

What is Placemaking

Placemaking is the process of altering a space in such a way that people are drawn to being there – a place where a pedestrian, instead of walking by, is inclined to stay a while. It is about creating a deliberate environment, large or small, where people can spend time, gather, and feel connected to their community.

The presence of positive places can make that community more welcoming, social, and economically viable.

Placemaking fits neatly into the larger concept of Smart Growth and the ten Smart Growth Principles that define a certain style of growth and development characterized by mixed-use buildings, higher density, and multiple modes of transportation, particularly walkability. One of the Smart Growth Principles is to foster distinctive communities with a strong sense of place.

Examples of REALTOR® Association Placemaking Projects

It's Always "Sonny" in Downtown Decatur: 1

The Morgan County Association of REALTORS® partnered to turn an abandoned alley into a colorful and vibrant gathering place.

2 Community Collaboration for Veteran Recognition:

The Mark Twain Association of REALTORS® was recognized in the community for partnering to build a veteran memorial park.

Cultivating Community in Druid Hills: 3

The Canopy REALTOR® Association created a long-term positive impact in their community through a community garden.

Learn more about the National Association of REALTORS® Placemaking grant



About the National Association of REALTORS® Placemaking Grant for Associations

NAR's Placemaking grant funds state and local REALTOR® association projects that create new outdoor public spaces and destinations in a community on an unused or underused site. Support for improving existing placemaking spaces (e.g. benches, playground equipment, etc) is permitted. **Projects must be on public land.**

Level 1

Placemaking grants (up to \$3,000)

Fund outdoor demonstration and temporary projects to test a project's viability or inspire permanent projects that increase community livability and downtown revitalization.

The project budget must not exceed \$500,000 and must be publicly accessible.

Level 2

Placemaking grants (up to \$7,500)

Fund the creation of new outdoor public spaces and destinations in a community accessible to everyone and open at all, or most, times such as trails and trailheads, playgrounds, pocket parks, parklets, pedestrian plazas, community gardens, public gardens, dog parks, downtown gathering spots and alley activations.

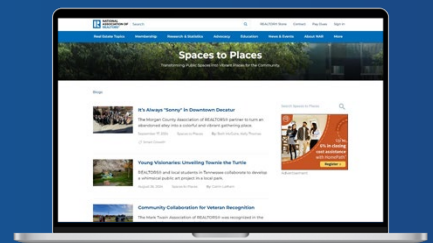


For full details about the Placemaking grant, visit:

<https://realtorparty.realtor/community-outreach/placemaking>

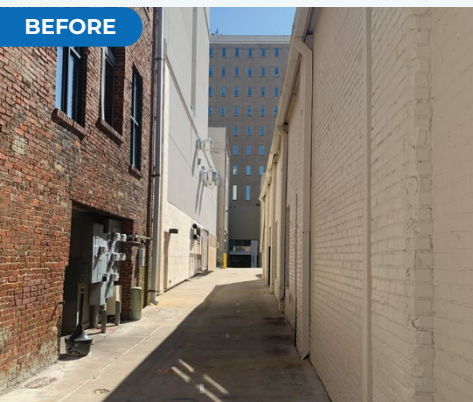


Check out the Spaces to Places blog to read stories of successful REALTOR® association placemaking projects around the country

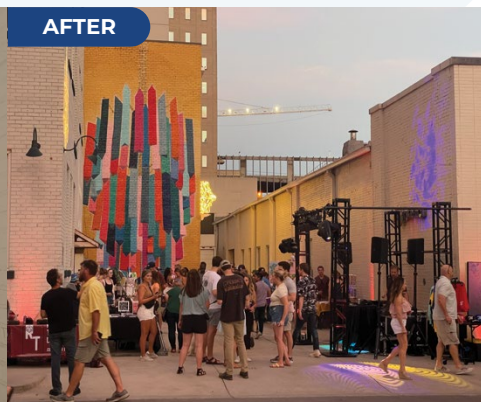


Example of REALTOR® Association Placemaking Project

BEFORE



AFTER



Fashionably Lit, Huntsville Area Association of REALTORS® Chandelier Alley:

An Alabama Alley Activation transforms a dingy service alley into a vibrant gathering space with help from an NAR Placemaking grant.