

The Trust for Public Land: *Creative Placemaking*

New Partners for Smart Growth Conference
February 3rd, 2017 - St. Louis, Missouri



THE
TRUST
FOR
PUBLIC
LAND

The Trust for Public Land creates parks and protects land for people, ensuring healthy, livable communities for generations to come.

- A relationship between people and nature is critical for healthy people and a healthy landscape.
- Close-to-home parks and nature are essential.
- Conservation should encompass all landscapes, from city to wilderness.
- The more the whole community participates in the process, the better the results.
- Equity and fairness matter.

We've worked for more than 40 years to conserve land for people.

Since 1972, we've completed 5,612 park and conservation projects across 47 states, Puerto Rico, and the U.S. Virgin Islands, conserving more than 3 million acres of land, from the inner city to the wilderness.

We are the national leader in creating public funds for land conservation, working with states, counties, and cities to generate \$59.2 billion for local conservation efforts since 1996.

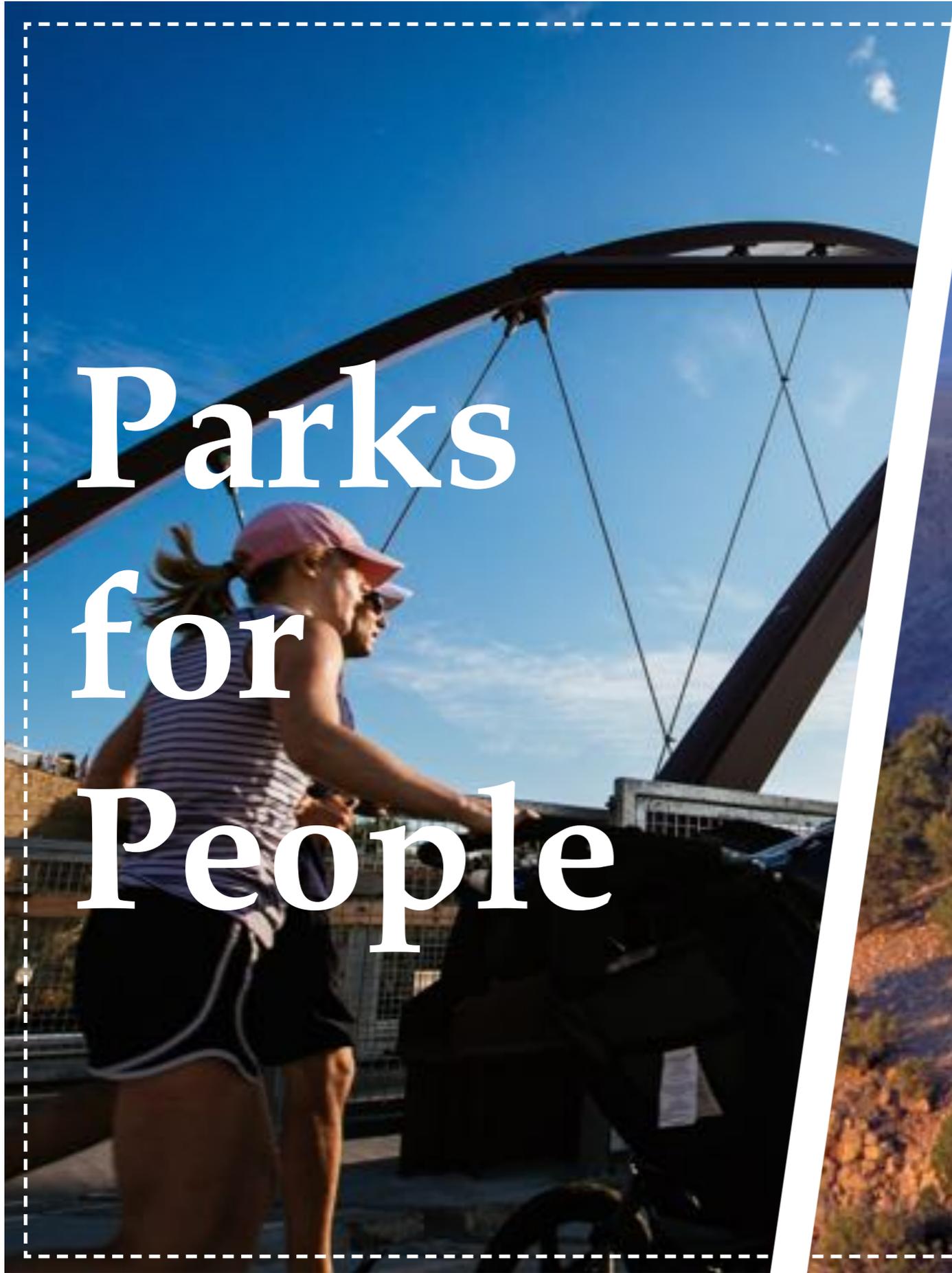
We've created, sustained, or supported 340 local land trusts nationwide.



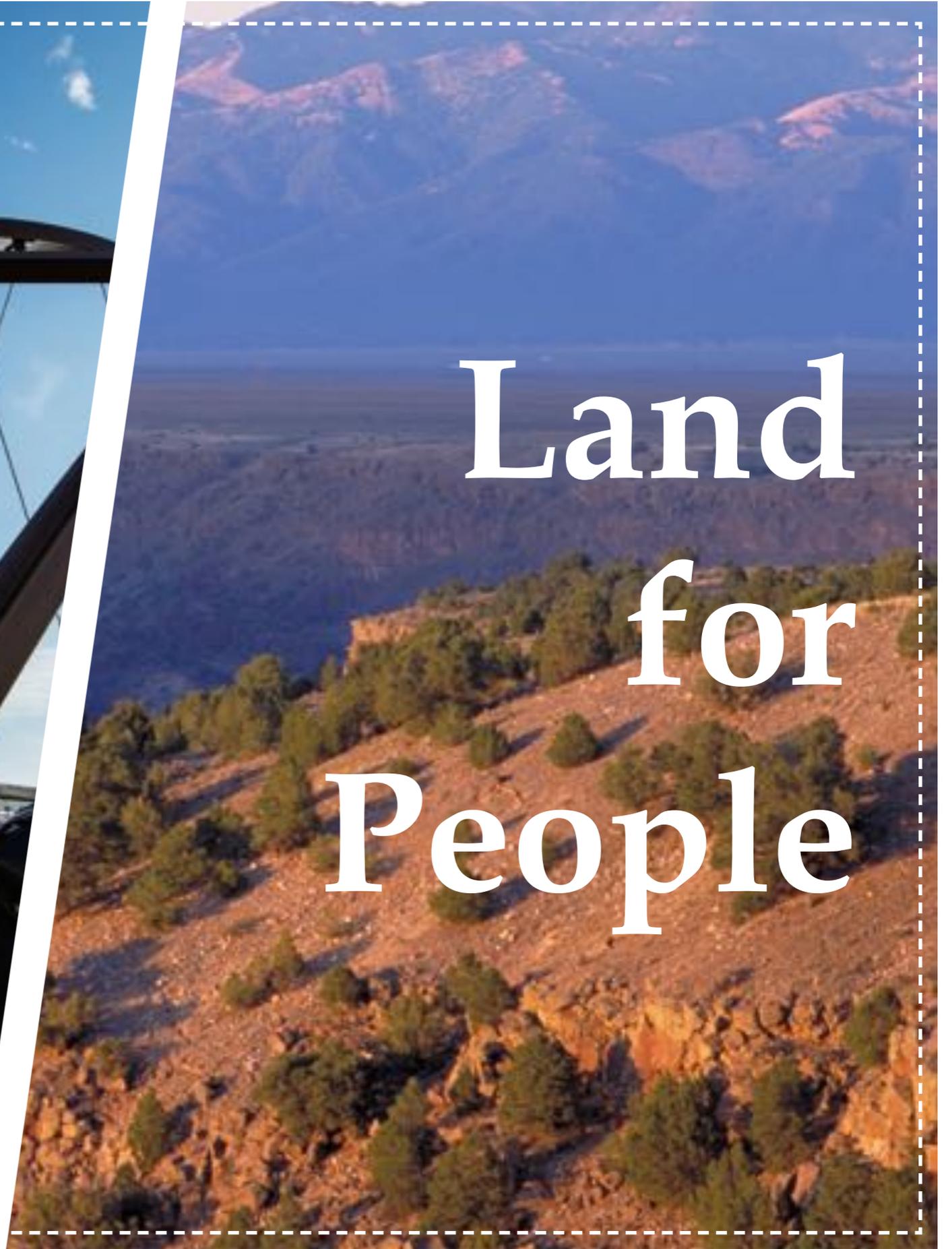
Taos Valley Overlook; Taos, New Mexico



The 606; Chicago, Illinois



**Parks
for
People**



**Land
for
People**

Why Creative Placemaking?

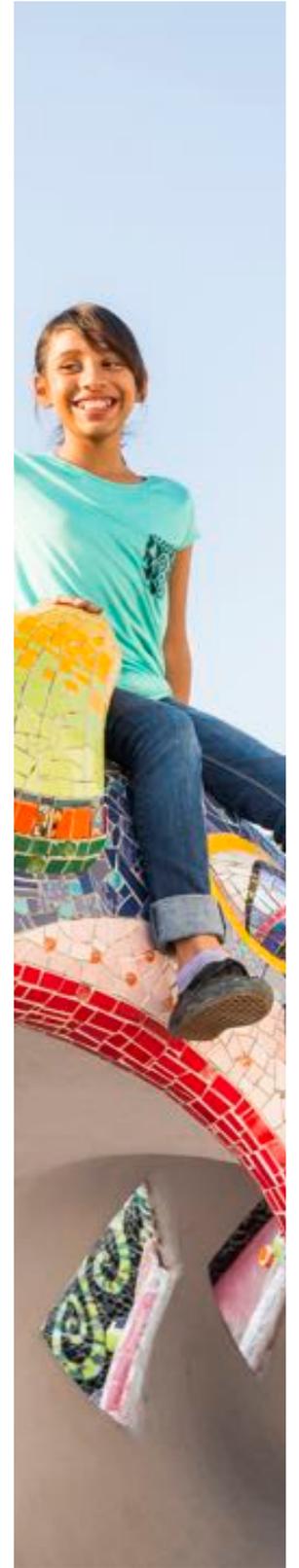
What does a culture mean today?



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It's Our DNA...



National to Local Integration

Parks for People

- Execution framework: *Plan, Fund, Protect, Create*
- 10MW Campaign
- Project selection and evaluation.
- Benefit flower

Local Offices

- Execute the framework: *Plan, Fund, Protect, Create*
- Deliver projects towards 10MW goal.
- Create benefits flower for local offices.

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Creative Placemaking

- CP framework for: *Plan, Fund, Protect, Create*
- Tools to support 10MW
- Resources to support and expand benefits across organization.

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- Execute the framework: *Plan, Fund, Protect, Create*
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The Trust for Public Land's

Cultural Cities Program

Program Initiatives

Work Products

Description



Internal 'Create' Support

Special Projects and External Expertise

Creative Placemaking Labs support the internal and external application of creative placemaking in work that supports The Trust for Land's *Land for People* mission statement. The Labs provide project-based expertise and guidance for local TPL offices and our community partners. The Labs' services range from doing work on the ground to supporting and inspiring others.



Outcomes-Based GIS Mapping

Community Curators

Cultural Planning & Mapping

Culturally-Smart Cities defines important outcomes that should characterize every community. This initiative uses geo-spatial information, planning techniques, and innovative engagement strategies to measure and assess the cultural vibrancy and social equity of our cities. The initiative collaborates closely with other national programs and organizational services such as the GIS team and Conservation Visions.



Impact of the Arts

Field Scans

Trends in Cultural Practices

The Cultural Cities Program undertakes important, scholarly research in the impact of the arts in the development of parks, the role of culture in our communities, and trends in cultural practices in open spaces. These research projects range from partnerships with leading universities to internal documents produced by the Center for City Park Excellence.



Conferences and Events

Best Practices & Guides

Media Appearances

External Network Participation

The role of culture in community development is an important national conversation, and The Trust for Public Land is helping to lead that conversation by speaking at public events, publishing best practices, appearing in the media, and participating in professional groups. This leadership will ensure that the organization is a pacesetter in the field and that we are coordinated with our partners in the community.

Kiwanis-Methos Park - Wenatchee, Washington





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Kiwaniis-Methos Park - Wenatchee, Washington



Kiwanis-Methos Park - Wenatchee, Washington

The 606 - Chicago, Illinois



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Project Clean Lake - Cleveland, Ohio



The Sewer District: COMBINED SEWER OVERFLOW CONTROL

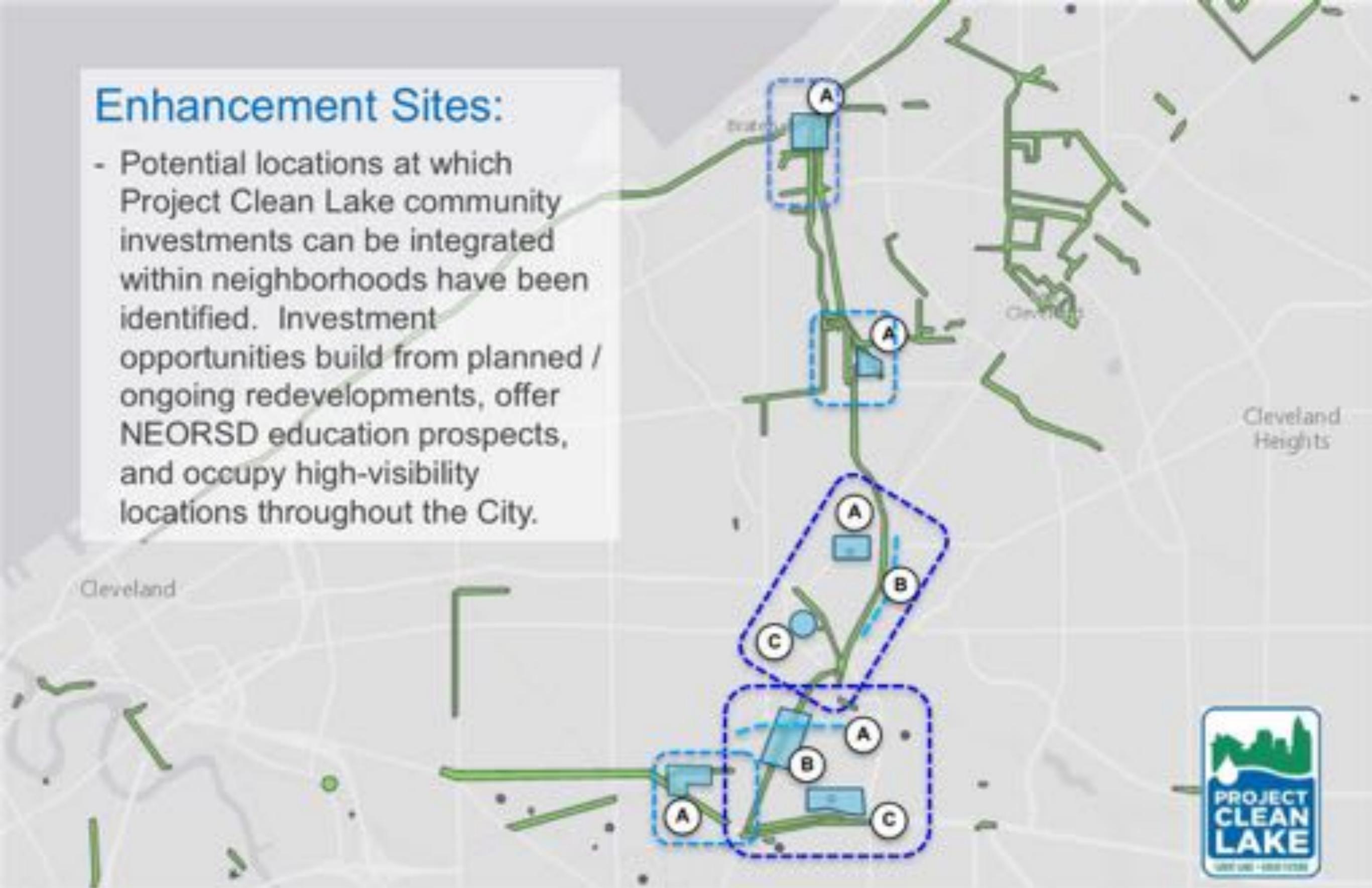
Project Clean Lake



Your Sewer District Keeping our Great Lake great.

Enhancement Sites:

- Potential locations at which Project Clean Lake community investments can be integrated within neighborhoods have been identified. Investment opportunities build from planned / ongoing redevelopments, offer NEORSD education prospects, and occupy high-visibility locations throughout the City.



Catalytic Neighborhood Investment Opportunities



Urban Agriculture Innovation Zone

Green Ambassador Project









The Trust for Public Land