



Washington , DC PLACEMAKING

DC Office of Planning

Policy

Comprehensive Planning

Place

Neighborhood Planning

Public Space

Projects

Development Review

Historic Preservation





Creative Placemaking

- *Uses artistic or performative interventions to build equitable community identities by daylighting important practices*
- *Short to mid-term*



Temporary Urbanism

- *Uses low-cost, rapidly deployable interventions to prototype interventions in the built environment*
- *Mid-term*



Permanent Gathering Spaces

- *The urban design for parks, plazas and other public gathering spaces seeks to facilitate community building*
- *Long-term*



Intersectional Placemaking

- *Intentional design of spaces that connect public and semi-public spaces*
- *Mid to long-term*



Heritage

- *Builds awareness of events and locations that are important to a community's heritage*
- *Long-term*

Continuum of Creative Placemaking Models

DC CULTURAL PLAN

The Plan lays out a vision & recommendations on how the government and its partners can build upon, strengthen and invest in the **people, places, communities** and **ideas** that define culture within the District.

*All Infrastructure is a Stage
and
Each Resident is a Performer*



DC Cultural Geography

-  **Major Institutional Cluster:** These are areas predominantly anchored by federal institutions such as the Smithsonian Institution.
-  **Citywide Cluster:** These are areas where cultural institutions and organizations that predominantly serve the citywide and regional cultural community are concentrated.
-  **High Cultural Access Communities:** These are communities with exceptional access to major cultural institutions.
-  **Institutionally Adjacent Communities:** These are communities in close proximity to major cultural institutions such as Universities.
-  **Typical Cultural Access:** Areas with cultural access that is typical for the District of Columbia.



3 Strategies that Converge to Build Cultural Equity



Cultural Spaces

Cultural Creators

Cultural Consumers

Plan Principles

AFFIRM

that existing cultural practices, heritage and organizations are important to the District.

ALIGN

and expand programs that support creators.

DEPLOY

grant funding strategically to incubate creators.

CREATE

programs that support innovation in cultural funding.

FORM

stronger linkages between real estate development and cultural space production.

PROMOTE

the District's cultural opportunities to local, regional, national and international audiences through partnerships.

BUILD

partnerships with local and federal cultural organizations that increase cultural access for District residents.

INVEST

time and resources collectively through shared stewardship with every resident and stakeholder to support and lift-up cultural expressions.

Creative Placemaking

*An arts and culture-forward platform through which the DC Office of Planning engages community and plans **by creating experiences** that connect people, inspire action, support creativity & celebrate the unique aspects of neighborhoods.*

TEMPORIUM

a design shop + wifi lounge

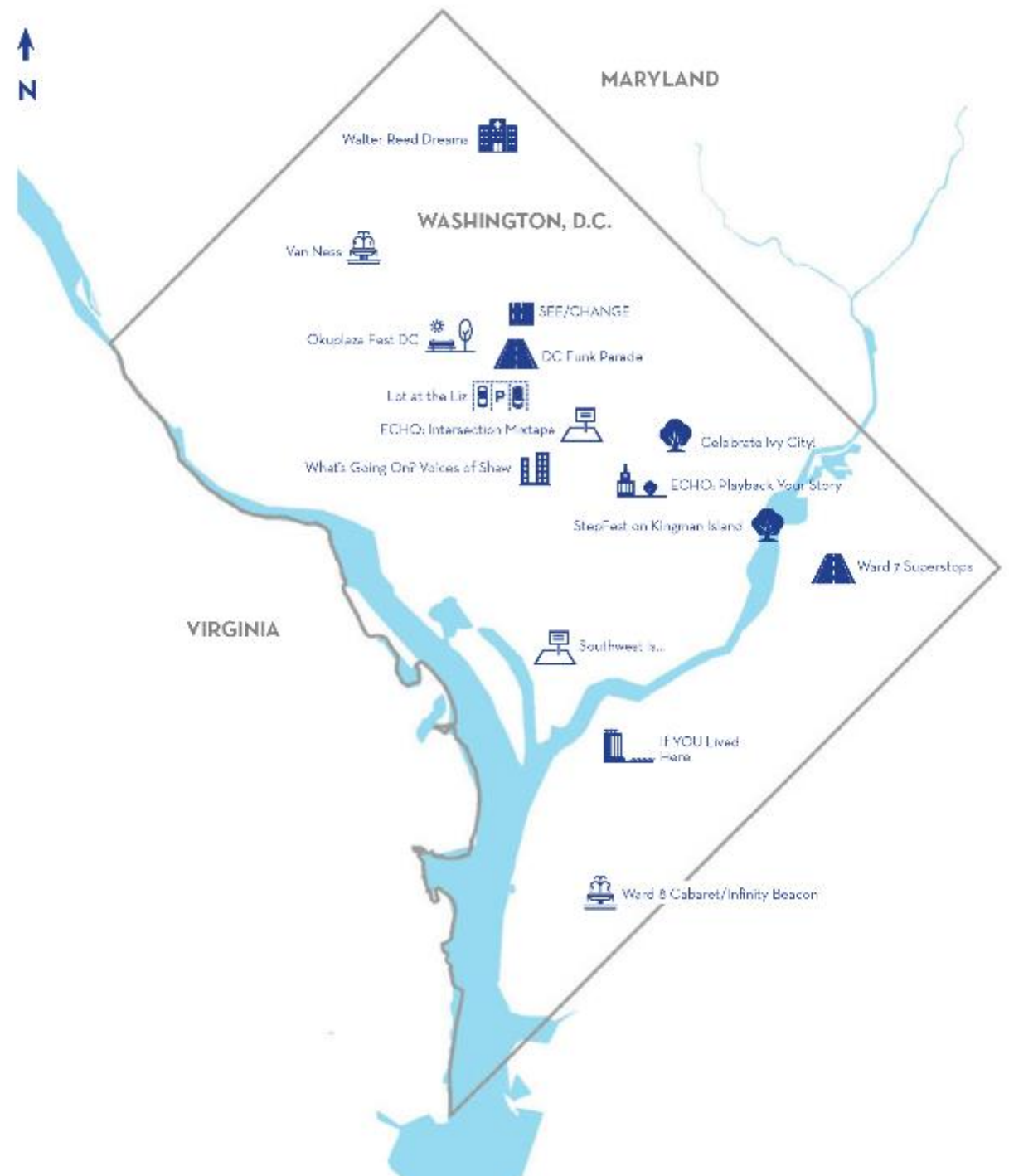


LUMEN8 Anacostia at Night



CROSSING THE STREET

Building DC's Inclusive Future Through Creative Placemaking



Okuplaza Adams Morgan



Okuplaza Adams Morgan



See/Change *Georgia Avenue*



Superstops *Downtown Ward 7*



What's Going on *Shaw*



What's Going on *Shaw*



Placemaking & Planning

- Use creative placemaking to inform planning:
 - DC Cultural Plan
 - DC Comprehensive Plan (Arts & Culture Element)
 - DC Public Space Activation and Stewardship Guide

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