

Arts, Culture, and Planning: a Discussion with the North Suburban Planning Council

Thursday, February 8, 2018



Arts and culture is a dynamic manifestation of human diversity, activity, and expression. It also strengthens and amplifies human and physical assets of place.

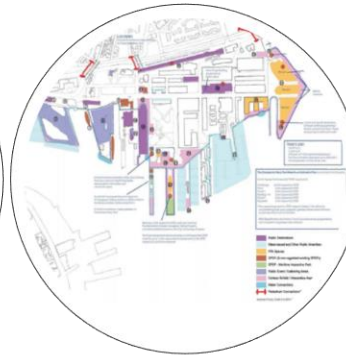


About Us

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2017-2018



The primary goal of the Arts and Culture Division is to establish arts and culture as a core competency for planning and community development staff in the Metropolitan Boston region.



The Toolkit: A framework for understanding the many ways in which arts and culture can infuse innovation and creativity into the disciplines of planning

The banner image for the Arts & Planning Toolkit features a collage of four photographs. The top-left photo shows a large, colorful mural of a stylized face with orange and yellow patterns. The top-right photo shows a person working on a colorful mural on a wall. The bottom-left photo shows a person working on a mural on a wall. The bottom-right photo shows a person working on a mural on a wall.

Arts&Planning Toolkit

A resource for Massachusetts cities and towns

[What is this Toolkit?](#) [Contents by Section](#) [Case Studies](#) [Resources](#) [Acknowledgements](#) [Contact](#)

The Arts and Planning Toolkit is a resource for planners and other government staff who are interested in innovating their planning and community development work through projects and partnerships that engage arts, culture, and the creative community.

The Toolkit presents a menu of strategies grounded in case studies of real projects that are exemplary of how arts and culture can be an effective component of planning, community development, land use, housing, transportation, economic development, public health, and public safety projects and initiatives. Learn more about how this Toolkit is structured on the [Contents by Section](#) page.

Why an arts toolkit for planners?

Urban planners have immense influence in shaping the built environment through policy and planning. Through the development and implementation of plans and policies, planners help guide the development of vibrant and healthy places and communities.

Arts and culture is an essential element of what makes places and communities healthy, connected, and vibrant. Arts and culture enriches lives by providing opportunities for people from different walks of life to socialize, learn, and play; providing experiences that help people engage with elements in the past, present, and future; and creating unique, exciting opportunities to understand and interact with the built and natural environment and the places where they live, work, study, and play.

Browse by Topic

- [art, culture, and planning](#)
- [creative placemaking](#)
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- [cultural planning](#)
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- [art and zoning and permitting](#)
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Our Services: Capacity-Building, Technical Assistance, Research, Data Collection, and Advocacy

1. Capacity building

- Conferences, Trainings, Internal Learning Community
- External Advisory Group

2. Technical assistance through projects, collective purchasing

- Practice areas include cultural planning, creative placemaking/creative community development, socially engaged art.

3. Research, data collection and analysis, and policy advocacy

Implementing the strategies in the Arts & Planning Toolkit...



www.artsandplanning.org

Cultural Planning

Cultural planning is a place-based planning process that generates a vision and action plan for strengthening and growing arts and culture assets.

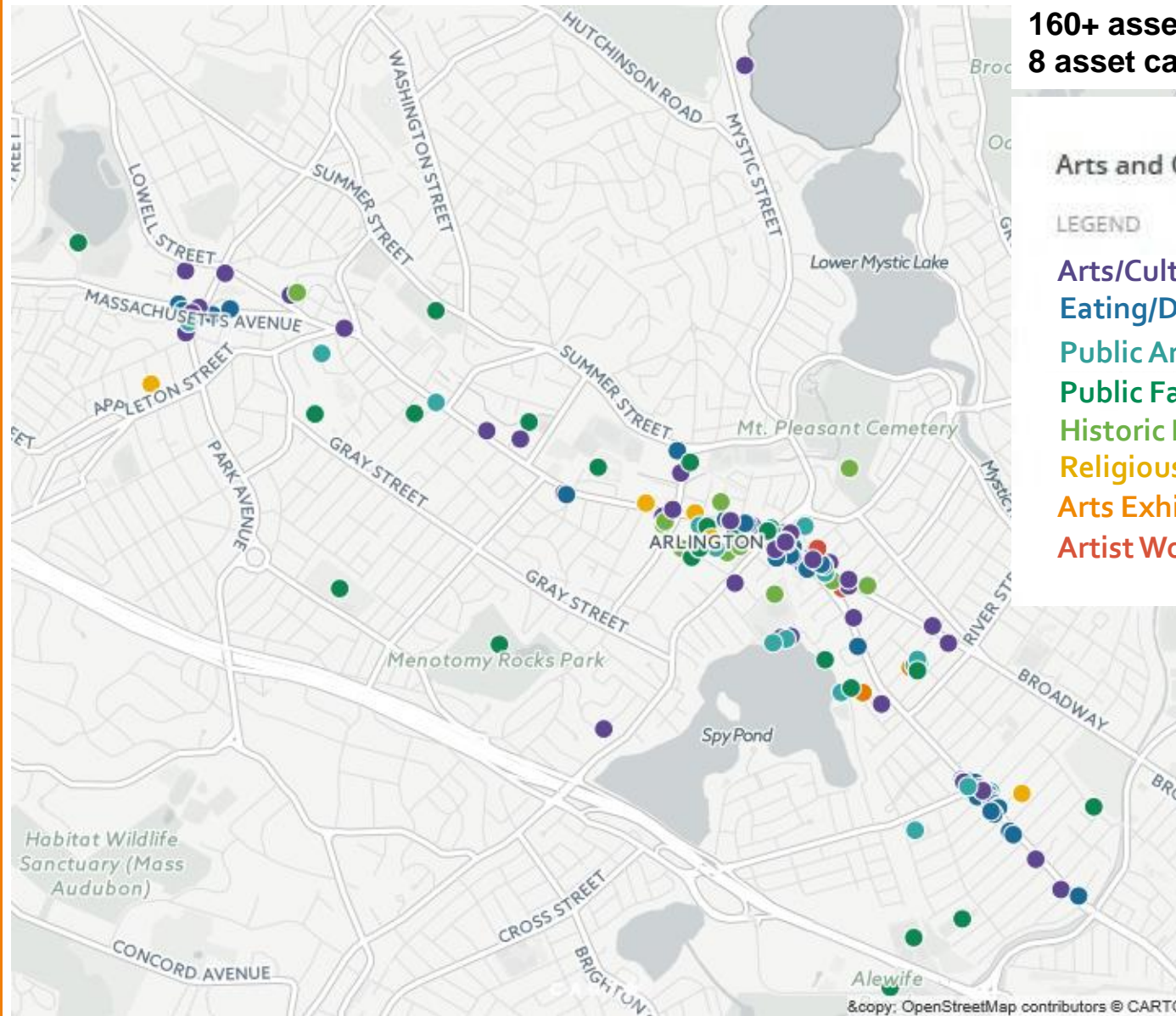
There are many types:

- Cultural Asset Mapping
- Comprehensive City- or Town-wide Cultural Plan
- Cultural District Plan for a Neighborhood or Center
- Arts and Culture Component of a Municipal or Regional Plan
- Discipline-Focused Cultural Plan
- Specialized Arts or Cultural Assessment
- Specialized Arts and Culture Issue Plans/Studies

Cultural asset mapping



Example: Arlington Arts and Culture Asset Map



**160+ assets documented;
8 asset categories**

Arts and Culture Assets

LEGEND

Arts/Cultural Org or Bus	44
Eating/Drinking Places	39
Public Art or Event	32
Public Facility/Open Space	23
Historic Landmark	14
Religious Institution	08
Arts Exhibition Space	07
Artist Work Space	02

Recent and Current Projects

1. Town-wide cultural plan
2. Arts & culture elements of open space & recreation plans
3. Historic & cultural resources chapter of master plans
4. Creative placemaking workshops
5. Creative placemaking projects
6. Public art and urban agriculture demonstration project
7. Creative placemaking knowledge building initiative with the American Planning Association and Americans for the Arts



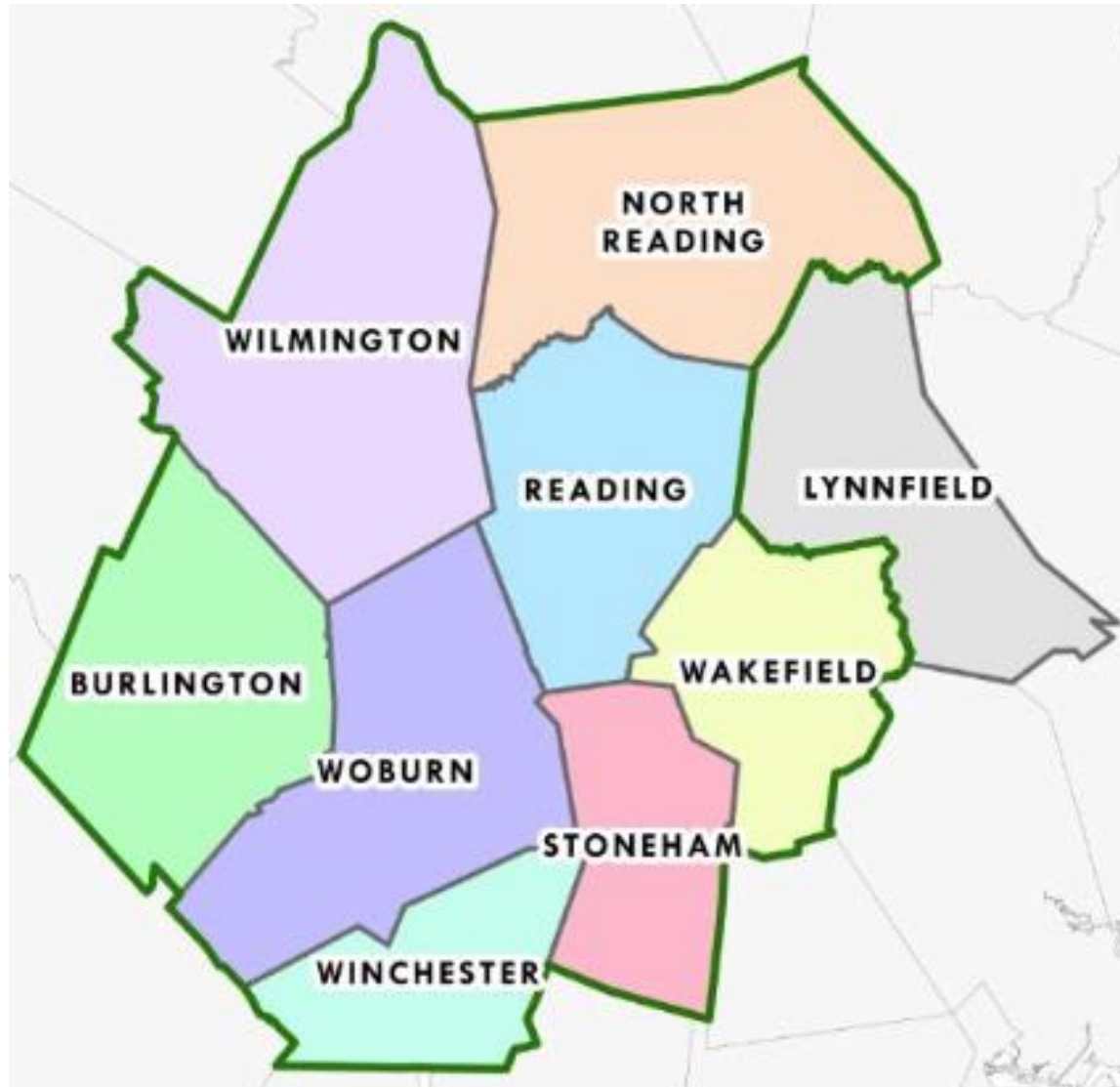
In addition to MAPC, many local, regional and national orgs are creating funding, technical assistance, and advocacy opportunities



MASSACHUSETTS SMART GROWTH ALLIANCE



Arts & Cultural Assets in the NSPC Region



Discussion

Community Character and Sense of Place:

If you were to describe some of the things you love about where you live to an out-of-towner, what would you reference that you think would give them a sense of the place?

What are some of the things that contribute to and/or influence your community's character? This could include people, places, objects, events, history, landscape, architecture, etc.

Discussion

Arts, Culture, and Power: Public places and spaces can promote inclusion and exclusion. Physical planning and infrastructure impacts public/cultural life.

- How can we engage arts and culture to reinforce community character/cultural diversity and nurture a sense of place?
- How can we engage arts and culture to promote equity in access to our public places and spaces?

Discussion

Creative Life and Civic Life:

- How can we engage creativity to stimulate public involvement and interest in civic issues: housing, environment, public health, economic development, etc.?
- How can we create space for engagement with arts, culture, and creativity in planning and community development? How can we make the time and find the funding to make it happen?

Building a network of planners and artists



American Planning Association (APA) Arts & Planning Interest Group (APIG) is a collaborative space for planners and artists who believe that arts and culture is an essential element of what makes places and communities healthy, connected, and vibrant. It exists as a forum for networking, education, and identifying, developing, and refining innovative planning methods, policies, and tools.

Survey: <http://bit.ly/artsandplanningsurvey>

Keep in Touch

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APA Arts and Planning Interest Group (APIG):
<https://www.planning.org/divisions/groups/arts/>

Thank You

