

JUST CREATIVITY

Perspectives on Inclusive Placemaking



CAROLINA PLANNING JOURNAL

VOLUME 41 / 2016

The **Carolina Planning Journal** is the annual, student-run journal of the Department of City and Regional Planning at the University of North Carolina at Chapel Hill.

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Inclusive Placemaking

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ABOUT THE COVER

Our cover photo was taken by Arkansas-based architectural photographer Timothy Hursley and features the Newbern Library, a 2013 project of the Rural Studio in Newbern, Alabama. The cover design is by Audrie Lathrop.

Timothy Hursley was commissioned to document Rural Studio, an architectural design-build studio out of Auburn University in Alabama, in the 1990s. Hursley’s work is featured in the books *Rural Studio: Samuel Mockbee and an Architecture of Decency* (2002), *Proceed And Be Bold: Rural Studio After Samuel Mockbee* (2005), and *Rural Studio at Twenty: Designing and Building in Hale County, Alabama* (2014), all published by the Princeton Architectural Press.

Graphic designer **Audrie Lathrop** graduated from the University of Kansas with a BFA in Design with a focus in Visual Communication and is currently based in Kansas City. She has worked with several notable fashion brands and her work with these clients and others can be seen at audrielathrop.com.



Photo Credit: Timothy Hursley

FROM THE EDITORS



JULIA BARNARD is a 2016 master’s candidate specializing in economic development. Before coming to UNC, Julia worked as a community organizer and educator for Texas Hillel in Austin, Texas and earned her bachelor’s degree from the University of Kansas in history. Since starting at DCRP, Julia has worked with Fusebox Festival’s thinkEAST project in Austin and with the Center for Community Capital in Chapel Hill.



RACHEL WEXLER is pursuing her master’s degree in city and regional planning. Her bachelor’s is in english from UC Berkeley; prior to beginning her master’s she worked as an editor, cook, and musician. Her academic work focuses on economic development, neighborhood revitalization, and placemaking. Her non-academic work focuses on playing in general and playing cello in particular.

DEAR READERS,

A popular and contentious argument around creativity in planning comes from author Richard Florida. Florida argues that economic prosperity follows the Creative Class, a group of highly-educated workers who “create.” This group includes tech workers, scientists, researchers, artists, designers, and others. Florida argues that, to attract this Creative Class, cities should focus on “technology, tolerance, and talent.” Many of the authors in this volume take issue with this idea and argue that this agenda, in practice, has more to do with capital than with creativity. This volume revisits the Creative Class thesis and arrives at a different conclusion—**planning for creativity must focus not only on maximizing revenues or attracting capital, it must also address the way that the arts contribute to more equitable, livable, and inclusive cities for all.**

Authors in this volume grapple with the meanings of creativity and placemaking and provide insights that have helped us think through planning practice as it relates to the arts, artists, and creativity more broadly—topics include creative workforce development, community engagement with artists as communicators, and thoughtful and artistic affordable housing in rural areas.

With a more nuanced view of creativity in planning, this volume takes a particular approach to considering the

role for artists in planning and community development. In her review of The Social Life of Artistic Property, **Mia Candy** (DCRP ‘16) writes that “idealism, romanticism, and impracticality are necessary for the creation of [utopian] space, but sustainability lies in practical engagement with the market and the law.” This perspective honors artists as those with special insights into beauty, livability, and engagement, or what ought to be, and honors planners for their practical and technical engagement with what is. We believe that this is a beautiful way to think about the contributions of both artists and creative professionals and about our own applied work.

The pieces in this volume highlight ways in which artists can contribute to and enhance the traditional planning process and also discusses several examples of arts and culture-based economic and workforce development:

This volume begins with an overview of existing placemaking literature by **Professor Andrew Whitemore**. He explains that “creative placemaking refers to efforts to use the arts for means exceeding their intrinsic value as beautiful, innovative, critical, and inspiring.” Following that review, **Ann Markusen** and **Carl Grodach** remind us of the value not only of the consumption of art, but also of artistic production. These authors and others also suggest that an artist-focused agenda will prioritize affordable live-work space and, despite popular belief, will not necessarily lead to gentrification and displacement.

Articles that focus on art and culture’s contribution to planning include pieces by **Janet Kagan** of ArtForce and

Christopher Robbins of the artists’ collective Ghana Think Tank. These articles focus on the ways in which artists and creative professionals can and do contribute to the planning profession, especially helping to broaden and improve traditional engagement processes.

A special two-part piece from Auburn University’s **Rural Studio** and a piece from North Carolina State **Professor Kofi Boone** about Durham’s American Tobacco Trail highlight how creative thinking can help planners and architects push the boundaries of traditional practice to find better solutions to difficult problems like poverty and racism. **Ben Hitchings** then provides a helpful top ten list of lessons on catalyzing entrepreneurship and innovation in North Carolina. Lastly, a quartet of articles from **Adam Levin**, **Laura Wolf-Powers** and **Annie Levers**, **Margo Karoff-Hunger**, and **Molly Hemstreet** prove that creativity and the arts can contribute to workforce and economic development solutions.

As always, this volume also includes book reviews by current students, an abstract of the master’s project selected by faculty as the best of the year, a list of all masters’ projects from 2015, and a year-in-review newsletter from the halls of New East. This year, we’re also excited to announce that the Carolina Planning Alumni Association is re-launching over the summer.

We hope that this issue inspires you to think about the role of creativity, culture, and the arts in equitable planning. Enjoy!

Yours truly,
Julia & Rachel

NEWS & EDITORIAL BOARD

The **Carolina Planning Journal** Editorial Board and Planners Forum were recognized with the Outstanding Planning Student Award from the American Planning Association this year. This award recognized the CPJ’s online platform, CarolinaAngles.com. The weekly publication rounded out the year with over 3,500 unique readers and has featured over sixty original pieces since it launched in September. We’ve also been busy this year completing a three-year strategic planning process and redesigning this print volume.

CPJ’s Editorial Board has worked tirelessly to launch Carolina Angles and put together this print volume. The following people are integral to the Journal’s success:

CHRIS BENDIX A Seattle native, Chris earned a BA in Philosophy from Whitman College before coming to Carolina. After a couple years exploring the world of collegiate athletics as a full-time swim coach, he decided to take his analytical skills out of the pool and put them to work in the built world. Chris is passionate about affordable housing and endeavors to work at the nexus of housing and transportation. He is specializing in housing and community development with an emphasis on real estate and will graduate in 2017. Look for him running the trails in Carolina North Forest or at your local coffee shop.

MIA CANDY is a second year master’s student in the Department of City and Regional Planning at UNC and serves as the Co-Managing Editor of Online Content for Carolina Angles. She grew up in Cape Town, South Africa, where she first developed an interest in urbanism. Prior to graduate school, Mia lived in New York City, researching occupational and environmental health. Her current work focuses on planning for public space and urban design, and implementing creative placemaking strategies in the developing world.

KELLY MARCH is a first year master’s student in the Department of City and Regional Planning at UNC and serves as the Fundraising and Marketing Coordinator for the Carolina Planning Journal. Her current academic work focuses on environmental planning and transportation planning. Prior to graduate school, Kelly worked as a newspaper reporter and editor.

AMANDA MARTIN, AICP, is a planner and PhD student specializing in economic development and coastal planning. She serves as a Senior Advisor to the Carolina Planning Journal and has spent the year putting together a three-year strategic plan for the Journal, coaching the Co-Editors on facilitation and strategy, and helping guide the Journal’s first peer review process. She has worked in D.C., Nevada, New Orleans, and most recently Rhode Island, where she led demographic analysis, climate change projects, and the first-ever social equity planning initiative for the state. Amanda researches strategies that direct public and private investments toward shared prosperity, with a special focus on economic resilience in coastal communities. She holds a bachelor’s degree from Harvard and a master’s degree from MIT.

TAYLOR MCADAM is pursuing a master’s in city and regional planning, focusing on transportation and equity. Before coming to graduate school she worked in energy education. She is currently the Co-Managing Editor of Online Content for Carolina Angles. She is a California native, excited to be in a new region of the country and faced with a new set of planning challenges. A typical week includes a good game of basketball and many hours toying with maps and GIS. Writing is Taylor’s favorite way to work through new ideas and keep critical conversations afloat.

BLAKE MONTIETH comes to city and regional planning with a background in architecture and urban design. He is a North Carolina native specializing in economic development and is pursuing graduate certificates in participatory planning and international development. Blake is a first year master’s candidate and an Online Content Editor for Carolina Angles. In addition to his editing duties, Blake helped to design this print volume and is also serving as the Co-President of Planners’ Forum, DCRP’s student government organization.

ALLIE MURPHY is a junior undergraduate student at the University of North Carolina at Chapel Hill and is the Social Media Intern for Carolina Angles. She grew up in Salisbury, North Carolina and is currently studying strategic communication at the School of Media and Journalism, as well as political science. In addition to interning with the Carolina Planning Journal, she also leads Young Life at Durham Academy.

BRIAN VAUGHN is a sophomore undergraduate student at the University of North Carolina at Chapel Hill and is currently the Director of Undergraduate Content for Carolina Angles. This year, Brian has helped the *Carolina Planning Journal* reach out to undergraduate students and other departments around campus. Brian also writes for the Daily Tar Heel’s opinion page and works with the Sierra Student Coalition’s coal divestment campaign.

The **Carolina Planning Journal** would also like to thank the many people who have helped us all year long. These people and organizations include Shannon Brownfield and the DCRP staff; John Morck and Ben Howell from the North Carolina Chapter of the American Planning Association; Priyesh Krishnan and UNC Student Congress; graphic designer Audrie Lathrop; our faculty advisor Danielle Spurlock; Wesley Harris and the entire team at Glover Printing; former Carolina Planning Journal editors Cara Isher-Witt, Ashley Williams-Clark, Bill King, Patricia McGuire, David Daddio, and Brika Eklund; Planners Forum student leaders Tim Quinn, Libbie Weimer, Blake Montieth, and Shati Khan; Jordan Wade and Lauren Nichols for their support; and, of course, all of our subscribers. The Journal would also like to recognize the following experts for offering their time and attention to reviewing the articles published in this issue: Bill Bishop, Brad Carlin, Mark Hough, Cara Isher-Witt, Bill King, Rodger Lentz, Alison Lingane, Patricia McGuire, Maggie McIntosh, Bill Rohe, Danielle Spurlock, and Andrew Whittemore.



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