

HALIFAX



Neighbourhood Placemaking

2023 Information Booklet

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Deadline to submit a Neighbourhood Placemaking application for the 2024 season is Tuesday, October 31, 2023.



Section 1: Introduction to Placemaking

The purpose of Neighbourhood Placemaking is to celebrate and explore a neighbourhood's unique identity, connect neighbours, and to create a place people are drawn to, resulting in welcoming and livable communities where neighbours have more opportunities to get to know one another.

Projects are resident-led and a core team of neighbours who are interested in leading the neighbourhood placemaking project is required. The municipality's Community Developers will provide ongoing support throughout the planning process. Financial support of up to \$1,500 is available towards materials and artist/professional fees. Additional funding for expenses is the responsibility of the core team.

The municipality considers requests from residents for projects on municipally owned property and non-municipally owned property. This may include:

- painting on municipal street intersections (see Section 6)
- building a neighbourhood bench
- creating stepping stones
- making a community film screen, or
- any other creative idea you can think of that helps build relationships in your neighbourhood

We look for projects that create opportunities for the participation of all neighbours to design and create together, resulting in a product that enhances public places and the neighbourhood identity. The placemaking project will be publicly accessible to the neighbourhood after it is created.

All residents interested in seeing a placemaking project happen in their neighbourhood are encouraged to contact their local Community Developer before applying.

Municipal Community Developers
Darren Hirtle - Dartmouth, Eastern Passage, Cole Harbour to Eastern Shore darren.hirtle@halifax.ca
Rachelle M. Turple-Christmas - Cole Harbour, Lake Loon/Cherry Brook, Preston(s), Eastern Shore rachelle.turple-christmas@halifax.ca
Kate Moon - Halifax Peninsula kate.moon@halifax.ca
Adam Huffman - Fall River, Sackville, Bedford, and Musquodoboit Valley huffmaa@halifax.ca
Jasmine Du - Mainland North, South, & Western Communities jasmine.du@halifax.ca

Section 2: Steps to Make it Happen

- Step 1**
With a core team of interested neighbours, complete the application at halifax.ca/placemaking
- Step 2**
Contact your area Community Developer to review your application in person or over the phone before Tuesday, October 31, 2023 (see contact details on page 1).
- Step 3**
Send the completed application to your local Community Developer (see contact details on page 1).
APPLICATION DUE: Tuesday, October 31, 2023.
- Step 4**
Our municipal team of Community Developers will review your application and will evaluate your project to see if it is a fit for the program and if your proposed location fits under our guidelines.
- Step 5**
Members of your core team attend a series of workshops to learn how to plan and host a Neighbourhood Placemaking project. Workshops happen between January and March.
- Step 6**
The core team hosts a series of neighbourhood gatherings to brainstorm and share ideas and feedback on the design for the artwork. Gatherings are hosted between February and June, depending on the project. For example, if your creation day is August 1, gatherings are held from February through May.
- Step 7**
Submit a community-created design and site plan to the municipality two months before project build day. Our team will review the design and site plan, and either approve or request changes. For example, for painting August 1, project design is due June 1.
- Step 8**
Make changes to the design and site plan as requested by the municipality. Resubmit six weeks before creation day. For example, for creation day on August 1, edited design is due June 15.
- Step 9**
Obtain signatures from neighbours for design support and street closure if necessary.
- Step 10**
Submit signatures to municipality one month before creation day at the minimum. For example, for creation day August 1, signatures are due July 1.
- Step 11**
Source materials for the project in consultation with your municipal Community Developer.
- Step 12**
Advertise and invite neighbours to the event.
- Step 13**
Plan a placemaking project creation day and CREATE WITH YOUR NEIGHBOURS. All core teams are encouraged to host a celebration day that includes the participation of the neighbourhood in a meaningful way. As necessary, apply for a block party permit to close the street for the celebration day by contacting Right of Way Services at ROWpermitapps@halifax.ca or by calling 902-490-6240.

Section 3: Frequently Asked Questions

1. What level of commitment is required to take on a placemaking project?

Placemaking projects require a core team of committed neighbourhood volunteers to lead neighbourhood meetings, communicate with the neighbourhood, liaise with municipal team members, recruit volunteers, and plan and lead the celebration day. The core team typically works on the project from February until the event day. Successful projects require a committed team and are not possible with just one or two committed Core Team members.

2. What level of community engagement is required?

The core team must organize neighbourhood meetings with demonstrated neighbourhood support, where the design, location, and volunteer recruitment will be discussed. We recommend additional forms of engagement, such as surveys, one-on-one conversations, flyers, and online polls and promotions.

3. I'm not an artist or illustrator. How will we make a design we like?

Artists and illustrators are everywhere. You may be surprised to find an artist in your neighbourhood when you connect with residents about your project. The municipality is also happy to help you connect with an artist or illustrator.

4. My project idea is not on municipally owned property. Can I still apply?

You are still welcome to apply to Neighbourhood Placemaking. The primary requirement is that your group has been given permission by the property owner to install or host your project on their property.

5. How do I know if a property or street is municipally owned?

Most paved residential streets in the core are municipally owned. If you're not sure, you can contact your local Community Developer to confirm for you. (see contact info on page 1)

6. What is an encroachment?

An encroachment is a fixed structure that is placed on the right-of-way, including the sidewalk, street or grass area between the street and sidewalk. Projects cannot be built in an encroachment area.

7. Who is on the project team from the municipality?

The municipal team is made up of members from our Parks & Recreation, Traffic & Right of Way and Risk & Insurance divisions. They help core teams design a safe and impactful placemaking project.

Section 4: Project Timelines

The core team of a Neighbourhood Placemaking project must consider the needs and timelines of its own neighbourhood. Below is a typical project timeline for a placemaking project.

All projects participating in Neighbourhood Placemaking should plan to have their project complete no later than the fall of that year.

Timeline		
October 31	Applications DUE	
November	Applications reviewed and accepted	
December		
January	Host community gatherings Firm-up process, dates, permissions, artists/illustrators	Neighbourhood Placemaking Workshops
February		
March		
April		
May		
June	Confirm final design	
July	Celebration Day: Painting or building takes place	
August		
September		
October	Debrief	

Section 5: Workshops

Workshops will be offered by the municipality to provide guidance to the core team on how to organize a successful placemaking project. Workshops are an excellent opportunity for different core teams to meet and learn from one another.

Workshops will cover:

- Goals vs form
- Knowing your audience
- Phases of designing with community
- How to host a neighbourhood gathering
- Working with volunteers
- Promoting your project and invites
- Planning timelines
- Working with an artist
- Materials
- Requirements for municipal property
- Project budgeting
- Long-term maintenance
- Community visioning and spin-off projects
- Planning your event day

Attendance

All core team members are encouraged to attend each workshop. A minimum of two core team members must be present at each workshop so no knowledge is lost. The core team can send an alternate representative from the neighbourhood, if necessary.



Section 6: Requirements for Street Painting

Support

- The core team must show that they have informed the neighbours about the project and street closure through a signature letter submitted one month in advance of painting day.
- 100 per cent of neighbours who live on the corner of the intersection to be painted must sign the agreement letter in support of the project and design.
- 80 per cent of neighbours living one block from the intersection must sign the agreement letter in support of the project and design.

Painting Location

- Permission is given only to streets or intersections with less than 2,500 cars per day because of wear on the artwork.
- No streets with bus routes will be considered.
- No paintings in crosswalks will be considered.
- You are required to contact Heritage Gas to ensure there is no planned road work in your proposed location. Use the “Call Before you Dig” Phone Line at 1.866.313.3030.
- The core team must get a block party permit for the event day by contacting Right of Way Services at ROWpermitapps@halifax.ca or by calling 902.490.6240.

Design

- A one-meter buffer of unpainted surface from the curb to the painting is required.
- No logos, advertising, words or traffic symbols can be included in the design.

Frequently Asked Questions

1. How much money will we need to raise to paint our street?

Paint costs about \$1,000 depending on the surface area you intend to cover. Some communities also seek funding for artist fees, food, meeting space and advertising.

2. How long will the street painting last?

The street painting will last anywhere from one to four years, depending on road conditions and traffic. The municipality reserves the right to remove the artwork for any reason and the right to do any road work that may result in changes to the surface and/or artwork.

3. What is a traffic count?

A traffic count tracks the number of cars that pass through the intersection in a 24-hour period.

4. Why does the municipality require a traffic count for street paintings?

Painted intersections must be under 2,500 cars in a 24-hour period because if there is too much traffic the painting will fade too quickly.

5. Can we repaint our street painting once it wears off?

Yes. Neighbourhoods can apply to repaint their street every two years. Please contact your municipal Community Developer before April of that year if you would like to organize a street repainting.

Section 7: Placemaking Resources

Municipal contact for Neighbourhood Placemaking

Kate Moon, Community Developer: 902.490.4408, Kate.Moon@halifax.ca
www.halifax.ca/placemaking

City Repair is a volunteer organization in Portland Oregon that has been helping neighbourhoods paint their street for over 20 years. www.cityrepair.org

City Repair Guidebook

www.cityrepair.org/placemaking-guidebook

Placemaking Halifax is the name of the group who organized the first Placemaking Project in collaboration with the municipality. You can find out more about them on their Facebook page.

www.facebook.com/PlaceMakingHFX

The municipality has created a **Placemaking Halifax video** to help capture the inspiration behind the Northwood Terrace Placemaking project. You can see this video on our website.

www.youtube.com/watch?v=b7kfCqEOjp8&t=4s

Placemaking Halifax created a **timelapse video** of their painting event. You can search Intersection painting timelapse in north-end Halifax on YouTube or go to: www.youtube.com/watch?v=5gcAHlaft-c

Interested in creating a mini library? See the fun program created by **Little Free Library**.
littlefreelibrary.org

Check out the great work of **Project for Public Spaces**. Lots of great tips on what makes a great place.
www.pps.org/reference/what_is_placemaking

Get inspired by the placemaking work being done in **Chicago**, www.placemakingchicago.com

