



Placemaking in the Suburbs

Developing and Implementing an Arts-Based Economic Development
Plan for Lansdowne

Outline of Presentation

- Overview of Arts-Based Economic Development
- Interactive exercise: arts assets are in your community
- Development of plan for Lansdowne
- Interactive exercise: planning students in your community
- Partnering with a college or university
- Q&A



Photo courtesy of LEDC

What is Arts-based Economic Development?

Creative Placemaking



Photo courtesy of Phillyvoice.com

- Term coined in 2010 by Markusen and Gadwa, but arts-based economic development has been happening for many years
- Embraces the role that artists and arts programs can play in building bridges within communities
- A cost-effective tool for community development.

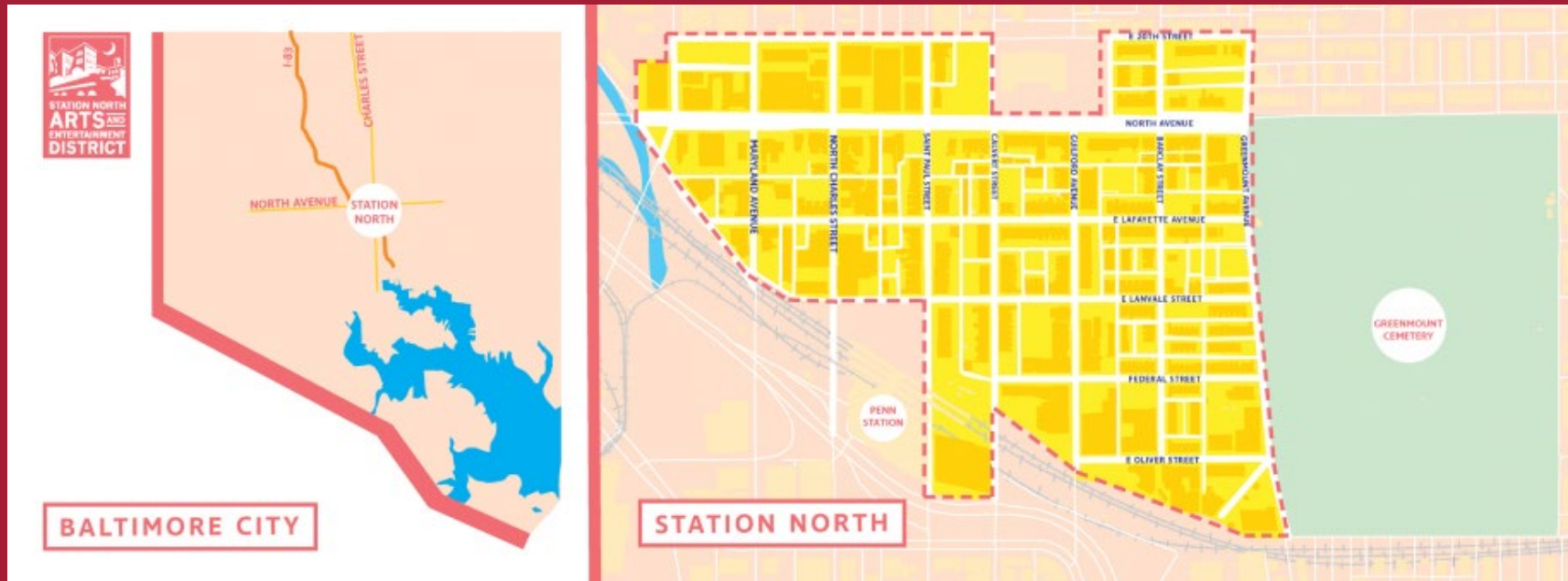
Case Studies

Station North Arts District, Baltimore

Village of Arts and Humanities, Philadelphia

Steel Stacks, Bethlehem

Station North Arts District, Baltimore



Map courtesy of Station North

The Neighborhood

Station North Arts District, Baltimore

Partners:

- Station North Arts & Entertainment, Inc.(SNAE);
- Central Baltimore Partnership (CBP);
- Maryland Institute College of Art (MICA);
- and the D Center.

Initial funding through the NEA



Photo courtesy of Baltimoreheritage.org

Station North Arts District, Baltimore

Best Practices:

- Effective partnerships
- *Open Walls Baltimore* – fostered artist and community member collaboration
- *Think Big* award program – Keep artists and art in the district
- *Final Fridays* – promote inclusive participation through varied programming



Photo courtesy of Station North Arts

Village of Arts and Humanities, Philadelphia



Image courtesy of villagearts.com

The Neighborhood

- A campus of 10 buildings and 15 art parks located at Germantown and Lehigh in North Philadelphia in a neighborhood known as "The Ave".
- Includes community media labs, clay studio, recording booth, dance studio, community work hub, photography studio, storefront, urban farm, and 2 artist live-in residency spaces.

Village of Arts and Humanities, Philadelphia

A Process-oriented Method

- Beautification of physical space to catalyze positive impressions in the way residents view their own lives and neighborhood.
- The project relies on the audiences to produce an event instead of being mere spectators and observers.



Photo courtesy of Villagearts.com

Village of Arts and Humanities, Philadelphia

Best Practices

- Programming that focuses on workforce development
 - Creative Impact Studio
 - People's Paper Co-op
 - CRED Philly Magazine
 - PhillyEarth
 - SPACES Artists-in-residence Program
- Programming that focuses on Community Economic Development



Photo courtesy of Villagearts.com

Steel Stacks, Bethlehem



The South Side in the City of Bethlehem, for years home to Bethlehem Steel

The Neighborhood

Photo courtesy of TheSpecReports.com

Steel Stacks, Bethlehem PA

Rebirth and Economic Impact

- Three taxing bodies (City of Bethlehem, School District and Northampton County) established a Tax Incremental Financing District to finance the project
- Defunct industrial site reborn as 10-acre site dedicated to arts and culture, with eight different festivals and a variety of free concerts annually



Photo courtesy of Archpaper.com

Steel Stacks, Bethlehem PA

Best Practices

- Public/Private partnership
 - Artsquest (nonprofit)
 - City of Bethlehem and RDA
 - PBS 39 (local public TV station)
 - Sands BethWorks LLC (private developer)
- Regular events in multiple venues on site



Photos courtesy of Steelstacks.org

Sample Arts Asset Inventory

Appendix

APPENDIX A: Inventory of Existing Arts and Culture Assets

Asset	Type	Information	Website
Lansdowne Arts Board	Arts organization	Serves as an advisory group to Lansdowne's Borough Council. The mission of the Arts Board is to create, foster, and promote Lansdowne's identity as a vibrant and inspiring artistic community. Responsible for developing and implementing all 20*20 House programming.	http://www.lansdownearts.org
Lansdowne Folk Club	Arts organization	All volunteer folk music club presenting folk, acoustic, and blue's music to Lansdowne and the surrounding communities. Performances take place in the ballroom of the 20th Century Club.	http://folkclub.org/
Lansdowne Symphony Orchestra	Arts organization, Performance Group	One of the oldest community orchestras in the Greater Philadelphia area. The season runs from October to April, performances at the Upper Darby Performing Arts Center.	http://www.lansdowneso.org/
20*20 House	Cultural Space	20*20 House Gallery, located at 20 Lansdowne Court, in Lansdowne, Pennsylvania, hosts a white-walled, first-floor gallery, as well as kitchen and meeting spaces. The upper floors host two additional galleries, as well as third floor office space. Programming overseen by the Lansdowne Arts Board, building maintained by the Borough.	http://www.lansdownearts.org/2020-gallery.html
Historic Lansdowne Theater	Cultural Space	A place of public entertainment. The reopening of the 1,358 seat theater in Lansdowne's historic business district sometime in 2019 will make the arts, especially live music, more accessible to patrons from throughout the Philadelphia region.	http://lansdownetheater.org/
The Landing	Cultural Space, Recreation	A pop-up park located at the municipal parking lot between Lansdowne and Owen Avenues. Location: 30 N Lansdowne Ave.	http://lansdowneborough.com/borough-parks/
Twentieth Century Club	Cultural Space	Lansdowne's community center. It now hosts events year-round, including a concert series by the Lansdowne Folk Club and the annual Lansdowne Arts Festival in September. It can also be rented for wedding receptions, birthday and anniversary parties and other private events. Listed on the National Register of Historic Places, the building has a long and interesting history.	

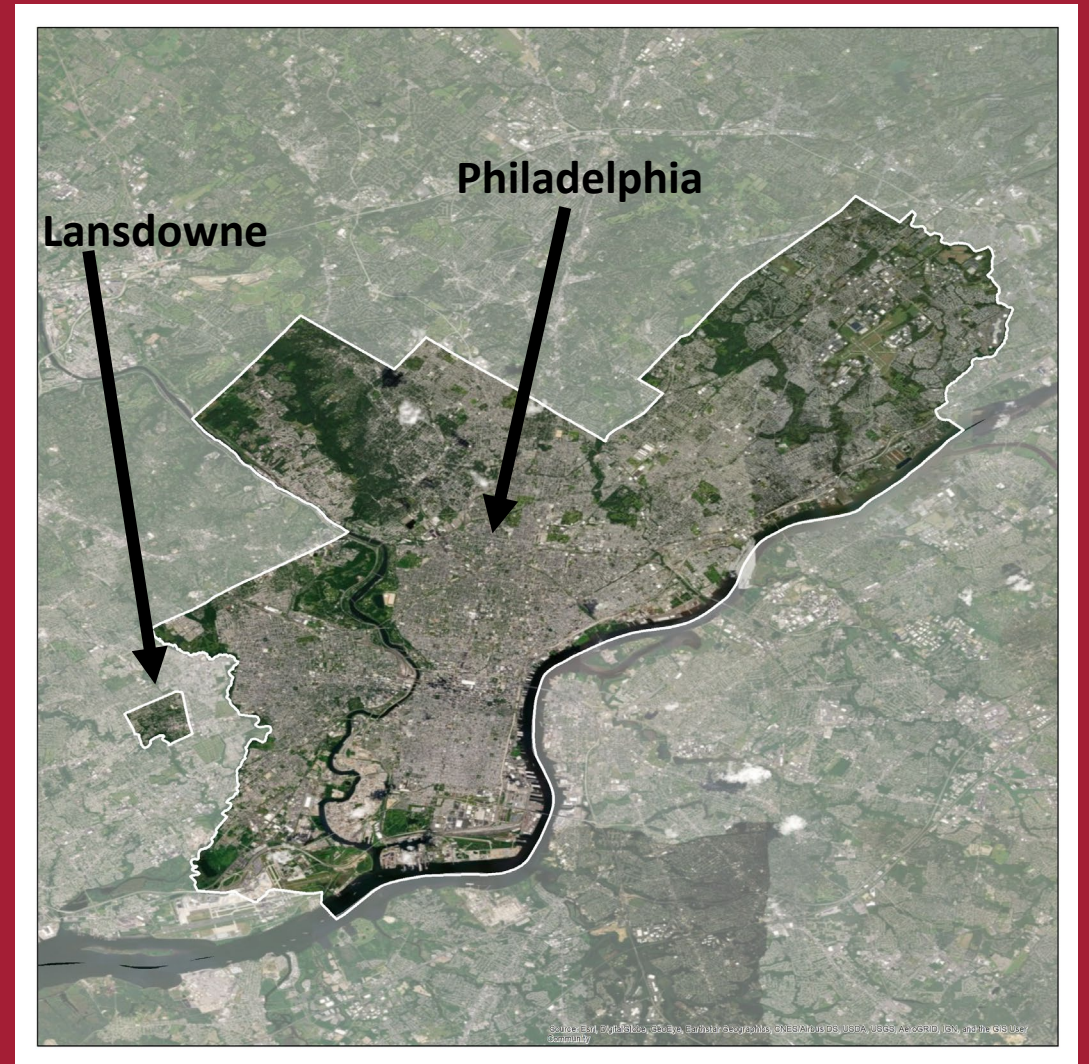
INTERACTIVE

ARTS ASSETS IN YOUR COMMUNITY

Lansdowne's Arts-based Economic Development Plan

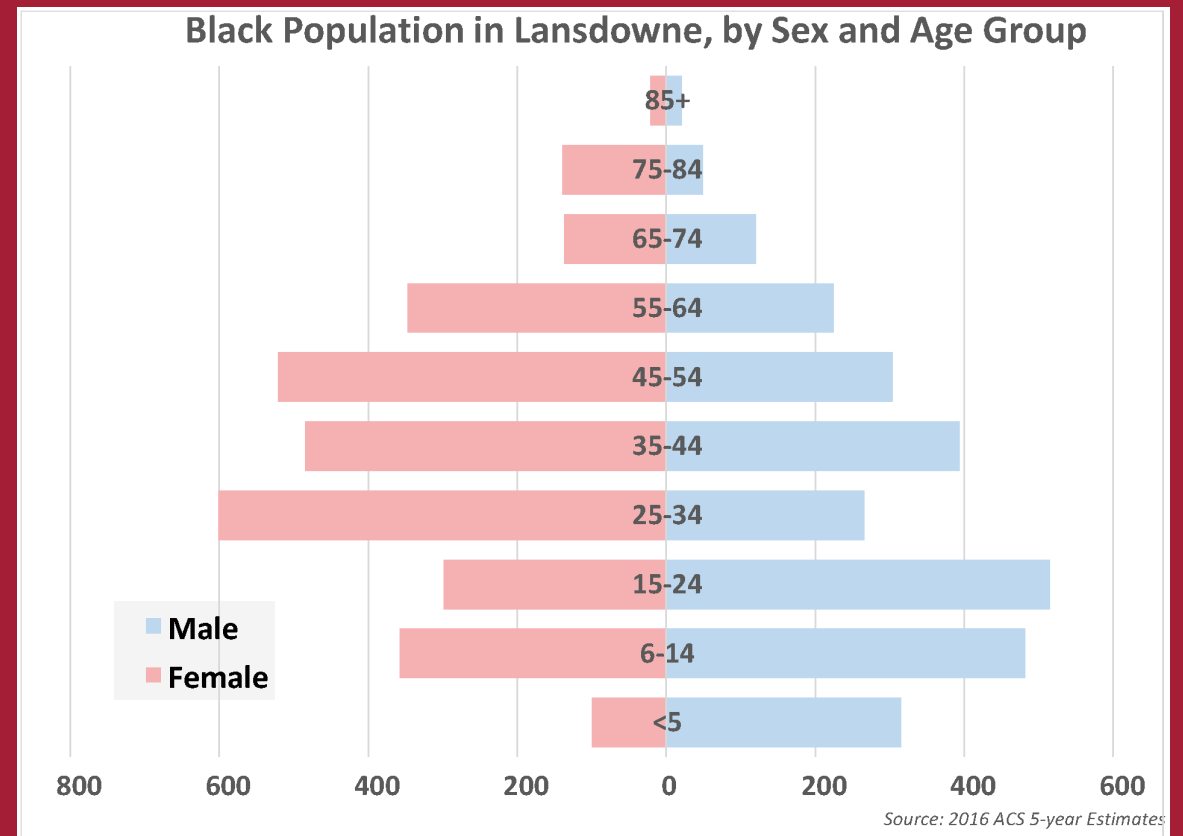
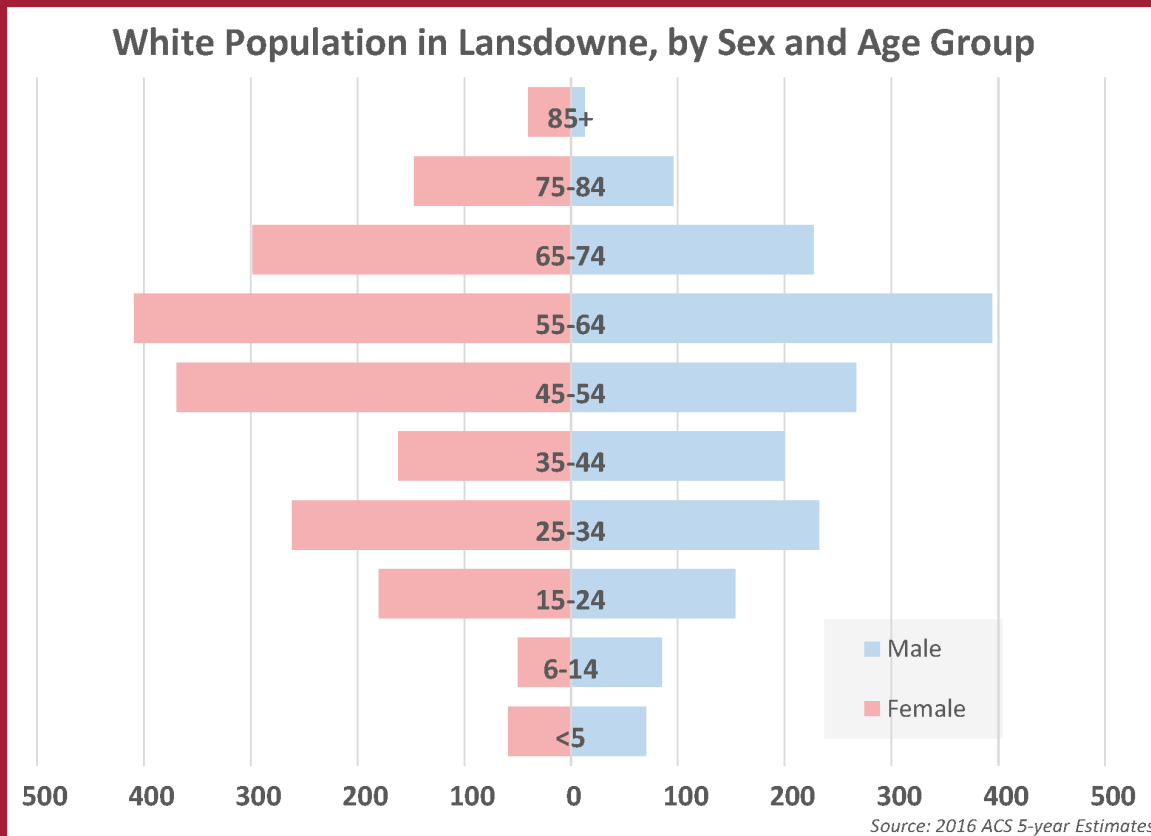
Lansdowne Background

- First-Ring Suburb of Philadelphia
- Population: 10,621
- Area: 1 Square Mile



Lansdowne Background

- Changing Demographics: Race and Age



Lansdowne Background

- Legacy Arts Community
- Institutional Support



Project Origins

- Growing Public Concern of Decay
 - Schools
 - Housing
 - CBD Turnover
- LEDC, LAB Partnership with Temple University



Plan Development

- 2-Year Timeline
 - Collegiate Research, Analysis
 - Stakeholder Interviews
 - Public Focus Groups

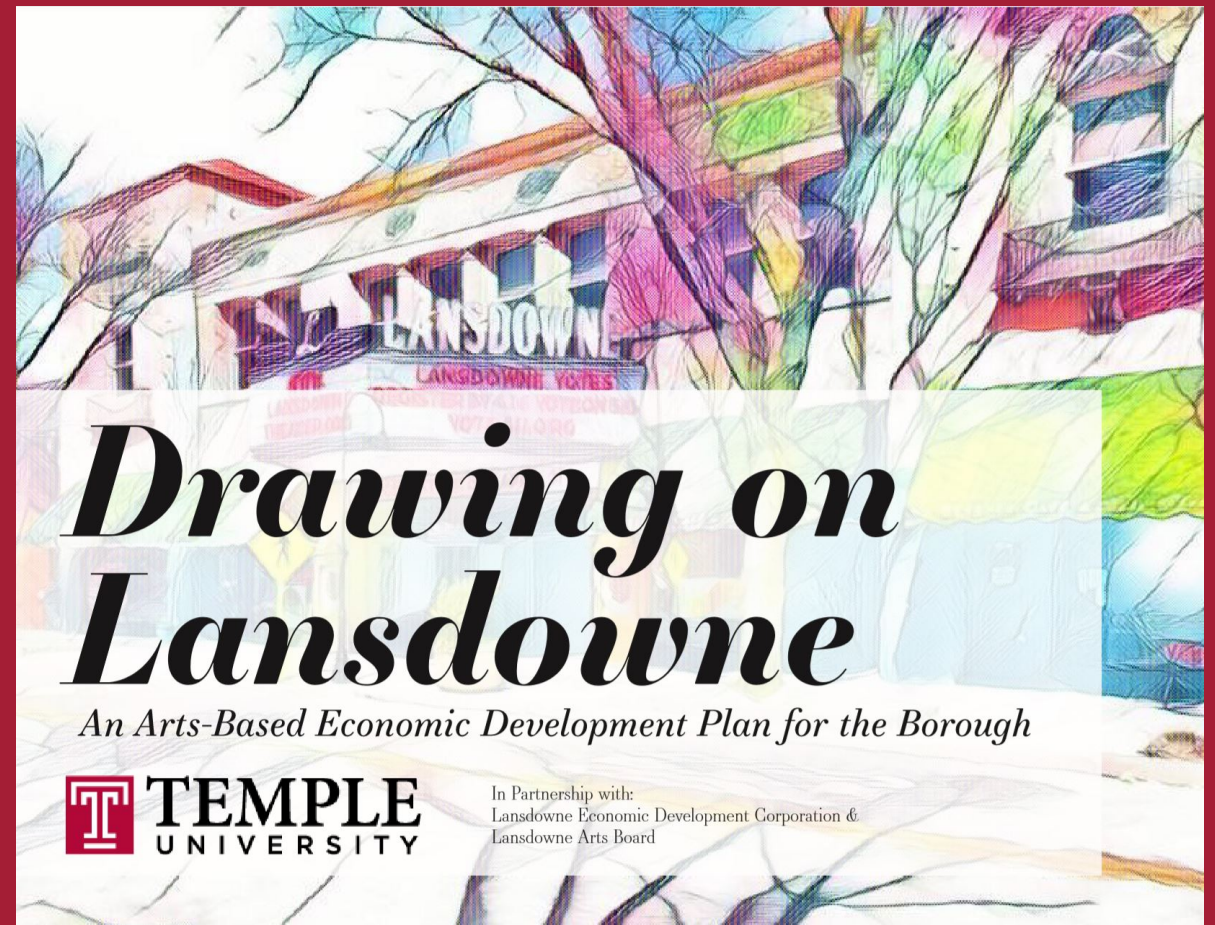


Plan Development

- Art Influence Underutilized
- Many Groups, Need Shared Vision
- Activation in Targeted Areas
- Place-Making as Community-Building

Plan Development

- *Drawing on Lansdowne – A Rallying Cry, and a Toolbox of Projects*
 - Cooperation b/w Orgs, Artists, & Public
 - Projects, Funding, Implementation Steps



<http://www.lansdownearts.org/arts-and-economic-development.html>

Plan Development

- Public Presentation
 - Solicit ideas, interest, feedback
 - Hand-off to LEDC, LAB
 - Ramp-up to Borough Comp Plan



INTERACTIVE

PLANNING STUDENTS IN YOUR COMMUNITY

Partnering with a college or university for planning work

Identifying Partners

- Accredited Planning Programs
- Planning Related Disciplines
 - Geography
 - Public Policy
 - Sociology
- Other schools
 - Community Colleges
- KEY is finding a faculty member to work with



Scoping Projects

- Client – Faculty interaction 3-6 months before semester
- Articulating client needs (deliverables)
- Articulating student needs (pedagogy)
 - Learning outcomes
 - Graduate Students can be part of detailed scope; Undergrads need stronger faculty direction

Student – Client communication

- Starts before semester begins
- Initial meeting involves faculty
- Commitment to communicate
- Timeline of intermediate drafts



Presentation and Deliverables

- Presentation of findings a key learning experience for students
 - Public or closed, depending on context
- Reports – printing, layout, and payment
- Digital products need a long-term home



Implementation

- Students can plan for implementation, but won't be executing
- Client commitment to actively use work
 - What's going on in Lansdowne now.



Any Questions?

Thank you!

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