

PLACEMAKING GUIDE

PLACEMAKING IN THE VILLAGE ON MAIN

APRIL 2021

Glossary

BUSINESS IMPROVEMENT DISTRICT

Business Improvement Districts (BID) refer to organizations formed by property owners inside the boundaries of a legally established district (PPS, 2009).

COMMUNITY IMPROVEMENT DISTRICT

Community Improvement Districts (CID) are defined as a non-profit organization that provides public services within a defined geographic area. A CID aims to improve the community by investing in infrastructure and community improvement projects (WSU, 2019).

PLACEMAKING

Placemaking is an approach that thrives to create quality spaces within a community. Placemaking encourages human interactions, benefits the local economy and contributes to one's well-being (PPS, 2021).

STICKY STREETS

Sticky Streets refers to streets that are enticing, making people want to slow down and linger to enjoy the lively spaces and activities around them (Toderian, 2014).

Happy Spaces Team

The project team is made up of four Master of Planning students from Dalhousie's School of Planning. Together, Gail Armour, Anushree Banerjee, Ashley Gaudet, and Hayley Inglis, strongly believe in creating healthy, sustainable, accessible, and happy communities. Each team member brings a level of experience from her own background: Banerjee brings an international perspective and experience researching active transportation; Gaudet and Inglis have completed projects on creating more accessible cities, and Armour brings hands-on expertise with placemaking projects.



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ACKNOWLEDGEMENTS

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Background

The Village on Main Community Improvement District has contacted the Happy Spaces team to develop a cohesive placemaking document with actionable items for the summer of 2021. After a thorough examination of the Village on Main community, and consultation with the client, Graziella Grbac, the Executive Director of the Village on Main, the team has produced this user friendly Placemaking Guide which serves as a resource package to inform placemaking in the Village on Main. This Guide will provide the Village on Main with a number of strategies and placemaking projects to enhance the existing character of the community. The Guide includes over 30 placemaking interventions tailored to suit the specific conditions and capacity of the Village on Main.



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1.0 Introduction

Placemaking is a hands-on approach that has the ability to transform spaces within a community into vibrant places for people to enjoy (PPS, 2021). The nonprofit organization Project for Public Spaces (PPS) states that “placemaking shows people just how powerful their collective vision can be” (PPS, 2021). Placemaking has the ability to enable community members to re-imagine ordinary spaces within their neighbourhood. It allows them to picture and see the potential of how parks, waterfront, streets and alleyways can be transformed into functional, vibrant public spaces (PPS, 2021).

1.1 PLACEMAKING STRATEGIES

Placemaking developed in the 1960's, following the introduction of Jane Jacobs and William H. Whyte's ideas of designing cities for people rather than cars and commercial centers (PPS, 2004). Their earlier work revolved around the notion of creating social, cultural and lively places within a community. In 1975, the Project for Public Spaces (PPS), an organization located in New York used Jacobs and Whyte's ideas to develop an approach to help communities create vital public spaces

(PPS, 2004). This approach was called Placemaking. Today, placemaking has become an important and essential part of designing cities and communities with destinations around the world incorporating placemaking projects (PPS, 2004): Lighter, Quicker, Cheaper, Powers of Ten, and Tactical Urbanism are some examples of popular strategies that have been used in placemaking. Their success rests on their ability to break down large, long-term transformations in a community to easy, short-term steps for planners and private citizens.

LIGHTER, QUICKER, CHEAPER

Eric Reynolds of Urban Space Management coined the phrase LQC over 40 years ago (PPS, 2011). Lighter, Quicker, Cheaper (LQC) is an approach to placemaking that has resulted in prosperous public spaces (Smart Cities Dive, 2017) through its focus on “simple, short-term, and low cost” (PPS, 2011) projects. Because of their temporary nature, such projects have the benefit of breaking down public resistance to change, while at the same time generating public interest in the possibilities for long-term transformation. A form of



tactical urbanism, the LQC approach can be led by anyone from government agencies to non-profit groups to residents, and they typically share the common goal of using low cost materials to test ideas in the real world. Such test projects provide critical feedback for project evaluation. Happy Spaces has adopted this approach to placemaking by focusing on cost-efficient projects that have the power to quickly and effectively transform under-used and or vacant areas such as alleyways and parking lots into vibrant public spaces.

POWERS OF TEN

A concept established by the Project for Public Spaces, the Powers of Ten is based on the idea that great locations, whether a city or neighbourhood, have at least ten attractions or reasons to visit (PPS, 2008). Ideally, ideas for the ten elements should come from the residents or people who use the space to ensure that the ideas align with the character of the place. The ideas should also be dynamic enough to attract diverse groups of people and make them want to keep coming back.



1.2 PUBLIC ENGAGEMENT

Engaging with the public is essential when developing placemaking interventions; it helps to foster better outcomes and capture the visions of the public. Community members and business owners are important stakeholder groups who are often invested in addressing the challenges and opportunities posed by their community. The public's opinions on what is truly needed in their neighborhood are vital to ensure real change and transform their community into a place people can enjoy and be proud of. Below are six strategies that can be used to assess meaningful public engagement.

SOCIAL MEDIA

Social media is cost effective, reaches a large audience and has the ability to attract new audiences within the community. Actively posting content helps to engage and communicate with followers, keeping community members in the loop about public events in their neighbourhood (Tamarack Institute, n.d). Social media is also an effective tool to update the public unable to attend open houses and other engagement sessions.

Key Tips

- **Visual Materials:** According to the Index of Community Engagement Techniques by the Tamarack Institute, visual materials such as infographics and pictures encourage more interaction and engagement than content without visual materials.
- **Stories and Polls:** Popular social media platforms such as Instagram and Facebook make posting and updating information easy by using the “story” and “polls” element. Instagram also offers its users an option to create polls. Online polls are a quick and effective way to get the public's opinion on a variety of subjects. Users are able to customize their own question for the poll.

COMMENT BOXES

Comment boxes located strategically around the neighbourhood are an easy way to allow the public to voice



their opinions giving community members and business owners the opportunity to share their feelings or ideas on a particular topic.

Key Tips

- Place comment boxes near high-foot traffic areas around the neighbourhood.
- Use social media as a tool to inform the public where these boxes are placed to maximize responses.
- A label should be attached to the comment box using clear, concise question(s) and pencils and paper should be provided.

ENGAGEMENT SURVEYS

Engagement Surveys allow community members to express their views on changes in their community. Making use of both open and close-ended questions, surveys can be used to collect data, assess and support needs and gain feedback

from various stakeholders. Useful online survey tools include Survey Monkey, Typeform and Google forms.

Key Tips

- The questionnaire should be simple and easy to read. This can be done by balancing both open vs closed questions.
- Provide options to opt out of the survey or skip questions as some respondents may not feel comfortable answering certain questions.
- Allow an appropriate timeframe for completion of the questionnaire.

POP-UP BOOTH

Pop-up booths set up in busy public areas are a good way to engage people who would not ordinarily participate in or attend a public meeting as they encourage people to stop. Pop-up booths provide a means for people to learn about community projects and share their thoughts and opinions.



Key Tips

- Pop-up booths should be located in busy areas where people congregate.
- Pop-up booths should be set up at different times during the week to help ensure a variety of people are able to attend.
- Use social media channels such as Facebook and Instagram to help draw people to the booth.
- Ensure project staff are on hand to talk with community members.
- To help draw people in, offer fun activities, snacks and refreshments and other low-cost ways to slow people down and get them to participate in discussions.

FOCUS GROUP

A focus group is a small group, typically 5 to 12 people, who share attributes related to the topic of the focus group (CFI, 2015). Focus groups are used to gather information and create meaningful conversations on topics being discussed.

There must be a facilitator/leader in charge of the group to initiate conversations and observe and identify body movements, facial expressions, and relationships within the group. Focus groups commonly run one to two hours. During the session, the facilitator asks the group five to six questions. The discussion is then examined for key points and repeating themes (CFI, 2015).

Key Tips

- Identify the purpose of the focus group.
- Begin with open-ended questions, but leave room for greater discussion (asking follow-up questions based on answers). The following examples are taken from the Tamarack Institute which describes questions that may be asked by the facilitator:
 - What do you think about..?
 - What are the advantages and disadvantages of..?
 - What would you change about...?
 - What would make you want to...?
 - What bothers you most about...?



PUBLIC MEETING

Public meetings, small or large, are an effective method to communicate information and collect feedback (Tamarack Institute, n.d). Meetings have a facilitator who encourages discussion and idea sharing. “Public meetings should be used as part of a series of engagement events, rather than a stand-alone technique. When used in conjunction with other methods, they can be a valuable way of sharing information and demonstrating openness and transparency” (Tamarack Institute, n.d). Public meetings also provide an opportunity for community members to socialize and foster relationships.

Key Tips

- Ensure the chosen meeting place is accessible.
- Clearly state the meeting’s purpose, specifying the time and venue on social media, radio advertisements and flyers/posters.
- The meeting should have an agenda to follow to ensure it proceeds in the most constructive way and the meeting stays on topic.



2.0 Implementation Strategy

The implementation strategy describes steps to be take to implement the placemaking interventions identified in Section 5: Placemaking Interventions. These steps do not necessarily follow a linear process. It may be necessary to complete certain steps multiple times, and in some cases, certain steps may be omitted. These steps should give an indication of different actions that are involved with turning a project idea into a reality.

STEP 1. GAIN COMMUNITY FEEDBACK

Before getting started on a placemaking intervention, it's good to have a clear understanding of what the community would like to see improved. This information can be gained through conducting public engagement sessions. Public engagement does not need to be conducted for each placemaking intervention. For example, if the Engagement Survey indicates that the community would like to see more projects that focus on environmental sustainability, multiple projects can be initiated. The Village On Main has conducted public engagement sessions in the past, and the information gained

from those should influence the placemaking intervention process.

STEP 2. CHOOSE PLACEMAKING PROJECT

Section 5 presents over 30 placemaking interventions suitable for use by the Village on Main. Ideally, the placemaking intervention should respond to public engagement. For example, if the community expressed that they would like to have more interactive activities in the Village on Main, then the planner could choose the placemaking intervention **Tiny Library** or **Public Instruments** and then tailor the project specifically to the character of the Village on Main.

STEP 3. CHOOSE A LOCATION

After choosing the placemaking intervention, the next step is to choose where it should go within the Village on Main. Each placemaking intervention in this guide is identified as a 'small,' 'medium' or 'large' project, and Section 4: Placemaking Elements, contains a map correlating locations with project size.

STEP 4. CREATE PROJECT BUDGET

Implementing a placemaking intervention requires a project



budget. Consider all materials additional expertise, or skilled labour required for the project. Break the project down and ensure that all elements have been considered. For instance, a budget for a **Green Wall** should consider the following:

- **Materials:** How much will all the plants cost? Will additional tools be required? How much will all the materials cost for the frame?
- **Labour:** Will gardeners need to be hired to choose appropriate plants? Will the Village on Main need to hire a carpenter to build the frame for the plants?
- **Maintenance:** Who will take care of the plants? How many hours will they need to maintain the Green Wall over the course of the project duration? Will there be any material costs for maintenance such as plant nutrition supplements or additional soil?
- **Other Considerations:** Are there any permits that are needed to install the Green Wall?

After identifying the potential expenses associated with the placemaking intervention, ensure revenue exists to cover all the costs.

STEP 5. CONTACT PROJECT PARTNERS

Project partners will help bring the placemaking project to life.

Multiple types of partnerships may be needed to implement the placemaking intervention:

- **Property Owners:** It is important to get permission from property owners to be able to install a placemaking project or hold a placemaking event.
- **Contractors:** Contractors outside the organization might be needed to implement or build the actual placemaking intervention. Builders may include artists, carpenters, or architects. For example, **Neighbourhood Bench** might require a specialist to design a unique piece of furniture.
- **Funders:** If the placemaking intervention is outside of the group's financial capacity, then it will be necessary to find additional funding. Funding can be found through municipal, provincial, federal, or corporate grants. Current funding programs include the HRM Community Grants Program, Communities, Culture and Heritage Grant, Canadian Healthy Communities Initiative), and TD's Friends of the Environment Grant). Crowd-sourcing is another possible funding source.
- **Community Groups:** For some projects, it's a good idea to involve not-for profit, charities, clubs or other community groups. For example, a cycling organization might be willing to support a **Street Shutdown Day**.

STEP 6. ACTIVATE THE PROJECT

Activating the project turns the concept into reality. At this point, it is time to start building the placemaking project or hosting the placemaking event. For **Holiday Light Display**, this step would involve hanging lights on the trees. For the **Networking Event** intervention then it is time to bring everyone together for the event. Activating the project may involve management of the project or on-going maintenance.

STEP 7. PROJECT EVALUATION

Project evaluation is important to understand the impact on and reception by the community. Such information will inform future placemaking interventions: identifying necessary improvements or changes. Project evaluation can be done through staff discussions or more structured community surveys depending on the scale of the project.



3.0 Other Considerations

RELATIONSHIP BUILDING

There Location Map identifies over 30 locations for implementing placemaking interventions in the Village on Main. Most of these locations are on privately owned land. Although the Village on Main builds relations with different landowners, there is no guarantee that a landowner will be agreeable to the location selected. A business owner can be reluctant because of reasons related to the liability of a placemaking intervention. Considering this uncertainty, identified placemaking interventions can be implemented in multiple different locations. The prevalence of private property also underscores the importance of nurturing, building and maintaining relationships with property owners.

PERMITS

When selecting a particular intervention, keep in mind the approval process and the requisite time required. Structures like sheds, greenhouses, and cabanas, require building permits. HRM recently implemented an online portal for issuing such permits. Property owners have to apply for permits and

the Village on Main can facilitate the application process. Other placemaking interventions like patios and installations on sidewalks require licenses, issued by the municipality.

SPECIAL EVENTS

The HRM released “A Guide to Planning Events in HRM” in 2016 outlining the various permissions and steps for hosting events that require street closures, temporary banners etc. The HRM implemented a neighborhood placemaking program and toolkit. This toolkit includes the application process and form for conducting neighborhood placemaking projects like benches, street painting and other creative ideas. To conduct interventions on private land, permission is required from the property owner. All placemaking interventions are regulated by local by-laws. The planning considerations, therefore, differ from one placemaking intervention to another.

SPECIAL CIRCUMSTANCES

Placemaking interventions can be subject to special circumstances like public health guidelines due to Covid-19. The public health guidelines will play a key role in implementing placemaking interventions. The latest public health guidelines for Nova Scotia can be found on the provincial website.



4.0 Placemaking Elements

Placemaking elements form the core-content for each placemaking intervention identified for Village on Main. They play a key role in helping the Village on Main decide which placemaking intervention would be appropriate for implementation at different points of time. Seven elements have been identified and are outlined below.

PHOTO & DESCRIPTION

Every placemaking intervention is accompanied by a photo that illustrates the potential of the intervention to the Village on Main. The photo is supported by a description of the intervention explaining what it is, ways it can be implemented, and potential benefits to the Village on Main. Where necessary, the description also addresses any maintenance needs of an intervention. Maintenance is an important consideration for the Village on Main given their limited resources.

SEASONALITY

Some interventions are more suited for certain seasons; for example holding **Outdoor Classes** is more appropriate in the

summer, while a **Warming Huts** competition is better suited for winter season.

COST

Cost refers to the anticipated project expense; this element is intended to provide a point of comparison to establish the relative cost of different projects. There are three levels, which are represented by dollar symbols (\$, \$\$, \$\$\$). Each symbol corresponds with a price range (\$0-\$999; \$1,000-\$7,999; \$8,000+) determined by estimating a basic budget for intervention (for more information see the Background Report).

DURATION

Duration refers to how long an intervention can stay in place. Options include days, months and years. An intervention can be identified as being suitable for multiple durations (e.g. a pop up park could be in place for only a number of Days or months). Some of the suggested placemaking projects are events and would occur over a few days, while other projects are installations, creating permanent additions to the Village on Main.



EFFORT

Effort refers how intensive it would be to implement an intervention. Some interventions, such as **Community Chalkboard** require minimal planning, and can easily be implemented in a number of days. Other placemaking interventions might require special permissions, project coordination and funding from the municipality, making for more intensive (resource and time consuming) projects. This element is depicted using a sliding scale showing low to high levels of effort.

BENEFITS

The Placemaking Guide identifies four important values to incorporate into placemaking interventions. These values also address several key principles of the Village on Main. This element highlights which values an intervention addresses—and in combination with public consultation—the Village on Main can better tailor their placemaking projects to the desires of the community. The four benefits include:



Sustainability and Environment: Refers to interventions that highlight environmental principles.



Arts & Culture: Refers to interventions that support creative endeavours and align with community values.



Accessibility & Inclusion: Refers to interventions that support and encourage people of all capabilities and ages to participate and enjoy.



Sticky Streets: Refers to interventions that encourage community members to linger in a given place.

ACTIVATE EXISTING PROJECTS

This element indicates the potential of a particular placemaking intervention to use existing infrastructure on Village on Main. This pairing of intervention and location makes the Guide more specific to the Village on Main and also helps to engage with pre-existing projects.

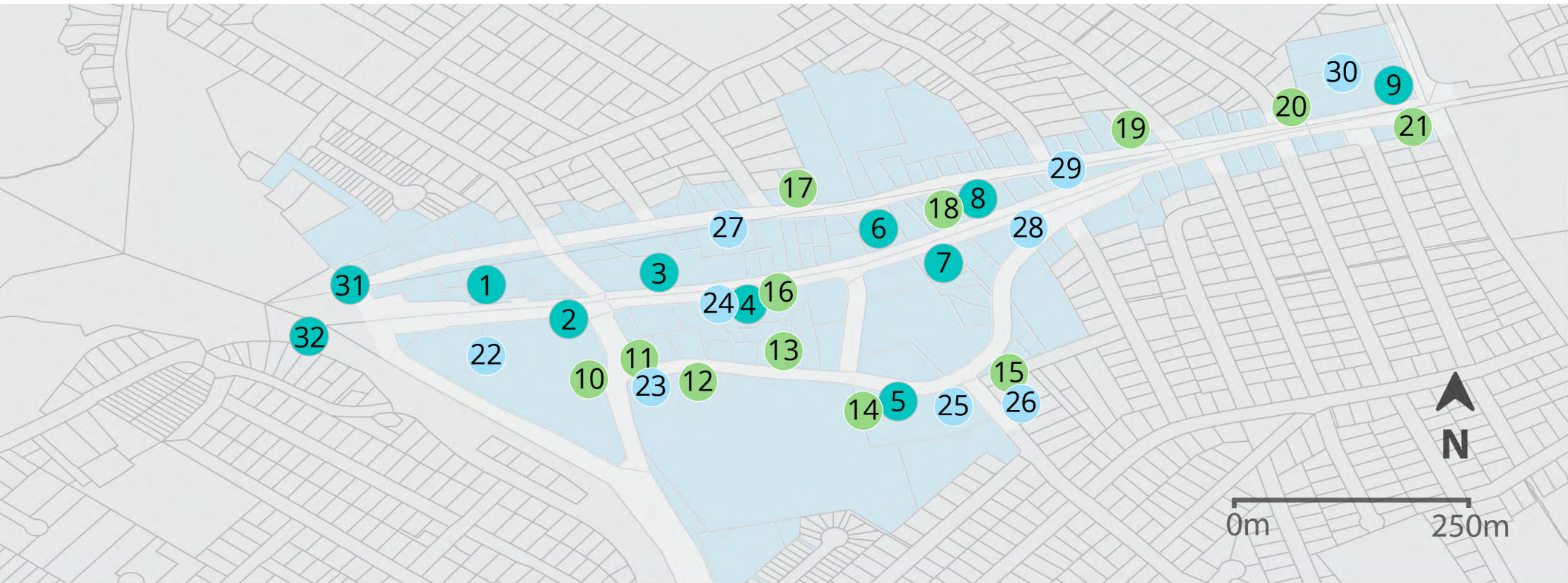
MATERIALS

Each placemaking intervention will include a basic list of materials so that a reader can quickly grasp the scope of a given project.

LOCATION

The Location element indicates if an intervention is best suited for a small, medium, or large location based on the land's capacity to physically host different placemaking interventions and events. The locations of potential sites for placemaking interventions are mapped below. For more precise locations see Appendix B.

- Small spaces are suitable for placemaking interventions that would be attached to existing infrastructure (e.g. a mural).
- Medium spaces are suitable for placemaking interventions up to eight square feet in size (e.g. a community chalkboard).
- Large spaces are suitable for placemaking interventions requiring more than 8 square feet of space (e.g. an event).



SMALL LOCATIONS



MEDIUM LOCATIONS



LARGE LOCATIONS



5.0 Placemaking Interventions

Happy Spaces has identified over 30 Placemaking interventions. These placemaking interventions incorporate popular placemaking strategies such as Lighter Quicker Cheaper, Tactile Urbanism and the Powers of Ten to help the Village on Main spark immediate or long term change. These interventions will benefit the Village on Main by helping contribute to making a more inclusive, arts-focused, engaging and sustainable community.



Mural painted by Jenna-Leigh Dawe on Tacoma Drive, Village on Main
(Credit: Village on Main).

ART INSTALLATION

Statues and art installations are important in any community. According to the Nova Scotia Amherst Public Art Commission, public art greatly contributes to the cultural, social and economic vibrancy of a community. Public art supports community identity and creates a sense of belonging. Art also helps to create a better quality of life for its residents and helps to attract visitors. Sculptures and art installations can be used to capture specific feelings and evoke emotions or to refer to a place's values and history. For example, to represent values on sustainability, an artist could be contracted to produce an installation with recycled materials.



A sculpture made of bird houses in Cartagena, Columbia.

BENEFITS



COST



SEASONS



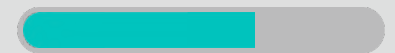
PROJECT SIZE



DURATION



EFFORT



The Village on Main could partner with local art and design programs (for example at NSCAD) to provide a platform and exhibit space that would showcase student art installations.

ARTFUL ALLEYWAY

Alleyways are often unappealing areas for community members. Through placemaking efforts, alleyways can be transformed into vibrant and attractive spaces for community gatherings. Investing time and money into revitalizing alleyways is an effective way to expand the availability of urban space in the Village on Main. There are many ways alleyways can be revitalized, from hosting art exhibits or murals, to incorporating lighting, seating and performers, to implementing more environmental measures such as permeable pavers and natural plantings. These improvements can enhance walkability and transform alleyways into places where community members can meet, socialize, and feel safe. Alleyways often provide access to service vehicles so this is an important consideration when determining the layout and permanence of the redesign.



20 ft Wide, an art installation in Austin, Texas

BENEFITS

COST

SEASONS

PROJECT SIZE

DURATION

DAYS

MONTHS

YEARS

EFFORT

There are many opportunities in the Village on Main to beautify alleyways. One potential location is **location 18**.

BUS STOP MURAL

A temporary bus shelter mural is a fun way to brighten up public transportation. As people wait for the bus, they will be able to observe the colourful mural. It can also be a fun event to bring together people in the community to paint the shelter with washable paints. Perhaps one of the nearby schools could paint the bus shelter as a class project, or promote it to people in the area to come help out. This intervention will beautify the area, encourage public transportation, and bring the community together through art. Making the project temporary with washable, non-toxic, paints means that this is an intervention that could be implemented multiple times.



A colourful bus stop mural in Connecticut, USA.

BENEFITS



COST



SEASONS



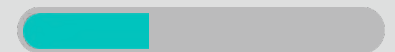
PROJECT SIZE



DURATION



EFFORT



There are several bus shelters in the Village on Main, including ones along **Main Street** and **Tacoma Drive**. Care should be taken not to paint the sides of the shelter (just the back panel) so as not to obscure the bus driver's ability to see passengers.

MATERIALS

WASHABLE PAINT

BRUSHES

VOLUNTEERS

CHALKBOARD

Community chalkboards are a great placemaking initiative as they are a fun way to encourage community input. Many communities around the world have implemented chalkboard walls as a strategy to gather ideas, share information and make public space more welcoming. Community chalkboards should be placed in common pedestrian routes: next to bus stops, in parks, sides of buildings or near construction sites. Questions on the chalkboard should be changed regularly from every two weeks to once a month. Question prompts include “What should this space be used for?” and “What makes you happy?” Whatever the question, community chalkboards are an efficient and fun way to interact with community members’ ideas. Be sure to leave colourful chalk and erasers right next to the chalkboard and a cover for when it rains!



A chalkboard garnering public opinion in Salt Lake City.

BENEFITS



COST



SEASONS



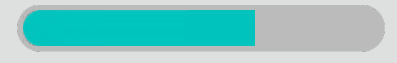
PROJECT SIZE



DURATION



EFFORT



The community chalkboard can be made inclusive to people of differing ages and abilities by ensuring chalk is placed lower down so it is easily reachable. The chalkboard should be regularly wiped down to leave space for new responses.

MATERIALS

BLACKBOARD

CHALK

ERASER

COFFEE CONVO

Coffee Convo provides an opportunity for community members to meet and engage in brainstorming sessions where they can share their thoughts and opinions on ways to improve their surroundings. These sessions can be held at coffee shops or cafés, and in better weather can be moved outside to picnic tables. Everyone is encouraged to participate in coffee convo sessions to listen, lead discussions and share ideas for spaces that could host placemaking interventions. The Village on Main has a large business owner population, so relationship building should include both business owners and community members. Coffee conversations can be held at different times of the day to better capture the availabilities of a wider group of community and business members.



Citizens discuss ideas for their downtown in Ramla, Israel.

BENEFITS



COST



SEASONS



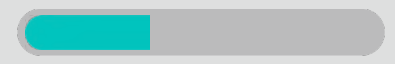
PROJECT SIZE



DURATION



EFFORT



MATERIALS

NOTEBOOKS

PENS

THERMOS

MUGS

COMMUNITY ART

Community art projects are a great way to bring out the creative and artistic abilities of community members. This placemaking intervention is quite broad in scope, because a community art project could function in many ways. A local example happened when community members submitted positive messages about the LGBTQ+ community online that were printed and displayed during the Halifax Pride Festival. Another example of a community art project could involve inviting the public to participate in painting a mural by creating a large paint by numbers for the community to fill in. There are lots of different ways community art events can be run, but in the end, the community will feel proud to have been able to contribute to beautifying their own community.



People paint a crosswalk in Salem, Massachusetts.

BENEFITS



COST



SEASONS



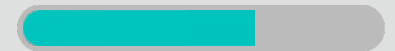
PROJECT SIZE



DURATION



EFFORT



Community Art events can be paired with **Street Shutdown** days. A temporary way to engage in community art could be by using washable materials such as chalk.

GOOGLEY EYES

A lightning fast placemaking intervention is Googly Eyes. Similar to other guerrilla-style placemaking interventions, Googly Eyes can be put in motion literally overnight. Simply grab some eyes and stick them onto inanimate objects to reveal a face. This placemaking intervention encourages people to look more closely at their surroundings and even to explore a place's nooks and crannies for unexpected surprises. Almost anything can work as an eye, from classic Googly Eyes to ping pong balls, softballs and even beachballs! Ensure that removeable adhesive is used and that property owners have given their permission before setting out on this fun make over.



A Muppet-like railing in Berlin, Germany.

BENEFITS



COST



SEASONS



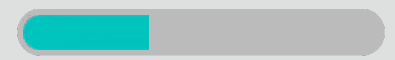
PROJECT SIZE



DURATION



EFFORT



MATERIALS

GOOGLEY EYES

REMOVEABLE ADHESIVE

PERMANENT MARKERS

GREEN WALL

A green wall, or living wall, is characterized by installing a growing medium vertically on a surface. Since the Village on Main is so car dominant, there is a lack of landscaping. A green wall provides an excellent way to add an amenity without taking up too much space. Vegetation can be installed in specially prepared panels, or plants can be trained to grow along trellises. A green wall can be designed to showcase native plants, contain flowers tailored to attract pollinators, or even produce edible plants. Green walls require maintenance and an irrigation system, so a simpler way to achieve a similar aesthetic is a green facade. Green facades plant climbing vegetation at the base of a wall. Add seating next to these green walls to maximize the space and give community members the chance to sit, read, do work and be next to nature.



Green wall made from individual pots Battleby, Scotland.

BENEFITS



COST



SEASONS



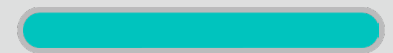
PROJECT SIZE



DURATION



EFFORT



Sunlight permitting, a green wall could be installed adjacent to Village on Main's office (**Location 8**).

MATERIALS

PLANT MAINTENANCE

IRRIGATION

LIGHT ACCESS

DESIGN

KNOWLEDGE BOARD

A knowledge exchange board is a way for people to communicate with others in the community about a variety of different matters. All that is needed is a cork board to be able to start fostering a sense of togetherness and community. Encourage members of the public to put up posters of things they are willing to teach others in the community (such as music lessons or languages), community events they are interested in (such as a chalk art festival) and other fun bits of information, jobs, or news they want to share. Alternatively, people can identify skills they would like to learn by sharing their personal information (such as an email address). This simple project is an effective, classic way to spread information to members of the community.



People leave sticky notes identifying skills they want to learn.

BENEFITS



COST



SEASONS



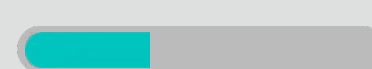
PROJECT SIZE



DURATION



EFFORT



Knowledge boards should be installed in a weatherproof location, under an overhang, or behind plexi glass to ensure they are useable year-round regardless of weather.

MATERIALS

BULLETIN/CORK BOARD

PENS

PAPER OR
STICKIES

PUSH
PINS

LIGHT DISPLAY

Lighting installations are a great way to attract people to a place, celebrate events, and make a place feel more lively. Lighting installations often run over a short period of time during holiday seasons and are especially desirable in dark winter months. For example, the city of Halifax held a winter light festival throughout the month of December, 2020, with light installations incorporated into the downtown core and waterfront boardwalk. Lights are a flexible, simple, and relatively inexpensive option to achieve a big effect and draw attention to the Village on Main. Light displays can be implemented on a range of scales, from simply using them to decorate trees, to designing animated light show or more complex interactive light installations.



Christmas lights on cherry trees in Tokyo, Japan.

BENEFITS



COST



SEASONS



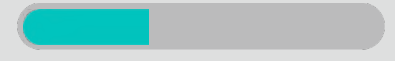
PROJECT SIZE



DURATION



EFFORT



There are lots of opportunities for light displays on the east side of the Village on Main in existing pocket parks: **Location 28**, **Location 29**, and **Location 21**. Light displays can also be incorporated into other interventions such as **Artful Alleyways**.

MATERIALS

STRING LIGHTS

LADDER

RESIDENT & BUSINESS PARTICIPATION

LITTLE LIBRARIES

Little libraries, also known as lending libraries or free libraries are book exchanges that provide opportunities for neighbours to interact and share their favourite reads with the wider community. Little libraries operate on an honour system, implementing a “take one, leave one” approach to book sharing. A little library requires someone to fully stock it at the beginning and conduct ongoing maintenance throughout its life. Libraries can be placed along pedestrian routes, walls, front lawns, and outside shops. The (typically) wood boxes can be customized, creating the opportunity to host a box-painting (or building) event to celebrate the introduction of the new library!



Borrowing books in Friday Harbor, Washington.

BENEFITS

COST

SEASONS

PROJECT SIZE

S

M

L

DURATION

DAYS

MONTHS

YEARS

EFFORT

Little libraries can stand alone or be attached to almost any existing infrastructure: fences, poles, shop fronts. For added accessibility install near seating. This intervention would be a good option to incorporate into the park at **location 21**.

MATERIALS

BOOKS

PLYWOOD

HINGES
& HANDLE

PLEXI GLASS

WATER
PROOFING

POWER
TOOLS

LIVE MUSIC

What better way to get people out enjoying the streets than with live music? Live music is a fun event that is sure to draw a crowd and get people excited about exploring the Village on Main. There are many different ways to host a live music event including having a band or musician play outdoors, having someone perform inside a venue (like a restaurant), or host live music virtually. Low cost options include engaging street performers (such as buskers) as they provide live entertainment in compact spaces with few requirements for equipment. To make the event even more community-rooted, try and find a musician that is local to the Village on Main. This family friendly event is a great way to bring the community together and have fun.



A busker performs in Madrid, Spain.

BENEFITS



COST



SEASONS



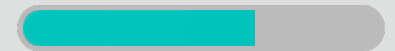
PROJECT SIZE



DURATION



EFFORT



Live music makes an excellent addition to other placemaking interventions because the sound will carry, helping to attract a crowd. Consider incorporating live music into other events like **Artful Alleyways**, **Street Shutdowns**, **Poetry Readings** and **Winter Fun**.

MAIN ST. BOX

Main street box refers to a box (for example, a shipping container or other low-cost option such as a shed or weatherproof cabinet) that is for community use. These boxes operate on an honour system and include freely available items like craft supplies, toys, tools, sports equipment and seating. This intervention can benefit groups with limited finances like youth groups, but can also be tailored to meet community needs. Businesses can support and participate in this initiative by donating a portion of their unsold stock to this box. The best way to make sure that the items included in the box meet the needs of the people are by conducting a community engagement session where the Village on Main can ask its residents (specifically reaching out to vulnerable groups) what they would like to see in the box.



A "funbox" with toys for a local park in Auckland, New Zealand.

BENEFITS



COST



SEASONS



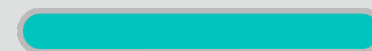
PROJECT SIZE



DURATION



EFFORT



Main street boxes, especially those made from shipping containers can be made more attractive by painting the exterior, thereby providing an opportunity to hire local talent.

MATERIALS

BOX

SPORTS
EQUIPMENT

TOYS

FOLD UP
CHAIRS

PERMIT &
PERMISSIONS

MARKETS

Community Markets are a common way to get people to spend time in a community, while providing a space for local vendors to sell their goods. A few elements are needed to organize a community market, including securing permissions to use the land, reaching out to vendors, selecting times and dates for the market, renting vendor tents and tables, and securing permits for canopies. Markets can be made more low cost by operating outdoors in parking lots during the summer season. Markets impart many benefits on a community including stimulating the local economy (both for vendors and nearby shops), providing access to healthy food options, and creating a destination for local community members and visitors.



A market operating from a parking lot in Spryfield, Nova Scotia.

BENEFITS



COST



SEASONS



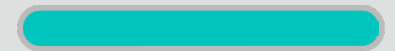
PROJECT SIZE



DURATION



EFFORT



Locations for markets in the Village on Main include parking lots at **Location 20** and **Location 30**.

MATERIALS

TABLES

TENTS

SEATING

SIGNAGE

PROMOTIONAL
MATERIAL

MOVEABLE SEATING

Moveable seating allows people to respond to their environment, enabling them to move seats closer to or farther away from others and into and out of the shade and sun. Moveable seating is especially beneficial during the Covid-19 pandemic as its flexibility helps people respond to social distancing protocols. Moveable seating can consist of traditional seats such as chairs or benches but can also be created from more unusual materials such as milk crates or hammocks. Crates are a popular option since they are readily available, inexpensive, and easily adapted to a range of uses. Stack crates to create an eating surface or workstation, or group crates together to create a more communal seating arrangement. Paint them to draw people in!



Moveable seating at Pallet Pavilion Christ Church, New Zealand.

BENEFITS



COST



SEASONS



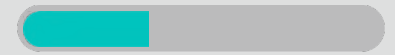
PROJECT SIZE



DURATION



EFFORT



Moveable seating can be implemented as part of other placemaking interventions including **Markets, Artful Alleyways, and Pop-Up Parks**

MATERIALS

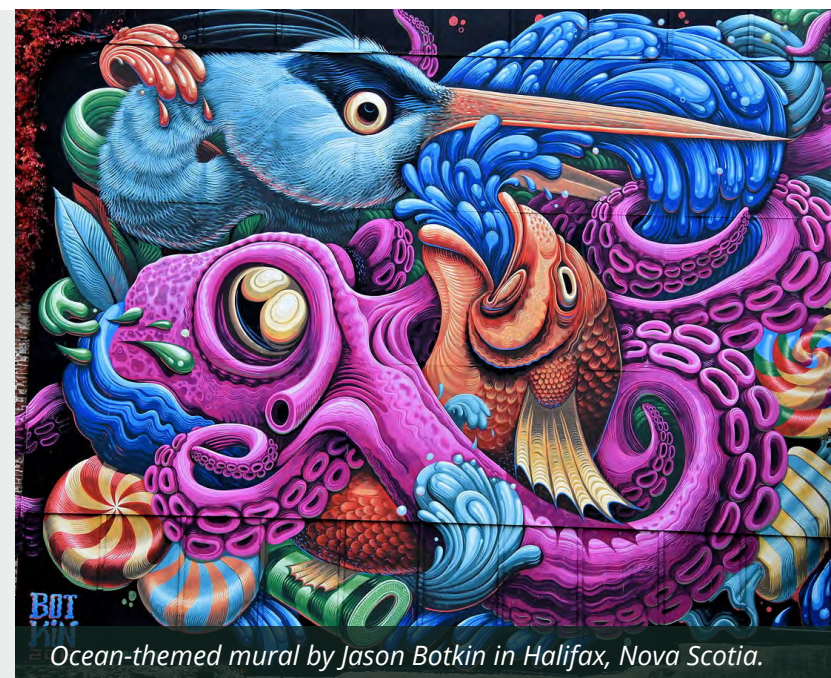
CRATES

CUSHIONS

PAINT

MURAL

Murals play an important role in revitalizing public space. By adding colour to otherwise plain and uninteresting walls, murals help enhance the pedestrian experience. Through intricate designs and pops of colour, murals encourage people to slow down and appreciate their surroundings. Furthermore, murals have the power to contribute to community dialogue through the images and themes they depict. The mural on Tacoma Drive in the Village on Main is a great example of multiple ideas (e.g. LGBTQ+, memorial to the 2020 shooting victims, veteran recognition etc.) being captured in one piece of art. Murals can also be interactive. Incorporating QR codes into the artwork presents opportunities to showcase local stories or even favourite songs sourced from members in the community.



Ocean-themed mural by Jason Botkin in Halifax, Nova Scotia.

BENEFITS



COST



SEASONS



PROJECT SIZE



DURATION



EFFORT



Murals can contribute to creating a community gateway for the Village on Main: there are opportunities to add murals (perhaps incorporating **Wayfinding**) at Location 32 along the Braemar on ramp.

MATERIALS

PAINT

BRUSHES

LADDER

RAGS

DROPCLOTH

NEIGHBOURHOOD BENCH

Public seating is a great way to allow people to linger in an area. A bench doesn't have to just be a bench; it can also be artistic to encourage gathering and to beautify the area. A parametric bench expresses dynamism and movement and can be an artistic initiative to beautify the place. Outdoor seating has many benefits: sitting outside in nature for more than half an hour can improve health outcomes through reduced stress levels, while seating can benefit older people by providing them with rest options when they are walking. Outdoor seating is a simple placemaking tool that encourages walkability and incentivizes people to linger in an area leading to the creation of sticky streets where people can enjoy the public life.



'Parked Bench' Parametric seating in London, England.

BENEFITS



COST



SEASONS



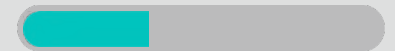
PROJECT SIZE



DURATION



EFFORT



Outside of implementing seating with placemaking projects like **Pop-Up Parks**, neighbourhood benches could be located in places identified in the Village on Main's **Seats, Seedlings And Saddles** (2015) report.

NETWORKING

Networking events are typically used to create connections between different business owners, developers, community group members and other professionals. They are a great way for participants to start building relationships with others in the community, help build their business or organisation, or even develop new skills. Networking events can also include presentations from local businesses to help spark conversation between participants or different ice breaker activities to make it easier for people to connect. Networking events should include some refreshments such as coffee and snacks.



BENEFITS



COST



SEASONS



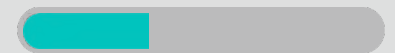
PROJECT SIZE



DURATION



EFFORT



MATERIALS

NAMETAGS

REFRESHMENTS

PENS

NOTEPADS

OPEN GYM

Outdoor gyms are excellent ways to squeeze opportunities for exercise and activity into compact spaces. Sometimes called fitness parks, outdoor gyms normally consist of several features including monkey bars, parallel bars, benches and step-up blocks, pull up rails, and other equipment that can be used for both play and exercise. It is important that outdoor gyms incorporate a range of uses and attractions into the design that are appropriate for the desired user. Lastly, consider ways to engage a spectrum of users in the gym; features like hopscotches, swings, and even basketball hoops can help attract children and youth while also doubling as exercise equipment. Ensuring there is something for everyone increases the chances that the space will be constantly used.



Oosterkade outdoor gym in Groningen, Netherlands.

BENEFITS



COST



SEASONS



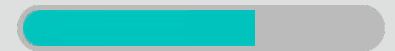
PROJECT SIZE



DURATION



EFFORT



Over time equipment can break down. The choice of equipment can influence how often it needs to be replaced (i.e. equipment with moving parts will have a shorter lifespan). Open gyms are suitable for a range of lot sizes such as **Location 28**.

OUTDOOR CLASSES

It is incredibly important for communities to prioritize health and fitness. Fun outdoor fitness classes are a great way to ensure community members are staying healthy and active. For many, going to the gym might not be the most convenient option due to long commutes or membership fees. Outdoor fitness classes are an excellent way to ensure community members have access to fitness. These classes do not have to resemble traditional fitness classes, anything from laughter yoga and Tai Chi to Zumba and strength training, will give people the opportunity to stay fit while socializing with others in their community in a safe and empowering environment. A community that prioritizes health and wellness creates a strong, happy and sustainable neighborhood.



Yoga during Raahgiri Day, New Delhi, India.

BENEFITS



COST



SEASONS



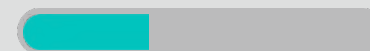
PROJECT SIZE



DURATION



EFFORT



Outdoor classes can be held in existing parks, for example at **location 21**, during a **Street Shut Down** event or on a very small scale, like in a **Pop-Up Park**.

POETRY READINGS

Public speaking is a form of expression and can also be an outlet for creativity. This placemaking intervention can be initiated by placing a microphone near parks and other well known areas around a community along with a performance prompt. This project gives community members the opportunity to showcase their talent. Introducing a microphone gives residents the opportunity to do what they choose, whether that is singing, sharing a secret, telling a joke, or reading a story. Performances can also be organized without a microphone, by partnering with local businesses and volunteers to arrange performances outside shops or on street corners. This project can be coordinated with advocacy groups to provide a platform to share ideas and influence community change.



A poet writes custom poems for passers by in Portland, Oregon.

BENEFITS

PROJECT SIZE

S

M

L

COST

DURATION

DAYS

MONTHS

YEARS

SEASONS

EFFORT

- MATERIALS
- MICROPHONE
- STAND
- SOURCE MATERIAL

POP UP PARK

Pop-Up Parks are closely tied to the idea of parklets—small urban parks—except they are notable for being temporary. Pop-Up Parks are a way of reclaiming underutilized space in urban areas and are normally installed over existing parking spaces or beside bus stops as a means of temporarily extending pedestrian space. These parks are an excellent way to add a splash of colour and missing greenery into the street. Pop-Up Parks provide an exciting opportunity to reimagine what a park is and what amenities could be added to your community. Pop-Up Parks do not have to look like a typical park, they can be composed of modular blocks offering a range of seating options, or contain local art installations, host outdoor work-stations, provide places to eat, or even create spaces for tactile and sensory exploration.



Pride Pop-Up Park in Rotterdam, Netherlands.

BENEFITS



COST



SEASONS



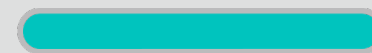
PROJECT SIZE



DURATION



EFFORT



To ensure ongoing maintenance and secure funding for the creation of your Pop-Up Park, form partnerships with local community groups, businesses, and organizations. Ideal locations for Pop-Up Parks in the Village on Main include side streets like **Tacoma Drive**.

MATERIALS

LIGHTS

STREET FURNITURE

PLANTS

RAISED PLATFORM

PUBLIC INSTRUMENTS

Incorporating musical instruments in an urban setting has the power to make spaces more vibrant and increase opportunities for socialization. Pianos, guitars and drums are just some of the instruments that can be incorporated into a public space. Public instruments can be found in various locations around the community such as parks, alleyways and playgrounds. Public instruments can range in expense: more low cost options include retired pianos which can be painted and tuned (and would only be available in summer due to weather considerations). Higher cost instruments include permanent, weatherproof, installations such as wind chimes, pipes, and xylophones. No matter one's musical talent, people of all ages and abilities can have fun with musical instruments.



A public piano along the boardwalk in Halifax, Nova Scotia.

BENEFITS

COST

SEASONS

PROJECT SIZE

DURATION

DAYS

MONTHS

YEARS

EFFORT

Note: the cost, effort, season, and materials for this placemaking intervention have been estimated based on the implementation of a public piano.

SENSORY GARDEN

Often, placemaking interventions focus on beautifying places and improving aesthetics. While urban environments often lack colour, they can also be noisy and host to unpleasant scents. Sensory gardens, even small ones, provide oases within busy environments. While all people can benefit from a calm setting, some people (e.g. people with autism or dementia) are more prone to overstimulation and so stand to benefit from these gardens. Typically, a sensory garden engages people through sound, colour, scent, texture, and taste. Not all sensory gardens need to look like gardens; they can be something simple like a bench with plants that have different scents and textures (think garden shop staples like lavender and rosemary), or something that does not even have plants (like a sandbox filled with different toys).



Children play with texture in Rotterdam, Netherlands.

BENEFITS






COST





SEASONS






PROJECT SIZE





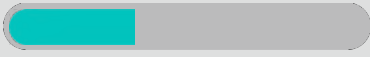
DURATION

DAYS

MONTHS

YEARS

EFFORT



Sensory Gardens can be incorporated into other placemaking events such as **Markets** or **Street Shutdowns**.

SOCIAL MEDIA CONTEST

Social Media Contests are a fun and easy way to get people out exploring the Village on Main, while having the added bonus of growing your social media following. There are lots of different ways to run a social media contest, including encouraging the public to get a picture in front of something in the community (such as the Village on Main signs), getting people to comment their favourite Village on Main business, or to “tag a friend” to be entered into the contest. Each time someone fulfills the contest requirements they get entered into the contest. The prize can be a collection of things from the Village on Main, such as a giftcard to a local restaurant, or items from a local shop. This contest will encourage people to spend time in the Village on Main, while promoting local businesses.



A man takes a photo on his phone.

BENEFITS



COST



SEASONS



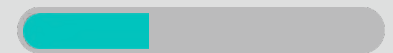
PROJECT SIZE



DURATION



EFFORT



This placemaking intervention provides an opportunity to activate existing placemaking interventions in the community: contest participants can be encouraged to take photos interacting with activities to get prizes (e.g. a photo in front of a mural).

MATERIALS

PRIZES

CAMERA

STREET PAINTING

Street painting is a fun way to revitalize public spaces and develop community identity. Painted streets help beautify a neighborhood, making communities lively places for people to live, work and play. There are plenty of ways to paint a street. In more residential areas, neighbours can come together to paint a street intersection or stretch of road. In areas with busier streets, painting a crosswalk or adding painted bump-outs to street corners can act as street calming measures. Street painting can be done by hiring an artist, but more commonly it is done as an event, when children and people of all ages are brought together to paint their street! Street paintings do fade over time, but this provides an opportunity for community members to reconnect on an annual basis.



Neighbourhood street painting in Halifax, Nova Scotia.

BENEFITS



COST



SEASONS



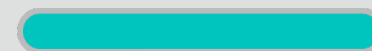
PROJECT SIZE



DURATION

DAYS
MONTHS YEARS

EFFORT



This placemaking intervention could be incorporated into the **Hartlen Extension**, as a way to implement street calming measures, and to bring vibrancy into the centre of Main Street.

MATERIALS

STENCILS

CHALK

PAINT

BRUSHES & ROLLERS

SMOCKS

DROP-CLOTH

STREET SHUTDOWN

Shut Down the Streets Day is an event where a section of road is shut down to vehicle traffic and pedestrians are invited to take over the streets. This event is a great way to draw attention to the impact that vehicles have on the environment, and the importance of active transportation. Shut Down the Streets Day can include lots of fun activities including live music, family friendly games or event e-bike rentals. For this event, it would be great to partner with organizations that advocate for pedestrian rights, such as bicycle or environmental groups. Depending on the scale of the event, security may need to be hired which could increase project costs.



People play traditional street games in Glasgow, Scotland.

BENEFITS



COST



SEASONS



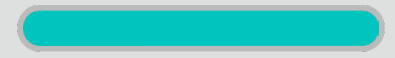
PROJECT SIZE



DURATION



EFFORT



During a street shutdown event, multiple small placemaking interventions such as **Poetry Reading**, **Public Instruments**, and **Street Painting** can be activated. **Tacoma Drive** could be an appropriate location for this placemaking project.

MATERIALS

FURNITURE

CRAFTS

BIKES & SCOOTERS

PERFORMERS

VENDORS

SIGNAGE

STREETSCAPING

The urban streetscape can best be defined through examples: it is everything a pedestrian encounters, from street furniture and landscaping, to the way a road is designed or the relationship between shop fronts and the sidewalk. Well thought-out streetscaping can make the difference between a hazardous or unpleasant pedestrian experience and a safe, enjoyable route that encourages active transportation. A common way to improve streetscaping is by introducing vegetation or landscaping (such as hanging baskets, window boxes, planted garden beds etc.) where there is none. Other streetscaping considerations include the amount and type of lighting, condition and width of sidewalks, and availability and placement of street furniture. Streetscaping can help transform a street into an inviting, walkable place.



Hanging baskets in Victoria, British Columbia.

BENEFITS



COST



SEASONS



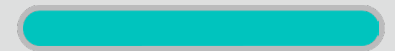
PROJECT SIZE



DURATION



EFFORT



Planting and design choices can make streetscaping projects significantly more costly, financially and in terms of resources (e.g. maintaining garden beds). Opportunities to improve streetscaping exist along **Tacoma Drive** and the **Hartlen Extension**.

WARMING HUTS

Many Canadian cities (Winnipeg, Manitoba etc.) conduct warming huts competition across Canada during the winter season that incentivize people to come outdoors. They act as an exciting placemaking idea that allows people to stop, rest and warm so that they can spend more time outdoors. They can be placed anywhere from trail roads to patios thereby helping attract people to local businesses. Provided there is proper funding, warming huts are an incredible way to let people linger on streets during winter months. By placing them on patios, they would even support local businesses. Making this an event which runs as a competition would also make the Village on Main an attraction and could increase investment in the area.



"Cocoon" designed by students at the University of Manitoba

BENEFITS



COST



SEASONS



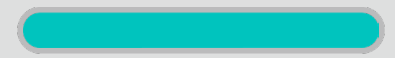
PROJECT SIZE



DURATION



EFFORT



MATERIALS

PROMOTIONAL
MATERIALS

NETWORKING

HONOURARIA
& PRIZES

RULES
& RESOURCES

WAYFINDING

Wayfinding consists of the tools that help people identify where they are in a given place. Wayfinding can help direct people to where they are going, help them know when they get there, or, inspire them to change their plans and investigate something new. Wayfinding tools can include entry and exit signage (or gateways), banners on flag posts, directional signage, kiosks that contain maps and community posted fliers. Good wayfinding helps to create a better experience for people using a particular space, giving them an understanding of where they are and where they are going. It also helps to instill a sense of place amongst people and contributes to a sense of comfort and safety (City of Yellowknife, 2019).



BENEFITS



COST



SEASONS



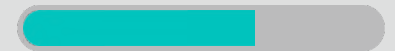
PROJECT SIZE



DURATION

DAYS
MONTHS YEARS

EFFORT



The wayfinding measures Village on Main currently has include banners along Main St. and a welcome gateway in the park on the eastern boundary. An additional gateway could be added to the western boundary, perhaps a mural along the Braemar on ramp (**Location 31**).

WINTER FUN

Often events and activities are concentrated in the summer and fall season, when the weather is warmer. However, winter (and snow) brings a range of opportunities for new fun activities. Winter fun events are low-cost placemaking projects that encourage people to get outside, get active, and interact with the season. These events range from snowman building competitions, to sledding tournaments, and snowshoeing events. You could even hold a winter picnic by providing seating and lots of warm blankets. These events can be fun for everyone so thought should be put into organizing an event suitable for all ages and abilities. Do not forget to provide hot chocolate and other warm drinks such as coffee and tea to keep the public warm and cozy.



A classic snowman in Munich, Germany.

BENEFITS



COST



SEASONS



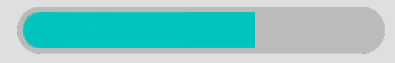
PROJECT SIZE



DURATION



EFFORT



Winter fun events are suited to larger plots of land. Depending on the winter fun event a location visible from the road may be more advantageous (for example, viewing snow sculptures) or, in the case of snowshoeing, a less prominent location would be desirable.

MATERIALS

BLANKETS &
WARM CLOTHES

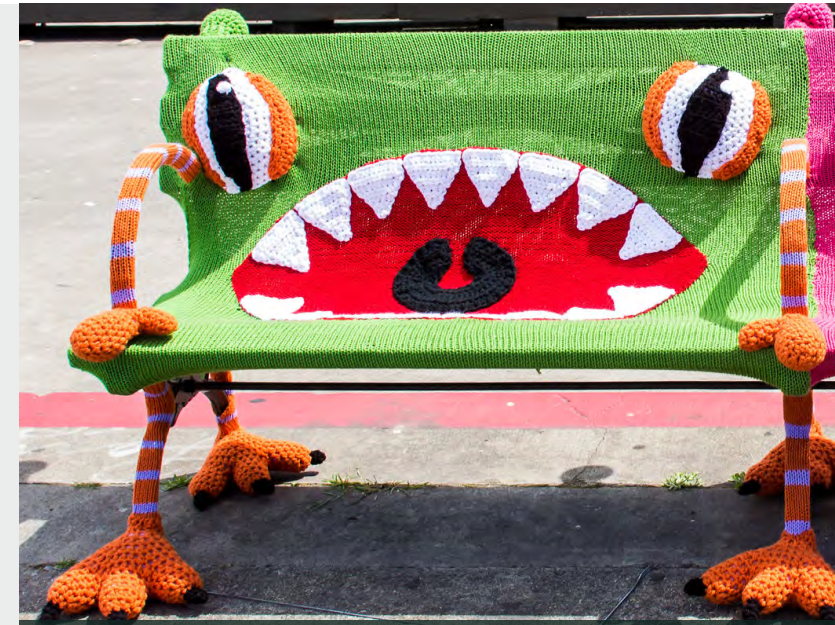
HOT BEVERAGES

PRIZES

SLEDS

YARN BOMBING

Yarn Bombing, otherwise known as knit graffiti, is a type of street art that aids in making a neighbourhood more colourful and vibrant. The concept of yarn bombing is to enhance and highlight objects in the public environment. It is also a good way to turn everyday items into something eye-catching and amusing. Creating the knit object can be a collaborative effort, with a group of people meeting up regularly to complete parts of the project which are later attached to items throughout the street. Since yarn is a fibre, it can deteriorate over time, becoming more unsightly after rain and wind storms. Because of this, yarn bombing sites will need to be monitored for maintenance or disassembly. If longevity is a priority, locations should be chosen that are sheltered from the elements.



A "buttmunch" on a bench in San Francisco, California.

BENEFITS



COST



SEASONS



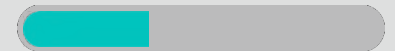
PROJECT SIZE



DURATION



EFFORT



Consider yarn bombing along construction fencing to make neighbourhoods less cold and grey or on bicycle racks. The pedestrian pedway (**Location 33**) could also be a place to add smaller yarn bombing projects to.

MATERIALS

YARN

CROCHET HOOKS

KNITTING NEEDLES

6.0 References

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Appendix A~Tables & Lists

This Appendix is a tool to help the Village on Main decide which placemaking intervention is most appropriate to initiate based on its capacity, time of year, and other factors. Included in this section are two tables that categorize the placemaking interventions by cost & effort, and size & duration. Since many placemaking interventions incorporate different factors, a single placemaking project could be included on multiple lists. Lists have been designed to show:

- Placemaking Interventions for the four Benefit elements:
 - Environment & sustainability,
 - Arts & Culture
 - Inclusivity & Accessibility
 - Sticky streets
- Placemaking interventions that are suitable for
 - Spring
 - Summer
 - Fall
 - Winter
 - All-Seasons
- Placemaking interventions that are events

TABLE 1: COST COMPARED TO EFFORT

High Cost		• Art Installation • Wayfinding	• Artful Alleyway • Green Wall • Pop-Up Park • Warming Huts
Medium Cost	• Light Display • Neighbourhood Bench	• Open Gym • Public Instruments	• Main St. Box • Mural • Street Painting • Streetscaping
Low Cost	• Bus Stop Mural • Coffee Convo • Googley Eyes • Knowledge Board • Little Libraries • Moveable Seating • Networking Event • Outdoor Classes • Poetry Reading • Sensory Garden • Social Media Contest • Yarn Bombing	• Chalkboard • Community Art • Live Music • Winter Fun	• Markets • Street Shutdown
	Low Effort	Medium Effort	High Effort

TABLE 2: LOCATION SIZE TO DURATION

Large	<ul style="list-style-type: none"> • Live Music • Networking Event • Outdoor Classes • Street Shutdown • Winter Fun 	<ul style="list-style-type: none"> • Markets • Pop-Up Park • Public Instruments • Warming Huts 	<ul style="list-style-type: none"> • Artful Alleyway • Art Installation • Open Gym • Public Instruments
Medium	<ul style="list-style-type: none"> • Live Music • Poetry Readings 	<ul style="list-style-type: none"> • Chalkboard • Coffee Convo • Community Art • Light Display • Main St. Box • Moveable Seating • Neighbourhood Bench • Public Instruments • Sensory Gardens • Streetscaping 	<ul style="list-style-type: none"> • Art Installation • Coffee Convo • Community Art • Little Libraries • Main St. Box • Neighbourhood Bench • Open Gym • Public Instruments • Sensory Gardens • Streetscaping • Wayfinding
Small	<ul style="list-style-type: none"> • Googley Eyes 	<ul style="list-style-type: none"> • Bus Stop Mural • Chalkboard • Knowledge Board • Light Display • Social Media Contest • Yarn Bombing 	<ul style="list-style-type: none"> • Green Wall • Knowledge Board • Little Libraries • Mural • Street Painting • Wayfinding
	Days	Months	Years

LIST 1: PLACEMAKING BENEFITS

Environment & Sustainability	Arts & Culture	Inclusivity & Accessibility	Sticky Streets
<ul style="list-style-type: none"> • Green Wall • Main St. Box • Markets • Moveable Seating • Outdoor Classes • Pop-Up Park • Sensory Gardens • Street Shutdown • Streetscaping • Warming Huts • Winter Fun 	<ul style="list-style-type: none"> • Art Installation • Artful Alleyway • Bus Stop Mural • Community Art • Knowledge Board • Light Display • Little Libraries • Live Music • Main St. Box • Markets • Mural • Neighbourhood Bench • Poetry Readings • Pop-Up Park • Public Instruments • Sensory Gardens • Street Painting • Street Shutdown • Streetscaping • Warming Hut • Wayfinding • Winter Fun • Yarn Bombing 	<ul style="list-style-type: none"> • Chalkboard • Coffee Convo • Community Art • Knowledge Board • Little Libraries • Live Music • Main St. Box • Markets • Moveable Seating • Neighbourhood Bench • Networking • Open Gym • Outdoor Classes • Pop-Up Park • Public Instruments • Sensory Gardens • Social Media Contest • Street Painting • Street Shutdown • Streetscaping • Warming Hut • Wayfinding • Winter Fun 	<ul style="list-style-type: none"> • Art Installation • Artful Alleyway • Chalkboard • Community Art • Googley Eyes • Green Wall • Knowledge Board • Light Display • Little Libraries • Live Music • Main St. Box • Markets • Moveable Seating • Mural • Neighbourhood Bench • Open Gym • Outdoor Classes • Poetry Readings • Pop-Up Park • Public Instruments • Sensory Gardens • Street Painting • Street Shutdown • Streetscaping • Warming Hut • Winter Fun • Yarn Bombing



LIST 2: PLACEMAKING SEASONS

Spring	Summer	Fall	Winter	4 Season
<ul style="list-style-type: none"> • Artful Alleyway • Bus Stop Mural • Live Music • Moveable Seating • Outdoor Classes • Sensory Gardens • Yarn Bombing 	<ul style="list-style-type: none"> • Artful Alleyway • Bus Stop Mural • Live Music • Markets • Moveable Seating • Outdoor Classes • Pop-Up Park • Public Instruments • Sensory Gardens • Street Shutdown • Yarn Bombing • Mural 	<ul style="list-style-type: none"> • Artful Alleyway • Bus Stop Mural • Live Music • Moveable Seating • Outdoor Classes • Pop-Up Park • Public Instruments • Sensory Gardens • Yarn Bombing • Mural 	<ul style="list-style-type: none"> • Light Display • Warming Huts • Winter Fun 	<ul style="list-style-type: none"> • Art Installation • Chalkboard • Coffee Convo • Community Art • Googley Eyes • Green Wall • Knowledge Board • Little Libraries • Main St. Box • Mural • Neighbourhood Bench • Networking • Open Gym • Poetry Readings • Social Media Contest • Street Painting • Streetscaping • Wayfinding

LIST 3: PLACEMAKING EVENTS

Events
<ul style="list-style-type: none"> • Bus Stop Mural • Coffee Convo • Community Art • Live Music • Markets • Networking • Outdoor Classes • Poetry Readings • Social Media Contest • Street Painting • Street Shutdown • Winter Fun • Yarn Bombing



Appendix B~Location Data

This Appendix shows location data (GPS coordinates) for every location pinned on the Location Map in Section 4.

TABLE 3: SMALL LOCATIONS

Latitude	Longitude	Description	Map Number
44.6819093	-63.5418067	Concrete wall beside the sidewalk.	1
44.6816244	-63.5411973	Concrete wall beside the sidewalk.	2
44.6818745	-63.5386197	Chain link fence behind McDonalds	4
44.6826828	-63.5367341	Concrete wall beside empty lot	6
44.6827496	-63.5355479	Chain link fence surrounding empty lot	7
44.6846047	-63.5297298	Chain link fence surrounding empty lot	9
44.6832666	-63.5351985	Empty brick wall on building	8
44.6819121	-63.5400346	Bus shelter on Main Street	3
44.6805056	-63.5366627	Bus shelter on Tacoma Drive	5

TABLE 4: MEDIUM LOCATIONS

Latitude	Longitude	Description	Map Number
44.6807457	-63.5411477	Grassy Area in the parking lot near Sam's Seafood	10
44.6830991	-63.5378341	Empty lot	17
44.6821043	-63.5388644	Area in front of barbershop	16
44.6821043	-63.5403698	Grassy area beside the road	11
44.6806801	-63.5393107	Grassy area in front of promotional sign	12
44.6830221	-63.5358832	Alleyway between two buildings	18
44.6809705	-63.5382767	Alleyway between two buildings	13
44.6805309	-63.5372561	Grassy area in front of parking lot	14
44.6839544	-63.5330457	Grassy area on the corner of Main Street and Helene Ave	19
44.6843320	-63.5311772	Area in front of pool hall, to the right of parking spots	20
44.6807425	-63.5352996	Small park on the corner of Tacoma Drive and Valleyfield Road	14
44.6841846	-63.5293976	Small park on the corner of Main Street and Woodlawn Road	21



TABLE 5: LARGE LOCATIONS

Latitude	Longitude	Description	Map Number
44.6812320	-63.5417173	Parking lot behind Swiss chalet	22
44.6827932	-63.5387924	Parking lot behind Swiss chalet	27
44.6805933	-63.5404211	Grassy area between the road and a parking lot	23
44.6818745	-63.5386197	Empty lot beside McDonalds	24
44.6826991	-63.5368401	Empty lot with grown over plants	31
44.6835894	-63.5340492	Grassy hill off Main Street	29
44.6830683	-63.5343888	Grassy area between Tacoma Drive and Main Street	28
44.680574	-63.5358698	Grassy area behind restaurant	25
44.6849594	-63.5304121	Grassy area behind restaurant	30
44.6807425	-63.5352996	Grassy area behind restaurant	26

