



Monroe Street Market  
Washington, DC

# EMBEDDING ARTS INTO COMMUNITY DEVELOPMENT

Juanita Hardy, Senior Fellow for Creative Placemaking, Urban Land Institute

New Partners for Smart Growth Conference, Feb 2-4, St Louis, Missouri

# ABOUT URBAN LAND INSTITUTE

*Provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide*

ULI is comprised of over 38,000 Members, a network of 73 District and National Councils, and 50 Product Councils

## **Priorities:**

- Advising communities in need
- Shaping cities and regions
- Developing excellence through education
- Driving innovation in real estate and urban development
- Building sustainably
- Connecting capital and the built environment

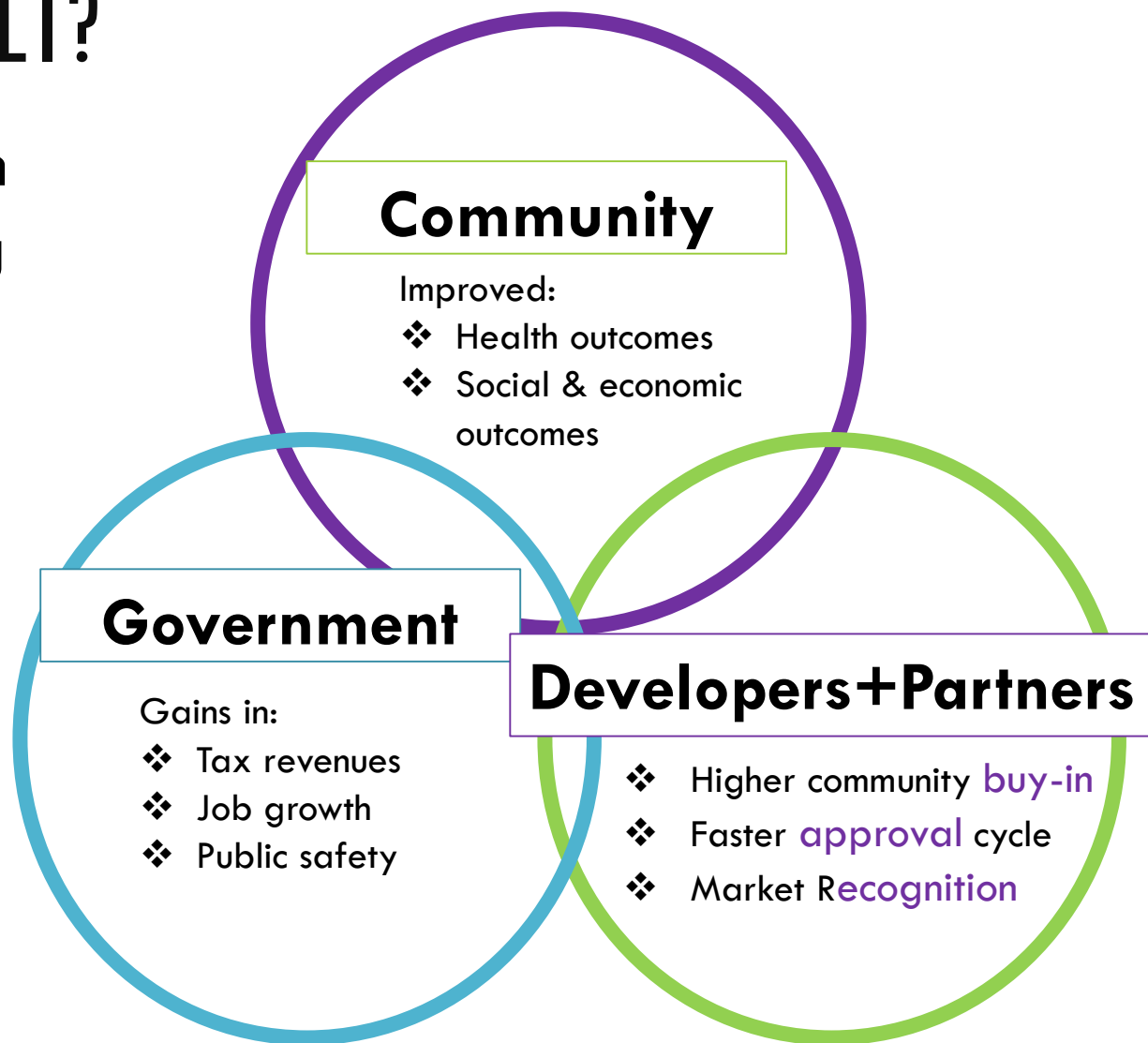


# WHY IS CREATIVE PLACEMAKING IMPORTANT TO ULI?

Creative placemaking is an **innovation** in Placemaking

## ULI Placemaking Goals:

- ❑ Reinforce the role of cities as gathering places that give people a sense of community pride and ownership.
- ❑ Create an atmosphere of unity and inclusivity



# ULI, HEALTH, AND CREATIVE PLACEMAKING



**Urban Land Institute Mission:** Providing leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.



**Building Healthy Places:** Leveraging the power of ULI's global networks to shape projects and places in ways that improve the health of people and communities



**Creative Placemaking:** Building strong, healthy cities by promoting the integration of arts & culture in community revitalization



# ULI CREATIVE PLACEMAKING GOALS & APPROACH

- ❖ Assess ULI's **past work** and **member understanding** of creative placemaking
- ❖ Advance creative placemaking **opportunities**, esp along **commercial corridors**
- ❖ Link creative **placemaking and health**

June 2016

March 2018

## Discovery

- 30+ staff & ULI Member Interviews
- 4000 member survey (>5% response)
- 2 Focus Groups (LA and DC)
- Internal and External Document Scan

- Corridor Implementation Grants (4)
- Advisory Workshops (2)

## Technical Assistance

- ULI Leadership
- National Working Group for Creative Placemaking

## Review and Feedback

## Communications/Awareness Building Campaign

- Article(s)/Interview
- Meetings/Presentations
- Web site and Social Media

With support from:

THE KRESGE FOUNDATION

# DISCOVERY: EARLY FINDINGS

Creative Placemaking activities are present across many ULI Content Areas....



Advisory Panels



Case Studies



Terwilliger Center  
for Housing

# DISCOVERY: EARLY FINDINGS

...and in its programs, such as the Leadership program or the its annual Global Awards for Excellence.

2016 ULI Global Awards for Excellence

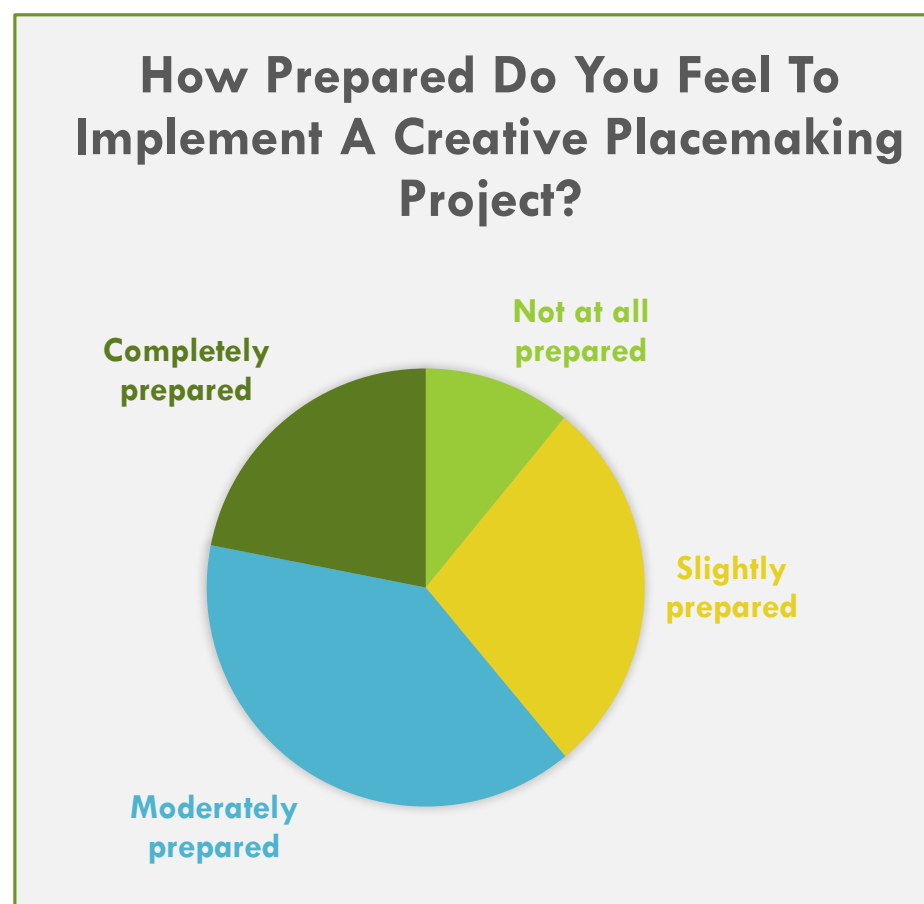


# DISCOVERY: EARLY FINDINGS

However, both ULI Content and the knowledge/skills of ULI staff and members could be enhanced.

## Focus Areas:

- ❖ **Shared understanding** about creative placemaking (CPM) and benefits
- ❖ **Process enhancements** that incorporate CPM into ULI program content
- ❖ **Strategies that leverage CPM** to reinvent corridors in healthier ways
- ❖ **Successful implementation** of CPM to benefit all (e.g. developers, community, partners, government)





# PROVIDING TECHNICAL ASSISTANCE, BUILDING CAPACITY

- District Council **Corridor Implementation Grants (4)** and **Advisory Workshops (2)**
  - 1<sup>st</sup> round awardees, announced Jan 25, 2017
  - 2<sup>nd</sup> round Sept/Oct 2017
- **ULI Member Guidebook**
  - **Placemaking** and Creative Placemaking
  - The Role of **Real Estate** Developers
  - Creative Placemaking and **Health**
  - Keys to **Successful Implementation** of Creative Placemaking
  - Projects that Inspire (**Case Studies**)
  - **Lessons** Learned
  - Helpful **Resources**



# ULI CREATIVE PLACEMAKING VISION FULLY REALIZED

- Increased awareness among ULI members about the importance of arts and culture in revitalizing communities.
- Expanded numbers of land use professionals implementing creative placemaking in their projects.
- Creative placemaking leveraged to improve conditions for low-income and other vulnerable populations living along commercial corridors and in other neglected communities



With support from:  
**THE KRESGE FOUNDATION**

# THANK YOU!

February 2-4, 2017 | St Louis, MO



*CicLAvia in Los Angeles*