Presented by:

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Place Game

What is a Place Game?

- An organized and easy way of brainstorming improvements for public spaces
- Uses trained facilitators to help residents analyze a place according to four key factors (access and linkage, comfort and image, sociability, uses and activities)
- Free of charge
- Final report created that details all ideas raised in the workshop

The Philosophy behind the Place Game

- The community is the expert in the process
- The people in that community should have a role in deciding how to improve their public spaces
- The Place Game is a tool that neighborhoods can use to begin accessing this information

The Place Game Origin

- Created by the Project for Public Spaces, a nonprofit organization dedicated to helping people create and sustain public spaces that build stronger communities

- Embraces the insights of William (Holly) White, a pioneer in understanding the way people use public spaces

What Makes a Great Place?

"It's really a matter of offering a variety of things to do in one spot…whose quality as a place then becomes more than the sum of its parts. A park is good. A park with a fountain, playground and popcorn vendor is better. A library across the street is even better, more so if they feature storytelling hours for kids and exhibits on local history. If there's a sidewalk café nearby, a bus stop, a bike trail and an ice cream parlor, then you have what most people would consider a great place."

— Fred Kent, Founder and President,
Project for Public Spaces

Place Game Workshop Map Example

100 Block, Council Bluffs

Workshop Goals

- Evaluate "places" for comfort and image, uses and activities, access and linkage, and sociability.

- Brainstorm short- and long-term suggestions for improvements for each of the areas.

- Identify potential partners to help with implementation of suggestions for improvements.

Agenda Example

- 6:00 – 6:15 Introduction
- 6:15 – 7:00 Site visits
- 7:00 – 7:30 Discussion
- 7:30 – 8:00 Reports

What Is Public Space?

- Parks
- Plazas and central squares
- Transportation
- Public buildings and architecture
- Public markets
- Public art

connected

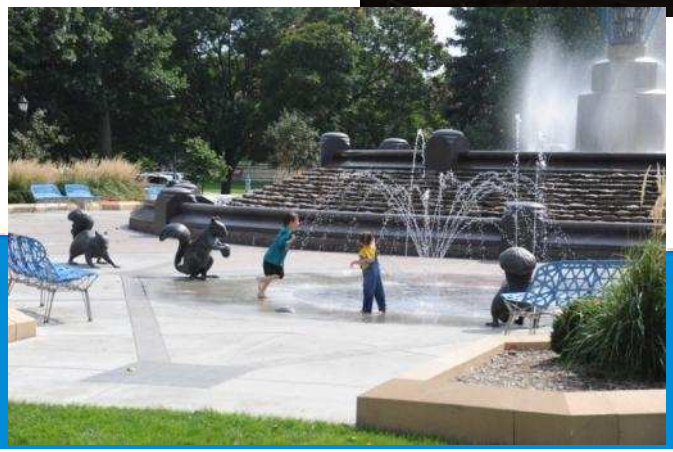
accessible

used

beautiful

maintained

safe



fun

Council Bluffs' Public Spaces

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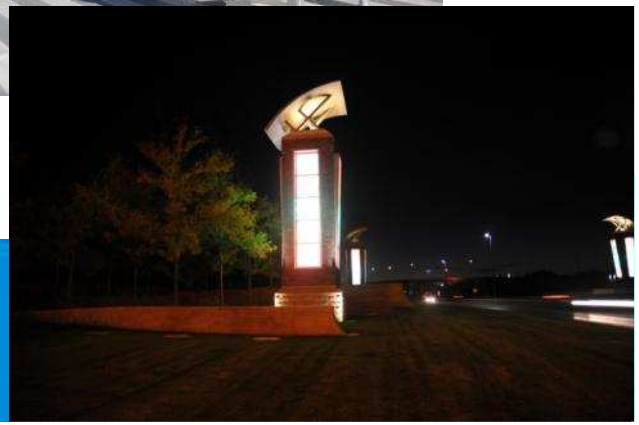
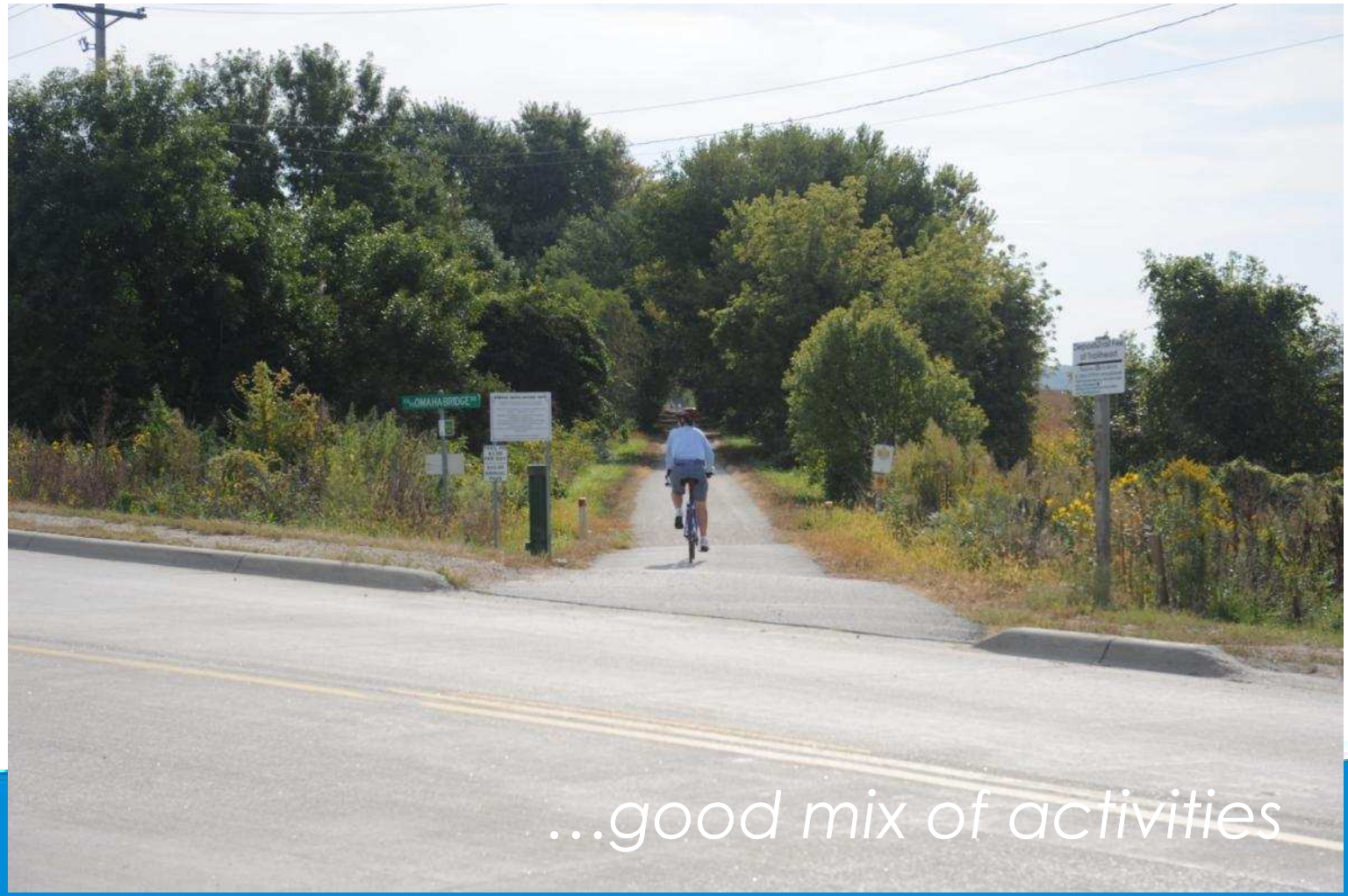


How to Evaluate a Place

Uses and Activities



Uses and Activities

…frequent community events

Uses and Activities

…encourages physical activity

Uses and Activities

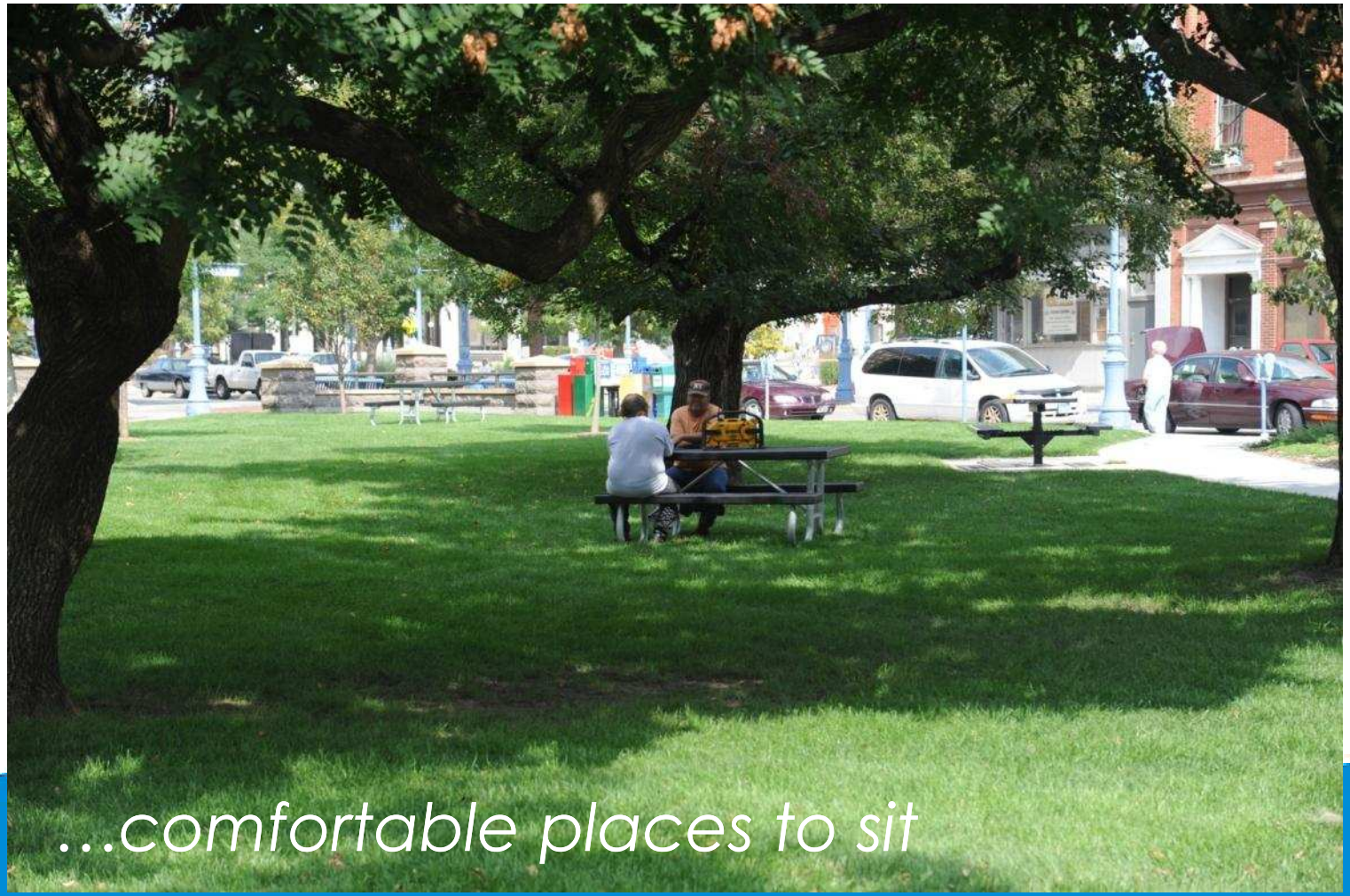
…area is busy and economically vital

Comfort and Image

…feels safe

Comfort and Image

Comfort and Image



…comfortable places to sit

Comfort and Image

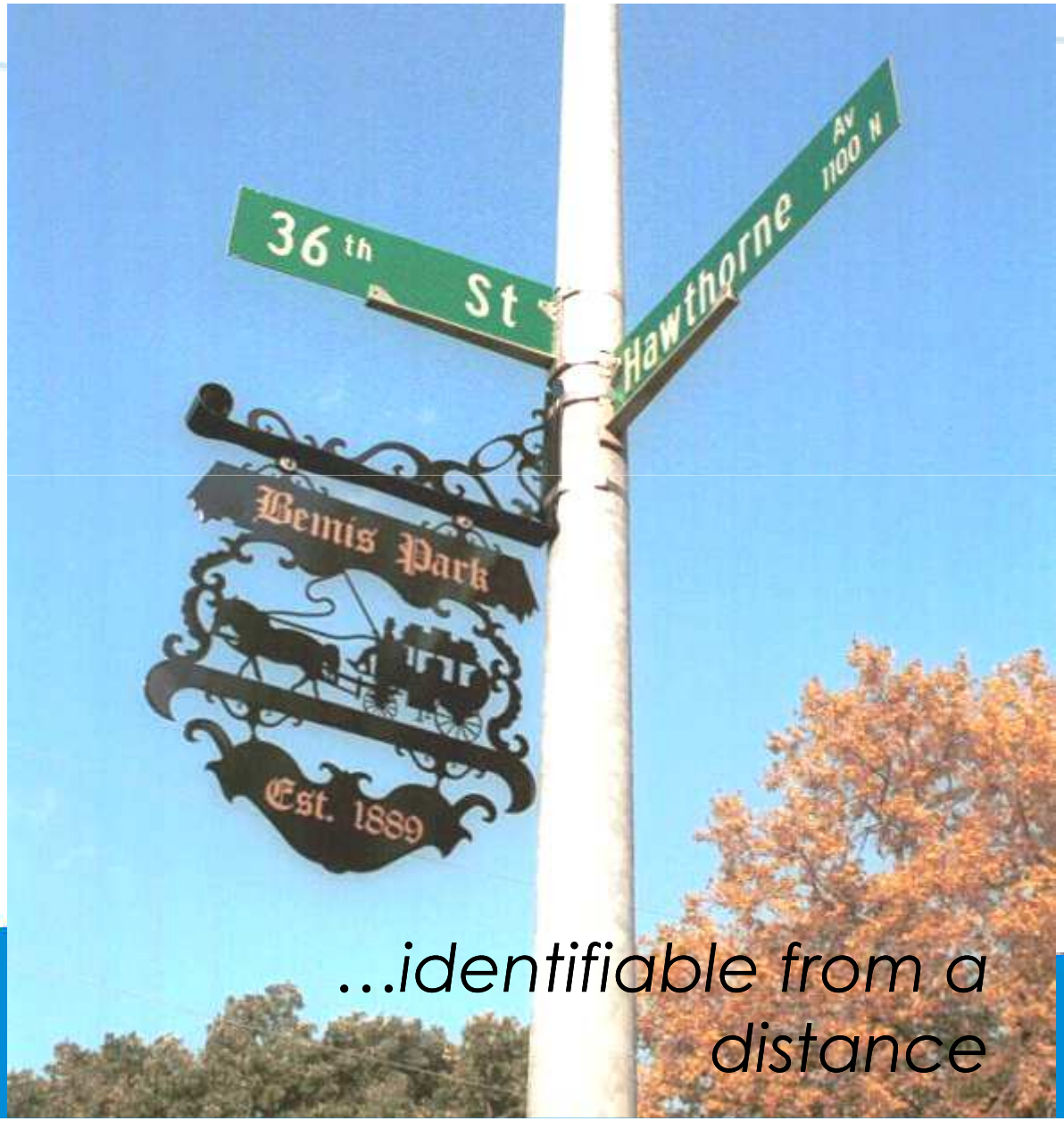
…clean/well maintained

Access and Linkage

…accessible by mass transit

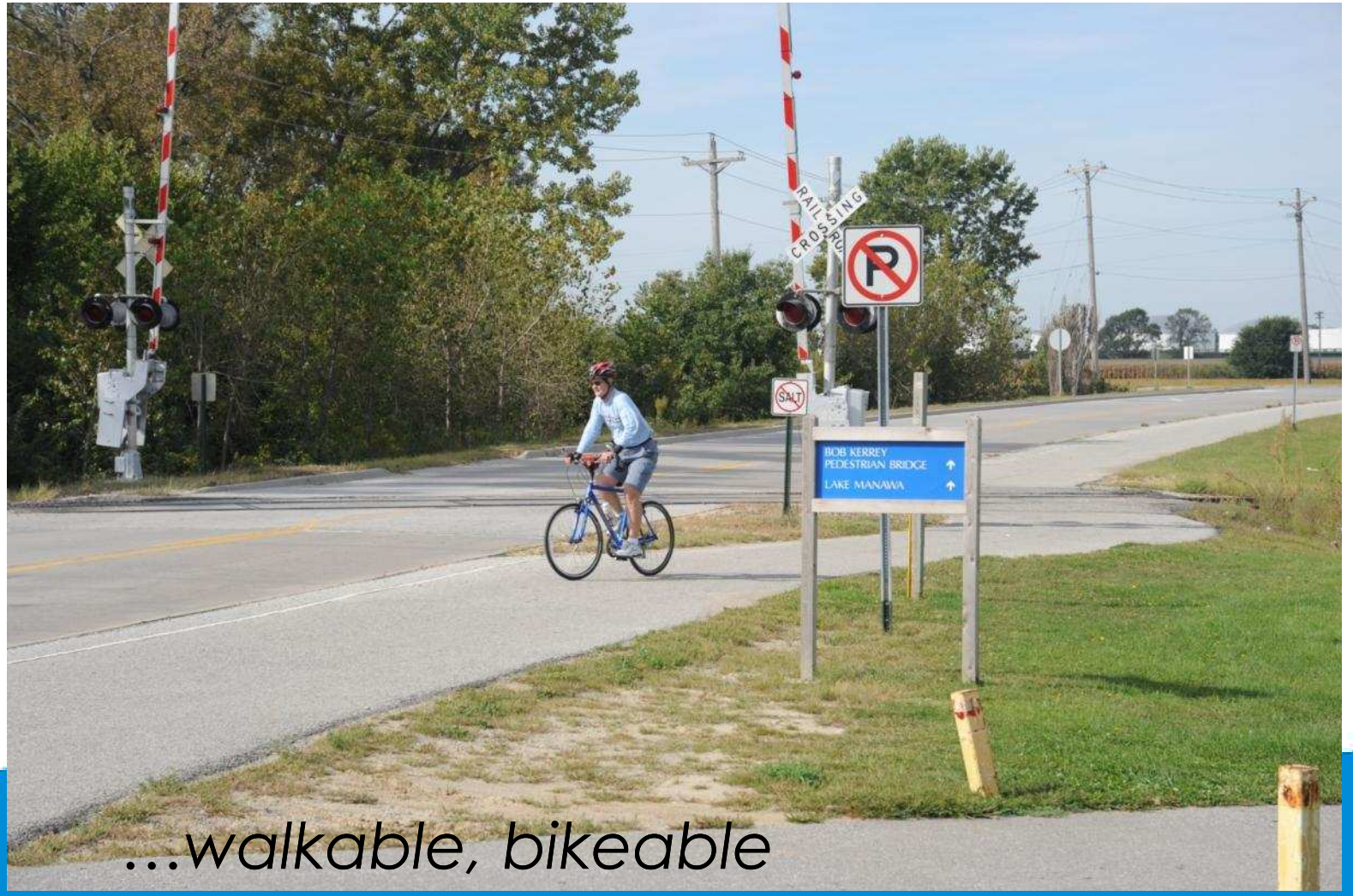
Access and Linkage

Access and Linkage



…identifiable from a distance

Access and Linkage



…walkable, bikeable

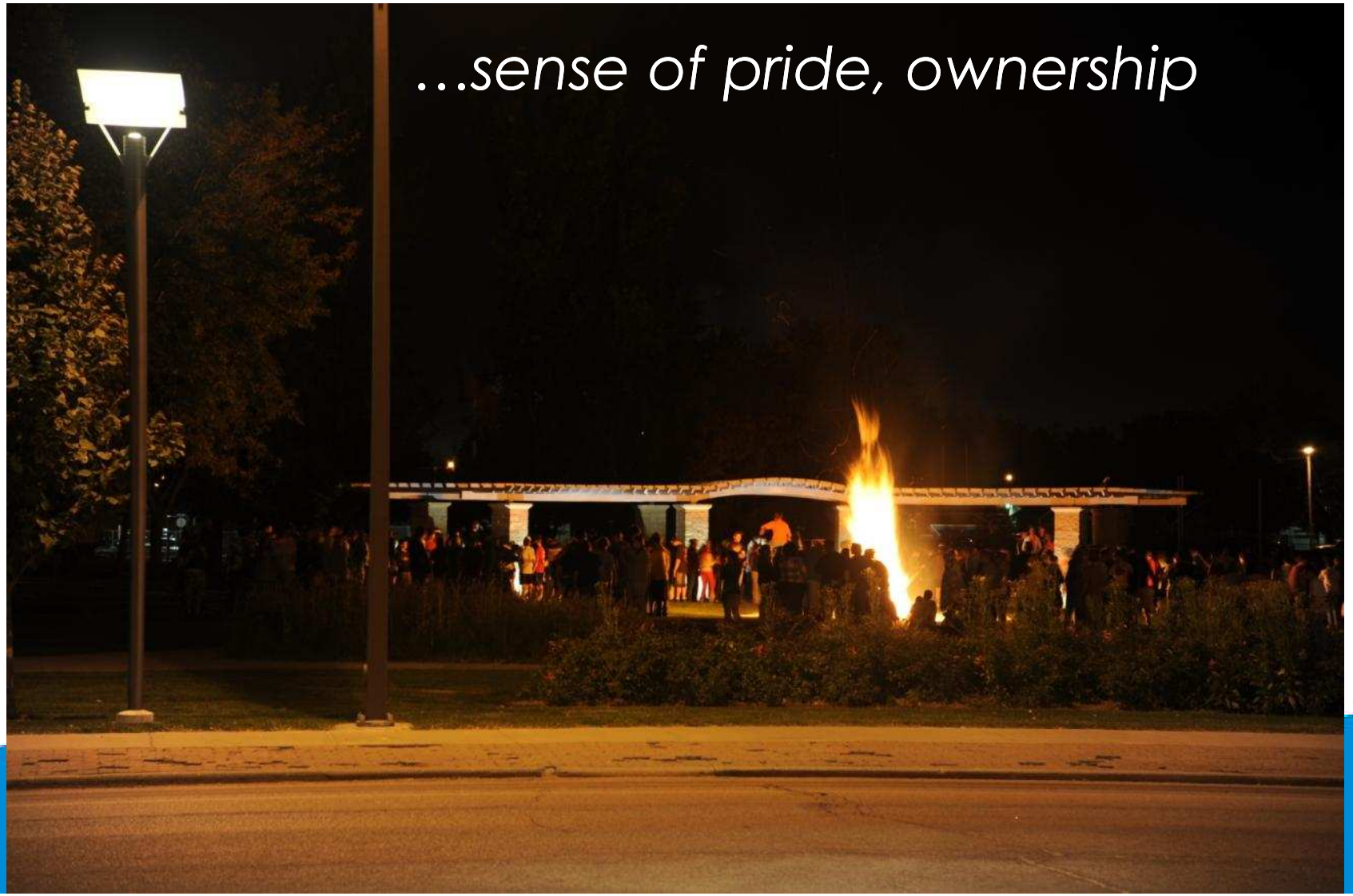
Sociability

…people in groups

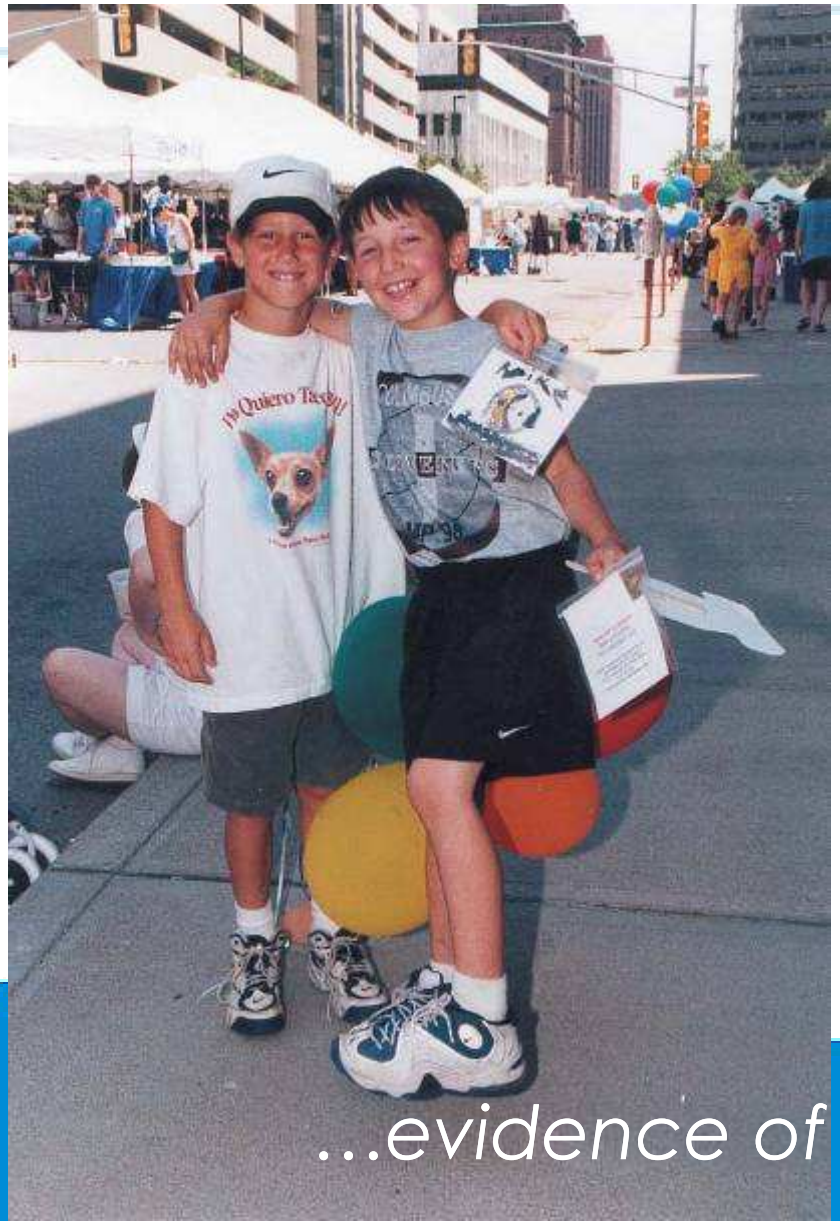
Sociability

…children and seniors present

Sociability



Sociability



...evidence of volunteerism

Other Things to Consider

Are there any barriers to physical activity in the space?

- Lack of sidewalks, sidewalks in disrepair
- Lack of adequate lighting
- Heavy traffic
- Other issues

The Analysis Tool

Evaluate the Place

Record Location:

Evaluate the Place (1 is strongly disagree, 5 is strongly agree):

COMFORT AND IMAGE					
Attractive	1	2	3	4	5
Feels safe	1	2	3	4	5
Clean/well maintained	1	2	3	4	5
Comfortable places to sit	1	2	3	4	5
ACCESS AND LINKAGE					
Identifiable from a distance	1	2	3	4	5
Walkable	1	2	3	4	5
Bikeable	1	2	3	4	5
Accessible by transit	1	2	3	4	5
Clean information/ signage	1	2	3	4	5
USES AND ACTIVITIES					
Good mix of activities	1	2	3	4	5
Frequent community events	1	2	3	4	5
Area is busy	1	2	3	4	5
Encourages physical activity	1	2	3	4	5
Area is vital economically	1	2	3	4	5
SOCIABILITY					
People in groups	1	2	3	4	5
Evidence of volunteerism	1	2	3	4	5
Sense of pride and ownership	1	2	3	4	5
Children and seniors present	1	2	3	4	5

The Analysis Tool

1. What do you like best about this place?

2. What is the biggest problem with this place?

3. List **THREE** things that you would do to improve this place that could be done right away and that wouldn't cost a lot:

4. What **THREE** changes would you make in the long term that would have the biggest impact?

5. Ask someone who is in the "place" what they like about it and what they would do to improve it. Their answer:

6. What partnerships or local talent can you identify that could help implement some of your proposed activities? PLEASE BE AS SPECIFIC AS POSSIBLE.

Identify Opportunities

Place Game Results:

Highland Park

Place Game Results:

Highland Park

Place Game Results:

Columbus Park

Place Game Results:

Civic Center

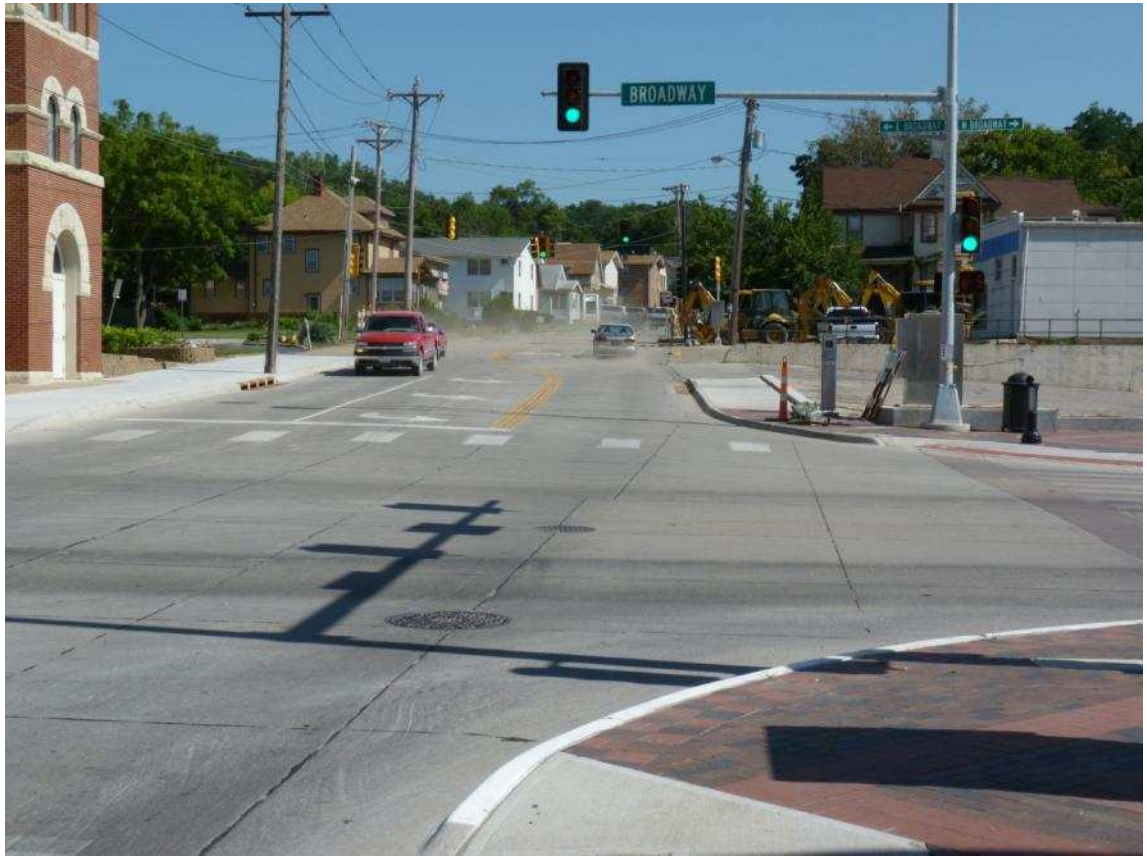
Place Game Results:

Civic Center

Place Game Example: Group 1

West Side of Alley off of N 2nd St

Place Game Example: Group 2



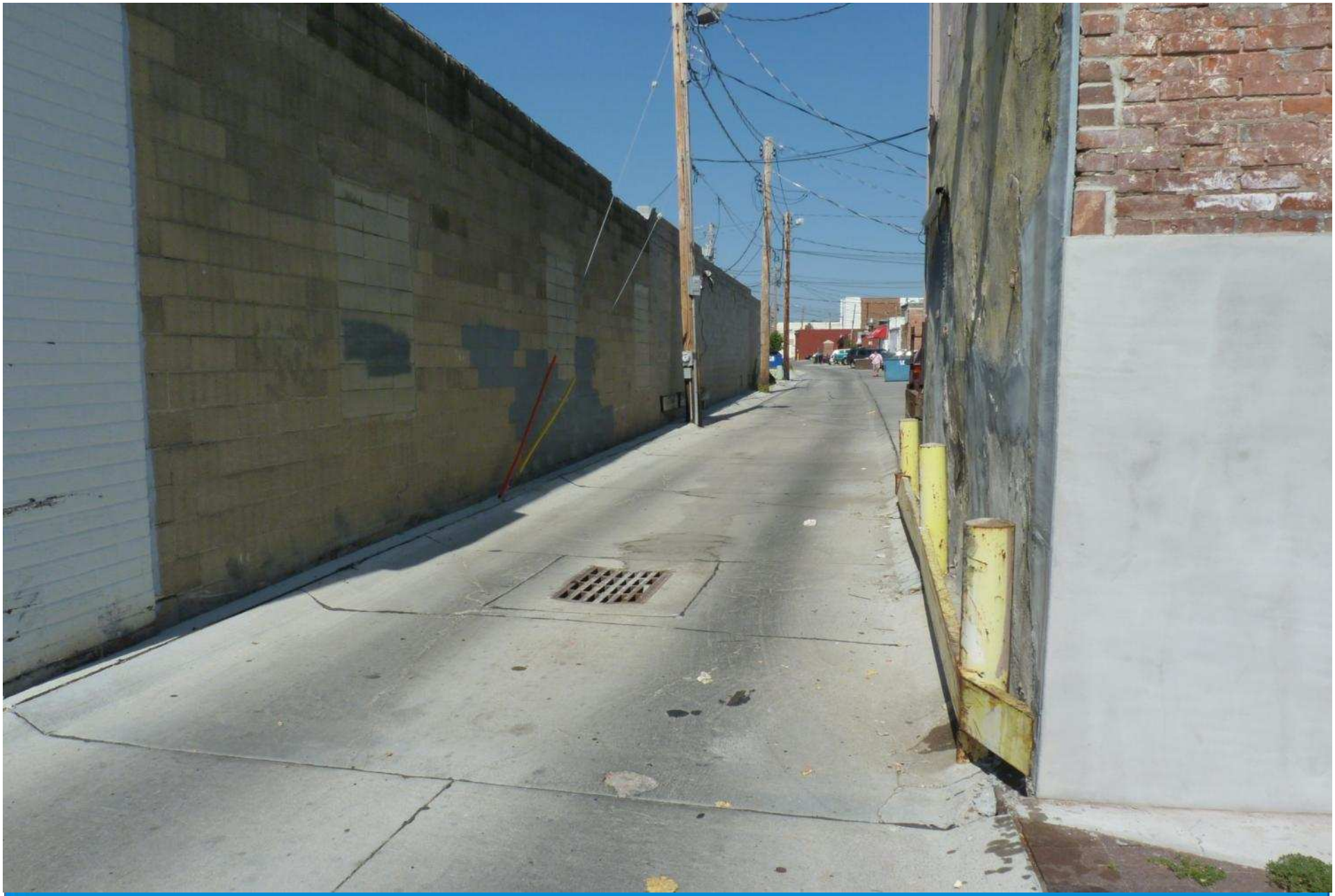
Intersection of Broadway & 1st St

Place Game Example: Group 3

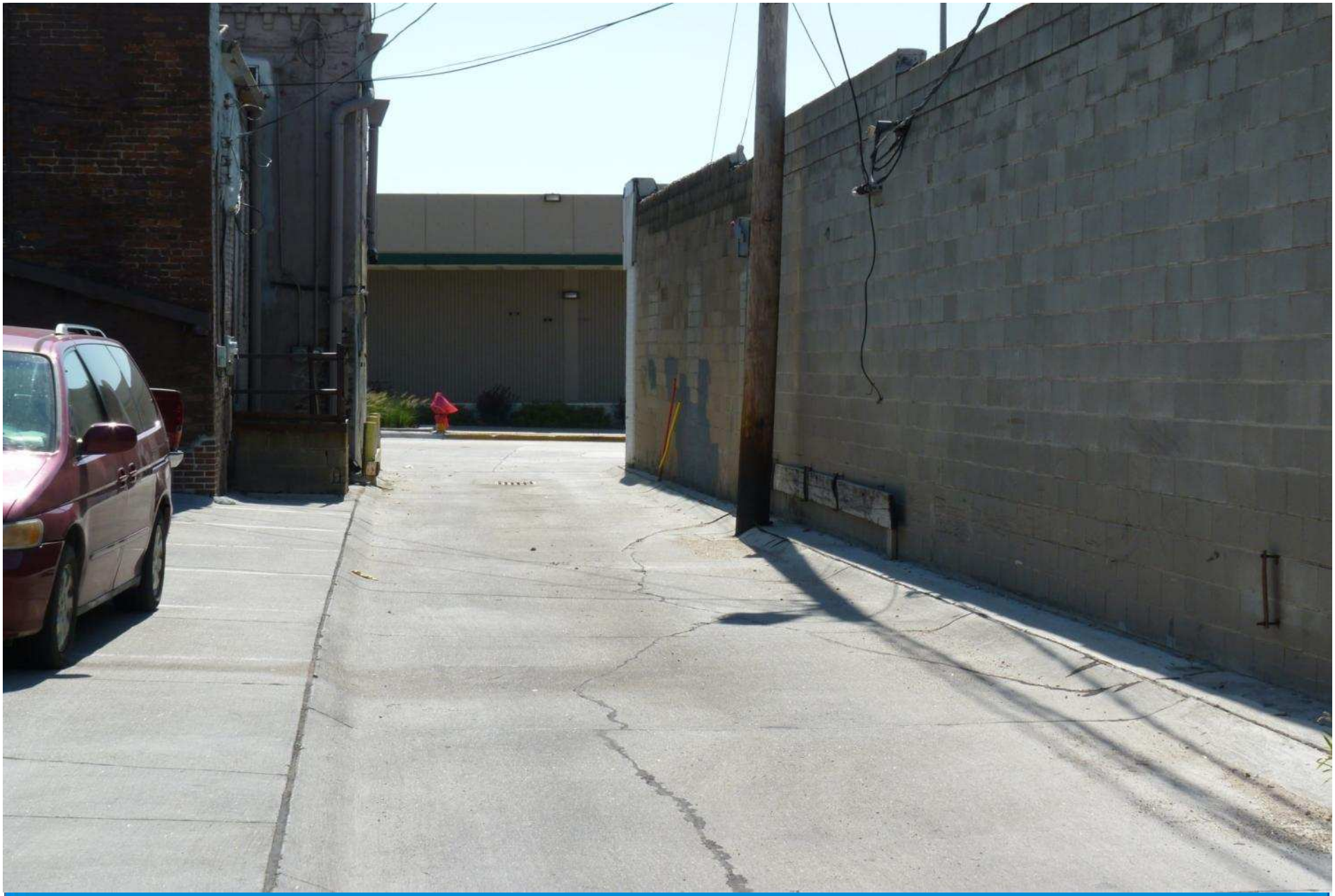
N 1st St Dead End

Place Game Example Pictures

Group 1 -
West Side of Alley off of N 2nd St



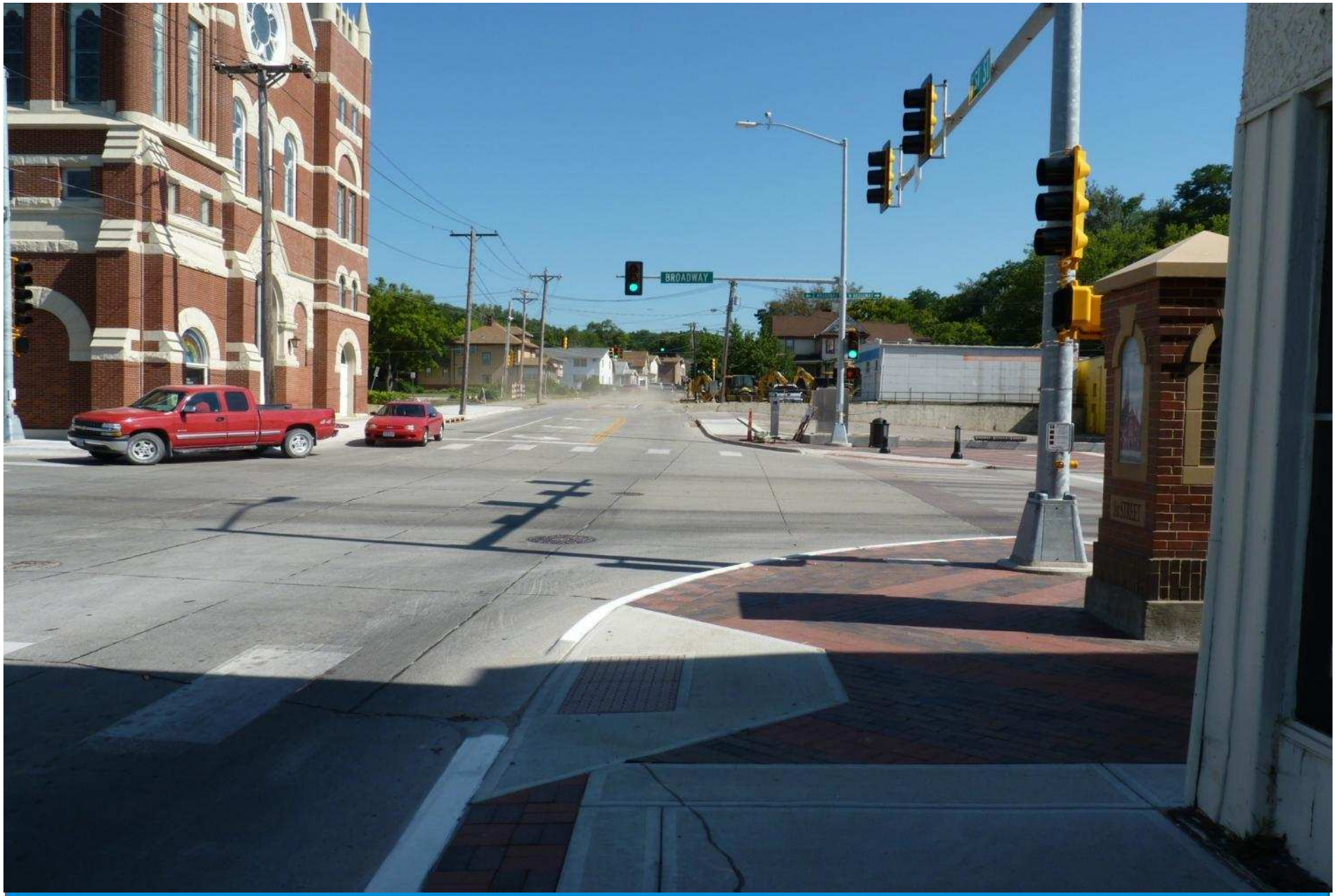
Looking east from N 2nd St



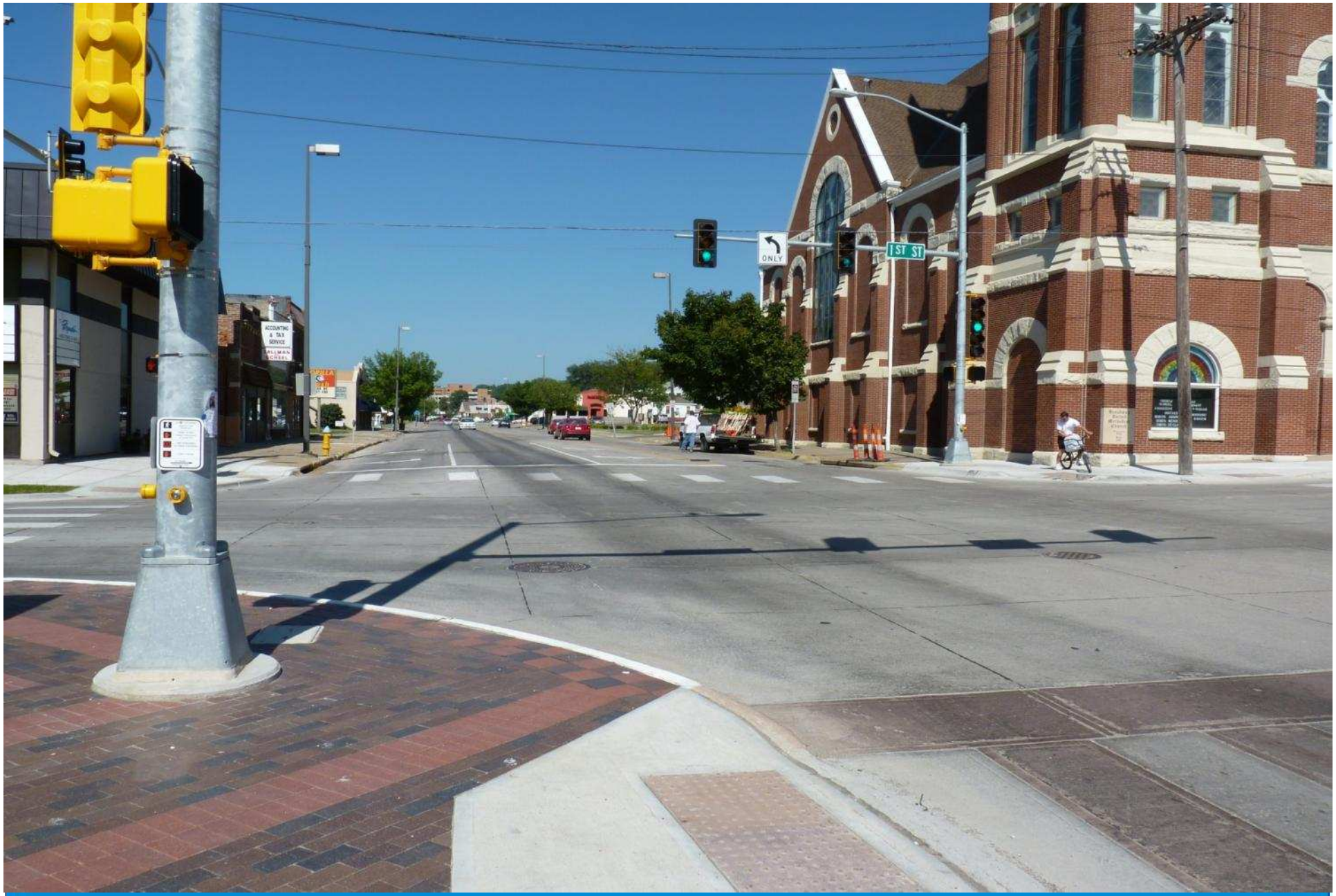
Looking west toward N 2nd St

Place Game Example Pictures

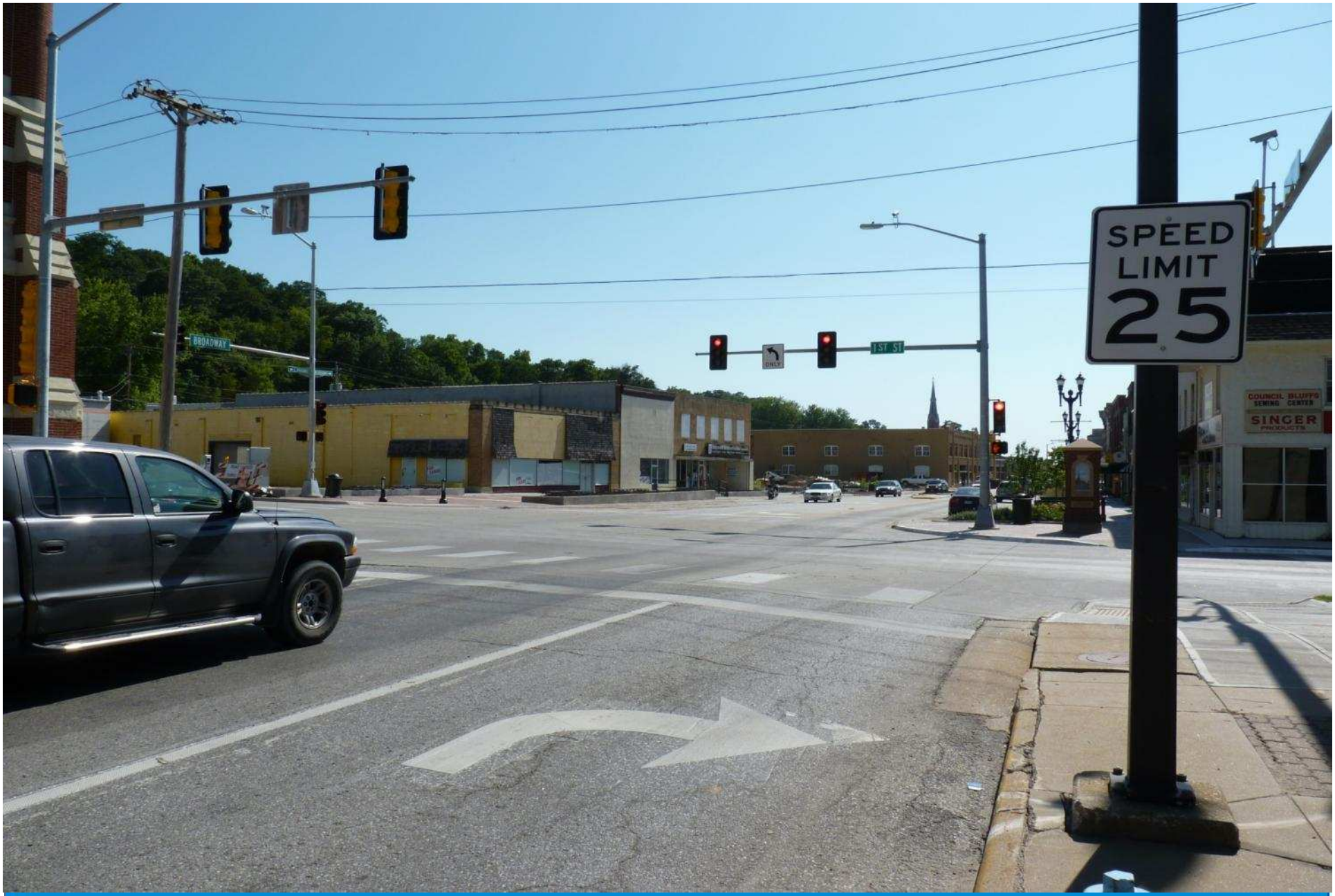
Group 2 -
Intersection of Broadway & 1st St



Looking south onto S 1st St



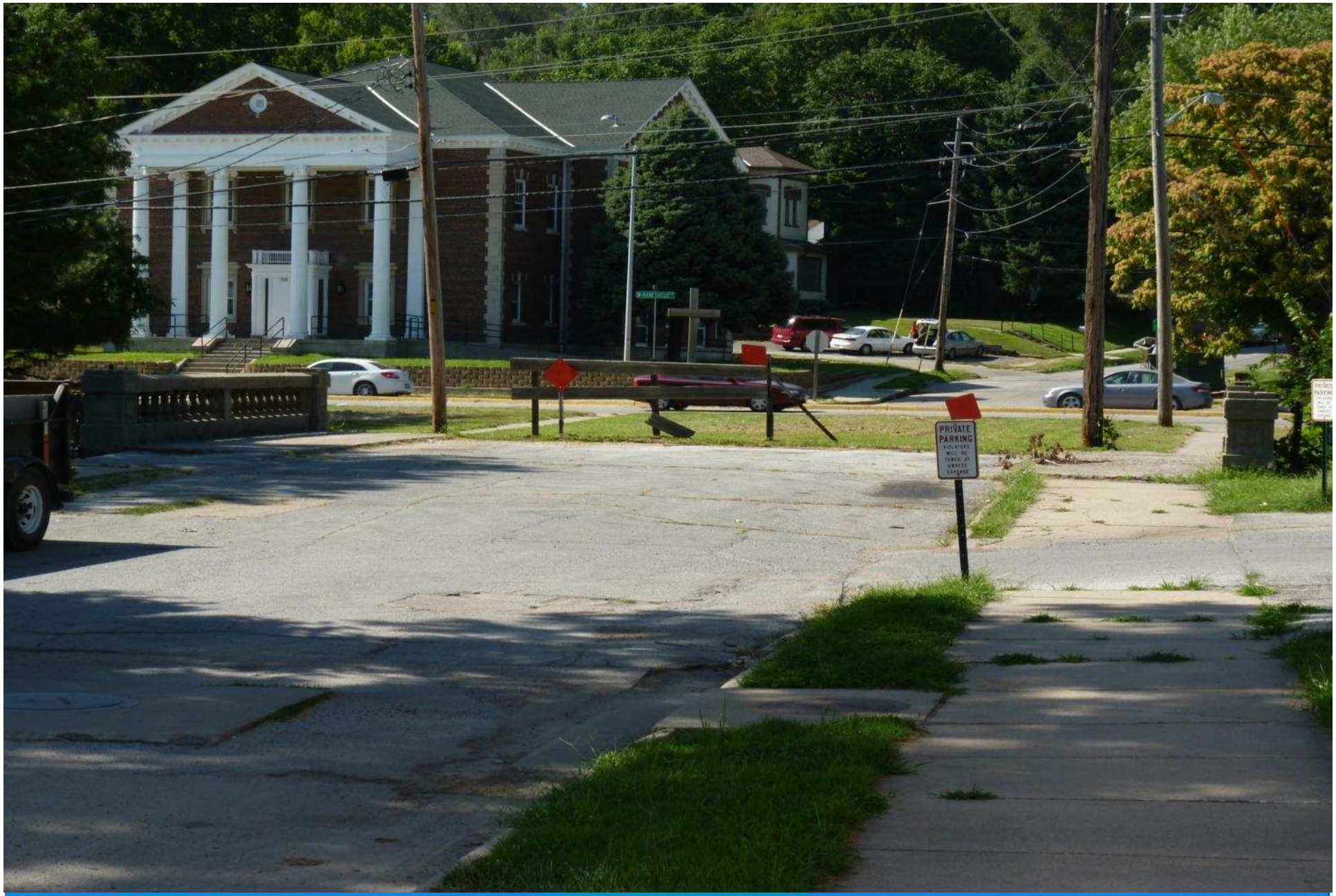
Looking east onto E Broadway



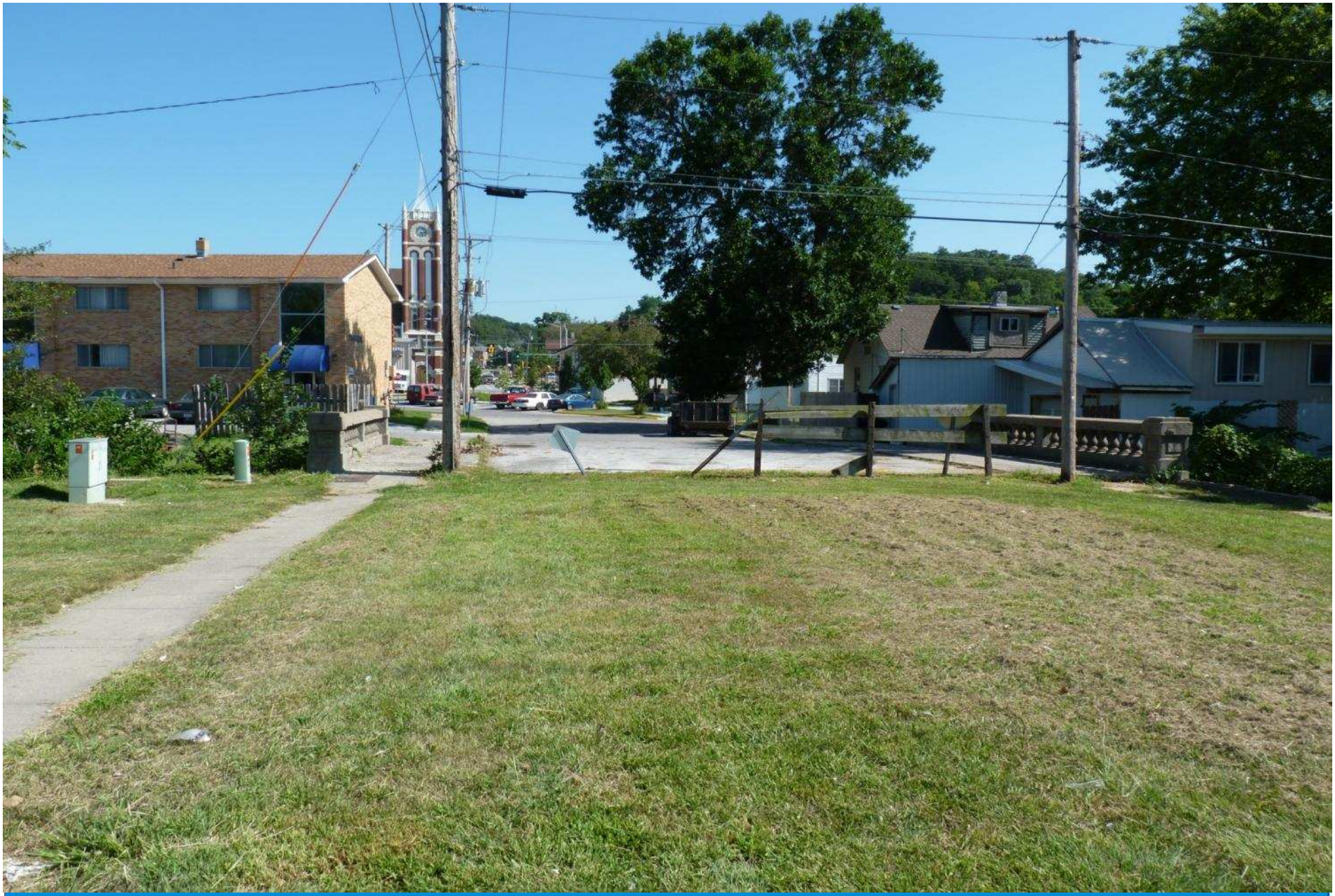
Looking west onto W Broadway

Place Game Example Pictures

Group 3 -
N 1st St Dead End

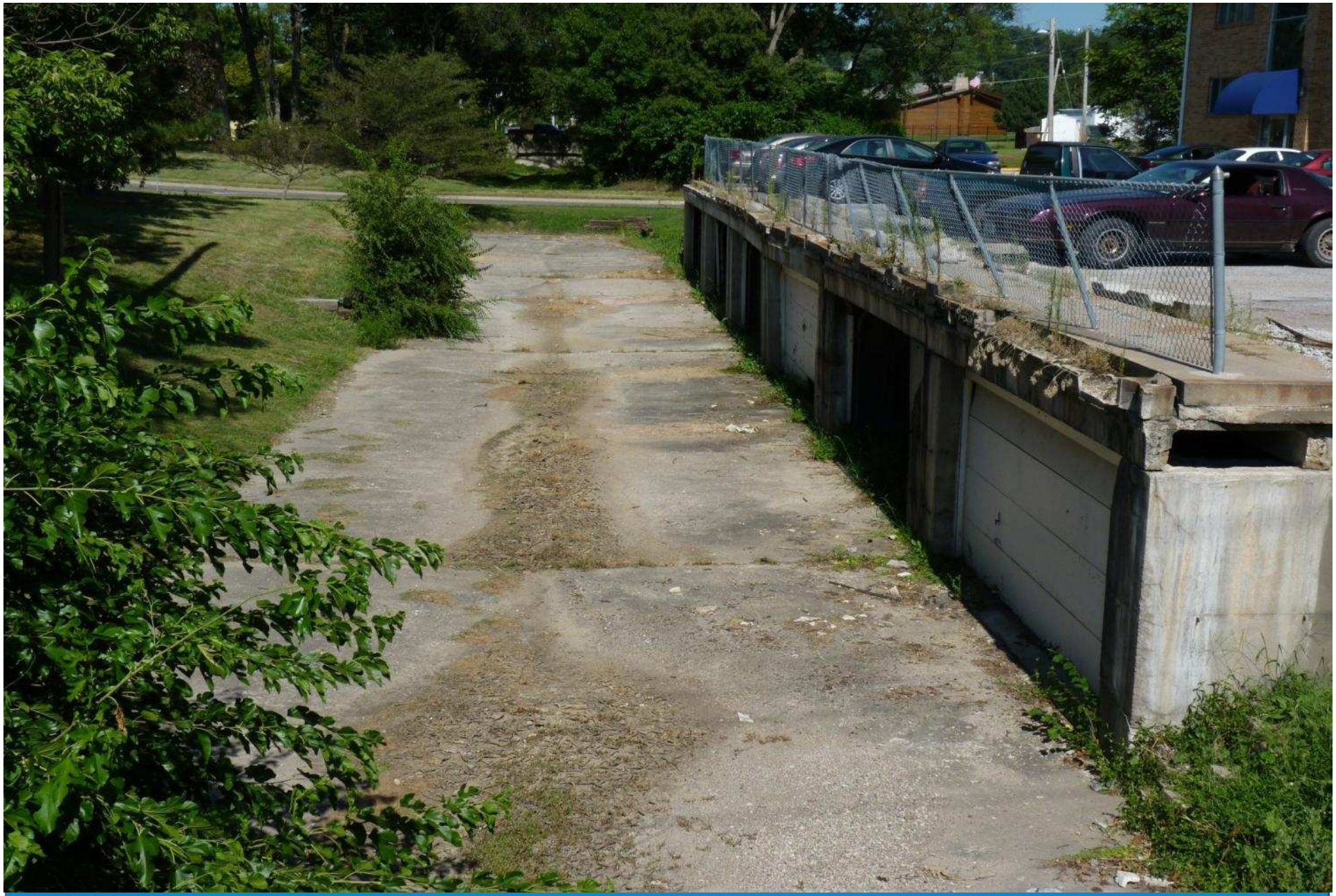


Looking north at the N 1st St dead end



Looking south at the N 1st St dead end

Looking west from the dead end



Looking east from the dead end

"Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has."

- Margaret Mead

Thank you!