



*Our goal is to develop communities that have a clear sense of place and identity - to create **places** rather than "**no place**". These communities will offer significant value to those that live in them as healthy places that residents can identify with, form social bonds around and be proud of. Collectively, these communities will represent the ongoing development of London as a unique, interesting, creative and outstanding City of choice.*

Think of our new communities and ask yourself:

- Are we building walkable streets?
- Are we building great public spaces?
- Are we building communities for cars or people?
- Can someone live in a neighbourhood in different stages of their life?
- Are we building civic pride?
- Are we building a beautiful city for the future?
- Will we attract a talented labour force in the future with our communities?
- Are we building healthy communities?
- Are we building sustainable communities that reduce Green House Gas and energy consumption?
- Do our communities facilitate social interaction?
- Are our communities distinctive, interesting, diverse, and complete?

Our goal is to design communities so that they can:

- Promote strong sense of community - set the stage for social interaction
- Provide alternatives to the car
- Generate a high quality of life
- Promote sustainability
- Attract a strong labour force
- Promote walking, cycling, transit
- Encourage social interaction - sense of community
- Reduce Green House Gas emissions
- Reduce energy consumption
- Support aging of the population

What is Placemaking?

- Placemaking is an urban design process aimed at creating communities that offer a distinct character, a strong sense of community and a context for healthy lifestyles and a high quality of life.
- Placemaking rejects the subdivision of land without a clear community vision.
- Placemaking embraces the integration of existing topography and natural features into a neighbourhood wherever possible - rather than clearing and grading lands to begin with a "clean slate".
- Placemaking places an emphasis on pedestrians, rather than automobiles, and designs public and private components of communities to support walking.
- Placemaking offers physical environments within communities that offer opportunities for social interaction.
- Placemaking rejects homogeneity and "sameness" and seeks out variety and diversity.
- Placemaking leads to high quality public spaces that are comfortable, useable and functional.
- Placemaking provides a design context for developing private lands that support the community vision and "give back" to the public realm.

Placemaking Design Guidelines

Placemaking not only represents a response to smart growth and the desire to make better communities but also embodies a range of methodologies for the design process.

The purpose of these guidelines is to provide guidance to developers, builders, consultants, and internal Engineering and Planning Staff for the development of outstanding communities that offer a distinct character, a strong sense of community and a context for healthy lifestyles and a high quality of life. A policy framework and tools to implement these guidelines will be brought forward following a consultation process with all stakeholders. It is noteworthy that it may be desirable, when City-wide design guidelines are prepared, to incorporate these Placemaking Design Guidelines into that more comprehensive document. In the interim, it is critical to establish these Placemaking Design Guidelines to plan for the type of communities that we would like to define our city of the future.

What is the Placemaking Demonstration Project

The Placemaking Demonstration Project is all about working together to establish a strong culture of placemaking when designing our new communities. Utilizing the Placemaking Design Guidelines, stakeholders gathered together in an intensive design charette process to redesign a conventional subdivision plan. The result was a new "Placemaking Plan" that embodied the principles of Placemaking.



Next Steps

It is clear that the proactive work of the Placemaking Demonstration Project is beginning to bring placemaking to the fore in the planning and development of our communities. There is still much work to be done, but the groundwork is now well prepared for moving forward.

The first Placemaking Report represents Part 1 of a three-part series to report back to Council on the results of the Placemaking Demonstration Project. In addition to providing the background and understanding of the project, this report has provided a description of accomplishments and progress to date. The report also presents the draft Placemaking Design Guidelines for circulation and feedback.

The second Placemaking Report represents part 2 of the series which showcases the re-design of the Summerside East community, as established by applying the draft Guidelines, through the charette process. Recommendations are brought forward in this report to suggest a work program for establishing a much-needed framework and new tools for placemaking in London.

Finally, Part 3 will describe the sustainable development (green) components of the project.