
Creating Community Vitality Series

Placemaking
February 10, 2021
11 AM – 12:15 PM



WELCOME!

- Please mute yourself and turn off your camera
- This session is being recorded
- There will be time for questions using the Chat feature



Attendees

Chat



Turn microphone
on or off

Leave
meeting

Turn camera
on or off

See additional settings, such as
recording the meeting or changing
your video resolution





The “work from home” revolution offers a unique opportunity to better position communities for success by ensuring local amenities, infrastructure and social offerings are in place to retain and attract an increasingly mobile workforce.

Key Themes:



Identity

*Recognize Your Core
Strengths + Weaknesses*



Ecosystems

*Identify Institutions, Amenities
and Infrastructure to Support*



Community

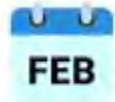
*Strengthen and Promote
Assets + Interactions*

Monthly Topics:



JAN

Community Vitality Kickoff



FEB

Placemaking



MAR

Storytelling



APR

Leadership + Network



MAY

Attractions + Assets



JUN

Housing



JUL

Services + Infrastructure



AUG

Food + Small Scale Production



SEP

Workforce + Entrepreneurs



OCT

Public Spaces



NOV

Cultural Promotion + Events

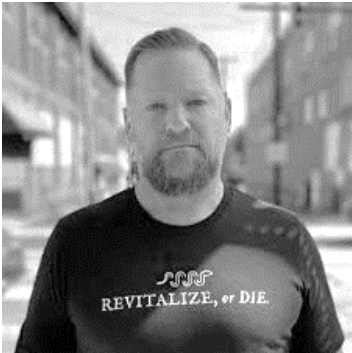


DEC

Community Involvement + Conclusion

Placemaking

Educational Webinar | February 10, 2021




Jeff Siegler

Founder of Revitalize Or Die
Founding Partner of Proud Places

Participants will learn how the places we shape determine our physical, mental, social and economic health; then we will begin to understand how much better we can be at shaping our places.

THE POWER OF PLACE



*Virginia DHCD
Training Series
2/10/21*

PLACE



PLACE



A GREEK COLONY

walls

acropolis

theatre

stadium

houses

Main Street

crops

CITIES

agora

port

temple

tholos
(circular temple)

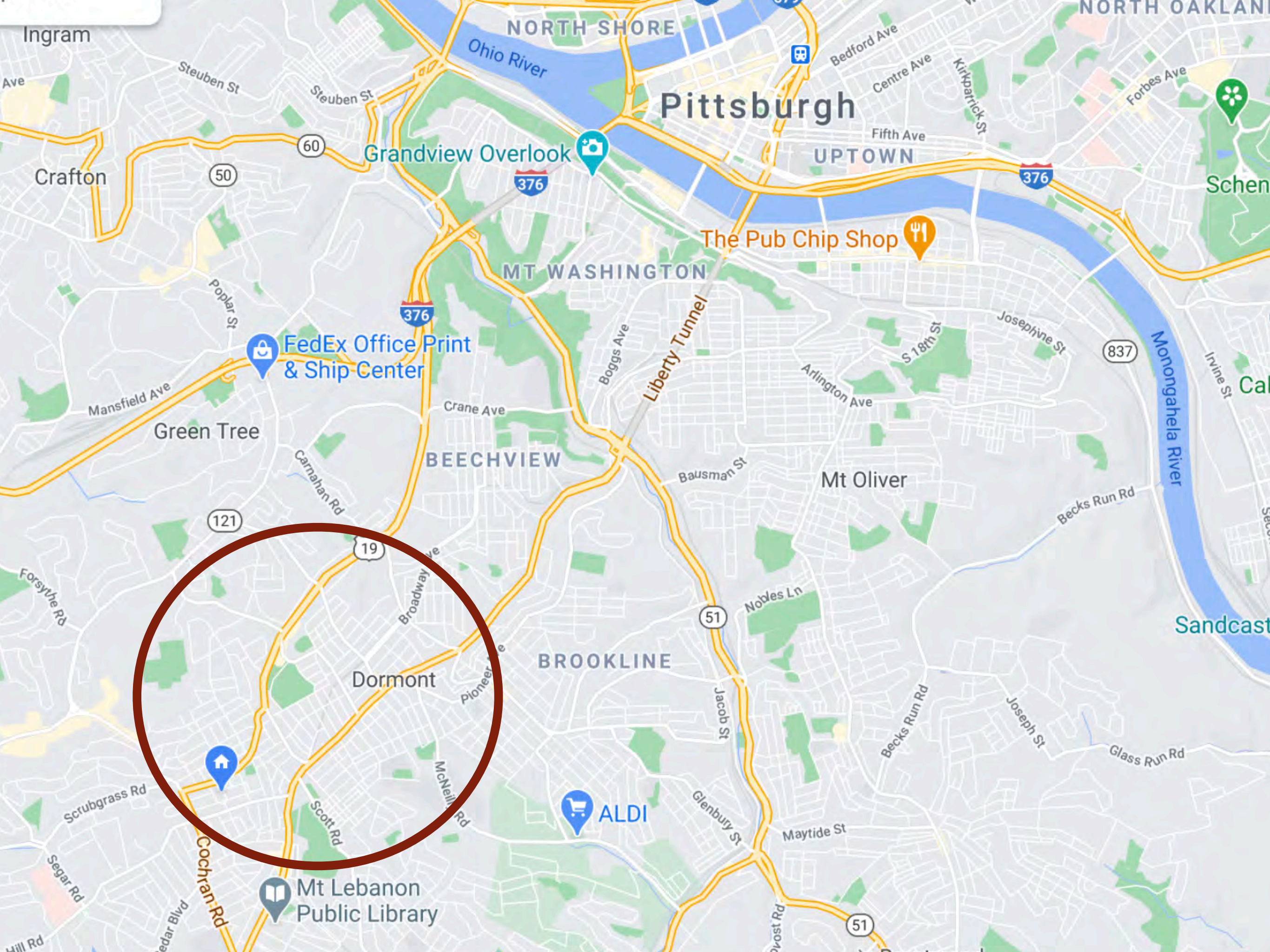


MARKET

The image captures the interior of a bustling, historic market. The most striking feature is the high, vaulted ceiling, which is painted in a warm, golden-yellow hue and adorned with elaborate, dark blue and purple geometric and floral patterns. A series of arched structural elements support the ceiling, creating a rhythmic pattern of light and shadow. Numerous small, square, glowing lights are suspended from the ceiling, casting a warm, golden glow throughout the space. The market is filled with a variety of goods, primarily textiles and clothing. On the left, long, colorful fabrics hang from the ceiling, creating a dense, vertical display. On the right, shelves are stacked high with folded garments, including bright orange and yellow items. In the center, several people are walking through the aisles, their figures slightly blurred, suggesting movement. The overall atmosphere is one of a busy, traditional marketplace.

MARKET





Ingram

NORTH SHORE

Pittsburgh

UPTOWN

Grandview Overlook

The Pub Chip Shop

MT WASHINGTON

FedEx Office Print & Ship Center

BEECHVIEW

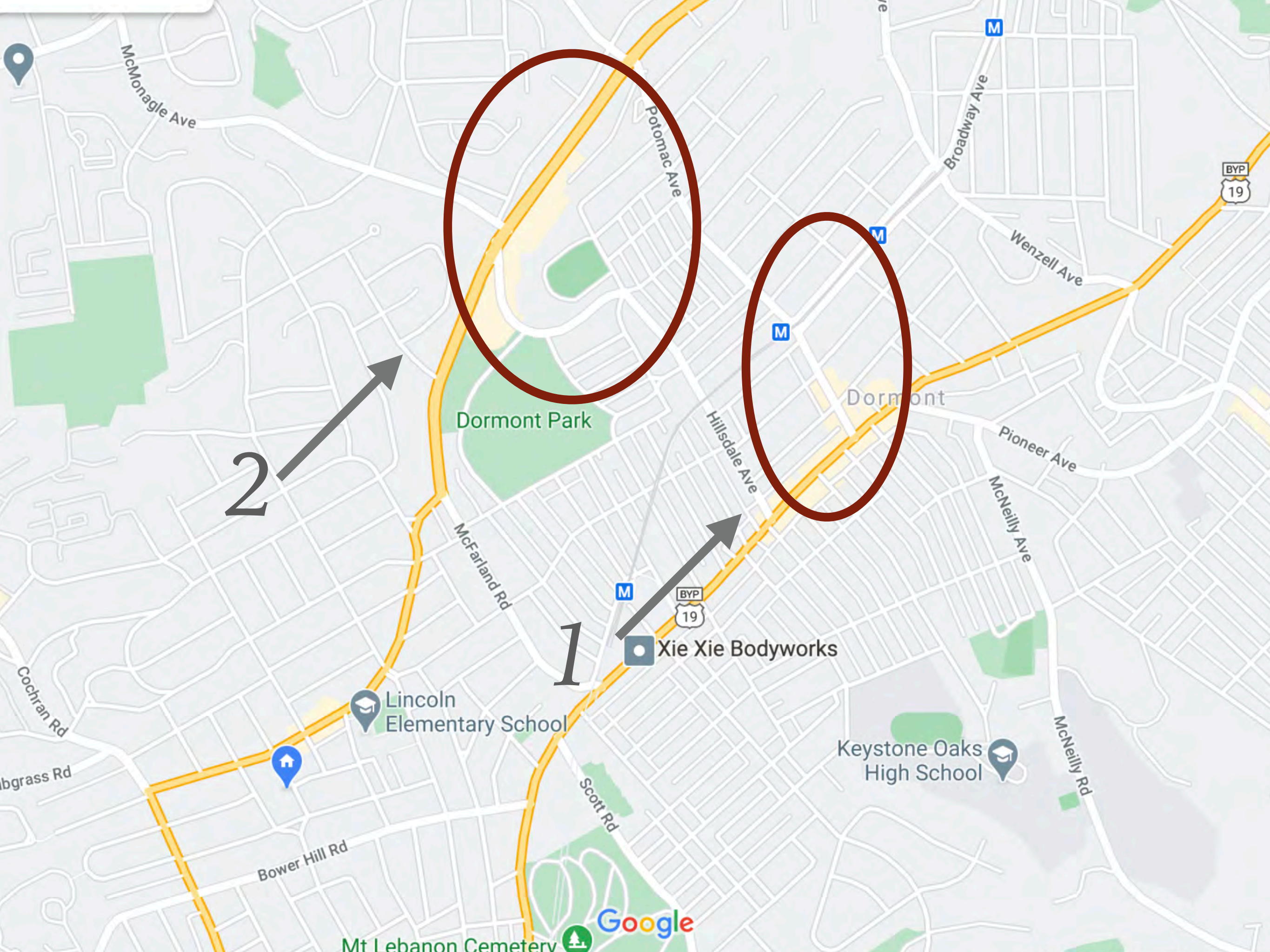
Mt Oliver

BROOKLINE

Dormont

ALDI

Mt Lebanon Public Library





TRADITIONAL

Potomac Ave

©2020 Google

MODERN

Banksville Rd



'S

A close-up photograph of two hands, palms up, holding a small amount of dark brown, round seeds. The hands are positioned centrally, with the fingers slightly curled. The background is a blurred blue and grey. Overlaid on the image is the word "INPUTS" in a large, white, sans-serif font. The letters are positioned such that they appear to be resting on or passing through the hands and seeds. The 'I' is on the left, 'N' is on the left hand, 'P' is on the left hand, 'R' is on the left hand, 'U' is on the right hand, 'T' is on the right hand, and 'S' is on the right.

INPUTS

WINDOWS



ENTRYWAY



LIGHTING



SIGNAGE





BUILDING MATERIALS

TRASH CANS





OZARK TRAIL
OUTDOOR EQUIPMENT

OUTDOOR SEATING



TENANTS

A photograph of a storm drain on a gravel surface. The drain is a metal grate with several circular holes, some of which are partially covered by weeds and grass. A cigarette butt is lying on the grate. The word "FLOWERS" is written in large, white, sans-serif capital letters across the center of the image, with the letters partially obscuring the drain and the surrounding vegetation. The background shows a gravel surface and a metal guardrail at the top of the frame.

FLOWERS



STREET MATERIAL

BENCHES



FOR RENT
rb Fishman
781-9290

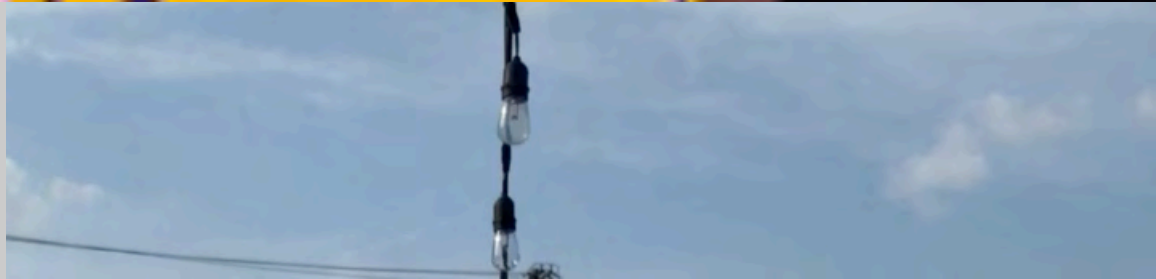


A woman with blonde hair, wearing a light blue dress, is seated at a table. She is looking towards the camera with a slight smile. The background is filled with numerous potted plants, mostly in white pots, creating a lush, indoor garden atmosphere. The lighting is warm and soft. The text "STREET" is overlaid in large, white, sans-serif capital letters across the upper half of the image.

STREET

TREES





MOBILITY





USES

A glass jar is lying on its side, tilted towards the right. Numerous coins, including copper pennies and silver dimes, are spilling out from the opening of the jar onto a dark, textured surface. The scene is lit with warm, golden light, creating a soft glow and highlighting the metallic surfaces of the coins. The word "costs" is written in a large, white, sans-serif font, centered horizontally and partially overlapping the jar and the spilled coins.

costs



JOBS



MATERIALS



OUTCOMES



PHYSICAL HEALTH



SOCIAL HEALTH



The image is a complex digital composition. In the background, there is a dark, grainy image of a man's face, possibly wearing glasses, which is semi-transparent. Overlaid on this is a vibrant city skyline at night, with numerous lights from buildings and streets. In the foreground, there is a large, intense red particle explosion or fireburst, with many small, bright red and orange sparks or embers flying outwards. The overall color palette is dominated by dark blues and blacks, with bright yellows and oranges from the city lights, and a very strong, saturated red from the explosion. The text 'MENTAL HEALTH' is written in a large, white, sans-serif font, centered horizontally and spanning across the middle of the image. The letters are slightly transparent, allowing the underlying imagery to be seen through them.

MENTAL HEALTH

ECONOMIC HEALTH



LOCAL OWNERSHIP



COMMUNITY HEALTH



ATTACHMENT

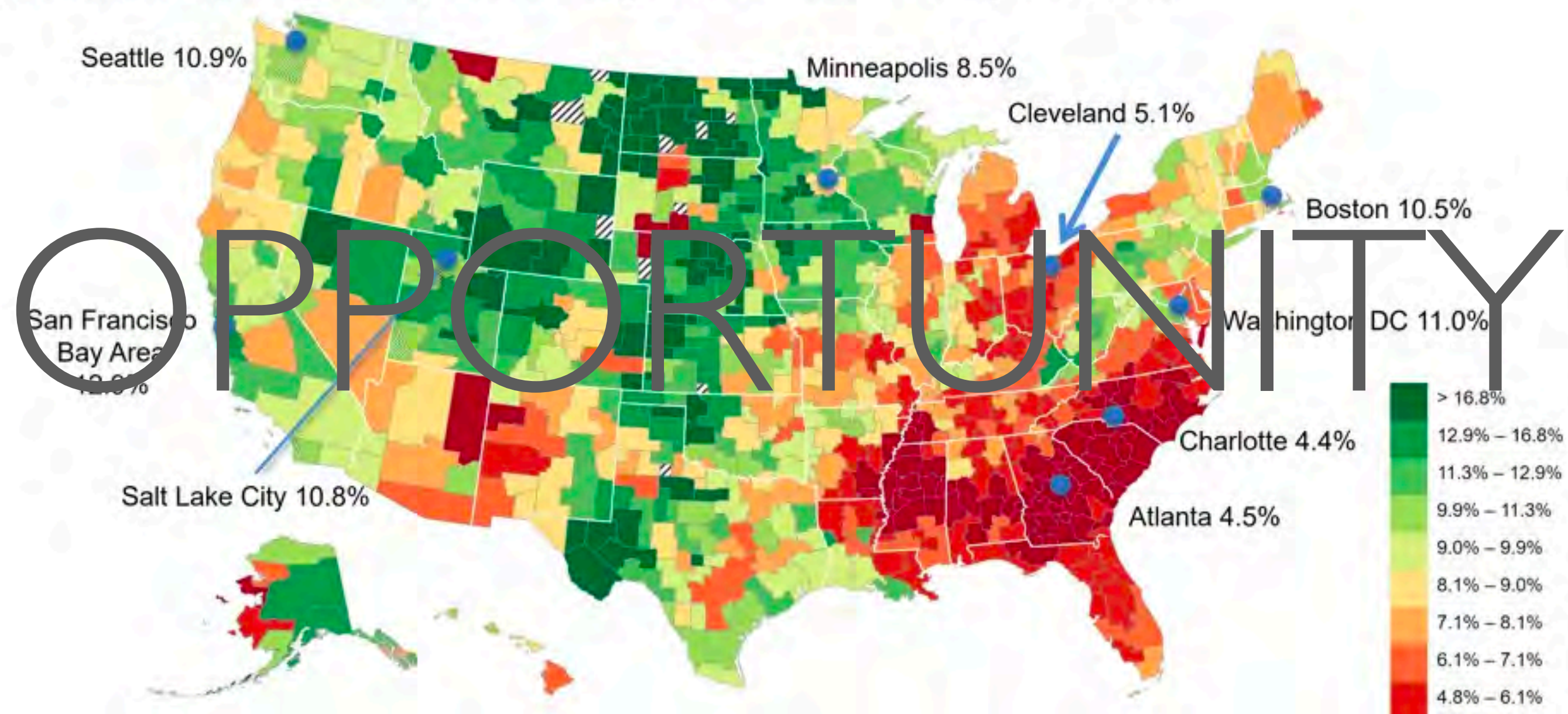
WE



DO NOT

The Geography of Upward Mobility in the United States

Chances of Reaching the Top Fifth Starting from the Bottom Fifth by Metro Area



INI



UTS



THANK YOU

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REVITALIZE,
or DIE.

THANK YOU!

Up next

Feb 15 | Inspirational Podcast



Laura Scherling is cofounder of GREENSPACENYC, a nonprofit collaborative that enlivens public spaces

Find more info at virginiamainstreet.com

March 10 | Storytelling Webinar



Phil Eich is the founder of Storyville Social, an agency dedicated to bringing human connection into the marketing of cities across the country

March 15 | Inspirational Podcast



Raven Bates, with her dedicated passion for nonprofits, leads the Mission Elevation program, an extension of VCDC's commitment to ensure communities are vibrant for all residents

THANK YOU!

Where to get help

DHCD's Community Revitalization Office (CRO)

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[Kate Pickett](#), Enterprise Zone Administrator

[Zachary Whitlow](#), CD Program Administrator