



Nurturing Creative Places:

A Dive into the Arts and Planning Toolkit

APA 2016 Planning Webcast Series

Friday, November 4, 2016, 1:00 – 2:30 pm EDT



Presenters



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APA Arts and Planning Interest Group (APIG)



APIG is a collaborative space for planners and artists who believe that arts and culture is an essential element of what makes places and communities healthy, connected, and vibrant. It exists as a forum for networking, education, and identifying, developing, and refining innovative planning methods, policies, and tools.

- Take the new members survey: <http://goo.gl/forms/b8iYiU35ww>
- Join us on LinkedIn: <https://www.linkedin.com/groups/7043918>

During this webinar, you will:

Learn about a new framework for menu of strategies for infusing arts and culture into the disciplines of planning

Learn about real projects that are infusing creativity into the civic life and physical and social environments of communities

Learn about the range of resources available to support you in infusing innovation and creativity into your planning practice

Arts and Culture is Essential to Livability



Arts and culture is an essential element of what makes places and communities of people healthy, connected, and vibrant



Arts and Culture: A Core Competency for Planners

The **Arts and Planning Toolkit**:

- Presents a new framework for understanding the many ways in which arts and culture can infuse innovation and creativity into the disciplines of planning – beyond the readily-embraced disciplines of economic development, architecture, and design
- Showcases a range of planning and policy tools and approaches – grounded in primary and secondary research, including 1:1 interviews, case studies, and peer-reviewed academic and professional sources

Preview of www.artsandplanning.org



[What is this Toolkit?](#) [Contents by Section](#) [Case Studies](#) [Resources](#) [Acknowledgements](#) [Contact](#)

The Arts and Planning Toolkit is a resource for planners and other government staff who are interested in innovating their planning and community development work through projects and partnerships that engage arts, culture, and the creative community.

The Toolkit presents a menu of strategies grounded in case studies of real projects that are exemplary of how arts and culture can be an effective component of planning, community development, land use, housing, transportation, economic development, public health, and public safety projects and initiatives. Learn more about how this Toolkit is structured on the [Contents by Section](#) page.

Why an arts toolkit for planners?

Urban planners have immense influence in shaping the built environment through policy and planning. Through the development and implementation of plans and policies, planners help guide the development of vibrant and healthy places and communities.

Arts and culture is an essential element of what makes places and communities healthy, connected, and vibrant. Arts and culture enriches lives by providing opportunities for people from different walks of life to socialize, learn, and play; providing experiences that help people engage with elements in the past, present, and future; and creating unique, exciting opportunities to understand and interact with the built and natural environment and the places where they live, work, study, and play.

Browse by Topic

[art, culture, and planning](#)
[creative placemaking](#)
[cultural asset mapping](#)
[cultural planning](#)
[tactical urbanism](#)
[artist residencies](#)

[art and infrastructure](#)
[percent for art](#)
[public art](#)

[art and zoning and permitting](#)
[art in storefronts](#)
[artist live/work](#)

Five sections, multiple topics

1. Arts, culture, and planning
2. Art and infrastructure
3. Art and zoning and permitting
4. Art, culture, and economic development
5. Arts funding

Overview pages frame each section

Case studies dives into strategies in practice

25+ case study interviews conducted to date;
more case study profiles being added every mo

Browse by Topic

art, culture, and planning

creative placemaking

cultural asset mapping

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art and infrastructure

percent for art

public art

art and zoning and permitting

art in storefronts

artist live/work

art, culture, and economic development

cultural districts

cultural facilities

makerspaces

arts funding

cultural councils

case studies





Preview: Topics under Arts, Culture, and Planning Section

Each post (page) categorized under “arts and planning” shows up.

Click “Read more” to view the full content

What is tactical urbanism?





Tactical urbanism refers to the approach of implementing short-term, low-cost, and scalable demonstration projects that test alternatives to infrastructure, design, and uses in the public realm. This term was coined by planner Mike Lydon and is grounded in the same

 admin  2016-02-09  art and planning, creative placemaking, tactical urbanism  Edit

[Read more](#)

What is creative placemaking?

Creative placemaking is a planning process that places arts at the center of shaping the character and vitality of neighborhoods, cities, towns, and regions. It is an innovative approach to advancing the planning objectives of livability, sustainability, and equity. Creative

 admin  2016-02-09  art and planning, creative placemaking  Edit

[Read more](#)

What is cultural asset mapping?

Cultural asset mapping is a foundational step in cultural planning. It identifies a community's strengths and resources through the process of inventorying tangible and intangible cultural assets. Tangible assets include arts and natural heritage resources on public and private land

 admin  2016-01-18  art and planning, cultural asset mapping  Edit

[Read more](#)

What is cultural planning?

Cultural planning is a place-based planning process that generates a vision and action plan for strengthening and growing arts and culture assets. Cultural planning often has a two-fold objective: To expand and

Preview: Posts tagged under Creative Placemaking

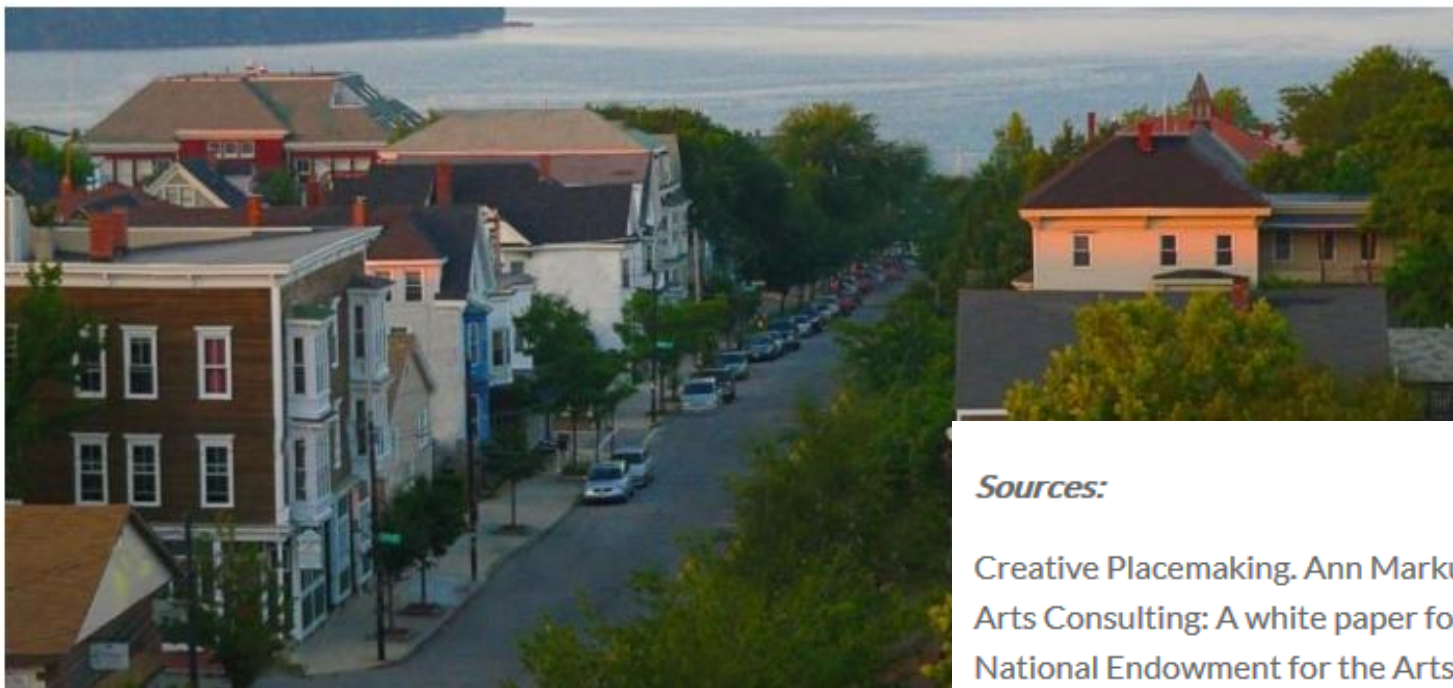
Creative Placemaking

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admin 2016-02-09 art, culture, and planning, creative placemaking Edit

Read more

Case Study: Creative Placemaking in Portland, Maine



Overview: Marty Pottenger is a playwright, performance artist, and director of a multidisciplinary nonprofit arts organization. In 2003, Pottenger established a creative placemaking initiative that aims to improve municipal government through

admin 2016-02-09 art, culture, and planning, case studies, creat

Browse by Topic

[art, culture, and planning](#)

[creative placemaking](#)

[cultural asset mapping](#)

[cultural planning](#)

[tactical urbanism](#)

[artist residencies](#)

[art and infrastructure](#)

[percent for art](#)

[public art](#)

[art and zoning and permitting](#)

[art in storefronts](#)

[artist live/work](#)

[art, culture, and economic development](#)

Sources:

Creative Placemaking. Ann Markusen, Markusen Economic Research Services, and Anne Gadwa, Metris Arts Consulting: A white paper for The Mayors' Institute on City Design, a leadership initiative on the National Endowment for the Arts in partnership with the United States Conference of Mayors and American Architectural Foundation. NEA. (2010) <https://www.arts.gov/publications/creative-placemaking>

Defining Creative Placemaking: A Talk with Ann Markusen and Anne Gadwa Nicodemus. By Jason Schupbach. (2012) <https://www.arts.gov/NEARTS/2012v3-arts-and-culture-core/defining-creative-placemaking>

Creative Placemaking: Volume 10, Issue 2. Community Development Investment Review. Federal Reserve Bank of San Francisco. (2014) <http://www.frbsf.org/community-development/publications/community-development-investment-review/2014/december/creative-placemaking/cdir-10-02-final.pdf>

**Select Case Studies
from the Arts and
Planning Toolkit**

Creative Placemaking and the Environment: The Fargo Project

Image credits: www.thefargoproject.com



Art and Planning: Pop-Up Meeting Saint Paul

Project by Amanda Lovelee. Image credits: www.publicartstpaul.org



Art and Infrastructure: Saint Paul Streets Project

Project by Marcus Young. Image credits: www.publicartstpaul.org



Public Art and Water Infrastructure: Brightwater Wastewater Treatment Project



*no beginning no end
circle the earth
blesséd water
blood of life*



Works by Jann Rosen-Queralt, Jane Tsong, Buster Simpson, and Ellen Sollod.

Credits: <http://www.kingcounty.gov/services/environment/brightwater-center>

Art and Community and Economic Development: Station North Arts District

Image credits: www.stationnorth.org



Art and Zoning: Nashville Artisan Manufacturing

Image credit: www.artsnashville.gov



Art and Design: San Francisco Prototyping Festival and Proposed Places for People Legislation



The Sidewalk Library at the Market Street Prototyping Festival, 10/7/2016. Photo by Tommy Lau.

Rock Rock Around the Block at the Market Street Prototyping Festival, 10/7/2016. Photo by Tommy Lau.

Prism Portal at the Market Street Prototyping Festival, 10/7/2016. Photo by Tommy Lau.

Tips for building arts and culture into your practice:

- Cultivate openness, flexibility, and risk-tolerance; be open to learning from artists' perspectives and methods
- Be open to a culture shift in how you do outreach and engagement; art opens conversations in different ways and can shift perspectives about appropriate ways in which to engage the public
- Be ready to act as a translator; learn the language of the arts and culture sector and work with artists to help them unpack and understand planning issues and concepts



Cultural Plans: Supporting the creative ecosystem

Photography By: Leonardo March



Mayor Walsh's values

for cultural planning:

- Diversity
- Equity
- Respect
- Imagination
- Innovation
- Fun
- Creativity
- Access
- Accountability
- Transparency
- Collaboration



CHICAGO CULTURAL PLAN

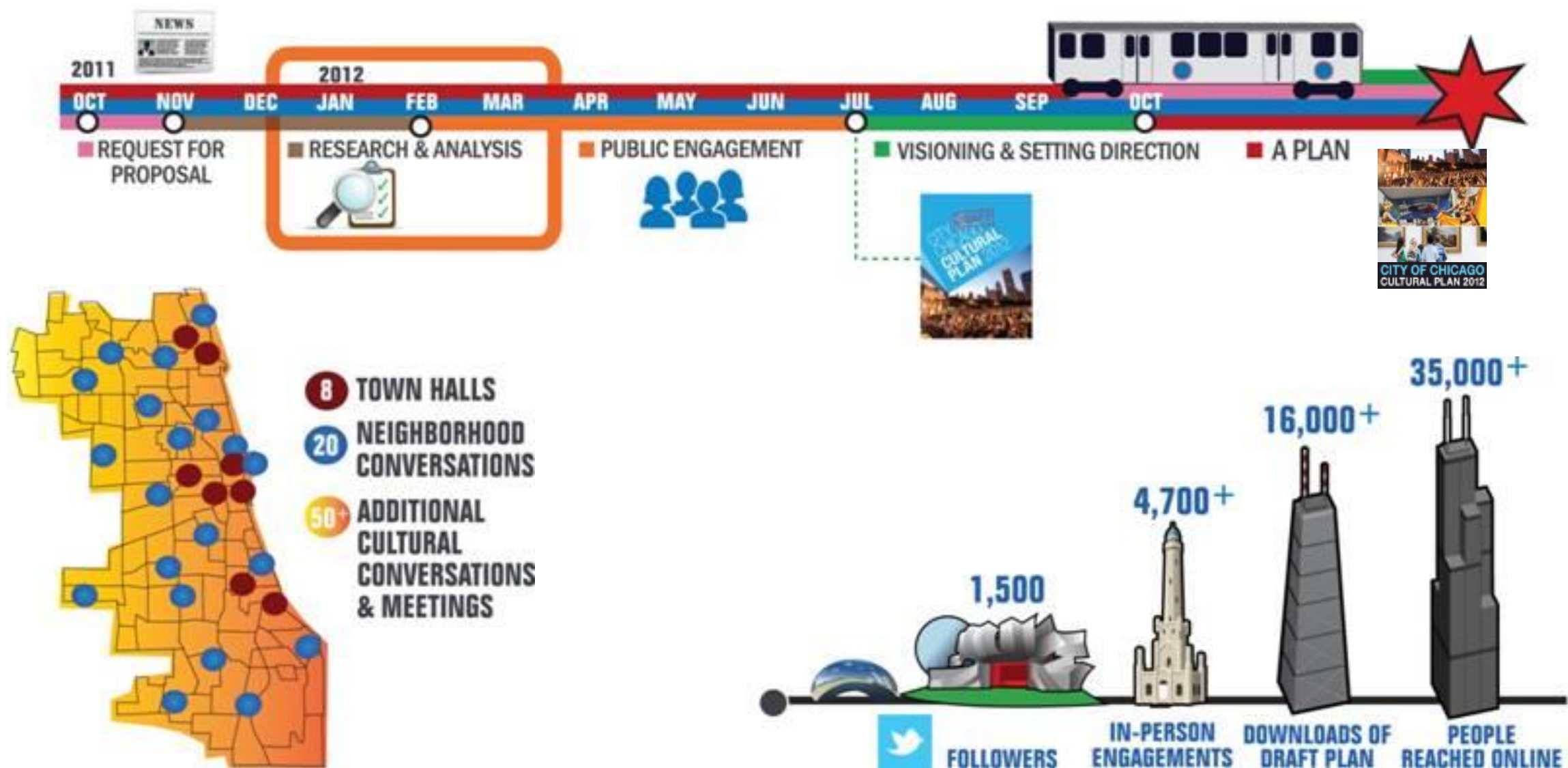


Community Engagement Process

The City Is Listening



This **PLAN** was created by visionary thinkers – **YOU**, the citizens of Chicago. In February of 2012, we asked you to share with us your ideas for shaping a cultural vision for Chicago.



15

Member Steering
Committee

50

Stakeholder
1-on-1 Meetings

500

People at First
Town Hall Meeting

16

Volunteer &
Youth Teams

60

Person
Leadership Council

1,300

Meetings Participants

35

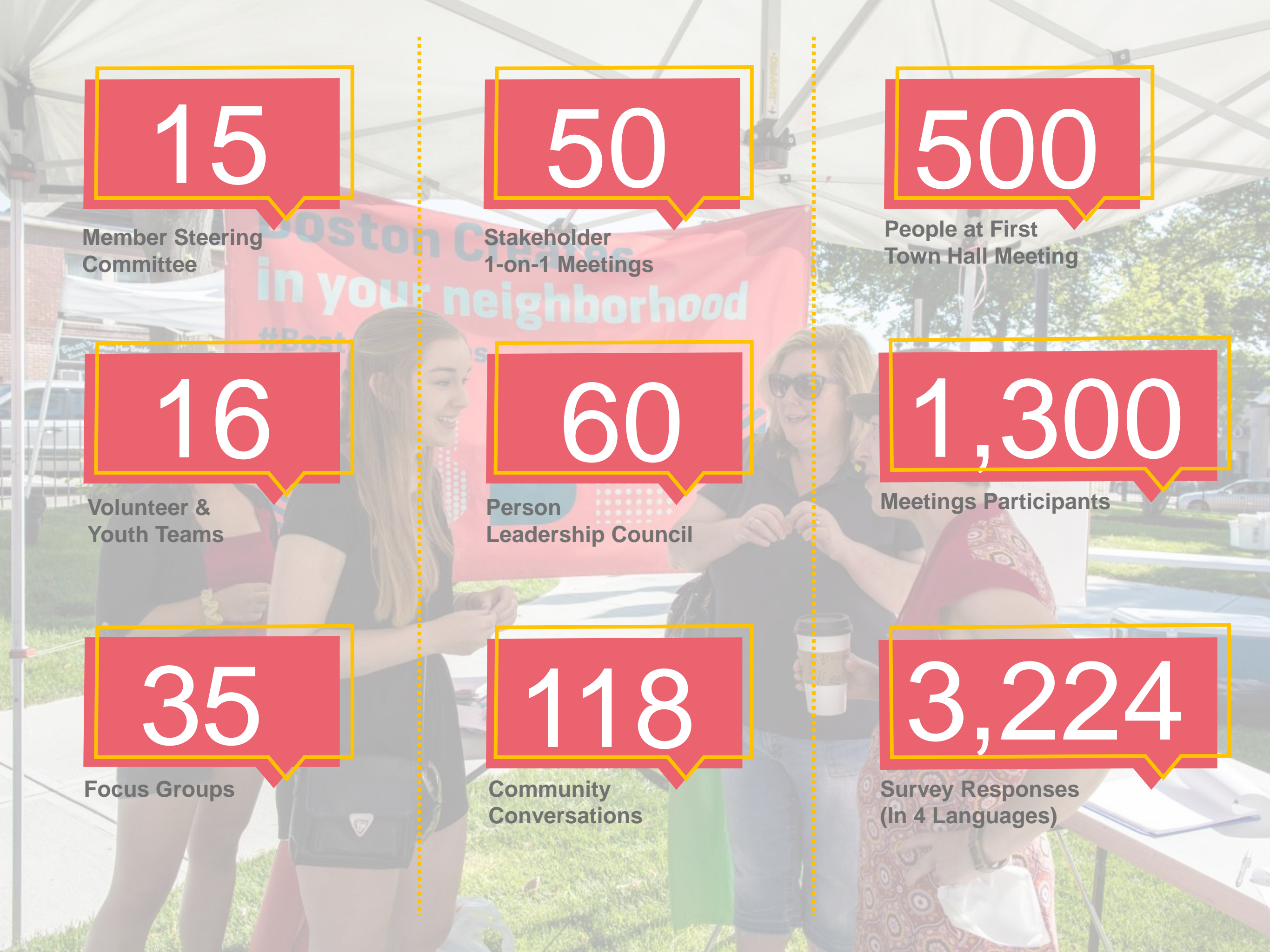
Focus Groups

118

Community
Conversations

3,224

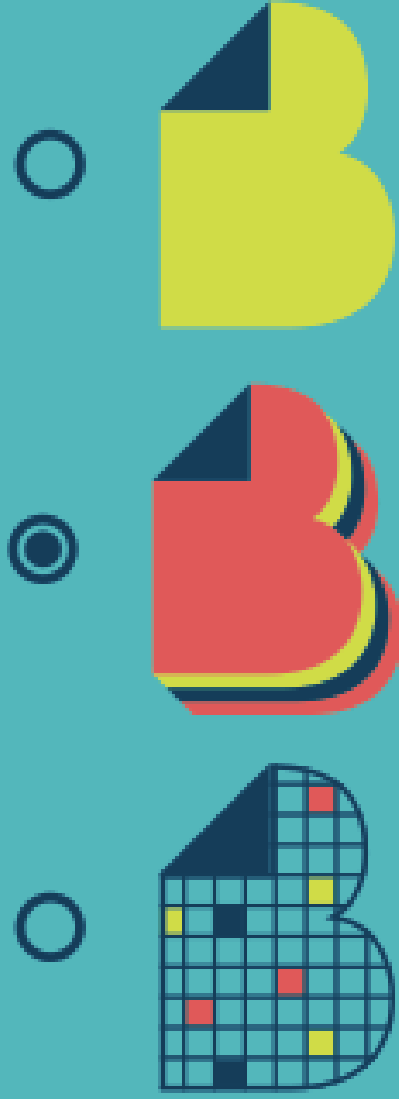
Survey Responses
(In 4 Languages)





What do you create?

Add your voice to the City of Boston's cultural plan by taking this important survey. Please pass this invitation along to your friends and family.



#BostonCreates

BostonCreates.org/survey

CITY OF BOSTON, MAYOR'S OFFICE OF ARTS & CULTURE

A close-up photograph of several hands kneading a large piece of white dough on a wooden surface. The hands are positioned in a way that suggests a collaborative effort. The background is slightly blurred, showing more of the dough and the wooden surface.

WHAT ARTISTS KNEAD

breadmaking parties for artists

make bread · connect · envision Boston's creative future

Friday, August 28, 6pm-8pm
Dorchester

Saturday, August 29, 10am-12pm
Jamaica Plain

Sunday, August 30, 5pm-7pm
Mattapan

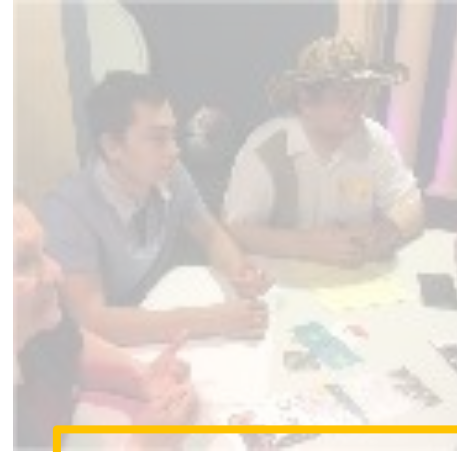
Monday, August 31, 6pm-8pm
Roslindale

Tuesday, September 1, 6pm-8pm
Haley House, Roxbury

more info and registration (free!) at:
www.whatartistsknead.org · kneadartists@gmail.com

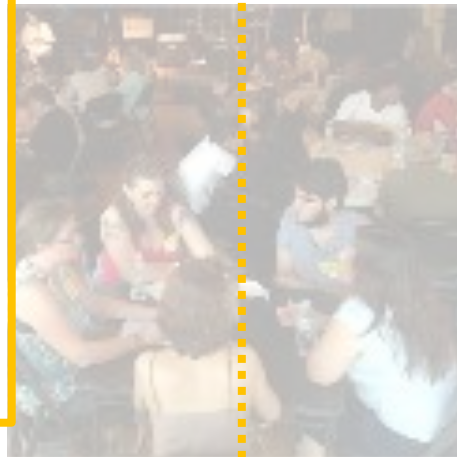
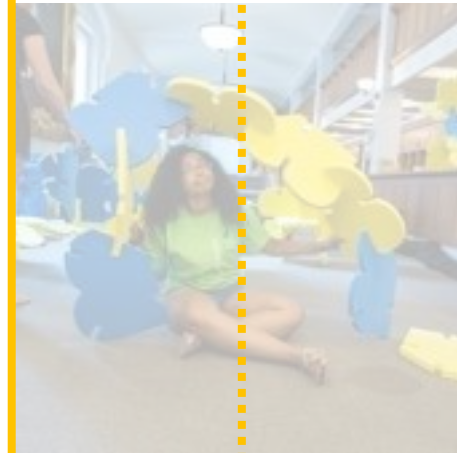


What Did We Learn?



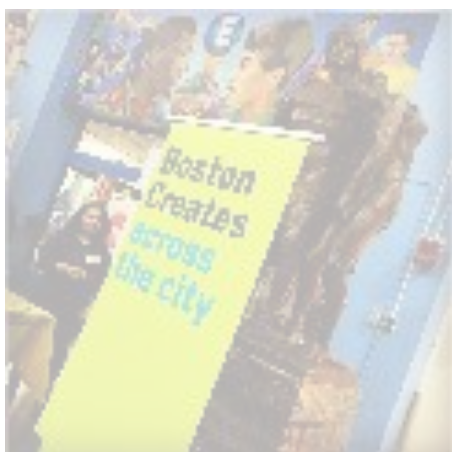
Silos

in Arts and Culture



Barriers

to Attendance and Engagement



Expand Equity
and Opportunity

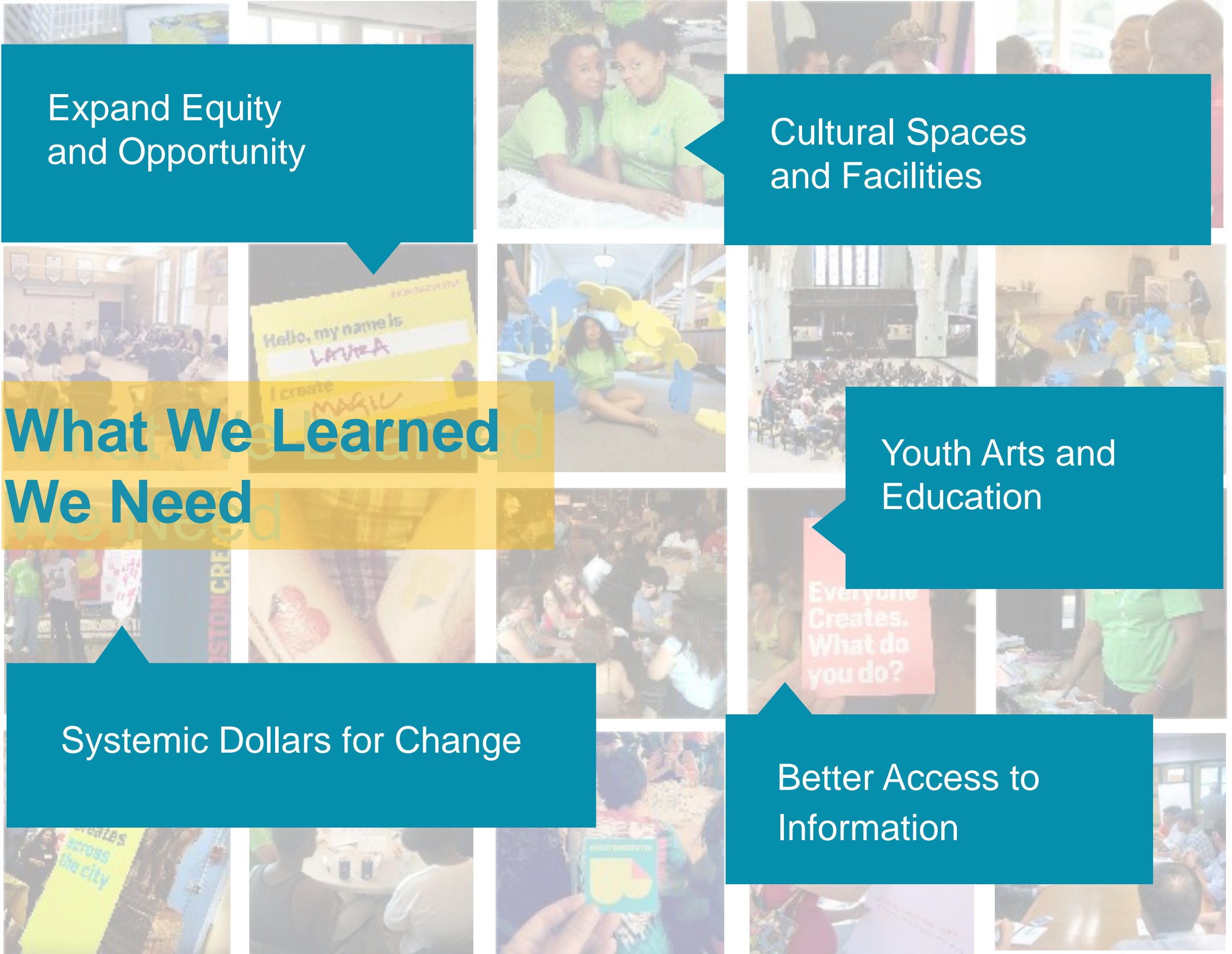
Cultural Spaces
and Facilities

What We Learned We Need

Youth Arts and
Education

Systemic Dollars for Change

Better Access to
Information





Goal 1

Create fertile ground for a vibrant arts and culture ecosystem.

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Create fertile ground for a vibrant arts and culture ecosystem.

Enable risk-taking and innovation across the arts and culture sector

Support cultural spaces and facilities for arts and culture organizations of all sizes in Boston

Strengthen small and mid-sized arts and culture organizations

Municipal policies to better support creative expression



Goal 2

Keep artists in Boston, and attract new ones here, recognizing their essential contribution to a thriving, healthy, and innovative city.



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Keep artists in Boston, and attract new ones here, recognizing their essential contribution to a thriving, healthy, and innovative city.

Invest in individual artists in Boston.

Make City government more accessible, welcoming, and responsive to artists.

Affordable artist housing and presenting and production spaces.



Goal 3

Cultivate a city where all cultural expressions are respected and equitably resourced, and where arts and culture are accessible to all.



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Cultivate a city where all cultural expressions are respected and equitably resourced, and where arts and culture are accessible to all.

Address cultural disparities across race, class, ability, and geographic lines by intentionally bridging divides and promoting cross-cultural exchange.

Advance equity by facilitating creative, cultural, and artistic opportunities in historically underserved communities.

Leverage City departments, resources, and facilities to embed arts and culture opportunities in every neighborhood.

Increase cultural competency in the arts and culture sector, facilitate learning opportunities among diverse populations, and promote diverse and inclusive participation in the sector.



Goal 4

Integrate arts and culture into all aspects of civic life.

Photography By: Leonardo March



Goal 4

Integrate arts and culture into all aspects of civic life.

Change City policymaking and practice to integrate creative thinking into the work of every municipal department and all planning efforts.

Harness the power of arts and culture to engage Bostonians in civic discourse, planning, and creative problem-solving.

Make Boston a place where arts education and arts-enhanced learning are available citywide and through all stages of life.

Integrate arts, culture, and creativity into the public realm and urban environment.



Goal 5

Mobilize likely and unlikely partners to generate excitement, demand, and resources for Boston's arts and culture sector.

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Mobilize likely and unlikely partners to generate excitement, demand, and resources for Boston's arts and culture sector.

Cultivate and mobilize public support and advocacy for the arts and culture sector.

Motivate and assist other sectors and professional groups in advocating for arts and culture.

Develop the partnerships and tools necessary for making Boston a leading cultural destination.

Resources and support to advance the City's goals for the arts and culture sector.



What Will
Success
Look Like?

Creatively engaged youth, families, individuals, and communities

A strong pool of artists and creative entrepreneurs

An active marketplace for arts, culture, and creativity

Sustainable arts and culture institutions and venues

Supportive civic/municipal policies and goals

Active use of the arts to animate and problem solve in all aspects of public life

Role of the City

City agency leads
City as partner
City as **catalyst**

Partners

Collaborative
efforts, research,
program design,
Alignment of
interest areas

Prioritization

What are
programs that are
ready to go,
capitalize on
current efforts,
grow capacity,
ensure
sustainability



Implementation

Assets for Artists

Artist Resource Role

Opportunity Fund

Boston AIR 2.0 @BCYF

BPS Arts Ed Policy Update

LPFM Station Manager Named



Implementation

Percent for Art/Public Art
Public Works: Hyde Square
Public Buildings

- Libraries
- Schools

FutureCity & Private
Development



In the Works

Cultural Facility Assessment
BRA Cultural Spaces RFP's
Cultural Equity Study
Office of Financial Empowerment
and Economic Development
Artist Survey (space and housing)
BHA Artist Units



CHICAGO CULTURAL PLAN

CHICAGO CULTURAL PLAN 2012

1 PLAN



PEOPLE



PLACES

4 CATEGORIES



POLICIES



PLANNING CULTURALLY



10 PRIORITIES



36 RECOMMENDATIONS



200+ INITIATIVES



Citywide conversations resulted in **over 200 proposed** initiatives, ranging from solutions that can be achieved in the short-term all the way to the grand aspirations that residents envision for Chicago's cultural future.



10 PRIORITIES



1. Foster arts education and lifelong learning
2. Attract/retain artists and creative professionals



3. Elevate and expand neighborhood cultural assets
4. Facilitate neighborhood cultural planning



5. Strengthen capacity of cultural sector
6. Optimize City policies and regulations



7. Promote the value and impact of culture
8. Strengthen Chicago as a global cultural destination
9. Foster cultural innovation
10. Integrate culture into daily life

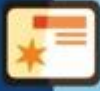


PEOPLE Investing in youth and creative workforce



487

CPS staff identified as Arts Liaisons, 77% coverage in program's first year



376

CPS schools have completed the Creative Schools Certification, 60% of schools



415

Arts Partners in CPS schools in 2012-2013, +70% identified over 2011-2012



207,964

youth participated in Summer of Learning 2013 initiative at libraries, museums, parks



71,000

children read 2.1 million books in Chicago Public Library "Rahm's Readers" program



POLICIES Creating a pro-culture government that is responsive and efficient



200

grants totaling \$1.2 million awarded via re-launched, online Cultural Grants Program



17

food trucks highlighted at 8 events presented by DCASE



12/9/2013

Artists Health Care Town Hall to be presented by DCASE



25th 45th 48th

Chicago wards now with designated arts coordinators





PLACES Growing access to the arts and supporting strong, vibrant neighborhoods

189,000

people participated in Night Out in the Parks in Chicago Park District locations

230



47

neighborhood music festivals, 35 neighborhood food festivals counted by new Choose Chicago neighborhood asset inventory



51

communities highlighted on new Choose Chicago neighborhood tourism website



12

"People Spots" in 2013 (expanded from four pilots last year) via CDOT's "Make Way for People" placemaking initiative



8/27/2013

groundbreaking of The 606 and Bloomingdale Trail



PLANNING CULTURALLY Fostering collaborations to promote culture



2012

Chicago Cultural Plan incorporated into other City plans: Chicago Technology Plan, Healthy Chicago (Public Health), Chicago Pedestrian Plan (Transportation)



6,200

tickets sold to 300 performances during first-ever Chicago Theatre Week presented by League of Chicago Theatres with Choose Chicago



513,000+

diners served during Chicago Restaurant Week presented by Choose Chicago with 280 participating restaurants



MAJOR IMPLEMENTATION PROGRAMS

- Arts Education Plan
- Creative Schools Fund
- Night Out in the Parks Programs
- IncentOvate Grant Program
- Public Art Plan RFP
- Neighborhood Tourism Plans
- Chicago Fire Festival
- Architecture Biennial



CREATE NYC

A CULTURAL PLAN FOR ALL NEW YORKERS



**CULTURE IS... HISTORY. FOOD. PAINTING.
DANCE. QUILTS. ZOOS. MUSEUMS.
DOMINOES. MUSIC. LIBRARIES. POETRY.
ART. DANCE. CELEBRATIONS. GARDENS.
FASHION. SCIENCE... AND MORE!**

CULTURE IS WHO WE ARE AND WHAT MAKES OUR CITY GREAT.

SHOW UP! SPEAK UP! STEP UP!

TO HELP US CREATE A PLAN FOR ALL NEW YORKERS.



AUGUST - OCTOBER 2016

1 RESEARCH & DISCOVERY

We'll build on the huge amount of great work that has been done to date by arts organizations, advocates, academics and city agencies.



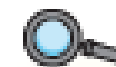
Studies, reports and data



Map cultural assets



Cultural plans and policies



Identify opportunities

OCTOBER 2016 - MARCH 2017

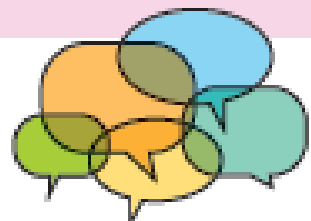
2 PUBLIC ENGAGEMENT

We'll meet you where you are, talk to you about what you care about and use your ideas to inform the plan.

SHOW UP



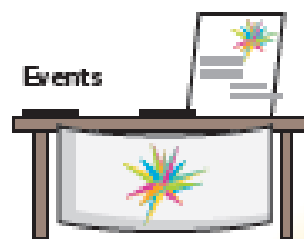
Workshops



Focus Groups

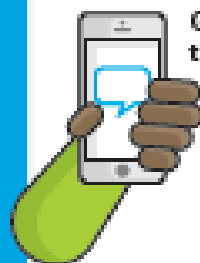


Ping Pong with the Commissioner



Events

SPEAK UP

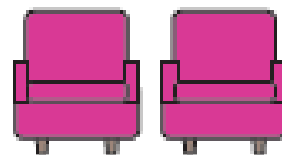


Question of the Week



Surveys

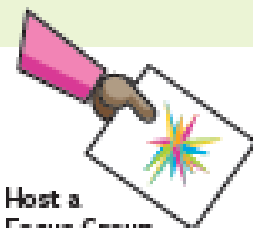
Office Hours with the Commissioner



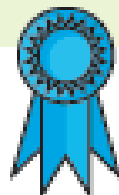
Interviews



STEP UP



Host a Focus Group



Become a Cultural Ambassador

JULY 2017

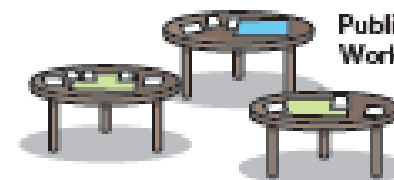
4 CREATENYC FINAL PLAN

The final plan will bring it ALL together in one place—a roadmap for the future of NYC arts and culture!

MARCH - JUNE 2017

3 DRAFT PLAN

Combining research and your input we'll share draft recommendations with the public. Your feedback will be crucial here!



Public Workshops



Focus Groups

Online





Questions?

Stay in touch and visit www.artsandplanning.org !



Julie Burros

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