

Detroit 67: Looking Back to MOVE FORWARD

Placemaking Grant Information Session

This project is made possible by the generous support of PNC Foundation.



Workshop Goals

- Provide an overview of the placemaking concept and process
- Share information about the Detroit 67 Project Placemaking Grant
- Provide an opportunity to talk about placemaking in the Detroit context

What is the Detroit 67 Project?

Detroit 67: Looking Back to Move Forward is a multi-year community engagement project of the Detroit Historical Society that brings together diverse voices and communities around the effects of an historic crisis to find their place in the present and inspire the future.

Today, we have an unparalleled opportunity for Detroit, the region and beyond. With the 50 year commemoration of the tumultuous summer of 1967 coming in 2017, our community can either let this important moment in history pass – and just be an unpleasant and troubling reminder – or we can use it as a catalyst to engage, reflect and provide opportunities to take the collective action that can help move our community forward.

The ***Detroit 67 Project*** and its centerpiece, the Detroit 67 Exhibition, will cover a period of 150 years. We will look back 100 years – from 1917 to today and forward 50 years to 2067 and use an understanding of our collective history to inform and define our future. Those who engage with Detroit 67 will be able to better understand the events leading up to July, 1967, where we are today, and connect to efforts that are moving Detroit forward.

CDAD Community Development Advocates of Detroit

CDAD is a membership organization for community development and neighborhood improvement groups, enhancing the capacity and effectiveness of its members and Detroit residents through advocacy, training, technical assistance, information sharing, education, and facilitating common action.

- Place-based initiatives
 - Community planning
 - Placemaking
- Community engagement
 - Member engagement
 - Capacity Building
 - d(COM)munity
- Public policy
 - Policy agenda
 - Storytelling

Why focus on place?

- Places can create/promote a **community identity**
- Places can encourage **community engagement**
- Places can **improve safety**/reclaim outdoor space
- Places can **bring together** diverse populations
- Places can support and build a **local** economy

Placemaking Is...

- A collaborative **process**
- Brings **people** together
- Great **public** spaces designed by community
- **Used** by community
- Place = a spatial area (a portion of a space) **where things happen**

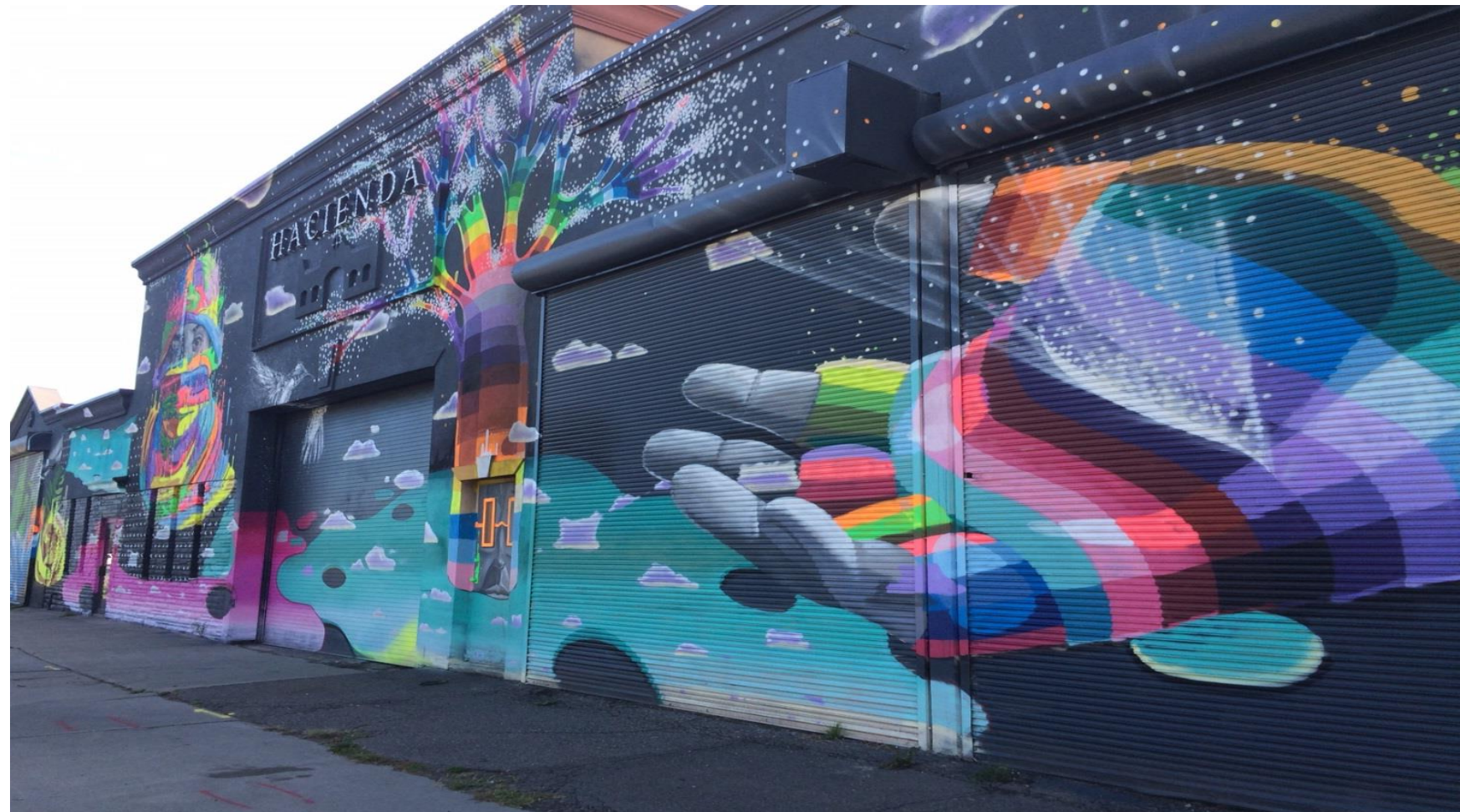
Placemaking Can...

- Get life **on the street**
- **Create a place** for activities to happen
- **Highlight** local assets
- Incorporate the **arts**
- Make things happen **now** (LQC)

Placemaking in Detroit

CDAD 2015 Placemaking Grantees:

Hope House
Palmer Park
Lindale Gardens
Mini Fitness Park
Peace Zones for Life
Garage Cultural
Littlefield Playfield











The benefits of public space

- Defines community **identity**
- Promotes **healthy** lifestyles (or not)
- Encourages relationship building (**community engagement**)
- Improves safety/**reclaiming** outdoor space
- **Transform** vacant/empty space



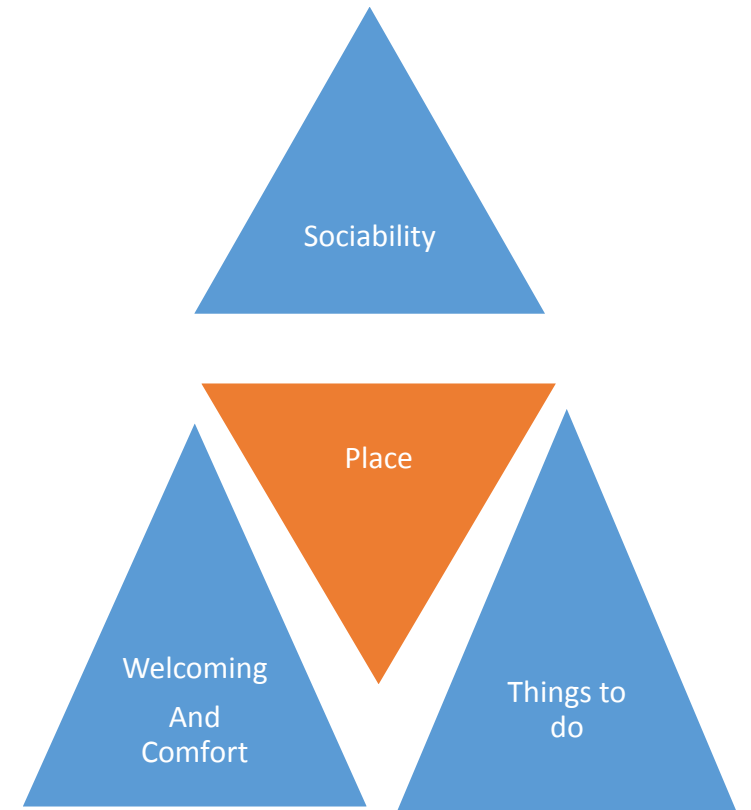
Traditional placemaking says...

Characteristics of a Great Spaces:

- **Attractions and destinations:** many things to look at, different things to do, connected to things close by
- **Active and connected edge uses:** ground level businesses are used to activate sidewalks, bring the inside out, connect to what is happening around you
- **Amenities:** seating, landscaping, garbage cans, planters, lighting
- **Uses are triangulated:** at least three things going on in each space
- **Identity and image:** local assets, signs to identify a space, build on historic importance, change reputation
- **Flexible Uses:** multiple/overlapping uses, support a variety of different uses
- **Management is key!:** safe and well-maintained, regular programming, seasonal uses

We say...

- Characteristics of a great space:
- **Conceived, designed, and used** by the community
- **Welcoming** to all different kinds of people
- Designed to bring **people together**
- **Feels safe** – active, things to do, other people around
- Located in a place that **makes sense** for the community
- **Addresses** community concerns/**builds on** strengths



The Placemaking Process

Choosing your space

- should be done with the community
- place of historic significance (remember the theme)
- should be a place that is important to the community
- can it contribute to community safety?
- can it be a new space for the community to come together?
- RECLAIMING OUTDOOR SPACE

Community engagement

- Use the process of creating public spaces to increase community engagement
- Your co-creators are other residents and stakeholders
- Talk to people who are using the space to see how they use it currently
- Talk to people about why they do not use the space
- Ask people about their hopes for the space and the community

Evaluate the space

Evaluate the space

- Can people easily walk through the space?
- Are people using the space?
- Is the space a central place in the community?
- Is it easily accessible?
- Is this space easily transformable?

Plan a vision for the place

Work with the community to:

- Identify the activities that will take place in the space
- Talk to other residents about what they want the space to be
- How will this space enhance the community?
- How can the space be used during the whole year?

Identify short-term actions

- “LIGHTER, QUICKER, CHEAPER (LQC)”
- Temporary/experimental
- An opportunity to see how the space works under different circumstances
- Allows time to try different things

Develop a long-term plan

- Plan based on short-term experiments
- Develop a long-term plan
- Plan long-term activities
- Consider different stakeholders: residents, City, municipality, local businesses, faith community, schools...

Things to Consider:

- Permission to use the space
- Power source
- Storage (whatever is purchased belongs to the community, not the applicants)
- Access to water
- Maintenance
- Security
- Seating
- Lighting
- Crowdfunding to increase funds – consider working with a group like IOBY or Patronicity

Detroit 67 Project Placemaking Grant

- One grant in each of the seven city council districts
- Up to \$7000.00 per project
- Have to have site control/permission to use the space
- Strong community engagement
- Must be able to tell us how your project relates to the theme of “looking back to look forward”
- Applicant must be a 501(c)3 or have one as their fiduciary
- Be clear with how the money will be used (especially if your project budget is over \$7000)

Timeline

- December 1, 2016 applications due
- December 2-December 16 grant review process
- January 2017 – Successful applicants notified; site visits with CDAD staff
- February – July – projects implemented/funds spent

For more information, contact:

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