



# CREATIVE PLACEMAKING 101

*Improving public spaces in Kansas to encourage wellbeing,  
beautify communities and revitalize the local economy!*



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# WHAT IS CREATIVE PLACEMAKING?

Creative placemaking is the shaping of a place by creatively applying arts, culture and social context to jump-start economic development, promote community pride and morale and encourage people to be physically active.



Placemaking starts with a **physical place to improve**—a building, a lot, a block, a neighborhood, a district or a town.



It partners **diverse people and diverse interests**—residents, businesses, faith communities, government, non-profits, interest groups, arts councils, visitors and more!



It **involves artists**—musicians, painters, muralists, sculptors, architects, writers, actors, dancers and others.



It **attracts people**—and in doing so improves the economy, social attitudes and people's physical and mental health.

## CREATIVE PLACEMAKING IS A WIN-WIN-WIN

# EXAMPLES OF CREATIVE PLACEMAKING



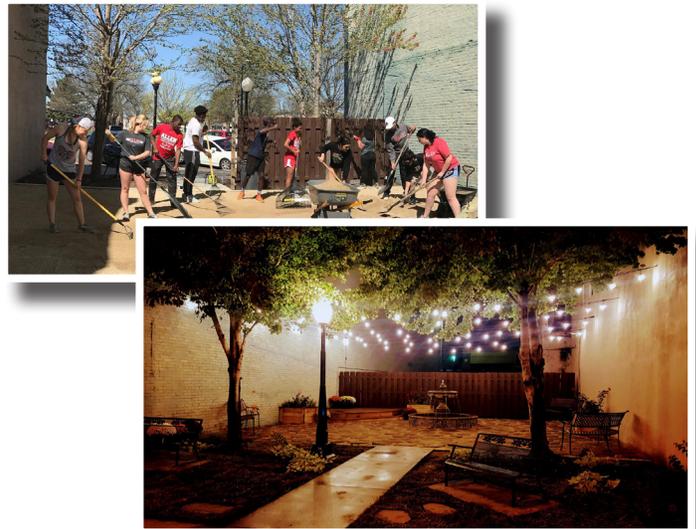
Wichita, Kansas

## Placemaking in an urban setting:

Like most modern cities, Wichita has a car-centric culture. A coalition of community partners formed Open Streets ICT, an energized committee working to promote healthy, active living and to encourage Wichitans to discover active transportation. The national open streets movement calls for opening up streets to pedestrian activities by temporarily closing them to cars. Wichita's first Open Streets event was held along a four-mile stretch of downtown on a Sunday afternoon, complete with vendors, pop-up murals, bicyclists, pedestrians and people reconnecting with their environment and with one another. In 2019, Open Streets ICT held its fourth event in three years, and Wichita has already seen the positive economic impact for local businesses and in people's reenergized desire for active transportation.

## Placemaking in a small town setting:

Iola's downtown has transitioned from empty storefronts to new stores filling vacant spots in recent years, but the downtown square still lacked an area to relax, enjoy company or have small events. Partnering with a local boutique that owned a vacant lot, Thrive Allen County created an inviting community park, complete with a stage, seating, landscaping and a central fountain. The park has brought beauty, activity and increased purchasing to downtown Iola, including music and dancing, story-telling for children, hosting a farmers market and allowing visitors to use the space for many different needs.



Iola, Kansas

**“Placemaking inspires people to collectively reimagine and reinvent public spaces as the heart of every community.”**  
—[Project for Public Spaces](#)

# WHY DOES CREATIVE PLACEMAKING MATTER?

Each community faces its own set of issues, including: gentrification and displacement, unemployment and underemployment, reduced economic opportunity, urban sprawl, housing unavailability and unaffordability, disinvestment, crime, blight, mistrust, and an increasing prevalence of chronic conditions due in part to physical inactivity.<sup>1,2,3</sup> Creative placemaking can help address those problems.<sup>4,5,6</sup>

We all physically engage with our communities—it only makes sense that public spaces should be accessible and promote good living.

The “what” of creative placemaking is also “why” communities do it:

- It can [beautify, honor and provide a sense of identity](#) for the community<sup>4,5,6</sup>
- It can increase [individuals' physical and mental wellbeing](#)<sup>5,6</sup>
- It can [strengthen or revitalize](#) the local economy (helps the bottom line)<sup>4,6</sup>
- It can set communities apart by emphasizing their unique qualities.<sup>4,5,6</sup>

**“Creative placemaking can be used to engage residents locally, enhance public space, contribute to healthy sustainable communities, [and] improve wellbeing and prosperity, while fostering conditions for cities to distinguish themselves.”**

—[DIY Creative Placemaking](#)



# WHO LEADS AND BENEFITS FROM CREATIVE PLACEMAKING?

Effective creative placemaking is led by the community itself, since you are your own experts! A placemaking vision is generally started by one person or a small team with an innovative drive.

The entire community can benefit—the **private sector** from increased profits; the **public sector** from increased revenues and good use of city spaces; and **citizens** from an increase in physical activity, mental well-being, and civic pride.

[Consider involving the following groups](#) that may have a stake in your community:



## Businesses

*Agriculture, construction, grocery stores, finance, health care, manufacturing*



## Creative Industries

*Advertising, architecture, entertainment, landscaping, print, radio and TV media*



**Cultural, Civic and Professional Organizations**  
*Chambers of commerce, clubs, museums, societies*



## Education and Community

*Colleges, faith community, libraries, schools, workforce development*



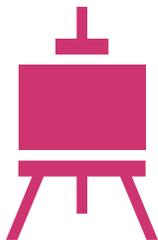
## Government

*City Council, county commission, economic development, law enforcement, mayor, parks and recreation*



## Hospitality Industry

*Bed & breakfasts, campgrounds, food trucks, hotels, restaurants, street vendors*



## Individual Artisans

*Metal workers, painters, photographers, potters, quilters, woodworkers*



## Performance Groups

*Choirs, dancers, orchestras, professional musicians, school groups, theater troupes*



## Transportation and Parking

*Buses, parking facilities, rail, rideshare, taxis*

# WHEN & WHERE SHOULD CREATIVE PLACEMAKING HAPPEN?

**When? Now!** Creative placemaking doesn't have to be expensive or complicated. [“Lighter, Quicker, Cheaper” \(LQC\) projects](#) can be the best way to start.

**Where? In your community!** You have many options to choose from, including:

- Alleyways
- Billboards
- Bicycle infrastructure
- Bridges
- Brownfields
- Buildings
- Bus stops and networks
- Crosswalks and other crossings
- Downtowns
- Intersections
- Parking lots and spaces
- Parks
- Playgrounds
- Rooftops
- Sidewalks
- Signage
- Streetlights
- Traffic circles/ roundabouts
- Trails
- Undeveloped land
- Vacant lots



# HOW CAN I ENGAGE IN CREATIVE PLACEMAKING?

**Conduct** [asset mapping](#) if you're unsure how to get started.

**Assess** what [organizations and facilities](#) your community has that you can leverage.

**Reach Out** to partner with people and organizations and engage your community.

**Garner** support, advocates and involvement from the public and private sectors.

**Consider** some of the [Best Practices for Creative Placemaking](#) and [Principles for Creating Great Community Places](#).

**Find** external funding and technical assistance resources.

**Adapt** your project to [local culture and context](#)—creative placemaking is imaginative and draws inspiration from the community itself.

**Maintain** upkeep on your project! Ensure that plans are in place to regularly address litter mitigation, children's amenities, good lighting and greenery.

**Evaluate** [your projects](#) to determine effectiveness and what to tweak.

# RESOURCES TO MAKE THE MOST OF YOUR CREATIVE PLACEMAKING

## Basics:

1. [Approaches to Creative Placemaking](#), *D.I.Y. Creative Placemaking*
2. [Breaking Down Creative Placemaking](#), *spire + base*
3. [Creative Placemaking](#), *Ann Markusen and Anne Gadwa, National Endowment for the Arts*
4. [Creative Placemaking Knowledgebase Collection](#), *American Planning Association*
5. [Eleven Principles for Creating Great Community Places](#), *Project for Public Spaces*
6. [How to do Creative Placemaking](#), *Local Initiatives Support Corporation*
7. [What is “Creative Placemaking”?](#), *Reconnecting to Our Waterways*
8. [What is Placemaking?](#), *Project for Public Spaces*

## Funding:

1. [Chronic Disease Risk Reduction](#), *Kansas Department of Health and Environment*
2. [The Educational Foundation of America](#)
3. [Innovative Funding Programs for Placemaking](#), *Project for Public Spaces*
4. [John S. and James L. Knight Foundation](#)
5. [Kansas Creative Arts Industries Commission](#), *Kansas Department of Commerce*
6. [Our Town](#), *National Endowment for the Arts*
7. [Place-Based Initiatives](#), *The Kresge Foundation*

## Ideas:

1. [Active Design Guidelines: Promoting Physical Activity and Health in Design](#), *City of New York (see Chapter 2, Urban Design: Creating an Active City)*
2. [Arts + Social Impact Explorer](#), *Americans for the Arts*
3. [Building Healthy Places Toolkit](#), *Center for Active Design (see Chapter 2, Physical Activity and Chapter 3, Healthy Food and Drinking Water for strategies)*
4. [The Case for Healthy Places](#), *Project for Public Spaces (see Taking Action: Play & Active Recreation, pg. 26; Green & Natural Environments, pg. 36; Healthy Food, pg. 45; Walking & Biking, pg. 56)*
5. [A Community Guide to Repurposing Vacant and Underutilized Historic Buildings](#), *Michigan Historic Preservation Network*
6. [Creative Assets Inventory Guide](#), *Kentucky Arts Council*
7. [The Field Guide for Parks and Creative Placemaking](#), *The Trust for Public Land & City Parks Alliance*
8. [How to Do Creative Placemaking](#), *National Endowment for the Arts (see pg. 106-108 & 126-129)*
9. [“How To” Recipes](#), *Better Block Foundation—downloadable “recipes” for simple, quick and cheap creative placemaking projects*
10. [Interim Design Strategies](#), *National Association of City Transportation Officials*
11. [Kansas Brownfields Program](#), *Kansas Department of Health and Environment*
12. [Resource Index](#), *Center for Community Progress*
13. [Small Town and Rural Design Guide: Facilities for Walking and Biking](#)
14. [Urban Design Checklist](#), *Center for Active Design*
15. [Walk Your City](#)

## Measurement and Evaluation:

1. [Assessing a Set of Indicators for Creative Placemaking: Reflections from the Field](#), *Community Development Investment Review*, Federal Reserve Bank of San Francisco (see Table 1, page 51)
2. [Crafting an Evaluation Plan & Measuring Impact](#), Local Initiatives Support Corporation
3. [Guidebook for Developing Pedestrian & Bicycle Performance Measures](#), Federal Highway Administration, U.S. Department of Transportation
4. [How to Evaluate Creative Placemaking](#), Medium
5. [Measuring Creative Placemaking](#), The Urban Institute (see Analysis section, pg. 18-32)
6. [Measuring the Outcomes of Creative Placemaking](#), *Social Impact of the Arts Project*, University of Pennsylvania (see pg. 87-88)
7. [What Makes a Successful Place?](#), Project for Public Spaces

## Technical Assistance and Organizations:

1. [8 80 Cities](#)
2. [AARP Livable Communities](#)
3. [A Blade of Grass](#)
4. [Americans for the Arts](#)
5. [Art of the Rural](#)
6. [ArtSpace: How Art Spaces Benefit Artists and Communities](#)
7. [Center for Cultural Innovation](#)
8. [Citizens' Institute on Rural Design](#)
9. [Creative Capital](#)
10. [Forecast Public Art](#)
11. [The Knight Foundation: Public Spaces](#)
12. [Local Initiatives Support Corporation](#)
13. [National Consortium for Creative Placemaking](#)
14. [National Endowment for the Arts](#)
15. [National Organization for Arts in Health](#)
16. [PolicyLink: Arts, Culture, and Equitable Development Initiative](#)
17. [Project for Public Spaces](#)
18. [Smart Growth America](#)
19. [Springboard for the Arts](#)
20. [State of Place](#)
21. [Technical Assistance to Brownfields Communities](#), Kansas State University
22. [Trust for Public Land: Creative Placemaking](#)

1. Kleniewski, N. (ed.) Cities and Society. 2005. <https://epdf.pub/cities-and-society-blackwell-readers-in-sociology.html>. Accessed November 5, 2019.
2. Booth, FW et al. Lack of exercise is a major cause of chronic disease. *Comprehensive Physiology*. 2012; 2(2):1143-1211. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4241367/>. Accessed August 12, 2019.
3. Knight, JA. Physical Inactivity: Associated Diseases and Disorders. *Annals of Clinical & Laboratory Science*. 2012; 42(3):320-337. <http://www.annclinlabsci.org/content/42/3/320.full>. Accessed August 12, 2019.
4. Gadwa, A. How Artist Space Matters: Impacts and Insights from Three Case Studies drawn from Artspace Project's Earliest Developments. 2010. <https://metrisarts.com/wp-content/uploads/2012/06/2-howartistspacematters.pdf>. Accessed August 12, 2019.
5. Clarke, M. Field Guide for Creative Placemaking in Parks. 2017. [https://www.tpl.org/sites/default/files/files\\_upload/FINAL\\_FieldGuide\\_Layout\\_sm\\_0.pdf](https://www.tpl.org/sites/default/files/files_upload/FINAL_FieldGuide_Layout_sm_0.pdf). Accessed August 12, 2019.
6. National Endowment for the Arts. How to Do Creative Placemaking: An Action-Oriented Guide to Arts in Community Development. Washington, DC: National Endowment for the Arts; 2017. [https://www.arts.gov/sites/default/files/How-to-do-Creative-Placemaking\\_Jan2017.pdf](https://www.arts.gov/sites/default/files/How-to-do-Creative-Placemaking_Jan2017.pdf). Accessed August 12, 2019.

# CREATIVE PLACEMAKING 101 SOURCES

## What is creative placemaking?

- [www.arts.gov/sites/default/files/CreativePlacemaking-Paper.pdf](http://www.arts.gov/sites/default/files/CreativePlacemaking-Paper.pdf)

## Examples of creative placemaking

- [www.pps.org/article/what-is-placemaking](http://www.pps.org/article/what-is-placemaking)

## Why does creative placemaking matter?

- [www.epdf.pub/cities-and-society-blackwell-readers-in-sociology.html](http://www.epdf.pub/cities-and-society-blackwell-readers-in-sociology.html)
- [www.ncbi.nlm.nih.gov/pmc/articles/PMC4241367/](http://www.ncbi.nlm.nih.gov/pmc/articles/PMC4241367/)
- [www.annclinlabsci.org/content/42/3/320.full](http://www.annclinlabsci.org/content/42/3/320.full)
- [www.metrisarts.com/wp-content/uploads/2012/06/2-howartistspacematters.pdf](http://www.metrisarts.com/wp-content/uploads/2012/06/2-howartistspacematters.pdf)
- [www.tpl.org/sites/default/files/files\\_upload/FINAL\\_FieldGuide\\_Layout\\_sm\\_0.pdf](http://www.tpl.org/sites/default/files/files_upload/FINAL_FieldGuide_Layout_sm_0.pdf)
- [www.arts.gov/sites/default/files/How-to-do-Creative-Placemaking\\_Jan2017.pdf](http://www.arts.gov/sites/default/files/How-to-do-Creative-Placemaking_Jan2017.pdf)
- [www.artscapediy.org/Creative-Placemaking/Approaches-to-Creative-Placemaking.aspx](http://www.artscapediy.org/Creative-Placemaking/Approaches-to-Creative-Placemaking.aspx)

## Who leads and benefits from creative placemaking?

- [www.artscouncil.ky.gov/KAC/Vibrant/Cultural/CreativeAssetsWorkbook.pdf](http://www.artscouncil.ky.gov/KAC/Vibrant/Cultural/CreativeAssetsWorkbook.pdf)

## When and where should creative placemaking happen?

- [www.pps.org/article/lighter-quicker-cheaper](http://www.pps.org/article/lighter-quicker-cheaper)

## How can I engage in creative placemaking?

- [www.vistacampus.gov/lessons/activating-asset-mapping](http://www.vistacampus.gov/lessons/activating-asset-mapping)
- [www.artscouncil.ky.gov/KAC/Vibrant/Cultural/CreativeAssetsWorkbook.pdf](http://www.artscouncil.ky.gov/KAC/Vibrant/Cultural/CreativeAssetsWorkbook.pdf)
- [www.brinshore.com/wp-content/uploads/2017/04/Best-Practices-for-Creative-Placemaking-UL-March-April-2017-web.pdf](http://www.brinshore.com/wp-content/uploads/2017/04/Best-Practices-for-Creative-Placemaking-UL-March-April-2017-web.pdf)
- [www.pps.org/article/11steps](http://www.pps.org/article/11steps)
- [www.pps.org/article/grplacefeat](http://www.pps.org/article/grplacefeat)
- [www.lisc.org/media/filer\\_public/c3/26/c3265bb7-a953-4bb5-907b-c97fad2ae317/011819\\_creative\\_placemaking\\_htdcp\\_crafting\\_evaluation\\_plan.pdf](http://www.lisc.org/media/filer_public/c3/26/c3265bb7-a953-4bb5-907b-c97fad2ae317/011819_creative_placemaking_htdcp_crafting_evaluation_plan.pdf)