

# Place Making

The essence of placemaking is about creating great experiences for people. Placemaking is the curation and creation of the hard and soft experiences, that ensure people are magnetically drawn to a space. Both built form and space activation. By stimulating positive experiences, you make a place destinational. It's about how you give real meaning and purpose to a place, that compels people to care, engage and repeatedly visit.

Urban design and place-making share a close link via the opportunities they create for people to interact with one another and the environment. Place-making has been proven to be a very useful method of channelising the pedestrian flows, reducing pedestrian congestion whilst attracting more people towards the urban built environment.

Placemaking can be used to preserve, restore and improve historic urban form to help contribute to the character of important historic buildings or structures. Placemaking is a movement which seeks to improve underutilised public spaces in towns and cities into meaningful places which communities take pride in, where there is a sense of ownership and a sense of attachment.

It has also been hypothesized that place-making practices are likely to attract members of the creative class who prefer walkable, mixed use urban spaces to minimize commute times between work and leisure activities. Such mixed use, walkable environments are also likely beneficial to businesses, community, government, social wellbeing of society etc.

Advocators for shared spaces argue that comfort, visual amenity and the reallocation of space to better allow for social interaction and activities will help create a place which people are attracted to spend time in.

Placemaking is having huge impacts in cities such as San Francisco, Vancouver, Melbourne, Stockholm and Singapore

## Links

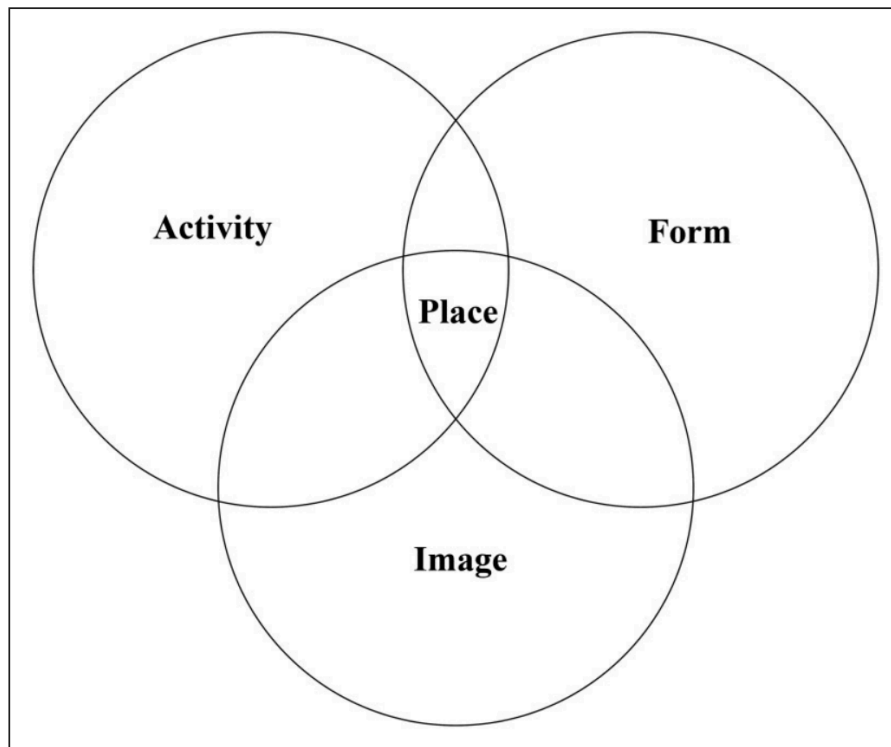
<https://hoeyne.com.au/news/the-benefits-of-placemaking-in-urban-design/>

<https://journals-sagepub-com.ezproxy1.library.usyd.edu.au/doi/pdf/10.1177/2399808317710466>

<https://hoeyne.com.au/news/the-benefits-of-placemaking-in-urban-design/>

<https://access2018.mysydneycbd.nsw.gov.au/a-busy-living-city/placemaking>





**Figure 1.** Conceptual framework for components of urban place-making (Montgomery, 1998).

**Table 1.** Activity-, form-, and image-based components of place-making.

---

*Components of Place-Making*

Street life, diversity, vitality, people-watching, café culture, events and local traditions, transaction base, fine-grain economy

Scale, intensity, permeability, landmarks, diverse building stock, public spaces, space to building ratios, block length

Symbolism and memory, imageability, legibility, sensory experience and associations, receptivity, psychological access, lack of fear

---

Source: Montgomery (1998).