



ART IN PLACE

CONNECTING ARTS + REAL ESTATE

Global Webinar



Welcome

Rachel MacCleery

ULI Randall Lewis Center for Sustainability

ART IN PLACE

CONNECTING ARTS + REAL ESTATE

OUR AGENDA

Research: ROI + Creative Placemaking

Project Profiles: Connecting Arts + Real Estate

+ *11th Street Bridge Park* | Washington, DC

+ *Crosstown Concourse* | Memphis, TN

+ *Confluence Park* | San Antonio, TX

Q + A

Closing Thoughts



Learn more about Placemaking at ULI:
uli.org/creativeplacemaking

ART IN PLACE

CONNECTING ARTS + REAL ESTATE

Program Overview

a global cohort of

ULI National + District Councils

working to connect artist, developer, and community voices to drive more inclusive and participatory real estate outcomes.

The program is committed to **diversity + inclusion** and promotion of **local artists + creatives**.

Art in Place is made possible with the support of ULI member **Michael Spies**.



Art in Place is the next step in ULI's commitment to Creative Placemaking

Milestone Reports + Activities

- *Creative Placemaking: Sparking Development with Arts and Culture*
- *Incorporating the Power of Creative Placemaking*
- *Creative Placemaking: Recommendations from and Impact of Six Advisory Services Panels*

Resources Online
uli.org/creativeplacemaking



Research

Andrew Nakazawa

Dir of Strategic Planning, **MASSIVart**



**MASSIV
ART**

Toronto
Metropolitan
University

POSITIVE ROI: CREATIVE PLACEMAKING



Creative Placemaking

What is the value/impact?



“Augmenting places: The impact of placemaking on behavioural intentions”



**MASSIU
ART**



Study conducted by:

Dr. Louis-Etienne Dubois,
Associate Professor of Creative Industries
Toronto Metropolitan University

in collaboration with:



**MASSIU
ART**



BASELINE.



OUTDOOR
PUBLIC PLAZA

ENHANCED.

MASSIU
ART



BASELINE.

RETAIL
SPACE



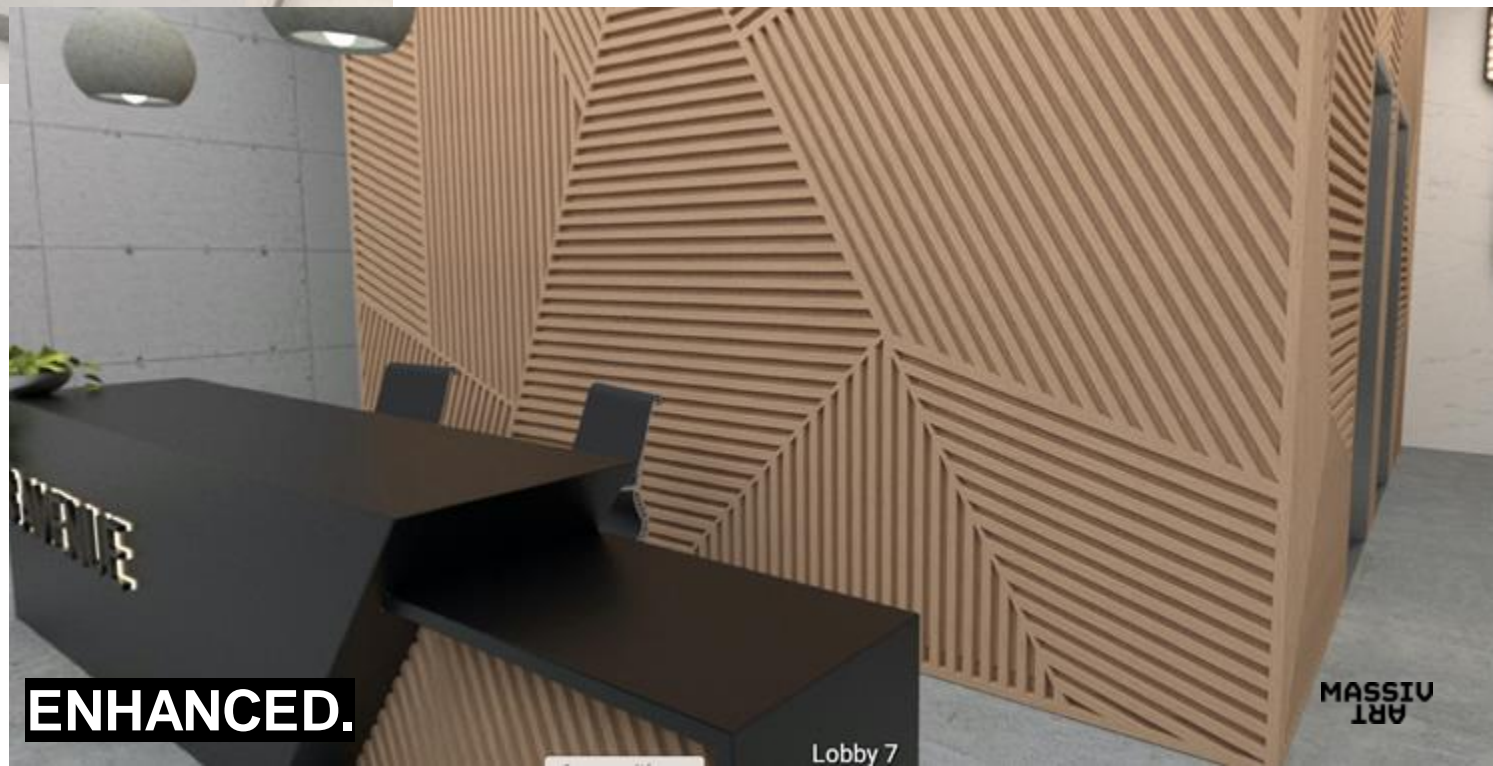
ENHANCED.

MASSIU
ART



BASELINE.

CONDO
LOBBY



ENHANCED.

Lobby 7

MASSIU
ART



BASELINE.

Office 1



ENHANCED.

Office 6

MASSIU
ART

OFFICE
SPACE



BASELINE.

TRANSIT
STATION



ENHANCED.

MASSIU
ART



50% ↑

dwelt time

53% ↑

self-congruity
the match between a brand image and an individual's self-concept

53% ↑

positive perception

63% ↑

positive feelings

74% ↑

likelihood for visitors to share more information
about the site

77% ↑

likelihood for individuals to recommend
the site

* Key findings from the study on the ROI of creative placemaking, conducted by Toronto Metropolitan University in collaboration with The Daniels Corporation, Entro, Lemay, & MASSIVart.



MASSIV
ART



Introductions

Olivia Dahlquist

NINE **dot** ARTS



Dairy Block



2021 ULI Americas Awards for Excellence Winner



Kia Johnson
11th Street Bridge Park
Washington, DC



Todd Richardson
Crosstown Concourse
Memphis, TN



Andrew Kudless
Confluence Park
San Antonio, TX





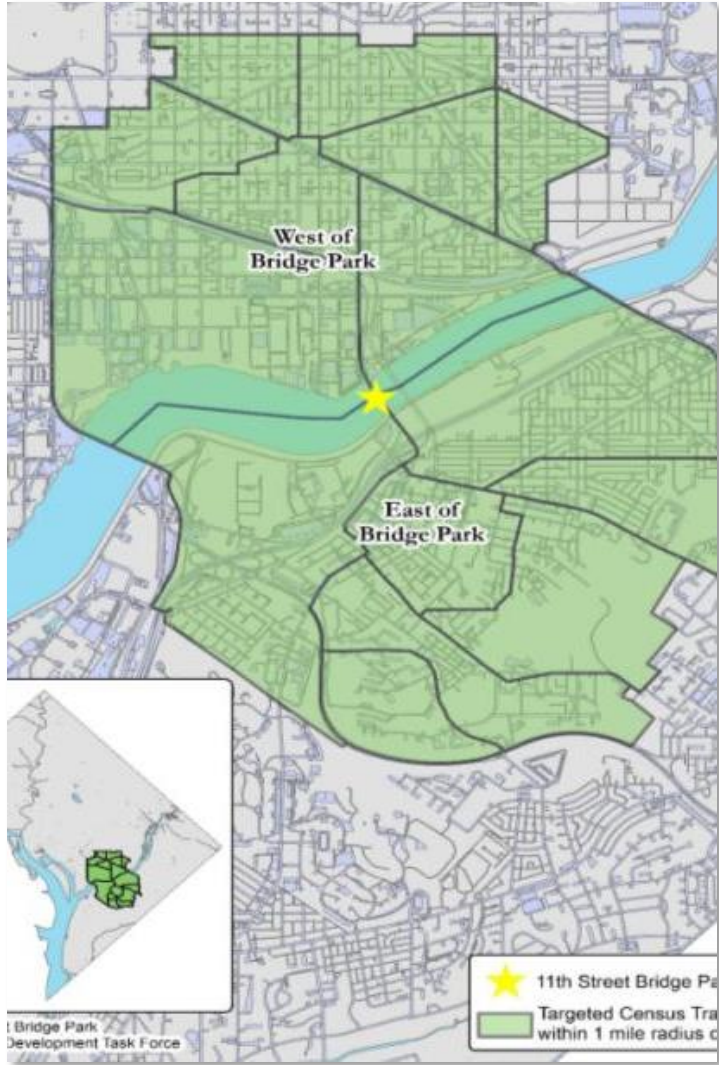
Washington, DC

Kia Johnson

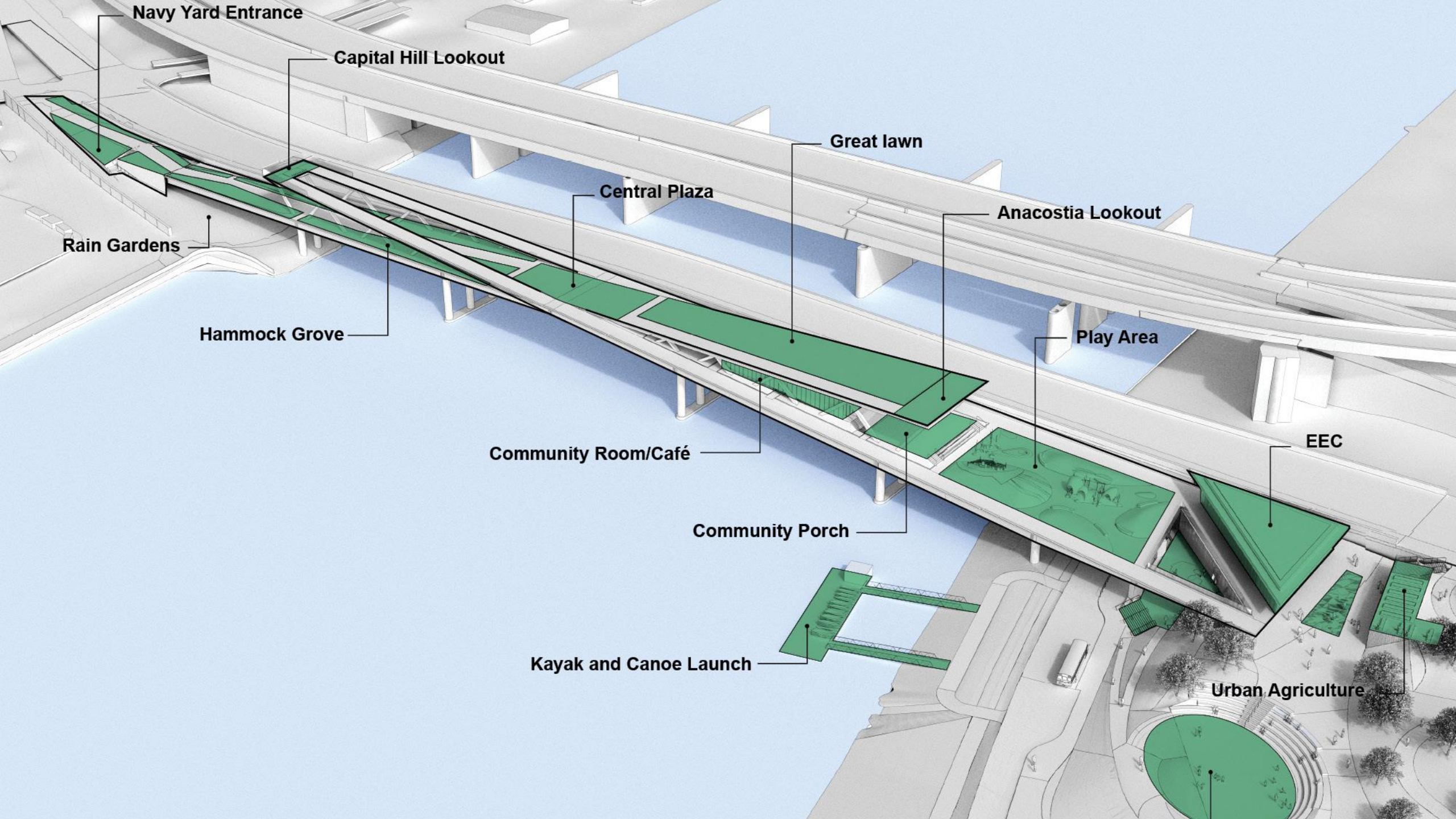
11th Street Bridge Park



11th Street Bridge Park
rendering courtesy of **OMA + OLIN**



Equitable Development Plan



Navy Yard Entrance

Capital Hill Lookout

Great lawn

Central Plaza

Anacostia Lookout

Rain Gardens

Hammock Grove

Play Area

Community Room/Café

EEC

Community Porch

Kayak and Canoe Launch

Urban Agriculture

WHAT IS EQUITY?



PROJECT GOALS

ENVIRONMENT

RE-ENGAGE THE COMMUNITY WITH THE RIVER

HEALTH

IMPROVE PUBLIC HEALTH DISPARITIES

SOCIAL

*RECONNECT THE NEIGHBORHOODS
ON BOTH SIDES OF THE RIVER*

ECONOMIC

*SERVE AS AN ANCHOR FOR
INCLUSIVE ECONOMIC OPPORTUNITY*





Workforce Highlights

Existing Strategies:

- More detailed info on what jobs are coming
- Reflect implementation of current strategies
- Establish numerical targets for hiring DC residents for construction jobs and permanent jobs

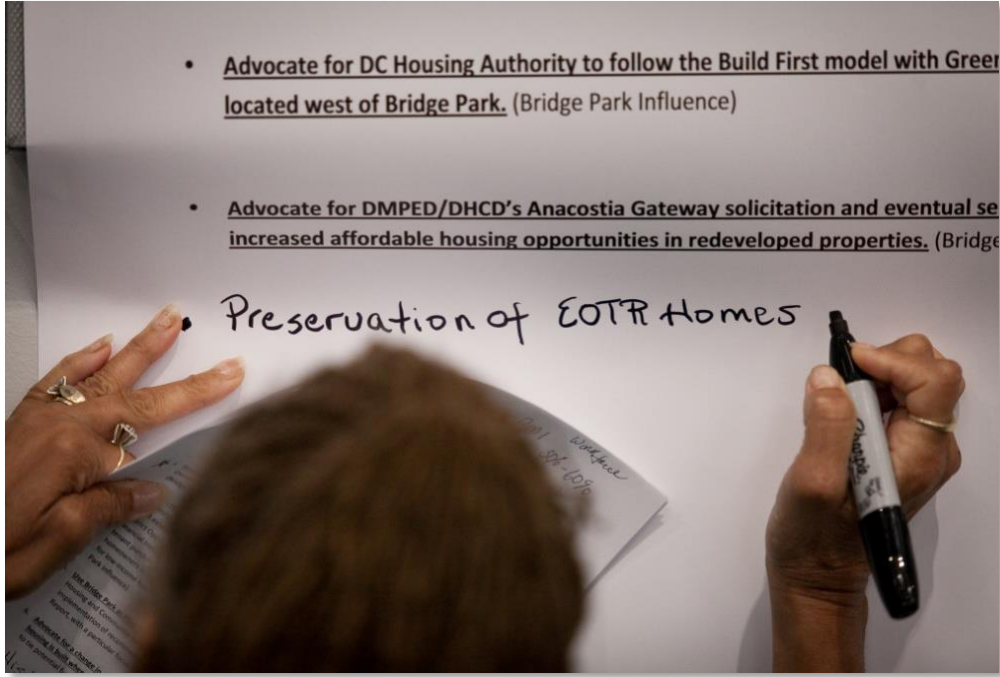
New Strategies:

- Career pipeline development starting at a younger age ★
- Commit to and address areas that keep people from preparing and qualifying for jobs (childcare, housing, mental wellness)
- Partner with training organizations that provide wrap around services for workers placed
- Implement a communication plan to ensure residents are aware of and have access to hiring process
- Create opportunities for mentorship, advancement and professional development

Advocacy Strategies

- Child care policy
- Barriers to employment





Measuring Impact



Learn more at www.bridgepark.org/equity

as of 2/14/23



Memphis, TN

Todd Richardson

Crosstown Concourse







San Antonio, TX

Andrew Kudless

Confluence Park

Confluence Park: Design + Fabrication

Artist: Andrew Kudless / Matsys

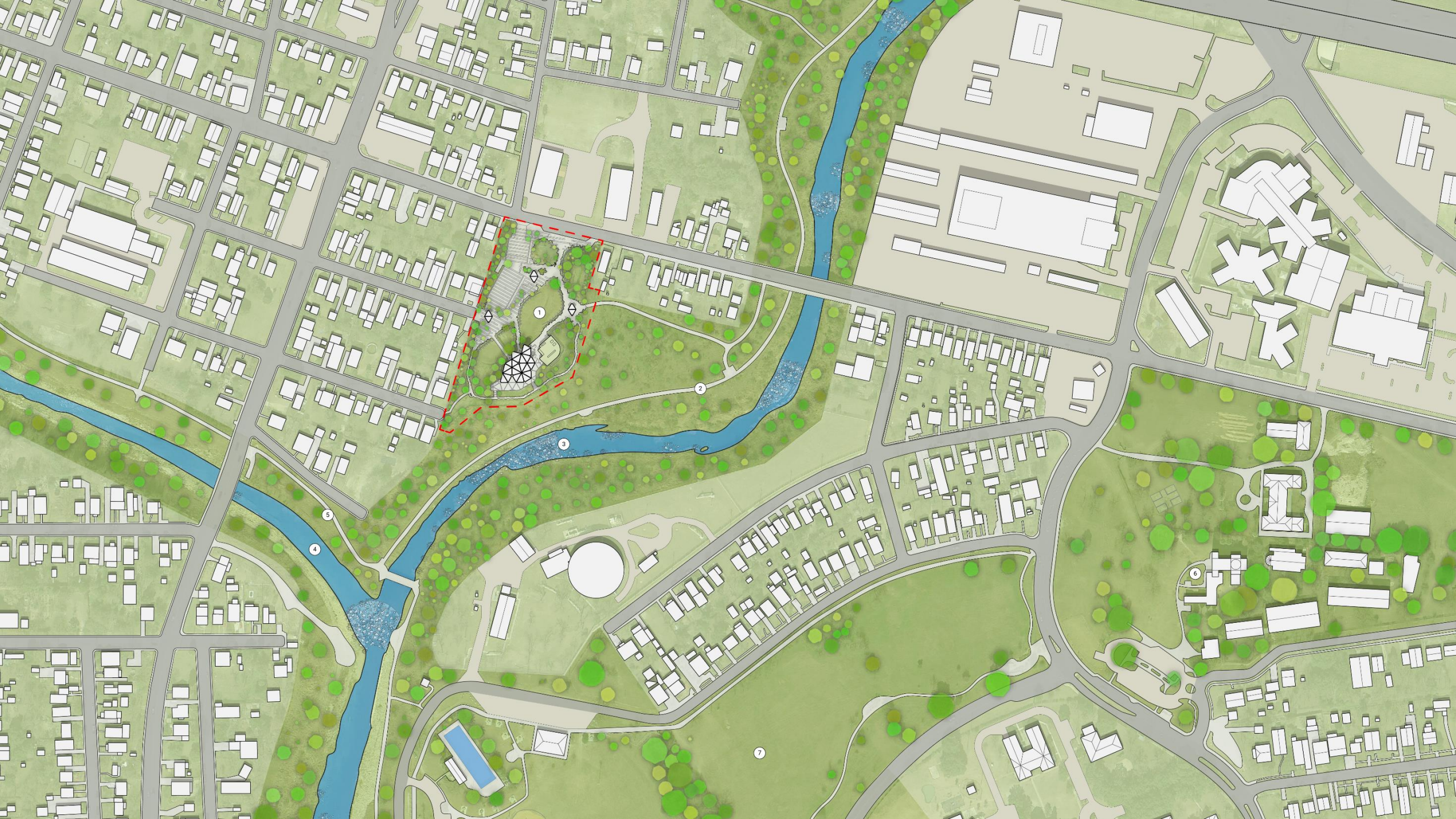
Architect: Lake | Flato Architects

Structural Engineer: Architectural Engineers Collaborative

Landscape Architect: Rialto Studio

Client: San Antonio River Foundation





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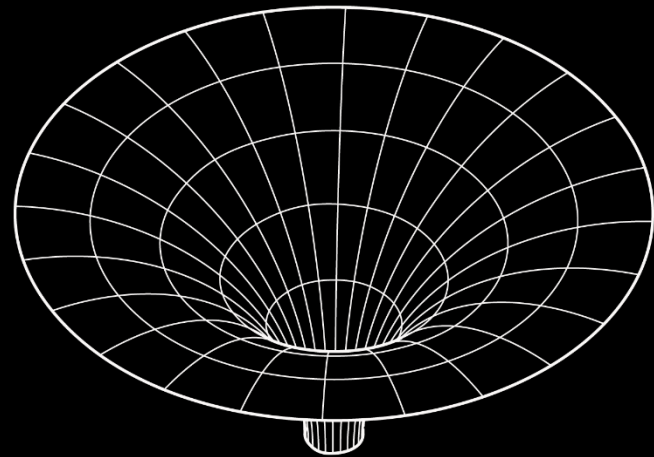
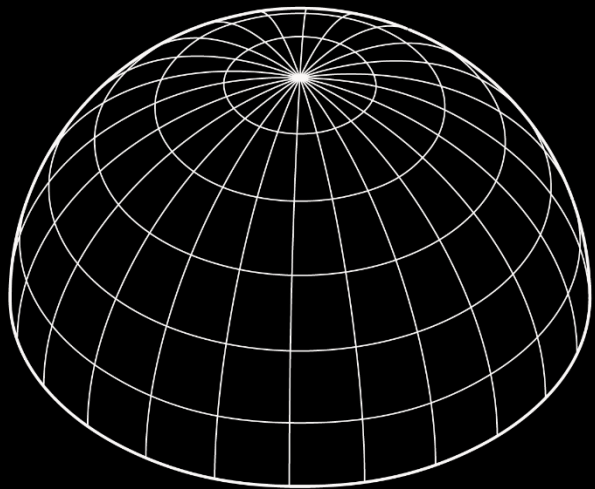
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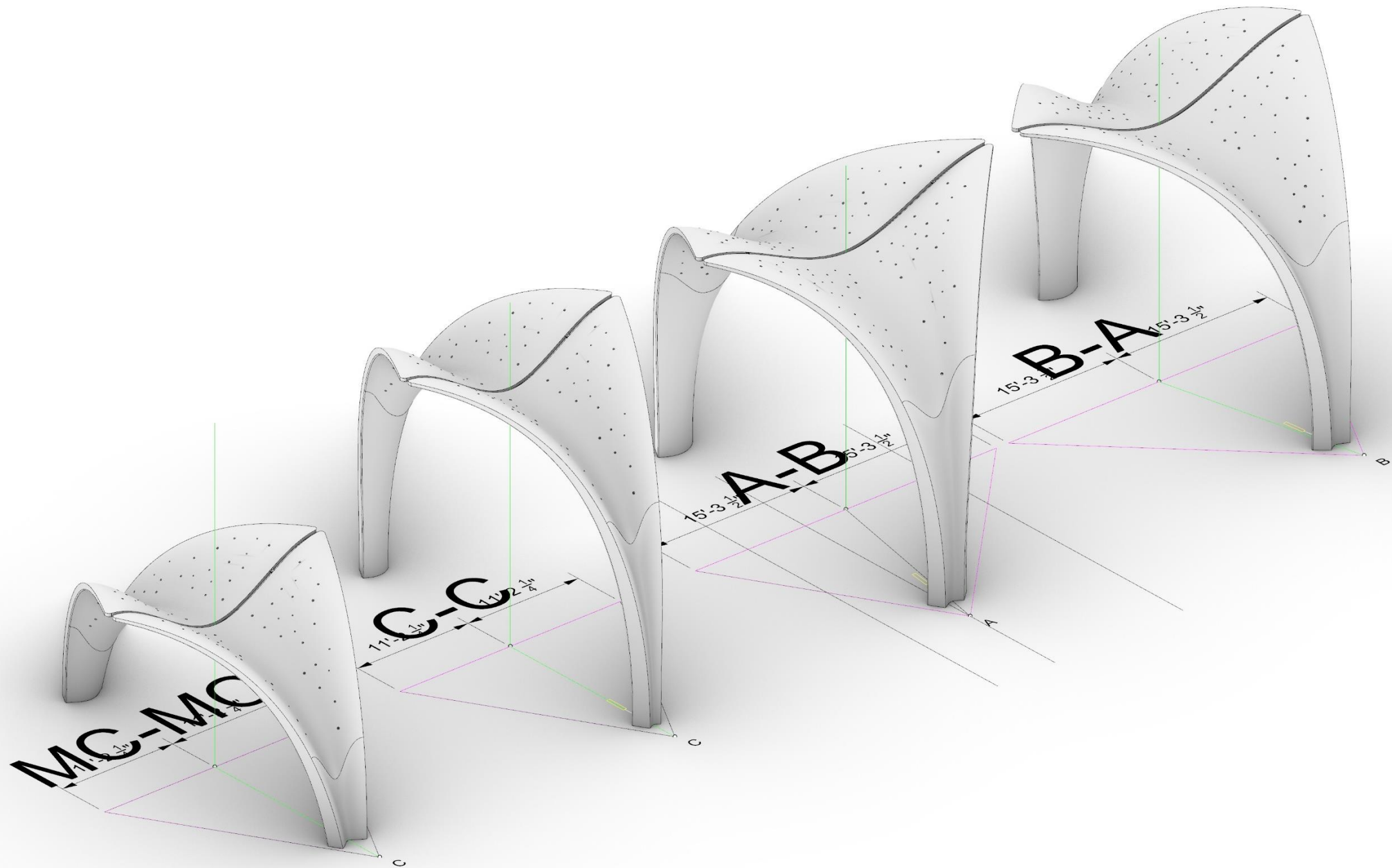


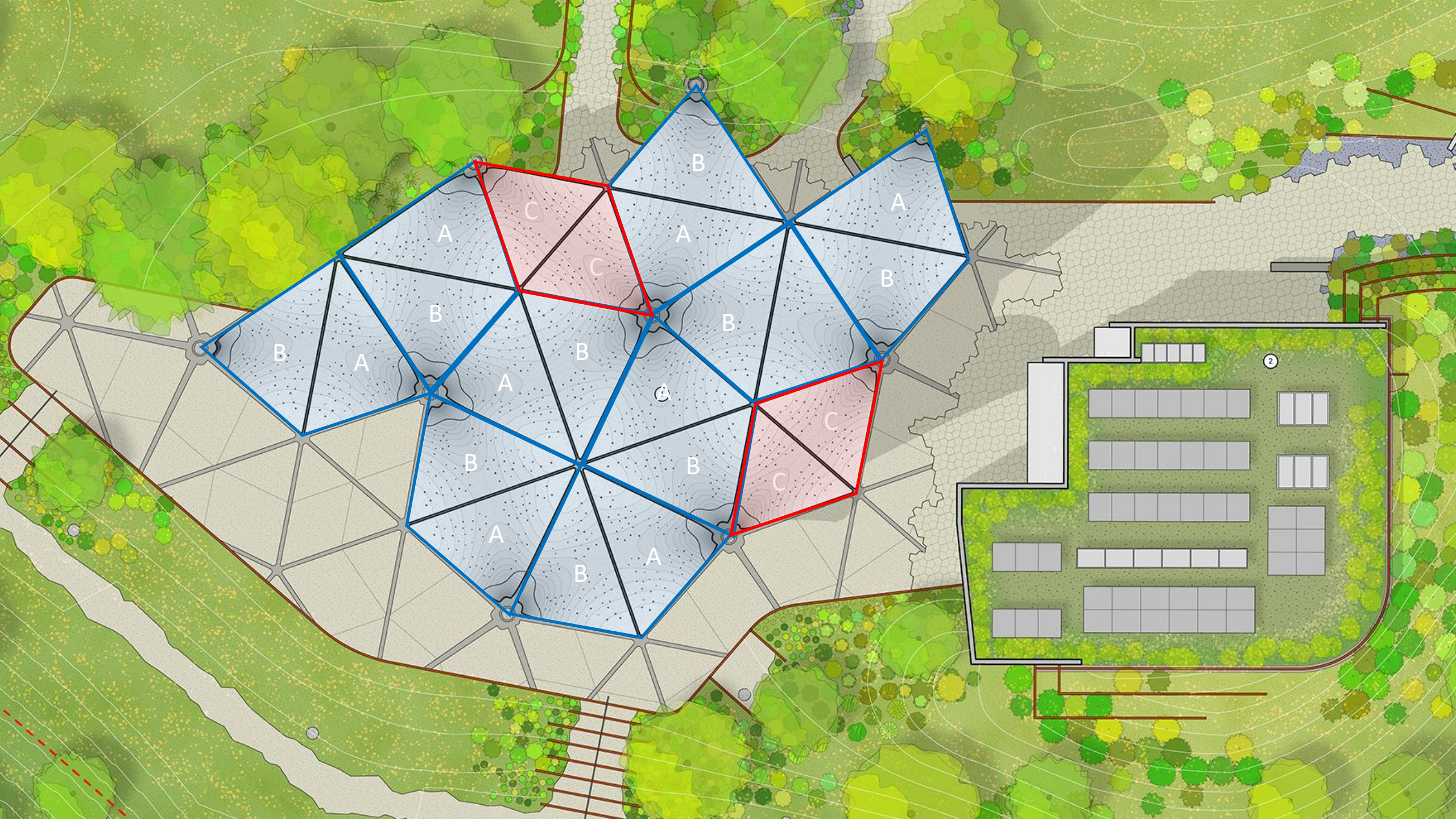














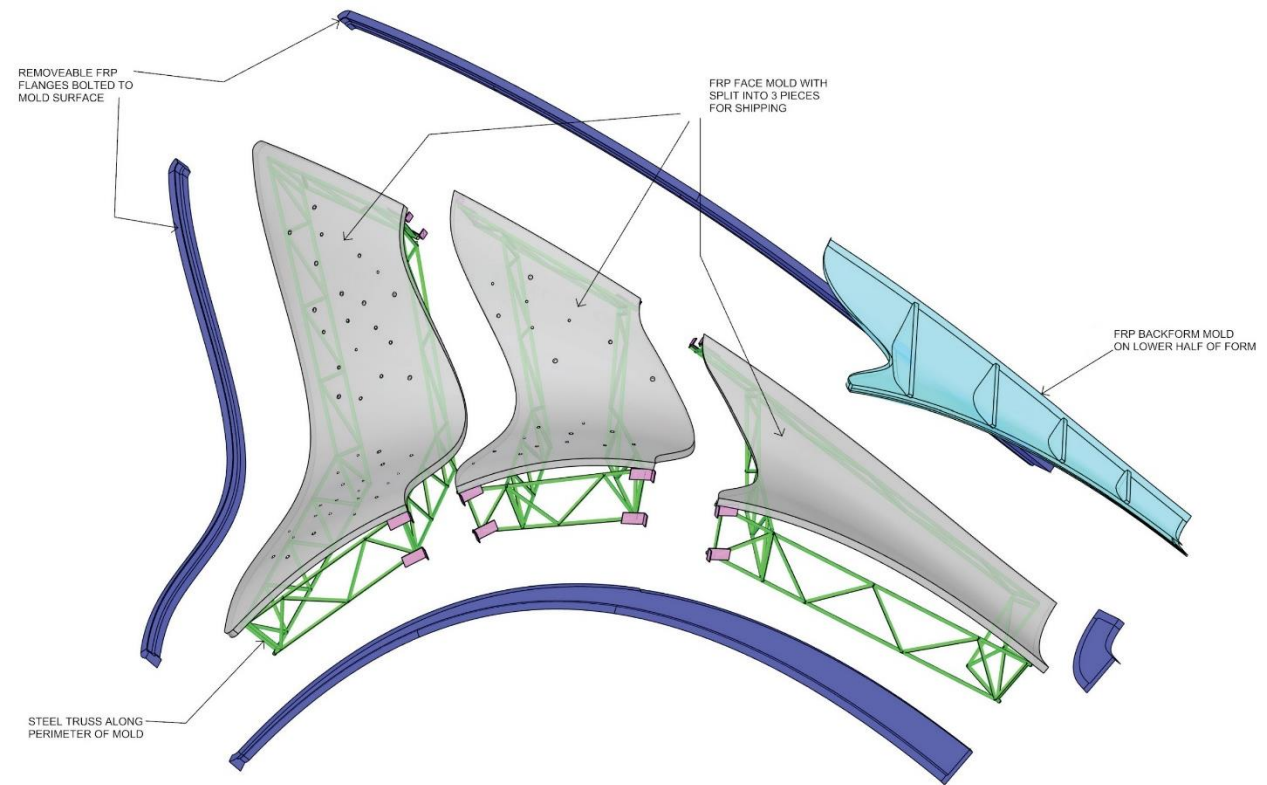










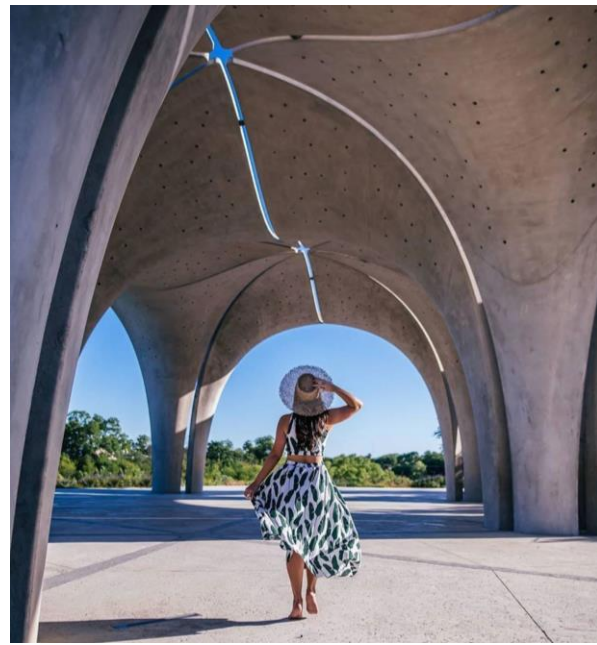


photo: Stuart Allen Art Services





6/28/2022





Discussion

ART IN PLACE
CONNECTING ARTS + REAL ESTATE



Take Five! Survey

ART IN PLACE
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Wrap Up

Juanita Hardy

ULI Sr. Visiting Fellow, **Creative Placemaking**



LEARN MORE

uli.org/creativeplacemaking

or email us: health@uli.org

ART IN PLACE

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A ULI DISTRICT/NATIONAL COUNCIL COHORT PROGRAM