

**October 17 and 18, 2019  
The Hotel Concord**

In *placemaking*, community members envision how they would like to shape a space for themselves, recognizing not only its physical characteristics, but also the social and cultural (and sometimes historical) values that make it their own. These are spaces for people first, often becoming the heart of a community. They are the places that give a community its unique “sense of place.”

In this day and a half conference, we will learn about placemaking and its emerging role in community planning (including transportation planning!) and design. In addition, we will learn about *creative placemaking* - how the arts can play a significant part in enhancing public spaces of all sizes.

### **AGENDA IN PROGRESS**

#### **Thursday, October 17, 2019**

1:15: Doors open at The Hotel Concord, 3<sup>rd</sup> floor.

2:00: Welcome

2:15: Leonardo Vazquez, AICP/PP, Executive Director, The National Consortium for Creative Placemaking.



*More than just a pretty picture: Arts in planning practice .*

Whether it's movies, music, paintings, theater, dance or something else creative, we all like some kind of art. But how well do we take advantage of all the benefits the arts can give to our work as planners? National award-winning planner Leonardo Vazquez will help us see beyond the surface value of art to show us how *creative placemaking* can help us become more effective planners.

We will learn:

- What is creative placemaking
- How creative placemaking can affect planning practice, as well as outcomes
- How to start planning in the creative placemaking framework
- How creative placemaking connects to other approaches to planning.

3:30: Break

3:45 Alexander Golob, President and Lead Artist, Golob Art LLC.

*Arts and Space - How and Why the Arts Have a Unique Role in Supporting Communities and Projects* The Arts are a critical and often overlooked component to both individual projects and broader communities. Learn about the Arts' benefits, examples of Arts integrations, and how-to's and hurdles for implementation.

We will learn:

- The Economic and Social Benefits to Public Arts
- Examples of Public Art Projects
- Challenges to integrating Arts into a project
- How to integrate public Arts into a project

5:00 Reception (appetizers and cash bar) (no additional charge, but registration required for headcount)

6:15 Dinner on our own but all together at a location TBD (pre-registration strongly encouraged for headcount)



Music is a huge theme in Littleton.

## **Friday, October 18**

8:00 Doors open. Light breakfast

8:30: Welcome

8:45 Ben Stone, Smart Growth America. Placemaking in transportation planning (we are still working out the description)

10:00 Break

10:15 – 12:00 Hawk Talks (20 minutes + 10 for Q and A for each)

- Jodie Nazaka: Placemaking in Manchester NH
- Kate Griffin and Amanda Wentworth - Rural Placemaking
- Robin LeBlanc, Project for Public Spaces' Eleven Principles of Placemaking.

12 – 1: lunch

1:00: Jessica Gelter, Arts Alive!

### The Personalities of Creative Placemaking

*This session will be a hands-on workshop activity where participants utilize creative placemaking to address a hypothetical challenge in a NH town. Participants role play various personalities in town to work through implementing a creative placemaking project that will address that challenge. We will also explore the challenges of project upkeep and how different community members may react to the newly-developed space.*

*We will learn:*

- *How to build and source creative solutions within constraints (budget, accessibility, the already-built environment)*
- *Navigating community engagement, access, and creative placemaking*
- *Processes to select projects and avoid common pitfalls*
- *How to communicate the values and goals intended to be addressed by creative placemaking*
- *How to measure and communicate the success of a project*

2:30: wrap up

3:00 depart

Questions? Call Plan NH at 603-452-7526

or email us at [info@plannh.org](mailto:info@plannh.org)