PLACEMAKING AS STORYTELLING

2017 Geodesign Summit

James M. Drinan, JD
Chief Executive Officer
American Planning Association
• design
• story
• symphony
• empathy
• play
• meaning
“Design is everything we make, but it's also between those things. It's a mix of craft, science, storytelling, propaganda, and philosophy.”

— Erik Adigard, designer and artist
“No one ever made a decision because of a number.”

“They need a story.”
Creative Placemaking

By Leonardo Vazquez, AICP

Benito Juarez Park, Los Angeles (Photo Credit: Edison International)

Camden, NJ

Morristown, NJ
COALITIONS

American Planning Association
Making Great Communities Happen

American Public Health Association
For science. For action. For health.
Solving a Community Issue – Access to Healthy Food

Over the last several decades, many organizations in Kenton County have worked to successfully create policies that stimulate health-promoting infrastructure and implement projects such as riverside and urban greenways, biking trails, multi-generational parks, accessible greenspace, health impact assessments. These organizations have engaged residents in efforts such as “Healthy Monday Miles” walking loops, community gardens, and urban agriculture.
American Planning Association
COMMUNITY PLANNING ASSISTANCE TEAMS

2009 CPAT Project

Click on the red marker on the map for more information about the project.
Click on the location below to view and interact with the Buzzard Point study area.

BUZZARD POINT, WASHINGTON, D.C.

Click on each for additional images
Aerial photo 1 of study area
Aerial photo 2 of study area
Aerial photo 3 of study area

The development climate in Washington, D.C. is fast-paced, so much, in fact, that it is difficult to keep up with. Buzzard Point and the surrounding area has undergone tremendous change since the CPAT project in 2009. In 2015, the D.C. Office of Planning released the Buzzard Point Vision Framework + Implementation Plan that referenced and incorporated many of the CPAT’s recommendations, which were the result of the team meeting with over 40 stakeholder groups. Current plans include a new soccer stadium, mixed use development along the waterfront and along Potomac Avenue, and other significant changes in the area that will impact the neighborhood. The study area map here references the CPAT’s original work, but also provides an updated look into many of the recent developments and plans for the area. Notably, as stated in their final report, the CPAT’s focus was “not on specific land uses or parcels. Instead, [the team saw] the key issue as one of building the infrastructure network within the area that [would] optimize development opportunities within...
National Community Planning Month

The achievements of planning are celebrated in October with National Community Planning Month. Local events take place throughout the country. Check out all that's happening on the map! (You may have to zoom in on the map for larger cities.)
Every year the American Planning Association honors neighborhoods, streets and public spaces that have added value to communities. This map shows the 760 places recognized since the program began in 2007.
Comprehensive Planning and Geodesign

By David Rouse, FAICP and Shannon McElvaney, Esri

Envision Victor, Community-Identified Values

- Community Heart & Soul, Orton Family Foundation

Envision Victor, Values Mapping (Courtesy Orton Family Foundation & Placeways)
Why is this important?

- on Inauguration Day, 2017, in the first few hours of the new Administration
“Local Zoning Decisions Protection Act of 2017”

- introduced in Congress 1/12/17

12 SEC. 3. PROHIBITION ON USE OF FEDERAL FUNDS.
13 Notwithstanding any other provision of law, no Fed-
14 eral funds may be used to design, build, maintain, utilize,
15 or provide access to a Federal database of geospatial infor-
16 mation on community racial disparities or disparities in
17 access to affordable housing.
The American Planning Association celebrates excellence in planning.