

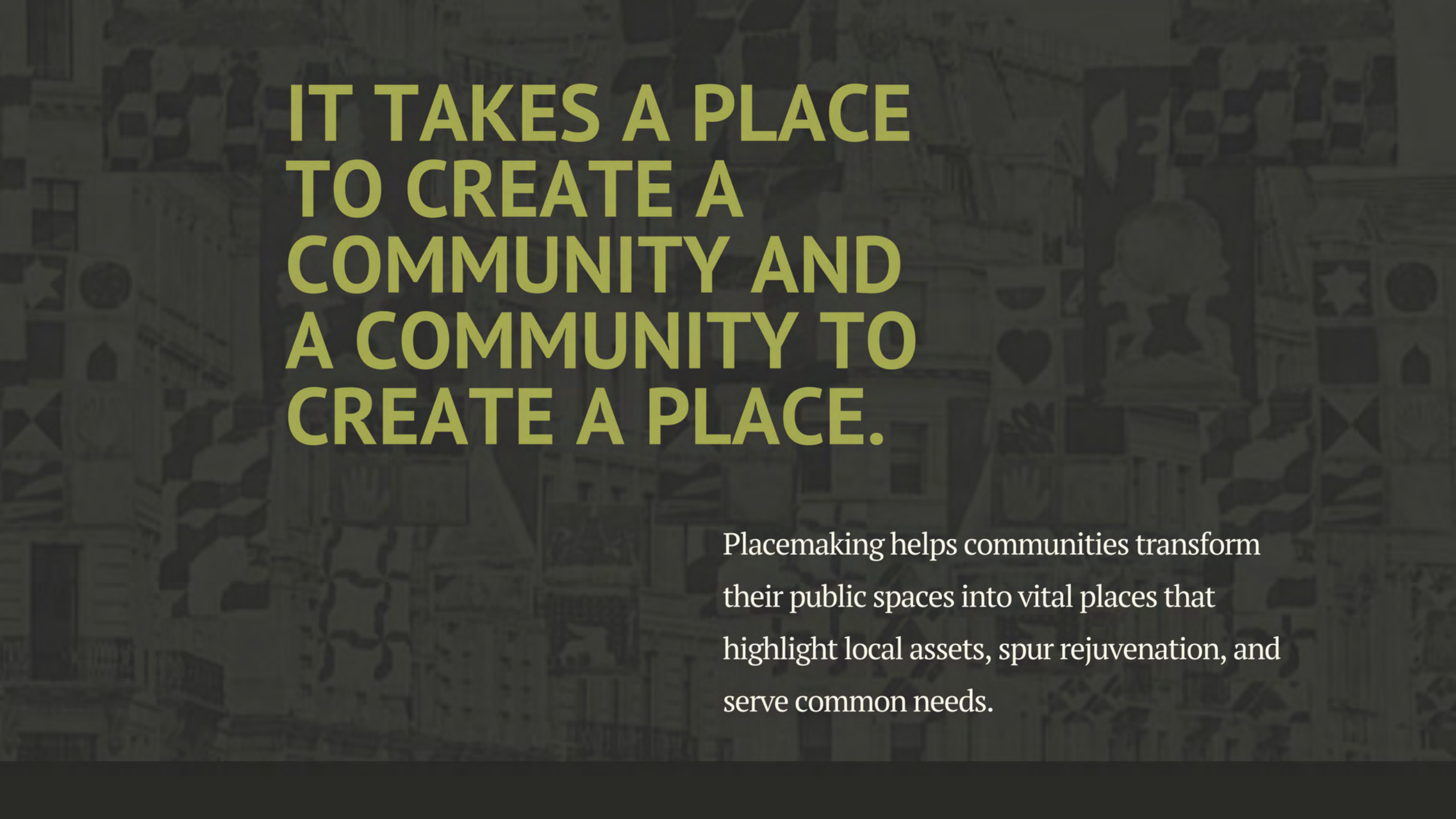
PLACE MAKING

IS POSITIVELY GOOD
FOR COMMUNITIES



WHAT IS PLACEMAKING

Placemaking refers to a collaborative process by which we can shape our public realm in order to maximize shared value. More than just promoting better urban design, Placemaking facilitates creative patterns of use, paying particular attention to the physical, cultural, and social identities that define a place and support its ongoing evolution. With community-based participation at its center, an effective Placemaking process capitalizes on a local community's assets, inspiration, and potential, and it results in the creation of quality public spaces that contribute to people's health, happiness, and well-being.



IT TAKES A PLACE TO CREATE A COMMUNITY AND A COMMUNITY TO CREATE A PLACE.

Placemaking helps communities transform their public spaces into vital places that highlight local assets, spur rejuvenation, and serve common needs.



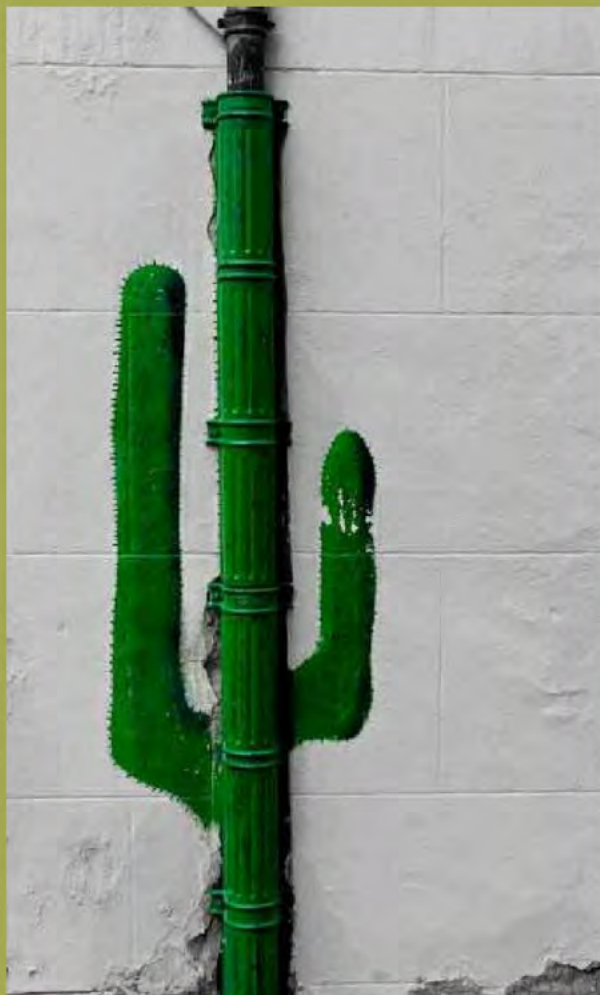
PLAY



A photograph of a public art installation featuring a large grid of colorful, three-dimensional cubes. The cubes are arranged in a grid pattern, with colors ranging from warm tones like orange, red, and yellow to cooler tones like blue and green. The installation is set against a brick wall. A person's legs and feet are visible at the bottom of the frame, standing in front of the artwork. A green rectangular box is overlaid on the center of the image, containing the text "PUBLIC ART" in white, bold, sans-serif capital letters.

PUBLIC ART







PEDESTRIAN FRIENDLY



A SPACE TO GATHER



Aren't we already making place?

Yes, here are a few examples.....



Local Placemaking efforts

Public Art & Aesthetics

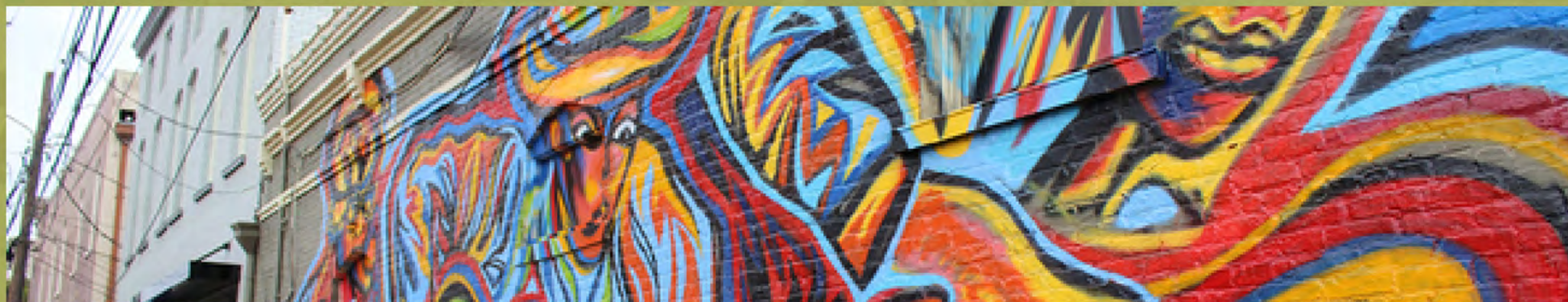
Murals, Art Walk Events, Children Connect Art Installation, Banners, Beautification projects, Pollinator Garden, Sanitation Program.

Places

Parks, amphitheater, playgrounds, outdoor dining, alleys, public square, businesses, Carnegie Library, Wadsworth Auditorium, Parking lots.

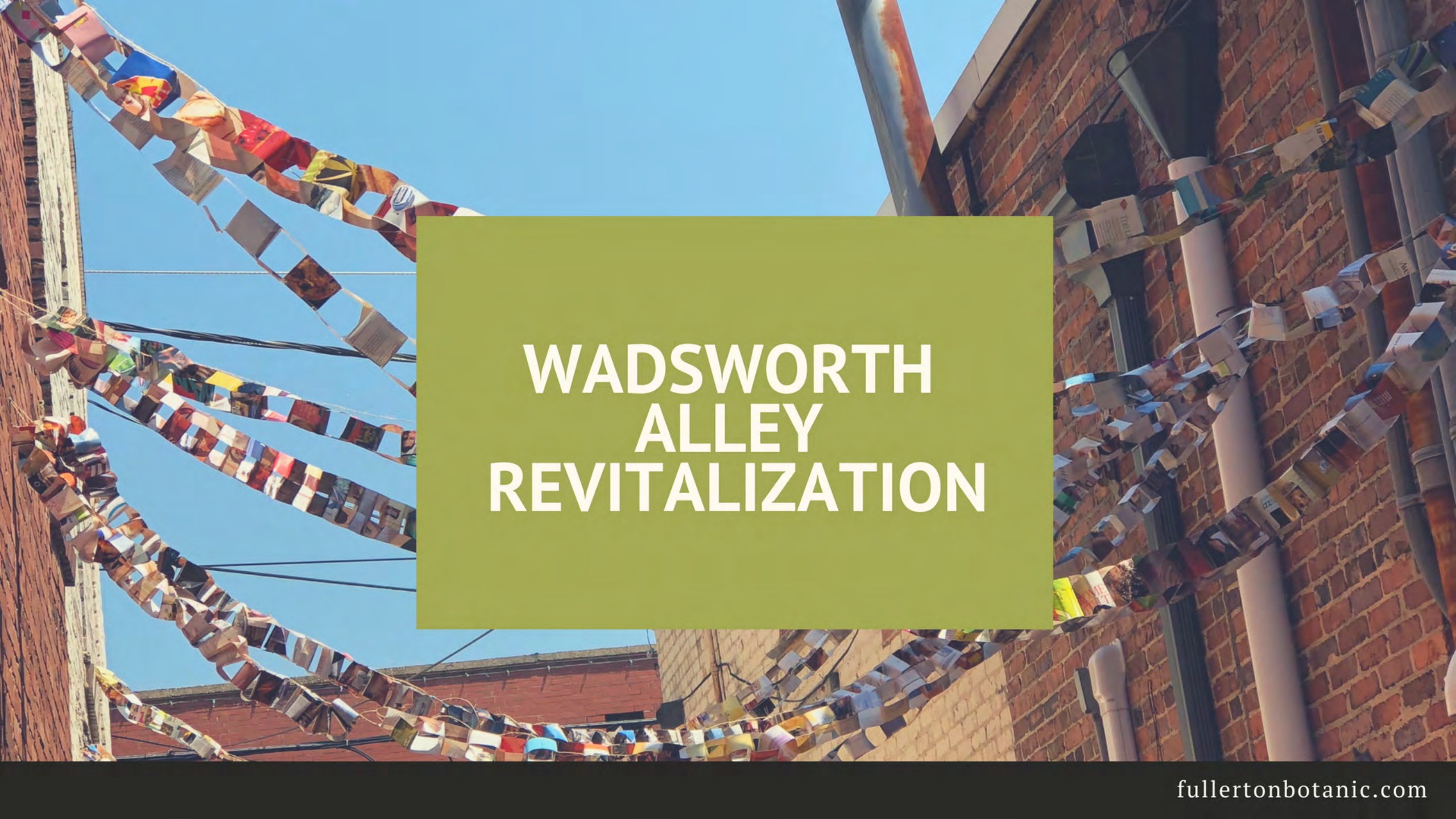
Experience

Events, lifestyle, relationships, walking, strolling, animals, health, community, connection, business owners, visitors, residents, EVERYONE you meet



ART REZ



The background image shows a narrow alleyway between brick buildings. Several strings of colorful, recycled paper flags are strung across the alley, creating a festive atmosphere. The sky is clear and blue. A large, semi-transparent green rectangle is overlaid in the center of the image, containing the title text.

WADSWORTH ALLEY REVITALIZATION

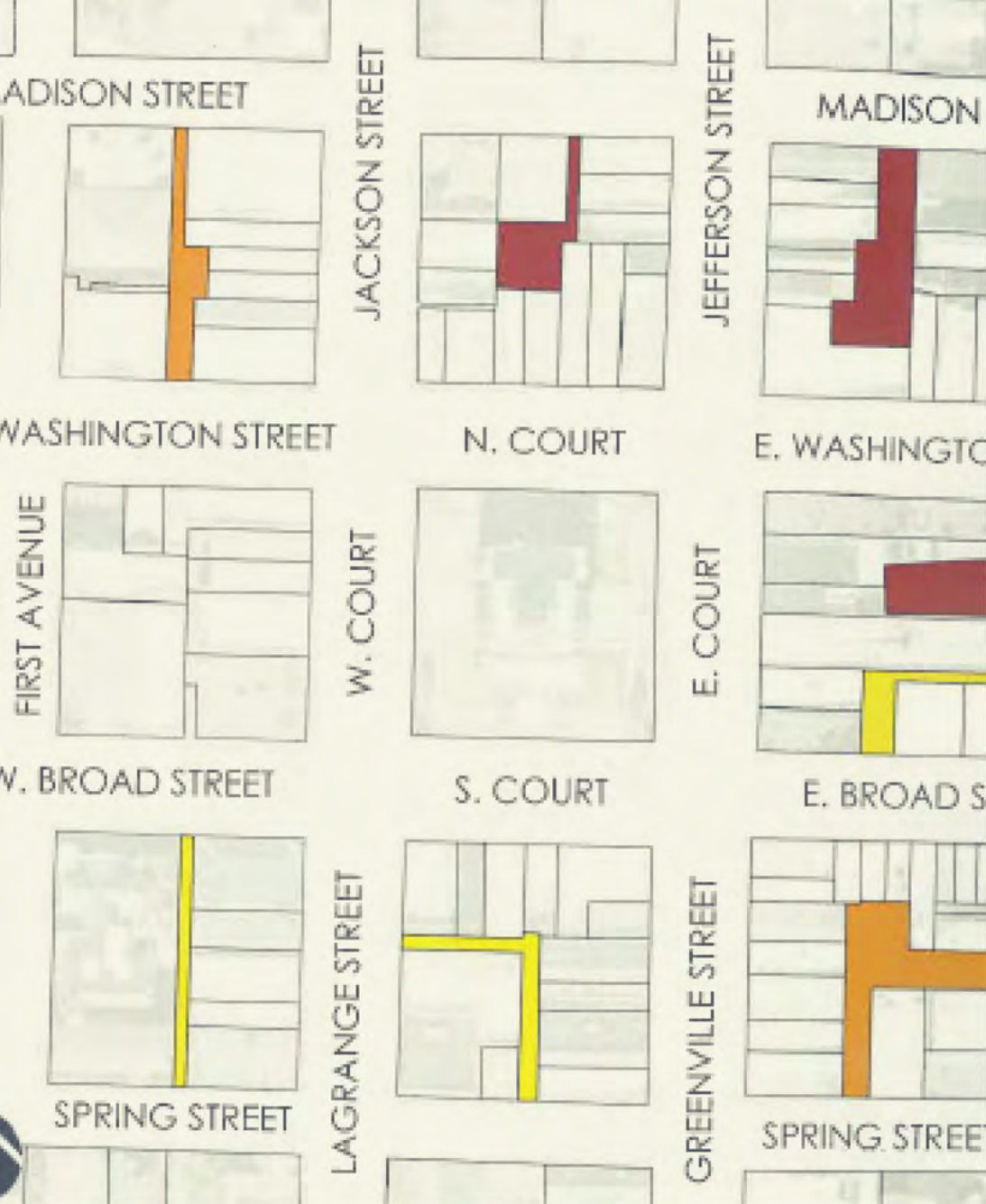












Alleyway Revitalization

More to come!



Pedestrians make PLACE!

**WHAT MAKES PEOPLE WANT TO
WALK?**

pedestrians need a.....

A reason to walk

A safe walk

A comfortable walk

An interesting walk

Parking & Walking Problems



A photograph of a busy Japanese city street at dusk. The street is filled with cars, including a white van in the foreground with "TRANSPORT! COMMUNICATION SAGAWA" on its side. Pedestrians are visible on the sidewalks, and many buildings with illuminated signs line the street. A large green rectangular overlay is centered on the image, containing the text "SHARE WITH CARE!" in white, bold, sans-serif capital letters. The background shows a mix of modern and traditional architecture, with a hill visible in the distance.

**SHARE
WITH
CARE!**



SouthTowne
YOUR DEALER FOR LIFE
NEWNAN, GA





SUSAN CRUTCHFIELD PHOTOGRAPHY













YOU?

BUY IN

Placemaking efforts will seek to improve quality of life and the downtown experience by: encouraging public art projects, improving the pedestrian experience, discover creative enhancements that will improve the physical and visual experience, and pedestrian safety , alleyway revitalization, improving programs and processes and creating a sustainable environment. Our efforts will enhance opportunities for Business Development and relationship building,
and you will profit from the results





Capitalize Place

In June of 2018 the Newnan Downtown Development authority adopted Placemaking as a transformation strategy that will be a priority. We will be organizing a taskforce to develop a Comprehensive Placemaking Plan plan that will be presented in January of 2019.

A vibrant photograph of Washington Square Park in New York City. In the foreground, a large, powerful fountain jet shoots water high into the air. To the right, the iconic Washington Square Arch stands prominently, with the Empire State Building visible through its opening. The background is filled with tall city buildings under a clear blue sky. Numerous people are seen sitting on the stone steps and walking around the park, enjoying the sunny day.

WASHINGTON SQUARE PARK



What do you see?

Trees, grass, people sitting, architecture, games, fitness, pollinator plants, people eating, kids swimming, musicians, lunch, chalk, strollers, benches, street lights, blankets, dogs, bikes, trashcans, sandboxes, art, birds, hand-holding, reading, laughing, living.

WE WANT THIS Alley to be Please don't take Chalk... we have don't to share!

Please do not take
Chalk... we have done
to share!

A place to eat outside. Patio? Listen to Music Peaceful

Cool Gathering Place Food/Music filled w

- Have art + sculptures + lights

Eating, gathering, and enjoying ☺

Find yourself 

Find yourself
A Place to dump our trash!
to Chill w/ Friends

A Place to Chill w/ Friends

Place to

A Gre

Ch...

10



“

**It takes a place to create a
community, and a
community to create a
place...**

SO LET'S TALK ABOUT IT!