

The Strand American Conservatory Theater in San Francisco

# BEST PRACTICES IN CREATIVE PLACEMAKING

VA Hometown Summit: The Future of Small Cities

April 13-15, 2017, Charlottesville, VA





# AGENDA

Background and Introduction

Placemaking and Creative Placemaking

- Definitions
- Benefits

Ten Best Practices for Successful Creative Placemaking with Case Studies

Summary and Close

# ABOUT URBAN LAND INSTITUTE

*Provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide*

ULI is comprised of over 38,000 Members, a network of 73 District and National Councils, and 50 Product Councils

## **Priorities:**

- Advising communities in need
- Shaping cities and regions
- Developing excellence through education
- Driving innovation in real estate and urban development
- Building sustainably
- Connecting capital and the built environment



# ULI, HEALTH AND CREATIVE PLACEMAKING



**Urban Land Institute Mission:** Providing leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.



**Building Healthy Places:** Leveraging the power of ULI's global networks to shape projects and places in ways that improve the health of people and communities



**Creative Placemaking:** Building strong, healthy cities by promoting the integration of arts & culture in community revitalization



# ULI CREATIVE PLACEMAKING GOALS & APPROACH

- ❖ Assess ULI's **past work** and **member understanding** of creative placemaking
- ❖ Advance creative placemaking **opportunities**, esp along **commercial corridors**
- ❖ Link creative **placemaking and health**

June 2016

March 2018

## Discovery

- 35+ staff & ULI Member Interviews
- 4000 member survey (>5% response)
- 2 Focus Groups (LA and DC)
- Internal Document Scan

- Corridor Implementation Grants (4)
- Advisory Workshops (2)
- Content/Program Enrichment (on-going)

## Technical Assistance

- ULI Leadership
- National Working Group for Creative Placemaking

## Review and Feedback

## Communications/Awareness Building Campaign

- Article(s)/Interview(s)
- Presentations/Conferences
- ULI Member Primer
- Web site and Social Media

With support from:

THE KRESGE FOUNDATION



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# PLACEMAKING AND CREATIVE PLACEMAKING

*“In creative placemaking, partners from public, private, nonprofit, and community sectors strategically shape the physical and social character of a neighborhood, town, tribe, city, or region around arts and cultural activities. Creative placemaking animates public and private spaces, rejuvenates structures and streetscapes, improves local business viability and public safety, and brings diverse people together to celebrate, inspire, and be inspired”* – Anne Markusen and Ann Gadwa, *Creative Placemaking*, white paper commissioned by the National Endowment of the Arts, 2010

- ULI Placemaking (since 1930s) is about **designing** places that attract & unite people and foster a sense of community pride
- Creative Placemaking **brings art and culture in tandem with good design** to the start of a real estate development initiative

# THE PLACEMAKING DIVIDEND

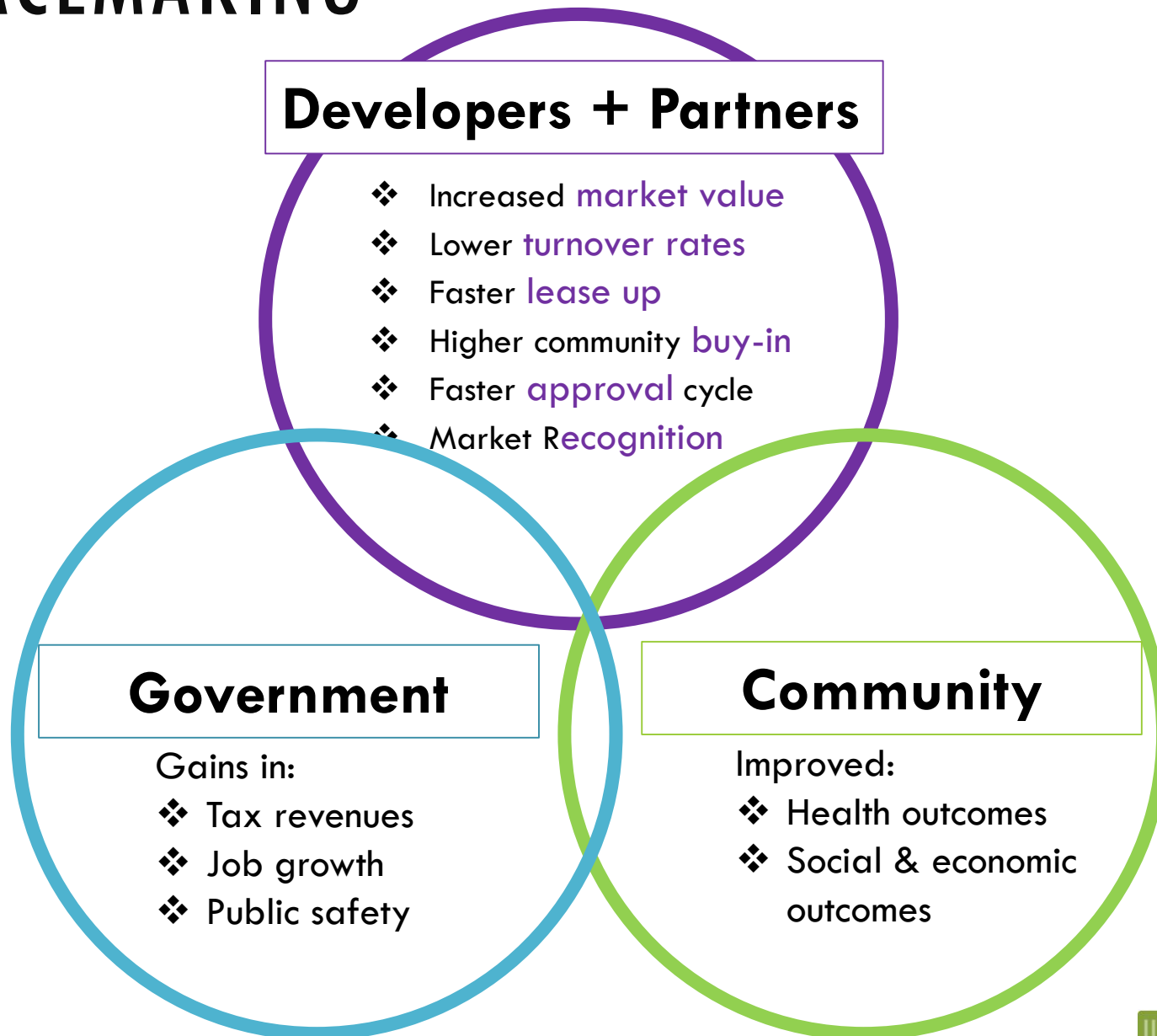
Sulphur Springs, TX (Population 15,449)



People stay longer, come back more often and spend more money in places that attract their affection.

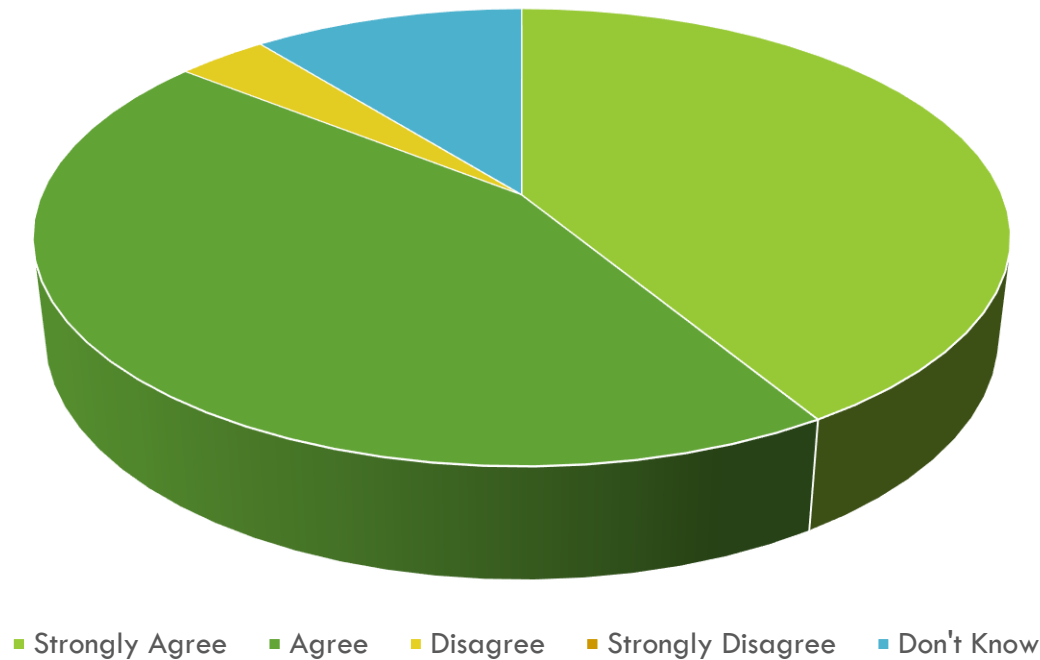


# STAKEHOLDER BENEFITS OF CREATIVE PLACEMAKING



# ULI MEMBER SURVEY RESPONDENTS ASSOCIATE CREATIVE PLACEMAKING WITH HEALTHY PLACES

86% agree or strongly agree creative placemaking is an integral component of building healthy places



Top benefits of creative placemaking by respondents:  
■ Community cohesion  
■ Sense of place  
■ Community pride  
...all attributes of healthy places

# CICLAVIA IN LOS ANGELES, CA....

...temporarily transforms public roads into auto-free zones for community residents and visitors and delivers high value.





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# TEN BEST PRACTICES FOR SUCCESSFUL CREATIVE PLACEMAKING

- Begin with the end in mind
- Bring artists and the community upfront
- Mine local art and cultural assets
- Engage local artists
- Understand and articulate stakeholder benefits
- Form cross sector partnerships
- Identify critical skills to deliver
- Look for early wins
- Maintain a long view
- Explore creative financing

[Watch for Urban Land Magazine article \(March/April 2017\):](#)

[www.uli.org/creativeplacemaking](http://www.uli.org/creativeplacemaking)

# #1: BEGIN WITH THE END IN MIND

New York City's Sugar Hill Children's Museum in Harlem, NYC broke with convention by placing a children's art museum in an affordable housing complex.



# #1: BEGIN WITH THE END IN MIND (CONT'D)

*“The entire Sugar Hill Project was conceived as a creative placemaking initiative, with the Sugar Hill Children’s Museum of Art & Storytelling as its cultural capstone.*

*Broadway Housing Communities (BHC) developed and operates this innovative community revitalization initiative guided by our understanding that integrating housing with education and the arts will have the greatest impact in an underserved community”.*

--Melissa Benson, Director of Development & Communications, BHC



# #2: BRING IN ARTISTS AND THE COMMUNITY EARLY

ArtPlace America awarded six organizations \$3 million each to demonstrate the impact of early engagement of arts and culture in community development.



Fairmont Park Conservancy, Philadelphia, PA



## #3: “MINE” LOCAL ART AND CULTURAL ASSETS

After asset mapping revealed Mill Hill residents in Macon, GA like to cook, its community arts center, to be housed in a historic mill auditorium after renovation, will include a culinary arts school.



Historic Mill Auditorium, Future Home of the Mill Hill Community Arts Center

# #4: ENGAGE LOCAL ARTISTS

- Find and recruit artists in the local community
- Potential Resources:
  - State and Local Art Councils
  - Local Nonprofit Arts Organizations
- For example, in Washington, DC, resources include
  - DC Commission for Arts and Humanities
  - Washington Project for the Arts
  - CulturalDC



# #5: UNDERSTAND AND ARTICULATE STAKEHOLDER BENEFITS

Developers + Partners

Government

Community



Steelstacks in Bethlehem, Pennsylvania, draws 800,000 visitors and contributes \$48 million annually to the local economy.

# #6: FORM CROSS SECTOR PARTNERSHIPS

For example, the Mill Hill Arts project had a variety of local, state, and federal partners, including:

- The Macon Arts Alliance
- The Urban Development Authority
- Macon-Bibb County
- Local Hospitals
- The White House Strong Cities Strong Communities initiative
- National Endowment for the Arts (NEA)
- The Knight Foundation
- and others



Mill Hill Community Meeting

# #7: IDENTIFY THE CRITICAL SKILLS NEEDED TO DELIVER ON PROJECT GOALS AND OUTCOMES

- Collaboration and teamwork is key
- What skills are required on the project to be a winning team?



# #8: LOOK FOR EARLY WINS TO GENERATE EXCITEMENT, VISIBILITY, AND BUY-IN

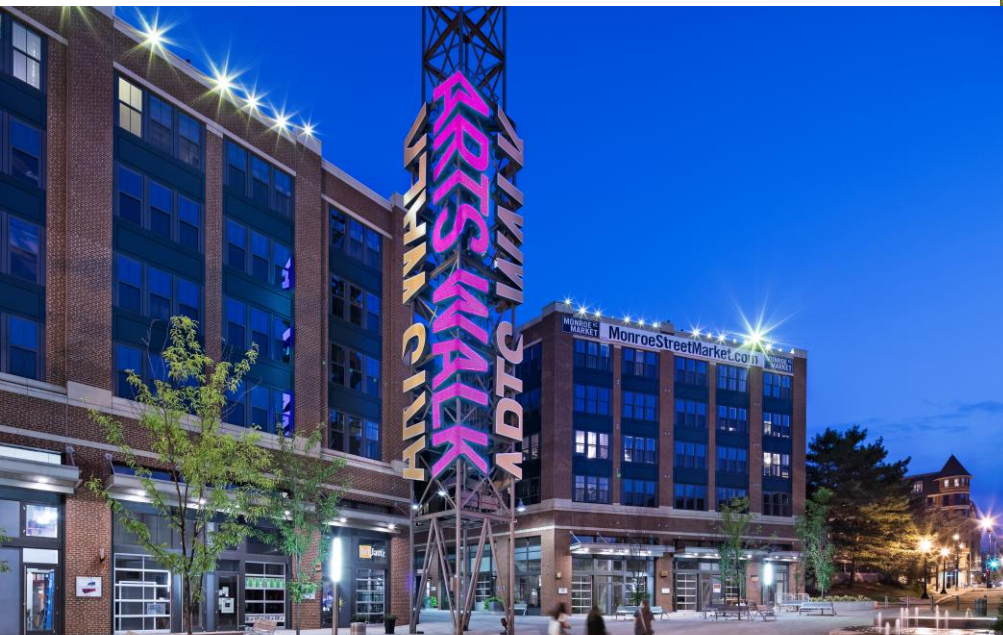


American Sign Language Meetup

*The Hall*, a pop-up culinary art project in Tenderloin, San Francisco, provides stalls for six food vendors, a bar, and free meeting space for local nonprofit groups, while the developer awaits entitlement, and community buy-in grows.

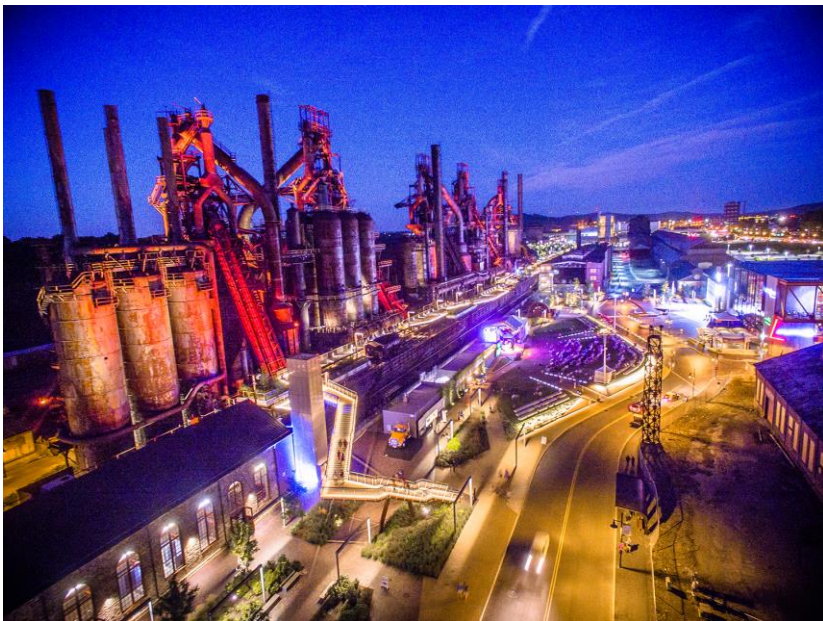
# #9: MAINTAIN A LONG VIEW

Monroe Street Market, a \$250M Mixed-use TOD project in NE Washington, DC, hired nonprofits to keep the artists engaged and the Arts Walk programmed and active.



# #10: PURSUE CREATIVE FINANCING

Bethlehem Steelstacks was partially funded from casino revenues.



Sugar Hill Development pieced funding together from 13 sources.







# A FEW TAKEAWAYS

Creative placemaking strategies have been used successfully across many dimensions in the built environment, housing and public spaces as demonstrated here, and it also can be applied to transportation, health, infrastructure, and environmental systems.

All stakeholders stand to benefit—community residents and businesses, government, developers, and other partners.

When properly applied, creative placemaking strategies can help differentiate a real estate development project, while simultaneously addressing social, economic, environmental, and other challenges.

Using best practices has proven to differentiate the most successful projects, and has helped revitalize and foster healthy, sustainable communities.



# THANK YOU!



Artfields Festival, Lake City, SC



Urban Land  
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Building Healthy  
Places Initiative