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
<table>
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<tr>
<th>Plan Principles</th>
<th>AFFIRM</th>
<th>ALIGN</th>
<th>DEPLOY</th>
<th>CREATE</th>
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<td>that existing cultural practices, heritage and organizations are important to the District.</td>
<td>and expand programs that support creators.</td>
<td>grant funding strategically to incubate creators.</td>
<td>programs that support innovation in cultural funding.</td>
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<td>stronger linkages between real estate development and cultural space production.</td>
<td>the District’s cultural opportunities to local, regional, national and international audiences through partnerships.</td>
<td>partnerships with local and federal cultural organizations that increase cultural access for District residents.</td>
<td>time and resources collectively through shared stewardship with every resident and stakeholder to support and lift-up cultural expressions.</td>
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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.
LUMEN8 Anacostia at Night
CROSSING THE STREET
Building DC’s Inclusive Future Through Creative Placemaking

[Map of Washington, D.C., with various landmarks and streets indicated.]
Superstops Downtown Ward 7
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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