Confronting COVID-19:  
Creative Placemaking in the Time of COVID

Urban Land Institute | September 2, 2020
BUILDING HEALTHY PLACES

Leveraging the power of ULI’s global networks to shape projects and places in ways that improve the health of people and communities

health@uli.org
~ Webinars are being recorded. A recording of this webinar will be posted on the web in Knowledge Finder and a link will be shared with registrants~

Next up --
Making Moves: Transportation, Public Space, and Equity in the Time of Coronavirus
Friday, September 11th 1-2:15 pm

Find past ULI webinars at knowledge.uli.org
Creative Placemaking in the Time of COVID
Wednesday, September 2, 2020
1:00 – 2:15 PM EDT

Ben Stone
Director of Arts & Culture
Smart Growth America & Transportation for America
Before we talk about creative placemaking in the time of COVID...

What was creative placemaking in the time before COVID?

Why does an organization like Smart Growth America have an arts & culture program?
ULI members agree: creative placemaking adds value

Survey respondents overwhelmingly agree (91%) about the value of creative placemaking on real estate development projects.

Survey respondents also believe (95%) creative placemaking can affect project value or market success.

Source: Results from September 2016 Urban Land Institute member survey
SGA’s Arts & Culture team works by:

• **Funding** projects to create exemplary case studies

• **Tracking** creative placemaking projects to communicate their benefit

• **Training** practitioners and connecting peers to expand the field
ARTS, CULTURE AND TRANSPORTATION
A Creative Placemaking Field Scan

Commissioned by ArtPlace America
The Role Of Arts & Culture In Transportation Planning

Seven Challenges, Seven Solutions

1. Generating creative solutions for entrenched transportation problems
2. Making streets safer for all users
3. Organizing transportation advocates
4. Engaging multiple stakeholders for an inclusive process
5. Fostering local ownership
6. Alleviating the disruptive effects of construction
7. Healing wounds and divisions

This Field Scan explores seven of the most pressing challenges facing the transportation sector today, and identifies how arts and culture contribute to solutions.
Solution #1

Generating creative solutions for entrenched transportation problems

Arts and culture can help develop better projects that attract greater community support by imagining bold transportation solutions that are unconstrained by traditional processes.
Solution #7

Healing wounds and divisions

Arts and culture can help remedy the divisions created by urban highways and other detrimental transportation infrastructure by physically and culturally reconnecting communities.
What Does Art Have to Do With the Coronavirus?

We need to wake up. Artists can sound the alarm.

By Judy Chicago
Ms. Chicago is an artist.

A Rush to Use Black Art Leaves the Artists Feeling Used

Black creative professionals say they have been used to lend legitimacy to diversity campaigns while being underpaid and pigeonholed.

Paint Fades, but Murals Remember People Killed by Police

Across the country, artists have created portraits of George Floyd, Amadou Diallo, Eric Garner and others as markers of pain and loss.

Trump Says He Will Create a Statuary Park Honoring ‘American Heroes’

The executive order includes John Adams, Harriet Tubman and Martin Luther King Jr. among those who would be honored. So would Billy Graham, Antonin Scalia and Ronald Reagan.

George Floyd Protests Reignite Debate Over Confederate Statues

Dozens came down after a white nationalist rally in Charlottesville, Va., in 2017. Protesters outraged over the death of Mr. Floyd are targeting some that remained.

How the Virus May Change Your Next Home

Designers and architects expect the pandemic to affect apartment design long after the lockdowns are over. Here are a few trends you’re likely to see.

A Multibillion-Dollar Opportunity: Virus-Proofing the New Office

Tech, catering and design companies are rushing to sell employers on fever scanners, box lunches and office floor-planning apps for social distancing. But it’s too soon to tell if they will work.

America’s Monuments, Reimagined for a More Just Future
BLACK LIVES MATTER
<table>
<thead>
<tr>
<th>CITY</th>
<th>STATE</th>
<th>COUNTRY</th>
<th>STREET LOCATION / ADDRESS / INTERSECTION</th>
<th>latitude</th>
<th>longitude</th>
<th>IMAGE URL</th>
<th>PHOTO CREDIT</th>
<th>TEXT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Berkeley</td>
<td>CA</td>
<td>USA</td>
<td>Allston Way between Martin Luther King Jr. Way and Milvia Street</td>
<td>37.868942</td>
<td>-122.70597</td>
<td><a href="https://www.eastbay.com">https://www.eastbay.com</a></td>
<td>East Bay Times (Ray Chavez/Bay Area News Group)</td>
<td>BLACK LIVES MATTER</td>
</tr>
<tr>
<td>Berkeley</td>
<td>CA</td>
<td>USA</td>
<td>Martin Luther King Jr Way between Addison and Allston</td>
<td></td>
<td></td>
<td></td>
<td>Proposed on Twitter @actrasArchitect BLM yellow on City Hall and Police Department Courthouse, and...</td>
<td>BLACK LIVES MATTER</td>
</tr>
</tbody>
</table>
A Surge in Biking to Avoid Crowded Trains in N.Y.C.

More New Yorkers are turning to cycling to minimize their coronavirus exposure. Citi Bike trips surged to more than half a million this month.

‘End of the Line’: School Bus Industry in Crisis Because of the Coronavirus

Industry leaders say it will be the nation’s schoolchildren and parents who will suffer, as they alter their lives and figure out how to replace a mode of transportation that was once a certainty.

Cities Close Streets to Cars, Opening Space for Social Distancing

Boston, Minneapolis, Oakland and other cities have temporarily banned through traffic on streets, giving pedestrians and cyclists extra elbow room during the coronavirus pandemic.

With Fewer People in the Way, Transportation Projects Speed Ahead

The pandemic has provided an unexpected window for agencies in New York and around the country to make long-planned repairs and upgrades.

The Magic of Empty Streets

Social distancing gives us a rare chance to fix cities.

Critics Fear Amtrak Is Using Pandemic to Cut Service That Won’t Return

Members of Congress are angry that the rail agency is asking for more money while planning to lay off staff and reduce services. Smaller communities that rely on rail service could be badly hurt.

N.Y.’s Changed Streets: In One Spot, Traffic Speeds Are Up 288%

Faster buses. Plentiful parking. Cleaner air. A shift in habits offers a glimpse of what the city could be like without so much congestion.

This Was Supposed to Be the Year Driverless Cars Went Mainstream

Perfecting the technology has taken longer than expected. The coronavirus pandemic has made it even more difficult.
Face Masks and Crowd Control: The Race to Make Your Subway Ride Safer

Social distancing isn’t easy on the subway. Transit officials are mapping out ways to prepare the system for the return of riders.
• Detroit Department of Public Works (Detroit, MI)
• Oakland Department of Transportation (Oakland, CA)
• Regional Transportation Commission of Southern Nevada (Las Vegas, NV)
• San Francisco Bay Area Rapid Transit—BART (San Francisco Bay Area, CA)
• West Central Initiative (West Central Minnesota)
ArtPlace America:
Investing in Artists as Allies in Equitable Community Development

September 2020

www.artplaceamerica.org
@artplaceamerica
ArtPlace America is a ten-year fund that has invested more than $100 million in rural, suburban, Tribal, and urban communities to support artists as allies in equitable community development.
Liz Lerman

“An Atlas of Creative Tools”
Arizona State University
Phoenix, AZ
Cook Inlet Housing Authority
Anchorage, AK
<table>
<thead>
<tr>
<th></th>
<th>Civic, social, faith based</th>
<th>Commercial</th>
<th>Government</th>
<th>Nonprofit</th>
<th>Philanthropy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; food</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Economic development</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Education &amp; youth</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Environment</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Health</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Housing</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Immigration</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Public safety</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Transportation</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Workforce development</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Arts, Culture, and Public Health

What the Arts Can Address

- Collective trauma
- Racism
- Social Exclusion and Isolation
- Mental Health
- Chronic Disease
Sugar Hill Museum of Art and Storytelling
Broadway Housing Communities
New York, NY
In their January 2019 (Vol. 109, No. 1) issue, the American Journal of Public Health published this editorial about how the slave trade set racist structures in North America which were not challenged by the American Revolution and which are impacting public health today.

The editorial was written by Thomas A. LaVeist of Tulane University, School of Public Health and Tropical Medicine, New Orleans, LA; Mindy Fullilove of Parsons School of Design, The New School, New York, NY; and Robert Fullilove of Mailman School of Public Health, Columbia University, New York, NY.

Find this article and more at the American Journal of Public Health website.
Arts, Culture, and Community Safety

What the Arts Can Do

- Transform liabilities into assets / revitalize high crime places
- Redefine policing around community-building
- Support justice-involved community members
- Foster opportunities for young people in high crime neighborhoods
Broadway Vibrations
Roger Cummings
Juxtaposition Arts
Minneapolis, MN
People’s Paper Co-op
Village of Arts & Humanities
Philadelphia, PA
The Five “S” Methodology for Designing Effective Social Interventions

1. Structure
2. System
3. Scale
4. Symbol
5. Sensation
The Five “S” Methodology for Designing Effective Social Interventions

1. Structure
2. System
3. Scale
4. Symbol
5. Sensation
People’s Paper Co-op
Village of Arts & Humanities
Philadelphia, PA
ARTPLACE

Jamie Bennett
jamie@artplaceamerica.org
@sarmoti
Theresa Sweetland
Executive Director; Publisher
Public Art Review, Forecast Public Art
THERESA SWEETLAND
EXECUTIVE DIRECTOR
PUBLISHER

FORECAST

THERESA SWEETLAND
EXECUTIVE DIRECTOR
PUBLISHER
FORECAST OVERVIEW

INDIVIDUAL ARTISTS

SUPPORT, TRAINING AND LEADERSHIP

ARTISTS AND COVID-19 INNOVATION
WHAT KIND OF FUTURE DO WE WANT TO BUILD TOGETHER?

Forecast is a nonprofit organization that activates, inspires, and advocates for public art that advances justice, health, and human dignity.
WE SUPPORT, FUND AND TRAIN ARTISTS WHO WORK IN PUBLIC

WE PARTNER AND CONSULT ON PUBLIC ART AND CREATIVE PLACEMAKING PROJECTS

WE BUILD LOCAL CAPACITY, GATHER STORIES AND SHARE RESEARCH SO YOU CAN DO THIS ON YOUR OWN
WHERE WE WORK

Our team works in communities across the country and globe. These are the U.S. locations where we have been on the ground—meeting with stakeholders and partnering with communities to meet their public art and engagement needs—and our list is growing by the day.
OUR TEAM

Clockwise from top left: Executive Director Theresa Sweetland, Director of Programming + New Initiatives Jen Krava, Consultants Aki Shibata, Hawona Sullivan Janzen, Candida Gonzalez, Witt Siasoco, and Tricia Heuring
COMMISSIONING + CURATION

Artists and creativity can play a vital role in project and development efforts. The experienced consulting team at Forecast is ready to help!

- **Artist Commissioning**: We help you determine your goals for a public art project, and facilitate the artist commissioning process, including RFQ creation, artist selection, implementation, and project management.
- **Public Art Curating and Programming**: Let us help you plan, develop, and manage public art programming. Our experience includes creating exhibits, planning events, and managing temporary installations.
- **Artist Residencies**: In-depth residencies allow participants to discover how art, community, and big ideas shape our shared spaces. We match artists with schools, private developments, and neighborhood organizations to increase understanding of the possibility for and impact of public art.
PLANNING + ENGAGEMENT SERVICES

Artists and creativity can play a vital role in planning and engagement projects. The experienced consulting team at Forecast is ready to help!

- **Community Engagement**: Engage individuals, groups and organizations through art to address issues that impact health and wellbeing.
- **Public Art and Memorial Planning**: Create an actionable public art plan that supports existing public art efforts, programs, and organizations, enhances arts and culture activities, and reflects the area's diversity.
- **Public Art Mapping**: Tour, analyze and develop maps to showcase prime locations for public art and place-based activities.
- **Community & Environmental Scanning**: Research and understand the conditions of your city or neighborhood, interpret relevant data and analyze existing and future plans to help identify opportunities for public art and place-based activities.
- **Public Art Program + Collection Equity Reviews**: Identify discrepancies in public art collections as related to race, gender, immigration status, and more. We will help you identify gaps, prioritize initiatives, set program goals, assign accountability, and measure the impact of initiatives.
PROTECT AGAINST COVID-19
WASH YOUR HANDS.
STAY 6 FEET AWAY FROM OTHERS.
Impact on Artist/Creative Workers

- Artists/creatives are among the most severely affected workers by the pandemic. 63% have become fully unemployed. They expect to lose an average of $22,200 each in creativity-based income in 2020 ($50.6 billion, nationally).

- 94% report loss of income.

- 79% experienced a decrease in creative work that generated income (62% “drastic decrease”).

- 66% are unable to access the supplies, resources, spaces, or people necessary for their work.

- 78% have no post-pandemic financial recovery plan.

- Black, Indigenous, and artists of color have higher rates of unemployment than white artists due to the pandemic (69% vs. 60%). They also expect to lose a larger percentage of their income (61% vs. 56%).

- Top Needs for Artists: (1) unemployment insurance, (2) food/housing assistance, (3) forgivable business loans.
Creativity Has Always Been Essential To Recovery

DRIVE LOCAL, STATE, AND PRIVATE SECTOR ACTIVATION OF CREATIVE WORKERS

5. Incentivize private businesses and local and state agencies and tribal governments to integrate creative workers to envision successful business structures in recovery and beyond.

Support businesses in engaging creative minds to react to changing workplace needs, inspire advances in practice, and drive innovation around products, services, and ways of working. Use financial incentives, such as a tax credit or access to a loan or capital, to fund the positions and work.

6. Prioritize and incentivize public and private sector support, access to capital, and equitable funding of arts producing organizations, small creative businesses, community cultural centers, and collectives.

In particular, focus on organizations that are led by members of and/or based in Black, Indigenous, and communities of color and have served those communities despite chronic under-funding, the disproportionate impact of COVID-19, the economic crisis, and historical inequities in the arts and in all sectors of American society.

7. Utilize and provide resources to local-level Workforce Investment Boards to develop and deploy creative entrepreneur support programs.

Support, in conjunction with economic development related organizations, holistic programs and practices that support creative youth development and wellness and that allow young artists to design, develop, and lead programs, initiatives, and community responses. This can minimize the reaction time and create resources to intervene for both the dislocated workforce and the incumbent workforce members of a community.
INNOVATION IN THE TIME OF COVID-19:
Creative alternatives to in-person arts-based activities

- Taking It Virtual
- Using What You Already Have
- Practicing Radical Generosity
- Creating New Partnerships
- Pollinating Ideas
Forecast facilitated hiring of four Rice Street Artist Liaisons for Visioning Study
NEW Forecast Consulting Service: Equity Audits of Public Art Collections

Forecast is now available to assess equity, diversity, and inclusion in your community’s public art collection.
YOU CAN SUPPORT ARTISTS NOW BY..

• Supporting relief funding and policies that support artists rights to unemployment benefits
• Making a commitment to hiring and working with artists in your local community, emphasis on black, brown and indigenous artists representation.
• Paying artists fair and equitable fees and wages for work
• Providing opportunities for artists to have a seat at the table and a voice in the process
• Making commitments to mutually beneficial and ethical practices
• Working with partners that support diverse representation in decision-making and leadership.
THANK YOU
Juanita Hardy
Tiger Management Consulting Group, LLC
Consultant to ULI on Creative Placemaking
AGENDA

Is Creative Placemaking Relevant in these Times?

Creative Placemaking and Equitable Development - Case Studies

Optimizing Creative Placemaking – Best Practices and Implementation Guidance

Resources and Takeaway
THE PANDEMIC IS DRIVING RAPID CHANGE IN APPROACHES TO THE BUILT ENVIRONMENT.

What real estate experts are saying*:

• That things will change is clear, how they will change will not be clear until post Covid.
• There may be a whole new series of products created to accommodate needs in this new world.
• People are craving a sense of togetherness but want space.
• As online shopping grows, consumers will be attracted to curated retail “experiences.”
• With emphasis on working at home, people will spend more time where they want to go versus where they live.
• Where people go (e.g. for work, travel, retail/shopping, entertainment) will depend in part on the assurance of safety, health and wellness, e.g.:
  ➢ Open spaces,
  ➢ Safe, easy access,
  ➢ Rigorous cleaning/sanitizing/disinfecting,
  ➢ Touchless, contact services (e.g. phone apps vs paper),
  ➢ Healthy buildings (air quality, natural light, de-densifying practices, etc.).

*Sources: Multiple, including ULI 2020 Spring Meeting webinars and 2020 Urban Land magazine articles.
CREATIVE PLACEMAKING, OR LEVERAGING ART & CULTURE WITH GREAT DESIGN, REMAINS RELEVANT, ESPECIALLY IN THESE TIMES.

“As society grapples with the COVID-19 crisis, partnerships between city builders and artists could play a unique role in defining the current moment, bringing culture back and rebuilding confidence in urban development markets.”

“In the face of Covid”...the connectivity of people and places may matter now more than ever.”

“Everyone has the right to live in a great place, and the right to make the place where they already live better.”

“Walkable and bikeable places are easing the isolation of quarantines and enabling people without cars to move about.”

“Immediate action is needed to stop the spread of COVID-19 and to address the pandemic’s... [impacts]. Local arts and cultural resources, and artists themselves, are one of the most powerful and readily available resources to support community connection, wellbeing and recovery.”

Sources:
ULI Toronto Webinar: The Art of Bouncing Back: How Developers and Artists Are Setting the Stage for Culture and Markets to Recover, April 9, 2020
Brooking article: https://www.brookings.edu/blog/the-avenue/2020/03/25/the-qualities-that-imperil-urban-places-during-covid-19-are-also-the-keys-to-recovery/
UF Advisory Brief: https://arts.ufl.edu/site/assets/files/183403/uf_covid_local_final_041620_1.pdf
Art & Culture is both a component of a healthy, equitable, thriving place and a strategy to achieve it.

*Adapted from Policy Link: “What makes up an equitable community?”*
CREATIVE PLACEMAKING (CPM) BEST PRACTICES SUPPORT ACHIEVEMENT OF EQUITABLE DEVELOPMENT GOALS.

Key Goal of Equitable Development
Reduce disparities while fostering places that are healthy and vibrant.

*CPM Best Practices

- Begin with the end in mind
- Bring artists and the community upfront
- Mine local art and cultural assets
- Engage local artists
- Understand and articulate stakeholder benefits
- Form cross sector partnerships
- Identify critical skills to deliver
- Look for early wins
- Maintain a long view
- Explore creative financing

CASE STUDY: DOWNTOWN SOUTH, RALEIGH, NC

This $2B mixed use project surrounding two neighborhoods – one largely white, the other largely AA, is envisioned to be a buzzing southern gateway into North Carolina’s capital.
“RALEIGH RESIDENTS HOPE DOWNTOWN SOUTH DEVELOPMENT DOESN'T PRICE THEM OUT OF NEIGHBORHOOD”

“In addition to the soccer stadium, … the $1.9B development would include 1.7M sq ft of office space, 125K sq ft of retail and commercial space, hotels with 1,200 rooms total and convention center space and about 1,750 apartments, condominiums and townhouses targeting a range of incomes.

“Although no one lives on the land the developers have bought or want to buy, nearby residents worry that Downtown South could wind up pushing them out of their neighborhoods.”

Source: Excerpts from online article by WRAL Reporter Kasey Cunningham, posted December 24, 2019, at WRAL.com
The $250M Brickline Greenway will promote health, connect communities and help to heal a city’s painful past.
ULI’S RECENT CPM PUBLICATION, “SPARKING,” OFFERS BEST PRACTICES, IMPLEMENTATION ADVICE, AND CASE STUDIES.
CPM is relevant now more than ever to innovate solutions in the time of Covid and racial unrest that help create equitable, thriving places for all to enjoy.

Useful Urban Land Magazine Articles & ULI Publications:
- Ten Best Practices in Creative Placemaking (UL 2017)
- The Business Case for Creative Placemaking (UL 2018)
- Leveraging Creative Placemaking in Equitable Development (UL Fall 2020)
- Building Equitable Cities: How To Drive Economic Mobility and Regional Growth (UL Pub 2017)
- Creative Placemaking: Sparking Development with Art and Culture (UL Pub 2020)
THANK YOU!

Juanita.Hardy@uli.org
Juanita_Hardy@msn.com (alternate)
202-423-4923 (mobile)

Baltimore, Maryland City Mural
Dialogue

Ben Stone
(Moderator)
Director of Arts & Culture
Smart Growth America

Jamie Bennett
Executive Director
ArtPlace America

Theresa Sweetland
Executive Director;
Publisher
Public Art Review,
Forecast Public Art

Juanita Hardy
Tiger Management
Consulting Group, LLC
Consultant to ULI on
Creative Placemaking
Andrea Jenkins
Council Member
Ward 8, City of Minneapolis
Respondant
Confronting COVID-19: Creative Placemaking in the Time of COVID

Join us in October for virtual Fall Meeting programming

Webinar recording will be posted at knowledge.uli.org
Link will be emailed to you

Thank you!