COMMUNITY DEVELOPMENT AND PLACEMAKING: A CASE STUDY OF THE BEERLINE TRIAL

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Capstone Seminar 600
INTRODUCTION

· Analyze how creative placemaking relates to community development.

· Why is it Important?
  · growing concept in contemporary research
  · Involved in many disciplines (economy, community development, art and culture, and environmentalism)

· Local focus is The Beerline Trail

· How is creative placemaking utilized to promote community development in the Harambee and Riverwest Neighborhoods through the creative placemaking project The Beerline Trail?
RESEARCH PROBLEM AND INTERPRETIVE FRAMEWORK

- Placemaking definition, it is a bottom-up approach, “person centered process that emphasizes collaboration and community participation in order to improve the livability of towns and cities,” (Toolis, 2017, 185-186).

- Creative placemaking is often tied to the creative class theory by Florida.

- Creative placemaking is defined as a way to advocate for the role of art and culture as a driving place-based community development, (Frenette, 2017, 334).
BACKGROUND ON HARAMBEE AND RIVERWEST NEIGHBORHOODS

Share of African American and Poverty Rate

BOX 2
Timeline of Beerline Trail Extension Milestones and Activities

2012
- Initiation of the ARTery, work by beintween

2013
- Capitol Bridge opens to the public
- ArtPlace America grant awarded to work toward Creational Trails: the ARTery

2014
- Collaboration structure formalizes, and Guiding Lenses Group forms
- Creational Trails opens: Season One performance series
- Initial trail programming begins
- Trail safety audits begin

2015
- Planning and Guiding Lenses meetings continue
- City of Milwaukee purchases extension land and funds trail paving
- Trail extension opens to the public
- First murals are commissioned and painted
- Trail extension evolves into a neighborhood development project

2016
- Planning and Guiding Lenses meetings continue
- Stewardship group forms
- Hood Design Studio is selected to design linear park section

2017
- Linear park design process begins community engagement and fundraising
- Planning and Guiding Lenses meetings continue

Sources: Study Interviews and documents provided by project partners.
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<thead>
<tr>
<th>Benefits of placemaking</th>
<th>Critiques of placemaking</th>
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<tbody>
<tr>
<td>Attends to inequities</td>
<td>Focuses too much on revitalization (beautifying)</td>
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<tr>
<td>Promotes social justice</td>
<td>Promote development and attract investment which may lead to displacement</td>
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<td>Creates public spaces, green spaces</td>
<td>Increased tax base</td>
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<td>Public safety</td>
<td>Increased property taxes</td>
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<tr>
<td>Brings business to areas</td>
<td>Does not address equity</td>
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<td>Promotes community diversity</td>
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<td>Promotes community and neighborhood development</td>
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QUESTIONS AND PURPOSE

· **Research Question:**
  · How creative placemaking is utilized to promote community development, specifically in the Harambee and Riverwest neighborhoods?

· **Additional Questions:**
  · How do the roles of non-profits like the GMC and Riverworks Development Corp influence and implement creative placemaking and/or community development through the Beerline Trail?
  · What are some obstacles the non-profit organizations face when designing a creative placemaking project?
METHODOLOGY

· **Data**
  · Summary review by GRAEF; Equitable Implementation Plan
  · Case Study by Carla Vásquez-Noriega from Urban Institute; A Pathway to Connect Communities

· **Analysis**
  · The Milwaukee Method of Creative Placemaking
  · External sources from Lit Review

· **Comparative Analysis**
  · Creative Class Theory
Creative placemaking, in its simplest sense, is a strategy for revitalization that uses arts and culture as its medium, (Vásquez-Noriega, 2018, 3).

- **Positive outcome:**
  - Communication
  - Cultural exchange
  - Events year round to boost community interaction

- **Negative Outcome:**
  - Residents still left out
CONCLUSION/POLICY IMPLICATIONS

· Creative Placemaking is an advocate for the arts, culture, artists, and entrepreneurs, at the same time promoting both community and economic development.

· Unique opportunity to address racial and economic divides.

· Offers a space for communication

· ...“creative placemaking provides a sense of community identity and agency, which connects community members with one another as stewards of shared space,” (Hecht, 7).
REFERENCES


