Creating vibrant spaces through creative placemaking

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A multi-faceted approach to the design, planning and management of public spaces
What happens when you integrate the arts into placemaking?
Creative Placemaking

Arts play dual role
➢ activity
➢ conduit/catalyst

Desired outcomes
➢ increase economic vitality of a community
➢ foster greater livability and vibrancy in a community
➢ build a community’s social capital and civic connection
Top 3 Drivers of Community Attachment

• Social offerings
• Openness
• Aesthetics

Source: Gallup Poll (2010)
Creative Placemaking

places the arts as core sector of community planning and development

➢ Housing
➢ Transit
➢ Health
➢ Public Safety
Levitt Foundation Goals

• Add vitality to neglected or underused public spaces
• Bring people together of diverse ages, ethnicities and socioeconomic backgrounds
• Ensure access to high caliber concerts through consistent free programming
Programs

LEVITT AMP [YOUR CITY] GRANT AWARDS
Community and connection
The power of MUSIC
The power of OUTDOORS
The power of FREE
Top Reasons for Attending

• Outdoors
• Free
• Performance

Source: Levitt Foundation Audience Survey (2017)
Free outdoor concerts attract a range of people

**AGE**
- 35 and under = 29%
- 36 – 55 = 35%
- 56+ = 36%

**RACE / ETHNICITY**
- African-American = 9%
- Asian = 3%
- Caucasian = 68%
- Hispanic or Latino = 20%
- Other = 5%

**ANNUAL INCOME**
- Up to $25K = 15%
- $25K - $49K = 20%
- $50K - $74K = 22%
- $75K - $99K = 16%
- $100K+ = 27%

*Source: Levitt Foundation Audience Survey (2017)*
Levitt Foundation research

SETTING THE STAGE FOR COMMUNITY CHANGE: REFLECTING ON CREATIVE PLACEMAKING OUTCOMES
Social Capital

The value that is derived from existing and being connected to social networks
Social Capital

Social friction
• Bringing together of different people in a defined space in ways that support the formation of both kinds of social capital

Bonding social capital
• The ties that connect individuals who are similar to one another on some key dimension or are already part of a group

Bridging social capital
• Points of connection, understanding and exchange across diverse social groups or communities
Los Angeles, CA
Bethlehem, PA
Utica, NY
Kopernik Park
Middlesboro, KY
Levitt AMP Middlesboro Park
Harness Broad Appeal of Free Concerts

• Activate an underused public space
• Bring diverse populations together
• Economic boost
• Megaphone for other initiatives
• Improve overall well-being of community
Best practices for creative placemaking projects
Programming is as important as place, and can communicate subtle messages regarding who is welcome.
The physical and logistical attributes of a creative placemaking project will guide how people participate in, and how they benefit from, the experience.
Communicating explicitly about a project’s community-building goals with participants and residents can help to engage them as informal ambassadors.
The history and sociology of the community in which the creative placemaking project takes place, and the specific site that is chosen, will profoundly inform the way the project unfolds.
Partnership, coordination, and collaboration are essential creative placemaking skills and key to ensuring that the placemaking project remains community-driven.
There isn’t a “one size fits all” method of assessing the success of creative placemaking projects.
What space has unrealized potential in your community?
Questions?