

# COMMUNITIES OF PRACTICE COLLABORATIVE PROJECT

VALUING CREATIVE PLACE MAKING:  
DEVELOPMENT OF A TOOLKIT FOR  
PUBLIC AND PRIVATE STAKEHOLDERS

## STAGE 1: LITERATURE REVIEW 2018

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# PREAMBLE



# PROJECT CONTEXT

Landcom, Newcastle University, Macquarie University, the University of New South Wales and City People are undertaking a Communities of Practice Collaborative Learning Project entitled Valuing creative placemaking: *development of a toolkit for public and private stakeholders*.

The project seeks to develop a methodology and toolkit prototype to assist public and private sector stakeholders to gauge the value of creative placemaking in urban contexts. The overarching focus is on creative placemaking: here referring to both physical and tangible interventions, as well as more intangible creative processes undertaken during community-focused urban revitalisation activities, and as distinct from other forms of placemaking.

Initial research identified a gap within the existing literature around the value of placemaking to its various stakeholders, as well as to the broader community. While the cultural and social value of placemaking is assumed in planning mandates for community engagement processes tied to development applications, there are difficulties in defining both the economic and social value of these somewhat nebulous – though intrinsically valuable – cultural pursuits. In this project we therefore seek to contribute to planning practice and urban policy by mapping key social and economic indicators which could potentially be used for evaluation.

The first phase of this project is the undertaking of a literature review to understand and identify a range of possible indicators associated with the qualification and quantification of placemaking. This review of existing debates identifies relevant methodologies for assessing value and will support the development of a Toolkit for valuing placemaking.

## OVERVIEW

The literature review is divided into four chapters. Chapter 1 defines placemaking, and locates the definition of 'creative placemaking' within the broader urban discourses. The chapter also outlines the specific activities through which placemaking is expressed or actualised. Finally, it summarises emerging themes and criticisms of placemaking processes and outcomes in the urban, social and cultural literature.

Chapter 2 examines the typical ways in which placemaking is valued, which fall into three prevalent categories: environmental, social and economic values, and their attendant indicators. Where appropriate, case studies that illustrate the rationale for, or processes behind, certain value indicators are also referenced.

Chapter 3 benchmarks a series of existing toolkits, frameworks and methodologies that are currently used to quantify the built, social and economic values of placemaking activities. The selected studies serve as a reference for types of measurement frameworks, data sources and methodologies that assist in the quantification of placemaking. Chapter 4 concludes the literature review.

# EXECUTIVE SUMMARY





The literature review is the first phase of research for the Communities of Practice Collaborative Learning project with Landcom, the University of Newcastle, Macquarie University, the University of New South Wales and City People and is entitled *Valuing creative place making: development of a toolkit for public and private stakeholders*. The project acknowledges that there are few published methodologies which capture the precise economic and social value of creative placemaking activities. To provide a comprehensive review of current methodologies and best practices, both scholarly and 'grey' literature sources were analysed from a wide range of disciplines, including arts and humanities, social sciences, architecture and urbanism, geography, business, architecture and planning.

Findings from the literature review were summarised using three key categories:

1. defining placemaking;
2. defining value indicators and their metrics; and
3. an annotation of toolkits, frameworks and methodologies for quantifying placemaking activities.<sup>1</sup>

The following presents key content from each of the above three areas.

## DEFINING PLACE MAKING

Placemaking, a somewhat-nebulous term, affords different meanings to different practitioners, professionals and academics. Planner and geographer Alan A. Lew (2017: 454-455) offers a four-part framework defining the key types of placemaking:

- 'standard placemaking' focused on physical upkeep and maintenance of the built environment.
- 'strategic placemaking' focused on the creation of a new development on the scale of a neighbourhood or city through a top down' development approach with a significant level of investment, often from governments or private developers.
- 'creative placemaking' focused on the utilisation of the arts, to make a place more vibrant and interesting, be it through applications to the physical environment, the presence of arts related businesses, or the staging of programming and events)
- 'tactical placemaking' focused on a 'bottom-up' approach led by community groups looking to test, change or improve aspects of their locale and often using temporary, low-technology interventions.

The focus of this literature review is on the third factor, 'creative placemaking', whilst noting that there are discernible overlaps between the aforementioned categories. For instance, strategic placemaking may incorporate creative placemaking—either in short-term activations to gain momentum for a development, or through the long-term planning of designated assets for the provision of creative businesses or programming.

According to Lew's 'Tangibility scale and tools of placemaking' (Lew 2017: 455-456), placemaking can occur in three forms: tangible, intangible, and mixed (a combination of tangible and intangible). Whereas the term tangible pertains to the physical design of built and landscapes, the intangible refers to the known or imagined perceptions or experiences of a place as captured in various forms such as place-based narratives, site histories associated with place branding, marketing and media. The mixed form of placemaking refers to 'people practices', i.e. events and activations initiated by individuals and communities that can be participated in (Lew 2017: 455-456). The majority of activities described as placemaking by Lew and others could be described as mixed category involving people, practices and qualitative indicators; the latter being a key reason that placemaking activities are difficult to quantify.

Current literature on creative placemaking highlights a number of issues that are relevant to both its processes and potential outcomes, with two particular issues underscoring the difficulty of constructing value indicators.

The first of these is that **the success of any placemaking activities rely upon the involvement and 'buy-in' of diverse stakeholders** including experts and communities, involved at varying stages of the process from inception, consultation and, implementation, through to evaluation.

1. The present study is confined to primarily western cultures. Although placemaking occurs across the developing world, for the intent of this project, the current literature explores the value of creative placemaking in the context of developed countries given the foci of the State Government: Landcom NSW.

- It is difficult to measure and capture the divergent motivations and perceptions of *all* stakeholders in any placemaking process, making it subsequently difficult to evaluate and measure the overall success of any placemaking activity from these different actors as they have different perceptions of value.

The second interrelated issue affecting value indicators relates to **the placemaking activities themselves and the successes of the processes of co-creation and consultation, involving divergent and sometimes dissenting stakeholders.**

- Placemaking activities can be controversial because pre-existing and ongoing conflicts within the public realm and a resulting lack consensus on the value of place.
- Gentrification is another concern identified in placemaking literature when lower-income communities are displaced after the urban revitalisation process, which often include a placemaking component. This displacement may or may not be intentional, but arises because urban redevelopment is associated with a rise in the cost of properties and living resulting from new commercial businesses and retail outlets attracting both property investors and new kinds of residents.
- Moreover, creative placemaking is sometimes seen as exclusive, catering only to certain 'educated' social groups. For example, Murdoch, Grodach and Foster (2016) have argued that: 'arts organizations regardless of type are positioned to serve the creative class rather than play a community development role... [and] tend to locate in the most highly urbanised, amenities-rich areas with young working singles and creative industries' (2016: 32).

These aforementioned criticisms do not invalidate the value of placemaking per se, but instead highlight the need for any toolkit to be cognisant of such complexities and temper any claims to be neutral or ultimately 'objective'.

## VALUE INDICATORS

The impact and broad value of placemaking activities are grouped here into three main categories: environmental, social and economic. Each category has its own set of value indicators which are the discernible outcomes of placemaking activities (Table 1) and are summarised below:

1. Environmental (built and natural): for example, Upgrades and investment to public realm; Walkability; Environmental benefits.
  2. Social: for example, Civic participation; Health and wellbeing; Place attachment; Cultural memory; Reduced crime.
  3. Economic: for example, Education and skills development; Employment, Increased infrastructure investment; Uplift in property values; Tourism and place-brand value.
- The social and economic categories proved to have the largest range of value indicators.
  - It is also important to note that the various categories overlap and while the environment category stands on its own, its value indicators of environmental benefits (for example, walkability and upgraded public realm), also have economic implications, including cost savings and value uplift. Environmental benefits also carry social implications for improved public health and wellbeing.
  - 'Arts and culture' is not listed as an area of outcome value in its own right, because the literature suggests that the arts act as a *catalyst* or platform for generating economic value, social value and environmental value. For instance, the staging of festivals and special events often facilitates social benefits such as civic participation and volunteering, as well as economic benefits such as the attraction of tourists and visitors. This is not to suggest that there is not inherent independent value in arts and culture, but rather that attention to and investment in culture underpins all value indicators for the specific purpose of the present research.

The literature surveyed also contains various types of measurements for value quantification in two main, though overlapping categories:

- those which involve **quantification using seemingly hard evidence and numerical data**; and
- those that are **less tangible and rely on** (but are not limited to) **qualitative interviews, observations and stakeholder conversations.**

A synthesis of value indicators and their measurements was also undertaken:

- In the **economic** category, value is predominantly measured using 'hard' data and quantitative evidence.
- Interestingly, detailed review of the literature indicates that the **social** category is often measured using quantitative data, with the exception of indicators for mental health and overcoming social isolation.
- There were also some value indicators for civic participation and reduced crime that rely upon less tangible measures; however, in these cases, complementary quantitative evidence was still available. This indicates that both **social and economic** categories can be based upon **both qualitative and quantitative measures**.

### **Annotated toolkits, frameworks and methodologies**

The final chapter summarises multiple case studies identified in the creative placemaking literature that cover toolkits, frameworks and evaluation methodologies that qualify and quantify the value of placemaking activities across varying contexts. The annotated studies summarised here generally refer to units of value measurement, data sources, and the methodologies commonly used in quantifying placemaking activities. Given the project aim to develop a toolkit for valuing creative placemaking, the reviewed case studies are divided into four key valuation typologies:

1. **Scoring tools:** Kits or purchasable products that allocate a score for a particular place as a measure of its value, based on a set of indicators.
2. **Advanced measurement tools:** Literature that outlines high-level sets of measurements that help to quantify certain value indicators, often without detailed methodologies.
3. **Detailed valuation methodologies:** Articles that communicate both their methodologies and rigorous processes for quantifying the value of placemaking activities.
4. **General valuation guidelines:** Literature providing general guidelines for certain types of valuation and their processes. For instance, cost benefit analysis or impacts on utility.

Literature summarised under the 'Detailed valuation methodologies' category presents the richest overall content for the valuation of creative placemaking, with respect to the complexity of research methods and uniqueness of project contexts. In terms of the literature sources, they are categorised as scholarly studies grey (or general industry) literature. There is an even distribution of qualitative and quantitative methods across all sources, and all include the following types of research activities to ascertain impact and value:

1. **Geographic analyses** comparing neighbourhood variation (Noonan 2013).
2. **In-field observations** (public realm, geography, social interactions) (Karndacharuk et al. 2016; Noonan 2013).
3. **Qualitative interviews coded/translated into numerical metrics.** For example, Likert scales, Pedestrian Environment Review System PERS) (Novak-Leonard & Brown 2011; Delconte et al. 2016; Karndacharuk et al. 2016).
4. **Surveys with quantitative output** (Novak-Leonard & Brown 2011).
5. **Targeted selection of demographic measures** (Novak-Leonard & Brown 2011; Flanagan & Mitchell 2016; Morley et al. 2014).
6. **Cost-benefit analysis** (Flanagan & Mitchell 2016).

As a final note, the 'grey' literature provided the key source of information for the remaining typologies of **Scoring tools, High-level measurements and Valuation guidelines**. Although most literature on valuation tools and typologies cannot be categorised as scholarly, there is nonetheless both breadth and rigour in the selected examples.

Finally, with respect to annotating toolkits, frameworks and methodologies, only one of the referenced sources quantified creative placemaking activities: Novak-Leonard and Brown's *Beyond attendance: A multi-modal understanding of arts participation* (2011).

# CHAPTER 1: DEFINING PLACEMAKING



## 1.1: DEFINING PLACEMAKING

A clear definition of placemaking is necessary prior to its valuation, yet the notion and definition of placemaking within discourses surveyed appears both nebulous and contested; ranging from a stable definition of place, as is the case of a 'locale' or physical settings of social activity, to one that encompasses the dynamic human and non-human agents influencing site character. For the purposes of making clear the value of placemaking, in order to frame this research on a clear definition, this study adopts American planning theorist Allan A. Lew's four-part framework covering; 'standard placemaking', 'strategic placemaking', 'creative placemaking' and 'tactical placemaking' (Lew 2017). Lew's framework has been chosen due to the clarity of its four categorisations, particularly given the importance of separating creative placemaking from other forms of placemaking to enable its valuation<sup>2</sup>. Each of the four types of placemaking are defined below.

### **Standard placemaking**

Standard placemaking is the physical upkeep and maintenance of a particular built environment. It can include the presence of wayfinding, planting and maintenance of gardens, painting, footpath widening, introduction of shade structures, cleanliness and garbage disposal, hazard mitigation, among other tasks. This is often a practice conducted by local authorities, private property owners and asset managers, either by their own accord, or through the consultation of placemaking professionals. The process can be planned, incremental or uncoordinated, and is often dependent on landowner budgets. (Lew 2017: 454).

### **Strategic placemaking**

Strategic placemaking refers to a 'top down' approach to identity construction, whereby a significant level of investment – often from governments or private developers – is invested in place-building activities in association with a new neighbourhood or city-built development. Examples of developments associated with strategic placemaking activities include greenfield residential sites, new or revitalised town-centres and plazas, shopping malls, or cultural infrastructure such as museums. Strategic placemaking is described as a 'catalyst in defining a neighbourhood or even a city, and thereby attracting other investments' (Lew 2017: 454). It can also be a response to government policy objectives.

### **Creative placemaking**

Creative placemaking (the focus of the present study) refers to the utilisation of artistic and event-based practices to make a place more interesting and vibrant. These creative activities can be directly related to the physical environment, such as in the examples of public art, monuments and murals. Creative placemaking can also involve arts-related businesses, studios and venues, as well as a programmatic or events-based approach, whereby temporary performances, festivals and other events are staged in public spaces (Lew 2017: 454).

### **Tactical placemaking**

Tactical placemaking refers to a 'bottom up' approach, often led by community groups looking to test, change or improve aspects of their locale. Such interventions are often temporary, 'low-fi' and experimental in execution with examples including; craft markets, the closing of streets for pedestrians or festivals, the creation of a playground through found materials, or ad-hoc wayfinding. Lew suggests that although tactical placemaking involves organic processes, it nevertheless requires some degree of forward-planning (Lew 2017: 455).

Additionally, strategic placemaking may incorporate creative placemaking—either in short-term activations to gain momentum for a development, or through the long-term planning of designated assets for the provision of creative businesses and temporary activities (Richards 2017: 12). The finding has been supported throughout the academic literature by Morley and Winkler in their 'Validating Arts and Liveability Indicators Study' (2014), along with the Markusen and Gadwa 2010 study for the US-based National Endowment for the Arts, in which the latter define creative placemaking as a process or endeavour in which 'In creative placemaking, public, private, not-for-profit, and community sectors partner to strategically shape the physical and social character of a neighborhood, town, tribe, city, or region around arts and cultural activities.' (Markusen and Gadwa 2010: 3).

<sup>2</sup> As part of the present study, Lew's placemaking definition framework was discussed in a workshop with group of multi-disciplinary professionals and academics across placemaking, sociology, architecture and construction management. The focus of discussion was the discernible overlaps between Lew's four parts; for instance, *tactical placemaking* may address aspects of *standard placemaking* and it may also utilise the arts in the case of *creative placemaking*.

## 1.2: EXPRESSIONS OF PLACEMAKING

This section summarises the activities and physical forms through which placemaking is made apparent, or tangible. According to Lew (2017), expressions of placemaking can be *tangible*, *intangible*, and *mixed* (a combination of tangible and intangible). The term tangible pertains to the physical design of built and landscapes. Mixed refers to what Lew coins as 'people practices', i.e. events, activations initiated by individuals and communities that can be participated in. Finally, the intangible pertains to the mental image of a place, be it known or imagined perceptions or experiences of a place, often as a result of stories, history, branding marketing and media. Table 1 below is primarily derived from Lew's *Tangibility scale and tools of place making* framework (Lew 2017: 456).

**Table 1: Tangible, mixed and intangible expressions of placemaking**

(Source: Derived from Lew 2017: 454-456).

<b>Tangible</b> Physical design	<b>Mixed</b> People practices	<b>Intangible</b> Mental image
Examples		
Bikeways (Lew, 2017; Silberberg et al., 2013)	Festivals and events (Lew, 2017; Morley et al., 2014; Noonan, 2013)	Marketing and advertising (Lew, 2017)
Art (Lew, 2017; Matthew, 2011)	Market types/products (Noonan, 2013)	History and heritage (Lew, 2017)
District development  (Karndacharuk et al., 2016)	Tactical urbanism (Cilliers et al., 2015; Karndacharuk et al., 2016; Silerberg et al., 2013)	Myths (Lew, 2017)
Wayfinding (Hayzlett, 2015)	Partnerships (Richards, 2017)	Storytelling (Cilliers et al., 2015; Lew, 2017)

## 1.3: THEMES RELATED TO PLACE MAKING

The literature revealed additional issues that are relevant to both the processes and potential outcomes of creative placemaking, and, by extension, its valuation. The first key issue arises from the involvement of diverse stakeholders who are integral to the placemaking process. The literature finds that this diversity is intrinsic to the second issue of consultation and co-creation. Finally, placemaking is also criticised by some urban theorists and practitioners, particularly when it is seen to facilitate urban gentrification, the exclusion of certain social groups and the undermining of diversity through the cultural and aesthetic homogenisation of neighbourhoods and places often associated with urban renewal and development. The following concepts are explained in more depth below.

### 1.3.1: Stakeholders

Placemaking processes and its expressions require the participation of a number of stakeholders. This involvement occurs iteratively at various stages from the initial creation of policy frameworks, through to masterplanning, consultation, co-creation, design, implementation, and evaluation. The following list outlines the various stakeholders that may play a role in any or all of the aforementioned stages. Two key categories of stakeholders, experts and communities, are here further defined. Here we wish to note that there are slippages between the two categories, particularly when an expert may also be a community member.

Experts:

- Placemaking professionals
- Cultural and arts practitioners
- Marketing professionals
- Developers and planners
- Architects and urbanists
- Landscape designers
- Academics and researchers (arts and humanities, social scientists, geography, architecture and urbanism, business)
- Government (local, state, federal)
- Environmentalists (conservationists)

Communities:

- Residents
- Local business owners
- Local workers
- Event audiences
- Tourists
- Local arts groups and organisations
- Non-profit organisations
- Education institutions

(Karndacharuk et al. 2016; Silberberg et al. 2013)

### **1.3.2: Consultation and co-creation**

A strong focus of the surveyed placemaking literature relates to the fundamentally 'bottom-up' nature of placemaking whereby the community are recognised as having the capacity and autonomy to co-create, iterate and appropriate the place in which they live. Co-creation practices are often in the form of tactical placemaking—and sometimes, standard placemaking (as defined by Lew, 2017)—as seen in the examples of temporary, event-based initiatives, or grassroots 'hacks' improving the public realm out of necessity. Grassroots and community-driven urban co-creation has known benefits: nourishing a sense of community empowerment and ownership through deliberative discussion and collaboration (Cilliers et al. 2015: 592; Silberberg et al. 2013: 3).

Interestingly, co-creation can also begin as a 'top-down' process, when it is initiated by placemaking consultants and professionals. This approach can be controversial because experts and communities may come into conflict when creative placemaking activities are seen by experts as a form of consultation that can translated into tangible physical outcomes, while communities see these outcomes as fundamentally antagonistic to the maintenance of the community. In turn, these different perspectives and position makes it difficult to value creative placemaking normatively if its impacts are experienced differentially and seen by some to undermine the places in which these activities occur.

### **1.3.3: Criticisms of placemaking**

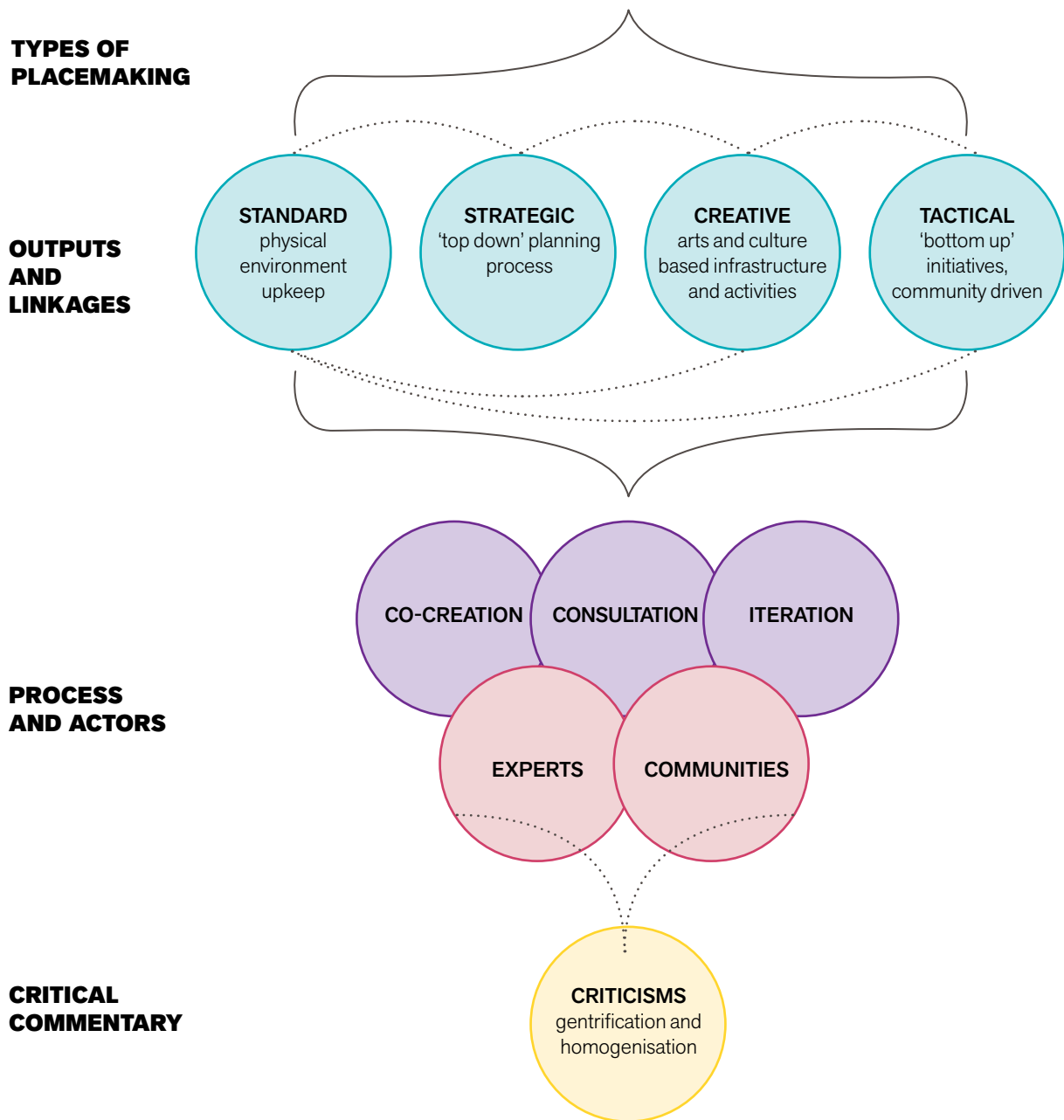
One of the most prevalent criticisms of placemaking relates to its relationship with gentrification, particularly when associated with the displacement of long-standing communities. As places receive more investment and attract a new retail or commercial businesses and cultural institutions, the cost of living often increases. This form of development can 'price-out' residents and engender social conflict. It is therefore viewed by some as an inherently contested form of neighbourhood change (Chang 2011: 5; Noonan 2013: 203, 205). Other studies meanwhile suggest that 'middle-income residents and retail may improve the lives of lower-income residents through access to increased quality amenities—without the incidence of displacement' (Markusen 2014: 571) if certain conditions are met such as rent controls and deliberate interventions in housing tenure such via affordable housing targets built into planning instruments (Chapple & Jacobus 2009: 24).

A similar criticism of creative placemaking relates to its potential exclusivity, that it only appeals to certain socio-economic groups. Planning theorists James Murdoch, Carl Grodach and Nicole Foster suggest that: 'results from multivariate regression analyses show[ed] that arts organizations regardless of type are positioned to serve the creative class rather than play a community development role. . . [and] tend to locate in the most highly urbanised, amenities-rich areas with young working singles and creative industries' (Murdoch et al. 2016: 32). They argue that smaller, low-budget, locally focused organisations in disadvantaged and immigrant neighbourhoods are marginalised as a result, even though they often play a direct role in community development.

Finally, Lew also suggests that the homogenisation (or sameness of places) resulting from commercially-focused forms of development itself functions as a barrier to placemaking, despite these forms of development attempting to engender a sense of place among residents. Such placemaking results in a form of economic and cultural globalisation, whereby, for example, an area receives increased investment, and food and retail franchises that are replicated across multiple places, thus eroding local character and distinctiveness (Lew 2017: 458). Figure 1 and Figure 2 illustrate the various considerations in terms of mapping placemaking based upon the abovementioned considerations and the Lew scale.



**Figure 1: Mapping the field: Defining placemaking typologies, its processes and criticisms**



**Figure 2: Examples of scale and tools according to Lew**

(Source: Lew 2017: 9).

<b>TANGIBLE</b>	<b>Physical Design:</b> E.g. street furniture, plants and greenery, open spaces
<b>MIXED</b>	<b>People Practices:</b> E.g. festivals and special events, formal and informal entertainment
<b>INTANGIBLE</b>	<b>Mental Design:</b> E.g. marketing, history and heritage, social media, myths

# CHAPTER 2: VALUE INDICATORS



## 2.1: DEFINING VALUE INDICATORS

### 2.1.1: Categorisation

Placemaking activities, by their own virtue of being connected to people, place, culture and investment are inseparable from their impacts on the built and natural environments, society, and local economic development. The categories of impact are thus presented below with their respective set of value indicators. Value indicators here are defined as the discernible—and in some cases—measurable outcomes of placemaking activities, that is, part of its impact (whether positive, negative or otherwise). The presented categories and their value indicators have been synthesised from the referenced literature and are summarised in Table 2.

**Table 2: Key categories and respective value indicators**

Category	Value indicators
<b>Environment (built and natural)</b>	<ul style="list-style-type: none"> <li>• Upgrades and investment to the public realm</li> <li>• Walkability</li> <li>• Environmental benefits</li> </ul>
<b>Social</b>	<ul style="list-style-type: none"> <li>• Civic participation</li> <li>• Health and wellbeing</li> <li>• Place attachment</li> <li>• Cultural memory (via storytelling)</li> <li>• Reduced crime</li> </ul>
<b>Economic</b>	<ul style="list-style-type: none"> <li>• Education and skills development</li> <li>• Employment</li> <li>• Increased investment in infrastructure</li> <li>• Uplift in property values</li> <li>• Increased retail and local business</li> <li>• Tourism and place-brand value</li> </ul>

It is important to note some value indicators are easily quantifiable with hard evidence and numerical data, while others are less tangible and rely on (but are not limited to) interviews, observations and stakeholder conversations. A summary table at the end of the chapter has been presented to outline the ways in which certain value indicators (tangible and intangible) are measured in the referenced literature.

### 2.1.2: Relationship to the arts

It is important to discuss the relationship of the arts to the topic areas and value indicators. The arts are frequently positioned as a form of creative placemaking, either as built cultural infrastructure or as activities enabling public, personal and/or professional participation. While the arts have not been listed as a topic area of value in its own right, they serve as a catalyst or platform creating subsequent economic, social, and environmental value. For instance, the staging of festivals and special events often facilitates social benefits such as civic participation and volunteering, as well as economic benefits such as the attraction of tourists and visitors, and increased consumer spending and revenue for local businesses adjacent arts activities. This is an abstraction from the discussion by planners John Delconte, Carol Kline and Carmine Scavo Delconte on the multiple impacts of local arts associations on forms of capital across; built, human, cultural, social, and financial capital (Delconte et al. 2016: 332).

## **2.2: VALUE INDICATORS IN DEPTH**

### **2.2.1: Environment (Built And Natural)**

#### ***a. Upgrades and investment to the public realm***

According to planners Delconte et al. (2016), placemaking activities—particularly those which are arts and culture-based—have the ability to influence subsequent economic investment in the built environments in which they are located. Such placemaking can lead to investment in inner-city renewal, via an greater awareness and visibility of streetscape improvements such as parks, public arts-based amenities such as studios, exhibitions and murals (Delconte et al. 2016).

Concurrent investment and establishment of the character of an area with high-quality and distinct public space sends the message that the area is one of liveliness and recreation. Urban planner Jan Gehl and CBRE argue that the outcomes of placemaking activities can include the subsequent attraction of retail businesses, talented workforces, increased footfall and uplift in residential values (Robinson et al. 2017: 20). Similarly, the repurposing of buildings can be utilised for arts - and cultural - based activities with wide reaching social benefits: creating vibrant healthy communities, as well as economic benefits that stimulate local economies (Delconte et al. 2016; Flanagan & Mitchell 2016; Silberberg et al. 2013).

#### ***b. Walkability***

The 'walkability' of an area is increasingly leveraged as a competitive attribute of a place's value and while not directly related to creative placemaking, it is closely linked to place valuation more broadly. In the USA, many neighbourhoods and masterplanned developments offer a 'walk score' which indicates the walkability of the area according to the US-run metrics provided by Walk Score website ([www.walkscore.com](http://www.walkscore.com)). The Walk Score now acts as the equivalent of a 'real estate search engine, and professional data and consulting service for government and property sector organisations' (Grant 2016: 7). Walkability can influence the potential perception of place value based on the the attraction of people to an area, quality of life, the place's overall competitiveness, and of course an uplift in value (Chang 2011: 4).

#### ***c. Environmental benefits***

The environmental benefits of placemaking are typically associated with integration of green spaces and the integration of nature into the built environment is often considered to be a form of placemaking (in the sense of constructing or extending a sense of place) with wider environmental benefits. Green spaces and nature may help to mitigate increased temperatures in urban areas caused by hard surfaces, as well as create pleasant spaces to be enjoyed by walking, cycling and public transport, thus reducing an area's carbon footprint. Other benefits include the absorption of atmospheric pollutants and cross-ventilation. An example can be found in the revitalisation of the Cheonggyecheon River Park in Seoul, which involved the replacing an overpass with streams and wetlands which recorded a measurable 35 per cent reduction in air pollution to the area (Robinson et al. 2017: 9). While the introduction of green spaces may not always be directly related to creative placemaking per se, it is worth noting that some placemaking activities include 'green' elements (as in the case of temporary or permanent 'pocket parks' for example).

## **2.2.2: Social**

### **a. Civic Participation**

Civic participation can take a number of forms. It can come from the steering and creation of placemaking activities, whereby a local group produces events and initiatives, thus requiring the necessity for facilitators, volunteers or producers from within the community. Or it can come from pure participation in the event or initiative itself, either as a spectator or participant. Silberberg et al. emphasise the importance of the process of placemaking, particularly for temporary, event-based and tactical initiatives, as vehicles for social capital that celebrate community process, enabling deliberative discussion and collaboration (Silberberg et al. 2013: 3). Civic participation also has a number of positive benefits that are less tangible in their ability to be measured, such as fostering a sense of ownership, civic pride, and community spirit of a place (Silberberg et al. 2013: 46, 47).

In addition, a study by Delconte et al. on the impact of local arts agencies on community placemaking, purports that arts and culture 'can transform whole communities into places that enhance residential pride' (Delconte et al. 2016: 326). Their study presents impacts by local arts centres on community capital, and suggest that these can be measured as follows:

- Celebration of community
- Community involvement
- Diverse audiences brought together; family, youth and community
- Opportunities to mix on neutral ground
- Places to talk about art  
(Delconte et al. 2016: 333)

These aforementioned measures, though relevant and human-centric, may be difficult to measure with any precision. By contrast, Silberberg et al. present a set of numerical measures for inferring civic participation. These are:

- Rates of volunteerism
- Number of community meetings related to placemaking projects
- Number and diversity of community partners involved
- Number and diversity of people who show up to community meetings
- Number of repeat attendees to meetings
- Value of in-kind donations
- Diversity and geographic range of financial supporters
- Diversity and geographic range of users of public place  
(Silberberg et al. 2013: 63)

## **b. Health and wellbeing**

### Public Health

According to the surveyed literature, placemaking activities can positively impact public health and wellbeing. Public health is here defined as the collective public health and safety of the community as related to the quality of the built and natural environment at large and includes the statistical evidence of health conditions, as well as benchmarking sanitation, air quality, noise pollution, traffic levels and congestion. The types of placemaking activities that may affect health and wellbeing include standard and strategic types, such as the maintenance and upkeep of areas or a top-down intervention (Lew 2017). Silberberg et al. (2013) suggest the following tangible, measurable indicators of public health and healthy living which are particularly useful when applied to comparative studies:

- Sanitation ratings
- Living air quality
- Living decibel levels
- Traffic speed
- Traffic counts
- Baseline public health data: asthma rates, life expectancy etc.
- Crashes/injury data for pedestrians bikes  
(Silberberg et al., 2013, p.63)

### Mental health

The referenced literature suggests that placemaking activities can have positive impacts on mental health either through direct participation in creative placemaking and/or tactical initiatives, or through enjoying a high quality public realm that has undergone standard and/or strategic placemaking. Positive mental health benefits can be quantified and qualified and can thus be integrated into placemaking toolkits. According to the United Nations Human Settlements Programme, high quality public spaces improve mental health by providing opportunities for physical activity, making walking more attractive, allowing greater accessibility to sports fields, and enabling other forms of self-created play. Well-designed spaces with thriving nature, excellent air quality and comfortable noise levels are associated with environments that promote positive mental health (Garau 2016: 2).

Participation in creative placemaking activities and the arts more broadly are also seen to have positive emotional benefits. Karen Till and Rachel McArdle (2015) describe outcomes from engagement in creative interim spaces and activations, which leave positive memories of experiencing and sensing such places, which in turn reduce stress and build confidence in navigating the built environment (2015: 49). According to Jennifer Erickson (2016), arts participation can also reduce feelings of depression and anxiety and reduce isolation by facilitating social connections. Citing three precedent studies based on the participation of older adults in arts activities such as storytelling, singing and a choral program, Erickson refers to the reduction in medication use, improved word recall, greater alertness and fewer instances of falls (2016: 13).

Whilst several facets of mental health may be positively impacted by placemaking activities, it may be difficult to establish direct measurable correlations between placemaking and mental health due to the difficulties associated with qualitative rather than standardised numerical data, and the impossibility of creating standardised controls for pre - and post - intervention.

## Overcoming social isolation

The forming of new friendships and the overcoming of social isolation are integral to individual and communal wellbeing. Placemaking activities such as temporary cultural events and other community-focused tactical initiatives have the power to forge new social networks. For instance, regarding the creation of interim spaces, geographers Till and McArdle invoke the social dynamics of placemaking activities: 'interacting with strangers and/or familiar people in new settings; intergenerational and cross-border exchanges; building networks and developing social and place-based capital' (2015: 50). Caregiving is intrinsic to many placemaking activities and can in turn generate a sense of community development and the creation of sustainable urban ecologies. One specific example cited by Till and McArdle is the 2013 North Dublin Granby pop-up park by the artist collective upstart. Involving over 300 formal and informal volunteers, as well as collaborations with community partners, interns and researchers, the free events programme incorporated film screenings, live music, performances, art installations, public lectures and children's activities. An online survey of 51 volunteers following the park's formal closure confirmed the social value of the park to those who 'made friends, met new people and made connections' (Till & McArdle 2015: 54). The survey suggested that the park encouraged social interaction 'beyond and within their immediate familial and social groups and were welcomed and welcoming to strangers' (Till & McArdle 2015: 59).

A similar argument was made using a case study which documented a community's rejuvenation efforts for Central Park in Winnipeg. The placemaking process in this instance 'contributed to overcome the isolation that affected the residents, in particular the many new residents and refugees' (Velarde Trejo 2012: 124). These anecdotal measures for the creation of new friendships and overcoming social isolation, however, by definition rely on qualitative studies, and may therefore be viewed as less tangible, compared to the numerical data afforded by other studies.

### **c. Place attachment**

'Place attachment' generally refers to the level of connection individuals and communities feel for a particular place, and as such many placemaking activities aim to enhance or reinforce place attachment. Urban planner Elizelle Cilliers and her colleagues suggest that the social value of public space is reliant upon 'the contribution it makes to people's attachment to their locality, opportunities for socialising with others, and creating memories of places' (2015: 591). Place attachment can be difficult to measure due to its interconnection to complex psychological and perceptual factors. With this limitation in mind, Silberberg et al (2013) outline a set of measures that may help quantify the more intangible aspects of human social connections underpinning place attachment:

- 'Number of friends on the street
- Number of congregation points on the street
- Social Capital Surveys, with questions such as; Do you know your neighbour's name? Do you know your neighbour's pet? How comfortable do you feel disciplining a neighbourhood child?' (Silberberg et al. 2013: 63)

Statistical evidence on population flows can also be used to measure place attachment. Noonan's (2013) study: *How US cultural districts reshape neighbourhoods*, presents a set of hypothesized impacts alongside their relevant indicators as summarised in Table 3.

**Table 3: Six possible impacts and indicators**  
 (Source: Noonan 2013: 205)

Hypothesised impact	Indicators used
Increased income	Income and Poverty
Reduced unemployment	Employment and Travel
Resident retention	Renters and Stayers
Increased population and diversity	Population Demographics
Increased property values	Property Values
Increased educational qualifications	College Degree Holders (Noonan 2013: 205)

Delconte et al. also consider the potential role of tracking the attractiveness of 'relocator' place attributes, alongside the retention of existing residents, as measures of place attachment (2016: 333).

Though place attachment measures generally focus on physical location, it is important to note that an individual's decision to stay or be attracted to an area may be influenced by other, more intangible social influences such as social and family networks and a sense of community belonging.



#### ***d. Cultural memory (via storytelling)***

Storytelling and narrative-building are typical tools used to foster place attachment, engagement in placemaking activities and the long-term enjoyment of the public realm, and have the potential to embed positive memories of a place and its culture. Cilliers et al. (2015) argue that stories play an important role in how people assign value to a place, and in turn, help to formulate place identity, which in turn can translate into community engagement and attachment. According to Cilliers et al., sharing stories fuels placemaking because people will more readily participate in community events associated with places of shared significance, (2015: 589, 591). Of all the value indicators cultural memory is one of the most difficult to measure and quantify and would typically rely on qualitative measures.

#### ***e. Reduced crime***

Placemaking activities are seen to reduce the incidence of crime in a number of ways. The first is through passive surveillance, associated with increased amounts of people in the public realm due to increased activity from commercial businesses and/or the staging of cultural events and community activities (Garau 2016). Such activities draw workers, residents and tourists to an area, whose prevalence may incidentally deter criminal behaviour. Thus business confidence and community trust may improve, attracting further activity to the area (Flanagan & Mitchell 2016: ix).

Standard placemaking activities such as the active maintenance of the built environment through regular cleaning, graffiti removal, damage repair, and facility refurbishment, may also create positive perceptions of a well-cared-for place, and can reduce the incidence of criminal and antisocial behaviour (Flanagan & Mitchell 2016: ix). Reductions in crime can be measured in a number of ways through a combination of survey data and crime statistics, and well as other less tangible indices such as community sentiment and perceptions. Measures evident within the reviewed literature include:

- Statistics on incidence of criminal activity, such as public vandalism, break and entering and, assaults. (Flanagan & Mitchell 2016: x).
- Circulation of people in an area (Delconte et al. 2016: 333).
- Increased 'downtown' vibrancy (Delconte et al. 2016: 333; Flanagan & Mitchell 2016: v).
- Transformation of 'downtown' image (Delconte et al. 2016: 333).
- Community and stakeholder interviews on perceptions of safety (Velarde Trejo 2012: 120).
- Level of family friendliness of an area (Delconte et al. 2016: 333).

The Renew Newcastle project serves as exemplar of how placemaking efforts can be linked to a falling incidence of crime. To measure the impact that the Renew Newcastle project has had on the crime rates in Newcastle's inner city since its inception in 2008, Flanagan and Mitchell (2016) compared the falling rates in the inner city to state-wide trends across the period 2007-2016. They suggest that 'half of the additional decreases that have occurred above the decreases that would have occurred had the inner city followed the state-wide trend' can be attributed to the Renew Newcastle project (Flanagan & Mitchell 2015: 37). Thus they inferred that Renew had had a significant impact on the effects and costs of such crime on the community as a whole over this time period (Flanagan & Mitchell 2016: x).

Similarly, Velarde Trejo's study of the rejuvenation efforts in Central Park in Winnipeg reports that placemaking initiatives such as physical improvements and events programming, 'represented a turning point in regard to perceptions of the area' (Velarde Trejo 2012: 120). Safety enhancements were said to have gradually motivated the community to visit the park more regularly, which in turn has discouraged anti-social behaviour historically associated with the park.

## **2.2.3: Economic**

### ***a. Education and skills development***

A connection between placemaking activities and education is evident in the surveyed literature in two ways that relate to its perceived impact and value. First, creative placemaking and tactical placemaking can facilitate skills development through learning-based activities or learning 'on the job' as a volunteer or producer of placemaking activities. Second, some urbanists argue that placemaking activities favour a relatively privileged demographic resulting in social displacement and a potentially negative correlation between placemaking and education.

With respect to skills-building, according to regional planner Jennifer Erickson (2016), youth participation in arts programs improves 'academic outcomes, decrease[s] delinquent behaviour and improve[s] self-esteem and attitudes about the future' (2016: 12). Similarly, Flanagan and Mitchell (2016) report that skills development was a direct benefit of the Renew Newcastle placemaking initiatives. In this instance, skills development occurred primarily through 'on the job' training in general business management skills which includes accounting, creative and technical skills, human resource management and co-ordination. The social networks formed through project participation also facilitated knowledge-sharing and peer-to-peer learning (Flanagan & Mitchell 2016: 28, 42).

With respect to the correlation between placemaking, class and education, Richard Florida's work has argued that 'highly skilled workers are at the centre of wealth-producing knowledge industries, and locate in places that have a high quality of life with access to a wide range of cultural facilities, experiences and high quality built environment' (Florida as cited in Murray 2011: 73). To quantify this connection, Noonan (2013) proposes that the percentage of adults with college degrees in a particular area could indicate if cultural districts attract more educated people. However, these observations need to be set against the evidence that place-making can contribute to displacement of low - and middle - income residents and therefore a wider disengagement from education and skills development as noted formerly.

## **b. Employment**

The relationship between employment and placemaking is evident in two urban project scales. This first is on a city scale and relates to the broader economic impact of the presence of jobs and skilled workforces who locate in areas with a high quality of place. The second scale involves smaller projects and placemaking activities that facilitate job creation and employment for individuals.

Taking a broad view, employment, job creation and the presence of thriving businesses are pertinent to a city's economic development. Murray (2011), argues that it is critical to get 'placemaking right', as 'highly skilled workers, particularly from knowledge and innovation-based industries do not want to locate in places that are dysfunctional or low quality' (Murray 2011: 72). Thus, businesses prefer to locate in competitive areas that are conducive to attracting talent, often through a critical mass of assets, skills, presence of talented people, cultural amenities and a high-quality public realm.

In terms of how to measure attraction of talent and businesses, a number of indicators pertinent to financial capital have been deduced from Delconte et al. (2016). These are:

- Attraction of the affluent (potentially through comparing changes in demographics in income and population growth of particular areas).
- Attraction of industry.
- Support of other cultural organisations (Delconte et al. 2016: 2015: 333).

On a smaller scale, creative placemaking activities and local initiatives centred on the revitalisation of a locale, high street or directly small businesses, can help to create jobs, boost volunteer engagement, and increase business and personal incomes. Referring to the ReNew Newcastle project as an exemplar, Flanagan and Mitchell (2016) report the direct benefits of the project to include:

- Employment rate and gross jobs.
- Increase in median area wages (also supported by Silberberg et al. 2013: 63).
- Job creation.
- Skill development.
- Increase in volunteering.
- Development of intellectual capital (cultural production of wares and exhibitions) (Flanagan & Mitchell 2016: ix).

Specific economic measures of job creation are the 29.6 full time equivalent (FTE) roles that have been created from projects that were part of the Renew Newcastle project, and were noted to still be in existence as at 2015-2016 financial year. The estimated total income from jobs during this period was marked to be \$1.992 million. In addition, 46 enterprises that were ReNew Newcastle projects received an uplift in income, with the average being \$7,966 per enterprise—landing on a total estimated uplift of \$366,436 for 2015-2016 (Flanagan & Mitchell 2016: ix, x).

The aforementioned pop-up park project in Dublin—Granby Park—is another example of economic development in small-scale placemaking initiatives. In a survey of 51 volunteers, of the 43 per cent not in active employment, over 50 per cent said they gained skills through volunteering. Further, 10 per cent of the respondents said that volunteering helped them gain future employment, which is said to be a huge legacy for the initiative (Till & McArdle 2015: 54).

### **c. Increased investment in infrastructure**

Placemaking can be a catalyst for revitalisation and enable a ripple effect of increased investment in infrastructure in surrounding areas. Other 'hoped for' knock-on effects include broader economic impacts such as increased tax revenue in conjunction with reduced commercial and retail vacancies (Silberberg et al. 2013: 61). A case in point is the development of the High Line in New York City, which is said to have been the backbone of the regeneration to the Chelsea and Meatpacking districts, stimulating the creation of 30 new projects since 2009, across premium office towers, upscale residential apartments, restaurants and luxury hotels (Robinson et al. 2016: 13).

Tactical efforts can also stimulate increased investment. An exemplar is the Liveable Memphis project which undertook a Better Block-style event to rejuvenate Broad Street, an area which suffered significant disinvestment. Tactical efforts included the utilising of vacant storefronts, the repositioning of parking to create protected bike lanes and the additions of tree planters. The event was so successful in exposure and traction that Liveable Memphis received a grant of USD25,000 to create permanent bike lanes. In addition, commercial rents have seen an increase by 50 per cent since 2006 with USD15 million in private investment resulting in 17 blighted properties being restored (Silberberg et al. 2013: 61).

In terms of how to measure increased investment in infrastructure, a number of indicators pertinent to this area and financial capital have been deduced from Delconte et al. (2016: 333). These are:

- Public expenditure
- Corporate grants
- Attraction of industry
- Extended hours of trade and transport
- Support of other cultural organisations

### **d.) Uplift in property values**

An effective placemaking method, be it standard, strategic or creative (Lew 2017), is said to create an uplift in property values. This outcome is due to a number of factors, including altering the image of an area, establishing the character of a newly developed area, creating a new destination for visitors, residents and workers, and/or, adding versatility to the area to enable the staging and participation in diverse cultural events (Robinson et al. 2017: 20).

Uplifts in property values are often a result of levels of demand from occupiers. A number of measures that enable this to be quantified are:

- Annual take-up or the net absorption of space.
- Demand from investors (as evident in capital flows).
- Occupier demand for space (as evident in rental values).
- Demand for assets by investors (as evident in level of yield).
- Measures of capital value (created by rents and yield)  
(Robinson et al. 2017; CBRE & Gehl 2017: 7).

The study by Robinson et al. (2017) refers to the example of the High Line redevelopment in Manhattan and its measurable impacts on the surrounding neighbourhood, including stimulating the development and uplift in property values: buildings adjacent to the High Line are an average of 51 per cent higher than comparable buildings one block away; only a 4 per cent vacancy in buildings adjacent to the High Line, compared to 21 per cent one block away. The High Line is seen as an exception to prevailing trends: with property in Manhattan depreciating by 0.3 per cent, housing prices for homes in Sections 1 and 2 of the High Line appreciated by 10 per cent and 9.4 per cent respectively as at May 2016 (Robinson et al. 2017: 13).

Similarly, CBRE Residential conducted a wider study of six regeneration schemes in various London neighbourhoods, finding an average housing uplift of 4.7 per cent per annum of regenerated areas when compared with the wider borough (CBRE 2016). Although these examples are not directly related to placemaking activities per se, their value indicators may be translated into comparable measures for creative placemaking.

It is also important to note that implementing placemaking does not necessarily guarantee an equivalent uplift in property values. Unfavourable economic conditions, over-ambitious project scales, or poorly researched strategies can limit the effects of placemaking. According to Robinson et al., placemaking efforts in Israel's Square in Copenhagen returned a disappointing impact on real estate value, likely due to the post-recession market and an oversupply of retail space resulting in lower commercial rents (2017: 5, 18).

#### **e.) Increased retail and local business**

Placemaking efforts can directly and indirectly affect local retail sectors and boost local economies. Such economic transformation can occur on a strategic level when retail is deliberately planned into a development linked with specific placemaking activities, or alternatively through creative or tactical placemaking activities that create opportunities and platforms for emerging businesses. Efforts in standard placemaking such as the maintenance of the public realm (Lew 2017) can indirectly enable the success of retail businesses through improving physical environmental qualities and attractiveness (Robinson et al. 2017; Flanagan & Mitchell 2016; Zukin & Kosta 2004; Lew, 2017). The following set of indicators is extracted from the reviewed literature and may assist in quantifying the effect of placemaking on local retail businesses and include for comparative studies over a period of time:

- Increase in quantity of retail businesses or 'attraction' of retail businesses (Robinson et al. 2017: 9; Delconte et al. 2016: 333)
- Increase in commercial rents (Flanagan and Mitchell 2016: ix, 2, 14-15,33)
- Increase in quality of retail offer (metrics to discern quality would need to be devised) (Robinson et al. 2017: 9; Zukin & Kosta 2004)
- Levels of retail sales (Silberberg et al. 2013: 63)
- Increased shop visits (Delconte et al. 2016: 333)

Robinson et al. (2017) track the prevalence of improved retail business as a result of major placemaking efforts in several locales, including in Federation Square in Melbourne where the quantum of street-side cafes increased by 450 per cent between 1993 and 2004. Rents and capital values in the CBD adjacent to Federation Square were also reported as showing strength since 2002 (Robinson et al. 2017: 14).

An increased quantity of retail businesses over time can also influence an associated increase in commercial rent overall, as seen in the example of the Liverpool One shopping centre in Liverpool. Robinson et al. attribute the enhanced 'human experience', quality and 'attractiveness of place' at the redeveloped centre, as the driver for attracting premium retail brands, which can afford higher rents (2017: 11).

Creative and tactical placemaking efforts—often provided through subsidised incubator programs—may also affect commercial leasing rates when retail diversity and composition is carefully managed (Zukin & Kosta 2004). For example, seventeen businesses that were once occupying temporary space through the Renew Newcastle initiative experienced enough growth to take on a commercial lease during the 2015-2016 period (Flanagan & Mitchell 2016: 33). Sociologists Ervin Kosta and Sharon Zukin emphasise that success depends on managing the character of the built environment so that diversity in retail mix can positively impact on the success and attraction of individual retail businesses, and result in a place as a destination in its own right (Zukin & Kosta 2004: 101, 113).

### **f.) Tourism and place-brand value**

Many communities consider tourism to be a tool for economic development, employment growth, image and status building which by extension improves the overall quality of life in a place or region (Lew, 2017: 461). Lew (2017) argues that most tourism planning and development is in effect a form of strategic placemaking (often involving government intervention, even when driven by private investment). Creative and tactical placemaking efforts can organically build the creative image of a place, contribute to its brand value, and in turn increase its appeal to visitors. Measures for quantifying the relationship between tourism and placemaking include:

- Numbers of international visitors.
- Numbers of domestic overnight visitors.
- Numbers of domestic day-trippers.
- Average visitor spend  
(Flanagan & Mitchell 2016: 39-40; Raymond 2010: 4).

Culture and arts-based festivals can assist urban regeneration of places through their flow-on effects to tourist visitation and broader economy. In some cases this encompasses both strategic ('top down') and creative placemaking activities. For example, the *European Capital of Culture* (ECOC) program, allows cities to compete for the ECOC title based on a year-round program of cultural events celebrating their unique place (Raymond 2010; Murray 2011: 74). *The Guardian* reports that the UK city of Liverpool, which secured the title in 2008, generated an estimated return of GBP750 million, to the local economy, from GBP170 million in spending (Mason & Walker 2017). In a survey conducted by the University of Liverpool, almost half of visitors to Liverpool during 2008, said that their choice had been influenced by the ECOC. Of those, 53 per cent were staying visitors and had a higher propensity to spend, compared to those who were not influenced by the Liverpool ECOC (Raymond 2010: 4).


Creative placemaking initiatives that take a 'bottom-up' approach can also influence the brand value and tourist visitation of a place. The Renew Newcastle project was reported to have improved the city's regional brand value through being: 'successful in promoting Newcastle as both a city of vibrant creative artists, as well as a desirable tourist destination' (Flanagan & Mitchell 2016: ix). Flanagan & Mitchell's 2016 study reports that over the life of the project, international visitors to Newcastle have risen at an average of 3.5 per cent per year, slightly outperforming the NSW average of 3.2 per cent, while domestic overnight travellers have also risen at an average of 2.6 per cent per year and generated \$442,680. Thus the authors estimate the total economic benefit associated with the city's improved brand value resulting from Renew Newcastle's activities was \$234,069 in 2015-2016 (Flanagan & Mitchell 2016: 39-41).

Within the literature there are numerous studies that consider placemaking value indicators from a range of perspectives and professions. The research by Delconte et al. (2015: 333) identifies multiple values (refer Table 4) and although in reference to local arts centres, they provide an apt summation to summarise areas discussed.

**Table 4: Types of impacts associated with placemaking**

(Source: A summary of Delconte et al. 2016: 332)

<b>Impact Types</b>				
Financial	Social	Cultural	Human	Built
Examples				
Affordable/free access	Area more family friendly	Attraction of artistic talent	Advanced skills	Accessible building
Increased shop visits	Business cooperation	Capture of local culture	Community pride	Renovation
Corporate grants	Diverse audiences	Exposure to art/culture	Discovery of new talent	New infrastructure
Increased tourism	Gatherings	Exposure to artists	Increased confidence	Murals
New business	Livability	Improvement of quality of life	Life skills	New buildings
Professional training	Opportunities to mix	Increased knowledge	Life lessons	New parks
Public grants	Retention of residents	Public art	Positivity	Exhibits
Sale of art	Social time	Public participation	Self-expression	Theatre sets (Delconte et al. 2016: 332)



# CHAPTER 3: TOOLKITS, FRAMEWORKS AND METHODOLOGIES



## 3.1: ANNOTATION FORMAT

### Typologies

This chapter annotates thirteen studies which include; toolkits, frameworks and methodologies, that seek to quantify the value of placemaking activities. The selected studies serve as a reference for the types of units of measurement, data sources, and methodologies, commonly used in quantifying placemaking activities<sup>3</sup>.

While the initial intention of the research was to seek out 'neatly packaged' placemaking toolkits—an analysis of the literature uncovered varying formats of information, which prove as valuable reference material for the creation of a placemaking toolkit. The reviewed studies have been categorised into four typologies:

- a. Scoring tools
- b. High-level measurements
- c. Detailed methodologies
- d. Valuation guidelines

#### Scoring tools

These are 'kits' or purchasable products that allocate a score to a particular place as a measure of its value. This score is often based on how 'place' performs against a series of measures. Such tools are often created by placemaking professionals, or multidisciplinary teams, which often include urban planners, sociologists, academics, architects, amongst others.

#### High-level measurements

This section presents articles that offer sets of measurements that help to quantify certain value indicators. The information in this section is high-level, and often without detailed methodologies.

#### Detailed methodologies

This section presents articles that have communicated their methodologies and rigorous processes for quantifying the value of placemaking activities.

#### Valuation guidelines

These are studies which present high-level guidelines of certain types of valuation and their processes, or design excellence, for instance, cost-benefit analysis or impacts on utility.

3. The studies in this section are reviewed primarily for their use of measurements, data sources and methodologies, rather than the specific subject matter or findings of their individual studies.

**Definitions**

Each toolkit has been annotated individually, tabling its units of measurement, data sources and methodology where applicable. A concise synopsis defining the study’s context, its limitations, and notable features is also presented. Due to intellectual property, or the limitations of certain studies, the quantity of information for each study varies (refer Table 5 for coding table employed) .

Specific definitions:

Unit of measurement: Measure that quantifies what is being sought.

Exemplar: the unit of measure for the safety of a place, could be statistics on the number of break and enter incidents.

Source: Where the information/data has been obtained.

Exemplar: Census or community interviews.

Methodology: Information on the process by which data was collected and insights ascertained.

Exemplar: Coding interviews.

**Table 5: Example of information coding table**

What is being measured	Unit of measurement	Source	Methodology

## 3.2: ANNOTATED TOOLKITS, FRAMEWORKS AND METHODOLOGIES - SCORING TOOLS

### 3.2.1: Place Score

Place Partners, 2012. (URL: [www.placescore.org](http://www.placescore.org))

*Place Score* is an Australian-based tool that measures place experience (PX) before and after placemaking activities have occurred, allocating the place a score out of 100. It is said to be a quantitative tool, which captures community values, across physical, economic, social and cultural dimensions. Also measured is: place attraction, place attachment, and 'care factor'. The tool is considered to be a 'diagnostic, engagement, benchmarking and tracking tool' (Place Score 2012), and can be applied to various scales, for example, neighbourhood, town centres, workplaces. Place Score is both a service and product that can be purchased by councils, developers and researchers (Place Score, 2012).

**Table 6: Place Score Considerations**

(Source: derived from Placescore, Street PX, 2015, p.4)

What is being measured	Unit of measurement	Source	Methodology
<p><b>Look &amp; Function</b> 'The physical characteristics of the area - how it looks and works, its buildings, public space and vegetation' (Placescore 2015: 4)</p>	Unknown due to I.P	Community consultation  Other sources unknown due to I.P	<p>Surveys are a component of the study.  Other specific processes are unknown due to IP.  Output for place assessment provides a Place Score out of 100:  85 - 100 = Exceptional  70 - 84 = Good place  50 - 69 = Place needs help  0 - 49 = Place emergency  Also presented are community segmentations and demographic insights  The website states it is a 'quantitative measure of ROI': explanation on how achieved is unavailable.</p>
<p><b>Sense of welcome</b> 'Whether the place is inviting to a range of people regardless of age, gender, income, ethnicity or interests' (Placescore 2015: 4)</p>			
<p><b>Things to do</b> 'Activities, events and the invitation to spend time in the place that may lead to a smile, a nod or even a new friend' (Placescore 2015: 4)</p>			
<p><b>Uniqueness</b> 'Things that make the area interesting, special or unique - these could be physical, social, cultural or economic aspects of the place' (Placescore 2015: 4)</p>			
<p><b>Care</b> 'How well the area is managed, maintained and whether improvements are made – it considers care, pride and both personal and financial investment' (Placescore 2015: 4)</p>			

## 3.3: TOOLKITS, FRAMEWORKS AND METHODOLOGIES - HIGH-LEVEL MEASUREMENTS

### 3.3.1: Neighbourlytics Social Analytics

*Neighbourlytics* is an Australian-based social analytics platform, measuring the 'social life' of different neighbourhoods. Data is tracked within a 1 km radius of the focus site. Similar to Place Score, it is a purchasable product and service for (but not limited to) researchers, property developers, asset managers and policy-makers. The data is output across three dashboard which track the people, lifestyles, and stories of an area. None of the data is solicited or primary-based, and is instead collected from existing online sources. Data is collected from the project start date only, historical data cannot be retrieved. As more places are analysed, the better the platform will be able to benchmark places against one another. (J. Christiansen-Franks (Neighbourlytics Founder), personal communication, 23rd November 2017).

**Table 7: Example Neighbourlytics Dashboard Indicators**

(Source: Neighbourlytics 2017: [www.neighbourlytics.com/what-you-get/](http://www.neighbourlytics.com/what-you-get/))

What is being measured	Unit of measurement	Source	Methodology
<b>People</b> Visitors	Demographic data Examples: <ul style="list-style-type: none"> <li>• Age range</li> <li>• Household finances</li> </ul>	Demographic data: Australian Bureau of Statistics  Visits: Tracking via Google Maps and Facebook	On site auditing Mining social data Analysing geotagged data Mapping and clustering of events and activity
<b>Lifestyle</b> Activities and events	Numerically auditing services and activities For example: <ul style="list-style-type: none"> <li>• Entertainment</li> <li>• Public amenities</li> </ul> Tabulating: <ul style="list-style-type: none"> <li>• Number of venues</li> <li>• Number of events</li> </ul>	Social media: Facebook, Instagram	Places are also tracked over a 6 month period to observe changes in activity relative to the seasons
<b>Stories</b> Comments about the place	Neighbourhood chatter: <ul style="list-style-type: none"> <li>• Tweets</li> <li>• Facebook posts</li> </ul> Neighbourhood imagery <ul style="list-style-type: none"> <li>• Facebook and Instagram (Neighbourlytics 2017)</li> </ul>	Social media: Facebook, Twitter, Instagram	

### 3.3.2: Gehl Placemaking Methodology

Gehl CBRE, a world-leading global urban design consultancy, have formulated a methodology and 12-part criteria for assessing the quality of public space based on human experience via the work of Jahn Gehl. The theoretical basis for the criteria was derived from Maslow's hierarchy of needs, with three categories including protection, comfort, and enjoyment. Each category is given a score out of 100, and averaged to give a final score. The report's methodology is not widely reproducible, however, as it neither presents details on how a particular criterion was assessed, nor what factors would constitute a score of 50 compared to a score of 70, for example (Robinson et al. 2017: 7, 21). Table 8 illustrates a range of variables from their methodology and basic scoring information.

**Table 8: Examples of variables from the Gehl methodology**

(Source: derived from CBRE Research, 2017: [www.cbre.com/research-and-reports/Global-Placemaking-Value-and-the-Public-Realm-May-2017](http://www.cbre.com/research-and-reports/Global-Placemaking-Value-and-the-Public-Realm-May-2017))

What is being measured	Unit of measurement	Source	Methodology
<b>Protection:</b> <ul style="list-style-type: none"> <li>Feeling safe (traffic)</li> <li>Feeling secure (crime, lighting)</li> </ul> (CBRE Research 2017: 6)	Unknown: PI	Unknown: PI	<ul style="list-style-type: none"> <li>3 categories assessed and given a score out of 100</li> <li>Categories are averaged to get a final score out of 100.</li> <li>Places can be benchmarked against each other</li> </ul>
<b>Comfort:</b> <ul style="list-style-type: none"> <li>Connected (transport and pedestrian links)</li> <li>Seeing (easy orientation and visibility)</li> <li>Walkable</li> </ul> (CBRE Research 2017: 6)			
<b>Enjoyment</b> <ul style="list-style-type: none"> <li>Human scale (dimensions, details to stimulate senses)</li> <li>Identity (history, local identity)</li> </ul> (CBRE Research 2017: 6)			

**3.3.3: Places in the making: How placemaking builds places and communities**

(Source: Silberberg 2013: 63)

Silberberg et al. discuss the value of placemaking as a process, particularly in relation to its positive benefits to community empowerment and engagement. The report concludes with a summary of indicators and measurement techniques that can be extrapolated into value indicators for placemaking activities, such as those that fall under ‘civic participation’ (Silberberg et al. 2013: 63). Table 9 provides an example of the methodology employed by Silberberg et al. (2013) and the diversity of impacts measured.

**Table 9: Example MIT DUSP Indicators**  
 (Source: derived Massachusetts Institute of Technology, 2013: [dusp.mit.edu/cdd/project/placemaking](http://dusp.mit.edu/cdd/project/placemaking))

<b>What is being measured</b>	<b>Unit of measurement</b>	<b>Source</b>	<b>Methodology</b>
<b>Social Capital</b>	<ul style="list-style-type: none"> <li>• Number and diversity of community partners</li> <li>• Diversity and geographic range of financial supporters</li> <li>• Diversity and geographic range of users of public place (Massachusetts Institute of Technology 2013: 63)</li> </ul>	n/a	The following points were listed as units of measurement: <ul style="list-style-type: none"> <li>• Social network mapping</li> <li>• Behaviour mapping</li> <li>• Mental maps</li> <li>• Time-lapse photography</li> </ul>
<b>Public Health and Healthy Living</b>	<ul style="list-style-type: none"> <li>• Crime statistics</li> <li>• Traffic counts</li> <li>• Baseline public health data (Massachusetts Institute of Technology 2013: 63)</li> </ul>		
<b>Economic Impact</b>	<ul style="list-style-type: none"> <li>• Employment rate</li> <li>• Property values</li> <li>• Number of businesses (Massachusetts Institute of Technology 2013: 63)</li> </ul>		
<b>Use and Activities</b>	<ul style="list-style-type: none"> <li>• Number of public events</li> <li>• Population</li> <li>• Security perception survey (Massachusetts Institute of Technology 2013: 63)</li> </ul>		

### 3.3.4: The Place Diagram

(Source: *Project for Public Spaces, 2009*)

Project for Public Spaces (PPS) is a non-profit planning, design and educational organisation specialising in placemaking. It was founded in 1975, and is one of the preeminent global organisations in the field of placemaking globally. Their work includes the development of a Place Diagram, a four-part framework that communicates the common elements of most successful places, and is derived from practitioner knowledge and the organisation's experience over the last forty years. Qualitative considerations below have been paraphrased from this framework as per Table 10.

**Table 10: Summary of measures on what makes a great space from Project for Public Spaces**

(Source: derived from Project for Public Spaces, 2018: <https://www.pps.org/article/grplacefeat>)

What is being measured	Unit of measurement
<p><b>Sociability</b> Considers the level at which a community feel a sense of ownership and care in relation to their place.</p> <p><u>Example attributes:</u> Diversity, pride, welcoming</p>	<p>Examples:</p> <ul style="list-style-type: none"> <li>• Number of children, elderly</li> <li>• Social networks</li> </ul> <p><b>Qualitative considerations</b> Questions as related to:</p> <ul style="list-style-type: none"> <li>• group activities</li> <li>• interactions between people</li> <li>• interactions with place</li> </ul> <p>(Project for Public Spaces 2018)</p>
<p><b>Uses and Activities</b> Functions and activities providing purpose for initial and ongoing visits</p> <p><u>Example attributes:</u> Fun, active, useful, special</p>	<p>Examples:</p> <ul style="list-style-type: none"> <li>• Land-use patterns</li> <li>• Property values</li> </ul> <p><b>Qualitative considerations</b> Questions as related to:</p> <ul style="list-style-type: none"> <li>• Space usage</li> <li>• Demographics of people</li> <li>• Types of activities</li> </ul> <p>(Project for Public Spaces 2018)</p>
<p><b>Comfort and Image</b> Places considered visually and physically appealing</p> <p><u>Example attributes:</u> Safe, clean, green, spiritual</p>	<p>Examples:</p> <ul style="list-style-type: none"> <li>• Crime statistics</li> <li>• Environmental data</li> </ul> <p><b>Qualitative considerations</b> Questions as related to:</p> <ul style="list-style-type: none"> <li>• Impression</li> <li>• space condition</li> <li>• sense of safety</li> </ul> <p>(Project for Public Spaces 2018)</p>
<p><b>Access and Linkages</b> How easy a place is to access; physically, spatially, visually.</p> <p><u>Key attributes:</u> Continuity, Proximity, Connective, Readable, Walkable, Convenient, Accessible</p>	<p>Examples:</p> <ul style="list-style-type: none"> <li>• Traffic data</li> <li>• Pedestrian activity</li> </ul> <p><b>Qualitative considerations</b> Questions as related to:</p> <ul style="list-style-type: none"> <li>• Visibility</li> <li>• Connectedness</li> <li>• Function</li> </ul> <p>(Project for Public Spaces 2018)</p>

## 3.4: TOOLKITS, FRAMEWORKS AND METHODOLOGIES - DETAILED METHODOLOGIES

### 3.4.1: How US Cultural districts reshape neighbourhoods

Noonan's study (2013) is on the impact of cultural districts at large, whereby the presence and creation of cultural districts are considered as a form of placemaking. Noonan defines districts as encompassing activities at three levels:

- 'Primary cultural facilities and producers (e.g. museums, theatres, studios),
- Secondary producers (e.g. arts and crafts workshops, music and movie studios)
- Complementary producers (e.g. gift shops, restaurants, hotels)' (2013: 204).

Table 11 highlights a number of salient variables from the methodology. Importantly, importantly, Noonan's work has two key areas of relevance for the purpose of this literature review:

1. A study of neighbourhood-level trends inferred by a set of hypotheses that point to the benefits of cultural districts, and how these could be measured (2013: 205).
2. A 'neighbourhood comparison to leverage within-city variation in neighbourhood trajectory and controls for additional observed and unobserved factors'. This exists as a separate methodology detailed below. (2013: 205, 206).

**Table 11: Indicators from Noonan cultural district study**

(Source: Noonan, 2013)

What is being measured	Example units of measurement	Source	Methodology
Income	<ul style="list-style-type: none"> <li>• Income</li> <li>• Poverty</li> </ul>	Census	Assessing the average demographic conditions and trends inside and outside of districts.  T-tests  Identification of differences between cities and neighbourhoods (Noonan 2016: 206).
Employment	<ul style="list-style-type: none"> <li>• Employment</li> <li>• Travel Time</li> </ul>		
Resident retention	<ul style="list-style-type: none"> <li>• Renters</li> <li>• Stayers</li> </ul>		
Local population	<ul style="list-style-type: none"> <li>• Log of population density</li> <li>• Per cent of population that is White</li> </ul>		
Property values	<ul style="list-style-type: none"> <li>• Property values</li> </ul>		
Education	<ul style="list-style-type: none"> <li>• College: college degrees</li> </ul>		



### 3.4.2: Beyond Attendance: Multi-modal understanding of arts participation

The Survey of Public Participation in the Arts (SPPA), is a national, multi-decade study on arts participation sponsored by the US Federal government agency National Endowment of the Arts (Novak-Leonard & Brown 2008). It measures this participation across attendance, art creation, performance and participation in electronic media. The culmination of data also allows for the benchmarking of arts organisations (refer examples within Table 12).

The survey's limitation is that 'it cannot expand to capture all questions regarding arts participation, attitudes toward the arts, reasons for participating (or not participating) in the arts, and other socio-demographic and lifestyle variables' (Novak-Leonard & Brown 2008: 90). Ann Markusen further notes that the SPPA also restricts participation to a 'relatively narrow set of 'high arts' forms in more traditional venues, and doesn't capture 'religious venues (singing, music, dance, visual art) and community-organized activities', such as park festivals and street dances, which are common in ethnic and immigrant communities (Markusen 2014: 575-576).

**Table 12: Methodological approach for assessment of arts participation**

(Source: National Endowment for the Arts, 2011)

What is being measured?	Unit of measurement	Source	Methodology
<b>Arts attendance</b>	<i>Example questions: Arts attendance – Theatre:</i> ‘[With the exception of elementary or high school performances] Did you (or your spouse/partner) 18. go to a live musical stage play during the last 12 months?’  (Novak-Leonard et al. 2017: 97-98)	2008 data employed: Survey of arts participants	Quantitative approach: Statistical analysis of organisational data across four cycles  Incorporates a range of analysis techniques including Logistic regression.
<b>Personal creation and performance</b>	<i>Example questions: Creation – Dance:</i> ‘6. During the last 12 months, did you (or your spouse/partner) dance ballet, or other dance such as modern, folk, tap, or Broadway-style dance?’ (Novak-Leonard et al. 2011: 98)		Qualitative approach: Survey questions covering standard demographic information
<b>Arts participation through electronic media</b>	<i>Example: Any Electronic Media-based</i> ‘1. During the last 12 months, did you use the Internet to watch, listen to, or download live or recorded music, theater or dance performances?’ (Novak-Leonard et al. 2011: 99)		Questions further categorised (i.e. music, dance).  Four key factors identified as necessary to increase understanding:
<b>Benchmark questions</b>	<i>Example Benchmark arts attendance</i> ‘[With the exception of elementary or high school performances] Did you (or your spouse/partner):  1. Go to a live jazz performance during the last 12 months?’ (Novak-Leonard et al. 2011: 100)		1. Skill levels 2. Form of artistic expression 3. Activity setting 4. individual creative control (Novak-Leonard et al. 2008: 16)

### 3.4.3: VALI - Validating Arts and Liveability Indicators

Another study sponsored by the National Endowment of Arts, the VALI study, proposes criteria for measuring placemaking and liveability (refer Table 13). The purpose of the study was to present these criteria to the community for 'validation' as to whether or not the criteria were a worthy measure for placemaking. The VALI study is part of the National Endowment of the Art's wider initiative to develop a resource or system of indicators to 'help communities better understand and communicate the value of their creative placemaking efforts' (Morley et al. 2014: 2).

**Table 13: Arts and Livability Indicators**

(Source: Morley et al., 2014)

What is being measured	Unit of measurement	Source
<b>Resident Attachment to Community</b>	Examples: <ul style="list-style-type: none"> <li>• Homeownership</li> <li>• Length of residence</li> <li>• Proportion of housing units owner-occupied</li> </ul>	Standard data sources: <ul style="list-style-type: none"> <li>• Census data</li> <li>• County records</li> <li>• Zip codes</li> </ul>
<b>Quality of Life</b>	<ul style="list-style-type: none"> <li>• Median commute time</li> <li>• Property crime rate</li> <li>• Net migration</li> </ul>	Primary data collection: <ul style="list-style-type: none"> <li>• Site visits</li> </ul>
<b>Arts and Cultural Activity</b>	<ul style="list-style-type: none"> <li>• Median earnings of residents (arts/entertainment employment).</li> <li>• Employees working in arts/entertainment establishments</li> </ul>	<ul style="list-style-type: none"> <li>• Focus groups</li> <li>• interviews</li> </ul>
<b>Economic Conditions</b>	<ul style="list-style-type: none"> <li>• Median home purchase loan amounts</li> <li>• Unemployment rate (Morley et al. 2014)</li> </ul>	

### 3.4.4: An Economic Evaluation of the Renew Newcastle Project

(Source: Centre of Full Employment and Equity Flanagan, M., Mitchell, W., 2016)

Flanagan & Mitchell (2016) present an overarching economic evaluation and cost benefit analysis of the Renew Newcastle project from its inception until the 2015-2016 financial year. Renew Newcastle was an initiative founded by Marcus Westbury in 2008. Its purpose was to revitalise areas of Newcastle CBD through the utilisation of vacant assets for creative or cultural projects at little or no cost. The initiative has proved to have lasting wider effects to the CBD and the city's creative economy.

The cost-benefit analysis is based on a framework (refer Table 14) devised by Renew Newcastle, and outlines a set of direct and indirect benefits:

- Direct benefits: Job creation, skill development, volunteer increase, intellectual capital.
- Indirect: reduced crime, increased safety perceptions, increased city brand value. (Flanagan & Mitchell 2016: ix, x, xi)

**Table 14: Economic considerations related to a renewal project**

(Source: Flanagan and Mitchell, 2016)

<b>What is being measured?</b>	<b>Unit of measurement</b>	<b>Source</b>	<b>Methodology</b>
<b>Creation of jobs and skill development</b>	<ul style="list-style-type: none"> <li>Consideration of full time positions and estimated incomes</li> </ul>	Graduate surveys in relation to jobs created	<p>Responding graduates: number of full-time equivalent jobs and average income</p> <p>Non-responding graduates: estimation on with removal of outliers</p>
<b>Conversion to commercial leases</b>	<ul style="list-style-type: none"> <li>Quantifying projects moving from temporary lease to commercial lease</li> </ul>	Graduate surveys related to lease payments	Calculating average lease costs against graduate numbers to estimate annual value
<b>Additional volunteer engagement</b>	<ul style="list-style-type: none"> <li>Quantifying volunteer hours dedicated to projects</li> </ul>	Academic data related to indicative hourly wage	<p>Calculations including:</p> <p>Opportunity costs (value related to earnings and leisure)</p> <p>Quantification of resource savings to communities</p>
<b>Mitigation of blight</b>	<p>Statistics:</p> <ul style="list-style-type: none"> <li>Criminal damage</li> <li>Robbery</li> <li>Assault</li> </ul>	Bureau of Crime Statistics and Research	<p>Measurement of incident reductions against incident costs estimated via research measures</p> <p>Data filtration to select specific incidents and dates to enable comparison against increased surveillance</p>
<b>Improved business and community confidence</b>	<ul style="list-style-type: none"> <li>Median property values</li> </ul>	<p>CoreLogic</p> <p>Australian Bureau of Statistics Census, 2011</p>	<p>Nominated suburb median house prices</p> <p>Suburb selection associated with urban renewal sites</p> <p>Exclusions considered properties in specific locations to avoid double counting and mitigation of blight factors.</p>
<b>Improved regional brand value</b>	<ul style="list-style-type: none"> <li>Estimate associated with visitor numbers</li> </ul>	<p>Destination NSW</p> <p>Tourism Research Australia</p> <p>Author calculations</p>	<p>Calculations related to visitors against state-wide trends Tracking in relation to different categories (i.e. international visitors, domestic overnights)</p> <p>(Flanagan and Mitchell: 2016)</p>

### 3.4.5: The impacts of local arts agencies on community placemaking and heritage tourism

(Delconte et al., 2016)

The study by Delconte et al. (2016) investigates the impacts of three small local arts agencies (LAAs) on placemaking and heritage tourism within their communities. It does this by utilising the Community Capitals Framework (CCF), an analytical tool used to critique the relationships between various types of community assets, across the seven dimensions of social, human, financial, creative, built, natural, and political capital (Delconte et al. 2016: 324, 325). Qualitative interviews were undertaken and coded against the CFF and pattern analysis undertaken as identified in Table 15.

**Table 15: Local art agency impacts including placemaking**

(Source: Delconte, Kilneb and Scavo, 2016)

What is being measured?	Unit of m.	Source	Methodology
<b>Built capital</b> Examples: Infrastructure (i.e. roads, buildings and phone systems)	n.a	<b>Interviews:</b>  Stakeholders from relevant areas  <ul style="list-style-type: none"> <li>• Key informants</li> <li>• Community leaders</li> </ul>	Community Capital Framework  Study employed the framework across multiple towns
<b>Cultural capital</b> Examples: Arts, stories, traditions			Selection based upon similarities:
<b>Financial capital</b> Examples: Savings, loans, investments, grants, and taxes			<ul style="list-style-type: none"> <li>• Longevity</li> <li>• Service types</li> </ul>
<b>Human capital</b> Examples: Talents, skills, knowledge			<ul style="list-style-type: none"> <li>• Income</li> <li>• Town size</li> </ul>
<b>Natural capital:</b> Examples: Water, air, land			Semi-structure interview format
<b>Political capital:</b> Examples: Access to leaders			Content analysis
<b>Social capital:</b> Examples: Network support (i.e. families, neighbourhoods)			Coding of themes according to the Community Capital Framework factors  Pattern analysis undertaken (Delconte et al. 2016)

### 3.4.6: Qualitative evaluation study of urban shared spaces in New Zealand

Kandarchuk et al.'s 2016 study assesses the performance of city centre streets that have been transformed into shared spaces in Auckland, New Zealand. A framework of qualitative analysis (refer Table 16) using on-street perception and expert interview surveys was created to investigate the shared spaces' performance across five objectives: 'placemaking, pedestrian focus, vehicle behaviour change, economic impetus, [and] safety for all road users' (Karndacharuk et al. 2016: 120-121).

The study has two key limitations, the first is that surveys were primarily based on data gathered 'after' implementation, with limited 'before' data. The study discloses limited information on participants and sample number, thus it is not known whether the data is statistically significant (Karndacharuk et al. 2015: 120, 129).

**Table 16: Measures related to urban shared spaces**

(Source: Karndacharuk, Wilson and Dunn 2016: 120-121)

What is being measured?	Unit of measurement	Source
<b>Placemaking</b> Including use of public space	Examples: <ul style="list-style-type: none"> <li>• Facility use</li> <li>• Activity type</li> </ul>	On street perception studies
<b>Pedestrian Focus</b> Including pedestrian priority	<ul style="list-style-type: none"> <li>• Space allocation</li> <li>• Pedestrian number</li> </ul>	Expert interview surveys
<b>Vehicle behaviour change</b> Including reduction in dominance of vehicle	<ul style="list-style-type: none"> <li>• Traffic volume</li> <li>• Speed reduction</li> </ul>	Quantitative studies on traffic conditions
<b>Economic impetus</b> Including ability to complement land uses	<ul style="list-style-type: none"> <li>• Retail occupancy rates</li> <li>• Active frontage</li> </ul>	Statistical data sources
<b>Safety for all road users</b> Including safe shared spaces	<ul style="list-style-type: none"> <li>• Crash statistics</li> <li>• Injury costs</li> </ul> (Karndacharuk et al. 2016: 120-121)	Statistical data sources

## 3.5: VALUATION GUIDELINES

### 3.5.1: The Green Book

This UK government (HM Treasury London 2003, 2018) text provides general guidelines and considerations for planning, appraising and evaluating activities undertaken by government bodies in the UK. It presents a list of well-known techniques and metrics for measuring value and managing risk, such as; cost benefit analysis, distributional analysis, and willingness to pay, among others. Unlike other sources reviewed in this chapter, The Green Book is not a contextual study, thus, the table below has been modified accordingly (refer Table 17).

The following list offers a reference to key content and considerations relevant to devising a placemaking toolkit. Guidelines and considerations are presented for:

- Undertaking an appraisal and evaluation of a project (9)
- Setting objectives, outputs, and targets at the early stage of a project (3)
- Conducting cost benefit analysis (p.19) and discounting (28-27)
- Selecting options, by assessing risk and affordability (37-39)
- Designing an evaluation (45-49)
- Managing and assessing risk in a project. Also covers; transferring risk, optimum bias, Monte Carlo analysis, irreversibility, and the cost of variability in outcomes (79-89)
- Deriving and analysing distributional impacts (91-96)  
(HM Treasury London 2018)

**Table 17: Government appraisal and evaluation factors**

(Source: HM Treasury, 2018)

Measurement technique, tool or metric	Unit of measurement	Source	M'dlogy
<b>Social Cost Benefit Analysis</b>	Examples: <ul style="list-style-type: none"> <li>• Health benefits</li> <li>• Design quality</li> <li>• Environmental indicators</li> </ul>	n.a.	n.a.
<b>Utility</b>	Example: <ul style="list-style-type: none"> <li>• Observation around market choices</li> </ul>		
<b>WTP</b> Willingness to pay	Example: <ul style="list-style-type: none"> <li>• Maximum individual willing to pay for a good</li> </ul>		
<b>WTA</b> Willingness to accept	Example: <ul style="list-style-type: none"> <li>• Minimum compensation money to forego or give up a good</li> </ul>		
<b>QALY - Quality adjusted life year for Valuing Health benefits</b>	Example: <ul style="list-style-type: none"> <li>• Consideration of life expectancy changes</li> <li>• Values derived from quality of life instrument: EuroQol encompassing five dimensions (i.e. mobility, self-care, pain/ discomfort).</li> </ul>		
<b>Valuing Design Quality</b>	Example: <ul style="list-style-type: none"> <li>• Savings in cost</li> <li>• Staff recruitment (HM Treasury 2018)</li> </ul>		

### 3.5.2: Better Placed

(NSW Office of the Government Architect, 2017)

The Government Architect NSW has formulated a set of seven objectives for key considerations in the design of the built environment. While these objectives pertain to standard placemaking, their principles are human-centred and translate to creative placemaking activities. Each objective has been outlined below in Table 18, with an example of the way in which the objective may be realised shown adjacent as shown in the report (Government Architect NSW, 2017, p. 36-44). The report also outlines the process of achieving good design using iterative design thinking methods; particularly to define a problem, explore and iterate the design, then test and evaluate (pp. 28-29).

**Table 18: NSW Office of the Government Architect - Better Placed Objectives**  
(Source: NSW Office of the Government Architect, 2017)

Objective	Realisation
Better Fit	Local Contextual Of its place  Example: Local: a building that relates to an area
Better Performance	Sustainable Adaptable Durable  Example: Adaptable: building ability to adjust to new conditions
Better for Community	Inclusive Connected Diverse  Example: Inclusive: place that embraces the community and individuals
Better for People	Safe Comfortable Liveable  Example: Safe: space that protects people from harm
Better Working	Functional Efficient Fit for purpose  Example: Functional: building designed to be practical (NSW Office of the Government Architect 2017)

### 3.6: SUMMARY

Only one of the literature sources (toolkits, frameworks and methodologies) referred to above focused exclusively on creative placemaking activities and their quantification. This was the document *Beyond attendance: A multi-modal understanding of arts participation*, based on the US-based 2008 Survey of Public Participation in the Arts (Novak-Leonard & Brown 2011). *An Economic Evaluation of the Renew Newcastle Project* (Flanagan & Mitchell 2016) could also be considered a creative placemaking study that was quantitatively evaluated, although the scheme first began as grassroots tactical project, rather than a deliberate attempt at creative placemaking. The remaining studies presented methodologies and metrics that were combinations of standard, strategic, creative and tactical forms of placemaking. This unevenness does not mean that one study is more relevant than another, rather that slippages occur between creative placemaking and other forms of placemaking and their attendant valuations.

The 'Detailed methodologies' typology presented the richest content in terms of its complexity in research methods, and uniqueness of contexts. Of the sources, only a few could be described as scholarly studies, and the others may be classified as 'grey' literature. There is an even distribution of qualitative and quantitative methods across all sources, which include the following types of research activities:

- Geographic analyses comparing neighbourhood variation (Noonan 2013).
- In-field observations: public realm, geography, social interactions (Karndacharuk et al. 2016; Noonan 2013).
- Qualitative interviews coded/translated into numerical data, for example, Likert scales, Pedestrian Environment Review System (PERS). (Novak-Leonard & Brown 2011; Delconte et al. 2016; Karndacharuk et al. 2016).
- Surveys with quantitative output (Novak-Leonard & Brown 2011).
- Targeted selection of demographic measures (Novak-Leonard & Brown 2011; Flanagan & Mitchell 2016; Morley et al. 2014).
- Cost benefit analysis (Flanagan & Mitchell 2016).

As a final note, 'grey' literature sources dominated the remaining typologies of Scoring tools, High-level measurements and Valuation guidelines. While not produced in a scholarly research setting, most studies in these categories display both breadth and rigour. Table 19 provides a summary of the literature reviewed in relation to toolkits, frameworks and methodologies.



**Table 19: Index of Featured Toolkits, Frameworks and Methodologies**

<b>Name</b>	<b>Description</b>	<b>Typology</b>
<b>Place Score</b> (Place Partners, 2012)	Tool and survey measuring place experience (PX) before and after placemaking activities have occurred.	Scoring tool
<b>Neighbourlytics</b> (Neighbourlytics, 2017)	Place audit and purchasable service, for measuring the 'social life' of a place.	High-level measurements
<b>Gehl Methodology</b> (Gehl & CBRE, 2017)	Criteria for assessing quality of public space based on human experience	High-level measurements
<b>Places in the making: How placemaking builds places and communities.</b> (Silberberg et al., 2013)	Criteria of indicators for assessing placemaking, as a comparison or benchmark across four categories: use and activity, economic, health, social capital.	High-level measurements
<b>The Place Diagram</b> (PPS, 2009)	Four-part framework for gauging success of a place across; sociability, comfort and image, access and linkages, use and activities.	High-level measurements
<b>How US Cultural districts reshape neighbourhoods</b> (Noonan, 2013)	Set of hypotheses of benefits of cultural districts – with set of demographic data measures. Includes methodology for comparing within city variations.	Detailed methodologies
<b>Beyond Attendance: Multi-modal understanding of arts participation</b> (Novak-Leonard et al., 2008)	Multi-decade survey of arts attendance across: attendance, art creation and performance, and participation in electronic media. Data allows for the benchmarking of arts organisations.	Detailed methodologies
<b>VALI Validating Arts and Liveability Indicators</b> (Morely et al. 2014)	Criteria proposed for measuring placemaking and liveability.	Detailed methodologies
<b>An Economic Evaluation of the Renew Newcastle Project, Centre of Full Economic &amp; Equity</b> (Flanagan & Mitchell, 2016)	Criteria and case study of cost benefit analysis for Renew Newcastle.	Detailed methodologies
<b>The impacts of local arts agencies on community placemaking and heritage tourism</b> (Delconte et al., 2016)	Coded qualitative interviews mapped across the Community Capitals Framework (CCF) of 7 impacts: built, cultural, financial, human, natural, political, social capital.	Detailed methodologies
<b>Qualitative evaluation study of shared spaces in New Zealand</b> (Karndacharuk et al., 2016)	A framework of qualitative analysis using on-street perception and expert interview surveys to investigate the performance of shared spaces and streets.	Detailed methodologies
<b>The Green Book, Appraisal and Evaluation in Central Govt.</b> (HM Treasury, 2013)	Appraisal and evaluation reference document. Includes, cost benefit analysis, options and affordability assessments, among others.	Valuation guidelines
<b>Better Placed</b> (Government Architect NSW, 2017)	Set of objectives for ensuring high quality and human-centred design of the built environment.	Valuation guidelines

# CHAPTER 4: CONCLUDING REMARKS



While this literature review covered all forms of placemaking including standard, strategic, creative, and tactical placemaking (Lew 2017), the concluding notes focus on insights relevant to creative placemaking, the focus of the Communities of Practice Collaborative Learning Proposal.

To reiterate, Lew (2017) defined creative placemaking as the utilisation of the arts to make a place more vibrant and interesting through applications to the physical environment, the presence of arts related businesses and infrastructure, or the staging of programming and events. While Lew's four-part categorisation of placemaking is useful, in practice there is much slippage between these various forms of placemaking. For example, strategic placemaking may incorporate forms of creative placemaking such as short-term events and activations to generate interest in a forthcoming urban development; tactical initiatives may incorporate creative practices; and the long-term planning of designated assets may include creative businesses or programming. These aforementioned slippages in placemaking type and definition pose challenges to developing a definitive value indicator and toolkit.

In reviewing the dominant typologies of creative placemaking activities, the majority appear to be forms of 'people practices' and ethnoscaapes. This insight is based on Lew's *Tangibility scale and tools of place making* which offers three areas of categorisation for activities: tangible (built scapes), intangible (mental image, branding etc.) and 'mixed', composed of 'people practices', that include events and activations initiated by individuals and communities (Lew 2017: 455-456) (see Chapter 3 above). The attendant complexities in audience type and motivation, coupled with their intractability from perceived placemaking impacts and values, further complicates our capacity to quantify these pursuits in standardised measures.

In studying the three categories of value indicators (environmental, social, and economic), the social and economic categories proved to be the most prevalent. Arts and culture have not been listed as a category of value in its own right because the literature reinforces that the arts are the catalysts or platforms underpinning all three: economic value, social value and, environmental value. The staging of festivals and special events, for example, often facilitates social benefits such as civic participation and volunteering, as well as economic benefits such as the attraction of tourists and visitors.

Measurements associated with value indicators were divided into two categories; measures that are quantifiable with 'hard' evidence and numerical data; and measures that are less tangible and rely upon (but are not limited to) interviews, observations and stakeholder conversations (see Chapter 2, Table 3 above). As expected, the value indicators typically used in the economic category are predominantly measured using quantitative data. Interestingly, the social category was measured predominantly by using quantitative evidence, with the exception of indicators for mental health and overcoming social isolation. While some forms of civic participation and reduced crime appeared to rely on less tangible measures, complementary quantitative evidence was still available. This range of measures found across different domains indicates that both social and economic categories have a breadth of metrics that contribute to their valuation.

The case studies outlined in the 'Detailed methodologies' section provided the richest methodological and indicator content. In conclusion, and despite the discernible challenges of identifying definitive value indicators, the literature review indicates that in combination with further research planned as part of this project, including stakeholder interviews and testing elements of a toolkit in case studies, these metrics and methodologies can be synthesised to better map and evaluate creative placemaking activities.

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