PLACE MAKING - AN IMPORTANT SUBSET OF URBAN DESIGN

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Abstract - Place making is one of the main thought of urban design but for a long time it is neglected. This paper discussed about the Places in the cities and the development of the places through the process of the place making. It also discusses about the different type of place making, principles of place making and use of it in different urban spaces. It also gives an account of differences between Spaces and Places.

Index Terms – Place making; Place; Street; urban design;

I. INTRODUCTION

Subsequently in 1960s, understandings of urban informal Places have continuously advanced. Almost since this urban spectacle was first observed – coinciding with patterns of industrialization and urbanization in 1950s[1]. Placemaking has been at the forefront of town planning and urban design. Placemaking is an approach which is a subset of an extremely vast arena urban design. If we call urban design an ocean, then placemaking would be a lake. There are many approaches that complement each other and formulate the urban design features. Placemaking is one of them. As per writer and critic, Peter Buchanan 'Urban design is about how to recapture certain of the qualities (qualities which we experience as well as those we see) that we associate with the traditional city: a sense of order, place, continuity, richness of experience, completeness and belonging. Urban design lies somewhere between the broad-brush abstractions of planning and the concrete specifics of architecture. It implies a notion of citizenship: life in the public realm. It is not just about space, but time as well. Much of what passes for urban design is conceived only for one moment. Good urban design is more than just knitting together the townscape. Urban designers should be configuring a rich network in which buildings come and go: a framework of transport, built fabric and other features, which will create natural locations for things. Urban design structures activities[2].

II. PLACEMAKING IN TOWNPLANNING

Urban Design deals with the problems of contemporary urbanization, not only remedying malfunctions, but also creating the conditions for harmonious living. (Health, beauty and convenience have long been standing objectives in securing model cities). It seeks to relate economic planning to the physical structure of cities, and it aims to enhance living conditions for the community as a whole[3]. While planning "If you plan cities for cars and traffic, you get cars and traffic. If you plan for people and places, you get people and places." [4]

g a city, due to the arrangement of physical structures, there are many voids or punctures or nodes and squares that get created which lay barren and unused. If placemaking is incorporated in planning these spaces which in fact can be used as some great recreational spaces along with generating economies through it, a city will only see prosperity and will be effective in giving people a satisfaction[5].

Strangely, referring to the principles of placemaking and its urging requirement to transform a space into a place, defining placemaking is still not high on agenda. Like a mirage, it can change to reflect the desire of the viewer, and this is why it is so attractive to so many. Quality of life refers to the day living enhanced by wholesome food and clean air and water, enjoyment of unfettered open spaces and bodies of water, conservation of wildlife and natural resources, security from crime, and protection from radiation and toxic substances[5].

Considering the current trend toward place making across a wide array of community, economic, and design professions, the need to make people understand what placemaking is [6].

III. DIFFERENCE BETWEEN PLACE AND SPACE

It is the very first thing to learn about before stepping into the world of Urban design and Town planning. There are many spaces in and around us which are abandoned or are used less than their potential. Placemaking helps in converting those spaces into places. Space can be designated as a location which has no social association for a human being. No social and cultural value has been added to this space[7].
In fact, Place is more than just a location. It can be described as a location created by human involvements (like social cultural and etc.). The size

shape and area of place does not matter and is unrestrained. It can be a city, neighborhood, a region or even a classroom anything that helps people to group together[7]. In fact, place exists of space that is filled with meanings and objectives by human experiences in this particular space. Places are centers where people can satisfy their biological needs such as food, water etc.[8]. Most of the lakes stand deteriorated, unused, stinks and a place for criminal activities. Our aim is to use placemaking to convert that space (lake) into an effective waterfront. Public Space- A piece of land accessible to all (that is not own by an individual)
Place- A land that has a meaning, its own identity and authentic
All public spaces are not places (ex- abandoned road, alleys etc.)

IV. A TOOL TO ENHANCE AND MANAGE PLACES

placemaking is tool to enhance and manage places that can attract people and give them a sense of place. First of all, identification of such spaces in a town that needs to be remodify through placemaking is necessary. Most of the time the old, less rentable spaces are what attracts the urban design. These idea that we put into making the place great increases the land value of the area and hence the people living earlier gets thrown away. So, the planning should be simple and must not create the feeling of "Gentrification"
Any consideration of place making begins with an understanding of what place is and why it is valued as an objective. The place can define a location, a personal relationship to an environment, or act as a representation of the spirit of the land and our unspoken communion with it. In the simplest terms "place is a space that has a distinct character".
At its most complex, it embodies the essence of a location, its community, spiritual beliefs, stories, history and aspirations.

Placemaking is not a bike lane or an installation or road diets, street furniture and certainly not just an artist's job. Placemaking is a combination of all these with proper assessment of the place requirement and participating people using that place to make it. That's placemaking.
To create these unique places, the architects have taken into account the people's participation, their needs, the indications originating from the site analysis and have incorporated them into the design, balancing them with contemporary architectural and technological solutions. Derived from the character of their particular locations, the unique places are not only public spaces, but can sometimes become icons for the local society.

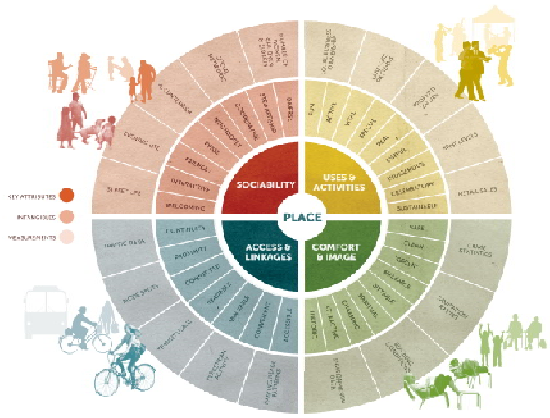


Figure 1 What makes Great Places? [4]

V TYPES OF PLACEMAKING

1. STANDARD PLACEMAKING

- Describes an incremental way to improve the quality and vitality of a place with many separate projects and/or activities.
- The term was coined by the Land Policy Institute at Michigan State University based on research into why communities are gaining or losing population, jobs, and income.

Projects: Street and façade improvements to buildings downtown, residential infill and rehabs, park improvements or other small scale multi-use projects.
Activities: Events in public spaces such as downtown sidewalks, streets, civic buildings, parks and waterfronts.

2. CREATIVE PLACEMAKING

New life to public spaces by applying arts, culture and creative thinking to all aspects of the built environment in order to stimulate activity and reawaken underutilized spaces.

- Animates public and private spaces.
- Rejuvenates structures and streetscapes.
- Improves local business viability and public safety.

Projects: Development inclusive of the arts, such as museums, performance/orchestra halls, public art displays or live- work structures/housing for local artists.
Activities: Outdoor town square concerts, sculpture (transit station with theme, public art contests or movies and plays in the park.

3. TACTICAL PLACEMAKING

- Process of creating quality places using a deliberate, phased approach to change through short-term, low-cost projects that target public spaces.

- Tactical Placemaking is comprised of two related but separate approaches called Tactical Urbanism and Lighter, Quicker, Cheaper.
- Both seek to test new concepts through an action planning process that transforms underutilized spaces.
- These scaled-down and targeted efforts showcase the different possibilities and new uses for public spaces.
- Projects: Road diets and other Complete Streets projects, or the construction of new forms of neighborhood dwellings such as a passive solar home.
- Activities: Self-guided historic walk, pop-up cafes, parking space conversions into parklets, guerilla gardening, outdoor music events, etc.

4. STRATEGIC PLACEMAKING

- Focuses on creating quality places that talented workers want to live, work, play and learn in,
- Thereby attracting further job creation and economic development opportunities to the community.
- Targeted to a particular goal in addition to creation of Quality Places.
- Results in quality, human scale, pedestrian-oriented environments that boast multiple housing, transportation and recreation options nearby.

Projects: Mixed-use developments in targeted locations, green pathways to parks and waterfronts, or other entertainment facilities and places for social gatherings around these key centers, nodes and corridors.
Activities: Cyclical events targeted to talented workers along with other arts, cultural, entertainment and recreational amenities that attract a wide range of users.

VI. PRINCIPLES OF PLACEMAKING

According to Project for Public Spaces, an organization that works extensively on revitalizing public spaces, there are few principles of placemaking, i.e.

1. The community knows the best

- Users of the place provide the most valuable perspective and insights into how the area functions.
- Capable of identifying issues that are important to consider in improving the space.
- Uncovering and incorporating their ideas and talents is essential.

2. Places, not designs

- Design is an important component of creating a place, but not the only factor.
- Providing access and creating active uses, economic opportunities, and programming are often more important than design.

o Physical elements must be introduced
o Sittings
o New landscaping
o Better managements
o Changes in the pedestrian circulation pattern
o Effective relationships between the surrounding retail and activities going on in the public spaces.

3. Make and act on observation

- Observing a space allows you to learn how the space is used
- Assess what activities and amenities may be missing from the space.
- Ex- raised curb can be used as a place to sit, sort mail, and even—believe it or not—for cooking. Observe these activities, choose the best ones and design accordingly.

4. Requires a vision

- A vision for a public space addresses its character, activities, uses, and meaning in the community. This vision should be defined by the people who live or work in or near the space

5. Triangulate

- Strategic placement of amenities that fosters activity and social interaction
- For example, a bench, trash receptacle, and coffee kiosk placed near a bus stop create synergy because they are more convenient for waiting bus passengers and pedestrians than if they were isolated from each other.

6. Form supports Function

- A public place's form factor should be formulated with its intended function(s) in mind.

VII. WHERE PLACEMAKING CAN BE INCORPORATED

Placemaking can be start from some very small places to large urban center. It is having a scope of having the potential to give the identity for the same.

Streets: it is easily and directly connected with placemaking at different level. It can be created anywhere like two people can have an interaction and make a place into the happening places. In figure 2 Street is colored by group of students in a program that turns this into a placemaking of street.



Figure 2 A street in Puducherry India

Plazas: Figure 3 show that how a sitting space can transform it in to the living and very attractive in the terms of the interactive and plaza. Figure 4 also show that pleasant weather and open space (without traffic) can also develop into a plaza with the thought of Placemaking.



Figure 3 Plaza at Bagha Atari Border, India



Figure 4 Plaza on peak at Shimla, India

Parks: Parks can also develop in to a very important identity of placemaking. Like use of parking at morning and evening hours for walk and in day time for relaxation.



Figure 5 Calibration of Lohri in Energy park of NIT Hamirpur, Hamirpur

Open spaces: Open space can be defined as "an area of land enclosed adopted for human purpose. In other words, it is the opposite of a form or a mass, a place for outdoor activities. Open space consists of 'Vertical" planes which can be walls, mountains or vegetation that is coarsely textured and merges from the base plane which are ground (hard/soft/hard+ soft) or water (pond/river/lake/sea/ocean) to an overhead „sky" plane [9].

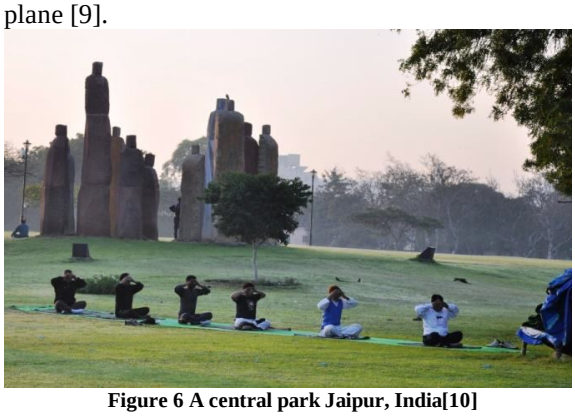


Figure 6 A central park Jaipur, India[10]

CONCLUSION

Placemaking is a subset of the set of urban design. Which deals with the social, culture, feel and value. Different type of placemaking helps to design it properly this can be arranged in any kind of area like streets plazas waterfront and many mores. As a conclusion of this paper, it can be dribbled that Placemaking should be a main consideration for urban design practices because it helps in to create essences of the places in the local population and visitors too.

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