

Project for Public Spaces led day 2 of the Public Spaces Learning exchange introducing principles and tools for Placemaking and planning for successful public spaces. Building on the first day's defining of public spaces and their many issues and benefits. This day introduced a framework, set of principles and engagement tools for improving public spaces with the communities they are meant to serve.

After giving an overview of Placemaking and international case studies, we introduced, a series of participatory exercises to demonstrate for future use in planning processes. "The Power of 10" was applied in small groups at tables with the results shared with the larger group of over 200 participants. "The Place Game" brought small groups on site to evaluate and develop short and long-term action plans for key public spaces in Durban. We then introduced the concept of "Lighter, Quicker, Cheaper" as a tools for shifting the culture to Place-led implementation. The day closed with a discussion of the obstacles for applying Placemaking in Durban and African cities, with small groups developing action plans for overcoming each obstacle.

About Project for Public Spaces

Project for Public Spaces is a nonprofit, educational and technical assistance organization with an international reputation for its success in transforming communities through public spaces. PPS has found that "place-led" initiatives are the best way to promote vitality and prosperity in cities. Our experience helping people in more than 3000 communities shows that mobilizing people to make great places strengthens neighborhoods, cities and entire metropolitan areas.

What is Placemaking?

Placemaking is the collective focus on improving public spaces, and the community-based process for maximizing their shared value. It is about creating places where people want to be. Parks, squares, and streets should feel comfortable and offer a wealth of amenities; waterfronts should be the face of a city; and markets and cultural facilities attractions should anchor local economies. Equally important is how these destinations connect and interplay, supporting and complementing each other rather than struggling in isolation.

"The Power of Ten" is a framework to elevate Placemaking to a neighborhood, city or regional level. Our experience of the physical environment is most defined and enhanced by great places and the things we do in them, yet we seldom focus on creating great places and defining them around uses. A great place typically has at least 10 things to do in it; a great neighborhood or district has at least 10 great places; and a great city or region has a least 10 of these great districts, plus other major destinations. By having people think about their special places and greatest opportunity places, a community can quickly determine its strengths and prioritize a path forward. This simple, common sense idea can be transformative for evaluating and strategically

improving an entire city or region.

Lighter, Quicker, Cheaper describes a hyper-local development framework that is tried and tested; one that is lower risk and lower cost that capitalizes on the creative energy of the local community and that efficiently generates new uses and revenue for places in transition. Where traditional expert-led and project-driven development tends to look to big capital projects and top-down solutions. “Lighter, Quicker, Cheaper” is a development framework that start with short-term and low-cost improvement, to test and build momentum for longer-term capacity to sustain development.