

Introduction to Creative Placemaking

Delta Regional Authority
June 29, 2017

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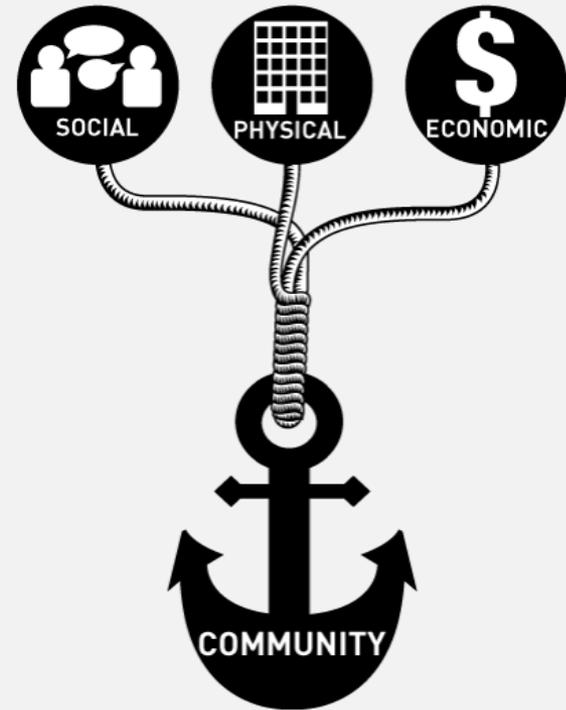
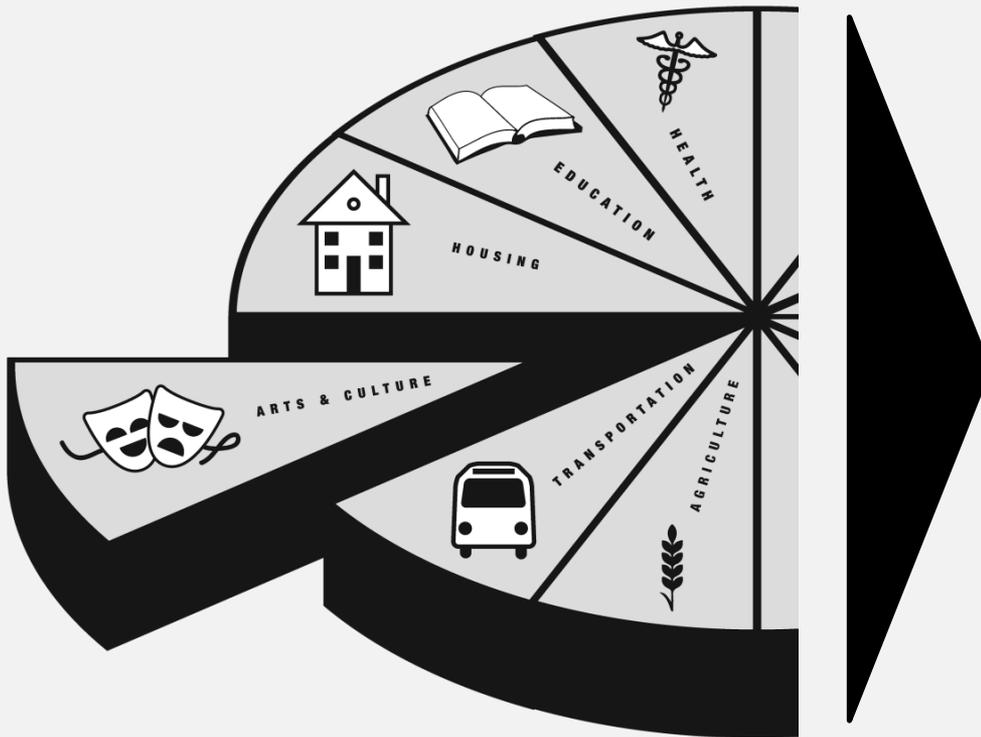
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About ArtPlace

10-year collaboration

16 foundations + 8 federal agencies + 6 financial institutions



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Lines of Work

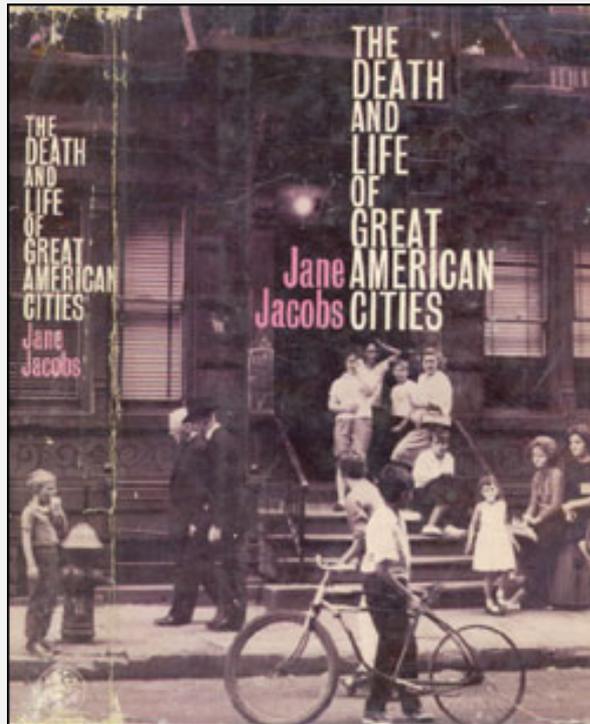
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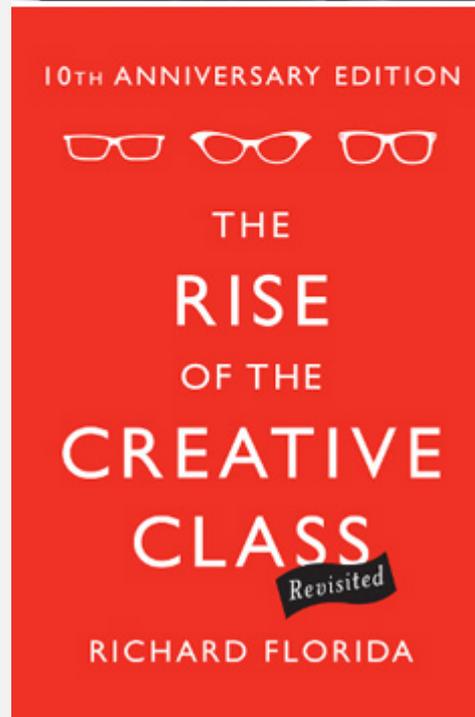
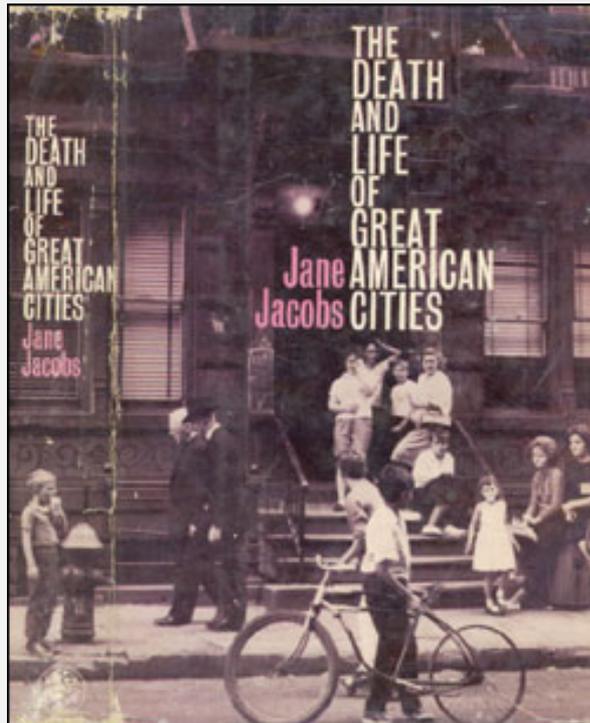
Session Objectives

- Introduce **history** and **definition of creative placemaking**
- Become familiar with creative placemaking **frameworks** and **essential elements**
- Learn about **examples** and **best practices** of creative placemaking projects across the nation
- Learn about funders and **key resources** to get started

Origins: Realities & Myths



Origins: Realities & Myths



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Attachment to place is based on...

- Social Offerings
- Openness
- Aesthetics

Soul of the Community study: <http://www.knightfoundation.org/sotc/>



Definition of Creative Placemaking



*Creative placemaking is when artists, arts organizations, and community development practitioners deliberately **integrate arts and culture into community revitalization work** - placing arts at the table with land-use, transportation, economic development, education, housing, infrastructure, and public safety strategies.*

Creative Placemaking

Community planning and development projects that leverage art & culture to create place-based change

Community Development Matrix

	Civic, Social & Faith	Commercial	Government	Nonprofit	Philanthropy
Agriculture & Food					
Economic Development					
Education & Youth					
Environment & Energy					
Health					
Housing					
Immigration					
Public Safety					
Transportation					
Workforce Development					

Arts & Culture Matrix

	Civic, Social & Faith	Commercial	Government	Nonprofit	Philanthropy
Craft & Culinary Arts					
Dance					
Design & Architecture					
Film & Media					
Folk & Traditional Arts					
Literature					
Music					
Theater					
Visual Arts					
Other					

studio practice / social practice / civic practice

1. Who decides?
2. Who executes?
3. What are the stakes?

**A Local Story:
Creative Placemaking in Wilson, NC**



FARMERS WAREHOUSE







STOP









"World's Largest Tobacco Market" Warehouse to be Transformed Into Whirligig Station Mixed-Use Development

Developers broke ground Tuesday, December 6th for the largest redevelopment project in Wilson's history, the conversion of a brick tobacco warehouse into apartments, commercial development and a visitor's center for a massive art project.

Capilano Capital, LLC recently completed its purchase of the former Hi-Dollar Tobacco Warehouse from Wilson Downtown Properties. Now Waukeshaw Development, in partnership with Echelon Resources, will begin work on Hi-Dollar, located at 230 South Goldsboro St., one of two remaining historic brick tobacco warehouses in Historic Downtown Wilson.

The \$12 million project, which will be known as Whirligig Station, will offer approximately 90 market-rate loft apartments; several commercial spaces including restaurant, retail and office; and a welcome center for the Vollis Simpson Whirligig Park, scheduled to open in 2017.

The renovation is anticipated to expand the existing square footage of the 64,000-square-foot building to more than 90,000 square feet. Completion of the project is expected in 12-15 months.

Also previously known as the Cooper, Watson, Gibbons and Centre Brick, the massive warehouse sits at the birthplace of the Wilson



Creative Placemaking Frameworks & Key Ingredients

What can creative placemaking do?

Strengthening Economic Development	Seeding Civic Engagement	Building Resiliency	Contributing to Quality of Life
<ul style="list-style-type: none">• Drive economic development• Drive new investments• Create new access points to participation	<ul style="list-style-type: none">• Connect community• Create stewards of place• Shared sense of the future of a place	<ul style="list-style-type: none">• Help re-establish normalcy• Generate new community assets• Provide psycho-social relief	<ul style="list-style-type: none">• Create new amenities• Increase access• Increase attachment to place

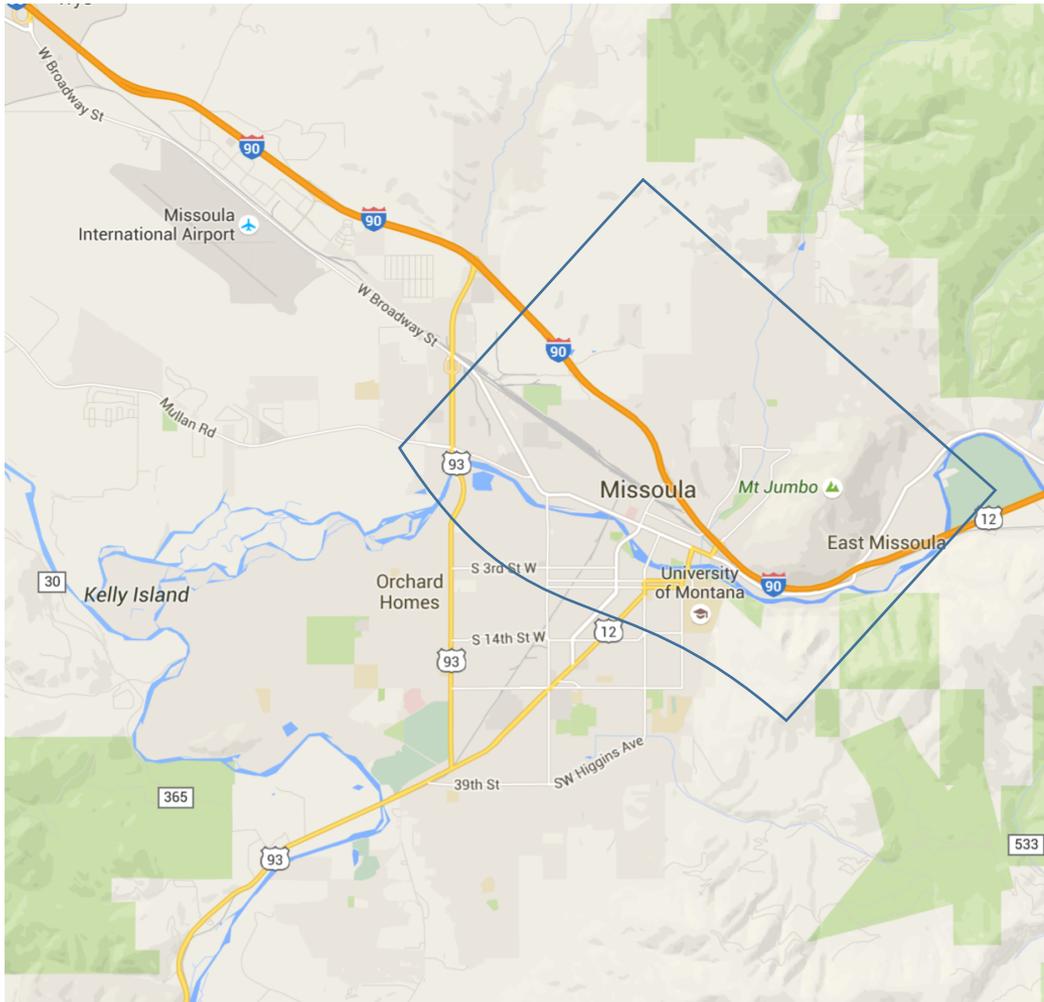
How can creative placemaking do it?

Anchoring	Activating	“Fixing”	Planning
<ul style="list-style-type: none">• Acting as the key institution in a neighborhood• Provide community identity• Generate area foot traffic and business	<ul style="list-style-type: none">• Bring the arts (visual and performing) to public spaces• Make public spaces more attractive, exciting, and safe	<ul style="list-style-type: none">• Re-imagine use of spaces• Beautify vacant and blighted spaces• Connect people to opportunities and one another	<ul style="list-style-type: none">• Engage community stakeholders• Solicit community input and suggestions• Rapid prototyping and iterative design

Four Questions

1. What is the geographic community?
2. What is the desired community change?
3. How will the arts help achieve that change?
4. How will you know that change is happening?

Understanding Place



Community Development Matrix

	Civic, Social & Faith	Commercial	Government	Nonprofit	Philanthropy
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Economic Development					
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Public Safety					
Transportation					
Workforce Development					

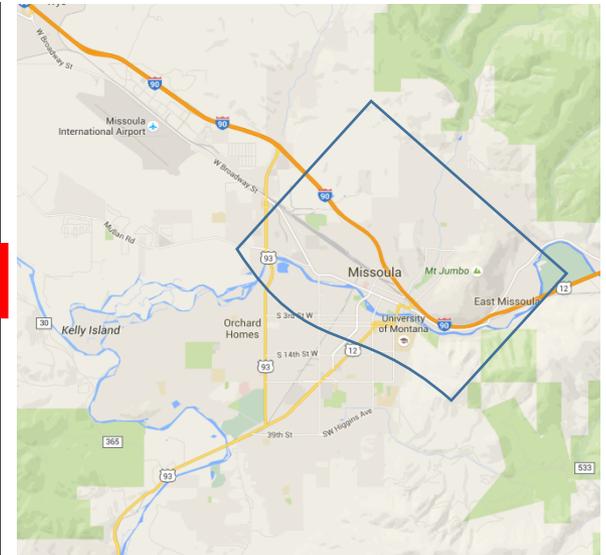
Arts and Culture Matrix

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Music					
Theater					
Visual Arts					
Other					

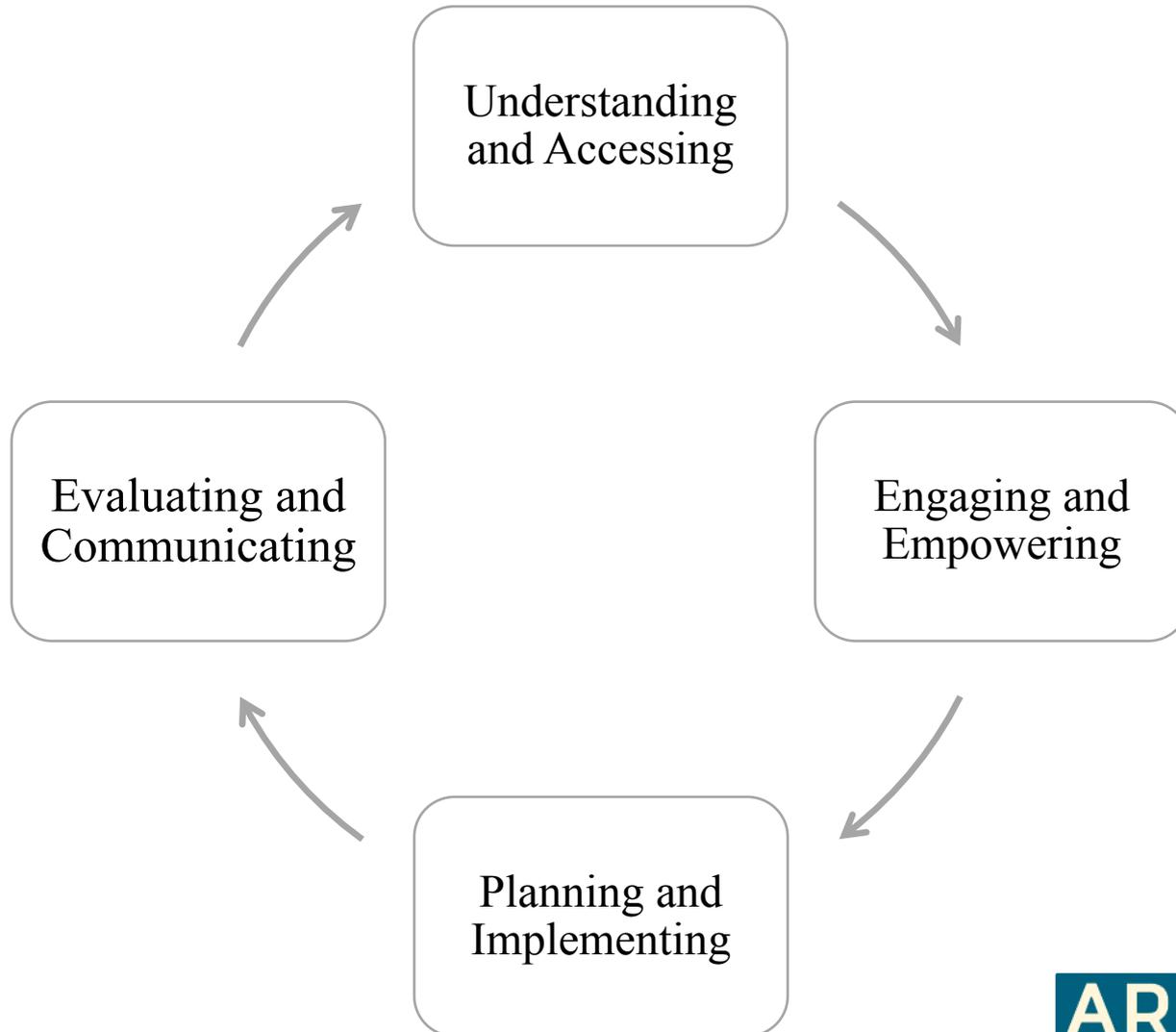
What will be Different?

	Civic, Social & Faith	Commercial	Government	Nonprofit	Philanthropy
Agriculture & Food					
Economic Development					
Education & Youth					
Environment & Energy					
Health					
Housing					
Immigration					
Public Safety					
Transportation					
Workforce Development					

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Theater					
Visual Arts					
Other					



Artist Contribution



Asset-based



Cross Sector Partnerships



Community



Artists, Culture Bearers, Designers



Project Examples and Inspiration

PRATTSVILLE Art Center & Residency



**Anchoring, Activating, "Fixing", Planning through Art Center & Residency
Prattsville, NY**

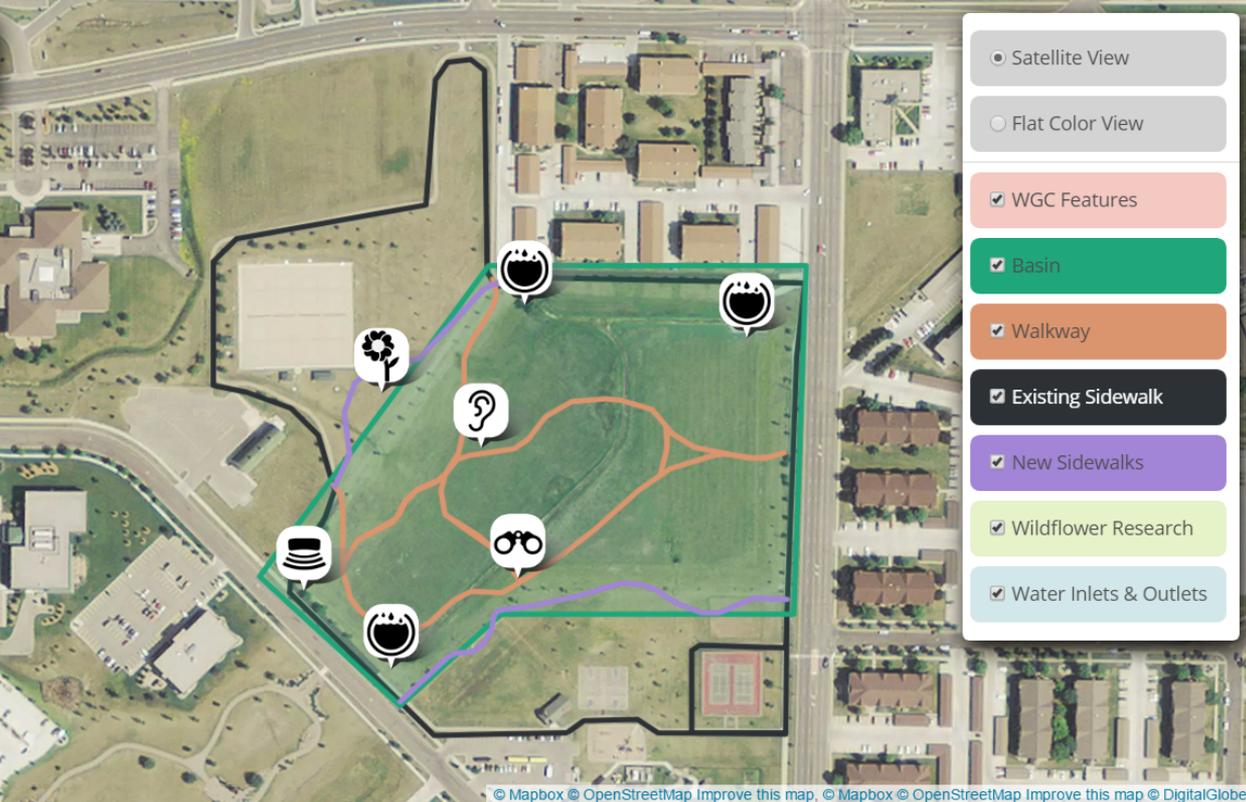


Enhancing corridor identity by matching artists and small businesses
Covington, KY

Photo Credit: The Queen City Project.



**Mitigating construction and prototyping the new Main Street
Marion, IA**



Maximizing infrastructure investments with arts & design
Fargo, ND



**Uncovering, highlighting, and celebrating cultural assets
Willowbrook, CA**

Photo Credit: Project Willowbrook



Building on assets to spark cultural tourism and connect farm destinations
Reedsburg, WI

Photo Credit: Wormfarm Institute



Building on assets to spark cultural tourism and connect farm destinations
Reedsburg, WI

Photo Credit: Wormfarm Institute



**Building on assets to spark creative entrepreneurship
Memphis, TN**

Phase 1

River Arts Greenway



Layering cross-sector partnerships & strategies for workforce development
Hazard, KY



**Layering cross-sector partnerships & strategies for workforce development
Hazard, KY**

First-Ever Welding Rodeo



Three highly competitive teams from across southeastern Kentucky will contend for top honors on Friday, October 23, at the region's first-ever Welding Rodeo to be held at the Amphitheater in downtown Hazard.

The competitors will have a single day to scavenge scrap metal provided by the event and fabricate a fine arts sculpture addressing the event's theme, "River Creatures." The winning sculpture will earn its team a cash purchase award as well as a place of honor and prominent display on Hazard's new River Arts Greenway.

Hazard Technical and Community College (HCTC) and Pathfinders of Perry County are the two organizers of the Welding Rodeo. Active competition will take place between 8 a.m. and 4:30 p.m. Winners in two categories will be announced at an awards ceremony to be held at the Amphitheater at 5:30 p.m.

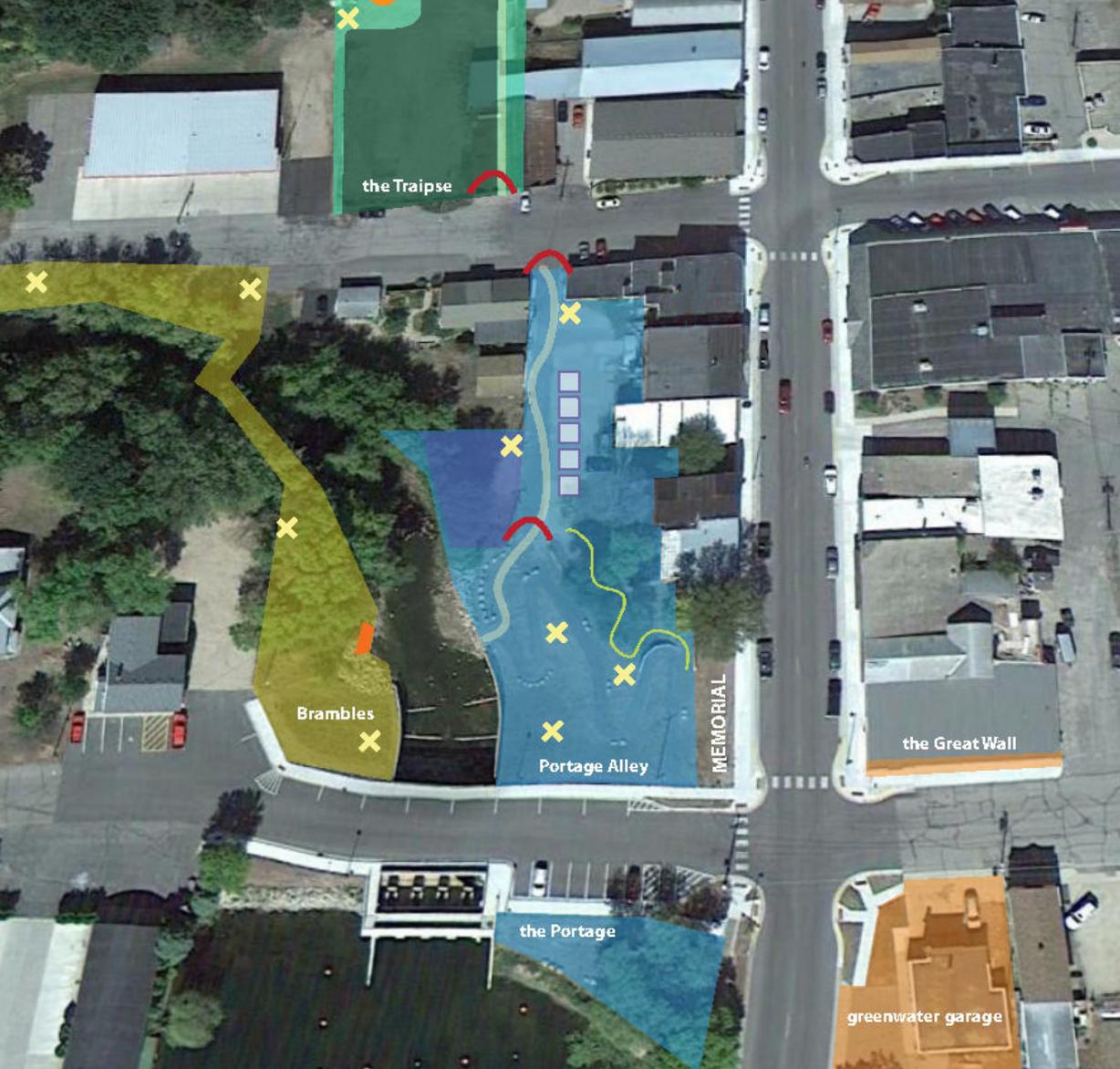
Participating teams include students from the welding programs at HCTC in Hazard and Big Sandy Community and Technical College in Prestonsburg. A community-based team from Hazard that is not affiliated with a college but features local residents who have welding skills will also be competing.

**Layering cross-sector partnerships & strategies for workforce development
Hazard, KY**



Partnering cultural amenities and visitors across the region
9 Rural Towns in Southwest VA

Photo Credit: Barter Theatre Foundation



the Traipse: Passageways, Art Installations, Bonfire Ring, Picnic Area + Gathering Space, Public Parking

Portage Alley: Passageway, River Walk Art Installations, Kid's Breakaway Path, Lowertown Markets, Farmer's Market

the Brambles: Art Installations, River Walk, Wayfinding Path, Suspension Bridge, Overlook, Edible Orchard Tour

-  Kid's Breakaway Path
-  Picnic Piazza
-  Mill Foundation Overlook
-  Passageways
-  Art Installations
-  Bonfire Ring

Engaging community in downtown activation

New London, MN



Engaging community in downtown activation
New London, MN



Addressing vacancy with artists, designers, and culture-bearers
Haines, AK



Activating local main street and supporting artist entrepreneurship
New Haven, CT

Photo Credit: Project Storefronts

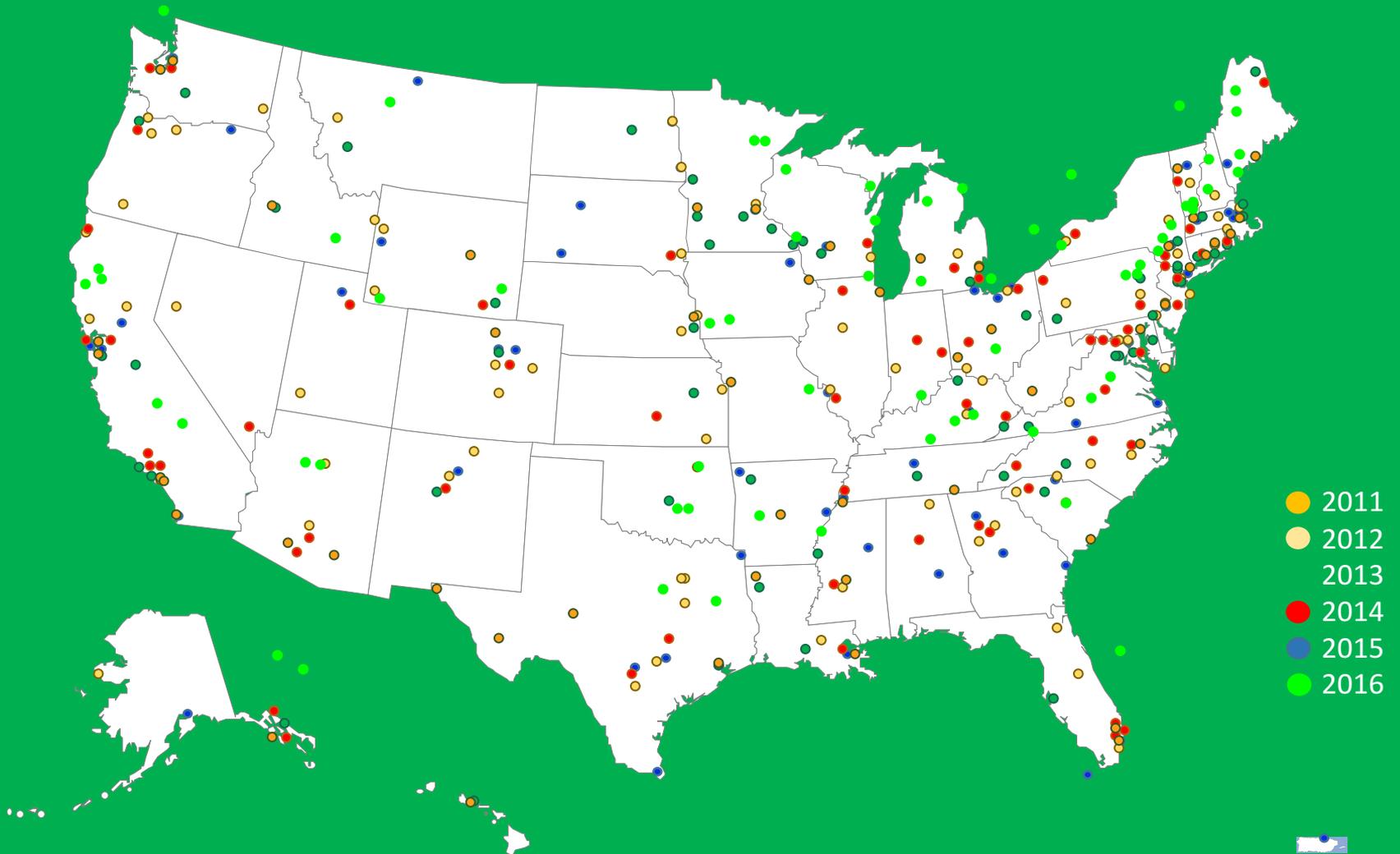
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National Creative Placemaking Fund

2017 Finalists



NEA Our Town Program



Resources

Creative Placemaking Funders

Federal

- National Endowment for the Arts
- Delta Regional Authority
- USDA Rural Development
- Other Federal Agencies (HUD, DOT, etc.)

Philanthropic

- ArtPlace America
- Other National Foundations (Kresge, Cargill, etc.)
- Community Foundations

State

- State Arts Agencies
- Humanities Councils

Local

- Mayors' Offices
- Departments of Economic Development, Health, Public Safety
- Local Arts Agencies

Creative Placemaking Networks

NATIONAL ALLIANCE OF COMMUNITY ECONOMIC DEVELOPMENT ASSOCIATIONS



building prosperous communities together



AMERICANS
for the
ARTS

SPRINGBOARD
for the arts



International Downtown
Association



ART OF THE RURAL



Building
Rural
Communities



HAC

NATIONAL
ASSOCIATION
of COUNTIES



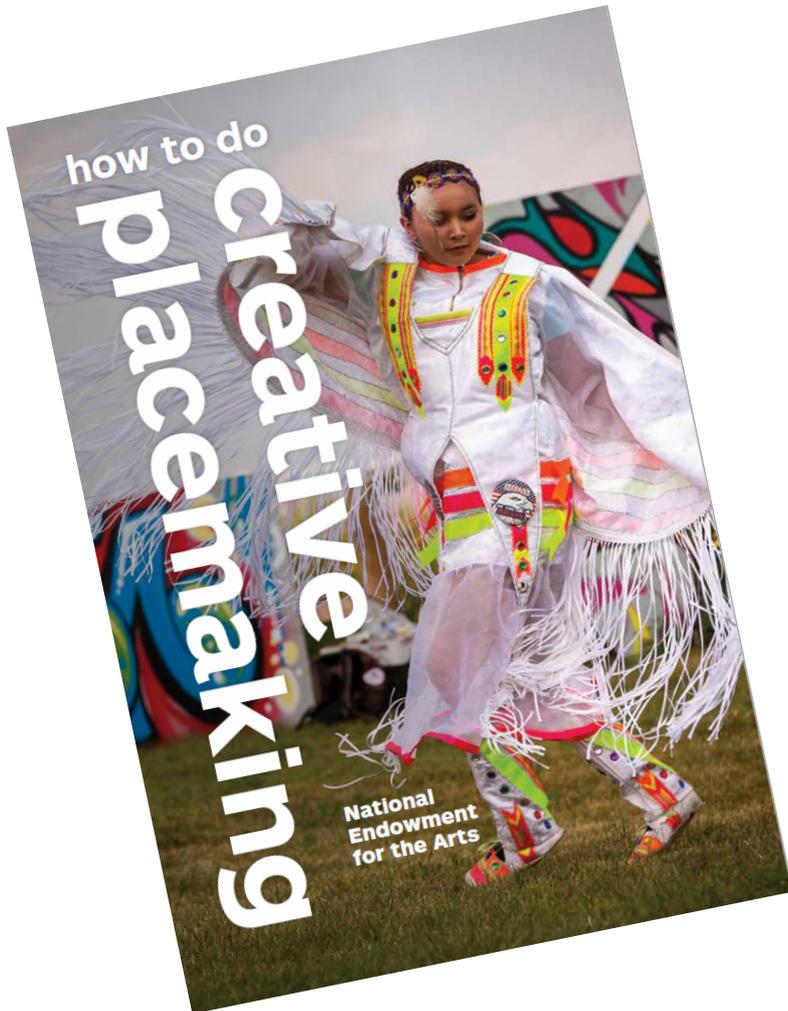
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AMERICANS
for the
ARTS

Creative Placemaking Book

<https://www.arts.gov/publications/how-do-creative-placemaking>



- Artist-facilitated community planning
- Main street revitalization
- Cultural districts
- Job creation
- Public art
- Infrastructure projects

Exploring Our Town

www.arts.gov/exploring-our-town/



NATIONAL ENDOWMENT FOR THE ARTS



EXPLORING OUR TOWN

Showcase

Insights

Overview

All Projects By Project Setting By Project Type By Project Location

Grid Map



CULTURE AND ART



AJO, AZ
AJO MASTERPLAN



ASHFIELD, MA
ASHFIELD TOWN SPECTACLE



BA
REVITALIZING



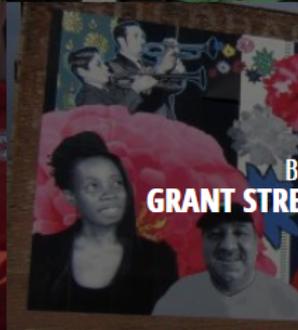
DESIGN



BETHLEHEM, PA
THE BRIDGE



BOSTON, MA
INNOVATION DISTRICT



B
GRANT STRE

ArtPlace America

<http://www.artplaceamerica.org/>

ARTPLACE

ABOUT ARTPLACE

BLOG

OUR WORK

INVESTMENTS

CONNECT

LIBRARY



SEARCH

KEYWORD

SEARCH

FILTER



PROFILES OF HEALTH & BELONGING



A TALE OF TWO CITIES: MCCOLL CENTER +



BRIGHT ART PATHS: CREATE, ENGAGE,



DETROIT CULTIVATORS

SF Federal Reserve Publication

<http://www.frbsf.org/community-development/publications/community-development-investment-review/2014/december/creative-placemaking/>



Citizens' Institute on Rural Design

www.rural-design.org

[About CIRD](#) [Workshops](#) [Blog](#) [Webinars](#) [Resources](#) [Contact Us](#) [Q](#)

Creative Placemaking: Economic Develop. for the Next Generation

"Creative Placemaking: Economic Development for the Next Generation" free CIRD webinar has been posted on our webinar page!

[Listen today](#)

From the Blog



Taking Action in Limon!

APRIL 24, 2017

The Town of Limon (population 2,000) hosted their Citizens' Institute on Rural Design™ (CIRD) workshop February 27 to March 1, 2017. The CIRD capacity building workshop successfully engaged



Creative Placemaking Needs to Happen Now in Small Towns

MARCH 24, 2017

Zachary Mannheimer was a featured speaker in the webinar, Creative

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AFFILIATION

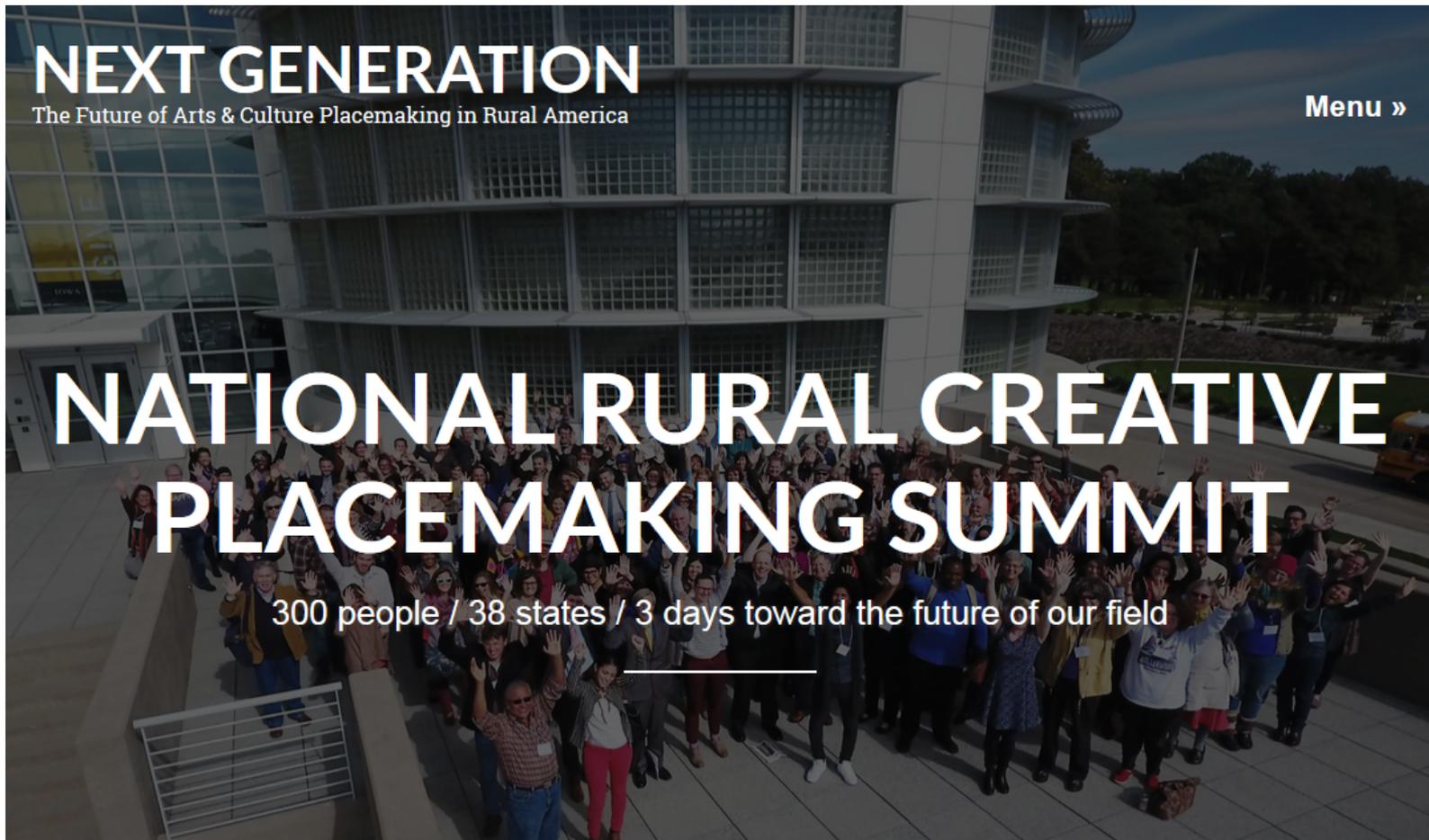
ZIP CODE

[Sign-up](#)

Next Rural Generation Website

<https://ruralgeneration.org/national-summit/>

<https://ruralgeneration.org/digital-exchange/>



Creative Exchange - Toolkits

<http://springboardexchange.org/toolkits/>



**Artist-Designed Bike
Rack Toolkit**



**Guide for Business
Districts to Work
with Local Artists**



**IRRIGATE: Artist-Led
Community
Development**

SPRINGBOARD
for the arts

Key Starting Questions

- What is your community? (*assets, histories, identities*)
- Who is your community? Who can help? (*partners & engagement*)
- What does your community want?
- How can you source your creativity locally & draw on local talents?



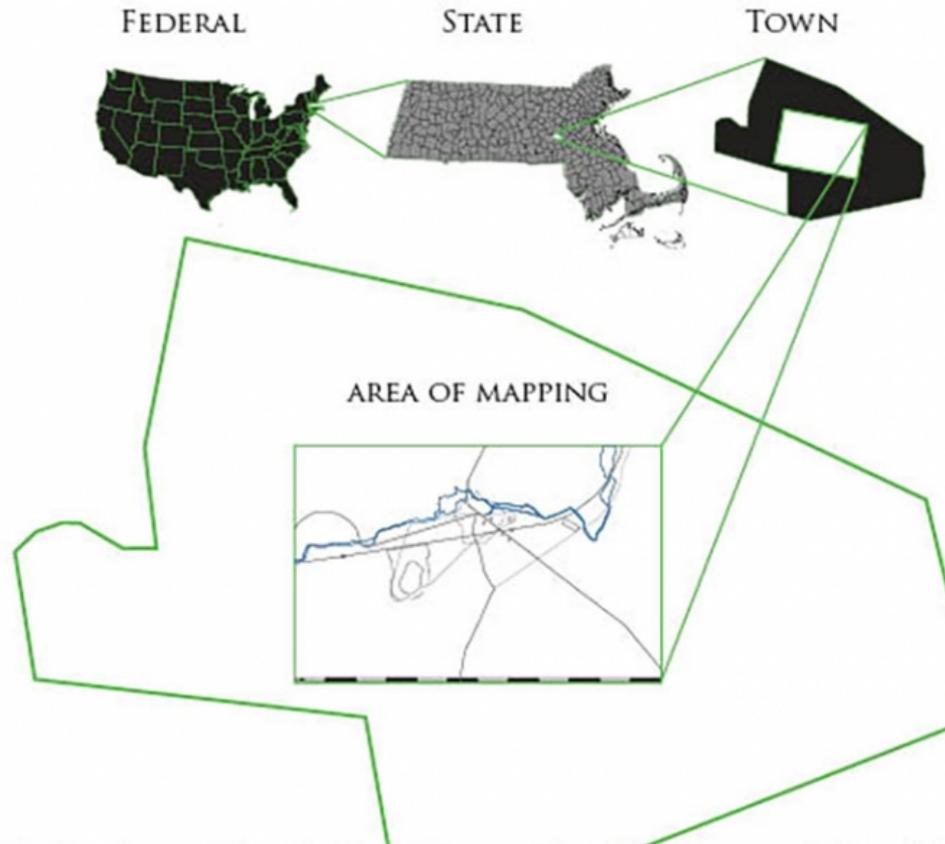
ART WORKS.

**National
Endowment
for the Arts**

arts.gov

Thank you!

ARTPLACE



ASHLAND MA 01721

INCORPORATED 1846 / CURRENT POPULATION 15,383 / 2ND TOWN ALONG THE BOSTON MARATHON / KNOWN FOR THE INVENTION OF THE ELECTRIC CLOCK

New community development processes with artistic vision
Ashland, MA



New community development processes with artistic vision
Ashland, MA