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# Placemaking

# Why Focus on This Topic?

**Creating Great Places** is about turning regular everyday places into special ones.

Our partners across the county said these policies were the most important:

- Make our downtowns more vibrant, safe, and attractive
- Design communities that put people first

# In this part of the presentation...

## **We will:**

- Explain what we mean by a “great place” and “placemaking”
- Point out some locations in your area that could use some TLC
- Discuss what it would take to make them better

# What makes a **great place**?

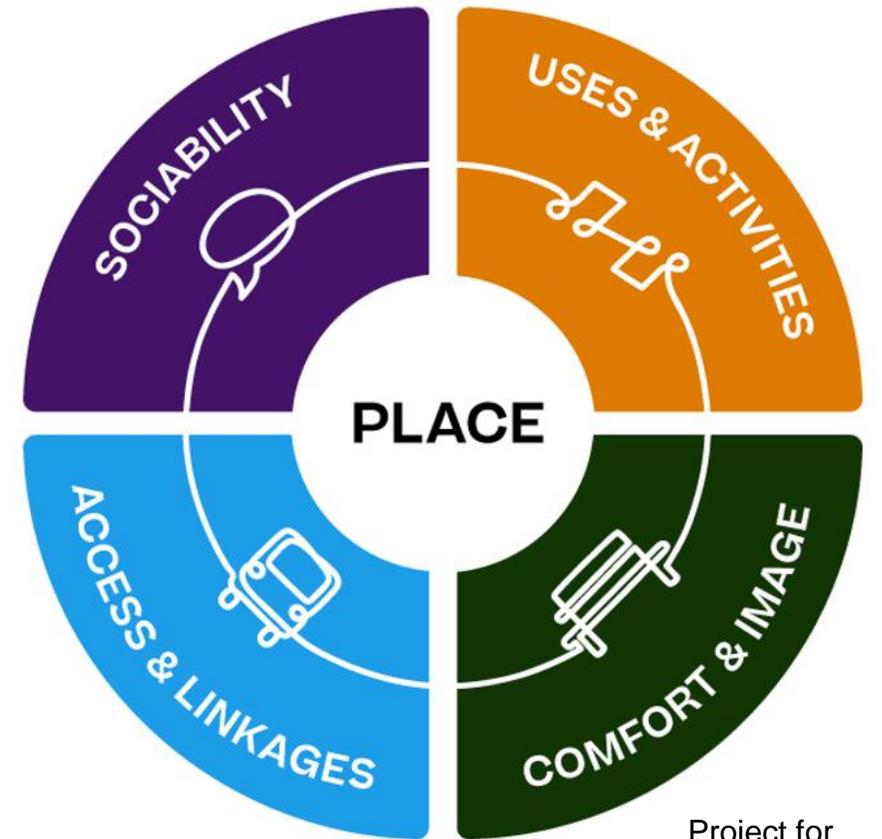
They are places:

- That locals are proud of
- Where people get together
- Where businesses want to be
- Where events like mud sales, fairs, and barbeques happen



The **Project for Public Spaces** has noted that great places share four characteristics in common. They are:

- Accessible and well connected to other important places in the area
- Comfortable and project a good image
- Attractive locations for activities – they make people want to participate
- Sociable environments where people want to gather and visit again and again



place



Place





place

Place



How do you  
create a  
**great place?**



Through **placemaking.**

**Placemaking**  
is turning a place  
you can't wait  
to get through  
into one that you  
never want to leave

*Fred Kent*





We still overbuild for cars...  
and underbuild for everything  
else.



## Fred Kent's Law

If you plan for cars and traffic, you get cars and traffic.



If you plan for people and places, you get people and places.

# A Little Goes a Long Way

This isn't an all or nothing deal! Small changes can make a big impact. And you don't always need to spend a lot of money.

Partnerships make things less expensive. Work with businesses in your area to see what you can accomplish!

Start with easy things like putting buildings in front and putting parking in the back or off to the side.

# Placemaking in Your Area

## Conestoga Crossroads Conestoga Township

### Why

- Main intersection in the village
- Restaurant is an important gathering place for locals





## What Would Make It Better

- Slow down or “calm” traffic
- Install sidewalks, crosswalks, lighting, and landscaping





## What Would Make It Better

- Link the restaurant to other places where people get together



## What Would Make It Better

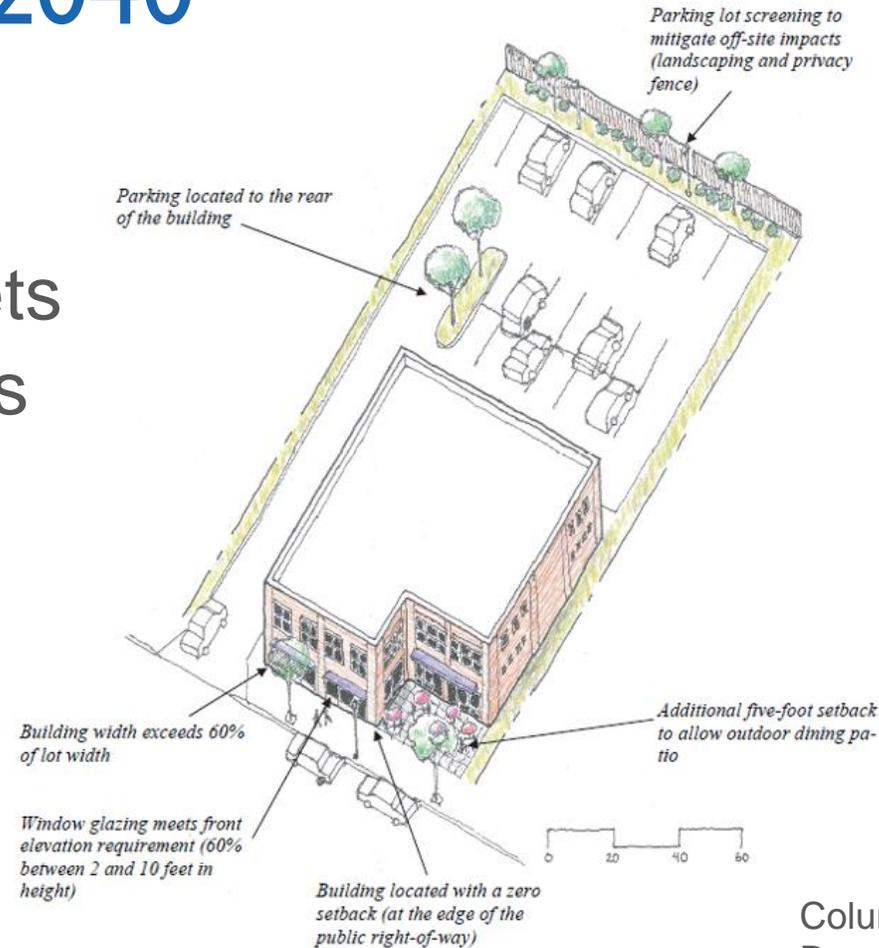
Make it easier to get from the  
restaurant to:

- Conestoga Historical Society
- Township pool
- Conestoga Elementary

# Making It Happen: Using the Tools in **places2040**

## Municipalities

- Complete Streets
- Align Resources
- Collaborate
- Simplify Zoning
- Official Maps



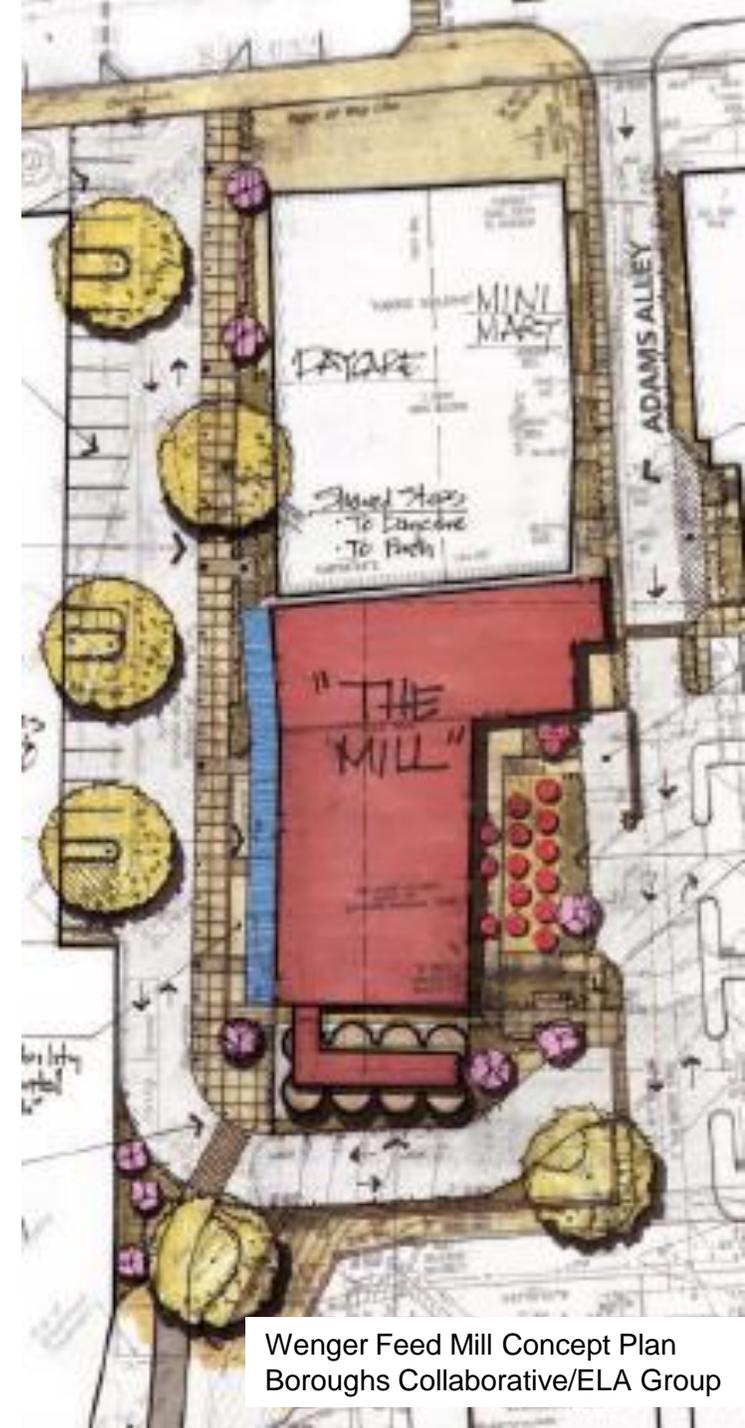
Millersville Borough

## Lancaster County Planning Department

- Simplify Zoning – New & revised ordinances for downtowns
- Collaborate – Visualizations to help implement great places

## Partners for Place

- Align Resources – EDC Boroughs Collaborative



Wenger Feed Mill Concept Plan  
Boroughs Collaborative/ELA Group

# Questions for Discussion

- How might your region benefit from the improvements we've suggested?
- What could be done to prioritize and fund these potential projects?
- What can all of you do to facilitate improvements like these, and to participate in the planning process?