Welcome

William Herbig
ULI Building Healthy Places
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
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.
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.
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.
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
AIP Cohort Programming & Sharing

**Phase 0**
- Program Scoping
- Workshops + expert focus groups
- Release SOI

**SUMMER 2022**

**Phase 1**
- District Council Selection
- Program Kickoff @ Fall Meeting
- Scoping by local teams

**FALL/WINTER 2022**

**Phase 1**
- Building Relationship (6 months)

**WINTER 2023**

**Phase 2**
- Incubating Partnerships (6 months)

**SPRING 2023**

**Phase 3**
- Advancing Action TAPs or similar activities (6 months)

**SUMMER 2023**
THANK YOU FOR SHARING YOUR VIEWS!

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)

- 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

Creative Placemaking National Working Group

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

- 4 Urban Land Magazine Article(s) + Interviews
- ULI Fall and Spring Meetings (Fall 2016-2019, Spring 2017-2019)

PHASE 2
(June 2019-June 2022)

- Design & Delivery of Creative Placemaking (CPM) Forum
- Analysis of CPM Forum feedback (55 participants, 5 groups)

- 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 experiencia 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
The first known museum in an affordable housing complex promotes community cohesion and attracts diverse, multigenerational visitors.
Developer chose to implement 27 affordable artist studios (vs retail) on the ground floor of 2 buildings in this $250M mixed use TOD project.
A defunct Sears Distribution Center was transformed into a vertical urban village anchored around the concept of art, wellness, and education.
Artist & Architect-designed pavilion provides visitors’ cover and captures rainwater, channeling underground to aid environmental sustainability.
Designed to connect the more affluent folks West of the Anacostia River to the less affluent neighborhood to its East and model equitable development.
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
Paint Day at Guerrero Park, Mesa
Paint Day at Guerrero Park, Mesa
Paint Day at Guerrero Park, Mesa
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

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