

# Placemaking for Connections, Not Consumption

A handbook for creating real public spaces in Järfälla

## The Starting Point

The municipality of Järfälla has presented a strategy for sustainable urban development of Jakobsbergs centrum based on three themes: green, productive, and equitable. Goals of the strategy entail strengthening conditions and meeting places for culture and associations, support sustainable development and create conditions for trade and services, as well as creating safe and attractive public places while integrating nearby areas.

Jakobsberg is considered a central node for Järfälla due to its position for public transport, public services and amenities. However, its position can be considered challenged with the development of Barkarbystaden, where amenities are being moved and investments are focused. Furthermore, the voices of Jakobsberg’s residents highlight the importance of offering non-consumerist places. The arising question is therefore how the municipality of Järfälla can work with placemaking in Jakobsberg Centrum to provide non-consumerist shared spaces to regain its important role as central node, contribute to social interactions, and create a community sense?

## Observations

Jakobsbergs Centrum can through observations be perceived as:  
Underused, having “passing by” places rather than “stay and thrive” places, as well as predominant consumerist concentration.

## Voices of the Community

When the library is closed, we have nowhere to keep company



I just stay at home, there is nothing to do



I can't think of any physical networks to engage in where I don't have to spend money,



The ultimate goal is to develop a handbook for guiding the municipality in developing strategies for non-consumerist placemaking

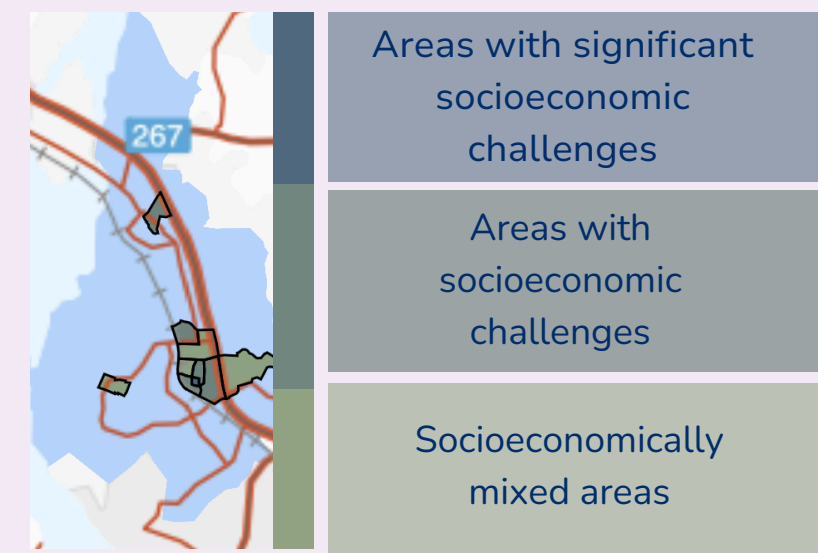
## Why Non-consumerist Spaces?

Non-consumerist spaces encourage social interaction, community engagement, are more inclusive and foster a sense of belonging.

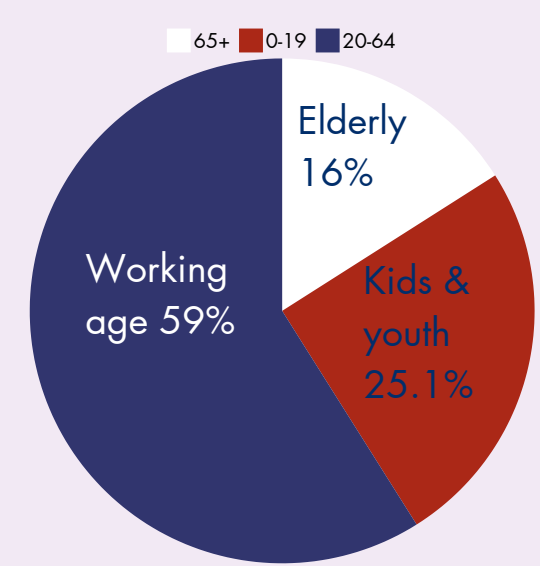
Groups that would benefit the most from non-consumerist spaces are low-income individuals, families with children, and elderly.

## Jakobsberg in the context

Vulnerable socio-economic groups concentrated in Jakobsbergs central parts



Age distribution of Jakobsbergs residents 2022



## Placemaking as a Tool for Change

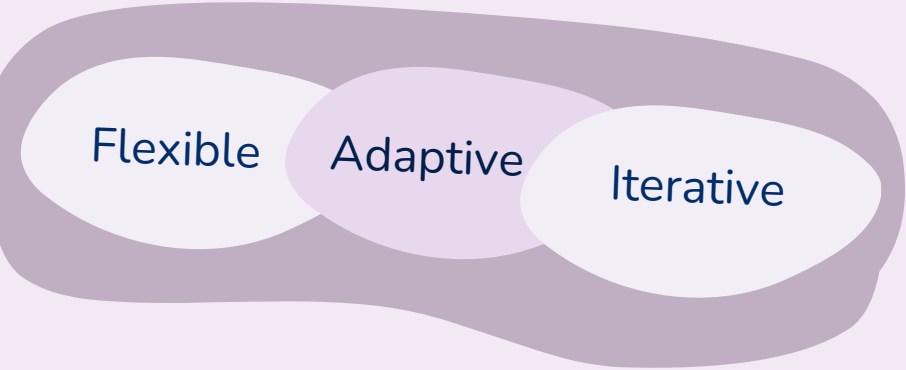
### What is placemaking?

It is the collaborative process that transforms public spaces by design and function into quality places where people connect, engage and create life.


### Benefits for All

Residents	enhancing quality of life, improving health and social connections
Municipalities	stimulating economic growth, increased safety, stronger city-identity
Private-sectors	increased property prices, better buisness opportunities

### The Placemaking Process



## Approaching Placemaking

 **Organize**

- is about creating the right conditions for engagement given the specific place's characteristics, and the needs of people who will be interacting with the spaces.

This part of the process includes identifying key stakeholders to engage throughout the placemaking process

 **Activate**

- is about implementing the placemaking initiative and creating awareness amongst those affected.

This part of the process is where the placemaking initiative is chosen and implemented based on the current state of the place. This can include more or less changes in physical structures and is supported through promoting what the place has to offer. This includes ensuring active interaction with the space and others, thus being a basis for social cohesion and a community sense

 **Manage**

- is about maintaining the functions created in the places.

This part is a long term continuation of the placemaking process where results can be analysed and built upon. In this stage, it is possible to evaluate the initiative's impacts, assess which stakeholders are of importance to uphold positive results, and ensure optimal use of the space

## Areas Proposed for Placemaking Implementation

Actors to consider



 **PARK OF FOUR SEASONS**

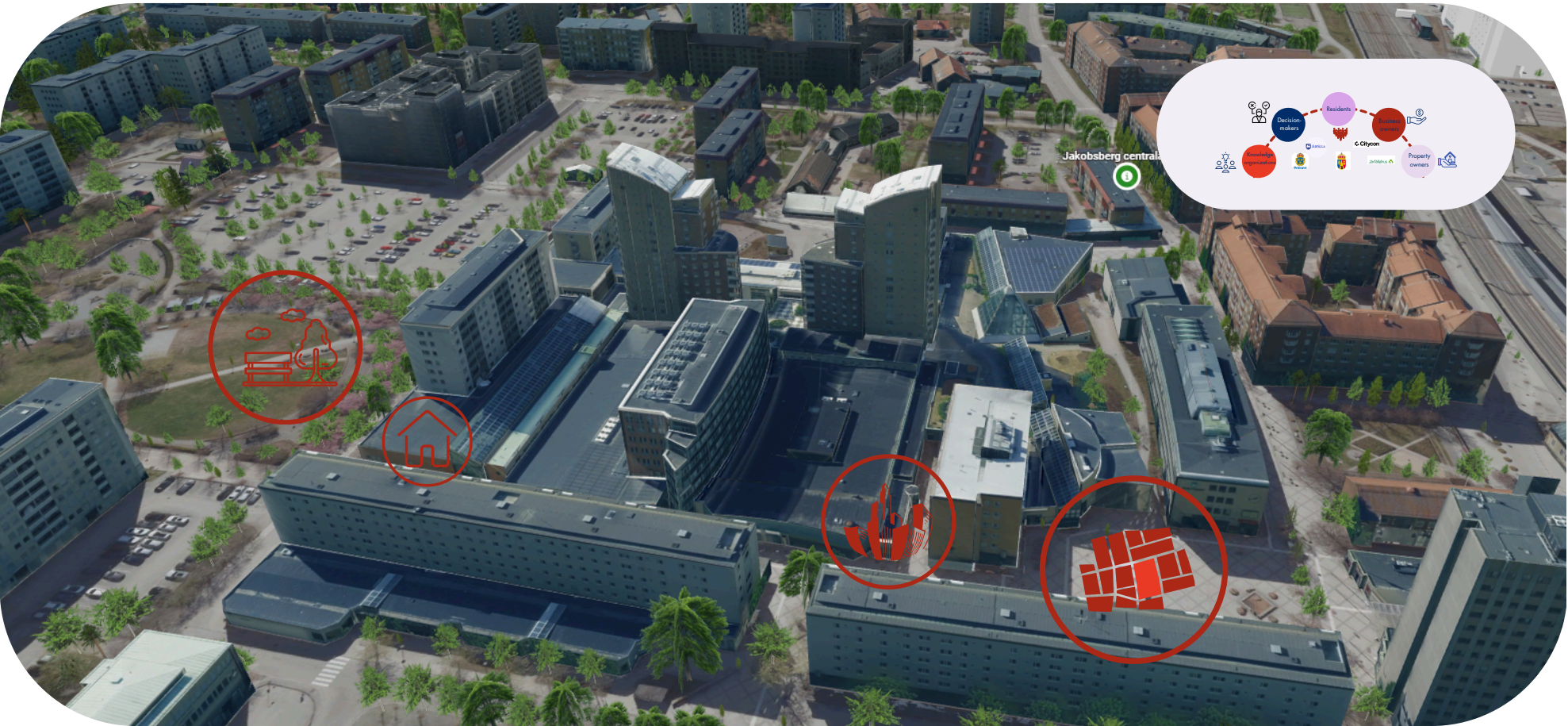


Actors to consider




 **FROM SILVER SCREEN, TO SOCIAL SCENE**





Actors to consider




 **A SQUARE TO SHARE**



Actors to consider



 **IN BETWEEN BUILDINGS**

