

# Creative Placemaking at ULI

## Opportunities for District Councils

The Building Healthy Places Initiative is undertaking a two year project focused on leveraging Creative Placemaking opportunities at ULI. The project will involve a strategic assessment of ULI's placemaking and Creative Placemaking work to date, provide opportunities for ULI and its District Councils to undertake Creative Placemaking projects as part of corridor revitalization efforts, and will offer advice to District Councils seeking to assess opportunities for Creative Placemaking in their regions.

## What is Creative Placemaking?

The Kresge Foundation is supporting the Creative Placemaking effort. The Foundation defines creative placemaking as the deliberate integration of arts and culture into a comprehensive community development approach to stabilizing disinvested neighborhoods.

Arts and culture are an integral part of life and, when embedded in cross-sector revitalization activity, contribute to positive and enduring economic, physical, social and cultural change in communities. This approach supports the belief that all community members should benefit from community revitalization activity and from the integration of arts and culture.



## Major Project Activities

- **Fellow** ULI will hire an expert Fellow to assess Creative Placemaking across ULI's work programs and networks, identify best practices in connecting Creative Placemaking and real estate, and suggest refinements in practice and approaches. The Fellow will advise ULI on the grants to the District Councils.
- **Corridor-Related Creative Placemaking Grants** ULI will award implementation grants for District Councils to undertake Creative Placemaking projects which improve and revitalize commercial corridors. These grants will be made on a competitive basis to 4-5 District Councils.
- **Creative Placemaking Advising to District Councils and Members** ULI will offer strategic advice, via study visits with national experts, to 2 District Councils thinking through how members in the region can best leverage arts and culture programming and Creative Placemaking opportunities in their projects and practices.
- **Communications** ULI will utilize print, web, meetings, and other educational outreach to share information about effective approaches and lessons learned throughout our broad network.

## Goals of the ULI Program

Achieve greater awareness among ULI members and a shift in their thinking about the importance of creative placemaking in revitalizing communities.

Over time, expanded numbers of land use professionals will implement creative placemaking in their projects.

As our members and cities adopt strategies to enhance creative placemaking, we will see benefits to low-income and other vulnerable populations living along commercial corridors and in other deteriorating communities.

## District Council Opportunities

There are two main opportunities for District Councils to engage with the Building Healthy Places Initiative on the topic of Creative Placemaking: Implementation Grants for Corridor-Focused Creative Placemaking Efforts, and Advisory Activities for District Councils.

### *Implementation Grants for Corridor-Focused Creative Placemaking Efforts*

The Building Healthy Places Initiative will award a total of four corridor-focused Creative Placemaking grants (of approximately \$10k each) to District Councils: two in the fall/winter of 2016 and two in the spring of 2017.

The grants will be used to support a process which will lead to local projects which leverage arts and culture programming, interventions, and creative placemaking strategies to improve and revitalize commercial corridors. Building Healthy Places Initiative staff will remain engaged throughout implementation as advisors and observers, so that we can capture lessons learned to share across the ULI networks.

Activities could include (but are not limited to) support for: pop up programming in vacant retail space, direct costs for public art installation materials and supplies and support for local artists, funding for events or performances, capacity building or human resources, etc. Activities which support improved health outcomes (combining healthy food or physical activity with arts and culture for example) will be especially welcome.

The grant opportunity is not restricted to Demonstration Corridors which are part of the Healthy Corridors project, but the grants should be part of a broader plan and effort for revitalization and uplift along specific corridors.

The grants will be made on a competitive basis. Strong local arts partnerships and clear articulation of a process to identify arts opportunities will be essential.

**Round 1 application materials will be distributed in early fall 2016, information sessions held at ULI's Fall Meeting in Dallas, and applications will be due in early/mid-November. Information about the Round 2 process and timing will be available by February 2017.**

***Please note that all Creative Placemaking implementation grants need to be related to corridor revitalization efforts.***

Please see [www.uli.org/healthycorridors](http://www.uli.org/healthycorridors) for more information about the Healthy Corridors project.

### *Advisory Activities for District Councils and Members*

We will undertake advisory programs for 1 or 2 District Councils who are seeking to enhance their region's real estate community focus on Creative Placemaking, and to connect ULI members with Creative Placemaking opportunities.

The workshops will bring in outside experts to the selected District Councils to assess how real estate leaders in the community—and how the ULI District Council itself—are integrating with and leveraging Creative Placemaking and local arts and culture. The experts will provide advice on messaging, partnerships, strategic directions, funding opportunities, and the like, and share thoughts on opportunities to bridge communications gaps between the real estate and arts/artists communities, and ensure that low income people are engaged and benefit. Lessons learned and best practice approaches from across the country will be shared.

The host District Councils will have the opportunity to use this process to think through how best to help themselves and their members leverage arts and culture programming, involve a diverse set of stakeholders, and utilize Creative Placemaking approaches in their regions.

**Application materials for this opportunity will be distributed in early fall 2016, information sessions held at ULI's Fall Meeting in Dallas, and applications will be due in early/mid-November.**