



LOOKING AHEAD:  
URBAN PLACEMAKING & COMMUNITY  
DEVELOPMENT TO CELEBRATE DIVERSE  
PERSPECTIVES



2023 VLGMA SUMMER CONFERENCE

# URBANIST & CREATIVE ENTREPRENEUR

I believe that cities should be livable, equitable, and enjoyable for everybody in every body at every stage of life. I believe in the power of design and human interaction to create places where people can thrive. And because we know that space is not neutral, I believe that it is our duty to couple expertise with humility as we work alongside the communities we serve.



C A R M E N M A Y S



@CARMENMAYSMIPA

# ELEVATORS

[www.elevatorson4th.com](http://www.elevatorson4th.com)

Through our bespoke engagement plans, we facilitate meaningful mutually beneficial bonds between communities and organizations while providing pathways for creatives to bring their skills to market.

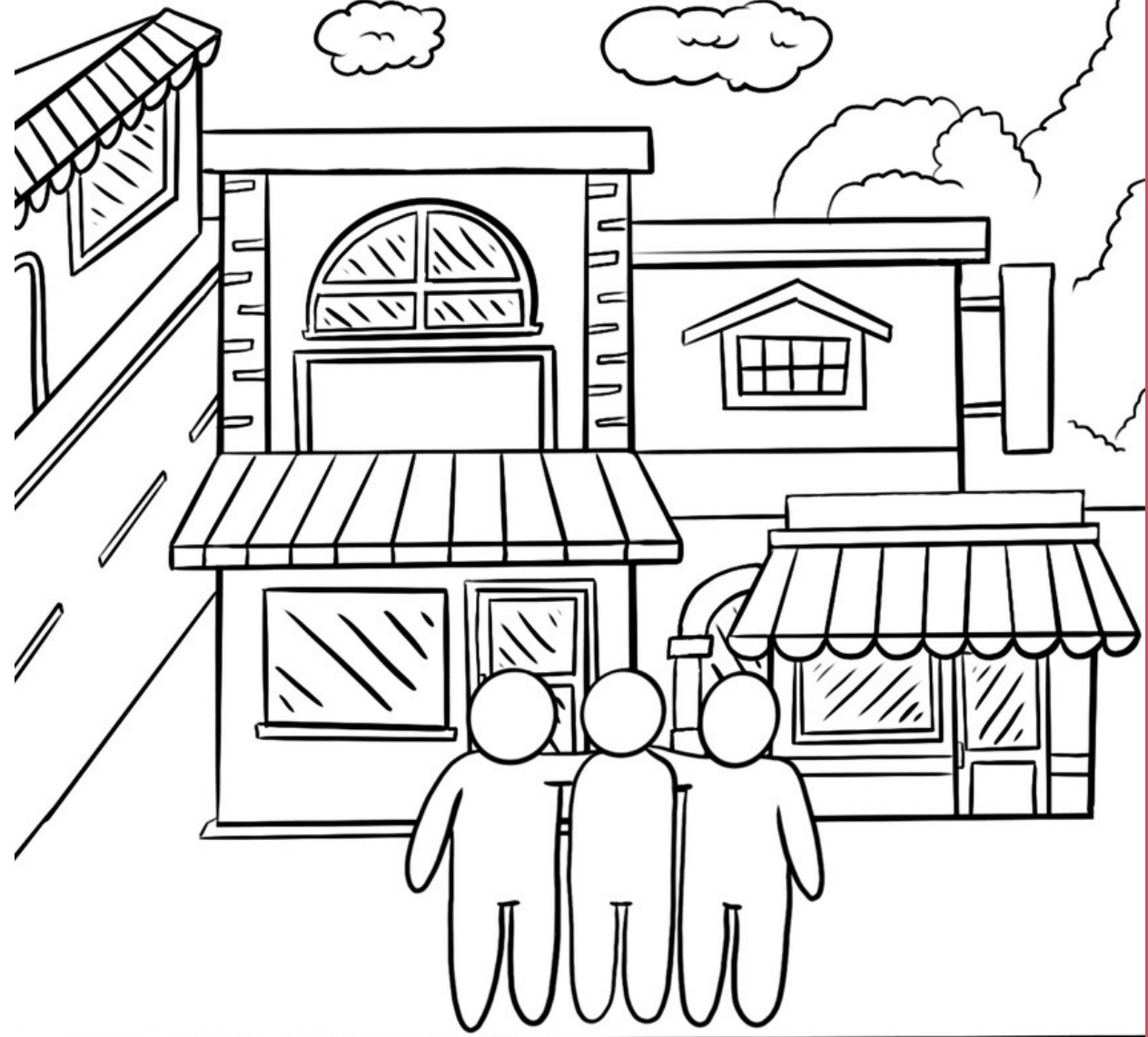


CARMEN MAYS



@CARMENMAYSMIPA

# MY FUTURE COMMUNITY



# WORDS OF THE DAY

Futurism

Diversity

Creativity



CARMEN MAYS



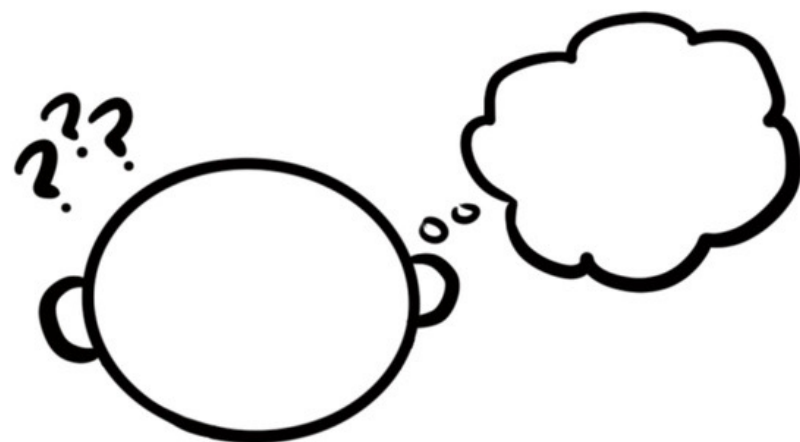
@CARMENMAYSMMPA

**This book belongs to:**

---

**This book is YOURS!**

It is designed for you to explore the thoughts, feelings, and actions that will lead to your thriving community.



**LET'S GET  
THIS PARTY  
STARTED**



CARMEN MAYS



@CARMENMAYSMIPA

**My community is...**

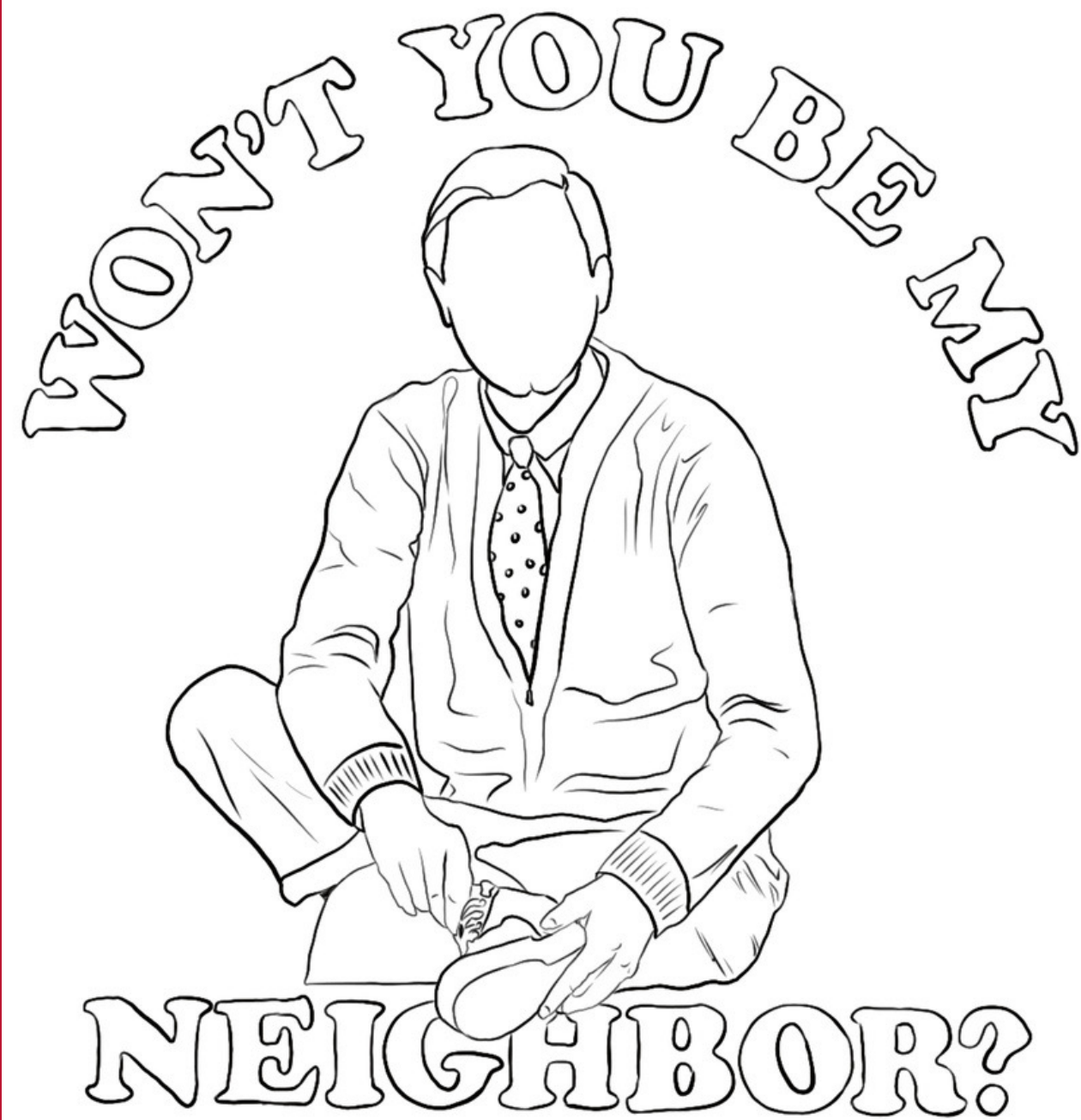


Who are you as a  
Community?

How do we measure and  
shape perception?

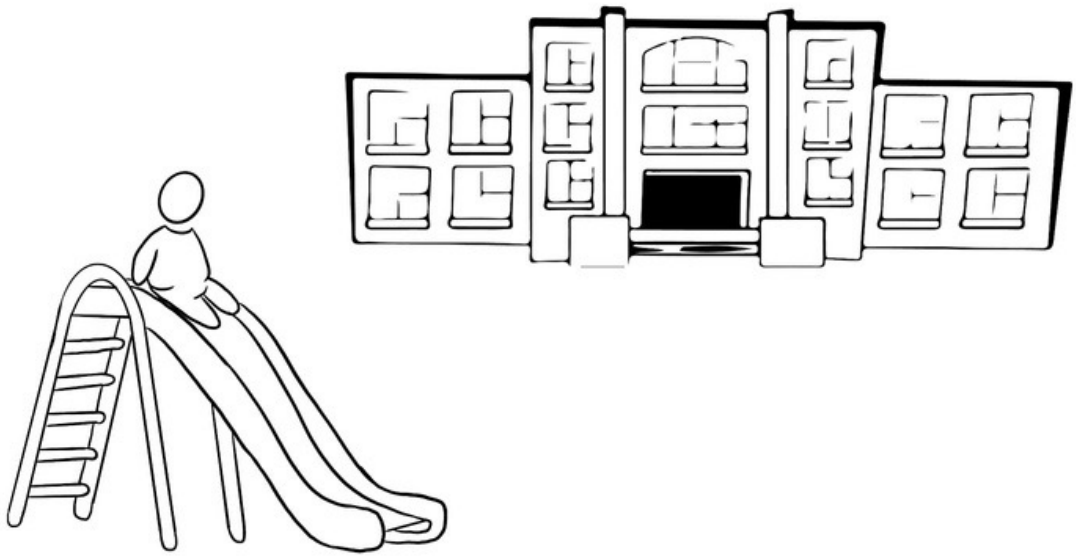
How wide is the gap?

Can you bridge it?



Who do you have?  
Who do you want?  
Who wants you?  
Planned and Deliberate  
Growth.

○ **Places for People** ○



Space Is Not Neutral  
Placemaking  
Who Decides?

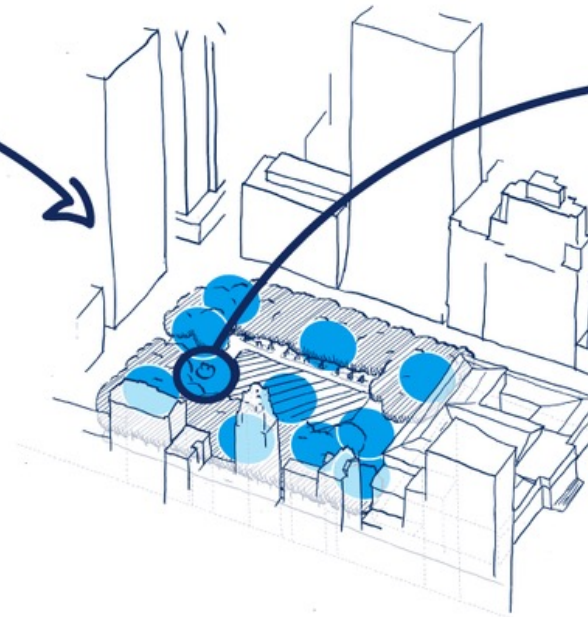


# Power of 10+

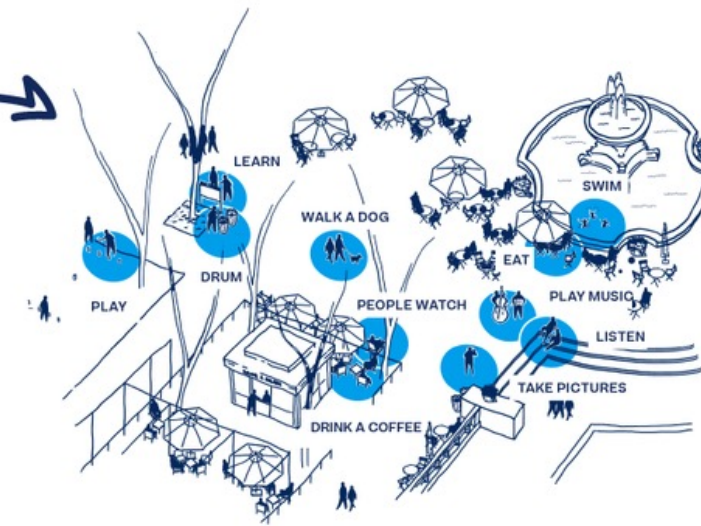
## How Cities Transform Through Placemaking



**CITY/REGION**  
10+ major destinations



**DESTINATION**  
10+ places in each



**PLACE**  
10+ things to do  
(layered to create synergy)

Project  
for Public  
Spaces

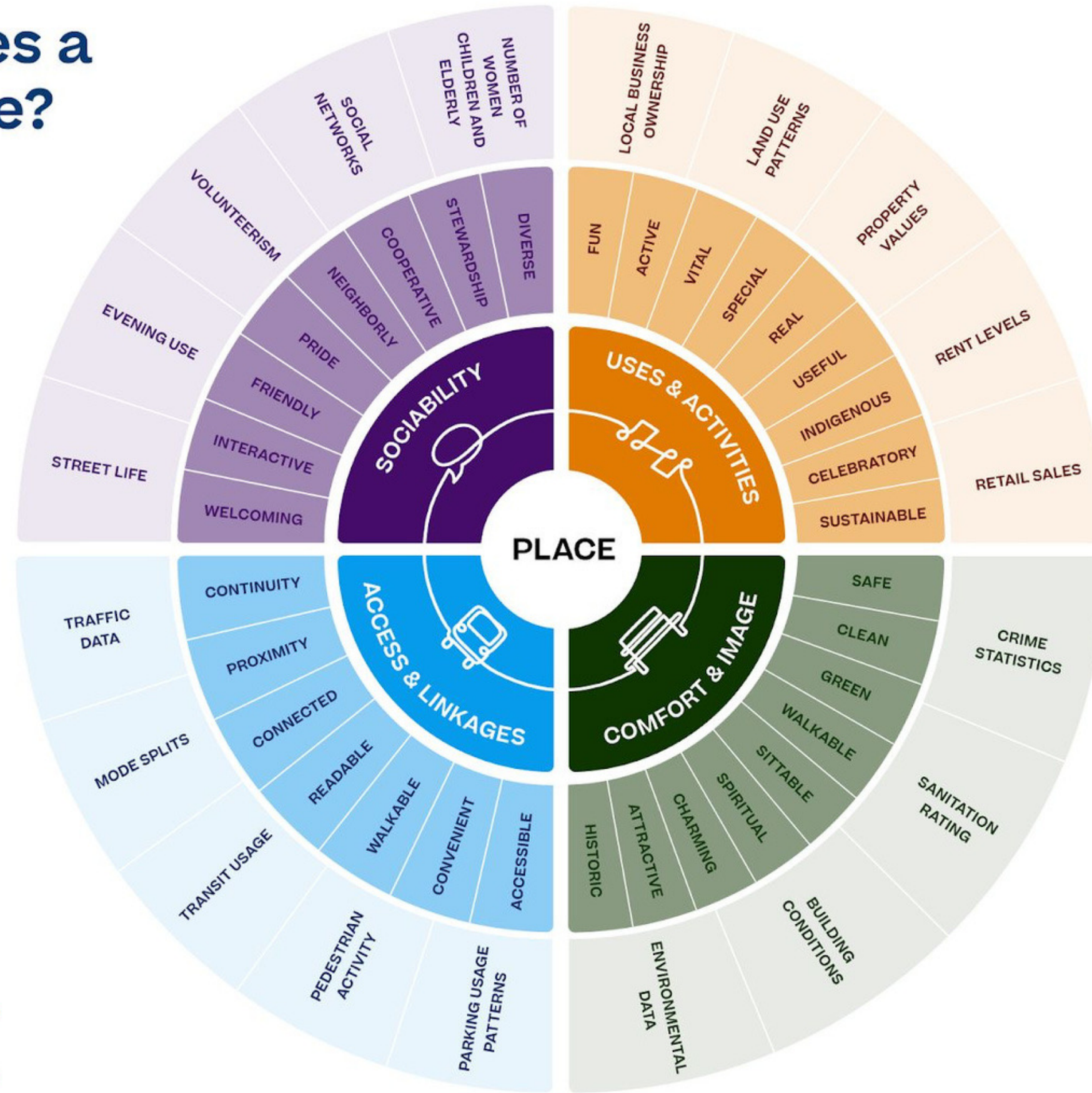


CARMEN MAYS



@CARMENMAYSMIPA

# What Makes a Great Place?



Project  
for Public  
Spaces



CARMEN MAYS



@CARMENMAYSMMPA

# Wrap Up

01

**NEXT STEPS**

02

**COMMUNITY IS A GROUP PROJECT**

03

**Q&A / SHOW & TELL**

