Creative Placemaking: Catalyzing Change Through Arts & Culture

Will Rogers, CEO, The Trust for Public Land
Our Mission:

The Trust for Public Land creates parks and protects land for people, ensuring healthy, livable communities for generations to come.
A park within a 10-minute walk for everyone in America.
ParkScore: America’s 75 biggest cities – San Francisco
San Francisco

Charlotte
Achieving the 10-minute walk: Connecting the benefits

**Community**
- Equity
- Engagement through Creative Placemaking
- Community empowerment

**Environment**
- Resilience
- Sustainability
- Environmental education

**Health**
- Fitness and Recreation
- Mental well-being
- Improved air and water quality

**Economy**
- Economic revitalization
- Park investment

**Beauty**
- Design excellence
- Arts and culture
- Access to and contact with nature

Benefits of our Work
inspiration, nourishment, joy, peace, connection, free* and for everyone
Creative Placemaking:
A cooperative, community-based process that leads to new and rejuvenated parks and open spaces reflecting local identity through arts and culture.

What is Creative Placemaking?
CREATIVE PLACEMAKING IS...

- Art in the public realm
- Public spaces that attract a lot of people
- Celebrations and festivals
- Vibrant and pedestrian-filled streets
- Walkable cities
- Multi-use destinations
- Interactive and social spaces
Teardrop Park, Battery Park City, NY,
Millenium Park, Chicago IL
Crown Fountain, Jaume Plensa, 2004
Seattle Olympic Sculpture Park
Eakins Oval, Benjamin Franklin Parkway, Philadelphia, PA
Artist: Candy Coated, Summer 2014
North Corona Plaza,
Queens, NY
New Freedom Park, Denver, CO
The sParkit, Irrigate Project, Minn-St. Paul, MN
artist: Soozin Herschmugel
Creative Placemaking Best Practices
5 Components of Creative Placemaking

- **Equity**: Focus on new and improved parks where they are most needed
- **Arts & Culture**: Use arts & cultural resources to strengthen community identity and pride
- **Community Engagement**: Intensive and meaningful engagement throughout process to serve the community
- **Partnerships**: Include a expansive network of thoughtful and engaged partners
- **Stewardship**: Ensure parks flourish as a lasting investment
Equity
Start with Social Equity

- Map it!
- Get to know the neighbors
- Buy local, or put your money where your park is

Rocky Graham Park
Marin City, CA
Integrate, don’t decorate:
Batter v. Icing
Bake arts and culture into the park

- Remember that creative placemaking (process) is not the same as public art (product).
- Use Cultural Asset Mapping to find the places, people and events that make cultural expression happen in the neighborhood
- Expand your horizons: mosaics, murals and ...
- Engage Youth
Community Engagement
Embrace Community Engagement

- Go to the community; don’t expect them to come to you
- Social media is only one way to communicate – diversify
- Work the Room!
- Move beyond formulaic community outreach formats
- Help local law enforcement become fans of the project.
- Know your languages
- Retain an effective community organizer
- Show results quickly to gain trust.
- Help the community understand the design process and their role in it.
Partnerships
Partnerships

- Branch Out
- Keep Good Company
- Support your partners
Stewardship
Stewardship

• Prepare a manual or guide for annual maintenance care to provide assistance for volunteers

• Set aside an endowment where possible

• Link dedicated volunteers to experienced “Friends of” groups for mentorship and advice

• Provide scholarship assistance to dedicated neighborhood volunteers to attend helpful conferences for inspiration, skill building and networking
Art is the highest form of hope.
– Gerhard Richter

Get Creative!