

Newnan Placemaking Strategy

12.11.2018

placemaking 101

“What attracts people most, it would appear, is other people.”

-William H. Wyte

Newnan, Georgia deserves public space that reflects its vibrancy and future. City building does not take years of planning and millions of dollars, but a small group of dedicated committed people. Placemaking is key in creating a better Newnan. To create a place where people want to move and where residents want to stay, we must think about what makes our cities unique. By activating public space and creating greater identity, Newnan can continue to grow and prosper.

What is placemaking?

When a communities assets, inspiration and potential is directed toward shared public spaces you get placemaking. Placemaking is both a process and a philosophy that makes use of urban design principles.

The fundamental design principal is triangulation of places to sit, things to do and something to eat/drink. When these elements are triangulated within a short distance people gather.

Haverhill Better Block, 2017



PLACEMAKING TRIANGULATION

In a public space, the choice and arrangement of different elements in relation to each other can put the activation process in motion. This is called placemaking triangulation. It is important to connect places of comfort with things to do and eating/drinking. Seating that is accessible, comfortable, well-maintained, and located in the right places is critical to successful placemaking. Having something to do gives people a reason to come to a place – and return. When there is nothing to do, a space will be empty and that generally means that something is wrong. Finally, in order to create public spaces to enjoy (or “sticky places,” as they’re called), you should introduce food & drink options. Sticky places prioritize, or at least balance, the role of public places as people-places rather than just places to move through.

PLACEMAKING ELEMENTS

Placemaking can be accomplished by arranging a series of interventions combined with programming of public space and vacant areas. Some of the elements follow:

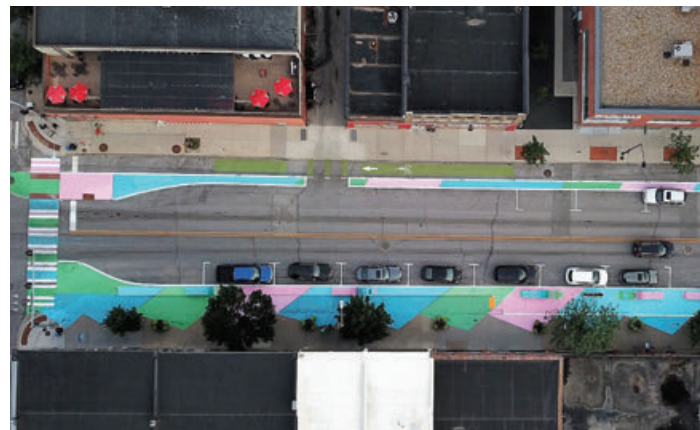


PUBLIC ART



Public art helps to express shared initiatives and increase cultural understanding. It takes different form in each project. Better Block projects usually works with local artists.

Estimated Cost: \$-\$\$\$



LIMITLESS LANE



Colored lanes use a small portion of the street for mobility access for people using wheelchairs, walking, biking, or riding scooters, horses, or any non-motorized vehicle. It is used to make streets more accessible to people using different modes of travel.

Estimated Cost: \$\$



STREET MURAL



Street murals help give neighborhoods a sense of place and can be a way to organize community members around a common goal. Street murals not only increase the aesthetic value of roadway space, they may also have indirect effects on helping to slow neighborhood traffic.

Estimated Cost: \$-\$\$



COLOR CROSSWALK



The colored crosswalk alerts pedestrians and motorists of the crossing, making for safer pedestrian/vehicle intersections.

Estimated Cost: \$



LANDSCAPING



Landscaping should be provided for aesthetic and buffer purposes in keeping with the character of the street and its environment. Landscaping can also be used to partially or fully control crossing points of pedestrians.

Estimated Cost: \$-\$\$



RUBBER FORM



Rubberform can be used in several different ways as a traffic calming tool for streets. It can be installed semi-permanently to permanently installed to create calmer, safer, and more inclusive streets.

Estimated Cost: \$\$-\$\$\$

PLACEMAKING ELEMENTS



BIKE RACK



A city with a strong bicycle culture usually has a well-developed cycling infrastructure, including segregated bike lanes and extensive facilities catering to urban bicycles, such as bike racks.

Estimated Cost: \$



STAGE



A stage acts as a centerpiece for programming and activities in a public space.

Estimated Cost: \$-\$\$



POP-UP SHOP



Pop-up shop, also known as pop-up store is a trend of opening short-term sales spaces. Even though pop-up shops are temporary, they serve as a low-cost and low-risk action to catalyze investment and development.

Estimated Cost: \$-\$\$



PARKLET



A parklet is a sidewalk extension that provides more space and amenities for people using the street. Usually parklets are installed on parking lanes and use several parking spaces. Parklets typically extend out from the sidewalk at the level of the sidewalk to the width of the adjacent parking space.

Estimated Cost: \$-\$\$\$



SEATING



Seating is key to placemaking because it invites passersby to visit, linger in, and enjoy public spaces in ways that activate our public and civic lives.

Estimated Cost: \$



WAYFINDING



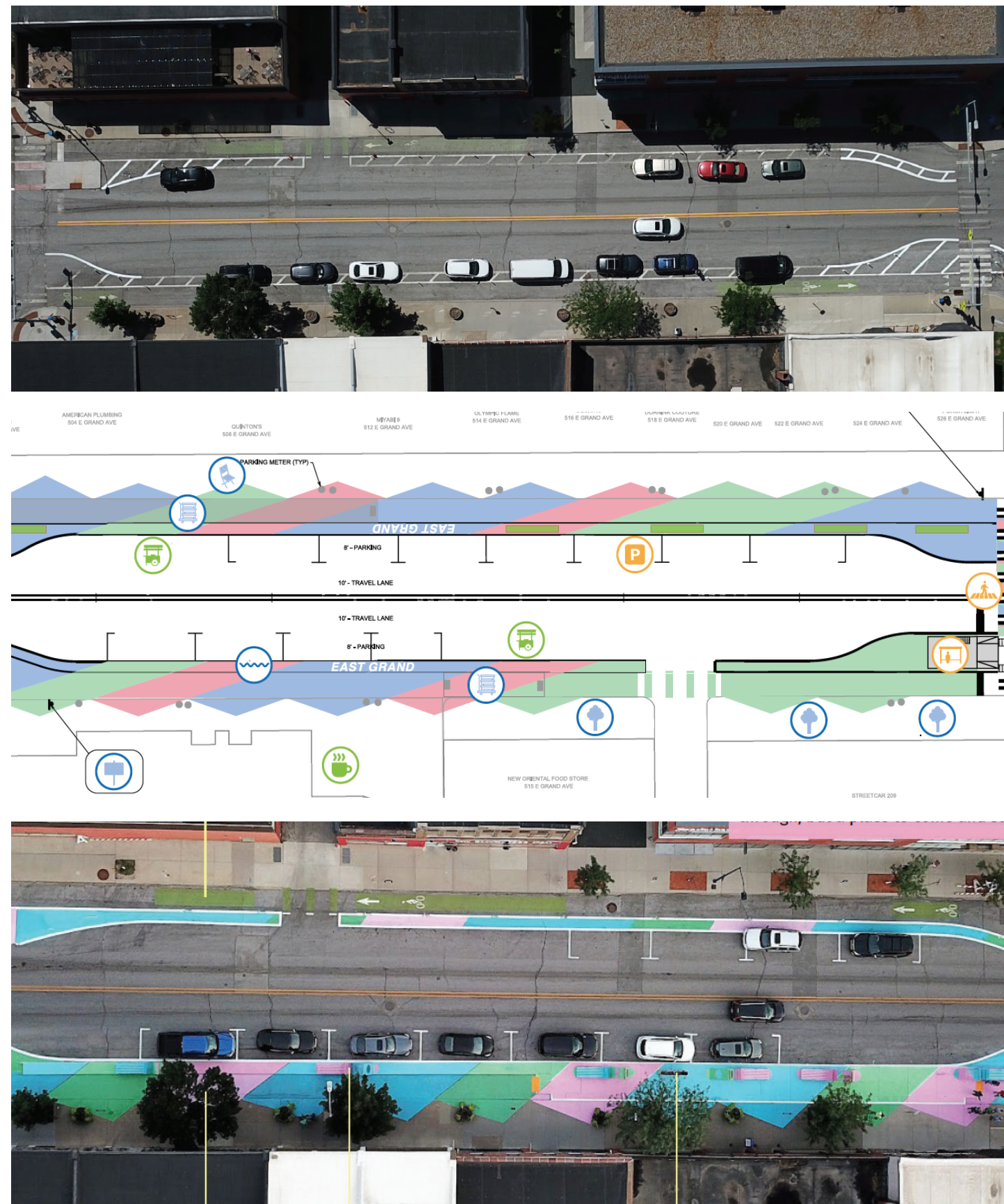
Effective wayfinding is important for people to make their way through public buildings and other designed spaces, because it improves efficiency, accessibility, and safety.

Estimated Cost: \$-\$\$

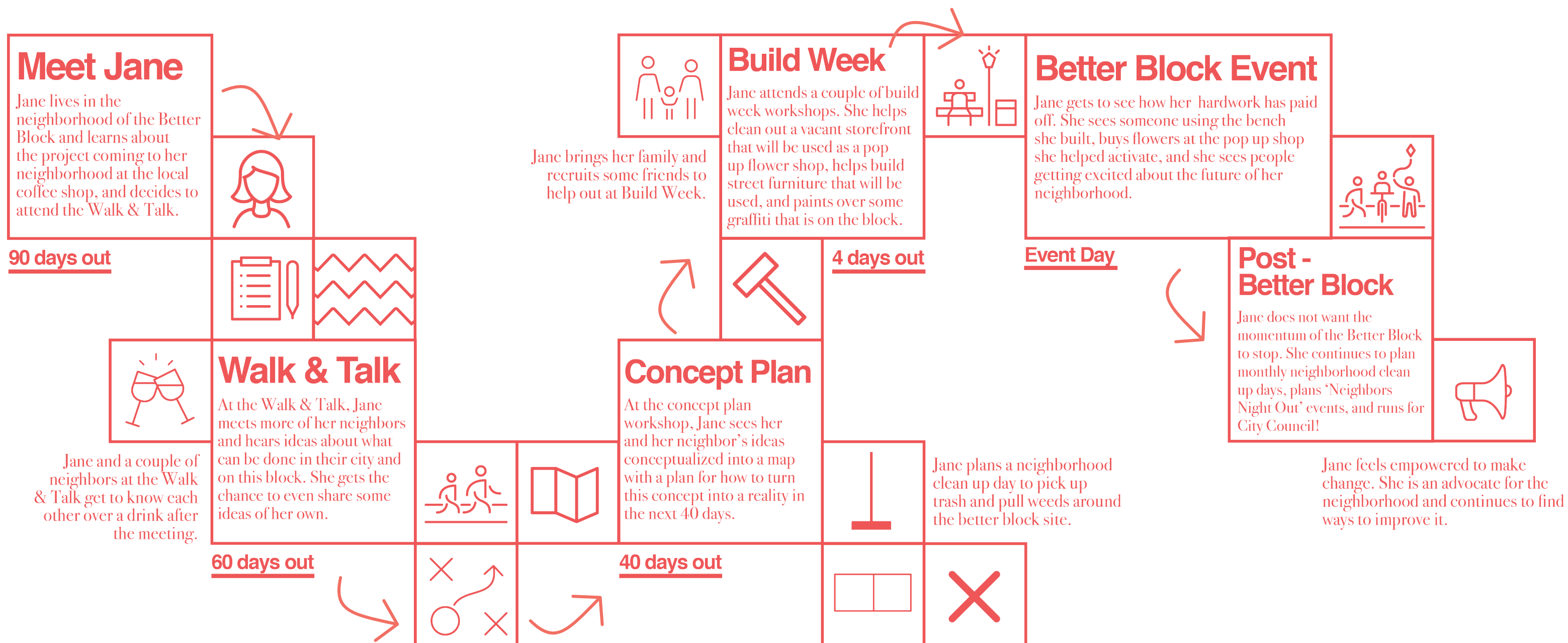
the better block approach to placemaking

The Better Block project started in April 2010, when a group of community organizers, neighbors, and property owners gathered together to revitalize a single commercial block in an underused neighborhood corridor. The area was filled with vacant properties, wide streets, and few amenities for people who lived within walking distance. The group brought together all the resources from the community and converted the block into a walkable and bikeable neighborhood destination for people of all ages complete with bike lanes, cafe seating, trees, plants, pop-up businesses, and lighting. The project was developed to show the city how the block could be revived to improve area safety, health, and economics if ordinances that restricted small business and multi-modal infrastructure were removed.

Since that time, Team Better Block has engaged communities by planning and orchestrating short-term local events to temporarily improve the physical and economic environment on a specific city block. Through participatory workshops, the team helps the community generate ideas about how to build on their city's assets to improve public space. Better Block workshops encourage community members to physically make things and place them in their shared environment. Communities build powerful connections around the shared experience of “making” a vision for the future together.



THE PROCESS ONLY TAKES 90 DAYS BUT IT LEAVES A BIG IMPACT.



placemaking takes a village

Placemaking is a team effort. Projects will only be as successful as the community you partner with and will not gain community-wide ownership if its coming only from city staff. Assemble a team of grassroots community activists, nonprofit groups, businesses, artists, and DIY'ers. College students, urban planning/architect associations, young business professionals, and local Etsy groups have been some of the strongest partners for Better Block projects.

- Does the community have the buy-in by key members of the community, property owners, business owners and advocates?
- Is the community members connected with a communication platform such as Facebook or an email group?



THE PLANNER

This person is the natural leader. They know how to bring people together behind a shared vision and can bring people together behind a shared vision and can organize a Google sheet in their sleep.



THE HANDYMAN/WOMAN

This person is the natural leader. They know how to bring people together behind a shared vision and can bring people together behind a shared vision and can organize a Google sheet in their sleep.



THE ARTIST

This person is the natural leader. They know how to bring people together behind a shared vision and can bring people together behind a shared vision and can organize a Google sheet in their sleep.



THE CHAMPION

This person is the natural leader. They know how to bring people together behind a shared vision and can bring people together behind a shared vision and can organize a Google sheet in their sleep.



THE ENTREPRENEUR

Identify a broad community priority or challenge that might be addressed with a placemaking effort. Be sure to consider master plans or special projects that are being considered for implementation and could benefit from testing through tactical urbanism and participatory community engagement.



THE DESIGN NUT

Identify a broad community priority or challenge that might be addressed with a placemaking effort. Be sure to consider master plans or special projects that are being considered for implementation and could benefit from testing through tactical urbanism and participatory community engagement.



THE CHEERLEADER

Identify a broad community priority or challenge that might be addressed with a placemaking effort. Be sure to consider master plans or special projects that are being considered for implementation and could benefit from testing through tactical urbanism and participatory community engagement.

a placemaking strategy for Newnan

Newnan has all the talent and resources to amplify placemaking efforts that can help accomplish community, economic development and growth goals. This strategy is one of the first steps to meeting these goals.

Downtown Newnan is already home to over 50 events during any calendar year. How can we add more placemaking to these events? What opportunities exist outside of the square for placemaking? Can we use Better Block and tactical approaches to placemaking? The following pages present these ideas and start the discussion of Newnan testing ideas, iterating on placemaking and creating a vision for itself as it gathers what the citizens and visitors will like.

The strategy is presented in short, medium and long term ideas for your considerations. Take these ideas as the start of a placemaking process that you build on. Try the yes, and approach to placemaking. If someone comes with an idea, answer yes, and add on one for the placemaking. For instance the library comes up with a kids after school reading program. Say, yes and let's add an outdoor mural highlighting what they read done in chalk!



PLACEMAKING RECOMMENDATIONS

short term

cost estimate: \$2,500

Lighter, quicker, and cheaper tactics can be used in public space to make immediate improvements that activate a place.



CHAIR BOMBING

Chair bombing means placing homemade seating in public spaces, thus creating a public space for people to gather, rest, talk etc. The reason is creating more vibrant public spaces, to improve comfort, social activity and a sense of place.



POP UP STANDS

Pop-up shop, also known as pop-up store is a trend of opening short-term sales spaces . Even though pop-up shops are temporary, they serve as a low-cost and low-risk action to catalyze investment and development.

PLACEMAKING RECOMMENDATIONS

short term



GUERILLA WAYFINDING

Adding wayfinding information to utility boxes, sidewalks, signs and other underutilized areas.



OPEN STREETS

In anticipation of the new trail connection through downtown, try closing portions of the square on Sundays to invite people to walk and bike downtown.

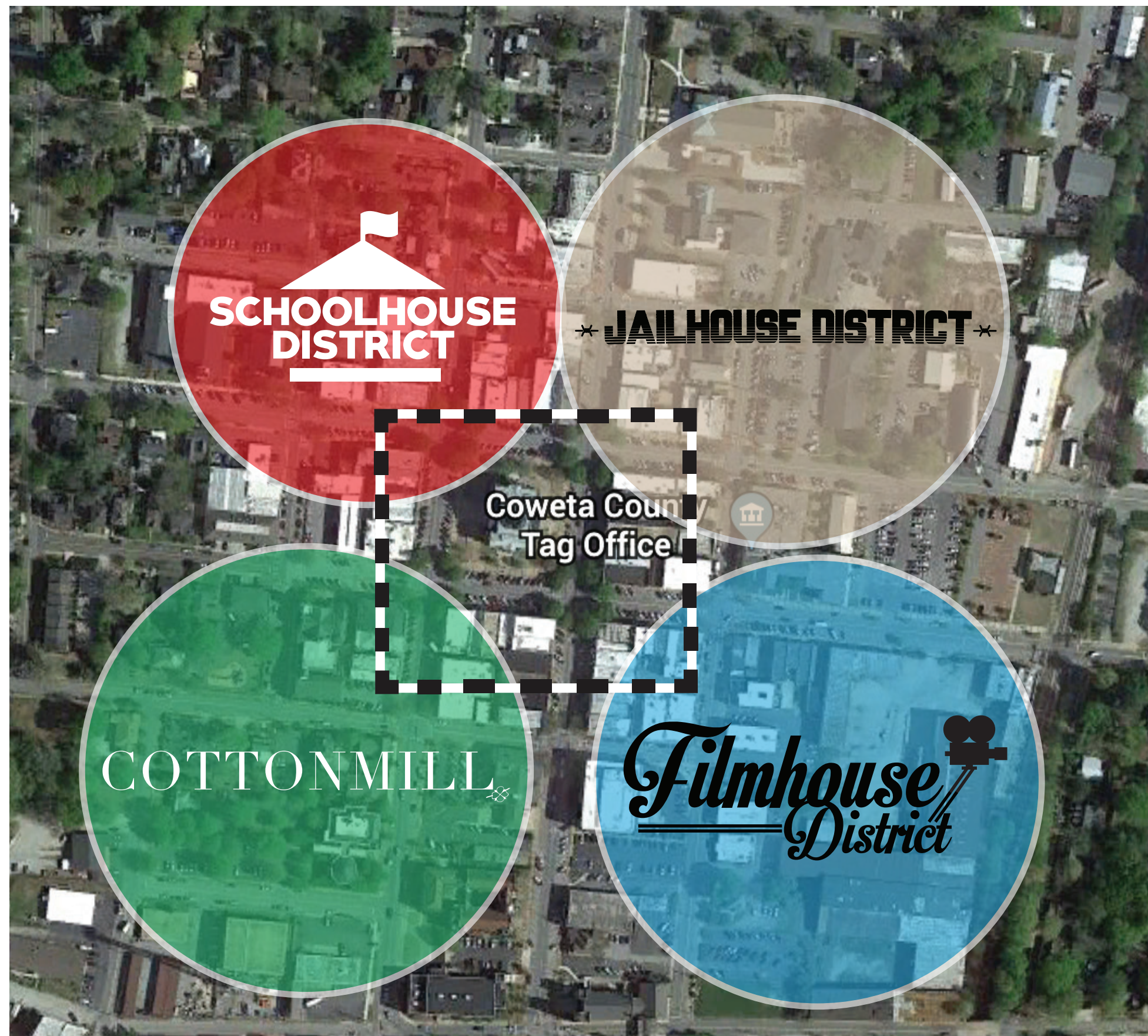
PLACEMAKING RECOMMENDATIONS

what's in a name?

Districts are a fundamental element to creating a connection between people and place. They attract your tribe and give identity to a place. The first step in creating identity is giving a place a name. Think about what makes an area unique to your city. When someone is giving directions, what indicators do they use to describe the area? When a place has a name, it takes on new life and grows with potential.

Possible districts for Newnan include:

- Schoolhouse District
- Jailhouse District
- Filmhouse District
- Cottonmill



PLACEMAKING RECOMMENDATIONS

districts

✂ JAILHOUSE DISTRICT ✂



PLACEMAKING RECOMMENDATIONS

districts



PLACEMAKING RECOMMENDATIONS

districts

*Filmhouse
District*



PLACEMAKING RECOMMENDATIONS

districts

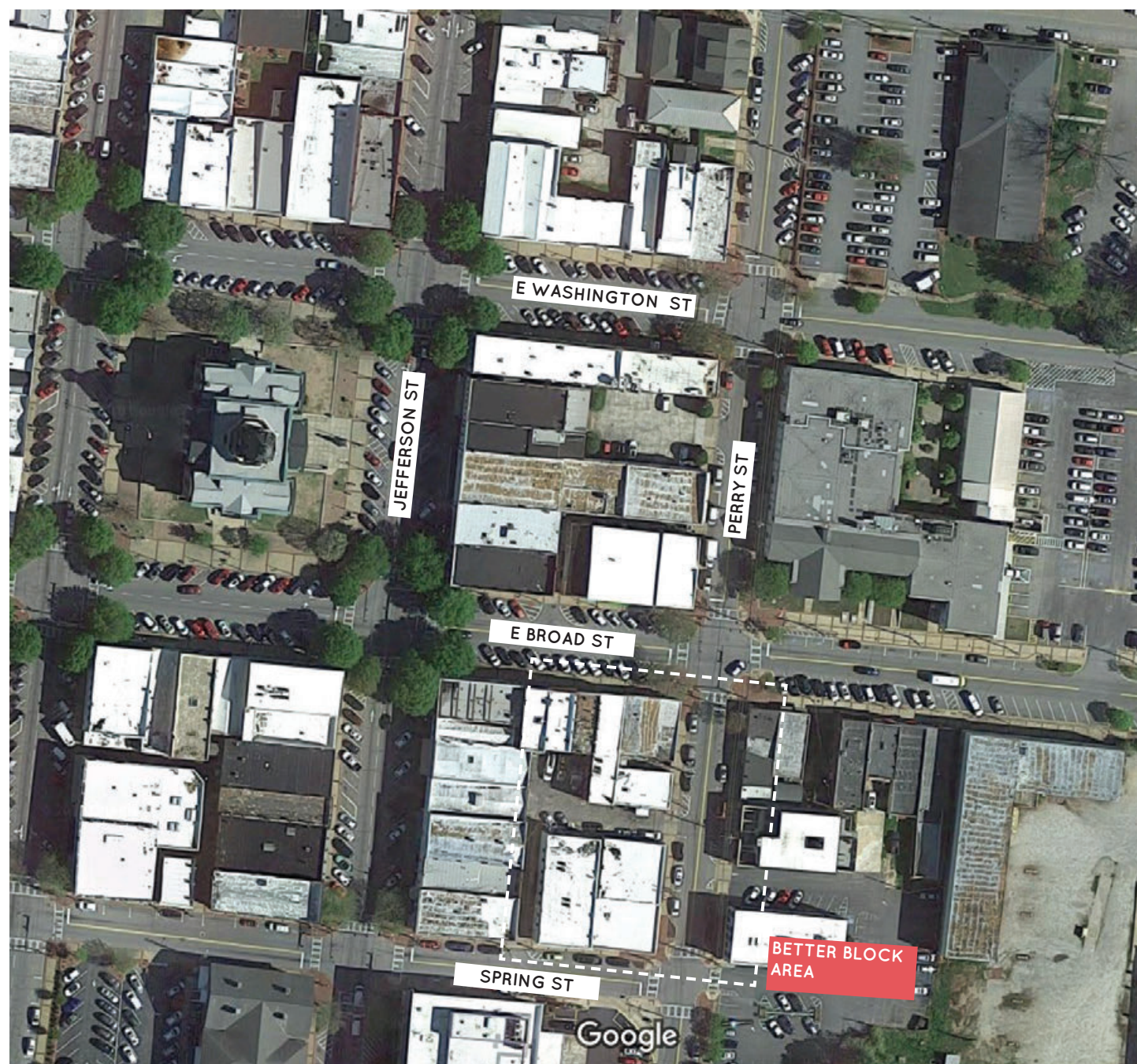
COTTONMILL



PLACEMAKING RECOMMENDATIONS

medium term

cost estimate: \$50,000

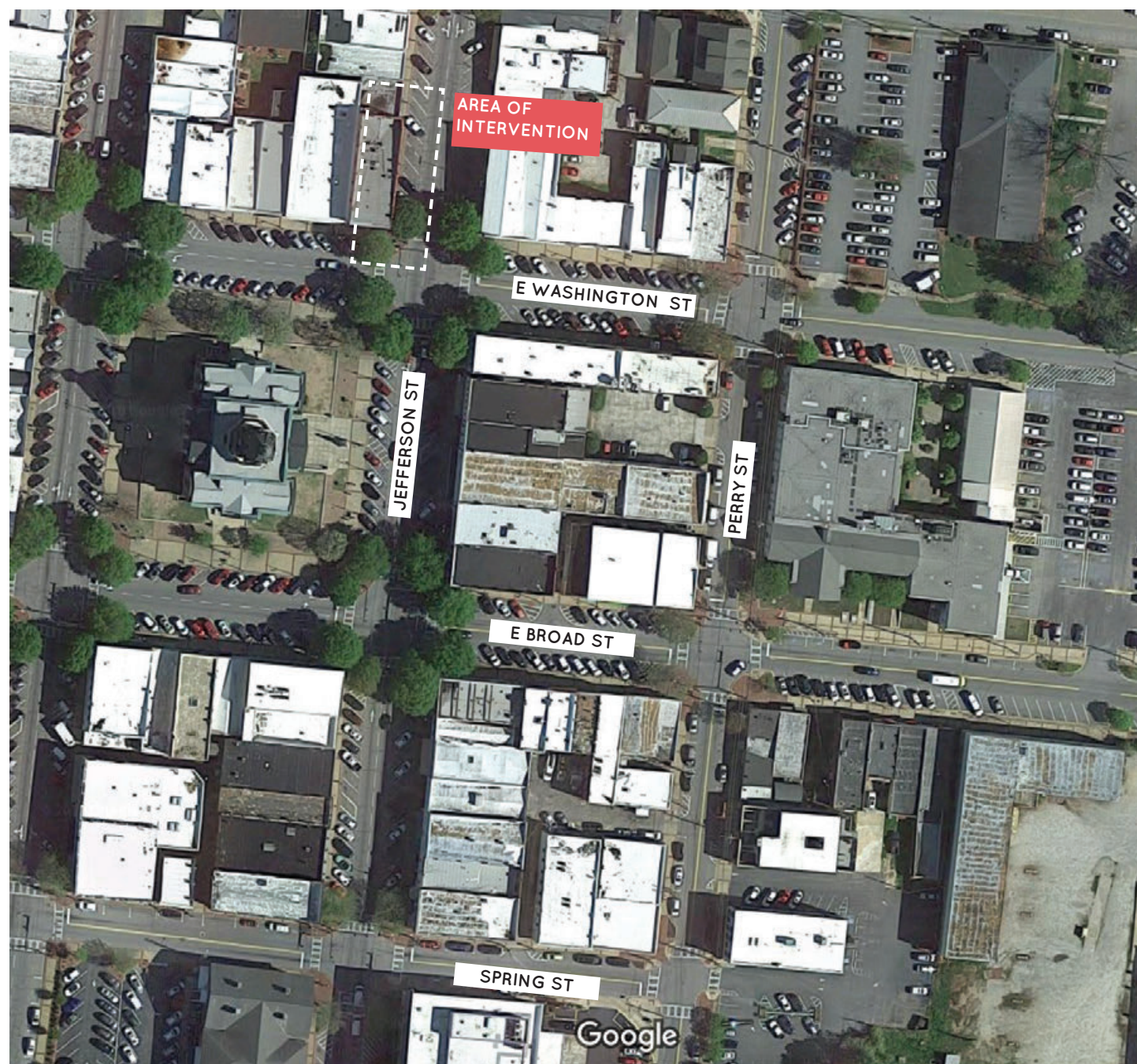


BETTER BLOCK ON PERRY

The block on Perry St. between E Broad and Spring St. has potential to host a Better Block event.. Even though these events are temporary, they serve as a low-cost and low-risk action to catalyze investment and development.

PLACEMAKING RECOMMENDATIONS

medium term

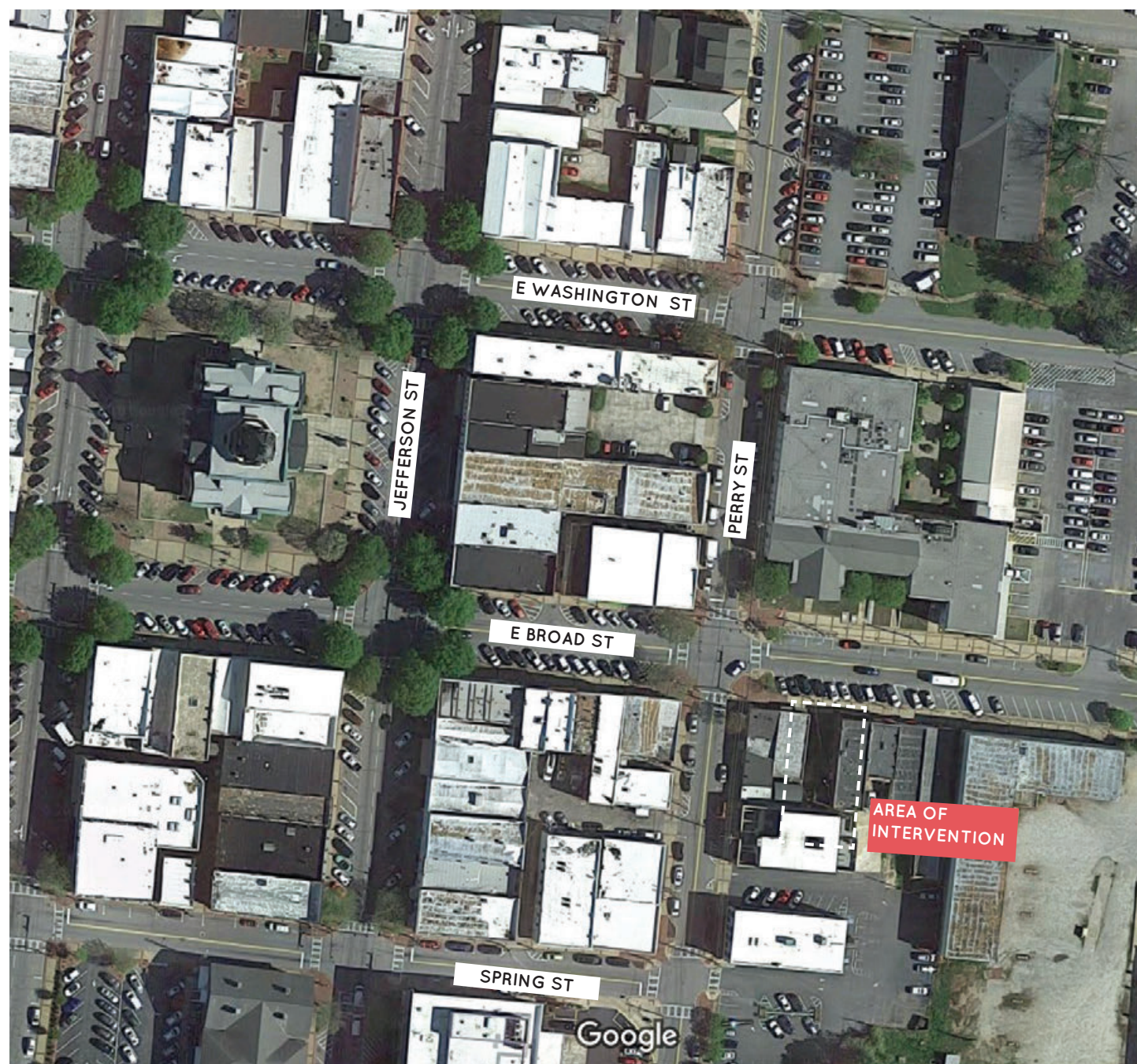


PARKLET

A parklet is a sidewalk extension that provides more space and amenities for people using the street. Usually parklets are installed on parking lanes and use several parking spaces. Parklets typically extend out from the sidewalk at the level of the sidewalk to the width of the adjacent parking space. Parklets are a useful way to create a unique experience in a city. Newnan is the home of Alan Jackson and is a destination for motorcyclists, so adding a motorcycle parklet in front of the Alan Jackson mural is a good way to build on an identity the city already owns.

PLACEMAKING RECOMMENDATIONS

medium term



VACANT LOT ACTIVATION

Vacant lots often can create a platform for urban regeneration, placemaking and connectivity. In addition to creating spaces of comfort, vacant lots like this one can turn into a playful space where residents come together to play bocce or pickleball.

PLACEMAKING RECOMMENDATIONS

medium term



MURAL ART

Public art helps to express shared initiatives and increase cultural understanding. It takes different form in each project. Using wheatpaste and large photos is an easy way to create a new experience and activate vacant walls.



PARKING BRANDING IN THE DISTRICTS

Branding each parking lot with district identity will create greater awareness of public parking available downtown. Cutting out large wooden letters is a cost effective way to identify each lot.

PLACEMAKING RECOMMENDATIONS

long term

cost estimate: TBD



DOWNTOWN PLAZA

Redevelopment of the large warehouses in the Filmhouse district should provide the opportunity for a downtown plaza. This new public space will add to the activity on the square and provide more space for special event and everyday placemaking.



CONVERT ALLEYS TO PUBLIC SPACE

The conversion of alleys to public spaces in Newnan is already underway. Continue to program and seek funding for Wadsworth Alley.

PLACEMAKING RECOMMENDATIONS

long term



ART AND PUBLIC SPACE

Craft a program to identify locations for public art, materials that are appropriate and placemaking elements. Large corporations, cities, and small businesses reach out to local yarn bombing groups to have them beautify community areas.



CONNECT TRAIL SYSTEM TO RIGHT OF WAY

The trail connection through the square deserves a dedicated facility that will allow users of all ages and skill levels to traverse the downtown. Sidewalks and streets can be made further safe by adding color, median separation and safer car and bike interactions.

PLACEMAKING RECOMMENDATIONS

long term



TWO WAY STREETS ON SQUARE

The one way pair system in downtown should be evaluated and a temporary two way test performed to examine safety, noise and speed reduction.

