GEF6 - TOD Workshop at the World Bank Beijing Office, July 15-19, 2022

PLACEMAKING, PUBLIC PARTICIPATION AND TOD
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BOARD PLACEMAKING EUROPE / CEO PLACEMAKING WESTERN BALKANS
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Placemaking Europe is the knowledge network for European placemaking practice, connecting practitioners, academics, community leaders, market actors and policy makers in the field of placemaking, public space transformation, social life and human scale urban design.

Some of the partnerships include La Marina de Valencia, Stipo, Creative Bureaucracy Festival, City of Helsinki, City of Helsingborg, Project for Public Spaces, Placemaking X, URBACT Spain, UN Habitat, European Union, Urban Europe, and many others.
Leading interactive format and international gathering of Placemaking Europe: Placemaking Europe Week (every year since 2017)

City of Pontevedra, Spain – winner of EU Sustainable Mobility Award 2019
Placemaking Western Balkans is the knowledge network for the Balkans and South East Europe, connecting urban professionals in using placemaking methods to design better public spaces in the region.

Some of the partnerships include French Chamber of Commerce in Serbia, EU Erasmus + Programme and New European Bauhaus programme.
Today's lecture is about these 3 complex levels:

PLACEMAKING

PLACEMAKING + TOD (multi-modal station environments)

PLACEMAKING + PUBLIC PARTICIPATION + TOD
"The mark of a great city isn’t how it treats its special places … but how it treats its ordinary ones"

Aaron Renn, Manhattan Institute for Policy Research

"Contemporary place-making is related to new urbanism, which involves elements of urban design, architecture and urban planning while integrating the concepts of sustainability and economic viability"


WHAT IS PLACEMAKING?
PLACEMAKING + TOD: Stations as places and nodes in the TOD
TOD retrofitting using place-led development
Rotterdam Central

From single-function, traffic-only space ...

... to mixed-use urban plaza placemaking as a remedial tool to upgrade and maintain public functions
Opening of the New Rotterdam Central Station in February 2014

9 years of construction worth waiting: new symbol of civic pride
Increasing physical and mental health

Mitigates effects of climate change, e.g., Urban Heat Islands

Biodiversity

Rotterdam, the Netherlands

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station as a “living room” of the city ...
... literally.
New TOD development using placemaking and nature: the new "must"

TOD Nature Inclusive projects that

- Increase the value of the investment
- Build trust between public and private investments and partnerships
- Impact long-term investment (through optimized maintenance)

Pancras Square at St. Pancras Station, London
© John Sturrock/Townshend Landscape
KEY TAKEAWAYS PLACEMAKING + TOD

1. Clearly articulate development potential and priority sites
   Identify, categorize and map properties by development method based on market and absorption principles
   Prioritize 3-4 one-block sections for redevelopment

2. Foster leasing demand by creating new attractions
   / Find temporary uses to activate underutilizes spaces to fill the area with formal activity
   / Develop alternative and mixed building products (smaller units, shared spaces, etc.)
   / Enhance amenities (walkability/public realm, experiential retail, activations such as social/cultural/educational programming, market street/container park, urban ag, etc.)
   / Seed new businesses (entrepreneurs/start-ups, makers space, vocational centers, university partnerships, indie restaurants and retail, etc.)
   / Seed new housing tenants (university students, young urban professionals, empty nesters, etc.)
   / Policies for public incentives for new types of building products (taxes and/or subsidies)
   / Promote and connect developers to low-cost funding sources (concessional loans, grants, crowdsource/mezzanine)
PLACEMAKING + PUBLIC PARTICIPATION + TOD: place is like a person

- it has unique identity
- it is shaped by a physical form
- it is dependent on social interaction
- it has its own history

(c) Rotterdam Municipality
PLACEMAKING + PUBLIC PARTICIPATION + TOD

1 / it starts with a clear mobility problem ...  

(c) Rotterdam Municipality

2 / for which there is a co-creation method ...  

(c) Isocarp

3 / interaction, creation and involvement should follow the method in analogue and digital form  

(c) Milena Ivkovic
PLACEMAKING + PUBLIC PARTICIPATION + TOD: place-led participation

1 / it starts with a clear public space and mobility challenge ...

2 / which should be approached with a co-creation method ...
What works in place-led participation?

- Having a co-creation circle
  - Core group
  - Inner circle
  - Outer circle

- Frequent interaction
- Formalized collaboration

- Regular interaction
- Both formalized and informal collaboration

- Passive, sporadic, informal collaboration
What doesn’t work?

considering everyone as an active potential participant
recognizing the preferable participant group, but not using the right communication channels
slow and unusable processes
one-time-only processes
to much focus on one aspect, without “cutting through the different sectors”
Know your XS /S /M stakeholders - local groups, small entrepreneurs, neighborhood public institutions, citizens organisations – not only L and XL stakeholders

Know the risks of NOT having a participation process:

a/ political risk – city council loses credibility over the TOD development

b/ financial risk - non-engagement can result in obstacles or even abandonment of the TOD project

c/ social risk – TOD will always impact the surrounding neighborhood – make integral TOD plans including the wide participation at the very beginning of the planning process.
Thank you!

For any additional questions, you are welcome at: milena.ivkovic@placemakingweb.org