

Bethlehem Steel Stacks



THE ECONOMIC VALUE OF CREATIVE PLACEMAKING

Composite Presentations October 24, 25, and 26 2016 | Dallas, TX

CREATIVE PLACEMAKING

Building **strong, healthy** cities by promoting the integration of **arts & culture** in community **revitalization**

4 KEY FEATURES:

- ❖ **Animates** public & private spaces
- ❖ **Rejuvenates** structures & streetscapes
- ❖ Improves local **business** viability & public **safety**
- ❖ Brings **diverse people** together to celebrate, inspire, and be inspired



A scene at The Hall, San Francisco

ULI CREATIVE PLACEMAKING PROGRAM

- ❖ Assessing ULI's **past work** on creative placemaking
- ❖ Understanding how **ULI members approach** creative placemaking and defining new opportunities
- ❖ Advancing creative placemaking **opportunities** along commercial corridors
- ❖ Linking creative **placemaking and health**

With support from:

THE KRESGE FOUNDATION

www.uli.org/creativeplacemaking

IMPLEMENTING CREATIVE PLACEMAKING

1

Focus on a **problem** or **opportunity** such as:

- ❖ Public Safety
- ❖ Transportation
- ❖ Healthy Food Access
- ❖ Community Well Being
- ❖ Inclusive Housing

2

Art, culture and/or **design led solutions**

3

Inclusive engagement process, including artist(s), community, public & private sector



*Van Nuys Blvd, Pacoima
LADOT People Street Plaza*

PLACEMAKING DIVIDEND



People stay longer, come back more often and spend more money in places that attract their affection.



THE HALL

San Francisco, CA

PROJECT TYPE

Affordable Housing/Mixed-use/Food Hall

DEVELOPMENT TEAM

War Horse and Tidewater Capital

PROJECT SIZE

4,000 sq. ft. temporary retail space
Planned 186 units, 10,000 sq. ft. of ground floor retail



FEATURES of CREATIVE PLACEMAKING:

- ❖ 6 local, start-up food vendors
- ❖ Live music, art exhibits & nonprofit fundraisers
- ❖ Over \$35k donated to nonprofits
- ❖ Job fairs in partnership with City and Police Department



Mill Hill East Macon Arts Village

MILL HILL

Macon, GA

PROJECT TYPE

Mixed-use; Affordable Housing

DEVELOPMENT/PARTNERS

Macon Arts Alliance, Macon-Bibb County Urban Development Agency (UDA), Regency Hospital, Coliseum Health System, White House Strong Cities Strong Communities (SC2), National Endowment for the Arts (NEA), Knight Foundation, + others

FEATURES of CREATIVE PLACEMAKING:

- ❖ Community Arts Center
- ❖ Culinary School
- ❖ Visiting Artists Program
- ❖ Artist live/work Housing
- ❖ Gateway Park
- ❖ Multimodal Access





MONROE STREET MARKET

Washington, DC

PROJECT TYPE

Affordable Housing/Mixed-use

DEVELOPMENT TEAM

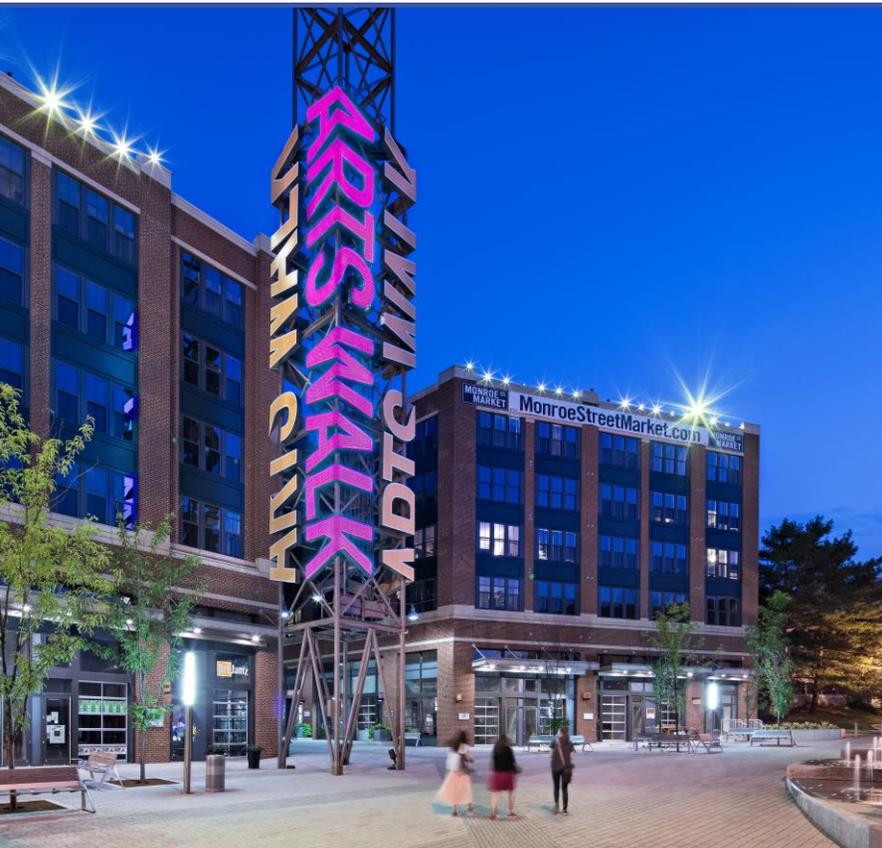
Abdo Development and Bozzuto Group

PROJECT SIZE

720 multifamily residences, 45 townhouses, 83,000 sq. ft. of retail space, 27 affordable artists' studios totaling 15,000 sq. ft.

FEATURES of CREATIVE PLACEMAKING:

- ❖ Art Walk
- ❖ 27 Affordable Artist Studios
- ❖ Community Arts Center
- ❖ Public programming
- ❖ Pedestrian and bicycle amenities
- ❖ Health club



THEMES OF SUCCESS

1 Build **Cross Sector** Partnerships

2 Honor **Uniqueness** of Place and **Community Assets**

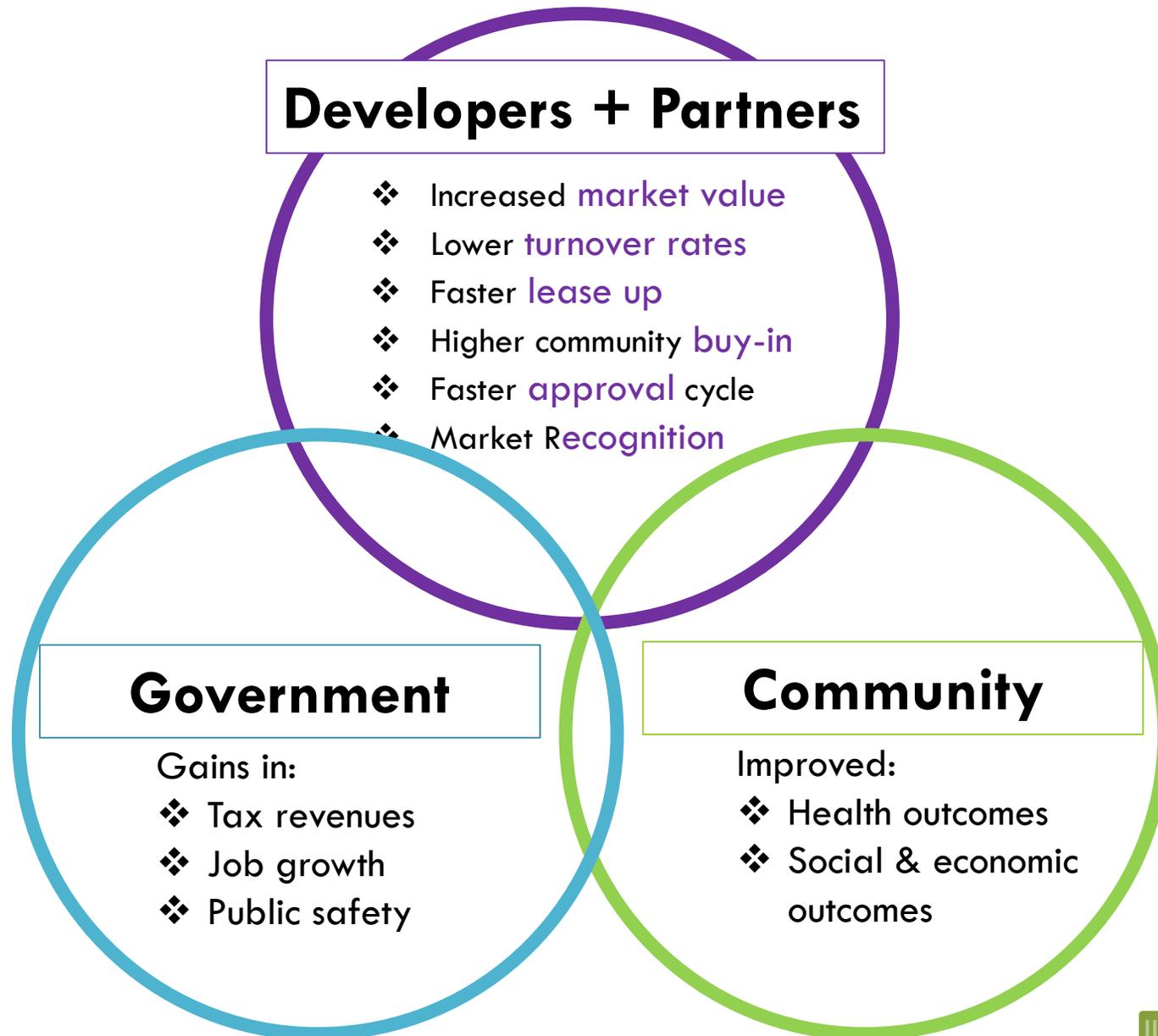
3 Explore Creative **Financing**

4 Seek Equity and **Inclusiveness**



Blighted Mill Hill house - before and after

STAKEHOLDER BENEFITS





KEY TAKE AWAYS

- 1** Creative Placemaking is an **innovation** in placemaking and a tool to build **healthy, desirable communities**
- 2** All stakeholders realize **tangible (\$)** and **intangible benefits** from creative placemaking
- 3** **Partnerships, authenticity, equity** and **out-of-the-box** thinking are repeating themes of success
- 4** The most effective projects engage **artists and community leaders** at the start of the effort, contributing to early buy-in, expedited approval cycles, and exceptional outcomes

THANK YOU!

October 25, 2016 | Dallas, TX



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