

Request for Council Action

Originator Planning	Item Creative placemaking framework plan discussion
Agenda Section Study	Date 3/23/2015

Description

As discussed at the February 9 Council study meeting, one of the outcomes of the first phase of *Creative Placemaking in the South Loop*, funded in part by a National Endowment for the Arts (NEA) grant, is a longer-term creative placemaking plan for the South Loop. Last month, staff provided an overview of the key plan elements. The March 23 study meeting will cover:

- *Creative Placemaking in the South Loop* vision and goals--the future (see Attachment 1)
- Our current capacity for creative placemaking work—where we are now
- How we get from where we are now to our future vision – the momentum phase (see Attachment 2)

Momentum Phase

The staff presentation will describe the Momentum Phase, which is anticipated to last three to five years. This phase is crucial to harness the momentum and excitement generated by the past 18 months of engagement in the NEA grant project. The Momentum Phase will inform the governance, management, and funding approaches needed to sustain and integrate creative placemaking in South Loop in the future. The governance and management (staff) structure proposed for the Momentum Phase includes:

Governance:

- Creative Placemaking Governance Committee – envisioned as being formally sanctioned by the City Council and potentially the Artistry (BTAC) Board of Directors. Membership will represent the City, Artistry, South Loop property owners and businesses, and possibly other stakeholders.

Management:

- Creative Placemaking Director – this person will serve as the primary administrator and point person for creative placemaking activities.
- Project Manager – this person will be more narrowly focused on selection and implementation of placemaking projects, including permanent and temporary projects that engage artists, architects, designers and other creative people.
- Consultant assistance – certain tasks requiring specialized expertise may best be performed by contracted consultants.
- City staff – it is critical to engage and expand the knowledge base of staff involved in development and infrastructure design to truly integrate creative placemaking into the City’s standard approach to development.

Attachment 2 includes a description of activities anticipated during the Momentum Phase and identifies the roles of the proposed governance committee and staff.

Funding:

Attachment 3 estimates the annual cost of a Momentum Phase. Staff estimates an annual budget of \$367,000 to \$384,000 will be needed to sustain the placemaking momentum that will occur in 2015. As creative placemaking activities expand, project opportunities and staff needed to support the projects will increase. The estimated budget covers costs for staffing, consultants, project commissions, and miscellaneous support costs. Some potential funding sources are identified; however, these need additional analysis to determine their appropriateness and potential application.

Requested Action

Provide input and direction to staff on the Creative Placemaking Plan budget and approaches presented.

Attachments:

Attachment 1 Vision and Goals

Attachment 2 Momentum Phase matrix

Attachment 3 Funding Estimate