

A scenic photograph of a rural landscape. In the foreground, there is a green field with a wire fence and wooden posts. The middle ground features rolling green hills covered in dense trees. The sky is filled with large, white, fluffy clouds against a blue background.

FOTENN
PLANNING+DESIGN

DO IT YOURSELF RURAL RENAISSANCE

A photograph of a city street scene. In the foreground, a community garden or urban farm is set up on a sidewalk. It features several wooden pallets used as raised beds, filled with various plants and flowers. A few people are standing and working in the garden. A white pickup truck is parked on the street next to the garden. In the background, a multi-lane road with yellow lane markings is visible, with several cars driving. Buildings line both sides of the street, and trees are planted along the sidewalks. The overall atmosphere is one of active urban development and community engagement.

AGENDA

DIY URBANISM

RE-THINKING PLANNING

The background of the slide is a photograph of a city street. On the left, there are multi-story brick buildings with many windows. A black street lamp stands in the foreground. On the right, more buildings are visible, including one with a red sign. A car is partially visible in the bottom right corner. A dark semi-transparent rectangle is overlaid on the left side of the image, containing white text.

RURAL AREAS ARE CHALLENGED BY ...

BEING DEMOGRAPHIC 'CANARY IN THE COALMINE'

HAVING RESOURCE-BASED BOOM-BUST CYCLES

**HAVING SMALLER POPULATIONS AND CAPITAL
RESOURCES**

A 'COUNTRY-BUMPKIN' REPUTATION

**CENTRALIZED / CENTRALIZING OF CAPITAL,
EDUCATION, HEALTH CARE, ETC**

An aerial photograph of a suburban neighborhood. In the foreground and middle ground, there are several large, modern houses with grey roofs and green lawns. Some houses have swimming pools. To the left, there is a large red barn and some smaller buildings. In the background, a wide river flows, and a line of trees marks the far bank. The overall scene is a mix of rural and suburban elements.

OUR TRADITIONAL ATTEMPTS

ARE LOWER TAXES, A LARGER LOT, THE
ONLY THING WE HAVE TO OFFER?

WE ATTRACT A CERTAIN TYPE OF
PERSON/BUSINESS WITH THAT
MESSAGE

... ARE THEY OUR COMMUNITY
LEADERS?

**HOW DO WE ATTRACT THE NEXT
GENERATION OF LEADERS TO
OUR COMMUNITIES?**

**HOW DO WE ATTRACT THE
PEOPLE THAT WILL WORK TO
REINVENT OUR COMMUNITIES?**

An aerial photograph of a city skyline, likely New York City, with a dense cluster of buildings and a body of water in the background. A dark, semi-transparent rectangular box is overlaid on the center of the image, containing white text.

WE NEED TO STOP ...

TRYING TO IMITATE CITIES ... THEY'LL WIN EVERY TIME

SHOOTING FOR THE MIDDLE IN THE PEOPLE AND BUSINESS WE ATTRACT

OUR PREOCCUPATION WITH TRYING TO INCREASE ASSESSMENT OR POPULATION ... THESE ARE METRICS NOT GOALS



RETHINKING OUR APPROACH

WHO ARE WE AND WHAT IS OUR NICHE?

WHAT RESOURCES EXIST IN OUR COMMUNITIES

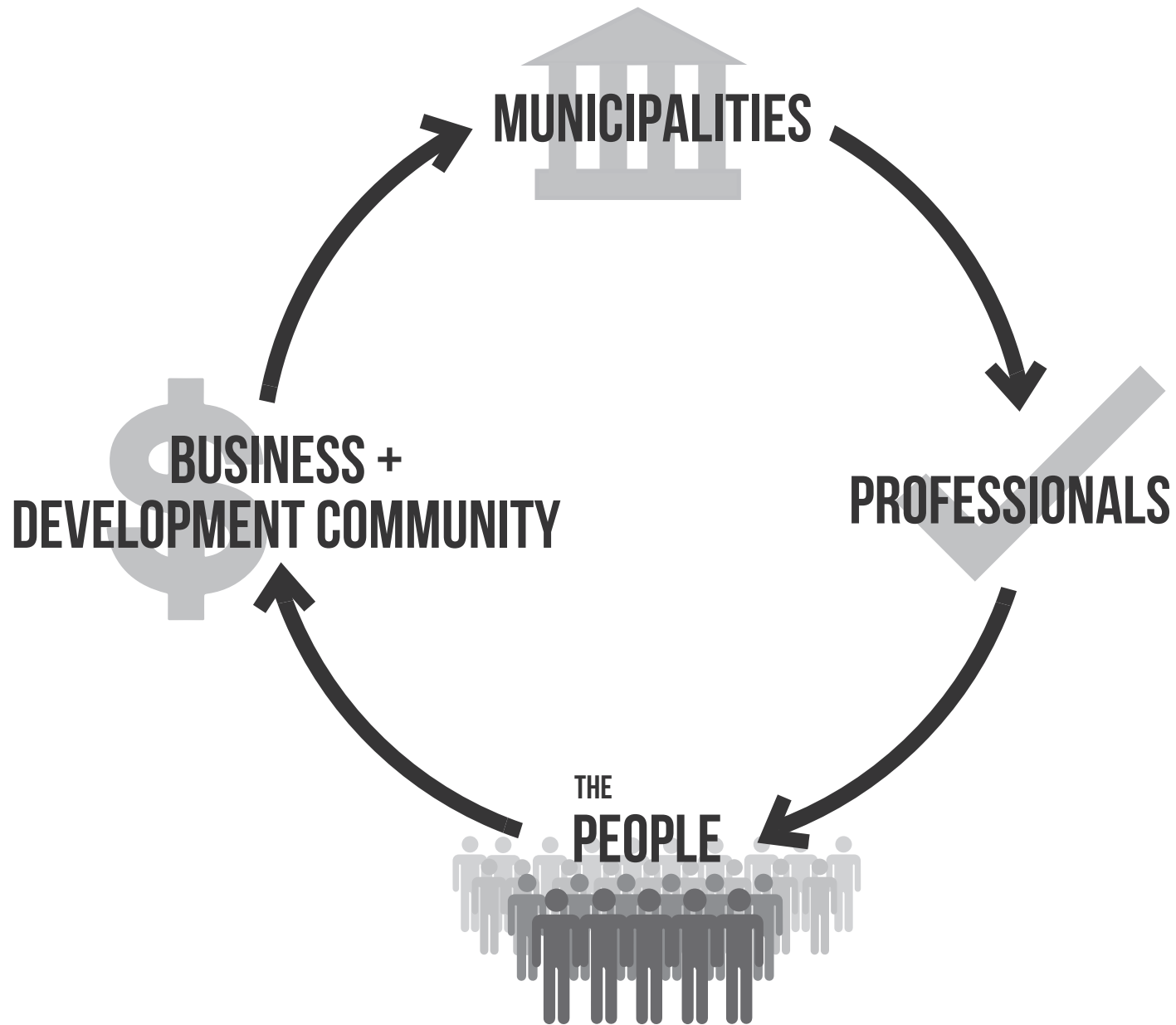
HOW CAN WE LEVERAGE THOSE RESOURCES

HOW DO WE COMMUNICATE OUR MESSAGE TO THE OUTSIDE WORLD



RETHINKING OUR APPROACH

HOW CAN WE DO THIS WITHOUT LARGE EXPENDITURE?
WITH MINIMAL HUMAN RESOURCES?



DIY URBANISM

The background image shows a street scene with a crosswalk. In the foreground, a person's hand is visible, holding a blue container. In the background, there are other people, including one with a backpack, and trees. The overall scene suggests a community or urban activity.

PLACE MAKING

ROAD TRIPS

POP-UPS

COORDINATION

LOCATION-LESS EVENTS



PLACE MAKING

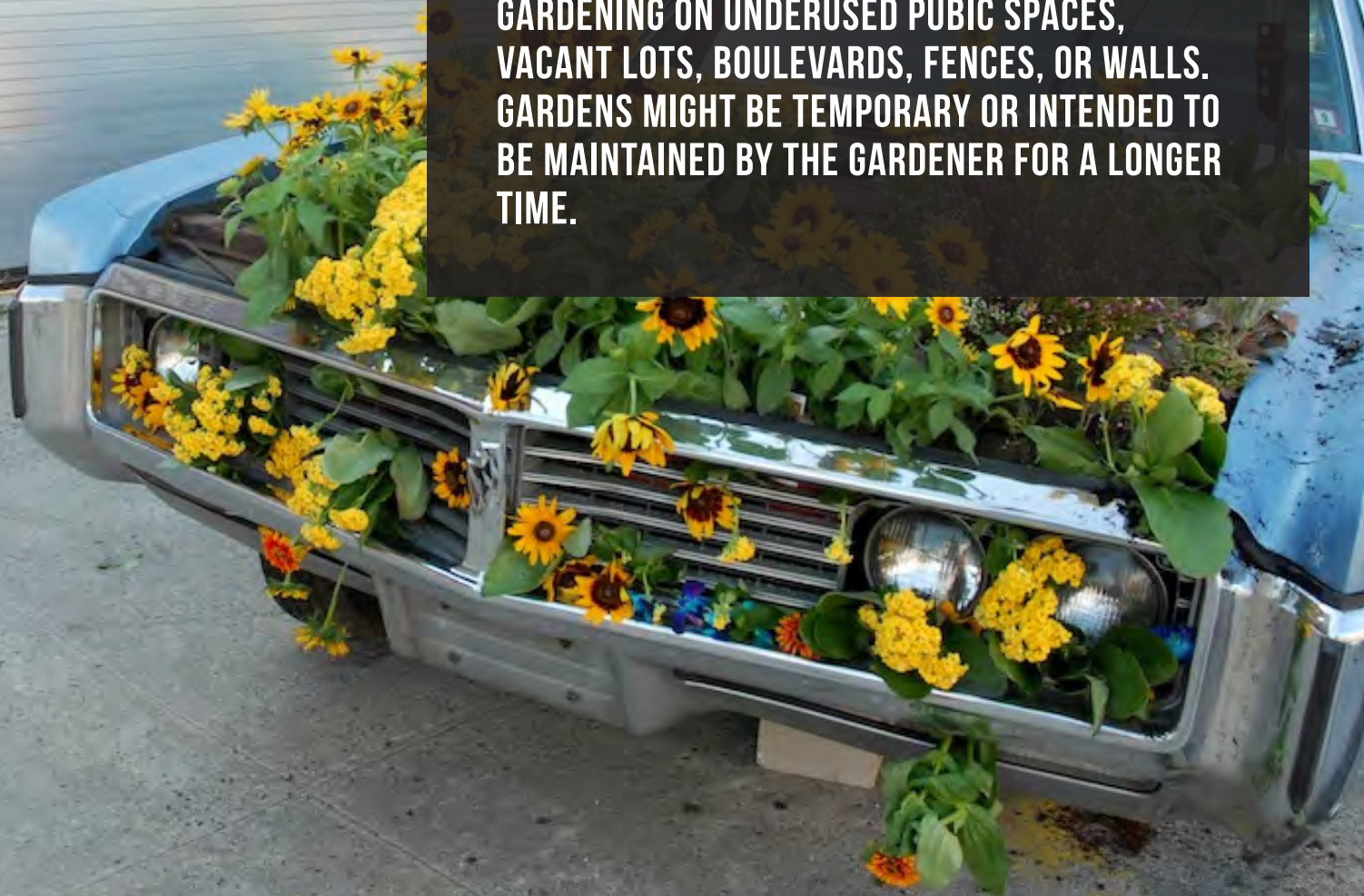
PARTICIPATORY URBAN DESIGN

CITIZEN OWNERSHIP OF PUBLIC SPACES

TEMPORARY / TAKE HOME

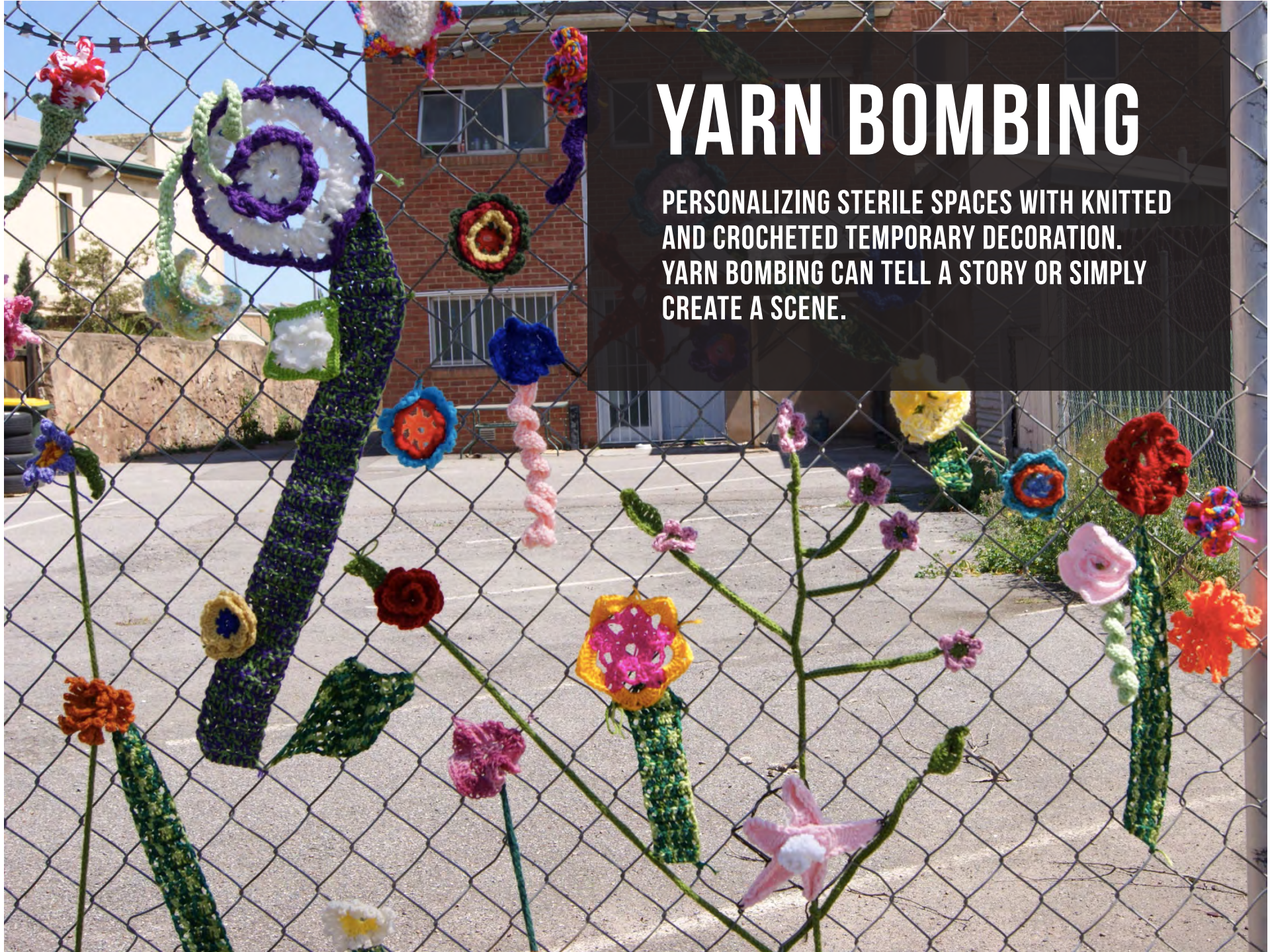
GUERRILLA GARDENING

GARDENING ON UNDERUSED PUBLIC SPACES, VACANT LOTS, BOULEVARDS, FENCES, OR WALLS. GARDENS MIGHT BE TEMPORARY OR INTENDED TO BE MAINTAINED BY THE GARDENER FOR A LONGER TIME.



YARN BOMBING

PERSONALIZING STERILE SPACES WITH KNITTED AND CROCHETED TEMPORARY DECORATION. YARN BOMBING CAN TELL A STORY OR SIMPLY CREATE A SCENE.



ROAD TRIPS

**CONNECT THE BROADER AREA
TOGETHER**


**SHOWCASE SCENERY AND LOCAL
CULTURE**

**USE ECONOMIES OF SCALE TO CREATE
A GOOD PRODUCT**



SNOW TOURS

CAPITALIZING ON THE WORK OF THE OFSC THESE TOURS PROVIDE REGIONAL TOURISM OPPORTUNITIES THAT LOCAL BUSINESSES CAN CAPITALIZE ON OFFERING SERVICES THAT CATER TO SNOWMOBILERS ALONG THE ROUTE.

A photograph of a weathered wooden barn with a large, square barn quilt mounted on its side. The quilt features a complex geometric star pattern in yellow, black, and white. The barn has a dark, shingled roof and a white-painted lower section. The scene is set in a grassy field with trees in the background.

BARN QUILT TRAIL

**REPLICAS OF FABRIC QUILTS
INSTALLED ON BARNs ON A THEMED
COUNTRYSIDE ROUTE FOR DAY-
TRIPPING. THESE INSTALLATIONS
TELL A UNIQUE STORY SUCH AS THE
HISTORY OF EARLY SETTLERS OR
UNIQUE BARN DESIGNS ALONG THE
ROUTE.**



POP UPS

TAKING BUSINESS TO THE STREET

AIMED AT HOME BUSINESSES AND START UPS

DIVERSIFIES A COMMUNITY'S OFFERINGS

POP-UP MARKET

REGULARLY SCHEDULED MARKETS THAT ARE ONE-PART FARMERS MARKET AND ONE-PART BAZAAR. AN OPPORTUNITY FOR NEW AND ESTABLISHED BUSINESSES TO SHARE SPACE AND CUSTOMERS TO CREATE A VIBRANT SHOPPING EXPERIENCE.



POP-UP DINNER

LOCAL RESTAURANT OWNERS OR CATERERS PUT TOGETHER ONE-TIME DINING EXPERIENCES AWAY FROM THEIR USUAL VENUES. A POP-UP DINNER CAN TAKE PLACE ON A ROOFTOP, A PUBLIC PARK, A FARM OR ANY OTHER SPACE.





COORDINATING & COLLABORATING

PROVIDES A FORUM FOR PEOPLE TO MEET

ALLOWS FOR THE EXCHANGE OF IDEAS

BUILDS A SENSE OF COMMUNITY

BIZ AFTER 5

TRADITIONAL CHAMBER OF COMMERCE EVENTS, ITS A REGULAR MIXER HOSTED BY A LOCAL BUSINESS TO SHOWCASE THEIR WORK AND ALLOW OTHER LOCAL BUSINESSES TO CONNECT, SOCIALIZE, AND BUILD RELATIONSHIPS.



A photograph of a long, light-colored wooden conference table in a meeting room. Several red upholstered chairs are arranged around the table. The room has light-colored walls and a dark wood baseboard. A dark semi-transparent box is overlaid on the right side of the image, containing white text.

PLACE MAKING COMMITTEE

**COMPOSED OF REPS FROM COMMUNITY
GROUPS AND INSTITUTIONS, THIS
IS GROUP TAKES A COLLABORATIVE
APPROACH COMMUNITY DEVELOPMENT
JOINING FORCES TO PLAN EVENTS,
COMMUNITY IMPROVEMENT, AND
DEVELOP COMMUNITY PRIDE**

LOCATION-LESS EVENTS

EVENTS DON'T NEED A CENTRAL
LOCATION

DISPERSES ORGANIZING
RESPONSIBILITIES

SHOWCASES LOCAL KNOWLEDGE AND
CULTURE

PORCHFEST

ANNUAL MUSIC EVENTS HELD ACROSS NORTH AMERICA. STARTED IN 2007, IT BRINGS LOCAL MUSICIANS AND NEIGHBOURHOODS TOGETHER TO CELEBRATE MUSIC AND CREATE A SENSE OF COMMUNITY.



JANE'S WALKS

**FREE CITIZEN-LED WALKING TOURS
INSPIRED BY JANE JACOBS. THE
WALKS GET PEOPLE TO TELL STORIES
ABOUT THEIR COMMUNITIES, EXPLORE
THEIR COMMUNITIES, AND CONNECT
WITH NEIGHBOURS.**



An aerial photograph of a suburban neighborhood, showing a mix of residential buildings, green spaces, and a network of roads. The image is slightly faded and serves as a background for the text.

RE-THINKING PLANNING

OFFICIAL PLANS

ZONING BY-LAWS

COMMUNITY IMPROVEMENT PLANS

PAUL HICKS

Manager of Policy and Planning

FOTENN
PLANNING+DESIGN

TORONTO

2 Bloor Street West
Suite 1902
Toronto, ON
M4W 3R1
416.789.4530

OTTAWA

223 McLeod Street
Ottawa, ON
K2P 0Z8
613.730.5709

KINGSTON

The Woolen Mill
6 Cataraqui Street,
Suite 108
Kingston, ON
K7K 1Z7
613.542.5454