

Defining the Challenge

At its core, creative placemaking is a practice that responds to community challenges and opportunities.

Defining the challenges facing your community and identifying opportunities for intervention is the first step in any creative placemaking project, regardless of community size or project budget. Use the grid below to help you articulate your community's challenges and note the ways the opportunities you identify intersect with stakeholder needs, larger social issues, and existing programmatic infrastructure.

Creative placemaking work is most successful when community partners and residents are involved from the beginning—make copies of this document and bring it with you to your first collaborative meeting!

Defining the Challenge



Write potential challenge statements into the grid below and evaluate which of these may be the most compelling.

Potential Challenge or Opportunity	Criteria to evaluate challenge/opportunity				
	Shared by multiple stakeholders	Reinforced by other community plans or assessments	This is urgent	Addresses a problem, not a symptom	Could create a foundation for or catalyze future initiatives

What is the primary challenge or opportunity your team and community choose to address?