CULTURAL DISTRICTS AND INSTITUTIONS: SUNS OR BLACK HOLES?

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UPCOMING NCCP EVENTS

• May 29: Financing Creative Placemaking and ArtsTank, Atlantic City, NJ
• June 13: Crowdmapping, Creative Site Design, workshops, Morristown, NJ
• June TBA: Crowdmapping, Creative Site Design, workshops, Philadelphia
• June 20-22: Shifting Tides: 2019 Pacific Creative Placemaking Leadership Summit, Los Angeles, CA

To learn more about these programs: www.cpccommunities.org
PILLARS OF CREATIVE PLACEMAKING

Quality of life

Place-based orientation

Asset-based orientation

Freedom and belonging

Economic opportunity

Shared leadership
TRADITIONAL MODELS IN ARTS-BASED DEVELOPMENT
BENEFITS OF INSTITUTIONAL/DISTRICT APPROACH

Institutional
• Easier for governing bodies
• Larger institutions: more capacity
• Institutions can serve as anchors
• Institutions have more space

District
• Clear center for visitors/residents
• Agglomeration effect
• Managing of public safety/traffic
• Concentrates creative professionals
• Pilot/model to build support
ISSUES WITH INSTITUTIONS

• Larger institutions may draw more public time, energy and money
• Benefits to community depend on interests of institution leaders
• Nonprofits take land off of tax rolls
• Gentrification benefits institutions
CONSIDER:

• The largest 2% of arts organizations ($5M+ budgets) get 58% of all gifts, grants and contributions

• The smallest 90% (<$1M budgets) get 21% of funds

• Organizations serving rural and low-income Americans get 4% of all funding

• 4% of funds go to organizations that primarily serve people of color

Not Just Money: Where is the Money Going?
Helicon Collaborative
ISSUES WITH DISTRICTS

• Draw time, energy and money
• Increase in property values can lead to significant gentrification
• Benefits may not seep out to neighboring properties or residents
• Jobs and stores for outsiders may aggravate tensions with longtime residents
WHAT CAN BE DONE?
DESIGN RECOMMENDATIONS

Institutions

• Zoning to require that they be connected to street life
• Require that accessory uses (restaurants, stores) be less than 10% of LSF
• Prevent long or large blank walls
• Require public art
• Only drop-off/pickup parking between street and front doors
• Significant open space requirements
WHAT IF YOU CAN’T REDESIGN OR RE-ZONE A SITE?
DESIGN RECOMMENDATIONS

Districts

• Design permeable edges
• Create nodes at intersections
• Design flexible streets for events
• Landmark public art and lovable objects
• Minimize contextual zoning
• Emphasize form-based zoning
• Artways leading to/from districts
THANKS FOR STAYING ON

• Get 25% off all tickets to Pacific Creative Placemaking Leadership Summit, June 20-22 in Los Angeles,
• Go to http://www.cpcommunities.org/pacific
• Use discount code: APA25
CONTACT

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