Arts, Culture, and Planning: a Discussion with the South Shore Coalition
Thursday, February 15, 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.
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.
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
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
The Toolkit: A framework for understanding the many ways in which arts and culture can infuse innovation and creativity into the disciplines of planning.
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: Cultural Assets Map

160+ assets documented; 8 asset categories

Arts/Cultural Org or Bus
Eating/Drinking Places
Public Art or Event
Public Facility/Open Space
Historic Landmark
Religious Institution
Arts Exhibition Space
Artist Work Space
Creative Placemaking

Creative placemaking (CP) is a planning and community development process that occurs when planners, community development practitioners, artists, and others deliberately integrate art and culture into community revitalization work – placing arts at the table with land use, transportation, economic development, education, housing, infrastructure, and public safety strategies.

Definition adapted from the definition developed by Markusen and Gadwa for the National Endowment for the Arts
## Placemaking vs Creative Placemaking

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<thead>
<tr>
<th>General Placemaking</th>
<th>Creative Placemaking</th>
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<tbody>
<tr>
<td>• Emphasis on “Lighter, quicker, cheaper” tactical urbanism improvements</td>
<td>• Emphasis on engaging human assets of place – diverse cultures, artistic traditions</td>
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<td>• Emphasis on physical transformation with focus on “plop-design” approaches to changing public infrastructure and public spaces</td>
<td>• Emphasis on community revitalization with focus on physical transformation and programmatic approaches</td>
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<td>• Generally includes designers and planners at table</td>
<td>• Generally includes artists and cultural organizations at table</td>
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<td>• Allows government to prototype, innovate</td>
<td>• Allows community-based groups to engage cultures and traditions of place (placekeeping, placeholding)</td>
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Socially-engaged art / creative engagement

- Addresses social issues and/or opportunities
- Engages stakeholders as active participants
- Focus on the creative process as opportunity for dialogue and capacity-building
- Brings multiple voices to the table
In addition to MAPC, many local, regional and national orgs are creating funding, technical assistance, and advocacy opportunities.
Arts & Cultural Assets in the South Shore
Discussion

Community Character and Sense of Place:
What are some of the things that contribute to and/or influence your community’s character? This can include people, places, objects, events, history, landscape, architecture, etc.

Arts, Culture, and Public Places and Spaces:
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?
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?
Discussion

Supporting Arts, Culture, and Creativity:

- What do we know about the infrastructure of support for arts and culture?

- If creative individuals, organizations, and businesses strive to grow, what types of supports are needed in order to facilitate that growth?

- How can some of the issues that prevent arts, culture, and creativity from thriving be addressed at the municipal or regional levels?
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.

Keep in Touch

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