A Vibrant Transformation

The Art of Creative Placemaking

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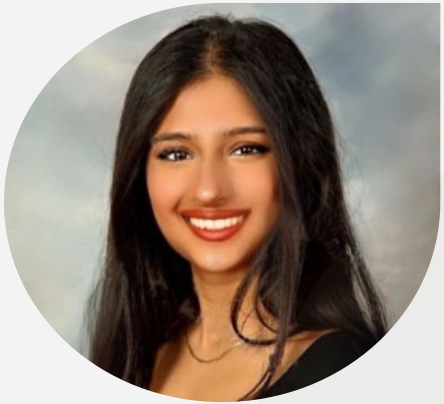

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INTRODUCTION AND METHODOLOGY

Introduction

- In collaboration with the Maryland Department of Planning (MDP)
- Our project aims to:
  - Empower local governments inexperienced in creative placemaking to initiate these projects within their jurisdiction
  - Provide recommendations for state agencies to support these processes and further partnership
  - Outline best practices for government involvement

Methodology

01

LITERATURE

Basic understanding of best practices, international projects

02

INTERVIEWS

With local agencies, creative minds, and project directors

03

CASE STUDIES

Through interviews and literature

Defining Creative Placemaking

Ann Markusen and Anne Gadwa Nicodemus, 2010: “partners from public, private, non-profit, and community sectors strategically shape the physical and social character of a neighborhood, town, city, or region around arts and cultural activities” (Smart Growth America).

- Fosters meaningful connection to space
- Emphasis on the *creative* (Eisenbach)

02

CASE STUDY: MOUNT AIRY PARKLET

Project Overview

The New Town of Mount Airy Parklet at Park and Main is a community-driven initiative aimed at ***transforming an urban space into a vibrant and functional area that celebrates Maryland's native plants and pollinators.*** The parklet serves as a multi-purpose space, incorporating raised garden beds, safety features, artistic elements, and local engagement.

A MARYLAND MOMENT

Mount Airy artist, Lions Club and town officials collaborate to add colorful park off Main Street

By Allissa Haynes

Downtown Mount Airy now has a colorful new space to gather, take a break or eat lunch.

A small park opened this week off Main Street, featuring a mural with the bright red-and-yellow design of the Maryland state flag and two large Black-eyed Susans, the state flower, as well as benches and planter boxes.

Local artist Matt Mercer and Ashley Collier, the town's director of community development, collaborated with town residents and businesses to transform a space once occupied by an old garage and storage shed between Veterans Way and Park Avenue into an attractive spot for people to rest after shopping on Main Street or to eat lunch from one of the nearby restaurants.

"My hope is [is that] the parklet will inspire and entertain, make the community proud and add a sense of welcoming," Mercer said. "I felt very welcomed when I moved here, everybody is so friendly. I want the

Turn to Park, Page 4

Matt Mercer touches up his painting. The artist, a Mount Airy resident, designed and painted the state flag and state flower on the new parklet in downtown Mount Airy.

JEFFREY R. BILL/CARROLL COUNTY TIMES PHOTOS

WESTMINSTER, MARYLAND

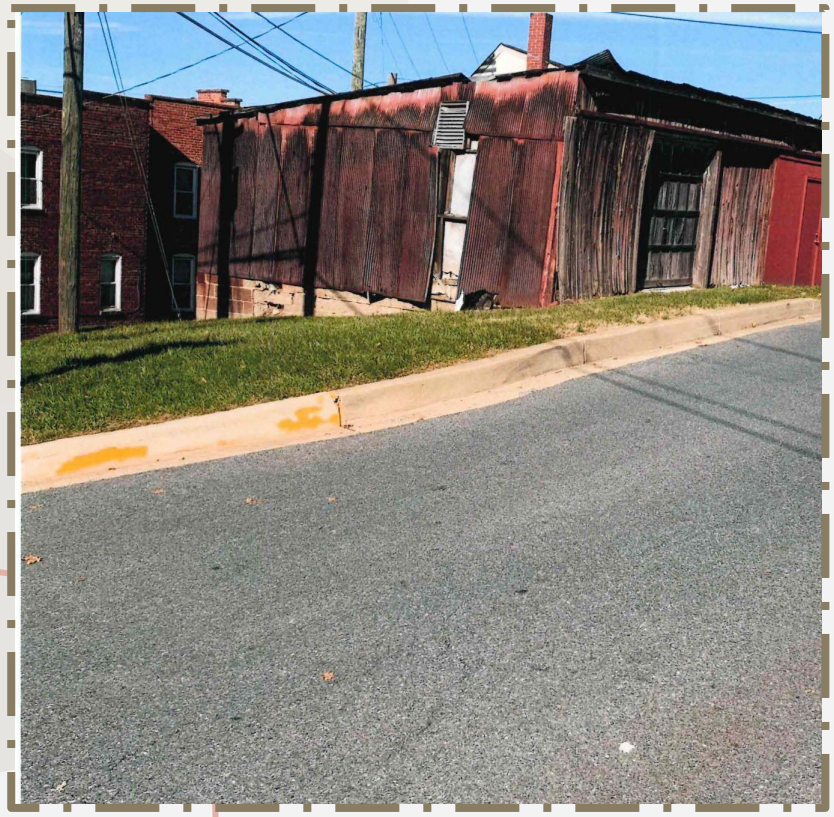
©Carroll County Times

TUESDAY, No. 313

Mount Airy Parklet

Project Stages:

1. Initial planning and conceptualization
2. Community partnerships and funding
3. Design and artwork
4. Construction
5. Local engagement and outreach



Mt. Airy Community Development, 2023

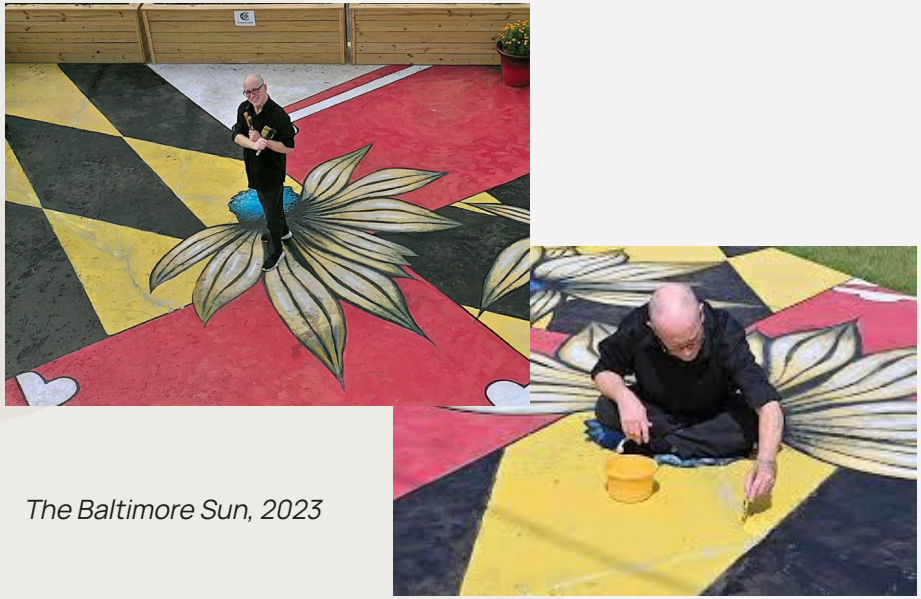
Stage 1: Initial Planning and Conceptualization

- Engaging stakeholders within the community to shape the objectives of the overall project
    - 4 Counties Lion Club, local community, Main Street Program
- Brainstorm ideas that would ultimately result in a successful parklet experience
    - Logistic ideas, thematic ideas

Stage 2: Community Partnerships and Funding

- Searched for sponsorships and donations from local businesses to supplement costs
- 4 Counties Lion Club
  - Contributed resources and labor for raised garden beds
- Main Street Program
  - Funding support
  - Financed creations for the parklet's art installations, seating, signage

Stage 3: Design and Artwork



The Baltimore Sun, 2023

- Meet with town leadership to discuss possible designs
- Ensure project design accomplishes the initiative's focus
    - Address aesthetic appeal, community demographic, and the project goals
- Collaborate with an artist who can design and install the art
    - Matt Mercer, Mt. Airy native
- Manage the artist's schedule and budget into the completion of the project

Stage 4: Construction

1. **Construction of Raised Garden Beds** *(partnership with 4 Counties Lion Club)*
2. **Seating and Directional Signage**
3. **Foundation Repair and Accessibility** *(partnership with Ross Construction)*
4. **Garden Planting and Landscaping** *(community volunteers)*

Stage 5: Local Engagement and Outreach

- Organized workshops and events
  - Educating the community on native plants, pollinators, and environmental protection
- Encouraged the community on garden care/parklet upkeep
  - Instilling engagement and community pride

Project Costs

Artist's fee for mural creation = $2,600: Grant covered

Plants for raised garden beds = $260: Covered by local businesses

Soil and mulch for garden beds = $200: Covered by local businesses

Foundation Repairs: Funded by business partnership

Additional garden bed construction materials: Funded by partnerships and donations

Directional signage costs: Covered by Main Street Maryland grant

Total Cost to Date: $3,060

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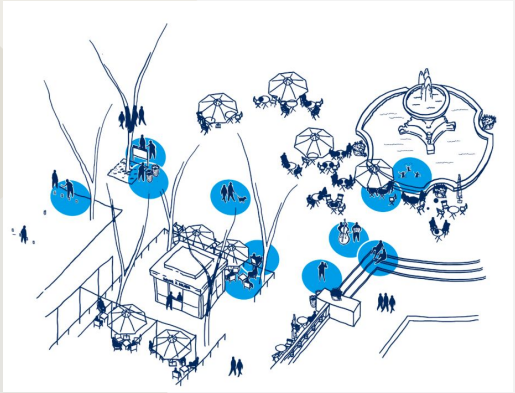
RECOMMENDATIONS FOR MDP

For Local Governments

(1) Define Place and Identify Stakeholders



(2) Evaluate Space and Identify Issues

(3) Place Vision

(4) Short-Term Experiments and Management

(5) Ongoing Reevaluation and Long-Term Improvements

These steps are sourced from Project for Public Spaces

For State Governments

Guide in the Best Practices

- Provide resources and general best practices to different localities
  - Community solutions!

Support!

- Provide support to localities through their project process (ex: ADA accommodations)
- Structural support helps facilitate and progress projects

Provide Funding!

- There are many costs involved with projects and planning
- Funding can also promote the approval and movement of projects

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CONCLUSION

Acknowledgements

Thank you to:

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