3rd International Placemaking Week
October 1–4, 2019
Chattanooga, TN, USA

Conference Program
A “CONFERENCE WITHOUT WALLS”

Instead of sticking to the traditional conference setting, we are making the most of community-oriented spaces throughout Chattanooga’s Innovation District! Below is a list and description of the unique venues that will feature many of our sessions and social events - try to visit all of them during your stay!

1. **Waterhouse Pavilion**
   Beautiful Waterhouse Pavilion is your basecamp for Placemaking Week! Whether it is to register, ask questions, or hang out and use the free WiFi, you will find yourself here each day throughout the week.

2. **Miller Park Community Stage**
   Nestled in the middle of Miller Park, the Community Stage will serve as both a stage for our musical guest at the Wednesday picnic, and Short Talk sessions taking place on Wednesday and Thursday.

3. **EPB Main Office**
   EPB is the pioneering communications company that surprised the nation with the first Gigabit Internet speeds, crystal clear television and telephone service utilizing a community-wide fiber optic network. You might be making use of the WiFi in Chattanooga but you will also visit their office building for breakout sessions!

4. **Chattanooga Public Library**
   The Chattanooga Public Library’s mission is to be the community’s catalyst for lifelong learning. From its 4th floor creative space, to its cutting edge library programs, we are proud to be participating in this community hub.

5. **The Edney Innovation Center**
   Anchoring the Innovation District, The Edney is home to a business accelerator, drop-in and event space, co-working spaces, and private offices. Such multi-use community destinations are popping up in innovation districts and research parks around the country, but in Chattanooga, they have put one at the heart of their strategy.

6. **Bessie Smith Cultural Center**
   Founded in 1983 as the Chattanooga African American Museum, the Bessie Smith Cultural Center celebrates the African Diaspora and pays tribute to Chattanooga’s African American culture. Be sure to visit the museum during your stay, or between sessions.

7. **Chattanooga Public Library**
   Driving Innovation is a mobile program that supports economic and workforce development in Tennessee’s rural communities. And guess what, they are bringing their amazing bus Downtown for Placemaking Week. And if you sign up early, you can attend a session in it.

8. **Walker Theatre**
   Walker Theatre reopened in 2017, and we’re proud to be using the space as our plenary venue! We might not be a cool band, but we will try our best to impress on stage at Placemaking Week.

9. **Cooper’s Alley**
   In homage to the historic Cooper’s office supply buildings, this space has become an alleyway re-imagination program amongst other creative activations, and it will be the site of our closing party!

Other Social Events:
- Miller Park Picnic • Levitt Amp • Choo Choo Gardens • Hunter Museum • Walnut Bridge
Welcome to Chattanooga.
It’s ambitious, it’s fiercely local, and it’s small enough to get everyone in a room together.

Placemaking Week is a weeklong global gathering of placemakers that emphasizes hands-on learning and innovative social events, while leaving behind a public space legacy in host cities. Project for Public Spaces (PPS) organized the first two global Placemaking Weeks in Vancouver in 2016 and in Amsterdam in 2017, bringing together 400+ placemakers to learn, network, experience real public spaces, and support a citywide campaign for great places. This year’s 3rd International Placemaking Week in Chattanooga will showcase how a community-based approach to public space can play a role in defining the future of the heartland.

After receiving more than 250 submissions through our open Call for Proposals, we couldn’t be more excited about the themes that have emerged to help shape this year’s dynamic program. To ground our discussions around equity and innovation, Project for Public Spaces in collaboration with the event’s Local Host Committee, has lined up an impressive roster of speakers and sessions around topics such as children and play, crowdfunding, DIY urbanism, and grassroots placemaking. The fruits of our labor can be seen throughout this program, and we hope that you find this event as meaningful as you do enjoyable and educational.

What we have learned from putting on this event, and what everyone will learn from their peers after attending sessions at this event: Shifting equity from conversation into action is messy, incomplete, and absolutely necessary. Public space can be a crucial place for reckoning with this legacy of exclusion and division, and for testing out how we might break down these barriers and build something new, together.

This is what Placemaking Week is all about—creating spaces in which leaders, practitioners, advocates, policymakers, and community members can come together to explore solutions and discover areas in which they can more consciously bring the margins to the center in their work, their community practice, and their everyday lives. We hope that you enjoy this week, and look forward to seeing you out and about in the Scenic City!
A STATEMENT FROM CHATTANOOGA

Developing an event that has true local impact has taken the work of many people, particularly the Local Host Committee. Here is a message from them, to you:

“We are thrilled to make Chattanooga home to this year’s Placemaking Week. We believe Chattanooga’s natural beauty, complex history, and dynamic community make it a powerful place for the global community to share, discuss, and explore the practices and possibilities of placemaking.

Imagining and practicing placemaking as a means for fostering equity and inclusion is our driving goal for this conference and its lasting impact on our city. Throughout the development of this conference, our local organizers are learning to face realities, share brave conversations, and address our patterns, biases, and practices, in order to evolve as an equitable community. We invite placemakers from throughout our region and the world to join us, experience our unique places, and help us tell Chattanooga’s story in a way that reflects everyone’s voices.”

ABOUT THE INNOVATION DISTRICT

An innovation district is more than the sum of its parts; whether a cluster of startups or an influx of promising new nonprofits. To have staying power in a city, an innovation district must encourage a multitude of activities that engage people from different backgrounds, start conversations, and incubate new ideas.

From start-ups and creative hubs to co-living spaces and a pioneering city-wide gigabit network, Chattanooga has been at the forefront of the innovation scene for years. The Innovation District of Chattanooga was designated in 2015 as a place for entrepreneurs, creatives, students, and government to collide and collaborate. The 150-acre district, drawn as a circle in downtown Chattanooga, encompasses public spaces, accelerators, startups, cultural centers, and community event venues. It’s a place where new ways of thinking and working together have created impact in the community.
HOW TO ENJOY YOUR WEEK

We know, there’s a lot to do and see this week, and you won’t be able to attend everything!

Here are 5 tips on how to make the most of your week and not feel like you missed out:

1. Only care about streets and transportation? Are you a tactical urbanism type of person? We have done our best to spread out topics across the schedule so there is something that interests you in each breakout period.

2. We know people become tired sitting around in one room all day - we do this enough at work! Our advice is to get up between sessions, stretch your legs, and try out our range of venues. But, if you don’t feel like walking around between sessions, find one that offers the sessions you like and stay put.

3. Be careful to note sessions with an asterisk*. These are special workshops with capacities and require you to sign up on Sched, our online program, at www.placemakingweek.org/19/program-chattanooga-2019 to attend. All other sessions are open for you to attend as you wish.

4. Wear your badge at all times and hang on to those food/drink tickets included in your badge — each ticket is labeled and you’ll need them at some point each day!

5. There are plenty of public events throughout the week - take a look in this program, but also on Sched.

VENUE KEY

- Waterhouse Pavilion
- Walker Theatre
- Miller Park Community Stage
- EPB - Main Office
- Chattanooga Public Library
- The Edney Innovation Center
- Bessie Smith Cultural Center / Placemaking Bus
- The Palace Theater
- Social Events

TUESDAY, OCTOBER 1

8:00am – 5:00pm
- Registration Open
  - Waterhouse Pavilion

8:00am – 9:30am
- Registration: Coffee and Networking!
  - If you’re attending a mobile workshop, this is when you need to register and grab your badge. Try to come on the earlier side!
  - Waterhouse Pavilion

9:30am – 9:45am
- Welcome to Chattanooga Kick-Off
  - A warm welcome from our Local Host Committee
  - Waterhouse Pavilion

9:30am – 1:00pm
- Mobile Workshops:
  - To attend a mobile workshop, you must have signed up for one on Sched prior to September 30.
  - Meet @ Waterhouse Pavilion – Workshops will depart from there.

*Mobile Workshops:
- *Rural Placemaking in Athens and Cleveland *9:00am start
- African American Place makers in Action
- Chattanooga’s Riverfront - Whose Story is it to Tell?
- Civil War to Civil Rights
- From Door to Park
- GlassFarms - The Next Big Thing Urbanism Workshop
- Harnessing Transiency: How to Co-create Spaces with Immigrant Communities
- Innovation District Tour
- Mural Workshop and Tour
- Place MGMT Workshop in Cooper’s Alley
- The People’s History of Chattanooga Tour: White Supremacy
- The Transformative Ability of Nature
TUESDAY, OCTOBER 1 (CONT.)

1:00pm – 2:00pm

Lunch on your own
Eat around downtown Chattanooga!
List of restaurants available at registration

2:00pm

*Virtual Community Vibrancy Workshop (Offsite Venue)
- Bridge Innovate, 1301 Riverfront Parkway, Suite 110 (Give yourself an extra 15 minutes to get to this session)
*You can only attend this workshop if you signed up for it on Sched

2:00pm

Head to Breakout Period 1 (15 minutes)

2:15pm – 3:30pm

Design Your Neighborhood: Teaching the Next Generation of Placemakers
Waterhouse Pavilion
- Melody Gibson, Education Director, Nashville Civic Design Center
- Hanna Naum-Stoian, Research Fellow, Nashville Civic Design Center

*Measuring quality of place: Toward a global standard of walkability and urban design
*You can only attend this workshop if you signed up for it on Sched
The Edney, Floor Five, Accelerator Space
- Mariela Alfonzo, CEO/Founder, State of Place

Bridging the Gap between Philanthropy and Grassroots Placemaking
The Edney, Floor Five, Community Space
- Myrtie Thompson-Curtis, Director, Freedom Freedom Growers
- Matthew Schmitt, Program Manager, Michigan Community Resources
- Alisha Opperman, Chief Program Officer, Michigan Community Resources
- Jonathan Hui, Program Officer, The Kresge Foundation
- Karen Knox, President, Eden Gardens Block Club

Short Talks: Placemaking for Youth and Play
The Palace Theater
- Facilitator: Shaylee Zaugg, Junior Project Associate, PPS
- Nidhi Gulati, Program Manager, Project for Public Spaces
- Shanna McKinnon, Urban and Landscape Designer, Shanna McKinnon
- Jenn Beideman, Advocacy Manager, Common Ground Health
- Sharon Welch, Urbanist, Lugares Publicos
- Ryan Swanson, Founder / CEO, The Urban Conga
- Leigh Ann Von Hagen, Senior Researcher, Voorhees Transportation Center, Rutgers University
- Tina Govan, Founding Principal, SOMOS design

3:30pm

Head to Breakout Period 2 (15 minutes)

3:45pm – 5:00pm

Power of the Crowd: Combining Crowdfunding and Grantmaking to Transform Public Spaces
Waterhouse Pavilion
- Bridget Anderson, Indiana Director, Patronicity

The Beautiful Game: Uniting Communities Through Soccer for All
The Edney, Floor Five, Accelerator Space
- Scott Dane, Co-Creator, Beacon Soccer Field
- Camron Gnass, Co-creator, Beacon Soccer Field
- Chanelle Nicole Frazier, Development Coordinator, Children’s Assessment Center

This Land is YOUR Land: Inclusive Placemaking in Chattanooga’s National Parks
The Palace Theater
- Brad Bennett, Superintendent, Chickamauga and Chattanooga National Military Park
- Tricia Mims, Executive Director, National Park Partners
- Marty Mitchell, Bessie Smith Cultural Center
- John Edwards, III, Board Member, National Park Partners & owner of the Chattanooga News Chronicle

Better Block in a Box — Overview Workshop*
*Mini workshops will also take place throughout the week — sign up on Sched!
The Edney, Floor Five, Community Space
- Jason Roberts, Chair, Better Block Foundation

5:00pm

Head to Hunter Museum (30 minutes)

5:30pm – 7:30pm

Opening Reception + Mayor’s Welcome
Hunter Museum (10 Bluff View Ave.)

7:30pm – 9:00pm

Walnut Bridge Storytelling Activation: A Bridge Through Time
Participants will leave the Hunter Museum in groups to experience the Bridge activation.
**WEDNESDAY, OCTOBER 2**

8:00 am – 12:00 pm  | Registration (morning location)
   | Walker Theatre

9:00 am – 10:15 am  | Wednesday Plenary — Learning From Chattanooga
   | Walker Theatre
   **Plenary Part 1**
   **Welcome to Placemaking Week**
   • Juliet Kahne, Director of Events and Education, Project for Public Spaces
   • Mary Stargel, Director of Innovation District Programs, The Enterprise Center
   • Phil Myrick, CEO, Project for Public Spaces
   **Equity Statement & Land Acknowledgment**
   • Josiah Golson, Artist and Founder, 800 Collective
   **Panel: Chattanooga History and Conversation**
   • Eric Meyers, Executive Director, Chattanooga Design Studio
   • Edna Varner, Senior Advisor Leading and Learning, Public Education Foundation
   • John Edwards, President/Owner Chattanooga News Chronicle, Inc.
   • Ann Coulter, A. Coulter Consulting

10:15 am – 10:45 am  | Coffee Break in Plenary
   | Walker Theatre

10:45 am – 12:00 pm  | Plenary Part 2
   | Walker Theatre
   **Keynote:**
   • Wanda Webster Stansbury, Founder & Executive Director, Center for Child and Family Achievement (Trenton, NJ)
   **Panel: Practicing Equity in Placemaking**
   • Courtney Knapp, Associate Professor, Grad Center for Planning, Pratt Institute
   • Sarah Berestecky, Community Organizer and Anti-Racism Educator, Bridge City Community
   • Shane Morrow, Co-Founder & Executive Director, RISE Chattanooga
   • LaFrederick Thirkell, Principal, Orchard Knob Elementary/Co-chair of Committee, Ed Johnson Memorial Project
   • Mary Stargel, Director of Innovation District Programs, The Enterprise Center

12:00 pm – 5:00 pm  | Registration (afternoon location)
   | Waterhouse Pavilion

1:00 pm  | Head to Breakout Period 3 (15 minutes)

1:15 pm – 2:30 pm  | Short Talks: Exploring Deeper Connections to Place
   | Miller Park Community Stage
   • Facilitator: Anna Brinley, PPS
   • Carmen Mays, Founder & CEO, Elevators
   • Jane Ellery, Faculty Member, Ball State University
   • Michael Bell, Developmental Practitioner, Mitchell’s Plain Online
   • Shawn Lani, Founding Director, Studio for Public Spaces, Exploratorium
   • Gardner Goodall, Programs Coordinator of Wetland Park, Sankofa Community
   • Jennifer Goold, Executive Director, The Neighborhood Design Center
   • Tyler Yount, Director of Special Projects, Office of Mayor Andy Berke

2:30 pm – 5:00 pm  | Short Talks: Exploring Deeper Connections to Place
   | Miller Park Community Stage
   • Facilitator: Anna Brinley, PPS
   • Carmen Mays, Founder & CEO, Elevators
   • Jane Ellery, Faculty Member, Ball State University
   • Michael Bell, Developmental Practitioner, Mitchell’s Plain Online
   • Shawn Lani, Founding Director, Studio for Public Spaces, Exploratorium
   • Gardner Goodall, Programs Coordinator of Wetland Park, Sankofa Community
   • Jennifer Goold, Executive Director, The Neighborhood Design Center
   • Tyler Yount, Director of Special Projects, Office of Mayor Andy Berke

12:00 pm – 1:00 pm  | Picnic in Miller Park
   Grab your boxed lunch and a blanket at Waterhouse Pavilion, and enjoy in the park!
The Placemakers Guide to Equitable Engagement & Decision Making
- **CHA Public Library, 4th Floor**
  - Bobbie Hill, Principal, Concordia LLC
  - Melissa Lee, Senior Manager, Concordia LLC

Make-Believe Placemaking: Designing Public Space through Imaginative Play
- **The Edney, Floor Five, Accelerator Space**
  - Wendy Puffer, Co-founder Marion Design Co/ Associate Professor, Marion Design Co / IWU
  - Henrik Soderstrom, Ideator / Associate Professor, Marion Design Co /
  - Angelica Oles, Design for Social Impact Intern, Marion Design Co

Tactical Urbanism for Cities and Citizens Alike: Collectively Institutionalizing Iterative Placemaking
- **The Edney, Floor Five, Community Space**
  - Mike Lydon, Principal, Street Plans
  - Barkha Patel, Senior Transportation Planner, City of Jersey City
  - Nate Hommel, Director of Planning and Design, University City District

Transactional vs Transformational: The Role of Private Development in Inclusive Revitalization
- **Bessie Smith Cultural Center, Hall**
  - Damon Hemmerdinger, Co-President, ATCO [Camp North End]
  - Adrienne Martinez, Vice President, Third Party Information Security, Bank of America
  - Varian Shrum, Community Manager, Camp North End
  - John Clifford, Co-Founding Principal, S9 Architecture
  - Lilias John, Public Private Partnerships, City of Charlotte, North Carolina

*Tap into Hidden Talents: Connecting Social Infrastructure to Place via Digital Design Thinking*
*You can only attend this workshop if you signed up for it on Sched*
- **Placemaking Bus**
  - Monica Williams, Co-Director / Designer, Pontiac Holonomy Incubator

2:30pm  Head to Breakout Period 4 (30 minutes)
Accessible Placemaking: Interdisciplinary Perspectives on Universal Design
The Edney, Floor Five, Accelerator Space
- Christopher Lambka, Office Director, Toole Design Group
- Amelia O’Hare, Urban planner, Lakeshore Foundation/NCHPAD
- Britt Zuckerman, Landscape Architect, Dirtworks Landscape Architecture

Incorporating Arts, Equity, and Inclusion in Placemaking: 10 Principles
The Edney, Floor Five, Community Space
- Linda Steele, Founder & CEO, ArtUp

Aligning Public Policy and Participatory Action: Sustaining Placemaking Initiatives for the Long-Term
Bessie Smith Cultural Center, Hall
- Wessel Badenhorst, Director, Urban Mode Ltd
- Marissa Denker, Director, Connect the Dots
- Douwe Dijkstra, Chairman, Heerlen Mijn Stad
- Gary Toth, Executive Vice President, Project for Public Spaces

Women’s Public Space Play Date
Bessie Smith Cultural Center, Atrium
- Jay Pitter, Principal Placemaker, Jay Pitter Placemaking

Stories of an Urban Greenway: How Public Art Further Joined a Disconnected Downtown
EPB, 7th Floor, Room 1
- Barbara Peck, Public Art Consultant, Downtown Greenway
- Dabney Sanders, Project Manager, Downtown Greenway, ActionGreensboro
- Joshua Sherrick, Arts & Events Superintendent, City of Greensboro, Parks & Recreation
- Bob Powell, Professor, NCA&T State University

A New Place Paradigm: Empowering Women and Children in the Public Realm
CHA Public Library, 4th Floor
- Samantha Thomas, Built Environment Director, Terra Soma
- Nidhi Gulati, Program Manager, Project for Public Spaces
- Katrina Johnston-Zimmerman, Project Manager, Adjunct Professor, The Lindy Institute for Urban Innovation, Drexel University

Unlocking Hidden Potential: Growth Through Transformative Placemaking
CHA Public Library, Auditorium
- Jennifer Vey, Senior Fellow, The Brookings Institution
- Lindsey Wallace, Director of Strategic Projects and Design Services, National Main Street Center
- Meg Walker, Senior Vice President, PPS

Demolishing Roadblocks through Transparent Dialogue: A Roleplaying Exercise
The Edney, Floor Five, Accelerator Space
- Shannon Heffernan, Urban Design Director, Studio One Eleven
- Shruti Shankar, Senior Urban Designer, Studio One Eleven

From the Street to the Suite: How Institutions and Local Communities Can Become Allies
The Edney, Floor Five, Community Space
- Iiana Lipsett, Senior Program Manager - Equitable Futures Lab, Institute for the Future
- Cassie Hoeprich, Master’s Candidate, Urban and Regional Planning, University of California Los Angeles
- Hunter Franks, Founder, Hunter Franks Studio

Anchoring Community through Grassroots Greenspaces: The Story of Mattie Freeland Park
EPB, 7th Floor, Room 2
- Stephen Causby, Community Partnerships Manager, Atlanta Regional Commission
- Dr. Mironda D. Williams, OBGYN, Peachtree OBGYN
- Billie Walker, Park Staff, Self-employed
4:45pm – 6:00pm
Cross-Cultural Partnerships and Honoring Indigenous Knowledge
• Carrie Catherine, Program Manager, ConnectR
• Boopsie Maran, Founder - Community Advocacy Specialist, Places for Good
• Neal Kewistep, Indigenous Engagement, Reconciliation Saskatoon

When Public Spaces are Unjust: Placemaking Promotes Livability and Inclusiveness
• Rhashida Bess, Public Services Coordinator, Keep Norfolk Beautiful

*Measuring quality of place: Toward a global standard of walkability and urban design
*You can only attend this workshop if you signed up for it on Sched

6:00pm
Head to Choo Choo Happy Hour (30 minutes)

6:30pm – 7:00pm
Choo Choo Happy Hour

7:00pm
Dine Arounds
• Meet at the Choo Choo to join your co-diners before heading off
In order to attend Dine Arounds, you must have submitted the form which was available on Sched for this option.
Dinners will take place at locations all around Chattanooga

Movie Night in the Park - “Love, Simon”
Optional, not organized by the event

Miller Park
THURSDAY, OCTOBER 3

8:00am - 12:00pm
Registration Open
Waterhouse Pavilion

8:30am - 10:30am
Thursday Plenary
Walker Theatre

Part 3 — Bringing Outside Stories to Chattanooga
Introduction
- Meredith Bergstrom, Home Region Program Officer, Walton Family Foundation
- Philip Winn, Vice President, Project for Public Spaces
- Jason Roberts, Chair, Better Block Foundation
- Meg Walker, Senior Vice President, Project for Public Spaces

Panel: A look at the “human” side of placemaking
- Moderator: Minouche Besters, Partner, STIPO Netherlands
- Jay Pitter, Principal Placemaker, Jay Pitter Placemaking
- Keegan Aplin-Thane, Planner, Palmerston North Council
- Caleb Zigas, Executive Dishwasher, La Cocina

Panel: A look at the “structural” side of placemaking
- Moderator: Jennifer Vey, Senior Fellow, The Brookings Institution
- Ramon Marrades, Chief Strategy Officer, La Marina de Valencia
- Lisa Middag, Director of Nicollet Activation, Minneapolis Downtown Improvement District
- Mariela Alfonzo, CEO/Founder, State of Place

Placemaking X: A Network for Connecting and Amplifying Global Impact
- Ethan Kent, Senior Fellow, Project for Public Spaces

10:30am
Head to Breakout Period 6 (30 minutes)

11:00am - 12:15pm
Short Talks: Participatory Placemaking
Miller Park Community Stage
- Facilitator: Nidhi Gulati, Program Manager, PPS
- Katrina Johnston-Zimmerman, Project Manager, Adjunct Professor, The Lindy Institute for Urban Innovation, Drexel University
- Anastasia Brewster, Leadership Development Manager, City Heights Community Development Corporation
- Ben Epperson, Program Manager, Knox County Health Department
- Nadzeya Ilkevich, Executive Director, Producer, CreateCulture Inc
- Abbey Seitz, Planner, SSFM International, Inc.
- Benjamin Bryant, Director of Special Projects, Interface Studio, LLC
- Ryan Sandwick, Community Design Specialist, CEDIK University of Kentucky

Connecting People to Parks in the Scenic City: Methods and Strategies for Improving Access
EPB, 7th Floor, Room 1
- Melissa Taylor, Director of Strategic Long Range Planning, Chattanooga Hamilton County Regional Planning Agency
- Tom Lamb, Director, Hamilton Country Parks and Rec
- Akosua Cook, Parks Planner, City of Chattanooga
- David Johnson, Program Director, Trust for Public Land

On the Frontlines of Placemaking in Urban Trails: Tools to Increase Social and Health Equity
EPB, 7th Floor, Room 2
- Adam Perkins, Urban Planning Manager, Downtown Denver Partnership
- Suzanne Graham, President, Downtown Akron Partnership
- Lisa Middag, Director of Nicollet Activation, Mpls Downtown Improvement District
- Kevin Dow, Executive Director, Friends of the Rail Park

Creating Shared Value in Innovation Districts
CHA Public Library, 4th Floor
- Stephen Turner, Director of Economic Development, City of Rock Hill Economic and Urban Development Department
- Ryan Sanderson, CEO & Co-Founder, Knowledge Perk
- Melanie Jones, VP College Advancement, York Technical College
- Jennifer Wilford, Director of Housing & Neighborhood Services, City of Rock Hill
- Dawn Johnson, Chair, B.E.L.L. Black Economic Leadership League

Cultivating Rural Innovation: An Asset-Based Approach to Revitalization
CHA Public Library, Auditorium
- Sharon Yazowski, Executive Director, Mortimer & Mimi Levitt Foundation
- Cynthia Nikitin, Senior Vice President, Project for Public Spaces
- Bridgett Massengill, President/CEO, Thrive Regional Partnership
- Lindsey Wallace, Director of Strategic Projects and Design Services, National Main Street Center
THURSDAY, OCTOBER 3 (CONT.)

11:00am – 12:15pm (cont.)

Placemaking for Social Inclusion: Addressing Homelessness, Mental Health and Addiction in Public Space
📍 The Edney, Floor Five, Community Space
- Elliott Madison, Program Director, Fountain House
- Janika Robinson, Case Manager, Hope Atlanta / Woodruff Park
- Ansley Whipple, Woodruff Park Project Manager, Atlanta Downtown Improvement District
- Elena Madison, Vice President, Project for Public Spaces

Restoring a Sense of Place with Place Types: A Character-Oriented Land Use Approach
📍 The Edney, Floor Five, Accelerator Space
- John Bridger, Executive Director
- Karen Hundt, Division Director
- Pamela Glaser, Principal Planner
- Sarah Cook, Senior Planner
- Eric Matravers, Senior Planner
All from: Chattanooga-Hamilton County Regional Planning Agency

Public-Private Partnerships for PLAYces (P4s): Lessons from Detroit’s Cody Rouge Neighborhood
📍 The Palace Theater
- Niccole Nelson, Board President, Cody Rouge Community Action Alliance
- Juliana Fulton, Park Planner, City of Detroit
- Malia Xie, Program Officer, Ralph C. Wilson Jr. Foundation
- Paula Young, Associate Director, City Partnerships, KaBOOM!

Appalachian Perspectives: Southern Community leaders, share your stories with ioby
*You can only attend this activity if you signed up for it on Sched
📍 The Placemaking Bus
- Alea Tveit, Central Appalachian Research Fellow, ioby

12:30pm – 1:30pm

Lunch Break on your own
Farmers Market and Food Trucks, or dine around Chattanooga
📍 Miller Park

12:30pm – 1:30pm

All interested Placemaking Network leaders!
Get involved in a regional network - lunch bites provided
📍 The Edney, Floor Five, Accelerator Space
- Presented by Placemaking X

1:30pm

Head to Breakout Period 7 (15 minutes)

Short Talks: Creatively and Community Supported
📍 Miller Park Community Stage
- Facilitator: Cailean Kok, Project Associate, PPS
- Teal Thibaud, Co-Founder, Director, Glass House Collective
- Braydee Eluliss, Executive Director, Muncie Arts & Culture Council
- Averell Mondie, Creative Director / Project Manager, A&M Creative Partners
- Ian Litwin, Central District Planner, Philadelphia City Planning Commission
- Elizabeth Nash, Public Programming & Outreach, Big Car Collaborative
- Steve McBride, Executive Director, Pewabic Pottery
- Cathryn Zommer, Executive Director, Enough Pie

The Transforming Power of Parks and Open Spaces
📍 EPB, 7th Floor, Room 1
- Larry Zehnder, Retired Administrator, Chattanooga Parks and Rec
- Ron Littlefield, Former Mayor of Chattanooga
- Jeannine Alday Grogg, Retired Chief of Staff, Hamilton County

Breaking Down Government Silos for Safer, Healthier Transportation
📍 EPB, 7th Floor, Room 2
- Chris McIntosh, Urban Planner II, City of Atlanta Department of City Planning
- Kemberli Sargent, Urban Planner III, City of Atlanta, Office of Mobility Planning

*Processing Painful Histories: Approaches for Place-Based Healing
*You can only attend this workshop if you signed up for it on Sched
📍 CHA Public Library, Auditorium
- Jay Pitter, Principal Placemaker, Jay Pitter Placemaking

The Centrality of Strategic Planning to Placemaking: The Case of Chattanooga’s Reflection Riding Arboretum and Nature Center
📍 CHA Public Library, 4th Floor
- Mark McKnight, President, Reflection Riding Arboretum & Nature Center
- Tangela Johnson, President, North Georgia Corporate Consulting, LLC
- Joseph Goldkamp, Principal/Consultant, River Cities Civic Engagement, LLC
THURSDAY, OCTOBER 3 (CONT.)

1:45pm – 3:00pm (cont.)

**Defying Defensive Placemaking: Tactics for Tackling Exclusion in Public Space**
- **The Edney, Floor Five, Accelerator Space**
  - Troy Glover, Professor, University of Waterloo

**Crowdfunding for Placemakers with ioby**
- **The Edney, Floor One, CO.LAB**
  - Alea Tveit, Central Appalachian Research Fellow, ioby
  - Christopher Jones, Memphis Action Strategist, ioby

**From Office Park to Mixed-Use District: Urban Destinations for Suburban Communities**
- **The Edney, Floor Five, Community Space**
  - Will Marth, Associate | Partner, Hawkins Partners, Inc.
  - JP Cowan, Principal, TMPartners, PLLC
  - Angelo Carusi, Principal, Cooper Carry

**A Fresh Coat of Paint: Bringing People Together through Mural-Making**
- **The Palace Theater**
  - Jacqueline Austin, Event Co-Director, Jackson Young Professionals / Bright Walls
  - Clay McAndrews, Founder, Co-Director, Bright Walls Mural Festival

3:00pm

**Head to Breakout Period 8 (30 minutes)**

3:30pm – 4:45pm

**Short Talks: Approaches, Tools and Philosophies**
- **Miller Park Community Stage**
  - Facilitator: Laura Torchio
  - Laura Torchio, Deputy Director, Project for Public Spaces
  - Leigh Ann Von Hagen, Senior Researcher, Rutgers University
  - Rachel Wexler, Director of Special Projects, Downtown Durham, Inc.
  - Lou Huang, Founder / CEO, Streetmix
  - Rachel Radawec, Placemaking and Community Engagement Manager, Tampa Downtown Partnership
  - Perry Hiott, Managing Director, Georgia Cities Foundation
  - Nate Hommel, Director of Planning and Design, University City District
  - Ryan Westrom, East Coast Regional Manager, City Solutions — Ford Mobility

**From Pavement to Placemaking: The Rebirth of America’s Suburb**
- **EPB, 7th Floor, Room 1**
  - Jason Beske, Senior Urban Designer, Stantec’s Urban Places
  - Mallory Baches, Program Manager, Congress for the New Urbanism
  - Atul Sharma, Master Planner, Montgomery Planning
  - David Dixon, Vice President, Stantec’s Urban Places

**The Street’s Not Complete Until WE Say It Is!**
- **EPB, 7th Floor, Room 2**
  - Mike Sewell, Principal, Gresham Smith
  - Louis Johnson, Senior Landscape Architect, Gresham Smith
  - Mike Lydon, Principal, Street Plans

**Swim City: Tapping the Placemaking Potential of Public Pools**
- **CHA Library, 4th Floor**
  - Nicole Buchholz, Associate, U3 Advisors
  - Benjamin Bryant, Director of Special Projects, Interface Studio, LLC

**Placebreaking: How to Kill a City’s Nighttime Culture and Public Life**
- **CHA Public Library, Auditorium**
  - Matthew Gollan, Creative Director / Co-founder, Reactivate Consulting
  - Andrew Coward, Strategic Director / Co-founder, Reactivate Consulting
  - Ben Gollan, Director / Founder, A Man and His Sandwich
  - Neil Warner O’Connell, Head of Architecture, Meriton

**The Last Safe Kilometer: Schools as Hubs of Child-Friendly Placemaking**
- **The Edney, Floor One, CO.LAB**
  - Maciej Zacher, Mobility Urbanist, Municipality of Skawina
  - Viviana Cordero, Urban Strategist, STIPO
  - Nidhi Gulati, Program Manager, Project for Public Spaces

**Demonstrating Participatory Design: Public Restrooms for Public Good**
- **The Edney, Floor Five, Accelerator Space**
  - Brent Bucknum, Founding Principal, Hyphae Design Laboratory
THURSDAY, OCTOBER 3 (CONT.)

3:30pm - 4:45pm
Increasing Inclusive Impact: Forging Linkages Between Local Economies and Public Space
📍 The Edney, Floor Five, Community Space
- Mariah Williams, Founder and CEO, Mariah L. Williams, LLC
- Emily Manz, President, EMI Strategy
- Melissa Lee, Senior Manager, Concordia LLC
- Meg Walker, Senior Vice President, PPS

How to Develop an Authentic Brand for Your Authentic Place
📍 The Palace Theater
- Brett Posten, Co-Founder & Principal, Highline Partners

Appalachian Perspectives: Southern Community leaders, share your stories with ioby
*You can only attend this activity if you signed up for it on Sched
📍 The Placemaking Bus
- Alea Tveit, Central Appalachian Research Fellow, ioby

4:45pm
Head to Cooper’s Alley (15 minutes)

5:00pm - 7:00pm
Party in Cooper’s Alley
📍 Cooper’s Alley – Enter on Cherry Street

7:00pm - 8:00pm
Levitt Amp Music Series
📍 Bessie Smith Lawn
This evening’s concert will feature B Slade

8:00pm
Afterparty Drinks
📍 (multiple venues)
Odd Story Brewing (336 E. M L King Blvd)
Hutton & Smith Brewing (431 E. M L King Blvd, #120)
The Barley Chattanooga (235 E. M L King Blvd)

FRIDAY, OCTOBER 4

We have a range of activities taking place on Friday morning if you are still in town. Please go to www.placemakingweek.org/19/program-chattanooga-2019 to see what is available on Sched (our online program).
It would not have been possible to produce Placemaking Week without the involvement of many other organizations, agencies, and individuals.

We would like to acknowledge and thank all who contributed to this event. We offer our heartfelt appreciation to this year’s Local Host Committee. From scoring over 250 proposals, to coordinating, hosting and leading our mobile workshops, to planning many of the events you are attending this week, to most importantly, ensuring that this event leaves a positive mark on their city. We thank you all!

The Local Host Committee members worked tirelessly to build their placemaking legacy in Chattanooga by making it possible for a substantial amount of scholarships to be given to locals to attend the conference, to provide public programming alongside the event, and to showcase the best Chattanooga has to offer conference attendees. We also would like to thank our generous sponsors, who have strongly demonstrated their support for placemaking in this vibrant city.

**Local Host Committee:**

- Mary Howard Ade
- Eric Asboe
- Matt Busby
- Charlotte Caldwell
- Elijah Cameron
- Aaron Cole
- Akosua Cook
- Isaac Duncan III
- Kelly Farina
- Josiah Golson
- Stephanie Hays
- Heidi Hefferlin
- Corinne Hill
- Cate Irvin
- Katelyn Kimrie
- Travis Lytle
- Bridgett Massengill
- James McKissic
- Sally Morrow
- Shane Morrow
- Eric Myers
- Kathleen Nolte
- Daniela Peterson
- Lisa Pinckney
- Erika Roberts
- Darian Scott
- Meagan Shinn
- Bre Stevens
- Teal Thibaud
- Michael Walton
- Kat Wright

**Special Thank You:**

- Ken Hays
- Ann Coulter
- Jenny Park
- Deb Socia
- Rebecca Suttles
- Mary Helen Montgomery
- Courtney Knapp
- John Edwards
- Jonathan Susman
- Haley Doss
- Michelle Lawson
- Sculpture Fields
- High Point Climbing
- Camphouse
- Tennessee Gorge River Trust
- Choo Choo Gardens
- RISE Chattanooga
- La Paz Chattanooga
- Athens Arts Council
- Glass House Collective
- Lookout Mountain Conservancy
- Chattanooga Organized for Action
- Trust for Public Land Chattanooga
- Councilman Erskine Oglesby
- City Fields
- Mayor Andy Berke
- River City Company
- Public Art Chattanooga
- National Park Partners
- Open Spaces
- Bike Chattanooga
- Shaun LaRose
- Alex Paul Loa
- Good With Faces
- Velvet Poetry
- Mad Priest
- ELLA Library
- K Love
- Stephanie Valencia
- Allison Reedy Wolfe
- Edna Varner
- Sarah Berestecky
- LaFrederick Thirkill
- Alex Sassayama
- Kamar Durley
- Anna Siprikova

**Chattanooga Conference Team:**

- Erika Roberts
- Josiah Golson
- Lya Kimbrough
- Alexander Leffew
- Ricardo Morris

**PPS Conference Team:**

- Rebecca Weiser
- Kurt Wheeler
- Nate Storring
- Josh Kent
- Philip Winn
- Alina Bibisheva

**Conference Leads:**

- Juliet Kahne
- Mary Stargel

Image courtesy of Chattanooga Convention & Visitors Bureau
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ABOUT PROJECT FOR PUBLIC SPACES

Project for Public Spaces (PPS) is a nonprofit educational and technical assistance organization with an international reputation for its success in the creation of more livable communities. We believe that community-powered public spaces are the backbone of a healthy society, and we are dedicated to working with people who are just as passionate about them as we are. Over the past 43 years, PPS has grown from a small group of dedicated out-of-the-box thinkers studying how people use public space, to the leader of a global movement for placemaking that continues to change places and lives around the world. We’ve directly helped more than 3,500 communities in over 50 countries to build stronger and more dynamic public spaces by inspiring others to collectively reimagine and reinvent public spaces as the heart of every community.

OUR SERVICES

We’ve been making great public spaces since 1975. What sets us apart is our placemaking approach, grounded in decades of research and experience. Through this community-based process, we empower people to develop a unique vision for their public spaces and help them make it a reality. To learn more about PPS please visit [www.pps.org](http://www.pps.org) or contact us directly by email at info@pps.org or by phone at +1 212 620 5660.
“The Handshake” — by Chattanooga artist Brian Behm

Part of Chattanooga’s Art Spark Program