

# Creative Placemaking

## Creative Placemaking Webinar

April 23, 2014



# Agenda

- What is Creative Placemaking?
- Overview of Sustainable Jersey Actions related to Creative Placemaking
- Case Studies –
  - Regional (Monmouth County)
  - Local (Bordentown City)



# Presenters

- **Winnie Fatton**, Program Manager, Sustainable Jersey ([fatton@tcnj.edu](mailto:fatton@tcnj.edu))
- **Suzanne Ishee**, President and Board Chair, Center for Creative Placemaking ([squaredusa@gmail.com](mailto:squaredusa@gmail.com))
- **Mary Eileen Fouratt**, Executive Director, Monmouth County Arts Council ([mef@monmoutharts.org](mailto:mef@monmoutharts.org))
- **Vicki Gaudier**, Chair, Bordentown Creative Team ([vg302@comcast.net](mailto:vg302@comcast.net))



# Sustainable Jersey Actions

- **Establish a Creative Team** (Pre-requisite for other Arts and Creative Culture actions)
- **Creative Assets Inventory**
- **Creative Placemaking**



# What is Creative Placemaking?

- **Creative placemaking is a holistic approach to the design of systems and spaces utilizing a community's assets. In partnership with community stakeholders, artists and cultural workers plan and create vibrant spaces that enable intercultural dialogue, sustainable living and innovation resulting in engaging experiences of place.**



# In short.....

- **Creative Placemaking is:  
Making a place creatively.**



# Why is it 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?

- Energizes vibrancy
- Fosters improved quality of life
- Bridges components of sustainability
  - Community
  - Social
  - Environmental
  - Economic



# Multi-Dimensional Impacts

- Advance an economic development agenda
- Promote a cleaner, greener environment
- Build the social fabric of the community

# Examples of Ways to do This

- Community Re-Branding
- Creative Hub
- Interventions to address social needs
- Life skills building
- Creative approaches to development
- Public Art
- Collaborative partnership creation



# Establish a Creative Team



- Submission Requirements: The Creative Team should submit a Report that:
  - Defines the “purpose or role” of the Creative Team.
  - Identifies team members, their affiliations and length of service on the Creative Team, and demonstrates how the minimum membership requirements for the Creative Team have been met.

# Members of Creative Team

– Each Creative Team must have at least 6 members and include:

- An elected or appointed official from every municipality in the geographic area that is included in this Sustainable Jersey application;
- 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.)



# Structure of Creative Team

- Describe the structure of the Team. Indicate whether the Creative Team is one of the following (4) options:
  1. **An entity established by municipal resolution**  
(upload resolution/s)
  2. **A sub-committee of an existing Green Team**  
(upload minutes establishing sub-committee)



# Structure of Creative Team (continued)

## **3. A redesigned role for an existing Arts Council or similar body.**

- This could include an area of improvement or development body or an economic or community development organization.
- (Upload minutes of expansion of purpose and upload resolution from Municipal Council committing to participate.)

## **4. Some other organizational structure.**

- (Please provide details and describe how this option is relevant for your geographic area.)



# Structure of Creative Team (continued)

- Describe the geographic area covered by your Creative Team –
  - A single municipality
  - Multiple municipalities
  - A county
  - A region



# Creative Team Requirements (continued)

- Summarize the Creative Team's past and planned activities during the 18 month period prior to submission.
  - If your Creative Team has been recently established, please submit a summary of the activities undertaken by the Creative Team since it was established.
  - Summarize the actions taken to encourage participation and consultative processes by the Creative Team. This can include meetings, events, or plans.
  - Simply put, demonstrate that the Team is active and inclusive.
- Upload the resolution, ordinance, or meeting minutes that substantiate how and when the Creative Team was established.



# Creative Team Requirements (continued)

- 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.



# Establish a Creative Team

- For further information on the action,  
*Establish a Creative Team:*

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



# City of Bordentown



*A Little City With A Lot Of Charm  
In Historic Burlington County, New Jersey*

## Arts and the Creative Economy The Creative Team

**"Great Things Happen In  
Bordentown!"**



# Bordentown Then and Now

## Understanding the Past to Better Equip and Sustain the Future

- ❖ The area was settled in 1682 when Thomas Farnsworth, an English Quaker settled his family farm on a bluff overlooking a broad bend on the Delaware River. “Farnsworth Landing” became the center of the trade for the region. Joseph Borden, for whom the town is named, arrived in 1717. By 1740 he had a line of stage coaches and boats traveling between New York and Philadelphia. With patriots Francis Hopkinson (a signer of the Declaration of Independence), Colonels Kirkbride and Hoagland and Thomas Paine (Author of *The Rights of Man*) that fueled the fires of the American and French Revolutions, the area became a hotbed of revolutionary fervor. Other famous residents included Joseph Bonaparte, ex-king of Spain and Naples and brother of Napoleon, and Clara Barton, who in 1843 started the first free public school in New Jersey in the original schoolhouse which still stands near the center of town. Ms. Barton later founded The American Red Cross.
- ❖ Situated at the northern tip of Burlington County, it is located at the crossroads of the American Revolution and today’s modern highways and railroads. Serviced by the New Jersey Turnpike at Exit 7 (the busiest truck stop between the Southern States and Maine), Routes 130 and 206; as well as Interstate Highways 95, 195, and 295. Bordentown enjoys easy access to the cultural and commercial advantages of Princeton, Trenton, New York City and Philadelphia.
- ❖ Although the town hosts a rich history, it is also a modern community with much to offer residents and visitors alike. The revitalized business district of this “little city with a lot of charm” offers visitors a pleasant diversion. The town’s beautiful and historically significant architecture houses many interesting shops and restaurants, along with a friendly and caring community.

### Clara Barton

1<sup>st</sup> Free Public School in NJ  
Founder, The American Red Cross



Shopping along Main Street  
Farnsworth Avenue



Scenic Bluffs along  
Delaware River



Bordentown Beach  
and Heritage Trail



Annual Arbor Day  
Tree Planting



# Steps to Building Bordentown's Creative Team

**Sustainable Bordentown,** *"Never doubt that a small group of thoughtful, committed people can change the world; indeed, it is the only thing that ever has."* - Margaret Mead

Environmental Commission (BCEC) formed  
in April 2002

Visit [www.bcec.com](http://www.bcec.com)



Green Team Subcommittee formed in 2010

Sustainable Jersey Bronze Certificate

Sustainable Jersey Silver Certificate/Sustainability Champion (Small Category)



Creative Team Subcommittee formed in 2013

To date, 5 Creative Team Meetings held

Arts Survey Drafted and Creative Assets Inventory Template created



# MOCO ARTS



# MOCO ARTS



# MOCO ARTS



# Creative Assets Inventory

- **“Establish a Creative Team” action is a prerequisite**
- 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.
- Additional guidance is provided in Appendices A and B.



# Creative Assets Inventory

- The Creative Team initiates initial 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.

# Creative Assets Inventory

- The Creative Team explores tools to best categorize and inventory the creative assets.  
*See **Appendix A** for suggested categories and mapping tools.*
- The CAI can be added as an overlay to an existing community asset map or used to enhance an existing cultural map.
- The Creative Team hosts an open public meeting to brainstorm creative assets and collect thoughts about the cultural identity of the area.



# Creative Assets Inventory



- Make sure to promote the meeting; it is essential that the community is invited 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).

# 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.*



# Creative Assets Inventory

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



# Launching the Creative Team

Identify challenges for Creative Team Chair and the Creative Committee:

1. Recruit a planning group that represents all stakeholders and mirrors the diversity of the community'
2. Design an evaluation process for the assessment, including the development plan
3. Decide why you want to conduct the assessment
4. Determine what data is already available
5. Figure out what other information is needed
6. Decide what methods needed for gathering information:

Use existing data

Surveys

Public Forum



# 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.

# MOCO ARTS



# Monmouth County Arts Corridor



# Creative Placemaking Plan

- **“Establish a Creative Team”** action is a prerequisite
- 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.



# Creative Placemaking Plan

- Your Creative Placemaking Plan must have been created or updated **from within 18 months of the June submission deadline.**
- A Creative Placemaking Plan is a document that provides focus and direction for Creative Placemaking in a community. It can be a few pages or set of volumes, but it should have at least these elements:



# Creative Placemaking Plan Elements

1. A description of the partners and the partnerships that led to the Plan. In this case, a description of your Creative Team and its members will serve the purpose.



2. A vision statement that summarizes the most important outcomes that the community wants to see achieved through this Plan.

# Creative Placemaking Plan Elements

3. A statement of values that identifies the principles that leaders and stakeholders should use in determining strategies.
  - A set of goals and strategies designed to enhance the quality of life for as many residents as possible through arts and culture.



# Creative Placemaking Plan Elements

4. A set of goals and strategies designed to enhance the quality of life for as many residents as possible through arts and culture. This part of the Plan should also describe opportunities for and challenges to achieving these goals, as well as who should lead the implementation of the strategies.



# Creative Placemaking Plan Elements

5. A set of goals and strategies designed to enhance economic opportunity and prosperity for as many people as possible through arts and culture. This part of the Plan should also describe opportunities for and challenges to achieving these goals, as well as who should lead the implementation of the strategies.



# Creative Placemaking Plan Elements

6. A set of goals and strategies designed to enhance the climate for individual creativity and collective cultural expression. This part of the Plan should also describe opportunities for and challenges to achieving these goals, as well as identify who should lead the implementation of the strategies.



# Creative Placemaking Plan Elements

7. 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

8. 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.



# Creative Placemaking Plan Elements

9. 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>



# MOCO ARTS



# MOCO ARTS



# MOCO ARTS



# Creative Team Next Steps



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



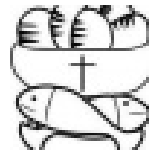
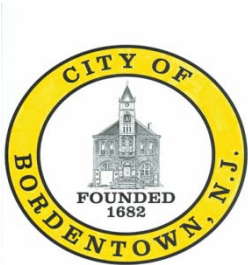
Distribute Arts and Culture Survey to all residents, main street business operators and service providers. Gather survey results into a manageable spreadsheet or text document



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

# Great Things Happen in Bordentown

Creative Team will partner with Bordentown City Commissions, Organizations and Civic Groups to insure inclusion of the Arts in annual and special events that are planned for the City.



# Center for Creative Placemaking



[CenterForCreativePlacemaking.com](http://CenterForCreativePlacemaking.com)

[twitter.com/4creativeplaces](https://twitter.com/4creativeplaces)



# Creative Monmouth



UNEMPLOYMENT (2011)

	WHITE	AA	ASIAN	HISP
20-24 TOTAL 19.1	13.0	25.7	11.9	16.6
MEN 15.9	14.1	28.6	11.3	15.8
WOMEN 13.8	11.8	23.0	12.5	17.9

	WHITE	AA	ASIAN	HISP
25-34 TOTAL 9.4	7.9	18.7	6.0	10.6
MEN 9.8	8.3	20.7	5.2	10.2
WOMEN 8.9	7.4	16.7	6.9	11.2

# CP around NJ!



Photos courtesy of MOCO Arts Corridor Partnership



# Questions?

- Winnie Fatton, Program Manager, Sustainable Jersey [fatton@tcnj.edu](mailto:fatton@tcnj.edu) 609-771-2855
- **Suzanne Ishee**, President and Board Chair, Center for Creative Placemaking  
([info@centerforcreativeplacemaking.com](mailto:info@centerforcreativeplacemaking.com))
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# CP around NJ!



Photos courtesy of Morris County ArtsWorkshop



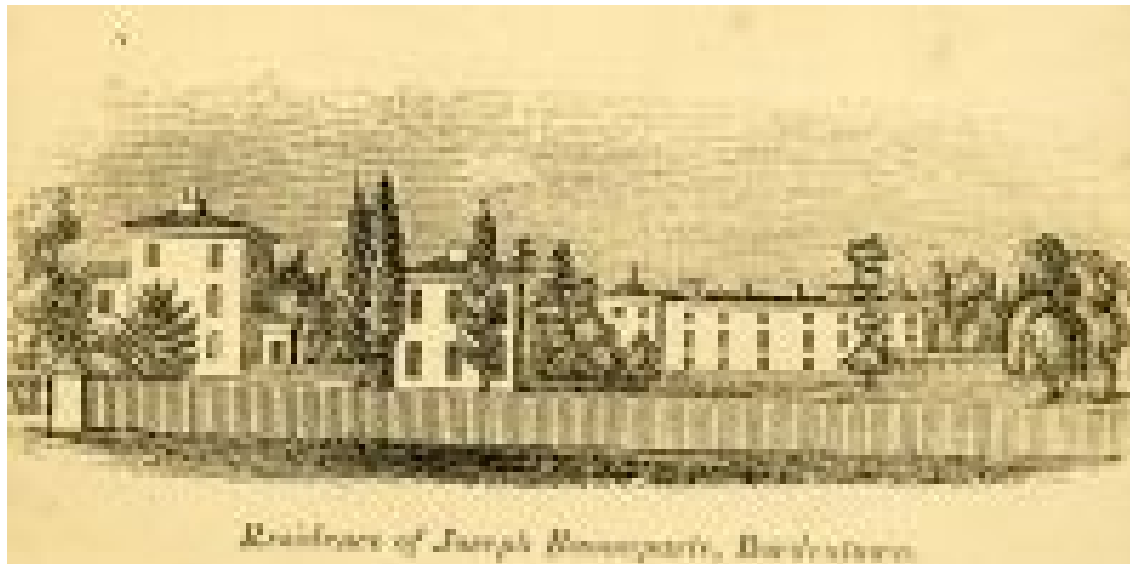
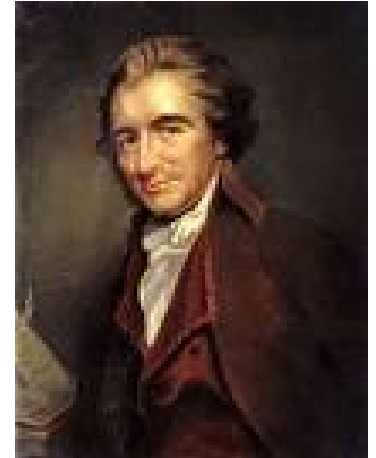
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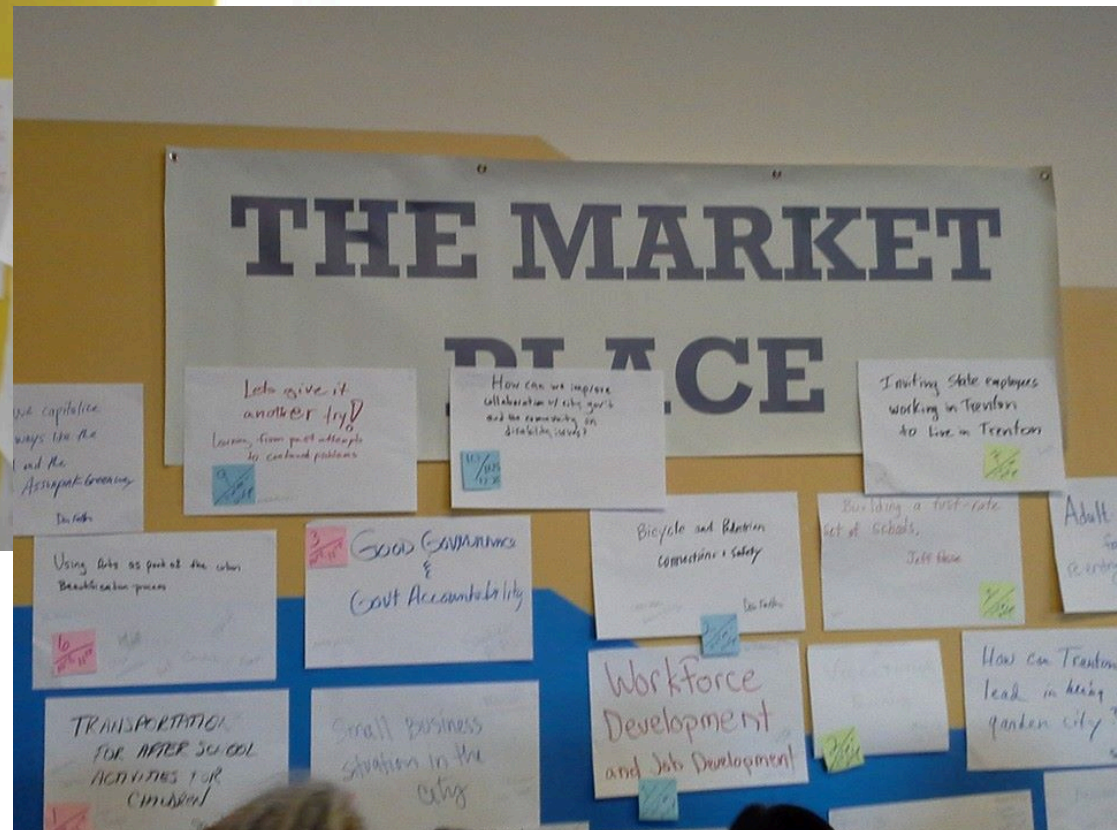
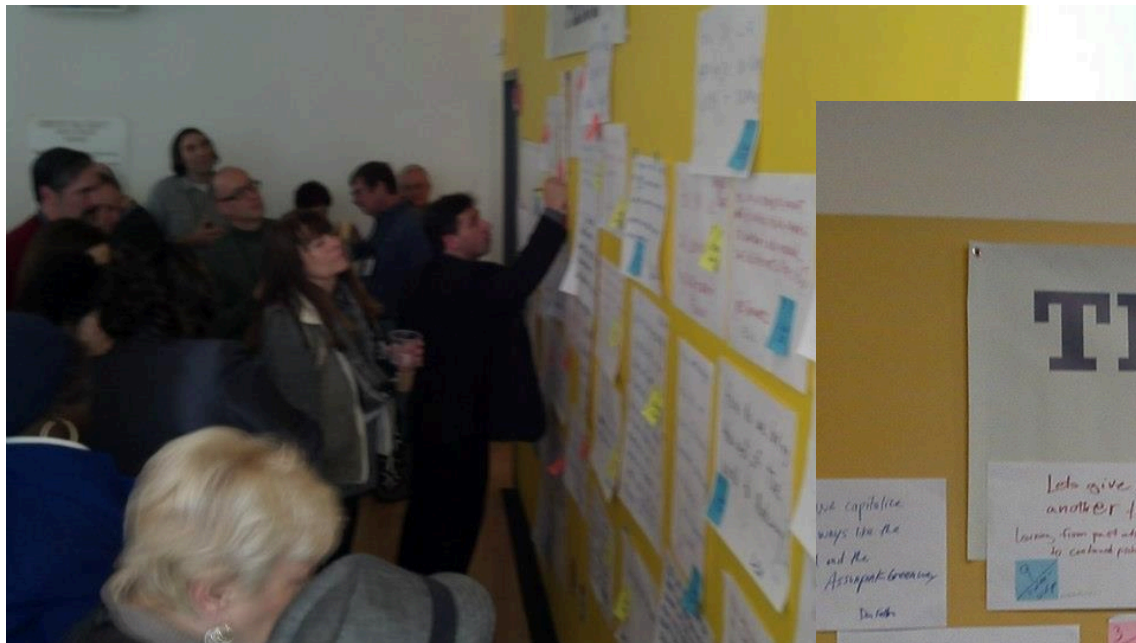


# CP around NJ!



Photos courtesy of  
<http://downtownbordentown.com>

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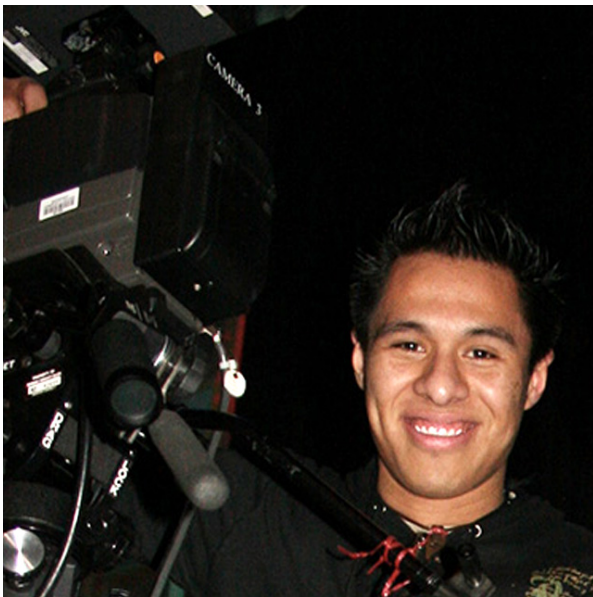
Photos courtesy of Morris County ArtsWorkshop

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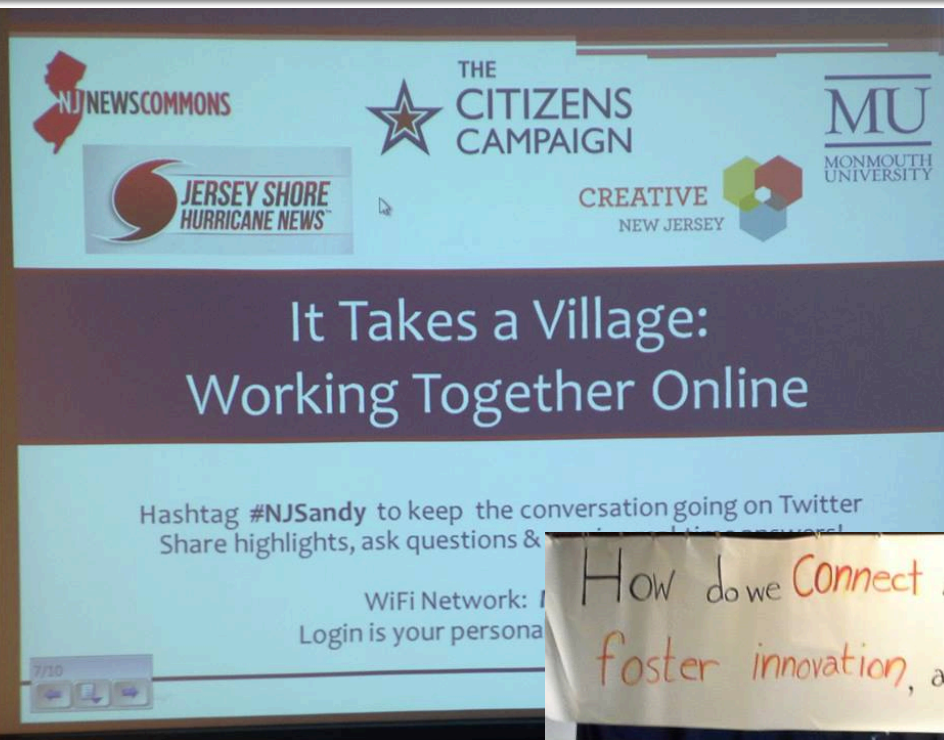
Photos courtesy of MOCO Arts Corridor Partnership



# CP around NJ!



# CP around NJ!



How do we Connect and Collaborate to Create Meaningful Partnerships  
foster innovation, and Creatively revitalize Trenton?



# CP around NJ!



Photos courtesy of Morris County  
ArtsWorkshop

# CP around NJ!



OPEN  
MIC  
NIGHT



Photos courtesy of Morris County  
ArtsWorkshop



# CP around NJ!



# CP around NJ!



Photos courtesy of  
<http://downtownbordentown.com>

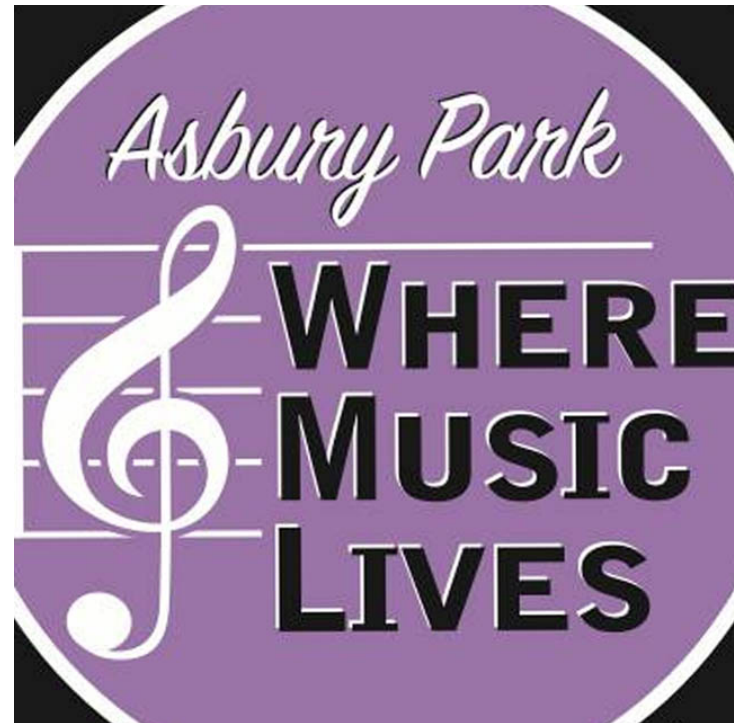
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