

THE NJIT TAB TIMES

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NJIT TAB Conducts a Creative Placemaking Bootcamp



NJIT TAB collaborated with the Scenic Wild Delaware River Geotourism Initiative, the National Park Service, and the Center for Creative Placemaking to conduct “Unlock the Power of the Arts, Culture, and Creativity: Placemaking and Rural Brownfields Redevelopment Bootcamp”. Held on May 18, 2017, this bootcamp was a 7 hour deep dive into how creative placemaking techniques can be used in the process of redeveloping rural brownfield sites.

Twenty three representatives from municipalities, counties, economic development authorities, and other organizations attended this event.

Creative Placemaking is emerging as one of the most comprehensive and vital approaches to local development. Creative places provide sustainable and improved quality of life for its businesses, residents, and visitors. Elected officials, local planners and engineers, business owners, community organizations, artists, and cultural workers can

engage in a collaborative planning process to create places of vibrancy. This bootcamp was designed to help community stakeholders become the leaders for Creative Placemaking planning and execution.

The major topics covered in this bootcamp included:

- Overview of brownfields, benefits of cleaning up and redeveloping these sites, case studies
- Overview of Creative Placemaking
- Identifying community creative, physical, and natural assets
- Economic challenges for rural areas
- Identifying opportunities
- Assembling a creative placemaking team
- Ways to engage the community
- Financial resources
- Preparing a creative placemaking plan

Participants were provided a workbook of exercises designed to have each participant think about his/her community in terms of: places and spaces; creative, physical and natural assets; economic issues; forming a community team; community engagement; branding; and storytelling.

These exercises were then followed with small and large group discussions.

Participants were provided a comprehensive glossary of terms typically used in the fields of: Arts and Culture, Brownfields, Community Organizing, Environment, Economic Development, Land Use, and Planning. Participants were also provided with a comprehensive resource guide that included helpful information and links to online resources.