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
What is Arts-based Economic Development?
Creative Placemaking

• 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.

Photo courtesy of Phillyvoice.com
Case Studies

Station North Arts District, Baltimore
Village of Arts and Humanities, Philadelphia
Steel Stacks, Bethlehem
Station North Arts District, Baltimore

The Neighborhood

Map courtesy of Station North
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

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.

Image courtesy of villagearts.com
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.
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
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
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
# Appendix

## APPENDIX A: Inventory of Existing Arts and Culture Assets

<table>
<thead>
<tr>
<th>Asset</th>
<th>Type</th>
<th>Information</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lansdowne Arts Board</td>
<td>Arts organization</td>
<td>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.</td>
<td><a href="http://www.lansdownearts.org">http://www.lansdownearts.org</a></td>
</tr>
<tr>
<td>Lansdowne Folk Club</td>
<td>Arts organization</td>
<td>All volunteer folk music club presenting folk, acoustic, and bluegrass music to Lansdowne and the surrounding communities. Performances take place in the ballroom of the 20th Century Club.</td>
<td><a href="http://folkclub.org/">http://folkclub.org/</a></td>
</tr>
<tr>
<td>Lansdowne Symphony Orchestra</td>
<td>Arts organization, Performance Group</td>
<td>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.</td>
<td><a href="http://www.lansdowneosco.org/">http://www.lansdowneosco.org/</a></td>
</tr>
<tr>
<td>20*20 House</td>
<td>Cultural Space</td>
<td>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.</td>
<td><a href="http://www.lansdownearts.org/2020-galley.html">http://www.lansdownearts.org/2020-galley.html</a></td>
</tr>
<tr>
<td>Historic Lansdowne Theater</td>
<td>Cultural Space</td>
<td>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.</td>
<td><a href="http://lansdownetheater.org/">http://lansdownetheater.org/</a></td>
</tr>
<tr>
<td>The Landing</td>
<td>Cultural Space, Recreation</td>
<td>A pop-up park located at the municipal parking lot between Lansdowne and Owen Avenues. Location: 30 N Lansdowne Ave.</td>
<td><a href="http://lansdowneborough.com/borough-parks/">http://lansdowneborough.com/borough-parks/</a></td>
</tr>
<tr>
<td>Twentieth Century Club</td>
<td>Cultural Space</td>
<td>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.</td>
<td><a href="http://www.lansdowneborough.com/borough-parks/">http://www.lansdowneborough.com/borough-parks/</a></td>
</tr>
</tbody>
</table>
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

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!

Dr. Jeffrey Doshna, AICP
Assistant Professor and Chair
Department of Planning and Community Development
Temple University
doshna@temple.edu

Timothy O' Leary
Transportation Planner
North Central Texas Council of Governments
toleary@nctcog.org

Tracy Purdy, AICP Candidate
President Mosaic CLT
Adjunct Instructor
Temple University
tracy.purdy@temple.edu