

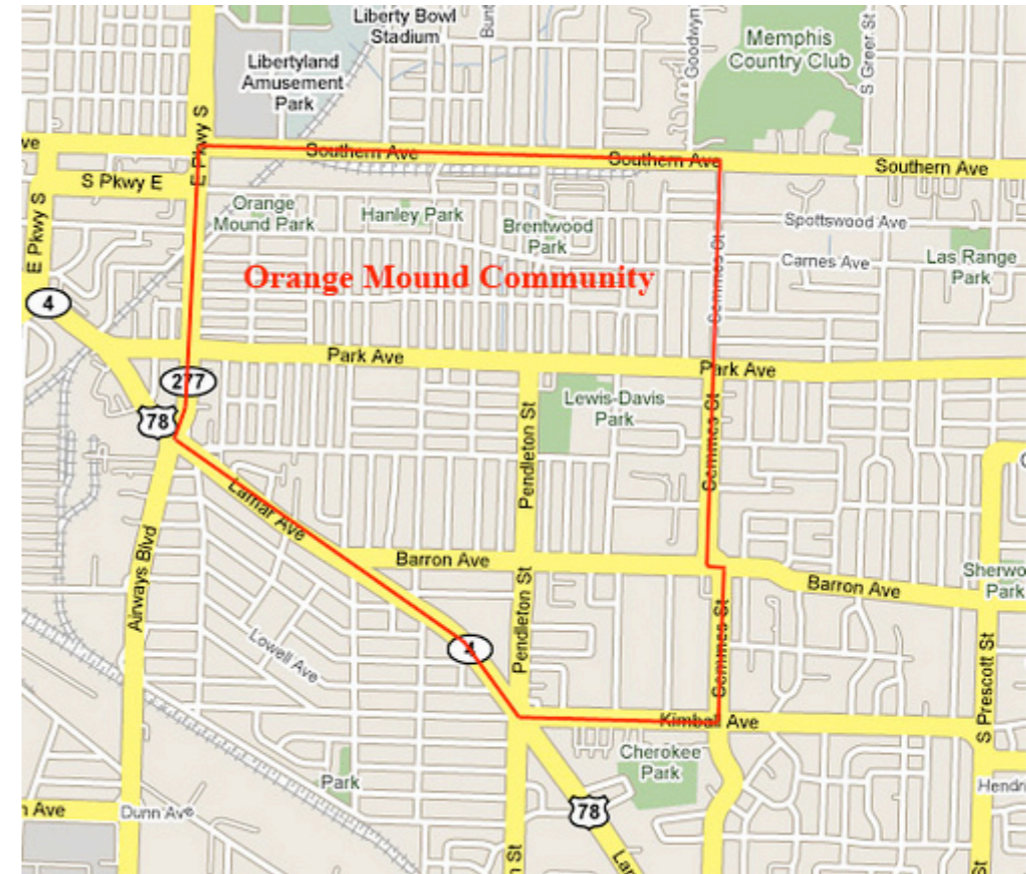
New Partners for Smart Growth St. Louis February 3, 2017



Orange Mound – Discovery, Planning & Community Engaged Design

We firmly believe that Art can be a catalyst for tremendous change--it can build community engagement, enhance economic development and ultimately change neighborhoods and quality of life.





Orange Mound Tennessee

- **Recently Designated a Preserve America Community**
- **Founded in 1890 on the Grounds of a Former Plantation**
- **First Community Developed in the U.S. to Enable African Americans to Purchase Land and Own Homes**



- Developer E.E. Meacham bought land from the Deaderick Family
- Mattie Deaderick asked Meacham not to sell the land to “Negroes”
- Sold long and narrow lots (25x100 ft.) for \$40 apiece,
- Residents had to build their homes, churches, and other structures
- Opportunity gave the new community a sense of ownership and solidarity



Orange Mound has had its ups and Down over the Decades but Residents' Pride in their Historic Neighborhood has never faltered.

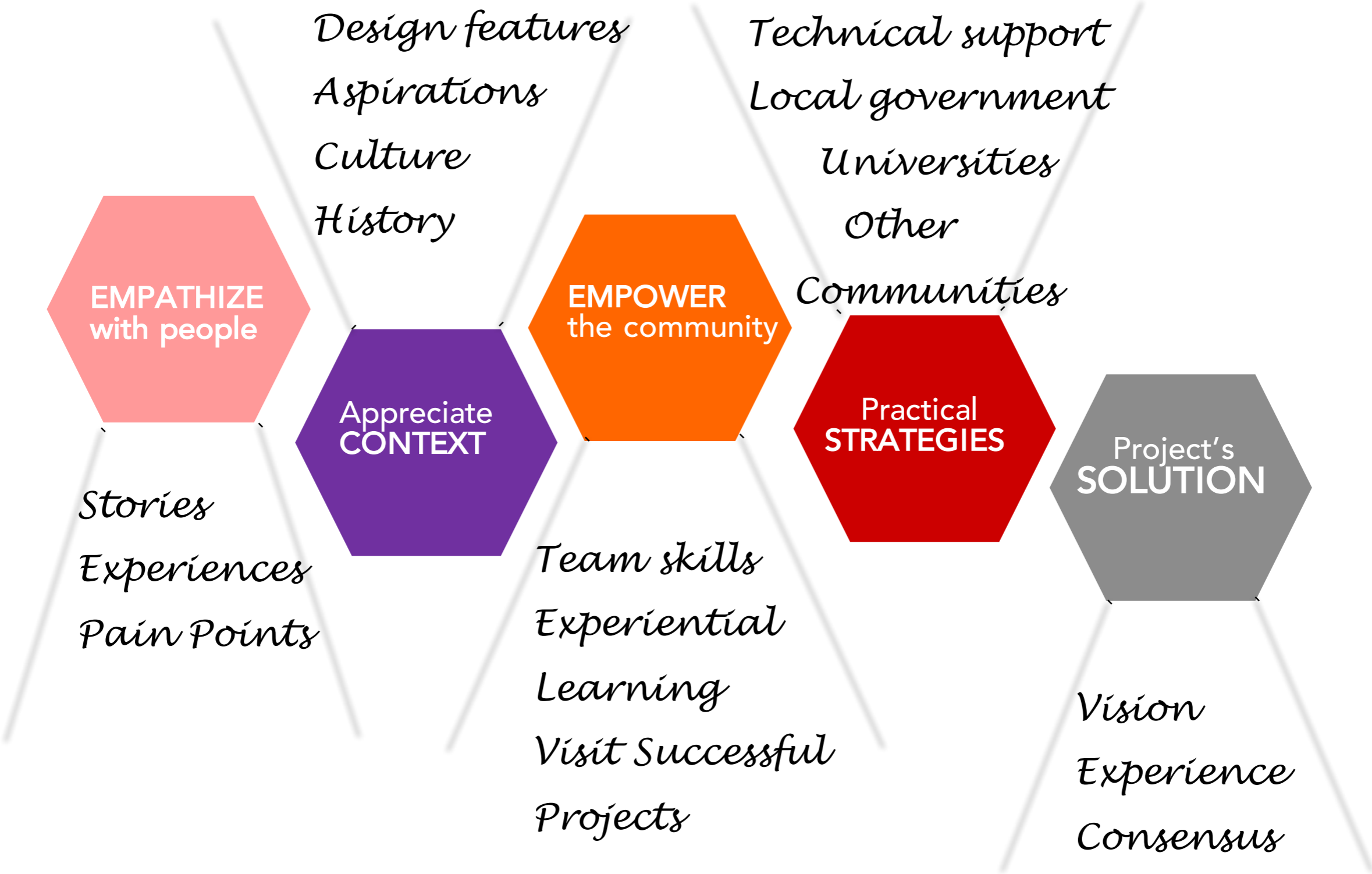
THE OBJECTIVES

- Use Arts and Culture to Transform a Community
- Residents and Stakeholder lead the Planning Process and Determine Projects to Explore
- The Planning and Design Team serves as Technical Resources and Facilitators
- The Involvement of Young People is Critical to Success
- The more the Community Participates the Better the Results
- Equity and Fairness Matter

COMMUNITY ENGAGED DESIGN

FIVE CORE COMPONENTS

DESIGN THINKING - FIVE CORE PRINCIPLES



EMPATHIZE with the community

- **Seek out Community Leaders to share their perspectives**
- **Encourage Stakeholders to Enlighten You**
- **Listen for needs and opportunities**
- **Design WITH the Community**
- **Share Technical Expertise**
- **Mentor Aspiring Young People**





APPRECIATE Context

- **Appreciation for architectural character**
- **History of the community**
- **Aspirations of the community**
- **Design Guidelines**
- **Design Review Board**
- **Landmarks Commission**







EMPOWER the community

- **Capacity Building**
- **Broadening the vision of the stakeholders**
- **Explore precedents from other cities**
- **Aligning community planning goals with stakeholder aspirations**





DORCHESTER ARTS

IN "CHI-TOWN"





STONY ISLAND ARTS BANK

IN "CHI-TOWN" (CONT'D)





GREATER GRAND CROSSING NEIGHBORHOOD

IN "CHI-TOWN" (CONT'D)



**COMMUNITY ENGAGED DESIGN
POTENTIAL STRATEGIES + SOLUTIONS**

Practical STRATEGIES

- **Strategically Use Expertise**
 - **Government programs**
 - **Grants**
 - **Financial Resources – City, Philanthropy, NMTC, HTC, LIHTC, State**
 - **Construction Project Management**
 - **Real estate Development**
 - **Marketing**
- **Leverage funding sources and strategies**
- **Align with government leadership**
- **Build connectivity, awareness, and community activation.**

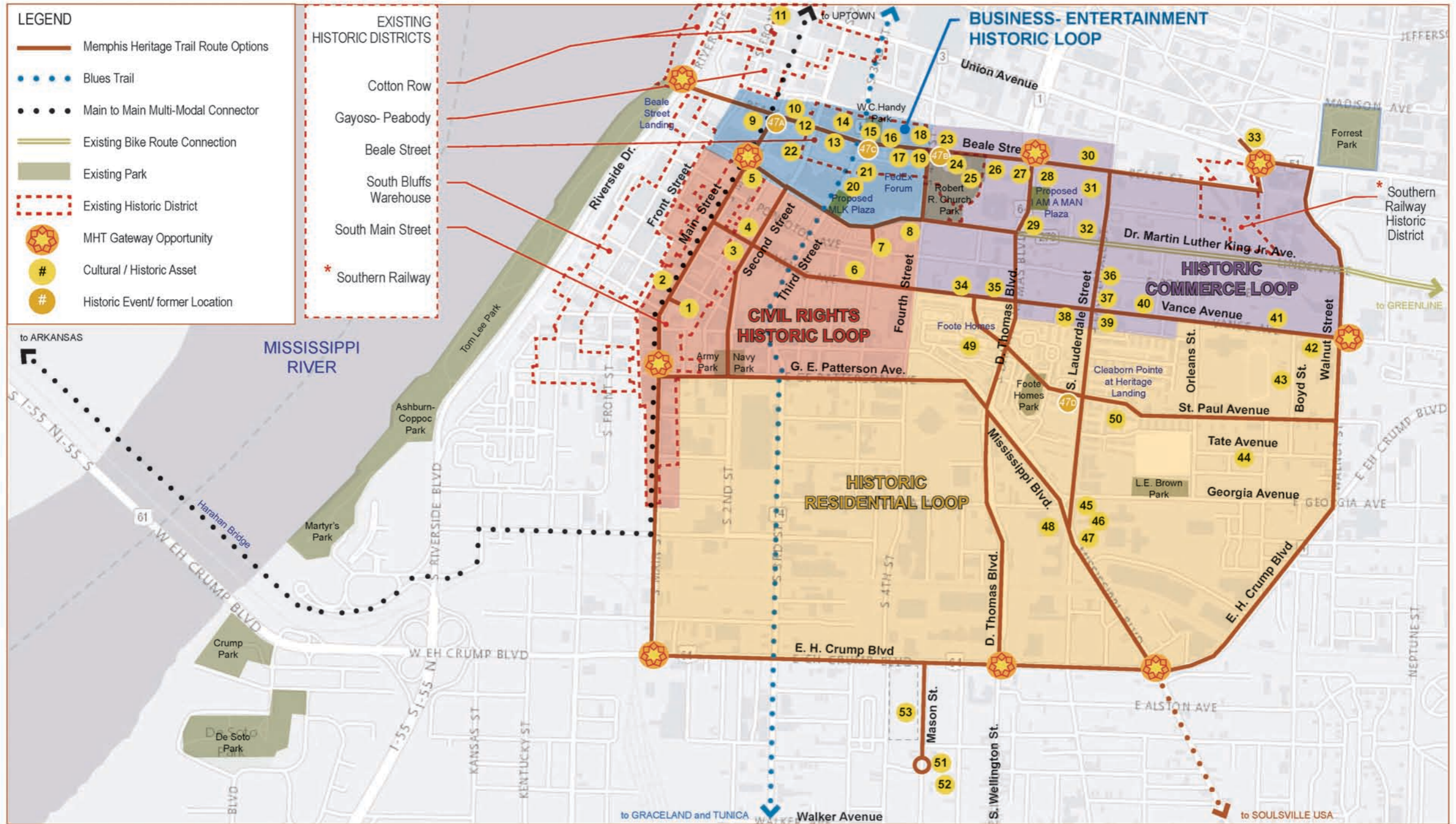


Project's SOLUTION

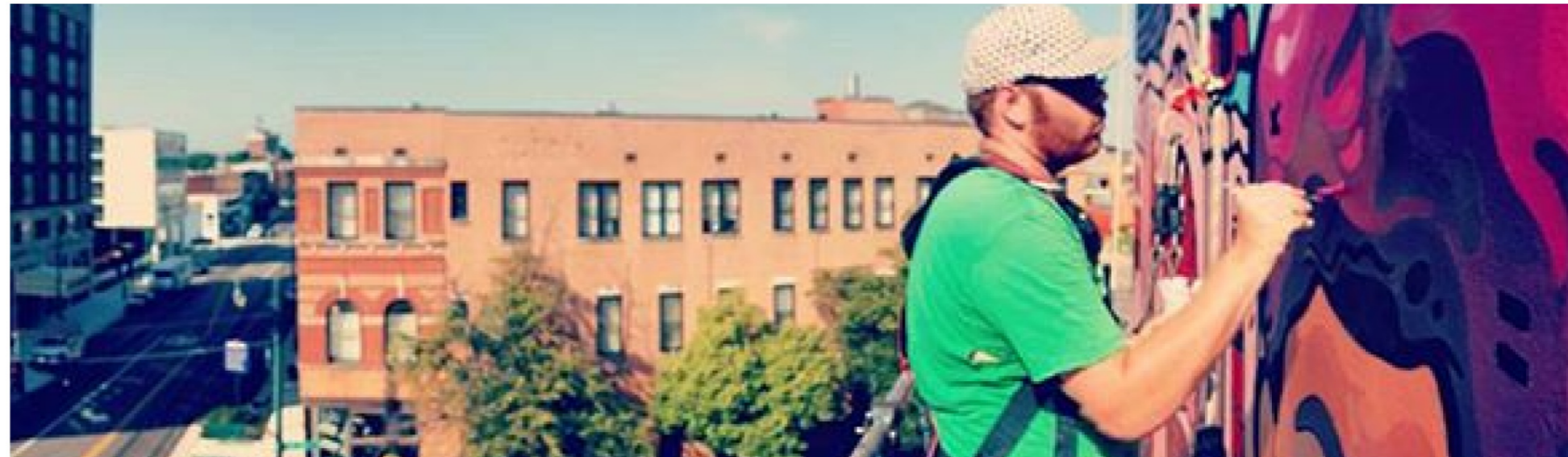
- **Change requires commitment**
- **Use visualization to build clear direction**
- **Create a strategy to drive actions and guide implementation**
- **Master Plan Development**
- **Implementation**



Memphis Heritage Trail



Derrick Dent and Michael Roy creators of the *Memphis Heritage Trail Mural*





Suzy Hendrix creator of *Crown Fini* and *Rain and Flowers*



Collaborative Artwork: *Rain and Flowers*



Collaborative Artwork: *Crown Fini*

UNIVERSAL LIFE BUILDING RENOVATION

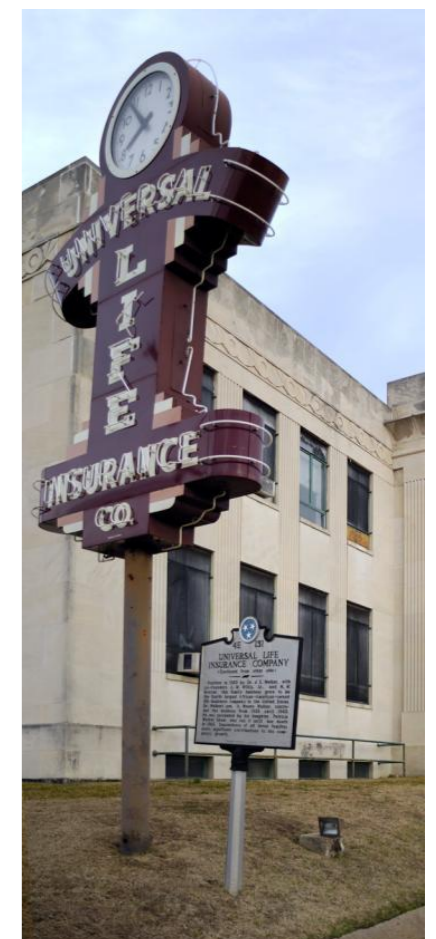


Universal Life – A Legacy of Leadership

Self Tucker
Properties, LLC.



SELF+TUCKER
ARCHITECTS



UNIVERSAL LIFE BUILDING RENOVATION



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THANK YOU!