



FIFTH ANNUAL  
**PLACEMAKING  
RESIDENCY**

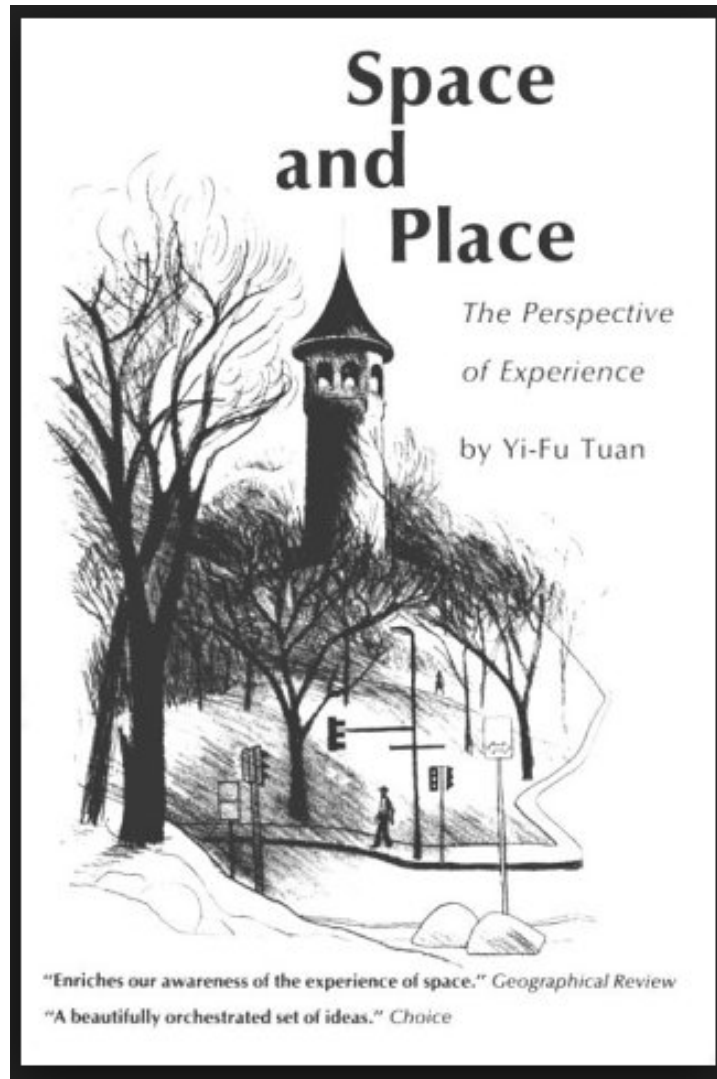
DESIGN FOR EQUITY

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# Organizations Promoting Placemaking Include...

- Urban Land Institute
- Project for Public Spaces
- Forecast Public Art
- Saint Paul Riverfront Corporation

# What is “Placemaking”?

- Placemaking: Mixed land uses; incorporation of public spaces sensitive to user’s needs and aspirations; connectivity; high quality, inviting urban design
- Creative Placemaking: Placemaking + Arts and Culture
- Deep Placemaking: Placemaking + Arts and Culture + Personality

(Source: “Placemaking Gets Deep: Q&A with Mark VanderSchaaf,” *Public Art Review*, Fall/Winter 2015)

# Metropolitan Council Connection to Placemaking Residency

- 2011: Corridors of Opportunity workshop with Charles Landry, sponsored by Metropolitan Council and McKnight Foundation: “Unleashing the Potential of the Central Corridor”
- 2012: First Annual Placemaking Residency with Charles Landry



# Saint Paul Riverfront Corporation

Champions visionary urban design as a dynamic driver of economic vitality and quality of life in the greater MSP metropolitan region.

- Planning & Engagement
- Advocacy & Education

# Placemaking Residency

*produced by Saint Paul Riverfront Corporation*

- Inspire conversation about the future of our communities.
- Build stronger networks among people who care about our cities.
- Realize the potential of and strengthen the Twin Cities as a world-class region.

# Past Residencies

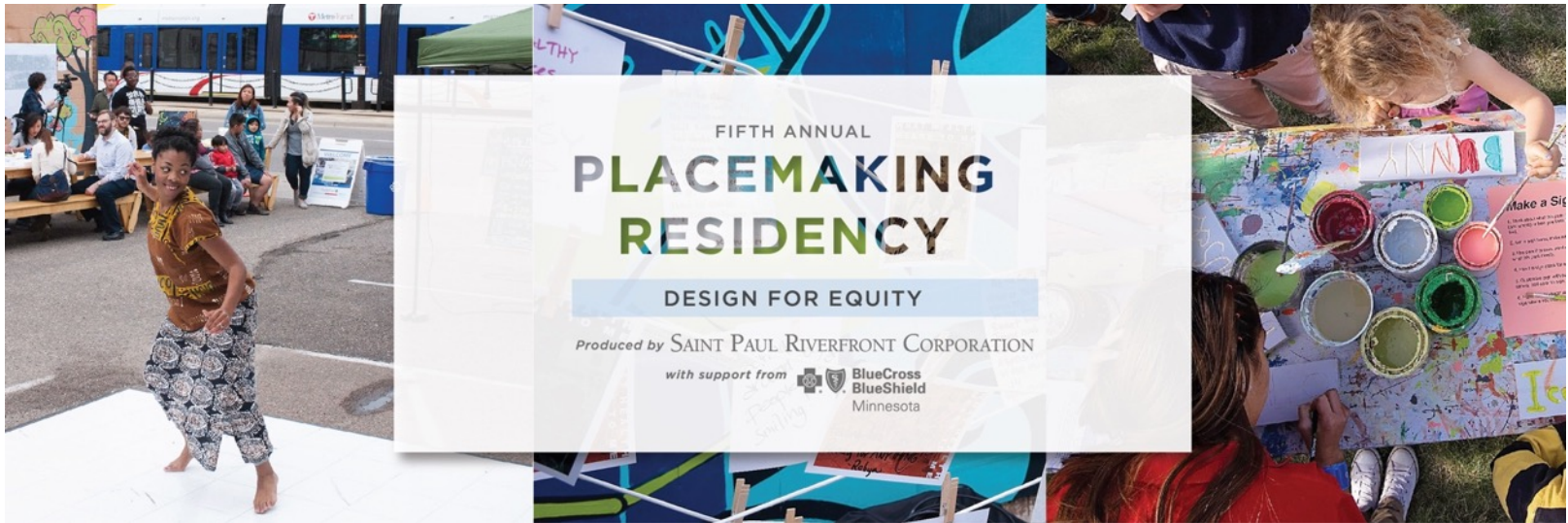
1. Charles Landry: *Creating 21st Century Intercultural and Creative Cities*
2. Dr. Katherine Loflin: *What makes a community a desirable place to live, why it matters and what we can do about it* (“Soul of the Community” research)
3. Gil Penalosa: *8-80 Cities- Creating cities that good for both 8 year olds and 80 year olds*
4. *Moving the Twin Cities to Better Health* featuring Dr. Richard Jackson, Dr. Anthony Iton and Blaine Merker and Anna Muessig from Gehl Studio



# Key Outcomes

- 8-80 Vitality Fund, Saint Paul
- Portland Avenue Corridor, Minneapolis
- Eco-District, Saint Paul

# 2016: Design for Equity



# 2016 Intended Outcomes

- Greater understanding of the implications of public and private development decisions and their impact on creating equitable environments.
- Community leaders become committed to and champions for putting equity into practice in the development of the greater MSP region.
- Stronger networks among people who care about our cities – from grassroots to grass tops.
- Learn how we as conveners can better support this network of leaders beyond the residency.
- Ultimately, change cultural norms and applied practice with respect to local governance.

# 2016 Residents



LOCAL AND REGIONAL  
GOVERNMENT ALLIANCE ON  
**RACE & EQUITY**



# Requests of Metropolitan Council

- Get involved! Attend events throughout the series (majority are free).
- Promote the series and encourage attendance with staff and networks.
- Attend the Great River Gathering (May 12).