



PLACEMAKING: BREATHING LIFE INTO DOWNTOWNS



LET'S START FROM THE BEGINNING...

ANCIENT TIMES: PUBLIC SPACES AS COMMUNITY HUBS



THE MIDDLE AGES

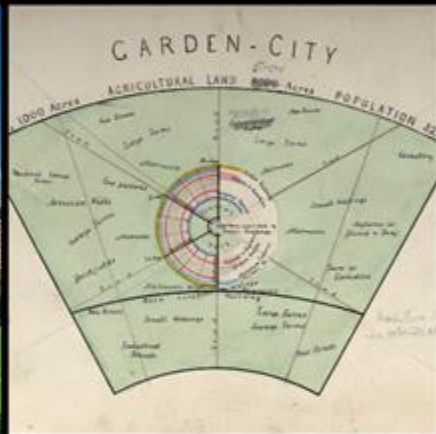


THE RENAISSANCE & EARLY MODERN ERA



INDUSTRIAL REVOLUTION (19TH CENTURY)

PARKS & PUBLIC HEALTH



EARLY 20TH CENTURY MODERNIST URBAN PLANNING





POST- WWII ERA



Westchester District, Los Angeles, California
Westchester Co., 6000 West Manchester Boulevard, Los Angeles, California



SHIFT TOWARDS HIGHWAYS AND SUBURBANIZATION



THE 1970S: THE BIRTH OF MODERN PLACEMAKING



1980S

AESTHETICS & ECONOMIC FOCUS



THE 1990S: COMMUNITY-CENTERED DESIGN

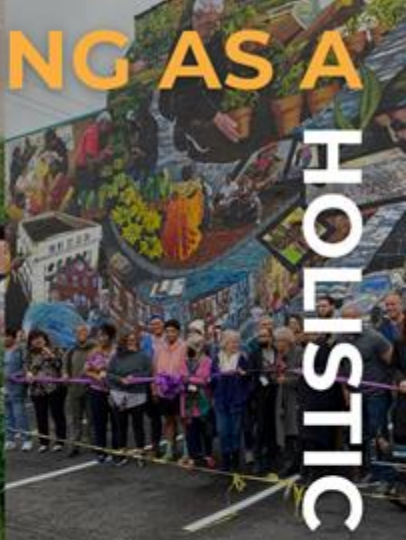


2000S



THE RISE OF
TACTICAL
URBANISM





PLACEMAKING AS A
HOLISTIC
APPROACH

PLACE BRANDING VS. PLACEMAKING





PLACEMAKING ISN'T ABOUT SPACES;

IT'S ABOUT PEOPLE

MOVING FORWARD

POST-PANDEMIC PLACEMAKING



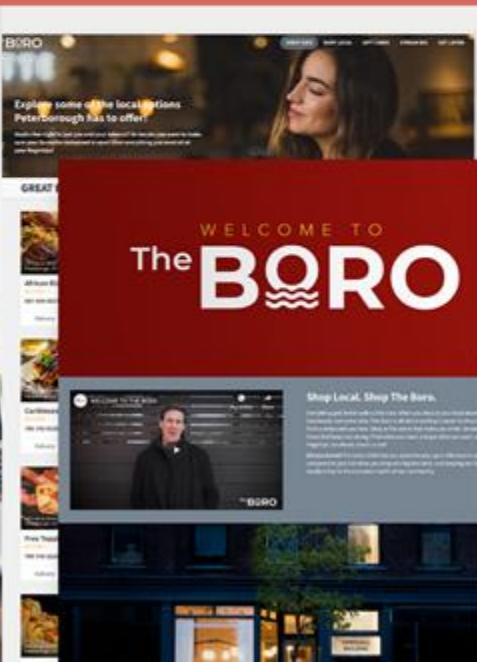


PLACEMAKING FUTURE TRENDS

IN SUMMARY



The **BORO** EXAMPLE



Welcome to the
BORO

THE VISION





THE IDENTITY



TARGET AUDIENCE



BRINGING THE BORO TO LIFE





LESSONS FROM THE BORO



THE BORO'S IMPACT SO FAR



The **BORO**



WHAT'S NEXT?



Session Evaluation Form

