

PLACEMAKING

DATA 	MAKE	 LISTEN
<i>Thursday</i> ANY DAY	ACTIVATE	 EXPERIENCE
TECHNOLOGY 	+ MANAGE	SIGNAGE 



DOWNTOWNCOLORADOINC.ORG

**DOWNTOWN
COLORADO**
inc.

ABOUT DOWNTOWN COLORADO, INC.

Colorado's downtown champion since 1982

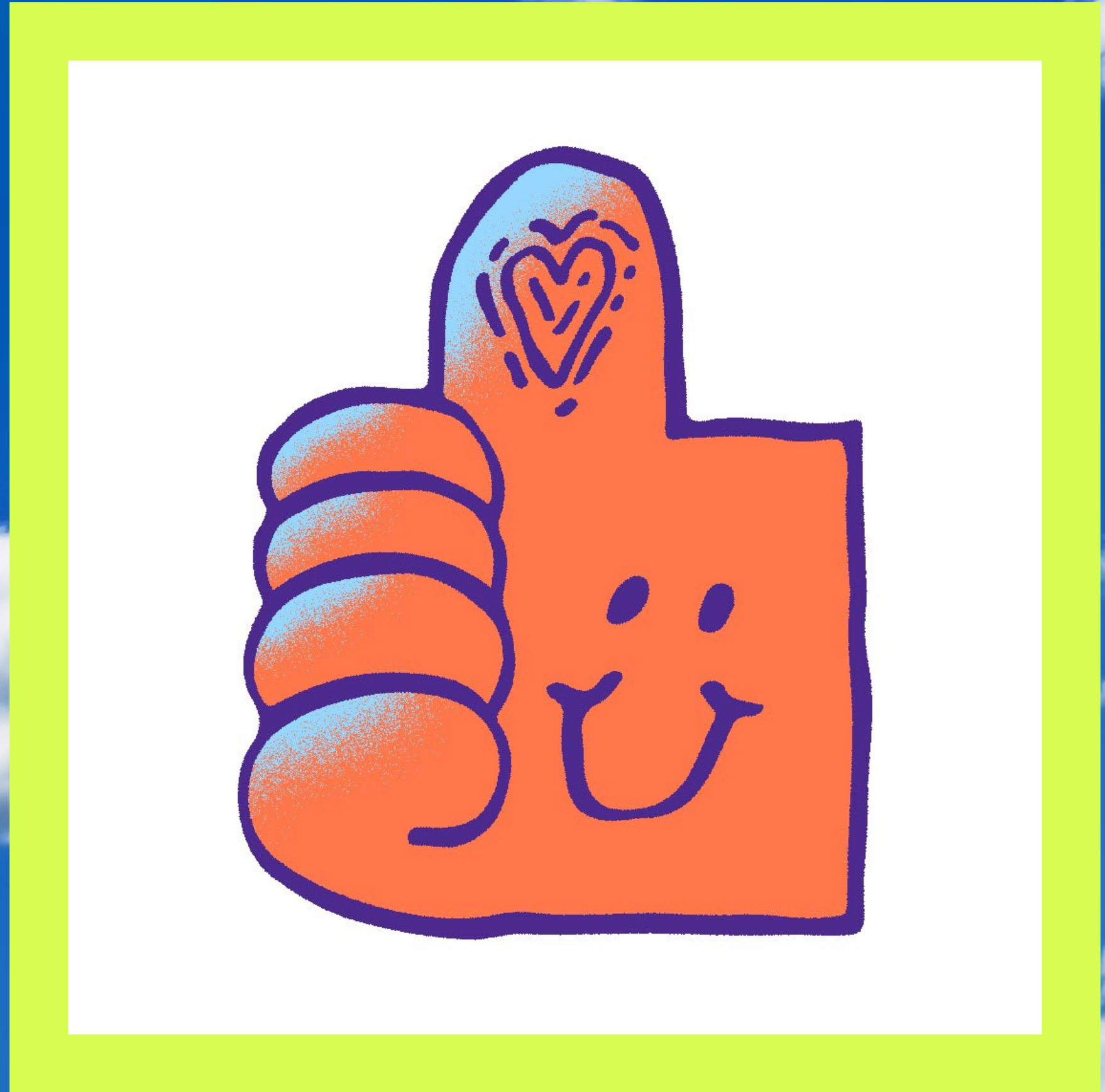
We are the Doers.

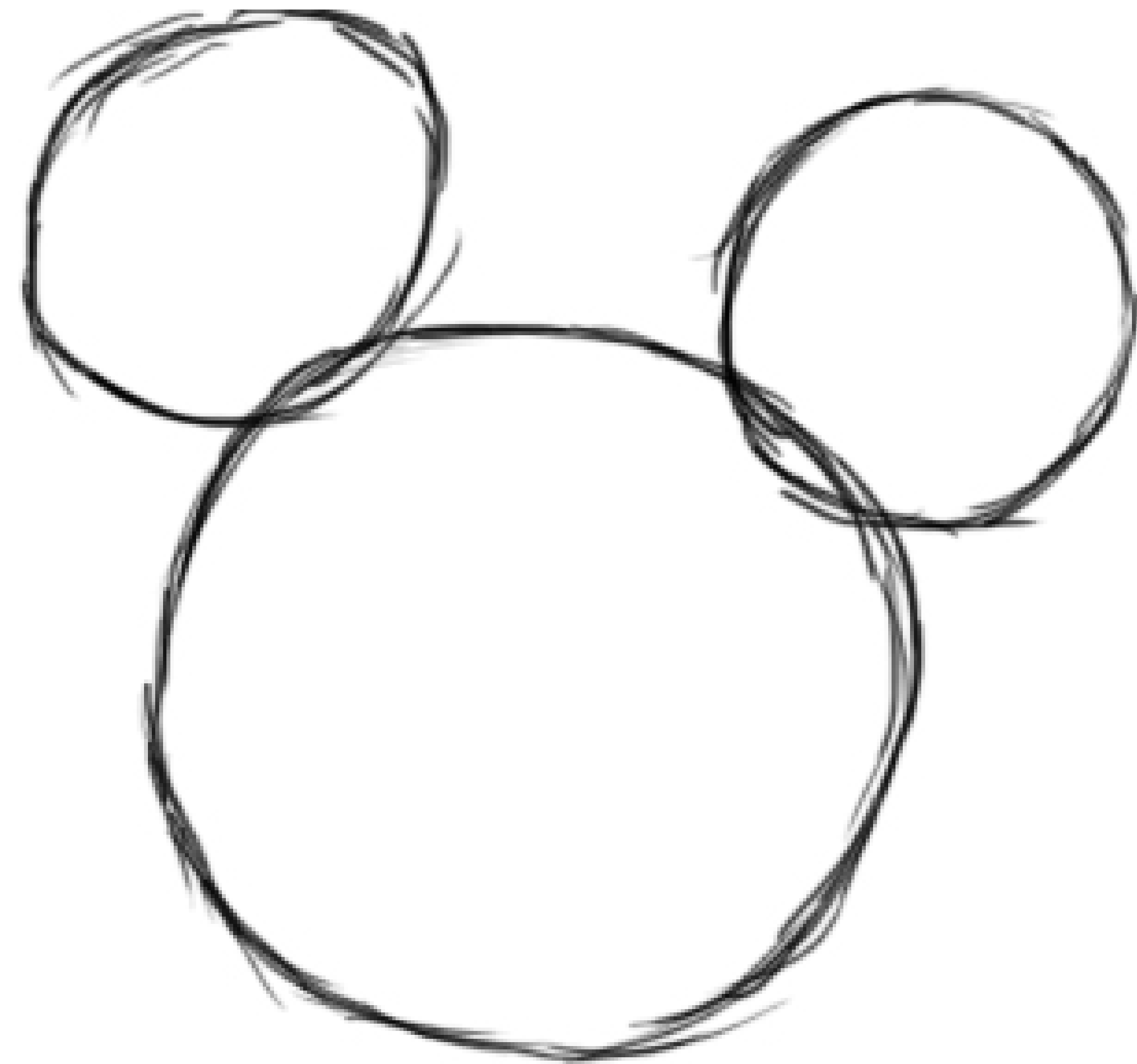
We are committed to building downtowns that are prosperous, equitable, creative, and welcoming. United in cause, we are Colorado's downtown champions.

Downtown Colorado, Inc. provides five core services to organizations and individuals engaged in downtown + commercial district development:

- Advisory Services
- Educational Events
- Advocacy and Information
- BID, DDA, URA Formation+ Training Assistance
- Colorado Challenge Program









WHY WE LOVE DOWNTOWN

**PEOPLE ARE LONGING FOR
A PLACE NOT ONLY TO
LIVE, BUT ALSO TO LOVE.**

PETER KAGEYAMA



ELEMENTS OF PLACE

PLACEMAKING

A COLLECTIVE PROCESS THAT APPEALS TO THE USERS SENSES TO CREATE AN AUTHENTIC CONNECTION TO THE STORY OF THE PLACE.

PLACEMAKING AIMS TO INSPIRE PEOPLE TO COLLECTIVELY REIMAGINE AND REINVENT PLACES AROUND SHARED VALUES.



- START WITH QUESTIONS
- IT IS A COLLECTIVE PROCESS
- BUILD ON THE SOUL OF THE PLACE.

ACTIVATION

INSTALLATION THAT FOSTERS A SENSE OF PLACE, ENCOURAGES SOCIAL INTERACTION, + PROMOTES PRIDE THROUGH POSITIVE INTERACTION ON THE STREETS.

OFTEN TEMPORARY USING FOOD, ART, PERFORMANCE, PLAY, AND/OR RENEWAL ACTIVITIES.



- SPECIFIC LOCATION
- PROTOTYPE TO ADD ACTIVITY
- CAPTURE IDEAS

MANAGEMENT

MAINTAIN OR ENHANCE THE LEVEL OF SERVICES. MAY BE IMPLEMENTED BY A FORMAL ENTITY WITH FINANCING, SUCH AS A BID, CDC, DDA, OR URA.

MAY UTILIZE VOLUNTARY OR NON-PROFIT EFFORTS, SUCH AS A DBS, MAIN STREET, CREATIVE DISTRICT, OR EVEN NEIGHBORHOOD GROUP. OWNERS.



- LONG TERM PROGRAM
- EDUCATION + ENGAGEMENT
- INTERFACE W/ ELECTED OFFICIALS+ COMMUNITY MEMBERS

TIPS TO GET STARTED PLACEMAKING



USE DATA. UNDERSTANDING THE AUDIENCE, AND WE MEAN PEOPLE WHO LIVE THERE, HELPS DESIGN SOMETHING MEANINGFUL.

- USE STUDIES ON THE SHELF – MARKET STUDY, (DEI) METRICS, DEMOGRAPHIC DATA, AND PSYCHOGRAPHICS TO UNDERSTAND PREFERENCES.
- CELL PHONE TRACKING DATA TO UNDERSTAND LIFE PATTERNS. IDENTIFY WHERE AND WHEN TO INVEST IN FUN.

PLAN FOR EVERYDAY. WHILE THERE IS A TENDENCY TO PLAN FOR FOURTH OF JULY, WHEN ALL THE PEOPLE ARE OUT, PLACEMAKING SHOULD LOOK AT THE AVERAGE DAY.

- PLAN FOR AN AFTERNOON IN THE SHOULDER SEASON
- PLACEMAKING MAGIC HAPPENING ALONE OR IN A CROWD

RIGHT SIZE TECHNOLOGY. LIGHTING IS A KEY ELEMENT FOR EXPERIENCING SPACES. CONSIDER THE HYPNOTIC APPEAL OF LIGHT, OR FIRE, OR NOISE.

- CREATE AN EXPERIENTIAL PATH
- CONTRAST IS A KEY: WHEN IT IS COLD USE WARMTH; WHEN IT IS DARK USE LIGHT
- PLAY WITH THE LIGHTING AND MUSIC BASED ON EMOTION

TIPS TO GET STARTED PLACEMAKING



LISTEN. HONOR THE PLACE BY LISTENING TO THE STORIES OF HISTORY, GEOGRAPHY, ECONOMICS, AND THE ENVIRONMENT OF THE PLACE. HOW DID IT COME TO BE AND WHY DID THE PEOPLE WHO LIVE HERE COME?

CAPTURE THE EXPERIENCE. WE MAY HAVE PEOPLE IN THE PLACE FOR A MOMENT, BUT CONSIDER HOW THEY CAN RECORD THAT MOMENT FOR THEMSELVES AND FOR THE COMMUNITY.

- A HASHTAG OR QR CODE
- “GRAFFITI BOARD”
- A MESSAGE BOX OR A COMMENT PHONE WITH AN ANSWERING MACHINE.

GRAPHICS + SIGNAGE. WE OFTEN TALK ABOUT WAYFINDING AND NAVIGATING PLACES IS IMPORTANT, HOWEVER, GRAPHICS AND SIGNAGE CAN BE SO MUCH MORE.

- WHAT YOU CAN DO INSTEAD OF WHAT YOU CAN'T, “MEET A NEW FRIEND” OR “LAUGHTER ALLEY”.
- PUBLIC ART AND MURALS AS A SELFIE OPPORTUNITY, A PLACE TO SIT OR STAND, OR A LANDMARK TO DIRECT PEOPLE.

IDEAS FOR YOU
TO ENHANCE
YOUR
PLACEMAKING
TOOLBOX

LET'S
LOVE
PLACE

FARM TO SPACESHIP +
COLORADO CHALLENGE
ACCELERATOR
PROGRAMS

ACTIVATION
WORKSHOPS
DCI + FARM TO
SPACESHIP

IN THE
GAME
ANNUAL VIBRANT
DOWNTOWN
EVENT

THANK
YOU!

FOR MORE
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