

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.



ARTS & CULTURE



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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

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](#)
- [cultural asset mapping](#)
- [cultural planning](#)
- [tactical urbanism](#)
- [artist residencies](#)

- [art and infrastructure](#)
- [percent for art](#)
- [public art](#)

- [art and zoning and permitting](#)
- [art in storefronts](#)
- [artist live/work](#)

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.

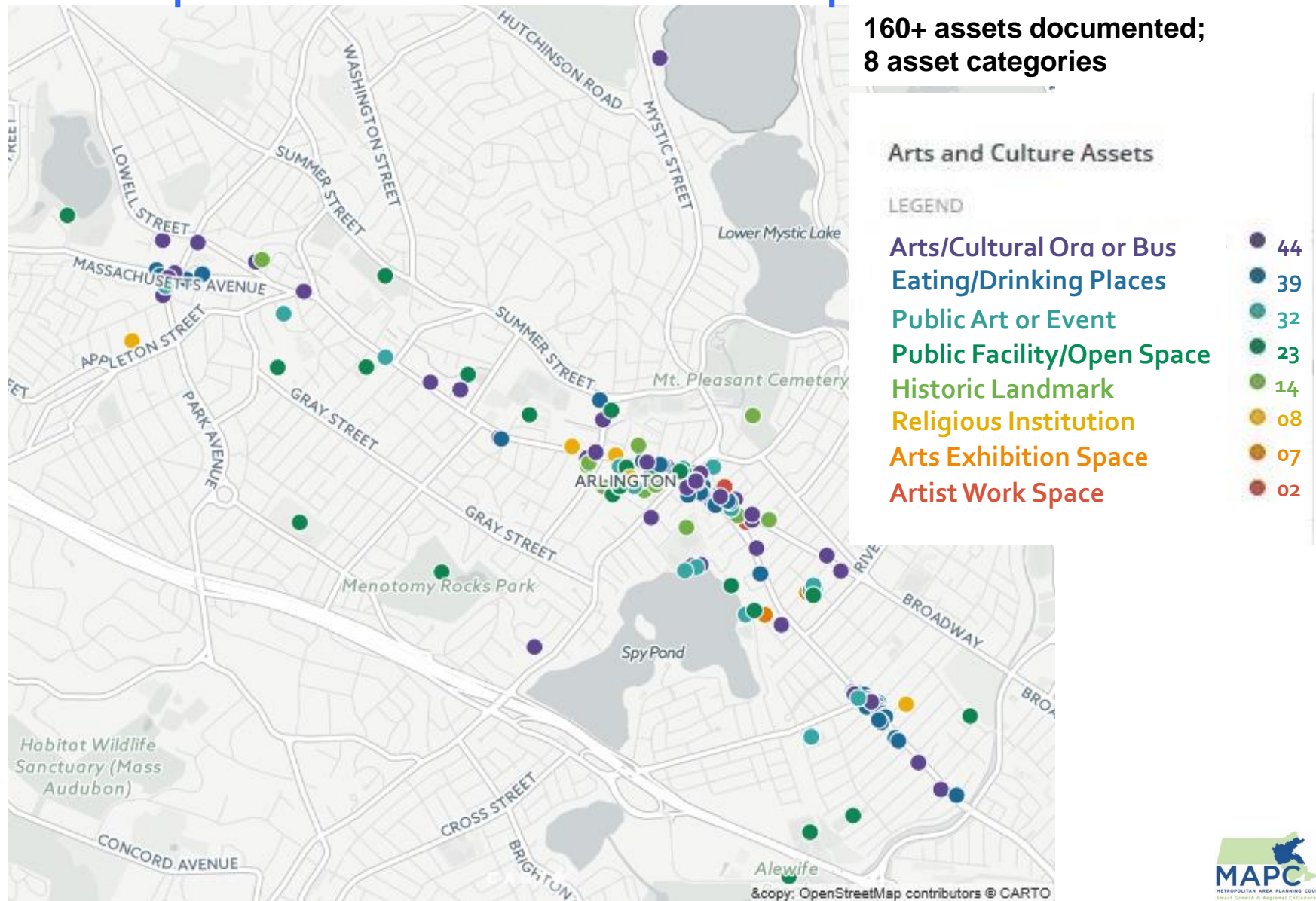
There are many types:

- 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



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

General Placemaking	Creative Placemaking
<ul style="list-style-type: none">• Emphasis on “Lighter, quicker, cheaper” tactical urbanism improvements• Emphasis on physical transformation with focus on “plop-design” approaches to changing public infrastructure and public spaces• Generally includes designers and planners at table• Allows government to prototype, innovate	<ul style="list-style-type: none">• Emphasis on engaging human assets of place – diverse cultures, artistic traditions• Emphasis on community revitalization with focus on physical transformation and programmatic approaches• Generally includes artists and cultural organizations at table• Allows community-based groups to engage cultures and traditions of place (placekeeping, placeholding)



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

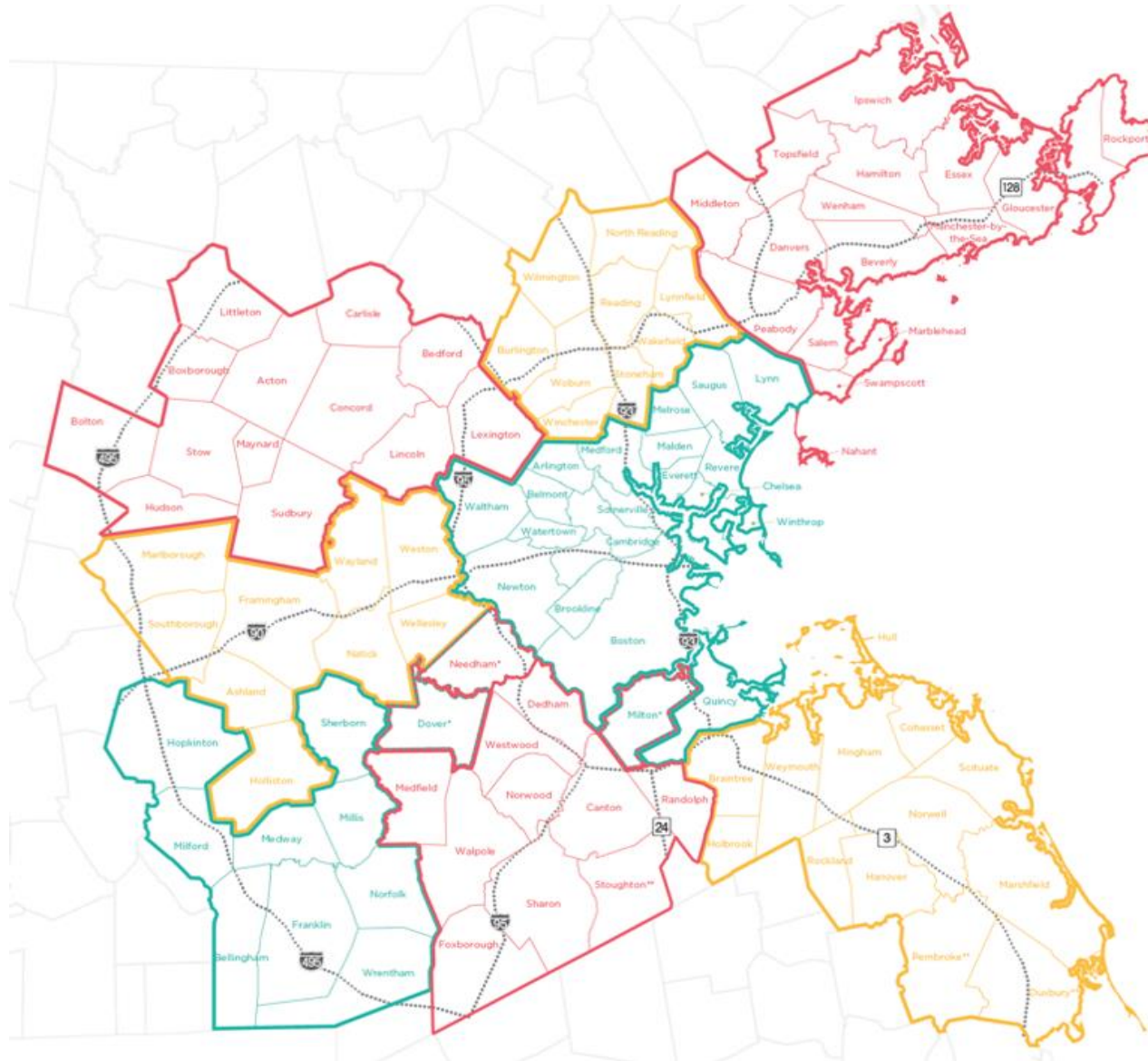
In addition to MAPC, many local, regional and national orgs are creating funding, technical assistance, and advocacy opportunities



MASSACHUSETTS SMART GROWTH ALLIANCE



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.

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

Keep in Touch

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Arts & Culture Division: **www.mapc.org/artsandculture/**

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