

## Sustainable Southfield News and Updates

### Placemaking – The Identity of each Community

Placemaking is a design concept that prioritizes the human experience when envisioning a place. Rather than designing a place around a building or the automobile, the way in which people experience a place is the priority. Project for Public Spaces is an organization that focuses on transforming undervalued or underperforming public spaces to create new ones that will serve the community. Their idea of great placemaking is “More than just promoting better urban design, placemaking facilitates creative patterns of use, paying particular attention to the physical, cultural, and social identities that define a place and support its ongoing evolution.” It is often thought that a great place is defined by four elements: Sociability, Uses & Activities, Comfort & Image, and Access & Linkages.

## What Makes a Great Place?

Project  
for Public  
Spaces

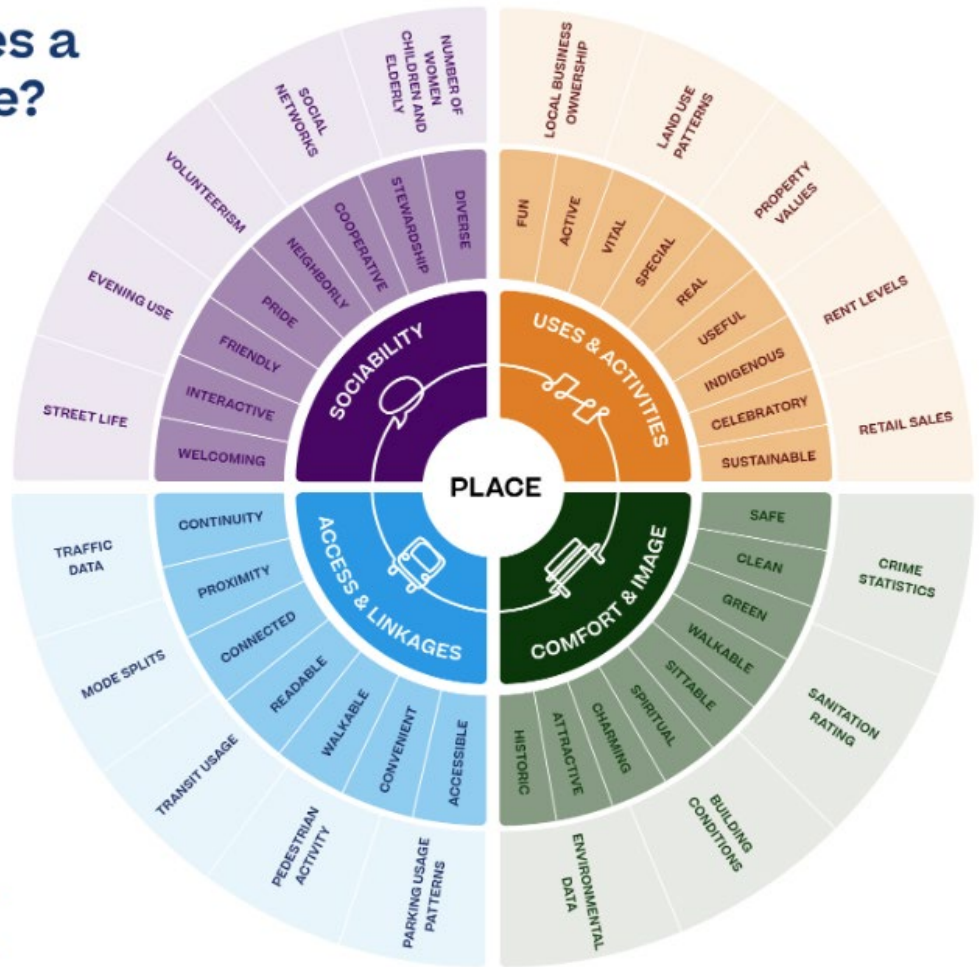


Image Source: [www.pps.org](http://www.pps.org)

What do the four elements of placemaking really mean?

- **Sociability**  
A great place fosters social interactions! It can be a place where friends and family meet or a place where chance encounters happen among strangers. The intent is to design a space that encourages people of all ages and backgrounds to gather and enjoy the same place.
- **Uses & Activities**  
A great place has a variety of activities throughout the year to engage people to visit and return to that place. It takes extensive planning to host events that will cater to people of all ages, schedules, and physical abilities.
- **Comfort & Image**  
The way in which a person chooses to occupy a space is typically based on how inviting, safe, and clean it is. A well-designed place that has amenities and is visually appealing will continuously attract visitors.
- **Access & Linkages**  
The ability to access a place and its connection to the surrounding community is a key aspect of what makes a place great. An important part of access and linkages include signage and mapping to communicate where you are and inform visitors of possible nearby destinations.

To make placemaking successful in a city, the community must be an active participant in voicing its needs through various methods of public engagement. Through different public engagement activities and surveys, the City of Southfield has incorporated numerous placemaking elements throughout the City to enhance the quality of life for its residents and visitors.

Some of the placemaking elements you can observe throughout the City include public art, respite stations, signage, trail markers, interpretive panels, dog treat stations, dog waste stations, bird houses, bat houses, bike share stations, and bike repair stations. The combination of these elements establishes a unique identity for the City of Southfield. If you have an idea about a unique placemaking opportunity for the City of Southfield, please contact the Planning Department at 248-796-4150.



*Image Source: Planning Department*



**Southfield Sustainability Team**

Alex Bollin – Planner I

Terry Croad – Director of Planning

Souzan Hanna – Sustainability Planner

Brandy Siedlaczek – Storm Water Manager

Frederick E. Zorn – City Administrator