



# ART IN PLACE

CONNECTING ARTISTS + REAL ESTATE



*Welcome*

**William Herbig**

**ULI Building Healthy Places**

# ART IN PLACE

CONNECTING ARTISTS + REAL ESTATE

## SCOPING WORKSHOP #1 AGENDA (ET)

3:00 | **Art in Place Program Overview**

**Rachel MacCleery**, ULI Building Healthy Places

3:05 | **Creative Placemaking at ULI**

**Juanita Hardy**, ULI Sr. Visiting Fellow for Creative Placemaking & Project Advisor

3:15 | **ULI2D Community Mural Project**

**Gerri Lipp**, ULI Arizona

3:20 | **Scoping Discussion Groups**

**William Herbig**, ULI Building Healthy Places

*Two rounds, 20-mins each, random assignments*

*Round #1: Initial Reactions*

*Round #2: Program Elements*

4:00 | **Adjourn**



*Program Overview*

**Rachel MacCleery**

**ULI Building Healthy Places**

# ART IN PLACE

CONNECTING ARTISTS + REAL ESTATE

**District & National Councils, with support from the Building Healthy Places team, will foster stronger connections between artists and real estate with the goal of impacting projects at the front end of the real estate development cycle.**

Respecting and prioritizing diversity, equity, and inclusion is foundational to the program.

# PROGRAM ELEMENTS

**ART IN PLACE**  
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**A cohort of 5-8 district and national councils will work over 12-18 months to connect artists and real estate. This effort might include:**

- **Building relationships** between artists/creatives and real estate developers, through convenings, workshops, or other engagements.
- **Incubating partnerships** between artists and developers, by offering seed money (via the grant) for initial collaborative opportunities.
- **Advancing action** by organizing a TAP or similar activities to leverage creative placemaking and the arts within real estate and/or public sector development projects or sites.
- **Participating in the AIP cohort**, including mutual learning and idea exchange, sharing across the wider district and national council network, and engagement with creative placemaking advisors

# PROGRAM OUTCOMES

**ART IN PLACE**  
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## Key program outcomes might include:

- **Establishment of new partnerships** between artists, placemakers, real estate developers, and community members, along with distillation of lessons learned from these partnerships
- **Heightened awareness and enthusiasm** within the industry around arts and culture, amplified by the collaborative partnerships facilitated by district and national council activities, leading to more inclusive and thriving places.
- **Greater capacity** among ULI members to engage in effective partnerships with artists to revitalize communities and foster more just, fair and inclusive places.

# PROGRAM SUPPORT

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## **ULI Building Healthy Places will provide:**

- Dedicated HQ staff support
- Training for district and national council leaders
- On-call creative placemaking advisor(s)
- Grant funding for local consultants/advisors, local partners, meeting expenses, TAPs, labor and other costs
- Overall program coordination and communications



# PROGRAM TIMELINE

## AIP Cohort Programming & Sharing

SUMMER  
2022

### Phase 0

Program  
Scoping

Workshops +  
expert focus  
groups

Release SOI

FALL/WINTER  
2022

### Phase 1

District Council  
Selection

Program Kickoff  
@ Fall Meeting

Scoping by local  
teams

WINTER  
2023

### Phase 1

Building  
Relationship

(6 months)

SPRING  
2023

### Phase 2

Incubating  
Partnerships

(6 months)

SUMMER  
2023

### Phase 3

Advancing Action  
TAPs or similar  
activities

(6 months)

Implementation →

**THANK YOU  
FOR SHARING  
YOUR VIEWS!**

**ART IN PLACE**  
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**By participating in today's workshop, you're under no obligation to apply and/or participate in the AIP program. And all will be welcome to submit a Statement of Interest.**



*Creative Placemaking*

**Juanita Hardy**

ULI Sr. Visiting Fellow for **Creative Placemaking**

# ULI Creative Placemaking Timeline

## PHASE 1

(June 2016 Start)

Discovery

- 38 ULI Staff, Member, and CPM SME Interviews
- Member Survey (4065 sent, >5% Response)
- 2 Focus Groups (LA and DC)
- Document Scan
- Nationwide Site Visits

Internal Assessment Report and Report

Synthesis

- Corridor Implementation Grants (2)
- Advisory Workshops (5)
- Content/Program Enrichment

Technical Assistance

Creative Placemaking  
National Working Group

Review and Feedback

Communications Awareness Building/Education Campaign

- 4 Urban Land Magazine Article(s) + Interviews
- ULI Fall and Spring Meetings (Fall 2016-2019, Spring 2017-2019)
- DC Event Presentations/External Conferences
- Creative Placemaking (CPM) Brochure
- Web Site and Online Presence

## PHASE 2

(June 2019-June 2022)

Discovery

Design & Delivery of  
Creative Placemaking  
(CPM) Forum

Analysis of CPM Forum  
feedback (55  
participants, 5 groups)

Synthesis

2019

- ULI Publication: *Creative Placemaking – Sparking Development through Art and Culture*
- Three-part CPM Webinar Series (Fireside Chats)
- UL Magazine Article: CPM and Equitable Devm't
- 2021-2022: **In Process** - ASP Report: Impact of Implemented CPM Panel Recommendations (Release at Fall Meeting 2022)

# June 2019 CPM Forum Group Syntheses

## COMMON/RECURRING THEMES

### OPPORTUNITIES

Create "Out of the Box" uses of spaces with CPM

Repurpose Spaces

Employ Pop-ups toward larger projects

Leverage CPM as a tool for Equity and Community Engagement

Leverage Public/Private Partnerships

Engage Artist and Community in Design

Develop a business case approach to demonstrate ROI of a CPM project.

Define new role of BIDs

Form PPP to finance project development

### CHALLENGES & OBSTACLES

Lacking knowledge/skills/tools & approach to quantify ROI of CPM and secure funding

CPM resistance (by developers and community) because of negative perceptions

Policy/regulations often stifle, or eliminate implementing CPM

CPM Programming and space management are complicated and approach not well understood

Lack of knowledge of and access to artists and other creatives to implement CPM

Lack of common language between developer and artist hampers communication - need for "translators"

CPM not integrated into the RE development process limits use & ability to optimize project value

Lack of project management experience to implement CPM

Need Insurance of non-traditional spaces to reduce risk

Need common language to communicate between developers & artist/creatives

### STRATEGIES & RESOURCES

Devise inventive new ways to finance CPM on RED projects

Develop unconventional approaches to change public policy/regulations

Develop/activate strategies to gain community support, buy in & trust

Gain approval and implement ULI led high value initiatives including: Education, Process, Implementation

Identify roles and resources to match developers to artists/creatives

Develop incentives that promote CPM projects, such as 1% for CPM

Develop approach to quantify ROI of CPM and develop/share case studies

ULI create a CPM award category

ULI led initiative on CPM policy – gain approval & craft framework



*Creative Placemaking*

**Project Examples**

# PUBLIC SECTOR INITIATED: SUGAR HILL CHILDREN'S MUSEUM, NYC

The first known museum in an affordable housing complex promotes community cohesion and attracts diverse, multigenerational visitors.



The museum's home, inside an affordable housing complex in Harlem, NYC

## Sugar Hill Children's Museum of Art & Storytelling



Inside the museum

# DEVELOPER INITIATED — MONROE STREET MARKET, WASHINGTON, DC



Developer chose to implement 27 affordable artist studios (vs retail) on the ground floor of 2 buildings in this \$250M mixed use TOD project.



# DEVELOPER INITIATED — CROSTOWN CONCOURSE, MEMPHIS, TN

A defunct Sears Distribution Center was transformed into a vertical urban village anchored around the concept of art, wellness, and education.



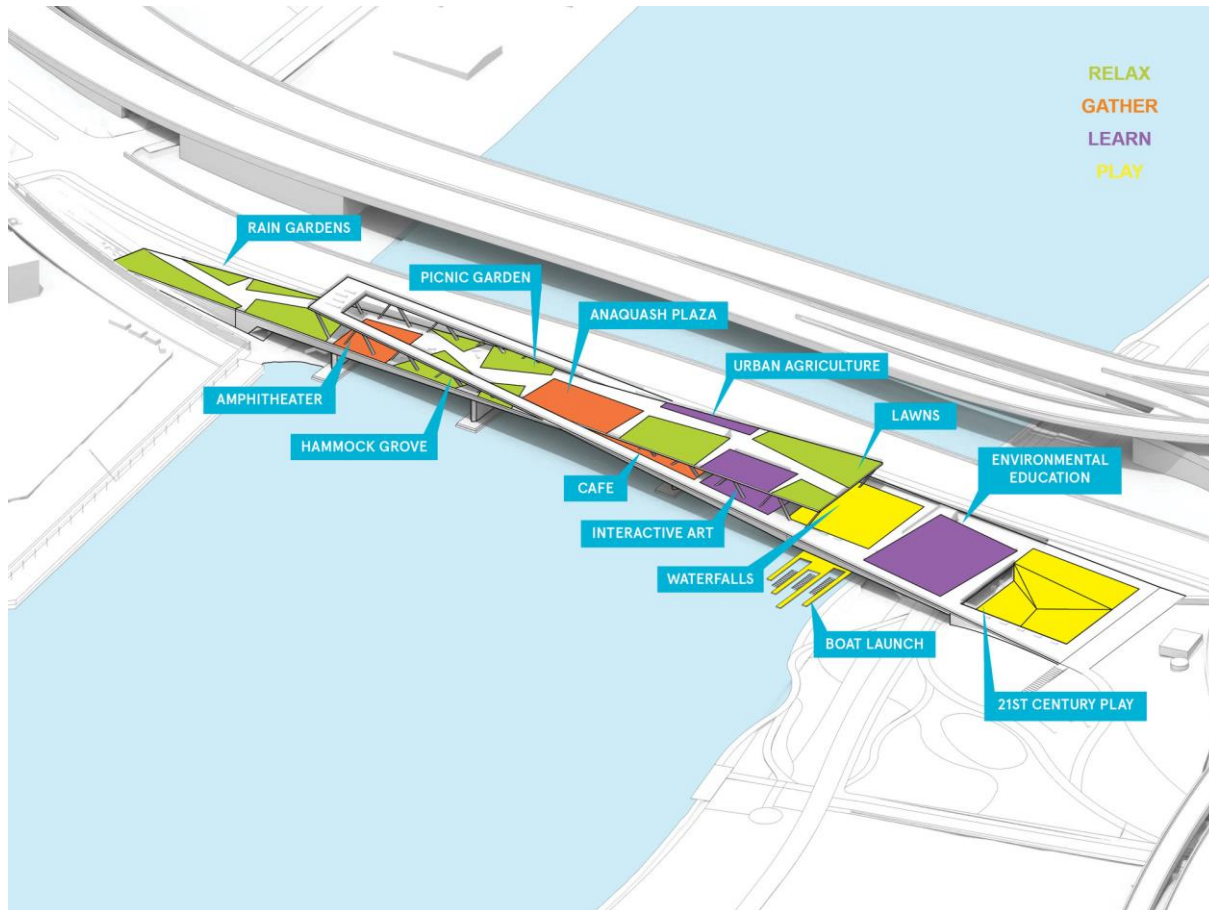
# PUBLIC SECTOR INITIATED — CONFLUENCE PARK, SAN ANTONIO, TX

Artist & Architect-designed pavilion provides visitors' cover and captures rainwater, channeling underground to aid environmental sustainability.



# PUBLIC SECTOR INITIATED - 11<sup>TH</sup> STREET BRIDGE PARK, WASHINGTON, DC

Designed to connect the more affluent folks West of the Anacostia River to the less affluent neighborhood to its East and model equitable development.



# COMMUNITY INITIATED: THE RITZ AT WASHINGTON HEIGHTS, CHARLOTTE, NC

Site of Ritz theater that served African American movie-goers during the Jim Crow era is now a neighborhood park with stage, seating, and markers to celebrate AA history and culture.





*Placemaking in Action*

**Gerri Lipp**

**ULI Arizona**



Urban Land Institute Arizona



ULI2D Community Mural Project



Paint Day at Guerrero Park, Mesa

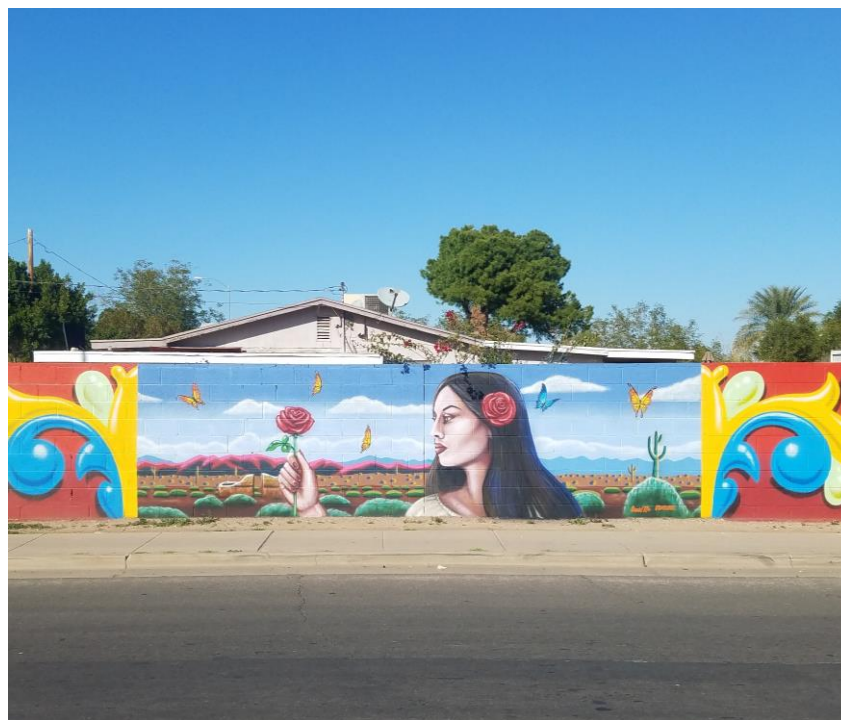


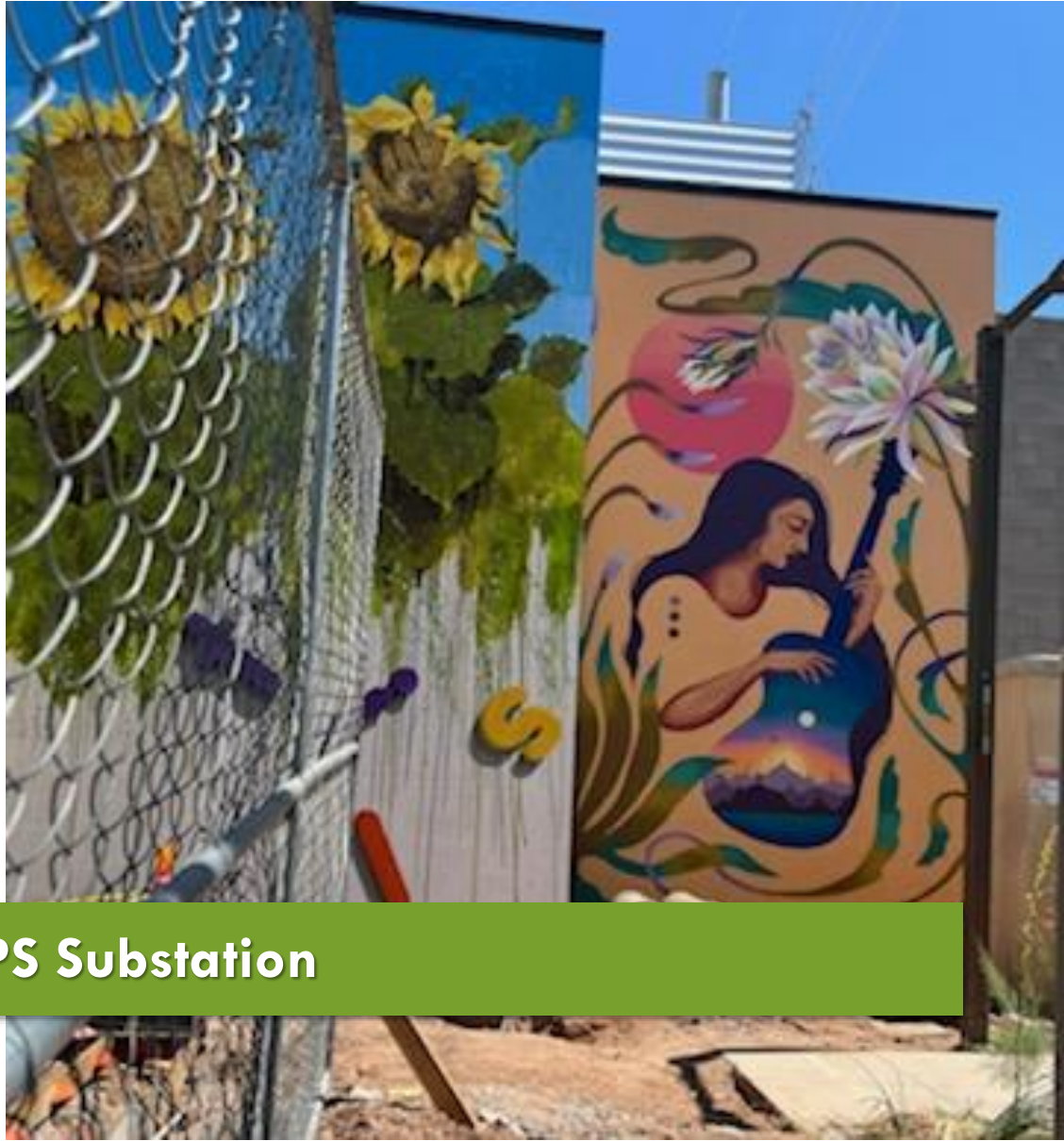
Paint Day at Guerrero Park, Mesa





**Paint Day at Guerrero Park, Mesa**





APS Substation



# LEARN MORE

Paint Day video link in chat.





*Discussion Groups*

**William Herbig**

**ULI Building Healthy Places**

# SCOPING DISCUSSION GROUPS

Two rounds  
20 minutes each  
Random assignments

**Round #1: Overall Feedback**

**Round #2: Program Elements**

## DISCUSSION ROUND #1

### *Initial Reactions*

20 minutes

- **What is your initial reaction to this program?**
- **What do you see as the most impactful activities that District/National Councils could undertake?**  
*(ex: convenings, TAPs, member trainings, etc.)*
- **What would be the most helpful kinds of support from ULI National?**

## DISCUSSION ROUND #2

*Program  
Elements*

20 minutes

- **What successful developer/artist partnerships have you seen? What made them successful?**

***If your District/National Council participated in this program:***

- **What connections/networks might you leverage?**
- **What would overall success look like for you?**



# NEXT STEPS

**ART IN PLACE**  
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**Summer** Continue awareness and scoping

**July 19 at 2 pm ET: Scoping Workshop #2**

**September** Statement of interest (SOI) Release

**Early-October** SOIs due/Selection Committee

**Mid-October** Cohort selection

**Late-October** Cohort Kickoff Lunch @ Fall Meeting



*Thank you!*

## **ART IN PLACE**

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