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Background

Council's 2019 – 2022 Strategic Plan:

“Create a Placemaking guide and toolkit and host workshops to support citizens and businesses to take action to create public play spaces, parklets, and gathering places within neighbourhoods”

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Purpose

To present the Placemaking Toolkit for Council endorsement

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The Process

- **Phase 1** – Research (Spring 2021)
- **Phase 2** – Draft document (Summer 2021)
- **Phase 3** – Final toolkit (Winter 2021)

Engagement:

- Key stakeholder groups
- Workshops
- Online survey
- Staff across City departments

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Workshops

WHAT IS TACTICAL URBANISM AND HOW COULD WE USE IT IN THE CITY OF VICTORIA?

Join us for a special virtual workshop that looks at how we can use tactical urbanism as a resource to connect with where we live and our citizens' ideas about the outdoors - we will go into detail in what it is, how we can practically use it, good practices alongside case study in a series of activities that help us to identify citizen led opportunities and new project ideas.

Tactical urbanism, is a form of placemaking that includes low-cost, temporary changes to the built environment, usually initiated from community activists. It is often always a grassroots initiative, typically taking a place that could seem to be run down or underused, and does something exciting to utilize or renovate the space. For example, turning an unused pathway into a small garden or cycle lane, creating pop-up eatery places or street food events, or turning an abandoned green space into a public park.

WEDNESDAY 24TH FEBRUARY
10AM - 12PM
BOOK YOUR INTEREST BY EMAILING urban@cityofvictoria.ca
BOOK
YOU WILL BE SENT A Zoom LINK

Your Dollars · Your Decisions · Your City

Participatory Budgeting

VOTE NOW

MY GREAT Neighbourhood COMMUNITY VIRTUALS



Several workshops were held to build awareness and support citizens in implementing placemaking in Victoria.

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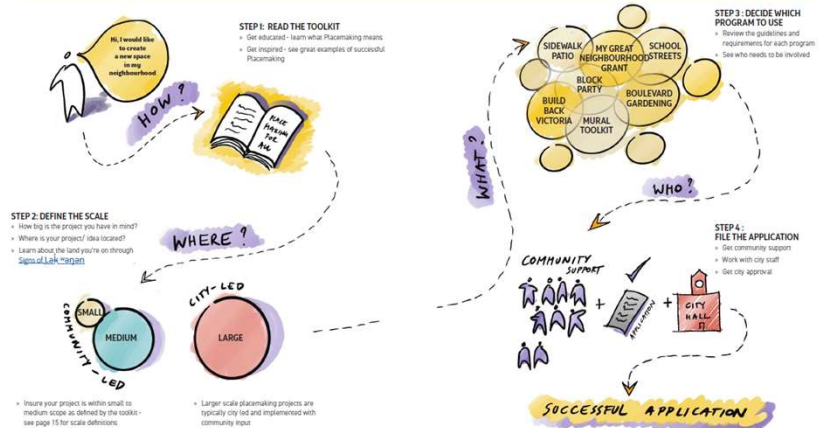


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The Toolkit

The Toolkit is a one-stop shop for placemaking in Victoria

PLACEMAKING ROADMAP FOR ALL



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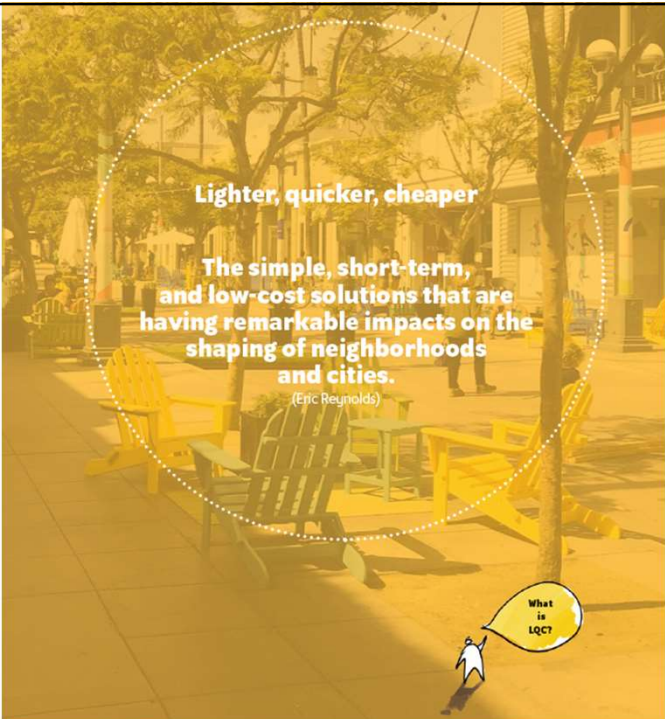


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Education

It introduces and explains the concept of Placemaking through definitions and examples.

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Lighter, quicker, cheaper

The simple, short-term, and low-cost solutions that are having remarkable impacts on the shaping of neighborhoods and cities.

(Eric Reynolds)

What is LQCT



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Information

- Links to existing City programs
- Provides step-by-step process
- How to get from the 'ideas' stage to implementation

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VICTORIA'S PLACEMAKING PROGRAMS AND INITIATIVES

Victoria has a strong tradition of community led placemaking supported through a number of programs, initiatives and policies.

MY GREAT NEIGHBOURHOOD GRANT PROGRAM

My Great Neighbourhood Grant Program is currently a key placemaking mechanism for the City of Victoria. It supports collaboration between the city and communities in creating better spaces for all to enjoy. It is focused on community-led placemaking and small and medium scale projects. The grants require a 100% matching contribution by the community. The City will fund up to \$5,000 to match the equivalent contribution the neighbourhood makes for a placemaking grant and up to \$1,000 for an activity grant.

Link: [My Great Neighbourhood Grant Program](#)




BOULEVARD GARDENING PROGRAM

The City of Victoria has adopted a set of Boulevard Gardening Guidelines. An increase in boulevard gardening will support the City's goal of creating healthy and diverse ecosystems, creating vibrant and attractive streets and improving local food security.

The Boulevard Gardening Guidelines have been designed to help beginners and experts garden on City of Victoria residential boulevards more confidently and responsibly.


Link: [Boulevard gardening program](#)



TRAFFIC CALMING PROGRAM

Traffic calming program is a city-led and implemented program. That said, it presents one of the best opportunities for placemaking through street reclamation and full or partial street closures. With city-led initiation and community-led beautification, street improvements can have a big impact on community health and wellbeing. The true opportunity lays in using planters and other elements such as decorative/streetscape enhancements that have the additional benefit of traffic calming.

Link: [Traffic Calming Program](#)



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Guidance

- Provides simple, one-page explanations, definitions and guideline
- Helps guide the design process and accelerate applications

SMALL IS SIMPLE

Bigger isn't always better. Nothing is too small to make a difference in the City of Victoria. Watch for underutilized areas in sidewalks, boulevards and plazas where there might be opportunities to convert unused space to a community place. It can be as simple as adding a bench, bike rack or a chair, or maybe a cheerful splash of colour or play. Or maybe adding planting in a boulevard to help beautify a street. An important first step is to see the potential.

WHAT DOES IT MEANS TO BE SMALL?

Small scale placemaking focuses on small projects that can be implemented with low cost and easy process. Most of the designs will still require city staff to be involved to review safety and liability. That said, with the placemaking elements catalogue at hand and the simple guidelines provided, we want to give more power to the community to help get more projects implemented faster.

WHERE TO BE SMALL ?

Key potential area to look for include:

- » Sidewalks - look for the areas that do not get much traffic and tend to be out of the way
- » Boulevards - green or hard - do you see any spots that can be converted from a lawn to planting? Or spaces that could use seating or play?
- » Plazas and squares - look for spaces that need more seating, lighting, planting or play
- » Walls - look for blank spaces that can use some paint or art
- » Streets - only within safe zones created by the city through traffic calming
- » Parks - where a small addition of seating or planting can help to improve already existing park area
- » Programming - always a great addition to any place, no matter the size

HOW MUCH DOES THE SMALL COST?

Surprisingly, even small scale projects cost quite a lot. It is important to plan ahead and know how much it will cost to implement a small idea. Please take into account cost of the elements, machinery needed to place them (if any), administration, design, maintenance, permits and all other cost associated with your idea.

SMALL SCALE PLACEMAKING

Cost	\$0 - \$10,000
Effort	Low
Time	Quick

EXAMPLES OF SMALL SCALE PLACEMAKING

- » A couple of Adirondack chairs in the boulevard portion of the sidewalk (where there is no on street parking)
- » Boulevard gardening boxes in front of a house
- » Planting a new tree in park
- » Little library of art and games
- » String lights on a tree or in a park
- » New bench or seating
- » Few boulders in a boulevard for play and discovery
- » Signage about local habitat, culture, or storytelling

IDEA
Spontaneous play on city sidewalks

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Equity

Explains the concept of equity and how placemaking is a tool to provide it to different communities across the city

BUDGET \$3,500

Concrete barricade - catalogue page 54

Movable table and chairs - catalogue page 45

Patio application through Sidewalk Cafe Permit

Adirondack Chairs - catalogue page 49

Recycled plastic side

Paint - catalogue page 61

SIDEWALK BOULEVARD

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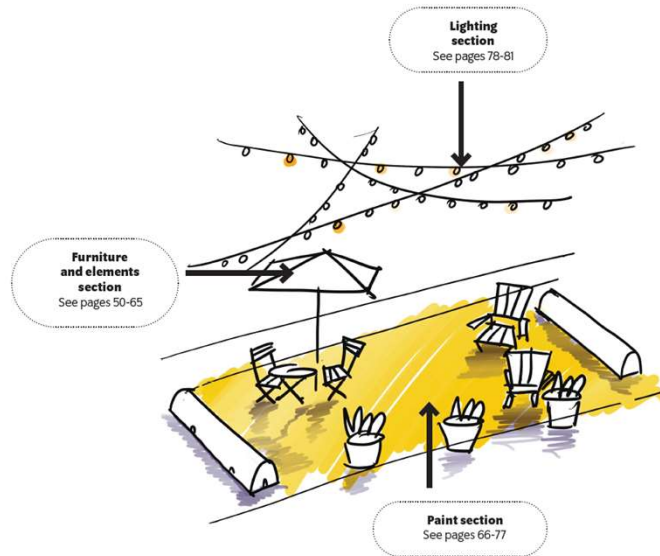
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Catalogue

Catalogue includes three sections:

1. Furniture and elements
2. Lighting
3. Paint

Provides links to external suppliers with high level costs



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Scale of Placemaking

Community-led:

- Small and medium scale projects
- Fast and simple
- Implemented through existing grant programs



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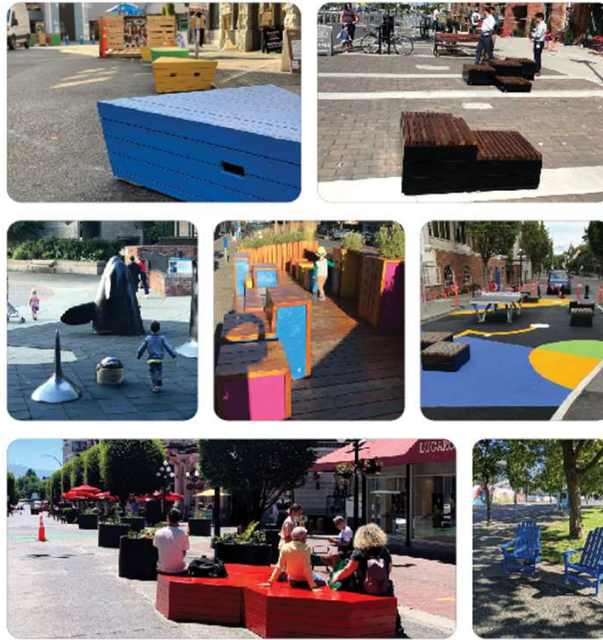


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Scale of Placemaking

City-led:

- Large scale projects
- More complex
- Considered with other priorities during future budget processes
- Opportunities to coordinate with capital projects



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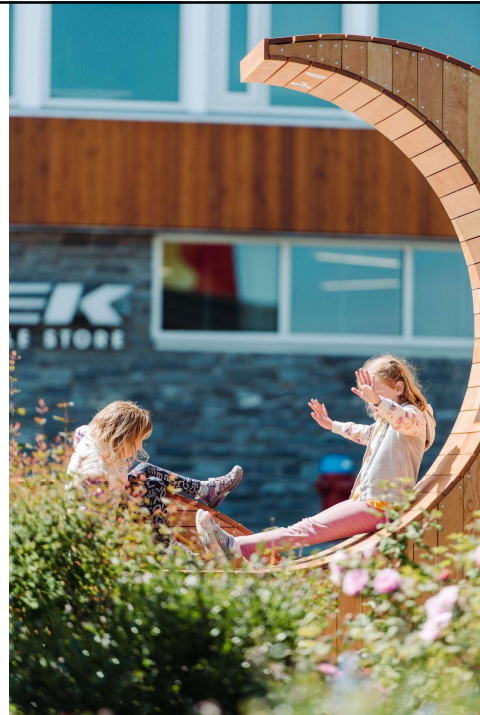
Next Steps

Promotion

- Continued development of additional materials and strategies
- Host workshops to promote the Toolkit

Monitoring

- Monitor in 2022 for changes in frequency, type and interest



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Recommendation

That Council approve
the Placemaking Toolkit

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