CROSSING THE STREET
Building DC’s Inclusive Future Through Creative Placemaking

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How can cities better use public space to promote civic life and equity, build trust and foster social cohesion to shape the physical, social and economic futures of communities in the long term?
Creative Placemaking

An arts and culture-forward platform through which the District of Columbia Office of Planning engages community and plans by creating experiences that connect people, inspire action, support creativity & celebrate the unique aspects of neighborhoods.
what did we want to achieve?

• Test select placemaking recommendations from plans

• Engage residents differently by building out an arts-forward engagement toolbox

• Nurture new partnerships with private, non profit and civic sectors

• Align with major planning initiatives (e.g. Comprehensive Plan update, DC Cultural Plan, Transportation Studies)
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THE KRESGE FOUNDATION
District of Columbia Office of Planning
Okuplaza Adams Morgan
The Lot at The Liz 14th Street NW Corridor
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Successes

• Use creative placemaking to inform planning:
  • DC Cultural Plan
  • DC Comprehensive Plan (Arts & Culture Element)
  • DC Public Space Activation and Stewardship Guide
• Institutionalizing an arts and culture-forward approach within District of Columbia’s Office of Planning
• Getting urban planners to think like artists and artists to think like urban planners
• Highlighting and enhancing community assets (e.g., public space) through placemaking
• Building a new engagement toolbox – a forum for uncomfortable conversations
• Catalyzing new voices, partnerships and community – development momentum
17 creative placemaking projects in neighborhoods across the city

16,500+ Total participation across all events

3 university studio projects

3 Special events (e.g. DC Design Forum, Bicycle Equity Workshop)

1 Special project (Stories of an Inclusive City)

350 artists engaged across all creative placemaking projects

50+ Final creative placemaking events

Engaged 100+ community organizations
How can we make and creative placemaking interventions and public space activation more “sticky” – i.e., so their effects, including equity, are felt long after and produce more permanent change?
What’s next for the DC Office of Planning?