



Unlock the Power of the Arts, Culture, & Creativity:

Placemaking and Rural Brownfields Redevelopment Bootcamp

May 18, 2017

Meet the Instructors



President
Center for Creative
Placemaking



Vice President
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Placemaking



Executive Director
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By the end of today's workshop, you will....

- Understand the core concepts of Creative Placemaking
- Be apprised of numerous practical applications and best practice
- Understand the importance of cross-sector planning and implementation
- Begin to recognize your place in leadership and practice in improving quality of life and increasing value in your community.
- Begin to recognize your arsenal of tools, expertise and relationships which can be applied to the process of Creative Placemaking

WHAT IS CREATIVE PLACEMAKING?

Creative Placemaking is a planning process in which artists, arts/cultural organizations, and community development practitioners deliberately integrate arts and culture into the environment: *placing arts and culture at the table with land-use, transportation, economic development, education, housing, infrastructure, and public safety strategies.*

WHAT IS THE VALUE OF CREATIVE PLACEMAKING?

The intention of Creative Placemaking is to foster a positive impact on a place, resulting in a variety of potential outcomes, including improved quality of life, reduction in crime, strengthened social cohesion, and increased economic activity.

The value of the Creative Placemaking process is derived from deeper personal engagement which advances social equilibrium and sustainability of a place.

CREATIVE PLACEMAKING IS:

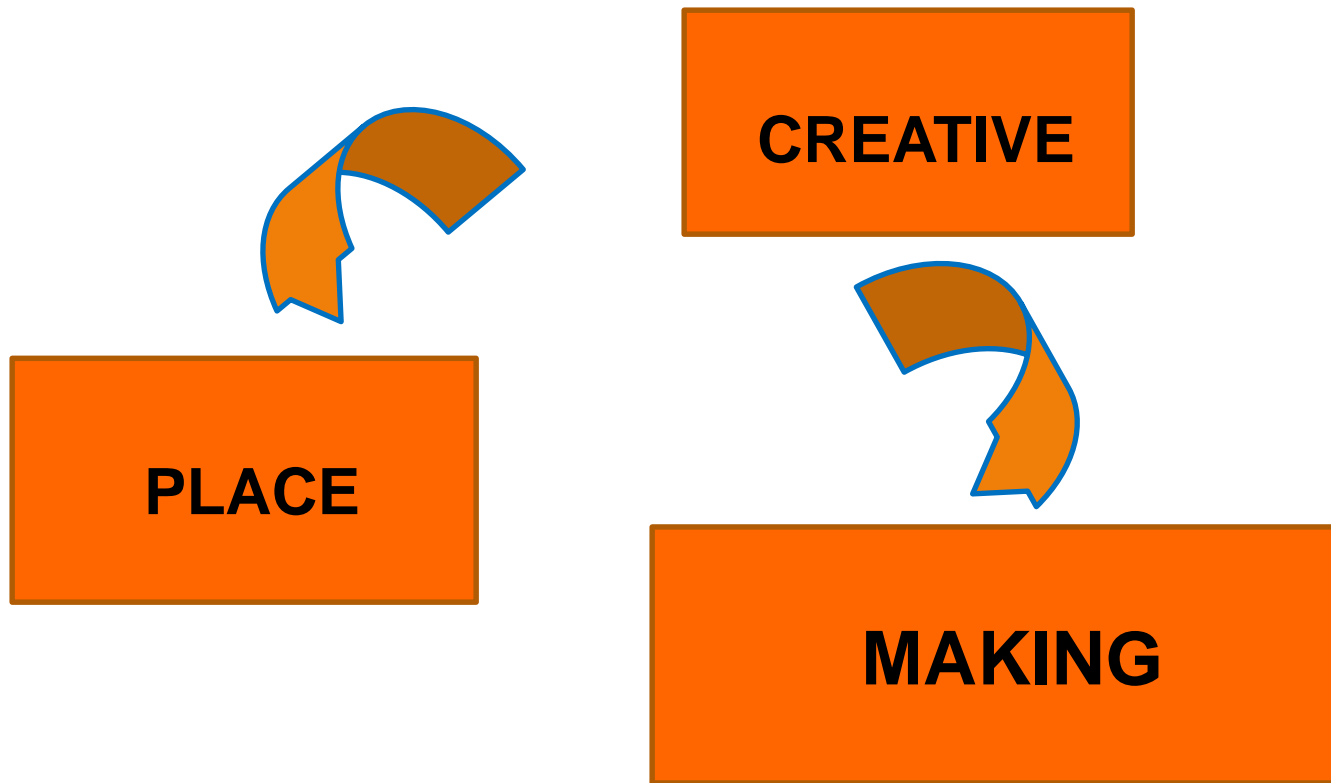
- Strategic action by cross-sector partners
 - with
 - A place-based orientation
 - and
 - A core of arts and cultural activities



Creative Placemaking Is Not:

- ❖ *An Arts District*
- ❖ *A Performing Arts Center*
- ❖ *A Live/Work, Mixed-Use Conglomerate*
- ❖ *A Top-down Approach*
- ❖ *A Blanket Approach*
- ❖ *Static*
- ❖ *Exclusionary*

It's a process!



CREATIVE PLACES:

- leverage the creative possibilities in a place.
- capitalize on distinctiveness.
- empower artists and visionaries to help reach community potential.
- create opportunities for people of all income levels and backgrounds to come together and to thrive.
- contribute to a mix of uses and pedestrian activity.
- are attractive to businesses.
- improve social welfare.
- foster economic progress and entrepreneurship in the public interest.
- connect at the intersection of art and technology.
- are built upon and around existing assets.

Derived from National Endowment for the Arts

CREATIVITY IS BECOMING A DESIRED APPROACH FOR REDEVELOPMENT OF BROWNFIELDS



INTRODUCTION TO BROWNFIELDS

“Real property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant.” USEPA



estimated 450,000 brownfields in the US

Disadvantages of Having a Brownfield Site

- Potential harm to human health
- Degradation of the environment – soils, water, air
- Lowers surrounding property values
- Contributes to neighborhood deterioration
- Contributes to negative perception of the neighborhood



- Reduces local employment opportunities
- Reduces or loss of tax revenue
- Limits economic growth



- Attracts vandals, open dumping, or other illegal or unwanted activity
- Contributes to sprawl – as activities locate on greenfields

Environmental, Societal, and Economic Benefits of Brownfield Cleanup and Redevelopment

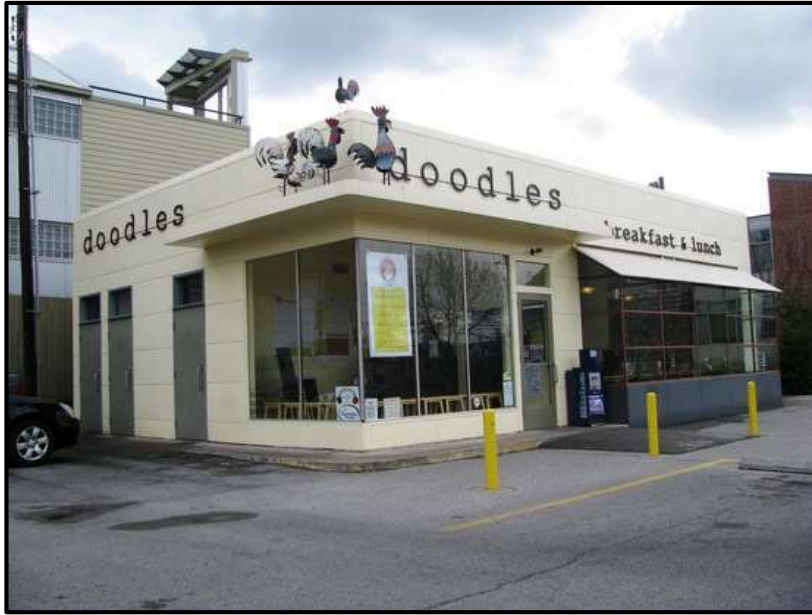


- Removes health and safety hazards
- Improves environmental quality
- Removes eye sore; improves community appearances
- Reduces area crime

- Increases property values
- Promotes infill development; reduces sprawl; reduces infrastructure costs
- Alleviates community fears and worries



Environmental, Societal, and Economic Benefits of Brownfield Cleanup and Redevelopment



- Potential increases local tax base
- Creates jobs

- Creates housing, open space, commercial, retail, and entertainment uses



Advantage of Having a Brownfield Site

It holds the potential of becoming a community asset.



Examples of Brownfield Cleanup and Redevelopment in Small Town and Rural Areas

Osborne Coal Tipple Yard St.
Charles, VA



- ❖ transfer station where trucks delivered coal for train pickup and delivery

Stone Creek Outdoor Classroom and Community Park



- ❖ A walking trail
- ❖ decorative pavers
- ❖ split-rail fence and benches made from recycled plastic bags
- ❖ outdoor classroom features eight learning stations, and 150 newly planted trees

Boise Cascade Mill, Idaho



- ❖ 120 acres
- ❖ 70 full time workers
- ❖ closure in 2001 was economic blow

Recreation Attractions

- ❖ Kelly's Whitewater Park
- ❖ Cascade Aquatic and Recreational Center
- ❖ The Strand – 2.5 mile walking trail



From Obsolete to Community Asset



- ❖ historic rose growing greenhouse complex
- ❖ years of pesticide and herbicide use plus lead based paint



Lynchburg Grows! a non-profit organization provides access to fresh, local produce for Lynchburg residents, restaurants, and organizations, while also providing onsite vocational training for disabled and low-income individuals.

The Whitin Mill



- ❖ cotton mill 1826 - 1870's
- ❖ manufactured textiles and machine parts
- ❖ Alternatives Unlimited, Inc., a nonprofit that provides residential and employment services to adults with developmental or psychiatric disabilities: corporate headquarters, a training center, three affordable apartments, employment program for people served.
- ❖ state-of-the-art performance center, art gallery, restaurant space, public riverfront plaza, and studio and retail space for artisans

Free Technical Assistance to Brownfield Communities



EPA designated TAB provider for Region 3 (includes PA)

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EPA designated TAB provider for Region 2 (includes NY and NJ)

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EXAMPLES AND IDEAS

**Many projects can
be accomplished
at little to
moderate cost.**

RETRO-FITTING

PARKING FOR MORE
BIKES THAN CARS



ENHANCING AIR SPACE
WITH SOLAR PANELS



ADOPT-A-LOT

ADOPT-A-LOT, PATERSON



ADOPT-A-LOT, NEWARK



A Rain Garden can be...

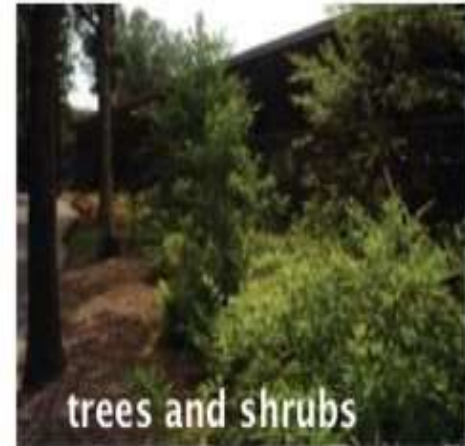
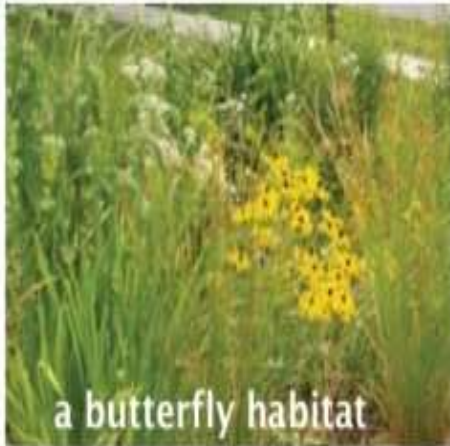


Photo courtesy of Bill Young

RAIN GARDENS

COMMERCIAL



RESIDENTIAL



http://water.rutgers.edu/Rain_Gardens/RGWebsite/RainGardenManualofNJ.html

PARKLETS



POCKET PARKS



GREENWAYS



POP-UPS

POP-UP POCKET PARK



POP-UP CINEMA



POP-UP SHOPS





Thinking about my local places and spaces

- Choose 1 or 2 places and spaces
- Briefly describe
- Think about an idea for each
- Describe how this change will make a difference



IDENTIFY YOUR ASSETS

Arts and Cultural

Physical and Natural

Human

Institutional

WHAT'S THE DIFFERENCE BETWEEN A & C?

ARTS

- art, music, dance, literature, and related intellectual activities
- the various expressions of creativity

CULTURE

- arts considered collectively
- shared beliefs and values of group
- the beliefs, customs, practices, and social behavior of a particular nation or people.

What Difference do ARTS and CULTURE make?



Animating Democracy: A program of Americans for the Arts 2017



IDENTIFYING ARTS AND CULTURAL ASSETS

LET'S IDENTIFY SOME PHYSICAL AND NATURAL ASSETS



Important
Historic Assets

Natural Assets

Transit Assets

Capitalize on
them

Historic Assets



Natural Assets



Transportation Assets



INFILL



ADAPTIVE RE-USE- MIXED INCOME TO HOUSING

PRE-RENOVATION



POST-RENOVATION



ADAPTIVE RE-USE – MIXED USE DEVELOPMENT



PUBLIC ART





Identifying and Capitalizing on Physical and Natural Assets



Identify Physical Assets

Identify Natural Assets

Think about Creative Adaptations

What difference does this make?



REGIONAL CHALLENGES (TRENDS)

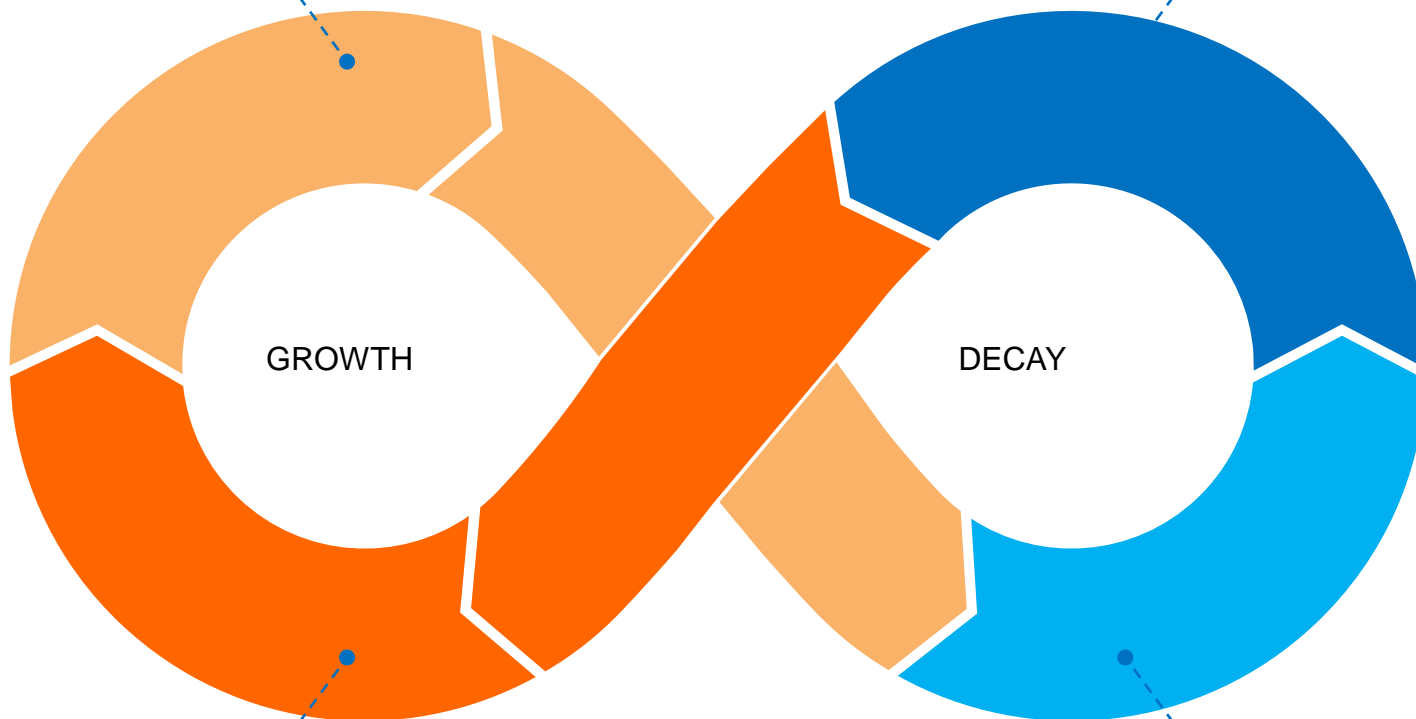
Cycle of Growth and Decline

Jobs Migration

Transportation Issues and Alternatives

GROWTH

DEVELOPMENT



GROWTH

DECAY

EXPLORATION

MATURATION

CYCLE OF GROWTH AND DECLINE

Rethink office parks malls

Asbury Park Press– 5. 1.17

Suburban office parks and mega-malls are going the way of dinosaurs unless they are reimagined

"New Jersey's Postsuburban Economy" Rutgers prof. James Hughes /Joseph Seneca

Tomorrow's workforce will be dominated by a new, expansive generation...such young creatives...currently do not find the car-culture suburbs in which they grew up an attractive place to live, work and play

office parks must be reimagined to include fine restaurants, supermarkets, shopping, and living — while also providing workspaces and educational opportunities.

THE NEW ECONOMICS OF PLACES

NY Times – April 2, 2017: A real estate boom powered by Pot

Commercial developers haven't ever seen this – from California to Maine
Market growth expected to reach \$20 billion by 2021 from \$6 billion last year
Factories sitting empty now are being repurposed

36% of new industrial tenants from 09 – 14 are in the marijuana business
Innovative Industrial Properties (REIT, Alan Gold) – IPO valued at \$60 million
Shopping Center, Strip malls being converted

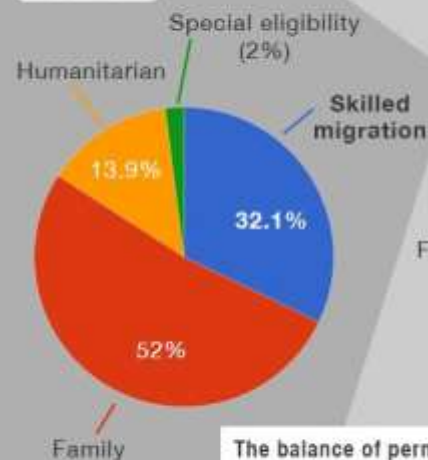
JOBS MIGRATION



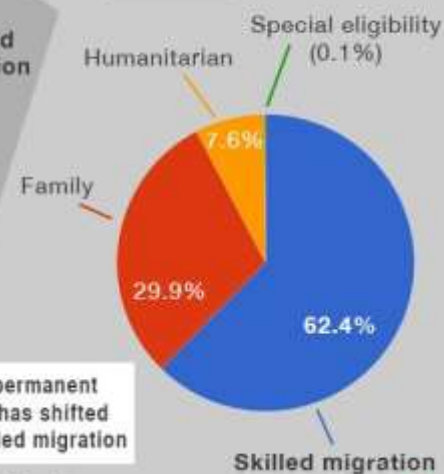


From humanitarian migration to economic migration Percentage of permanent migrants by streams

1996-97



2010-11



The balance of permanent entry programs has shifted in favour of skilled migration

Data: Department of Immigration & Border Protection

TRANSPORTATION

The relatively low-density pattern of housing through the region is a challenge to Attaining the number of transit users needed to warrant increases in service.

Some of the issues are:

- ☐ limited service locations;
- ☐ limited hours of service;
- ☐ lack of knowledge of services available;
- ☐ service not frequent enough; and
- ☐ limited connections.

Transportation Alternatives



Take A BREAK!!



IDENTIFYING ISSUES & OPPORTUNITIES

Discussion on creative re-development :



Identifying Specific Issues and Opportunities



Does my community have issues?

Is there a big opportunity that hasn't been explored?

How can the arts and culture intervene here?

What difference does this make?



UTILIZING ASSETS - ADDRESS CHALLENGES



Identifying Specific Issues and Opportunities



Does my community have issues?

Is there a big opportunity that hasn't been explored?

How can the arts and culture intervene here?

What difference does this make?



Let's talk about this some more with each other!

SMALL GROUP WORK

- 1. Each small group identify a challenge and ways to address**
- 2. choose 1 to focus on**
- 3. small group presentation**



LUNCH!



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WHO SHOULD BE ON MY TEAM?



Identifying community stakeholders and the importance of each

Who should have a seat at my table?

Challenges in getting stakeholders to engage

SPOTLIGHT ON:
The Creative Placemaking Team

Public/Private Partnerships
Community Stakeholders &
Decision-makers
Artists/Business Leaders
Merchants/Local Citizens



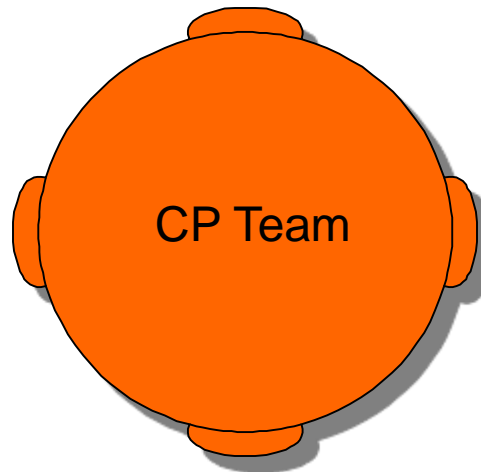
Planners & Planning



Creative Placemaking

WE ALL LIKE TO BE INVITED TO THE TABLE!

Who has a seat at yours?





WHO SHOULD BE ON THE TEAM ?

Those who choose to become leaders in arts,
culture and community sustainability

- Business leaders and Chamber of Commerce members
- Elected or Appointed Officials
- Funders and philanthropic leaders
- Educators
- Institutional Leaders from cross sectors (Health, Finance, Recreation, Tourism, etc.)
- Not-for-Profit Organizational Leaders
- Community activists, advocates, volunteers
- Artists, Arts Administrators and Cultural Workers
- And YOU!!!



How do we talk to each other & hear
what each other is saying?



REVIEW OF GLOSSARY

- ❖ Arts and Culture
- ❖ Brownfields
- ❖ Community Organizing
- ❖ Environment
- ❖ Economic Development / Land Use / Planning



COMMUNITY ENGAGEMENT

1. Importance of inclusion
2. Examples of ways to engage community

Community Engagement:

a planned process with the specific purpose of working with identified groups of people, whether they are connected by geographic location, special interest, or affiliation to address issues affecting their well-being

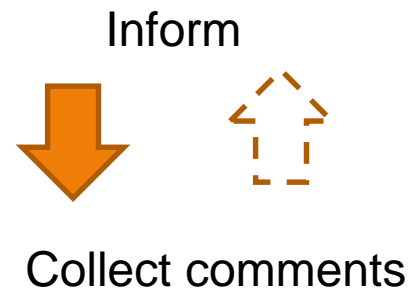


“It is difficult to design a space that will not attract people; what is remarkable is how often this has been accomplished.” William H. (Holly) Whyte

- ❖ opportunities for citizens to connect with stakeholders
- ❖ opportunities for citizens to connect with other citizens
- ❖ opportunities for citizens to connect with the place
- ❖ diverse perspectives
- ❖ keep the conversation going – feedback and follow-through are critical!



Old Model: DAD





- ❖ a pop up tent designated as a place where residents could tell stories and share what they love about their community and what they would change
- ❖ great way to receive public input while also enjoying a BBQ, drinks, and prizes

Window graffiti

- ❖ find a prominent public place for all to see
- ❖ provide washable markers
- ❖ start a conversation
- ❖ see what your neighbors are thinking



Photo contest with community discussions and an award

- ❖ invite community to take photos
- ❖ “The Good, The Bad, the Ugly”
- ❖ exhibit them in a public place – town hall, library, community center, etc. for all to see



Post Cards

- ❖ Place post cards around town, in libraries, churches, town hall, etc.
- ❖ Ask people to write what they love about their community and could weigh in on the back of the cards.
- ❖ Display the cards in a public place so that everyone could see all the reasons their community is special.



SOCIAL MEDIA and ON-LINE ENGAGEMENT TOOLS

Remote polling using cell phones

- ❖ post signs asking people to text in something they liked about their town
- ❖ ask community members to text a headline that captured something they envisioned for the future, e.g., Former Mill Opens as Community Arts Center



Different groups/shared interests

- ❖ A community theater held a professional wrestling event in their main room and a poetry reading in their bar area, on the same night each week.
- ❖ The two crowds avoided each other until the third week, when a few wrestlers ventured over and admitted they also write poetry.
- ❖ By the fourth month, they were connecting, and after that, they had to coordinate times so people could go to both the wrestling and the poetry reading.



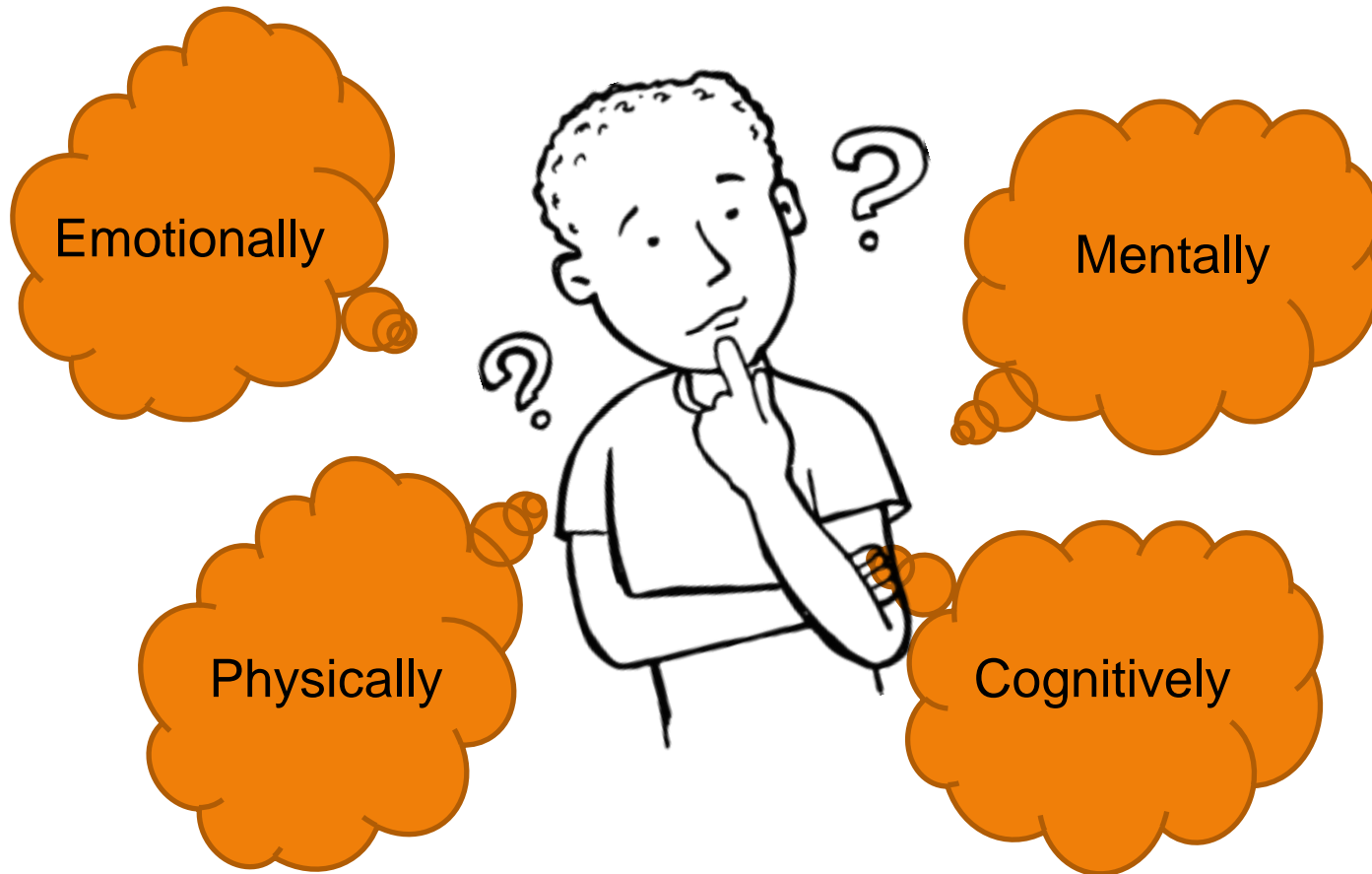
IS IT ALL PHYSICAL?



INCLUSION

WE LEARN IN DIFFERENT WAYS

- Emotionally
 - Mentally
 - Physically
 - Cognitively



MULTI-MODAL

**The more and different ways
people can experience a place,
the more attachment to and
understanding of it they will
have.**

EXERCISE V:

EXAMINING COMMUNITY ENGAGEMENT

BARRIERS TO COMMUNITY ENGAGEMENT

NON-TRADITIONAL REACH



Elements of Economic Development and Sustainable Communities

Affordable Housing
Tax Credits
Funding
Smart Growth
Sustainable Communities

AFFORDABLE HOUSING

HUD defines the need for affordable housing as families paying more than 30% of their income for housing.

AFFORDABLE HOUSING

The HOME Investments Partnerships Program (HOME)

provides grants to States and local governments

- 1) building, buying, and/or rehabilitating housing for rent or homeownership
- 2) providing direct rental assistance to low-income families. It is the largest Federal block grant program for State and local governments designed exclusively to create affordable housing for low-income households.

AFFORDABLE HOUSING

Self-Help Home Ownership Opportunity Program (SHOP)

provides funds for non-profit organizations to:

- 1) purchase home sites for low-income families and
- 2) develop or improve the infrastructure for sweat equity and volunteer-based homeownership programs.

AFFORDABLE HOUSING

The National Housing Trust Fund (HTF)

supports the acquisition, new construction, or reconstruction of rental units for extremely low-income families

or families with incomes below the poverty line, whichever is greater

TAX CREDITS

New York State Brownfield Tax Credit

- ☐ The brownfield redevelopment tax credit consists of the sum of three separate credit components involving costs related: (1) site cleanup, (2) groundwater cleanup, and (3) development on a brownfield site.

Technical Assistance Grant

- ☐ Citizen participation tool to increase public awareness and understanding of activities taking place in community
- ☐ Must be eligible community group to apply for grants up to \$50,000 per site
- ☐ TAG Coordinator at 518-402-9711

Brownfield Opportunity Areas

- ☐ Provides communities with guidance, expertise and financial assistance up to 90 percent of eligible project costs
- ☐ For revitalization and implementation of strategies for affected areas or economic distress

TAX CREDITS

The LIHTC Program

- ☐ An indirect Federal subsidy
- ☐ It is used to finance the development of affordable rental housing for low-income households.

To be eligible for consideration under the LIHTC Program, a proposed project must:

- ☐ Be a residential rental property;
- ☐ Commit to one of two possible low-income occupancy threshold requirements;
- ☐ Restrict rents, including utility charges, in low-income units;
- ☐ Operate under the rent and income restrictions for 30 years or longer.

TAX CREDITS

The New Markets Tax Credit Program (NMTC Program):

- ❑ Was established to spur new or increased investments into operating businesses and real estate projects located in low-income communities;
- ❑ It attracts investment capital to low-income communities by permitting individual and corporate investors to receive a tax credit against their Federal income tax return in exchange for making equity investments in specialized financial institutions.

HISTORIC PRESERVATION/REHABILITATION

PRESERVATION TAX CREDITS

- Federal Income Tax Deduction through term or permanent easements
- State Mini-Grants for Planning and Promotion



REHABILITATION TAX CREDITS

- 20% Rehab Income Tax Credits for Historic Buildings
- 10% Rehab Income Tax Credits for Non-Historic Building built before 1938



TAX CREDITS

The Federal Historic Preservation Tax Incentives Program:

It encourages private sector rehabilitation of historic buildings:

- ☐ A 20% income tax credit is available for the rehabilitation of historic, income-producing buildings that are determined to be “certified historic structures.”

- ☐ The 10% tax credit is available for the rehabilitation of non-historic buildings placed in service before 1936.
 - ☐ The building must be rehabilitated for non-residential use;
 - ☐ The rehabilitation must meet three criteria:
 - ☐ At least 50% of the existing external walls must remain in place as external walls;
 - ☐ At least 75% of the existing external walls must remain in place as either external or internal walls; and,
 - ☐ At least 75% of the internal structural framework must remain in place.

SHOW ME THE MONEY!

ArtPlace: National Grants Program:

Designed to invest in creative place making projects that involve cross-sector partners committed to strengthening the social, physical, and economic fabric of their communities.

Grants programs for sustainability are available in PA, NYS and NJ. They are intended to help local governments make progress toward a sustainable future.

Eligible projects include projects addressing issues from renewable energy and green building design, waste reduction, a sustainable master plan, water conservation, natural resources management, energy management, and transportation issues. As well, some programs include grants for arts and culture related projects.

Small Grants programs also give capacity building awards to municipalities to support local green teams and their programs, and are not project specific.

SHOW ME THE MONEY!

Funding for Placemaking projects is available to state and local REALTOR associations:

❑ Placemaking Micro-Grant:

- ❑ Goal: To help plan, organize, implement and maintain projects to improve a neighborhood with small, inexpensive, incremental projects which will help to make the neighborhood a better place to live, work and play.

❑ Smart Growth Action Grant:

- ❑ NAR's Smart Growth Action Grants support a wide range of land-use related activities. To be considered:
 - ❑ Activities should support the core purpose of NAR's Smart Growth Program: to support REALTOR® engagement in land-use related issues with the primary goals of affecting public policies that support a more sustainable development paradigm while raising the profile of REALTORS® as community leaders and enhancing REALTOR® relationships with elected officials.

Funding for Brownfields

Environmental Protection Agency:

Area-wide Planning Grants: provide funding to conduct activities that will enable the recipient to develop an area-wide plan (including plan implementation strategies) for assessing, cleaning up and reusing catalyst/high priority brownfield sites. Funding is directed to a specific project area, such as a neighborhood, downtown district, local commercial corridor, old industrial corridor, community waterfront or city block, affected by a single large or multiple brownfields. Up to \$200,000

Brownfield Assessment Grants: provide funding for a grant recipient to inventory, characterize, assess, and conduct planning and community involvement related to brownfields sites. Up to \$200,000 per site

Brownfield Cleanup Grants: provide funding for a grant recipient to carry out cleanup activities at brownfield sites. Up to \$200,000 is available per site

Revolving Loan Fund (RLF) Grants: provide funding for a grant recipient to capitalize a revolving loan fund and to provide subgrants to carry out cleanup activities at brownfield sites. When loans are repaid, the loan amount is returned into the fund and re-lent to other borrowers, providing an ongoing source of capital within a community. Up to \$1,000,000 is available

State brownfield grants and non-brownfield specific grants are also available

SMART GROWTH PRINCIPLES

- ☐ Efficient use of land and infrastructure
- ☐ Creation and/or enhancement of economic value
- ☐ A greater mix of uses and housing choices
- ☐ Neighborhoods and communities focused around human-scale, mixed-use centers
- ☐ A balanced, multi-modal transportation system providing increased transportation choice
- ☐ Conservation and enhancement of environmental and cultural resources
- ☐ Preservation or creation of a sense of place
- ☐ Increased citizen participation in all aspects of the planning process and at every level of government
- ☐ Vibrant center city life
- ☐ Vital small towns and rural areas
- ☐ A multi-disciplinary and inclusionary process to accomplish smart growth
- ☐ Planning processes and regulations at multiple levels that promote diversity and equity
- ☐ Regional view of community, economy and ecological sustainability
- ☐ Recognition that institutions, governments, businesses and individuals require a concept of cooperation to support smart growth
- ☐ Local, state, and federal policies and programs that support urban investment, compact development and land conservation
- ☐ Well defined community edges, such as agricultural greenbelts, wildlife corridors or greenways permanently preserved as farmland or open space.

SMART GROWTH PRINCIPLES - RURAL

Conservation Fund:

rural communities are carrying out smart growth principles by investing in their downtowns, expanding transportation choices, creating economic opportunities and protecting the cultural and natural resources of rural landscapes

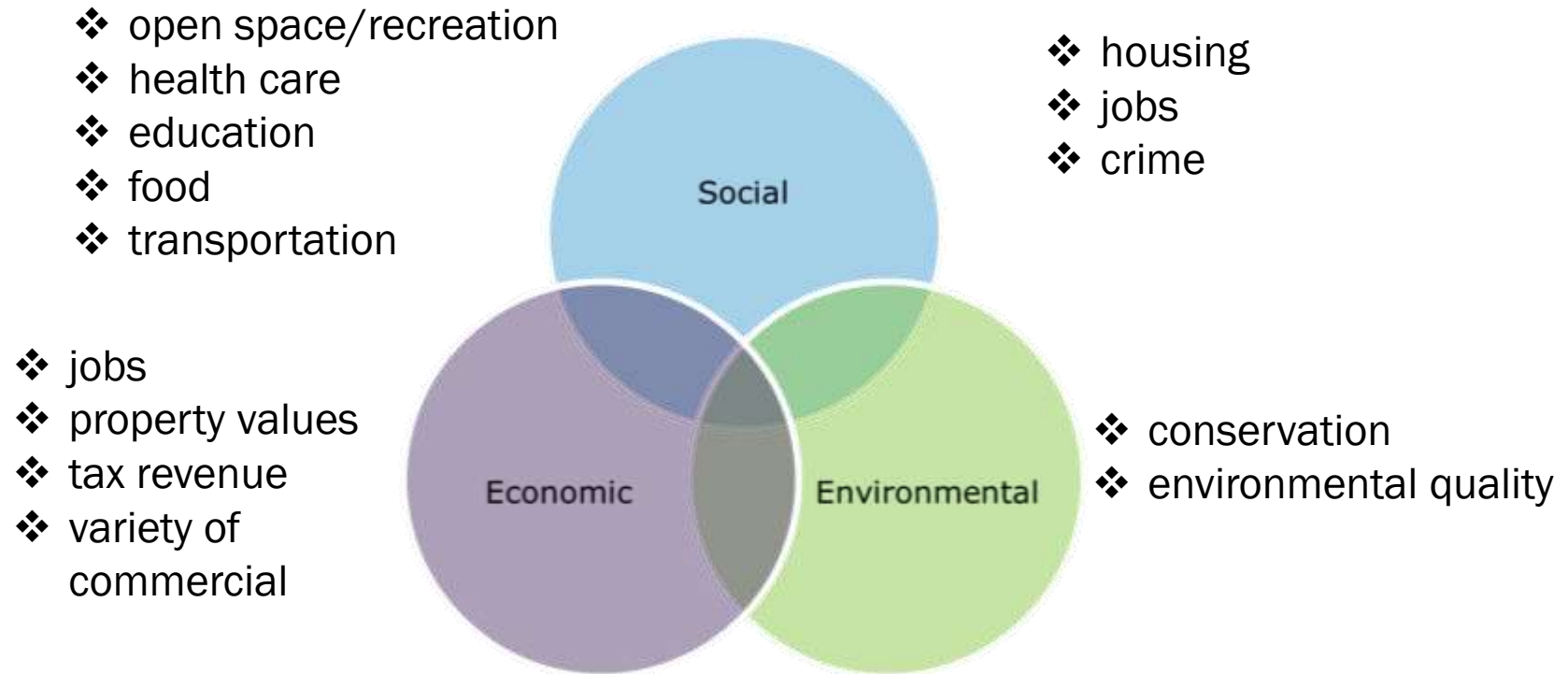
WYNWOOD BUSINESS IMPROVEMENT DISTRICT

Wynwood Arts District Association:

- A non-profit organization that works for the well-being and improvement of Miami's Wynwood Arts District.
- Taking over what used to be the warehouse and manufacturing district of Miami,
- Developers have rehabilitated neglected warehouses, shuttered factories, and other unused buildings
- Transforming them into the numerous galleries, restaurants, artists studios, cafes, bars, and residences
- When property owners and stakeholders self-invest in their community it is very appealing to politicians because it makes their City and County a better place.

Sustainable Communities

development that meets the needs of the present without compromising the ability of future generations to meet their own needs





MY SPHERE OF INFLUENCE

Who do I know?

What is my special skill set?

***A person unfolds within
their relation to the
environment and the social
others.***

***These relations unfold in
purposive actions.***



MY PROFESSIONAL and Personal RELATIONSHIPS

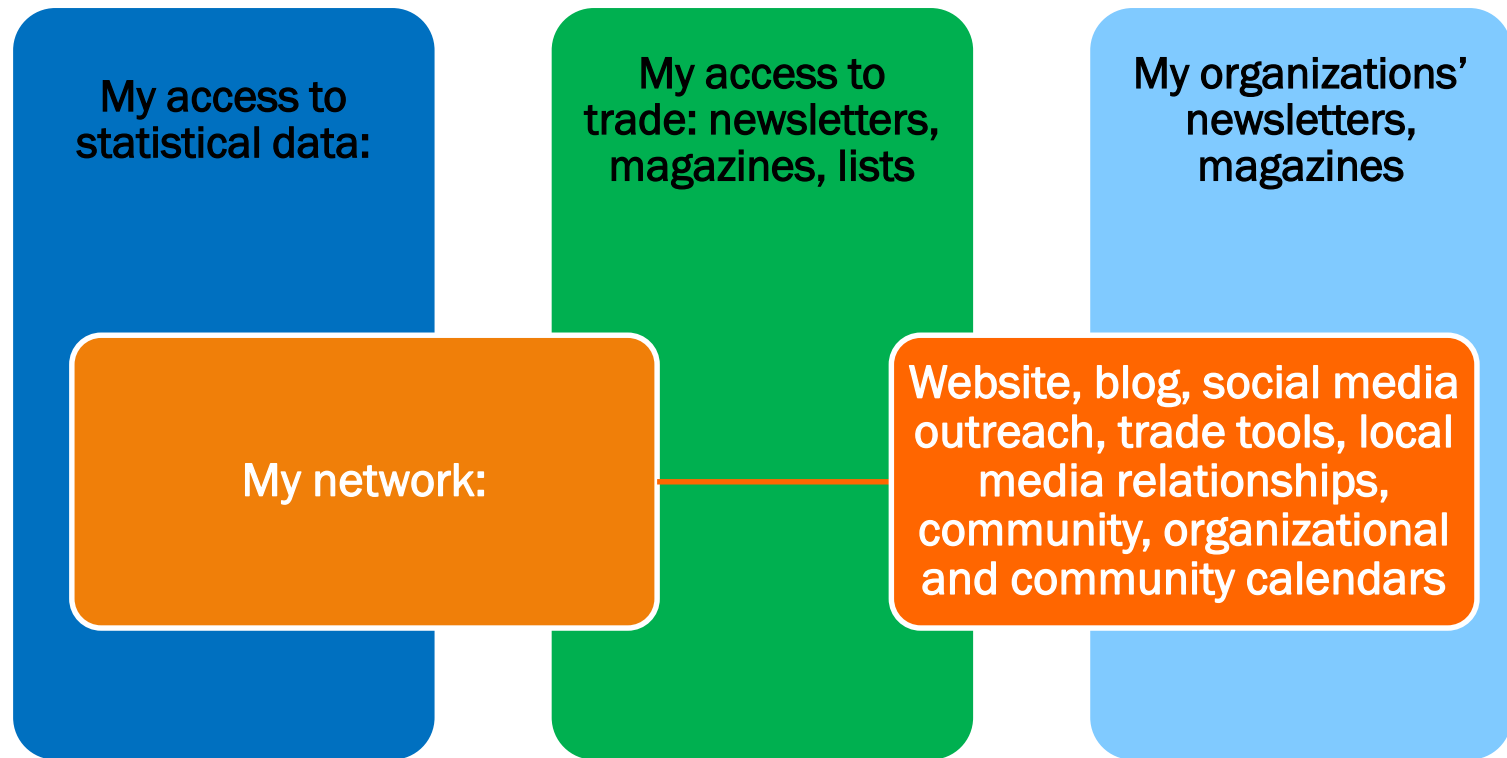
Who do I work with and who are my friends?

How many kinds of businesses and their employees do I have relationships with?

THE COMMUNITY SYSTEM



LOOK WHAT I CAN DO!



WHAT DO I KNOW?



Hard Skills

Soft Skills

Transferable
Skills



CREATIVE PLACEMAKING PLAN

1. Plan elements
2. Adding to municipal Master Plan
3. County/regional collaborations



Creative Placemaking Plan

- ***Creative Placemaking Plans*** are comprehensive documents intended to provide a vision, goals, and strategies for municipalities to make a long-term commitment to growing, promoting and sustaining the arts within their communities.
- A Creative Placemaking Plan can be a stand-alone document.
- In New Jersey, a stand-alone Creative Placemaking Plan can be attached to the municipality's Master Plan as a special study as defined in NJSA 40:55D-28 b(11). Or it can be incorporated into another common element of the Master Plan, such as an economic development element.

Master Plan Elements



"Learn how to see. Realize that everything connects to everything else."

Leonardo da Vinci



- **Pennsylvania Municipalities Planning Code Act of 1968, P.L.805, No.247 as reenacted and amended**

- **Brownfield Assessment and Cleanup Programs:**

22 approved projects for \$5.5 million by leveraging \$1.84 million in public and private funds.

- **192 million domestic and international travelers visiting Pennsylvania represented the highest growth rate since the recession.**

PA -- Marcellus Legacy Fund Provides More than \$16 Million for Greenways, Trails and Recreation

- **116 projects throughout Pennsylvania.**
- **five additional programs including:**
 - **Watershed Restoration and Protection**
 - **Baseline Water Quality Data**
 - **Abandoned Mine Drainage Abatement and Treatment**
 - **Orphan or Abandoned Well Plugging**
 - **Flood Mitigation programs**

TOURISM AND ECONOMY

- ❑ Tourism is not a single industry, but rather it encompasses several sectors.
- ❑ Recreation, lodging, food and beverage, retail, transport and agriculture can all be considered elements of the tourism economy.
- ❑ The positive effects of and ways to measure a healthy tourism economy are sales, jobs and taxes
- ❑ Proximity to the Appalachian trail and Delaware water gap
- ❑ Parks and environmental preserves
- ❑ Resource-based recreation presents a substantial opportunity for growth in tourism and an increase in regional competitiveness.

6.0 MASTER PLAN RECOMMENDATIONS - SAMPLE

ARTS, CULTURAL, AND HISTORIC RESOURCES

- Work with municipal, transit, and state agency partners to develop a county-based scenic byway system that provides interconnectivity of our historic, cultural, and arts assets through the use of a multi-modal transportation network.
- Develop a GIS based, online mapping resource for the existing Historic Sites Inventory.
- Continue to provide technical and professional support
- “Imagine, Envision, Create” as part of the Arts, Cultural & Historic Resources Element of the County Master Plan.
- Respond to requests from our municipal partners for professional and technical assistance in creating cultural asset inventories and assist them in the development of their cultural and creative placemaking plans.





TELLING OUR COMMUNITY STORY

Mission/Visioning

Branding Marketing

Ways to tell our story that create excitement and action

Creative ways to raise our public profile through cost-effective social media, etc.

The power of co-marketing

PLACE BRANDING

LOGO

SLOGAN

ADVERTISING CAMPAIGNS

PLACE MARKETING

Place Marketing is the development and implementation of a managerial process that assists places in order to achieve their objectives by adopting a market-oriented philosophy

“Place marketing is about ensuring that the brand message and the story of an area are strategically and methodically delivered to the right audiences through the appropriate channels. ”

Manolis Psarros, in the Place Marketing & Branding Manifesto, 2015. Source: <http://bestplaceinstytut.org/RAPORT2015.pdf>

STRATEGIES

AUTHENTICITY IS KEY!

There is increasing interest in collaborative approaches to place brand strategy and umbrella approaches.

Beyond a focus on tourism, focus on attracting investment.

Engaging citizens and businesses in the development and implementation of place brand strategies.

Anticipate crisis management

Evaluate Success

CREATIVE WAYS TO TELL OUR STORY

Think of ways to Ways to tell our story that create excitement and action

Creative ways to raise our public profile through cost-effective social media, etc

The power of co-marketing

USED BY ARTS ORGANIZATIONS

The link below can be to assess their economic impact including audience spending, tax revenue etc.

http://www.americansforthearts.org/information_services/research/services/economic_impact/default.asp



SMALL GROUP EXERCISE

Choose brownfield site to focus on

Choose professional role

Mock creative team meeting

Determine Most significant change

Each group report to the class



MOVE YOUR ASSET!

Identify
our Site
(Asset)

What
intervention
make the
most
significant
change?

How will
we fund
this?

What are
some of the
challenges
we will face?

How will we
get the
community to
support and
promote?

Tell your
story.



WRAP – UP AND SURVEY

How do we get started?

- Become a part or start a green team or creative team
- Go to planning board /township/zoning meetings
- Start a community improvement blog
- Research CDCs, CBOs, other community engagement forums

Get involved!!

PARTNERSHIPS AND PLACEMAKING

Create Growth

Uplift Human Spirit

Do Public Good

Revitalize Communities

You are the One to Get it Done!

IT WOULD BE STRETCHING IT TO THINK THAT ARTISTS ALONE CAN CHANGE DECADES OF UNDERINVESTMENT OR HUGE SOCIETAL ISSUES. BUT WE BELIEVE THAT THEY CAN MAKE A POWERFUL DIFFERENCE. ARTISTS' WORK SIGNALS THAT THINGS ARE CHANGING IN NEIGHBORHOODS. THEY CAN BRING PEOPLE TOGETHER FROM DIFFERENT BACKGROUNDS, ENCOURAGE PEOPLE TO THINK ABOUT OUR COMMUNITIES IN DIFFERENT WAYS, PROPOSE INTERESTING SOLUTIONS TO PROBLEMS ON A SMALL SCALE AND MAYBE MOST IMPORTANTLY ... ARTISTS CAN HELP PEOPLE BELIEVE AGAIN.

**SETH BEATTIE, PRINCIPAL
NESDC AND CPAC**

FOR FURTHER INFORMATION:

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