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:

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

Learn more at [www.uli.org/creativeplacemaking](http://www.uli.org/creativeplacemaking)

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
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
Macon, GA

FEATURES of CREATIVE PLACEMAKING:

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

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
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

Developers + Partners
- Increased market value
- Lower turnover rates
- Faster lease up
- Higher community buy-in
- Faster approval cycle
- Market Recognition

Government
Gains in:
- Tax revenues
- Job growth
- Public safety

Community
Improved:
- Health outcomes
- Social & economic outcomes
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!

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