

# Creating a Sense of Place Through Placemaking

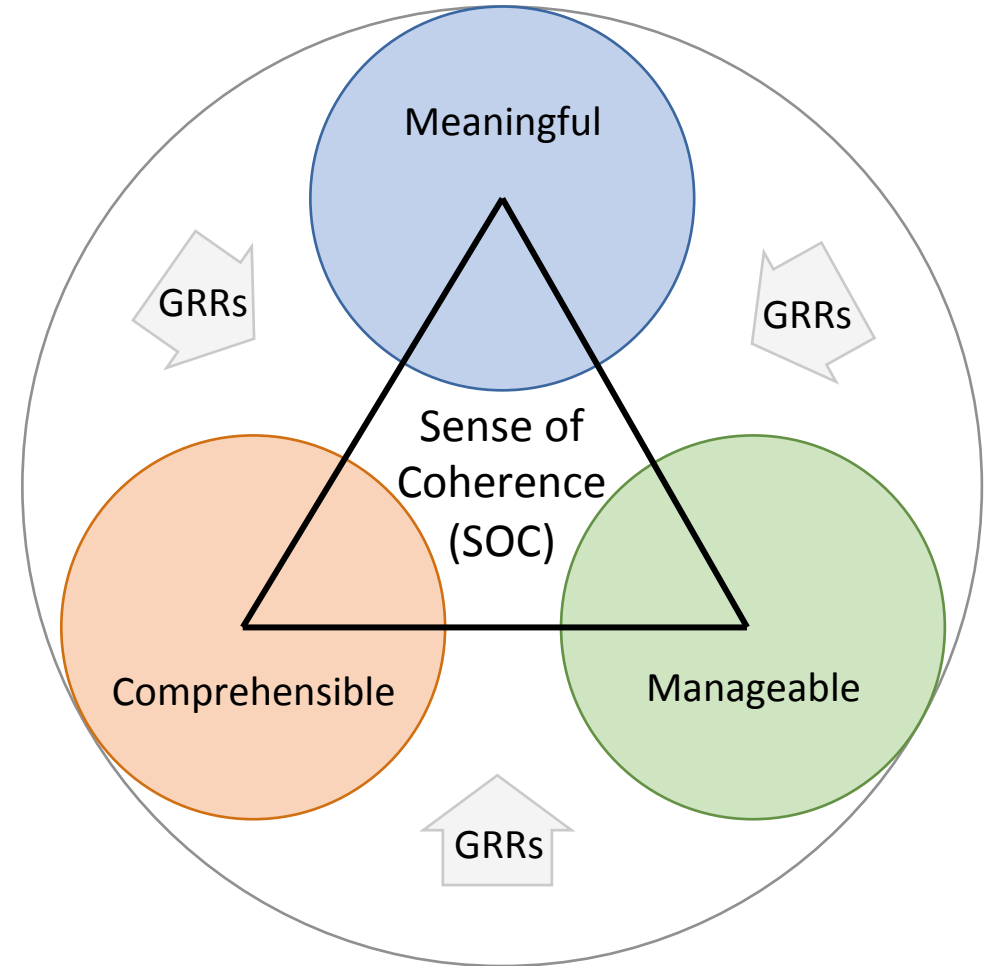
Peter J. Ellery PhD | National Wellness Institute, USA

Jane Ellery PhD | Ball State University, USA



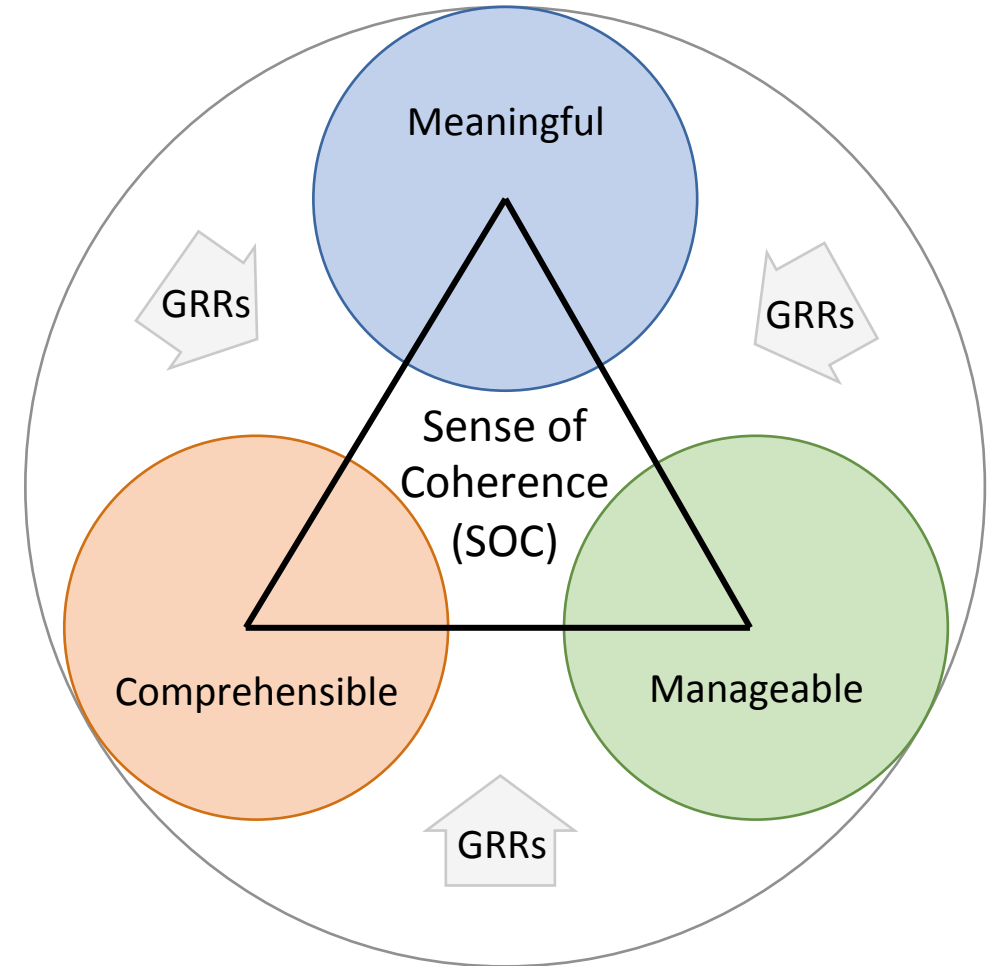
# Connecting Community Wellbeing and Health to Place

- Sense of Coherence
  - **Meaningful** - life makes sense emotionally and the problems and demands of life are both welcome and worthy of commitment and engagement.
  - **Manageable** - individuals perceive that resources are both available and adequate to meet the demands being placed on them by the environment.
  - **Comprehensible** - individuals are able to make cognitive sense of the information they are taking in while in a specific context or environment.



# Connecting Community Wellbeing and Health to Place

- Generalized Resistance Resources - characteristics of a person, a group, or a community that facilitate an individual's ability to cope effectively with life's stressors.
  - Personal and/or environmental
  - Material and/or non-material in nature
  - Provide the attributes needed to comprehend, manage, and find meaningfulness in life
- Generalized Resistance Deficits
  - Absence of GRRs can lead to chronic or endemic stress which can impact an individual's health.



# Connecting Community Wellbeing and Health to Place

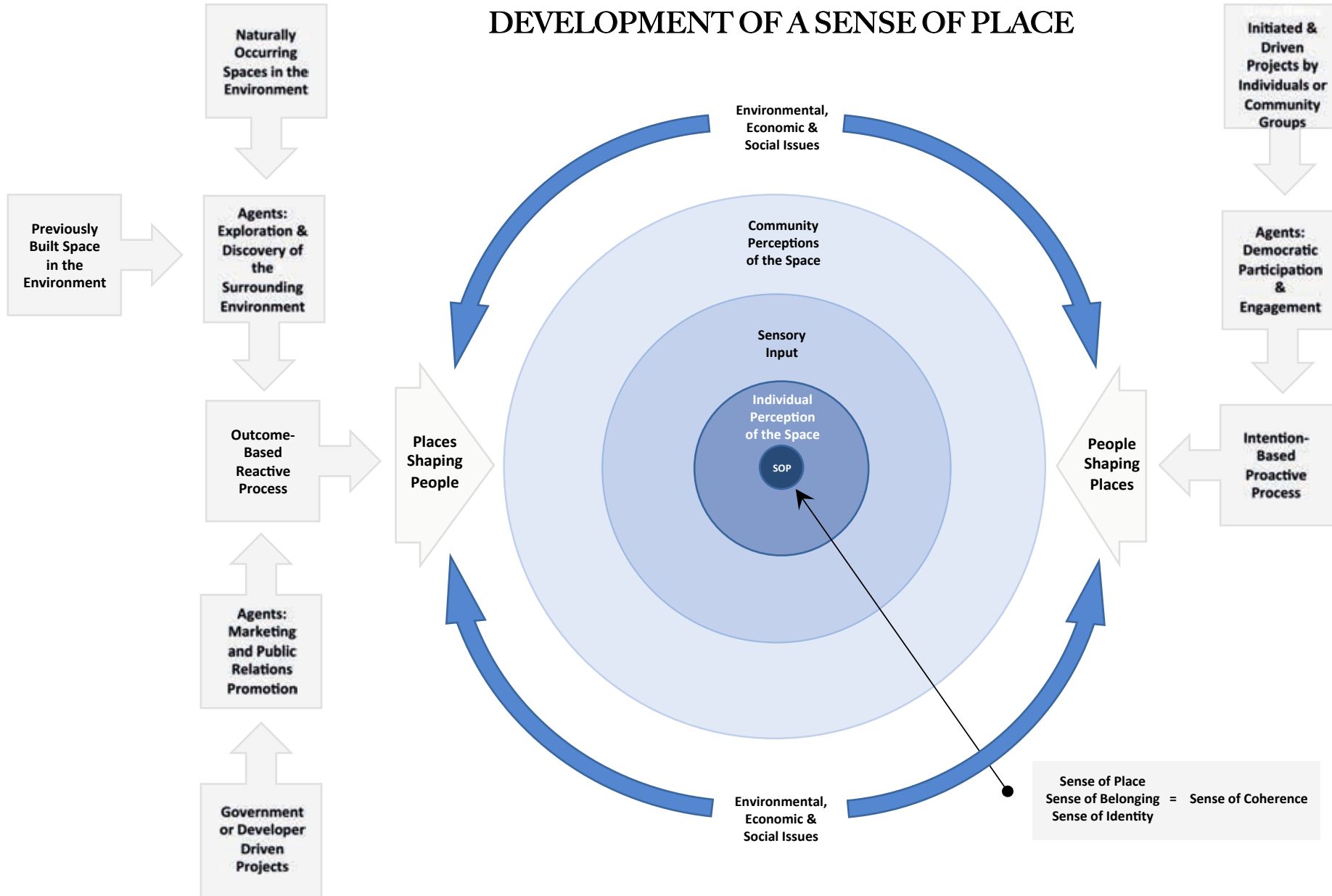
- Individuals may have access to the resources needed, and the ability to use those resources to navigate the decision-making processes they encounter each day.
- Unfortunately, a portion of our society lives in areas that have limited access to the resources they need and few opportunities to develop personal resources of their own.
- Placemaking strategies offer an opportunity for community members to shape the environment in which they will live so that it can address the social resources they do not have access to, and provide the opportunity for them to create environments that are meaningful, manageable, and comprehensible.

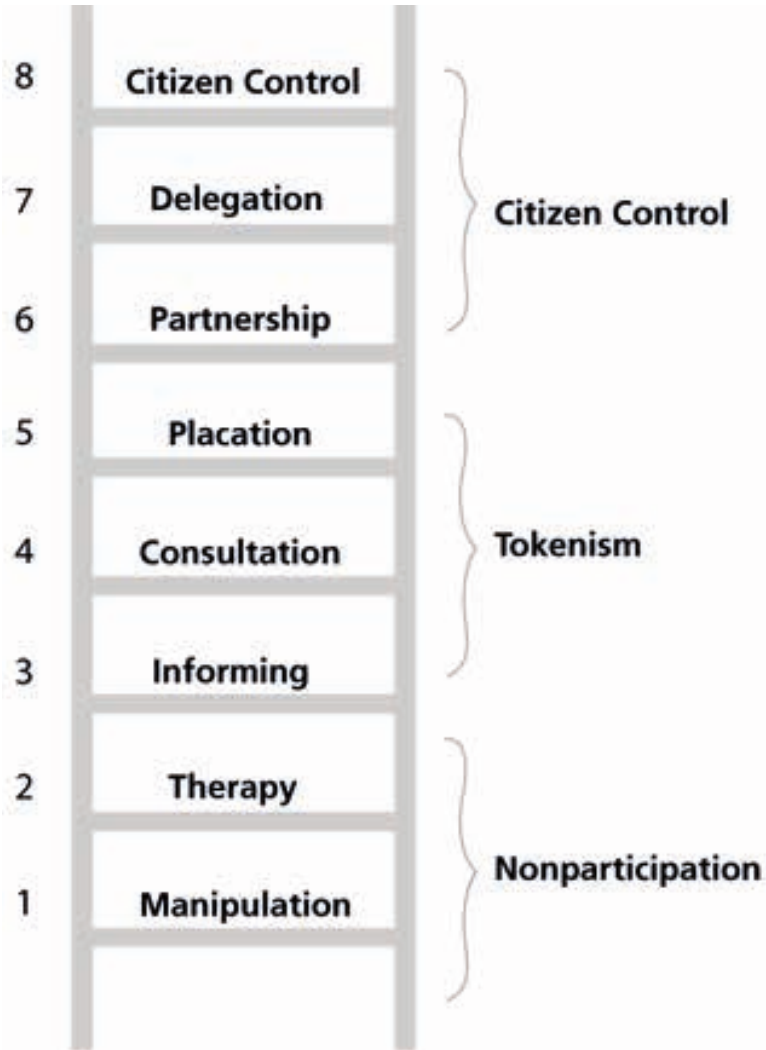


# Placemaking and the Making of Places

- The scope of Placemaking includes both the creation of Places for People, as well as People Creating Places
- Community involvement and the effect that the act of making has on the community is a key consideration in the placemaking discussion (Project for Public Spaces, 2015a; Silberberg, Lorah, Disbrow, & Muessig, 2013).
- National Academy of Sciences report on Community and the Quality of Life (Junot, Paquet, & Fenouillet, 2018) notes that community is often used as a synonym for place. Creating a sense of place is important because it also develops a strong sense of community or social capital in that it.
  - shapes the residents' personal identities,
  - fosters a degree of community member rootedness in a place,
  - provides us with a measure of liveability for that place, and
  - creates a sense of well-being within us.

# UNDERSTANDING THE ROLE PLACEMAKING PLAYS IN THE DEVELOPMENT OF A SENSE OF PLACE





**Level 8:** Citizen Control enables the community to handle the entire job of planning, policy making, and management of the design and development process from start to end.

**Level 7:** Delegated Power allows community citizens to make key decisions and assume accountability for the outcomes of those decisions in the design and development process.

**Level 6:** Partnership with the community is negotiated between the citizens and the development professionals, and the public is accorded some decision making responsibilities.

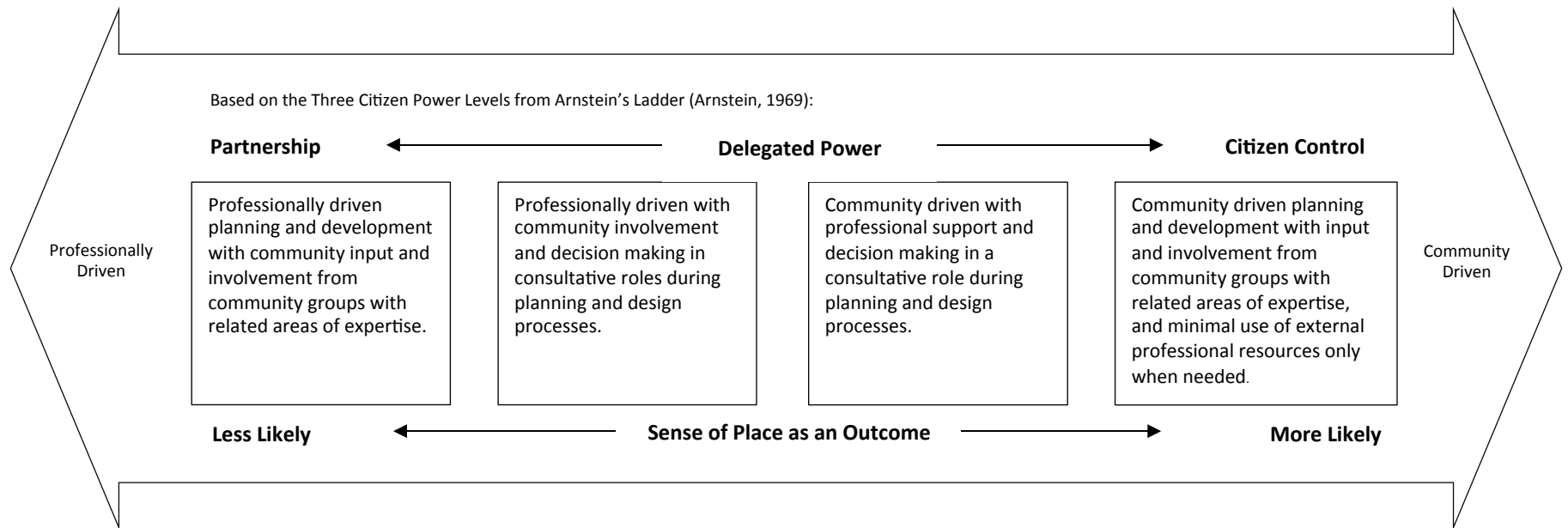
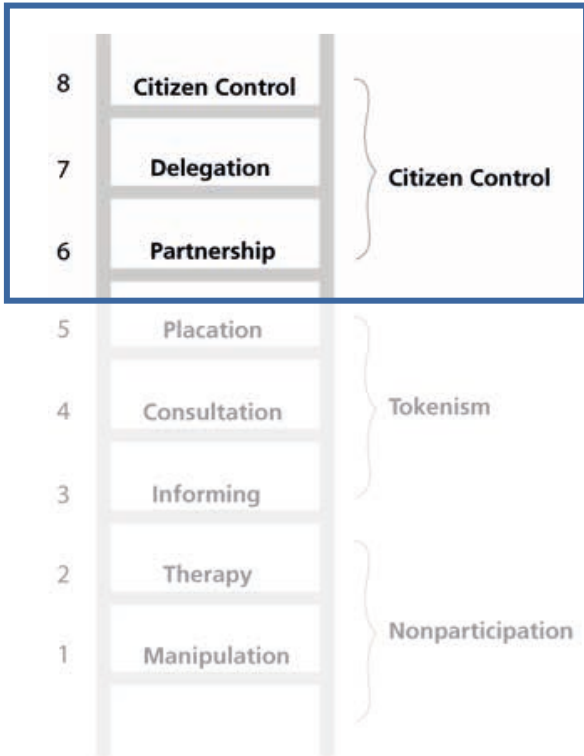
**Level 5:** Placation of the community where advise and information is sought from the community but the right to judge the value and feasibility of the advice is left to the developer/professionals.

**Level 4:** Consultation with the community through attitude surveys, neighbourhood meetings and public forums. Ritualistic in nature and information gathered may or may not be used in the development process.

**Level 3:** Informing the community of the developments that will take place.

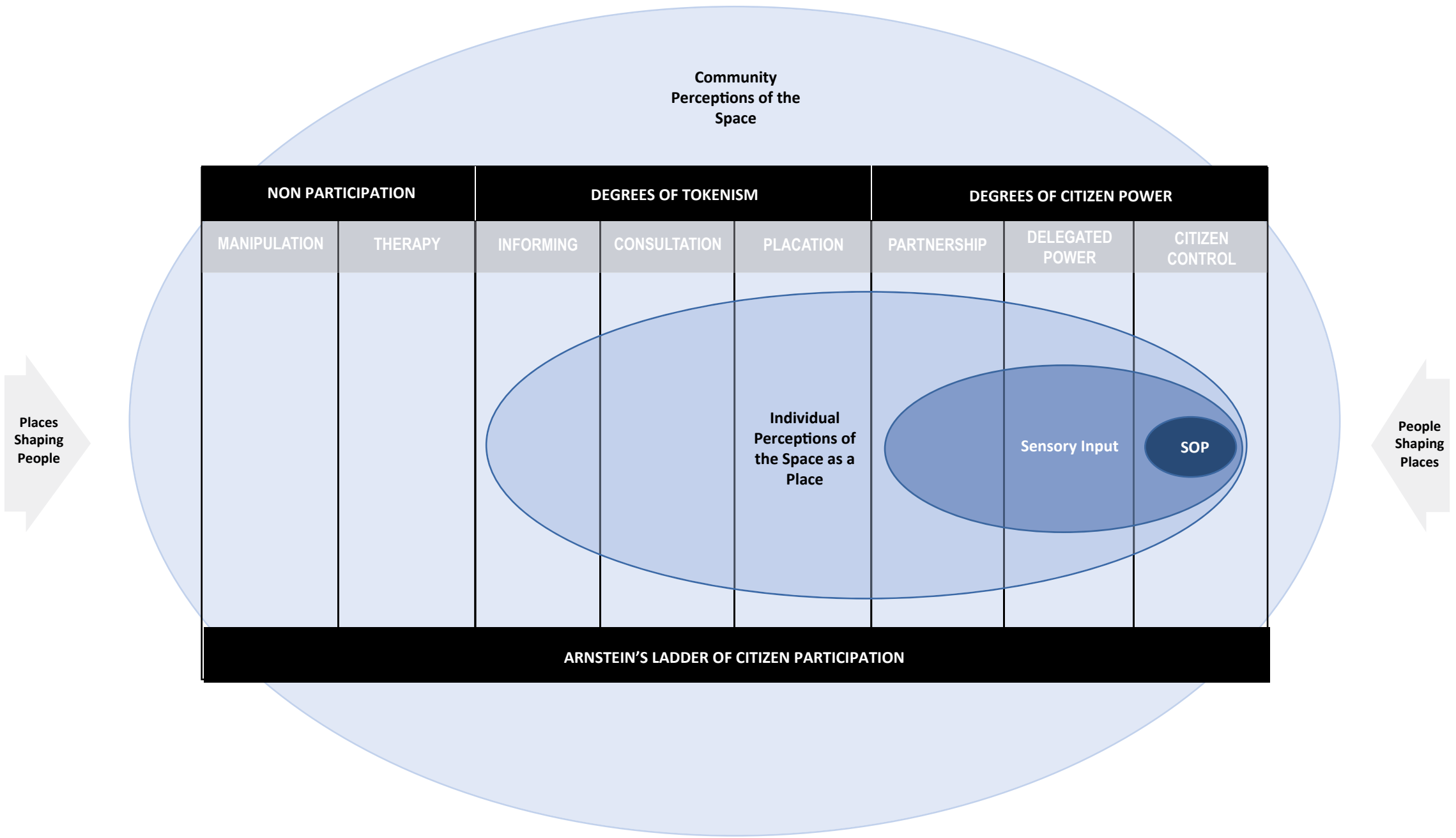
**Levels 1 & 2:** Non participation by the community, or participation is so that the public can be cured/educated. In this model, public support is obtained through marketing and public relations.







# UNDERSTANDING PLACEMAKING AS A PROCESS IN THE DEVELOPMENT OF A SENSE OF PLACE



# Placemaking Outcomes ...

- Community empowerment and the ability to assume more and more responsibility for the care and development of public space in the community.
- Community stewardship and ownership of the changes and the spaces created by them in the design and development process.
- Local issues are now addressed in ways that the community can understand and appreciate, and that conforms to their sense of coherence.
- Participating in the placemaking process promotes citizen engagement with their environment, and creates lived and shared experiences that connect them to the place being created ... or ... sense of place.



Martius Park, Detroit, USA

# Examples of Placemaking that Created a Sense of Place ...



Congress Park Square, Portland, Maine before community interventions in the early 2000s (Image courtesy of Project for Public Spaces, <https://www.pps.org/article/the-story-of-congress-square-park-how-a-derelict-plaza-got-a-new-identity-downtown>)



Friends of Congress Park during the park clean-up and revitalization of the park (Image courtesy of Project for Public Spaces, <https://www.pps.org/article/the-story-of-congress-square-park-how-a-derelict-plaza-got-a-new-identity-downtown>).



*"I especially loved the swing dancing event. It was magical. Everyone was dancing – hotel guests, kids from the neighbourhood, people just passing by stopped to listen or dance. It was so moving. I almost got out of my wheelchair and started dancing too! I also loved the world cup soccer games. There was such a diverse mix of people."* Maureen Hannigan



# Examples of Placemaking that Created a Sense of Place ...

- In 2011, graduate students from Ball State Universities Wellness Management program began engaging with the Whitley community in Muncie, Indiana, to create a neighborhood community organization.



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## INTRODUCTION

### The Whitley Community

The mission of the Whitley Community is to continue to improve quality of life by creating a clean, safe and desirable environment that offers learning.

The Whitley community is located just northeast of Downtown Muncie. It is bounded on the south by Bunch Boulevard, on the east by Hodson Avenue, on the north by McGalliard Avenue and on the west by Martin Luther King, Jr. Boulevard.



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## TABLE OF CONTENTS

- 2.....● EXECUTIVE SUMMARY
- 3.....● PART 1: PURPOSE, MISSION & VISION
- 4.....● PART 2: WHY WELLBEING?
- 5.....● PART 3: PRIORITY AREAS
- 11.....● PART 4: A CLOSER LOOK AT WHITLEY
- 12.....● PART 5: FOUNDATION
- 13.....● CONTRIBUTORS

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## PART 3

Priority Areas •.....

Community engagement and pride

Community programs and resources

Healthy foods

Safety

Recreation

*“I choose to live here, I don't have to, but I want to. I want to make it so everyone wants to live here.”*

AN INVOLVED COMMUNITY LEADER

**5**

# Examples of Placemaking that Created a Sense of Place ...



Community initiated, led, and installed garden on the west side of Shaffer Chapel in Muncie, Indiana in July of 2013. This project cost nothing to implement with all plants, work time, and services being donated by community businesses or individuals.



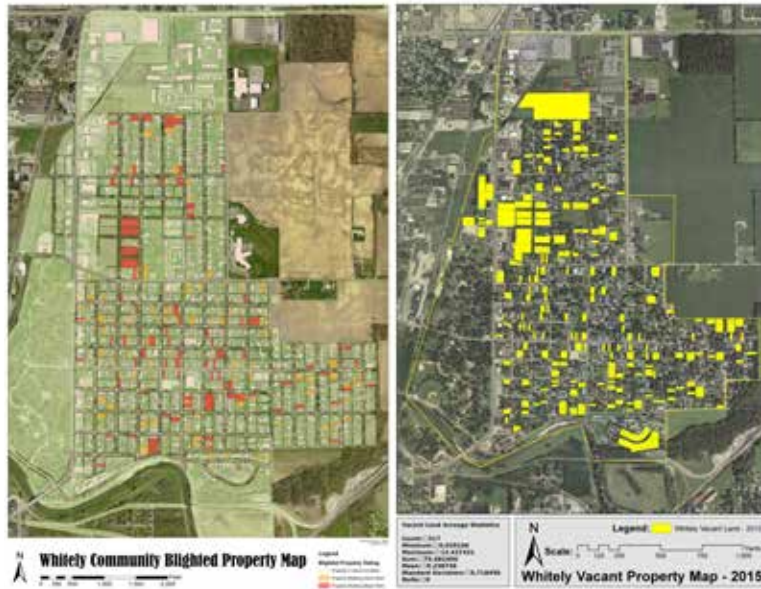
The same newly installed garden in 2015, now being maintained by the local community, which then led to ...



A larger design project involving the installation of an accessibility ramp, parking lot, and garden area for the east side of the Shaffer Chapel. This project was funded by money raised by the community and through donations of work and materials for the laying of the parking area black top by the city of Muncie.



# Examples of Placemaking that Created a Sense of Place ...



WHERE:  
MUNCIE AREA  
CAREER CENTER  
2500 N ELGIN ST.  
MUNCIE, IN 47303

## NEIGHBORHOOD MEETINGS

MONDAY @ 6:00 P.M.

Whitely  
community council



# A Place For Us All

Support the Centennial Campaign.  
Create a new community hub for Muncie's East Side.

## Paint the Park

Save the Date!  
Saturday, May 14  
McCulloch Park

Help us brighten up our neighborhood park.

More information:  
[whitelycc.org](http://whitelycc.org)

Muncie Celebrates  
Clean & Beautiful

Whitely  
community council

# In Conclusion ...

- Establish trust through open, honest conversation. Create a partnership not a contract.
- Coproduction. Work with citizens, not for them.
- Community empowerment is gradual and learned.
- Don't give up on the idea of coproduction. The long term benefits are good for both us as professionals and them as community members.

**- Thank You -**