

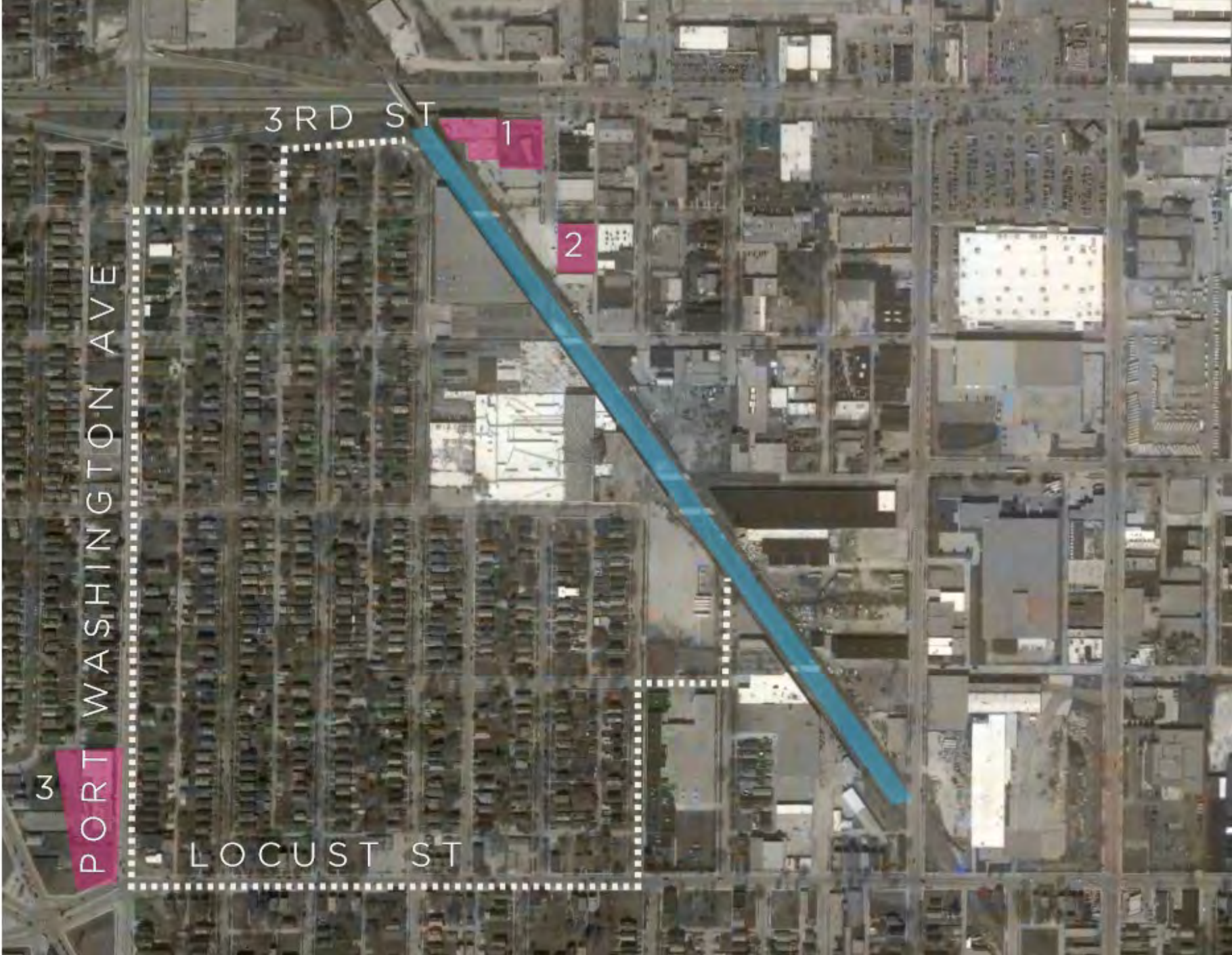


COMMUNITY DEVELOPMENT AND PLACEMAKING: A CASE STUDY OF THE BEERLINE TRIAL

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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?**



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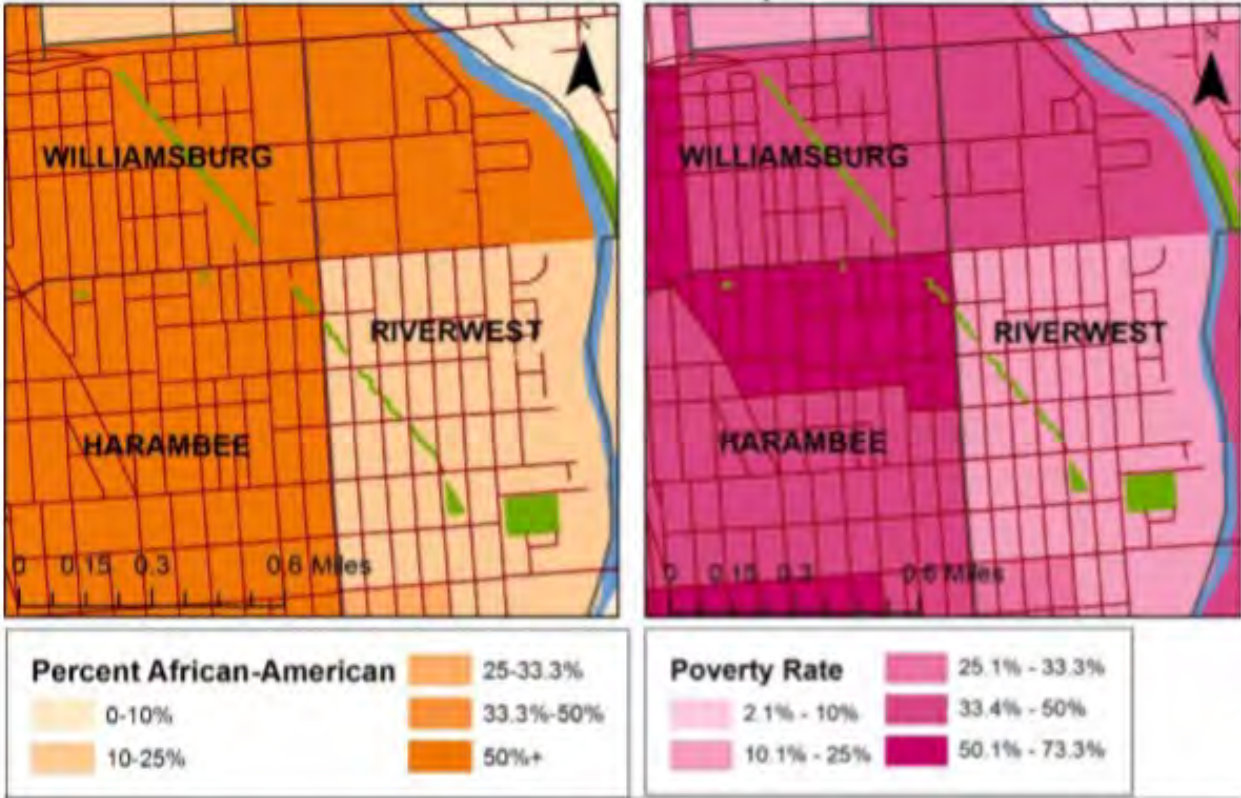
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RESEARCH PROBLEM AND INTERPRETIVE FRAMEWORK

- 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



Source: American Community Survey, 2012-16; Steven Manson, Jonathan Schroeder, David Van Riper, and Steven Ruggles, *IPUMS National Historical Geographic Information System: Version 12.0* [Database], (Minneapolis: University of Minnesota, 2017) <http://doi.org/10.18128/D050.V12.0>.

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

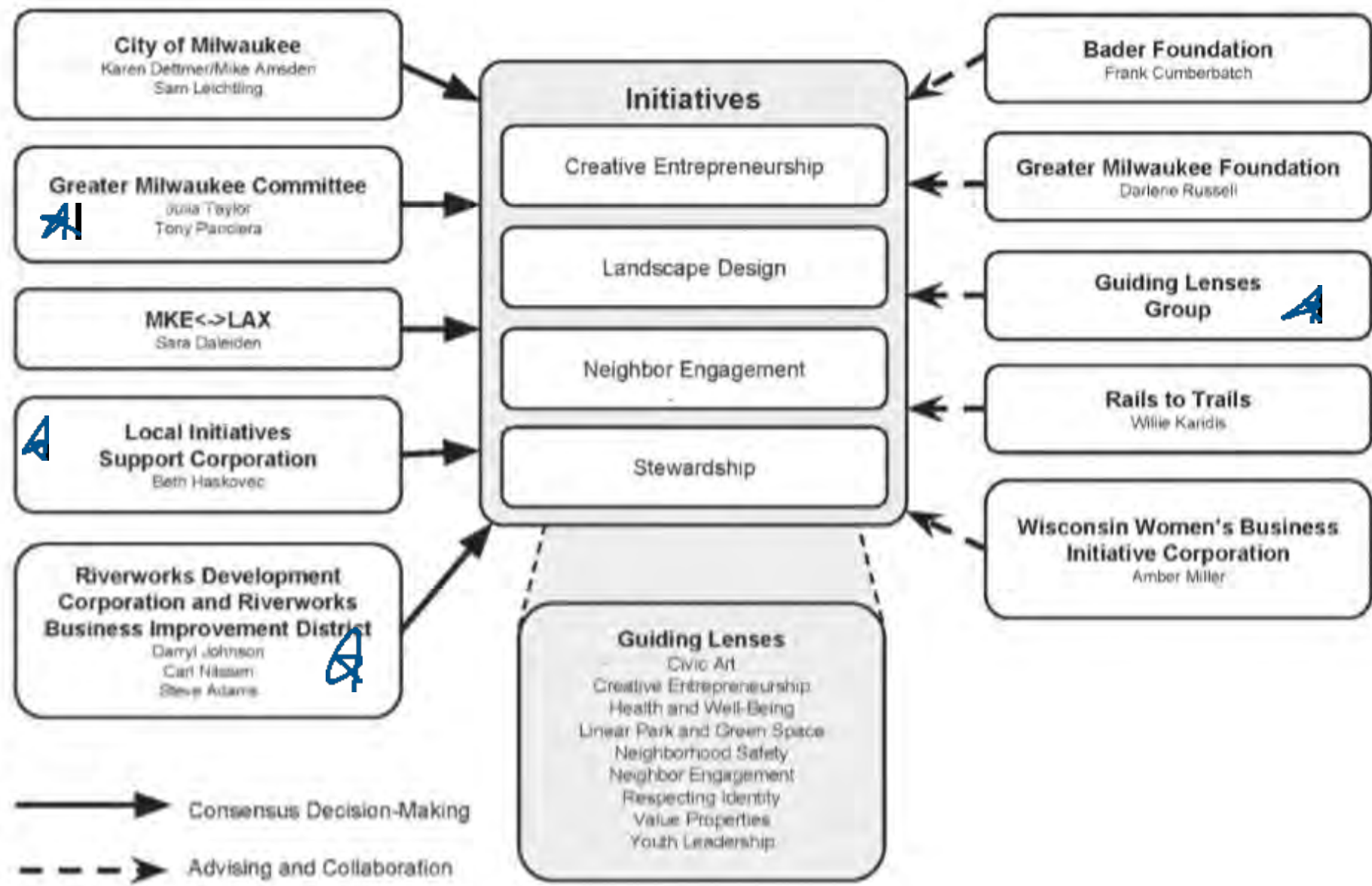
2017

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

Sources: Study interviews and documents provided by project partners.

TIMELINE OF THE BEERLINE TRAIL

Beerline Trail Neighborhood Development
Project Leadership Structure
Practicing the Milwaukee Method of Creative Placemaking



LITERATURE REVIEW

· **Benefits of placemaking**

- Attends to inequities
- Promotes social justice
- Creates public spaces, green spaces
- Public safety
- Brings business to areas
- Promotes community diversity
- Promotes community and neighborhood development

Critiques of placemaking

- Focuses too much on revitalization (beautifying)
- Promote development and attract investment which may lead to displacement
- Increased tax base
- Increased property taxes
- Does not address equity

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



STUDY FINDINGS

- 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).

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