

Placemaking for the Win

Thursday, January 21, 2021 at 12:00PM



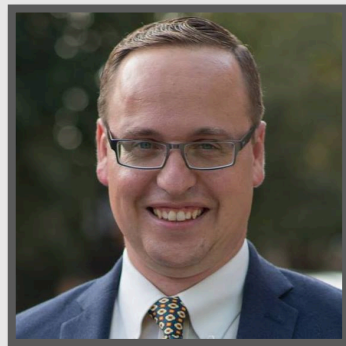
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Director
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Creative Placemaking



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Storefront Mastery



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Executive Director
Metuchen Downtown
Association



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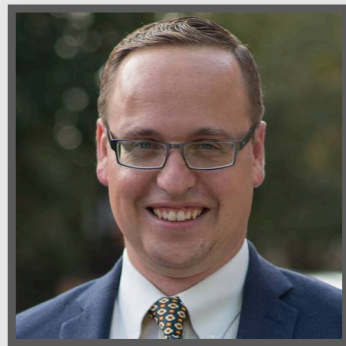
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Creative Placemaking: It's a process!

NJIT Hub for Creative Placemaking



What is Creative Placemaking?



- Creative Placemaking is the intentional integration of arts, culture and community-engaged design into community planning and development.



Creative Placemaking Process

- Develop the Team
 - Identify Assets
 - Utilize the Assets through Artistic Interventions
 - Create the Plan
 - Implement and Evaluate

**Be strategic about
the team**

Transitioning to Equitable Impact

It's all in the Process

- Cultural • Physical • Historic • Natural • Creative
- Financial • Human • Institutional • Municipal...



Asset-Based Community Development Institute
www.abcdinstitute.org

WHAT ARE OUR EXISTING ASSETS?

Examine assets through the lens of:

- social justice
- environmental sustainability
- cultural arts district
- innovation district
- healthy community
- economic well-being
- Equity
- transportation access
- preservation
- placekeeping...



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Our Rubric

We make the CASE for Creative Placemaking

- **C**ommunity Engagement

utilizing

- **A**rts and Culture

fostering

- **S**ocial Equity

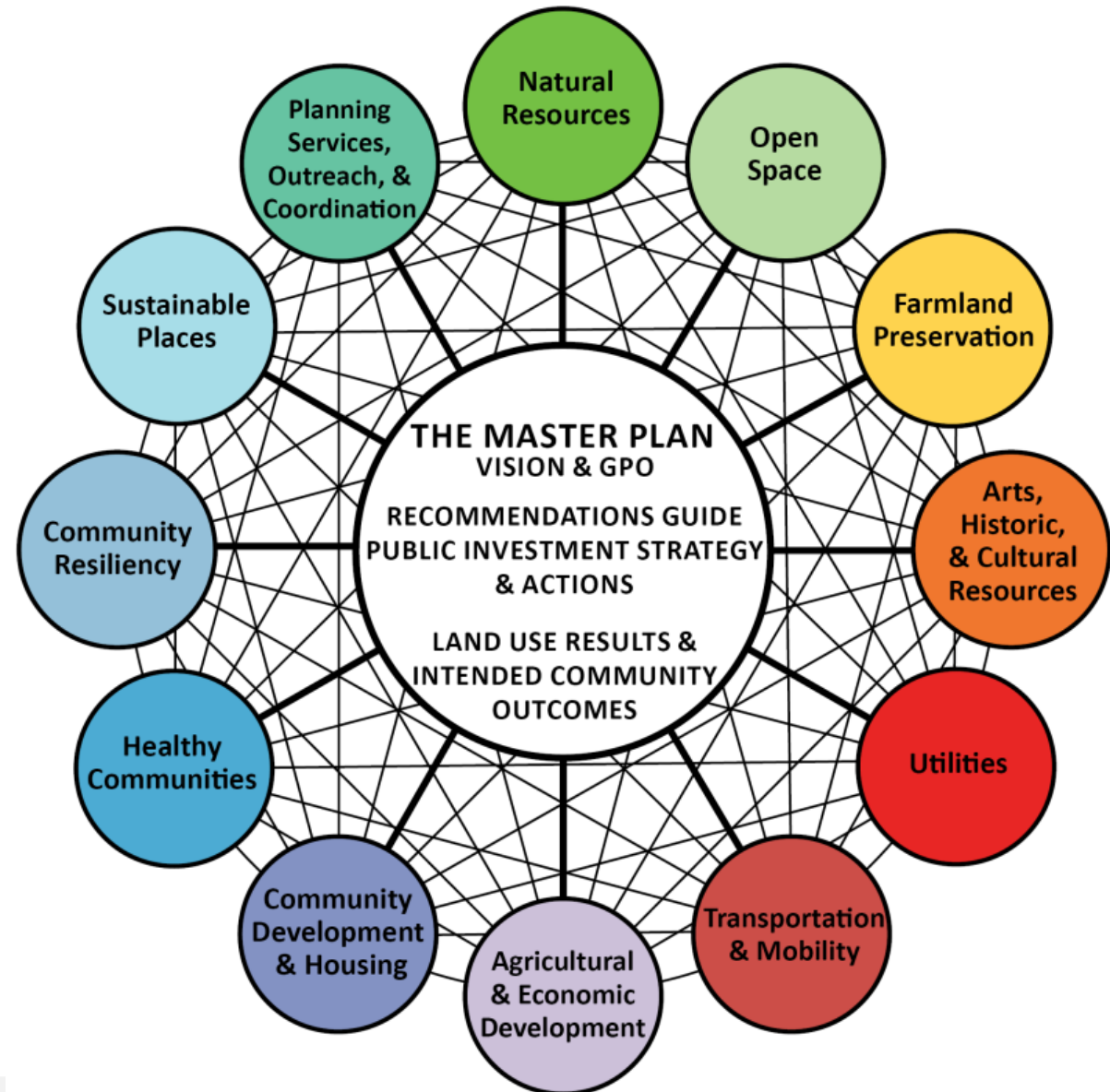
resulting in

- **E**conomic Well-Being

Creative Placemaking Plan



Figure 1.2: Monmouth County Master Plan Logo



Implement and Evaluate

Who benefits and who is harmed?

Impacts and Accessibility

- Health impacts
- Food Access
- Transportation Access
- Environmental Impacts
- Education
- Employment Opportunities
- Housing

Opportunities

- What are narratives/stories?
- What are the needs?
- How does this design improve livability?
- How does this plan impact outcomes?
- Are we building places where diverse social and professional lives intersect?

Implement and Evaluate



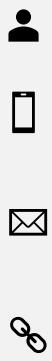
Thank You

Suzanne Ishee

Director, NJIT Hub for Creative
Placemaking

creativeplacemaking@njit.edu

<https://executiveeducation.njit.edu/courses/creative-placemaking-certificate/>





THE BOTTOM-UP NEIGHBORHOOD

A Placemaking Story from Quito, Ecuador



**LA FLORESTA NEIGHBORHOOD IN QUITO
BOASTS THE BEST QUALITY OF LIFE
IN THE ENTIRE CITY**



**BUT IT WASN'T LIKE
THAT UNTIL **RECENTLY****



BARRIERS FOR COMMUNITY CREATION

ISSUE #1

Common ground non-existent between old and new residents, and business owners

ISSUE #2

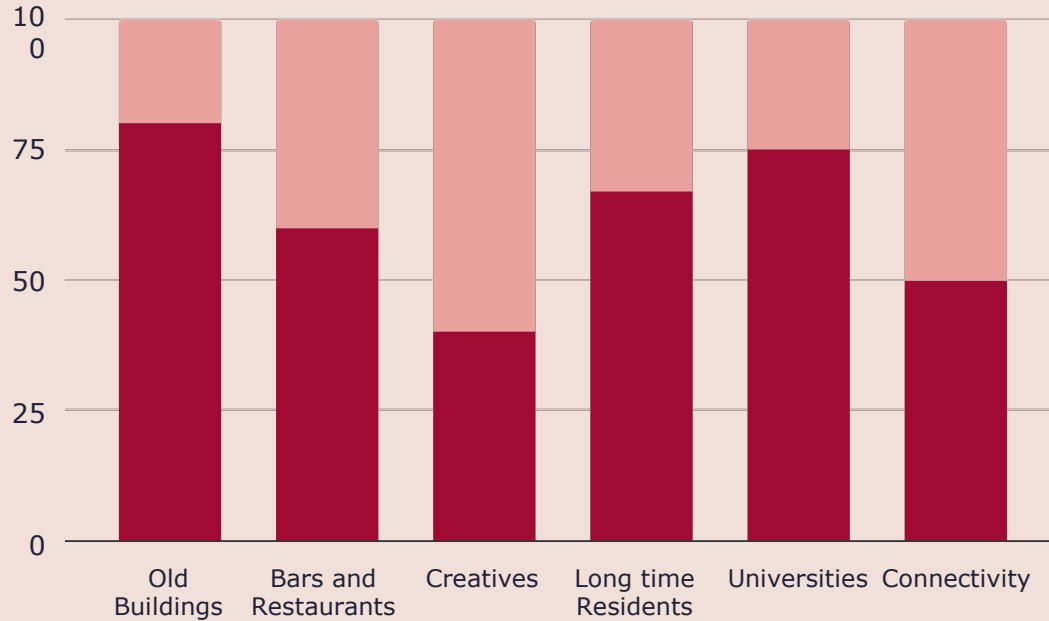
Widespread lack of trust in local government action

ISSUE #3

Rapidly changing neighborhood, losing scale



THE NEIGHBORHOOD ALREADY HAD A CREATIVE ECOSYSTEM



BUILDING UP



A CONCEPT

Build up already existing neighborhood strengths



A VEHICLE

Create the Office of Urban Mechanics to fix stuff



A PROJECT

Put all the neighbors in a room to see what happens



A SET OF KPIs

New Creative Companies,
Ecosystem vitality



AN EXIT STRATEGY

Planning for sustainability
and ROI for maintenance

RULE NO.

01:

**BE.
QUIRKY.**

- Quirky does a city good.
- Ditch “the book”.
- Folks like quirky. Avoid formalities and walk with me.

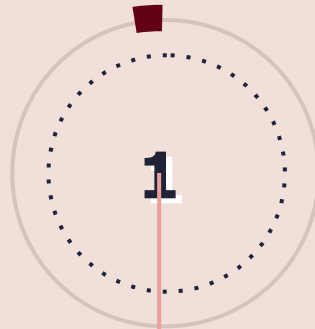


DON'T TRY THIS AT HOME



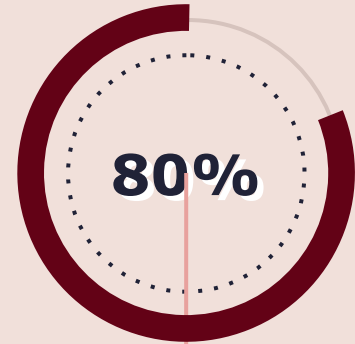
PREDICT FAILURE

They'll jump in the wagon as soon as things start to go well



IS ENOUGH

Your first follower dooms you to succeed



FEAR NON-COMPLIANCE

Work with the 20% who believe.
They will be your champions



#MiCalle

#MyStreet



No Gov't branding

Designed
independen
t of Gov't
marketing

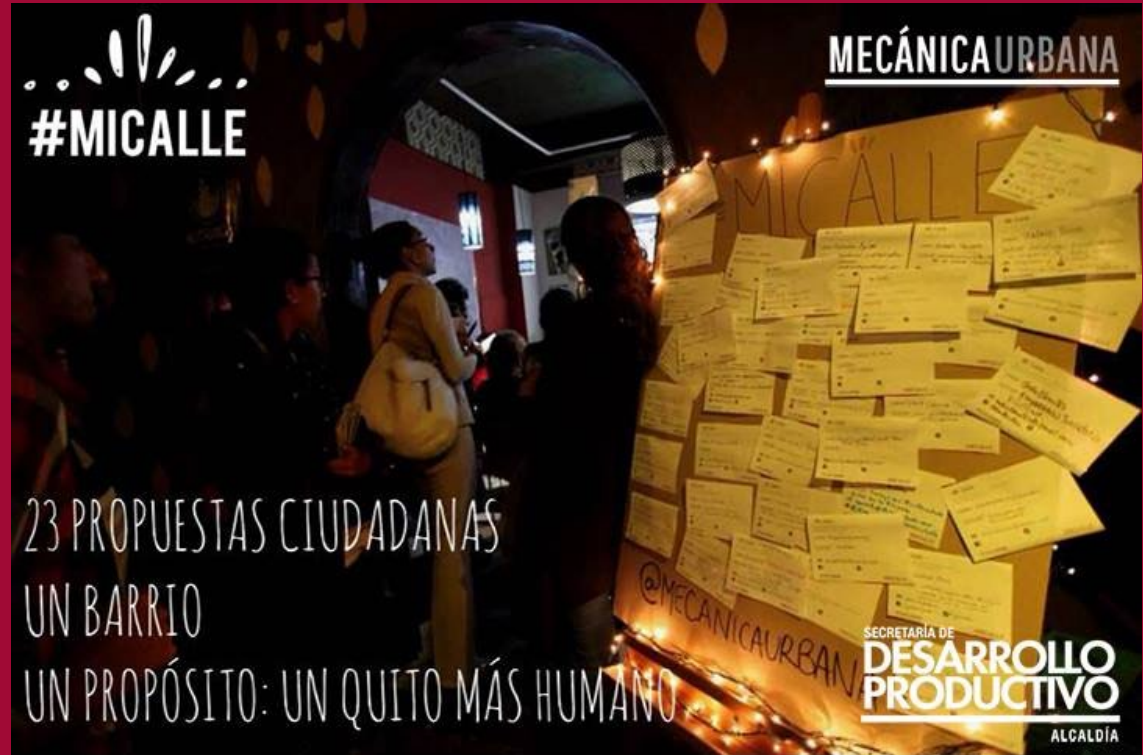


No Gov't domain

Meetings were hosted by **local small biz owners**

They were held in **local bars, cafes**

No formal Gov't speeches or **introductions**



Charrettes were
social events **for**
neighbors

They were
framed as
Potlucks!

Emphasis was
in **small, simple**
agreements





WE BUILT DIGNITY



**WE BUILT
PRIDE**





WE BUILT COMMUNITY





WHAT DO WE KNOW FIVE YEARS AFTER THAT WE WISH WE KNEW BEFORE?

TRUST COMES FIRST

Focus on building trust with a few local champions, listen, learn and let go of formalities and bureaucratic practices.

DO IT LQC

Limited budgets are not a problem when the spirit of the project is to get it done, and not just compliance to rules and regulations

LET GO WHEN YOU HAVE TO

One sure way of keeping projects fresh and maintained is to plan for decoupling after implementation

ROI IS KING

Plan for the project to be self-sustaining, find ways to monetize it or help local businesses incorporate it into their business models



IS THIS REPLICABLE?

YES.

DITCH THE BOOK

Say Goodbye to formalities and embrace the chaos. Literally. Do it.

BUILD LOCAL TRUST

Organizers, activists, advocates and ambassadors

FIND THE ROI

From the start, make sure everyone knows the upkeep's on them



THANKS A LOT!

Do you have any questions?

hello@storefrontmastery.com



IG: @storefrontmastery



TW: @izurietavarea

storefrontmastery.com

CREDITS: This presentation template was created by [Slidesgo](#), including icons by [Flaticon](#), and infographics & images by [Freepik](#)



Getting it Done: Building a Better Block

Isaac D. Kremer

January 21, 2021







Participating Vendors

- Bliss Studios
- Dodds & Eder
- Frank Abbate Massage Therapist
- Friends of the Bay
- Hispanic Cultural Center
- Kicks Karate
- Oakcliff Sailing Center
- Raynham Hall Museum
- Sagamore Hill National Historic Site
- TR Sanctuary & Aububon Ctr.
- Urban Oasis
- V's Hot & Sweet
- Youngs Farm

Event Organizers

DoTank:Brooklyn

OYSTER BAY
Main Street Association



484848

hours months years

YOU PLAN OYSTER BAY

“A 48 hour community planning event to help inspire changes in the next 48 months and 48 years.”

Saturday, June 12

**E
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- 9am-2pm Farmer's Market @ Town Hall West Parking Lot
- 9:30-10:30am Yoga Class @ 101 Audrey Ave
- 11am-noon Friendly Pinatas Workshop @ Bandstand
- Noon-1pm Lunch @ Railroad Plaza
- 1pm-3pm YouPlan Oyster Bay Workshop @ 101 Audrey Ave
- 2pm-3pm Friendly Pinatas Workshop @ Bandstand
- 3pm-5pm Art Class @ Teaching Studios of Art, 115 Audrey Ave
- 6:30pm-8pm Group Dance Class @ 101 Audrey Ave
- 8:30pm-10pm Back to the Future Outdoor Movie @ Railroad Plaza

Sunday, June 13

- 9am-2pm Famer's Market @ Town Hall West Parking Lot
- 9:30-10:30am Zumba Class @ 101 Audrey Ave
- 11am-noon Friendly Pinatas Workshop @ Bandstand
- Noon-1pm Lunch @ Railroad Plaza
- 2pm-3pm Friendly Pinatas Workshop @ Bandstand
- 2pm-3pm TR in Oyster Bay Tour, starts @ 91 Audrey Ave
- 3pm-4pm Bike Tour of Oyster Bay, starts @ Railroad Plaza
- 4pm-5pm You Plan Oyster Bay DeBrief @ 101 Audrey Ave
- 5:30pm-6pm Closing Ceremony with Local Leaders

For a complete list of events, please visit www.oysterbaymainstreet.org

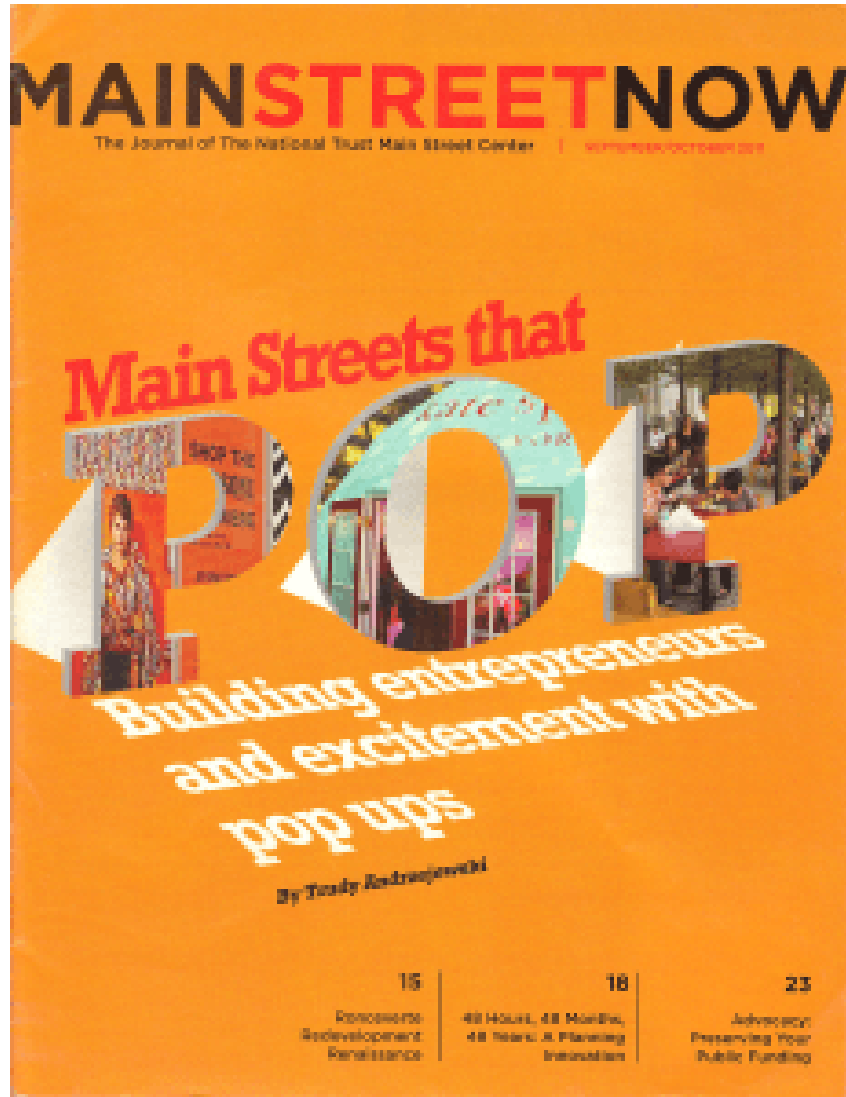






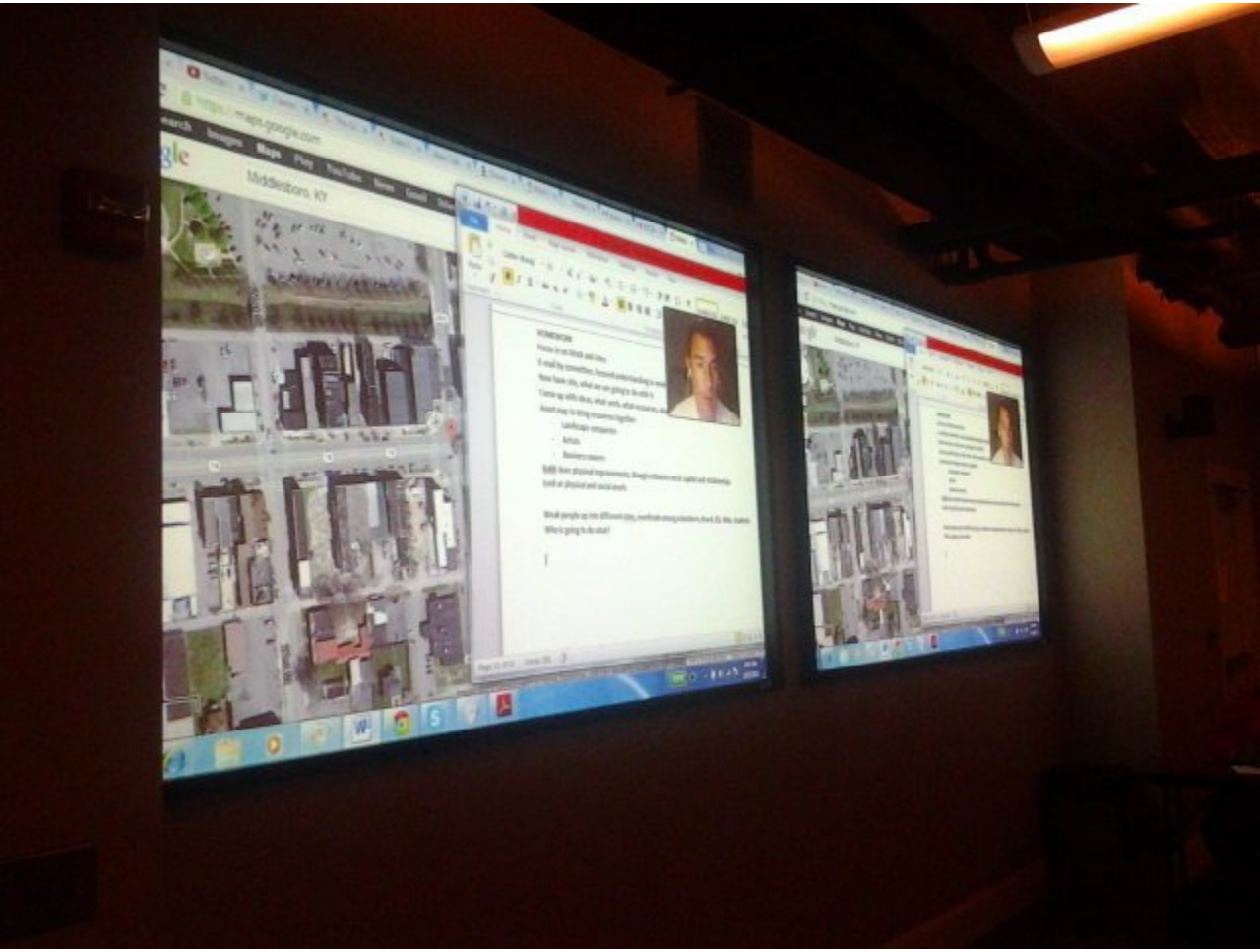
Where do you want to see Oyster Bay in 48 years? What can happen in the next 48 months to move in this direction?

1. Change 'Cruise Night' from Tuesday to Sunday during the day - it would attract many car + bike enthusiasts
2. Get rid of the pine tree blocking the gazebo - make that triangle a showpiece for the village - get night lighting for the cannons + gazebo.
3. Encourage outdoor dining establishments
4. Get rid of keeping noise at Sixth Street and Adrey Ave. It kills the small town ambience.
5. All the parking restriction signs drive people away. Lighten up with the No Parking signs.
6. Encourage the waterfront access + waterfront dining places - this is what will be the main attraction in this village



Do Tank helped get the community started going down the right path with a wrap-up session with community leaders. Some of the recommendations have been acted on already, others have been harder to implement and will take more time. But today, a visit to Oyster Bay will show what can be accomplished when volunteers, the public sector, and private sector work together on shared goals for revitalization.

- Isaac Kremer, September 2011











A man in a dark jacket stands on the trailer, looking towards the camera.

BELL CO. BINGO

STOP









PARK
BUILDING
LLC





Greeting me along the way were all of the activations, but most importantly these two – Greater in the Crater and It's Good to be Here. Those words had added meaning for me, having moved with my family to Kentucky just over a year ago. For the first time I felt proud to be in this particular place, at this time, seeing what had just been accomplished. In ways that would be clearer in the years ahead this Better Block event became the foundation for all of our future work. An iterative approach where internal teams are rapidly mobilized to undertake interventions, then to test and refine these, became the project delivery system for all future projects over the next 3 years – to amazing effect.

- Isaac Kremer, October 2013







How Tactical Urbanism Can Help Build a #BetterMainStreet

Better Block Event, Middlesboro, Kentucky (c) DDM











LEVITT
FOUNDATION

#MUSIC MOVES





Western Union



E

Einstein

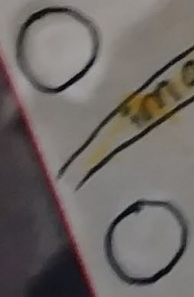
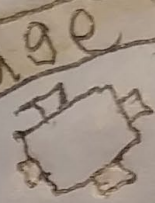
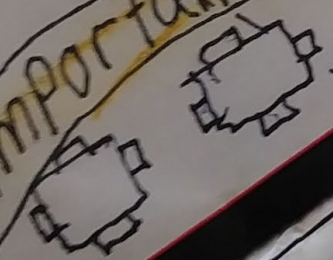
A

Classic Travel & Tours



B

imagination is more important than knowledge









AARP Real Possibilities
New Jersey

This parklet demonstration and alley activation was made possible with support from AARP New Jersey and managed by the Metuchen Downtown Alliance. We hope for this pilot project to serve as a model for how to activate public spaces throughout Metuchen and across New Jersey.



GREAT CLIPS

The Jewel Shop
ESTABLISHED 1945

Genius Zone

LURE LASH

Government of TOWN

THE TOWN OF
GREAT BRIDGE
MASSACHUSETTS

People sitting at an outdoor cafe table with red chairs.

ITERATIVE PROJECT DELIVERY

This chart illustrates the progression of an iterative approach to project delivery. Though not all projects need to follow this exact model, it can be helpful to see how each project phase builds towards the next, using incremental steps to deliver a capital project intended to create lasting change.



	DEMONSTRATION (1 day - 1 month · \$)	PILOT (1 month - 1 year · \$\$)	INTERIM DESIGN (1 year - 5 years · \$\$\$)	LONG-TERM/CAPITAL (5 years - 50 years · \$\$\$\$)
Project Type (time interval · relative cost)				
Project Leaders	Can be led by anyone (city, citizen group, or both!)	Government / organizational leadership + involvement required	Government / organizational leadership + involvement required	Government / organizational leadership + involvement required
Permission Status	Sanctioned or unsanctioned	Always sanctioned	Always sanctioned	Always sanctioned
Materials	Low-cost, typically low-durability. Can be borrowed or easily made	Relatively low-cost, but semi-durable materials	Low-moderate cost materials, designed to balance flexibility with maintenance needs	High-cost permanent materials that cannot easily be adjusted
Public Involvement	Public input + public action	Public input, champion engagement, government / organizational stewardship	Public input, government / organizational stewardship	Public input, government / organizational stewardship
Flexibility of Design	High: organizers expect project to be adjusted and removed.	High: organizers expect project to be adjusted; it may be removed if it does not meet goals	Moderate: organizers expect project to be adjusted, but it is intended to remain in place until capital upgrades are possible	Low: project is considered a permanent capital upgrade that is unlikely to be adjusted significantly once installed
Collect data to refine approach for current or future projects?	Recommended	Always	Always	Always - project performance can inform future investments

Terms and diagram format based on PeopleForBike's "Quick Builds for Better Streets," which defines the pilot / interim time intervals above as "quick builds." (Source: PeopleForBike.org, "Quick Builds for Better Streets" (Image: Street Plans)

GETAWAY WEEKENDS *



MEETING PLANNING * SENIOR STUDENT T

NG * HONEYMOON * ITALIAN

Halberstadt
Financial
Consultants

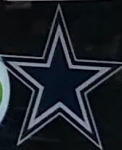
PREMIUM CIGARS
HUMIDORS, ZIPPO LIGHTERS
AND ACCESSORIES
MOVIES, CELL PHONE ACCESSORIES

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NET GUN



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TURNING VEHICLES
STOP FOR PEDESTRIANS

10th Anniversary Downtown Streetery
AARP

DOWNTOWN NEW JERSEY

STOP FOR PEDESTRIANS

Keys to Success

1. Find your team. Build relationships with people who make stuff, move stuff, etc.
2. Pick a date, make a poster, and tell people you are doing something.
3. Every project is a pilot project. We're just testing ideas and gathering data, then refining.
4. Iterate projects over time. Start small and scale up.
5. Flex your budget. Small bets can lead to big wins.



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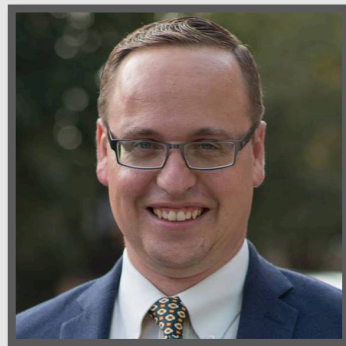
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