Goal: Use short-term improvements and temporary uses for recreation, retail and entertainment events, and to test viability of long-term, permanent installations.

Recommendations:

- The private developer, WMATA, and the Montgomery County Department of Parks should explore the potential for the following:
  - Ways to continue pop-up retail activities at the proposed Civic Greens, Metro entrance plaza and other public spaces.
  - Creation of temporary "Green Space" and parklets within the WMATA surface lot if excess parking becomes available through the various phases of the development at the Metro site.
  - Weekend programming at the WMATA surface lot with activities such as "Race a Track", "Bike Rodeo", etc.
  - Deploying a movable "Placemaking Kit of Parts", including movable chairs and tables, planters, table tennis kit, chess, board games, shade structures, skate tracks etc.

Creative Placemaking in Streets

Garage rooftop that is used for concerts during off peak hours.

Temporary activities to energize public spaces.

Creative Placemaking in Parking Lots and Underutilized Spaces

Medians, parklets and sidewalks are great opportunities to transform streets into truly public spaces for play, gathering and relaxing. Active streets can become destinations, enhance foot traffic to local businesses and provide additional outdoor spaces for residents of all ages.

Portions or all of parking lots can be transformed into pop-up public spaces for interim or seasonal use or on weekends. Adding food trucks, seating, lighting and color can make parking lots and other underutilized spaces inviting and invigorate districts in the downtown that have less street activity, like the emerging Pearl District.

Source: bettercities.net (above), Whistler (below)

Source: Sasaki
BEFORE
AFTER
POST FESTIVAL EVENTS
A FEW SIMPLE LESSONS
#1 CREATE A DETAILED PROCESS

FROM PARKING LOTS TO PLACES.

The Montgomery County Planning Department partnered with Montgomery Parks, Better Block Foundation, Randolph Hills Civic Association, and Arentzell Realty to collaborate and create the White Flint Placemaking Festival in 2018.

**SPRING 2018**
**KICKOFF MEETING & SITE TOUR**
The Montgomery County Planning Department partnered with Montgomery Parks, Better Block Foundation, Randolph Hills Civic Association, and Arentzell Realty to collaborate and create the White Flint Placemaking Festival in 2018.

**SUMMER 2018**
**OUTREACH & PLANNING**
Planners and the Better Block team helped residents brainstorm ideas for their vision of a community gathering space at the shopping center.

**OCTOBER 8-11 2018**
**COMMUNITY LEAD CONSTRUCTION**
Community members and volunteers came together and worked at the neighborhood shopping center to build their vision of a gathering space on an underutilized green space and part of the parking lot.

**OCTOBER 13-14 2018**
**PLACEMAKING FESTIVAL**
More than 1,000 people participated in the region's first placemaking festival with local food, music, arts, and activities for all ages.

**WINTER 2019 THROUGH 2019**
**ONGOING USE**
The Randolph Hills Civic Association and Arentzell Realty, the property owner, continue to improve the gathering space and use it for events, such as holiday community caroling and a winter beerfest.

ABOUT THE DESIGN
Based on community feedback, the following placemaking elements were incorporated into the design of the community gathering space: bandshell, picnic tables, fire pits, food truck & vendor tents, playground equipment, recreation area.
#2 GET THE BASICS RIGHT.....FAST

Source: Better Block
#3 ASSEMBLE A DEDICATED CORE TEAM
#4 CREATE OPTIONS
#5 ACTIVITIES FOR ALL
#6 GET INTERACTIVE!
#7 BRING IN PARTNERS
#7 BRING IN PARTNERS

Local Businesses and Residents

County Agencies
- Montgomery Parks
- MCDOT
- MCPS
- Regional Services Center

Non Profits
- Friends of White Flint
- Washington Area Bicycle Association
- Rockville Bicycle Hub
- Coalition for Smarter Growth
- Sierra Club
- Local Area Advisory Committees
COMMUNITY LED PLACEMAKING
A Guide For Montgomery County
Draft - December 2018

#8 EDUCATE, ADVOCATE, REPEAT