



# **Creating Places Where People Want to Be**

## ***Real Life Placemaking Successes***

**Minnesota Green Step Cities**



# **6.5 ways to ACTIVATE**

**1. Your community!**

**2. Your commercial districts!**

**3. The wellbeing of your residents!**

**4. Social and commercial value!**

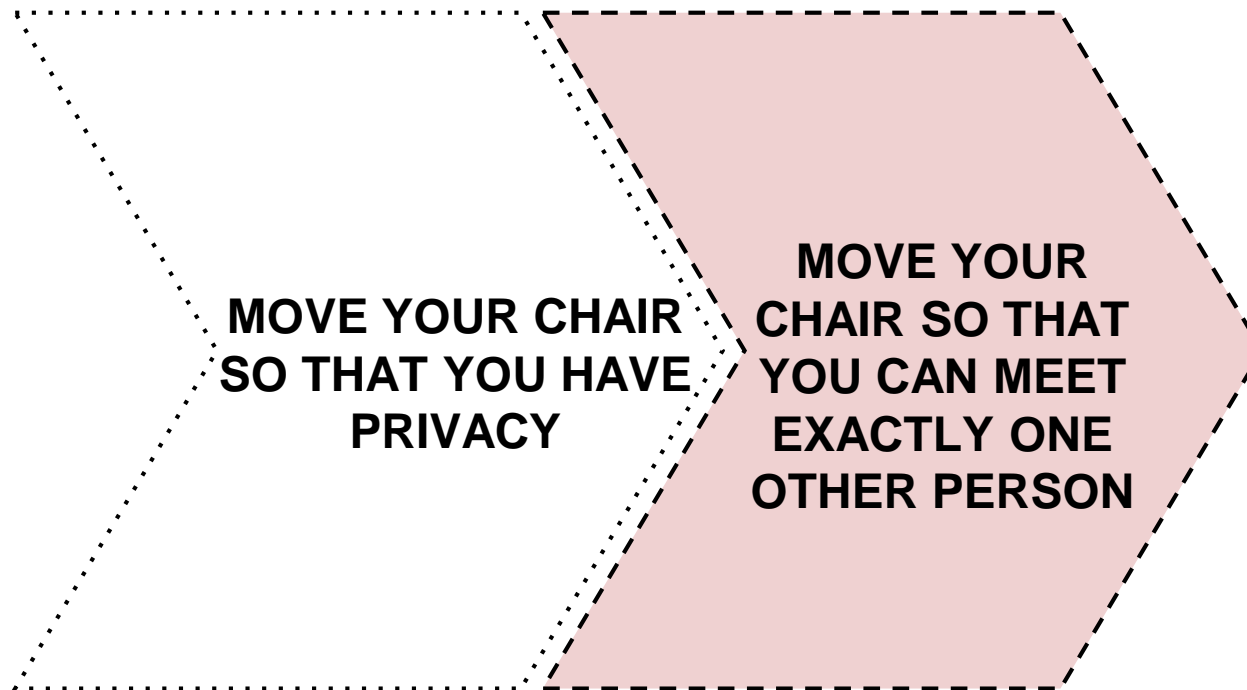
# CHAIR EXERCISE



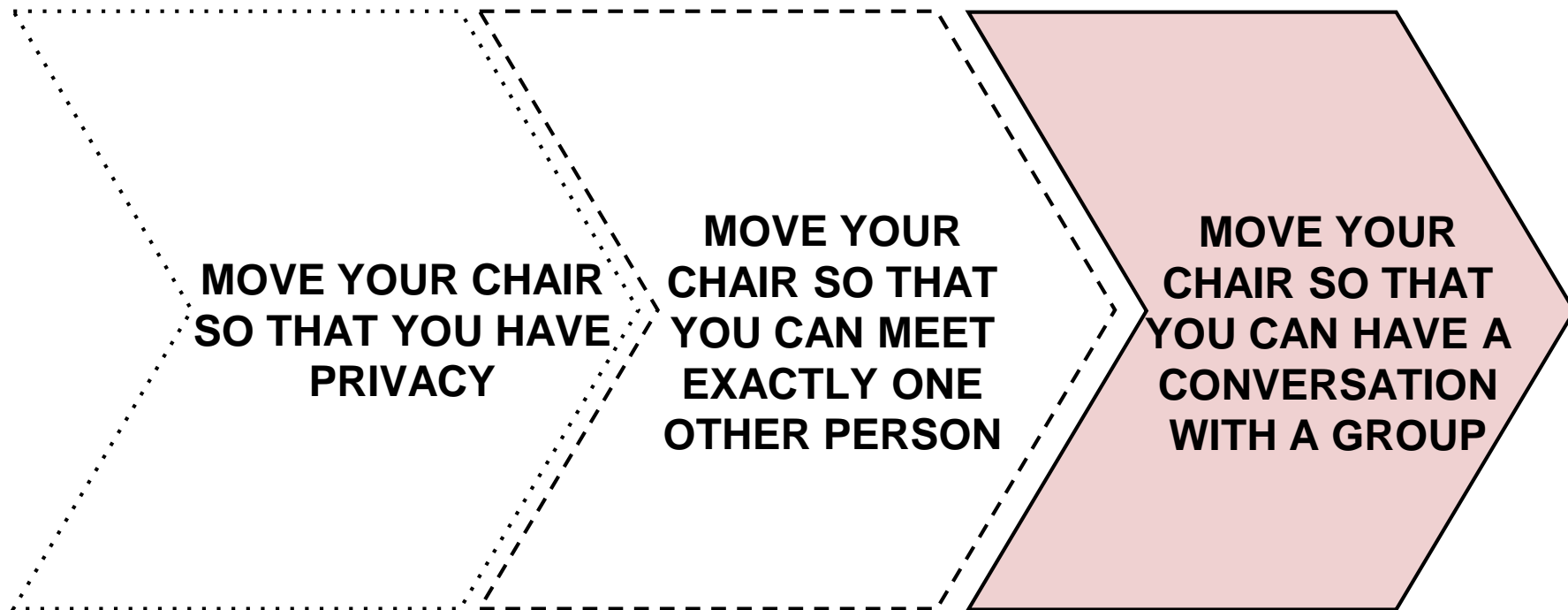
**MOVE YOUR CHAIR  
SO THAT YOU HAVE  
PRIVACY**



# ■ CHAIR EXERCISE



# ■ CHAIR EXERCISE



## CHAIR EXERCISE

MOVE YOUR CHAIR SO THAT YOU  
CAN BEST LISTEN TO THE  
PRESENTATION.



## ■ Movable chairs as a metaphor









# Why Placemaking Matters



## Macro Trends Affecting the Communities and Commerce



# ■ MACRO TRENDS RESHAPING COMMUNITIES

1. Mobile technology
2. Experience over things
3. The experiences people want are social





# HOW CAN COMMUNITIES ADAPT TO THESE EMERGING DEMANDS?



# ■ CREATE PLACES WHERE PEOPLE WANT TO BE

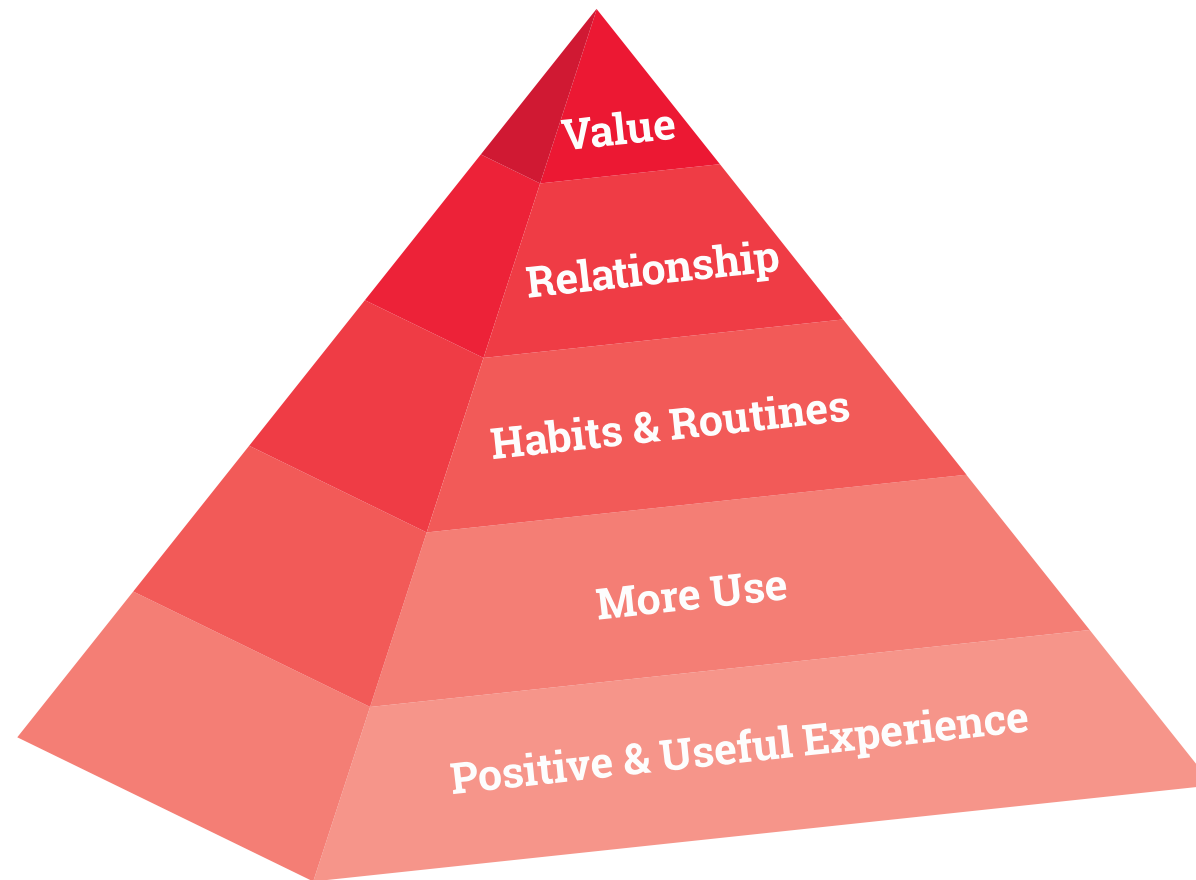
Wherever people want to be, they want to do things nearby: live, work, eat, play, shop, etc.

People want to be in places that deliver valuable experiences



University of Minnesota Physicians playing at the School Yard at McNamara Plaza

# ■ THE STRATEGY OF PLACE





# The public realm is THE venue to deliver experiential value to residents, businesses and visitors



*Pop-ups at Central Station Winter Warm Up Event, St. Paul – The Musicant Group*



*Midtown Farmers Market Programming, Minneapolis - YWCA, Corcoran Neighborhood, and The Musicant Group*

# HOW DO YOU MAKE A PLACE?



## THE PROCESS OF PLACEMAKING

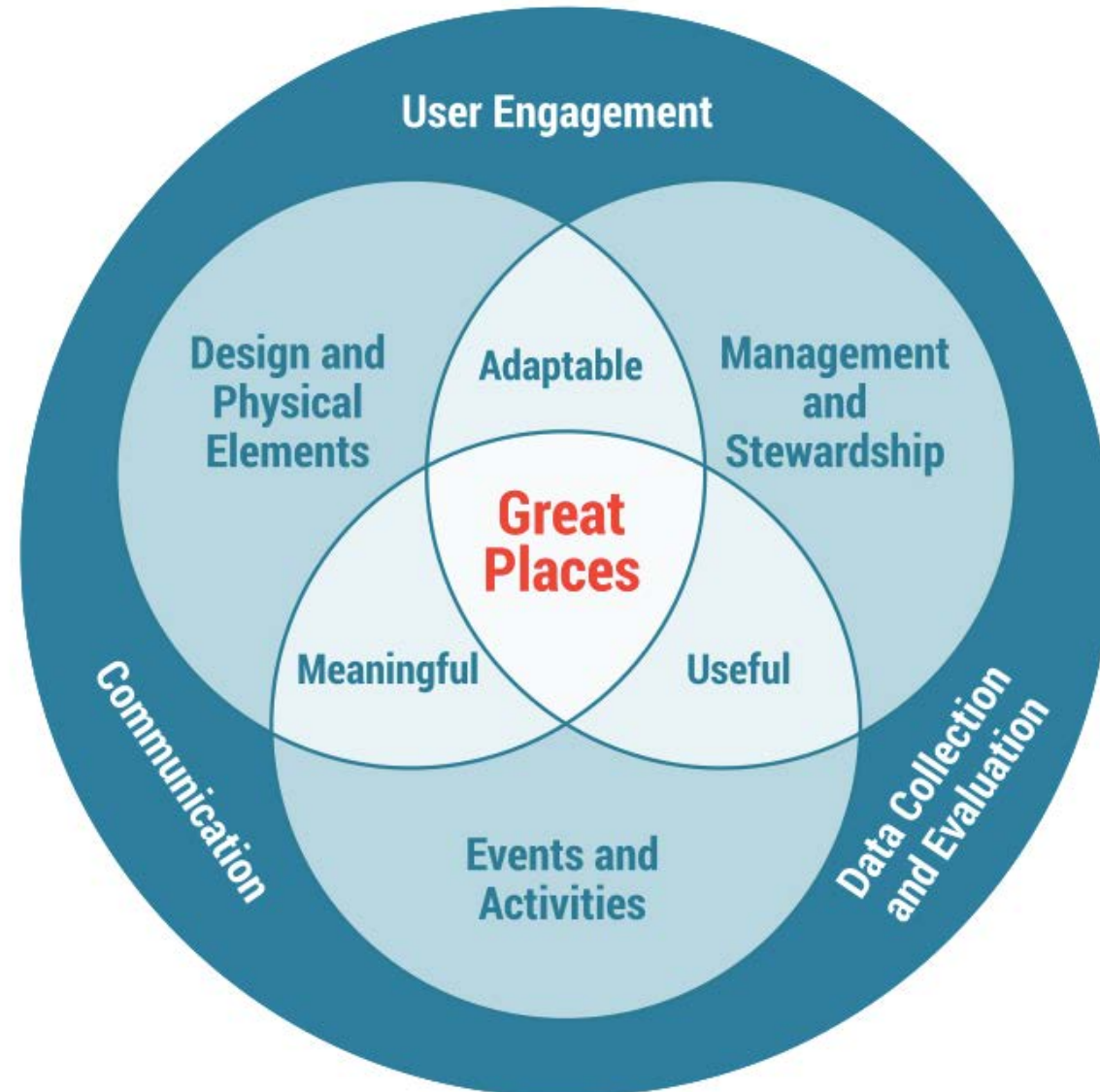




## ■ Follow the desire lines



# ■ A Holistic Process



# Demonstrated Benefits of Placemaking from The Musicant Group

- 300-500% increases in daily usage of a space
- 54% of office tenants reporting being more interested in coming into the office (0% less so)
- 45% of tenants reporting being more likely to stay at their current company, all things being equal (0% less so)
- 70% of users feeling safer in a give place
- Neighborhood bike plan passed following demonstration event
- Residents meeting 5.5 new neighbors
- 51% live a healthier lifestyle
- 63% feel happier during the workday
- 78% of those who experienced our placemaking initiative told others about it



# HOW TO CREATE A WOW! WAIK-ABLE COMMUNITY



# ■ The Musicant Group's 6.5 Step Process to ACTIVATE YOUR COMMUNITY

1. Process over product
2. Focus on delivering daily experiences and uses
3. Combine: design, management, and events to deliver the experiences
4. Engage with users/tenants throughout
5. Tell the story: before, during, and after
6. Continually evaluate and enhance

## 6.5 Get EVERYONE involved!



# ■ The software for your public realm hardware





# ■ Pathways as Places

*4 elements of walkability*

1. Safe
2. Connecting destinations
3. Useful
4. Interesting (and fun!)



# RESULTS FROM THE FIELD





**Does your community have large underutilized public or private green spaces?**



## 333 S. 7<sup>th</sup> Street Office Tower



600,000 sf Class A tower in Minneapolis CBD

Attractive and well maintained decorative lawn, used for

- Pathway to building
- Smoking area
- 2-3 large tenant events a year

Minimal everyday tenant usage = minimal value derived from the space

Placemaking project goal and scope:

*Increase tenants' attachment to the building by creating unique social experiences on a daily basis that were differentiated from peer buildings*

## Creating Value from Underutilized Outdoor Spaces

## Putting the user experience first

## Design: seating and games

## Management: new procedures

Events: concerts, fitness, happy hours

## Ongoing incremental improvement

- Year 1: physical improvements
- Year 2: programming and events
- Year 3: deeper tenant engagement and communication





## 333 S. 7<sup>th</sup> Street Tower

*Creating Value from Underutilized Outdoor Spaces*

### A place where companies want to locate

SPS Commerce renewed and expanded within 333 from 168,000 to 216,000 sf

MINNEAPOLIS/ST. PAUL  
**BUSINESS JOURNAL**

“The decision to stay was based on the management of the building, its “Turf Club” — a front lawn that offers a rare bit of downtown green space — and its proximity to transit.”

- SPS CEO Archie Black



“We decided to stay in the building because of its proximity to public transit, quality building management and its “Turf Club” lawn space. It would have been hard to replicate this anywhere else.”

- Mike Carey, Senior VP and Chief Human Resources Officer.



■ Does your community have commercial districts that need more activity?







# Downtown Shakopee

## *Boosting Main St. by Reconnecting to Recreation*



### **Where we started**

- Main Street community 25 miles from Minneapolis
- 30 years of disinvestment
- Highway expansion cutting off main st. from the river

### **The Opportunity**

- Re-acquaint people with downtown
- Build momentum for long term improvement

# ■ Downtown Shakopee

*One-time event to catalyze long term change*

## Goals of the Event

- Draw people downtown
- Participate in reconnecting to the river
- Pilot long-term concepts



# Downtown Shakopee

*One-time event to catalyze long term change*



## Strategies

- Creating more outdoor café-style seating
- Adding better bike lanes and bike parking facilities
- Outdoor programming and events



# Downtown Shakopee

## *Results*



- 57% were more aware of the proximity and connection between the river and main street
- Over 65% wanted event elements like live music, artisan market, and the parklet/café seating to be repeated on a regular basis
- Event repeated
- Sidewalk seating added
- **Learnings, assessment, and immediately implimentable recommendations made through an *Activation Plan***

**Does your community have transit facilities that could use more riders?**





# Living Room Station

Reimagining the transit experience

## Strategy

- Places to sit (with back protected)
- Warm materials
- Signage, a clock, branding, and an attractive bus schedule
- Cubby with games, art supplies and books
- Creative programming

## Results

- 86% of bus rides felt Living Room Station made their experience in downtown better
- 70% of bus rides said the Living Room Station made them feel safer downtown
- 95% of bus riders said the Living Room Station made them want to catch the bus at 6<sup>th</sup> and Nicollet





**Does your community have front yards?**

**Do your residents want to connect more with each other?**





# Friendly Front Yards

*Transforming the most underutilized space in America*

## Building Relationships

- **Met 5.4 new neighbors**
- 43% saw people more frequently in their neighborhood (0% less so)

## Changing Behaviors

- 75% ate outside and played games for the first time due to using the toolkit
- **43% bike and walk more often**

## Connection to Place

- 38% feel safer in their neighborhood (0% less so)
- 71% feel more interested in continuing to live in their neighborhood (0% less so)

*Download the free toolkit at:*

[www.friendlyfronts.com](http://www.friendlyfronts.com)



***What are you waiting for???***





# Let's do this!

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Max Musicant

Founder + “Chair-man”

The Musicant Group

[max@musicantgroup.com](mailto:max@musicantgroup.com)