
CREATIVE PLACEMAKING



PROTECTING & ENHANCING CREATIVE INDUSTRIES

APA UTAH FALL CONFERENCE
FRIDAY OCTOBER 5TH 1:45-2:45 THEATRE 13

TODAY'S PRESENTERS



RYAN WALLACE
Urban Design Leader
MHTN Architects



LESLY ALLEN
Arts Council Director
City of South Salt Lake



DEREK DYER
Executive Director
Utah Arts Alliance



SHAREN HAURI
Urban Design Director
City of South Salt Lake



SESSION OUTLINE

01 OVERVIEW OF CREATIVE PLACEMAKING

02 ENGAGING THE COMMUNITY

03 CREATIVE PLACEKEEPING / THE ARTISTS' PERSPECTIVE

04 INTEGRATING CP INTO ZONING ORDINANCES
& LESSONS LEARNED



CITY OF SOUTH SALT LAKE



OVERVIEW

What is Creative Placemaking?



TACTICAL URBANISM

Broad term describing a variety of interventions to the built environment intending to catalyze long term change

- *Usually low cost*
- *Most often temporary*
- *Typically in urban environments*
- *Step-by-step approach to city building*

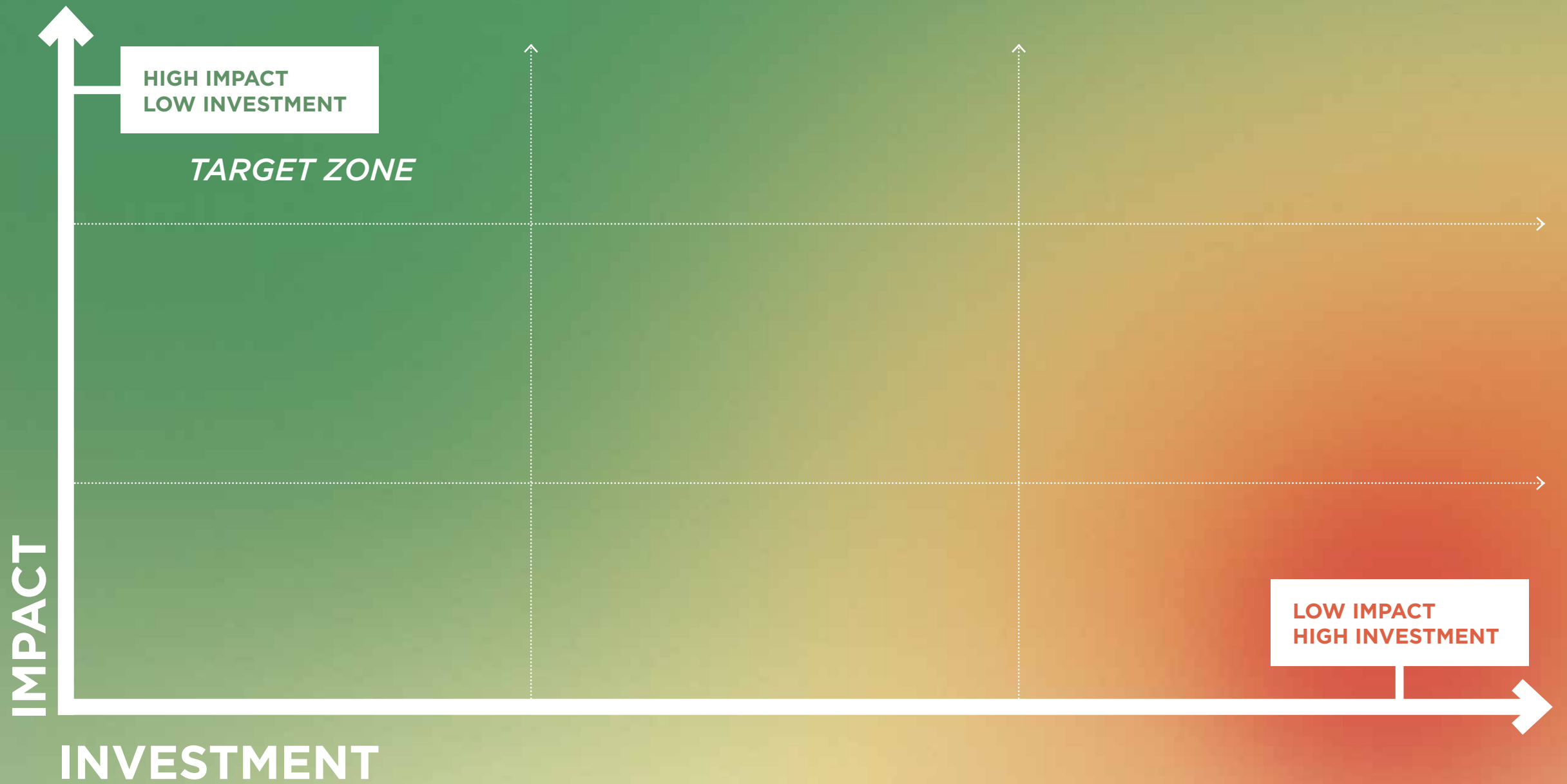


CREATIVE PLACEMAKING

Strategies to develop or advance arts, artists, cultural policy or creative economies

- *Incorporate artists into the community engagement process*
- *Implement arts and culture planning*
- *Incorporation of art in public places*
- *Creation of unifying community identity*





OKUPLAZA SAN DIEGO

Santiago, Chile



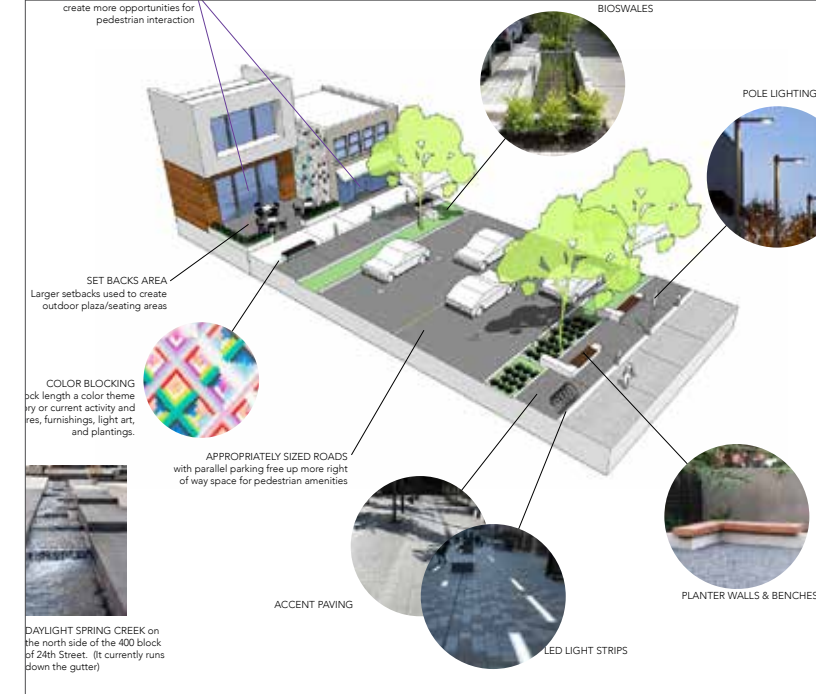
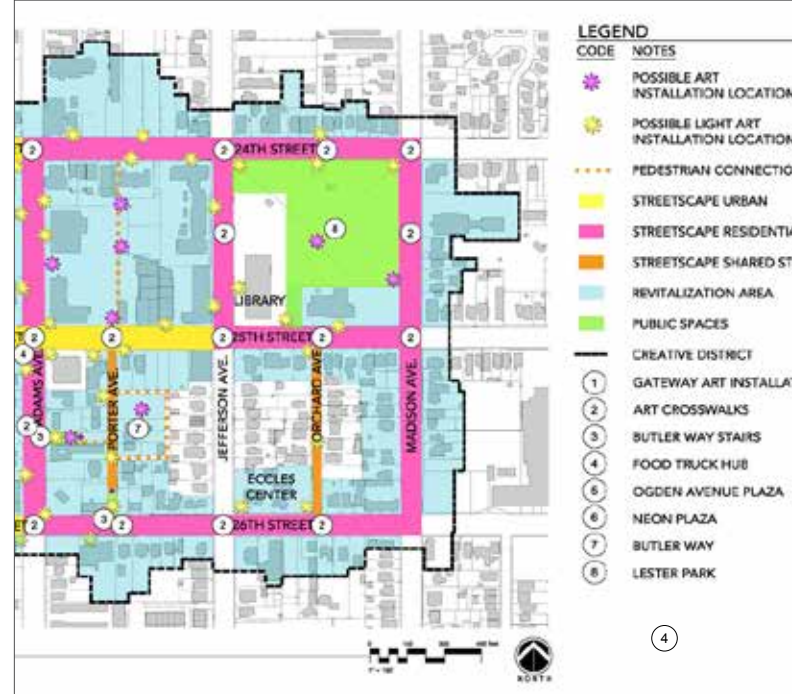
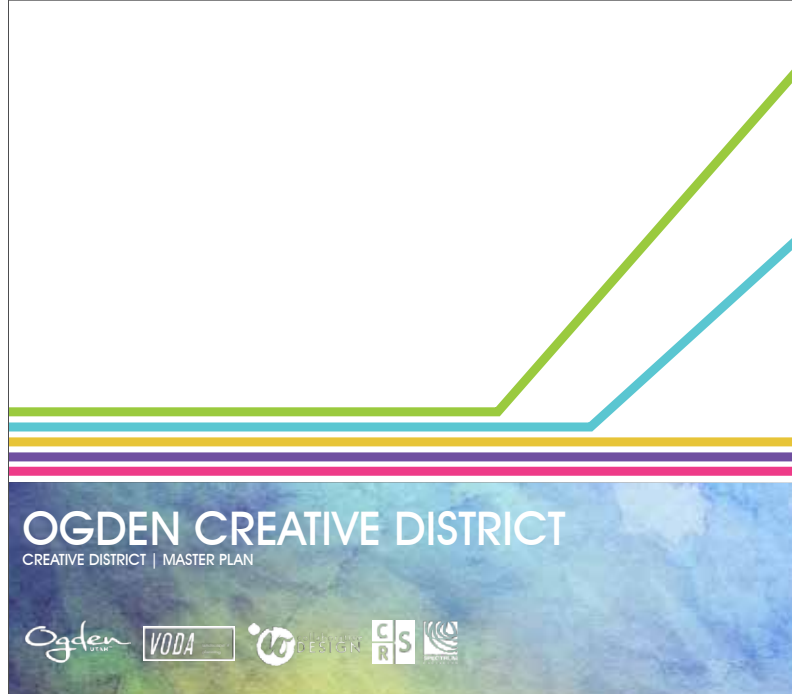
SALT LAKE CITY

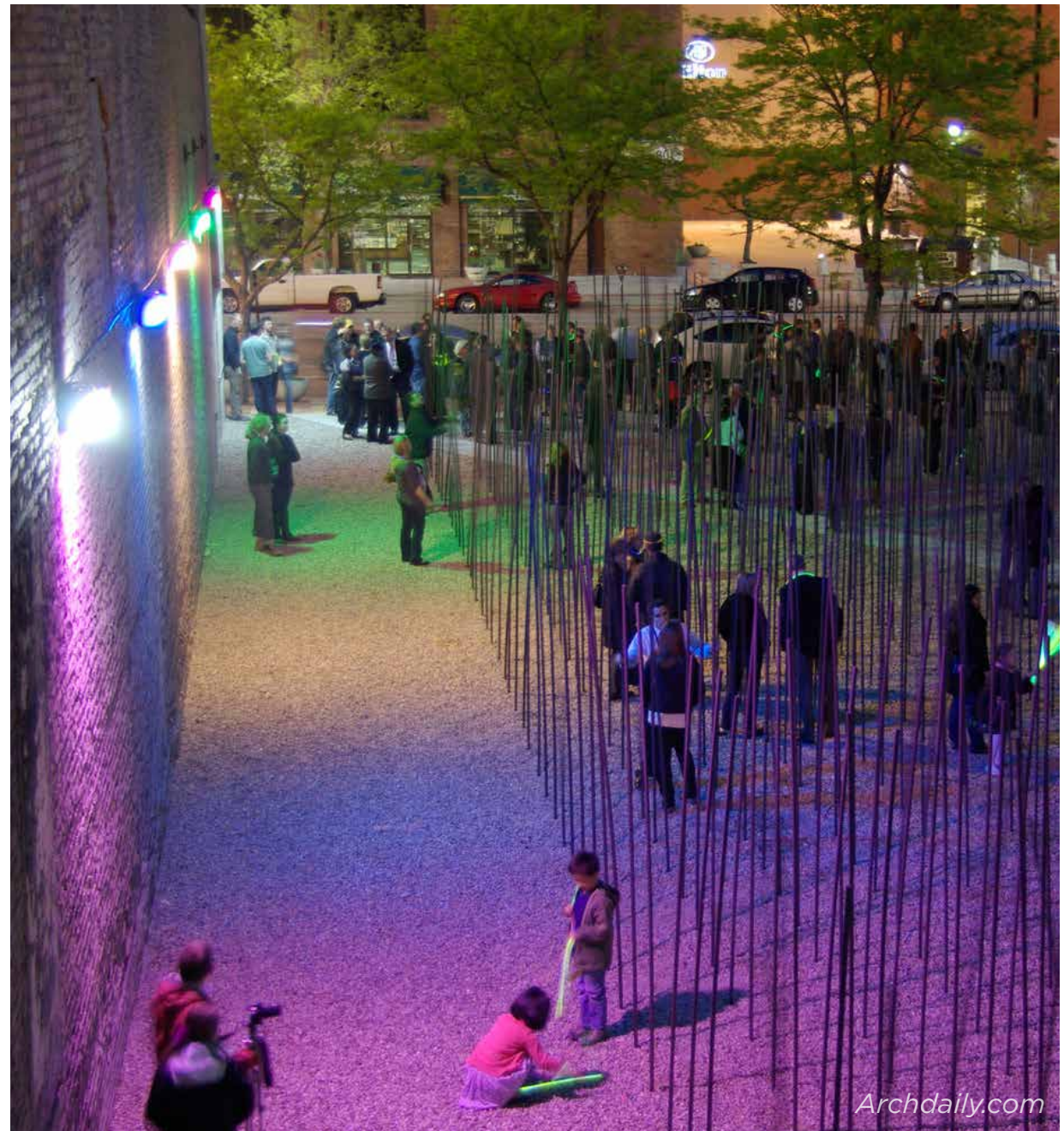
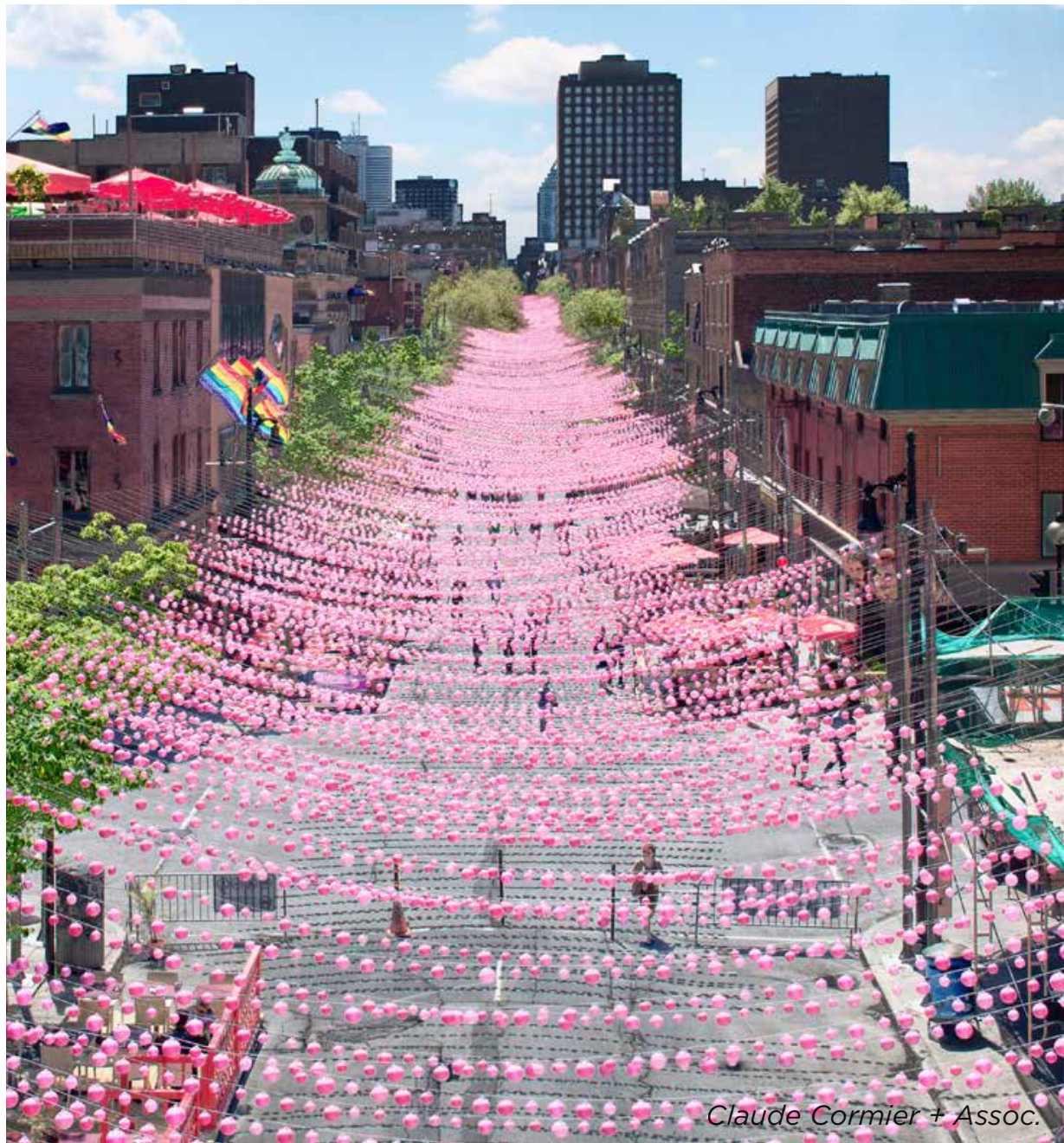


SALT LAKE CITY



OGDEN





BENEFITS

60% of Americans believe that "the arts improve the image and identity" of their community.

63% of the population believe the arts "lift me up beyond everyday experiences."

67% of Americans believe "the arts unify our communities regardless of age, race and ethnicity."



*Source: Americans Speak Out About the Arts:
An In-Depth Look at Attitudes about Art in America, 2015*

RESOURCES

Our Town - NEA's creative placemaking grant program

Creative Placemaking Leadership Summit - Oct 5-7 College Park, MD

APA Arts and Planning Interest Group

How to Do Creative Placemaking and other books

Art of the Rural - The Future of Arts and Culture Placemaking in Rural America



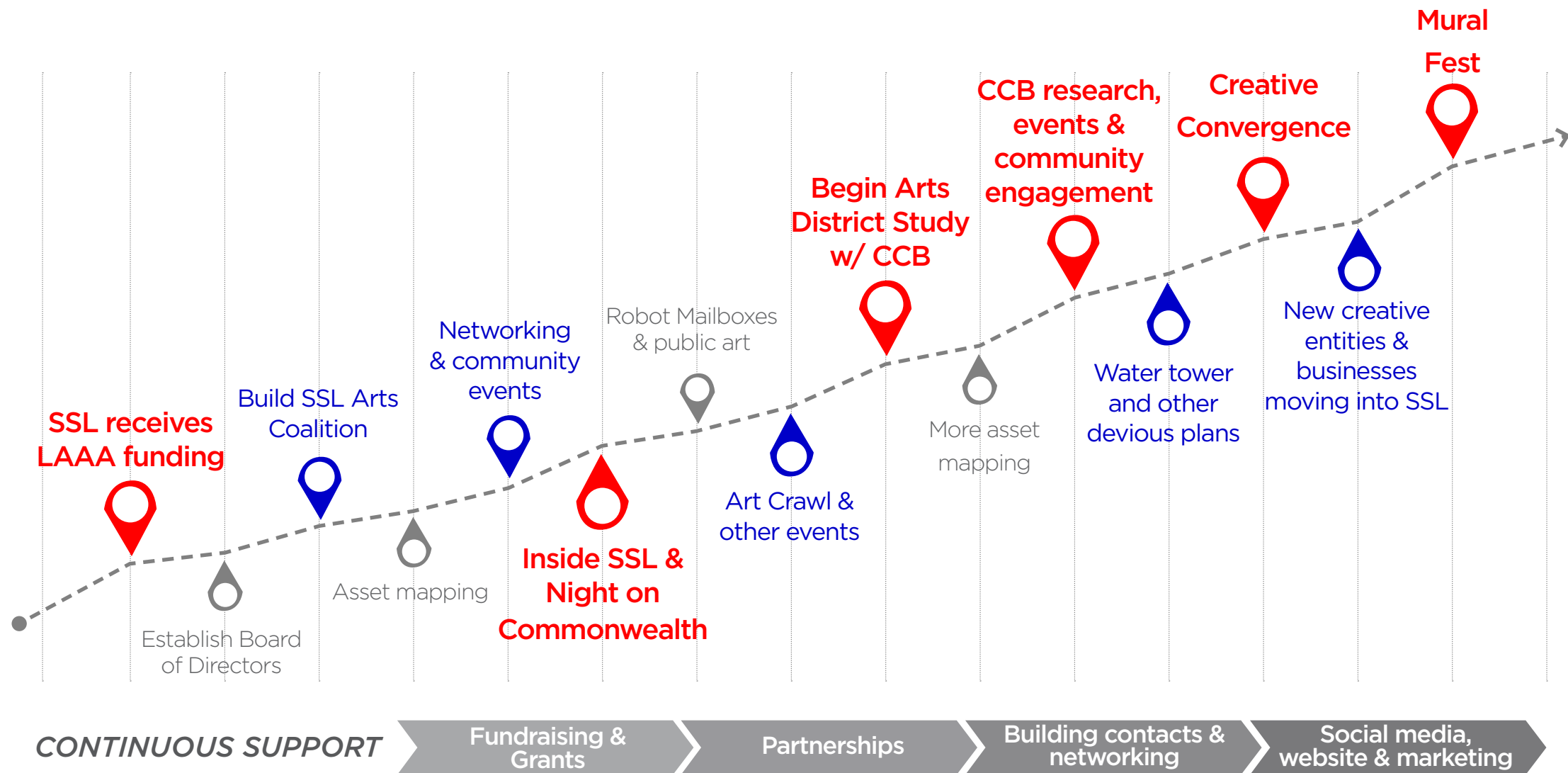
ENGAGING THE COMMUNITY

How to integrate Creative Placemaking into Zoning Ordinances



**Salt Lake County Zoo, Arts and Parks
Local Arts Agency Advancement (LAAA)**

PROGRESS & PROCESS



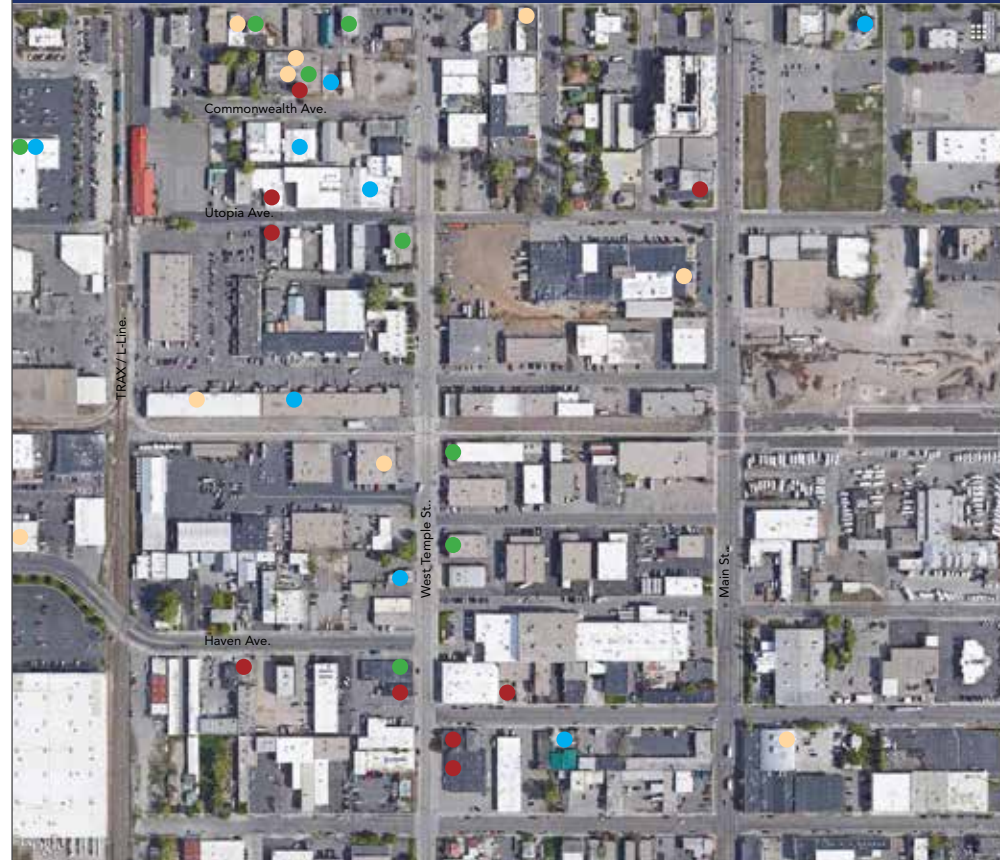


We hope you will join us for an informal discussion on the future of the Arts in South Salt Lake.

Come meet those who are invested in the Arts in SSL, share ideas for a future Arts District, and find out how you can be involved.



THE COMMONWEALTH DISTRICT



● ARTS

Utah Arts Alliance -
Counterpoint Studio
SugarPost
Signed and Numbered
Western Art Glass
CRE8 Studio
Blair Kunz Studio
Bill Milner Studio
Capital Ceramics (for sale)
Poor Yorick Studio
Malvern St. Studio
B-Boy Federation
Commonwealth Studio

● FOOD AND DRINK

Pat's BBQ
Shades of Pale Brewery
Sugar House Distillery
Fernwood Candy
The Mad Greek
La Rancherita
Costa Vida
Spice Kitchen
Del Mar al Lago

● DESIGN

Sparano-Mooney
Architects
Archiplex Group architects
Mountainland Design
ROSI Office Furniture
Project Sunday Furniture
Granite Mills
Parker Cook Design
Performance Audio
Simplicity Vinyl
Salt Lake Optics
Dev garden

● OUTDOORS /ADVENTURE

The Bicycle Collective
The Wood Shop (BMX)
Salt Lake Motorcycle
Performance Bike
Goldcoast (skateboards)
AceCamp
Wave Products
4FRNT (skis)
Saga (skiwear)









50 ARTISTS
50 PHOTOS
INSIDE &
OUTSIDE

COMMONWEALTH

Inside SOUTH SALT LAKE

RECEPTION
BY STUDIO
CRE8 AT
156 WEST
UTOPIA AVE

6:00 PM
FULL MOON
FRIDAY
MAY 20

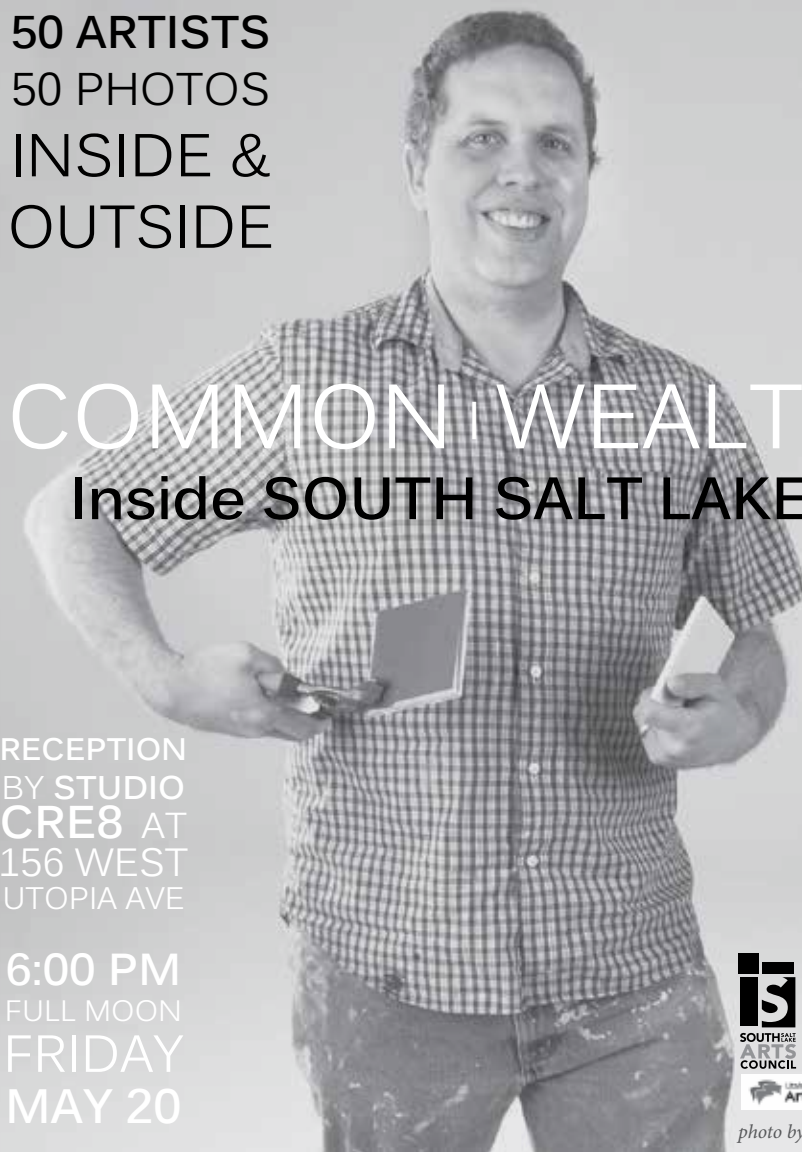


photo by Lars Call





*Chris, Moto-head
in South Salt Lake*



#flavorsoflabor

OPEN HOUSE

MUSIC - FOOD - AUCTION -
ARTIST BOOTHS - NETWORKING

AUG 26, 2016, 7:00PM SP BEER GARDEN
benefit for the #SoSaLa Arts Council

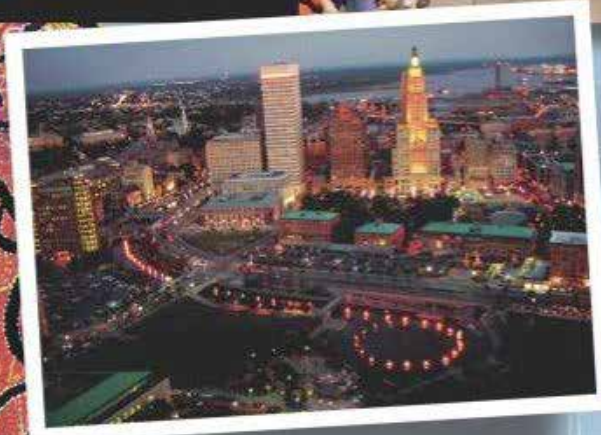
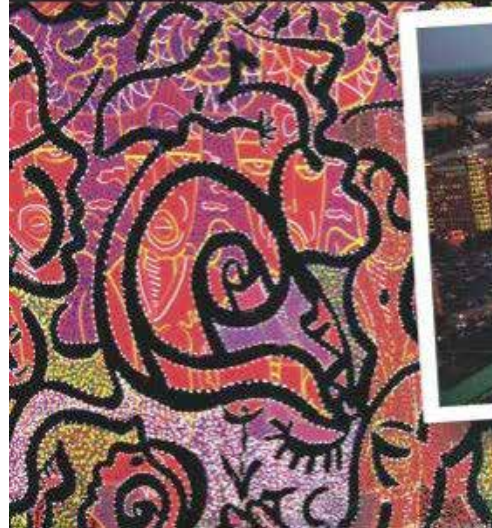


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The **CREATIVE** **COMMUNITY** **BUILDER'S** Handbook



How to Transform
Communities Using Local
Assets, Arts, and Culture



Tom Borup
with Partners for Livable Communities
Foreword by Robert McNulty

CREATIVE CONVERGENCE

South Salt Lake City

Join us at the **FREE**

Creative Industries Conference

Friday
May 19, 2017
11:30 - 4:00

*Be part of the vision as we create
the foundations, aspirations
and building blocks for a thriving
"Creative Industries Zone"
in South Salt Lake.*

Conference Program

Featuring Tom Borrup of Creative Community Builders
and author of "How Creative Enterprise Zones are Built"

- Visioning Workshop
- Breakout Sessions
- Brainstorming Tables

Lunch provided with registration

Date & Time

Fri, May 19, 2017
11:30 AM - 4:00 PM

Who Should Attend

- Artists / Creatives / Makers
- Entrepreneurs
- Civic Leaders
- Non-Profit Leaders
- Financial Leaders
- SSL Residents and Business Owners

Location

Utah Art's Alliance Art Factory
193 West 2100 South
South Salt Lake, UT 84119













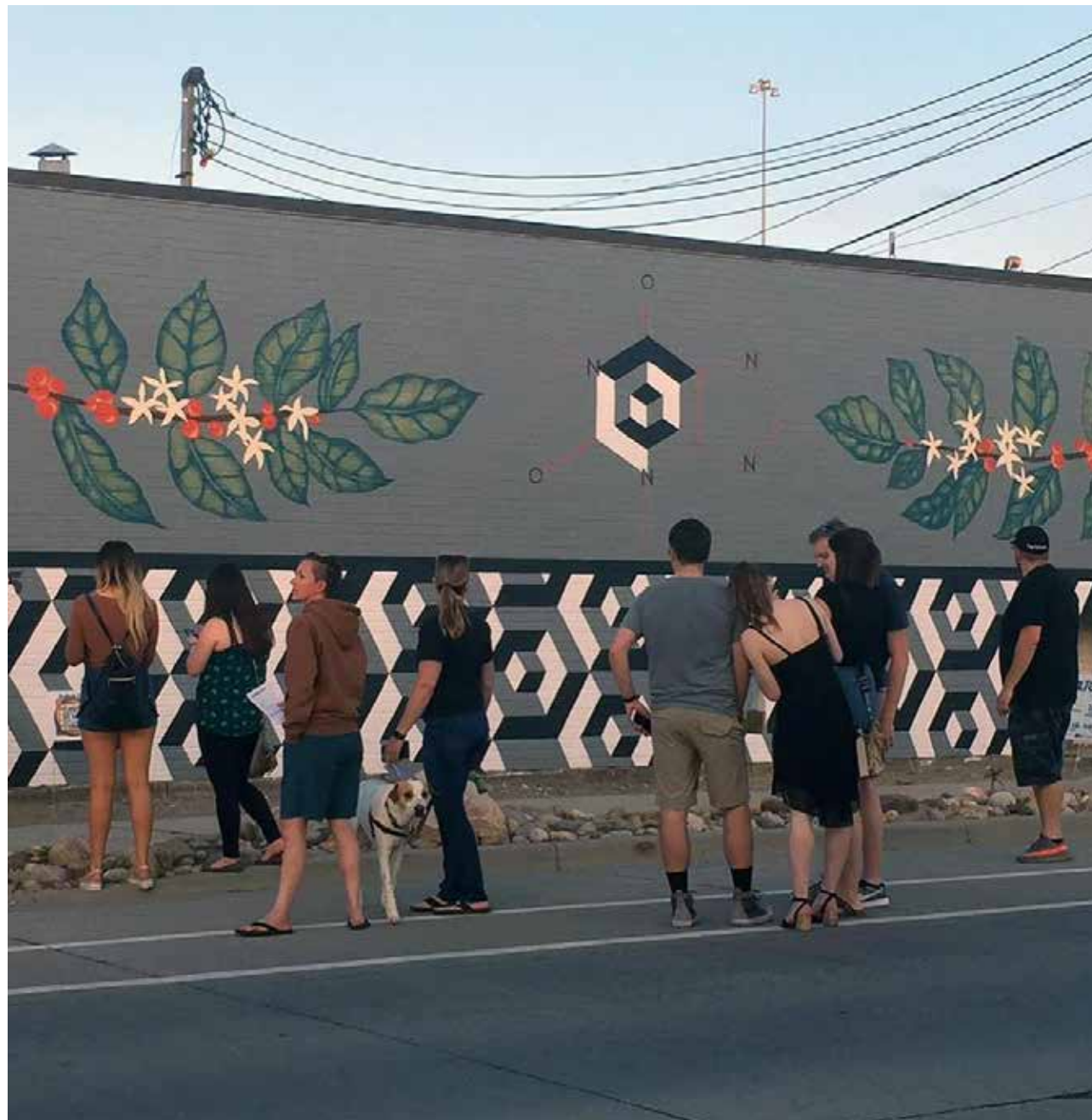
UTAH ARTS ALLIANCE





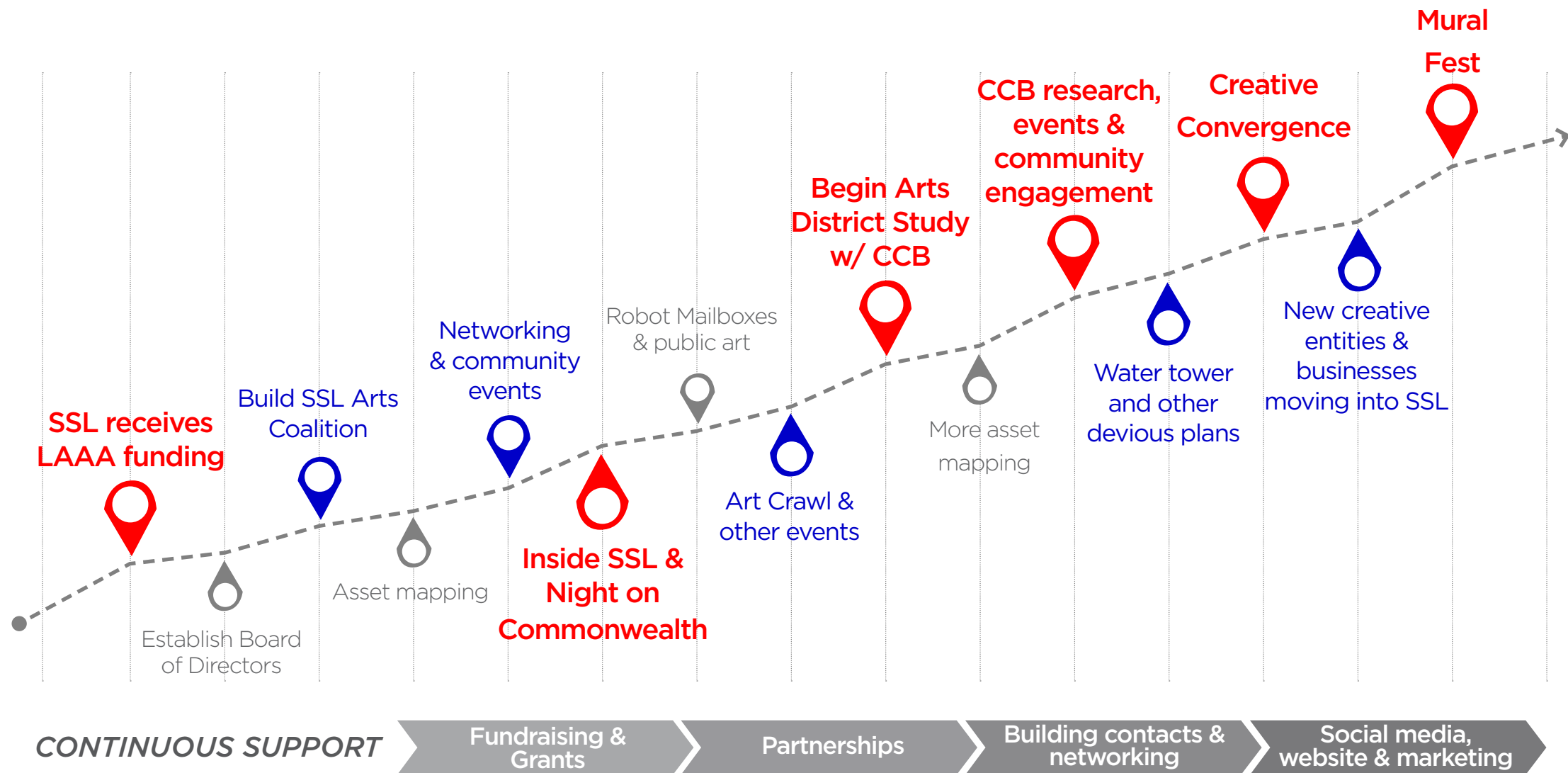
MURAIL FEST 2018

MISS KANAWA BEACHES 2018
Entry Form
Name: _____
Age: _____
Address: _____
Phone: _____
Email: _____
Date: _____
Signature: _____





PROGRESS & PROCESS



"Town by town, neighborhood by neighborhood, place by place, creative community builders are changing the ways communities think of themselves and position themselves in an emerging creative economy and multicultural world.

By recognizing and building upon cultural and other assets, the creative community builders harnesses the raw materials to leverage economic, social, civic, and physical transformation.

And since all fundamental social change is cultural, community builders [make] changes that are sustainable and more in tune with the evolving conditions in their communities."



CREATIVE "PLACEKEEPING"

The Artists' Perspective



Artist Derek Dyer



COUNTERPOINT STUDIOS





The arts community is eager to participate.

Artists love and live to create and build community!



01. Start with artists and arts organizations in the community.
02. Art Community should be empowered to be leaders in the process.
03. Make sure they are supported by friendly city policies and resources such as financial, space, equipment, supplies, etc.

**GENTRIFICATION
IN PROGRESS**



**THERE'LL BE
CUPCAKES!**

CREATIVE PLACEMAKING KEEPING

The arts can create transformational change in the community.

Many times the arts community is a victim of its own success.

Creative placemaking is a ongoing process. Don't lose your artists!

CHALLENGES FOR THE ARTS COMMUNITY

Being driven out of the communities that they have helped revitalize by rising costs of living and working space.

Balancing development opportunities versus keeping public spaces.

Keeping City policy arts friendly.

SOLUTIONS

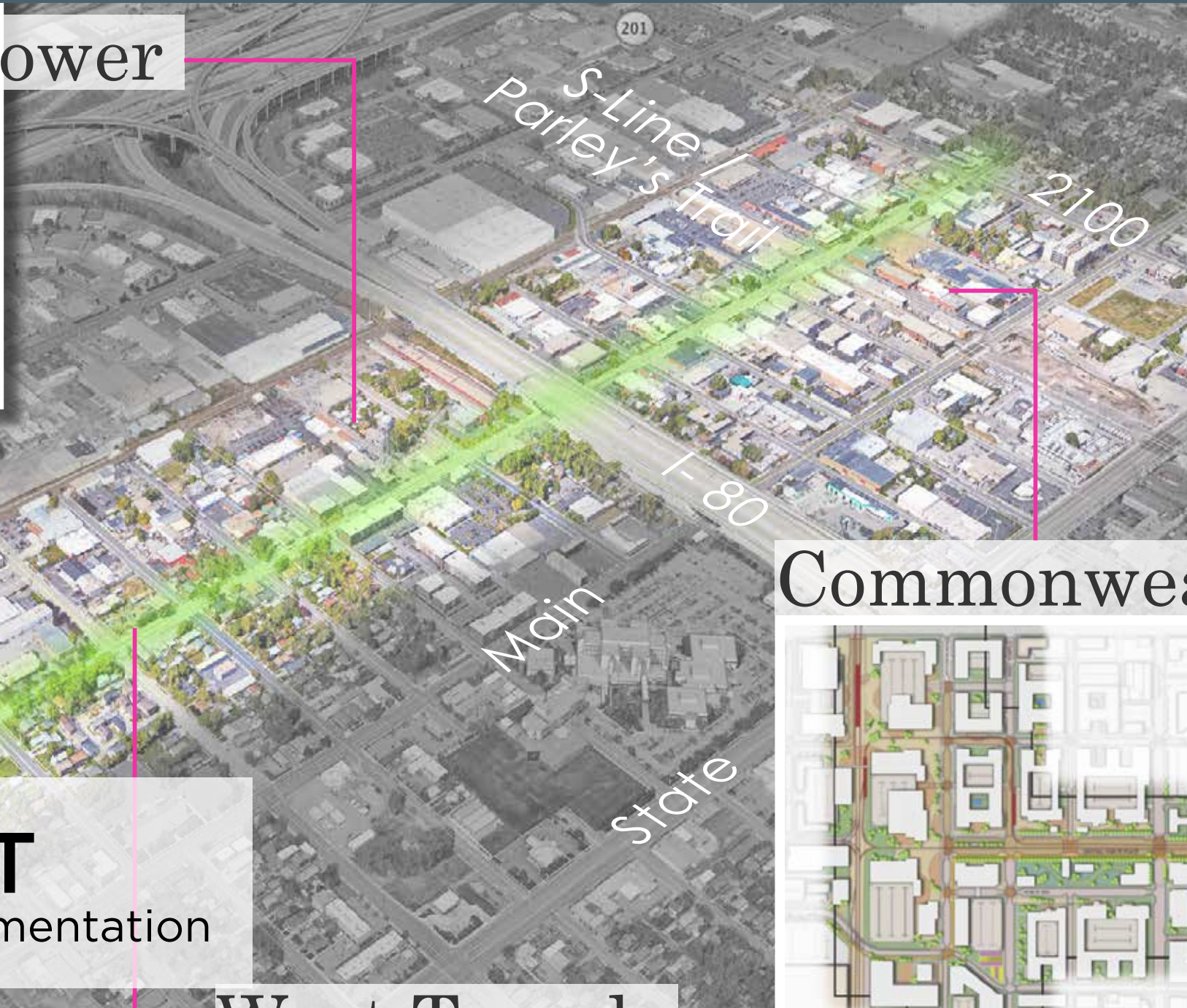
Planning and Zoning policies to ensure the Arts Community has a home.

Working with City and private property owners to give artist space.

Supporting artists and arts groups in achieving property ownership.

Incentivizing development to include public spaces and creative spaces.

Water Tower



Commonwe



WHAT'S NEXT

Lessons Learned in Implementation

Cre
Mill

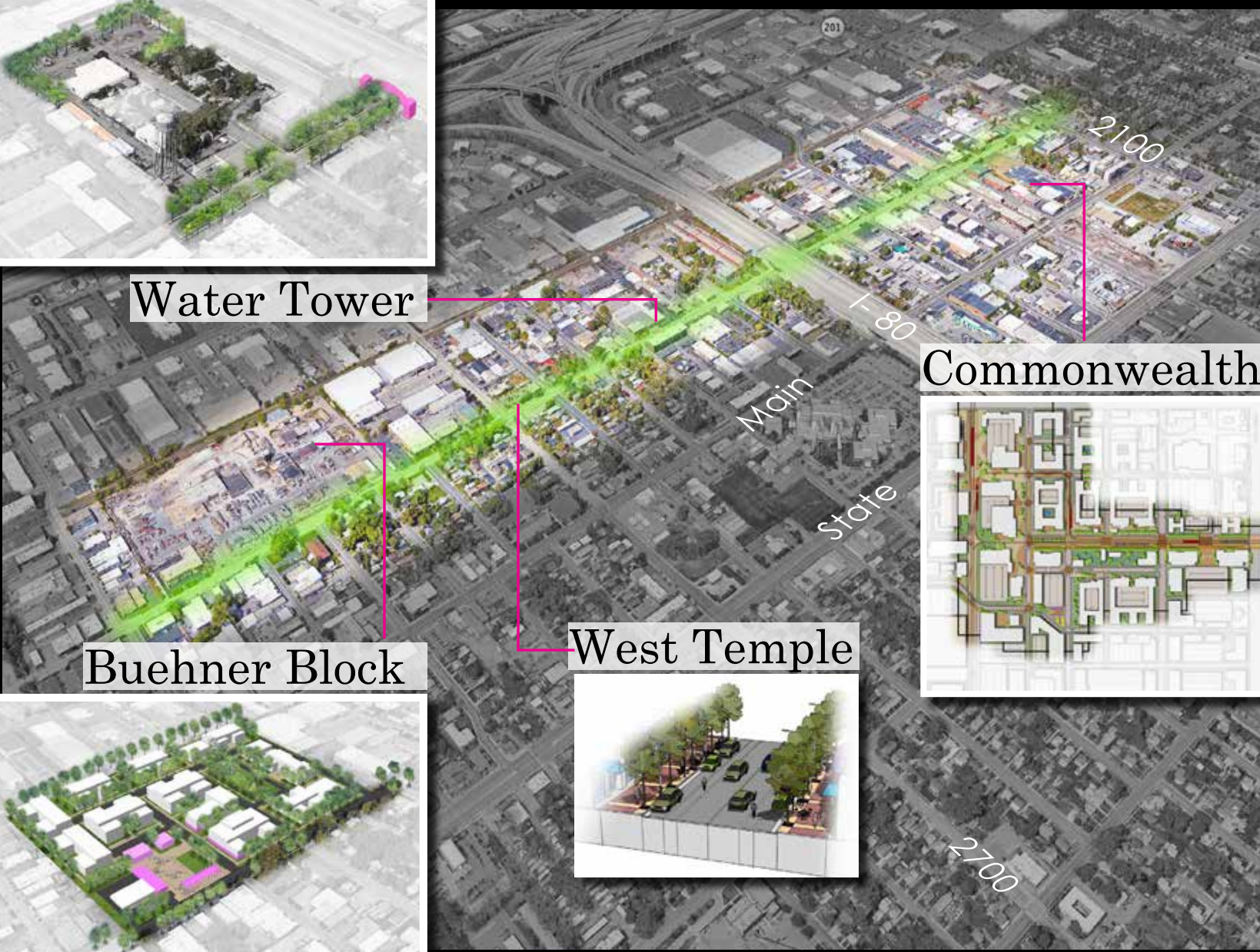


Strategies and Stepping Stones

Sharen Hauri,
Urban Design Director
South Salt Lake



Water Tower



Commonwealth

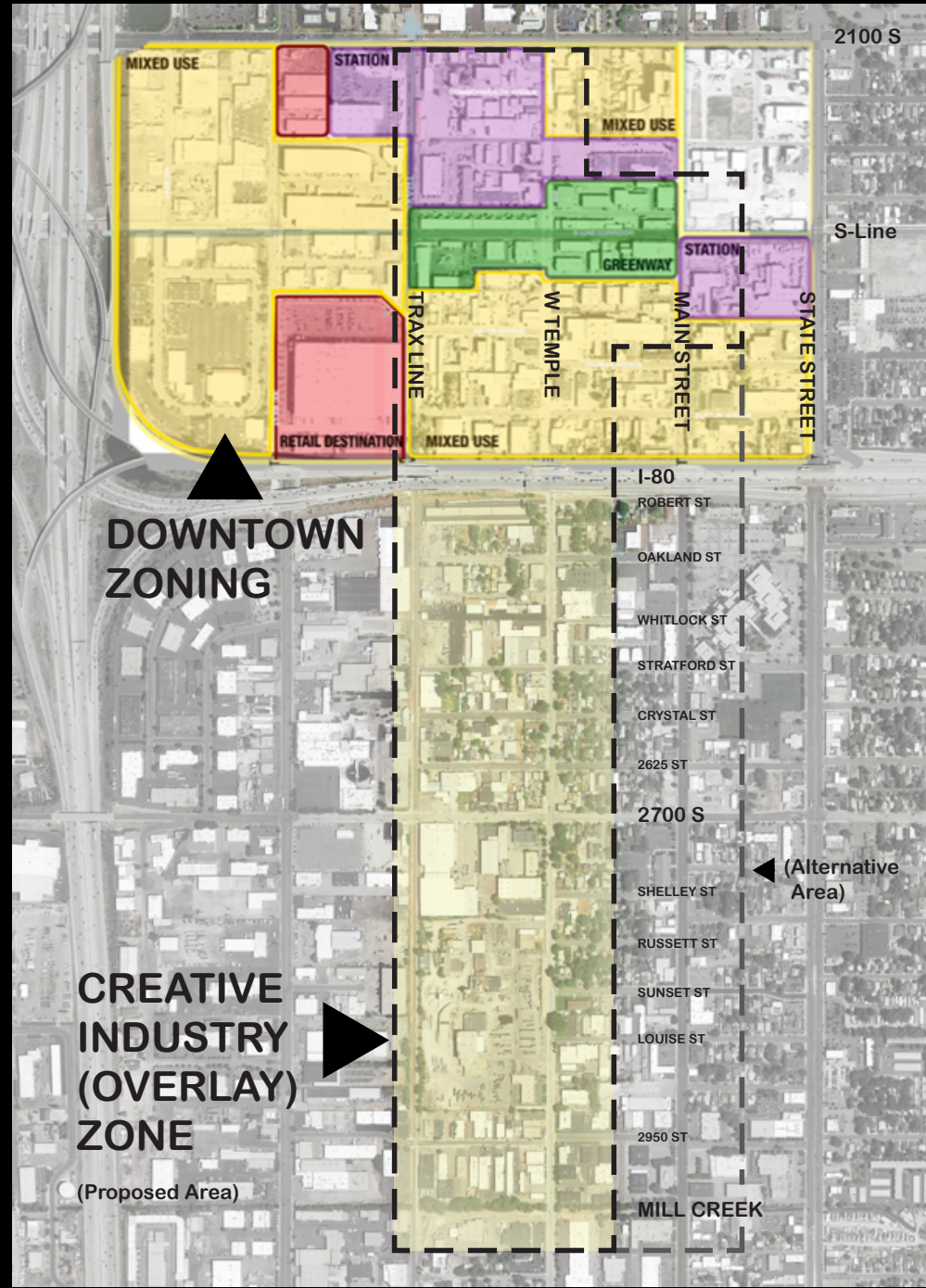


Buehner Block



West Temple

Second Step: Creative Industries Zone



**DOWNTOWN
ZONING**

**CREATIVE
INDUSTRY
(OVERLAY)
ZONE**

(Proposed Area)

2100 S

S-Line

I-80

ROBERT ST

OAKLAND ST

WHITLOCK ST

STRATFORD ST

CRYSTAL ST

2625 ST

2700 S

SHELLEY ST

RUSSETT ST

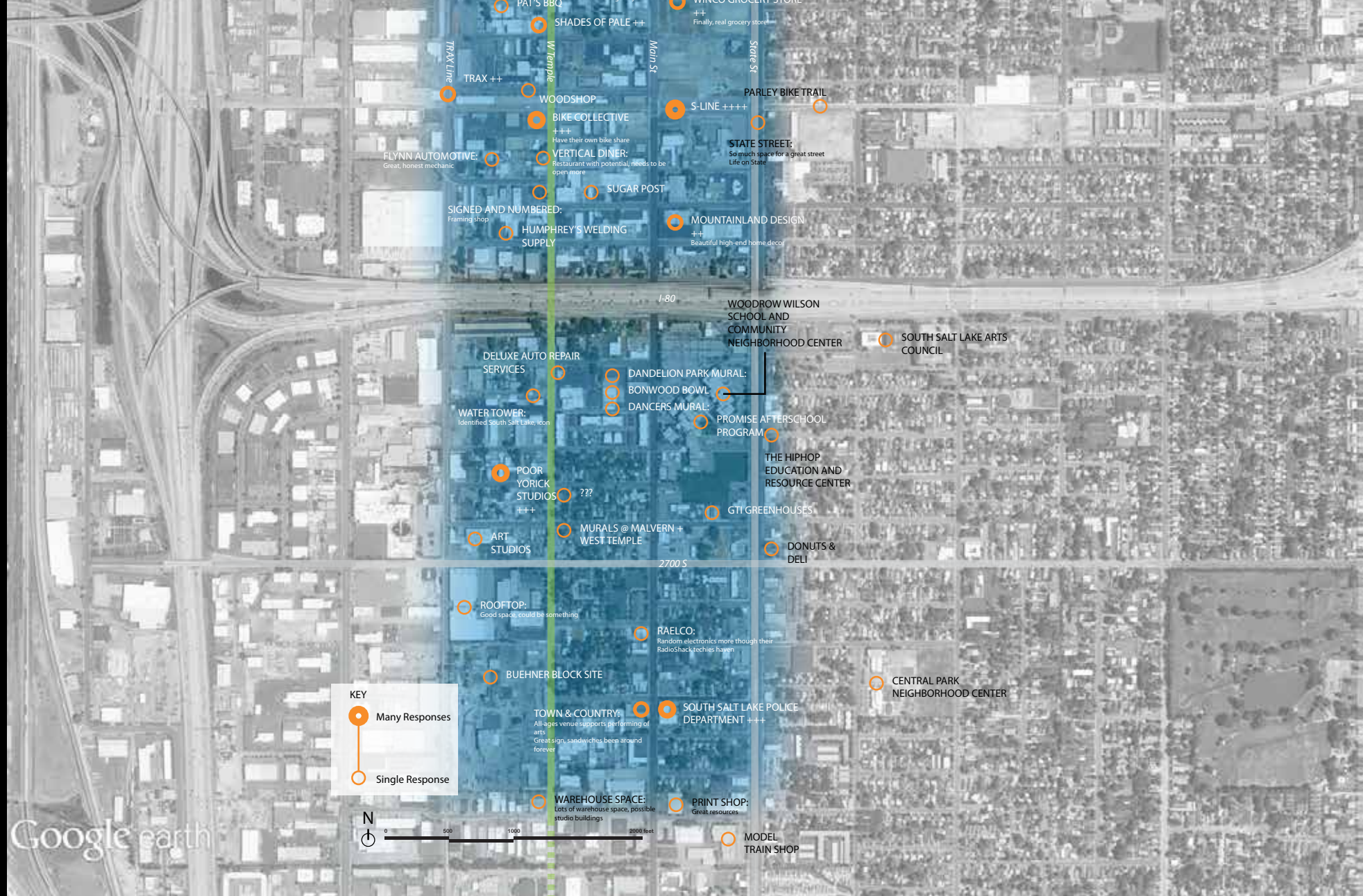
SUNSET ST

LOUISE ST

2950 ST

MILL CREEK

(Alternative
Area)



Third Step: Asset Mapping

Fourth Step: Empower the people



"Our city is building a culture of



Commonwealth: Creative City Center

Near the corner of Commonwealth and West Temple, a new downtown is on the rise. Long-time anchors Pat's BBQ, Shades of Pale brewery, and the Commonwealth Building incubator space are joined by new apartments and the Utah Arts Alliance's Art Factory. The Central Pointe TRAX station at the west end of Commonwealth is the best connected TRAX station in the valley, and ready to rise up as a regional destination. The Commonwealth District is the "Creative City Center".

Future Moves:

- 1 Build a destination Downtown public park/plaza with opportunities to showcase art, culture, food, music, dance and everyday city life.
- 2 Build a first-class TRAX Station at Central Pointe with improved connections to streets, sidewalks, bike routes as well as a public plaza.
- 3 Encourage street festivals and continue the Night on Commonwealth tradition.
- 4 Support expansion and preservation of creative and craftsman industrial businesses.
- 5 Encourage events and promotions

that highlight the creative identity of the Commonwealth area.

- 6 Create a restaurant row to anchor the neighborhood.
- 7 Support the expansion of the Art Factory as a center for the arts.
- 8 Encourage artist housing and live-work situations.

Best Practices Checklist for New Development



Guide private sector investments using Creative Industry Zoning, Design Guidelines, and Incentives. See Appendix C



Vision for South Salt Lake Creative Industry Zone — Page 12

Water Tower: Creative Hub

Near the corner of Oakland and West Temple, a mix of homes, businesses and institutions intermingle. The neighborhood includes SSL Public Works, Bonwood Bowl, Woodrow Wilson Elementary, and Granite Technical Institute. In the center of it all stands the iconic Water Tower. Public art projects that periodically change the Water Tower's "face" signifies the City's diversity and creativity.

Future Moves:

- 1 Renovate and preserve the Water Tower as a symbol of creativity and entrepreneurship featured in branding efforts.

- 2 Create a public park at the Water Tower.
- 3 Establish a non-profit maker-space for artists and creative entrepreneurs on the block.
- 4 Build Art Hub with a black-box style rehearsal and event space.
- 5 Commission public art projects using light, projections, and other means to rotate the face of the iconic tower.
- 6 Rethink dead end streets between West Temple and TRAX as outdoor rooms and neighborhood assets.
- 7 Encourage artist housing and live-work situations.
- 8 Improve Public Works facilities or

- 9 locate a new home for them. Study public realm and public art improvements on West Temple and at Interstate "Gateway" to Downtown.

Guide private sector investments using Creative Industry Zoning, Design Guidelines, and Incentives. See Appendix C



Vision for South Salt Lake Creative Industry Zone — Page 13

Fifth Step: Make the plan

Buehner Block: Creative Hub

The historic Buehner Block company sits the intersection of West Temple and Sunset Avenue. In 2017, the family business closed after 79 years making concrete blocks in South Salt Lake. The 19-acre property is likely to become medium density housing as current zoning permits. This is an opportunity to fulfill the long- range goals of South Salt Lake in several areas - housing, park space, and also arts infrastructure, as proposed in this plan. This aims to make this a more livable and attractive neighborhood.

Future Moves:

- ① Develop a more diverse contemporary, green, and family friendly residential area including artist housing or live-work situations.
- ② Preserve deco-style Buehner Block building and convert to artist/ creative studio space.
- ③ Build a 1 to 2 acre public park to serve the neighborhood west of State St. and provide for recreation, arts events and a “third space” for neighborhood residents and workers.
- ④ Reserve space and right-of-way for future north- south greenway/trail along TRAX.
- ⑤ Consider how the neighborhood connects to potential future 2700 S TRAX station and bus service.
- ⑥ Transform streetscape on West Temple to include sidewalk trees, enhanced bike route.
- ⑦ Increase ecological function of this former industrial site with green space, trees, and green infrastructure.
- ⑧ Provide easy connection to Mill Creek and its trail to the south.
- ⑨ Study installation of major public art at intersection terminating Russett Avenue that draws people and exemplifies South Salt Lake’s values.

Guide private sector investments using Creative Industry Zoning, Design Guidelines, and Incentives. See Appendix C



Vision for South Salt Lake Creative Industry Zone — Page 14

West Temple: Creative Industry Spine

West Temple is a spine running through the district, with many businesses on, or within a block east or west of it. This street is pedestrian and bike friendly, low- traffic volume, and has numerous businesses fronting it. West Temple can be a “main street” for the district, by focusing branding, placemaking, and public art to create a memorable impression and experience.

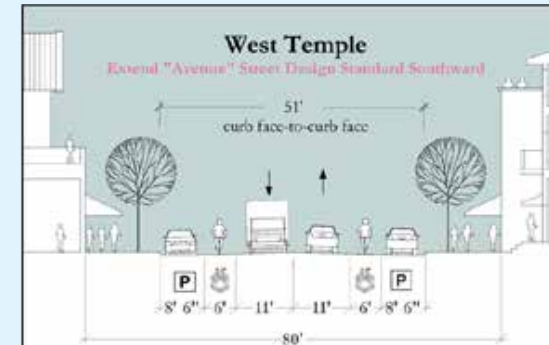
West Temple supports and connects multiple creative incubators, co-working spaces, and other affordable, supportive, and stimulating environments assisting start-ups, creative entrepreneurs, craftsman

industries, and artists. South Salt Lake already has a multitude of formal and informal incubators in this Creative Industry Zone, including the Utah Arts Alliance music studios and Art Factory, Poor Yorick studios, Tempest Business Park, the Commonwealth Building, and others. There is room for several more such spaces in the neighborhood to provide stable space for creative industries to blossom.

A thick tree canopy and warm pedestrian lighting welcome workers, visitors, and residents to its colorful, decorative sidewalks. Stimulating public art is seen up and down the street.



West Temple today, looking north from Oakland Ave. Although there are spaces for walking, biking and on-street parking, there is room for improvement on West Temple.



As private and public investments are made, continue to implement the "Avenue" design south of downtown, including active and engaging frontages, narrower drive lanes (11'), street trees, wider sidewalks, public art, artistic paving, traffic calming, benches and pedestrian-scaled lighting.



Vision for South Salt Lake Creative Industry Zone — Page 15

Sixth Step: Make another plan



Every Step: Art Everywhere

QUESTIONS?



THANKS FOR ATTENDING OUR SESSION