PLACEMAKING

Combining elements of the built environment in a compelling way that attracts people

Country Club Plaza, Kansas City, MO
CREATIVE PLACEMAKING

Placemaking efforts that bring art and culture in tandem with good design foster healthy, equitable, thriving places

Monroe Street Market Art Walk
Washington, DC

Compliments Bozzuto Development Company
What are attributes of a healthy, equitable, thriving community?

*Adapted from Policy Link: “What makes up an equitable community?”*
People stay longer, come back more often and spend more money in places that attract their affection.
Steelstacks Art and Cultural Complex, Bethlehem, PA
STAKEHOLDER BENEFITS OF CREATIVE PLACEMAKING

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

Community
- Improved:
  - Health outcomes
  - Social cohesion
  - Economic outcomes

Developers + Partners
- Increased market value
- Lower turnover rates
- Faster lease up
- Higher community buy-in
- Faster approval cycle
- Market Recognition

Coming soon: The Business Case for Creative Placemaking
Urban Land Magazine Article (Fall 2018),
TEN BEST PRACTICES IN CREATIVE PLACEMAKING

- Begin with the end in mind
- Bring artists and the community upfront
- Mine local art and cultural assets
- Engage local artists
- Understand and articulate stakeholder benefits
- Form cross sector partnerships
- Identify critical skills to deliver
- Look for early wins
- Maintain a long view
- Explore creative financing

Urban Land Magazine article (March/April 2017): www.uli.org/creativeplacemaking
CASE STUDY: CROSSTOWN CONCOURSE, MEMPHIS, TN

A defunct Sears Distribution Center was transformed into a vertical urban village anchored around the concept of art, wellness, and education.
**BEST PRACTICE: BRING IN ARTISTS AND THE COMMUNITY EARLY**

The 11th Street Bridge Park in Washington, DC, designed to connect folks East and West of the Anacostia River, involved over 200 stakeholder meetings soliciting design input before engaging a single architect.
THANK YOU!

www.uli.org/creativeplacemaking
creativeplacemaking@uli.org
Juanita.Hardy@uli.org
202-423-4923 (mobile)

Baltimore, Maryland City Mural