how you will proceed. There will be a tension between the initial “I want to do” and catching everyone else up throughout the process. Consider how to step back to let the process shine. Community meetings are important for residents, businesses, and the City.

Figure out how to approach City Hall. In most cities,

you can talk to city councilors to get buy-in, which will help gain the mayor's support for the installation. In Boston, you should contact the neighborhood liaison first, as well as the neighborhood association or Main Streets director. Overall coordination with the project team involves getting people on board with safety.

The first step for pedestrianization and programming is to do walk assessments to show and identify challenges. Bring city and state officials. Introduce these professionals to what works and what doesn't. Go out to walk, come back, debrief, and write up notes on the walk. This summary can be used for advocacy, too.

It's important to get the various stakeholders on board, which involves getting the right ratio of talking/meeting to action. It's helpful to think of this effort as one of community organizing. Think about building on social capital to develop project ownership of public space. At the meetings, ask designers to show, not tell, their ideas. Present visual representation of what you want your community to look like.

The intervention depends on the location. Different solutions and programming depend on funding and the community. A temporary installation has the power to engage and inspire people to rethink what could be on the site. For example, a two-day demonstration can have straw bales, cones, bulb-outs, etc., and can help build community support as well as support with City departments (e.g., Department of Public Works).

Know your maintenance costs. For example, a painted crosswalk has a six-month shelf life in Boston, so plan to repaint once per year. Maintenance does not always have to be a negative thing.

One tip was to have a secret slogan that communicates the underlying message and becomes an organizing principle, such as "Make the invisible visible," or "Keep Union Square gritty." Another tip was to keep the focus on larger goals and the overall purpose of the placemaking project, as opposed to being tied to a specific strategy.

WalkBoston has a number of resources posted on their website about how to do pedestrian assessments and information about why walking is good for business.

A recommendation the group had was to create a road map or a how-to guide about how to get a project approved in Boston. Who do you talk to, and when do you talk to them? It can be very different from working in a small town. Often those from a small town go directly to their mayor.

## PAVEMENT MURALS

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All pavement murals on streets are grassroots efforts, which means community engagement is a key to their success. Residents can be engaged through flyers, online posts (e.g., Facebook, Next Door), hosting fun events, community meetings, attending another group's meeting to talk about the projects, or by talking to people on the street. With outreach, think through who is the messenger? How is the message delivered? Is it one-way communication? Keep the events fun. Having food at events really helps to get people involved. It's good to have a couple of leaders in the neighborhood, and to make sure to keep a list of people's email addresses so that they can be easily contacted about the next meeting. It's also good to engage 50 to 200 people of all ages throughout the process.

The street for the mural should be low-traffic. The Somerville Neighborway's threshold is 2,500 cars per day, which is an average of four to five cars per minute during rush hour.

To develop the design, you do not need a professional artist. However, working with an artist usually results in a better product. The artist stipend can range from \$500 to \$2,500. The aesthetics of the pavement mural can vary a lot depending upon the people involved, since people who care have a strong voice. Create a few different draft designs on which people can vote.

Currently, there are no official national regulations for pavement murals. You do need to have permission from a traffic engineer or planning department. It's important to think of the pavement murals as placemaking, not as traffic control devices, since crosswalks and bump-outs have engineering standards. If a project is considered a placemaking effort, it will help to make your city engineer less concerned.

For the painting day, the City of Somerville requires a Block Party Permit and the City of Boston requires

a Play Street Permit. In both cities, a police detail is required. Other Boston-area cities do not yet have an established process. Remember to notify stakeholders about traffic-pattern changes. Also, be sure to sweep the area first.

For a 40 x 40-foot mural, the cost is about \$500 for paint. When selecting the paint, you don't want glossy paint since that is slippery. The pavement is already grippy, but mixing in sand can also help if there is additional concern about the pavement becoming too slippery. Floor and deck paint works well, and takes about four hours to dry, depending upon the humidity. You can also use traffic paint or house paint. There is no need to prime the site, but make sure the street is swept or power-washed.

On the day of the event or the day after, host a block party or play-street event to encourage walking, biking, etc., and to help neighbors get to know each other.

The average pavement mural lasts about one year. The groups in Somerville have repainted their pavement mural each year, and the Dorchester mural will be repainted this spring. Repainting helps to bring people together again, which can be a great community-building event. The repainting costs can range from \$300 to 500 if you do not have leftover paint.

## WAYFINDING

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The Wayfinding group discussed several existing wayfinding projects in Boston, such as the Harbor Walk along Boston's waterfront and the Freedom Trail, which uses a simple red line to help tourists navigate their way through historically significant sites in downtown Boston. To the group, wayfinding is a way to help people orientate and navigate through a place, as well as to discover and tell a story about the place. Several individuals talked about the importance of public-private partnerships to make implementation of the projects a success.

There was extensive discussion about installing wayfinding signs, since there isn't a linear process. This is especially confusing for individuals and small community groups who are unfamiliar with City departments and processes, especially in Boston, where there are many departments. Difficulties with navigating the City's process can be a huge barrier to wayfinding implementation since many groups just

**“ON THE DAY OF THE EVENT OR THE DAY AFTER, HOST A BLOCK PARTY OR PLAY-STREET EVENT TO ENCOURAGE WALKING, BIKING, ETC., AND TO HELP NEIGHBORS GET TO KNOW EACH OTHER.”**

give up. In addition, the group discussed the regulations and permits needed for installing the signs. The general rule is to hang signs at seven feet above ground level, but more artistic signs need to follow the guidelines found in the *Manual on Uniform Traffic Control Devices* (MUTCD), which vary from town to town. The City of Boston will be working on developing different levels of standards for wayfinding signs. Currently, the City of Boston requires CAD drawings for installing permanent signs on existing city-street poles. If you are installing temporary signs (e.g., corrugated plastic), you will need a map with the locations of where the signs will be placed.

Who you are designing the system for will influence the approach you take in the planning and design process. When thinking about a wayfinding system, it's important to consider all types of uses, and whether users will be tourists, residents, English speakers, non-English speakers, people who are good with signs and maps, or those who are not very map-literate or who have no existing mental map of the area. In addition, we must consider wayfinding that is useful for people with visual impairments, which includes creating signs that are easier to read, as well as installing smooth paths and no stairs. Also, in Boston there are already many signs, so it's important to design elements to convey connectivity without creating more visual noise.

Maintenance is also an important aspect to discuss, but is often overlooked as part of the planning process. It must be integrated with ongoing support. With the Freedom Trail, maintenance is funded by a foundation working with the City. With metal wayfinding signs, maintenance is typically not something you need to think about for a few years.

The National Parks Service (NPS) is working with several groups in Boston to help plan wayfinding systems. Currently, NPS is working with groups in Chinatown on a wayfinding system connecting the neighborhood to the Harbor and the Harbor Islands. They have been discussing whether to post new signs or offer a mobile app. NPS is trying to move away from "books on a stick" to more innovative modes of wayfinding. However, they don't want to encourage distracted walking with people looking at their phones in a congested neighborhood like Chinatown.

The City of Cambridge is interested in creating a city-wide wayfinding system to help people navigate and learn more about Cambridge. The City of Somerville

also considered creating a city-wide system and put out a Request For Proposal (RFP), however, the costs were so high that they didn't move forward.

The group also discussed possibilities other than signs to help people navigate the city, such as using music, events, and tactile experiences. Activities and events can be used to create spaces and establish routes.

# Pedestrianization & Programming



# Resources

# Community Engagement

# Coordination

Three yellow sticky notes with handwritten notes under the 'Community Engagement' header.

Two yellow sticky notes with handwritten notes under the 'Coordination' header.

# Partnerships

# Planning & Design

# Regulatory

Four yellow sticky notes with handwritten notes under the 'Planning & Design' header.

# Maintenance



# THIS RESOURCE HELPED ME

FUNDING OPPORTUNITIES	
ArtPlace America	<a href="http://www.artplaceamerica.org/">www.artplaceamerica.org/</a>
BAC (Boston Architectural College)	<a href="http://the-bac.edu/">the-bac.edu/</a>
BSA (Boston Society of Architects) Foundation Grant	<a href="http://www.architects.org/foundation/grants">www.architects.org/foundation/grants</a>
Commonwealth Places	<a href="http://www.patronicity.com/commonwealthplaces#/">www.patronicity.com/commonwealthplaces#/</a>
Enterprise Community Partners: Collaborative Action Grants	<a href="http://www.enterprisecommunity.org/news-and-events/news-releases/collaborative-actions-grant-program">www.enterprisecommunity.org/news-and-events/news-releases/collaborative-actions-grant-program</a>
Enterprise Community Partners: Climate & Cultural Resilience Grants	<a href="http://www.enterprisecommunity.org/news-and-events/news-releases/enterprise-announces-rfp-climate-and-cultural-resilience-grants">www.enterprisecommunity.org/news-and-events/news-releases/enterprise-announces-rfp-climate-and-cultural-resilience-grants</a>
Massachusetts Smart Growth Alliance (MSGA): Mini-grants	<a href="http://ma-smartgrowth.org/news/congratulations-to-our-placemaking-fund-mini-grant-winners/">ma-smartgrowth.org/news/congratulations-to-our-placemaking-fund-mini-grant-winners/</a>
Metropolitan Area Planning Council (MAPC): Pop-up street event materials	<a href="http://www.mapc.org/">www.mapc.org/</a>
National Endowment for the Arts (NEA) Grants	<a href="http://www.arts.gov/grants/apply-for-a-grant">www.arts.gov/grants/apply-for-a-grant</a>
Patronicity	<a href="http://www.patronicity.com/#/">www.patronicity.com/#/</a>
City of Boston's Public Space invitational	<a href="http://space.newurbanmechanics.org/">space.newurbanmechanics.org/</a>
City of Boston's Opportunity Fund	<a href="http://cityofbostonartsandculture.submittable.com/submit">cityofbostonartsandculture.submittable.com/submit</a>
TECHNICAL SUPPORT	
BSA (Boston Society of Architects) Placemaking Network	<a href="http://www.architects.org/committees/placemaking-network">www.architects.org/committees/placemaking-network</a>
Cambridge Art Council	<a href="http://www.cambridgema.gov/arts">www.cambridgema.gov/arts</a>
Design Studio for Social Intervention (DS4SI)	<a href="http://Ds4si.org">Ds4si.org</a>
Boston Mayor's Office of New Urban Mechanics	<a href="http://www.boston.gov/departments/new-urban-mechanics">www.boston.gov/departments/new-urban-mechanics</a>
Metropolitan Area Planning Council (MAPC)	<a href="http://www.mapc.org/">www.mapc.org/</a>
MASSCreative workshops (May/June 2017)	<a href="http://www.mass-creative.org/">www.mass-creative.org/</a>
MassDevelopment	<a href="http://www.massdevelopment.com/what-we-offer/real-estate-services/commonwealth-places/">www.massdevelopment.com/what-we-offer/real-estate-services/commonwealth-places/</a>
MassArt	<a href="http://www.massart.edu/">www.massart.edu/</a>
Neighborways Design	<a href="http://www.neighborways.com/projects">www.neighborways.com/projects</a>
Project for Public Spaces	<a href="http://www.pps.org/reference/reference-categories/placemaking-tools/">www.pps.org/reference/reference-categories/placemaking-tools/</a>
Somerville Art Council	<a href="http://www.somervilleartscouncil.org/">www.somervilleartscouncil.org/</a>
Vision Zero	<a href="http://www.visionzeroboston.org/">www.visionzeroboston.org/</a>
WalkBoston	<a href="http://www.walkboston.org/node/53">www.walkboston.org/node/53</a>

<b>CROWD SOURCING WEBSITES</b>	
appbackr	<a href="http://appbackr.com/">appbackr.com/</a>
Crowdfunder	<a href="http://www.crowdfunder.com">www.crowdfunder.com</a>
Crowdrise	<a href="http://www.crowdrise.com">www.crowdrise.com</a>
Commonwealth Places	<a href="http://www.patronicity.com/commonwealthplaces#/">www.patronicity.com/commonwealthplaces#/</a>
IBYO	<a href="http://www.ioby.org">www.ioby.org</a>
Indiegogo	<a href="http://www.indiegogo.com/">www.indiegogo.com/</a>
Invested.in	<a href="http://www.investedin.com/">www.investedin.com/</a>
Kickstarter	<a href="http://www.kickstarter.com">www.kickstarter.com</a>
Make Architecture Happen	<a href="http://www.makearchitecturehappen.com/">www.makearchitecturehappen.com/</a>
Patronicity	<a href="http://www.patronicity.com/#/">www.patronicity.com/#/</a>
RocketHub	<a href="http://www.rockethub.com/">http://www.rockethub.com/</a>
<b>PRECEDENTS</b>	
Berkeley, CA: bicycle boulevards	<a href="http://www.cityofberkeley.info/bicycleboulevards/">www.cityofberkeley.info/bicycleboulevards/</a>
Indego: Philly bike share	<a href="http://www.rideindego.com">www.rideindego.com</a>
Massachusetts Smart Growth Alliance (MSGA) list of mini-grant awardees	<a href="http://ma-smartgrowth.org/resources/placemaking-projects/">ma-smartgrowth.org/resources/placemaking-projects/</a>
New York City Department of Transportation	<a href="http://www.nyc.gov/html/dot/html/home/home.shtml">www.nyc.gov/html/dot/html/home/home.shtml</a>
Portland, OR: Neighborhood Greenways	<a href="http://www.portlandoregon.gov/transportation/50518">www.portlandoregon.gov/transportation/50518</a>
Seattle, WA: Neighborhood Greenways	<a href="http://seattlegreenways.org/">seattlegreenways.org/</a>
Vancouver, BC: Neighborhood Greenways	<a href="http://vancouver.ca/streets-transportation/greenways-for-walking-and-cycling.aspx">vancouver.ca/streets-transportation/greenways-for-walking-and-cycling.aspx</a>
Montreal, Canada: Parklets	<a href="http://www.takepart.com/article/2014/09/22/shipping-containers-live-second-lives-parklets-montreal">www.takepart.com/article/2014/09/22/shipping-containers-live-second-lives-parklets-montreal</a>
<b>BOOKS, BROCHURES, TOOLKITS, AND WEBSITES</b>	
“Good Walking is Good Business” brochure by WalkBoston	<a href="http://www.walkboston.org/what-we-do/initiatives/businesses">www.walkboston.org/what-we-do/initiatives/businesses</a>
“Dick & Rick: A Visual Primer for Social Impact Design”	<a href="http://welcometocup.org/Store?product_id=115">welcometocup.org/Store?product_id=115</a>
“Lost art of finding way” by John Hurd	<a href="http://www.hup.harvard.edu/catalog.php?isbn=9780674072824">www.hup.harvard.edu/catalog.php?isbn=9780674072824</a>
“New York’s streets? Not so mean any more” by Janette Sadik-Khan (TED Talk)	<a href="http://www.ted.com/talks/janette_sadik_khan_new_york_s_streets_not_so_mean_any_more">www.ted.com/talks/janette_sadik_khan_new_york_s_streets_not_so_mean_any_more</a>
Resources and programs from Cambridge Arts Council	<a href="http://www.cambridgema.gov/arts">www.cambridgema.gov/arts</a>
“Tactical Urbanism” by Mike Lydon	<a href="http://islandpress.org/book/tactical-urbanism">islandpress.org/book/tactical-urbanism</a>
Artists in Residents along the Fairmount Line	<a href="http://www.fairmountculturalcorridor.org/">www.fairmountculturalcorridor.org/</a>
Pinterest	<a href="http://www.pinterest.com">www.pinterest.com</a>
Rural walking toolkit by WalkBoston	<a href="http://walkboston.org/resources/publications/rural-walking-toolkit">walkboston.org/resources/publications/rural-walking-toolkit</a>
Arts + Planning Toolkit by MAPC	<a href="http://artsandplanning.mapc.org/">artsandplanning.mapc.org/</a>
“Public Art Salon” by Studioful	<a href="http://www.studioful.co/copy-of-move-with-me">www.studioful.co/copy-of-move-with-me</a>
WalkBoston Walk Audits	<a href="http://walkboston.org/resources/publications/walk-audit-form">walkboston.org/resources/publications/walk-audit-form</a>
“Creative Placemaking” by National Endowment for the Arts	<a href="http://www.arts.gov/sites/default/files/CreativePlacemaking-Paper.pdf">www.arts.gov/sites/default/files/CreativePlacemaking-Paper.pdf</a>

# I DON'T KNOW...

## PARKLETS

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- How to implement parking revenue sharing?
- Who are the vendors of placemaking materials?
- How to find long-term funding other than grant programs?
- Is there a way to connect with a larger community network?
- Who to know for regulations and permits?
- How to find the necessary regulations and permits for ongoing parklets?
- Are parklets suitable without alternative parking solutions?
- If parklets should be used as play spaces (safety).
- If parklets are the best way to reclaim space for people.
- If there is a standard tool kit.
- How to get through regulations on state-owned land (to experiment)?
- How to navigate state versus city regulations and permitting?
- How to manage permitting in Boston and the liability challenge? Safety challenges make it harder to provide permits to other groups.
- What are good strategies to implement parklets in areas with indifferent neighbors (survival mode)?
- How to best work with businesses who may be attached to the parking in front of their stores?
- Is there a tool for community-based efforts to mobilize people and development?
- How to learn about accessibility?
- How to convey incentives?
- How to get over the opposition of removing a parking space?
- How to coordinate with other community groups/leaders?
- Who are the best partners?
- Which agencies / departments should be pulled in at the beginning to help plan?
- What are effective partnerships that have been successful?
- What are inexpensive shade options?
- How to strike a balance between cost-effective and sustainable/ reusable / durable for public use?
- How to find a designer and builder?
- How to find out who owns the site? Who maintains it? Who is responsible?

## POP-UP PARKS

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- What are low-risk interventions?
- How much “stuff” do you need?
- How can we replace cornhole with other opportunities for play?
- How important is it, and how do you prioritize?
- How can we do more pop-up programming in underutilized parks across the city?
- If we can create a one-stop platform to learn about resources (e.g., a website).
- If you need a network to share how-to's and lessons learned.

- How important is it to have a professional/working artist on the team?
- Are there other types of professionals /experts/ skills you need on a successful team?
- How do you decide on sites? Parks or vacant lots?
- Is it case-driven? Is it a response to an issue?
- How do you produce events? What permits and permissions are needed?

- What are ways to make the invisible visible? How to harness potential ideas and energy?
- How do you engage/address competing stakeholders? Youth, homeless, seniors (e.g., in Harvard Square kiosk)?
- How do you work with strict engineering departments?
- How to get a community on board around an arts-based approach? Especially other city departments?
- What is the best way to include youth over 18 in these interventions?

## PEDESTRIANIZATION + PROGRAMMING

- How do you compensate creative placemakers and community “experts in place” fairly?
- How do we make sure street beautification, landscaping, and placemaking do not get cut from project budgets?
- How can placemaking events be effectively designed to engage specific demographics (e.g., the elderly)?
- How to envision a place that reflects many identities and interests in the community?
- How do you foster meaningful engagement events in the neighborhoods where most people are commuters or tourists, not residents?
- How to help find locations (e.g., Artist’s Row)?
- How do you create place for all?
- How to foster meaningful engagement where people drop in, especially commuters?
- How to engage the homeless population?
- How to engage the 18+ population – harder to access than youth?
- How to un-silo neighborhoods?
- Where to start, so there is community buy-in?
- Where is city leadership and what do they have in mind? Is all your leadership on board with the initiatives? How can we better include them in the conversation of change in the city?

- What is the balance between City-led versus community-led? When should the City turn a blind eye?
- How can we ensure placemaking is equitable and inviting to people of all income levels?
- What are the steps to create a street mural?
- What do I need to do to make this happen? I’m very interested in making Four Corners Pedestrian Walkway colorful and bright.
- Was the Open Street on Newbury Street footprint too big?
- What made it successful across such a big space?
- How did you get business on board?
- How to keep it organized but still effectively execute your ideas?
- What are the steps to make a crosswalk happen?
- How do you begin?
- When should a municipal government be aware of a project? When should they turn a blind eye to a positive intervention?
- How should the City set up artist engagement?
- Where should the City end and the community engagement begin? And vice versa—especially in tactical street re-design?

- How can we see maintenance as sexy? Could this be done through maintenance parties?
- How to involve the Department of Public Works early on and throughout the process?

## PAVEMENT MURALS

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- What about injuries from playing in the street?
- More information about logistics!
- What are the best places to get materials?
- How do you get the larger community involved? Innovative ways?
- How much buy-in do you need?
- How to reach auto-dominated/minded community in a non-threatening way?
- How do you get neighborhood organizing and City collaborating?
- Who decides? Group decision on design?
- How to engage older people?
- How do you appeal to older people? Allston is known as a very young neighborhood.
- How do we get baby boomers involved?
- How much community buy-in is needed? Energy for success?
- In an auto-centric neighborhood, how do you let them know that streets are for people?
- How do you get others involved?
- Who decides? Group decision-making on design is tricky.
- How do you make connections with people in the neighborhood?
- How do you make the City collaborate with you in a timely manner?
- Who leads? Artists? Facilitation skills? Insider / Outsider? If it takes a professional, is it still scalable?
- Who's the messenger? How is the message delivered? One-way communication?
- How do you measure the connection between people?
- How do you evaluate success?
- How much evaluation is needed afterward?
- If police details are needed.
- Other logistics?
- How do we get the business community involved?
- What was your first step?
- What are the costs (e.g., materials, fee for artist, police detail, logistics, and overseeing project) and who pays?
- What is the geographic area for buy-in?
- How do we evaluate the project? Perhaps a before-and-after speed study? What is the ultimate purpose?
- What is the liability?
- What are the regulations for doing street murals? How do they vary from city to state and federal regulations?
- How to get the City to respond in a timely manner?
- How to maintain the murals?
- Who is responsible for the cost of maintenance?

## WAYFINDING

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- How can you tell a story and capture an identity through wayfinding?
- How can you include accessible, multilingual wayfinding, which incorporates different modalities and ways of learning?
- What are funding opportunities?
- What is wayfinding? What does a person need to know to navigate space? What is the list of

- factors I need to understand to orient myself?
- What is the ratio of number of signs to number of people/residents?
  - In a bureaucratic system with division of expertise, how do you cross those silos? How to start a conversation about city-wide design with planning for wayfinding?
  - How to find the time to talk to each other? How not to work in silos?
  - Who do I need to engage at the city level to put up wayfinding signs?
  - What about public art?
  - What about temporary versus permanent?
  - How can your phone help you overcome some regulatory barriers?
  - How to make signage more inclusive/less threatening?
  - How to engage residents and tourists with the same wayfinding signs?
  - Who are the signs for? Can they be for everyone?
  - What are examples of using public art as wayfinding that lasted beyond temporary?
  - How to do temporary stuff without breaking the rules?
  - Who needs to be a part of the planning process?
  - Who needs to be part of the discussion and/or at the table (regulations and maintenance)?
  - How to navigate regulations and permits?
  - What are the hurdles of permitting and regulations?
  - How to make it easier for community groups/volunteers to put up wayfinding signs (e.g., remove red tape, such as requiring CAD drawings)?
  - How to learn about existing rules and regulations? Public agencies need to set standards.
  - How can we synthesize all the regulations in a way that is easy to understand?
  - How to work around tree pits to allow ample clearance for strollers, wheelchairs, etc.?



# COLLABORATORS

## SPEAKERS

- **Jennifer Lawrence**, City of Cambridge
- **Melissa Woods**, City of Somerville
- **Erica Quigley**, Heyday Collaborative
- **Mark Chase**, Somerville Neighborways
- **Claudia Paraschiv**, Studioiful

## FACILITATION TEAM

### PARKLETS

- **Christopher Scott**, Enterprise Community Partners
- **Anabelle Rondon**, MA Smart Growth Alliance

### PAVEMENT MURALS

- **Lisa Jacobson**, Barr Foundation
- **Katie Swenson**, Enterprise Community Partners

### PEDESTRIANIZATION & PROGRAMMING

- **Mimi Graney**, Relish Management & City of Chelsea
- **Kristen Chin**, Urban Edge/JPND

### POP-UP PARKS

- **Kate Deans**, Enterprise Community Partners
- **Amber Christoffersen**, Mystic River Watershed Association

### WAYFINDING

- **Thomas Nally**, A Better City
- **Nella Young**, Enterprise Community Partners

## ATTENDEES

- **Jason Desrosier**, Allston Brighton Community Development Corporation
- **Emma Walters**, Allston Village Main Streets
- **Farah Wong**, Allston Brighton Community Development Corporation
- **Benjamin Peterson**, Boston Architectural College
- **Cynthia Woo**, Boston Chinatown Neighborhood Center
- **Lillian Hsu**, Cambridge Arts Council
- **Jason Zogg**, Cambridge Redevelopment Authority
- **Jess Camhi**, Chinese Historical Society of New England
- **Alice Brown**, City of Boston
- **Amy Cording**, City of Boston
- **Karin Goodfellow**, City of Boston
- **Vineet Gupta**, City of Boston
- **Jake Hasson**, City of Boston
- **Patricia Mendez**, City of Boston
- **Jacob Wessel**, City of Boston
- **Daniel Wolf**, City of Cambridge
- **Rachel Blatt**, City of Newton
- **Neil Cronin**, City of Newton
- **Elizabeth Gohringer**, City of Newton
- **Lily Reynolds**, City of Newton
- **Deborah Greel**, City of Salem

- **Kathy Winn**, City of Salem
- **Kristen Stelljes**, City of Somerville
- **Kalamu Kieta**, Dudley Street Neighborhood Initiative
- **Erica Mattison**, Environmental League of MA  
Michelle Moon, Fairmount Greenway
- **Nicole Purvis**, Four Corners Main Street
- **Michaela Hughes**, Friends of Fort Point Channel
- **Ed Gaskin**, Greater Grove Hall Main Streets
- **Ray Carrasco**, Lawrence CommunityWorks
- **Renee Hopkins**, Lawrence CommunityWorks
- **Andre Green**, MASSCreative
- **Matt Wilson**, MASSCreative
- **Eric Hove**, Metropolitan Area Planning Council
- **Sarah Kurpiel Lee**, Metropolitan Area Planning Council
- **Charlie Tracy**, National Park Service
- **Kim Szeto**, New England Foundation for the Arts
- **Jonathan Berk**, Patronicity
- **Leah Schroeder**, Perkins Eastman
- **Lev McCarthy**, Rose Kennedy Greenway Conservancy
- **Eileen Ong**, Rose Kennedy Greenway Conservancy
- **Michelle de Lima**, The Trustees
- **Andrew Padilla**, The Trustees
- **Caroline Hart**, Wagner Foundation
- **Charlotte Wagner**, Wagner Foundation
- **Adi Nochur**, WalkBoston
- **Jeffrey Buxbaum**, WalkMedford

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# ROUTES TO PLACEMAKING

## WORKSHOP

FEBRUARY 23, 2017 | 9:00 - 11:30 AM



33 Broad Street, Suite 300  
Boston, MA 02109  
617.502.6240  
[www.abettercity.org](http://www.abettercity.org)