



**National  
Endowment  
for the Arts**  
arts.gov

# Choice Neighborhoods Planning Grantee Convening

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# Creative Placemaking



*Creative placemaking is when artists, arts organizations, and community development practitioners deliberately **integrate arts and culture into community revitalization work** - placing arts at the table with land-use, transportation, economic development, education, housing, infrastructure, and public safety strategies.*

PHOTO: Courtesy Esther Robinson

Jobs

Transportation

Health

Safety

Arts

Environment

Schools

Businesses

**What role can arts and culture play in  
community revitalization?**



Engaging residents and bridging divides

*Photo Credit: Greater Pittsburgh Arts Council*



Creating a sense of place and facilitating active living

*Photo Credit: City of Chattanooga*



Establishing new employment opportunities



*Photo Credit: The City of Grand Prairie, Texas*



Sustaining local economic development

*Photo Credit: Project Storefronts*



Building momentum for long-term planning

*Photo Credit: Market Street Prototyping Festival*

**MARKET STREET  
PROTOTYPING**



Enhancing public space via youth skill building

*Photo Credit: Tiny WPA*

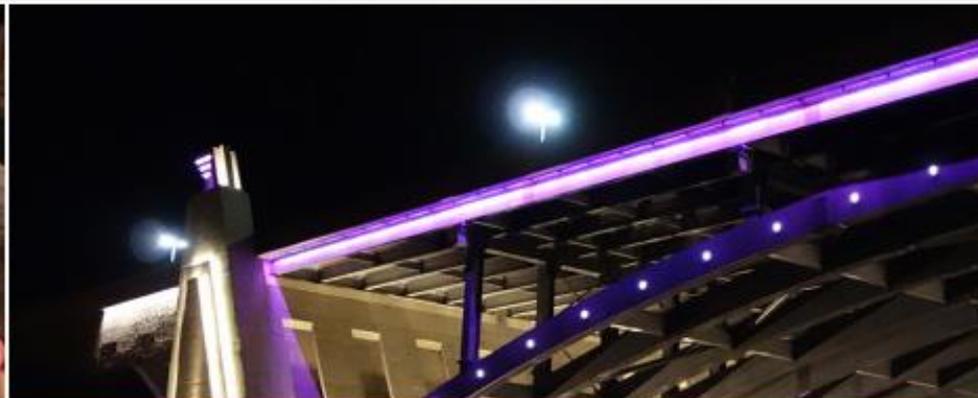
MEET THE ARTIST!

GEORGE STREET OVERPASS



COMMUNITY ENGAGEMENT

HAPPENINGS



”  
Community Voices

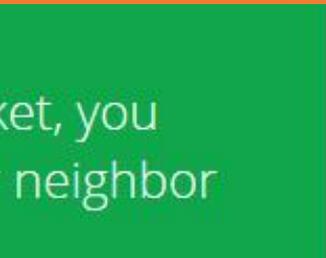
We are a City of  
Immigrants

  
Pawtucket Art Bridges

I-95 Murals



# Connecting communities



George Street Overpass

Project Overview & Timeline

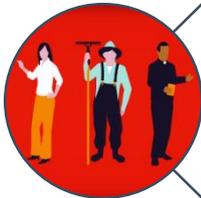
# Key Ingredients of Creative Placemaking



Asset-based



Partnerships



Cross Sector



Artists, Culture Bearers, Designers

**Where can communities go to seek  
inspiration for local arts and  
cultural projects?**

# Opa-Locka – Past Choice Grantee



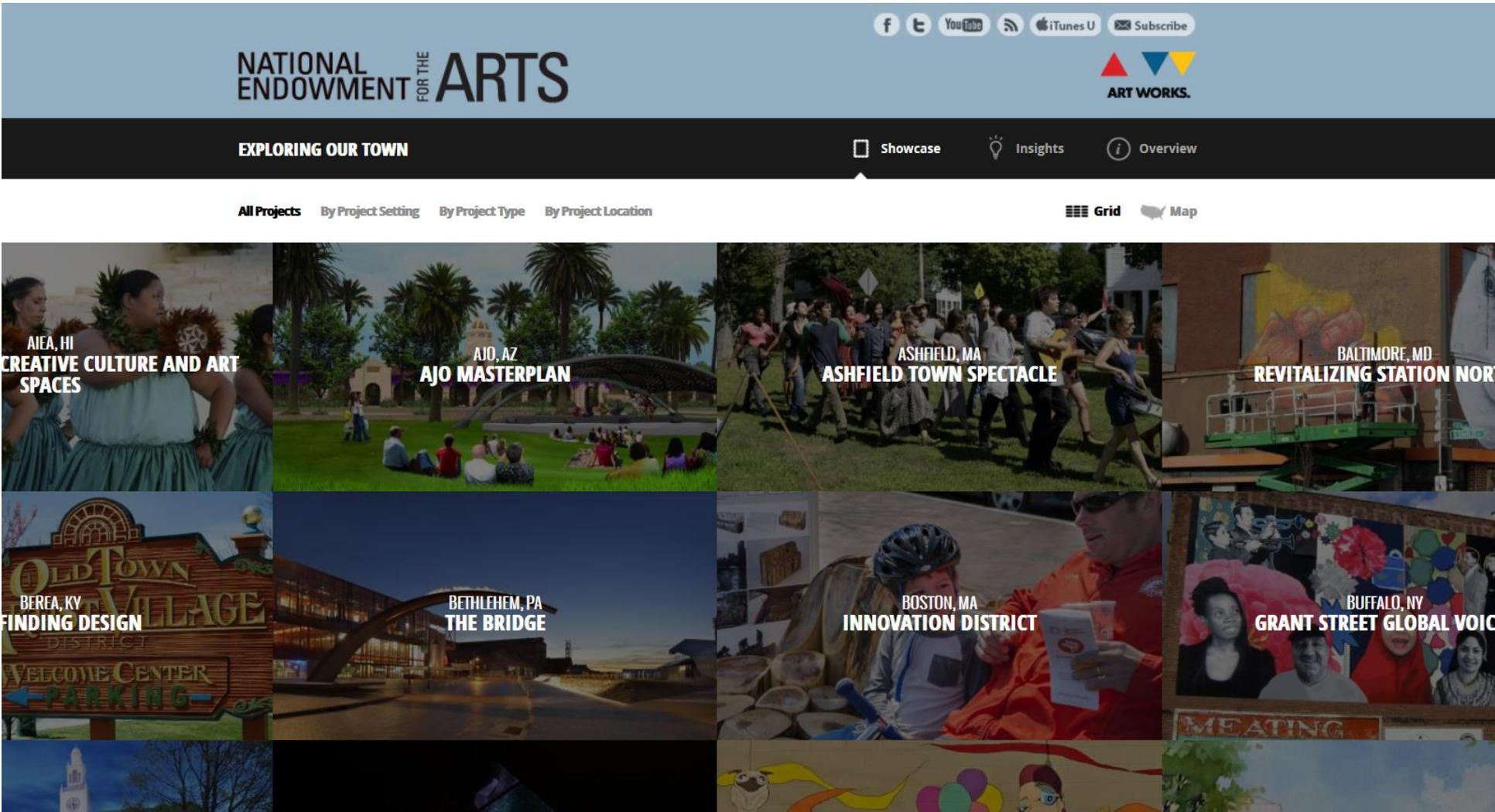
<http://olcdc.org/arts.php>



*Photo Credit: Miami Herald*

# Exploring Our Town

[www.arts.gov/exploring-our-town/](http://www.arts.gov/exploring-our-town/)



OPA-LOCKA, FL

# OPA-LOCKA COMMUNITY GATEWAYS

SMALL URBAN

COMMUNITY DESIGN

PUBLIC ART

## *How can a community organization use art as part of its larger toolkit to help turn around a historically challenged neighborhood?*

For Opa-locka, a small city northwest of Miami, a set of barriers originally meant to control drug traffic and reduce crime in 1980s remained in place long after they were actually needed, standing as a constant reminder of the city's troubled past. In an effort to shift the city from its past problems toward a more optimistic future, a local community development corporation set out to recast the area as one with affordable housing, vibrant gathering spaces, and public art.

Overview



Place



Community



Local Needs



Vision



Partnerships



Logistics



# Creative Placemaking Book

<https://www.arts.gov/publications/how-do-creative-placemaking>



- Artist-facilitated community planning
- Main street revitalization
- Cultural districts
- Job creation
- Public art
- Infrastructure projects

# Places in the Making Publication

<http://dusp.mit.edu/cdd/project/placemaking>



Case studies:

- Queens, NY
- Norfolk, VA
- Detroit, MI
- Cleveland, OH
- Shreveport, LA
- And more....

# Creative Exchange - Toolkits

<http://springboardexchange.org/toolkits/>



**Artist-Designed Bike  
Rack Toolkit**



**Guide for Business  
Districts to Work  
with Local Artists**



**IRRIGATE: Artist-Led  
Community  
Development**

**SPRINGBOARD**  
*for the arts*