

Chicago Cultural Plan

Chicago wants to be a city that plans culturally, rather than having a cultural plan

Strong business/jobs/economic arguments made to support planning culturally

Discovered 1/3 of initiatives could be implemented at low or no cost

- Goal: To create a blueprint for Chicago to elevate its profile as a global capital for creativity, innovation, and excellence in the arts.
- Chicago wants to be a city that plans culturally rather than having a cultural plan, so that arts and culture are incorporated into all city initiatives from education to transportation.
- Third largest creative economy in US with an economic impact of more than \$2 billion a year employing more than 150,000 people.
- Challenges: Quality art programming does not exist present in all schools, some local talent leave for other cities, not all neighborhoods benefit, despite cultural riches Chicago does not attract the magnitude of international tourists they envision
- Cultural vitality helps to promote Chicago to global corporations as potential location for doing business
- Strengthens Chicago as an international destination
- Fosters cultural innovation to bring new ideas to all sectors of the city to propel Chicago into leading the development of new products, patents, and technology.

Approach: 5 guiding principles

1. The process mirrors Chicago's broad civic initiatives.
2. The process itself is valuable: robust engagement re-affirmed the role of culture in residents' everyday lives.
3. The approach is locally inspired and globally informed: used international expertise/consultants guided by local needs.
4. A loop-back method ensures that the process is at once proactive and responsive.
5. The Plan should be crafted by the diversity of sectors that will help in its implementation: because implementation will require broad participation, the plan followed a process that was equally inclusive.

Resulted in 10 priorities, 36 recommendations, 200+ initiatives organized by four categories: People, Places, Policies, Planning Culturally

The top three priorities:

1. Foster arts education and lifelong learning, focusing on Chicago public schools
2. Attract and retain artists and creative professionals, particularly with regard to space to work/live and professional development.
3. Promote culture as a fundamental driver of prosperity, one tool is to facilitate grassroots planning of cultural activities and cultural districts

Culture Strategy for London

London wants more people experience arts/culture near home and everyday

Use plan to address gentrification and Brexit concerns

Creative industry is vital to London's economy and strong support is needed to remain globally competitive

- London is also a city of stark contrasts. Many businesses are booming, but at the same time, housing costs have become unaffordable to many and the cost of living continues to rise.
- A third of Londoners now live in poverty.
- Challenges are not unlike those in other major cities: rapidly changing demographics, wealth disparities, affordable housing.
- Serious concern that Brexit will negatively impact London's position as an Alpha city. For instance: of the world's largest 250 companies, 40% of those have their European HQ in London. The EU provides critical access to talent and markets. How many of those will leave London and UK for good?
- Creative industries are larger than automobiles, life sciences, aerospace, and the oil and gas industries combined)
- One in six jobs in London are in the creative economy
- Its film industry is the third largest in the world.
- The fashion industry is the largest creative business sector in London and the UK
- 32 million annual tourists visit London, mainly for cultural and heritage offerings. =

Themed around four priorities:

- Love London – more people experiencing and creating culture on their doorstep. While there are vast resources, access and opportunity are not in balance.
- Culture and Good Growth – supporting, saving and sustaining cultural places and spaces. Gentrification and displacement are a major concern. Want to find new ways to help artists and creative businesses to take root and thrive.
- Creative Londoners – investing in a diverse creative workforce for the future. Support London's young creative talent so they can enter creative industries.
- World City – a global creative powerhouse today and in the future. Brexit risks London's reputation, discouraging overseas talent and inward investment. Want to present an open, welcoming and inclusive fact to the world. Lobby for flexible migration to support creative industries.

Chicago Metropolitan Agency for Planning Toolkit

Toolkit is intended to help municipalities incorporate arts and culture into their communities, enhance livability by improving quality of life, and become more attractive places to live, work, and play.

This toolkit provides step-by-step guidance for communities to:

- Define the local meaning of “arts and culture.”
- Identify, tally, and understand its local arts and culture community and resources.
- Assess the strengths, weaknesses, and gaps in the fabric of its local arts landscape.

Discusses broader community benefits:

- Revitalizing neighborhoods
- Improving public safety
- Community identity and sense of place
- Attracting the creative class
- Expanding access to arts
- Nurturing local artists networks

Understanding the range:

- **Visual Arts.** The visual arts are composed of a range of fine arts, including painting, sculpture, photography, and printmaking. These can range from relatively low-impact activities, such as painters, to industrial artisan trades with significant outside impacts, like metalworking, furniture making/refurbishing, and woodworking.
- **Theater Arts.** A variety of stage performances make up the theater arts: playwrights, dance troupes, comedians, spoken word artists, and performance artists.
- **Music Arts.** Numerous communities are known for their local music scenes, which can range from amateur and professional orchestras to local bands in a wide variety of genres.
- **Culinary Arts.** While a vibrant restaurant scene contributes to thriving commercial areas, there are also a range of small-scale operations that provide a chance for chefs to practice their craft: small-scale specialty food production, catering, mobile food trucks, food stands, and microbreweries.
- **Applied Arts.** A number of the arts are more business-oriented, but nonetheless are part of local culture. These applied arts include uses such as industrial design and graphic design.
- **Fashion Design.** The design of clothing and accessories can be a large-scale operation as well as a small business, or even homebased retail use. The internet has also opened up opportunities for local designers to sell their creations online through numerous craft websites.
- **Media Arts.** Film and animation are no longer limited to major cities and can tap into local talent in communities of a variety of sizes.

Understanding Primary Functional Needs

Each of these types of arts and culture has certain functional needs. When looking at these uses and ways to encourage their growth, it is important to understand what each type of arts and culture needs to be successful.

Primary Needs of Arts and Culture

	Studio Space	Performance Space	Rehearsal Space	Display Space	Production Facility	Retail Space	Classroom Space
Visual Arts	■			■	■	■	
Theater Arts		■	■				■
Music Arts		■	■				
Culinary Arts					■		■
Applied Arts	■						
Fashion Design	■				■	■	
Media Arts	■						

Understanding Secondary Functional Needs

Many young artists just beginning their careers have very limited financial means to pursue their craft. For this reason, making affordable housing available should be considered.

Perhaps one of the best examples of addressing housing for artists is the creation of opportunities for live/work dwellings. Live/work is distinguished from a home occupation in that it may include additional employees or assistants who are not residents of the home and typically has more customer traffic.

Understanding Secondary Impacts Chic

It is important to acknowledge that arts uses may have secondary impacts, which many residents in the community may not want next door to them. For example, live performance venues, both as a primary use or accessory to a bar, can impact neighbors with noise, late night crowds, traffic, and alcohol-related impacts. When evaluating how to address these uses within the community, it is important to keep these impacts in mind.