

MAKING SPACE FOR ART

Boston | Cambridge | Somerville

Revisiting the Policy Agenda

February 28, 2023



MEETING GOALS

PROJECT TIMELINE

PROJECT UPDATES

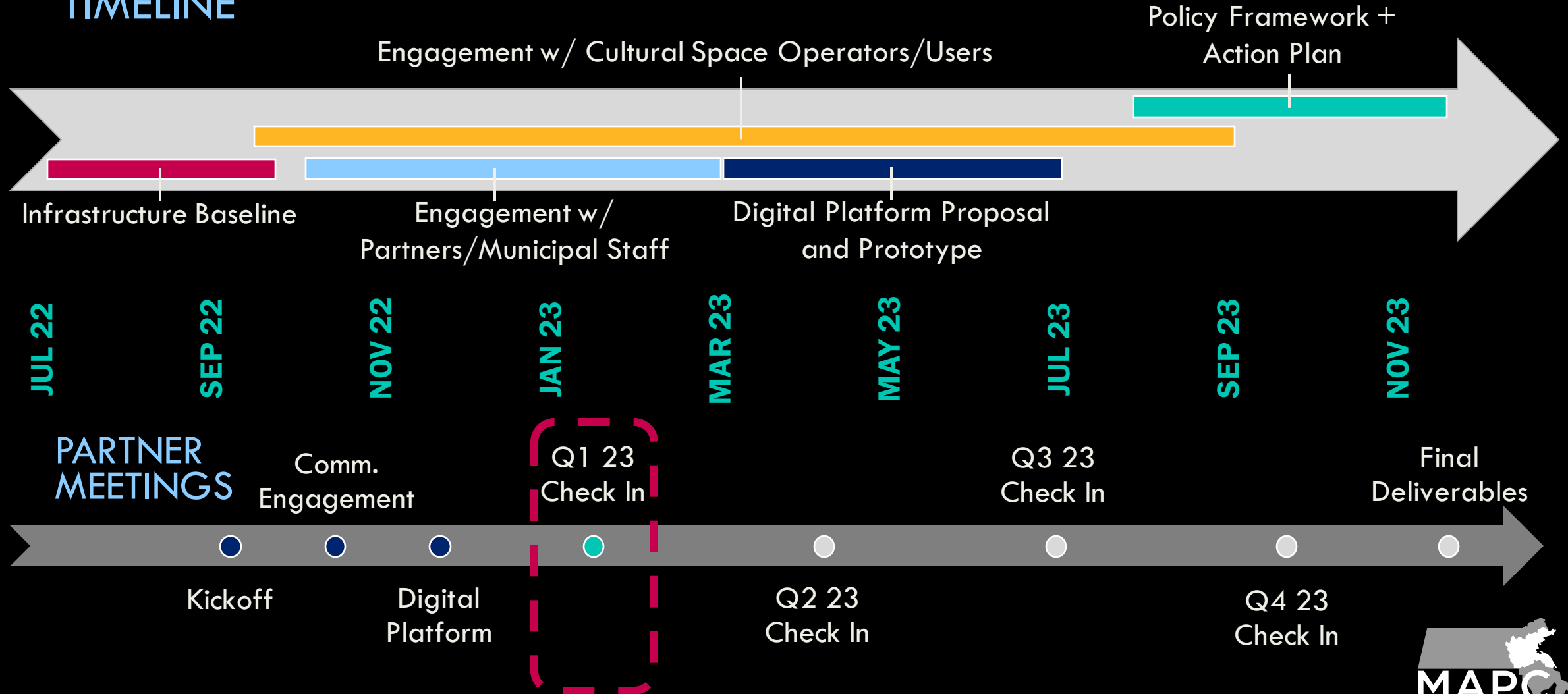
3:45 – 4:05PM

MEETING GOALS

- ✓ Review proposed **Policy Package deliverable outline** and affirm general format
- ✓ Review highlights from (in-process) **interviews** with cultural space stakeholders and municipal planning colleagues
- ✓ Evaluate **focus group** strategy and structure
- ✓ Present a status report on the **digital planning prototype**
- ✓ Review needs from partners and **schedule next meetings**

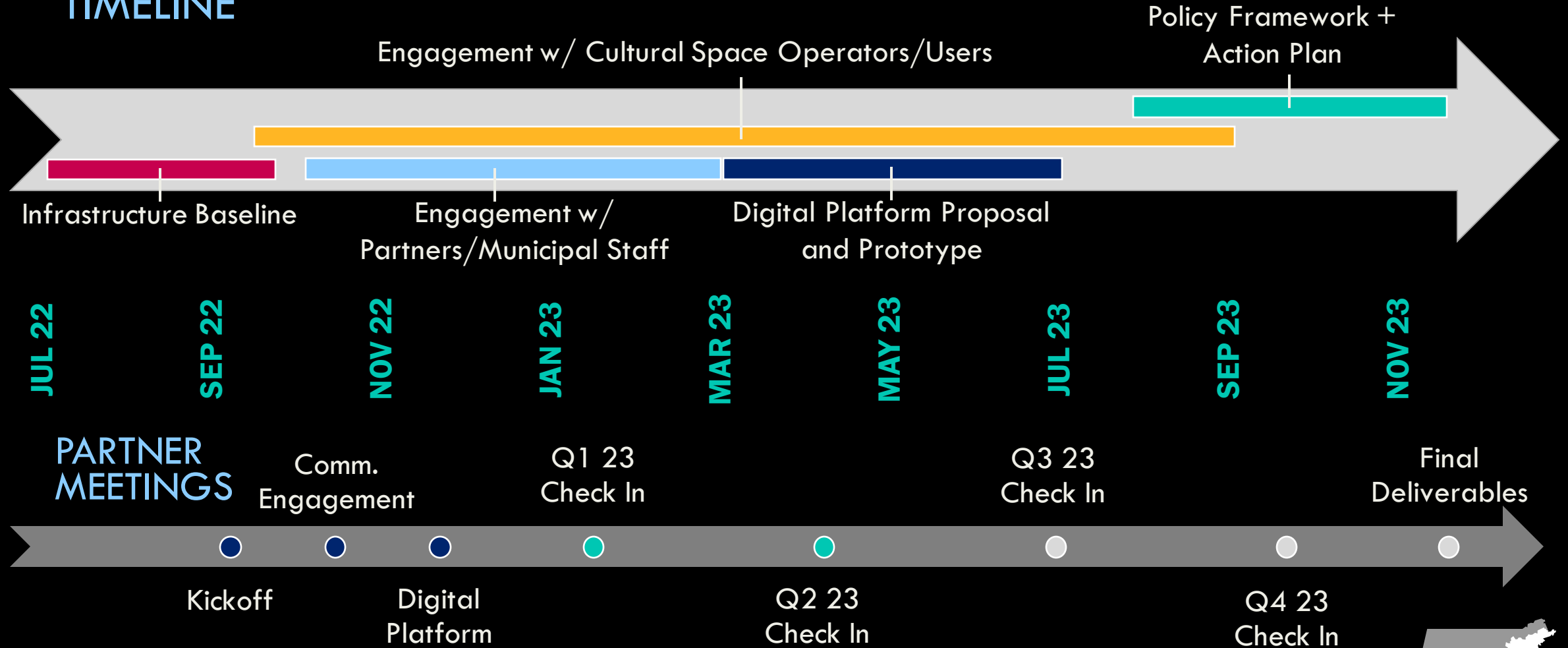
PROJECT OVERVIEW

TIMELINE



PROJECT OVERVIEW

TIMELINE



PROJECT UPDATES

- ✓ Project press
- ✓ Inquiry response strategy
- ✓ APA National Planning Conference Session: April 2, 2023

POLICY REVIEW

4:05 – 4:50PM

POLICY PACKAGE

DELIVERABLE FORMAT OVERVIEW

MAKING SPACE FOR ART POLICY AGENDA

BRIEFING PAPERS ON SPECIFIC POLICY TOPICS

SUPPORTING DOCUMENTATION

Making Space for Art Policy Agenda

Short, concise visually pleasing document (10-15 pages)

**Collaborating to
Preserve and Grow
Regional Cultural
Infrastructure**

**Allowing Cultural
Uses and Spaces to
Thrive**

**Managing and
Expanding Cultural
Uses and Spaces**

**Strengthening the
Cultural
Infrastructure
Regionally**

Briefing Papers

Intersections
w/ other
Projects

Defining
Cultural
Uses

Live/Work
Space

Inclusive
and
Accessible

Digital
Planning
Platform

Supporting Documents

**Community Engagement
Summary**

Municipal Action Plans

CULTURAL SPACE

STAKEHOLDER ENGAGEMENT

KEY TAKEAWAYS: Stakeholder priorities align with policy agenda framework:

EMPHASIS ON CULTURAL SPACES AS A PART OF LARGER ECOSYSTEMS

Cultural space stakeholders see existing cultural spaces as interdependent and connected.

BROAD SUPPORT FOR REGIONAL COLLABORATION

Cultural space stakeholders are strongly in favor of a regional approach to addressing cultural space issues.

11 Interviews Completed

12 Interviews Scheduled

ARTICULATE THE VALUE OF ARTS & CULTURE IN COMMUNITIES

Cultural space stakeholders frequently commented on the ways the values arts and culture bring to communities that are not understood or recognized.

CULTURAL SPACE

STAKEHOLDER ENGAGEMENT

STAKEHOLDER RECOMMENDATIONS:

- ✓ **Inventory arts and culture spaces** and their current zoning
- ✓ Flag arts and culture uses in the **permitting and development review processes**
- ✓ **Create clear pathways to acquire and access spaces** for arts and cultural space users

- Simplify **event permitting processes**
- Identify **potential spaces for arts & cultural** uses and support **pathways to ownership**
- Establish a **regional community development corporation** explicitly focused on development of arts & cultural spaces
- Expand access for **all-ages cultural spaces**
- Create a **"Green Book"** for cultural facilities

SPECIFIC POLICIES MENTIONED:

Article 80
Article 97
Event & Alcohol Permitting
ACE Set Aside
Zoning for Arts Spaces
TIF Districts
Mitigating Displacement
Insurance & Liability
Land Trust/Cooperative Models
Tenant Rights/Unions

CULTURAL SPACE STAKEHOLDER ENGAGEMENT

DISPLACEMENT CONSIDERATIONS

- Multiple stakeholders are **renting their spaces**, meaning they are often unable to make modifications to their spaces or plan for the future because they are vulnerable to property turnover and displacement
- When facing displacement, it is challenging to **organize tenants quickly enough** to advocate and connect with resources that could help assemble funding to maintain these spaces
- **#ARTSTAYHERE Coalition** frequently mentioned by interviewees, however there was also a desire to see a more **proactive and formalized approach to cultural space development**, moving away from crisis management mode run by volunteer efforts
- We heard multiple people speak with extreme **frustration with "art-washing"** following displacement, particularly noting new murals on redeveloped buildings or developments that displaced artists

CULTURAL SPACE

STAKEHOLDER ENGAGEMENT

INFORMAL ECONOMY CONSIDERATIONS

- There is a tension between **ensuring safety and losing spaces due to code enforcement**
- **Informal agreements are important to affordability**, but also make arts and cultural spaces more vulnerable to displacement
- Existing **processes and regulations present challenges** for producing innovative arts and cultural events

OTHER CONCERNS:

- Don't **pit affordable housing against arts and cultural** space use
- **Affordability** affects how frequently people can rehearse, participate and thrive in the cultural community
- **Ownership** of arts and cultural spaces is critical

MUNICIPAL PLANNING STAFF ENGAGEMENT

HIGHLY SUPPORTIVE OF PROJECT

Strengthening relationships between municipal and cultural planners to expand network of A&C allies

PROGRESS ALREADY UNDERWAY

Cultural planners in all three cities are already involved in development review process. Clear opportunities for more sustained, consistent involvement

DESIRE FOR DATA-DRIVEN APPROACH

Recognition that arts spaces are currently included in development arbitrarily. Would like more objective, data-driven processes

How do you know when cultural uses are involved in a project?

“You just know. Or the cultural planner tells me.”

FOCUS GROUP STRATEGY

PROPOSED STRUCTURE + CATEGORIES



Nightlife / Performance Venues



Dance / Movement / Theatre



Non-traditional Arts & Culture Spaces (Faith-Based, Settlement Houses)



Film / Photography / Production



Music Production / Rehearsal Space



Galleries

FOCUS GROUP STRATEGY

PROPOSED QUESTIONS

FINDING SPACE

What are the most common challenges in finding and maintaining space?

Has this been an experience you've had in a specific city or regionally?

What, if any, experiences have you had navigating City permits or regulations within your creative discipline(s)?

NAVIGATING REGULATIONS

Are there concerns around space that we have not discussed yet?

OTHER CONCERNS

FOCUS GROUP STRATEGY

PROPOSED QUESTIONS

LOCATION

Where are spaces located in your community?

[For operators] Do you have a sense for how people find your space?

[For users] How do you find cultural spaces across the region for your creative space?

What are some common and/or specific space needs for your creative discipline?

SPACE NEEDS

DIGITAL PLANNING TOOL

STATUS REPORT - INTERVIEWS

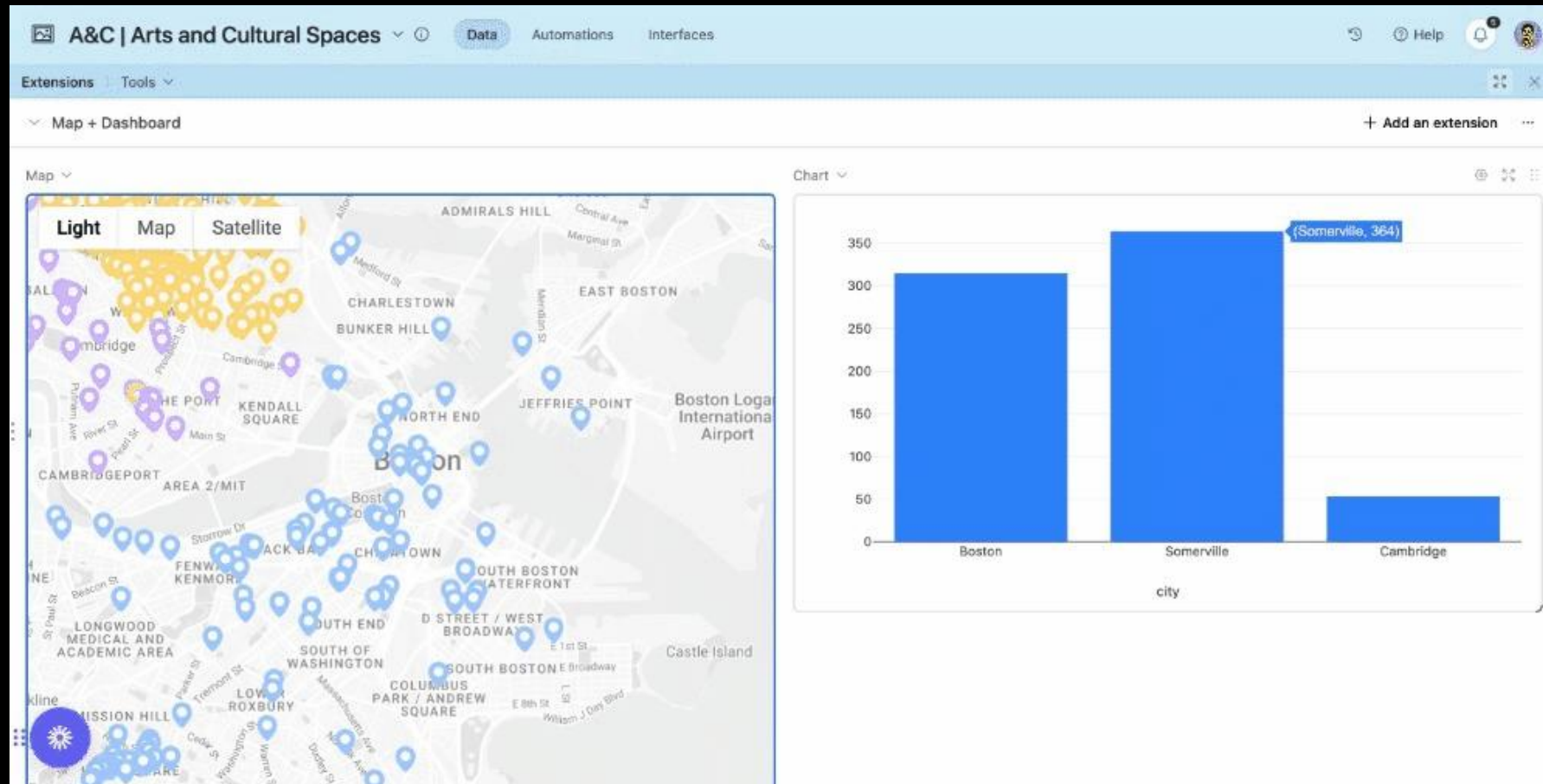
PLANNING/PROCESS + DATA/TECH INTERVIEWS

- 8 interviews with 17 individuals completed
 - 4 interviews with "planner" persona focused on understanding neighborhood planning and development review process data needs
 - 3 interviews with data/tech/GIS teams focused on understanding existing software and systems
 - Other interviews included parks and rec and an artist in residence

Goal was to accomplish at least one tech interview and one planning interview with each city. Just one tech team interview remaining with Somerville.

DIGITAL PLANNING TOOL

STATUS REPORT – USER TESTING



<https://i.imgur.com/KzxVau2.gif>

NEXT STEPS

5:15 – 5:30PM

FOLLOWUP

MAPC TO SHARE:

- Project style sheet
- MAPC legislative priorities

NEEDED FROM PARTNERS:

- Focus group participants

NEXT MEETINGS

INDIVIDUAL

- Digital tool prototyping demos
- Policy-focused municipal 1:1s

FULL PROJECT PARTNER MEETING

- Engagement Status & Findings
- Week of May 15