

PLACEMAKING PAISLEY

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PRESENTATION OVERVIEW

01

**WHAT IS RURAL
PLACEMAKING**

02

**OUR
APPROACH**

03

METHODS

04

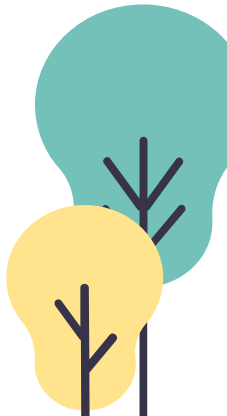
**PROPOSED
PROCESS**

05

**SITE
INTERVENTIONS**

06

**ENABLING
INTERVENTIONS**



Recap from Interim Presentation



01

What is Rural Placemaking



Placemaking in rural towns **must not be approached with a blanket-strategy** for implementation that could be similarly applied in an urban context.

Rural placemaking should involve **deliberate consultation** that invests in understanding the unique needs of the local community.



The Commodification Of Rural Spaces

Rural placemaking initiatives that aim to attract tourists through **rural restructuring** are situated within a broader shift from **economies reliant on agriculture** and manufacturing to **economies rooted in service provision**



EMPOWERMENT

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.



terra nullius?



PLACEKEEPING

Recognizing Indigenous peoples as the first placekeepers and city builders. Indigenous models have transformed natural environments and urban landscapes and embody connectivity to land and place, kinship, holism, sovereignty, resilience, and cultural revitalization.

02

Our Approach



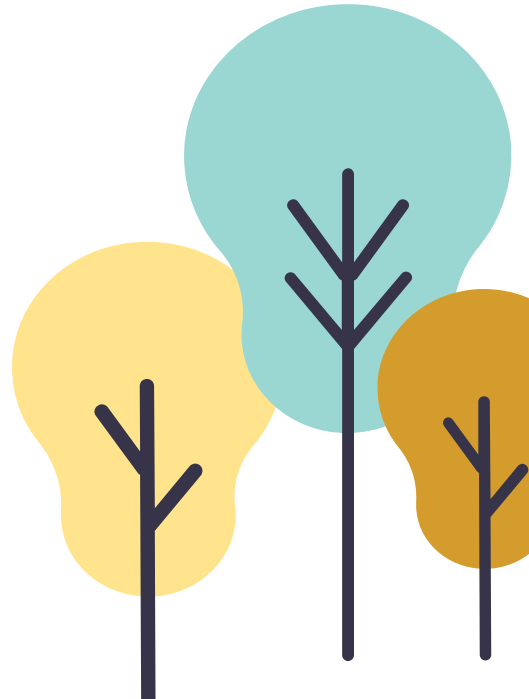
Terms of Reference

1. Create and lead a placemaking workshop.
2. Create a place-based strategy that promotes long term community design with an emphasis on the unique character of the community.
3. Design sketches that outline areas for improved community-based programming and space.



03

Methods



Methodological Approach: Case Study

Method: World Cafe

Method: Individual Interviews

Method: Participatory Mapping

Thematic Analysis

Tools: NVivo and Grounded Theory



04

Proposed Process



7 Steps for Community-led Placemaking

1. Research the Community
2. Gain Public Input
3. Analyze Results and Identify Points of Intervention
4. Develop Ideas for Design Interventions
5. Analyze Data and Produce Drawings of Proposed Interventions
6. Further Community Input
7. Final Design Revisions and Implementation



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

Step 1: Research the Community



Thoroughly **understanding the community** is an essential first step in any placemaking initiative. Information should be gathered both through preliminary second-hand research as well as by **talking to locals and experiencing the community first-hand**.

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 **fosters a sense of empowerment** that can be used to inform proposed changes.



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**.

Step 4: Develop Ideas for Design 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 useful tool**, as they create an ideal setting for exchanging ideas.



Step 5: Analyze Data and 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**.

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.**



Step 7: Final Design Revisions and Implementation



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.

05

Site Interventions



SITES OF INTERVENTION EXISTING CONDITIONS



Cenotaph Square



Riverside Laneway



Paisley Arena

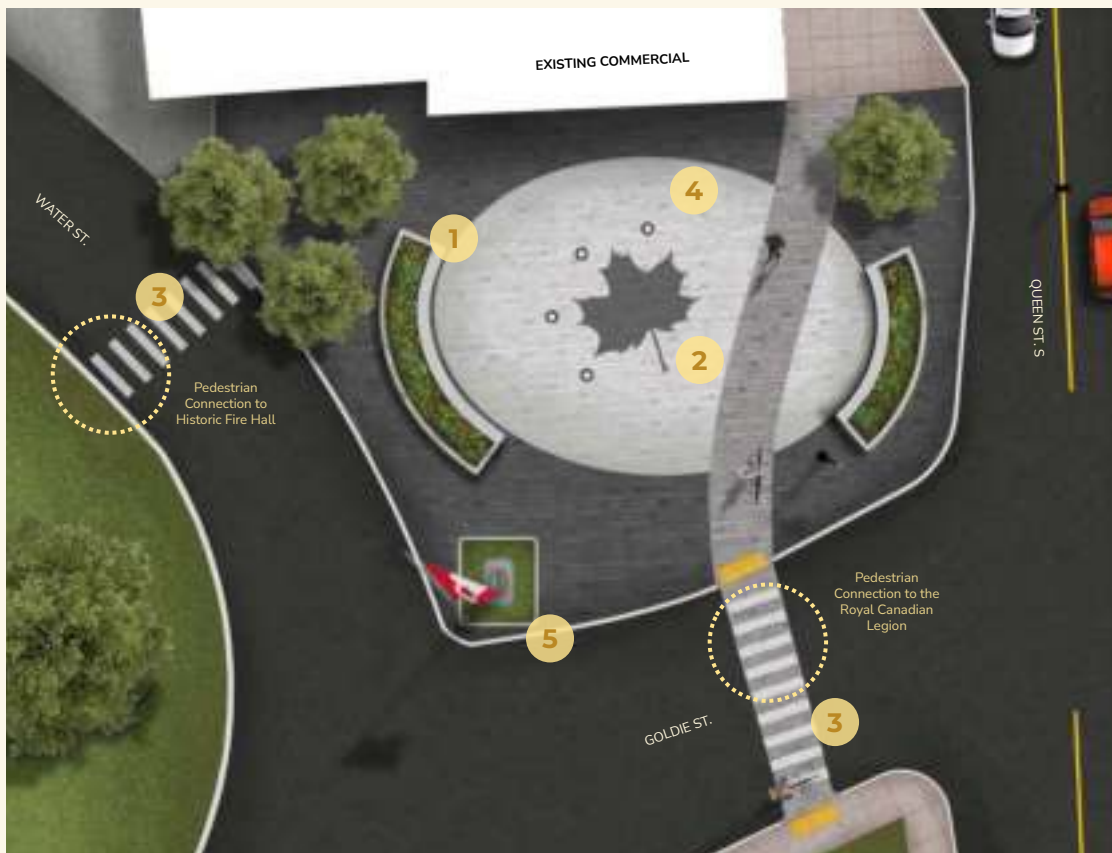


Queen Street South



CENOTAPH SQUARE EXISTING CONDITIONS

CENOTAPH SQUARE PROPOSED



Planters with Seating

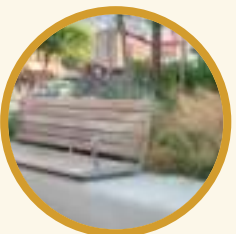
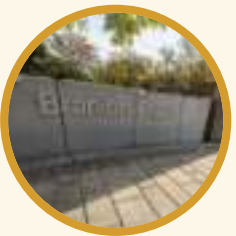
Paving Features

Proposed
Crosswalks

Open Space for
Programming

Existing
Cenotaph

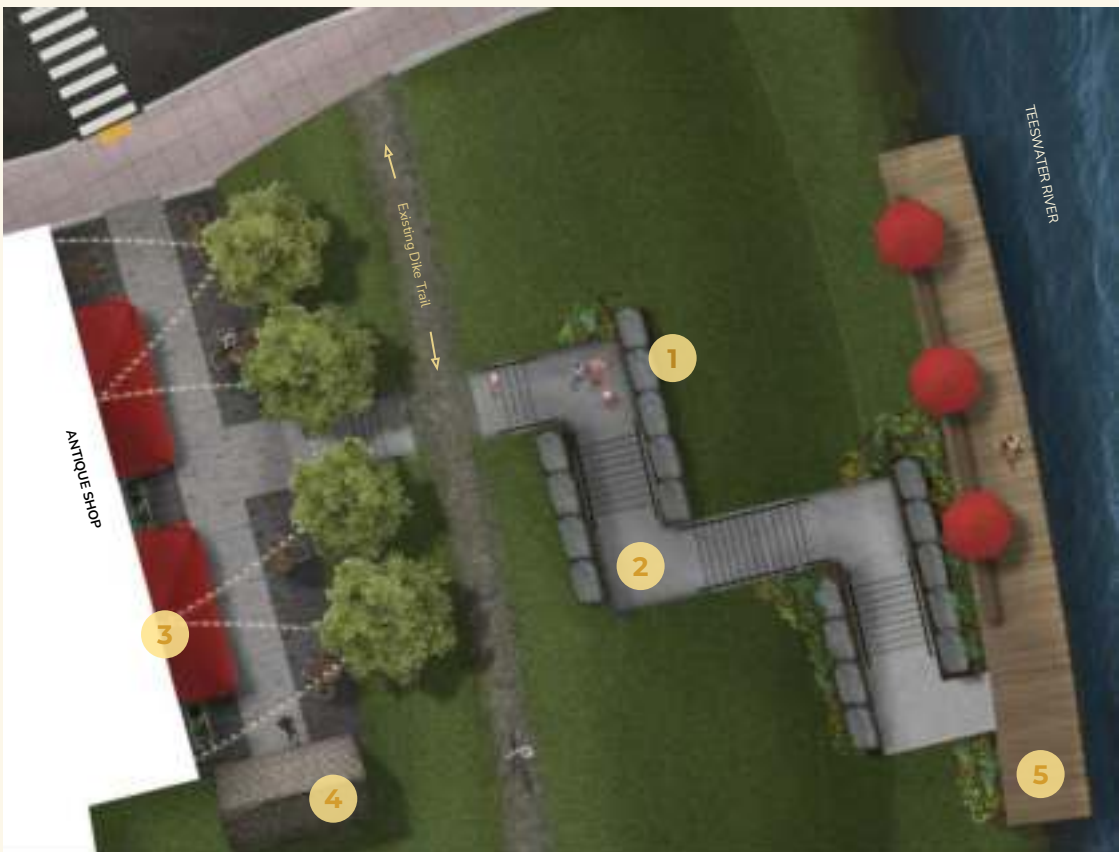
CENOTAPH SQUARE PROPOSED



RIVERSIDE LANEWAY EXISTING CONDITIONS



RIVERSIDE LANEWAY PROPOSED



Armour Stone
Retaining Wall

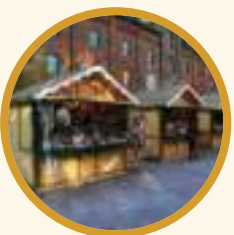
Staircase to Riversidr

Awnings + String
Lights

Vendor Shed

Boardwalk

RIVERSIDE LANEWAY PROPOSED



PAISLEY ARENA EXISTING CONDITIONS



PAISLEY ARENA PROPOSED

Bike Rack

1

Flexible Seating

2

Painted Artwork
+ Activities

3

'Saugie' Statue

4

Sidewalk (Former
Street Parking)

5



0 m 5 m 10 m 20 m



PAISLEY ARENA PROPOSED



QUEEN STREET SOUTH EXISTING CONDITIONS



QUEEN STREET SOUTH PROPOSED

Paved Street
Parking + Bollards

1

Existing
Parking Lot

2

Pedestrian
'Bump Outs'

3

Proposed Crosswalk

4

Proposed
Street Trees

5



0 m 10 m 20 m 40 m



QUEEN STREET PROPOSED



Raised, Paved Crosswalk



Streetside Patio



Traffic Calming Bollards



Paved Street Parking + Bollards



Corner Bulb-Out



Public Streetside Pianos

06

Enabling + Future Interventions



Enabling Intervention 1: Divert Truck Traffic, Institute Traffic Calming in Downtown



- Queen Street forms part of Highway 3
- Traffic impacts on the downtown should be moderated
- Alternate routes are already advised
- An opportune moment to divert larger vehicle traffic from the downtown core more permanently

Enabling Intervention 1: Divert Truck Traffic, Institute Traffic Calming in Downtown



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.

General Principle: **creating a main street which serves local residents**, rather than primarily catering to cars, we can foster a greater sense of attachment to a place

Enabling Intervention 2: Reduce On-Street Parking

- Opportunity to improve the pedestrian experience in the downtown
- Interventions as proposed would remove approximately 6-8 public parking spaces
- Sufficient off-street parking exists in Paisley to compensate for this



Future Intervention Site 1: The Paisley Trail System – Wayfinding + Expansion

- Workshop participants appreciated trails, but some noted they were difficult to navigate
- Walking trails are a key positive factor for encouraging physical activity in adults living in rural settings
- Trails can economically benefit the towns they pass through
- Begin the process of assessing the trail with a new wayfinding system



Future Intervention Site 1: The Paisley Trail System – Wayfinding + Expansion



- Wayfinding in the community not just a matter of creating a grid of parallel streets
- About the quality of the streetscape and memorable landmarks
- Can also serve as ways to encourage civic pride and foster a sense of place

Future Intervention Site 1: The Paisley Trail System – Wayfinding + Expansion



Yellow dots represent possible locations for the installation of wayfinding signage

- Opportunity to discuss with community regarding how the wayfinding system should appear
- Opportunities to expand the trail system should also be considered
- Further consultation and study needed

Future Intervention Site 2: Install a Sidewalk Leading to Paisley Central School

- The Paisley Central School constitutes a secondary community hub outside of downtown
- This area is the centre of a significant portion of community members' lives
- The school has an enrollment of 137 students; ~13% of Paisley's population



Future Intervention Site 2: Install a Sidewalk Leading to Paisley Central School

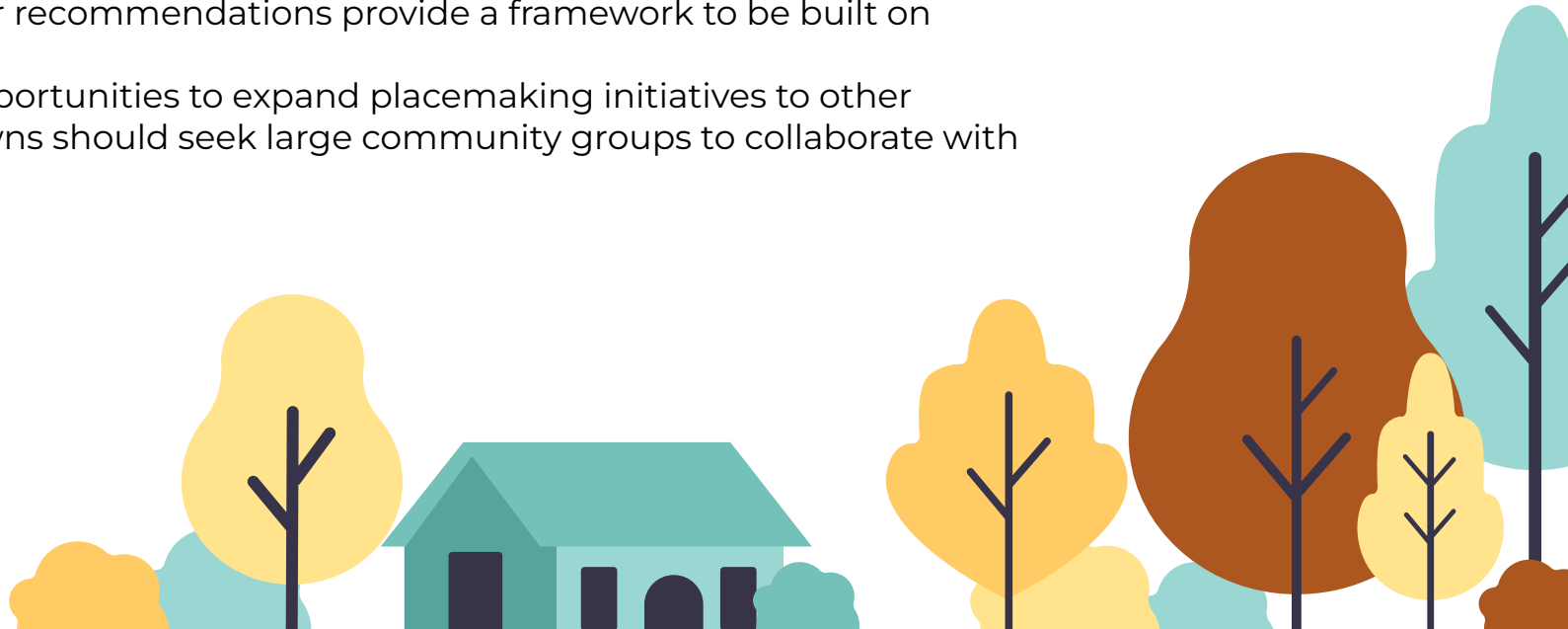
- Currently no sidewalk that leads to the school – parents and children use a painted shoulder
- Sidewalk may help address community concerns about pedestrian safety and prepare the school for other interventions





Concluding Thoughts

- Placemaking is a process with no definite end
- Our recommendations provide a framework to be built on
- Opportunities to expand placemaking initiatives to other towns should seek large community groups to collaborate with



THANK YOU



Image Sources

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Slide 6: Photo News. <https://www.photonews.ca/a-visit-to-elora-ontarios-most-beautiful-village/>

Slide 19: ISG Inc. <https://blog.isginc.com/2020/09/11/streets-of-change/>

Slide 21: Placemaking Halifax. <https://www.facebook.com/PlaceMakingHFX>

Slide 23: Google Streetview.

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Slide 40: Where the Rivers Meet Initiative. <https://visitpaisley.ca/>

Slide 42: Where the Rivers Meet Initiative. <https://visitpaisley.ca/>

Slide 43: Paisley Central School. <https://bwdsb-pai.ss14.sharpschool.com/>