PLACEMAKING PAISLEY

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1 INTRODUCTION

A. EXECUTIVE SUMMARY

Placemaking is an important tool for addressing collective problems in rural communities. When executed well, placemaking fosters social capital, reduces outmigration, increases economic activity, and strengthens connections to the places residents frequent. This report centers around placemaking in the Village of Paisley, Ontario. Paisley is a small, unincorporated community within the municipality of Arran-Elderslie in Bruce County, Ontario. In May 2022, work began to replace the 87-year old Teeswater River Bridge, dividing the community's historic business district in two, and exacerbating economic challenges for businesses already struggling due to the COVID-19 pandemic. The Municipality of Arran-Elderslie has identified placemaking as an important tool to help address challenges associated with the bridge closure. Our expertise as graduate students at TMU's School of Urban and Regional Development was acquired to develop a placemaking strategy that would build upon and compliment work already undertaken as part of the *Where the Rivers Meet* initiative. This strategy consists of two components: a series of proposed design interventions, as well as a recommended community consultation process. The design interventions focus on areas collectively identified as a community priority and provide an optimal canvas for revitalization. The placemaking process, centred around a community-led process, is intended as a guide for placemaking activities in Arran-Elderslie both in and outside of Paisley.

B. COMMUNITY CONTEXT

The historic village of Paisley is located at the confluence of the Saugeen and Teeswater Rivers in Bruce County, Ontario, approximately 55 kilometres south-west of Owen Sound. Paisley is situated on the traditional territory of the Anishinabek Nation (Saugeen Ojibway Nation, 2021). The village was first inhabited by white settlers in 1851, and today is an unincorporated community in the municipality of Arran-Elderslie, a municipality that includes the villages of Paisley, Tara and Chesley, as well as the surrounding farming communities (Municipality of Arran-Elderslie, 2020a).

Arran-Elderslie is home to approximately 6,800 people, including 1,061 people who reside within the village of Paisley (Statistics Canada, 2022). The population of Paisley skews slightly older: The average age is 44, and 46% of the population is over the age of 50. Racialized individuals account for less 1% of the total population, and less than 5% of residents were born outside of the country (Statistics Canada, 2022). Many Paisley residents were born and raised in the area, and the surrounding area is home to many farming families that have farmed the same land for generations (Kirkwood, 2022).

Paisley has experienced only minimal growth over the years. One historical account of the village stated that the population was 1,038 in 1872 (DeepRootsAllTrees.com, n.d.). While the lack of population increase may seem surprising to those residing in the rapidly growing GTHA, many rural communities struggle to maintain their populations due lack of economic opportunities and urban migration (Johnson-Woods and Feldpausch-Parker, 2022).

POPULATION BY AGE

IMMIGRATION

50

-1,020

- Non-Immigrants   - Immigrants

RACIALIZED POPULATION

10

1,035

- Visible Minority   - Non-Visible Minority
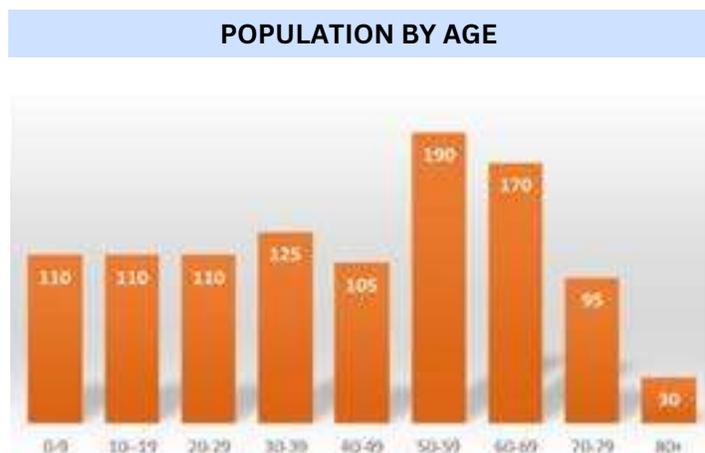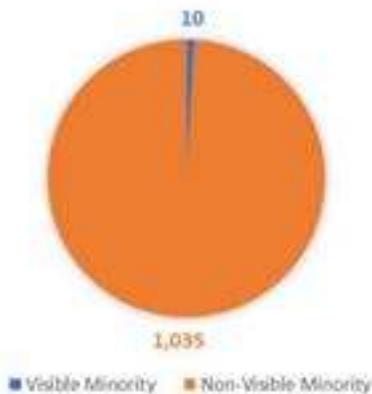
Most Paisley residents are white and born in Canada.

In May 2022, work began to replace the 87-year-old Teeswater River Bridge, dividing the community in two and creating further challenges for local businesses that had already been deeply impacted by the COVID-19 pandemic. The bridge construction is expected to last until next fall, with infrastructure improvements occurring north of the bridge in 2023 (Bruce County, 2022). While disruptive and challenging to local residents and business, this bridge replacement has acted as a catalyst for local events and placemaking interventions through the Where the Rivers Meet initiative. It has acted as a catalyst for our clients, Sylvia Kirkwood, the CAO at the Municipality of Arran-Elderslie, and Sandra Crockard and Alan Richardson, the co-executive directors of Trinity Theatre in Paisley, to partner with Toronto Metropolitan University students to explore placemaking opportunities in the community.

In 2015, Paisley's median household income was $63,898, compared to a Canada-wide average of just over $70,000 (Statistics Canada, 2022). Agriculture is a major employer in the area, and Arran-Elderslie is well-known as a beef-farming community (Kirkwood, 2022). Other major nearby employers include utilities, such as the Bruce Power nuclear power plant, the transportation and construction trades, and the retail sector (Municipality of Arran-Elderslie, 2020b).

The village of Paisley has long been known as a creative hub. The village is home to many artists and craftspeople, as well as Trinity Theatre and the Paisley Artscape Society (VisitPaisley.ca, 2012). This artistic drive is a tremendous asset to the community, playing an integral role in previous placemaking initiatives and helping to lead this report and recommendations.

The community also has a proud entrepreneurial spirit, with more than 50 small businesses, many of which reside on a two-block portion of Queen Street straddling the Teeswater River (VisitPaisley.ca, 2012). As well as forming the Village's historic central business district, Queen Street is also the local stretch of Bruce County Road 3, which provides vital transportation links between Bruce Peninsula and the GTHA (Bruce County, 2022).

TAKEAWAYS FOR PRACTICE

While the Teeswater River Bridge replacement has created challenges for Paisley, it has also highlighted the potential for placemaking as a means to strengthen economic and social capital in the community. The interventions and process described in this report are intended to not only address challenges surrounding the bridge development, but also to foster vibrancy, economic development, and deeper connections within the community by creating spaces in which people feel invested and want to spend time.

2 LITERATURE REVIEW
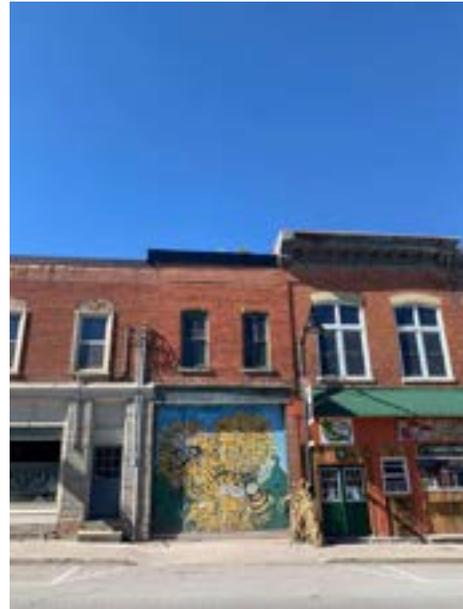
Source: Personal Photos, 2022

A. INTRODUCTION TO PLACEMAKING

According to Lew (2017), placemaking operates on a spectrum ranging from spaces that are shaped, impacted, and given meaning through the values and interactions of a cultural group, to intentional approaches that seek to redesign and define spaces. The more organic end of the spectrum is rooted in the theories of cultural geography that define placemaking through the collective bottom-up social practices of a community. These practices are often tied to a particular groups' traditions in a specific landscape and how they inscribe meaning from that physical space (Othman et al., 2013). Interestingly, these practices are often those that have been repeated for decades by local groups in distinct places but are taken for granted in contemporary society. In contrast, the opposite end of the spectrum consists of organized, and typically top-down approaches to designing spaces that assigns an identity to a place through design interventions (Lew, 2017). The intent of this approach is to reshape the behaviours of those in this space, their experience in the space and ultimately, their understanding of the space (Smith, 2022). This approach is deliberate and intentional and is often imposed on a host community with the belief that the space needs to be redefined to align with contemporary social and political norms (Smith, 2002). Whichever end of this continuum placemaking falls, all spaces undergo placemaking at one time or another as humans interact with the world around them (Lew, 2017). Whether the interactions are purposeful and rehearsed or instinctive and ordinary, how individuals recognize, connect with, and co-create the spaces they inhabit is placemaking. Most spaces land somewhere in the middle of the spectrum, where both engrained traditions and orchestrated changes create lasting impacts on the tangible environment and the experiences of those in that environment.

Platt & Medway (2022) argue that understandings of placemaking need to shift from a human-centered approach to recognizing the evolving and iterative nature of spaces. Defining placemaking as a static process in which humans impose meaning on a space limits the understanding of that space to a particular set of circumstances rather than holistically capturing the ebbs and flows the space enders over time. As placemaking has been increasingly deployed as a buzzword for interventionist approaches, researchers have begun to critique the term, calling for a reorientation of placemaking (Platt & Medway, 2022). Criticisms of placemaking as overtly managerial and neoliberal have emerged, including a lack of appreciation for the connection communities have for the people within them and the land they sit upon (Shaw & Montana, 2016). Reorienting our definition of placemaking involves transforming the understandings we have of space, from conceptualizing space as a "marketplace" to understanding the power held in the messiness of everyday interactions (Fincher et al., 2016) This shift involves investigating how to ground reconstructions of space in residents' perspectives through participatory governance (Wichowsky, 2022). Instead of altering spaces through a top-down visioning process, placemaking should integrate place-based equity that not only engages with affected communities, but empowers them (Fund and Wright, 2003, as cited in Wichowsky, 2022).

Source: Sandra Crockard, 2022

Indigenous Placekeeping

The term placekeeping recognizes that Indigenous peoples are the first city builders, and the original stewards of the land. Definitions of placemaking often are written to have universal appeal, such as the Project for Public Spaces : "a collaborative process by which we can shape our public realm in order to maximize shared value" ("What Is Placemaking?" 2007). But how can this definition incorporate those who came before us, and those who have been displaced through legacies of colonialism? Moran and Berbary (2021) criticize mainstream placemaking as an exercise that perpetuates the concept of terra nullius or nobody's land, even when all stakeholders are supposedly brought together for engagement. This is because the conception of who has a stake is often narrowly defined as those who own land or businesses in direct proximity to the placemaking project. In Ontario, there is a general lack of awareness that Indigenous rights claims to land extend into urban space, and that urban spaces are home to a diverse group of Indigenous peoples (Weinberger, 2017).

In 1836, the Canadian Crown pressured the Saugeen Ojibwe Nation (SON) to surrender 1.5 million acres, including where Paisley now sits, in exchange for a promise to reserve the land on the peninsula north of Owen Sound in perpetuity. The agreement was broken only 18 years later with the imposition of Treaty 72, forcing the SON onto small reserves on the peninsula (Nakhuda, Munera Mora, and Qualizza, 2021). In 2022, the Town of Saugeen Shores announced it would transfer 1.7 hectares to the SON as part of a land claim and work with them to name these lands and provide a permanent installation to recognize the lands' significance to the SON community (Town of Saugeen Shores, 2022).

Placekeeping repositions the idea of making public space in a context where Indigenous groups have begun to push municipalities to acknowledge their rights to access lands, harvest traditional medicines, and re-presence Indigeneity in culturally significant sites. Many Canadian public spaces remain designed and programmed to privilege settler worldviews, sidelining Indigenous communities. As the next section will describe, placemaking can be a form of cultural commodification, by sanctioning certain forms of revenue generating cultural expression while diminishing unsanctioned placemaking that is not revenue generating. Indigenous assertions of place are often even more contentious, as cultural practices confront the boundaries of the settler state (Moran and Berbary, 2021). The creation of the Ipperwash Provincial Park and the McKenzie Meadows housing project in Caledonia are both regional examples of places remade by the state under the assumption of terra nullius. Both places were considered to be on stolen land by Indigenous land defenders prompting occupations, picnics, camps, and blockades. However, rather than these actions be called 'placemaking', they were deemed illegal and were met with police violence (De Bruin, 2012; Gignac, 2021).

In order to move beyond mainstream conceptions of placemaking, Chung-Tiam-Fook (2022) created the Civic-Indigenous Placekeeping and Partnership Building Toolkit to guide users on how to begin a process of public space engagement and co-creation with Indigenous partners. The toolkit recommends truth telling before reconciliation (Chung-Tiam-Fook, 2022, p. 20), which is critical self-reflection on one's own cultural biases and historical relation to colonial settler history, before embarking on creating partnerships. This primary step is about examining power relations between settler and Indigenous communities in order to establish a more generative relationship of mutual trust and understanding. Beyond one's own biases and history, learning the history and guiding principles of surrounding Indigenous communities can begin to rebalance the relationship. For example, the Dish with One Spoon Wampum governs the Anishinaabe Three Fires Confederacy and Haudenosaunee Confederacy, and instructs that harvest from and development of the land should be based on ethical, conscious practice as caring stewards (Chung-Tiam-Fook, 2022).

In order to acknowledge the criticisms of placemaking, we emphasize the aspects of placemaking that can move communities towards more equitable engagements with place, rather than recreating exclusionary hierarchies of the past. Specifically, in section 4 we apply concepts from the Toolkit to create site-specific recommendations for Paisley (Chung-Tiam-Fook, 2022). Our recommendations consider how to highlight placekeeping principles in order to advance reconciliation through public space.

Source: Chung-Tiam-Fook, 2022

Placemaking in Rural Towns

Studies conducted on placemaking almost exclusively investigate urban contexts (Lee & Blackford, 2020). There are very few, if any, studies that examine the unique demographic, economic, environmental, political, and social factors that define rural communities (Spiegel, 2014). In rural towns population density is lower, the demographics are typically homogenous, and residents are often connected through a particular industry. Due to the close-knit community that is often evident in rural communities, the pressure to conform to social and political norms is increasingly present (Benton, 2019). Further, as rural municipalities begin to invest in placemaking efforts that aim to foster positive economic and social capital, there needs to be a more in-depth understanding of the nuances of rural communities.
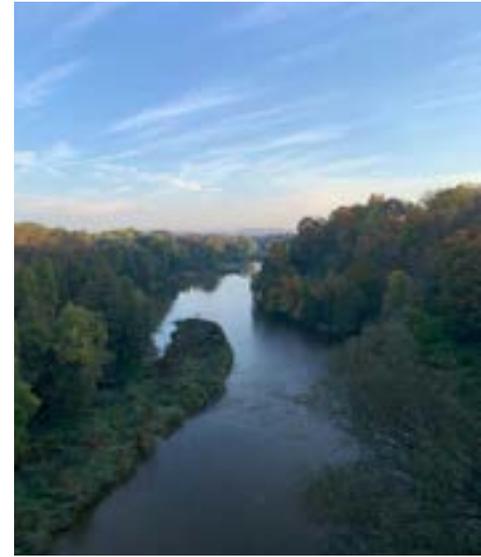
Source: Personal Photo, 2022

Placemaking researchers contend that empowering residents to take ownership of their environments strengthens their connection to the spaces they frequent as well as the social connections made within that space (Lee & Blackford, 2020). These place-based relationships are vital in rural placemaking as they can be directed towards solving collective problems, increasing social capital, and reducing out-migration. Understanding the unique characteristics of rural placemaking, including how those in the community identify with their environment, enables more informed placemaking strategies for community development. Placemaking in rural towns must not be approached with a blanket-strategy for implementation that could be similarly applied in an urban context (Spiegel, 2014). Rural placemaking should involve deliberate consultation that invests in understanding the unique needs of the local community (Pacheco, 2017). For example, integrating specific cultural elements that are contextual to the host community into proposed changes is pivotal to fostering a strong connection between residents and the spaces that they inhabit.

An ongoing consultation process that gathers subjective understandings of those in the rural community is also essential for public buy-in for future engagement activities (Lee & Blackford, 2020). If placemaking projects are simply imposed onto a community to attract capital, residents are unlikely to feel comfortable in these spaces, reducing the connections they have to the space and the trust that they have in the consultation process. This trend is often seen in rural placemaking initiatives that aim to attract tourists through processes of rural restructuring that are situated within a broader shift from economies reliant on agriculture and manufacturing, to economies rooted in service provision (Shannon & Mitchell, 2012). The contemporary emphasis on providing services that attract tourists to the rural spaces has evolved into the commodification of spaces that have provoked new place-based identities (Halseth et al., 2010) The Town of Elora is a particularly salient example where the commodification of rural spaces has led to inequities in representation where some interest groups are left out of decision-making processes (Shannon & Mitchell, 2012). Elora is a historic village in south-west Ontario, situated in an agricultural region at the junction of two major rivers. Elora has taken on the identity of a "heritage-scape" due to its natural amenities and rich history (Shannon & Mitchell, 2012). Heritage-scapes offer distinctive products and experiences that are rooted in specific cultural markers tied to that place.

The unique cultural experiences in Elora have created a culture of commodification, where tourists flock to be transformed to the historical past and consume the rather utopian, moral good (Sack, 2003, as cited in Shannon & Mitchell, 2012). While there are many stakeholders that benefited from the unified brand created in Elora, there are many partial histories that were represented or in some cases, histories that were overtly ignored. Those that did not conform to the dominant narrative or promote the production of the heritage-scape were pushed out from the community as their goals did not align with the broader identity of Elora. Thus, the Elora that is presented to the public consists of the selected qualities that best support the desired identity of Elora, which is motivated by economic profit. Further, while creating placemaking techniques that are specific to rural towns limits the homogeneity in the approach, there is a fine line between empowering residents to make connections with their environments and the commodification of culture (Spiegel, 2014).

B. PRIOR INITIATIVES IN PAISLEY

Our team of Master of Planning students from Toronto Metropolitan University was engaged by the Municipality of Arran-Elderslie and Trinity Theatre to provide an academic lens to advance efforts for placemaking in Paisley. Based on the terms of reference provided by the clients, our aim was to build upon the foundational efforts for placemaking that the Municipality had already completed in proposing both tangible design interventions, and recommendations for processes to approaching placemaking initiatives. We were tasked with creating and executing a workshop where input could be collected to direct proposed design interventions and consultation processes. Throughout our time working with Paisley, we have been constantly engaging in the practice of reflexivity: the examination of one's own beliefs, judgements and practices and its influence on one's research. As outsiders to the community, we recognize that we could never achieve a purely organic, community-based approach to placemaking; however, we are mindful of the importance of designing a community-led process. To deliver this project, it was integral for us to first examine the placemaking efforts already complete and underway in the community, the processes that were used, and what the outcomes were. The following section is a summary of the efforts for placemaking that Paisley had conducted prior to our contract, from *Spruce the Bruce* to the *Where the Rivers Meet initiative.*

Spruce the Bruce

In 2018, Bruce County's Spruce the Bruce (STB) initiative dubbed Paisley "The Artistic River Village." STB is an initiative that invests resources in municipalities within the County with the intent of growing the commercial-base and expanding positive public experiences (Bruce County, 2022). As part of their improvement programs, STB offers support through policy research, action plan development, design services, and grants (Spruce the Bruce, 2018). STB markets the slogan *"Bring the Dollars Downtown"* to demonstrate the importance of attracting capital investment to improve disenfranchised downtowns. STB offers their own set of grants to support the economic success of downtowns including *Façade Building Improvement Grants, Patio Installation Grants, Community Marketing Grants, Streetscape Beautification Grants, and Community Signage Grants*. In conjunction with the Town of Paisley, STB created a community branding story for Paisley that advised the community to channel their "creativity and unconventional spirit" to create an energetic and vibrant downtown. A Business Handbook was created to implement *"The Artistic River Village"* slogan, which identified how crucial it is for Paisley to offer a creative experience for

residents and visitors (Spruce the Bruce, 2018, https://www.brucecounty.on.ca/sites/default/files/file-upload/BusinessToolkit-PaisleyContent-for%20web.pdf). The toolkit outlined how important it is for each business in Paisley to be aware of the STB program and how their business can benefit from it. The handbook is based on several years of research and planning that has translated into a 4-step action plan that each business can follow including: providing a "creative experience", reviewing your building facade, installing perpendicular signage, and finally, contributing to the community website.

During our visit to Paisley, we learned that this branding decision had been controversial, as many residents felt the decision was top-down and downplayed the historic elements of the town. As part of this initiative, murals were painted in several locations along Queen Street. Reception of these murals has been largely divided. While some residents liked the murals, others have expressed concerns about a lack of community involvement in the decision-making process, the quality and subject matter of the murals, and the choice to employ international artists rather than local artists.

Where the Rivers Meet Initiative

Prior to our visit, the Municipality of Arran-Elderslie applied for and received a My Main Street Community Activator grant. This program, funded by the Federal Economic Development Agency for Southern Ontario, provides resources to help revive local communities across southern Ontario in the wake of the COVID-19 pandemic (My Main Street, 2022). Paisley's successful grant application, dubbed the Where the Rivers Meet Initiative (WTRMI), is being led by a steering committee consisting of the Municipality of Arran-Elderslie, Trinity Theatre, Paisley Artscape Society, Paisley District Chamber of Commerce, and Arran-Elderslie Youth Council. This initiative is focused on developing strategies, partnerships, and capacities to strengthen downtown Paisley through creative placemaking. As part of this initiative, our clients, Sylvia Kirkwood, the CAO at the Municipality of Arran-Elderslie, and Sandra Crockard and Alan Richardson, the co-executive directors of Trinity Theatre in Paisley, invited us to the community to help develop a local placemaking strategy. This strategy is aimed at reimagining public space and refining consultation processes, each of which is motivated by capturing shared experiences and understandings of paisley residents to shape future development in the community.

Source: Personal Photo, 2022

WTRMI has taken a community-led approach to placemaking. Our clients have identified a collective practice approach that puts the needs and desires of the community first. Prior to our involvement in the initiative, substantial efforts have been undertaken to bring community members together while gathering information about motivations for attendance and future aspirations. Throughout the summer of 2022, our clients promoted and supported a series of events to draw people into the downtown area through fostering social engagement that helped local businesses during the reconstruction of the bridge These events were scattered throughout July and August and included many unique events from outdoor movie nights and the *Blues Festival,* to the *Bridge Closing Ceremony* and *Wellness Retreat.* During these events, volunteers handed out surveys asking people to identify what they love about Paisley and what they would do to improve it. Due to the astounding success of the summer initiatives, *WRTMI* continued to host events into the fall and winter months, including a Paisley Fall Fair, Harvest of the Arts, a Haunted House, a Remembrance Day Ceremony, a Christmas Market, and a Santa Claus Parade. Each of these events were conducted by the village of Paisley with the intent of bringing the community together to identify what makes residents feel connected to one another and their environment.

Defining Placemaking Through the Efforts of WTRMI

Throughout the community events that *WTRMI* conducted, they worked to piece together a collective definition of placemaking that encapsulates the spirit of their community and the interconnectedness of those within it. The definition is as follows:

"Placemaking is a process where people work together to reimagine and reshape their community, in order to strengthen feelings of connection and spur economic activity. Placemaking capitalizes on a local community's assets and builds off the unique personality, history, and qualities of a place. It requires looking at, listening to, and asking questions of the people who live and work in that place to discover their needs and aspirations."

This definition of placemaking that the community had created provided a foundation for our analyses that we were able to build upon in recommending a future course of action.

TAKEAWAYS FOR PRACTICE

As rural municipalities increasingly deploy placemaking as a tool used to foster positive economic and social capital, there needs to be a more holistic understanding of rural placemaking. Placemaking strategies should not use a copy and paste approach from an urban context. Understanding the unique characteristics of rural placemaking, including how those conceptualize and interact with their environment, is integral to fostering place-based relationships to direct placemaking efforts. Placemaking should empower residents to take ownership of their environments through deliberate and ongoing consultation that strengthens the connections those in the space have with their environment and the community within it. Using the concept of placekeeping, consultation should expand to include Indigenous peoples who have been historically displaced through legacies of colonialism.

3
METHODS & TOOLS

Community Engagement Methodologies

It is important to note that a socially sustainable placemaking approach to development is ultimately a multidisciplinary process that relies on visions that are neither inseparable nor independent of each other (Heller and Adams, 2009). Moreover, it is also important to keep in mind throughout the methodological process that placemaking visions are ultimately dependent on various factors such as economic, social and political dynamics that are oftentimes uncontrollable (Heller and Adams, 2009).

A fundamental element of this process is reliant on community consultation and stakeholder engagement to develop a vision (Heller and Adams, 2009). Throughout the community-engagement process, researchers often have a good understanding of ethical practices of inclusion and public value, however in practice this can be difficult to execute (Pine et al., 2020). Some things for researchers and community outreach to carefully consider throughout the practice of community engagement methods include:

- Not let one group 'self define' as the community
- To grasp the existing community power dynamics
- To plan for a mindful entrance and exit from the community
- To be mindful in not reinforcing existing biases and power imbalances (Pine et al., 2020).

Throughout our engagement workshop on October 4th and 5th 2022, we were mindful of these considerations by constantly reflecting on our positionality but also reflected in the deliverance and analysis of each of our methods. It was critical to understand the various mechanisms at play in our data analysis. In doing so, we can be more reassured that we delivered an authentic and true representation of the community.

Approach: Case Study

We used a case study approach to guide the research for this report.Case studies are a type of research that allow planners to conduct intensive analysis of a particular place and is often achieved using mixed and diverse types of methods (Hardwick, 2009). Case study research can be used to study a range of topics for different purposes (Bibri, Krogstie and Karholm, 2020), and when implemented is focused and detailed (Bibri, Krogstie & Karholm, 2020). The use of case studies allows for planners to examine the area in its actual context (Yinn, 1981). Case studies allow for comparison to other cases which can allow planners to draw links between similar contexts and form recommendations. Using a case study approach in Paisley allowed for careful studying of the municipality, which gave the ability to understand the 'general aspects' of the area, in turn guiding and informing subsequent research (Wieviorka, 1992). Since our Terms of Reference was to complete this project within 12 weeks, we want to emphasize that our research should act as a guide in furthering potential place making initiatives - as opposed to the final decision-making tool.

Methodological Approach: Case Study

Method: Participatory Mapping — **Method: World Café** — **Method: Individual Interviews**

Thematic Analysis

Tools: NVivo
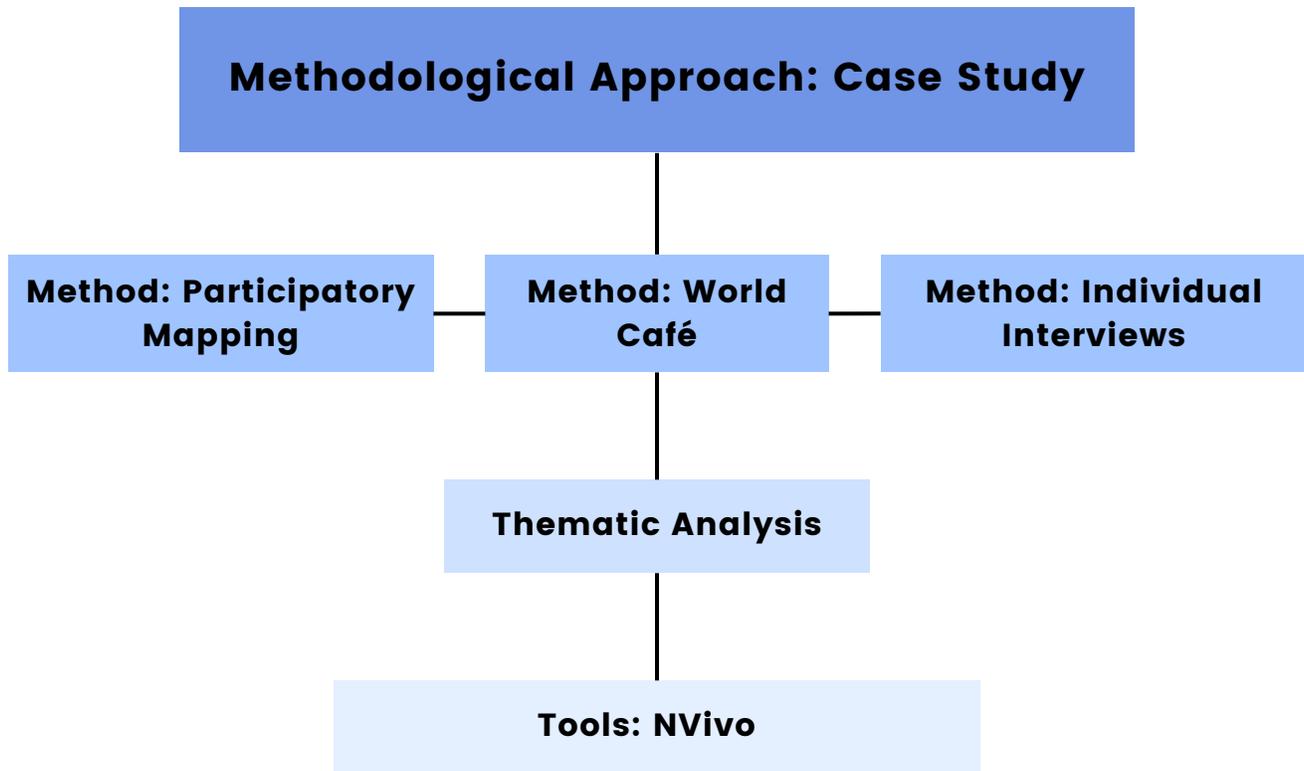
This diagram illustrates the approaches, methods and tools used throughout the Paisley Research Process

Methods

Case studies use combinations of methods, as a way of understanding the context of a particular planning issue. For this project, we used three (3) methods to understand the direct experiences of people living in the community of Paisley. This was then combined with our background research to form the case study of the community and thus inform our recommendations.

Individual Interviews

To gain a better understanding of Paisley, we conducted five individual interviews on October 5th, 2022, with various town representatives such as current politicians and members running for council.Participants were verbally asked permission to record the interview for analysis purposes. The interviews lasted approximately 30 minutes each. The interviews were semi-structured which allowed the participants to guide the conversation. Since it was our first time visiting Paisley and we had little knowledge in advance, a semi-structured interview approach allowed for themes to arise naturally over the course of spending time with the interviewee and allowed us to sporadically ask questions for clarification resulting in a more nuanced understanding of the town (Brinkmann, 2014). The interviews allowed us to gain insight into Paisley's identity and character, the political landscape, barriers to progress and community members' hopes for the future.

World Café

World Café is a method that has been developed to collect more in depth insights and knowledge sharing when collecting information from a larger group of people (Lagrosen, 2017;Steier, Brown and Silva, 2015). World Café is known to establish and is suitable for in-depth exploration of challenges and possibilities, innovative thinking and building community. The method also encourages interaction between speakers and the public especially for engagements with more than 12 people (Lagroser, 2017). World Café relies on the appreciation of local knowledge (Steier, Brown and Silva, 2015).

During our community engagement workshop on October 4th, 2022, we conducted a World Café at the Royal Canadian Legion in Paisley. The purpose of the World Café was to encourage dialogue about potential future placemaking initiatives in Paisley. The aim was to make participants comfortable to share their opinions on the current state and future of the town. Participants were seated at round tables in groups of 4-5 people, and provided multi-coloured markers and stickers. They were also accompanied by one member of the research team, who was the facilitator for the discussions. The World Café was conducted as a group exercise that rotated written prompts around the room written on bristol boards. These prompts were pre-selected questions chosen by our team. Each prompt was chosen to elicit information and understanding on the social dynamics and aspirations of the town. The prompts were as follows:

- What would be your ideal way of spending free time in the community?
- What is your vision for the future of Paisley?
- What physical interventions could improve the community?
- Paisley has been deemed 'an artistic village'. What does this mean to you?
- What draws people in Paisley together?

Each table had about 10 minutes to brainstorm ideas, write, draw and place stickers responding to the prompts. The boards were then rotated to the next group in the room for 10 minutes. The rotation of the prompts encouraged individuals to discuss and build off of thoughts and ideas recorded by previous groups. By the end, the bristol boards were filled up with words, phrases, drawings and stickers about Paisley.

We also trained Alan and Sandra from Trinity Theatre (our community partners in the project) to conduct a World Café with elementary school students from Paisley Central School. In addition to the October 4th event, the elementary school students allowed the generation of further information and insights from the younger generation of Paisley. The World Café helped highlight themes that were important to the community, giving us insight on the future that Paisley envisions for itself.
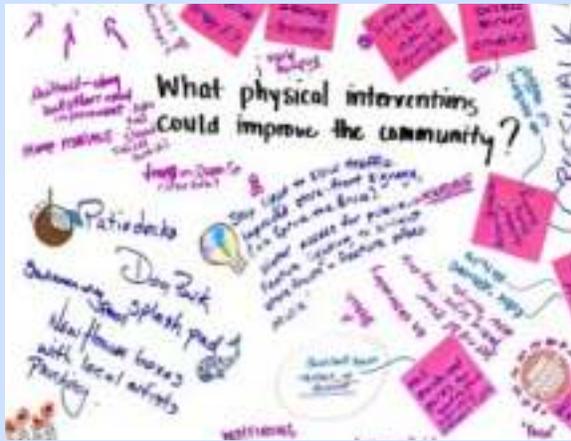
Two examples from our World Cafe activity on October 4th, 2022 in Paisley

Participatory Mapping

Participatory mapping combines the appreciative knowledge from participants with spatially specific information. This makes it a valuable method for urban and regional planning (Brown, Kytta and Reed, 2018). It has become an important application in enhancing public participation in civic life (Gordon, Elwood and Mitchell, 2016). Collaborative mapping exercises ensure that the knowledge, experience and needs of marginalized groups (such as youth) are included in the civic problem solving initiatives (Gordon, Elwood and Mitchell, 2016). Participatory mapping was a suitable method for this engagement workshop because it allowed for community members to spatially illustrate their thoughts and feelings invoked by different spaces around town. This helped us understand the town landscape more broadly and in turn assisted the places for intervention and improvement.

Throughout the October 4th, 2022 engagement workshop, community members also took part in a participatory mapping exercise. The participatory mapping exercise encouraged participants to reflect on space around the village. It also encouraged community members to label spaces within the village that made them feel happy, safe, places for improvement and places that made them feel uncomfortable or unsafe. Each of these prompts were associated with a corresponding coloured sticker. The Prompts and corresponding sticker color were as follows;

- Places where you feel a sense of community (Green dot)
- Places where you like to spend time (Blue dot)
- Places you think could be improved (Yellow dot)
- Places where you feel uncomfortable or unsafe (Red dot)

Participants were then encouraged to place the coloured stickers on places around the village that elicited these feelings for them personally. In addition to placing the stickers, participants also had the opportunity to elaborate on their placement. To do this, each sticker had a number and a corresponding sticky note with the same number. This allowed participants to describe why they chose that place for that particular prompt. This allowed us to understand how these places affect the community in a more nuanced way.

The elementary school students also participated in their own mapping exercise like they did for the World Café. The participatory mapping exercise helped us identify specific sites within the town that could undergo placemaking initiatives and help us to further understand themes that were discussed in the World Café but in a spatial context.
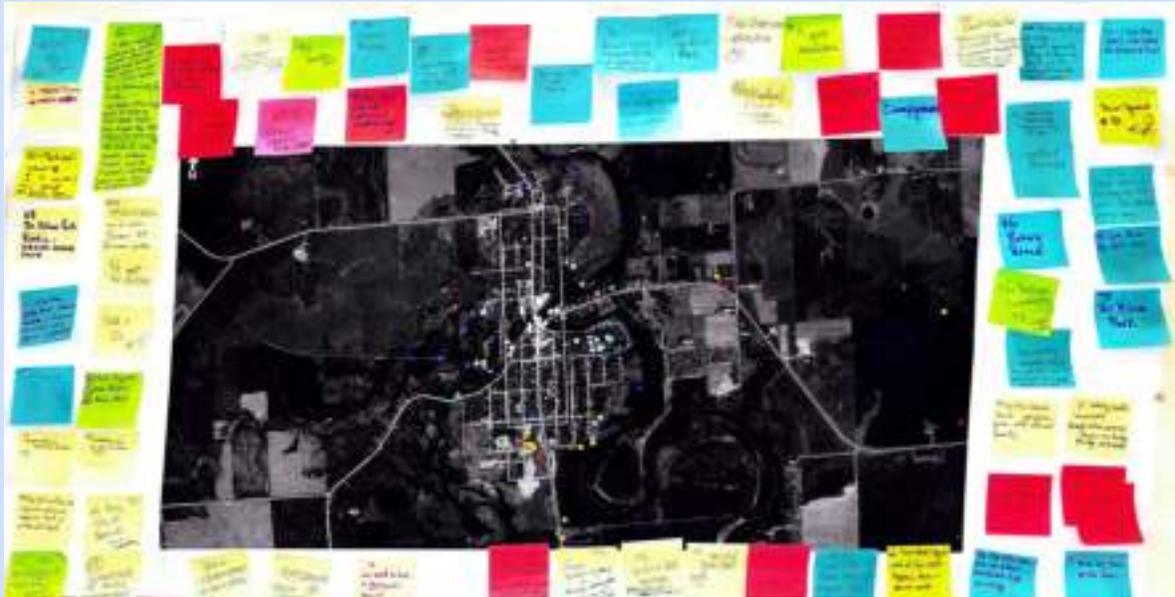
Photo of the participatory mapping exercise that took place on
October 4th, 2022 in Paisley

Analysis

To analyze these diverse data sources, we used thematic analysis. This process was supported by NVIVO, a qualitative data management tool, however - it should be noted that thematic analysis can be done with any tool - including paper and highlighters.

Thematic Analysis

To analyze and understand the data collected from the individual interviews, mapping, and World Café we used thematic analysis. Thematic analysis involves sorting the data into themes for a better understanding and account of the findings (Braun and Clarke, 2000; Roger and Willing, 2017). It can be a useful analytical approach in identifying different perspectives, highlighting similarities and generating unanticipated insights (Braun & Clarke, 2000). Coding, in the realm of qualitative research, is defined as "the process by which raw data are gradually converted into usable data through the identification of themes, concepts, or ideas that have some connection with each other." Coding also involves researchers identifying similarities and differences in the data (Nolan and Castleberry, 2018). It is also an easily grasped form of analysis which means it can be duplicated by others more efficiently (Braun & Clarke, 2000).

Data Management Tool

The transcribed interviews, World Café, and mapping exercises were thematically analyzed. We used NVIVO to help organize the codes (Auerbach and Silverstein, 2003). NVivo is a widely used tool to streamline qualitative data analysis (Castleberry and Nolan, 2018). These software tools can allow the researcher to look for patterns within the codes across large fields of data easier (Castleberry & Nolan, 2018). Using the following steps, we conducted multiple rounds of coding.

DATA MANAGEMENT SOFTWARES (NVIVO)

Step 1: We read through all the data two to three times

Step 2: Started to sort points into the big codes (themes)

Step 3: Testing these codes (themes) with a peer. Do these themes make sense?

Step 4: Once everything is coded, sort the themes identified into bigger categories (this is when you may begin identifying relations between the smaller themes identified).

Step 5: Reread the data and transcripts again, do all the themes make sense?

Step 6: For each of the bigger categories, write a summary statement about each. This will make it easier to reflect and report upon.

Note: these steps can also be repeated without softwares.
Scissors and highlighters can be a useful tools to separate data into themes.

Ensuring Reliability of the Data

To ensure reliability and dependability of analyzing qualitative data, peer checking of the data analysis process was also conducted (Baxter and Eyles, 1997; Gunawan, 2015). Peer checking involves two researchers coding the same set of data, and then comparing codes to ensure that there is a common interpretation of the data. This was done throughout the process, from initial coding to writing of themes.

4 RECOMMENDATIONS

A. SITE SPECIFIC RECOMMENDATIONS

In this section we recommend physical interventions based at four sites in Paisley that were confirmed by our clients as important areas for improvement. These sites include the Cenotaph, Queen Street South, the Paisley Arena, and a short laneway that sits next to the local Antique Shop on the north side of the Teeswater river (west of Queen Street North). Recommendations for each of these sites are informed by:

- *In-person engagement workshop*
- *Elementary School workshop (Grade 7/8 class)*
- *Background research*
- *Site visits*
- *Surveys*

While some physical interventions like crosswalks were specifically mentioned during the community engagement workshop, other recommendations respond to more broad feedback such as residents' appreciation of the rivers and nature. In each section, we explain what type of feedback inspired the intervention, the capital and operational costs to consider, as well as considerations of accessibility. It is important to note that while proposed interventions are centred around previously gathered community input, they are simply a starting point in the design process. It is our hope that as this project evolves and the community engagement process continues, residents will be able to provide input on these preliminary designs, helping inform the selection of materials, furnishings, and other site-specific elements that will make these spaces reflective and unique to Paisley.

As a general recommendation, the *Accessibility for Ontarians with Disabilities Act* (AODA) states that municipalities over 10,000 people should have an Accessibility Advisory Committee, comprised of a majority of people with disabilities (AODA, Part VII, s. 29). As Arran-Elderslie is less than 10,000 people and the current *Multi-Year Accessibility Plan* (2020) does not mention the existence of such a committee, Arran-Elderslie could partner with the committee of a neighboring municipality in order to review the following changes and provide input.

The "making" of any new place should inspire reflection on how the place was previously used. As discussed in the introduction, placekeeping is a term that recognizes that Indigenous peoples were the first city builders and have occupied the land for thousands of years before the arrival of European settlers. In each site, we include reflections on how the concept of placekeeping could be incorporated into the site recommendations. These suggestions are merely starting points for considering placekeeping. Some, like self-reflection, can begin immediately while others require the building of a relationship with Indigenous peoples, for example, those from the nearby Saugeen Ojibway Nation.

i. Site 1: Cenotaph Square

Existing Conditions

Cenotaph Square is a small urban space located at the southeast corner of Queen Street South and Goldie Street in downtown Paisley, adjacent to the Royal Canadian Legion and Historic Hose Tower. In its existing state, the square houses a series of raised brick garden beds, a cenotaph memorial space, and four parking spaces that serve the Legion and neighboring businesses. The site is bordered by a furniture store to the south whose exterior wall serves as a temporary exhibition mural space that overlooks the square. To the north, the site sits near the confluence of the Teeswater and Saugeens Rivers; a historical meeting space for residents of the village.

*Existing site conditions of
Cenotaph Square (South-facing view).*
Source: Google Maps

*View of the Royal Canadian Legion
from the square (North-facing view).*
Source: Personal Photo, 2022

Community-Identified Issues

Prioritizing the pedestrian experience around Cenotaph Square was one of the key issues raised during community engagement workshops – residents stated that this was a space where they felt uncomfortable and unsafe as it was dominated by vehicular traffic on neighbouring Queen Street. Residents also highlighted the importance and need for meeting spaces in the downtown, improved streetscapes and crosswalks – all of which have been addressed in the following list of built form recommendations for this site.

Cenotaph Square

Site Information

1. Street trees
2. Existing clock
3. Existing Cenotaph
4. Combination planter + seating area
5. In-ground lighting
6. Maple leaf paving feature
7. Painted crosswalk
8. Tactile strips
9. Removal of 4 parking spots + expansion of public space area
10. Expansion of public space area to "square" off corner of road

Built Form Recommendations

Centrally located in downtown Paisley, Cenotaph Square should serve as a gathering space for community members, however, the site's existing layout prevents functional use of the space. In order to expand the usability and programming potential of this site, we propose introducing an open-concept layout to the square. This would include demolishing the raised garden beds, expanding the square's boundary to overtake the four existing parking spaces (9), as well as relocating vegetation and seating to the outer edges of the site (4). The space would also feature two new crosswalks (7) that connect to the Legion and Hose Tower, better connecting these sites together and prioritizing the pedestrian experience in this area.

The proposed paving pattern (which could be finished in unit pavers or coloured concrete) has been carefully designed in order to facilitate movement throughout the site, as well as reflect the memorial roots of this space. Rather, the Queen Street sidewalk and the newly introduced crosswalk would be connected by a paved "path" that intersects the square, directing pedestrians who simply wish to travel through the site. This path will be essential during events when Cenotaph Square is filled with people, as it will clearly identify a route to pass through the space. The paving pattern also features a large maple leaf at the centre of the square (6), harmonizing with the nearby cenotaph. The space will be updated to reflect the Accessibility for Ontarian's with Disabilities Act (AODA) standards, including the introduction of drop curbs and tactile strips (8) at all pedestrian crossings, and the use of level, non-slip paving surfaces throughout to ensure that the site is accessible. It should be noted that one of the 4 parking spaces we have proposed to remove is accessible – this space has been relocated to the existing on-street parking that is situated along the east side of Queen Street South, to ensure that accessible parking remains available in proximity to the Legion.

**Proposed built form recommendations for Cenotaph Square,
as viewed from Goldie Street (south-facing view).**

Precedent imagery showing seating options, paving treatments, and signage.

Programming Potential

The newly redesigned Cenotaph Square will provide Paisley with a central gathering space for community members and events. In addition to hosting the *Paisley Legion Remembrance Day Ceremony*, this site could provide space for farmer's markets (a potential way of attracting the local farming community to utilize and engage with this space), cultural pop-ups, informal programming, as well as serve as a secondary site for events organized by the Legion and Historic Hose Tower. For larger events that require additional gathering space, the square could be "expanded" out onto Water Street – a small, neighbouring residential road that could be periodically closed to vehicular traffic for sizeable gatherings.

Kingston Public Market, hosted at the Town's Market Square. Opportunity for similar programming at Cenotaph Square.

Source: City of Kingston

Placekeeping

It is important to avoid assumptions that authentic Indigenous ways of expression only occur in natural landscapes and not urban spaces (Weinberger, 2017). As the community central public square, this space is well positioned to share new and diverse perspectives in a prominent way. The proposed site includes a mural space on the neighboring exterior wall that could be used to feature Indigenous artists on a rotating basis. Artistic materials could pair with historical lessons about the town or the surrounding landscape in collaboration with Indigenous-knowledge keepers.

Capital Costs

- **Unit pavers** (coloured concrete as an alternative option)
- **Concrete seating/planter "arcs"**
- **Native plants** for planter "arcs"
- **Trees**
- **Tree watering bags**
- **Removal + realignment of existing curb**
- **Road paint** to mark pedestrian crosswalks
- **Tactile strips**
- **In-ground lighting**

Operating Costs

- **Garden maintenance**
- **General landscaping** (eg. snow removal, long term up-keep of paving material)
- **Programming costs**

Summary

Given this site's history as a meeting place, the newly redesigned Cenotaph Square will serve as a central gathering space for residents of Paisley. The square will feature an open-concept layout with seating and flexible event space, improved pedestrian infrastructure, as well as updated accessibility features, all of which will satisfy many of the wants, needs and concerns highlighted by Paisley residents during community engagement workshops.

ii. Site 2: Queen Street South

Existing Conditions

Running centrally through Paisley, Queen Street is a part of Bruce County Road 3 – a well-traveled route that serves as a connector between Highway 9 and Southampton. Along its downtown stretch (Inkerman Street to Goldie Street), Queen Street South is home to local shops, restaurants, and a mix of other small businesses that serve the Paisley community. The street contains two-lanes of traffic, on-street parking, as well as a 1.8m wide sidewalk on either side of the road. There is also a small parking lot that is accessible off of the east side of the street that contains 14 parking spaces.

Existing parking lot located off of the east side of Queen Street South.
Source: Google Maps

North-facing view of existing site conditions, including on-street parking.
Source: Personal Photo, 2022

Community-Identified Issues

Residents raised several concerns about Queen Street South during community engagement workshops relating to traffic speed, lack of designated pedestrian crossing areas to connect the east and west-side sidewalks, as well as a lack of public space along the roadway. Specifically, points were raised regarding the inaccessibility of existing sidewalks due to uneven surfaces, the need for patio and seating areas outside of local businesses (eg. the Paisley Common), as well as space to host other informal programming and events (eg. street pianos, live music, etc.).

Queen St. South

Site Information

1. Existing parking lot
2. Painted crosswalk
3. Tactile strips
4. Curb bulb-outs
5. No-parking zones
6. Street trees
7. Paved street parking
8. Bollards separating street parking from public realm
9. Traffic-calming bollards
10. Removal of existing on-street parking + expansion of public space area

Built Form Recommendations

The Queen Street South redesign focuses on prioritizing pedestrian safety and experience in this area, as well as expanding the public realm. In order to encourage slower-speed traffic to support a more comfortable pedestrian environment, a number of traffic calming measures have been proposed along Queen Street South's downtown stretch. These include the introduction of paved street parking (7) (which gives the illusion of a narrowed road), traffic calming bollards (9), and curb bulb-outs (4), which strategically taper the street. The bollards and curb bulb-outs have been situated in proximity to pedestrian crossing areas, including the newly proposed pedestrian crosswalk (2) that is centrally located in the downtown. This proposed crosswalk features a "raised" crossing area, increasing the visibility of pedestrians on the roadway to motorists passing through.

In addition to these proposed traffic calming measures, the Queen Street South redesign also focuses on expanding the public realm. In order to create additional public space in this area we have proposed removing a small portion of the on-street parking at the northwest corner of the site. By removing the existing parking stalls, the sidewalk will be expanded an additional 2.8m creating space for seating, street pianos, patio space for restaurants (depending on business interest), and other types of informal programming (10). The redesign also proposes to introduce street trees (6) along the road's eastern edge, which will provide shade and visual interest to the site. This space will also be updated to reflect AODA standards, including the introduction of drop curbs and tactile strips (3) at all pedestrian crossings, and the use of level, non-slip paving surfaces to ensure that the site is accessible.

Raised, textured crosswalk to increase pedestrian visibility.

Traffic calming bollards to reduce speeds along Queen St.

Paved street parking and bollards to separate uses.

Patio seating as possible street-side programming.

Street pianos as possible street-side programming.

Curb-buib outs to assist with traffic calming.

Programming Potential

The proposed interventions to Queen Street South will not only provide a more comfortable and safe pedestrian experience, but will also encourage gathering in the city's core. An expanded public realm provides additional space for culture pop-ups, seating, informal programming, and other business-specific uses (eg. a streetside patio at the Paisley Common) – activities that are not possible with the existing 1.8m wide sidewalk.

Placekeeping

A concept to help with intercultural engagement on any issue, like traffic calming, is "two-eyed seeing" meaning seeing Indigenous knowledge from one eye, and Western knowledge from the other, and learning to use both these eyes together. Not every municipal decision needs equal input from each perspective, but the outcome will be more respected if mutual understanding of both paradigms is established. (Chung-tiam Fook, 2022, p.61).

Capital Costs

- **Adirondack chairs** (or other seating to be placed in newly formed pedestrian areas)
- **Unit pavers** for street parking and pedestrian areas (coloured concrete as an alternative option)
- **Removal + realignment of existing curb**
- **Street trees**
- **Tree watering bags**
- **Native plants** for crosswalk garden beds
- **Bollards** to separate street parking from public realm
- **Road paint** to mark no parking areas + pedestrian crosswalks
- **Traffic calming bollards** to be placed along Queen St.
- **Self-watering planters**
- **Tactile strips**

Paved street parking giving the illusion of a narrowed roadway, as seen in the City of Pickering.

Source: City of Pickering

Streetside patio space in Toronto's St. Lawrence Market neighbourhood.

Source: Balzac's Coffee Roasters

Operating Costs

- **Garden maintenance**
- **General landscaping** (eg. snow removal, long term up-keep of paving materials)
- **Programming costs for streetside patios + popups** (optional opt-in by businesses)

Summary

The Queen Street South redesign will offer a more-visually appealing space with increased consideration for the pedestrian experience. The proposed site features traffic-calming measures that prioritize non-vehicular forms of movement throughout the site (eg. designated pedestrian crossings, curb bulb-outs, etc.), as well, offers increased space for street-side events and programming through the proposed expansion of the public realm.

iii. Site 3: Paisley Arena

Existing Conditions

The Paisley Arena is located at the southeast corner of Queen Street North and Church Street on the Northern side of the Saugeen River. The site contains a 4m wide sidewalk along its eastern edge that houses a mix of mature and young trees; there is also a single lane of on-street parking that borders this space. The existing sidewalk is finished with interlocking pavers that have become uneven overtime due to shifting tree roots, and there are small benches and an interactive sculpture piece that currently occupy the area.

Existing site conditions of the Paisley Arena public realm, as viewed from Queen Street North (North-facing view).

Source: Personal Photo, 2022

Community-Identified Issues

Particularly in the youth engagement workshop, youth identified the recreation centre as an important place to gather. Additionally, youth mentioned fixing sidewalks and updating parks as a priority for improvements, and many sports were mentioned in the vision for the future.

Paisley Arena

Site Information

1. Bike rack
2. Street trees
3. Flexible seating
4. "Little library" combination lamp posts
5. Expanded entry space
6. Painted crosswalk
7. Tactile strips
8. Removal of on-street parking + relocation of existing sidewalk
9. "Saugie" sculpture
10. Painted art + interactive sidewalk games
11. Living wall feature
12. Existing on-street parking

PAISLEY ARENA

QUEEN STREET NORTH

EXISTING COMMERCIAL

Built Form Recommendations

In youth surveys, when asked how free time is spent in the community as well as where improvements should be targeted, the most common response theme was in sports and recreation. The location of this intervention is strategically outside of the arena where youth go to play sports, which creates a natural place to socialize before and after events, while also being in a visible public space.

In order to expand the public realm at this site, we have proposed removing the existing on-street parking that borders this space (8). This would allow for the sidewalk to be rerouted, creating additional space that could be used for seating areas and sidewalk games for kids (10). The newly-routed sidewalk would be paved in a similar material/colour to other sidewalks in the community, contrasting with the unit pavers that will be used to finish the newly-created public space. Painted "sidewalk" games and/or public art have been proposed to run through the site, which will provide some youth-based activities as well as add colour to the space (10). The proposed seating is designed to be flexible to allow customization of the space for special events, as well as provide visual interest to the site (3). A locally-relevant sculpture like the "Saugie" could be commissioned and installed in the space to generate excitement, particularly amongst younger kids (9). Little library boxes, which would affix to lamp posts, would expand the reach of the neighbouring public library, providing a reason to linger in the space and/or cross the street to explore the library branch (4). Around the north corner of the site a bike rack has been proposed, promoting active transportation and independence for those who do not drive (1). Once again, the design of this space reflects AODA standards including the introduction of drop curbs and tactile strips at all pedestrian crossings, as well as the use of level, non-slip paving surfaces (7).

Proposed built form recommendations for the Paisley Arena as viewed from Queen Street North (east-facing view).

Precedent imagery showing seating options, sidewalk games, and "little libraries".

Programming Potential

Chalk games for kids or other simple exercises like stretching for youth before games could be organized by coaches or the arena staff in this space. Because of its proximity programming could be considered in conjunction with the Riverside Laneway, and even be used by businesses as extra vendor space on special weekends.

Placekeeping

A point from the Toolkit that applies to this space is "water-based learnings: the importance of physically reaching and connecting with the water " (Chung-Tiam Fook 2022). As a space that connects to the Riverside Laneway, both places have a water motif, designed to evoke the connecting Teeswater and Saugeen rivers. The trail and space around the dike that runs adjacent to this place could be used for teaching about the landscape, plaques could show how the river would normally ebb & flow before the dikes were built.

As a useful precedent, in Toronto at the mouth of the Humber River, a series of plaques were created explaining the Indigenous relationship to the water and the historic portage between Lake Ontario and Lake Simcoe. However, frustration was caused by the language of the plaques which presented the Indigenous presence as something of the distant past, even though Missisaugas of the Credit continue to visit and practice ceremonies in the space (Weinberger 2017). Therefore, in commencing such an initiative, consultation with the appropriate Indigenous Knowledge keepers is essential to determine the best medium whether it be historical plaques or oral discussion.

Capital Costs

- **Street trees**
- **Tree watering bags**
- **Unit pavers** or concrete pads (for public space)
- **Flexible seating**
- **Bike rack**
- **Lamp posts**
- **Library boxes** (to affix to proposed lamp posts)
- **Outdoor paint** (for water pattern + games on ground)
- **Durable outdoor Saugie sculpture**
- **Removal + realignment of existing curb**

Operating Costs

- **Maintenance of trees**
- **Extra time for library staff to manage book boxes**
- **Supervision time for arena staff if extra equipment is needed for activities**

Summary

The recommendations for Paisley Arena would provide a functional and exciting gathering place for an already popular youth destination in the community and is adjacent to popular Queen Street businesses. The existing site shows promise as a unique place to view sculptures, read, or play games, and our recommendations try to enhance this potential by expanding the sidewalk, seating areas, and tree cover.

iv. Site 4: Riverside Laneway

Existing Conditions

This proposed site is a municipal right-of-way (pending confirmation of ownership) by the north side of the Teeswater bridge, currently being used as parking space. There is a metal staircase leading to a path on top of the dike, which is separated from the driveway by a wooden fence. The side of the building is used for advertising signage for the antique business.

*Existing site conditions
(west-facing view).*
Source: Personal Photo, 2022

*Surrounding site conditions as viewed from
Queen Street North (north-western facing view).*
Source: Google Maps

Community-Identified Issues

In the community engagement workshop, participants identified patio seating areas as a key way that draws people together. Additionally, residents frequently mentioned the trail system and being beside the river as an important part of their enjoyment of the village. In the youth engagement workshop, youth identified the river activities like tubing, fishing, and canoeing as factors that draw people together. Other youth commenters asked that the docks and trails be updated. One youth asked for a zipline over the river.

Riverside Laneway

Site Information

1. Site entrance
2. Moveable seating
3. Overhead string-lights
4. Shade awnings
5. Vendor shed
6. Tactile strip
7. Painted crosswalk
8. Boardwalk
9. Concrete stairs providing access to proposed boardwalk
10. Armourstone retaining wall
11. Bench seating
12. Umbrellas
13. Native plants

ANTIQUE SHOP

EXISTING DIKE TRAIL

TEESWATER RIVER

Built Form Recommendations

Shirley Stark, daughter of the last operating mill owner Nelson Stark said that "On Sundays, townspeople dressed in their finery would picnic along the river's edge and take rowboats out on the mill pond" (paisleymill.ca "History", 2020). With inspiration from this quote, we propose reimagining this space as a riverside hub where people meet before water activities or spend time socializing and eating treats bought from local vendors. While it will not bring a zipline to Paisley, the intent is to bring a space of excitement by allowing more interaction with the water near the bridge.

Based on the feedback highlighting the value residents place on the rivers and outdoor recreation, this space is designed to be both a place to lounge beside the water, and give new access to the water via a staircase and boardwalk (8/9). The placement of this space on the north side of the bridge is strategic in three ways. Firstly, it provides communal patio space close to the arena and the businesses on the northside of Queen Street. Secondly, it provides connection with a crosswalk to the Arena space and dike river path, and finally it provides a convenient portage point for those going around the dam on the Teeswater river. The placement and design of this water access point is subject to change pending consultation with conservation authorities and other professionals regarding water levels and shoreline preservation.

A river theme would be created with a painted pattern on the ground, and canoes would be used as flower beds. Moveable seating with awnings, and a vendor shed would create a flexible patio environment (5). The existing dike path (which runs through the site) would be upgraded with a crosswalk (intersecting

Queen Street North) and an accessible ramp to allow seamless strolling along the river for all abilities (#). This site's proposed design would also conform to all AODA standards, including the introduction of drop curbs and tactile strips at all pedestrian crossings, the use of level, non-slip paving surfaces throughout, as well as the proposed staircase which conforms to all applicable standards (eg. railing length/height, tread depth, landing areas, etc.) (6). While we have proposed a staircase leading down to the riverside, we encourage the construction of a ramp in this space so that the site could be fully-accessible. The feasibility of this option would be dependent on the slope of the existing dike, and any changes to the shoreline require professional study and input from the Conservation Authority.

Proposed built form recommendations for the Riverside Laneway as viewed from Queen Street North (west-facing view).

Precedent imagery showing waterfront renovations in Chambly and Richelieu, QC

Programming Potential

The vendor shed could be leased on rotation to local businesses, and serve patrons for special events like the Paisley Sidewalk Party or Outdoor Movie Nights. The patio seating could be used as an extension of the library, or host events like sharing material from Embrace your Writing, a workshop previously hosted at Sound+Colour. In winter, the patio could be used with an outdoor firepit, or it could return as a parking spot, and the vendor shed could be used as a community storage locker for cross-country skis and snowshoes.

Placekeeping

In Paisley's past, "townspeople dressed in their finery would picnic along the river's edge and take rowboats out on the mill pond" (Shirley Stark in Paisley Mill History). In more recent history, canoes have been rented and launched from this place. But canoes have a long history in Anishinaabe culture, of which the local Saugeen Ojibway Nation are a part. A new canoe launch and riverside seating area creates the opportunity for both self-reflection or "truth telling" and/or a partnership with the Saugeen nation. This could take several forms, based on the suggestions of the Placekeeping Toolkit (Chung-Tiam Fook, 2022).

Importance of the relationship of Indigenous communities with the land and water:

Reflect how modern infrastructure like the Teeswater bridge can invisibilize natural landscapes when quickly passing through in a car. Then imagine how a waterside boardwalk provides a new connection to the water. Reflect on how canoe and waterways were used and continue to be used to travel and connect landscapes.

Naming process for space:

Consider whether this new space could be named in collaboration with the Saugeen First Nation, this may avoid the perception of "erasing" Paisley's heritage if an existing space were renamed and increase buy-in from the community. For example, Saugeen is an Ojibwe word, how could this be highlighted in the name of the new space beside the Antique shop, and in wayfinding signs of the surrounding parks and trails.

Capital Costs

- **Outdoor tables** (repurposed of local assets)
- **Outdoor chairs**
- **Outdoor string lights**
- **Used canoes as flowerbeds** (or other creative planter idea)
- **Trees**
- **Tree watering bags**
- **Vendor shed** (Vendors could lease the spot to generate revenue)
- **Boardwalk**
- **Stairs (or ramp) to boardwalk**
- **Native plantings** along river to prevent erosion
- **Ramp** to replace stairs to existing dike path
- **Lights**
- **Road paint** to mark pedestrian crosswalks
- **Tactile strips**

Operating Costs

- **Garden maintenance**
- **General landscaping**
- **Upkeep of vendor shed**
- **Winterization and upkeep of boardwalk and other outdoor furniture**
- **Programming costs**

Summary

In the Riverside Laneway we have put forward ideas to reconnect residents to the water by proposing both a crosswalk and a path down to a boardwalk. By removing the existing fence and providing seating options and a vendor booth, we have created a place for residents and local businesses to take advantage of the beautiful riverside views. The importance of Indigenous communities with water presents an opportunity to reflect on the site's history and perhaps establish a partnership with the Saugeen Ojibway Nation for history and naming.

B. ENABLING & FUTURE INTERVENTIONS

In addition to our 4 site-specific interventions, we came to agree on 2 other forms of interventions that could be implemented in Paisley. The first type of interventions we identify below were not site based, but are systemic throughout our Site-specific interventions, and would likely have a significant impact on placemaking in Paisley in any future endeavours. Therefore, we have named these enabling interventions. The second type of intervention we outline here are future sites of intervention that community members mentioned in the engagement workshop, but that were outside of the downtown focus area.

Based on our research, in addition to our engagement with community members, it is our professional opinion that these four enabling and future interventions outlined below will not only assist in making our proposed focus area interventions more successful, but also highlight and prepare the sites of future projects. For example, during our workshop, many participants mentioned that they enjoyed and took great pride in Paisley's trails, and in the local school. Due to our focus on the downtown, we did not have the opportunity to study the trails or school in detail. However, these two places are important places that residents and visitors to Paisley spend their time. These recommendations represent opportunities for the municipality and other interested community groups to consider and build upon.

Enabling Interventions

i. Divert Truck Traffic & Institute Traffic Calming in the Downtown

While Queen Street acts as Paisley's historic downtwn, it also forms part of Bruce County Road 3, which serves truck traffic traveling between the Bruce Peninsula and the Greater Toronto and Hamilton Area. Large vehicles, in addition to other highway traffic, bring noise, pollution, and other inconveniences to the downtown (De Borger & Proost, 2021); these must be moderated in order to improve the effectiveness of any placemaking interventions.

In Paisley's context, this traffic makes it difficult to provide outdoor public amenities. For example, sitting on a patio is unpleasant if large trucks are consistently driving by. In addition, some participants in our workshop noted that crossing Queen street is quite dangerous when traffic is at its peak in the summer. In the interest of providing for a quieter downtown that is more amenable to public space and pedestrians, we would recommend that the municipality of Arran-Elderslie approach the Region regarding the possibility of permanently diverting large vehicle traffic from Queen Street. Alternate routes have already been prepared for the duration of the bridge replacement project (Bruce County, n.d.),
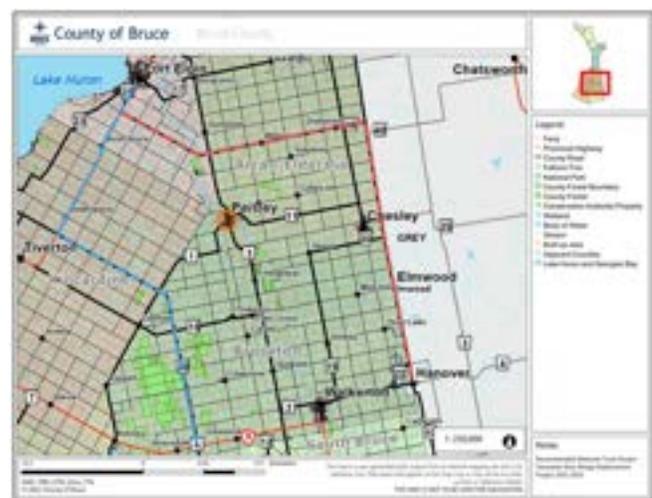
Map of proposed alternate truck routes for the duration of the bridge replacement project

Source: Bruce County

Given the alternate truck routes that have been put into use, this may be an opportune moment to divert larger vehicle traffic from the downtown core on a more permanent basis. This will require coordination with the county government in order to navigate the compromise between improving the downtown and ensuring that truck routes are effective. However, in return, the residents of Paisley would have a quieter downtown environment with more space to linger.

A separate, but related project that will also likely require coordination with Bruce County would be traffic calming along Queen Street. Crosswalks, speed bumps, and reducing the posted speed limit as highway traffic enters the downtown will increase safety for all road users in the downtown. Slower traffic flows could also decrease the risk of accidents or pedestrian mortality (Rosén & Sander, 2009).

Both of these interventions have a similar rationale- by creating a main street which serves and provides ample space to local residents, rather than primarily catering to cars, we can foster a greater sense of attachment to a place, (Project for Public Spaces, 2016; Sauter & Huettenmoser, 2008).

ii. Reduce On-Street Parking & Redirect Drivers to Off-Street Parking

Similarly to our first enabling intervention of traffic diversion and calming, we also recommend the removal of some on-street parking. Decreasing street parking presents an opportunity to improve the pedestrian experience in our intervention areas. For example, Cenotaph square and the sidewalk beside the Paisley Community Centre have been widened, allowing more space for flexible programming and installations there.

During our visit to Paisley, some residents expressed concerns about potential reductions to on-street parking, and our interventions as proposed would remove approximately 6-8 public parking spaces from the street in the core of the downtown.

However, it is our professional opinion that sufficient parking exists in Paisley, both on the street outside the downtown core and in the off-street parking lots near the Paisley Community Centre, and near the Post office. One problem which does come up however is that the current off street parking facilities are not easily visible, the post office parking lot especially so. The placement of more visible signs in order to direct drivers to the off-street parking lots would help enable the expansion of available public space for interventions along Queen Street and in front of the community centre.

STRIKING A BALANCE

In order to create a space that residents enjoy spending time in, the space needs to be made conducive to those residents. This often involves slowing traffic, installing crosswalks, and expanding the sidewalk or other public areas. Reassessing the balance of public space and space for traffic is an ongoing process, just as determining which areas of a town are in need of future interventions is.

Sites of Future Intervention

i. The Paisley Trail System – Wayfinding & Expansion

During our group's workshop, many of the participants noted that they enjoyed spending time on Paisley's trails. This, in addition to the participants' appreciation of outdoor beauty and services, underline the trails as a prime site for future interventions.The 80 kilometre long Bruce County Rail Trail passes through the southwestern part of Paisley, eventually crossing the river and connecting with church street via a smaller local trail. In addition, there are a number of local trails along the dykes and riverbanks on the east side of the village.

The trails in Paisley are a great asset for the community, as they not only act as convenient venues for leisure walks, but could potentially be ways to travel across town separate from vehicle traffic. Research shows that walking trails are a key positive factor for encouraging physical activity in adults living in rural settings (Park, Eyler, Tabak, Valko, & Brownson, 2017), and trails through rural towns have previously been found to economically benefit the towns they pass through (Koo, 2018).

Map of the town of Paisley

Source: Where the Rivers Meet Initiative

One way to begin the process of encouraging trail system use, and encourage outside trail users to stop in the village, is studying the implementation of a wayfinding system. Wayfinding is a word which encompasses the many ways that people navigate their world, using a combination of physical landmarks (eg. churches, remarkable pieces of public art, etc.) and signage to orient themselves. Improving wayfinding in the community, especially for older adults or people living with dementia, is not just a matter of creating a grid of parallel streets, but about the quality of the streetscape and memorable landmarks (Biglieri & Dean, 2022).

In addition, wayfinding systems can serve as ways to encourage civic pride and foster a sense of place (Kim & Kang, 2022; Project for Public Spaces, 2008). Our group found that Paisley's street signs are an effective example of wayfinding that also seeks to create a sense of place through their historic aesthetic, while also helping newcomers find their way around.

Image of Paisley's street signs

Source: Personal Photo

In the case of the trail systems, wayfinding systems often consist of distance markers, signs, and maps at trailheads pointing towards amenities, local landmarks, and businesses in the town. Given that in our workshop some participants noted that the trails could at times be difficult to navigate, this suggests a need to reassess what kind of signage is present, and create a wayfinding system which also notes how to use the trails to travel through and around town. This map, created by the Where the Rivers Meet Committee, has been modified to show sites that could benefit from the installation of maps, and distances to certain key streets and locations. However, this is a preliminary set of suggestions- further details on what kind of wayfinding, and where to put it will require more detailed consideration.
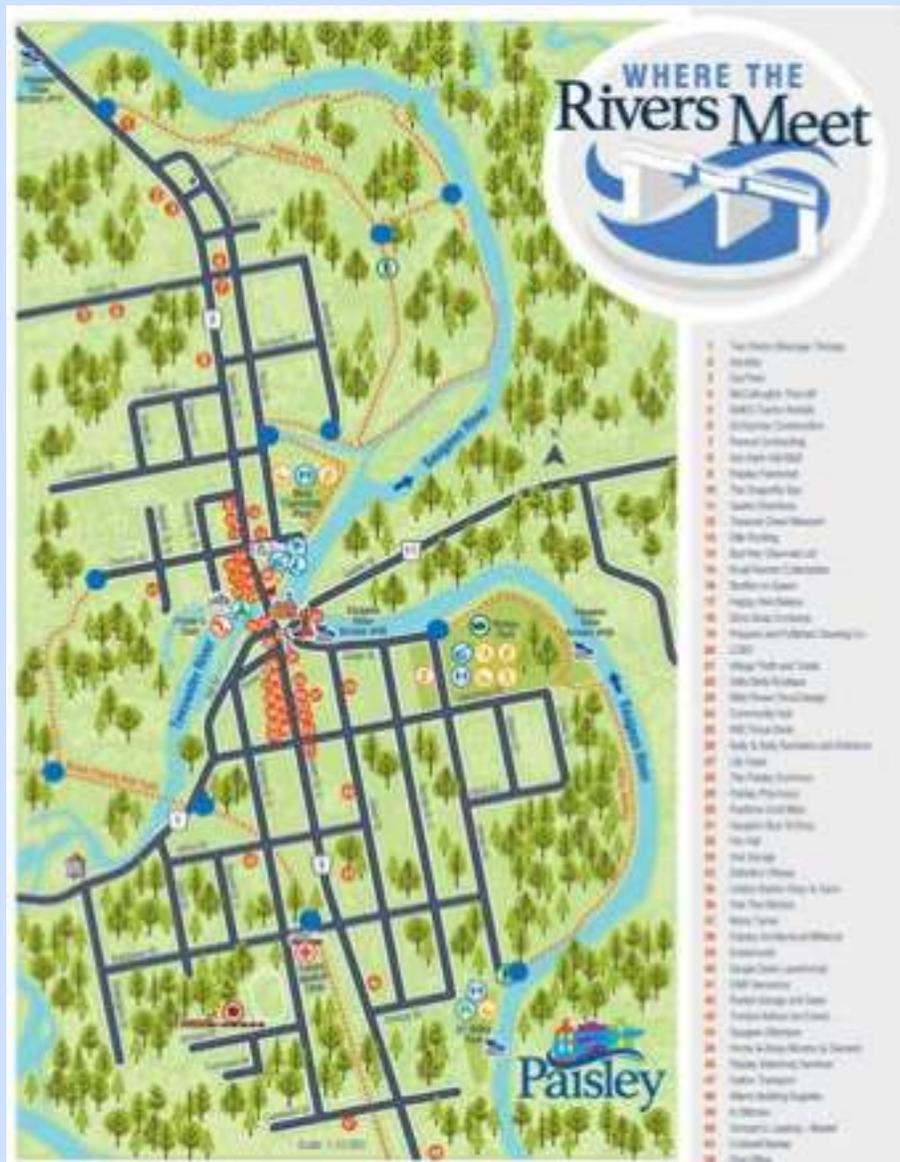
Where the Rivers Meet Initiative Map.
Blue dots show possible sites to install a wayfinding system.

The aesthetic difference between this map and the street signs mentioned above also underlines a key question facing the institution of a wayfinding system; what kind of aesthetic should it have? As this wayfinding system will also have an effect on the way the village is viewed, consultation with the community may be able to produce a design aesthetic that the residents can also participate in forming.

Improved wayfinding would allow residents to more easily navigate the trails in order to reach points of interest, while also encouraging those from outside of the community to stop in town. In addition, the trails could be a place to consider additional placemaking interventions or art installations. This would help to highlight the pride taken in outdoor space and recreation to visitors, and also act as landmarks to aid in wayfinding. This being said, trails, the kinds of users on them, and the circumstances of their use can vary greatly; further study is required to consider how best to foster community development to take advantage of the trails near Paisley (Koo, 2018)

Further discussion with the community, the Saugeen Valley Conservation Authority, and relevant stakeholders to determine how to capitalize on the trails will be needed. Finally, expanding the trail network around and through town where possible could also encourage residents to use them, as past studies have found that increased trail connectivity encourages active commuting (Wendel-Vos, Droomers, Kremers, Brug, & Van Lenthe, 2007).

ii. Install a Sidewalk Leading to the Paisley Central School

The Paisley Central School and the nearby Paisley Medical Clinic constitute a secondary community hub outside of downtown that was identified as such during our mapping exercise. Many participants placed stickers in and around this area, noting concerns such as a need for accessible healthcare, and also the condition of the school. While this part of the community was not our focus, and is not as built up as Queen Street, this area is still the centre of a significant portion of community members' lives. As both the students and parents spend a significant amount of time in or around the school, the municipality should consider ways in which this second hub can be improved.

Photo of the Paisley Central School.

Source: Paisley Central School

In our professional opinion, the addition of a sidewalk would create a safer division from cars for students and families walking to school. The current condition for walking is a painted shoulder along Victoria Street South and Arnaud Street which is narrow and unprotected.

In addition, there are several businesses and city facilities which house large vehicles at the end of the street, which may at times drive along this section of Victoria Street. Especially at peak hours just before and after school this walk is likely to be unpleasant, and may contribute to traffic, as many parents who could walk may choose to drive instead.

Present street condition along Victoria Street near the School

Source: Personal Photo

Extending the sidewalk down from Victoria street to the school's entrance on Arnaud street would help address the community's concerns about pedestrian safety, and encourage those that can to walk. Previous research has found that sidewalks are associated with both a perception of greater pedestrian safety, and a greater willingness to walk (Kweon, Rosenblatt-Naderi, Ellis, Shin, & Danies, 2021). Sidewalk extension would not only improve pedestrian safety for school children, but could similarly also assist older adults visiting the medical clinic. Finally, this sidewalk would be installed near a trail head of the Bruce County Rail Trail, potentially providing opportunities for synergy between the two networks of pedestrian paths.

WORKING OUTWARD

Placemaking is a process that can be applied mutliple times in any given community, because placemaking as a process is never quite complete. Determining where to consider interventions next, with community input, is an integral part of the process.

# 5 SEVEN-STEP PLACEMAKING PROCESS

Introduction

Placemaking is a familiar concept to Paisley residents. Long known as a creative hub, Paisley has been home to many previous placemaking initiatives, including mural painting, outdoor public pianos, and the annual Artists on the River arts festival.

We were brought into Paisley as part of the Where the Rivers Meet placemaking initiative. This initiative has diligently worked to activate Paisley's public spaces through a multitude of community events as well as physical design interventions. We were tasked with creating a placemaking process that could not only be followed in Paisley, but could be replicated and adapted for other communities in Arran-Elderslie.

A Community-Led Approach

Community involvement is an essential component of any successful placemaking initiative. According to researchers at Massachusetts Institute of Technology, "Projects that are most successful at engaging their communities are the ones that treat this engagement as an ongoing process, rather than a single required step of input or feedback" (Silberberg et al., 2013). Interacting and communicating with residents helps foster a sense of empowerment rooted in residents exercising their control over the changes in their communities (Lee & Blackford, 2020).

Our approach to placemaking centres around the idea of a public consultation feedback loop. Engaging with the community throughout the process ensures that the final results reflect the needs and desires of the community while also fostering trust in the process and creating community buy-in (Peinhardt and Storring, 2019). The process that we are proposing consists of 7 steps, where every second step involves gathering community input.

Community Input
Steps 2, 4, 6

Research, Analysis and Development
Steps 1, 3, 5, 7

Step 1 > Step 2 > Step 3 > Step 4 > Step 5 > Step 6 > Step 7
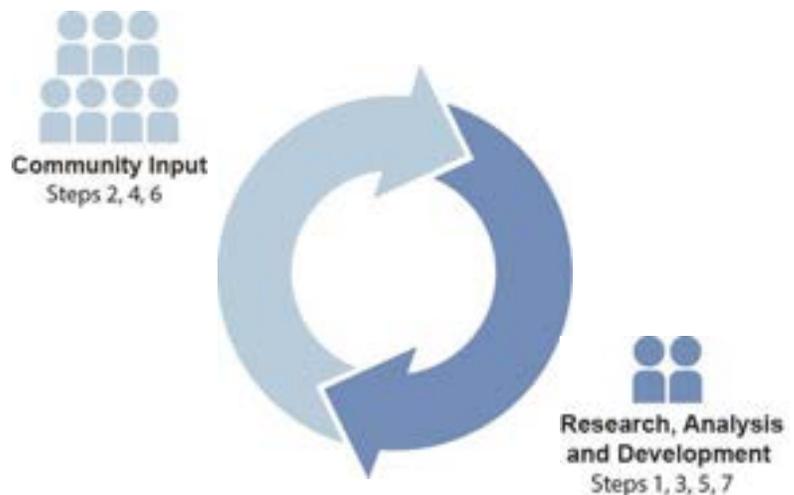
7–STEPS

1

Step 1 — **Research the Community**

Thoroughly understanding the community is an essential first step in any placemaking initiative. Research should include community history, local culture, economic climate, political landscape, and aspirations. Information should be gathered both through preliminary second-hand research as well as by experiencing the community first-hand.

2

Step 2 — **Gain Public Input Through a Variety of Means**

Public input early in the process helps ensure that the final outcome aligns with the needs and desires of the community. Interacting with residents through a multitude of diverse methods foster a sense of empowerment among residents that can be used to inform proposed changes.

3

Step 3 — **Analyze the Results and Identify Points of Intervention**

Input gained during public consultation can be converted into usable data by identifying similarities and differences. The identification of themes, concepts and the connection to each other will help tell the story of your results. These themes then guide the proposed interventions.

4

Step 4 — **Develop Ideas for Interventions with the Community**

Returning to the community to provide updates and solicit further input helps build trust and ensures that design interventions are informed by the community's own needs and desires. Design charrettes can be a helpful tool, as they create an ideal setting for exchanging ideas.

5

Step 5 — **Produce Detailed Drawings of Proposed Interventions**

Proposed interventions can now be developed using information gathered through previous consultation. Design precedents from other communities can help inspire these interventions and should complement the unique attributes of the community.

6

Step 6 — **Return to the Community for Further Input**

Community members should once again be approached to provide feedback. Presenting renderings and photographs of similar design precedents can be an effective means of fostering community buy-in.

7

Step 7 — **Final Design Revisions and Implementation**

Designs should be modified to ensure they align with community feedback. Providing options that can be implemented quickly and cheaply is a great way to test interventions and provide positive change in the short-term. Funding opportunities should be explored for more expensive, long-term interventions.

Maximizing Inclusion

In creating this process, we were mindful that placemaking involves many diverse stakeholders that are uniquely involved in shaping both the material reality and the intangible aspects of placemaking. Due to the diversity in stakeholders, certain groups are often forgotten or silenced as partial histories are chosen that best represent the "ideal" vision for the community (Shannon & Mitchell, 2012). Our process intentionally incorporates a variety of consultation methods to ensure that we maximize our demographic reach and include a wide variety of experience and opinions.

While our work in Paisley has centred around physical design interventions, this process can be adapted to include more social aspects of placemaking, such as developing annual events and ongoing community programming. The physical spaces that we have recommended through this placemaking process are also intended to act as settings that host community events that support the intangible benefits of placemaking

OUR WORK IN PAISLEY

While the first three steps of the process mirror our progress in developing placemaking interventions in Paisley, we did not return to the community for further consultation as prescribed in Step 4. We recognize the crucialness of community involvement, and our failure to return to the community at this point should not be viewed as an indication that this step is unimportant. While we did not return to Paisley for Step 4, we have aimed to incorporate community ideas, suggestions, and concerns gained during our visit to Paisley in October in creating our proposed design interventions. As a next step, we would recommend presenting our proposed interventions to the community for feedback, and continuing the process beginning at Step 6.

Source: Personal Photos, 2022

Step 1 > Step 2 > Step 3 > Step 4 > Step 5 > Step 6 > Step 7

Step 1 — **Research the Community**

Gaining a deep understanding of the community is an integral part of any successful placemaking initiative (Peinhardt and Storring, 2019). By grounding placemaking efforts in the identity of a host community, interventions are tailored to the unique needs of that place, enabling residents to feel more comfortable moving and interacting in those spaces (Lee and Blackford, 2020).

Before engaging in placemaking activities, it is important to thoroughly research the community to understand its history, local culture, economic climate, political landscape, and its aspirations. Research should also look at any previous placemaking initiatives and experiences that might negatively or positively influence a community's thoughts and opinions about placemaking.

Background research can begin before even stepping foot into the community. This research can be broken down into the following categories:
- *History of the community*
- *Demographics*
- *Chamber of Commerce and local business profiles*
- *Local politicians and stakeholders*
- *Service, recreational groups and other existing social networks*
- *Current and recent issues*
- *Planning documents*

Visiting the community to gain first-hand information is also vital. Community members are experts at understanding the needs of the community, how their public spaces function, and how to improve these spaces (Peinhardt and Storring, 2019). Sitting down and talking to a variety of people, including politicians, small business owners, and residents from a variety of ages and backgrounds can help inform a deeper understanding of the community. It can also be an opportunity to identify individuals' strengths and previous experience with placemaking both inside and outside the community.

PRIMARY RESEARCH IN ARRAN–ELDERSLIE

Our team visited Paisley for two days in October, 2022. In addition to conducting a public consultation session, we took part in a walking tour led by our clients, Alan Richardson and Sandra Crockard, and Arran-Elderslie Youth Council member Brennan Shepherd. Through this tour, we gained invaluable first-hand knowledge of Paisley's history, notable places, and local culture.

Similar walking tours could potentially be arranged in Tara and Chesley by engaging with members of local service organizations. Members of the Arran-Elderslie Youth Council, Chesley Chamber of Commerce, and the Tara and District Improvement Association could provide valuable insight into their respective community. As these organizations already focus on economic development, representatives from these groups might also prove to be valuable community advocates and organizers. The local agricultural societies should also be approached to help provide prospective from the farming community.

Talking to community members is also a great way to gain local knowledge. In addition to speaking with our clients, we also talked to Arran-Elderslie youth council member Brennan Shepherd, local business owner Jennifer Christie, Arran-Elderslie mayor Steve Hammell, outgoing Paisley councillor Melissa Kanmacher, and incoming Paisley councillor Moiken Penner.

For placemaking initiatives in Tara and Chesley, business owners and residents can help provide valuable local knowledge. Tara councillor Peter Steinacker and Chesley councillor Darryl Hampton should also be approached for local insight, as well as to foster political buy-in for the project.

Step 2 — **Gain Public Input Through a Variety of Means**

Community-led placemaking initiatives need to be driven by community input to ensure that outcomes align with the needs and desires of the community. To maximize participation and ensure input from a broad range of individuals, it is important to take a variety of approaches to communicating with the public (Peinhardt and Storring, 2019).

Information should can be gained through a variety of sources, including:
- *Surveys and online engagement tools*
- *Interviews (both informal and formal)*
- *Public Consultation Sessions*

Public consultation sessions should aim to be as inclusive as possible, and attempts should be made to invite and accommodate people from all backgrounds and aspects of society (Peinhardt and Storring, 2019). Activities at public consultation sessions should be open-ended and encourage participation.

While an important source of input, public consultation sessions are not enough. Project for Public Spaces advises meeting community members where they are, as not all community members will attend public consultation sessions (Peinhardt and Storring, 2019).

Information gathering should include additional points of contact including:
- *Surveys at social, leisure, and sporting events*
- *Interviewing local business owners at their place of work*
- *Posting information at community hubs or bulletin boards*
- *Inviting feedback virtually through social media, QR codes, or a website*

PUBLIC CONSULTATION ACTIVITIES

The World Café and mapping exercises we conducted in Paisley were chosen in part because they invited participation in unique ways, were flexible in nature, and informed both our understanding of the culture and concerns of the community, as well as geographical points of interest and potential interventions. These activities also have the advantage of being adaptable to a variety of audiences and were easy to replicate with other groups both in Paisley and other Arran-Elderslie communities.

MEETING PEOPLE WHERE THEY ARE

The Where the Rivers Meet initiative began collecting public input at community events held throughout the summer of 2022. These surveys are an excellent example of bringing consultation to the community rather than the other way around. Paisley may also consider reaching out to specific community groups, such as the agricultural society, to understand the most effective approach to gaining input from those who may not attend community events. This may involve going to meetings for these groups to solicit input in a setting that is comfortable for them.

Outside of Paisley, community events such as the Arran-Tara Fall Fair, and sporting events such as Arran-Elderslie Icedogs games, provide excellent opportunities to engage with community members who might not attend a public consultation event.

Another important consideration is consulting with people of all ages. The Paisley public engagement workshop was replicated with students from Paisley Central School. Workshops with students at Arran Tara Elementary School and Chesley District Community School could be used to gather information from a younger demographic. Inviting feedback through the Arran-Elderslie Youth Council could also be an effective way of gathering input from local youth.

Step 3 — **Analyze the Results and Identify Points of Intervention**

Data analysis is an important step that helps recognize patterns and themes that have emerged through the information gathering stage. The aim is to turn raw data into usable data through the analysis process (Nolan and Castleberry, 2018). To do this, a thematic analysis can be useful due to its ability to be easily grasped and be duplicated by others more efficiently (Braun and Clarke, 2000).

Recommended Steps for Data Analysis:

1 Read through all of the collected data two or three times.

2 Start organizing points by giving them a 'code' that captures the idea or theme.

3 Share your info with a friend and see if they develop similar codes.

4 Group the codes into themes or categories. Group those categories into a small number of larger overarching categories.

5 Re-examine the original data to see if the categories make sense

6 For each of the larger categories, write a summary statement about each. This will make it easier to reflect and report upon.

Codes can be things like swimming, biking, running or fishing which could all be categorized into a broader theme of outdoor recreation.

The themes tell a story about your data. It's important to think about what the story means in terms of community priorities. As themes develop,

places of potential intervention can begin to be identified. These places can be those that are identified specifically by the community, such as a town square or an empty parking lot. Focusing on specific elements or a limited number of sites can help focus time, attention and resources.

While we used NVIVO software to conduct our analysis, this tool is not necessary. Analysis can be conducted in a variety of ways, including writing codes down by hand on a piece of paper.

At this time, potential stakeholders should also be identified and contacted (Artscape, n.d.). For example, property owners whose businesses or land might be affected and higher levels of government who might have responsibility over certain roads. Consideration should also be taken about the feasibility of interventions in terms of capital and operational constraints.

SITES OF INTERVENTION

In Paisley, we identified four sites of intervention:

1. Cenotaph Square
2. Queen Street South
3. Paisley Arena
4. Riverside Laneway

In addition, we identified four enabling interventions that help support our recommendations. These interventions are; wayfinding, a road diversion allowing traffic to bypass Queen Street, off-street parking, and sidewalks along the school route.

See Section 4 for more detail on recommendations

Step 4 — **Develop Ideas for Interventions with the Community**

Once the sites of intervention have been identified, the community should be updated and approached for further input into potential interventions. Creating an ongoing dialogue with the community where updates are given periodically, maintains their interest in the consultation process and hopefully, their connection to the final recommendations (Wichowsky et al., 2022).

Updates should include a summary of input gathered thus far, an identification of the sites selected for intervention, and an idea of next steps including the proposed scale and timeline of the project as well as short- and long-term goals. Attention should then be turned towards the community for design direction.

Design Charrettes

Design charrettes are a great tool for including people in the design process. A charette is a multi-disciplinary workshop with the goal of developing a design or vision for a project (EPA, 2022). Typically, design experts and other stakeholders meet with community groups to gather information about issues and concerns and work together to develop design solutions. Typical design charrettes take place over about three days (University of Wisconsin-Madison, n.d.), but they can last anywhere from one day to a couple of weeks (EPA, 2022).

Charrettes not only ensure that ideas reflect the goals and ideas of the community, but they help gain community buy-in (Pernice, 2013) by making people feel like their ideas and concerns have been heard. Design charrettes are also an ideal space to build social capital among community members, as ideas are shared and further developed through a collaborative process. Wichowsky et al., (2022) identified the power that mass membership has in the success of participatory governance as a lack of diverse voices limits creative engagement.

An excellent guide to design charrettes can be found on the website for consultants Neilson Norman Group: https://www.nngroup.com/articles/design-charrettes/.

INFORMATION SHARING

As placemaking projects develop those engaged for input are not always clear as to how this input is being translated into the final product or decision (Wichowsky et al., 2022). During our consultations in Paisley, we learned that the lack of information sharing is a concern throughout Arran-Elderslie. As the process progresses, periodic updates should be made to community members both in and outside of Paisley.

Information can be shared through social media, paid and earned media coverage in the Paisley Advocate and Owen Sound Sun Times, and information booths at festivals, such as the Arran-Tara Fall Fair and the Paisley Blues Festival.

Email updates should also be employed as a means to keep the community updated. Email addresses collected through surveys and public consultation events are a great way to keep interested individuals informed. In addition, updates can be sent to community groups who can pass along information to their network of members.

In addition, a website could be developed to invite feedback and keep residents updated on new developments. This website could be advertised on social media and through QR codes posted on community bulletin boards and at community hubs such as local coffee shops, arenas and community centres.

Step 5 — **Produce Detailed Drawings of Proposed Interventions**

Following the design charette, information gathered should be further analyzed to identify patterns and themes. Care should be taken to ensure that design interventions reflect the spirit of the ideas proposed by the community, and that any concerns are taken into consideration and addressed.

In some scenarios, after the design charrettes, feedback from the public may encourage you to re-evaluate and further analyze the data to make changes complimenting the communities thoughts (refer to step 3 again for this process).

Looking to design precedents in other communities can be a great way to gain inspiration and learn what has worked well in other communities (Di Profio, 2022). Design precedents should be viewed as inspiration rather than something to be cut and pasted into a new context.

An important part of placemaking is expressing the uniqueness and individuality of a community. As such, design precedents should be modified and adapted to suit the community.

Once ideas have been decided, detailed renderings should be produced, showing the layout and design of proposed interventions.

See Section 4 of the Report for proposed interventions in Paisley.

Step 6 — **Return to the Community for Further Input**

Once detailed drawings have been produced, the community should once again be consulted for feedback before continuing with implementation. Detailed renderings can be an important tool for community buy-in, allowing residents to see the potential of a space and visualize changes before they are implemented (Di Profio, 2022).

If time and budget allows, more than one option for design interventions can be proposed for each space. Research into consumer behaviour has found that consumers will often continue to search for alternatives when presented with a single option (Mochon, 2013). Consumers are more likely to be satisfied when provided with a limited number of alternatives. Presenting two or three options can help gain community buy-in, and can allow community members the opportunity to identify preferred interventions.

Another way to invite community input is to propose the overall design of a space, but provide options for smaller design elements, such as colour choice or seating.

This step in the process allows residents to further connect to the process and ensure that the proposed interventions resonate with the community.

As with Step 2, consultation should take a variety of forms including:

- *Public consultation sessions*
- *Information booths during social and recreational events*
- *Images posted at community hubs or message boards*
- *Inviting feedback virtually through social media, QR codes, or a website*

DESIGN ELEMENTS FOR PUBLIC INPUT IN PAISLEY

- Seating options
- Paint colours
- Children's games in front of Paisley Arena
- Sculptural elements, for example: A statue of Saugie the River monster at the Arena
- Mural space at the Riverside Laneway
- Programming or events at Cenotaph Square

This list is not intended to be exhaustive and can be expanded upon in consultation with the community.

Step 7 — **Final Design Revisions and Implementation**

Final design recommendations should be revised to reflect feedback obtained from the community. In cases where there is large disagreement, further community input can be sought to ensure that the interventions fit the community's vision. Those facilitating placemaking processes need to be mindful to never become complacent in continuing to redefine their practices through deliberate interaction with their communities wherein they learn and adapt from resident feedback (Lee & Blackford, 2020).

It is important to recognize that proposed recommendations may not satisfy everyone. Consensus-building can be a time-consuming process that may not necessarily result in better outcomes than those determined through majority rule (Taylor et al, 2013). The Tamarack Institute for Community Engagement recommends using a consensus-building process for high-stakes or strategic decisions; however, notes that this may be unnecessary for tactical decisions where the impacts are relatively minor (Madden, 2017). As time and resources for placemaking initiatives is often limited, a focus on consensus-building may stall the process and result in the shelving of projects. As such, advocates should attempt to incorporate unique needs into the intervention but should become comfortable with the idea that everyone may not be in agreement.

Financing interventions can also be a challenge. Incorporating elements that can be quickly implemented using creative low-cost solutions is a great way to lower the stakes, creating cost-effective changes that can be undone if proved unsuccessful. This approach, deemed tactical placemaking (Mui et al., 2020), makes use of strategies of tactical urbanism to make improvements quickly and easily, in order to test feasibility of a project and make a case for further investment (Howard and McLaughlin 2015). For more permanent and expensive recommendations, potential sources of government and non-profit funding should be identified.

LIGHTER, QUICKER, CHEAPER: EXAMPLES FOR PAISLEY

Where our recommendations suggest expanding public areas by moving curbs, temporary options like street paint, flexible posts or movable planters can be used to alter the pedestrian-car boundaries. Particularly for traffic calming measures on Queen St, flexible posts are a cheap way of slowing traffic and making pedestrians more comfortable. Eventually these should be replaced with more durable traffic calming alternatives once funding is secured, like curb bump outs, raised crosswalks.

At the Cenotaph, pop-up tents can be used on parking spots and Water Street as vendor or activity space. Temporary furniture and moveable chairs can be set up to use the space in new ways without permanently committing to expensive hard and soft landscaping changes. A temporary set up in other areas, for example at Riverside Laneway, would provide an opportunity to engage the existing laneway users and the adjacent antique business for their vision of the space.

Community participation should be encouraged to continue into the implementation and maintenance phases of the project. Recruiting community volunteers not only allows projects to get implemented quickly and cheaply but it also helps foster strong community ties by bringing people together in the spirit of community improvement (Talen, 2014). Engaging residents in the long-term care of the interventions also fosters a sense of pride as residents can observe the results of their efforts through the transformation of physical space (Douglas, 2014). For example, volunteers could be employed to paint murals, build planters, or help in the cleanup or maintenance of the site.

B. POTENTIAL FUNDING SOURCES FOR LOCAL INTERVENTIONS

Funding Sources

Funding for placemaking initiatives can come from a variety of sources, including government and not-for-profit grants and cash and in-kind donations from the community. Arran-Elderslie communities, including Paisley, Tara and Chesley should look to a variety of sources for funding options.

Government Grants

In 2021, Paisley received a My Main Street Community Activator Grant from the federal government through the Federal Economic Development Agency of Southern Ontario. This funding has been used for community programming and physical assets, such as signage, outdoor tents, lighting and sound equipment. While the application period for this grant has closed, other opportunities exist, such as the federal government's Building Communities Through Arts and Heritage program. Federal and provincial government websites and media releases should be monitored for future opportunities.

Bruce County's Spruce the Bruce program has a variety of grants available for community partners. Placemaking initiatives in Paisley, Chesley and Tara could apply for funding through the Streetscape Beautification Grant, Community Signage Grant, and the Destination Infrastructure and Active Transportation Grant (County of Bruce, 2022). Individual businesses can also apply for funding for facade improvements.

Not-for Profit Grants

Some not-for-profit organizations also offer funding opportunities for placemaking activities. Potential funding sources for placemaking initiatives in Arran-Elderslie could include Community Foundation Grey Bruce's community grants, 8 80 Cities' Ontario Community Changemakers microgrant program, and the Ontario Arts Council's Artists in Communities and Schools Project.

Cash and In-Kind Donations

In addition to grants, local businesses could be approached for funding and in-kind donations. For example, Allen's Home Building Centre in Paisley, Mill's Hardware Store in Tara, and Hatten Home Hardware in Chesley could be approached to provide in-kind donations of paint and lumber. In appealing to business, it is important to communicate a tangible benefit, such as advertising, business improvements due to increased foot traffic, or goodwill within the community (Local Initiatives Support Corporation, 2022).

Community groups and service organizations are also potential sources of funding and in-kind donations. The Paisley and Tara Rotary Clubs and the Chesley Kinsmen and Kinnette Clubs could provide potential sources of funding and community volunteers, as could the Tara and District Improvement Association and the Chesley Chamber of Commerce.

Finally, contributions from individuals in the form of donations and sweat equity should also be explored. Research shows that individuals make up to eighty percent of all philanthropic dollars (Local Initiatives Support Corporation, 2022). Soliciting contributions of sweat equity from community members is a great way to help keep costs low while fostering a sense of community and local pride (Douglas, 2014).

6 CONCLUSION

The process of Placemaking is never truly complete. Our research was aimed at a specific part of the town of Paisley, but a second portion of our mandate had to do with considering how to conduct consultations and empower the community to improve their communities with the assistance of the municipality.

In response to primary and secondary research we conducted, our team recommended a series of physical design interventions based at four sites in Paisley. These spaces are all centrally located in the downtown, and include the Cenotaph, Queen Street South, the Paisley Arena, and a short laneway that sits at the intersection of Queen Street North and the Teeswater River. For each site, we explained the specific feedback that informed the interventions, provided an outline of associated costs, as well as discussed considerations of placekeeping and accessibility. While some interventions were directly informed by resident feedback (eg. the need for additional seating), others responded to broader topics and themes that were repeatedly mentioned during engagement exercises (eg. the river and nature). A site plan and catalog of precedent imagery have been provided for each site in hopes of providing the town with design inspiration as they move forward with plans to revitalize the downtown.

These site specific recommendations are not intended to be exactly replicated, but the design concepts are grounded in the resident feedback and best practices in rural placemaking. The chosen four sites do not exist in isolation, and the success of each recommendation will be enhanced by other enabling interventions like pedestrian infrastructure, traffic mitigation, parking adjustments and wayfinding signage. These changes are focused on creating a space that caters to local residents.

Finally, we have also identified two places that participants highlighted in our engagement workshop; the school, and Paisley's trail system. We propose the creation of a new wayfinding system along the trails, and the installation of a sidewalk leading to the school. Further study and consultation will be needed that focuses on the school and trails in particular to come up with a more detailed plan.

The community-led placemaking process should be used as a guide to ensure that the final designs and implementation of these recommendations reflect the community's priorities and visions for the future of these spaces. At the same time, this process can be replicated to help guide placemaking initiatives in other Arran-Elderslie communities.

It is our hope that our recommendations and consultation framework are of use to Paisley, but also to the community as a whole. Placemaking is an opportunity not only to shape a community, but to shape a community in a way that represents the residents as they see themselves. By creating and expanding the public realm in our towns, we provide more opportunities for residents to make those spaces their own.

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To our clients, Sandra Crockard, Alan Richardson and Sylvia Kirkwood; our mentor Paul Di Profio; our critic, Victor Perez-Amado; our supervisor, Samantha Biglieri, and all of the Paisley residents who contributed to this report

THANK YOU