



Creative Placemaking: Catalyzing Change Through Arts & Culture

Will Rogers, CEO, The Trust for
Public Land

THE TRUST *for* PUBLIC LAND

LAND FOR PEOPLE

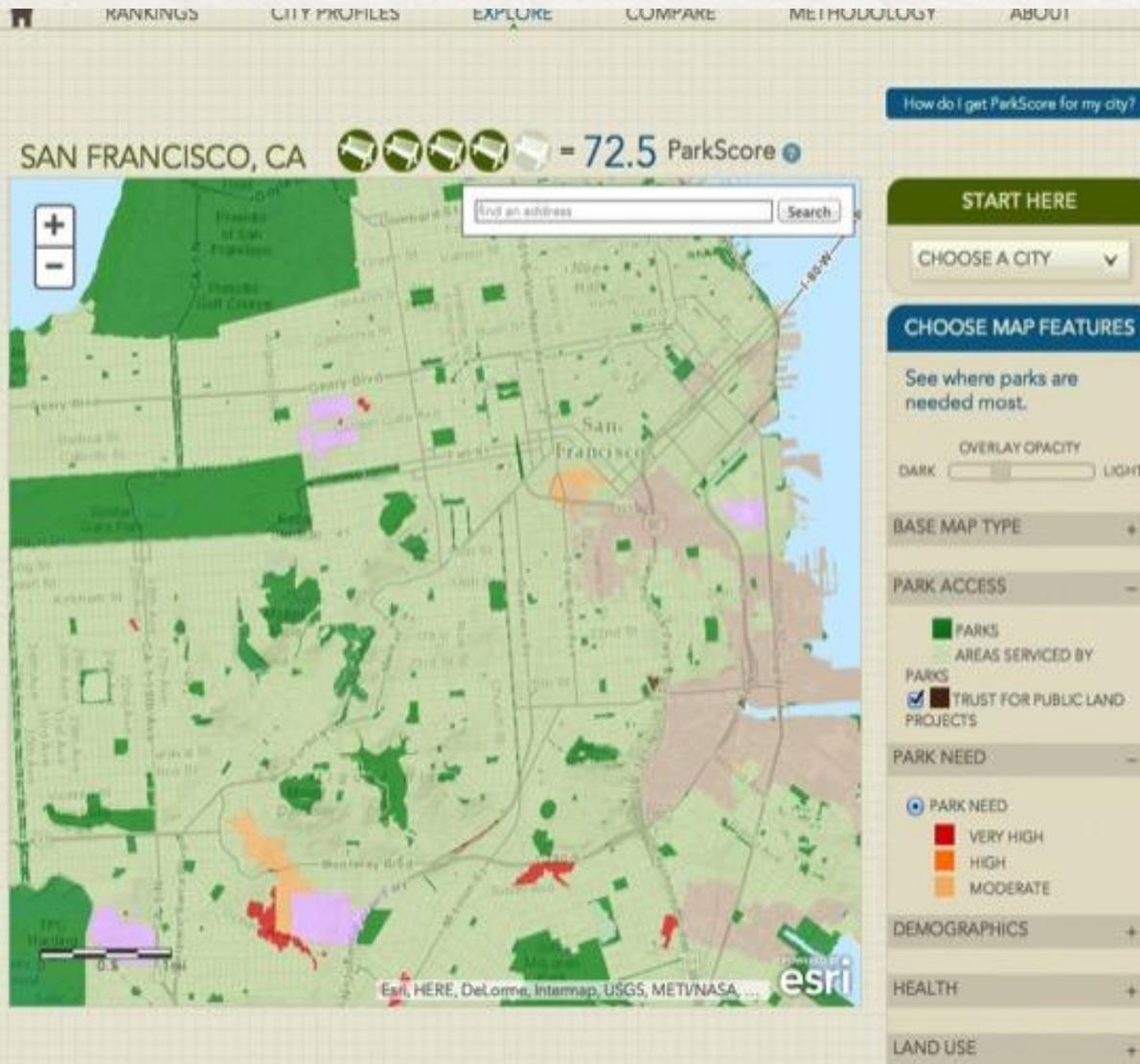
Our Mission:

The Trust for Public Land creates
parks
and protects land for people,
ensuring healthy, livable
communities
for generations to come.

A park within a 10-minute walk for everyone in America.

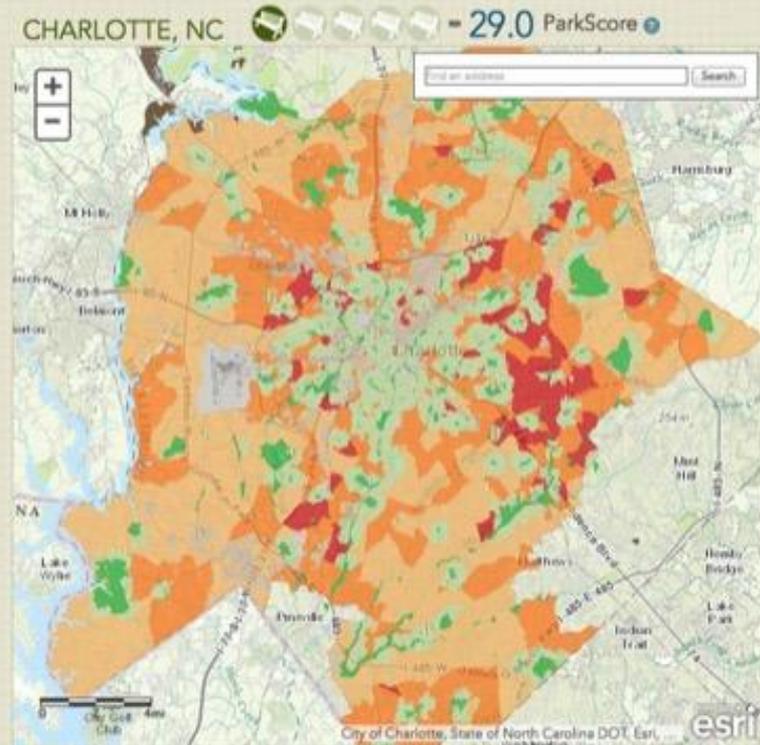


ParkScore: America's 75 biggest cities – San Francisco



San Francisco

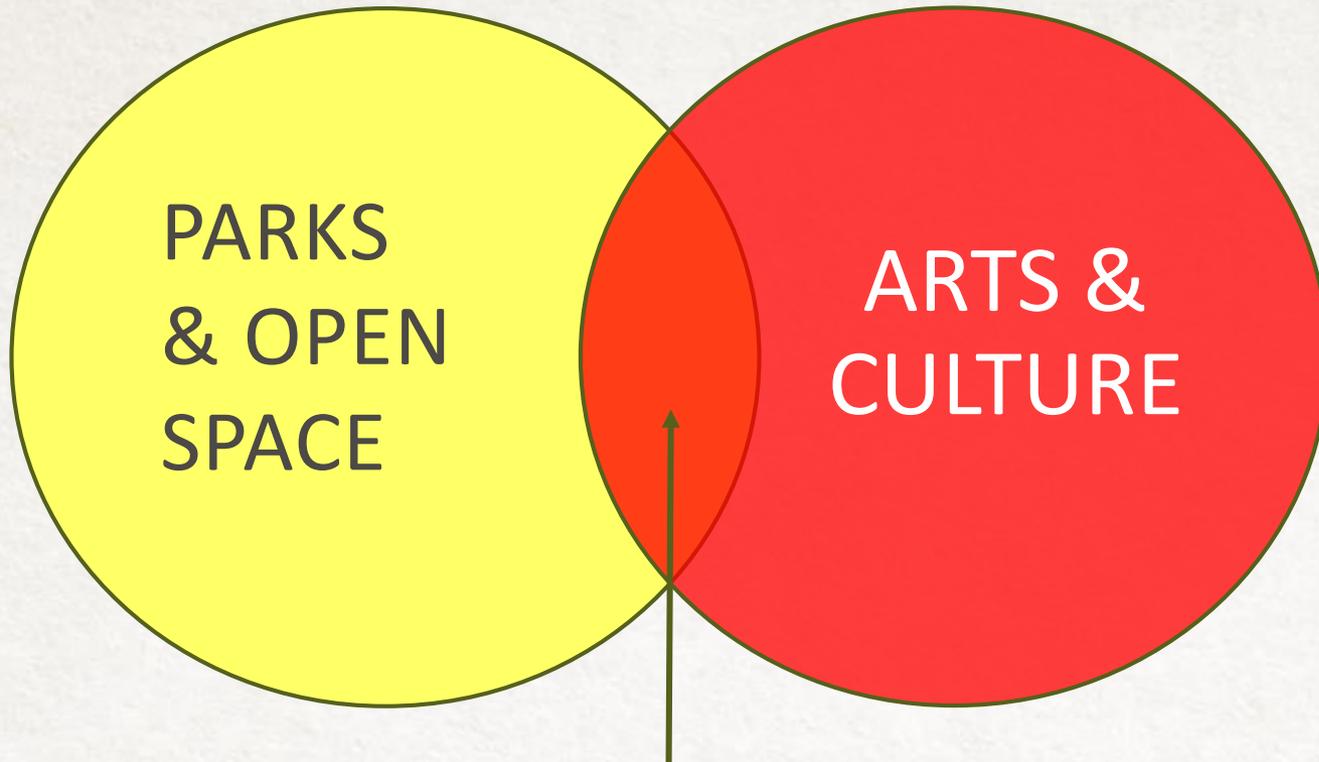
Charlotte



Achieving the 10-minute walk: Connecting the benefits



Benefits of our Work



inspiration, nourishment, joy, peace,
connection, free* and for everyone

Creative
Placemaking:
A cooperative,
community-based
process that leads
to new and
rejuvenated parks
and open spaces
reflecting local
identity through arts
and culture.



What is Creative Placemaking?

CREATIVE PLACEMAKING IS...

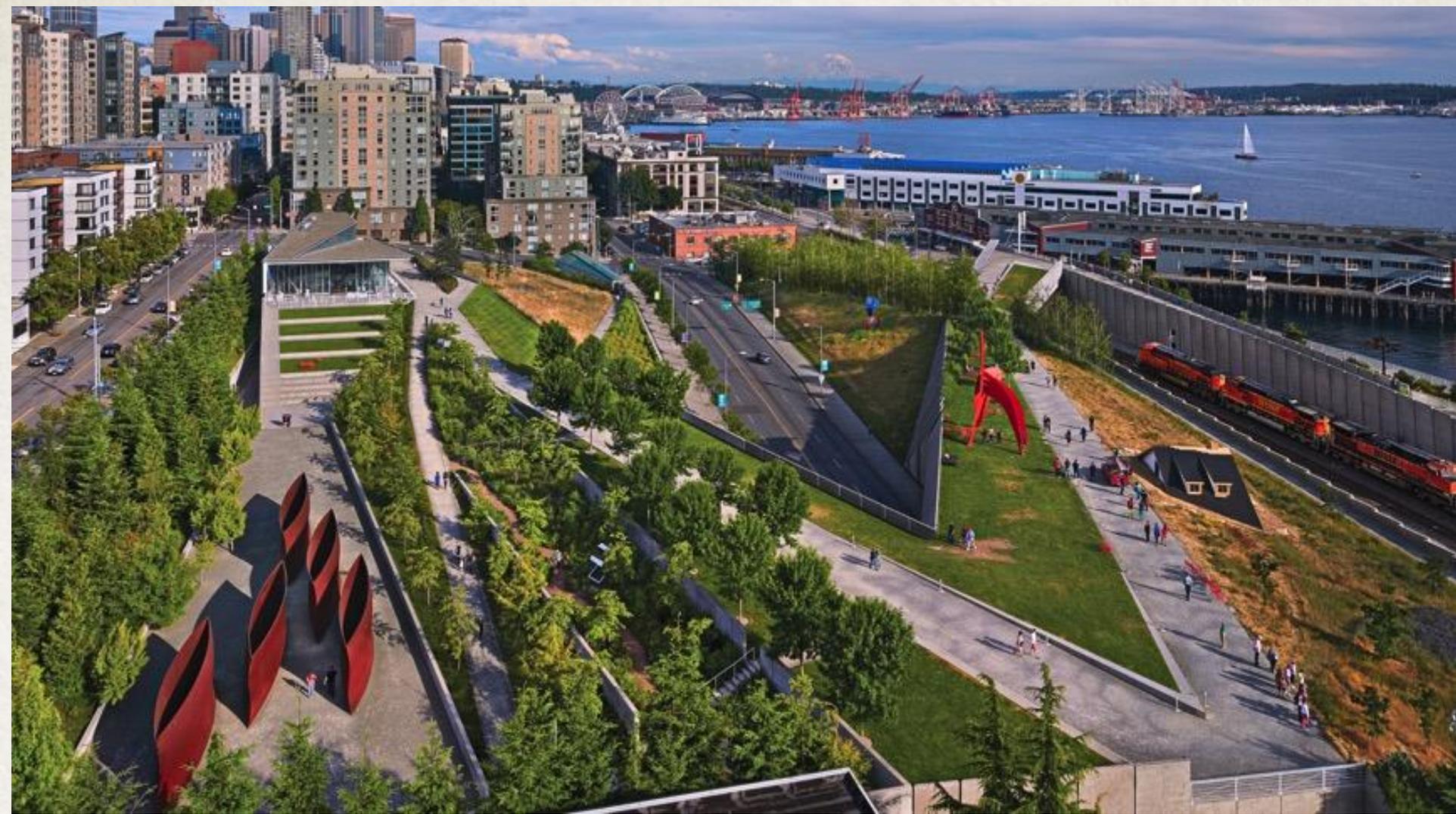
- Art in the public realm
- Public spaces that attract a lot of people
- Celebrations and festivals
- Vibrant and pedestrian-filled streets
- Walkable cities
- Multi-use destinations
- Interactive and social spaces



Teardrop Park, Battery Park City, NY,
Michael Van Valkenburgh Associates, Ann Hamilton installation, 2006

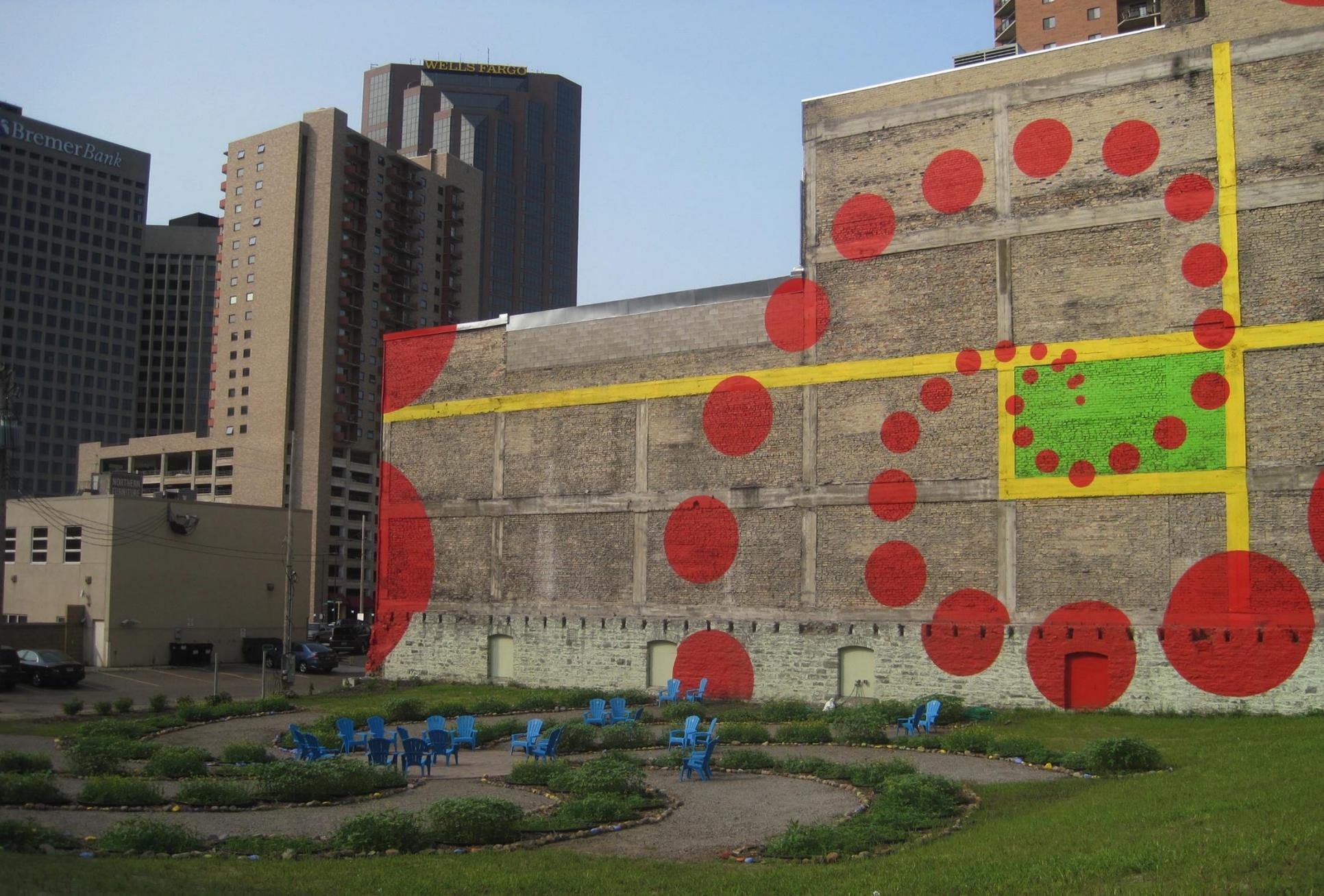


Millenium Park, Chicago IL
Crown Fountain, Jaume Plensa, 2004



Seattle Olympic Sculpture Park

THE TRUST For *OUR* **LAND**



Urban Flower Field, St. Paul, MN



Eakins Oval, Benjamin Franklin Parkway, Philadelphia, PA
Artist: Candy Coated, Summer 2014



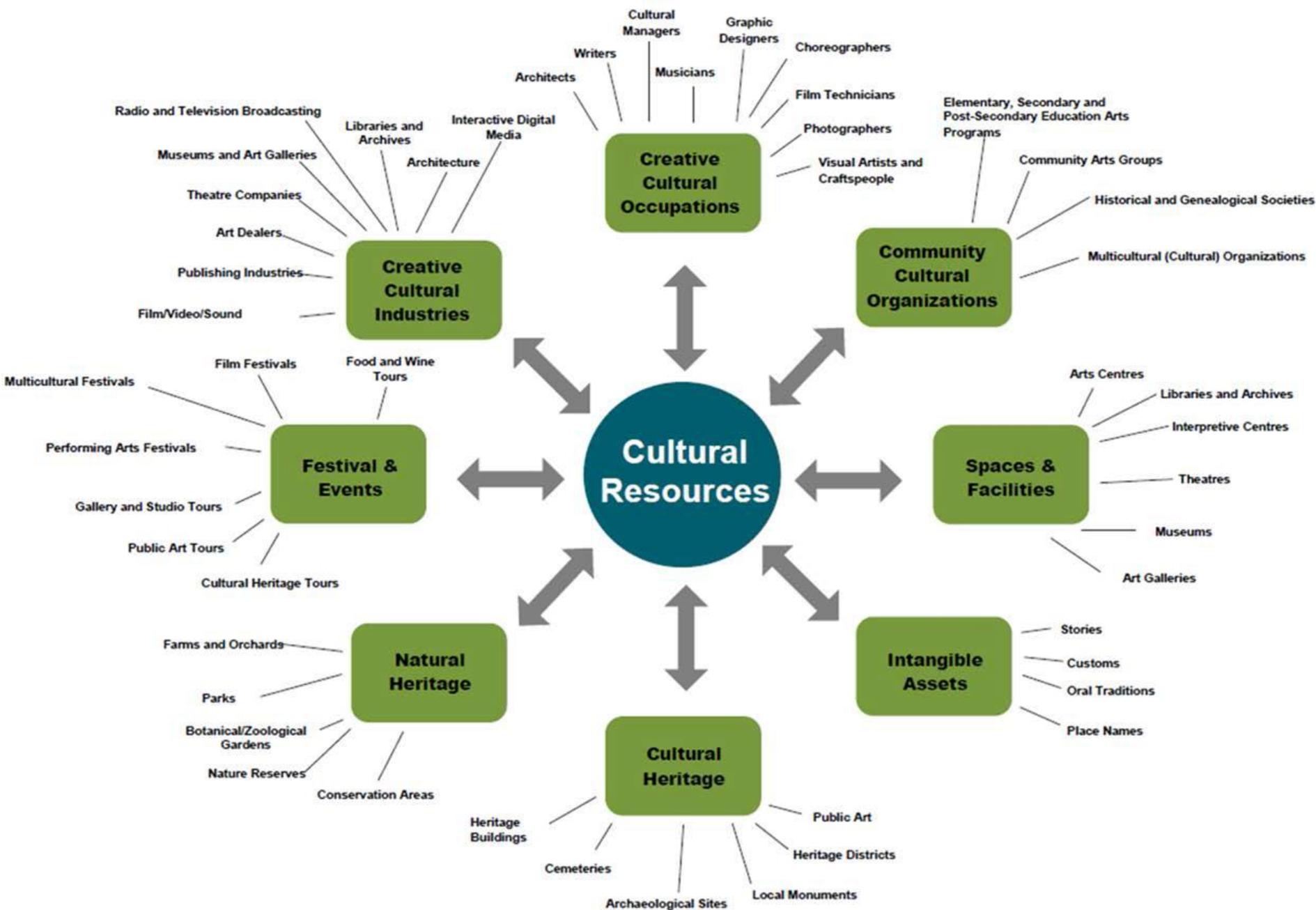
North Corona Plaza,
Queens, NY



New Freedom Park, Denver, CO



The sParkit, Irrigate Project, Minn-St. Paul, MN
artist: Soozin Herschmugel



Source: Cultural Resource Framework, The Kresge Foundation, Creative Vitality in Detroit, The Cultural Mapping Project, Oct. 2012



Creative Placemaking Best Practices

5 Components of Creative Placemaking

- **Equity:** Focus on new and improved parks where they are most needed
- **Arts & Culture:** Use arts & cultural resources to strengthen community identity and pride
- **Community Engagement:** Intensive and meaningful engagement throughout process to serve the community
- **Partnerships:** Include a expansive network of thoughtful and engaged partners
- **Stewardship:** Ensure parks flourish as a lasting investment



Equity

Start with Social Equity

- Map it!
- Get to know the neighbors
- Buy local, or put your money where your park is



*Rocky Graham Park
Marin City, CA*

Integrate, don't decorate: Batter v. Icing



Bake arts and culture into the park

- Remember that creative placemaking (*process*) is not the same as public art (*product*).
- Use Cultural Asset Mapping to find the places, people and events that make cultural expression happen in the neighborhood
- Expand your horizons: mosaics, murals and ...
- Engage Youth



Benito Juarez Park, Maywood CA



Community Engagement

Embrace Community Engagement

- Go to the community; don't expect them to come to you
- Social media is only one way to communicate – diversify
- Work the Room!
- Move beyond formulaic community outreach formats
- Help local law enforcement become fans of the project.
- Know your languages
- Retain an effective community organizer
- Show results quickly to gain trust.
- Help the community understand the design process and their role in it.



Partnerships

Partnerships

- Branch Out
- Keep Good Company
- Support you partners





Stewardship

Stewardship

- Prepare a manual or guide for annual maintenance care to provide assistance for volunteers
- Set aside an endowment where possible
- Link dedicated volunteers to experienced “Friends of” groups for mentorship and advice
- Provide scholarship assistance to dedicated neighborhood volunteers to attend helpful conferences for inspiration, skill building and networking

Art is the highest form of hope.
– Gerhard Richter



Get Creative!