

# Creative Placemaking

## *The Art of Sustainability: Creative Placemaking and Your Community*

July 26, 2017

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# The Art of Sustainability

## Speakers:



**Leonardo Vazquez, AICP/PP, Executive Director  
National Consortium for Creative Placemaking**



**Joey Novick, former Councilman, Flemington and co-chair of  
Flemington Creative Team**



**Marianne Leone, Voorhees Creative Team**



# Why arts and local cultural activities matter



# Why is Creative Placemaking Important?

- Transforms a place
- Improves social and economic outcomes
- Provides opportunities for self-expression
- Cultivates collaborative process



# What does it have to do with sustainability?

- Fosters **improved quality of life**
- Bridges **components of sustainability**
  - Community/Social – builds the social fabric of the community
  - Environmental – promotes cleaner, greener environment
  - Economic – can advance an economic development agenda

# Sustainable Jersey Arts & Creative Culture Actions



- **Establish a Creative Team** (Pre-requisite for other Arts and Creative Culture actions) – (35 towns approved)
- **Creative Assets Inventory** – (12 towns approved)
- **Utilizing Your Community's Creative Assets** (6 towns approved)
- **Municipal Commitments to Support Arts and Creative Culture** (new in 2017)
- **Creative Placemaking Plan** – (1 town approved to date)

# Establish a Creative Team

- Each Creative Team should have at least 6 members and *ideally* would include:



- An elected or appointed official from every municipality in the geographic area that is on the Creative Team (for regional teams)
- Two artists or arts leaders who live and/or work in the geographic area
- A business leader
- A representative from the educational community, and
- A member from the municipal Green Team

(See “Who Should Lead and Be Involved” section of the action.)



# Establish a Creative Team



**Submission Requirements:** In order to receive credit, the Creative Team Report should:

- Define the “purpose or role” of the Creative Team.
- Identify team members, their affiliations and length of service, and demonstrate how the minimum membership requirements for the Creative Team have been met.
- Summarize the Creative Team’s past and planned activities during the 18 month-period prior to submission.
- Describe the structure of the Team.
- Describe the geographic area covered by the Team.



# Establish a Creative Team

- For communities that are applying for recertification:
  - If your community has been previously approved for this action, please provide a report which updates your activities from within 18 months of the June submission deadline.
  - Upload the resolution, ordinance, or meeting minutes that substantiate how and when the Creative Team was established.
- For further information on the action, *Establish a Creative Team*:

<http://www.sustainablejersey.com/actions-certification/actions/#/open/action/499>



# Creative Assets Inventory

- “Establish a Creative Team” action is a pre-requisite
- The CAI must include a **list of all assets that exist in your community** (*either in text, map or spreadsheet format*)
  - Associations and/or Organizations
  - Community gathering spaces
  - Environmental assets
  - Cultural activities, arts organizations and individual artists.



# Creative Assets Inventory

- It should be compiled or updated during the 18 month period prior to the municipality's application for certification.
- The **Creative Team** initiates outreach to help identify potential members of the community who will be involved in the process of compiling the Creative Assets Inventory.
- The **Creative Team** plans the first steps of the project and perhaps appoints or serves on a committee that executes the project.



# Bordentown Creative Team Next Steps



Organize team members into groups to begin collecting art and cultural assets for Creative Assets Inventory (CAI)



Distribute Arts and Culture Survey to all residents, main street business operators and service providers. Gather survey results into a manageable spreadsheet or text document



Set a community meeting to introduce the Creative Team and its purpose. Organize walking tours in each neighborhood to better understand and identify culture, development needs, and population resources

# Creative Assets Inventory



- Make sure to **invite the community to participate**.
- **Ask open ended questions** about the community's values, culture and heritage (Types of questions that could be asked are included in Appendix B of the action).
- The **CAI can be added as an overlay to an existing community asset map** or used to enhance an existing cultural map.



# Creative Assets Inventory

- Provide a questionnaire that will serve as a reference for the preferences and thoughts of attendees and identify those interested in becoming more involved.
- Once the municipality completes a CAI, it should formalize the process for updating it. *In order to receive credit for this action, the CAI Inventory should be updated in the 18 month period prior to applying for Sustainable Jersey certification.*

# Bordentown's Creative Assets Inventory

Category	Description
Social Infrastructure	Guilds, councils, trade associations, arts centers, informal clubs, networks, religious segments, and organizations
Education and Training	Programs and instruction aimed at developing or enhancing creative talent within educational institutions and supporting groups and industries
Places and Spaces	Museums, historic sites, gardens, art districts, neighborhoods, exhibition halls, film and music studios, incubators, and shared space in which creative assets and enterprises can be created, housed, and displayed.
Resources	Funding, incentive programs, and information and/or assistance provided by government agencies, non-profit or for-profit organizations, and private foundations.

# Creative Assets Inventory

- For more detailed information:  
<http://www.sustainablejersey.com/actions-certification/actions/#/open/action/500>



# Case Study

Marianne Leone, Sustainable Voorhees (Creative Team), Voorhees, NJ



# Case Study – Voorhees Twp.



- Forming a Creative Team
- Promoting a Creative Asset Survey
- Creating an Event to Rally the Team-Green Fair
- Voorhees Town Center Arts on the Boulevard



# Case Study – Voorhees Twp.



Save The Date  
October 8, 2017



# Utilizing Your Creative Assets



“Establish a Creative Team” action is a pre-requisite.

## The purpose of this action is:

- To help **raise awareness of existing assets in your community** and to develop strategies to build and capitalize upon their strengths.
- To **demonstrate mindful, intentional and inclusive collaboration** that is changing the creative culture through working with different groups and linking these activities to economic growth.



# Utilizing Your Creative Assets



**Once you have completed the Creative Assets Inventory, the assets which you have identified might include:**

- Local artists; cultural activities and events; buildings/venues; arts and community organizations as well as parks, local historic buildings, restaurants, etc. that fit within the greater cultural context of the community. (*And possibly, a high performing Creative Team!*)

# Utilizing Your Creative Assets



## This action is important because:

- It will begin to **help your community recognize the breadth of assets** which exist in the area, and it can lead them to begin to mindfully engage with those assets.
- The planning and fulfillment **of this exercise can often serve as a catalyst for community and local economic growth.**
- Through the process of completing this action, you will **demonstrate how you will use your assets to assist you with connecting arts activities;** honoring artists; creatively engaging with the community and/or partnering with other municipal, community or regional efforts.
- For more information: <http://www.sustainablejersey.com/actions-certification/actions/#open/action/533>



# Case Study



**Joey Novick, Former Councilman  
Flemington, NJ**

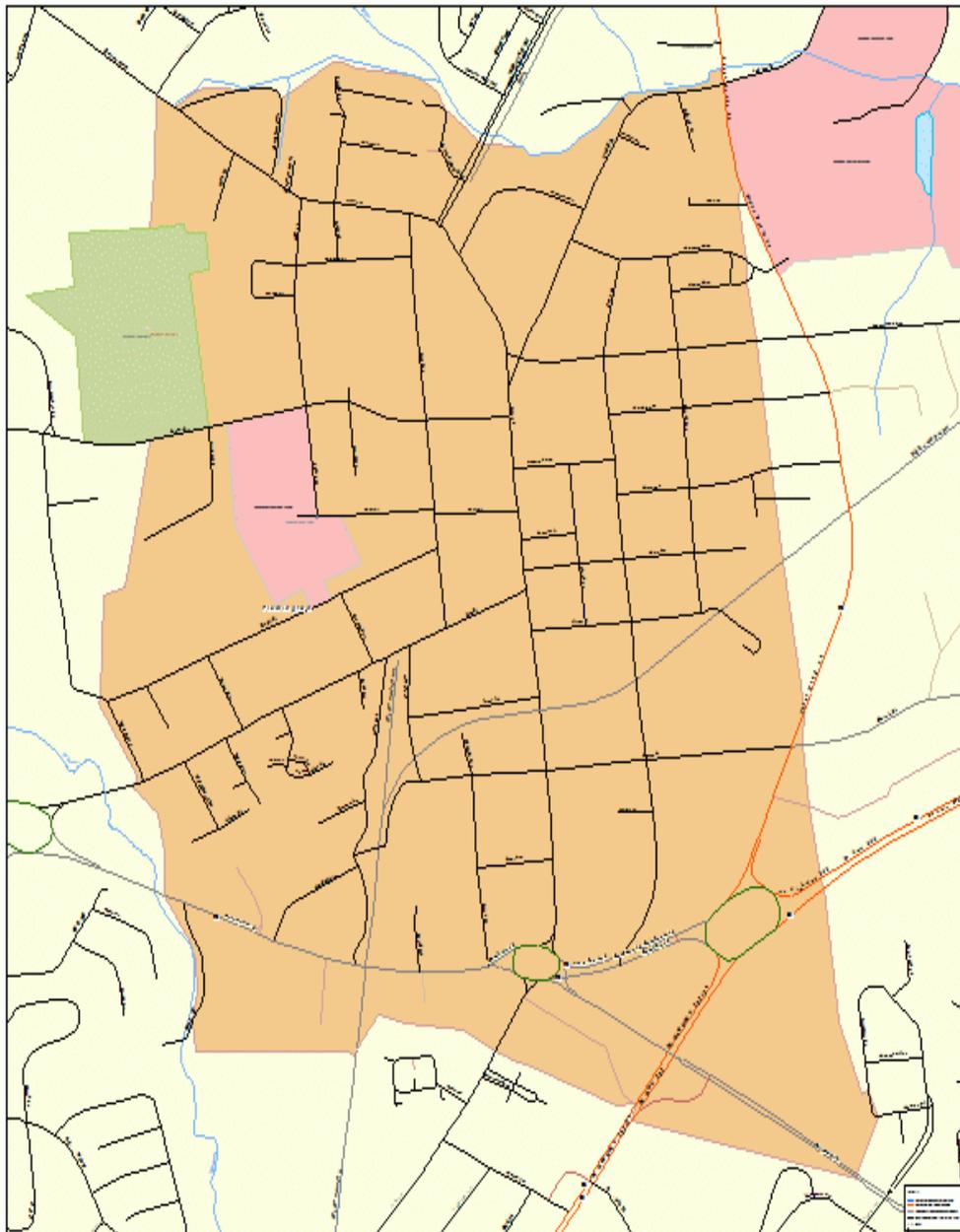
***Utilizing Your Creative Assets***



# Using your Creative Assets

Flemington - A Case Study

## Flemington, NJ



### By the Numbers...

- 4500 pop (2010)
- 1.1 mile square
- Surrounded by Raritan Twp ('hole in the doughnut' or 'nucleus of the cell')
- Two schools, seven places of worship
- Traditional Main Street
- Stangl Stage

FLEMINGTON'S  
**SUMMER OF  
MUSIC**

DOWNTOWN  
**FLEMINGTON**  
MUSIC & ARTS  
CELEBRATION!

Thursday Night Lights

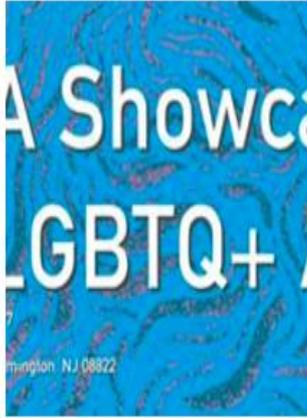
# Owned by Flemington - 90 Main Street





## VISION

- Providing a safe and accessible outlet for community members' expression
- Fostering an inclusive community in Flemington with respect for and through participation with the broader community.
- Showcasing socially-conscious ideas and promoting networks between others.
- Actively combating sexism, homophobia, racism, and other forms of oppression. Creating a safe space for everyone.



- Music
- Poetry
- Theater
- Comedy & Improv



- Film Series
- Crafts Classes
- Arts Classes
- Community Meeting Space



# Stangl Pottery Factory





# Municipal Commitments to Arts and Creative Culture

- Arts and culture have been proven to contribute a great deal to various measures of sustainability.
  - The arts help diversify local economies and attract new investment.
  - Artists also inspire creativity in one another and in other people who don't even think of themselves as creative.
  - In these respects, artists play key roles in helping communities develop creative ways to protect the character and environmental qualities of their communities.



# Municipal Commitments to Arts and Creative Culture

This action rewards municipalities for building a more welcoming environment for artistic and cultural activity through:

- *Land use ordinances and other regulations*
- *Contractual relationships with cultural organizations*
- *Municipal ownership of spaces reserved for cultural and creative activities*
- *Tax abatements that help creative people to live or work in the community*
- *Art-specific strategies in the municipality's Master Plan*

# Municipal Commitments to Arts and Creative Culture

For more information:

<http://www.sustainablejersey.com/actions-certification/actions/#open/action/554>



**2016 MONMOUTH COUNTY, NEW JERSEY MONMOUTH COUNTY MASTER PLAN VOLUME I**

**HEY! COME JOIN US! GIVE INPUT!**

**COMMUNITY INPUT MEETINGS**

**FOR ASBURY PARK'S MASTER PLAN REEXAMINATION REPORT**

The City of Asbury Park is preparing a Reexamination Report of its 2006 Master Plan and **YOU** are invited to share your ideas for how planning and redevelopment can improve the City.

**DISCUSSION TOPICS:**

- Land use
- History Preservation
- Sustainability
- Open Space, Parks, and Recreation
- Economic Development
- Circulation (including Pedestrian & Bicycle)
- Community Facilities, & Urban Design

**WHEN & WHERE**

**Thursday February 6, 2017 6pm - 8pm**  
 2501 Church Gymnasium  
 501 Asbury Avenue  
 Asbury Park, NJ 07712

**Tuesday February 21, 2017 6pm - 8pm**  
 Asbury Park Senior Center  
 1221 Springfield Avenue  
 Asbury Park, NJ 07712

**Land Use**

*Asbury Park Planning Association*  
 NEW JERSEY CHAPTER



# Creative Placemaking Plan

- “Establish a Creative Team” action is a pre-requisite
- A Creative Placemaking Plan includes a **set of strategies** to make a place more sustainable through -- and for -- arts and culture in ways that enhance the positive, distinct qualities of the place and make the most of existing resources.

# Monmouth County Arts Corridor



# Creative Placemaking Plan Elements

- A description of resources -- people, buildings, and environment -- that can be connected and mobilized to further the goals and implement the strategies in the Plan.
  - The Creative Assets Inventory can serve this purpose.
  - In addition, you will want to include a budget with a projection of possible sources of financial resources, as well as a timeline for implementation.
- A description of the partners and the partnerships that led to the Plan.
- A vision statement that summarizes the most important outcomes.



# Creative Placemaking Plan Elements

- A statement of values that identifies the principles that leaders and stakeholders should use in determining strategies.



# Creative Placemaking Plan Elements

- A set of goals and strategies designed to enhance the climate for individual creativity and collective cultural expression.
- A description of the distinct qualities of the community - both positive and negative -- and how the Plan will respect and promote the distinctiveness of the community.



# Creative Placemaking Plan Elements

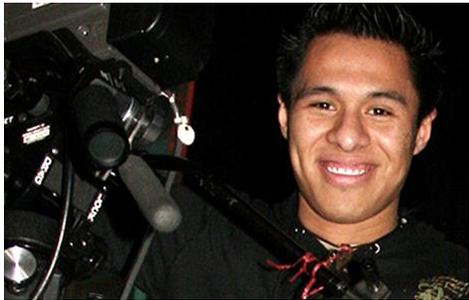
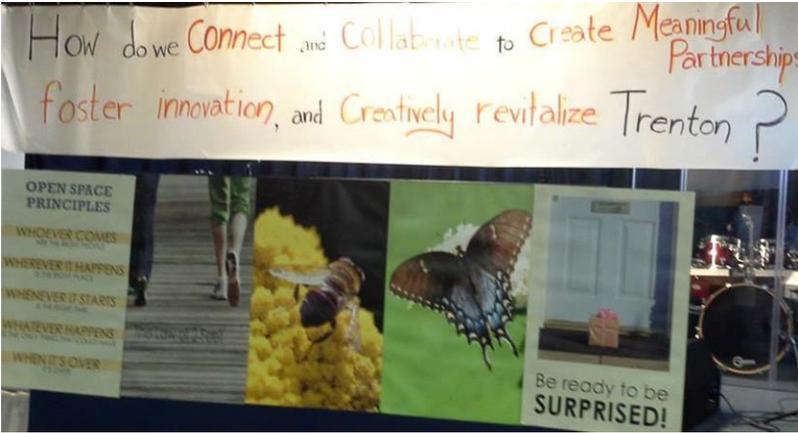
- A discussion of how the Plan can be implemented and by whom, as well as who will be responsible for sustaining the Plan -- and revising it as needed.

For more detailed information:

<http://www.sustainablejersey.com/actions-certification/actions/#/open/action/512>



# CP around NJ!



# Funding

- Sustainable Jersey grants are intended to help local governments make progress toward a sustainable future in general, and specifically toward Sustainable Jersey certification. The projects serve as practical models for the rest of the state while making measurable contributions toward the long-term goal of a sustainable New Jersey.
- Eligible projects include actions that would score a municipality points toward Sustainable Jersey certification. This includes 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. Most projects also include public outreach campaigns and many have involved school children and community organizations. The Small Grants program also gives capacity building awards to municipalities to support local green teams and their programs, and are not project specific. Check the Sustainable Jersey website and be sure to sign up for our e-newsletter so you'll hear about new grants announcements.



# Upcoming Events

## Helping Your Local Businesses Be More Sustainable (Webinar)

September 13, 2017 - 1:00 PM TO 2:00 PM

[REGISTER](#)

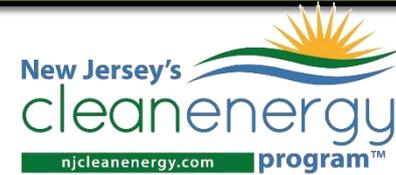
Community efforts toward sustainability cannot be successful without the active engagement of the private sector. The NJ Sustainable Business Registry Program, developed by the NJ Small Business Development Centers in partnership with the NJ Department of Environmental Protection, is an online registry where businesses can receive tips and resources to become more sustainable.

Learn about Sustainable Jersey's Green Business Recognition Program action that awards points to municipalities that promote and encourage the adoption of this program by its businesses. Hear about the Registry and what Sustainable Jersey communities have done to promote sustainability to their local businesses.



# Sustainable Jersey Supporters

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# Questions?

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- **Marianne Leone**, Creative Team, Voorhees  
[Marianne@marianneleone.com](mailto:Marianne@marianneleone.com)
- **Joey Novick**, Former Council member and Co-Chair of the Flemington Creative Team [joeynovick@gmail.com](mailto:joeynovick@gmail.com)
- **Leonardo Vazquez**, Executive Director, The National Consortium for Creative Placemaking  
[leo@artsbuildcommunities.com](mailto:leo@artsbuildcommunities.com)

