

Creating economic opportunities through our Public Spaces (through Placemaking)





Sometimes the
smallest things we
can do for our
neighbourhoods can
have the biggest
impact.

CURBED

What is Placemaking?



- inspires people to collectively reimagine and reinvent public spaces
- strengthens the connection between people and the places
- a collaborative process to maximize shared value
- promotes better urban design, facilitates creative patterns of use

Examples of Placemaking Projects



Leonard Cohen Mural - Montreal



Brockville Light Tunnel



Pommier Piano - Cornwall

Benefits of Placemaking



- Bring life and amenities to previously lifeless public spaces
- Break down resistance to change, while empowering vulnerable or overlooked communities who may have lost faith even in the possibility of change
- Generate the interest of potential investors, both public and private
- Establish (or re-establish) a neighbourhood or region's sense of community
- Inform best practices for later planning efforts
- Encourage community buy-in (by demonstrating, for example, how a new street design would impact traffic flows not only for cars, but also for pedestrians, cyclists, and public transit)
- Bring together diverse stakeholders in generating solutions and a collective vision
- Foster a community's sense of pride in, and ownership of, their public spaces



How do we implement?
We want to take on 2
activations to start and
we need YOUR help

Project #1: Paint Pitt & 2nd Crosswalk

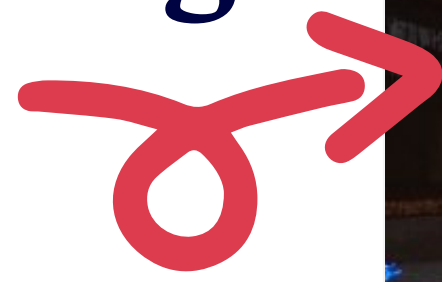
REDESIGN THE CROSSWALK AT PITT & 2ND

In 2015, a handful of Seattle streets were reborn when a rogue designer painted colorful new crosswalks. Instead of wiping them away, the city made them a permanent part of the landscape, and even appropriated the idea, setting up a community crosswalk program so other neighbourhoods could create their own colourful street art.

Between promoting community pride and increasing pedestrian visibility and safety, it's a quick, colorful step forward.



Project #2: Parklet Design Build Competition



PARKLET ON PITT BETWEEN 2ND AND 3RD STREET

Parklets repurpose part of the street next to the sidewalk into a public space for people. These small parks provide amenities like seating, planting, bicycle parking, and art. While they are funded and maintained by neighboring businesses, residents, and community organizations, they are publicly accessible and open to all. Parklets reflect the diversity and creativity of the people and organizations who sponsor and design them. They also reflect the City's commitment to encouraging walking, bicycling, and strengthening our communities.



How we plan to fund these projects

Placemaking funding



Sponsorships
& Donations



Crowdfunding



Grants



Fundraising
Events

Vibrant Communities

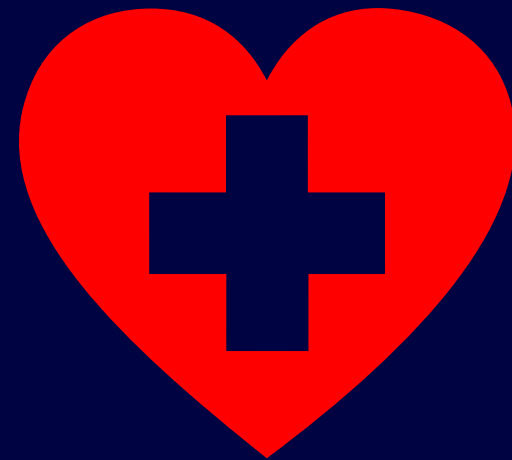
Collectivités
dynamiques
NOTRE PLAN DE SÉCURITÉ ET DE BIEN ÊTRE

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Vibrant
Communities
OUR SAFETY AND WELL-BEING PLAN

“The ultimate goal of this type of community safety and well-being planning is to achieve sustainable communities where everyone is safe, has a sense of belonging, opportunities to participate, and where individuals and families are able to meet their needs for education, health care, food, housing, income, and social and cultural expression. The success of society is linked to the well-being of each and every individual.”

ADDRESSING THE 4 PILLARS OF VIBRANT COMMUNITIES





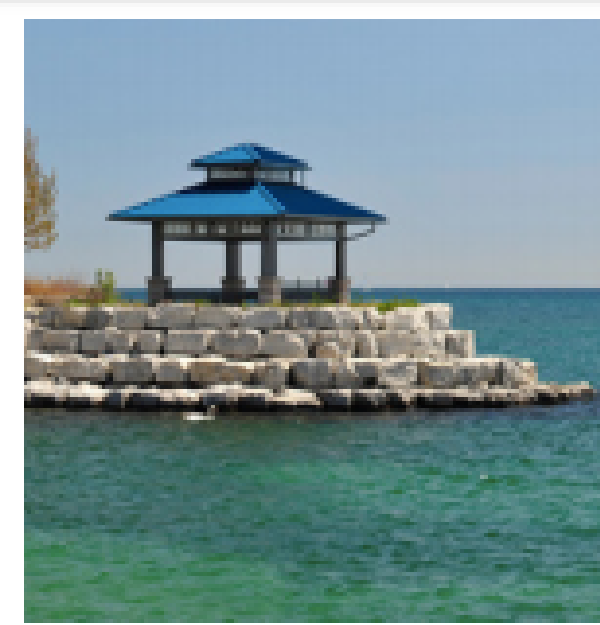
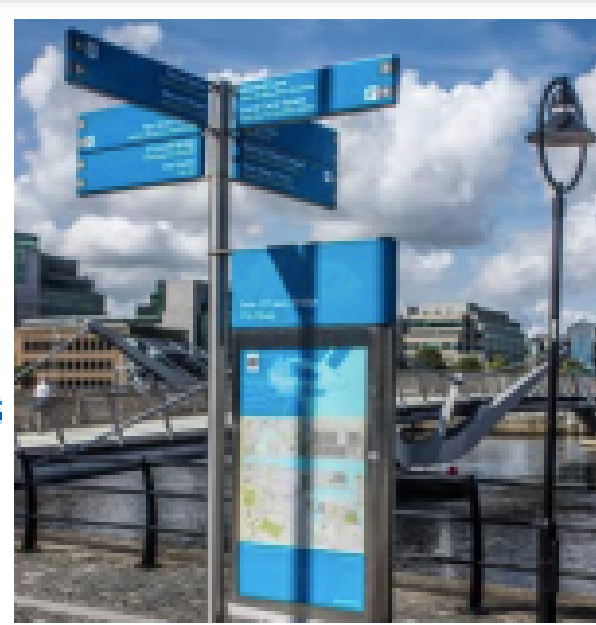
CITY OF CORNWALL

WATERFRONT PLAN

July 2019

1. Improve access/increase connectivity

- Enhance visual and physical connections
- East-west connectivity
- North-south (downtown) connections
- Green Ribbon (protect public ownership along water's edge)
- Signage and wayfinding



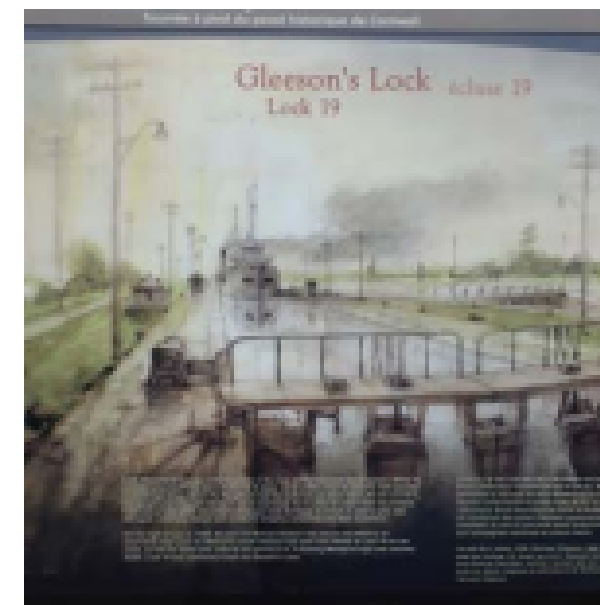
2. Spaces to celebrate and enjoy

- Build upon existing park and trail investment
- Provide spaces and infrastructure for gatherings and special events
- Spaces to promote use and enjoyment of waterfront
- Promote multi-generational enjoyment



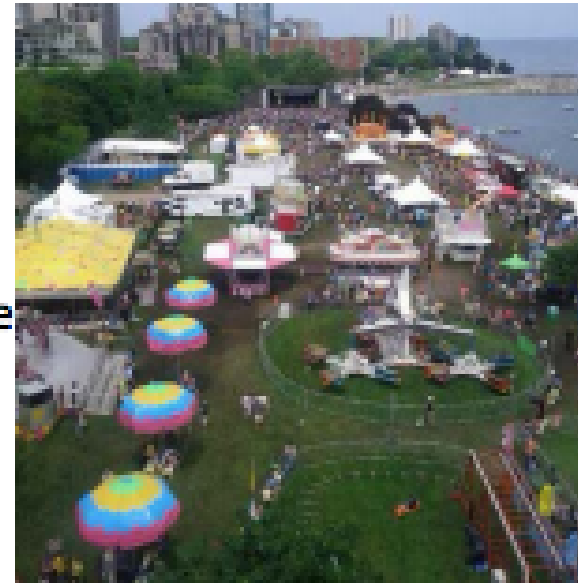
3. Enhance culture/historic fabric

- Canal a defining feature in the landscape
- Weave the industrial past into the fabric of the waterfront
- Work with the Mohawk Council of Akwesasne to recognize and promote First Nations Culture across the waterfront



4. Create a magnetic waterfront

- Plan the waterfront with visitor use and enjoyment in mind
- Provide users with experiences unique to Cornwall
- Provide anchors to draw people in



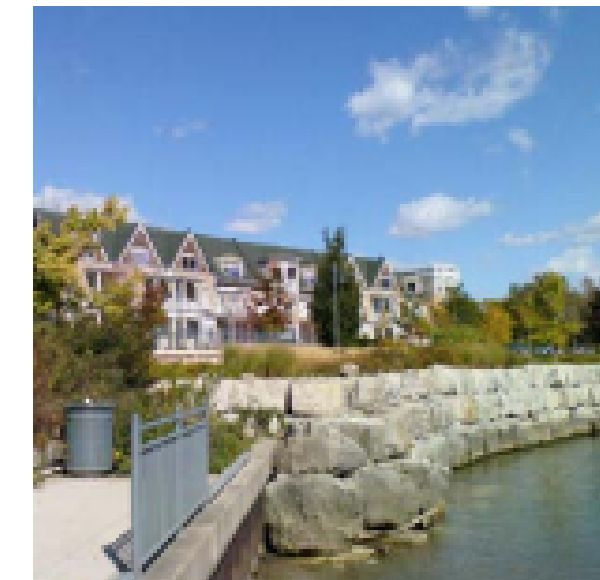
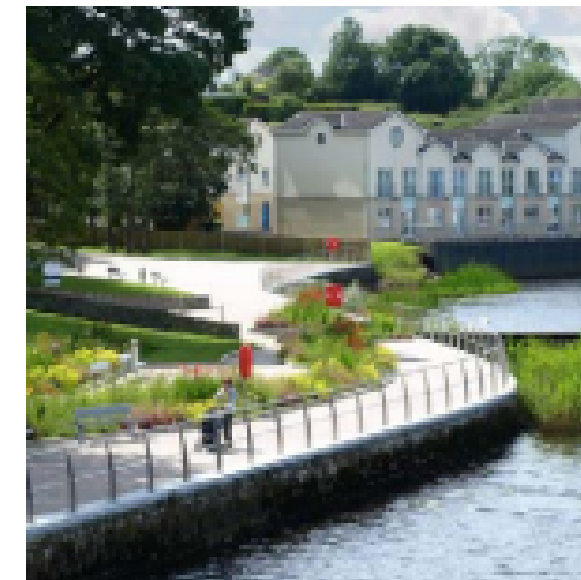
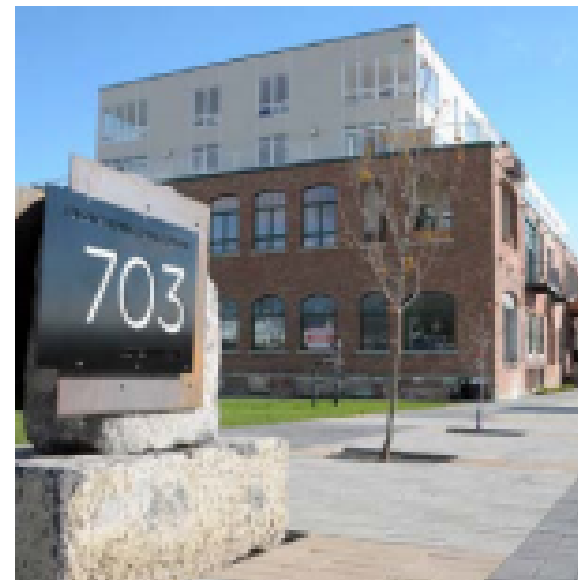
5. Activities for all seasons

- Provide infrastructure which supports year-round activities
- Design spaces to consider seasonal microclimate
- Design to encourage winter programming



6. Promote strategic infill

- Redevelopment to improve connections to the waterfront
- Locate and design new development to enhance the public's waterfront experience
- Capitalize on the waterfront as an asset for development
- Scale/character of built form to fit Cornwall context



Potential Future Projects

Cornwall Public Library Front Entrance Space

Work with the library to host a competition for the design of an inclusive space to promote the library and for patrons to enjoy the outdoors.

Downtown Murals

Ask property owners to donate a wall and have artists design concepts for which the community can choose from. Maybe we can have a mural of Bob Turner to honour the work he did.

Brick & Mortar Pop Up

This would be a long term goal to be able to set up a pop up somewhere in the core, to educate the public, involve and engage citizens and promote the projects.

Lit up Cornwall Sign


Like many other cities have done, build a lit up Cornwall sign for installation in a highly visible place.

Community ideas

Through our website and future pop-up space, have the community decide on which ideas they'd like to see implemented.

Next Steps

1. LAUNCH WEBSITE AND START FUNDRAISING (FEB - ONGOING)
2. ENGAGE COMMUNITY FOR DESIGN IDEAS (FEB)
3. VOTE ON 2 DESIGN IDEAS FOR PROJECTS (MARCH)
4. IMPLEMENTATION (APRIL-MAY)
5. CELEBRATE & GATHER FEEDBACK FOR NEXT PROJECTS TO TACKLE
6. REPEAT PROCESS



**Designing a dream city is
easy; rebuilding a living
one takes imagination.**

Jane Jacobs

Thank you

For questions or more info:

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Appendix



“Kids are an indicator species of great neighbourhoods. If you design your downtown deliberately for kids, families will come!”

- Brent Toderian



TODERIAN UrbanWORKS

**Auckland, NZ
@TODUrbanWORKS**

The Creative Class Index

- metros that score highly on the creativity index tend to perform well
- asserts that metropolitan regions with high concentrations of technology workers, artists, musicians, lgbtq+ citizens, and a group he describes as "high bohemians", exhibit a higher level of economic development
- fosters an open, dynamic, personal and professional urban environment
- attracts more creative people, as well as businesses and capital
- focusing on attracting and retaining high-quality talent would be a great use of a city's regeneration of resources for long-term prosperity



Richard Florida

is an American urban studies theorist focusing on social and economic theory. He is a professor and head of the Martin Prosperity Institute at the Rotman School of Management at the University of Toronto.