



# Creative Communities

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# Announcements

More info on each initiative can be found in the rotating images at [sustainablejersey.com](http://sustainablejersey.com)

- **Certification Timeline Changes**
  - **Municipal** – Samantha, [info@sustainablejersey.com](mailto:info@sustainablejersey.com)
  - **Schools** – Veronique, [lambertv@tcnj.edu](mailto:lambertv@tcnj.edu)
- **EDF Fellows: Free Technical Assistance for Energy Initiatives** – Nancy, [quirkn@tcnj.edu](mailto:quirkn@tcnj.edu)
- **Free Municipal Tech Coaching** – Lauren, [skowronl@tcnj.edu](mailto:skowronl@tcnj.edu)
- **Census Response** – Samantha, [info@sustainablejersey.com](mailto:info@sustainablejersey.com)



# ARTS & CREATIVE CULTURE ACTIONS

- Establish A Creative Team
- Creative Assets Inventory
- Utilizing Your Creative Assets
- Creative Placemaking Plan
- Municipal Commitments to Support Arts & Creative Culture





MAP VIEW

LIST VIEW

## Filter This Map

### By Status

- ☐ Registered ●
- ☐ Bronze Certified 📍
- ☐ Silver Certified 📍
- ☐ Gold Stars Awarded ★
- ☐ Any Certified
- ☒ Any

Filter

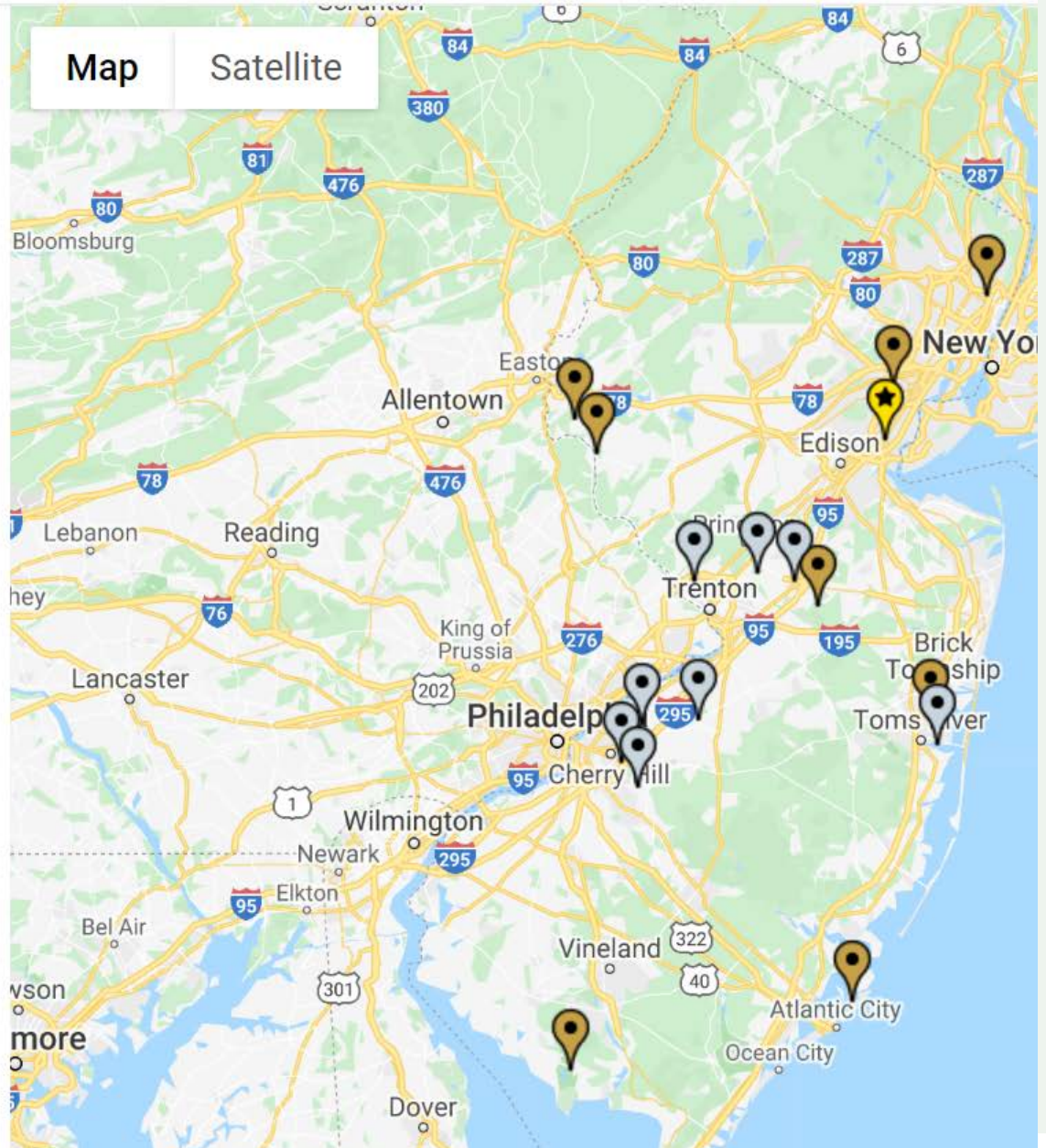
Reset

### By Certified Action

#### Animals in the Community

#### Arts & Creative Culture

- ☐ Establish a Creative Team
- ☒ Creative Assets Inventory
- ☐ Creative Placemaking Plan
- ☐ Municipal Commitments to





## Arts Plans

### 2013-2017 Monmouth County Cultural Arts Plan

#### *Imagine, Envision, Create*

Monmouth Arts Plan 2013-2017

Developed by Monmouth Arts, the updated Monmouth Arts Plan 2013-2017, *Imagine, Envision, Create* looks at how the arts strengthen community, build the local economy and contribute to community needs. The Plan identifies what has been accomplished from the original 2005 Arts Plan using input and research from a broad range of artists, arts organizations, creative industries, planning, tourism, education and economic development and determines priorities to ensure that the arts remain a vital component of Monmouth County.

[http://media.wix.com/ugd/7d6b32\\_c781044efecf41ed8287dec12a25ee42.pdf](http://media.wix.com/ugd/7d6b32_c781044efecf41ed8287dec12a25ee42.pdf)

### 2006-2012 Asbury Park Cultural Plan

This Plan was a direct result and born out of the Cultural Arts Plan for Monmouth County. In Asbury Park, the Plan developed out of a partnership between the Arts Coalition of Asbury Park (ArtsCAP), Black Box, Asbury Park Urban Enterprise Zone Program, and the Monmouth County Arts Council. Funding came from a Community Arts Collaboration grant from the NJ State Council on the Arts, New Jersey Natural Gas, the Asbury Park Urban Enterprise Zone Program, the Mary Owen Borden Foundation, and the Geraldine R. Dodge Foundation. From this process, ArtsCAP emerged as a local arts council and is responsible for facilitating the development and advancement of the plan.

To see the plan, please visit:

[http://media.wix.com/ugd/7d6b32\\_6c6296fe95df4a11a76354c1b8e9f70c.pdf](http://media.wix.com/ugd/7d6b32_6c6296fe95df4a11a76354c1b8e9f70c.pdf)

### 2005 Cumberland County Cultural Plan

A joint collaboration between the South Jersey Economic Development District, a regional agency, and the Cumberland County Cultural Heritage Commission, this Cultural Plan includes extensive research and self-assessment within a greater regional context.

To see the plan, please visit:

<http://www.ccculturalheritage.org/cc-plan-05.pdf>

## Resources

# ESTABLISH A CREATIVE TEAM

- An entity established by municipal resolution
- A sub-committee of an existing Green Team
- A redesigned role for an existing Arts Council or similar body



# CREATIVE TEAM EXAMPLE

## **Downe Township/ Cumberland County**

- Appointed Green Team (Chair) and cultural professional
- Artist, Resident
- Resident, liaison CHABA, DCHS
- Planning Bd Rep
- Recreation Commission
- Senior representatives
- Twp Social Worker/Arts Advocate
- Twp Business Owner/ Leader
- PTO Pres (school)
- Musician/Twp Comm





<https://creativehunterdon.org/>





# CREATIVE ASSETS INVENTORY

A list of all assets that exist in your community:

- Organizations
- Associations
- Community Gathering Spaces
- Environmental Assets
- Cultural Activities
- Arts Organizations
- Individual Artists



The Hunterdon County Creative Team separated the directory into seven categories:



- 1) Creative People-Cultural Professionals and Artists
- 2) Cultural Industries and Businesses
- 3) Creative Places-Cultural Facilities, Natural/Urban Spaces, Potential Resources
- 4) Cultural Institutions, Nonprofits and Educational Organizations
- 5) Community Cultural Associations
- 6) Cultural Events and Festivals and
- 7) Supporting Resources.





## CREATIVE ASSETS INVENTORY EXAMPLES

Artisans  
Performing Groups  
Regional Foods  
Recreational Activities  
Events  
Recreational Activities  
Cultural Organizations  
Civic Organizations  
Meeting Spaces

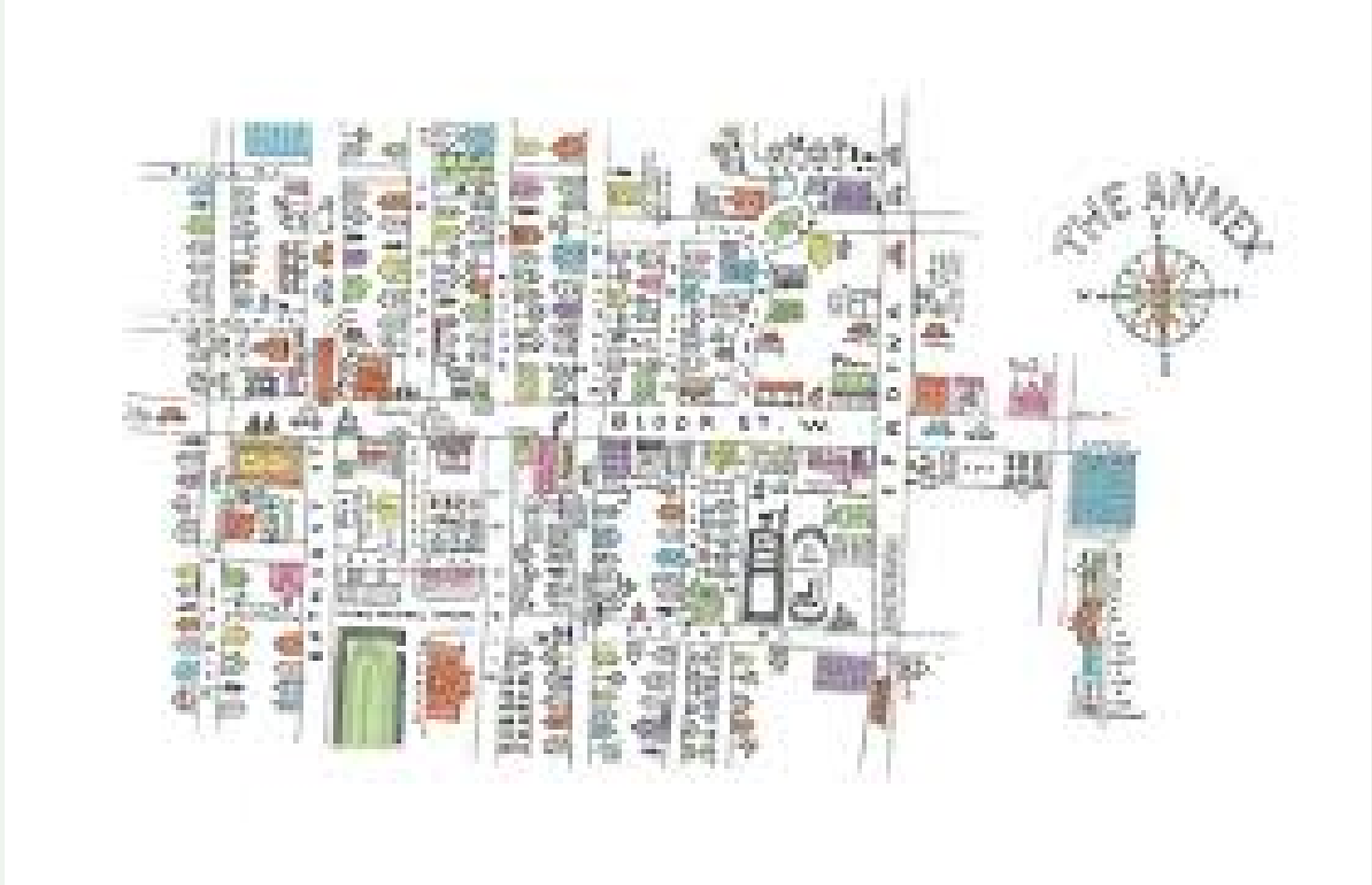
Small Events Spaces  
Workshop Spaces  
Exhibition Spaces  
Lodging  
Restaurants  
Transportation/Parking  
Parks  
Community Cultures







# Mapping your CREATIVE ASSETS



Hand Drawn Downtown Asset Map - Toronto

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# UTILIZING YOUR CREATIVE ASSETS

- Includes artists in planning, design and execution
- Connects artists to other sectors or community issue through civic engagement
- Partners with other communities to undertake a regional project







<https://www.theguardian.com/world/2020/feb/07/paris-mayor-unveils-15-minute-city-plan-in-re-election-campaign>

From Erik Landfried, an advisor to "Bike Durham" - NC

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# CREATIVE PLACEMAKING PLAN

- **A description of the partners** and the partnerships that led to the Plan..
- **A vision statement** that summarizes the most important outcomes that the community wants to see achieved through this Plan.
- **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.
- **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.
- **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 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.

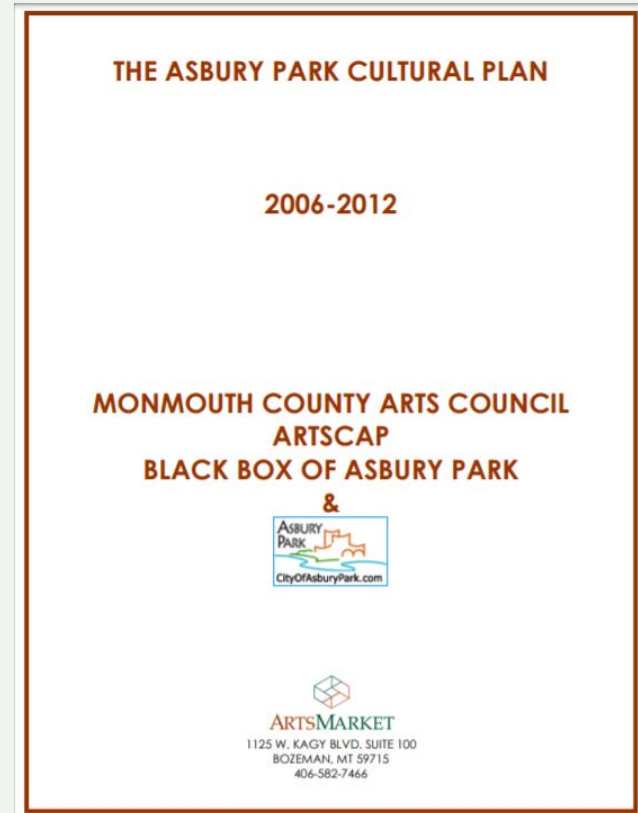




Incorporate the Creative Placemaking Plan into the municipality's Master Plan, or the municipality's Economic Development Plan or Business Improvement District Plan



[Monmouth County Arts Plan](#)



[Asbury Park Cultural Plan](#)



# CREATIVE PLACEMAKING PLAN



A key outcome of *Trenton Arts in Focus* is a recommendation to create Trenton's first Creative District and to link development of that district – both physically and psychologically – to arts across the city.

*Lifelong Montclair: Age-Friendly Community Plan*

Newark Creates  
<https://newarkarts.org/newark-creates/>

*“Place Keeping”*  
*Oakland Cultural Plan*



# MUNICIPAL COMMITMENTS TO SUPPORT ARTS & CREATIVE CULTURE

- **Create a cultural district** that can support the creation of artists' workspaces and artists' housing, provide economic development branding opportunities and become a community focal point.
- **Adopt police power ordinances** that promote and protect cultural and creative expression. Examples include an ordinance that allows the public display of temporary sidewalk art, street musicians or other forms of creative expression that might be regulated under municipal noise or nuisance provisions.



# MUNICIPAL COMMITMENTS TO SUPPORT ARTS & CREATIVE CULTURE

- **Incorporate arts and creative cultural components into redevelopment plans** that are meant to support cultural activities or to grow the presence of the arts in an area.
- **Enter into contracts to support artistic or cultural organizations** that provide free or low -cost services, education or entertainment to the community's residents. For example, a municipality might cover the insurance costs for a sculpture garden maintained by a nonprofit organization.



# MUNICIPAL COMMITMENTS TO SUPPORT ARTS & CREATIVE CULTURE

- Establish an ordinance or policy that dedicates a percentage of the total project costs as a set -aside for public art programs for new construction or renovations of municipally owned property. The municipality might provide tax abatements or other financial incentives, or purchase property, or reserve public spaces to create performance, workspaces or housing for people involved in arts, cultural expression and design activities.
- Other projects that have a demonstrated impact on the arts and creative culture areas noted above and also don't earn points in another Sustainable Jersey action.

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# MUNICIPAL COMMITMENTS TO SUPPORT ARTS & CREATIVE CULTURE

- **Prepare a Master Plan element** that provides strategies to support the development of arts and other creative activity
  - It must offer specific strategies that will help the arts to grow. These include identifying spaces reserved for cultural activity, promoting affordable housing for people in the arts, or calling for municipal resources (such as staff) to support the arts.
- **Adopt land use regulations** – zoning codes or design guidelines – that explicitly promote artistic activities and expressions of culture.





## CHECKLIST FOR MUNICIPAL COMMITMENTS TO SUPPORT ARTS AND CREATIVE CULTURE

Use this checklist to be sure that you have submitted the appropriate documentation for each type of activity your municipality has undertaken.

Action Requirement	Completed Y/N	Documentation Needed for each action component: (5 points for each plan or policy adopted, with a maximum of 25 points)	Recertification submission standards (Shelf life of 2.5 years for each approved action)
Adopt a Master Plan element that provides strategies to support the development of arts and other creative activity, or incorporate these strategies in other Master Plan elements. A stand-alone Arts and Creative Culture plan that is adopted as a Master Plan element will also be accepted.		<p>Provide a copy of the approved master plan element that comprehensively articulates the municipality's goals, objectives and strategies, and identifies existing resources that support arts and creative culture in the municipality.</p> <p>Strong public participation, including collaborative input and support from the municipal Creative Team will need to be demonstrated during the plan development through a written narrative that describes the participation process.</p>	<p>After receiving points for adopting the arts and culture related master plan element, the municipality must continue to maintain the plan in accordance with the Municipal Land Use Law Re-Examination process noted in (C.40:55D-89)</p> <p>For Sustainable Jersey certification the reexamination process must include strong public participation component during the plan review/reexamination and public hearing.</p>
Adopts land use regulations – zoning or design guidelines – that explicitly promote artistic activities, or the use of public or private space for cultural or artistic expression.		<p>Provide a copy of the adopted land use regulations, either adopted zoning ordinances or design guidelines or standards as either a hardcopy item or provide a link to the online municipal codes where the land use regulations or code section can be found.</p>	<p>After the first certification cycle where a community received points for the ordinance(s) that support arts and culture related activities, documentation that the ordinance is still valid must be provided. This can be documented by providing an updated link to the municipal online codes or by providing a copy of the ordinance from the current municipal Land Development Regulations.</p> <p>In the text box please describe what arts and creative cultural projects, programs or initiatives the ordinance has supported.</p>



# Municipal Commitment Examples



"Pianos in the Park—Paramus



Tom's River Murals Program

# MUNICIPAL COMMITMENT EXAMPLES



Jersey City Mural Arts



<http://sj-site-persistent-prod.s3.amazonaws.com/fileadmin/cicbase/documents/2017/6/2/14964121731456.pdf>



# What Can Our Creative Team Do Now?





# Street Food

Close the roads. Reclaim the parking lots. Put restaurants outside.

By HENRY GRABAR

APRIL 29, 2020 • 5:44 PM



They're doing this in Wuhan. We can do it here soon, too.

Hector Retamal/Getty Images











MOST RECENT  
#onephillyart



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Philadelphia City, Pennsylvania State, USA

ONEPHILLYART  
WEEK FIVE



BIRDS



48 likes

onephillyart This week we're putting a bird on it. Make something, hang it in your window, DM us to be added to the map for solitary art tours happening throughout the city. Link in bio to





# Lumberton photographers come together to make neighbors smile during quarantine

Lumberton Front Porch Project



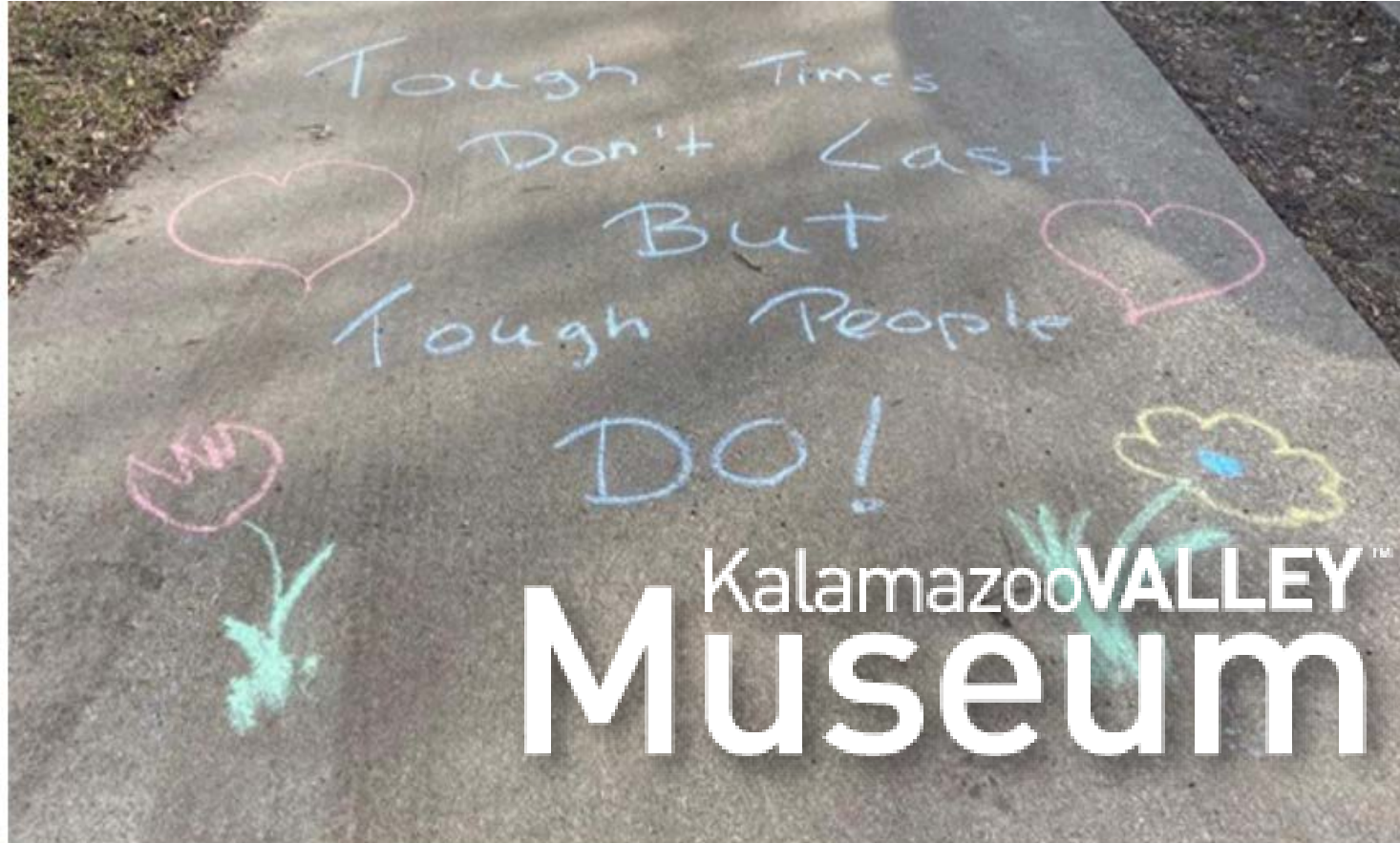
#LUMBERTONFRONTPORCHPROJECT



▲ HIDE CAPTION

This family couldn't go to the beach during the quarantine, so it made the beach come to its yard. [COURTESY KELLY WALTY]





## Call for COVID-19 Community Stories

The COVID-19 pandemic is a historic event that we are all experiencing together. While Kalamazoo and other communities around the world live through history in the making, we at the Kalamazoo Valley Museum want to hear your stories—through journals, thoughts, images, and more—to make sure that our community's experiences are remembered. Each individual perspective during this time is valuable and adds to our community's story as a whole.





IN 2019, MONTCLAIR BOUNCE  
BROUGHT 7000 NEIGHBORS  
TOGETHER FOR 78 EVENTS  
WITH 100+ PARTNERS.

# VIRTUAL bounce

DANCING TOGETHER APART:  
AN ONLINE INTERACTIVE EVENT



THURSDAY, APRIL 23  
7:00-8:15P  
[montclairbounce.org](https://montclairbounce.org)

@SJ\_Pro



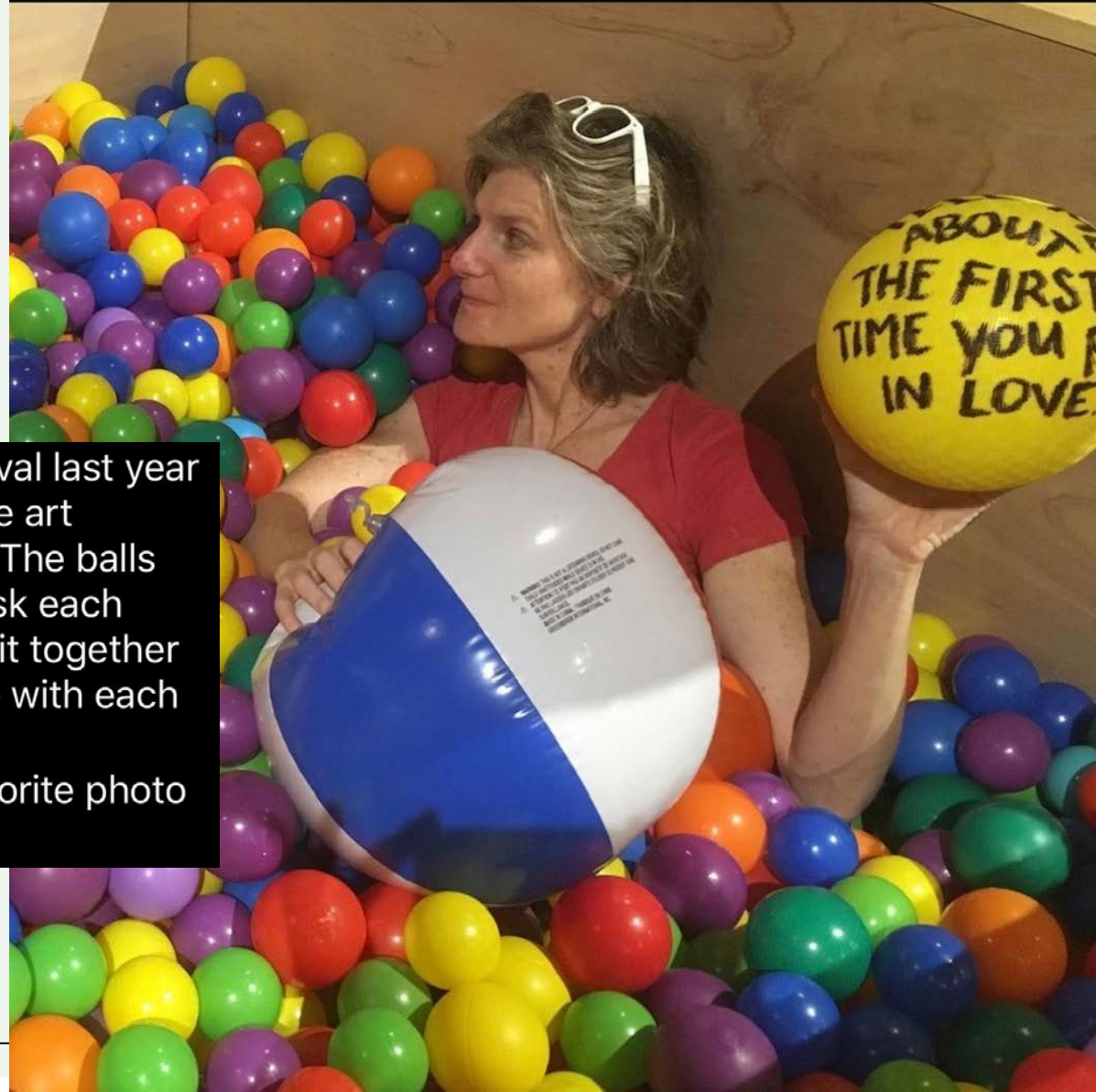
#montclairbounce



tingle · [Follow](#)

St. Luke's Church (Montclair, New Jersey)

...



"bounce." During the Bounce Festival last year we had a giant ball pit as part of the art installation in St. Luke's sanctuary. The balls had questions for participants to ask each other. Since we can't get in a ball pit together right now, we thought we'd bounce with each other in a new virtual way. 🟡  
Introduce yourself today. Add a favorite photo of you so we can all say hello!

@SJ\_

# A FUN PHOTO 'BOUNCE'

## DAY 1. INTRODUCTIONS (WHO ARE YOU?)

### #MONTCLAIRBOUNCE

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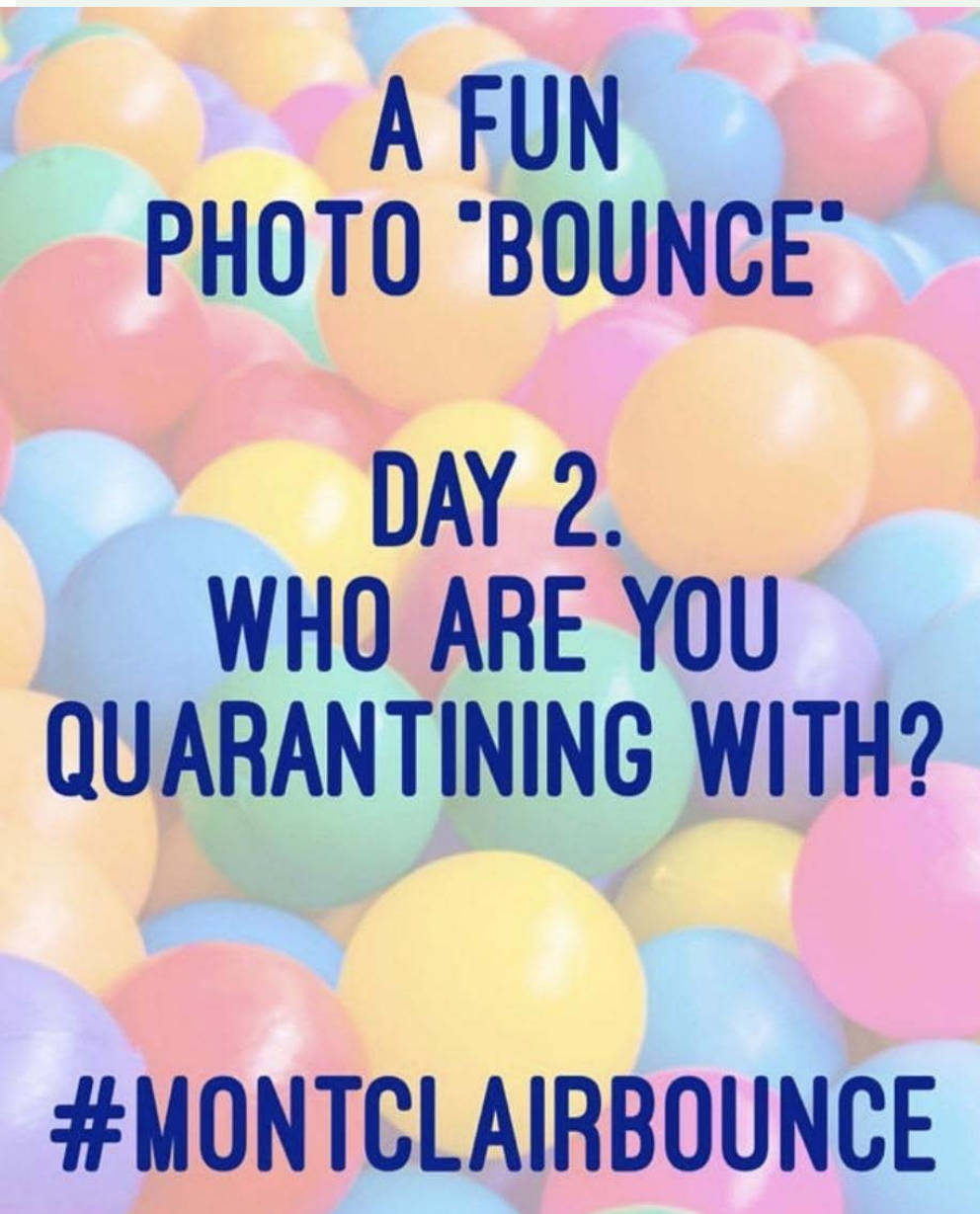
< #montclairbounce



87 likes

**kate\_albright** Who wants to play? Share a photo of yourself & intro for @montclair.bounce's photo prompt day 1. Hi I'm Kate. Photographer & mother, 2 of my main gigs. I love documenting life & sharing people's stories through photos. I have 4 kiddos, ages 13-21, each an inspiration to me.





@SJ\_Program | #NJSus





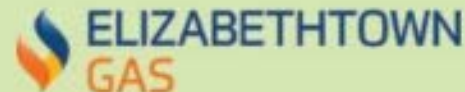


Scott Duggan of Windmill Rd, Cork, with his projector showing classic movies for his neighbours, lessening the sense of isolation while all keep their physical distance. Last Friday, he showed 'Gentlemen Prefer Blondes', starring Marilyn Monroe. Picture: Clare Keogh

# PROGRAM UNDERWRITERS



# SUMMIT SPONSORS



# More Virtual Sustainability Summit events to come!

List of VSS events & to register—  
[bit.ly/NJVirtualSustSummit](https://bit.ly/NJVirtualSustSummit)

Recordings of VSS events—  
[www.sustainablejersey.com](http://www.sustainablejersey.com) >  
Resources > Presentations >  
Sustainability Summit



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**Amplifying Sustain**

**Thursday, April 23, 3**

**Register**

**Protecting Drinkin**

**Friday, April 24, 11:0**

**Register**

**Asbury Park Dinne**

**Monday, April 27, 4:**

**Register**

**Supporting Local**



# Questions?

## Suzanne's contact info:

Suzanne Ishee, Director  
NJIT Hub for Creative Placemaking  
[creativeplacemaking@njit.edu](mailto:creativeplacemaking@njit.edu)  
<https://centers/njit.edu/njiac/>

