EMBEDDING ARTS INTO COMMUNITY DEVELOPMENT

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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

Community

- Improved:
  - Health outcomes
  - Social & economic outcomes

Government

- Gains in:
  - Tax revenues
  - Job growth
  - Public safety

Developers+Partners

- Higher community buy-in
- Faster approval cycle
- Market Recognition
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

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

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

Communications/Awareness Building Campaign

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 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)
  - 1st round awardees, announced Jan 25, 2017
  - 2nd 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.

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THANK YOU!
February 2-4, 2017 | St Louis, MO