Introduction to Creative Placemaking

Delta Regional Authority
June 29, 2017
About ArtPlace

10-year collaboration
16 foundations + 8 federal agencies + 6 financial institutions
Lines of Work

GRANTMAKING

NATIONAL CREATIVE PLACEMAKING FUND

COMMUNITY DEVELOPMENT INVESTMENTS

RESEARCH

FIELD BUILDING
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
Attachment to place is based on...

- Social Offerings
- Openness
- Aesthetics

Soul of the Community study: http://www.knightfoundation.org/sotc/
Place-based investment approach

Focus on specific geography (neighborhood, town, region)
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

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## Arts & Culture Matrix

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1. Who decides?
2. Who executes?
3. What are the stakes?
A Local Story:
Creative Placemaking in Wilson, NC
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?

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<tr>
<th>Strengthening Economic Development</th>
<th>Seeding Civic Engagement</th>
<th>Building Resiliency</th>
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<td>• Drive economic development</td>
<td>• Connect community</td>
<td>• Help re-establish normalcy</td>
<td>• Create new amenities</td>
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<td>• Drive new investments</td>
<td>• Create stewards of place</td>
<td>• Generate new community assets</td>
<td>• Increase access</td>
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<td>• Create new access points to participation</td>
<td>• Shared sense of the future of a place</td>
<td>• Provide psycosocial relief</td>
<td>• Increase attachment to place</td>
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## How can creative placemaking do it?

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<td>• Acting as the key institution in a neighborhood</td>
<td>• Bring the arts (visual and performing) to public spaces</td>
<td>• Re-imagine use of spaces</td>
<td>• Engage community stakeholders</td>
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<td>• Provide community identity</td>
<td>• Make public spaces more attractive, exciting, and safe</td>
<td>• Beautify vacant and blighted spaces</td>
<td>• Solicit community input and suggestions</td>
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<td>• Generate area foot traffic and business</td>
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<td>• Connect people to opportunities and one another</td>
<td>• Rapid prototyping and iterative design</td>
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[Link to the source](http://www.frbsf.org/community-development/publications/community-development-investment-review/2014/december/creative-placemaking/)
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

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Asset-based
Artists, Culture Bearers, Designers
Project Examples and Inspiration
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
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
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
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

NACEDA
Building prosperous communities together

SPRINGBOARD for the arts

ART OF THE RURAL

HAC
Building Rural Communities

NACo

AMERICANS for the ARTS
Creative Placemaking Book


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

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

http://www.artplaceamerica.org/

ARTPLACE

OUR WORK
INVESTMENTS
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Creative Placemaking

Articles
- Opportunity at the Intersection of Community Development and Creative Placemaking
- Creative Placemaking: An Interview With the Ford Foundation
- Five Roles for Arts, Culture, and Design in Economic Development
- Arts for the City: Community Arts and Affordability Innovations in San Francisco
- The Meaning of the Creative Economy in Los Angeles
- Creative Placemaking: How to Do It Well
- Measuring the Economic and Social Impacts of Cultural Organizations
- Assessing a Set of Indicators for Creative Placemaking: Reflections From the Field
- Financing Creative Places
- Our Town: Supporting the Arts in Communities Throughout the United States
- Arts and Culture in Detroit: Centric to Our Past and Our Future

Profiles in Placemaking: ArtPlace America Grantees
- Creative Placemaking in Community Planning and Development
- An Introduction to ArtPlace America
- Strengthening Economic Development
- Building Civic Engagement
- Building Resilience
- Contributing to Quality of Life
Creative Placemaking: Economic Development 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 community members from multiple rural communities to discuss ideas for action in Limon.

**Creative Placemaking Needs to Happen Now in Small Towns**

March 24, 2017

Zachary Mannheimer was a featured speaker in the webinar, Creative Placemaking Needs to Happen Now in Small Towns. He discussed the role of creative placemaking in small towns and how it can lead to economic development.

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Email Newsletter

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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
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?
Thank you!
New community development processes with artistic vision
Ashland, MA
New community development processes with artistic vision
Ashland, MA