Nurturing Creative Places:
A Dive into the Arts and Planning Toolkit

APA 2016 Planning Webcast Series
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Presenters

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APA Arts and Planning Interest Group (APIG)

APIG is a collaborative space for planners and artists who believe that arts and culture is an essential element of what makes places and communities healthy, connected, and vibrant. It exists as a forum for networking, education, and identifying, developing, and refining innovative planning methods, policies, and tools.

- Take the new members survey: [http://goo.gl/forms/b8iYiU35ww](http://goo.gl/forms/b8iYiU35ww)
- Join us on LinkedIn: [https://www.linkedin.com/groups/7043918](https://www.linkedin.com/groups/7043918)
During this webinar, you will:

- Learn about a new framework for menu of strategies for infusing arts and culture into the disciplines of planning
- Learn about real projects that are infusing creativity into the civic life and physical and social environments of communities
- Learn about the range of resources available to support you in infusing innovation and creativity into your planning practice
Arts and culture is an essential element of what makes places and communities of people healthy, connected, and vibrant.
Arts and Culture: A Core Competency for Planners

The Arts and Planning Toolkit:

• Presents a new framework for understanding the many ways in which arts and culture can infuse innovation and creativity into the disciplines of planning – beyond the readily-embraced disciplines of economic development, architecture, and design

• Showcases a range of planning and policy tools and approaches – grounded in primary and secondary research, including 1:1 interviews, case studies, and peer-reviewed academic and professional sources
The Arts and Planning Toolkit is a resource for planners and other government staff who are interested in innovating their planning and community development work through projects and partnerships that engage arts, culture, and the creative community.

The Toolkit presents a menu of strategies grounded in case studies of real projects that are exemplary of how arts and culture can be an effective component of planning, community development, land use, housing, transportation, economic development, public health, and public safety projects and initiatives. Learn more about how this Toolkit is structured on the Contents by Section page.

Why an arts toolkit for planners?

Urban planners have immense influence in shaping the built environment through policy and planning. Through the development and implementation of plans and policies, planners help guide the development of vibrant and healthy places and communities.

Arts and culture is an essential element of what makes places and communities healthy, connected, and vibrant. Arts and culture enriches lives by providing opportunities for people from different walks of life to socialize, learn, and play; providing experiences that help people engage with elements in the past, present, and future; and creating unique, exciting opportunities to understand and interact with the built and natural environment and the places where they live, work, study, and play.
Five sections, multiple topics

1. Arts, culture, and planning
2. Art and infrastructure
3. Art and zoning and permitting
4. Art, culture, and economic development
5. Arts funding

Overview pages frame each section

Case studies dives into strategies in practice

25+ case study interviews conducted to date; more case study profiles being added every month.
Preview: Topics under Arts, Culture, and Planning Section

Each post (page) categorized under “arts and planning” shows up.

Click “Read more” to view the full content.

What is tactical urbanism?
Tactical urbanism refers to the approach of implementing short-term, low-cost, and scalable demonstration projects that test alternatives to infrastructure, design, and uses in the public realm. This term was coined by planner Mike Lydon and is grounded in the same.

What is creative placemaking?
Creative placemaking is a planning process that places arts at the center of shaping the character and vitality of neighborhoods, cities, towns, and regions. It is an innovative approach to advancing the planning objectives of livability, sustainability, and equity. Creative

What is cultural asset mapping?
Cultural asset mapping is a foundational step in cultural planning. It identifies a community’s strengths and resources through the process of inventorying tangible and intangible cultural assets. Tangible assets include arts and natural heritage resources on public and private land.

What is cultural planning?
Cultural planning is a place-based planning process that generates a vision and action plan for strengthening and growing arts and culture assets. Cultural planning often has a two-fold objective: To expand and
Creative Placemaking

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Case Study: Creative Placemaking in Portland, Maine

Overview: Marty Pottenger is a playwright, performance artist, and director of the multidisciplinary nonprofit arts organization. In 2003, Pottenger established a placemaking initiative that aims to improve municipal government through the arts.

Sources:


Select Case Studies from the Arts and Planning Toolkit
Creative Placemaking and the Environment: The Fargo Project

Image credits: www.thefargoproject.com
Art and Planning: Pop-Up Meeting Saint Paul

Project by Amanda Lovelee. Image credits: www.publicartstpaul.org
Art and Infrastructure: Saint Paul Streets Project

Project by Marcus Young. Image credits: www.publicartstpaul.org
Public Art and Water Infrastructure: Brightwater Wastewater Treatment Project

Works by Jann Rosen-Queralt, Jane Tsong, Buster Simpson, and Ellen Sollod.

Credits: [http://www.kingcounty.gov/services/environment/brightwater-center](http://www.kingcounty.gov/services/environment/brightwater-center)
Art and Community and Economic Development: Station North Arts District

Image credits: www.stationnorth.org
Art and Design: San Francisco Prototyping Festival and Proposed Places for People Legislation
Tips for building arts and culture into your practice:

• Cultivate openness, flexibility, and risk-tolerance; be open to learning from artists’ perspectives and methods

• Be open to a culture shift in how you do outreach and engagement; art opens conversations in different ways and can shift perspectives about appropriate ways in which to engage the public

• Be ready to act as a translator; learn the language of the arts and culture sector and work with artists to help them unpack and understand planning issues and concepts
Cultural Plans: Supporting the creative ecosystem
Mayor Walsh's values for cultural planning:

- Diversity
- Equity
- Respect
- Imagination
- Innovation
- Fun
- Creativity
- Access
- Accountability
- Transparency
- Collaboration
Community Engagement Process
The City Is Listening

This PLAN was created by visionary thinkers – YOU, the citizens of Chicago. In February of 2012, we asked you to share with us your ideas for shaping a cultural vision for Chicago.
What do you create?

Add your voice to the City of Boston's cultural plan by taking this important survey. Please pass this invitation along to your friends and family.

#BostonCreates

BostonCreates.org/survey
WHAT ARTISTS KNEAD
breadmaking parties for artists
make bread · connect · envision Boston’s creative future

Friday, August 28, 6pm-8pm
Dorchester

Saturday, August 29, 10am-12pm
Jamaica Plain

Sunday, August 30, 5pm-7pm
Mattapan

Monday, August 31, 6pm-8pm
Roslindale

Tuesday, September 1, 6pm-8pm
Haley House, Roxbury

more info and registration (free!) at:
www.whatartistsknead.org · kneadartists@gmail.com
What Did We Learn?
Silos in Arts and Culture to Attendance and Engagement
Expand Equity and Opportunity

What We Learned

We Need

Cultural Spaces and Facilities

Youth Arts and Education

Systemic Dollars for Change

Better Access to Information
Goal 1

Create fertile ground for a vibrant arts and culture ecosystem.

Photography By: Leonardo March
Goal 1

Create fertile ground for a vibrant arts and culture ecosystem.

Enable risk-taking and innovation across the arts and culture sector

Support cultural spaces and facilities for arts and culture organizations of all sizes in Boston

Strengthen small and mid-sized arts and culture organizations

Municipal policies to better support creative expression
Goal 2

Keep artists in Boston, and attract new ones here, recognizing their essential contribution to a thriving, healthy, and innovative city.
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Invest in individual artists in Boston.

Make City government more accessible, welcoming, and responsive to artists.

Affordable artist housing and presenting and production spaces.
Goal 3

Cultivate a city where all cultural expressions are respected and equitably resourced, and where arts and culture are accessible to all.
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Cultivate a city where all cultural expressions are respected and equitably resourced, and where arts and culture are accessible to all.

Advance equity by facilitating creative, cultural, and artistic opportunities in historically underserved communities.

Leverage City departments, resources, and facilities to embed arts and culture opportunities in every neighborhood.

Increase cultural competency in the arts and culture sector, facilitate learning opportunities among diverse populations, and promote diverse and inclusive participation in the sector.

Address cultural disparities across race, class, ability, and geographic lines by intentionally bridging divides and promoting cross-cultural exchange.
Integrate arts and culture into all aspects of civic life.

Goal 4

Photography By: Leonardo March
Integrate arts and culture into all aspects of civic life.

Change City policymaking and practice to integrate creative thinking into the work of every municipal department and all planning efforts.

Harness the power of arts and culture to engage Bostonians in civic discourse, planning, and creative problem-solving.

Make Boston a place where arts education and arts-enhanced learning are available citywide and through all stages of life.

Integrate arts, culture, and creativity into the public realm and urban environment.
Goal 5

Mobilize likely and unlikely partners to generate excitement, demand, and resources for Boston’s arts and culture sector.
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Cultivate and mobilize public support and advocacy for the arts and culture sector.

Motivate and assist other sectors and professional groups in advocating for arts and culture.

Develop the partnerships and tools necessary for making Boston a leading cultural destination.

Resources and support to advance the City’s goals for the arts and culture sector.
What Will Success Look Like?
Creatively engaged youth, families, individuals, and communities

A strong pool of artists and creative entrepreneurs

An active marketplace for arts, culture, and creativity

Sustainable arts and culture institutions and venues

Supportive civic/municipal policies and goals

Active use of the arts to animate and problem solve in all aspects of public life
Role of the City
City agency leads
City as partner
City as catalyst

Partners
Collaborative efforts, research, program design, Alignment of interest areas

Prioritization
What are programs that are ready to go, capitalize on current efforts, grow capacity, ensure sustainability
Implementation

Assets for Artists
Artist Resource Role
Opportunity Fund
Boston AIR 2.0 @BCYF
BPS Arts Ed Policy Update
LPFM Station Manager Named
Implementation

Percent for Art/Public Art
Public Works: Hyde Square
Public Buildings
• Libraries
• Schools
FutureCity & Private Development
In the Works

Cultural Facility Assessment
BRA Cultural Spaces RFP’s
Cultural Equity Study
Office of Financial Empowerment and Economic Development
Artist Survey (space and housing)
BHA Artist Units
CHICAGO CULTURAL PLAN
Citywide conversations resulted in over 200 proposed initiatives, ranging from solutions that can be achieved in the short-term all the way to the grand aspirations that residents envision for Chicago’s cultural future.
10 PRIORITIES

1. Foster arts education and lifelong learning
2. Attract/retain artists and creative professionals
3. Elevate and expand neighborhood cultural assets
4. Facilitate neighborhood cultural planning
5. Strengthen capacity of cultural sector
6. Optimize City policies and regulations
7. Promote the value and impact of culture
8. Strengthen Chicago as a global cultural destination
9. Foster cultural innovation
10. Integrate culture into daily life
PEOPLE Investing in youth and creative workforce

- CPS staff identified as Arts Liaisons, 77% coverage in program’s first year
- CPS schools have completed the Creative Schools Certification, 60% of schools
- Arts Partners in CPS schools in 2012-2013, +70% identified over 2011-2012
- 207,964 youth participated in Summer of Learning 2013 initiative at libraries, museums, parks
- 71,000 children read 2.1 million books in Chicago Public Library “Rahm’s Readers” program

POLICIES Creating a pro-culture government that is responsive and efficient

- 200 grants totaling $1.2 million awarded via re-launched, online Cultural Grants Program
- 17 food trucks highlighted at 8 events presented by DCASE
- 12/9/2013 Artists Health Care Town Hall to be presented by DCASE
- Chicago wards now with designated arts coordinators
**PLACES**
Growing access to the arts and
supporting strong, vibrant neighborhoods

- 189,000 people participated in Night Out in the Parks in 230 Chicago Park District locations.
- 47 neighborhood music festivals, 35 neighborhood food festivals counted by new Choose Chicago neighborhood asset inventory.
- 51 communities highlighted on new Choose Chicago neighborhood tourism website.
- "People Spots" in 2013 (expanded from four pilots last year) via CDOT’s “Make Way for People” placemaking initiative.
- 8/27/2013 groundbreaking of The 606 and Bloomingdale Trail.

**PLANNING CULTURALLY**
Fostering collaborations to promote culture

- Chicago Cultural Plan incorporated into other City plans: Chicago Technology Plan, Healthy Chicago (Public Health), Chicago Pedestrian Plan (Transportation).
- 6,200 tickets sold to 300 performances during first-ever Chicago Theatre Week presented by League of Chicago Theatres with Choose Chicago.
- 513,000+ diners served during Chicago Restaurant Week presented by Choose Chicago with 280 participating restaurants.
MAJOR IMPLEMENTATION PROGRAMS

- Arts Education Plan
- Creative Schools Fund
- Night Out in the Parks Programs
- IncentOvate Grant Program
- Public Art Plan RFP
- Neighborhood Tourism Plans
- Chicago Fire Festival
- Architecture Biennial
CREATE NYC
A CULTURAL PLAN FOR ALL NEW YORKERS

CULTURE IS... HISTORY. FOOD. PAINTING. DANCE. QUILTS. ZOOS. MUSEUMS. DOMINOES. MUSIC. LIBRARIES. POETRY. ART. DANCE. CELEBRATIONS. GARDENS. FASHION. SCIENCE... AND MORE!

CULTURE IS WHO WE ARE AND WHAT MAKES OUR CITY GREAT.
SHOW UP! SPEAK UP! STEP UP!
TO HELP US CREATE A PLAN FOR ALL NEW YORKERS.
1 RESEARCH & DISCOVERY
We'll build on the huge amount of great work that has been done to date by arts organizations, advocates, academics and city agencies.

2 PUBLIC ENGAGEMENT
We'll meet you where you are, talk to you about what you care about and use your ideas to inform the plan.

SHOW UP
- Workshops
- Focus Groups
- Grants
- Ping Pong with the Commissioner

SPEAK UP
- Question of the Week
- Surveys
- Interviews
- Office Hours with the Commissioner

STEP UP
- Host a Focus Group
- Become a Cultural Ambassador

3 DRAFT PLAN
Combining research and your input we'll share draft recommendations with the public. Your feedback will be crucial here!

4 CREATENYC FINAL PLAN
The final plan will bring it all together in one place—a roadmap for the future of NYC arts and culture!
Questions?
Stay in touch and visit www.artsandplanning.org!

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