Collaborative Planning Approaches for Community Preservation Action and Placemaking Revitalization

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Neglected.

Who would ever want to live there.

I remember that place back in its heyday.

There’s nothing to do here.

Desolate.

Town shuts down at night.

Tear it all down and start all over.

Dangerous.

Abandoned.

Wasteland.

Decaying and declining.

Depressing and forgotten.

Don’t go towards the river.

Nobody cares about this town.

Down and out.
Neglected.

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Down and Out. But Not Dead.
Listicles for Placemaking Revitalization

Project for Public Spaces: Power of 10

America’s New Downtown: 10 Downtown Variables

International Downtown Association: 10 Point Checklist for Authenticity

Project for Public Spaces: 11 Principles for Creating Great Community Places

Our Towns: 10.5 Civic Signs of Civic Success
Carrie Furnaces
Carrie Furnaces

embracing life after the “period of significance”
Kennywood Park

remove, restore, or rebrand?
McKeesport International Village

Look, Simba. Everything the light touches is Allegheny County.

Wow.

But what about that shadowy place?

That's McKeesport. You must never go there.

bright spot among blight
McKeesport International Village

bright spot among blight
Elizabeth’s Plum Street

meet me on plum
Whiskey Rebellion 1791-1794

huzzah! to street theater
Whiskey Rebellion 1791-1794

A LEISURELY GUIDED PADDLE AND UNFORGETTABLE EXPERIENCE ON THE MON RIVER

REBEL REBEL
FLOAT TRIP

The 1790s Whiskey Rebellion with a David Bowie Twist

SUNDAY
JULY 30, 3 PM

Learn more at Facebook.com/RiverTownProgram

Hosted by the Mon River Town Program and Western Pennsylvania with support from the National Road Heritage Corridor, Wigle Whiskey, and Pennsylvania Organization for Watersheds & Rivers.

“just show up in your paddling clothes and do this weird, fun thing” about local history
Donora Smog Museum

Does the name Donora mean anything to you?

tragedy and legends
Brownsville

taking a chance on a ghost town
Key Factors from Mon Valley

- Bring People to Your Site (From the Outside)
- Embrace Your Flaws
- Exploit Your History
- Work with Your Neighbors
- It’s OK to Use Trends
- Get on the River
Small Town Preservation in Pop Culture
Main Street Criteria

Has broad-based community support for the commercial district revitalization process, with strong support from both the public and private sectors.

Has developed vision and mission statements relevant to community conditions and to the local Main Street program’s organizational stage.

Has a comprehensive Main Street work plan

Possesses an historic preservation ethic

Has an active board of directors and committees

Has an adequate operating budget

Has a paid professional program manager

Conducts a program of ongoing training for staff and volunteers

Reports key statistics

Is a current member of the National Trust Main Street Network
Planning Tools & Listicles

Historic Resource Survey/Historic Architecture Review Board

Blight Survey

River or Trail Town Assessment

Engineering Survey and Checklist

Business Models & Plans

Vibrancy Study

SWOT Analysis

Asset map of attractions

Experiential Learning Checklist

Tourism Guide Recommendations

Design Charrettes

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Power of 10

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Project for Public Spaces: Power of 10

POWER OF 10+
HOW CITIES TRANSFORM THROUGH PLACEMAKING

City/Region
10+ MAJOR DESTINATIONS

Destination
10+ PLACES IN EACH

Place
10+ THINGS TO DO, LAYERED TO CREATE SYNERGY

An extension of Kevin Lynch’s “Five Elements of a City”:

PATHS    EDGES    DISTRICTS    NODES    LANDMARKS
Enhancing Place through Game
America’s New Downtown: 10 Downtown Variables

Category 1: Downtown Stage
   Physical site
   Street morphology
   Civic space

Category 2: Traditional Downtown Functions
   Office/Skyline
   Retail anchors
   Hotel/convention facilities

Category 3: Downtown Expands
   Major attractions
   Historic district/support zones
   Residential activity and variety
   Transit options
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International Downtown Association: 10 Point Checklist for Authenticity

Engaged Property Ownership

Commercial Diversity

Evolving Built Environment

Walkability and Accessibility

Culture/People

Public/Gathering Places

Arts & Culture

Historic Preservation

Vibrancy/Energy
International Downtown Association: 10 Point Checklist for Authenticity

ENGAGED PROPERTY OWNERSHIP

COMMERCIAL DIVERSITY

EVOLVING BUILT ENVIRONMENT

Walkability and Accessibility

Culture/People

Public/Gathering Places

Arts & Culture

Historic Preservation

VIBRANCY/ENERGY
The Arts
The Community is the expert
Create a place, not a design
Look for partners
You can see a lot just by observing
Have a vision
Start with the petunias: lighter, quicker, cheaper
Triangulate
They always say “it can’t be done”
Form Supports Function
Money is not the issue
You are never finished
Our Towns: 10.5 Signs of Civic Success

People work together on practical local possibilities, rather than allowing bitter disagreements about national politics to keep them apart.

You pick out the local patriots.

The phrase “public-private partnership” refers to something real.

People know the civic story.

They have downtowns.

They are near a research university.

They have, and care about, a community college.

They have distinctive, innovative schools.

They make themselves open.

They have big plans.

A city on the way back will have at least one craft brewery, maybe more, and probably some small distilleries, too.
10 Things to Spark Your Community or Site

Walk, drive, bike, paddle, and just observe

Map out key corridors, entry points, and their related intersections

Identify and improve current places of positivity

Identify and improve underutilized/underrecognized/underappreciated spaces

Develop programming or events in places of positivity and connect them to the underutilized spaces

Brand and market your community/site with landmark imagery

Support and work with schools and youths

Try something out of the ordinary and unusual

Add art and/or gathering spaces to spur further conversations and development

Review plans/goals/priorities/ideas annually and keep building on little successes