CREATING PLACES WE LOVE AT THE INTERSECTION OF ART & CULTURE, HEALTH, & REAL ESTATE

ULI Creative Placemaking Breakfast Event
Fall Meeting, October 26, 2017

Mural in downtown Tallahassee, FL
NC TRIANGLE REGIONAL TRANSIT SYSTEM
PROPOSED INFRASTRUCTURE ENHANCEMENTS

CONNECT REGIONALLY

- Durham-Wake Commuter Rail
  - More frequent in peak hours
- Option for Future Expansion
- GoTriangle Express Bus
  - Regional service with limited stops
- Durham-Orange Light Rail
  - Proposed light rail line connecting UNC, Duke, and Downtown Durham
HENRY FORD HEALTH SYSTEM EXPANSION
EXISTING CONDITIONS: HENRY FORD HEALTH SYSTEM (HFHS) & TRIANGLE
ASSETS: HFHS & TRIANGLE
Community Attributes' Rank in Influence on Community Attachment
Across 26 Knight Foundation communities
Ranked according to 2010 results

<table>
<thead>
<tr>
<th>Attribute</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social offerings</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Openness</td>
<td>3</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Aesthetics</td>
<td>2</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Education</td>
<td>4</td>
<td>4</td>
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<tr>
<td>Basic services</td>
<td>5</td>
<td>5</td>
<td>5</td>
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<tr>
<td>Leadership</td>
<td>6</td>
<td>5</td>
<td>6</td>
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<tr>
<td>Economy</td>
<td>6</td>
<td>7</td>
<td>7</td>
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<tr>
<td>Safety</td>
<td>8</td>
<td>8</td>
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<tr>
<td>Social capital</td>
<td>9</td>
<td>9</td>
<td>9</td>
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<tr>
<td>Civic involvement</td>
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</tbody>
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Soul of the Community study

GALLUP
This Field Scan explores seven of the most pressing challenges facing the transportation sector today, and identifies how arts and culture contribute to solutions:

1. Generating creative solutions for entrenched transportation problems
2. Making streets safer for all users
3. Organizing transportation advocates
4. Engaging multiple stakeholders for an inclusive process
5. Fostering local ownership
6. Alleviating the disruptive effects of construction
7. Healing wounds and divisions
FIELD SCAN: LESSONS LEARNED & IDEAS FOR FURTHER WORK

▪ Need better methods to measure and quantify the success of these types of collaborations.

▪ Real opportunity for artists to address the ramifications of new and emerging technologies on transportation systems and on the public realm.

▪ A stronger argument is needed for how arts and culture impact key transportation priorities: safety, congestion, schedule, and cost.

▪ More work is needed to change arts and culture from being a “nice to have” to a “need to have.”
THE PARKS AT WALTER REED, WASHINGTON, DC
MONROE STREET MARKET, WASHINGTON, DC
AVAILABLE ULI BHP/CPM PUBLICATIONS

- Urban Land Magazine Articles:
  - Five Steps toward Implementing Creative Placemaking (Oct 2017)*
  - Growing Value through Creative Placemaking (Oct 2016)

- Brochure: Implementing Creative Placemaking (Mar 2017)*