



placemaking DESIGN.ca

KILLALOE • ONTARIO



## team

**ANYA GANSTERER AND BETH KENNEDY**

**We are community-driven public space practitioners, advocates and consultants.**

We offer project management, interpretive content development and graphic design for the creation of vibrant public spaces.

Culture is used as a transformative mechanism to promote social and economic well-being for communities, organizations and businesses.

Incorporating a range of cultural forms of expression in the projects we manage is key: visual art, craft, design, geology, music, outdoor experiences, literature, performing arts, food, sports, language and heritage.

Working with varying-interest stakeholders to transform public spaces, we are adept at using simple, inexpensive materials and programs.

**We design or redesign spaces to encourage people to come together.**



# what is placemaking?

**It's a multi-faceted approach to the planning, design and management of public spaces.**

*“What attracts people most, it would appear, is other people.”*

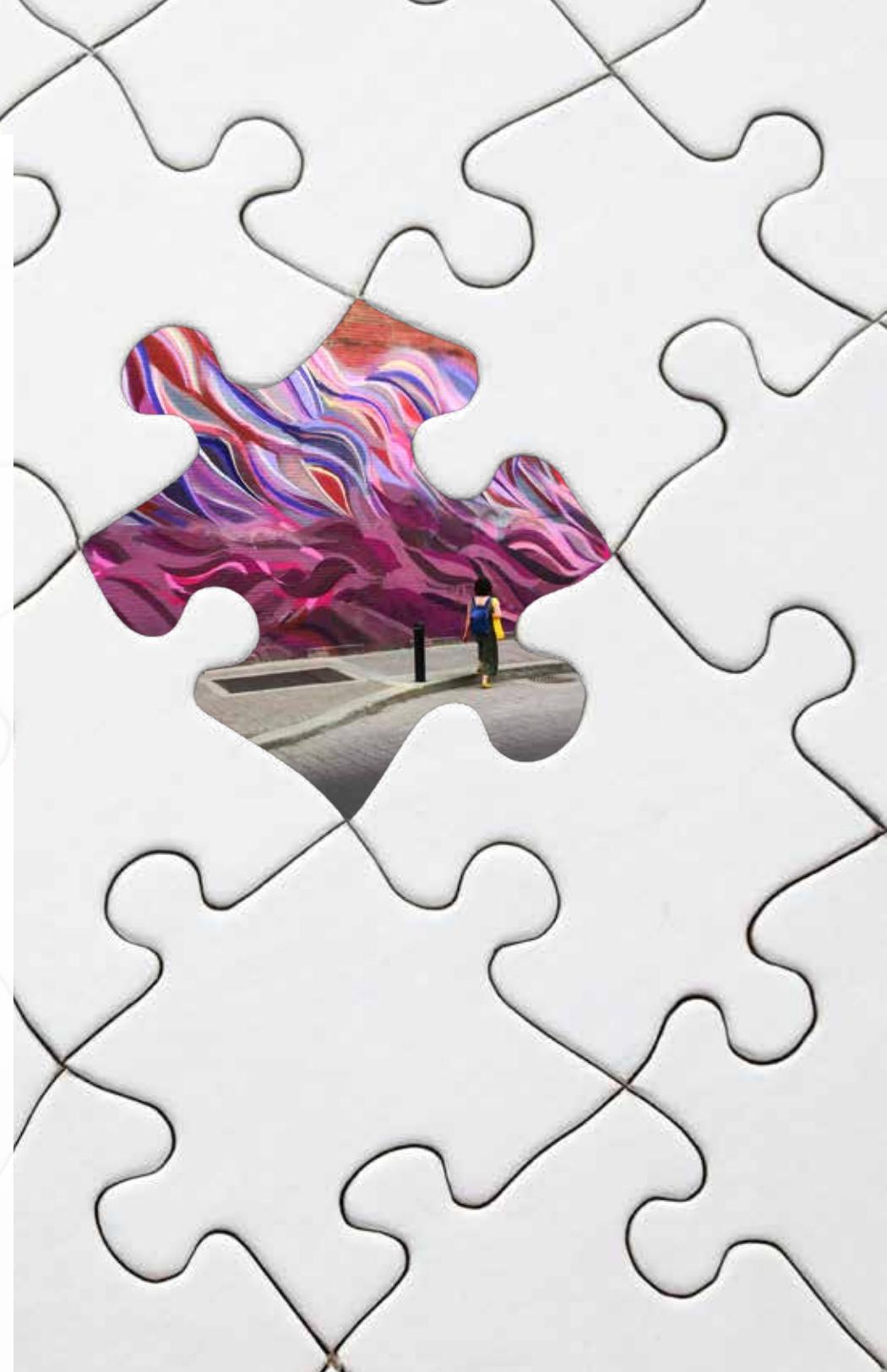
*—William H. Whyte. He studied human behavior in urban settings, worked with the New York City Planning Commission, 1969, pioneered the study of pedestrian behavior and city dynamics*

**Placemaking capitalizes on a local community's assets, inspiration, and potential, with the intention of creating public spaces that promote people's health, happiness, and well being.**

*—Wikipedia*

**Placemaking inspires people to reimagine and reinvent public spaces as the heart of every community.** It facilitates creative patterns of use, paying particular attention to the physical, cultural, and social identities that define a place and support its ongoing evolution.

*—Project for Public Spaces*



**From Projects for Public Place (PPS)**

## what makes a great place?

It's surprisingly simple.

Most great places, whether a grand downtown plaza or humble neighborhood park, share four key attributes:

1. They are accessible and well connected to other important places in the area.
2. They are comfortable and project a good image.
3. They attract people to participate in activities there.
4. They are sociable environments in which people want to gather and visit, again and again.





# examples of placemaking across Canada

## Yellowknife

McAvoy Rock (top).

Path from Prince of Wales  
Northern Heritage Centre to  
Sombe K'e Civic Plaza (bottom).

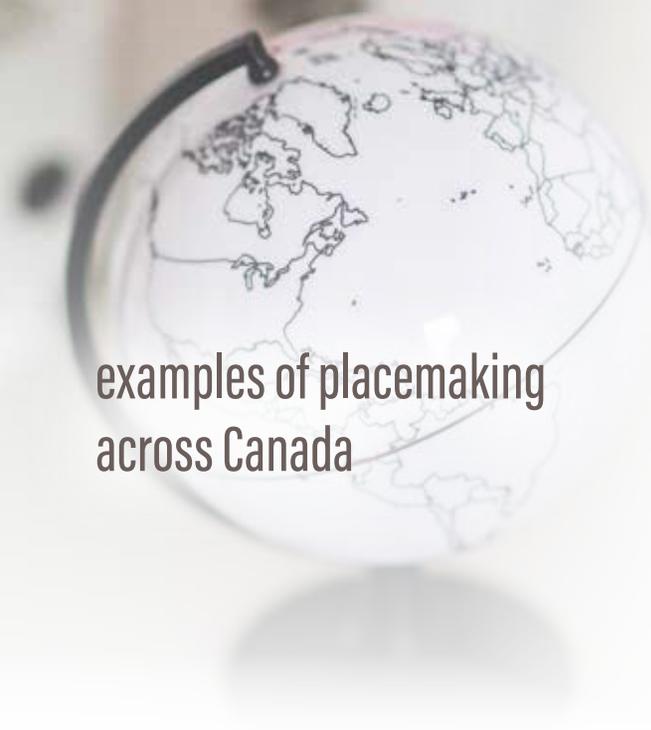




examples of placemaking  
across Canada

**Ladysmith, B.C.**



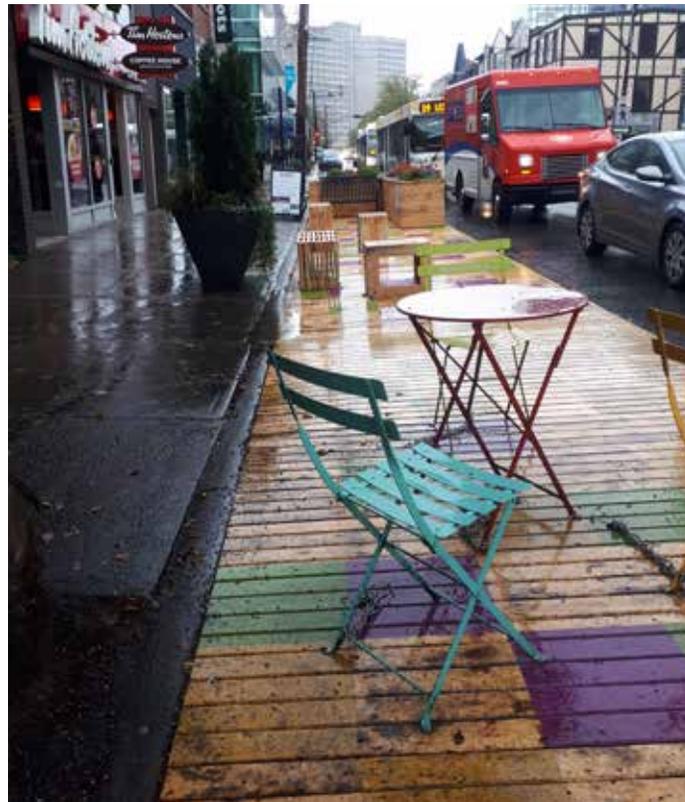


examples of placemaking  
across Canada

**Halifax, N.S.**

Halifax Harbour, downtown bus stop (centre)

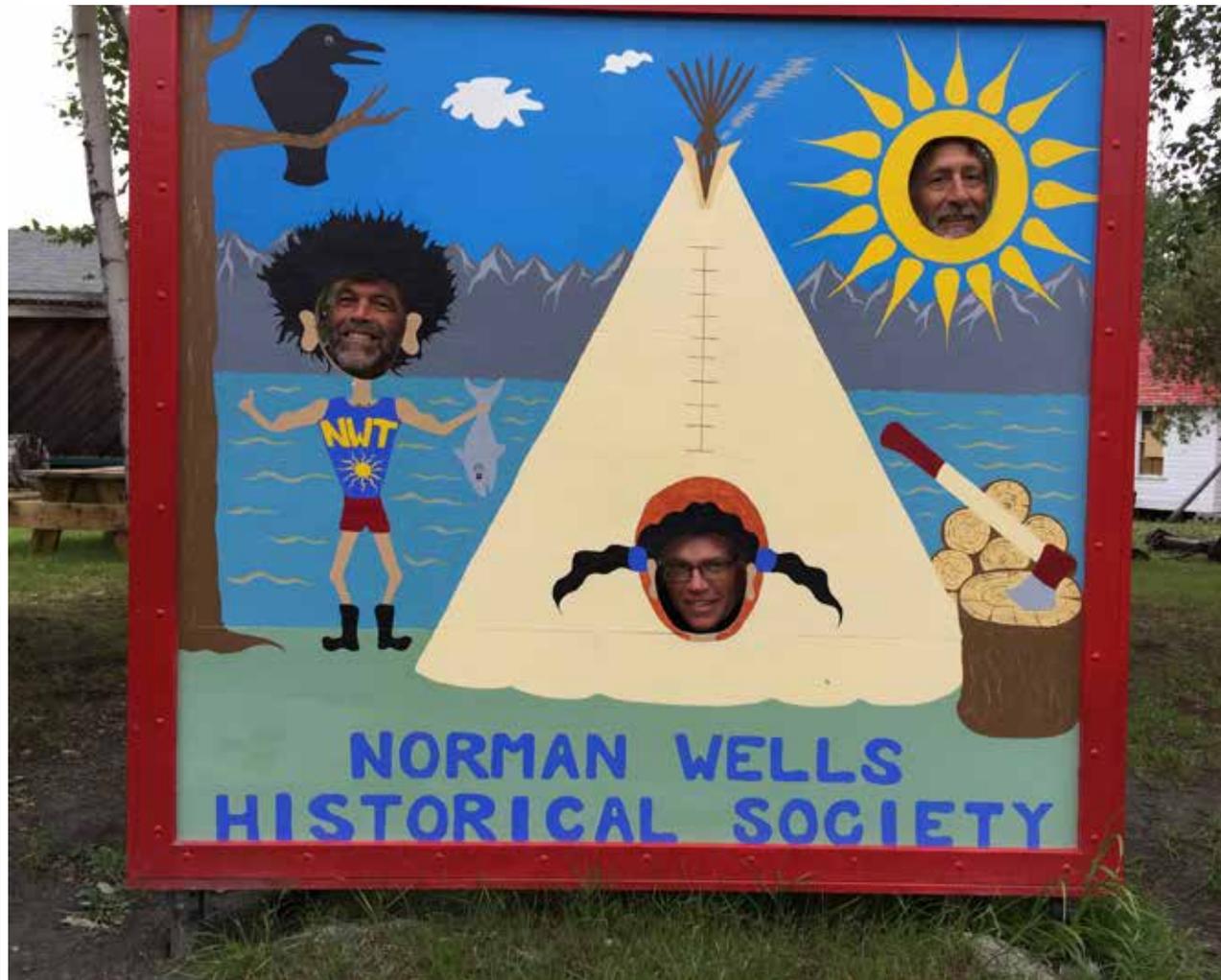
Halifax Commons (bottom right)





examples of placemaking  
across Canada

Tweed, Ontario (left) and Norman Wells, NWT (right)





examples of placemaking  
across Canada

## Nanaimo Harbour, B.C.





## examples of placemaking across Canada

### **Almonte, Ontario**

Limestone sculpture on a walking route through town – conveying the town's history, art scene and local geology all at once.





## examples of local placemaking

### **Rochefort**

BRUDENELL

A simple landmark for the small  
community of Rochefort, south of Killaoe.





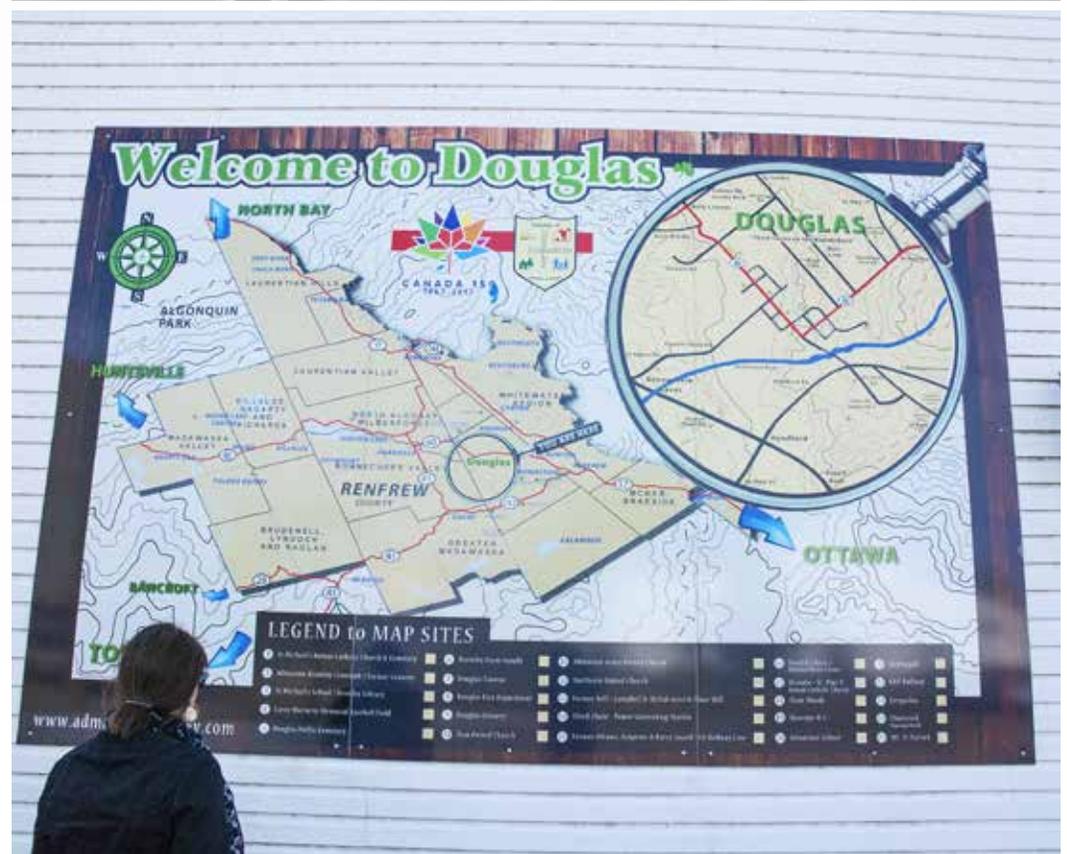
# examples of local placemaking

## Douglas

HIGHWAY 60

It would be easy to blink and miss Douglas on your way from Eganville to Renfrew. But they've made the effort!

A map of Douglas is displayed on the side of the grocery store and bakery.





# examples of local placemaking

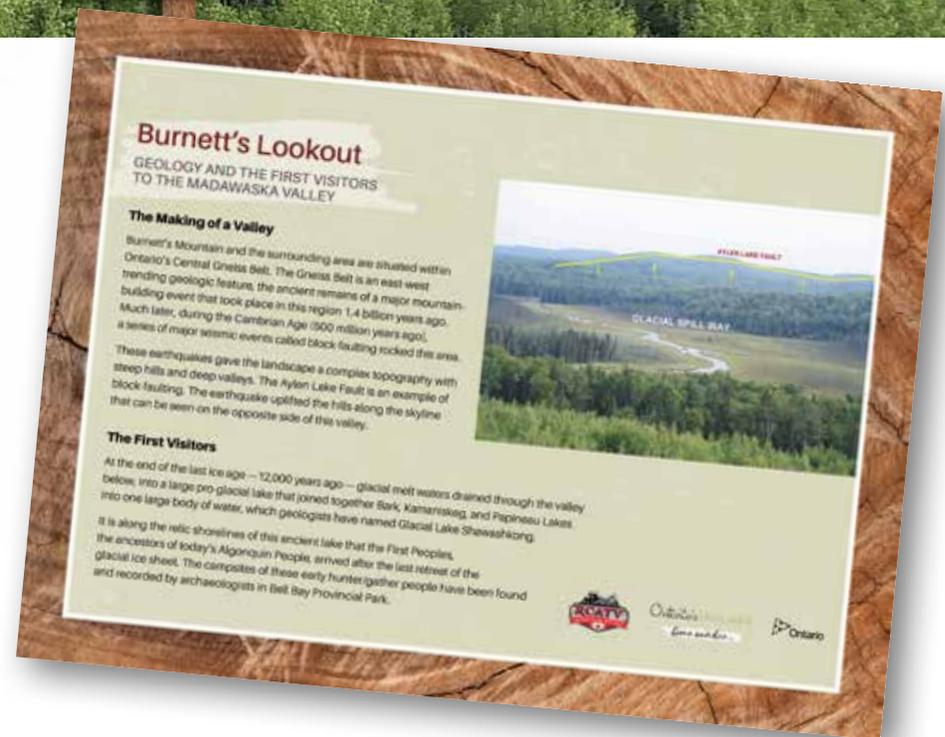
## Renfrew County ATV Club

Working with-in OHTO's Come Wander brand, Placemaking Design developed historical and geological interpretive content for trail signage throughout Renfrew County. Plus...

Project-managed sign development and printing.

Employed the skills of a local historian/archeologist, proof-reader and sign-maker.

Designed sign art and project-managed production of signs.





## examples of local placemaking

### **The Reading Room, Old Killaloe**

Placemaking Design worked with the founder of the Reading Room in Old Killaloe to publicize its grand opening.

With a multi-faceted launch event as the foundation, we developed newsletters, print ads and developed a website.

We organized the launch event which incorporated poetry readings, tours of the Reading Room and a buffet meal.





## examples of local placemaking

### Opeongo Line

**Recreational Geology sign on the  
Opeongo Line near Foymount.**

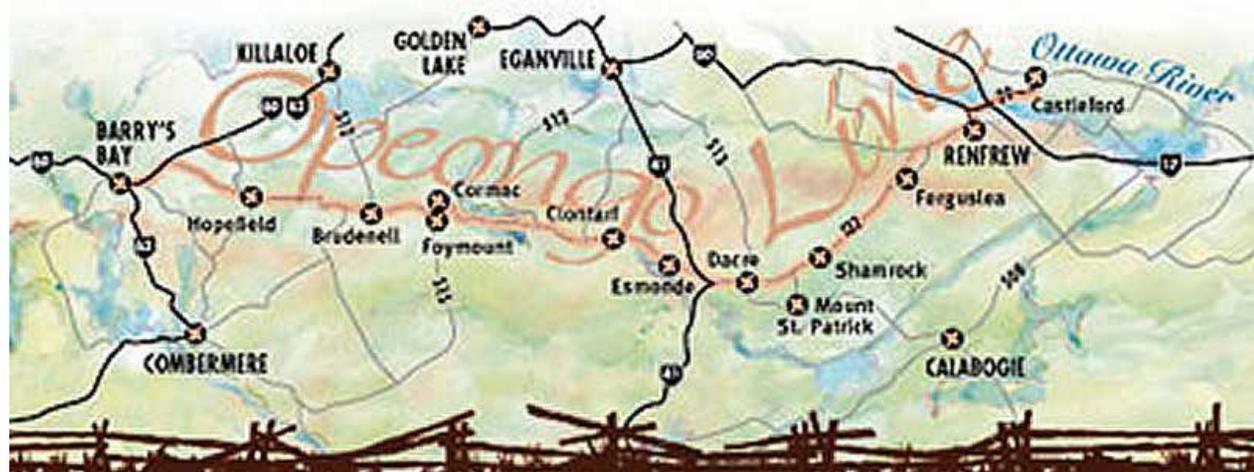
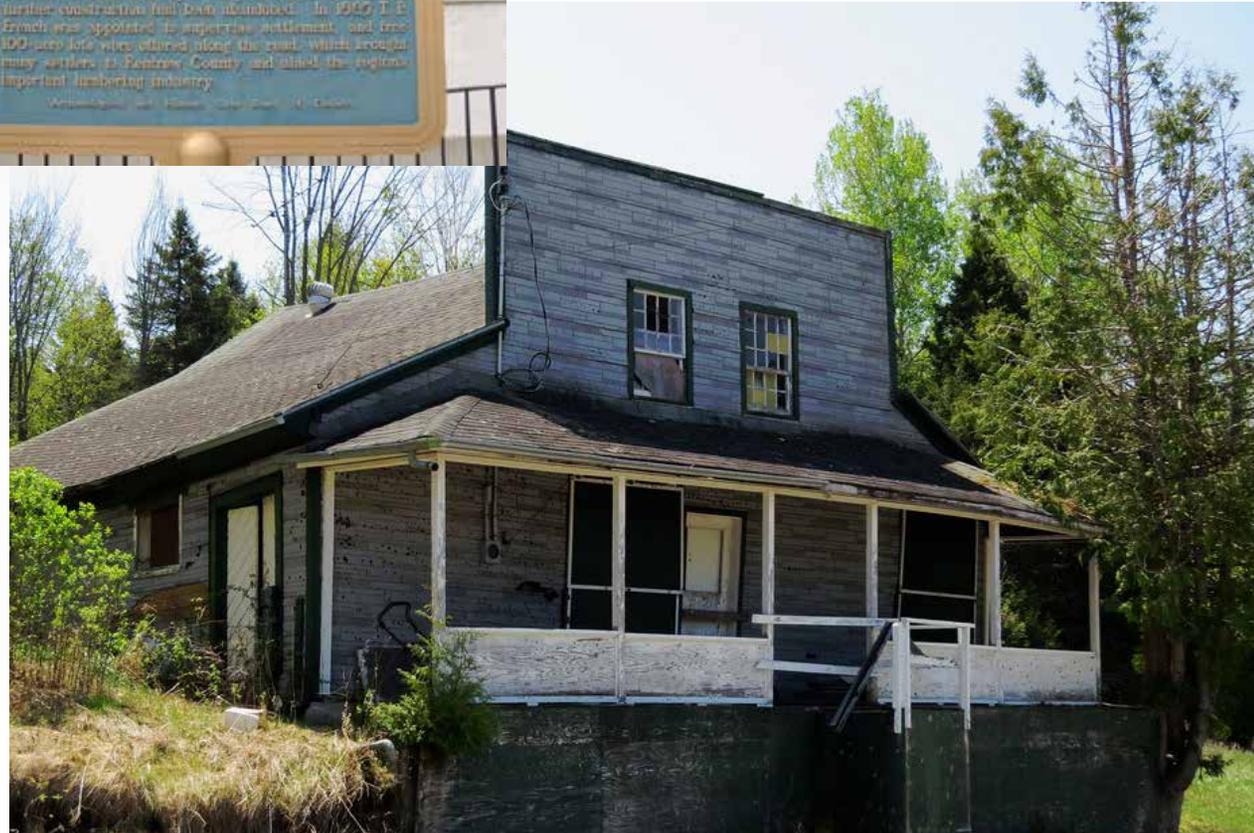
A great example of how a simple sign  
can support our understanding of the  
big picture and how we all fit into it.





Interpretive sign, in front of post office in Barry's Bay.

Old abandoned store in Brudenell.



examples of local placemaking

## Opeongo Line

**More can be done for placemaking along the Opeongo Line.**

All along this route, cohesive interpretation and parking could be established, and make the Opeongo Line a significant place of tourism.

*The Ottawa and Opeongo Road (also known as Opeongo Line) was one of the initial colonization roads surveyed. It was constructed westward from Renfrew beginning in 1854, reaching as far as the Hastings Road in Whitney by 1865 and continued to Opeongo Lake.*



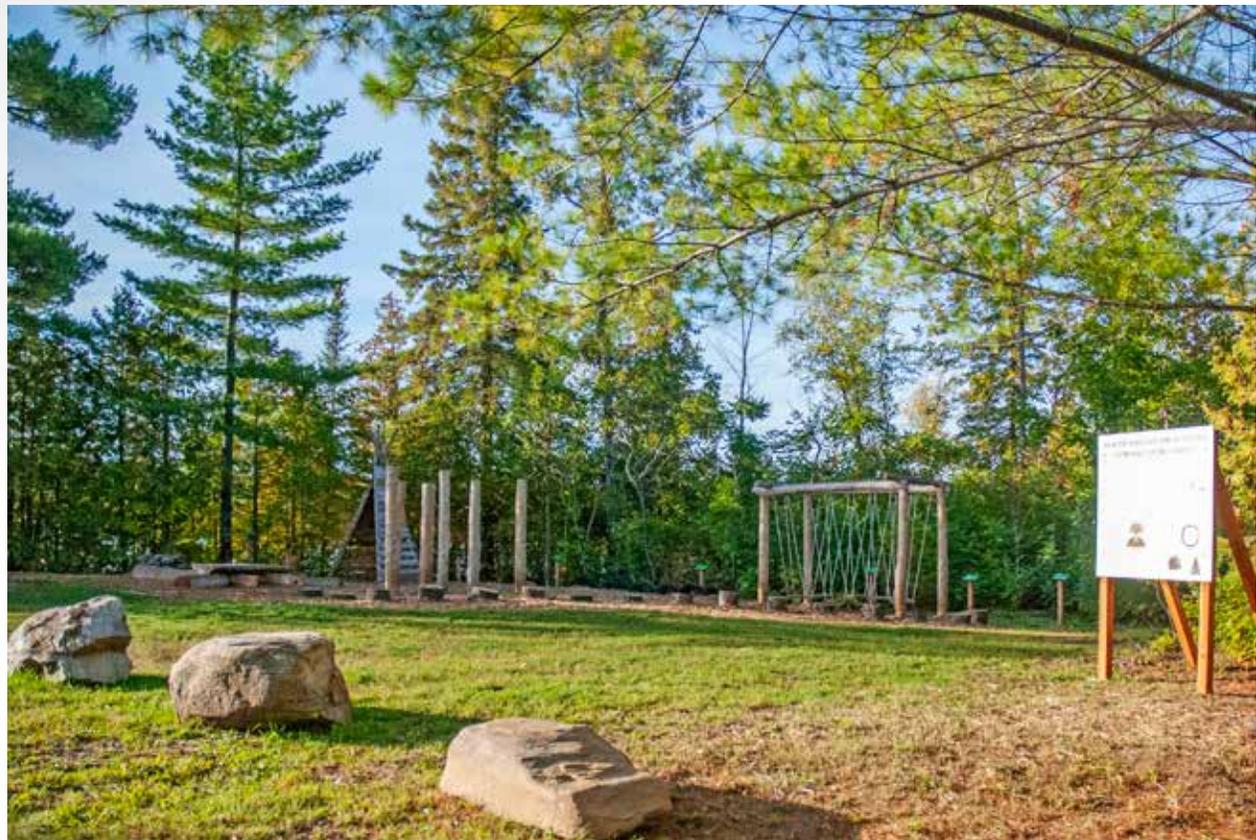
# examples of local placemaking

## Gorman Lake Beach

BRUDENELL

A natural play space for families to gather, including **intrepretive signage** about **tree species** and growth.

Inexpensive, FUNctional  
and educational!





## examples of local placemaking

### **Bonnechere Caves**

EGANVILLE

#### **The Knighthouse**

Due to disrepair, the historical and locally-loved Knight House next door to Bonnechere Caves had to be demolished. Chris Hinsperger (valley placemaking natural) honored the history of the house by commissioning a local artist to create a painting of the house.

This large painting and interpretive signage have been installed next to the site of the house.



#### **The Knight House**

Erected in the mid 1800's this house stood until its removal in 2018. It was built by the family that owned the sawmill on this site that ended functioning in 1908. The original name for this settlement that grew around the sawmill was Knightington named after the Knight family. You can see the remains of the cement pillars from the mill in the river beside the Bonnechere Caves picnic area.



## examples of local placemaking

### **Bonnechere Caves**

EGANVILLE

#### **Chris' bicycle wall**

Easy fun with placemaking,  
a la Chris Hinsperger.

A friend gave him their collection  
of bicycle knick-knacks so Chris  
made a wall display with them.

Chris is also an avid cyclist and keen  
on encouraging active transportation.





## Women's Monument (above)

PETAWAWA

## Pebble Mosaic (bottom photos)

PEMBROKE

Examples of Ottawa  
Valley memorials.

These memorials are a call to  
action as well as a place to reflect.





## Logging Mural/Skate Park

PEMBROKE

Great example of mixed generation placemaking – combining art, heritage and activity.

examples of  
local placemaking



## examples of local placemaking

### **Riverside Park**

PEMBROKE

As simple as a log with an interpretive sign – a place to sit, play, gather.





examples of  
local placemaking

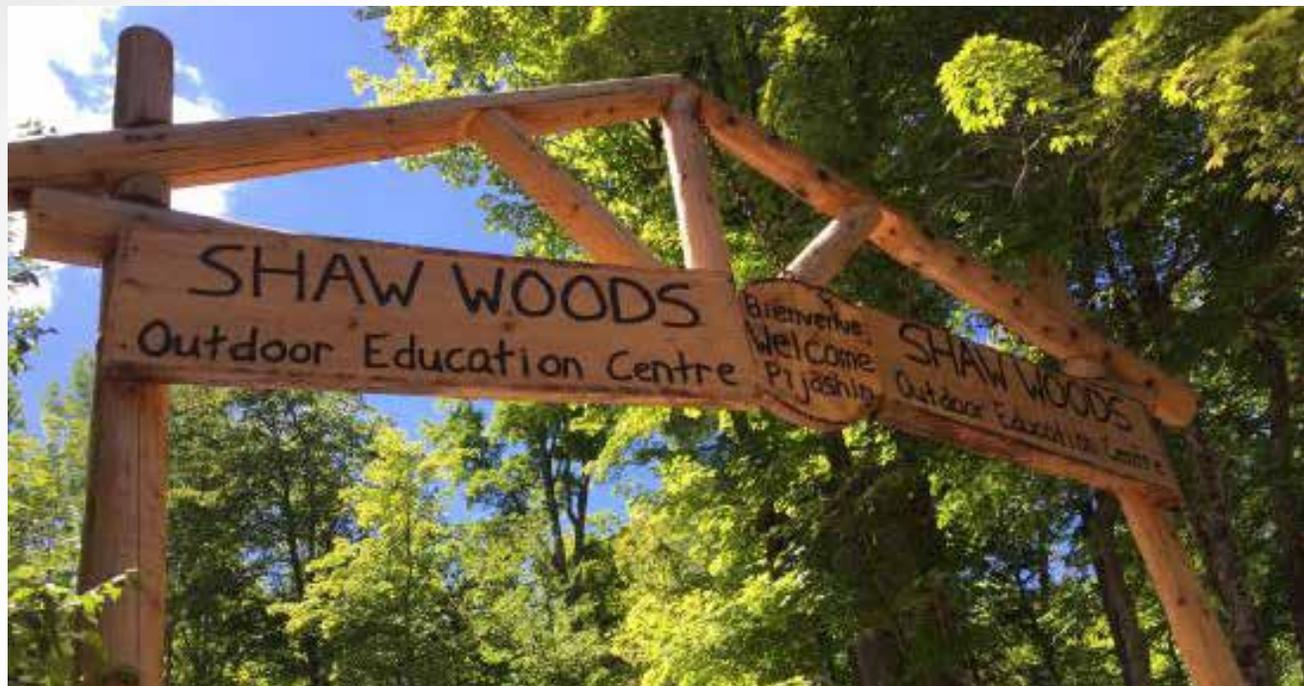
## Shaw Woods Outdoor Education Centre

NORTH ALGONA  
WILBERFORCE TOWNSHIP

The property has been in the Shaw Family since 1847. The site used to be a working farm with a water-powered saw mill and grist mill.

Their mandate is to foster an ethic of responsible environmental stewardship and highlight sound forest management practice, (a legacy of the Shaw owners down through the years) while at the same time respecting and protecting reserves such as this one for generations to come.

The site includes 50 hectares of old-growth forest and 160 hectares of wetlands and mixed forest with a 14 km network of trails.





## examples of local placemaking

### **Renfrew swing bridge and bandstand**

The swinging bridge in central Renfrew was originally created to connect the factory workers to their homes across the river.

Note the stairwell connecting the neighborhood with the park.



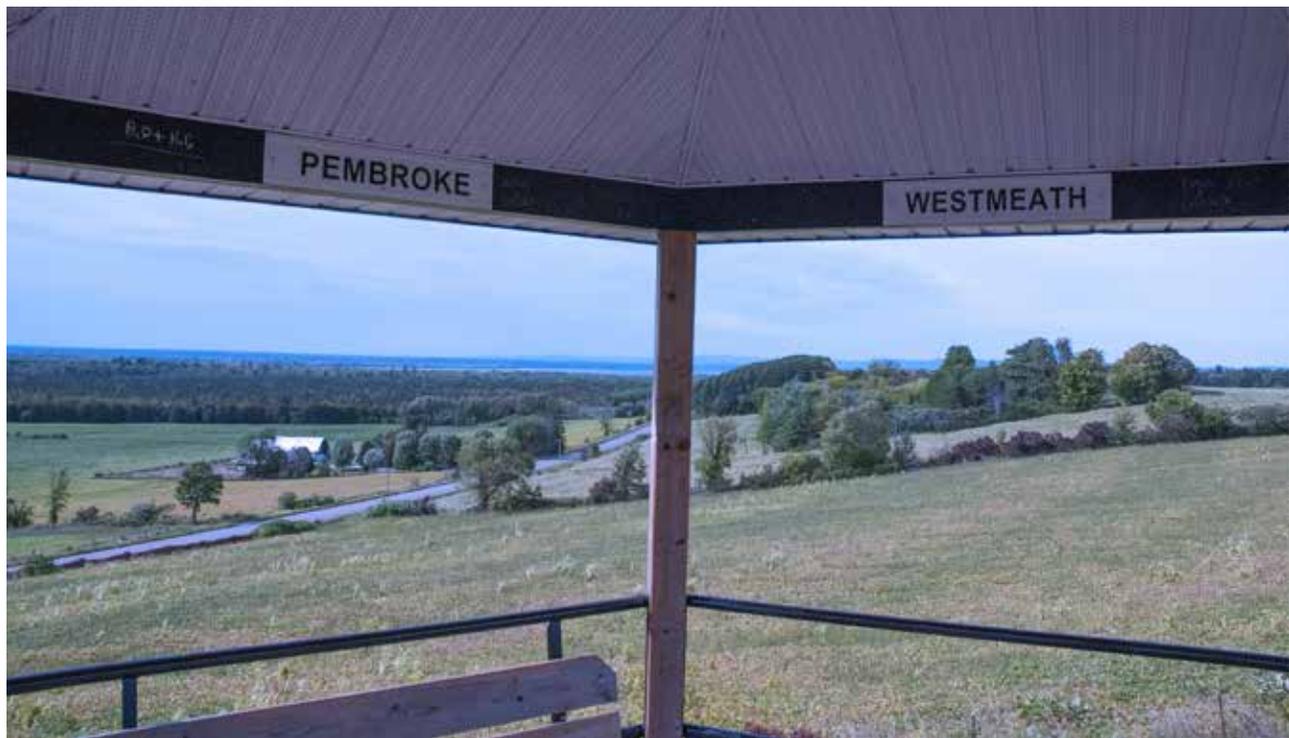


examples of  
local placemaking



## Westmeath Lookout

Wonderful views of the  
valley and Ottawa River.





## examples of local placemaking



### Ross Museum

#### FORESTER'S FALLS

Behind the museum, they have developed a great place to visit – the Heritage Garden and Creekside Picnic Area. It includes a viewing platform plus a picnic table and a couple of benches.

This museum and picnic stop is located across the road from the library!



# what's a desire path?

**It's a path created as a consequence of erosion, caused by human or animal foot-fall traffic.**

The path usually represents the shortest or most easily navigated route between an origin and a destination.

Width and erosion severity can be indicators of how much traffic a path receives.

Desire paths emerge as shortcuts where constructed ways take a circuitous route, have gaps, or are non-existent.

—Wikipedia

*“Desire lines present evidence about movement, which is important.”*

—Riccardo Marini

*“Walking is a mode of making the world as well as being in it.”*

—Rebecca Solnit, *Wanderlust*

aka...  
desire line  
free will way  
game trail  
social trail  
herd path  
cow path  
elephant path  
goat track  
use trail  
bootleg trail





# examples of local desire paths

## Staples to Bulk Barn

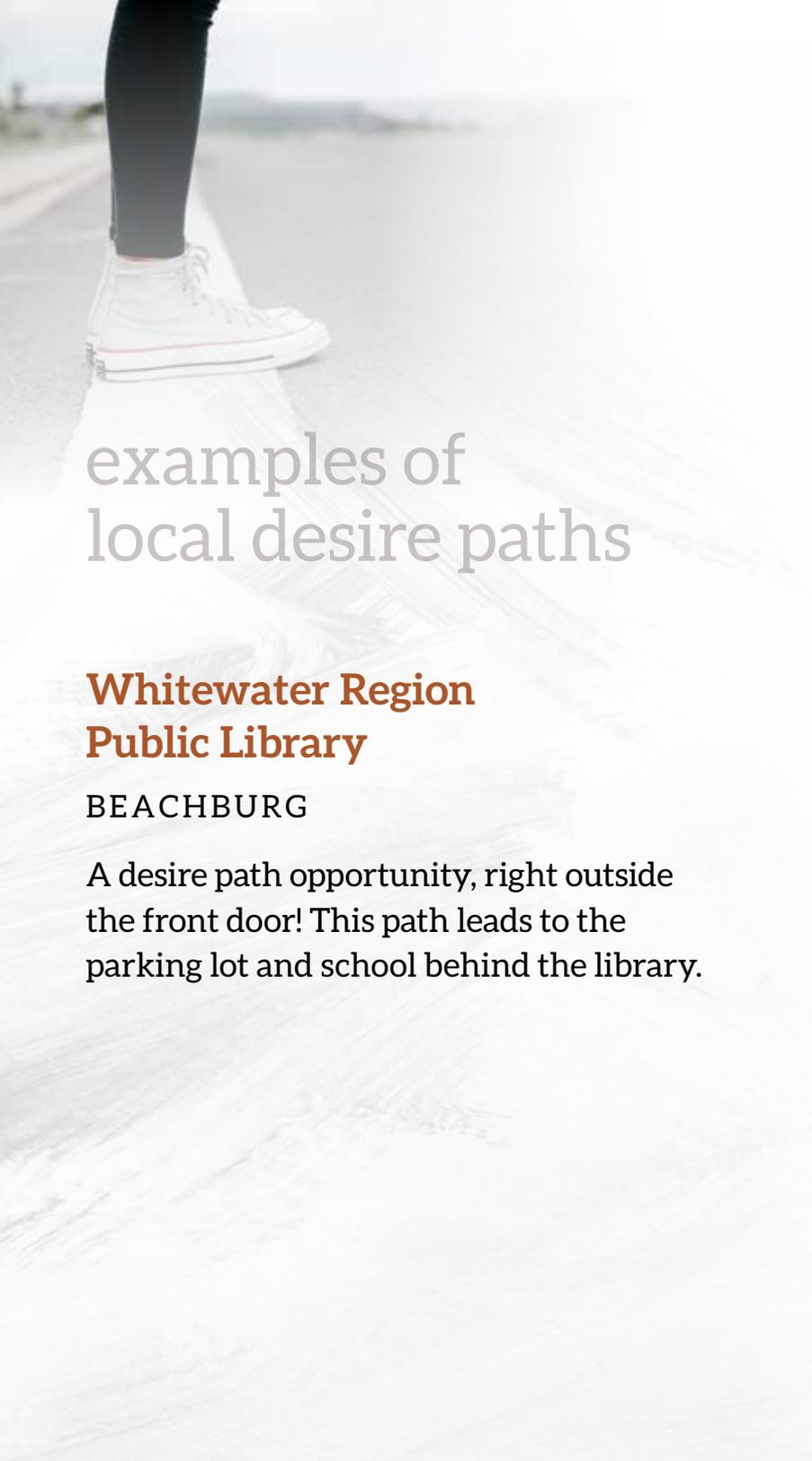
PEMBROKE

Potential for lovely green space.

Makes sense that not everyone wants to drive from the Bulk Barn to Staples.

Could be a small and simple way to add some beauty to the main drag in Pembroke.



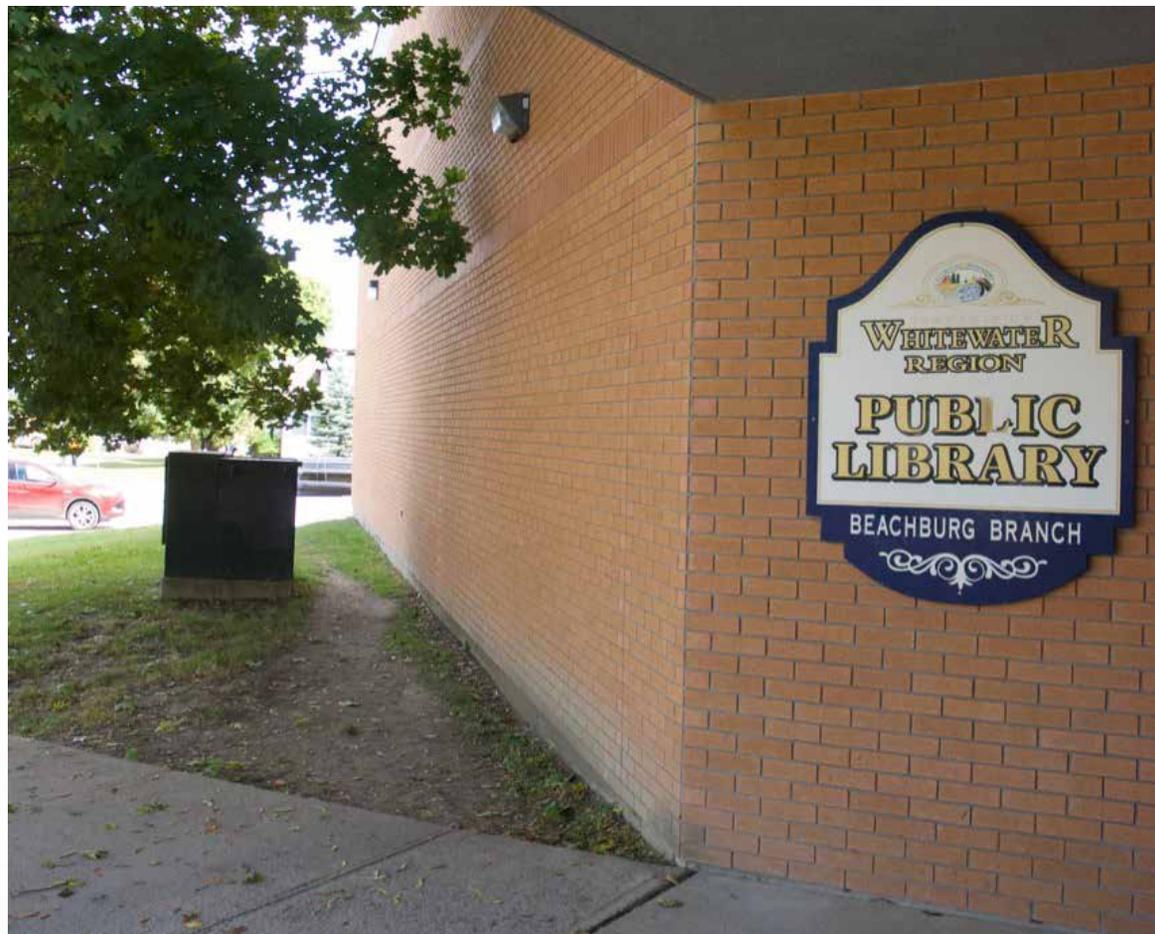


examples of  
local desire paths

## Whitewater Region Public Library

BEACHBURG

A desire path opportunity, right outside  
the front door! This path leads to the  
parking lot and school behind the library.





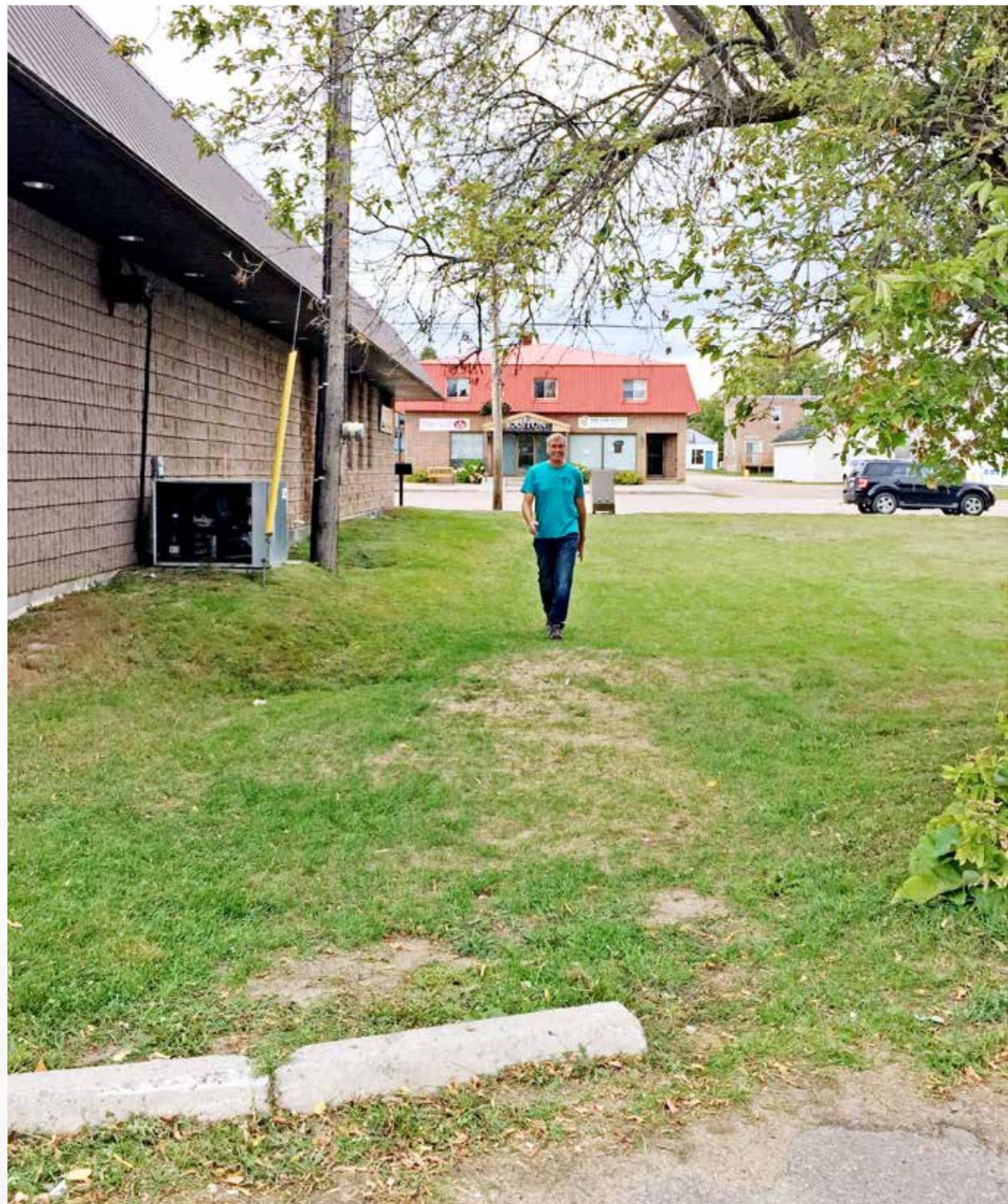
## examples of local desire paths

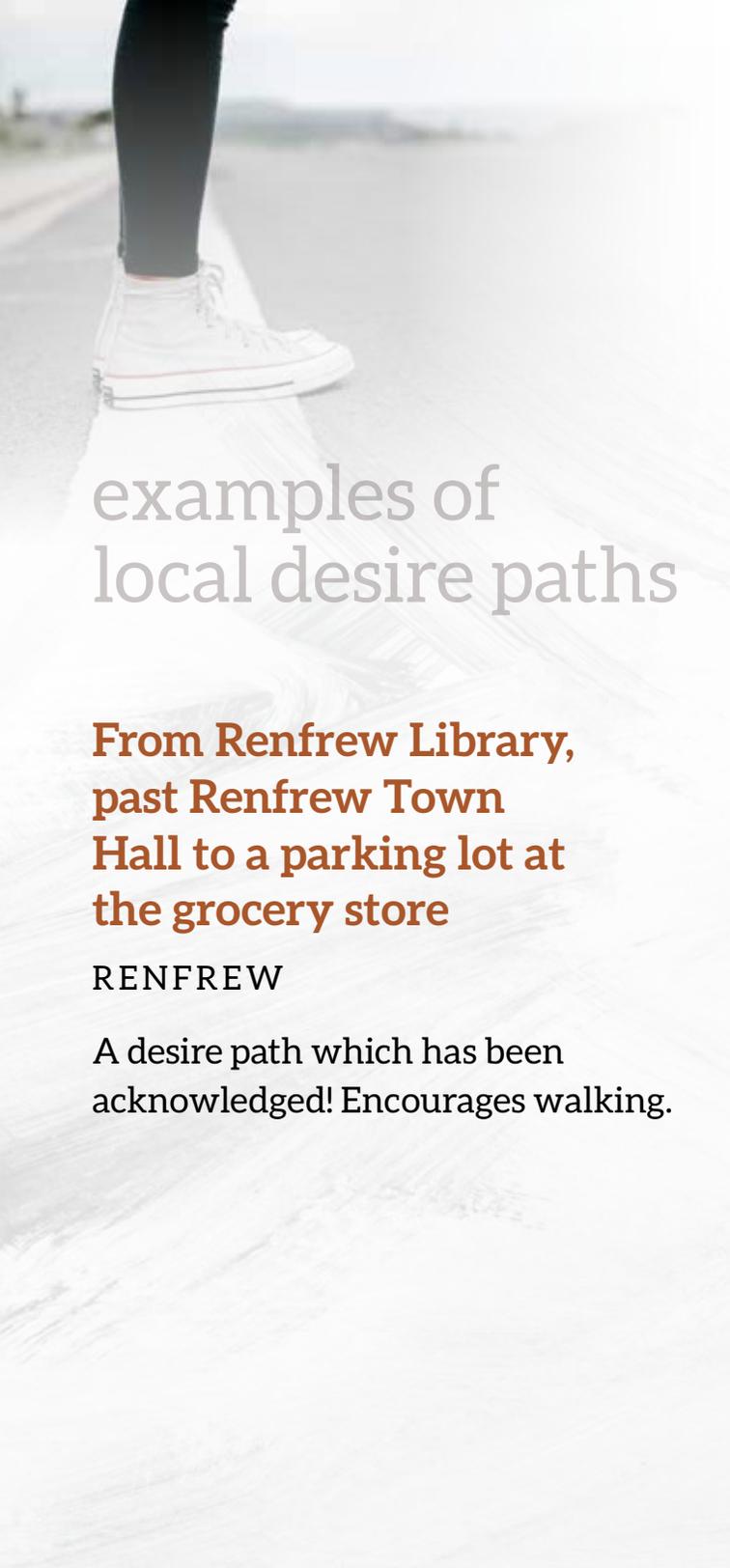
### **Metro store to LCBO and Dairy Bar**

#### **BARRY'S BAY**

A personal favourite of  
one of the presenters!

So much potential here... how about  
a simple boardwalk? Or even a  
few rocks. Maybe some historical  
signage about Barry's Bay?



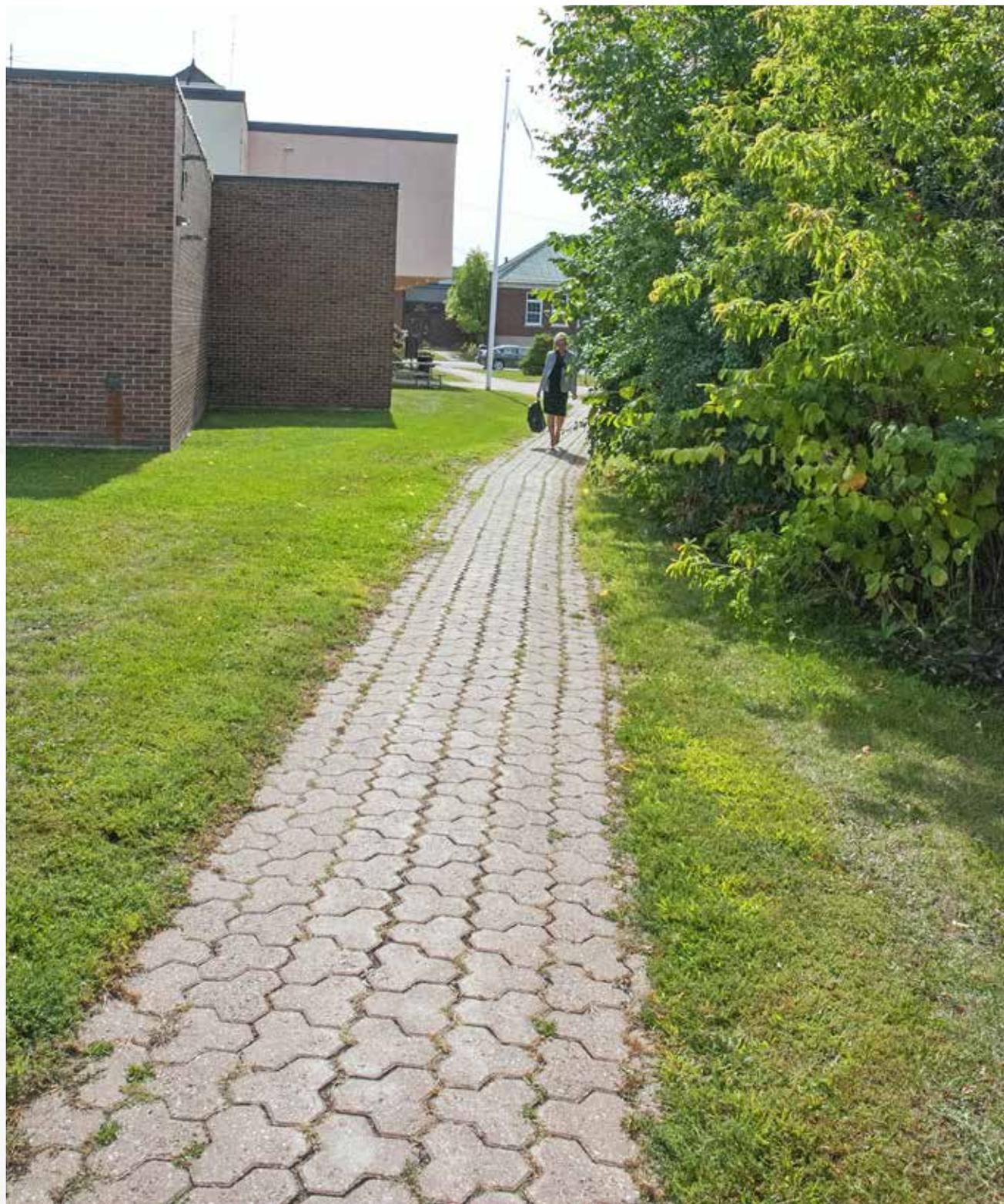


examples of  
local desire paths

**From Renfrew Library,  
past Renfrew Town  
Hall to a parking lot at  
the grocery store**

RENFREW

A desire path which has been  
acknowledged! Encourages walking.



# what makes a good place?

## FOUR KEY ATTRIBUTES

They are accessible and well-connected to other important places in the community.

They are comfortable and project a positive image.

They attract people to participate in activities.

They are sociable environments in which people want to gather and visit – again and again.



# libraries and placemaking

## CONSIDERATIONS

When looking at a space/place, consider what the space is being used for?

What do you want it to be used for?

What is the current feel of the space?

How do you want it to feel? For example: to relax, enjoy a view, for kids, historical interpretation, community gathering, to inspire, a memorial, etc.

Placemaking can inspire people to act, get involved in the community, volunteer, protest. It can be a reminder of the past – not to be repeated in the future.

Placemaking starts where people are already congregating and on paths people are already walking. Use desire paths as a starting place.

Libraries are community hubs and a reflection of their community. They are instinctively already placemaking!



# creative libraries

## Pembroke Public Library

Jigsaw puzzle underway.



# creative libraries

## Creative Libraries

Also one of the Creative Libraries ideas!



Photo: *These 50 Libraries Will Surprise You With Their Creativity And Sense Of Humor*, demilked.com.



examples of  
local placemaking

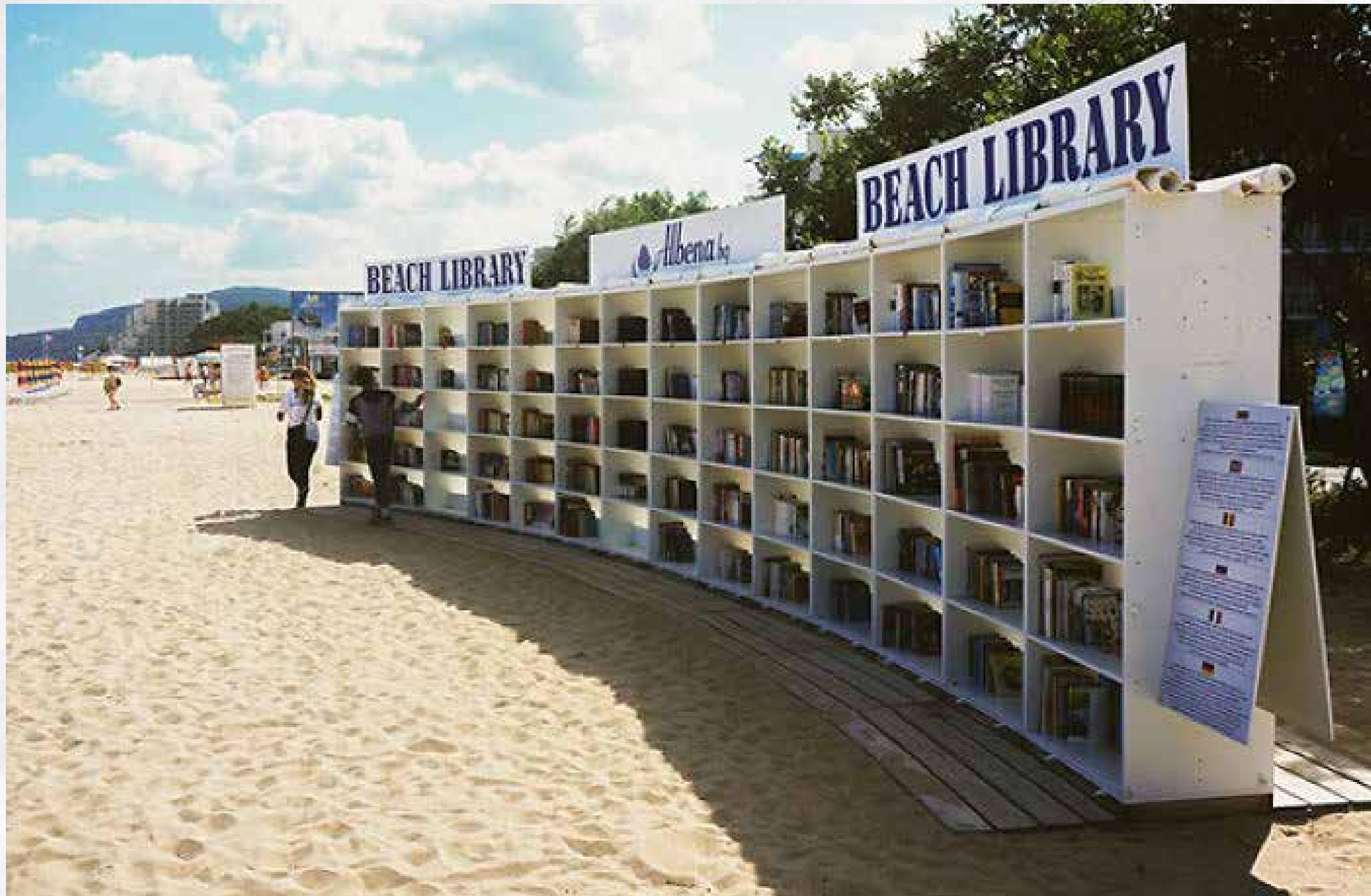
## **Madawaska Valley Public Library**

BARRY'S BAY

A great example of how a small library can use its outside space to create as a place where people can connect and learn about indigenous plants.



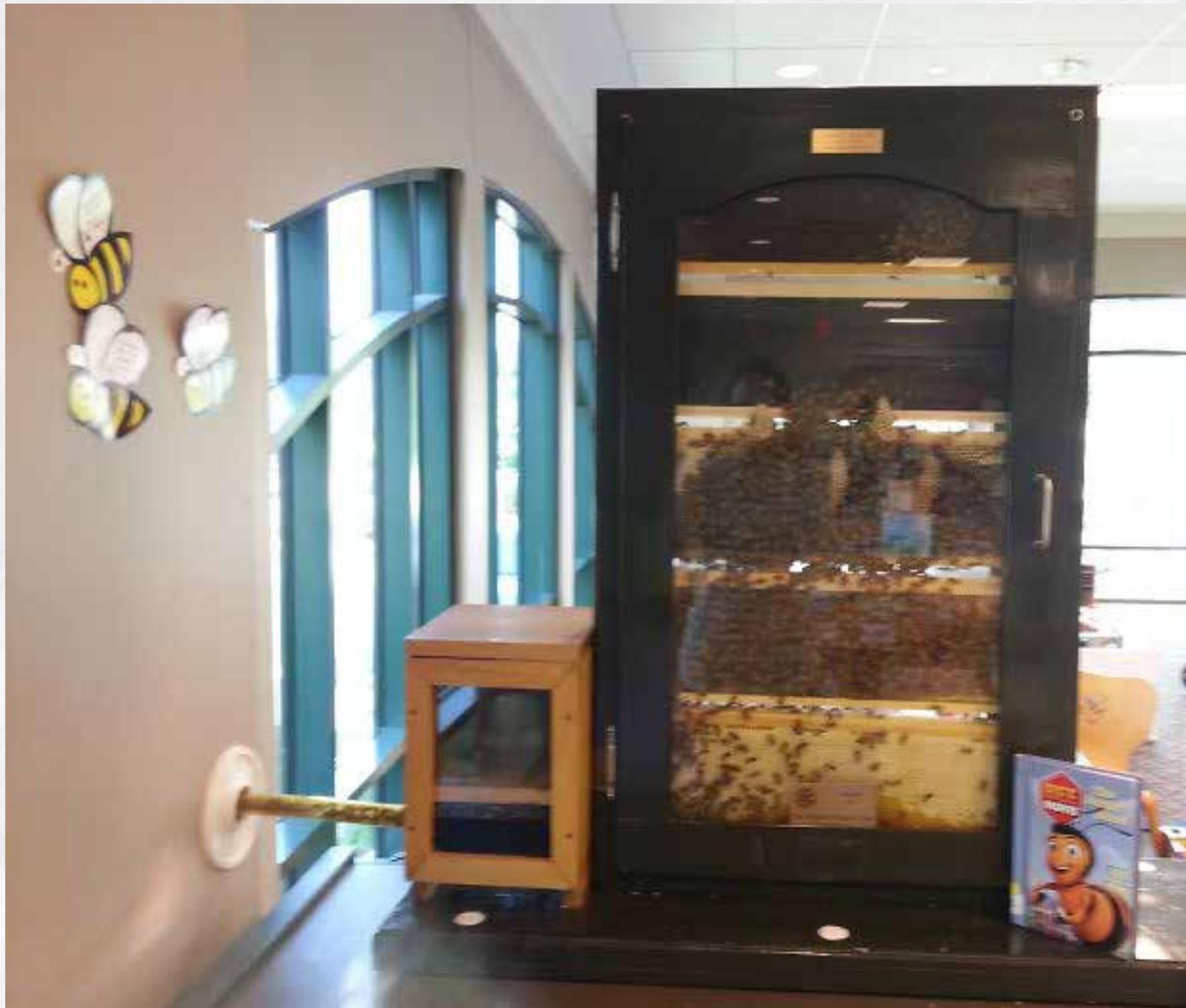
# creative libraries



# creative libraries



# creative libraries





## **Pembroke Public Library**

Interior mural depicting history and culture of the community.

examples of  
local placemaking



## examples of local placemaking



### Town of Renfrew Public Library

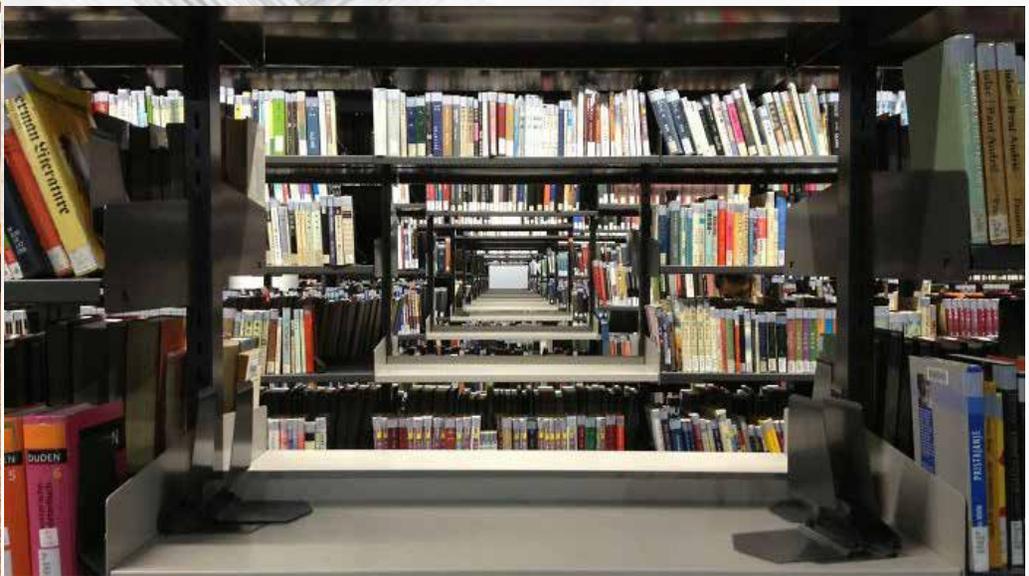
A plaque outside the library with historical information about the Ottawa Valley Home Children. This information could be reflected further inside the library.



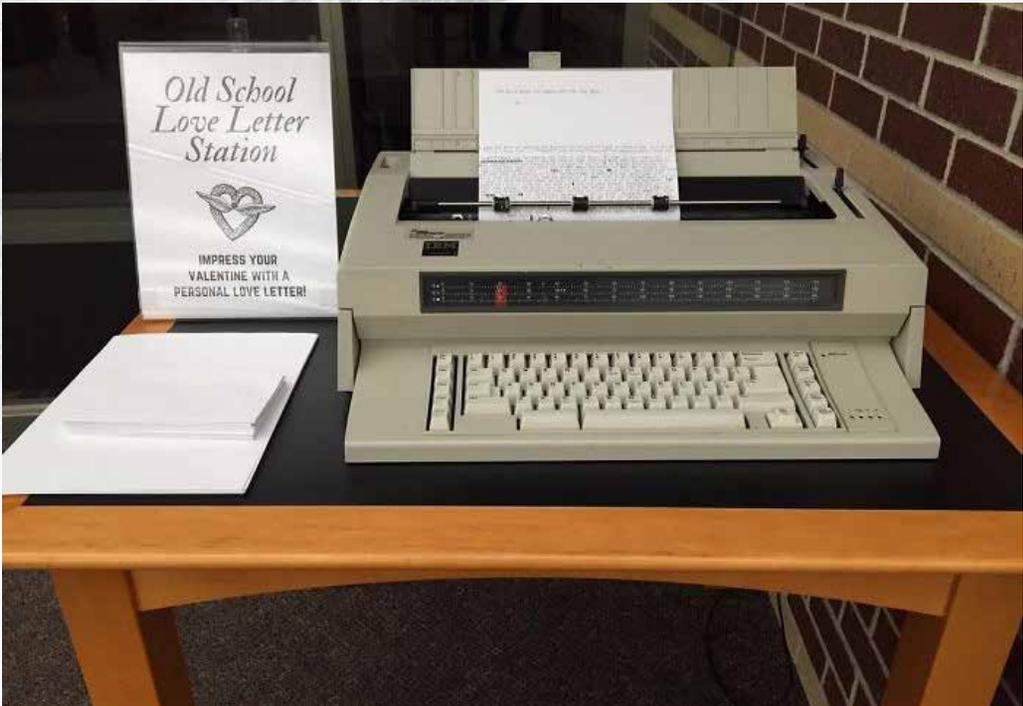
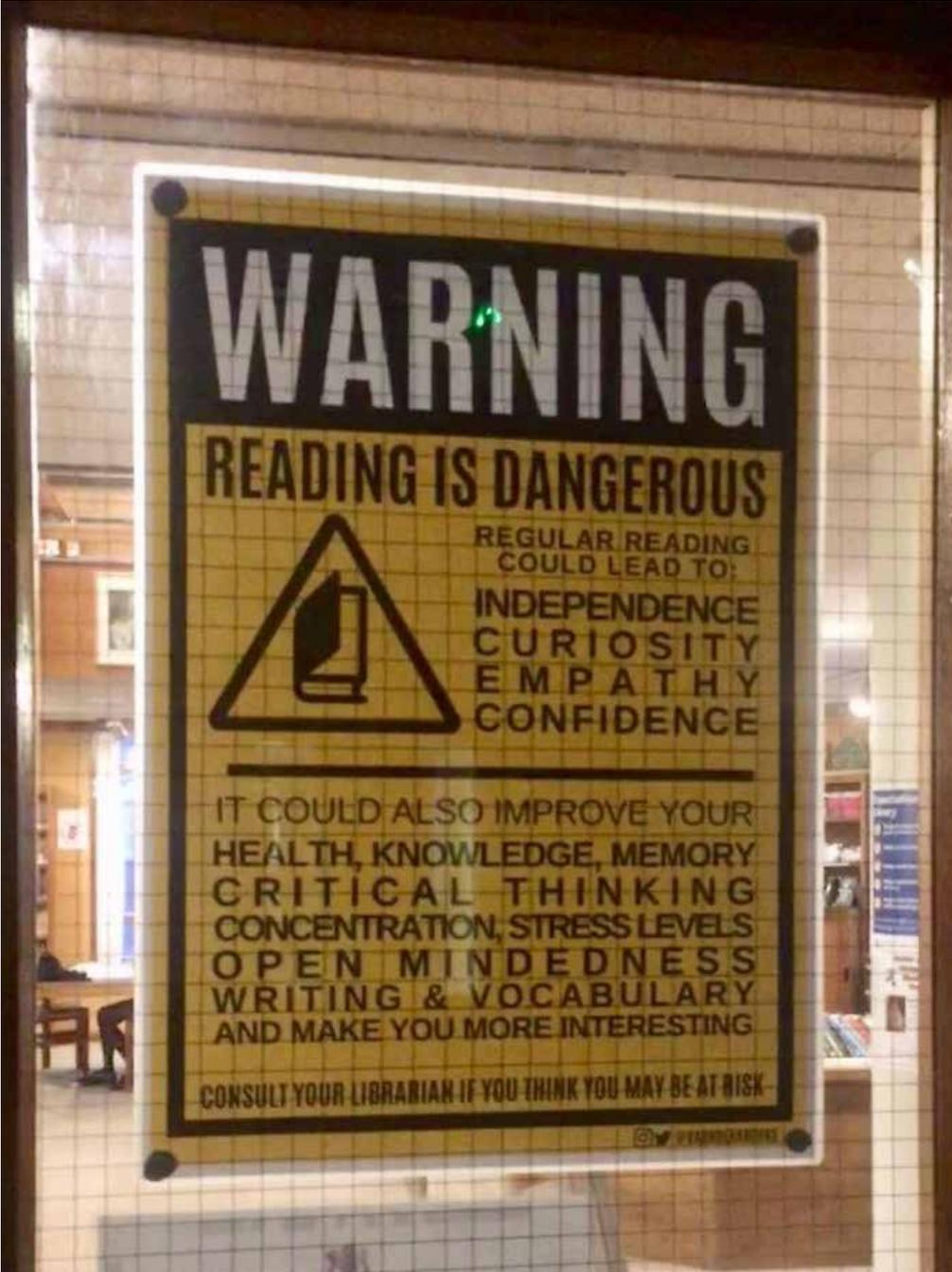
Lots of art inside, and colourful, vibrant kids' area downstairs.



# creative libraries



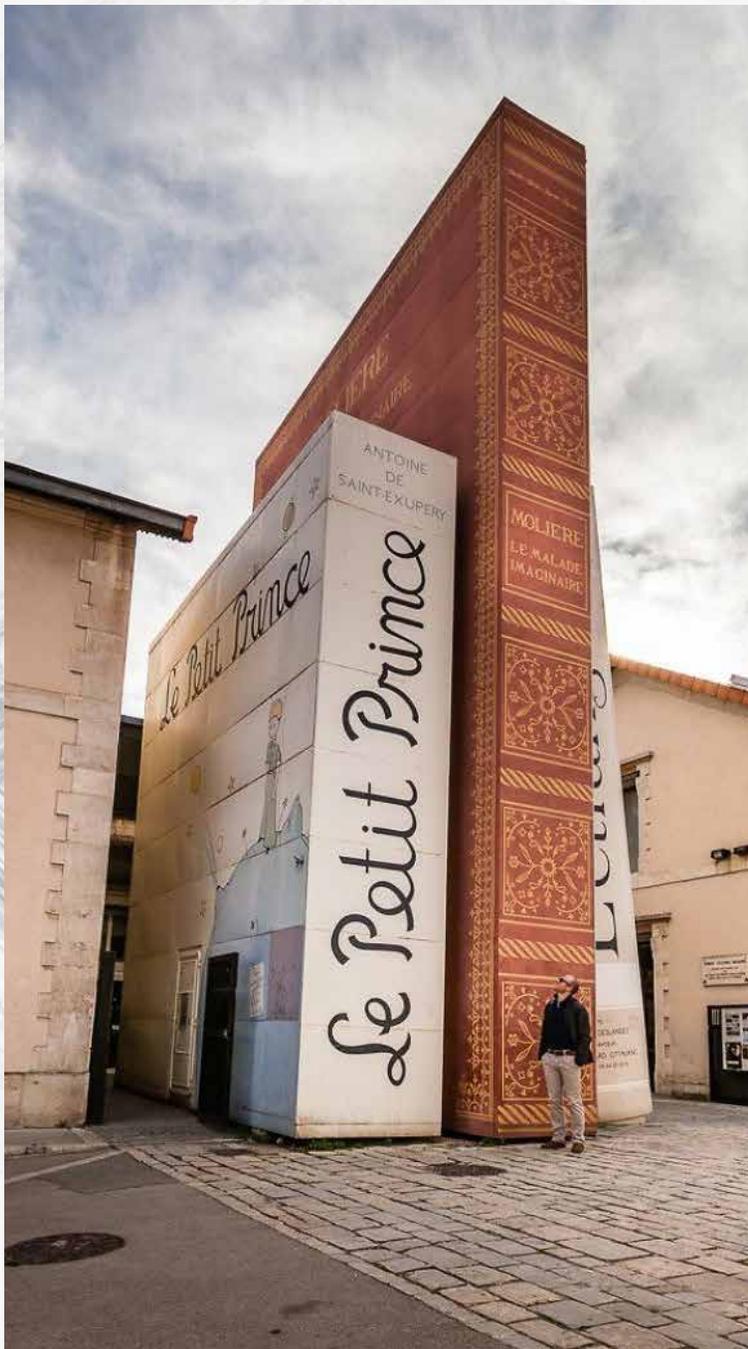
# creative libraries



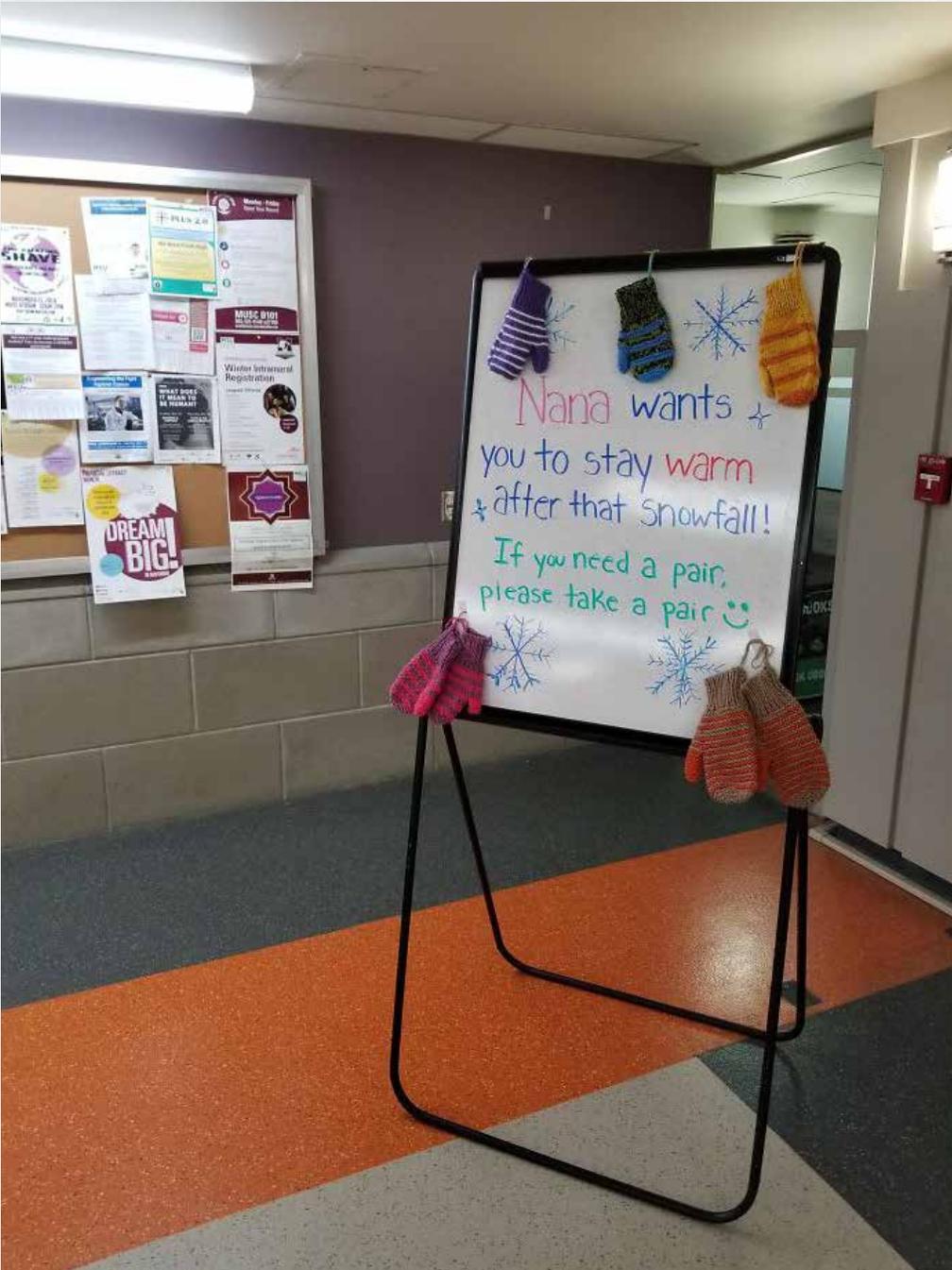
# creative libraries



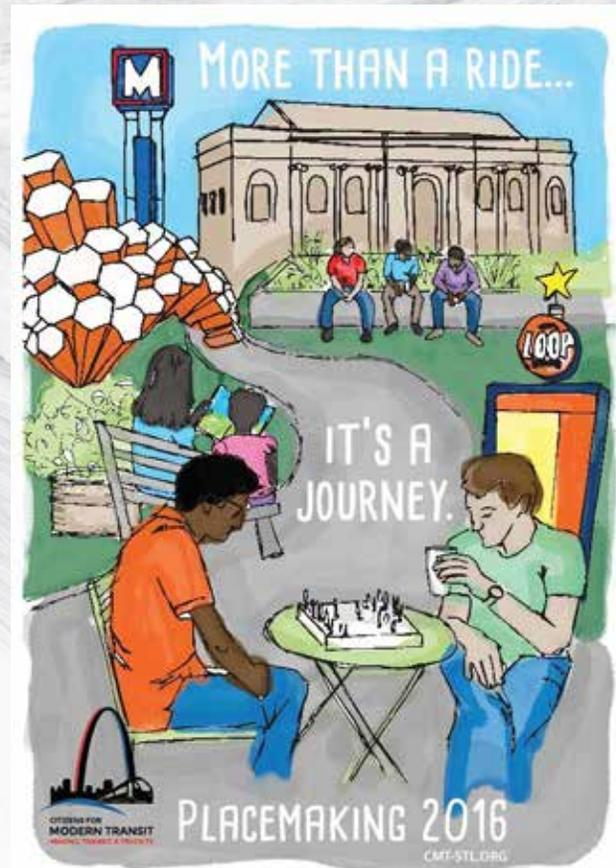
# creative libraries



# creative libraries



# a few other visions of placemaking



**PLACEMAKING  
LATINOAMÉRICA  
MÉXICO 2018**  
MONTERREY



Convocatoria para intervenciones agosto-septiembre

Cierre y selección convocatoria 21 de septiembre

Ejecución de intervenciones octubre

Encuentro Placemaking MTY 5, 6, 7 de noviembre

# our favourite places

We asked a few Ottawa Valley friends,  
where is your favourite place?

**Mellissa Marquart, OVTA:**

Blueberry Mountain, Deacon  
escarpment, Shaw Woods  
and Spectacle Lake Lodge  
trails (west of Barry's Bay)

**Chris Hinsberger, Bonnechere Caves:**

Spectacle Lake Lodge trails,  
Recreational Geology view  
(Brudenell-Foymount)

**Peggy Bridgland, Rockingham Church, RCMN:**

Rockingham Church (Rockingham),  
Crooked Slide Park (Combermere)





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thanks!

