Creative Placemaking
Creative Placemaking is an evolving field of practice that intentionally leverages the power of the arts, culture and creativity to serve a community's interest while driving a broader agenda for change, growth and transformation in a way that also builds character and quality of place.
Creative Placemaking

Animates Public & Private Spaces

Rejuvenates Structures and Streetscapes

Improves Local Business Viability and Public Safety

Brings Diverse People Together to Celebrate, Inspire, and be Inspired
Components of Successful Placemaking Initiatives

Creative Initiators
Designing Around Distinctiveness
Mobilizing Public Will
Garnering Private Sector Support
Securing Arts Community Engagement
Challenges for Creative Placemaking

Forging and Sustaining Partnerships
Countering Community Skepticism
Assembling Adequate Financing
Clearing Regulatory Hurdles
Ensuring Maintenance and Sustainability
Avoiding Displacement and Gentrification
Developing Metrics for Performance and Evaluation
Liza Zenni  Chilhowee Park Mural
6th Avenue Mural Project – Facebook Page
Design Contest
Process
Over 100 people from the local community came out to celebrate the completion of the 6th Avenue Mural.
The Timbercrest Neighborhood Association presents the 1st annual Patriotic Mailbox Decorating Contest. Show off your red, white, and blue for Independence Day!

A Grand Prize and 2 Honorable Mention prizes will be awarded. Decorate early to show your patriotism. Judging will be Saturday July 2nd.

Sponsored by Buttermilk Sky Pie Shop.

More info at www.TimbercrestNeighborhood.org or on Facebook at Timbercrest Neighborhood.
Some Things to Think About...

What are your neighborhood’s needs?
What opportunities can be taken advantage of?
What aspects of your neighborhood would you like to improve?
What are assets in the neighborhood?
What do you need to accomplish the project?
What skills of neighbors can be utilized?
What resources are already available?
Who can you reach out to for resources?
What is a timeline for the project?
Links to Placemaking How to Guides

• Center for Community Progress:  

• Vacant Lot Field Guide:  
  http://detroitfuturecity.com/tools/a-field-guide/

• Memfix Placemaking Guide:  

• Build a Better Block Project Guide:  
  http://betterblock.org/blog/category/recipes/
Funding

http://www.knoxville.tn.gov/government/city_departments_offices/neighborhoods/neighborhood_small_grants_program

Some other potential sources of funding are:
City Councilman 202 funds
City of Knoxville Parks and Recreation Department Challenge grant
Crowdfunding

Potential partners:
Great Schools Partnership
Arts & Culture Alliance
Knox County Health Department
Local Businesses with an interest in the neighborhood
Neighborhood churches
CAC AmeriCorps
Please reach out to the Office of Neighborhoods if you need assistance and guidance with a project.