

The logo consists of a horizontal line with five dots positioned above the word "DIVISION". The word "DIVISION" is in a large, white, serif font. Below it, the word "UNITED" is written in a smaller, white, sans-serif font, with wide letter spacing.

DIVISION
UNITED



PLACEMAKING TOOLKIT

DIVISION UNITED



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01

INTRODUCTION

1.0 DOCUMENT ORGANIZATION

The Placemaking Toolkit, prepared for Division United, is designed to provide high-level strategies targeting corridor activation, community empowerment and revitalization. Integral to our approach is a celebration of the diversity of the corridor, the success and prosperity of community members, and the redistribution of available resources. In a general sense, we aim to provide strategies that not only make places but that keep and preserve them.

The document that follows is organized into three main sections.

- **Section 1** discusses current challenges associated with defining public spaces along Division Avenue. It also provides an overview of placemaking as a practice and the benefits of implementing placemaking projects at the local level.
- **Section 2** is a short 'how-to' guide for the recommendation format that follows.
- **Section 3** consists of 12 recommendations corresponding to the identified needs in the corridor.

Each recommendation consists of three elements; an action card that provides the recommendation type (project / policy / program), a brief description

of the recommendation, and a list of corridor-wide objectives that would be accomplished by the recommendation. Each recommendation has the estimated implementation length and potential partners for accomplishing the project, policy, or program. All of the 12 recommendations have a detailed summary identifying the objective(s) that it addresses and the intended outcomes when implemented. The final element accompanying each recommendation is a contextually relevant case study that exemplifies the application of the recommendation.

1.1 AN OVERVIEW OF CORRIDOR CHALLENGES

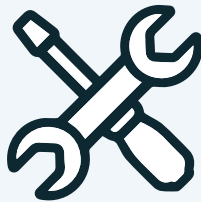
Placemaking at its core commits to erecting quality public spaces that nurture the growth of communities and that acknowledge and protect living histories. Placemaking should be forward looking, but also reminiscent of foundational cultural values that can be lost over years of redevelopment activity if not carefully preserved.

Along Division Avenue, rich cultural heritage is hidden behind decades of disinvestment and inequitable policy implementation, such as the previous use of eminent domain or exclusionary practices, such as redlining. The effects of these historical occurrences linger today and, combined with the challenges of the public health crisis and economic recession, have reduced the vibrancy

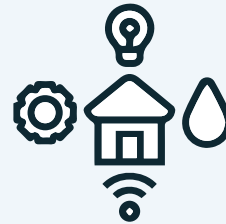
CORRIDOR BARRIERS & CHALLENGES



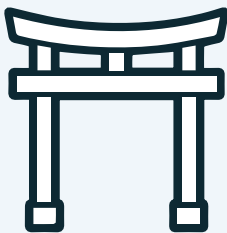
POORLY MAINTAINED
VACANT LOTS



INVESTMENT AND
MAINTENANCE



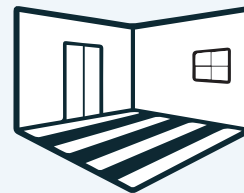
NEED FOR AMENITIES



OPPORTUNITIES TO SHARE
CULTURE



COORDINATION BETWEEN
PUBLIC AND PRIVATE



LACK OF SPACE FOR
ACTIVITIES

of cultural hotspots. Businesses, restaurants and community locations are not what they once were. Communal public places are missing their bustling fervor and popular locations are losing their cultural roots. Simply put, the culture and identity that has driven entrepreneurial ventures and economic success in communities along Division Avenue is being diminished and is in need of rekindling. To bridge the gap between broader development goals along Division Avenue and the role that the communities of Grand Rapids, Kentwood and Wyoming play in shaping this corridor, it will be important to address these existing challenges:

- Issue of lot vacancy and environment
- Lack of space for programmed activities
- Lack of private and public investment in strategies that promote preservation and retention
- Lack of coordination between public, private and local entities
- Lack of visibility and ways of representation for the many diverse cultural groups within the corridor, which is exacerbating challenges associated with meaningful engagement
- Lack of public amenities that promote healthy living and encourage community interaction and cohesion

The recommendations in this toolkit, which include case studies and best practices related to placemaking from similar projects across the country, respond to these challenges.

1.2 THE ROLE OF PLACEMAKING

The practice of placemaking is a form of community-building designed to deliberately shape the public environment, facilitate social interaction and to enhance a community's quality of life and sense of place. Where built form and urban design focuses on aesthetic value, placemaking integrates human efficacy and capitalizes on a community's natural ability to assemble and create something mutually beneficial in their public spaces.

Placemaking often manifests in the form of projects and programming of public spaces, focusing on community concerns such as social justice, healthy living, economic revitalization, community capacity-building and a number of other issues facing businesses and residents. Efforts range from grassroots projects such as public art installations, or setting up temporary open spaces, to city-sponsored programs such as building

digital infrastructure or developing Community Development Corporations (CDC's). These types of efforts consider previously mentioned issues and work to create authentic positive outcomes.

In practice, the benefits of placemaking are extensive. To name a few, placemaking:

- Improves public space
- Promotes environmental sustainability
- Engenders civic pride and community cohesion
- Increases cultural and artistic representation
- Catalyzes economic development
- Grows social justice

Many of these benefits are well researched and have been captured in placemaking efforts across the U.S. and the world over in the past few decades. The implications of placemaking are broad and far-reaching and have the ability to create beauty and delight in places in need of revitalization.

Although it is important to focus on the results of placemaking, it is also necessary to celebrate the process. It is during the process where excitement

builds and community ownership accrues.

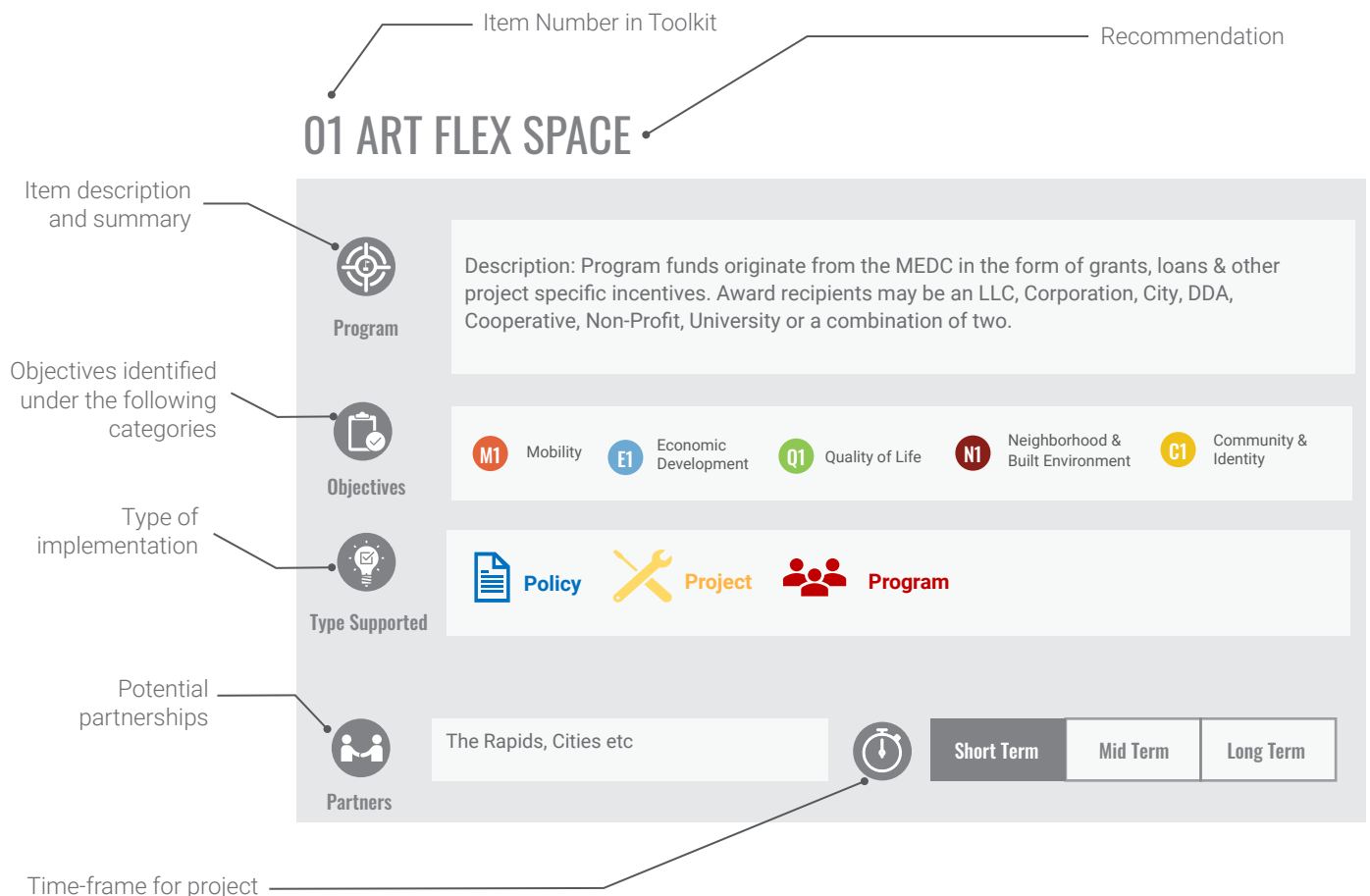
A critical element of the process is community engagement. In terms of placemaking, community engagement should do much more than elicit the desires and needs of a community; it should also allow its members to take responsibility for the products being delivered. When community members take ownership of the process and products, their agency becomes an asset and maintenance of programs and projects become more feasible. This is one way continuous placemaking or 'placekeeping' occurs.

02

HOW TO READ TOOLKIT ITEMS

Toolkit items are identified by a number and short description. Each is then classified by the type of recommendations policy, project, or program (a combination of a project and a policy). Finally, possible partners, objectives achieved if utilized,

and time frame are also noted. In this case, time frame for implementation refers to the time needed to acquire funds and complete a project. Short Term refers to 1-5 years, Mid Term is 5-10, and Long Term is 20+. For more details, see the graphic below.



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03

PLACEMAKING RECOMMENDATIONS





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01 ART FLEX SPACE




Description: Identify a location for the targeted development of an arts and retail flex space, with room for classes and community events.

Program


Project

Type Supported




C1
C2
C3
C4
C5
C8
E1

Objectives



Partner Cities & Local Arts Commissions

Partners



Timeline

Short Term	Mid Term	Long Term
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Introducing art and retail flex spaces is an opportunity to expand artist activity in the corridor while providing educational programming and small-scale business development and support. In these spaces, artists, students and passionate community members can assemble and celebrate their crafts while also engaging the broader community with their products.

What is key about these spaces is their ability to cultivate cultural representation and protect historical narratives. Through art, people have an opportunity to envision and reminisce, and creating space for this type of expression is critical to the representation and preservation of various communities along Division Avenue.

Developing art flex spaces are also important for students and learners along Division Avenue. Not

only will youth have an opportunity to enrich their knowledge of art practices, but they would also be exposed to community gathering spots where they can engage in safe and community-building activities. This is not only a desire but a need in the corridor, considering the significant presence of families and student populations living and traveling along Division Avenue.

Ideal locations for these spaces are historic properties or sites, especially ones in need of rehabilitation. Allowing community-serving uses to occupy these spaces anchors historic sites and enhances cultural preservation activity. Opportunities for preservation exist throughout the corridor and should be prioritized when considering locations to create art flex spaces. Catalytic sites such as Burton or 54th Street are candidate locations.

The Anacostia Art Center opened in 2013. It is 9,300 square feet and includes a 1,000 square foot Black Box Theater as well as space for five galleries/boutiques. The facility has a short term exhibition gallery called Blank Space SE, a café, and an 800 square foot lounge area. While the Arts Center is

new, its parent organization, ARCH Development Corporation, has been working in Anacostia since 1991. For the majority of its history, ARCH focused on small-scale, neighborhood business development and general business support.




Lounge & Blank Space Vivid Gallery



Designer Shopping Gallery Space





02 INTERACTIVE KIOSKS







Program

Description: Add kiosks with wifi access in highly visible places along the corridor that provide materials about storefront improvement and house rehab opportunities, small business funding, and other city programs.





Project

Type Supported







Objectives



Partners

The Rapid, Partner Cities and Local Arts Commissions



Timeline

Short Term	Mid Term	Long Term
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Opportunities to expand information sharing services along Division Avenue should be capitalized on. Installing kiosks can broadcast publicly available knowledge and creates advertising space for local events, businesses and public programs. Public programs could include storefront improvement, house rehab opportunities, small business funding and other city programs. This is critical to the corridor as there are residents and businesses who are unaware of programs that are available to them. Adding more materials/signage in a highly visible and widely used public space could improve participation in these programs and help actualize much needed improvements along the corridor.

Kiosks can also be equipped with digital services that aid in bridging the digital divide that is often felt in dis-invested communities. This includes wifi hotspots, phone/device charging stations,

wayfinding information and access to emergency services. By populating Division Avenue with these kiosks, a number of benefits can be realized that enhance the corridor's quality of life and that enhance its identity. Some of these benefits include:

- Enhanced community connection and cohesion
- Access to services that are more readily available digitally
- Improved access to online educational resources
- Expanded access to information about healthcare
- Additional space to publicize community resources and event

Expanding these digital resources on The Rapid and at its stations should also be considered.


In 2017, Philadelphia's Office of Transportation and Infrastructure Systems (OTIS) and the Philadelphia Art Commission approved the LinkPHL program. This program, implemented by the tech company Intersection, brought 100 internet kiosks to streets in Center City and University City neighborhoods in Philadelphia. In addition to wifi and phone calls, the kiosks provide device charging, wayfinding information, access to emergency services and

advertising. The purpose of this program is to address issues of unequal access to digital tools and to enhance the activity of public spaces around the kiosks. This program is operated without cost to taxpayers and is supported by revenue from the ad space that it provides. Today, these kiosks serve high-density, highly trafficked pedestrian areas in Philadelphia. Their services are expanding throughout the city.




LinkPHL wifi kiosk

03 HISTORIC PRESERVATION STUDY




Program


Description: Conduct a historic preservation study to better document and publicize the corridor’s historical architectural assets, especially as related to the histories of black and brown people in the region.



Type Supported




Program




Objectives

C1C2C4C5C6C8



Partners

City of Grand Rapids Historic Preservation Board, Local Non-Profits, Art Organizations, and Area Museums



Timeline

Short TermMid TermLong Term

Historic properties and sites are often the iconic landmarks of a place and signify the delicate care of history and preservation of culture. However, when these spaces are lost due to disinvestment and pressures of urban renewal, so are their histories as well as the cultural value that they retained. In black and brown communities, historic and cultural preservation is a pressing challenge.

In addition to fighting pressures of disinvestment, they have wrestled with discriminatory practices that have prevented them from placing an adequate amount of resources towards preserving structures that have helped define their community. Thus, over decades, several culturally significant and historic sites along the corridor have vanished in black and brown communities. The communities that remain are seen today as fundamentally different and are altogether new places that feel less like home.

In order to build equitably, it is key to consider the historic preservation of culturally significant sites and structures, especially in black and brown communities. Along Division Avenue, this begins with developing a historic study for properties south of Wealthy Street. This study should include a deep analysis of current building stock and a meaningful community engagement process (see community mapping project below) that validates findings and that offers insights on existing histories in need of preservation. Properties and sites identified from the study could be the focus of rehabilitation efforts along the corridor and areas of interest for community programming and organizing.

In the southern portion of the Division Avenue corridor, there are a number of properties identified by the Grand Rapids preservation office that have potential for historical listing, either as a group of

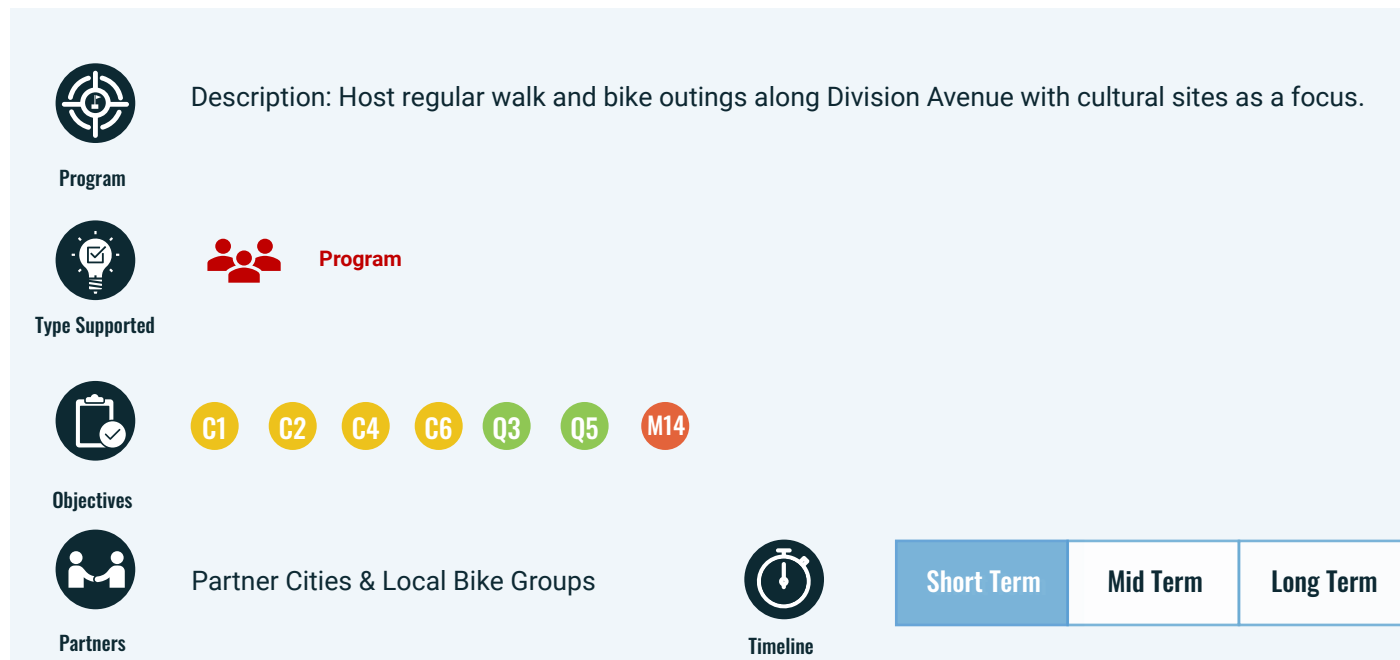
properties or on an individual basis. In particular, there are a number of mid-century modern clusters of buildings that have strong adaptive reuse potential. The next step in achieving historical listing is to have a formal historical study of architectural resources. While Michigan no longer has historic tax credit at the state level, there is strong support from preservation professionals to reinstate it.



As part of an effort to support transit-oriented development near the downtown, the City of Austin began upzoning properties in the historically black and minority-owned neighborhood of East Austin. In response to neighborhood concerns and gentrification pressures, the city authorized a historical resources survey of East Austin in 2017 to identify building candidates for listing on local and state registers and for preservation or rehabilitation. The survey recommended over 100 properties for preservation. As homes are listed at the state and local level, they become eligible for generous tax credits (up to 25% of repair in Texas).

Historic Site identified in East Austin Historic Resource Survey

04 DEVELOP AND HOST WALK AND BIKE OUTINGS



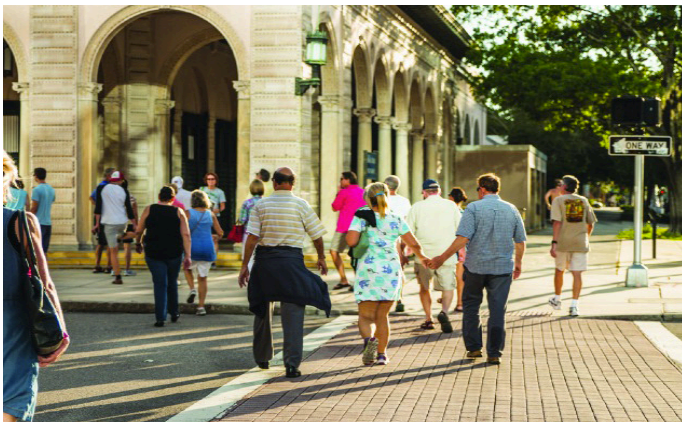
Programming tours to visit historic and culturally significant sites is an effective way to celebrate the rich history of a place. It gives people an opportunity to get in touch with their community and contributes to the ongoing monitoring and attention that is required when preserving valuable assets.

A walking/biking tour would also contribute to supporting physical and mental health goals in the corridor. Greater opportunities for fitness and recreation are needed and pairing health related objectives with cultural needs incentivizes implementation.

Along Division Avenue, a corridor-wide bicycle and walking tour program would contribute to preservation efforts and help celebrate culturally significant and historic sites. Local bike groups can be leveraged to provide safety/support tour guides and local historians and cultural institutions could provide content. The bike tour can include a mobile web map with additional references and can help generate additional interest and energy for improved bike infrastructure throughout the corridor.

'Preserve the Burg' is an incorporated non-profit organization in St. Petersburg, Florida that is dedicated to the preservation of cultural and historic sites, properties, and landscapes. Critical to their mission is maintaining a unique sense of place, enhancing the quality of life in St. Petersburg, and encouraging economic vitality. One program is a walking/biking tour that takes guests on a detailed tour of downtown St. Petersburg and surrounding historic neighborhoods. Tours feature historic architecture, culturally significant sites, as well as scenic landscapes that are important assets to the city.

Tours are held year round on each Saturday and are adjusted for different seasons. A tour lasts two hours and makes numerous stops to allow for breaks and time to discuss each site. These tours can also be programmed to highlight different themes as they relate to different cultural lenses. The traditional tour highlights the historic downtown, but there are also waterfront tours, cultural district tours, and historic neighborhood tours. Additional opportunities include tours that highlight the histories of different identities in a community including black and brown identities, LGBTQ, and any others that have a celebrated history.



Preserve the 'Burg Walking Tour



Preserve the 'Burg Biking Tour



05 POP UP COMMERCIAL AND COMMUNITY EVENTS



Along the corridor, there are multiple opportunities to fill vacant land and underutilized lots. Thus, creating opportunities for temporary uses on lots is an optimal strategy, as it is an effective way to remediate these negative impacts while producing outcomes that contribute to the health and vitality of a community's public spaces.

One advantage of programming spaces for temporary use is that they can be utilized in many different ways. A space can turn from a vacant lot into a farmers market, a pop-up restaurant, a temporary art studio, an outdoor classroom and/or a number of other community-serving uses. Allowing for spaces to have this kind of flexibility expands opportunities for local businesses and community organizations to have a public facing presence, and it encourages more frequent use of those spaces.

Programming spaces for temporary use also builds a frame for community organization and public discourse. In more ways than one, a temporary use can unite a community, creating a gathering space to interact and socialize or through an engagement process that calls on them to design and build a new space together. This improves the sense of community and helps generate ideas on how they can grow in a beneficial way.

Key to this strategy's implementation is the evaluation of current regulations regarding temporary uses. Codes should be streamlined to support small pop-up events and costs of permitting should be evaluated to determine whether they are accessible to community organizers.

Better Block is a block pop-up project designed to convert an underutilized and pedestrian insensitive area into a walkable and bike-able neighborhood destination complete with bike lanes, cafe seating, trees, pop-up businesses, and a number of other community-serving uses. The project accomplishes this through an extensive engagement process that includes workshops and design activities which gives ownership of the project to community participants and helps them visualize how they can make this temporary space a permanent asset. Through these projects, communities build powerful connections around the shared experience of placemaking and they are equipped with effective tools to create positive

change in the long term. During the Division United Study, a series of Better Block projects were implemented at Logan, Burton and 43rd. These projects resulted in community events that featured pop-up businesses, public art, and live music and dancing. There were also transportation and land use demonstrations featuring products such as mid-block crossings, bike lanes, and traffic calming measures that enhanced ridership, increased transit access, and improved pedestrian safety. The event was a massive community effort that sparked activity at a culturally diverse node along the corridor, and it established a relationship between local organizers and city officials which will help perpetuate placemaking efforts down the road.




Better Block: Cafe Seating and Landscaping




Better Block: Pop-up Restaurant

06 COMMUNITY MAPPING




Program


Description: Support ongoing efforts to engage residents in community mapping projects that help conceptualize neighborhood assets and opportunities for improvement. Create pathways for neighborhood and business organizations (as well as residents) to participate in these community mapping projects. Strong and ongoing community engagement/creative map making creates a response structure for accountability around new developments.



Type Supported




Program




Objectives

C1 C2 C3 C4 C5 C6 C8 Q1 Q4



Partners

Partner Cities, Community Development Organizations and Local Artists



Timeline

Short Term	Mid Term	Long Term
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Community mapping projects are initiatives that creatively engage communities to gather input that helps track cultural assets such as public art, historic buildings, and sacred sites. While a formal historical study of the area is also needed, community mapping projects can be conducted as an extension of this effort. In areas such as the South Division corridor where some physical historical or cultural resources may be missing or destroyed, there is a need to rely on the memories and perceptions of residents to identify areas and locations of focus and how to best maintain them.

encouraged to participate, but it is important to engage local artists as well as neighborhood and business organizations to ensure creative outputs and comprehensive products. Through design charrettes, workshops and events celebrating existing cultural assets, community maps emerge that identify sites to preserve, opportunity zones to capitalize on, and documents that hold planners and developers accountable to creating culturally sensitive developments.

Community mapping projects are designed to be uplifting, as they work to acknowledge what is valuable to the community and they provide an opportunity to gather and celebrate common assets. Key in these initiatives is the community engagement process. All community members are

The Cultural Corridor Project launched in Chester, Pennsylvania, was designed to rely on community input and participation to develop a cultural asset map. The intent was to identify key community art and cultural assets to be highlighted and promoted. The goal of the project was to bring together residents along the corridor and engage in placemaking efforts that celebrate the area's history, arts and culture. Through the engagement process, a strong local arts and cultural leadership network was able to form. Stakeholders were able to set

a precedent for the revitalization of the city's downtown using art and cultural assets, while expanding entrepreneurial investment and creating resources to guide policy as it relates to land use and the design of community improvements. The work also inspired the creation of a Creative Exploration Zone (CEZ) which is designed to encourage grassroots streetscaping and storefront improvements. Activities in CEZ's include pop-up community spaces, DIY youth-led programming, and community events which promote stronger community branding and catalyze collaboration between planning officials and residents.



Cultural Asset Map Activity

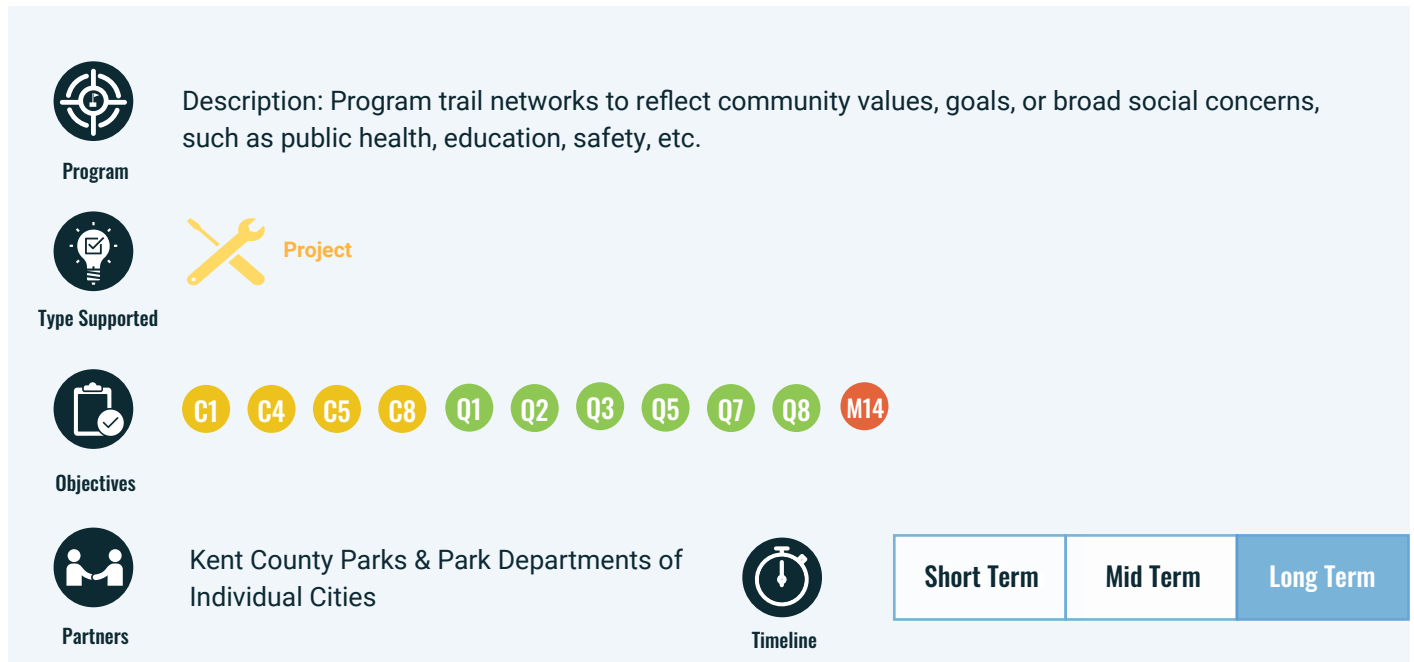


Creative Exploration Zone Activity



Cultural Asset Map Activity

07 TRAIL/PLACEMAKING STRATEGY



Trail networks have clear quality of life benefits that include connecting people to places, protecting natural resources and promoting healthy habits such as walking or biking. When infused with placemaking strategies, these benefits are enhanced and new ones emerge, such as increased civic pride and additional cultural and artistic representation. The combination of these benefits not only improves a trail network but also further solidifies it as a landmark that represents a community as a whole.

Along Division Avenue, opportunities to showcase community culture and core values are needed. Developing quality walking and biking trails to enhance quality of life is also a priority. Utilizing existing trail networks and implementing placemaking strategies along them would support both of these community goals and address several other needs along the corridor.

In particular, placemaking, greening, art and wayfinding strategies are needed at Plaster Creek as it connects to Division Avenue, as well as along connecting streets that intersect South Division Avenue and connect to the Interurban Trail. Programming trails with art and educational resources that touch on community passions such as environmental justice, social equity, or physical and mental health is one potential placemaking strategy. This would not only create educational opportunities and spark civic engagement, but it would also enhance a community space in a way that serves public health. Commemorating historic sites and figures with plaques, statues and digital QR codes along trails is another potential placemaking strategy. This would preserve iconic histories of communities in the corridor and memorialize longstanding cultural values that are represented.

Medical Mile in Little Rock, Arkansas is an example of placemaking programming along a trail system that supports a larger health-oriented narrative about the city. Medical Mile is a portion of the Arkansas River Trail (redeveloped in 2003) and includes opportunities for physical

activity, recreation, and education on wellness, communicated through art elements such as murals and a designed entry plaza. Each element is intended to inform and inspire visitors as they explore the trail and consider their own path to improved health.



Trail Mural




Trail Sculpture




Plaza Fronting Trail Network

08 COMMUNITY CONNECTOR EXTENSION




Program


Description: Consider extending and expanding the Community Connector Program past the Division United study period to implement the plan and engage in continued neighborhood outreach.






Type Supported




Program




Objectives



Partners

Partner Cities, the Rapid, and American Job Center



Timeline

Short Term	Mid Term	Long Term
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Throughout the Division United Study, the Community Connector program provided key community insights that have led to the creation of various goals and objectives for the corridor. Connectors, or community representatives, have enabled local voices to be represented in this Study. Their participation has helped build long-lasting partnerships between the community and planning officials.

In total, six connectors supported engagement and data collection efforts, two from each city (Grand Rapids, Wyoming, and Kentwood). Their primary responsibility was to conduct six community interviews from their network each month, asking various questions that helped us better understand who we were planning for, what was culturally significant, and what were sites of interest. Given the program's success, extending and expanding

its services should be considered. An expansion would provide more opportunities for community members to be involved in various development initiatives and would be a form of job creation for area residents. Connectors would continue to be the agents of change in the community, supporting implementation of other proposed programs and making connections between policymakers, leadership, and residents.

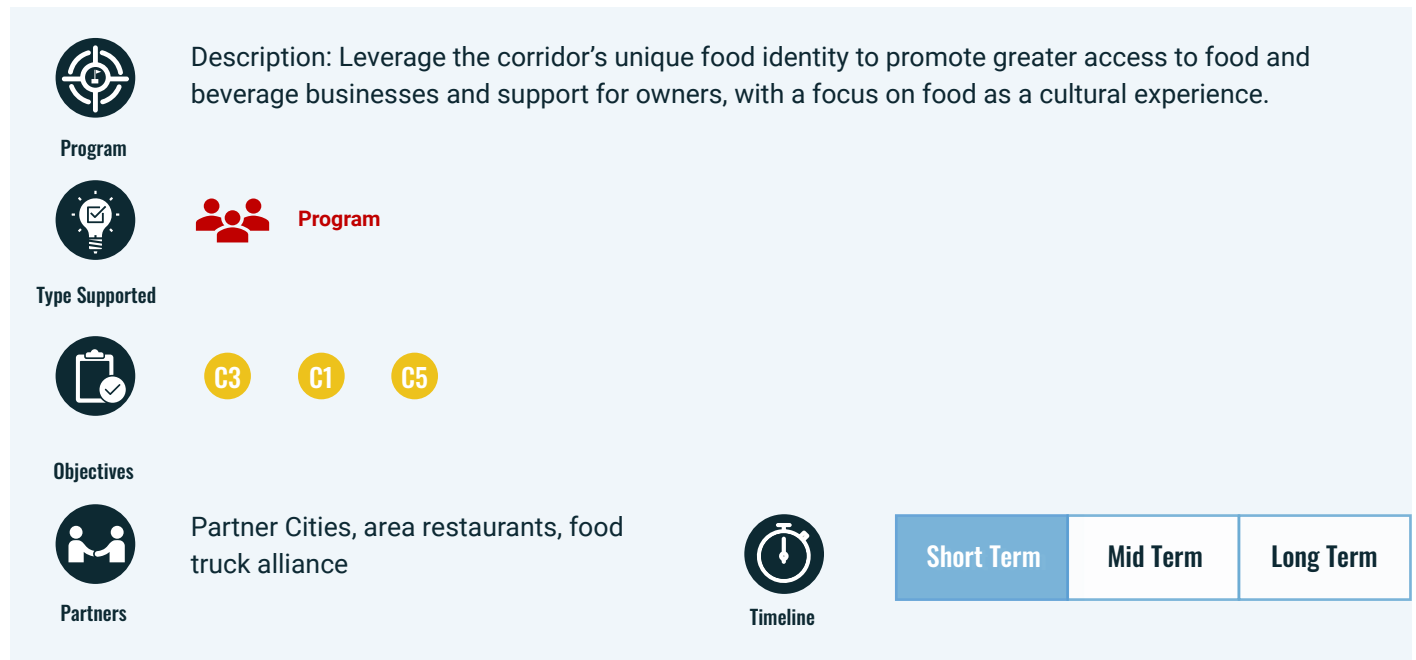
The Minneapolis Mobility Hub Program is implemented in part by Mobility Hub Ambassadors. Ambassadors are community members who are paid to be on-site support

at Mobility Hubs within their community. They also serve as community stewards, providing an alternative to police monitoring. These ambassadors organize area youth and play a key role in activating the space around Mobility Hubs.



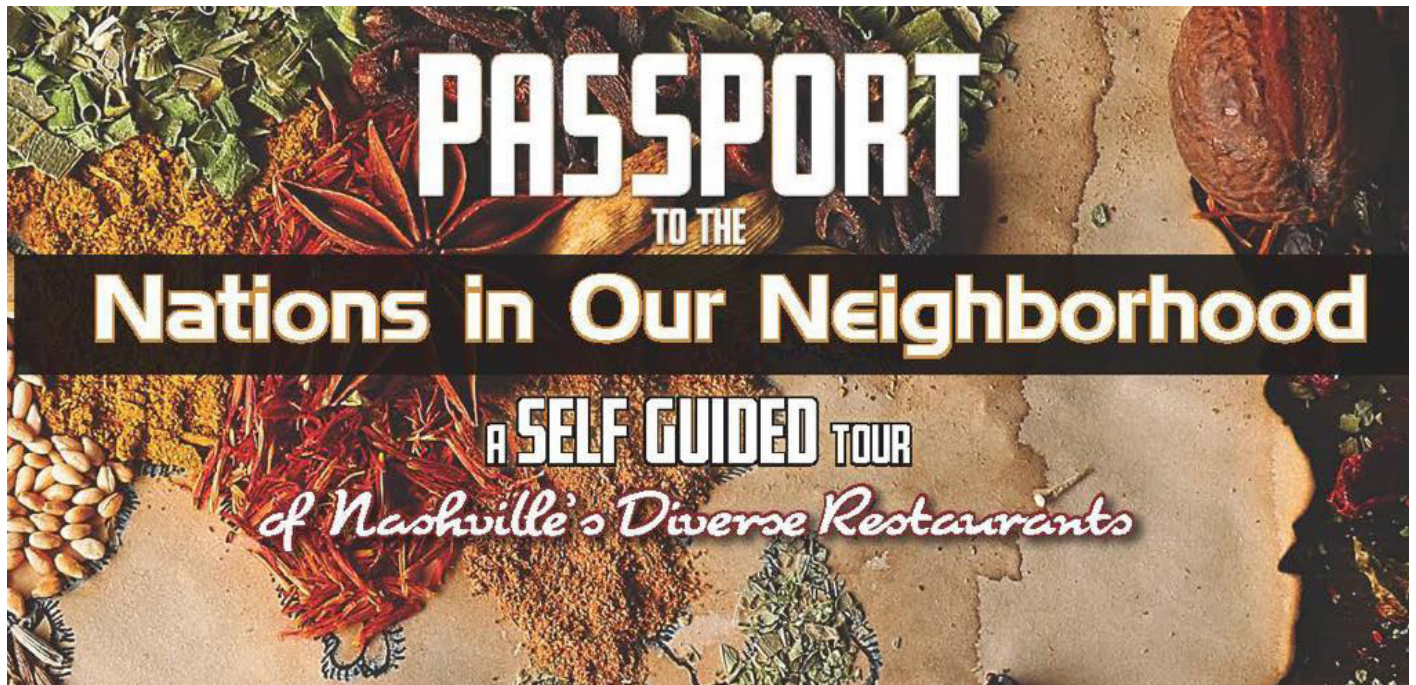
Mobility Hub Ambassador

10 DINING PASSPORT PROGRAM



Food is an important expression of cultural identity in the corridor. For example, at 44th Street, the community has emphasized the important role of food in the Asian-Pacific cultural identity and business profile of the area. Despite the popularity of these local businesses, they are often far apart from one another on the corridor and could benefit from additional foot traffic, as well as improved advertising and signage to improve their visibility. For this reason, a dining passport program, run by local municipalities or an area non-profit and focused on restaurants in the corridor, is supported by participants. Food passport programs track visitors who dine at local establishments through the use of a physical or digital punch-card and reward them by offering prizes, group deals, and access to special events, such as the opportunity to sample custom dishes or engage in a sampling tour. Food passport programs have been successful

in other communities at encouraging residents to dine locally and creating increased visibility for small food and beverage vendors. In Avon, Ohio, the City created a local food passport program to support local food businesses impacted by COVID-19. Participants were asked to save their receipts from dining out and submit them to win prizes. In Hoboken, New Jersey, the Hoboken Business Alliance created a two-week 'Shop and Dine' passport program that let participants collect stamps from 75 restaurants and retailers. Finally, in Nashville in 2018, a group called Nations in Our Neighborhoods created a food passport program and self-guided food tour aimed at promoting cultural diplomacy through food. Municipalities in the Division United corridor might consider implementing a similar program through local convention & visitors bureau, such as Experience Grand Rapids.



The Nations in Our Neighborhood passport program in Nashville connected participants to over 15 different ethnic food restaurants, including Kurdish, Jamaican and Japanese options. Each participant also received a free home-delivered meal prepared weekly by local community

members and include a playlist of music from the chef's home country. The passports were designed by students in Vanderbilt's Turner Family Center for Social Ventures.

11 VACANT LOT CLEANUP PROGRAM



The South Division corridor has a significant number of vacant lots. Vacant and underutilized spaces burden communities and limit the safety, health and economic success that they can experience. While these lots may represent long term development opportunities, in the short term these sites, if not kept up, can negatively affect the quality and appearance of a neighborhood. In conjunction with supporting pop-up commercial and social activities on vacant sites (see item 5) corridor communities should establish a program to remove trash and debris and ensure safe conditions at these locations.

Many cities have forms of “Vacant to Vibrant” lot programs that aim for both the cleanup and activation of neglected land. The Landcare program established by the Pennsylvania Horticulture Society (PAH) in Philadelphia takes care of 12,000 lots, or

roughly 30% of the cities vacant lots. The program partners with local businesses to ‘clean and green’ vacant properties. The lots do not have to be city-controlled to be eligible for cleanup.

PAH’s Landcare program is also a form of workforce development. The program Roots-to-Re-Entry, a workforce program for incarcerated individuals run by PAH, allows qualified individuals to engage in training certified by Temple university’s landscape architecture program. After completing the program, they then have the opportunity to interview with the local landscape company that PAH contracts with that provides services for the Landcare program.

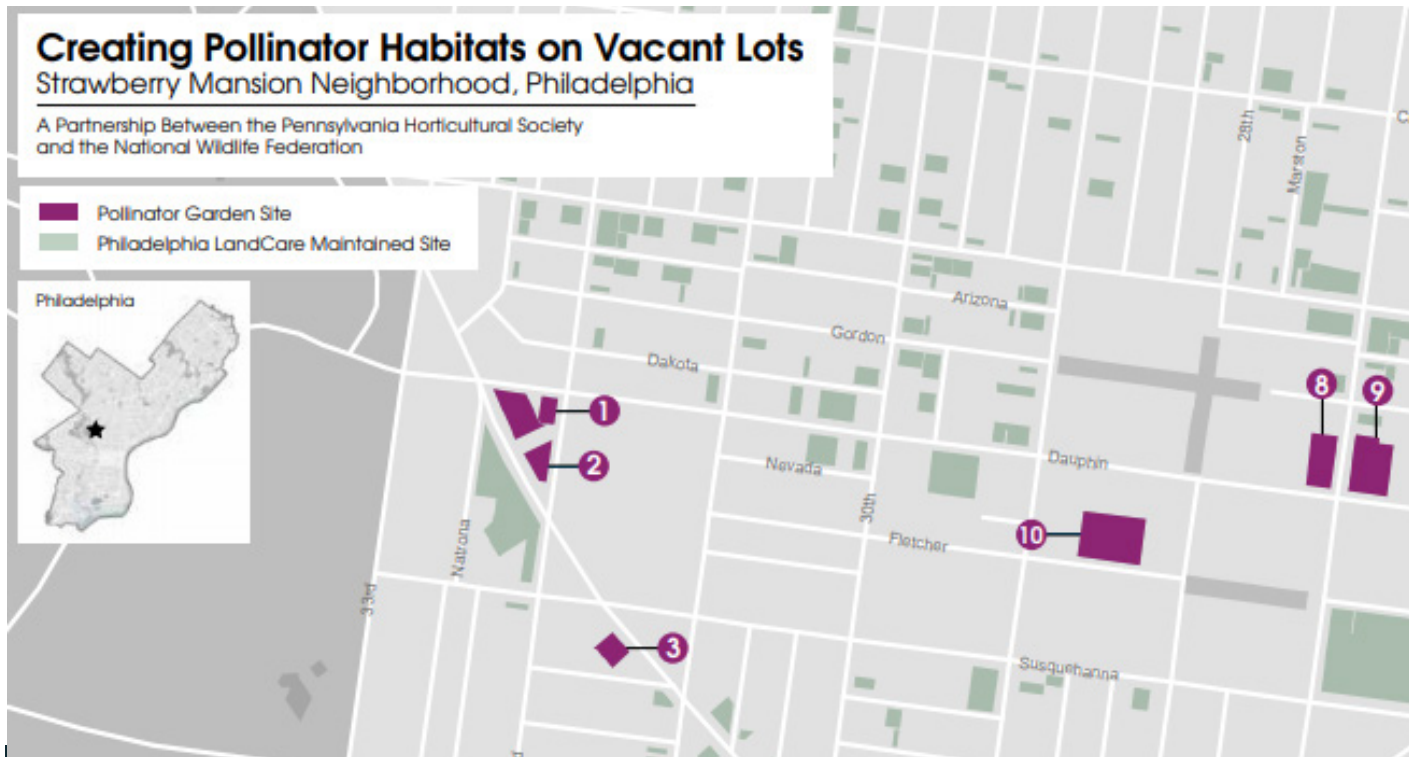
Creating Pollinator Habitats on Vacant Lots

Strawberry Mansion Neighborhood, Philadelphia

A Partnership Between the Pennsylvania Horticultural Society and the National Wildlife Federation

- Pollinator Garden Site
- Philadelphia LandCare Maintained Site


Philadelphia



The Pennsylvania Horticulture Society, in partnership with the City of Philadelphia has been improving and greening vacant lots over the past 15 years. The program has worked with neighborhood groups to create improved conditions on thousands of lots. While some of



these sites are eventually used for redevelopment, (about 20% so far) the program has also created 130 permanent green spaces, including sites with pollinator gardens.

12 CORRIDOR BRANDING AND STATION AREA ART PROGRAM




Description: Continue to develop a holistic visual identity for the corridor, while financially supporting efforts to implement projects at strategic locations, including stations.

Program

Program

Type Supported




Q1

C9

C8


C5

Objectives



Partner Cities, The Rapid, Arts and Culture Commissions, other area art organizations and non-profits, local artists.

Partners



Timeline

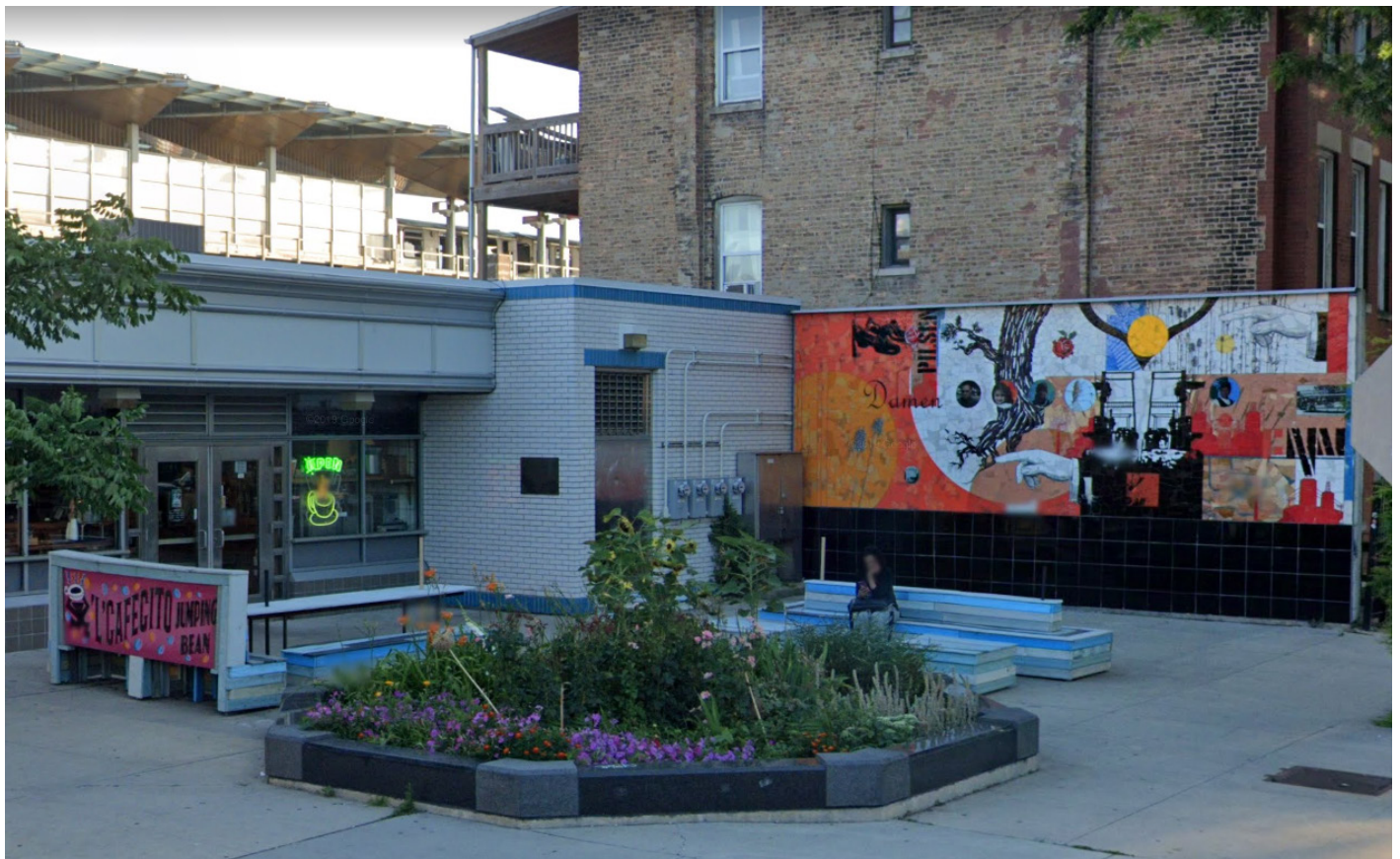
Short Term	Mid Term	Long Term
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In order to keep the Division United strategy visible and maintain momentum, one recommendation is to continue to use the branding and visual identity developed as part of the project. Residents and participants would like more opportunities to advertise the corridor program and their role in it. In practice, this would mean providing businesses with additional branding materials, such as signage and banners, and adding right of way and wayfinding elements that reflect the logo and color scheme.

Finally, a good way to continue to build on and support the continued development of a holistic identity for Division United is to create a funded, permanent tactical program for art at the station areas. Art can create respect for the station environment; if it is respected and loved by a community, local members and visitors will be more

incentivized to keep the area safe and clean. It is also a small generator of economic activity when local artists are employed to make creations and when visitors and retailers are more attracted to a location because of beautification.

Similar to station art programs in places like Chicago, a station art program would support local artists and their creations with a permanent space in and around station areas. Works could be sculptures, mosaics, or murals on nearby facilities, as well as the reclamation of commercial billboard space. Artist and project selection would be specific to station area, with a requirement to work with local community members to create a design that best reflects that space. An artist in residence program for the corridor, similar to the program created by LADOT in 2016, could also be created.




In Chicago, the CTA (the Chicago Transit Authority) for many years has been supporting public art as a part of station renovation. The CTA system has more than 20 individual installations. Funds for these projects come from the Federal Transit Administration's Transit enhancement funds, which can be used for public art, landscaping and bike parking. Artists apply for the opportunity to provide art at stations and are required to work with community members and the CTA to create a design suitable for the neighborhood and budget.







The image above shows the mosaic "Vida Simple" outside of Damen Station by local Mexican artist Juan Angel Chavez. The mosaic (2004) is on the


north side of the station house and faces the small plaza on the corner of Damen and Cullerton. The CTA reports that the mural was inspired by the neighborhood of Pilsen and reflects the heritage and cultural identity of the community. The imagery in the mosaic is a collage of portraits, local wildlife, plants and street scenes.


04

APPENDIX- GOALS AND OBJECTIVES


CATEGORY	GOALS	OBJECTIVES	ICON
 TRANSPORTATION	Greater value and priority will be placed on transit service and facilities. GM1	Reduced travel times, improved on-time arrivals, increased hours of service, and more frequent service to each bus stop.	M1
		Better access to connecting transit (e.g., at 28th, 44th).	M2
		Dedicated bus lane (painted, resin, dyed, or asphalt).	M3
		Improved maintenance of Silver Line stations and all bus stops (in addition to Silver Line stops) in the corridor.	M4
		Ensure equitable access to transit, in part by improving multi-lingual information on service.	M5
	People will be safe from physical or vehicular harm while walking along and across South Division. GM2	Reduce vehicle traffic along Division Avenue and in surrounding neighborhoods.	M6
		Improved pedestrian crossings at existing intersections and add mid-block pedestrian crossings at strategic locations.	M7
		Add streetscaping elements, including trees for shade and beautification, where pedestrians stand, sit and wait.	M8
		Reduce number of driveways and curb cuts.	M9
		Updated infrastructure that meets accessibility standards and best practices for pedestrians of all abilities.	M10

CATEGORY	GOALS	OBJECTIVES	ICON
 TRANSPORTATION	Sustainable transportation options will be available for all ages to access surrounding neighborhoods. 	Improved routes to schools that prioritize access for children walking, bicycling, skateboarding, and using scooters.	
		Support the creation or continued activation of a transit riders union or other community body to advocate for transit-reliant users.	
		Transit and micro-transit connectivity to major employers and institutions (esp. outside a 10 minute walking distance).	
		Better connected walking and bicycling networks to, from, and across South Division Ave.	

CATEGORY	GOALS	OBJECTIVES	ICON
 ECONOMIC DEVELOPMENT	Programs will help long-standing residents and business owners generate sustainable wealth. GE1	Develop more direct pathways for small-scale development and local business ownership.	E1
		Funding resources available to repair and allow improvement of existing homes / businesses.	E2
		Public land and assets offered to local residents / businesses.	E3
		Attract significant employers to the opportunity sites (esp. at south end of corridor).	E4
		Recruit minority-owned or local bank / credit union.	E5
	Policies will encourage growth in a diverse set of jobs that are better connected to people living in the corridor. GE2	Generate employment that supports a mix of uses.	E6
		Protect job-generating uses but better buffer them from surrounding community.	E7
		Link school and job training centers to surrounding industrial employers.	E8
	Development processes will ensure that current residents are informed about and understand the impacts and benefits of development. GE3	Seek or provide financial support to small, local and first time developers.	E9
		Create more transparent development process for residents, businesses, developers, and the general public.	E10

CATEGORY	GOALS	OBJECTIVES	ICON
 BUILT ENVIRONMENT	<p>New development will foster variety, enhance cultural diversity and grow the population.</p> <p>GB1</p>	Identify development opportunities for vacant and underutilized parcels in the corridor.	N1
		Support for existing businesses and commercial properties through storefront improvements, especially minority-owned.	N2
		Add additional outreach programs for existing residents and businesses.	N3
		Identify design guidelines that support the introduction of more walkable urban environments.	N4
	<p>The mix of land uses will continue to include residential, commercial, office, retail and industrial.</p> <p>GB2</p>	Support addition of job-generating uses, including industrial and commercial uses.	N5
		Better align building and zoning codes with likely smaller scale and more flexible building types.	N6
		Identify residential density targets needed to support corridor commercial and absorb housing demand at transit nodes.	N7
	<p>The housing mix will allow for people of all income levels and household sizes to have options for renting or owning a home.</p> <p>GB3</p>	Develop affordable housing programs to ensure delivery of a mix of affordable uses.	N8
		Add flexibility in code for additional housing types (missing middle housing).	N9

CATEGORY	GOALS	OBJECTIVES	ICON
 QUALITY OF LIFE	All residents will have access to safe, quality and well-maintained parks and public gathering spaces. GQ1	Programming of underutilized public sites or rights-of-way.	Q1
		Leverage publicly owned land for green space and recreational space.	Q2
		Improve access to parks and public spaces.	Q3
		Add programmed public open space in areas with limited amounts.	Q4
	Investments in community amenities will target improvements in physical and mental health. GQ2	Provide greater opportunities for physical fitness and recreation.	Q5
		Improve access to fresh and healthy food.	Q6
		Partner with corridor health institutions and land owners to recruit health and family services to corridor and connect residents to them.	Q7
	Environmental impacts on residents will be mitigated. GQ3	Identify public and private side strategies to improve pedestrian realm.	Q8
		Continue to monitor the impacts old infrastructure/ lack of improvements have had on residents.	Q9
		Buffer industrial uses from adjacent residential neighborhoods.	Q10

CATEGORY	GOALS	OBJECTIVES	ICON
 COMMUNITY AND IDENTITY	Familiar people, food and services will remain even as new development is constructed. GC1	Support and develop community events celebrating corridor history and culture.	C1
		Preserve iconic and historic buildings that add character to the corridor for adaptive reuse when possible.	C2
		Protect businesses that are consistent with future land use and provide programs for them to expand in place.	C3
	Community amenities and prominent indicators will reflect the history and culture of the corridor. GC2	Development of narratives and media that highlight the unique history of the corridor.	C4
		Invest in public art / place-making / third place.	C5
		Official or unofficial designation of under-appreciated community assets.	C6
	Public engagement will provide residents and property owners the power to influence decision-making processes. GC3	Develop standards for engagement around new development projects.	C7
		Community engagement that reflects the diversity of the corridor.	C8
		Community engagement proposed by and run by residents.	C9

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