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# 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

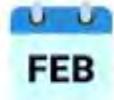
*Strengthen and Promote Assets + Interactions*

# 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

N<sup>o</sup> 15 COFFEE SHOP  
espresso  
latte  
CAPPUCCINO  
americano  
BREWED COFFEES  
BREAKFAST  
FREE WIFI

HOTEL  
Le Petit  
Palace

Le Petit  
Palace

Le Petit  
Palace

# PLANET



A GREEK COLONY

walls

acropolis

theatre

stadium

houses

Main Street

crops

# CITIES

agora

port

temple

tholos  
(circular temple)

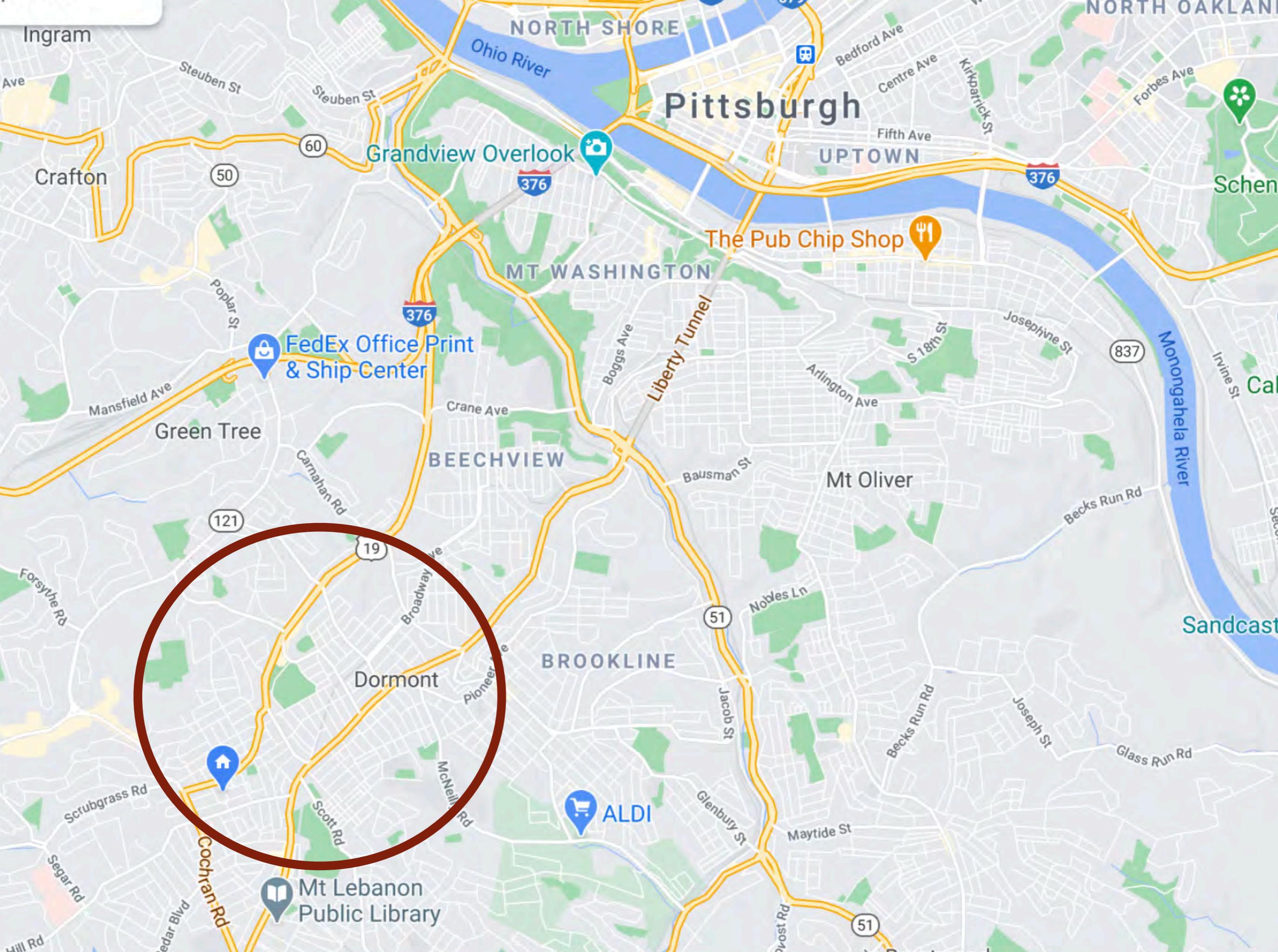




# MARKET

# MARKET





Ingram

NORTH SHORE

Pittsburgh

UPTOWN

Grandview Overlook

The Pub Chip Shop

MT WASHINGTON

FedEx Office Print & Ship Center

Green Tree

BEECHVIEW

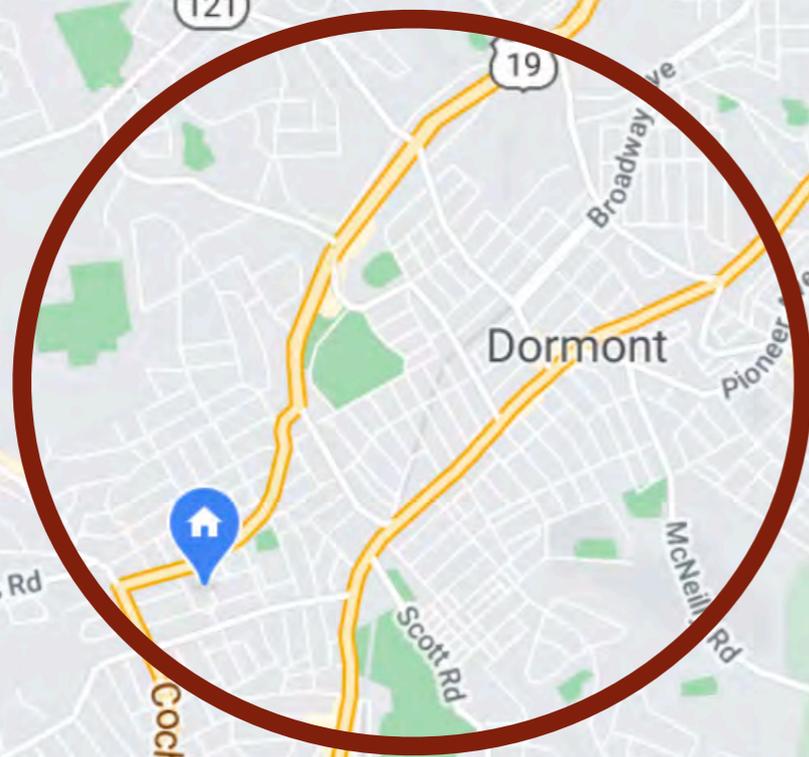
Mt Oliver

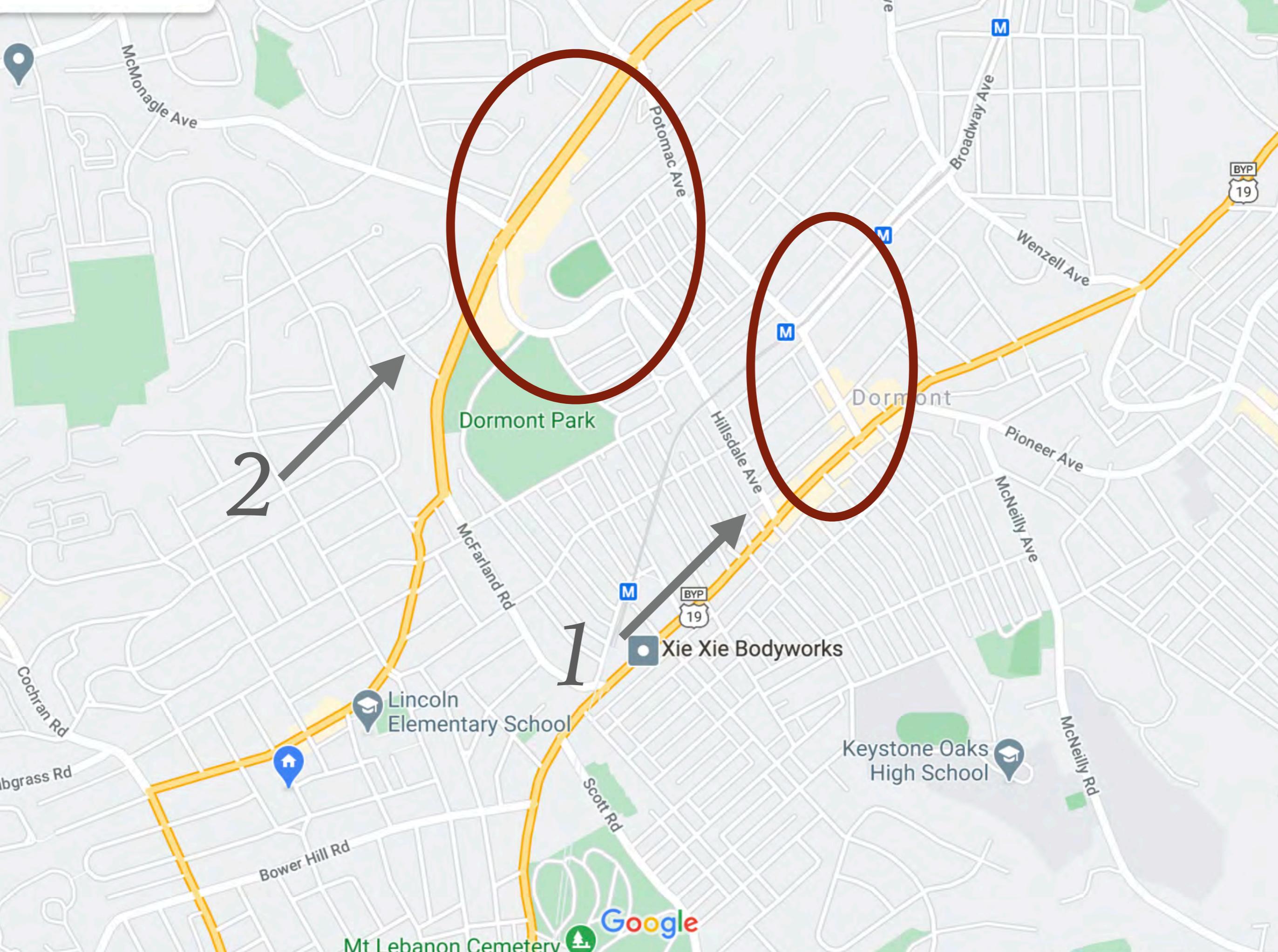
BROOKLINE

Dormont

ALDI

Mt Lebanon Public Library





2

1

Dormont Park

Dormont

Lincoln Elementary School

Xie Xie Bodyworks

Keystone Oaks High School

Google

Mt Lebanon Cemetery

# TRADITIONAL

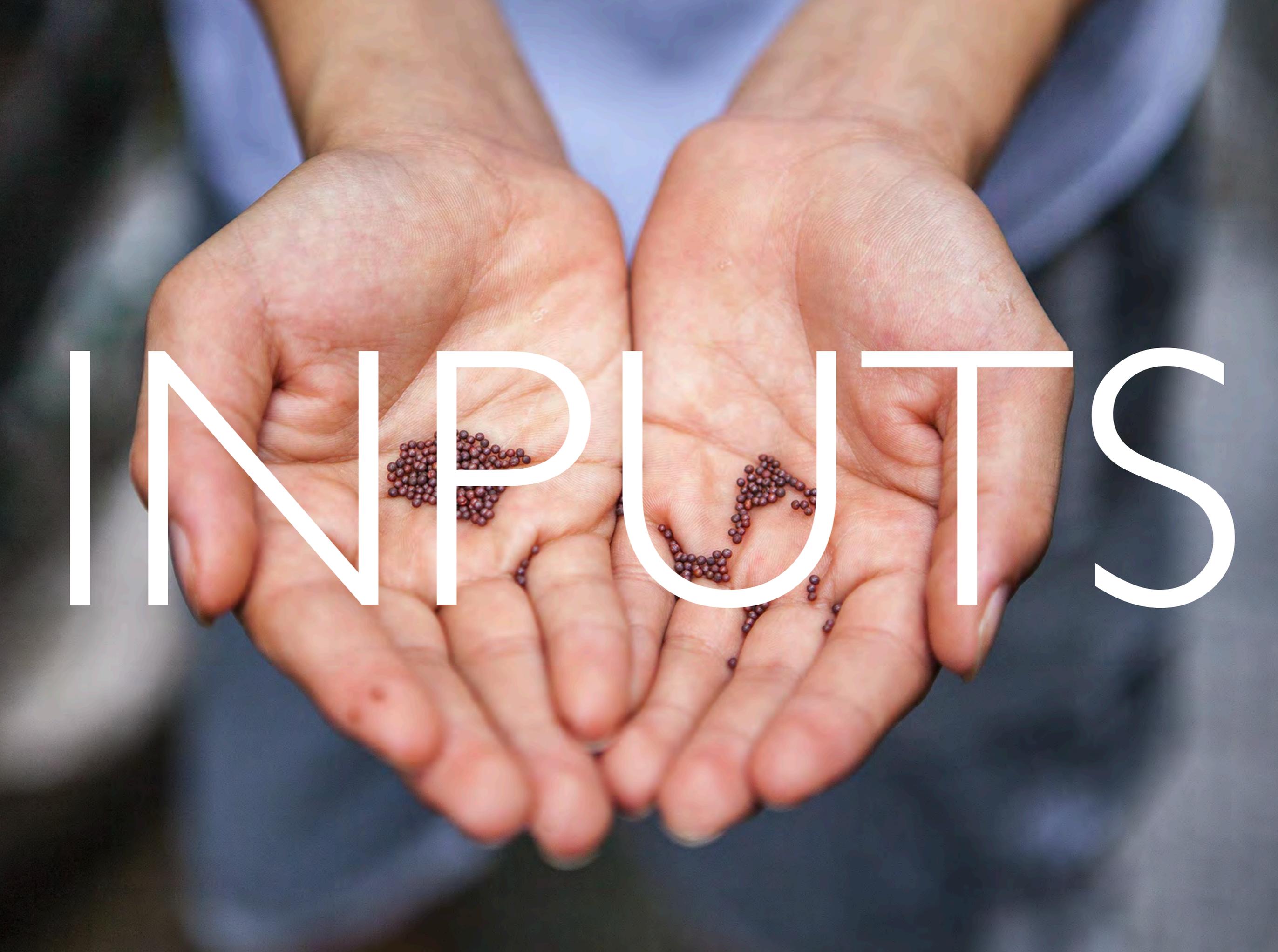


# MODERN

Banksville Rd



'S

A close-up photograph of two hands, palms up, holding a small amount of tiny, dark brown beads. The hands are positioned centrally, with the fingers slightly curled. The background is a blurred, light blue-grey color. 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 held by the hands. 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. The beads are scattered across the palms, with some forming the shape of the letters 'P', 'U', and 'S'.

# WINDOWS

WIC  
We accept  
eWIC  
TeleCheck  
VISA  
MasterCard

Kuhn's  
QUALITY FOODS  
Honeycrisp  
Apples  
\$1.99 Lb.  
Apples  
FROM  
NEW YORK

Maxwell House  
Coffee  
Selected Varieties, Excludes Decaf  
\$4.99  
2 x 10.6 Oz. Can

Turkey Hill  
Drinks  
64 Oz. Btls.  
\$2.99

# ENTRYWAY



# LIGHTING



# SIGNAGE





# BUILDING MATERIALS

# TRASHCANS





OZARK TRAIL  
OUTDOOR EQUIPMENT

# OUTDOOR SEATING



Sprint  
NOW PART OF  
T-Mobile

BEVERLY HILLS  
SALON

SUPERCUTS

STARBUCKS COFFEE

SUBWAY

WELLS FARGO

TENANTS

A photograph of a storm drain on a gravel surface. The drain is a circular metal grate with several holes, some of which are partially covered by small plants and debris. A cigarette butt is lying on the grate. The word "FLOWERS" is overlaid in large, white, sans-serif capital letters across the center of the image. The background consists of a gravel surface and a blue metal structure, possibly a guardrail or part of a vehicle, at the top of the frame.

FLOWERS

A photograph of a cracked asphalt road with a white painted line and a concrete curb. The text "STREET MATERIAL" is overlaid in large white letters. The road surface shows significant cracking, particularly in the white-painted area. A concrete curb is visible at the bottom, with some weeds growing along its edge.

STREET  
MATERIAL

# BENCHCHIEFS



**FOR RENT**

**rb Fishman**

**781-9290**

ULTRASLING III  
DANLYN



A woman with reddish hair, wearing a blue dress, is sitting on a metal cart in a nursery. She is surrounded by numerous potted plants, including succulents and small trees, arranged on shelves. The scene is brightly lit, and the overall atmosphere is warm and inviting. The text 'STREET' is overlaid in large, white, sans-serif font across the upper portion of the image.

STREET

TREES



# MOBILITY





# USERS

An overturned glass jar is shown spilling a large quantity of coins onto a wooden surface. The coins are a mix of copper and silver, and they are scattered across the foreground. The jar is tilted, and its opening is visible, showing the coins inside. The background is a warm, blurred wooden surface. The word "COSTS" is overlaid in large, white, sans-serif capital letters across the center of the image.

COSTS



JOBS

# MATERIALS





# OUTCOMES

PHYSICAL

HEALTH





# SOCIAL HEALTH





MENTAL

HEALTH

# ECONOMIC HEALTH





# LOCAL OWNERSHIP



# COMMUNITY HEALTH

INTRODUCTORY  
SPECIAL  
10 DAYS

# ATTACHMENT

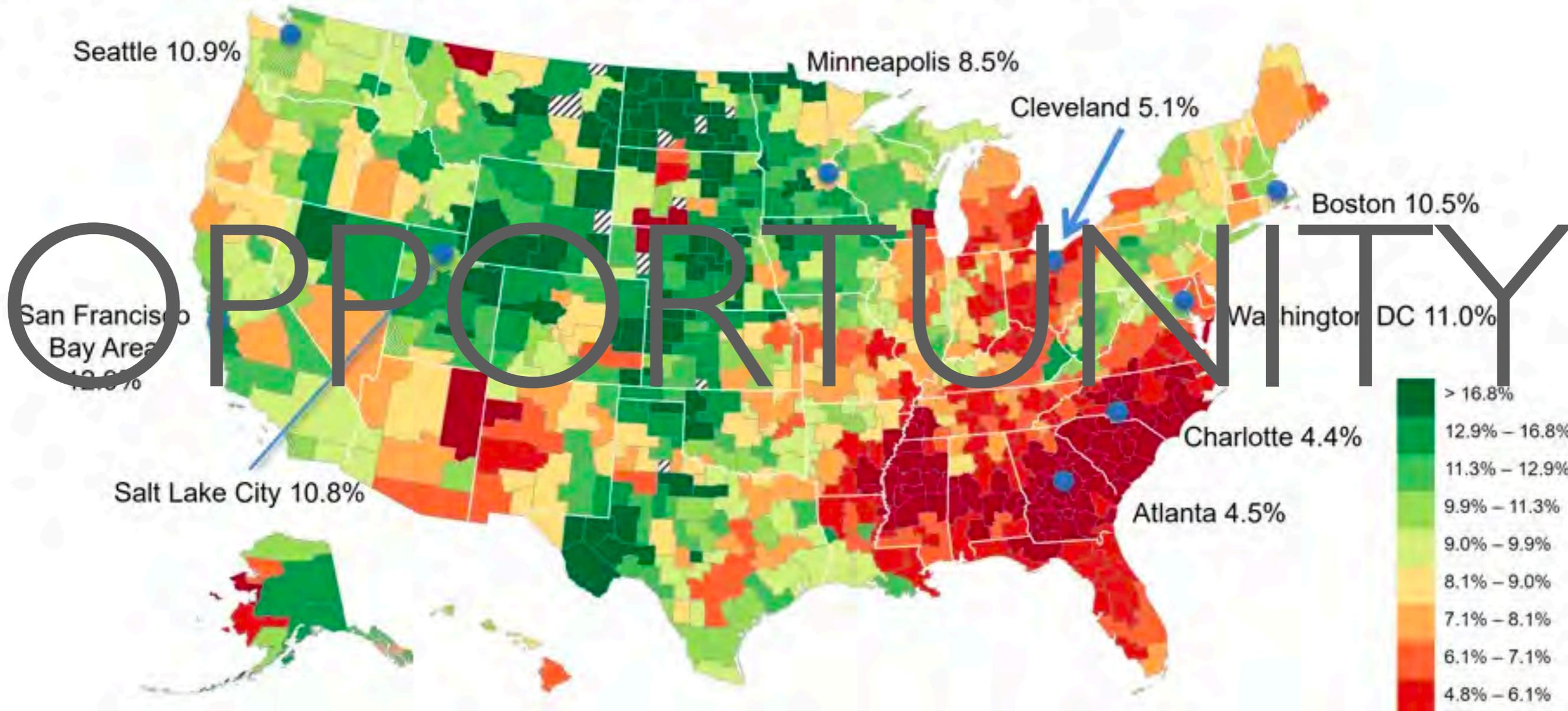
WE



DORMANT

# The Geography of Upward Mobility in the United States

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



OPPORTUNITY

*INI*



*UTS*

P  
D



STOP  
AHEAD



# THANK YOU

Jeff Siegler

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Facebook - @revitalizeORdie



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](http://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)

[Rebecca Rowe](#), Associate Director

[Joy Rumley](#), Program Manager

[Jessica Parker](#), Administrative Assistant

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