

# The Creative Class and Placemaking

11.438 Economic Development Planning

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# What is the Creative Class?

- a) Artists and Craftsmen
- b) Marx's fisher in the morning, factory worker in the afternoon and Plato reader in the evening
- c) A class of workers whose job is to create meaningful new forms
- d) Anyone who doesn't work with their hands

# Are these professions in the Creative Class?

<b>Welders</b>	<b>Copy Writers</b>	<b>Lab Workers</b>
<b>Gas Station Attendants</b>	<b>Mid Level Managers</b>	<b>Administrative Assistants</b>
<b>Chief Executive Officers</b>	<b>Chief Operating Officers</b>	<b>Chief Information Officers</b>
<b>Baristas</b>	<b>Bartenders</b>	<b>City Planners</b>

# Where do they live? Do we want them?

- The three 'T's:
  1. Talent (a highly talented/educated/skilled population),
  2. Tolerance (a diverse community, which has a 'live and let live' ethos), and
  3. Technology (the technological infrastructure necessary to fuel an entrepreneurial culture).
- The Creative Class values meritocracy, diversity and individuality, and look for these characteristics when they relocate
- Implicit in this is the freedom to relocate and what else?

# Why do we want them?

The creative class are a key driving force for economic development of post-industrial cities in the United States, according to Florida.

Are their jobs BASIC or NON-BASIC?



# WHY DO YOU WANT THEM?

- Supposed to be drivers of economic growth in the new economy
- Many have challenged the evidence on this relationship
- Creative Class may exacerbate gentrification
- Or maybe just correlated with it

# Place Based Approaches



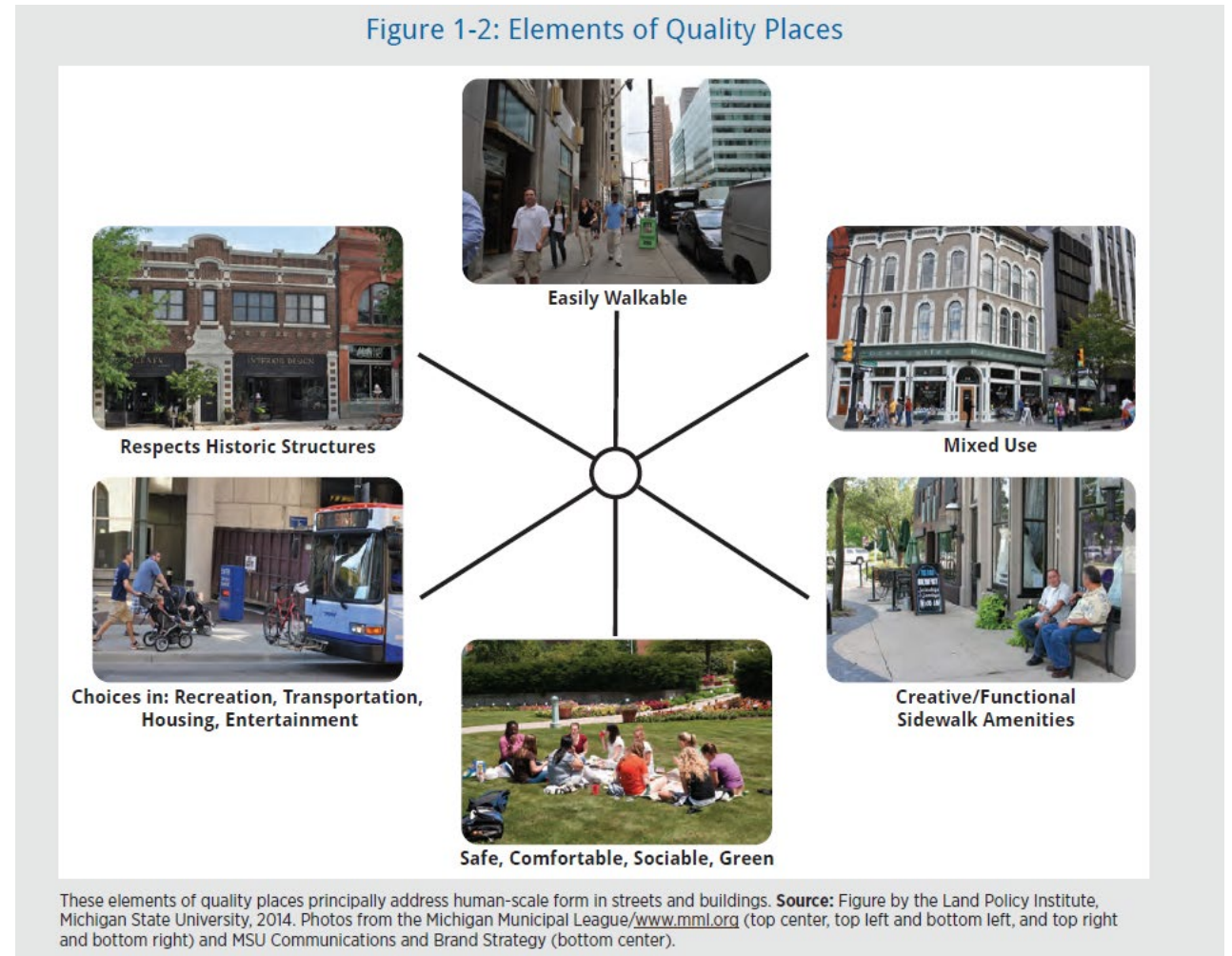
# Place-Based Economic Development



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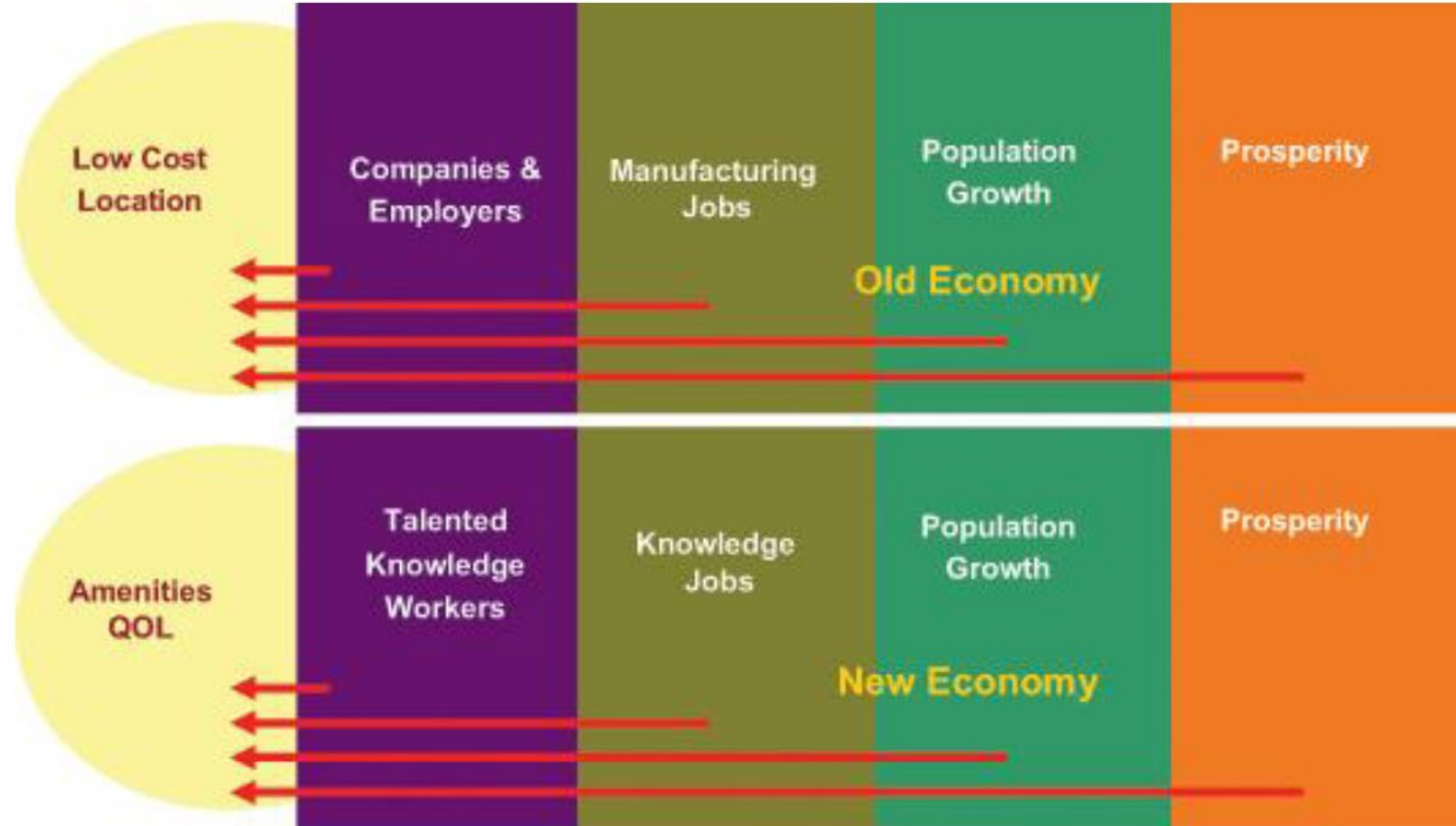
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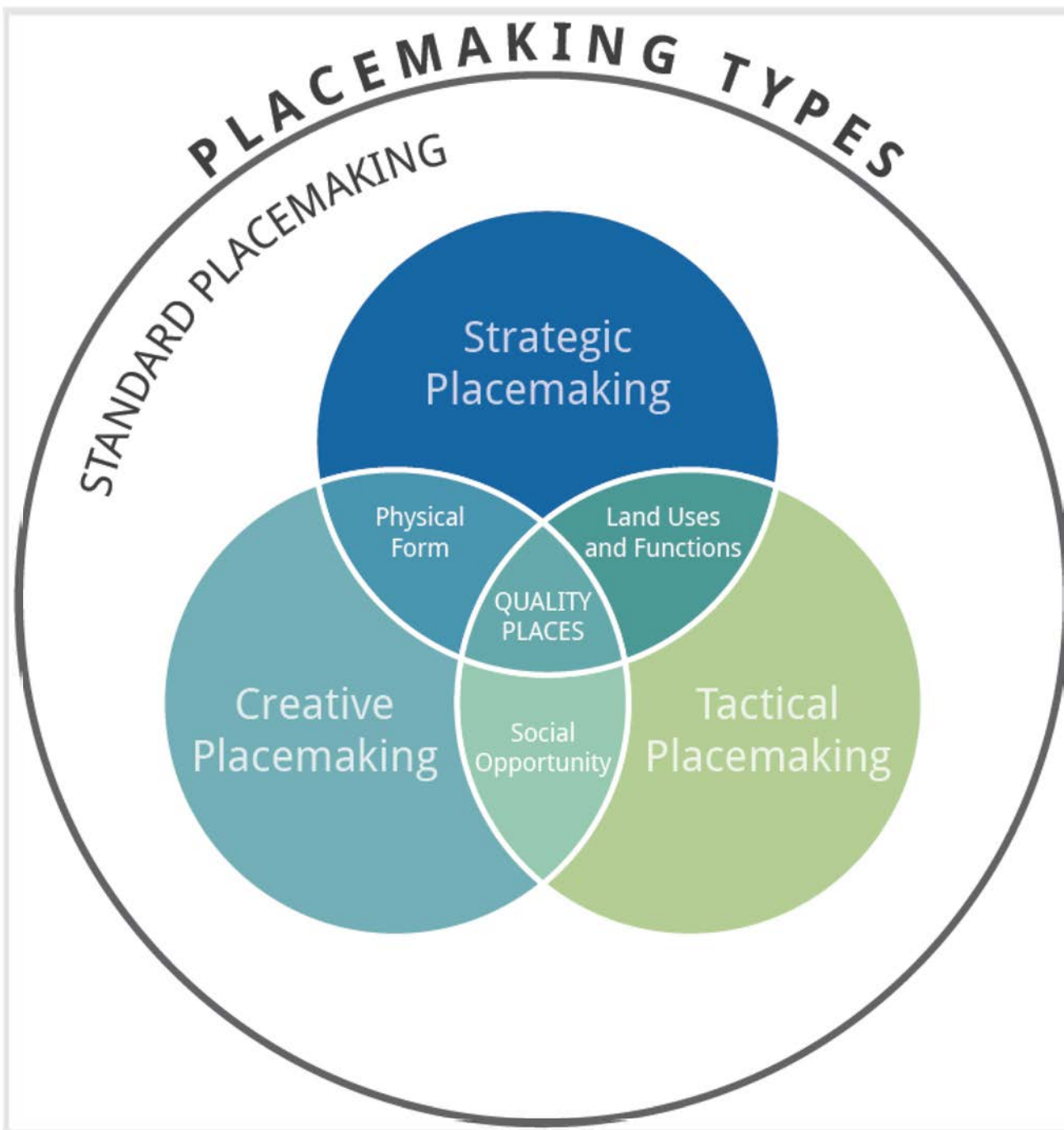
Figure 1-2: Elements of Quality Places





# Placemaking as an Economic Strategy





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# Union Square, Somerville, MA



- One of the oldest neighborhoods in the region
- Charlestown “Beyond the Neck”
- Major transit hub and service center (88 streetcars a day)
- Filled wetlands and river to the southeast converted to slaughterhouses and industrial uses
- By the 1970’s, mostly a cheap alternative to Cambridge



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# Several Decades of Planning

- 1970s' "MODELS" transportation program converted streets to one-way and closed one through street to create Plaza
- Early placemaking effort
- Some success when programmed





# First Neighborhood Plan

- Early 2000's
- City took the lead on a Union Square plan and programming for activity
- "Spice of Life" festival
- Plan to return streets to two-way
- Enjoyed some activity and interest but didn't engage partners

event specific

wait for a moment to see coupon pages



design, marketing materials  
for Spice of Life Festival 2000-02

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# Union Square Main Streets Program

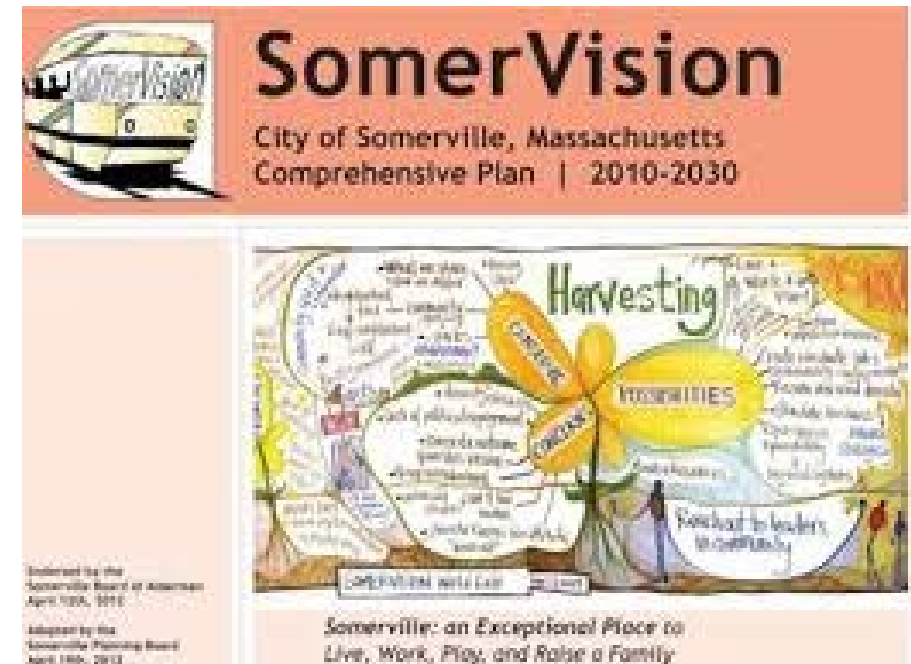
- With City assistance, formed local main streets program to create wider partnership
- “What the Fluff?” festival
- Engagement with residents and businesses



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# Second Union Square Plan

- In many ways reiterated first plan but tied into broader base
- Also followed new Comprehensive Plan
- Call for return to two-way streets
- Plan for Green Line station
- Bolder in terms of height and density
- Less of a nod to traditional industry
- Timing is everything!



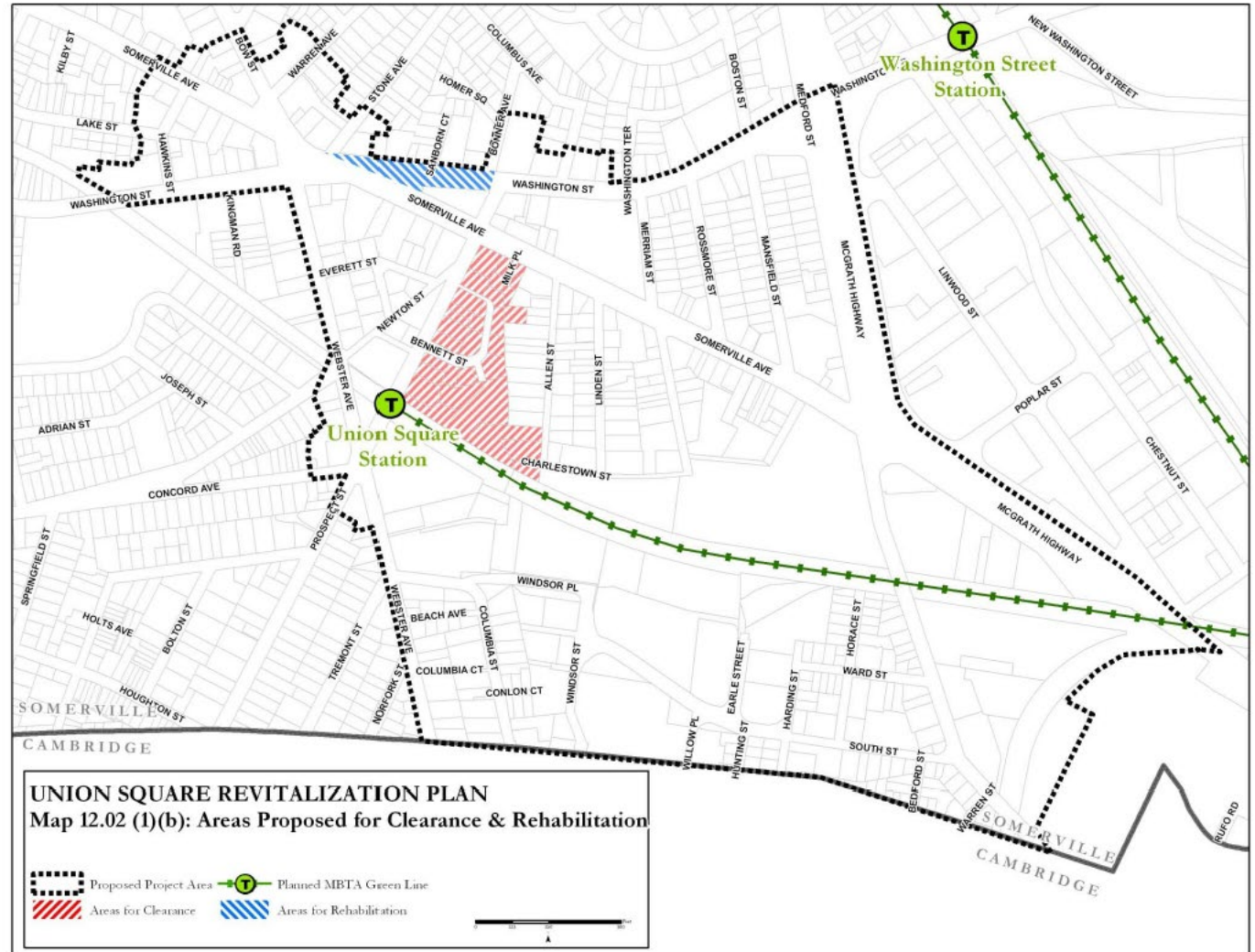
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# Land Acquisition, Assembly and Disposal

Used state urban renewal powers

Major push from top leadership

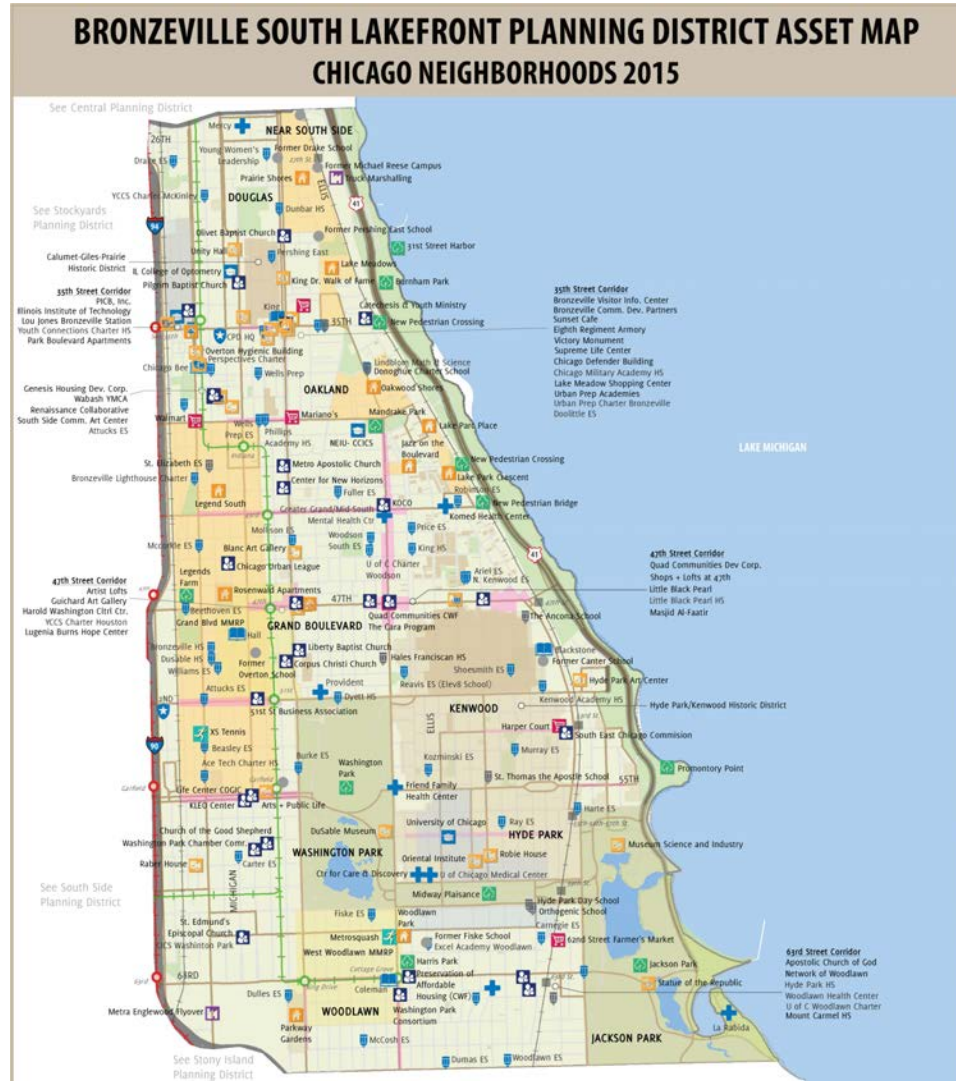
Discussion about public benefits associated with redevelopment



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# Bronzeville, Chicago



## At a glance



### POPULATION

42,696 residents, of which 43 percent earn less than \$25,000 a year



### ECONOMY

Bronzeville relies heavily on public sector, institutional, and nonprofit employers.



### EMPLOYMENT

In 2011, the private sector made up only about a third of the neighborhood's approximately 21,000 jobs

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# Bronzeville: A Black Metropolis

- Thrived in part because of redlining, as it became an affluent African-American neighborhood near downtown
- Hit hard by Great Depression & Urban Renewal
- Robert Taylor Homes was just one of the major failed public housing developments in the area
- 51st Street Business Association and the Quad Communities Development Corporation working to encourage redevelopment
- New housing and retail
- Bronzeville Arts and Recreation Center



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# Quad Communities Development Corporation

- With support for the Local Initiatives Support Corporation, led 18 month planning process to develop 10 step action plan
- Also one of the City's Neighborhood Business Development Centers



Quad Communities  
Development Corporation

Their mission is to improve the quality of life and economic strength of neighborhoods by 3 components:

- 1) **Driving economic development**
- 2) **Fostering the improvement of neighborhood schools**
- 3) **Supporting and connecting organizations focused on workforce development, retail attraction/retention, and safety**

<https://vimeo.com/171132217>

# Newcastle, Wyoming



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## **POPULATION**

3,535 inhabitants



## **ECONOMY**

Mix of legacy extraction industries and new service-based industries



## **MINING INDUSTRY**

Employed 1,200 people in Weston County in 1970, compared to just 411 in 2016



# Extractive Industries and Recreation

- Heavily reliant on oil and gas production
- Location near Black Hills provides for some recreational opportunities
- Lacking a local group like a Main Streets program to help coalesce around some successful retail and the natural beauty of the region
- Meanwhile, as new extractive industry jobs come and go, hard to keep an attention span on changing needs



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# The Newcastle Area Chamber's Perspective

*“We still believe in the AMERICAN DREAM. We work hard and we play hard. From our Main Street to our back country roads, in Newcastle, Wyoming, you’ll find hard working Americans who aren’t afraid to roll up their sleeves and pursue their dreams. On Friday night, we’re down at the local football stadium cheering on the home team. Our kids are raised to remove their hats when the National Anthem is playing. We still believe our community, our state and our nation have great potential and we’re willing to do our part seeing it to fruition. We invite you to visit us on your next vacation, or bring your family and your business and join us on our quest for a prosperous America.”*

# Leaving our Preconceptions at the Door

- How does a place like this plan for a modern economy?
- Is there a place for it?
- How to attract a Creative Class, if that's what you want?

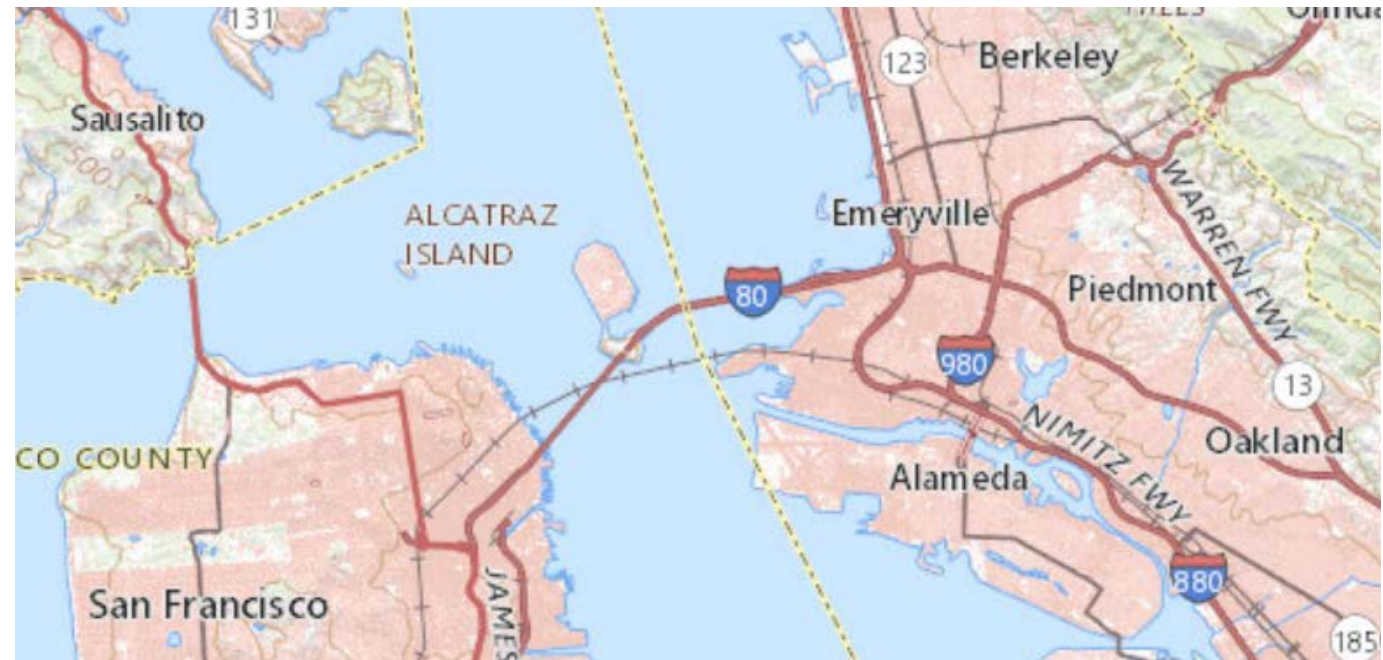
# ArtPrize Grand Rapids

- Founded in 2009 by Richard DeVos Jr., local entrepreneur and son of Betsy DeVos  
<<*ART HAS NO INHERENT POLITICS!*>>
- Annual (moving to biennial) contest for \$250,000 for best public art installation
- 501 (c) (3) organization w/ \$32 m. annual budget – much of which is corporate funding
- First year, 150 venues displayed the entries of 1,262 artists from more than forty states and a dozen countries



# Emeryville, CA Public Market

- Former industrial city between Berkeley and Oakland
- Evolution into large scale retail and commercial
- Housing emerging as a use based on proximity to San Francisco, Oakland and Berkeley
- Also seen as a hip alternative to more mainstream Bay Area communities



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*Opened in 1980's  
Renovated 2016  
Privately Owned & Managed*

- 141,420 square feet
- Provides a community center in a dispersed community
- Financially self-supporting
- \$84 million expansion in the works
- Is this just a Mall?

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