



CREATIVE PLACEMAKING CERTIFICATION

New Jersey County Planners Association



09/21/2018/2018



CREATIVE PLACEMAKING

Creative Placemaking has emerged in the last decade as a critical tool to transform neighborhoods, cities, and communities through the revitalization of arts and culture. Community planners, real estate developers, residents and businesses are embracing creative placemaking to help revitalize local economies, stabilize neighborhoods, promote businesses and provide jobs. Develop the skills to initiate, collaborate and contribute to community renewal as a Certified Creative Placemaker.

-  **CATEGORY:** Certification
-  **FORMAT:** Classroom
-  **LENGTH:** 10 Weeks
-  **TIME:** 90 Hours
-  **SKILL LEVEL:** Beginner
-  **TYPE:** Skill Development

CURRICULUM

Course 1: Creative Placemaking Process

- Core Concepts and Case Studies
- Identification of Stakeholders for Sustainable Communities
- Team Mission and Introductory Community Visioning
- Creative Assets Inventories
- Analysis of Issues and Opportunities
- Making the CASE for the Creative Placemaking Approach to Community Planning
- Working Across Sectors
- Working with Stakeholders
- Utilizing Assets to Address Issues and Opportunities
- The Planning Process
- Creative Placemaking Plan
- Funding and Policies
- Getting the Message Out
- Presentation and Critique

Course 2: Creative Placemaking Principles and Practice

- Building the Case for Creative Placemaking
- Community Engagement
- Real Estate/Housing-Residential
- Commercial Real Estate
- Local Regenerating and Partners
- Social Equity
- Focus on Rural/Suburbia
- Connections between Urban, Rural, Suburban Communities
- Transportation
- Sustainable Growth, Development and Community Engagement
- Public Art
- Importance of Design
- Evaluating the Impact
- Technology Resources for Community/Economic Development
- Small Group Project Presentation

Course 3: Practical Application of Creative Placemaking Processes and Principles

COURSE INFORMATION

Learn how to be the catalyst that integrates arts and culture with community and economic development. Acquire the skills to identify location-based creative assets as well as define, design and relate the story of creative places. Explore the use of the arts, economic development, urban and rural planning and community development as agents of change for a sustainable community. Learn to identify and effectively communicate with community leaders and stakeholders necessary to effectuate smart growth within a community.

COURSE OUTCOMES

- Develop strategies for infusing arts and culture into community and economic development planning.
- Build and direct effective leadership teams.
- Conduct asset assessments.
- Apply concepts and develop problem-solving strategies from case studies.
- Understand sector-specific vocabulary and establish cross-sector communication.
- Demonstrate inclusive and sustainable community visioning and planning.
- Develop implementation strategies.

WHO WILL BENEFIT FROM THIS COURSE?

Civic leaders, planners, community and economic development professionals and artists can acquire the skills and practices to shape the character of a community through the infusion of arts and culture. The Certified Creative Placemaker Certificate is designed for those who choose to be a leading agent of change in a community.

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323 Martin Luther King Jr. Blvd
Newark, NJ 07102
(973) 596-3061

Core Faculty:

Suzanne Ishee, President, Center for Creative Placemaking, Adjunct in Theatre Arts and Technology

Stuart Z Koperweis – President, Economic Development Strategists and Vice-President, Center for Creative Placemaking

Dr. Colette Santasieri ,Executive with NJIT's NJ Innovation Institute.

Lecturers:

Dr. Darius Sollohub, Faculty Member in the College of Architecture and Design at NJIT

Roger Smith, Design Director for Gensler and adjunct professor at NJIT teaching MIP Studio.

Tom Dallesio immediate past President, CEO and Publisher of *Next City*. Adjunct in COAD at NJIT.

Marjorie Perry, President and CEO of MZM Construction & Management Company, Adjunct in Entrepreneurship and Board of Overseers member.

Jean Leonard is Director of Marketing for the Mayo Performing Arts Center

Duda Penteado, Team Member of the Center for Creative Placemaking , Public Art and multimedia, Jersey City

Thomas Motyka , Senior Executive Director of Smart Cities Innovation at NJ Innovation Institute

Chasity Cooper , Senior Associate, Strategic Communications for the Regional Plan Association

Joe Barris , Assistant Planning Director for Monmouth County and a founder of Center for Creative Placemaking.