



THE NATIONAL CONSORTIUM FOR
CREATIVE PLACEMAKING

CULTURAL DISTRICTS AND INSTITUTIONS: SUNS OR BLACK HOLES?

Leonardo Vazquez, AICP/PP

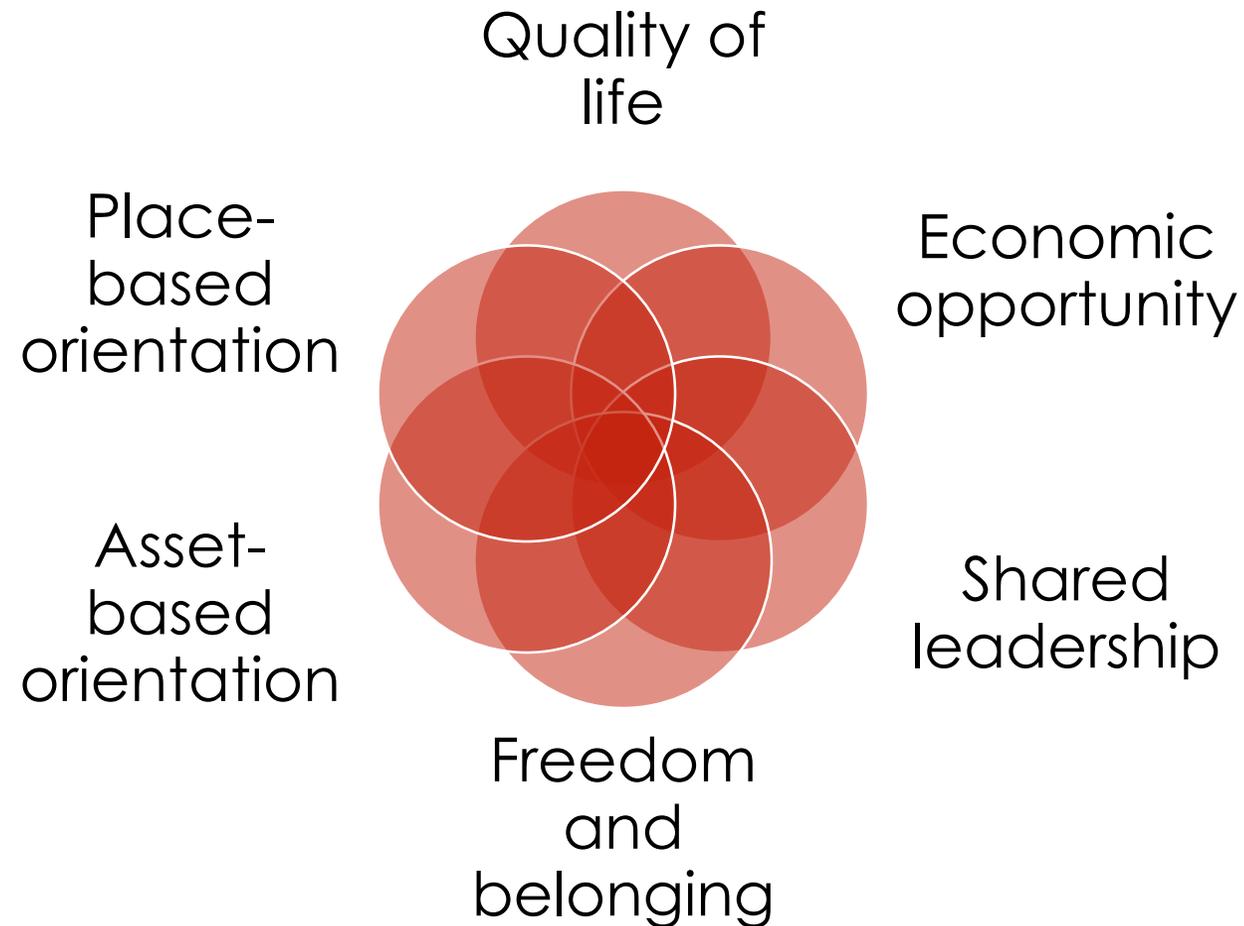
The National Consortium for Creative Placemaking
New Hampshire Institute of Art

UPCOMING NCCP EVENTS

- May 29: *Financing Creative Placemaking and ArtsTank*, Atlantic City, NJ
- June 13: *Crowdmapping, Creative Site Design*, workshops, Morristown, NJ
- June TBA: *Crowdmapping, Creative Site Design*, workshops, Philadelphia
- June 20-22: *Shifting Tides: 2019 Pacific Creative Placemaking Leadership Summit*, Los Angeles, CA

To learn more about these programs: [**www.cpcommunities.org**](http://www.cpcommunities.org)

PILLARS OF CREATIVE PLACEMAKING



TRADITIONAL MODELS IN ARTS-BASED DEVELOPMENT



BENEFITS OF INSTITUTIONAL/DISTRICT APPROACH

Institutional

- Easier for governing bodies
- Larger institutions : more capacity
- Institutions can serve as anchors
- Institutions have more space

District

- Clear center for visitors/ residents
- Agglomeration effect
- Managing of public safety/traffic
- Concentrates creative professionals
- Pilot/model to build support

ISSUES WITH INSTITUTIONS

- Larger institutions may draw more public time, energy and money
- Benefits to community depend on interests of institution leaders
- Nonprofits take land off of tax rolls
- Gentrification benefits institutions



CONSIDER:

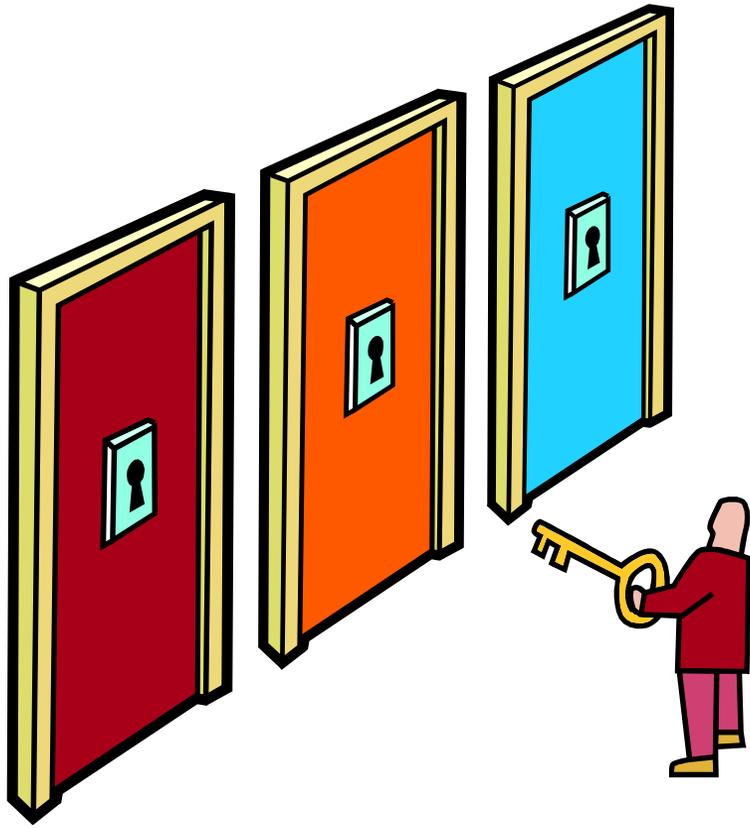
- The **largest 2% of arts organizations** (\$5M+ budgets) **get 58%** of all gifts, grants and contributions
- The **smallest 90%** (<\$1M budgets) **get 21%** of funds
- Organizations serving **rural and low-income Americans get 4%** of all funding
- 4% of funds go to organizations that primarily serve people of color

Not Just Money: Where is the Money Going?
Hellicon Collaborative

ISSUES WITH DISTRICTS

- Draw time, energy and money
- Increase in property values can lead to significant gentrification
- Benefits may not seep out to neighboring properties or residents
- Jobs and stores for outsiders may aggravate tensions with longtime residents





WHAT CAN BE DONE?



DESIGN RECOMMENDATIONS

Institutions

- Zoning to require that they be connected to street life
- Require that accessory uses (restaurants, stores) be less than 10% of LSF
- Prevent long or large blank walls
- Require public art
- Only drop-off/pickup parking between street and front doors
- Significant open space requirements





WHAT IF YOU CAN'T REDESIGN OR
RE-ZONE A SITE?



Currier Museum of Art
Grand European &
American art collection

Hersh St

Ash St

Myrtle

28

28

Prospect St



DESIGN RECOMMENDATIONS



Districts

- Design permeable edges
- Create nodes at intersections
- Design flexible streets for events
- Landmark public art and lovable objects
- Minimize contextual zoning
- Emphasize form-based zoning
- Artways leading to/from districts

THANKS FOR STAYING ON

- Get 25% off all tickets to Pacific Creative Placemaking Leadership Summit, June 20-22 in Los Angeles,
- Go to <http://www.cpcommunities.org/pacific>
- Use discount code: APA25

CONTACT

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