

# Placemaking - Funding Sources and Strategies

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February 3, 2022



# Intro

What is MassDevelopment?

The Commonwealth's economic development agency and land bank. We work across all communities in Massachusetts in a various forms ranging from financing large-scale development projects to planting the placemaking seeds.

Who am I?

Alejandro Lopez, Transformative Development Initiative (TDI)  
Assistant Program Manager

- TDI Creative Catalyst Grant
- Commonwealth Places
- TDI Local
- TDI Cohort Project

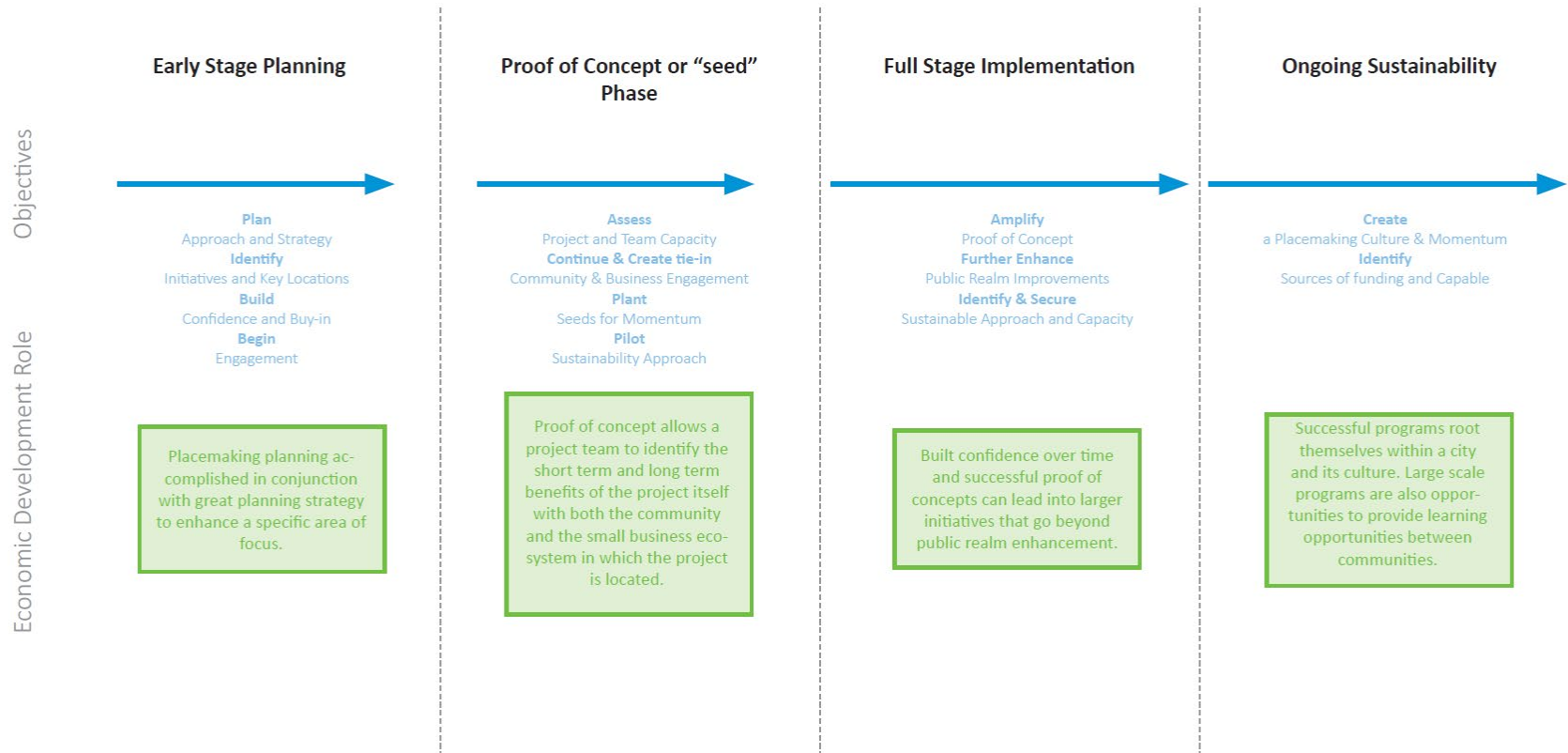
# Placemaking: Connection to Economic Development

Placemaking projects connect, support and amplify economic development goals through:

- Business engagement and support
- Community engagement and confidence building
- Capacity building in existing and or new organizations
- Overall activation planning and wayfinding strategies
- Capacity building

Funding is needed at various project stages -- from early planning, testing/proof of concept, and full stage activation to draw crowds into a newly created “third space”.

# Placemaking “lifecycle”



# Placemaking Lifecycle: Early Stage Planning and Strategy

Early stage planning strategies act as a form of confidence building, help to identify potential pilot/proof of concept placemaking projects in strategic locations, and to engage with your community.

- Technical Assistance – **Real Estate Services (Planning and Strategy)**
- Technical Assistance – **Urban Agenda Grant (Capacity Building)**
- Technical Assistance – **Community Planning Grant (Planning and Strategy)**

Restaurant  
Incubator  
Feasibility Study –  
Brockton  
(\$40K)

Public Space  
Activation Strategy  
- Downtown  
Hyannis (\$50K)

Better Block –  
Pittsfield  
(\$60K)



## Early Stage: Better Block, Pittsfield



### [Place Making Process and Final Report](#)

- Main event occurred on August 26, 2017
- Tested several new uses for street infrastructure
- Incorporated & piloted 5 ideas into 5 vacant locations along Tyler Street

# Placemaking Lifecycle: Proof of Concept

Testing the waters based on feedback (or word) from community and/or technical assistance builds excitement, trust, and reduces planning fatigue. It also can help attract additional investment and allows for improved design and implementation. Flexible funding for pilots and community engagement include:

- **MassDevelopment's Commonwealth Places** (Seed and Implementation Grants)
- **TDI Local** and **TDI Cohort Project** grants (for eligible communities)
- **Technical Assistance** (for piloting)

Peabody Pop-up  
Cafe  
(\$20K)

Imagina Essex -  
Lawrence  
(\$40K)

Center Space -  
Chicopee  
(\$41K)



# Proof of Concept: Imagina Essex, Lawrence



- Series of three pop ups with different focuses such as focuses: Art, Food, and Neighborhood Amenities
- Community driven
- Activation of vacant buildings
- [Press Article](#)





# Placemaking Lifecycle: Full Stage Implementation

Community engagement, pop-ups, and planning can lead into larger initiatives that go beyond public realm enhancement.

- **MassDevelopment Commonwealth Places**
- **MassDOT Shared Streets and Spaces**
- MassDevelopment TDI grants such as the **TDI Creative Catalyst Grant** program

Chicopee Winter  
Places  
(\$25K)

Activate Mill Street -  
Fitchburg  
(\$100K)

PROVA! – Brockton  
(134K total for the  
first year)

# Full Stage: Activate Mill Street, Fitchburg



- Strong support from the beginning
- Regularly programmed by local partnership
- Activated a formerly underutilized space
- [Press Article](#)



# Placemaking Lifecycle: Ongoing Sustainability

Successful placemaking/placekeeping is rooted within a community and its culture. When paired with local capacity, placemaking can lead to systemic and cultural shifts that benefit a community with stronger partnerships, stakeholder engagement, and improved processes and practices.

- District Management Planning and Support: **MassDevelopment Real Estate Services, MassDevelopment TDI TA/ TDI Fellows, Community Planning Grant** program.
- Local implementation funding sources may include: **BIDs, DIF districts, and parking benefit districts.**

Viva Fall River  
Valentine's Day Po-  
up- Fall River  
(\$10K)

PROVA! – Brockton  
(134K total for the  
first year)

Main South  
Business  
Association (MSBA)



# Ongoing Sustainability: MSBA



- Began in 2019 with informal group dinners
- Organization that advocates for and contributes to investment in the neighborhood
- [Press Article](#)



# Thank You!

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