Thank you for joining!

THE MEETING WILL BEGIN SHORTLY.

Prince George’s County
CULTURAL ARTS STUDY
Art is what you make it...

Prince George’s County Planning Department
M-NCPPC

Parks & Recreation
M-NCPPC

PGAHC.org
Learning about the NEW Zoning Ordinance and Subdivision Regulations Update is as easy as ...

1. Find Your New Zone
   Visit [http://zoningpgc.pgplanning.com](http://zoningpgc.pgplanning.com) to find your proposed new zone

2. Practice Using the New Code
   Take the online Zoning Training Course at [http://zoningpgc.pgplanning.com/training](http://zoningpgc.pgplanning.com/training)

3. Contact the Project Team
   Meet one-on-one or host a community training:
   - Phone: 301-952-4544
   - Email: zoningpgc@ppd.mncppc.org
Role of Arts in Creative Placemaking
February 18, 2021
HOW TO PARTICIPATE - TEAMS

• This meeting will be recorded and shared on the website
• Please MUTE yourself and turn OFF your video, until called upon
• If you have a comment or question, type it in the chat
• Unmute yourself if called upon.
AGENDA

- Welcome and Introductions
- Project Overview
- What’s Happening in Prince George’s County
- Case Studies
- Breakout Group Discussion
MEET THE TEAM

Prince George’s Cultural Arts Study

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Prince George’s County Planning Department

DARLENE WATKINS,
Division Chief, Arts and Cultural Heritage Division
Prince George’s County Department of Parks and Recreation

RHONDA DALLAS,
Executive Director, Chief Curator
Prince George’s Arts and Humanities
YOUR PLANNING TEAM

JOY BAILEY BRYANT
President, U.S. Lord Cultural Resources
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Project Manager

TIFFANY LYONS
Research Consultant Lord Cultural Resources
Research and Project Support

JON STOVER
Managing Partner JS&A
Economic Development Strategy Lead

STAN WALL, P.E.
Partner HR&A Advisors
Project Advisor, Economic Development Strategy
WHAT is the Cultural Arts Study?
A comprehensive assessment of the diverse arts and culture ecology in Prince George’s County

WHO is creating it?
- Prince George’s County Planning Department, Department of Parks and Recreation (DPR), and the Prince George’s Arts and Humanities Council
- Steering committee, arts advisors, and key stakeholders—broad spectrum of County voices
- Everyone is invited—please spread the word!
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BUILDING WITH CULTURE

Arts & Culture can address many community needs including:

- Housing & Neighborhood Development
- Education
- Quality of Life
- Talent Development/Retention
- Economic Vitality
- Tourism & Live/Work

Image Source: Americans for the Arts
HOW AND WHEN?

Summer 2020 – Fall 2021
Arts and culture improve physical and social character of an area and promote enduring social change.

Transform communities into lively, beautiful, and resilient places with the arts at their core.

Crucial involvement of a wide variety of community stakeholders.
PLACEMAKING WITH ART
IN PRINCE GEORGE’S COUNTY
Prince George’s County ART IN PUBLIC PLACES

For nearly 25 years, the Art in Public Places program focuses on incorporating public art into County construction projects.

- Laurel Branch Library Installation
- Local artist studio
- Washington Glass School
- Mount Rainier

Image Source: PGCMLS
PUBLIC ART

Municipal Bus Shelter Pilot Project
Prototype beautification project in front of Studio 3807 and miXt Food Hall in Gateway Arts District

**Arts’tination** Installation at the 2019 Gateway Open Studio Tour
Tagtool App projects digital designs onto building and audience members can contribute to it live.
PUBLIC ART

Environmental Public Art
Sculpture

PGHAC Administrative Offices at 1801 McCormick Drive in Largo

- ArtWorks Now
- Department of Environment
PUBLIC ART

City of Bowie
Community Chalk Art and Social Justice Project
Inside Out Studio at Red Dirt Studios
Live painting event; safe, innovative way to bring art to a public audience.

Mannequin Project at 2019 Open Studio Tour
Temporary art activation around the perimeter of the building
CASE STUDIES: PLACEMAKING

Kentucky Center for African American Heritage: Louisville, KY
Greensboro Over Under Pass: Greensboro, NC
*Creative Entrepreneurship Project: San Jose, CA
*Phoenix Public Art Program: Phoenix, AZ
Meet Me at the Triangles: Montgomery County
*Dance Place 8th Street Arts Park: District of Columbia
Kentucky Center for African American Heritage

Louisville, Kentucky

• Public workshops blending traditional West African and Appalachian arts with contemporary urban performance

• Funded by government grants and revenue from facility rentals

• Programs and workshops are available to children and adults and class trips.

• The long-term plans include recording studios, trade workshops, and a theatre

Image Source: Kentucky Center for African-American Heritage
• Railroad overpass formed a barrier between city center and underserved neighborhoods

• Local nonprofit created four-mile, multiuse greenway encircling downtown.

• Used public art along the pedestrian route to transform urban landscape

Photo Source: Downtown Greenway, Greensboro, NC. (Right Photo Photographed by Peter Vahan)
Creative Entrepreneurship Project (CEP)

San Jose, California

- Enrich cultural vibrancy and enhance creative economy by actively providing support to artists living or working in San Jose.

- City-led Creative Entrepreneur Project (CEP) focuses support on individual artists, rather than typical support for organizations.

- Began with a needs and resource assessment.

- Pilot training programs, pilot program of encouragement grants, and convening opportunities.

Infrastructure as Public Art
Phoenix, Arizona

- Infuse art and design into public facilities and spaces—freeway overpasses, recycling centers, neighborhood parks
- Landmark citywide public art master plan and percent for art funding stream.
- City has invested over $30 million in public art in past 20 years

Image Source: phoenix.gov/arts/public-art-program. Artist-Meejin Yoon of Höweler + Yoon Architecture/My Studio
Image Source: phoenix.gov/arts/public-art-program. Art is a Guarantee of Sanity by Louise Bourgeois. Phoenix Convention Center - West Building Atrium
Meet Me at The Triangles

Montgomery County

- Public art sculpture
- Capstone of major civic placemaking project
- Part of larger project, the Wheaton Headquarters, a new County office building
- Represents largest public and private investment in Wheaton since construction of Metrorail
- Sits at pedestrian crossroads of major transportation, retail, and office investments
- Funding and project management partnership between developer and Arts and Humanities Council of Montgomery County

Photo Source: Meet Me At the Triangles, Public Art Installation by master artist, Norie Sato and contributing artists Adrienne Moumin, Eric B. Ricks, and Achamyeleh Debela and poet Maritza Rivera. Image courtesy of the Arts and Humanities Council of Montgomery County.
Neighborhood cultural center in the Brookland/Edgewood neighborhood, a low-to moderate income community

Dance Place 89th Street Arts Park reclaimed underused spaces adjacent to cultural institutions, bringing cultural activities to a broader community beyond the indoor spaces

Opened in 2016 as final phase of Dance Place’s arts campus

Worked with Kresge foundation, private developers, and community stakeholders to transform the neighborhood with arts-based strategies

Photo Source: Courtesy of Dance Place
BREAKOUT ROOMS
DISCUSSION QUESTIONS

What are existing examples of successful placemaking/neighborhood revitalization in Prince George's County, and how can these be a model for other areas?

What do communities need to successfully create placemaking projects?

Where are there opportunities in the County for creative placemaking?

What are your key goals for neighborhood creative placemaking and neighborhood revitalization through arts and culture?
WHAT’S NEXT?

• Take and promote the cultural participation survey: https://www.surveymonkey.com/r/PGCCASudy

• Visit https://bit.ly/PGCCASudy

• Volunteer to host Community Culture Circles with friends and family about experiencing arts and culture in Prince George’s County

• Upcoming meeting: Thursday, April 8, at 7:00 p.m. on Arts and Connectivity
THANK YOU FOR YOUR PARTICIPATION!

STAY INVOLVED!

http://www.mncppc.org/4860/Cultural-Arts-Study