

PARTICIPATORY PLACEMAKING IN PUBLIC SPACES.

A conceptual framework of the different perspectives of participatory placemaking according to a semi-systematic literature review.

 Presented By Tessa van Tienhoven

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MSc graduation thesis
P5 Presentation
January 16, 2024

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OVERVIEW



Introduction



Research Questions



Research Method



Research Output



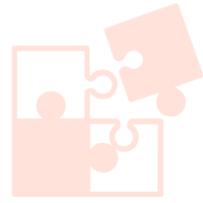
Discussion



Conclusion &
Recommendations



INTRODUCTION



INTRODUCTION



"I have a confession to make: I have no idea what placemaking is"

Discussions about planning and urbanism are awash with talk of "placemaking" but the term remains strangely and troublingly opaque, writes Reinier de Graaf.

(de Graaf, 2023)

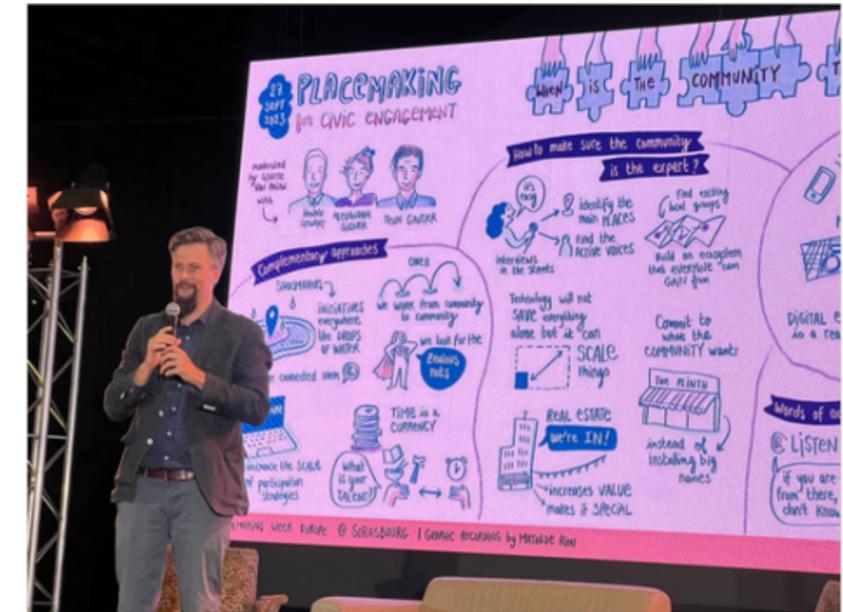


I have a confession to make: I don't care what placemaking exactly is

Some personal reflections after Placemaking Week Europe 2023

Placemaking Europe

(Marrades, 2023)

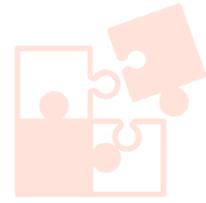


If Our Movement Won't Define Placemaking, Someone Else Will

Placemaking, a term with noble intentions in the realm of urban development and community-building, is at risk of losing its true essence. As we grapple with the ambiguity surrounding this concept...

PLACEMAKING US

(Smolar, 2023)

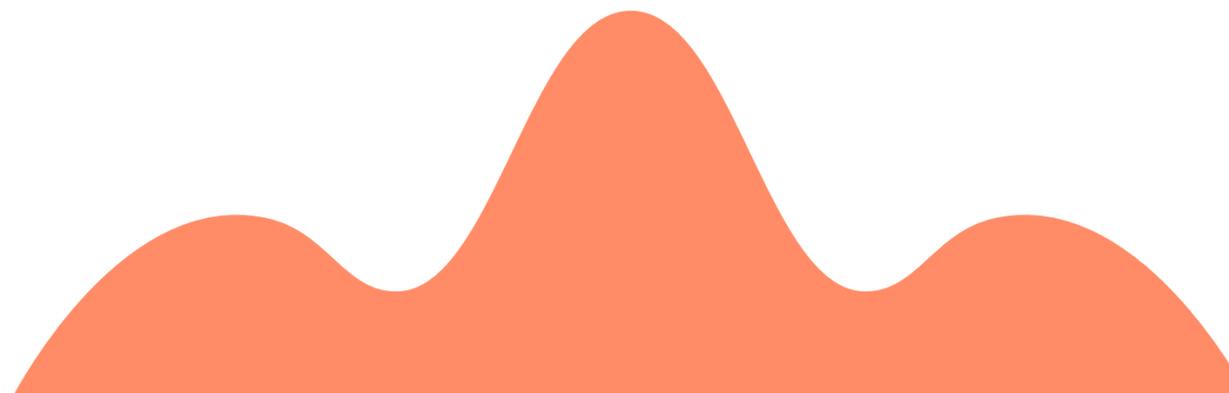


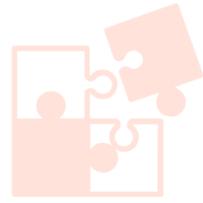
INTRODUCTION



PROBLEM STATEMENT

Unclear and diverging definitions of (participatory) placemaking.





PRELIMINARY LITERATURE RESEARCH

Placemaking - Overview shifts

Jane Jacobs (1961) and William H. Whyte (1980)

Placemaking: *"the degree to which a 'place' can be created in architectural design independently of the people who eventually use it."*
(Sime, 1986)

1990: Shift from top-down and product-oriented to seeing placemaking as a way to create places together
(Strydom et al., 2018)

"Strengthening the connection between people and the places they share, placemaking refers to a collaborative process by which we can shape our public realm in order to maximize shared value."
(PPS, n.d.-b)

Standard placemaking vs. strategic, creative, and tactical placemaking
(Wyckoff, 2014)

Cultural, economic, innovative, and social placemaking
(Verheul, 2017)





PRELIMINARY LITERATURE RESEARCH

Placemaking

Core of the placemaking process is being people-centred
(Salzman & Lopez, 2020)

Process and product are both important
(Strydom et al., 2018)

Placemaking is only the process of creating quality places
(Wyckoff, 2014)

Create better physical spaces, while fulfilling social goals
(Silberberg et al., 2013)

Social Goals

Contact hypothesis
(Homans, 1951; Allport, 1954)

Weak and strong ties
(Granovetter, 1973)

Social capital
(Bourdieu, 1985; Coleman, 1990; Putnam, 1995)

Participation: Strong sense of space and ownership
(Ellery & Ellery, 2019)

Public Spaces

All space owned and maintained by government
(Meyer et al., 2006)

All space freely accessible to everyone without them needing to ask permission to enter the space
(Ginkel & Deben, 2002)

All places facilitating social interaction
(Klinenberg, 2018; Latham & Layton, 2019)

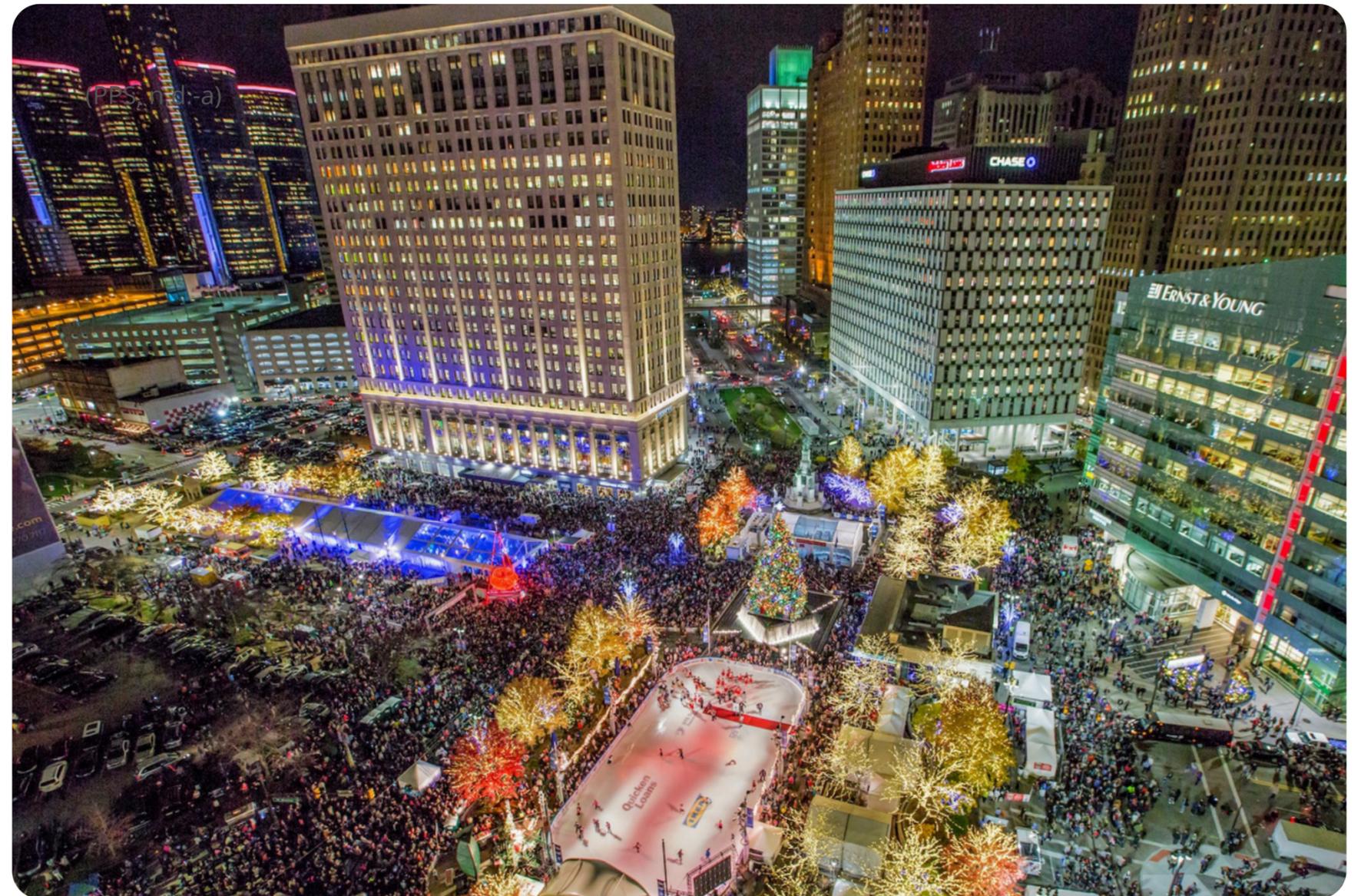


PRELIMINARY MARKET RESEARCH

CBD Placemaking Detroit

(Montgomery, 2016)

- Counteracting social cohesion
- Market-driven placemaking
- Divide created and enforced
- Long-term: minorities pushed out



(Image retrieved from: <https://www.pps.org/projects/the-beach-at-campus-martius>)



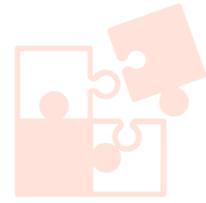
PRELIMINARY MARKET RESEARCH

All Access Library (PPS, 2022)

- Goals: improve the physical, social, and economic fitness of the communities
- Free programming, outdoor activities in other public spaces
- Communities' wishes incorporated



(Image retrieved from: <https://www.pps.org/projects/all-access-library> ; Photo credit: Fulton County Library System)



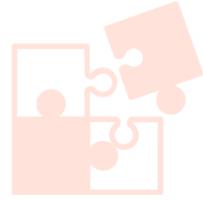
PRELIMINARY MARKET RESEARCH

HafenCity (Nagelsmeier, 2016)

- 1997, idea to create new center for Hamburg
- Goal: center with mixed functions and active community
- The project has ticked all of its own set boxes



(Image retrieved from: <https://urbangreenbluegrids.com/projects/hafencity-hamburg-germany/> Photo credit: Fotofrizz, HafenCity Hamburg GmbH)



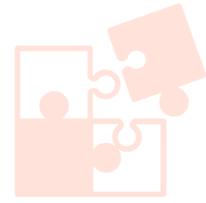
PRELIMINARY MARKET RESEARCH

Bryant Park (PPS, n.d.-a)

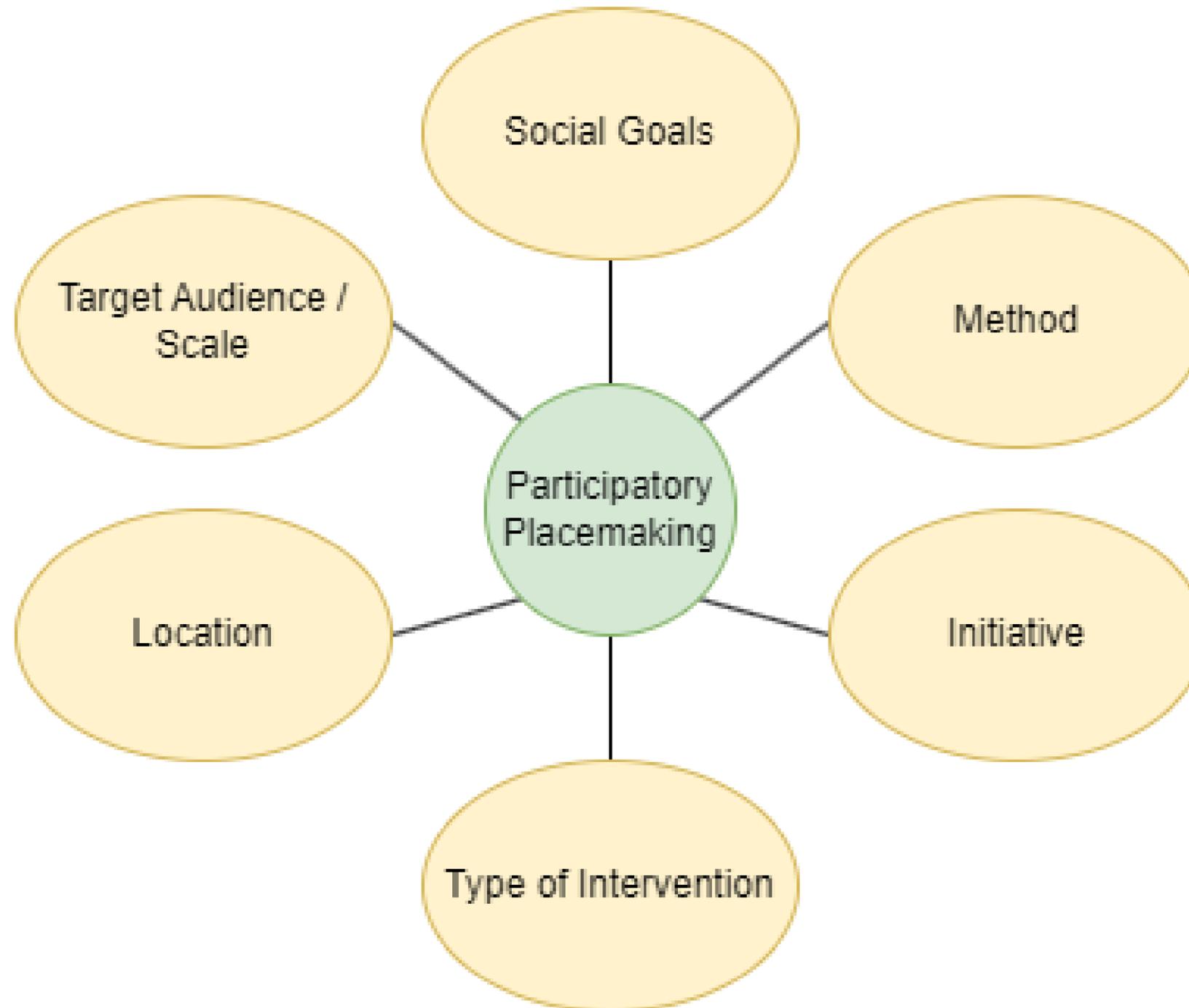
- 1980s: dishevelled, people felt unsafe
- Goals: reduce feeling of unsafety and attract more people
- Known as "most successful" public space in the world
- Effects on social resilience unclear



(Image retrieved from: <https://bryantpark.org/the-park> ; Photo credit: Angelito Jusay Photography)



CONCEPTUAL FRAMEWORK

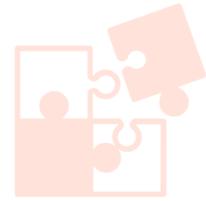




CONCEPTUAL FRAMEWORK - DIFFERENTIATORS

Placemaking differentiators	Score: 1	Score: 3	Score: 5
Social goals	No social goals	Intermediate social goals	Major social goals
Method; timespan	Short-term	Mid-term	Long-term
Method; participatory level	Nonparticipation	Tokenism	Citizen Power
Initiative	Top-down	Mixed initiative	Bottom-up
Type of transformation	Activity “software”	Activity + Physical	Physical “hardware”
Location	Privately owned	(indoor/closable) public institutions	Fully publicly owned
Target audience/Scale	Small scale	Medium scale	Large scale





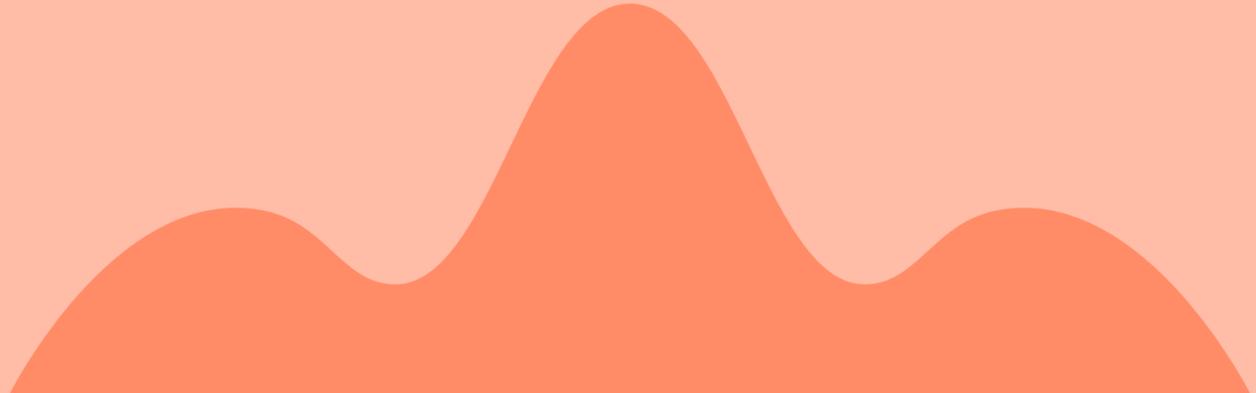
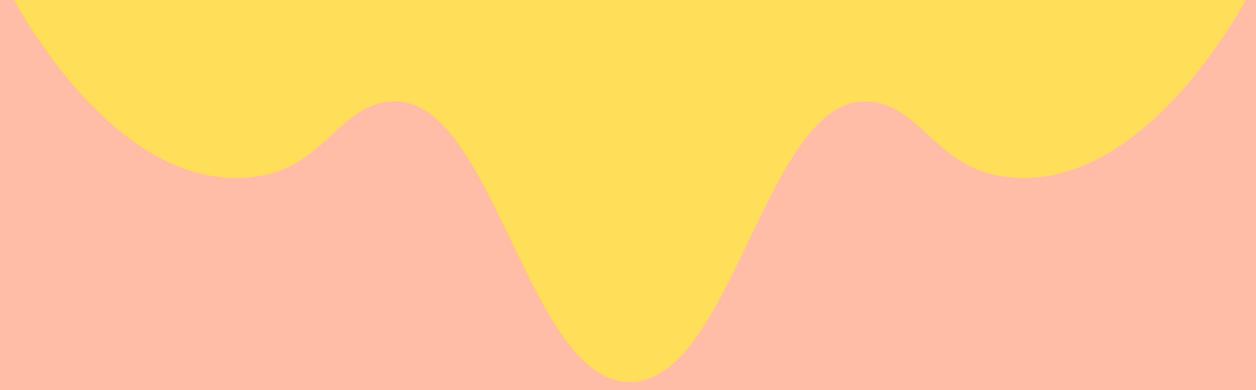
RESEARCH GOAL

Clearly indicate which definitions of placemaking exist in the scientific material.

Endproduct

A guideline for actors who come across the term 'placemaking' during their work or want to implement it themselves in a project.





RESEARCH QUESTIONS



RESEARCH QUESTIONS



Which different perspectives of participatory placemaking exist in the scientific literature of developed economic regions regarding interventions in public spaces?



RESEARCH QUESTIONS



Which different perspectives of participatory placemaking exist in the scientific literature of developed economic regions regarding interventions in public spaces?

1

Which different perspectives are there in the scientific literature regarding participatory placemaking projects?



RESEARCH QUESTIONS



Which different perspectives of participatory placemaking exist in the scientific literature of developed economic regions regarding interventions in public spaces?

1

Which different perspectives are there in the scientific literature regarding participatory placemaking projects?

2

How do these different perspectives of participatory placemaking in the scientific literature compare and contrast to each other?



RESEARCH QUESTIONS



Which different perspectives of participatory placemaking exist in the scientific literature of developed economic regions regarding interventions in public spaces?

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How do these different perspectives of participatory placemaking in the scientific literature compare and contrast to each other?

3

How do the different perspectives of participatory placemaking projects in public spaces found in the scientific literature score for each of the placemaking differentiators?



RESEARCH QUESTIONS



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How do the different perspectives of participatory placemaking projects in public spaces found in the scientific literature score for each of the placemaking differentiators?

4

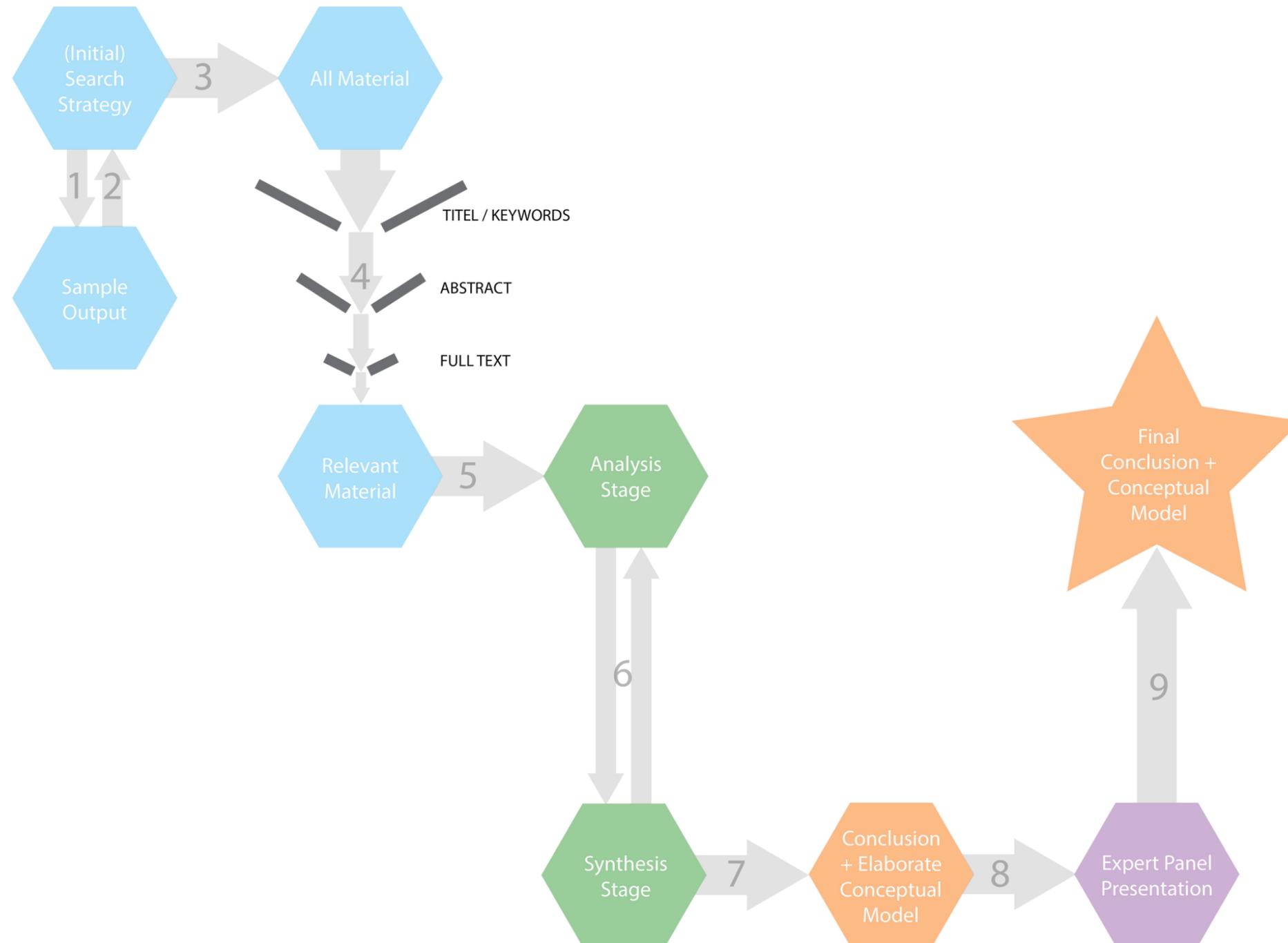
How do the different perspectives of participatory placemaking that have been discovered, and how they score for their differentiators, align with placemaking projects in practice in The Netherlands?

RESEARCH METHOD



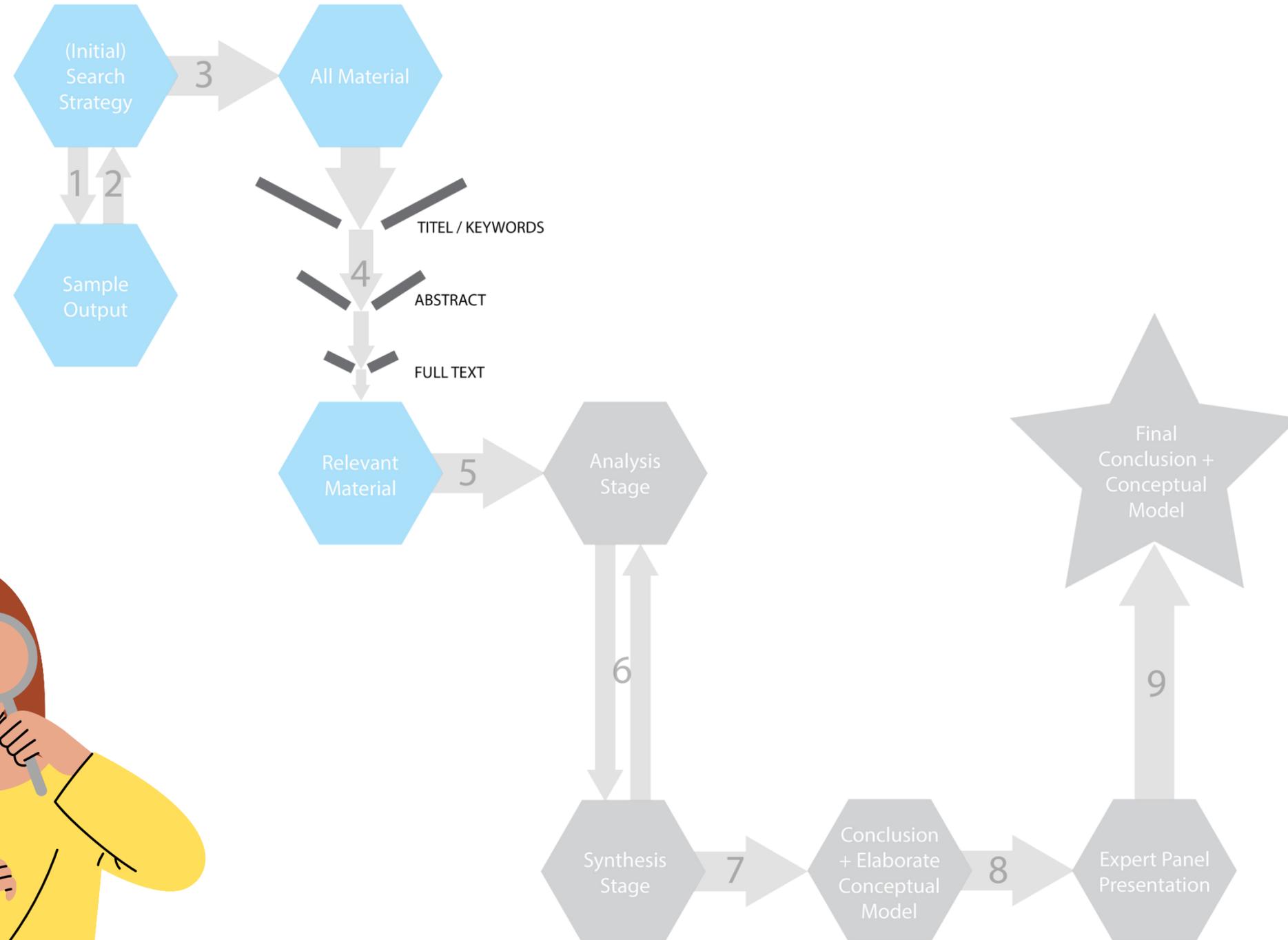


RESEARCH METHOD



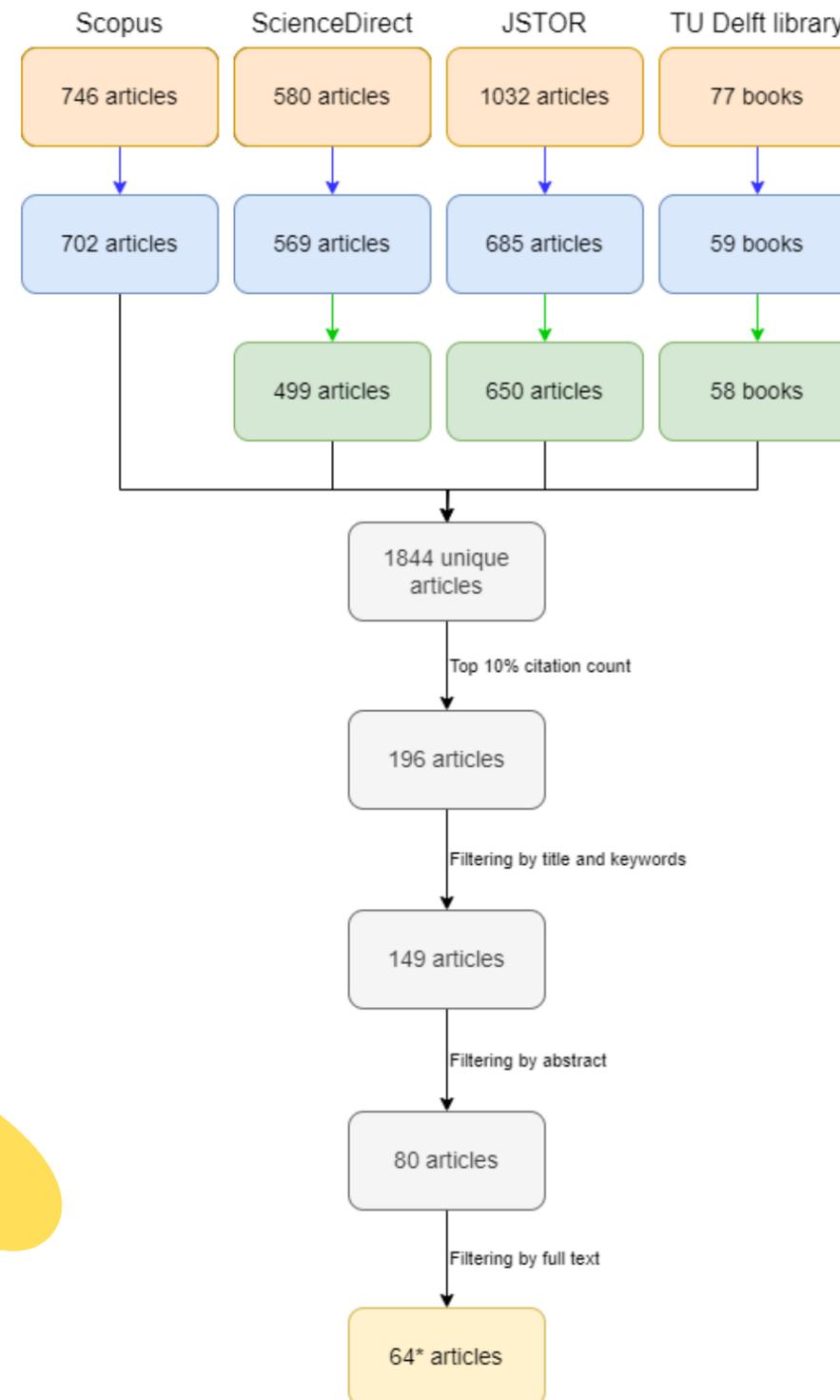


SEMI-SYSTEMATIC LITERATURE REVIEW





DATA COLLECTION



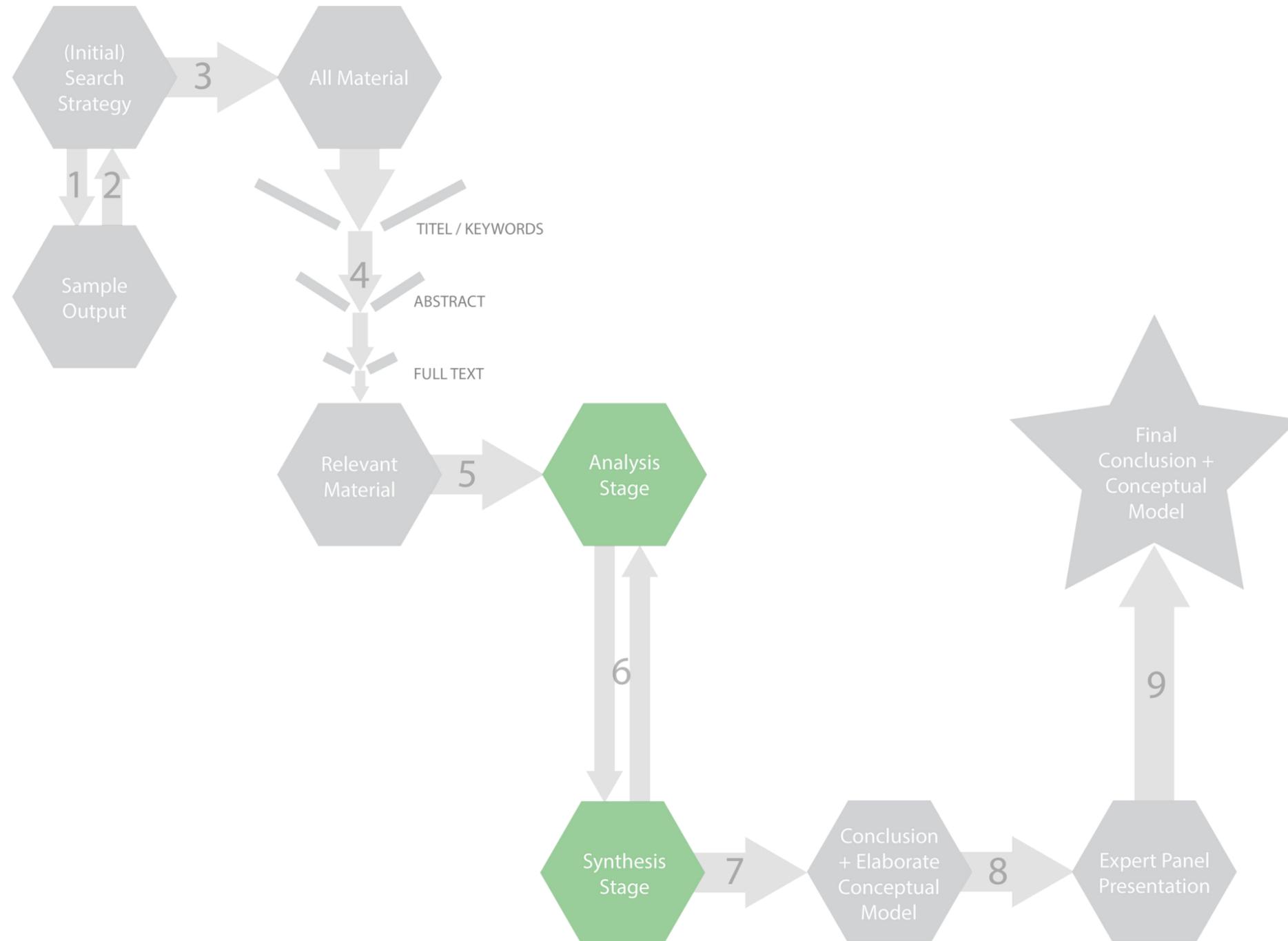
→ Removing articles without citation data

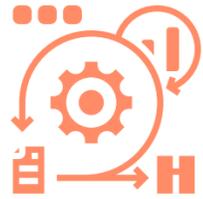
→ Filter out country of origin





DATA ANALYSIS & SYNTHESIS





DATA SYNTHESIS

Descriptive codes				
architects/designers	health	place-based	urban	
change over time	holistic	placelessness	user-oriented	
children	hospital	planned	Tool	affordable housing
community expertise	humanistic attitude	process		art
complex	hybrid	revitalise		charrette
creativity	inclusive	rural communities		digital technologies
distinctive	library	safety		events
ecological awareness	mixed communities	shape image of place		greenery
	most benefit to those alienated from mainstream rewards	socio-spatial processes to construct place		Participation
education	multiple voices	stability		storytelling
experimental	museums	stimulate business		vernacular architecture
form of resistance	organic	tourism		
gentrification				

Differentiator	Score
Initiative	1 - Top-down
	3 - Mixed initiative
	5 - Bottom-up
Location	1 - Privately owned
	3 - (indoor/closable) public institutions
	5 - Fully publically owned
Method - Participatory level	1 - Nonparticipation
	3 - Tokenism
	5 - Citizen Power
Method - Timespan	1 - Short-term
	3 - Mid-term
	5 - Long-term
Social goals	1 - No social goals
	3 - Intermediate social goals
	5 - Major social goals
Target audience/Scale	1 - Small scale
	3 - Medium scale
	5 - Large scale
Type of transformation	1 - Activity/"software"
	3 - Activity + Physical
	5 - Physical/"hardware"





DATA SYNTHESIS

Guerrilla placemaking

Tourism economic placemaking

Creative placemaking for economic gain

Humanistic placemaking

Creative placemaking for social improvement

Organic, aggregate decisions over time placemaking

Digital placemaking

Strategic placemaking



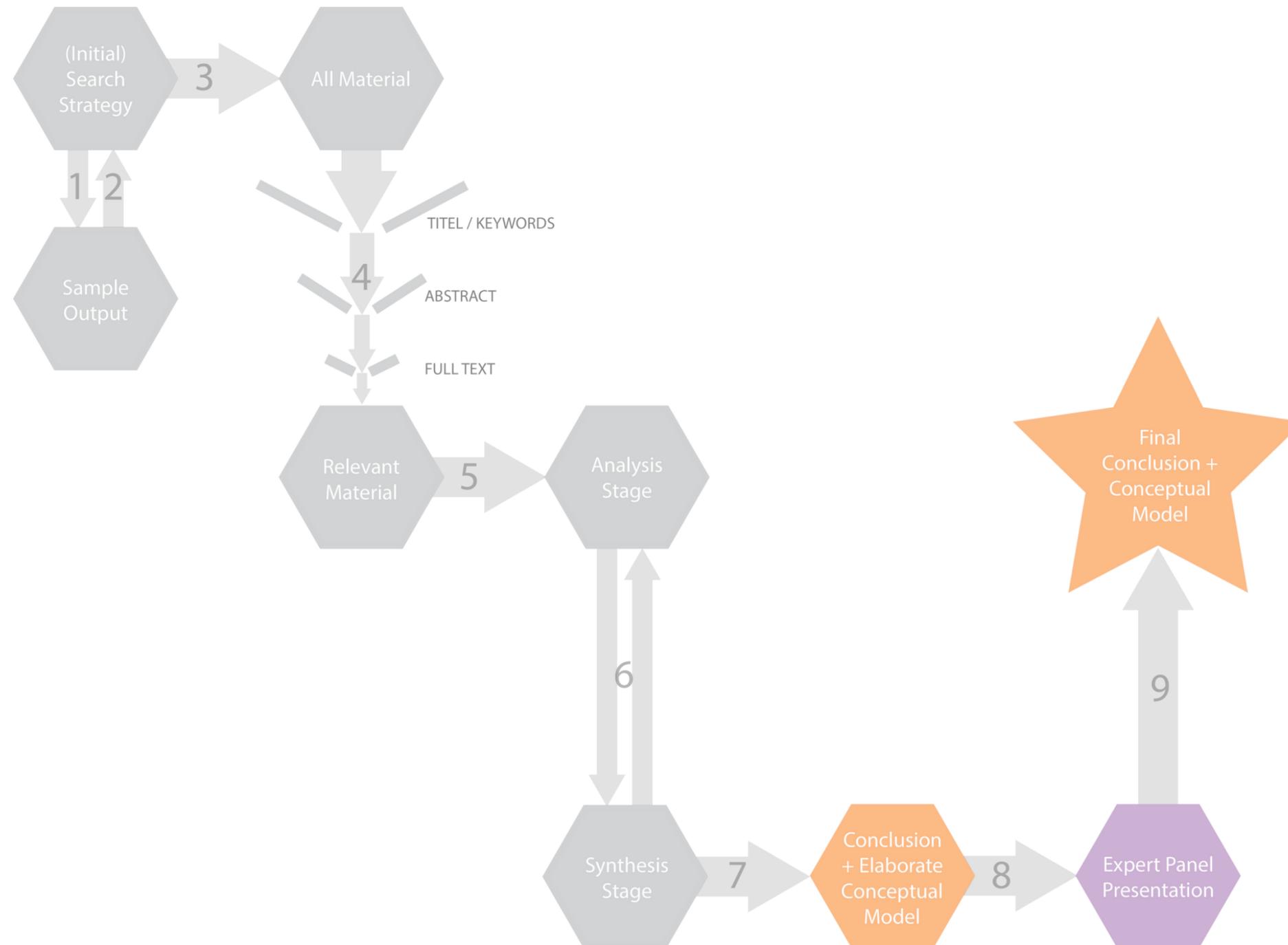


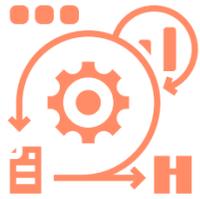
DATA SYNTHESIS

	architects/designers	change over time	children	community expertise	complex	creativity	distinctive	distribute power	ecological awareness	education	experimental	form of resistance/societal change	gentrification	health	holistic	hospital	humanistic attitude	hybrid	inclusive	library	mixed communities	most benefit to those alienated from mainstream rewards	multiple voices	museums	organic	place-based	placelessness	planned	process	revitalise	rural communities	safety	shape image of place	socio-spatial processes to construct place	stability	stimulate business	tool: affordable housing	tool: art	tool: charrette	tool: digital technologies	tool: events	tool: greenery	tool: Participation	tool: storytelling	tool: vernacular architecture	tourism	urban	user-oriented		
creative placemaking for economic gain Gr=36	0	0	0	0	0	1	0	0	0	0	0	0	9	0	0	0	0	0	0	0	1	0	1	0	0	3	0	7	0	3	1	0	2	0	0	12	1	19	0	0	0	0	0	0	0	0	1	2	0	
creative placemaking for social improvement Gr=130	1	0	0	1	1	8	0	0	1	4	2	3	4	2	0	0	0	0	7	0	1	0	2	0	3	12	0	15	1	9	1	5	1	1	1	8	3	71	0	0	1	0	0	0	0	0	0	1	6	3
digital placemaking Gr=61	2	0	0	1	0	0	0	1	0	1	0	0	0	0	1	0	1	8	4	7	0	0	0	0	0	3	0	0	0	1	0	0	0	1	0	0	0	1	0	49	1	0	6	0	0	0	3	1		
guerrilla placemaking Gr=158	1	1	0	7	1	2	0	4	0	1	1	48	1	0	0	0	2	0	24	0	8	23	8	3	7	7	0	3	0	1	0	1	0	15	2	0	0	0	0	1	0	2	0	0	2	0	9	1		
Humanistic placemaking Gr=217	11	1	0	21	4	2	5	1	3	1	1	6	0	9	2	3	44	0	7	0	1	12	8	0	5	8	0	2	7	10	0	7	0	11	2	3	1	3	1	0	0	8	0	3	0	0	9	34		
organic, aggregate decisions over time placemaking Gr=33	0	2	1	1	0	0	0	0	0	1	0	1	3	0	0	0	0	0	0	0	3	0	1	0	8	2	0	0	0	0	0	0	2	13	0	0	0	0	0	1	0	2	0	0	0	0	1	1		
strategic placemaking Gr=170	7	1	28	1	0	6	2	1	4	1	0	2	23	0	9	0	1	0	6	6	2	4	1	1	0	4	4	38	0	7	0	1	18	4	3	22	2	6	9	0	21	0	0	1	0	3	7	5		
tourism economic placemaking Gr=105	5	0	0	1	0	6	1	0	0	0	0	0	2	0	1	0	0	0	1	0	0	0	0	17	6	0	8	0	1	0	1	9	3	0	9	0	5	0	1	0	0	0	0	0	59	2	0			



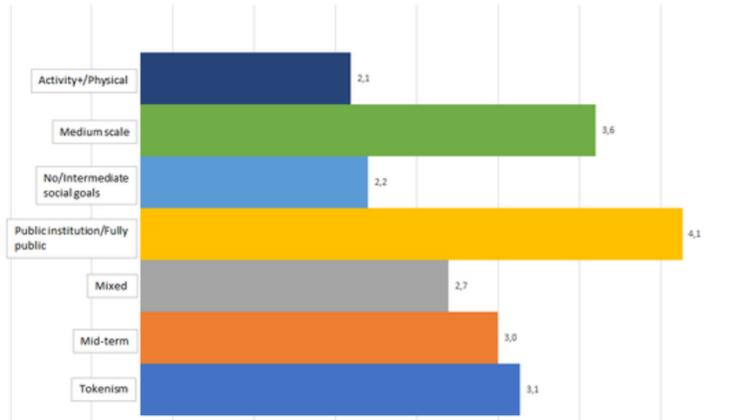
PRELIMINARY RESULTS



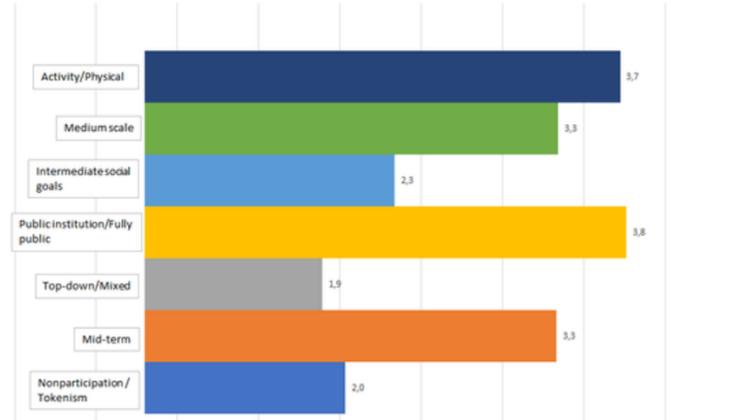


PRELIMINARY RESULTS

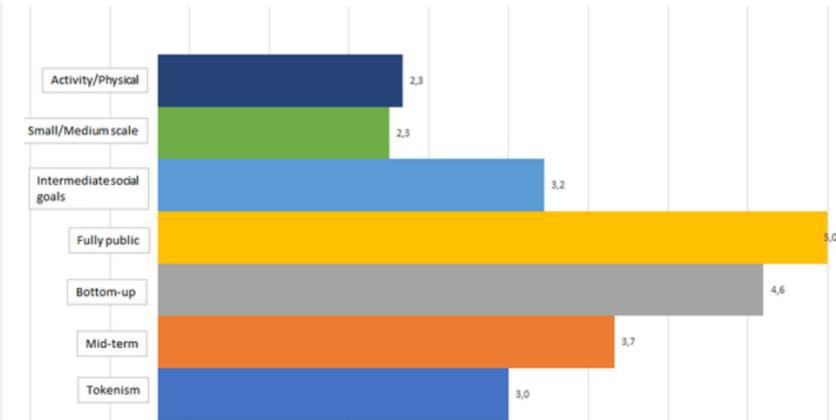
Tourism, economic placemaking



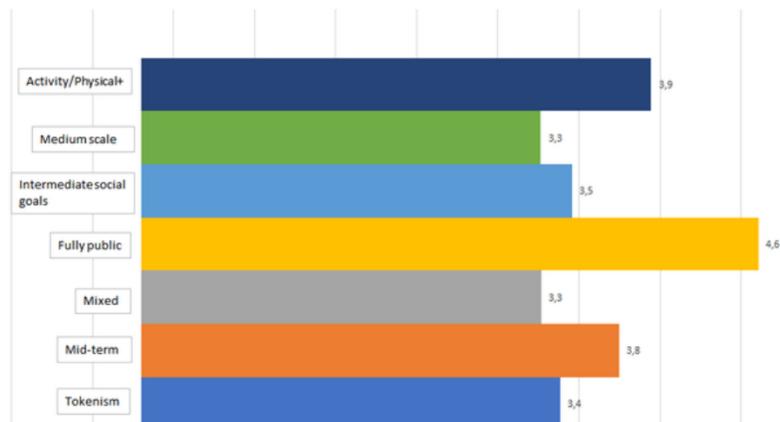
Strategic placemaking



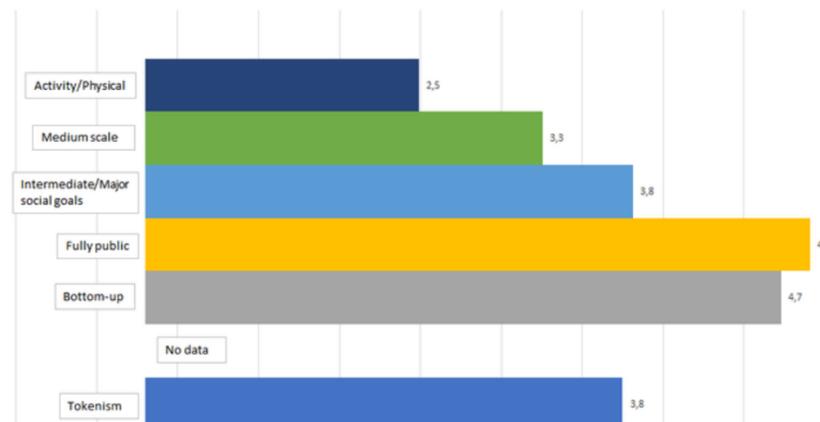
Organic, aggregate over time placemaking



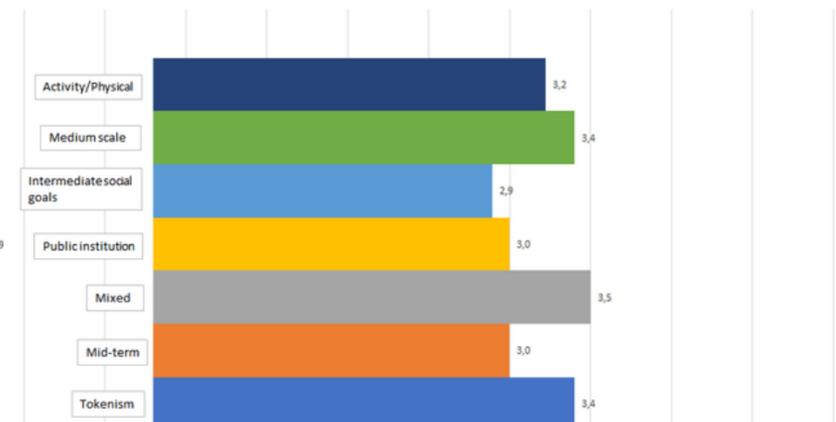
Humanistic placemaking



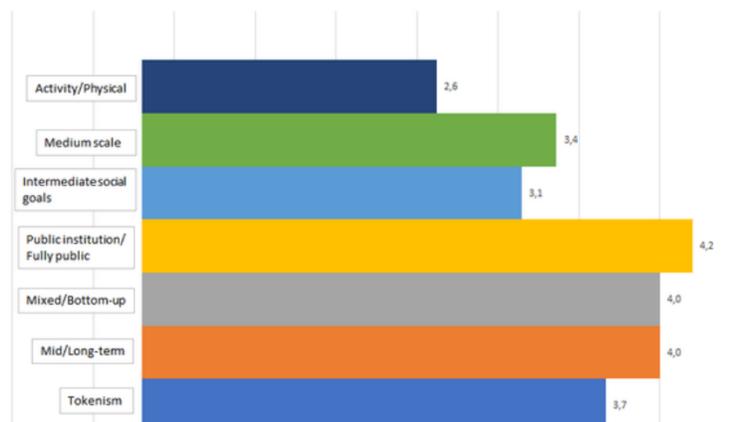
Guerrilla placemaking



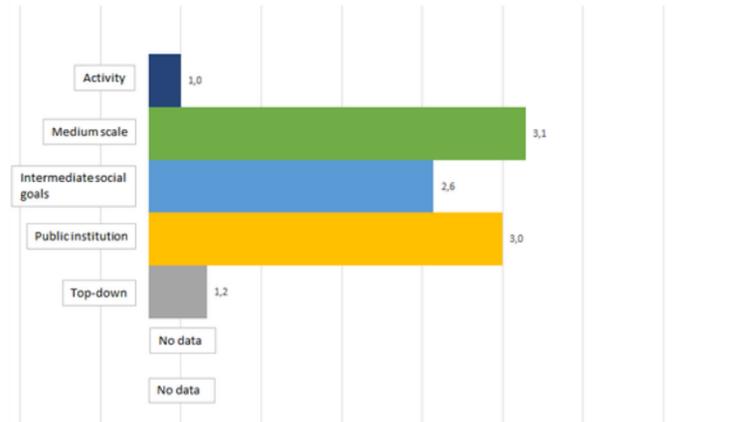
Digital placemaking



Creative placemaking for social improvement



Creative placemaking for economic gain





PRELIMINARY RESULTS

	Type of transformation	Target audience/ scale	Social goals	Location	Initiative	Method - Timespan	Method - Participatory level
Creative placemaking for economic gain	1.0	3.1	2.6	3.0	1.2	-	-
Creative placemaking for social improvement	2.6	3.4	3.1	4.2	4.0	4.0	3.7
Digital placemaking	3.2	3.4	2.9	3.0	3.5	3.0	3.4
Guerrilla placemaking	2.5	3.3	3.8	4.9	4.7	-	3.8
Humanistic placemaking	3.9	3.3	3.5	4.6	3.3	3.8	3.4
Organic, aggregate over time placemaking	2.3	2.3	3.2	5.0	4.6	3.7	3.0
Strategic placemaking - Final	3.7	3.3	2.3	3.8	1.9	3.3	2.0
Tourism, economic placemaking - Final	2.1	3.6	2.2	4.1	2.7	3.0	3.1



FOCUS GROUP



PP1

Professional private perspective

PG1

Professional government perspective

PP2

Professional private perspective

PP+G1

Professional private & government perspective



FOCUS GROUP

QUESTION 1:
WHICH OF THESE PLACEMAKING
CONCEPTS ARE FAMILIAR TO YOU?

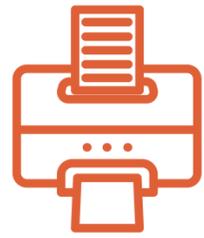
QUESTION 2:
ARE THERE PLACEMAKING CONCEPTS MISSING
FROM THESE PLACEMAKING CONCEPTS?

QUESTION 3:
WHICH OF THE PLACEMAKING
DIFFERENTIATORS ARE FAMILIAR TO YOU?



The background is a solid orange color. At the top center, there is a yellow sun with a scalloped edge. On the left side, there is a light orange outline of a computer monitor and keyboard. At the bottom center, there is a light orange scalloped shape, similar to the sun at the top.

RESEARCH OUTPUT



RESEARCH OUTPUT

Humanistic placemaking

Strategic placemaking

Organic, aggregate decisions
over time placemaking

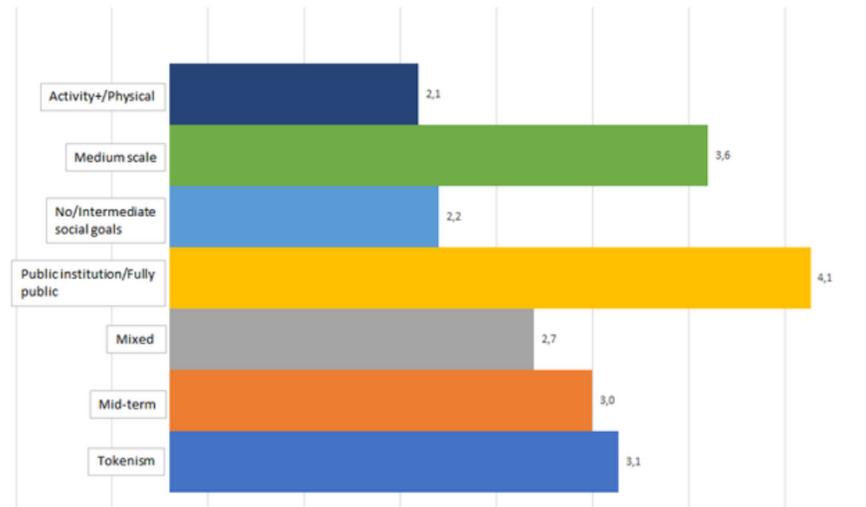
Tourism economic placemaking

Creative placemaking

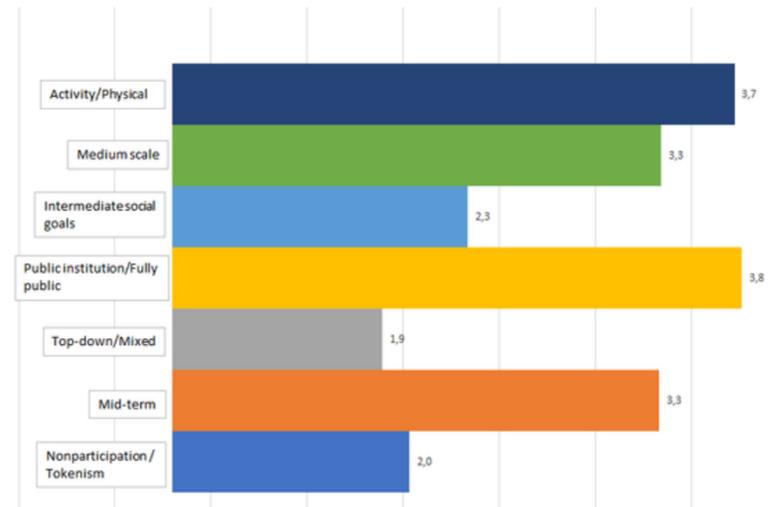


RESEARCH OUTPUT

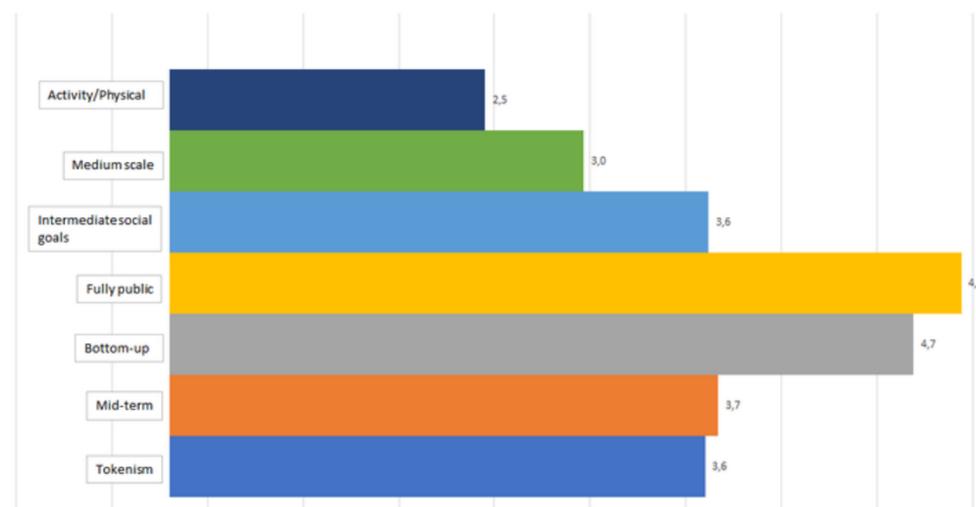
Tourism, economic placemaking



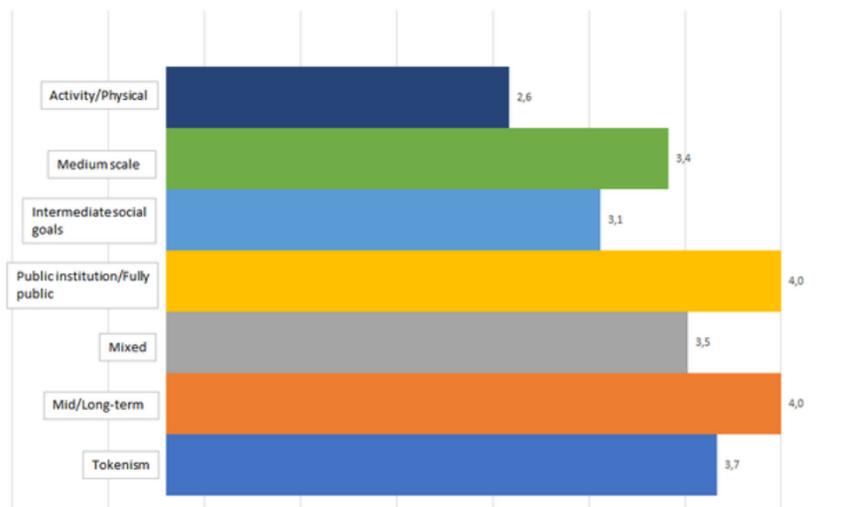
Strategic placemaking



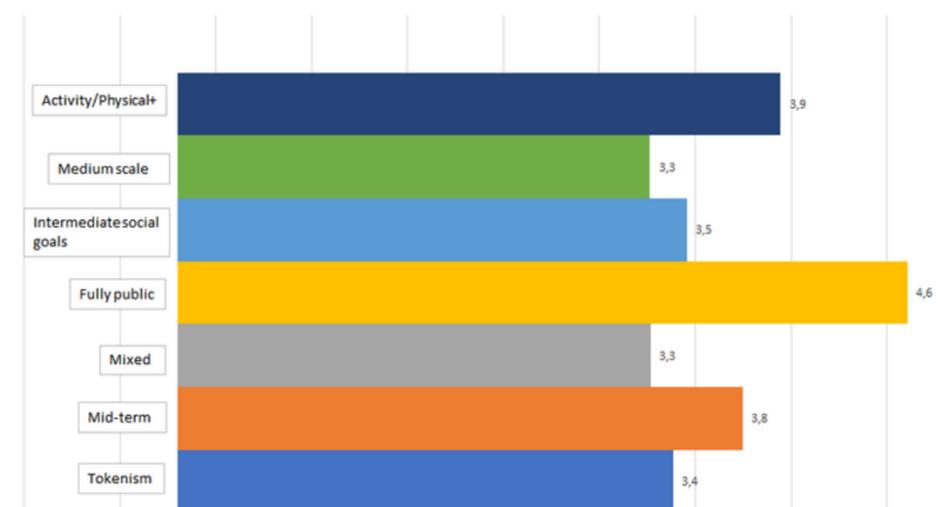
Organic, aggregate over time placemaking



Creative placemaking



Humanistic placemaking

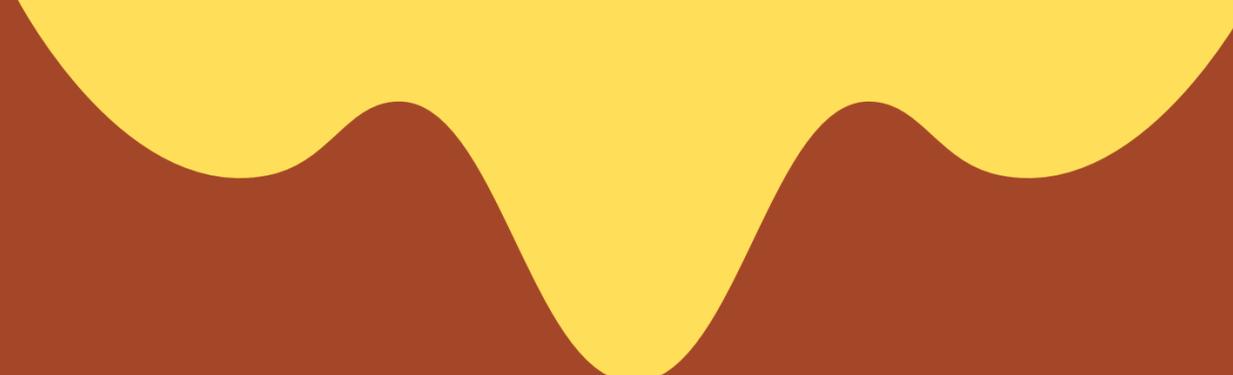




RESEARCH OUTPUT

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DISCUSSION



DISCUSSION



Research Results

- 5 placemaking concepts identified
- Scored similar for: Timespan, Target audience/scale, Location.
- Participation integral part of placemaking





DISCUSSION



Research Methods

- Case Study instead of Literature Review
- Individual Interviews instead of Focus Group
- Questionnaire instead of Focus Group





DISCUSSION



Research Limitations

- Limited time and capacity
- Focused on academic material
- Scope literature review
- Representative focus group





DISCUSSION



Placemaking vs. Place-keeping

- Distinct phases or inter-dependent
- Placemaking: short-term or never-ending process





DISCUSSION



Placemaking: A Process or Location





DISCUSSION



Placemaking: A Process or Location

- Placemaking is a process and not the place/location itself.





DISCUSSION



Placemaking Concepts compared to Placemaking Projects

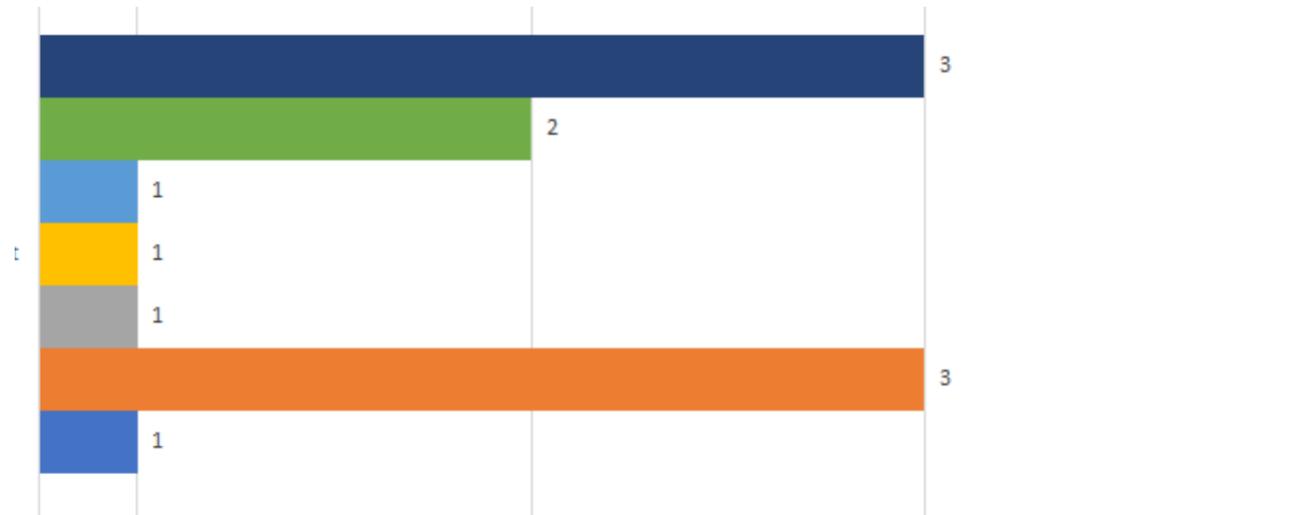
- CBD Placemaking Detroit
- All Access Library
- HafenCity
- Bryant Park



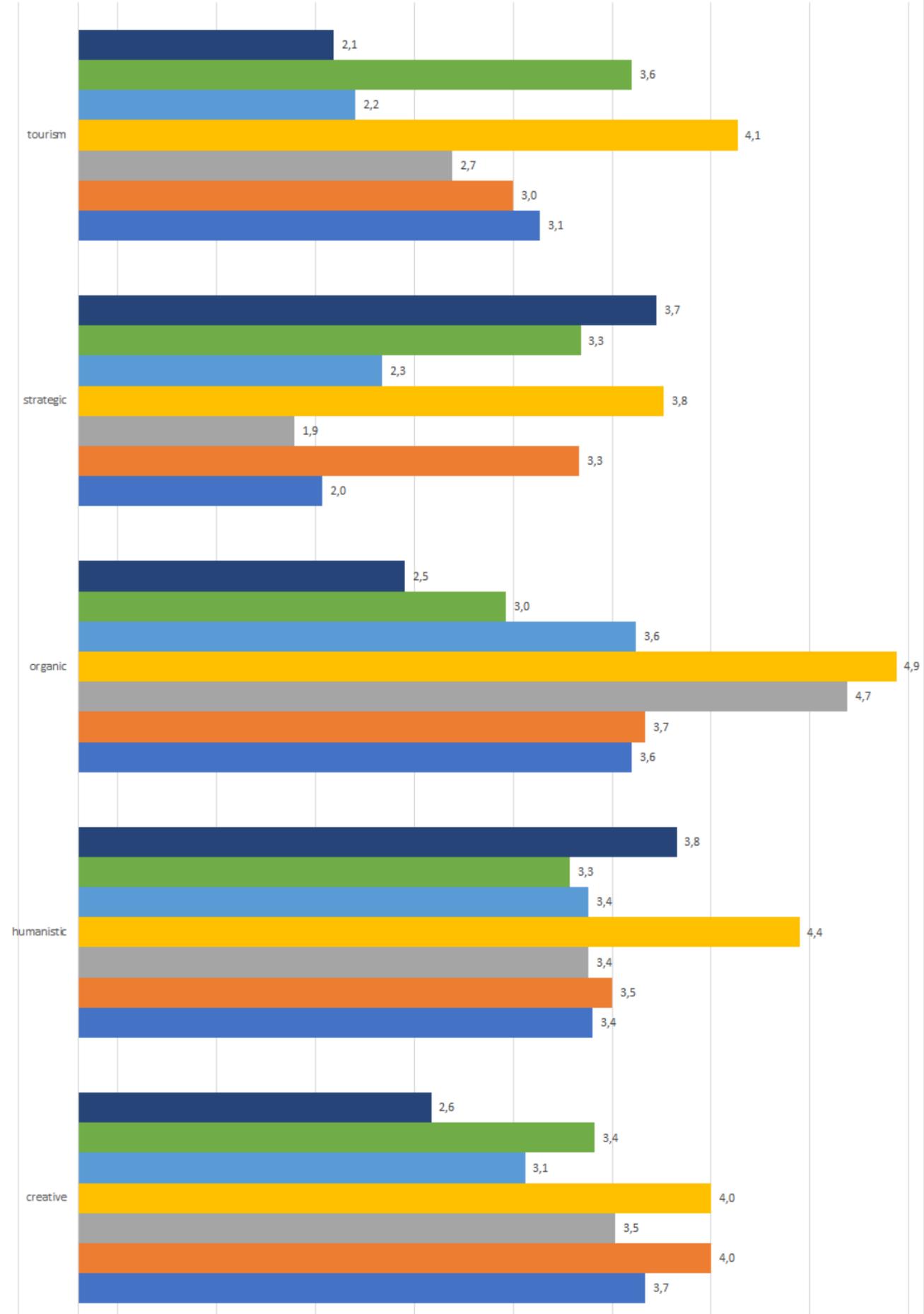


DISCUSSION

CBD Placemaking Detroit



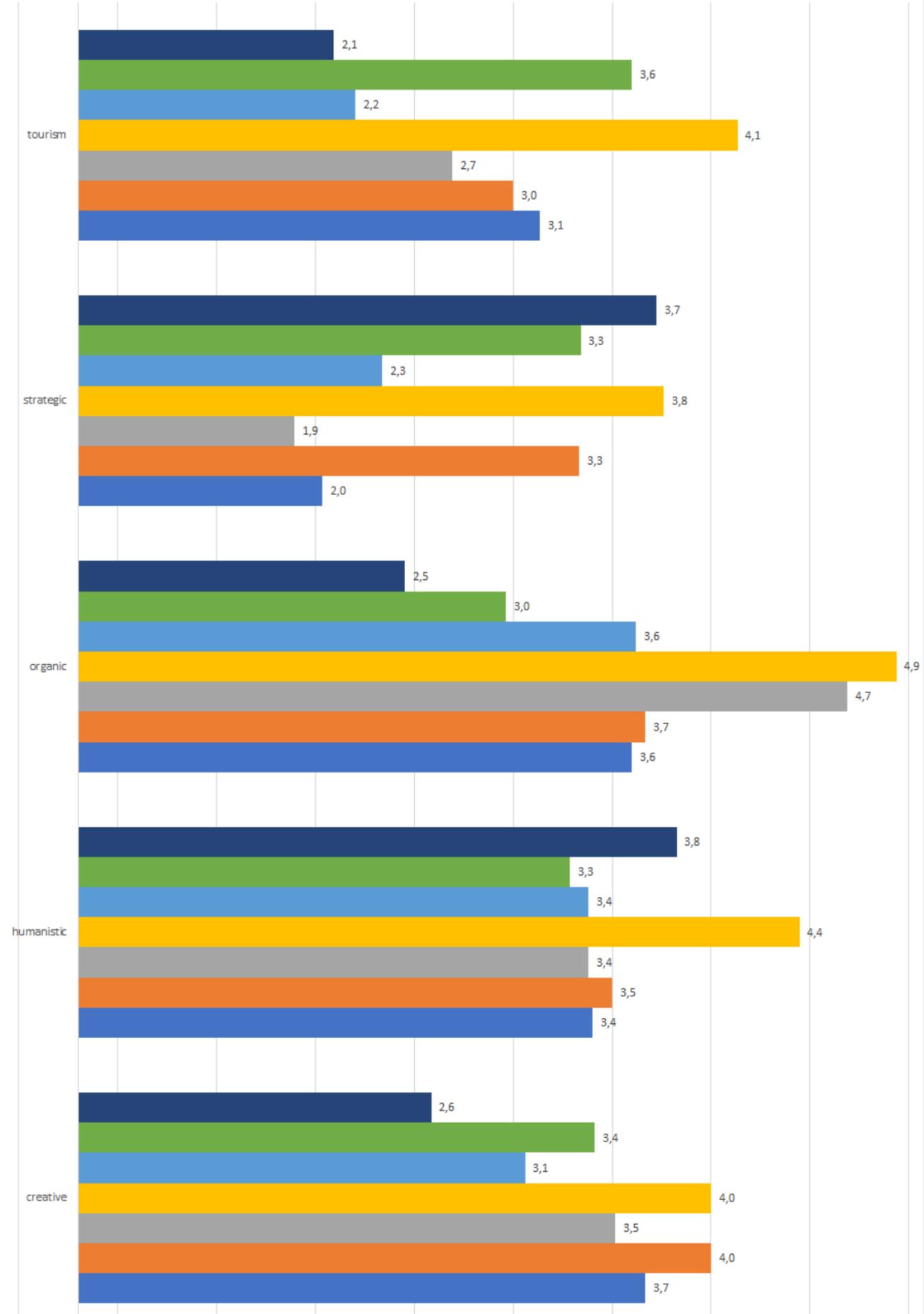
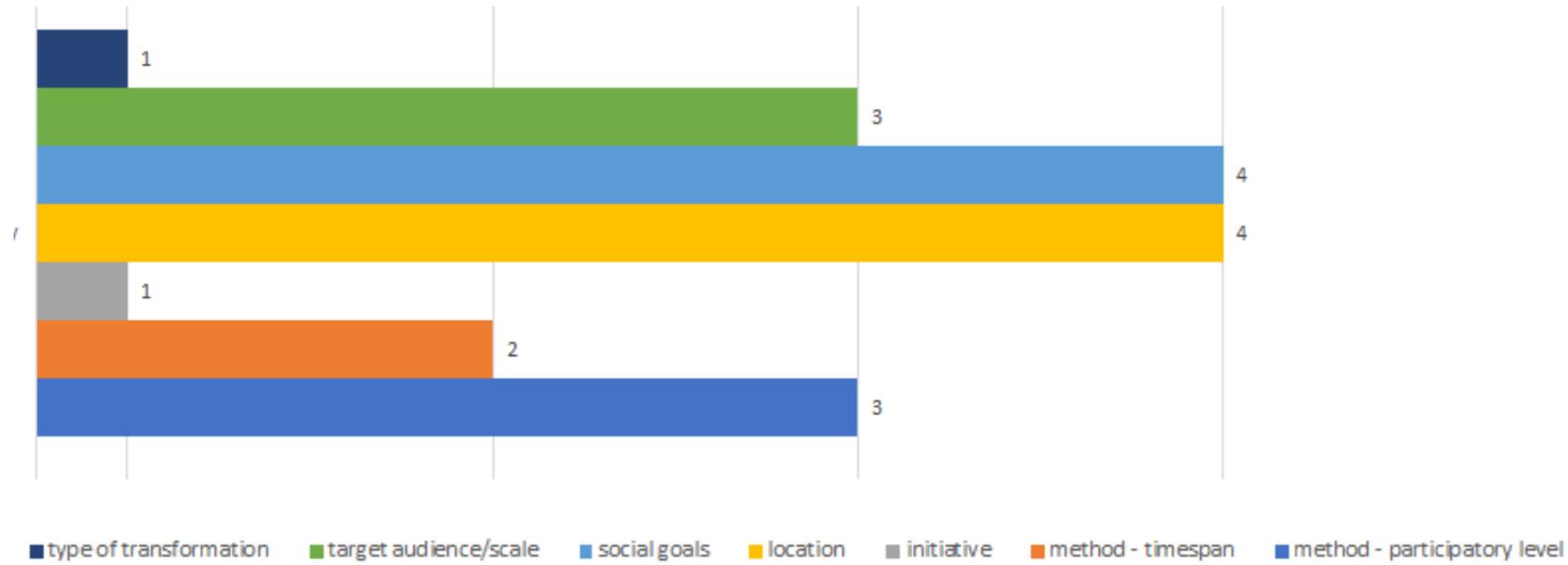
■ type of transformation
 ■ target audience/scale
 ■ social goals
 ■ location
 ■ initiative
 ■ method - timespan
 ■ method - participatory level





DISCUSSION

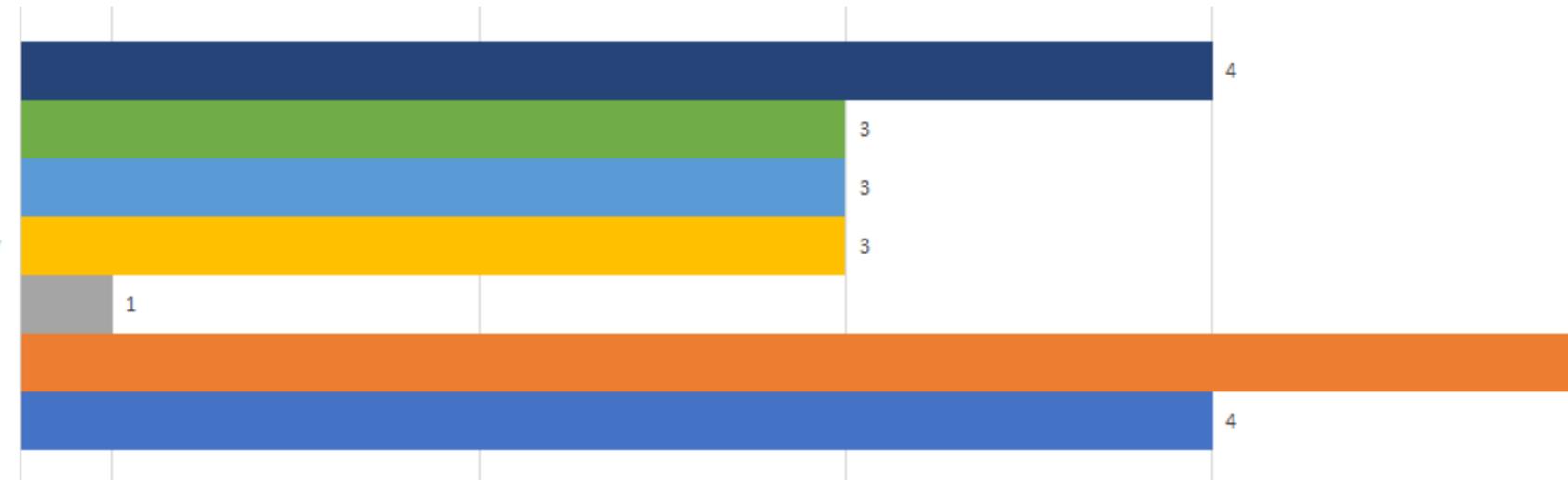
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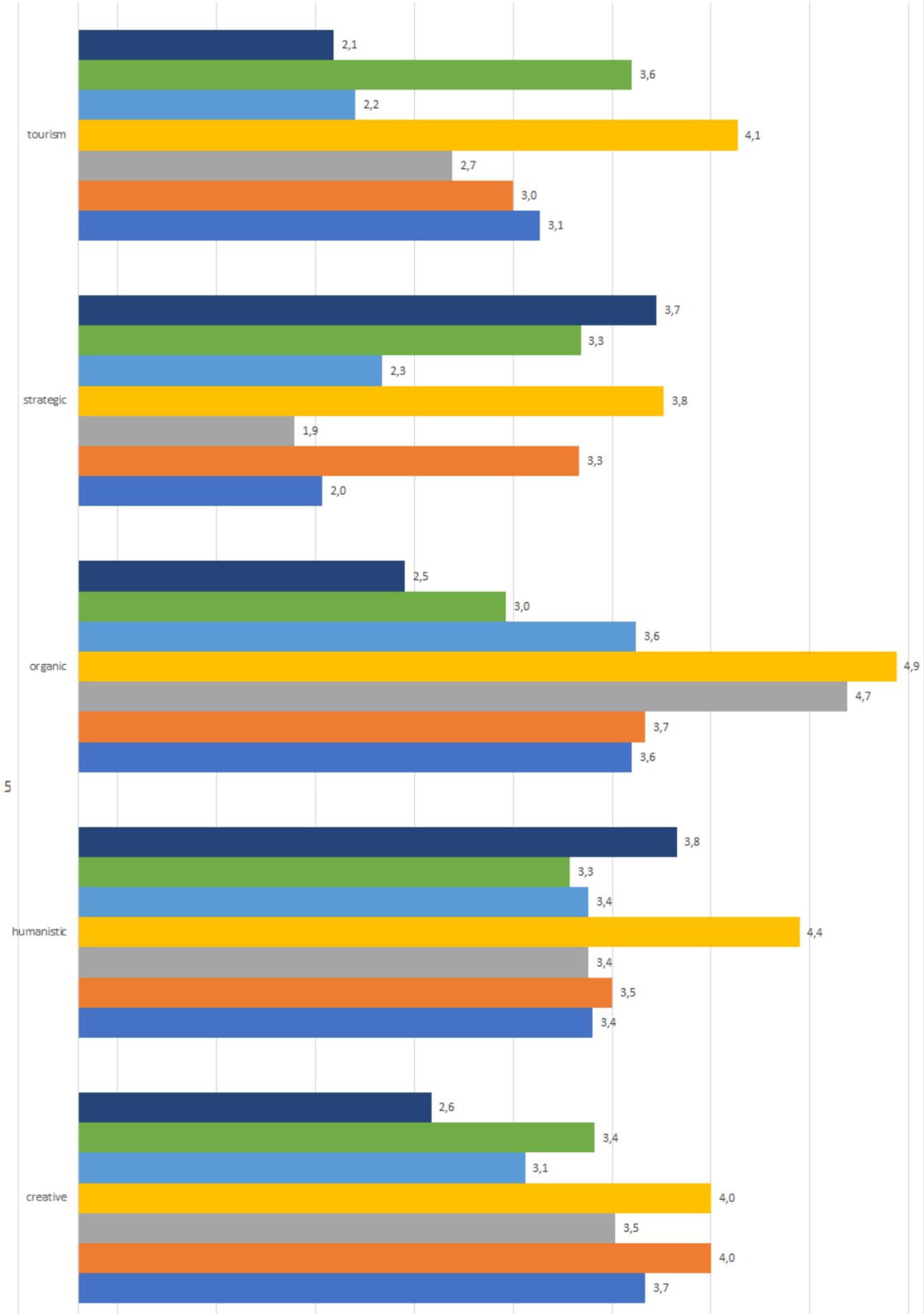


DISCUSSION

HafenCity



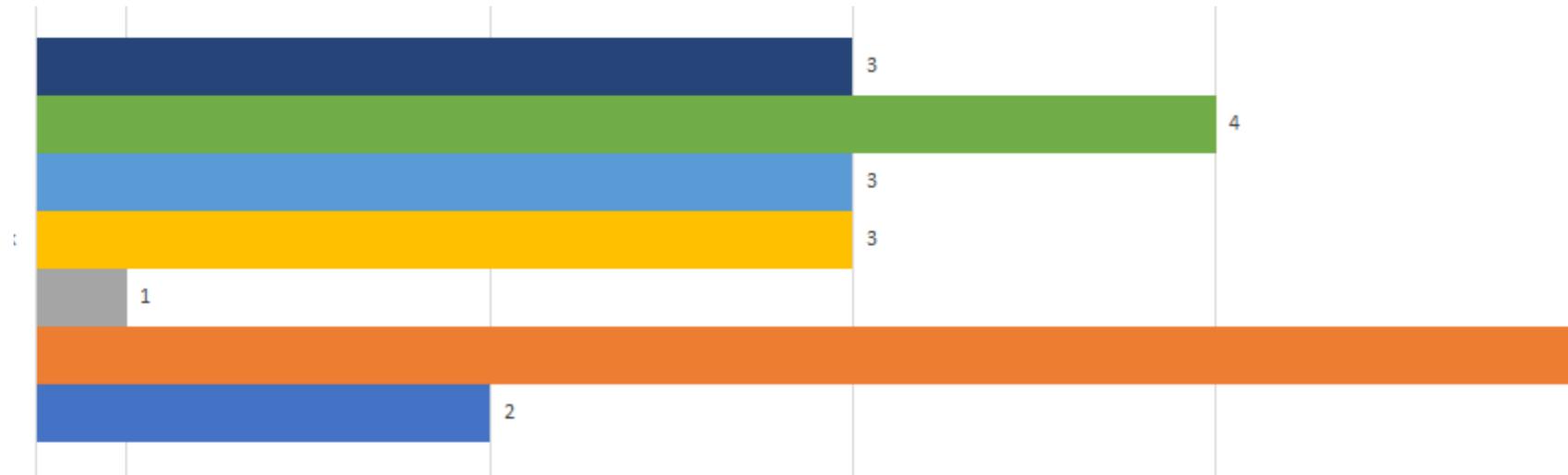
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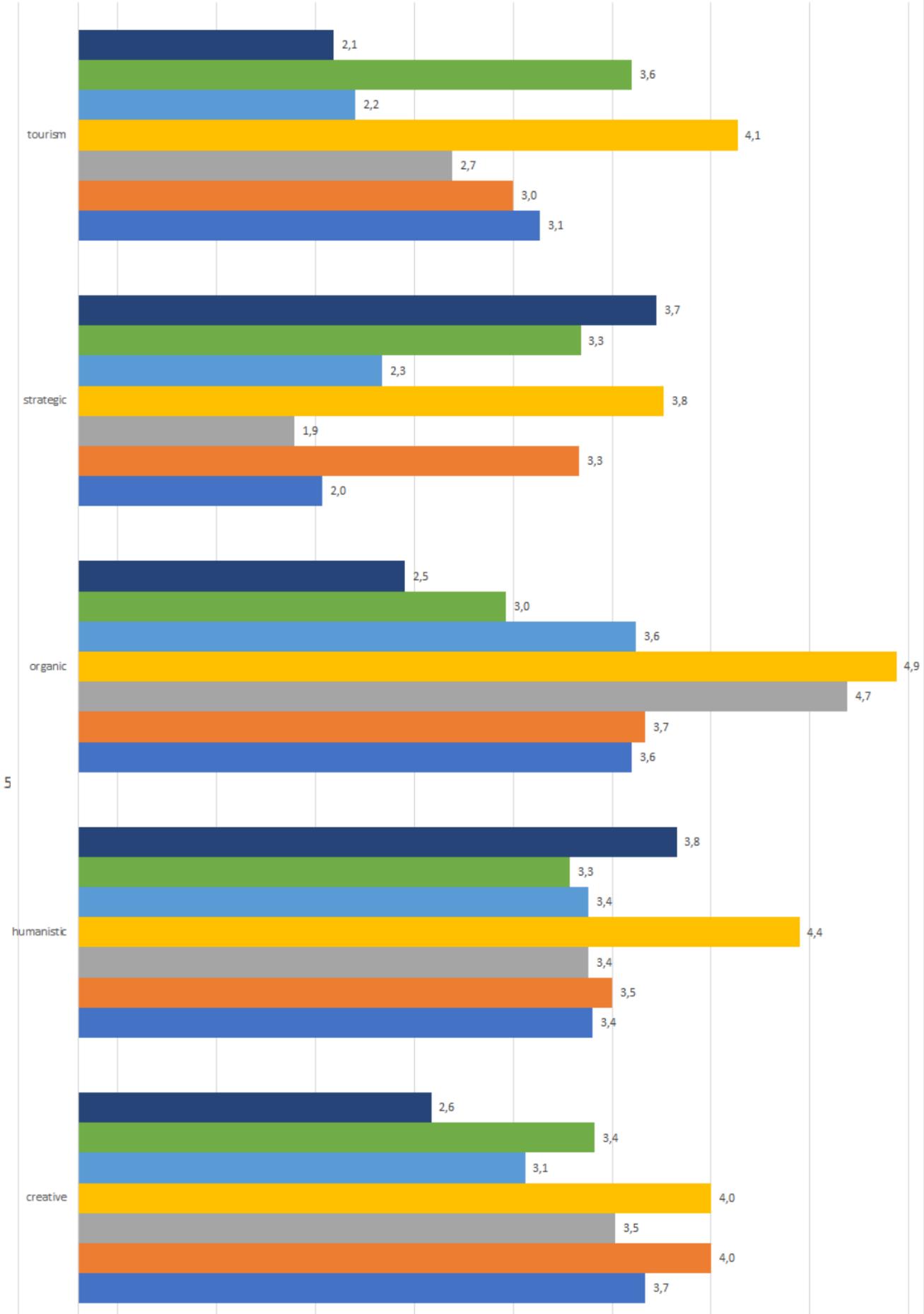


DISCUSSION

Bryant Park



■ type of transformation
 ■ target audience/scale
 ■ social goals
 ■ location
 ■ initiative
 ■ method - timespan
 ■ method - participatory level





CONCLUSION & RECOMMENDATIONS

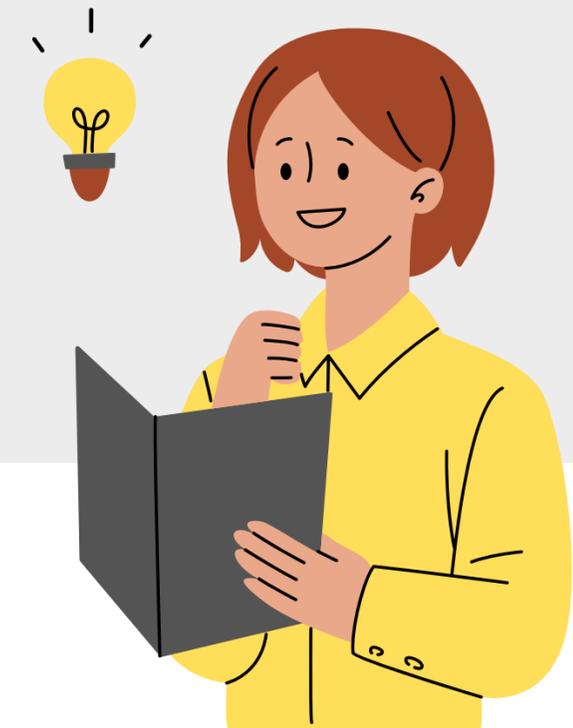


CONCLUSION

1 Which different perspectives are there in the scientific literature regarding participatory placemaking projects for achieving social goals?

Various placemaking definitions have been identified, eventually narrowed down to:

- Humanistic placemaking
- Strategic placemaking
- Guerrilla placemaking
- Creative placemaking for social improvement
- Creative placemaking for economic gain
- Digital placemaking
- Organic, aggregate decisions over time placemaking
- Tourism economic placemaking





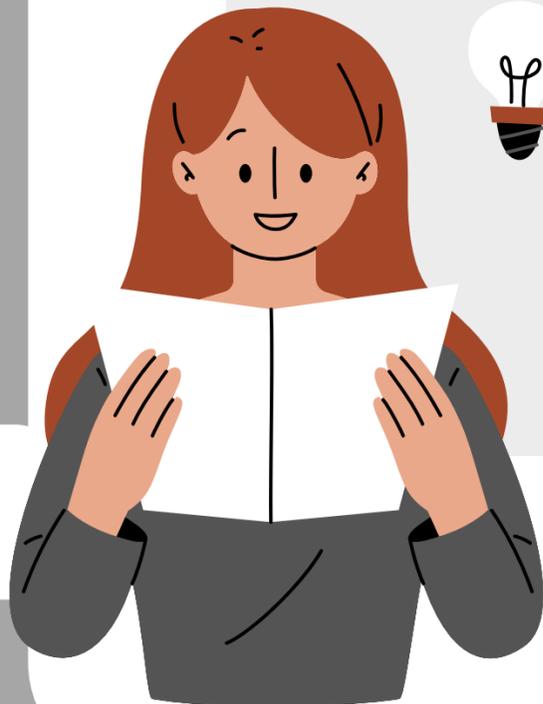
CONCLUSION

2

How do these different perspectives of participatory placemaking in the scientific literature compare and contrast to each other?

Each of these placemaking definitions have their own characteristics.

- Differences in occurrence with descriptive codes:
 - Community expertise
 - Form of resistance
 - Humanistic attitude
 - Most benefit to those alienated from mainstream rewards
 - Shape image of place
 - Socio-spatial processes to construct place
 - Stimulate business





CONCLUSION

3

How do the different perspectives of participatory placemaking projects in public spaces found in the scientific literature to reach social goals in neighbourhoods score for each of the placemaking differentiators?

For some differentiators the placemaking definitions score clearly differently from each other.

But similar scoring for:

- Target audience/scale: Neighbourhood scale
- Timespan: Mid-term
- Location: More publicly owned

This could indicate that these are characteristic of placemaking concepts that are consistent over all placemaking concepts.





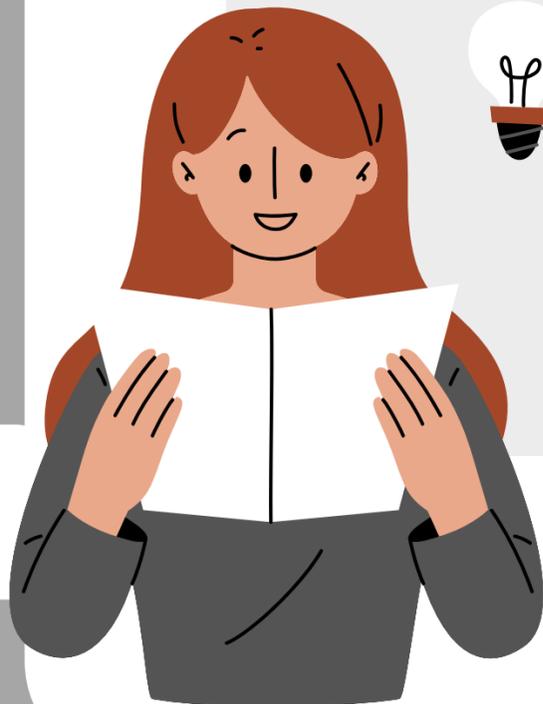
CONCLUSION

4

How do the different perspectives of participatory placemaking that have been discovered, and how they score for their differentiators, align with placemaking projects in practice in The Netherlands?

Based on the focus group reactions towards the placemaking definitions defined from the literature, some placemaking concepts have been merged:

- Creative placemaking for social improvement + Creative placemaking for economic gain
➔ Creative placemaking
- Digital placemaking + Humanistic placemaking
➔ Humanistic placemaking
- Guerrilla placemaking + Organic, aggregate decisions over time placemaking
➔ Organic, aggregate decisions over time placemaking





CONCLUSION

Which different perspectives of participatory placemaking exist in the scientific literature of developed economic regions regarding interventions in public spaces to reach social goals in neighbourhoods?

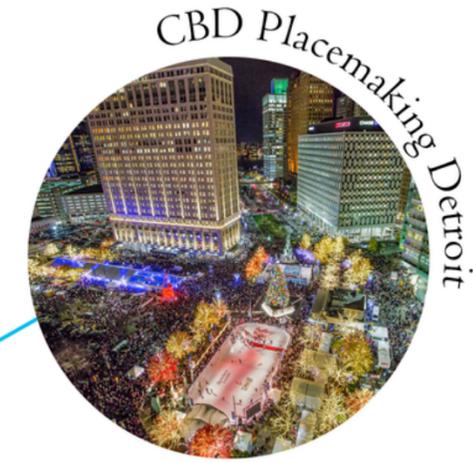
The following placemaking concepts remained:

- Humanistic placemaking
- Organic, aggregate decisions over time placemaking
- Creative placemaking
- Strategic placemaking
- Tourism economic placemaking





CONCLUSION



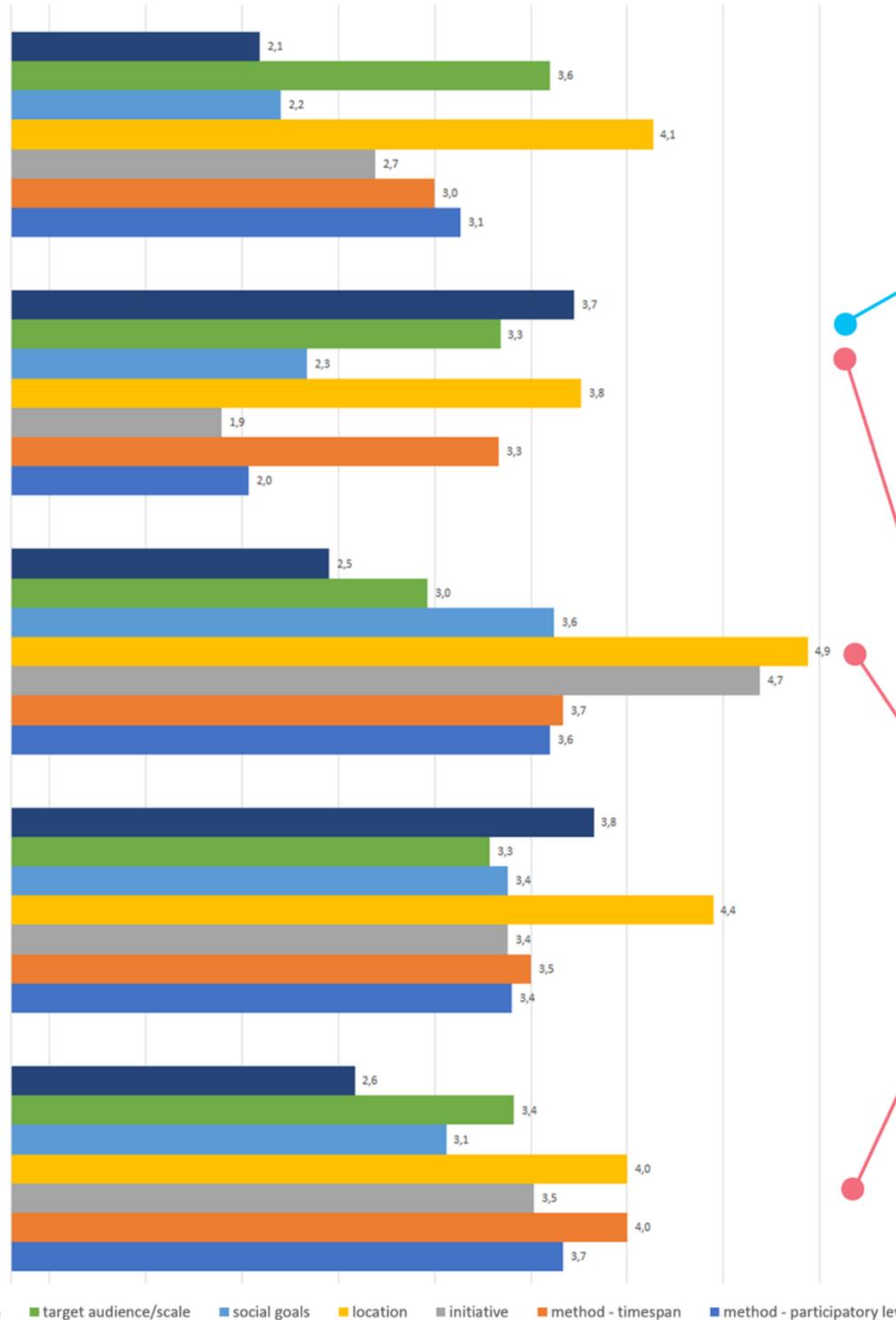
Tourism, economic placemaking

Strategic placemaking

Organic, aggregate decisions over time placemaking

Humanistic placemaking

Creative placemaking



■ type of transformation ■ target audience/scale ■ social goals ■ location ■ initiative ■ method - timespan ■ method - participatory level



RECOMMENDATIONS

Scientific recommendations

A: Case study research - More relevant for placemaking in practice

B: Change of research scope - For more specific and/or globally applicable conclusions

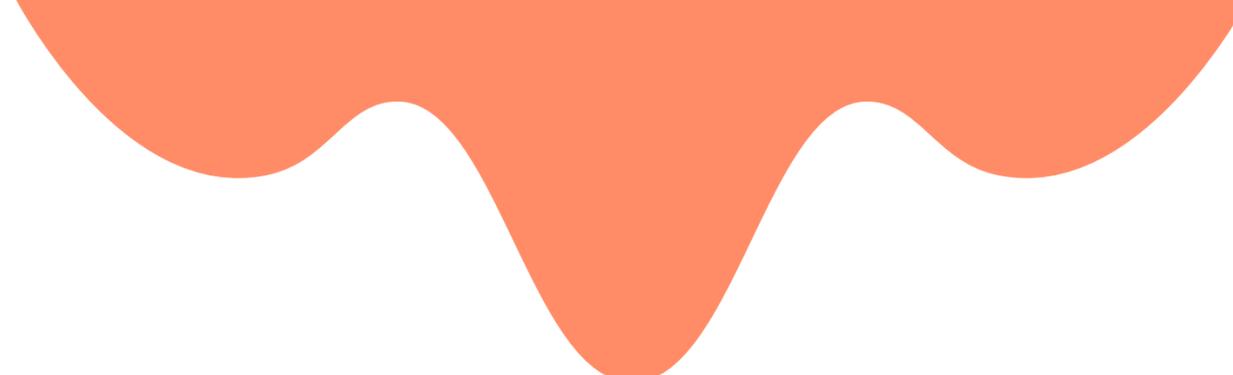
C: Fine-tuning placemaking differentiator scoring



RECOMMENDATIONS

Practice recommendations

- A: Implementation of placemaking municipal policies
- B: Active stimulating role for municipalities
- C: Aware of positive effects long-term social goals



**THANK
YOU**

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