

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.

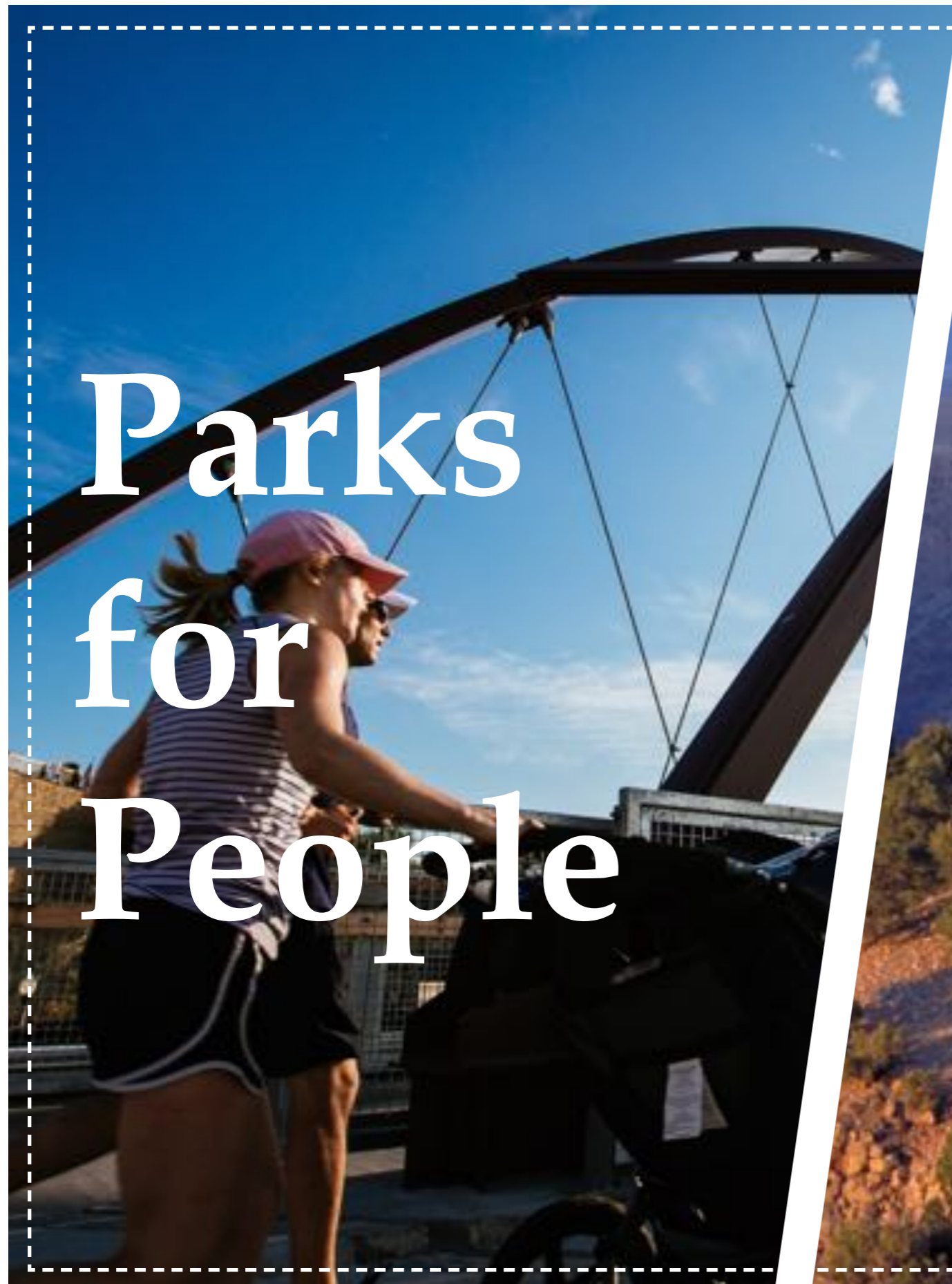
We are the national leader in creating public funds for land conservation, working with states, counties, and cities to generate \$59.2 billion for local conservation efforts since 1996.

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

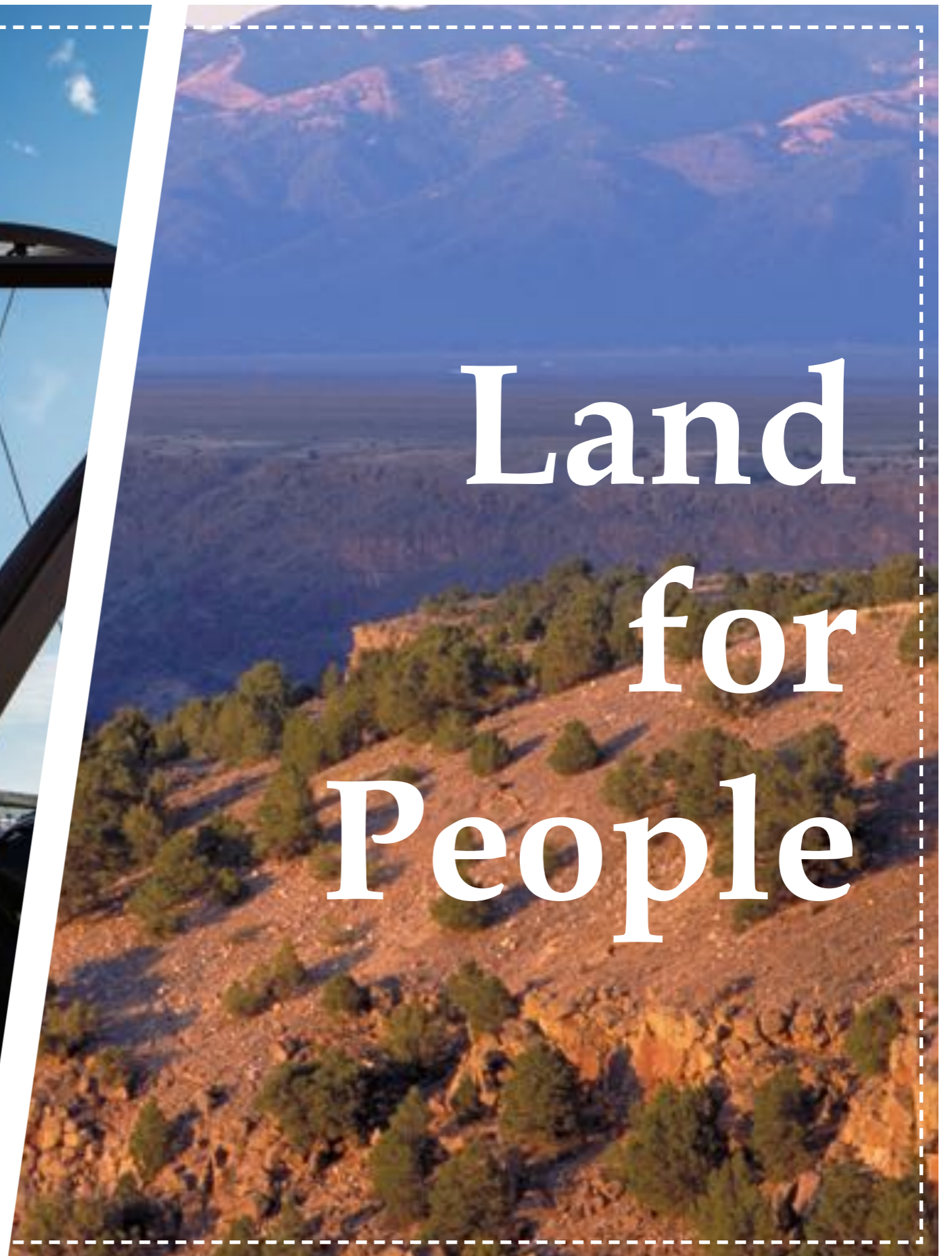


Taos Valley Overlook; Taos, New Mexico





Parks
for
People



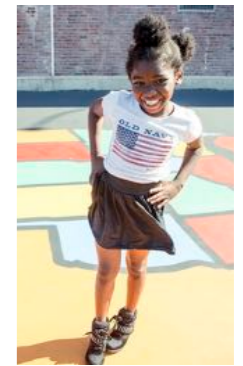
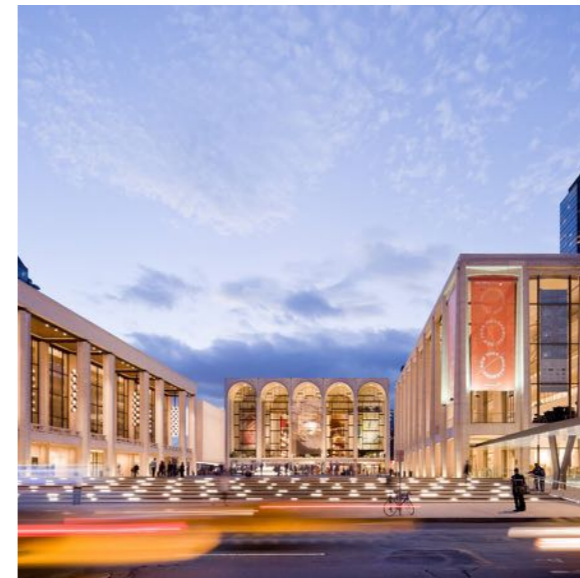
Land
for
People

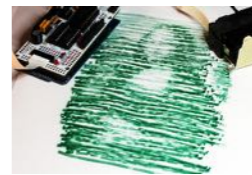
Why Creative Placemaking?

What does a culture mean today?



What does a culture mean today?





What does a culture mean today?



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.

National to Local Integration

Parks for People

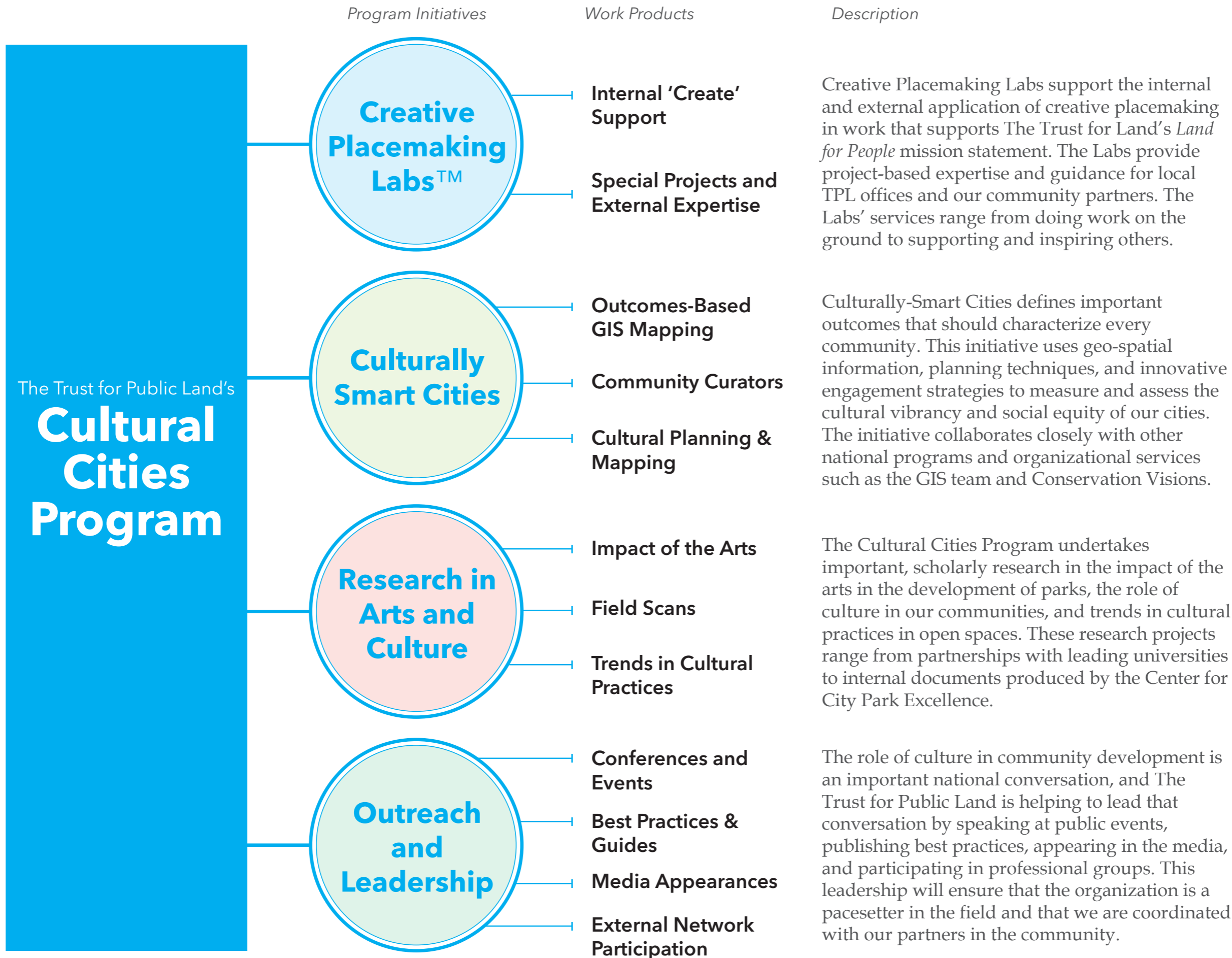
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Creative Placemaking

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

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Kiwanis-Methos Park - Wenatchee, Washington





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Kiwaniis-Methos Park - Wenatchee, Washington



Kiwanis-Methos Park - Wenatchee, Washington

The 606 - Chicago, Illinois



The 606 - Chicago, Illinois



The 606 - Chicago, Illinois



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The 606 - Chicago, Illinois



Project Clean Lake - Cleveland, Ohio



The Sewer District: COMBINED SEWER OVERFLOW CONTROL

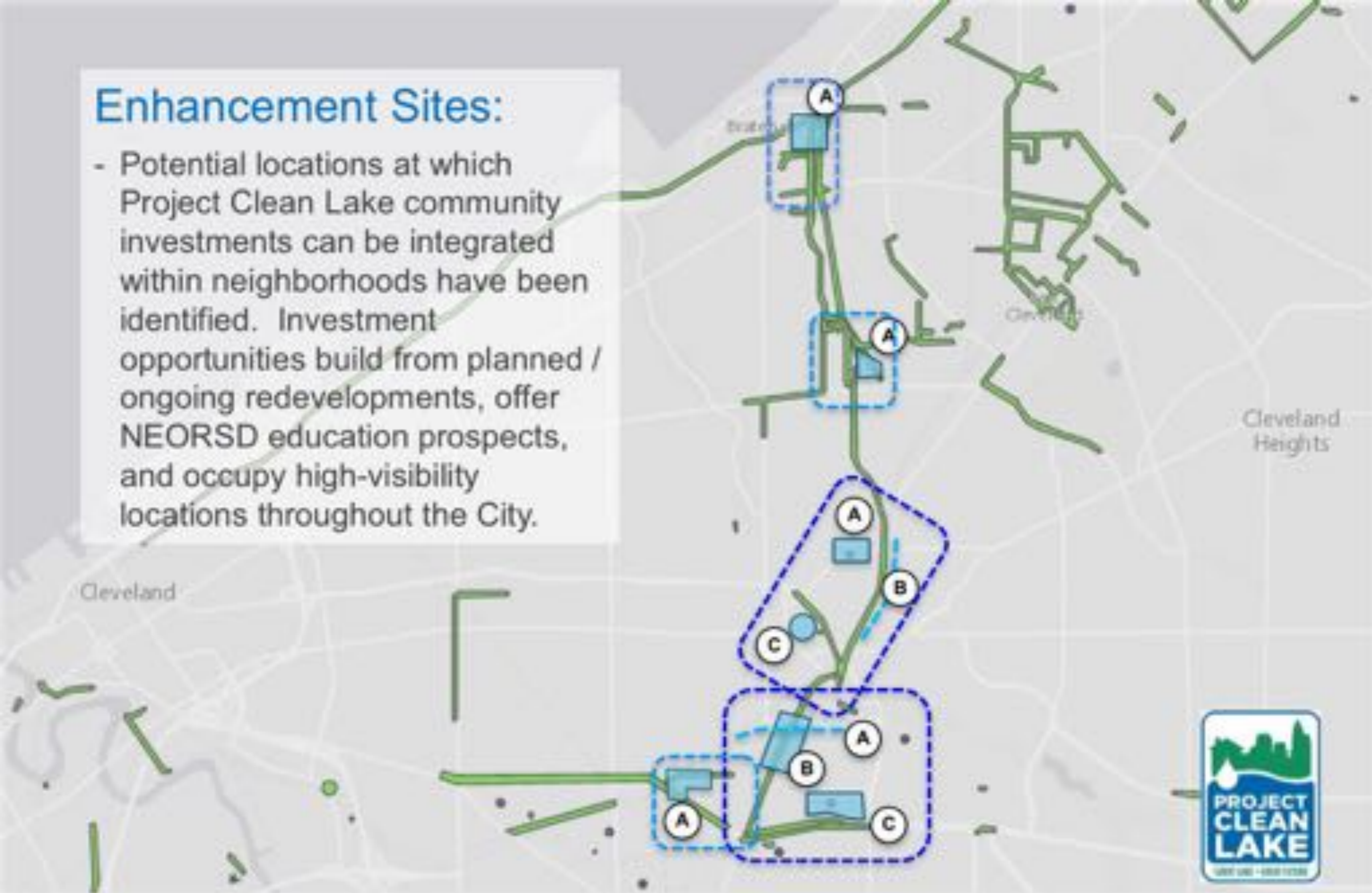
Project Clean Lake



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