

DOWNTOWN DAYTON



PLACE LAB

COMMUNITY • CULTURE • CONNECTION

PROGRAM FRAMEWORK



BE DOWNTOWN.
DAYTON

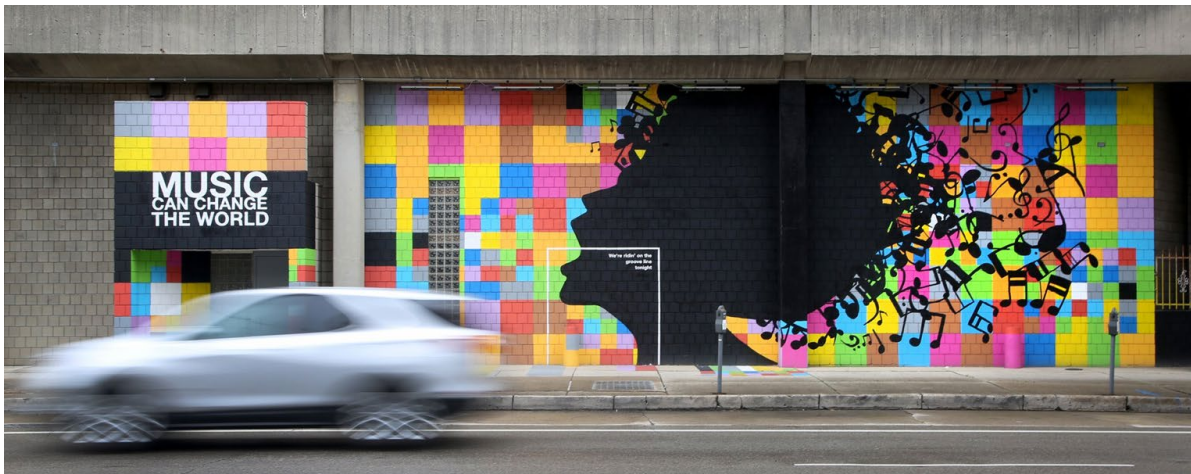
2021-2025 Service Areas



What is Placemaking?

Strengthening the **connection between people and the places they share**, placemaking refers to a **collaborative process** by which we can **shape our public realm** in order to maximize shared value.

More than just promoting better urban design, placemaking facilitates **creative patterns of use**, paying particular attention to the physical, cultural, and social identities that define a place and support its ongoing evolution.



PLACEMAKING PROJECTS

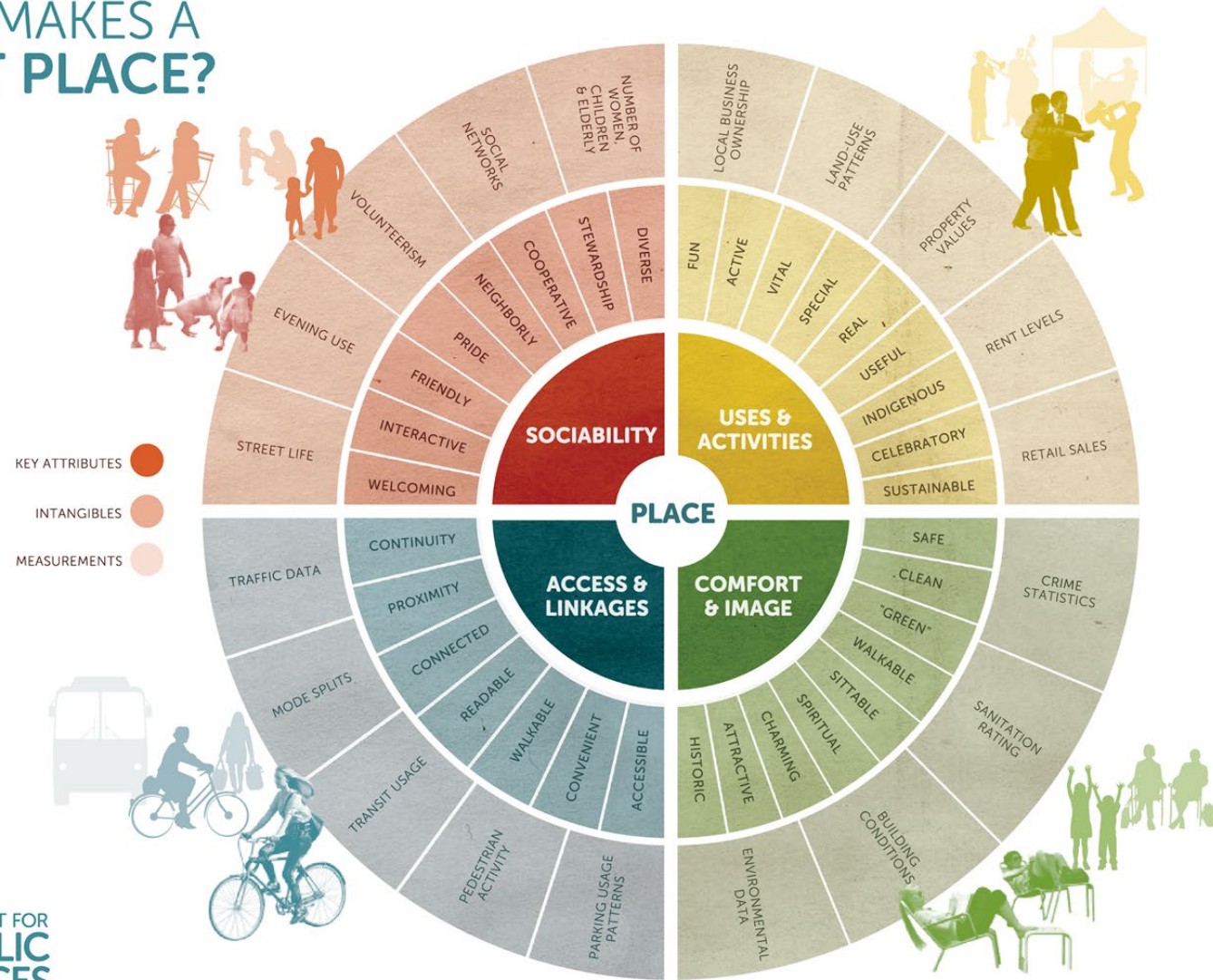
Placemaking Segment	Examples	Implementation Responsibility	Responsible DDP Team & Activities
Large GDDP Projects	RiverScape, bike share, floodwall mural, signage and wayfinding, etc.	Maybe implemented by us, but often someone else	Greater Downtown Plan Team: liaisons with partner / downtown stakeholders, leads and collaborates on prioritization and advocacy efforts, fundraising, etc.
Infrastructure / Streetscapes	Streetscape projects, private improvements in public realm	Implemented by someone else	Economic Development Team: liaisons with COD, advocates for projects, coordinates consistency of design, perhaps convenes a design review committee?
Events	One-day: AitC, DHF; Ongoing: Square is Where, OO5, First Friday, Levitt	Led by the DDP, but also leverages partner events	Events & Marketing Teams: plans, markets, and implements the DDP's annual events strategy; also showcases partner programming across downtown
Tactical Placemaking Projects	Murals / public art, storefront activations, First Bloom, Pop-up Patios; Moving Fwd: What Else?	Led & implemented by the DDP with partner support	Potentially the entire DDP staff in different phases, but this segment is the area most likely to grow in scope moving forward

MISSION What is it?

The **Place Lab** is the Downtown Dayton Partnership's approach to prioritizing and implementing **tactical placemaking projects**. These lean and creative projects make downtown places more **vibrant, inclusive, engaging, and connected**.



WHAT MAKES A GREAT PLACE?



Power of 10

Places thrive when users have 10+ reasons to be there.

PLACE LAB BRAND



Logo uses DDP brand colors and fonts

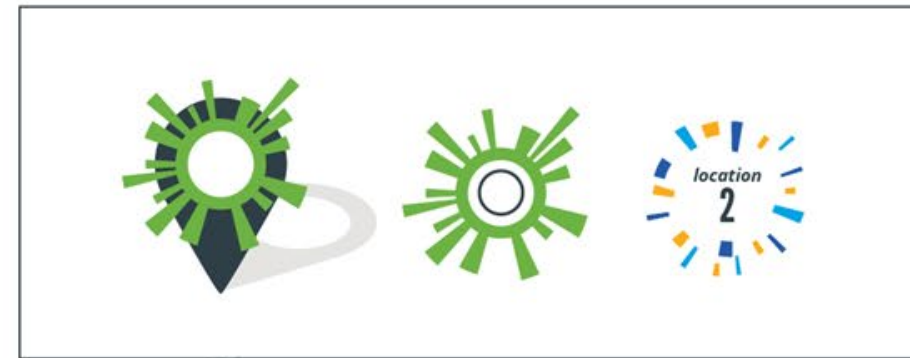
Name is prepped to begin a series of DDP signature project brands (e.g. Retail Lab)

Tagline helps drive home mission



References the PPS "What Makes a Great Place?" wheel

Provoking imagery of city maps, streets, creativity, diversity, idea expansion, teamwork, focus



Logo mark can be formatted for various uses



PROJECT PROCESS

The Downtown Dayton Place Lab develops and implements lean and creative projects that make downtown places more vibrant, engaging, and connected. The project road map outlines the essential checkpoints for Place Lab projects.



COMMUNITY INPUT

Every project should have a thoughtful strategy for gathering input from the people, businesses, and organizations the project serves.



CONCEPT DEVELOPMENT

The DDP will continuously gather great placemaking ideas and maintain a map of downtown spaces ripe for a project. The Place Lab team will support staff and partners in prioritizing concepts to develop further.

Suggestion
Box

Placemaking
Map

Concept
Proposals



STAKEHOLDER SUPPORT

Every project will have a unique set of Stakeholders who have key roles in enabling the project or who will be significantly impacted by the project. Every project should have a strategy for gathering stakeholder input and support.



ADVISORY BOARD

The DDP's Placemaking Advisory Board evaluates emerging project concepts and steers DDP staff support and investment to the project concepts that will deliver the most impact. Meets quarterly, or as needed.

Concept
Evaluation

Location
Prioritization

Project
Investment



IMPLEMENTATION

The Action Team leads the execution of the project and provides regular updates to the Advisory Board and project stakeholders.



ACTION TEAM

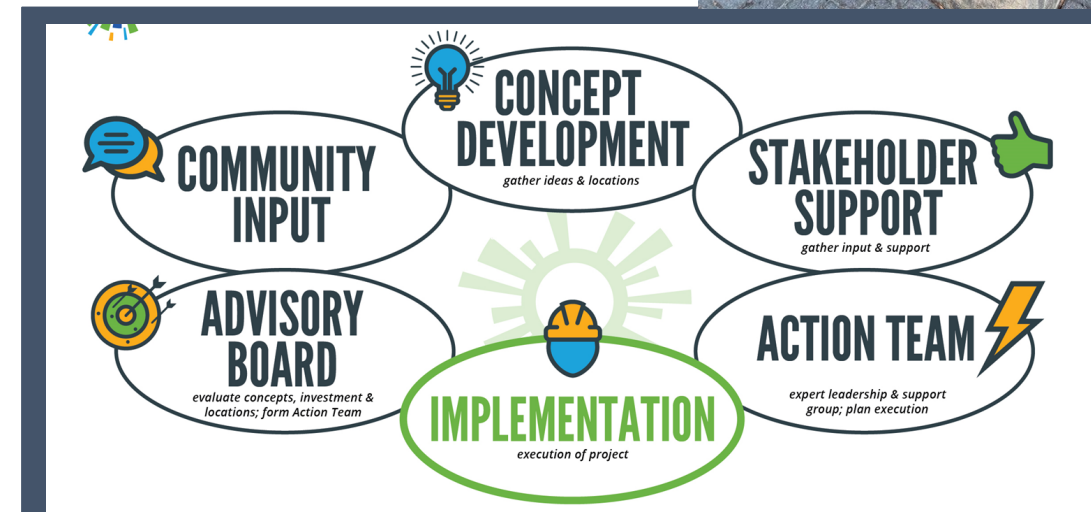
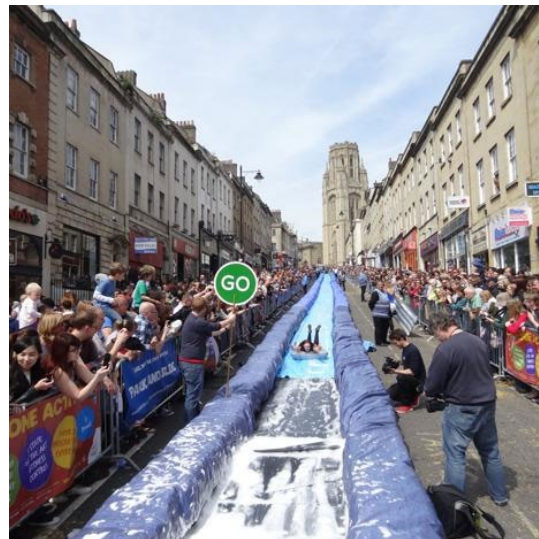
Each project needs leadership and supporting cast of people tackling the work. Project teams will have significant support from DDP staff.

Project
Leaders

Partners &
Experts

Support
Staff (DDP)

Examples



PLACE LAB ADVISORY BOARD

Active participation from all members with visionary leadership from Board/SID
Property Owner

Meets quarterly, possibly more if needed

1 year commitment with potential to serve more than one term

If location needs to be selected, DDP provides multiple sites for consideration - Board evaluates and provides guidance/recommendations on geographic location

If location is already predetermined, board sets goals/priorities for Action Team

Board may also review potential projects that are proposed to the DDP but need location



PLACE LAB ACTION TEAMS

Smaller team that focuses on the How? What? Who? Sustainability Plan? Budget?

Made up of:

- Artists
- Project-specific reps (location / theme based)
- Cultural informants
- Disability/accessibility advocates
- Makers / skilled labor
- Sustainability and maintenance
- If appropriate, board member or property owner
- **DDP staff** - every Action Team will always have at least 1 DDP staff member

Team reports back to Advisory Board with recommendations/implementation plan

Meeting frequency based on needs of the project/team not intended to meet after execution is complete



PLACE LAB: VERSION 2021



1. Finalize general **framework** for the Place Lab
2. Agree on a **focus** for 2021 – our recommendation is project(s) that support COVID relief/downtown re-opening efforts and help businesses enhance street-level activation.
3. **Organize our top sites/projects for consideration** – DDP will take the lead on this each year. In the future we recommend there is more public input/feedback opportunities that we can use to consider when making our recommendations, including at least one annual survey, outreach at community events with targeted efforts at key audiences for diversity, equity and inclusion, and an online tool.



4. Establish the **Advisory Board** and schedule first meeting for **March** - present top locations/ideas to Advisory Board for review/feedback.



5. Advisory Board makes selection and helps **establish the first Action Team**.
6. **Action Team flushes out project specifics**, assembles execution plan (reports back to Advisory Board for final approval)



7. First Place Lab **project is built** – ideally we have a project off the ground in **late spring/early summer**.
8. **Advisory Board reconvenes** ~quarterly to consider additional concepts.

Questions/ Discussion

