10

BEST PRACTICES

for Designing Sustainable, Healthy Communities & Environments



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Placemaking

turning blighted spaces into meaningful places

- Placemaking refers to a collaborative process by which we can shape our public realm in order to maximize shared value.
- 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.
- Placemaking capitalizes on a local community's assets, inspiration, and potential, and results in the creation of quality public spaces that contribute to people's health, happiness, and well being.
- Placemaking inspires people to collectively reimagine and reinvent public spaces as the heart of every community.

Schuykill Banks Park Project





1. Put People First

individuals are more likely to be active in a community designed around their needs



2. Recognize the Economic Value

healthy places can create economic value for both the private and public sectors



3. Empower Champions for Health

every movement needs its champions



4. Energize Shared Spaces

public gathering places have a direct, positive impact on human health



5. Make Healthy Choices Easy

communities should make the healthy choice the one that is SAFE: Safe, Accessible, Fun, & Easy



6. Ensure Equitable Access

many parts of the community would benefit from access to services, amenities, & opportunities



7. Mix It Up

a range of land uses, building types, & public spaces can be used to improve social activity



8. Embrace Unique Character

places that are different, unusual, or unique can be helpful in promoting physical activity



9. Promote Access to Healthy Food

access to healthy food should be considered as part of any development proposal

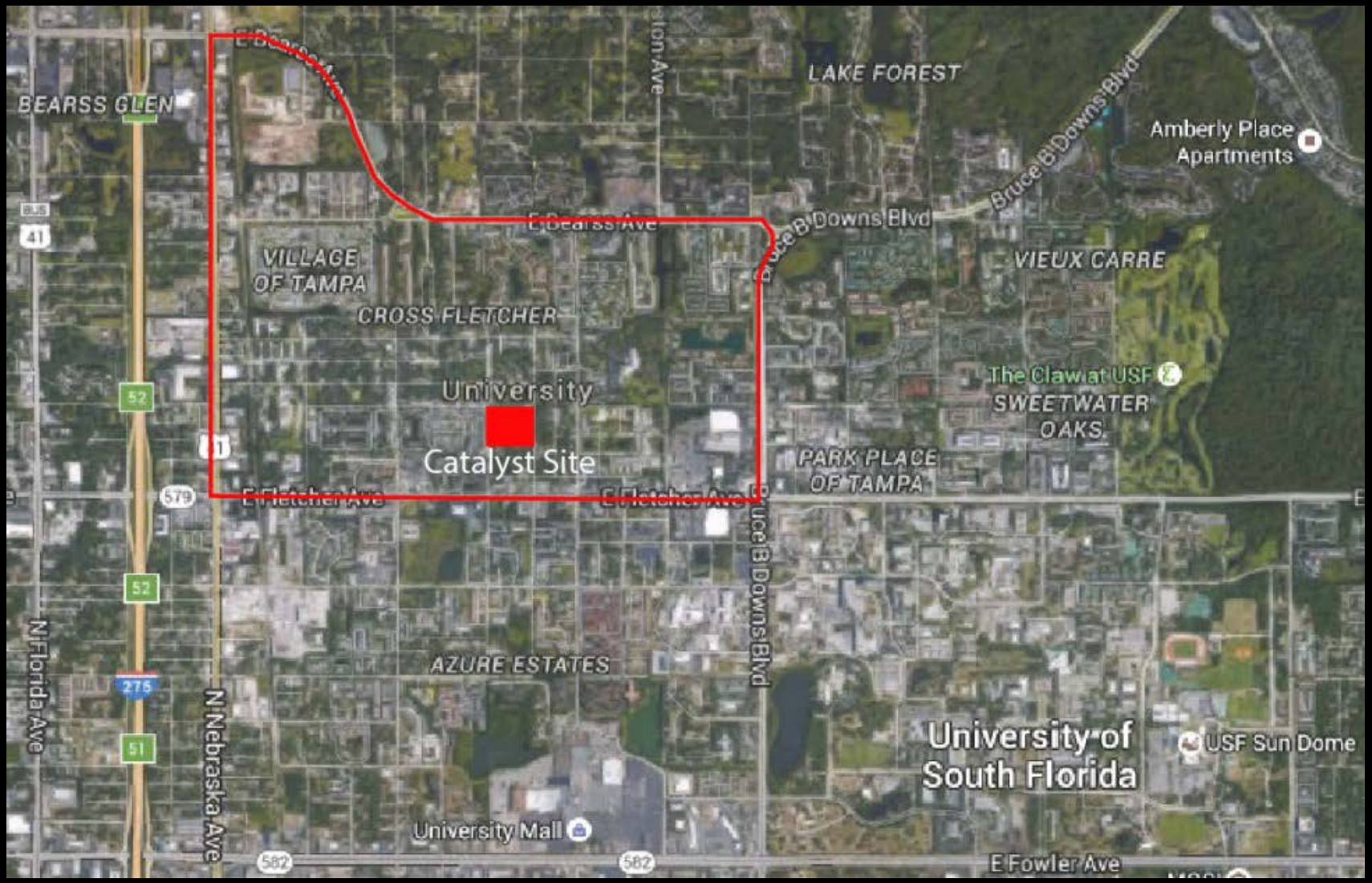


10. Make it Active

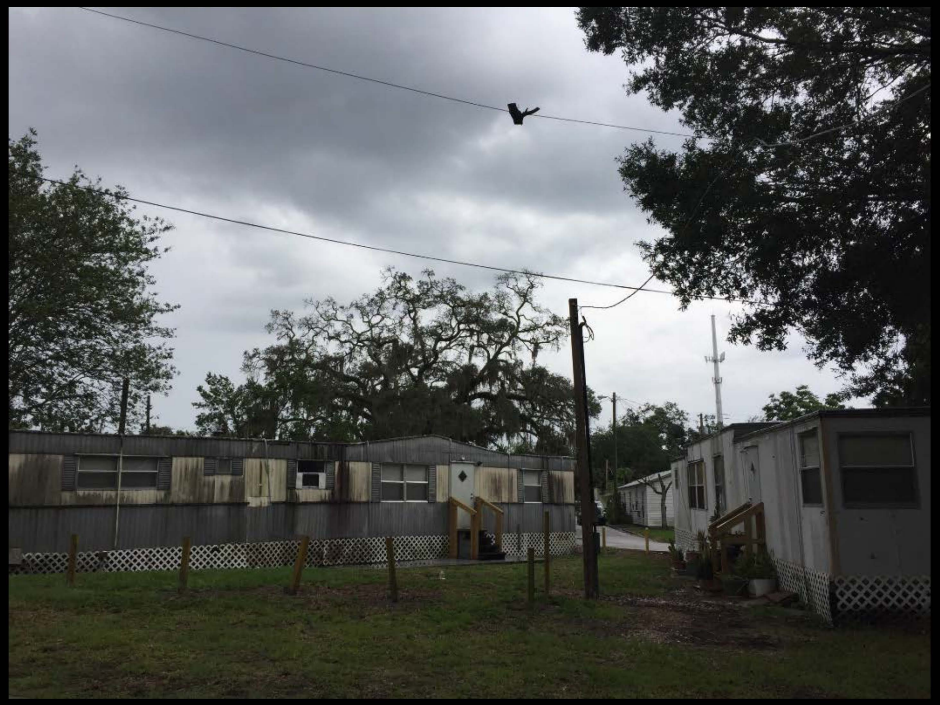
urban design can be employed to make an active community



University Area Community
Tampa, Florida








DRIVE
LIKE YOUR
KIDS
LIVE HERE
CARLTON LAWRENCE CORP.
APTS COMPLEX 1210-1218




Miller
HIGH LIFE






RAILROAD
CROSSING

PROJECT ACTIVITIES

Inventory of Environmental Challenges
Economic Market Analysis
Rapid Health Assessment
Social Impact Assessment
Needs-based Assessment
GIS for Redevelopment Planning
Community Conversations, Outreach
Community Design Charrette
Community Advisory Board
Key-informant interviews
Strategic Communication & Marketing





PROJECT PARTNERS

USF - Center for Brownfields Research
USF - Architecture and Urban Design
USF - School of Public Affairs
Florida Brownfields Association
University Area CDC
Mort Elementary School
Environmental Protection Commission
Florida Department of Health
Hillsborough County Economic Development
Hillsborough City-County Planning Commission
BGW Associates, Cardno, & Vistra

Harvest Hope Park Project



Prime the Pump, Pull the Market

Create a vision with strong support.

- Organize a project team; local leadership is essential, find a champion
- Create a clear community vision; begin with the end in mind
- Build and maintain local stakeholder and citizen support

Front-load due diligence.

- Remove barriers
- Break down the brownfield project into components and phases

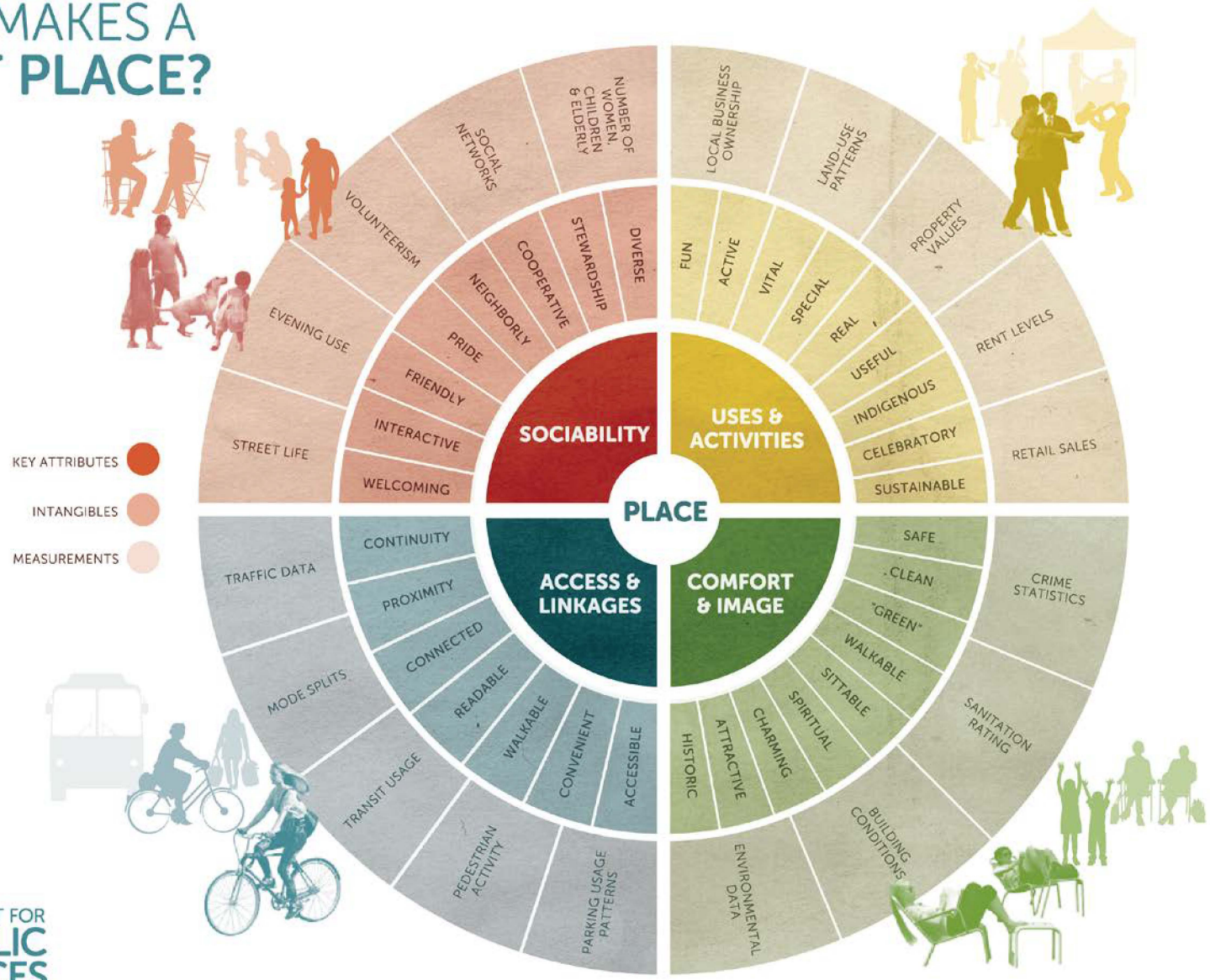
Engage the community and other stakeholders.

- Engage private sector, developers, and consumers
- Develop a strategy for cost sharing and leveraging
- Seek federal, state, and local backing and collaborations

Celebrate success.

- “nothing succeeds like success”

WHAT MAKES A **GREAT PLACE?**



PROJECT FOR PUBLIC SPACES