



Placemaking Overview

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City Council Strategic Priority Discussion

Placemaking

Create vibrant, attractive, and functional public spaces that foster a sense of community and connectedness.

Assess opportunities to design and build the physical environment to encourage social interaction, pedestrian activity, and multi-modal transportation options between various destinations, such as activity centers, parks, and signature public spaces.

What is a Placemaking?

Placemaking is...

...the **process of creating quality places** where people want to live, work, play, and learn - Congress of New Urbanism

...**intentional use of public spaces** to strengthen community **connections among people and a place itself** - Innovation Quarter

...the **process of activating public space** to make them more appealing and useable, and **to create a sense of place** - Project for Public Spaces



Where Does Placemaking Occur?



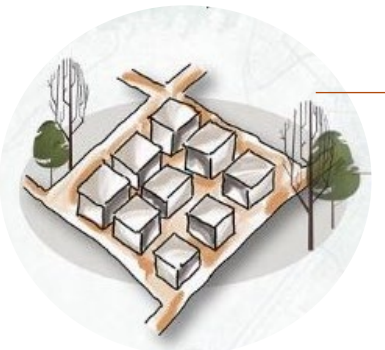
PATHS

Streets, trails, sidewalks, canals along which people move



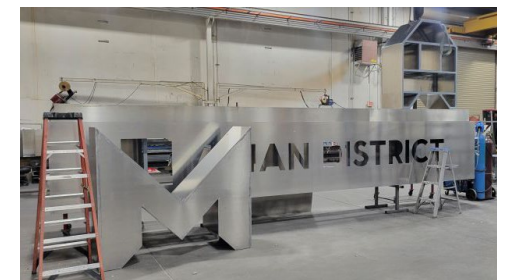
EDGES

Walls, buildings, streets, and features that form a visual boundary



DISTRICTS

Large areas of the city with common identifying characteristics



Where Does Placemaking Occur?



ACTIVITY NODES

Focal points of a city or district that act as gathering spaces



LANDMARKS

Unique points of reference that can be identified from a distance



What Makes a Great Place?

- Interaction between people
- A place that creates experiences
- A mixture of public and private uses
 - food, retail, art, health, recreation that are integrated



Merry Main Street



Pioneer Park



Mesa Festival at Pioneer Park

What Makes a Great Place?

- Gathering spaces – safe and secure, parks, plazas
- Connected and shared spaces – based on adjacent land uses
- Well design places – not just a site – public and private partnership



Monterey Park Express Library



Mesa Urban Garden

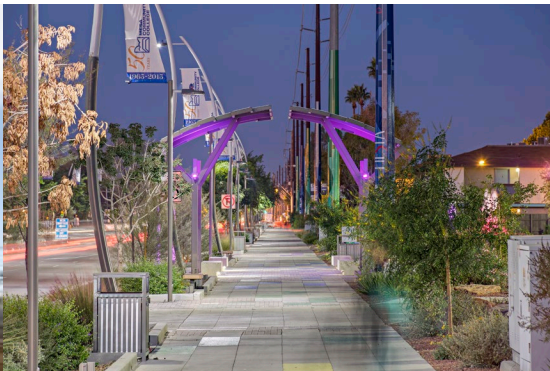


ASU MIX Building and Mesa City Plaza

How Do We Make Great Place in Mesa?

Continued Investment in Public Assets

- Parks, Plazas, and Community Centers
- Municipal Buildings
- Right-of-way
- Trails
- Transit Stops



How Do We Make Great Place in Mesa?

Branding and Programing of Spaces

- Special Events
- Murals
- Gateway Signage
- Specialized Facilities



How Do We Make Great Place in Mesa?

Policy Development and Public/Private Cooperation

- Design Guidelines
- General Plan Placetypes
- High-quality Design
- Unique Attractions and Features



Questions/Comments





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