

# Community Design & Placemaking for Age-Friendly Communities



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Action Plan for Aging Well  
Advisory Committee Meeting

# Community Planning + Revitalization

Providing **tools, training, grants, and incentives** for local leaders to plan and implement projects that support **thriving, walkable communities.**



FOOD  
DRINKS  
GIFTS

OPEN

FRESH PRODUCE  
AND SEAFOOD  
GREAT LUNCH MENU

MOON  
DOG  
CAFE  
CAPPUCCINO  
AND JUICE BAR

Label  
GMOs  
No







# Community Design





Great Places





Great Places





photo credit: ThinkVermont

# Great Places





photo credit: Ian Albinson, Bristol Core

# Downtowns





# Placemaking



“I truly believe  
that if you can  
**change the  
street**, you can  
change the  
world.”



Janette Sadik-Khan, Commissioner of the New York City





# 01

## Streets as Places for Commerce

.....  
Burlington, VT





# 02

## Streets as Places for Commerce



St. Johnsbury, VT





# 03

## Streets are Places **for Commerce**



St. Albans, VT





# 04

## Streets as Places for Community



Brattleboro, VT





# 05

## Streets are Places **for Community**



Brandon, VT





# 06

## Streets are Places **for Community**



St. Albans, VT





# 07

## Streets as Places for Community



Brandon, VT





# 08

## Streets as Places for Community

.....  
Montpelier, VT





# 09

## **Streets as Places for Celebration**

.....  
Montpelier, VT





# 10

## Streets as Places for Celebration



Waterbury, VT





**If you design streets and places  
for cars, **what do you get?****



A wide-angle photograph of a busy multi-lane street in Rutland, Vermont. The street is filled with cars in both directions of travel. On the left side of the street, there are several utility poles with numerous power lines stretching across the sky. On the right side, there are commercial buildings, including one with a 'Parts Plus' sign. The sky is overcast with grey clouds. The overall scene depicts a typical busy town street.

**you get cars and traffic.**

Rutland, VT





# Higher Speeds are Encouraged!

Montpelier, VT



**If you design streets and places  
for people, **what do you get?****





**you get people and places.**

Winooski, VT



*A great street should be the **most desirable place to be**, to spend time, to live, to play, to work, at the same time that it markedly contributes to what a city should be. Streets are settings for activities that **bring people together**.*

Allan Jacobs  
Great Streets







© Nancy Lundebjerg

Photo by Nancy Lun



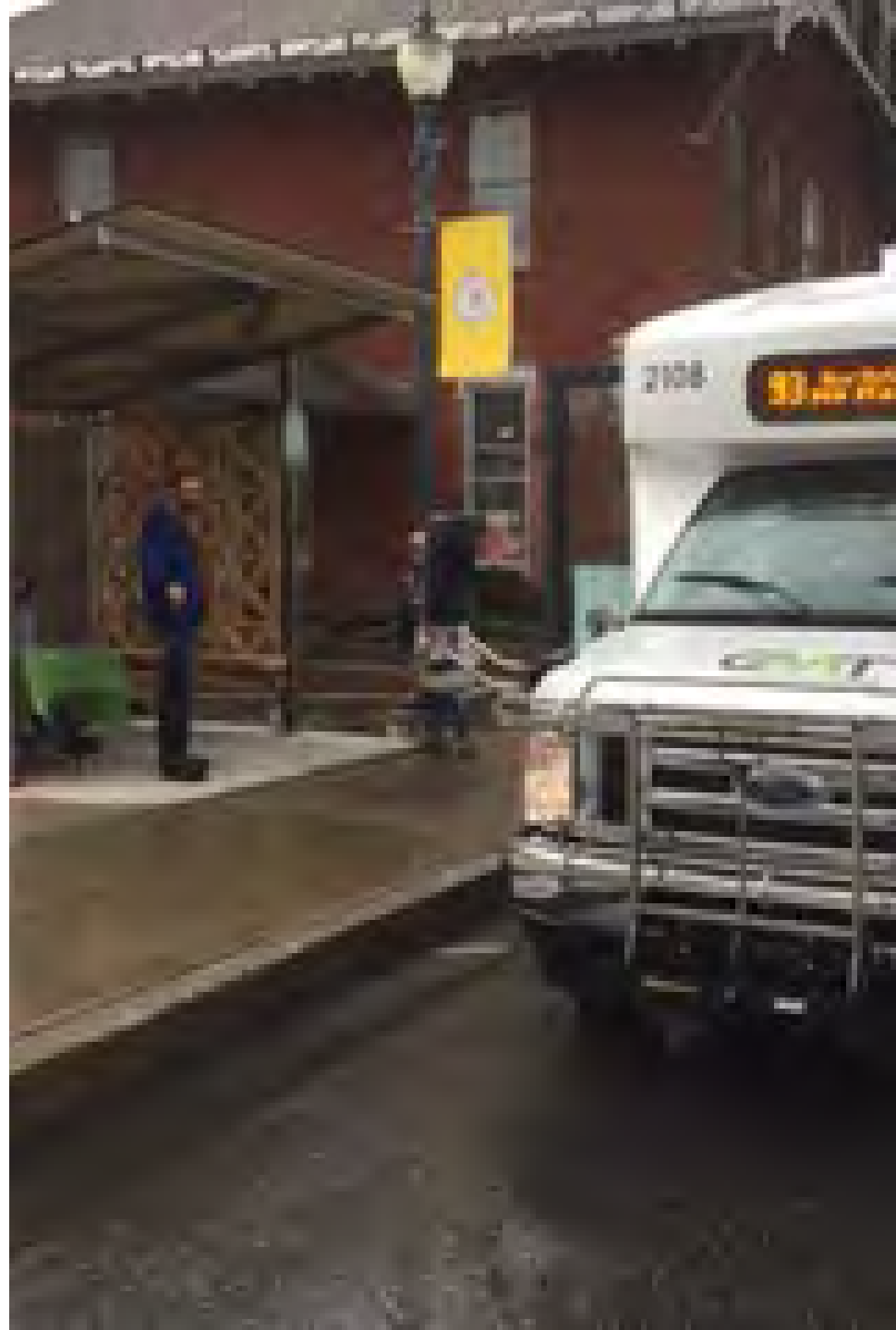


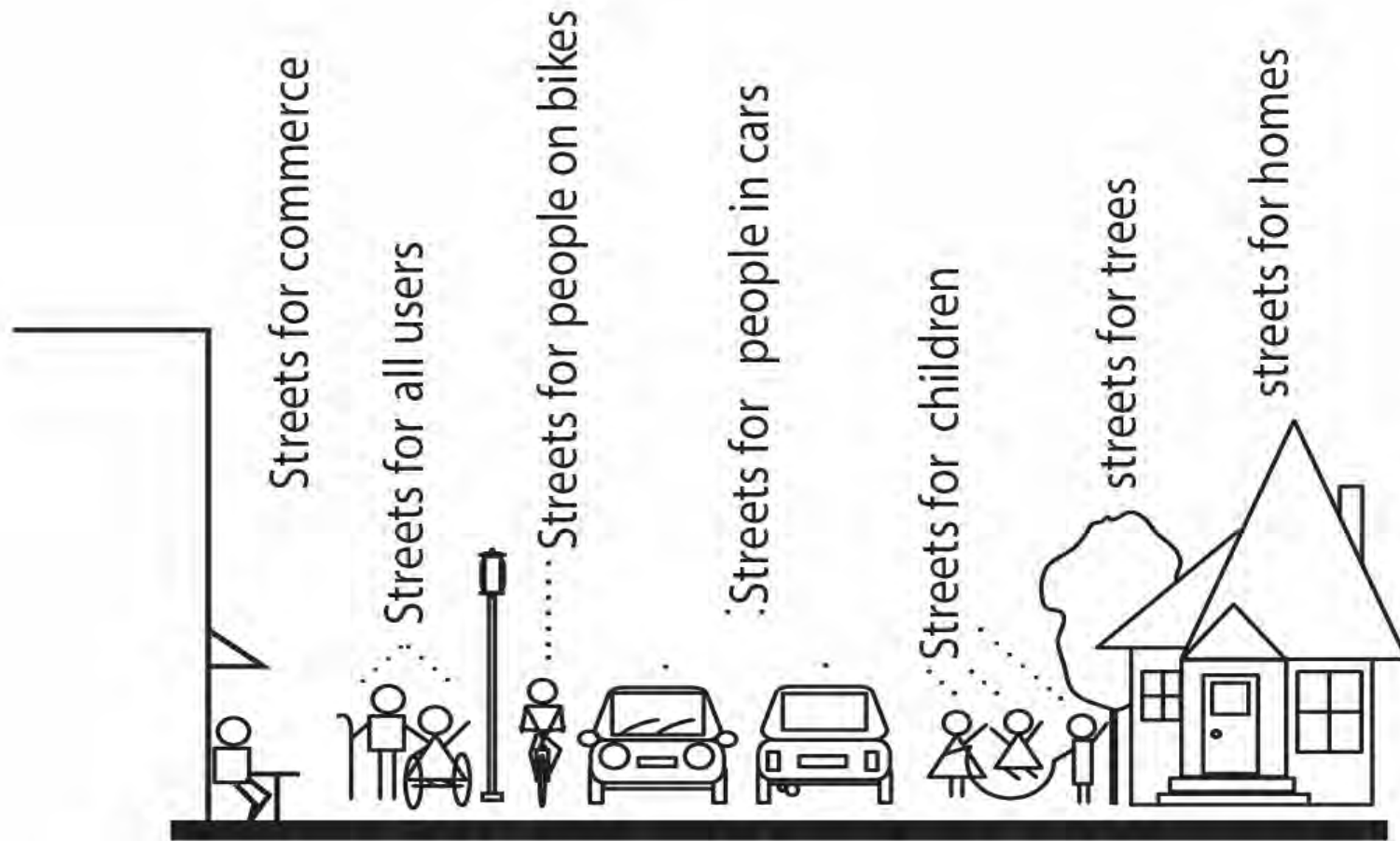
Photo credit: Northfield Energy Committee





Photo credit: Tom McKone:





**Streets are for many users and activities.....**



**Placemaking**  
**is not new.**





placemaking





Placemaking is the practice of working with communities to **re-invent and re-engage with public spaces** so they are once again the central focus of public life. Placemaking **capitalizes on a local community's assets, inspiration, and potential.**





Place

Community Driven



Community

Builds Social Capital



Making

Activates Public Spaces

**Placemaking strengthens the connection between people and the places they share.**



# OFFERS A QUICKER LIGHTER APPROACH

.....



# Placemaking





connections



photo credit: Downtown Brattleboro Alliance



# Why invest in Placemaking?



# Placemaking is...





# Builds Social Capital



credit: Downtown Brattleboro Alliance



# Supports Active Lifestyles





# Creates Connections



credit: Ward Joyce



# What Makes a Great Public Space?





1

**Superior  
Human Experience**



2

**Context and  
Location**



3

**Incorporates  
Nature**



4

**Active  
Programming**





1

## Superior Human Experience



2

## Context and Location



3

## Incorporates Nature



4

## Active Programming





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# 5 Ways to Create Age-Friendly Communities through Placemaking





# 01 Older and Active!



***In age-friendly communities, older adults stay involved in sports, exercise, recreation, and other health promotion activities.***



02

## No Place Like Home!



*Age-friendly communities feature housing that is affordable and accessible for older Vermonters so they can live where they feel most comfortable.*



# 03

## Ensure Safe Passage!



***Older adults move freely in age-friendly communities that offer an abundance of crosswalks, sidewalks, and other places safe and pleasant to walk, bike, or use a wheelchair.***



# 04 Activate Gathering Places!



*Parks and neighborhoods that invite residents of all ages to gather and interact are a staple of age-friendly communities.*



# 05

## Everyone is in the Mix



***In age-friendly communities, older adults still contribute in meaningful ways by working, volunteering, or simply being included.***







# Better Places

*Empowering Vermonters to Create Vibrant Public Places*







Connects

**Builds Social Capital**



People to

**Creates Community**



Place

**Adds Vitality**



# *Let's Create Age-Friendly Communities Together!*



**THINK BIG....START SMALL**  
.....

**Thank You.**  
.....

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VT Agency of Commerce and Community Development