

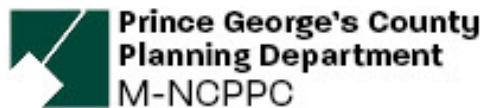
Prince George's County

CULTURAL ARTS STUDY

Art is what you make it...

Arts and Connectivity

April 8, 2021



AGENDA

- Welcome and Introductions
- Project Overview
- Focus on Prince George's County
- Case Studies (National and Regional)
- Breakout Group Discussion
- Next Steps and Thank You



Image Source: MNCPPC. Planning Department. 2017

MEET THE TEAM

Prince George's
Cultural Arts
Study



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YOUR PLANNING TEAM



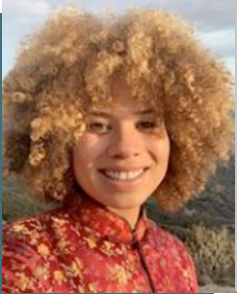
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WHAT is the Cultural Arts Study?

A comprehensive assessment of the diverse arts and culture ecology in Prince George's County

WHO is creating it?

- Prince George's County Planning Department, Department of Parks and Recreation (DPR), and the Prince George's Arts and Humanities Council
- Steering committee, arts advisors, and key stakeholders—broad spectrum of County voices
- Everyone is invited— please spread the word!



WHY?



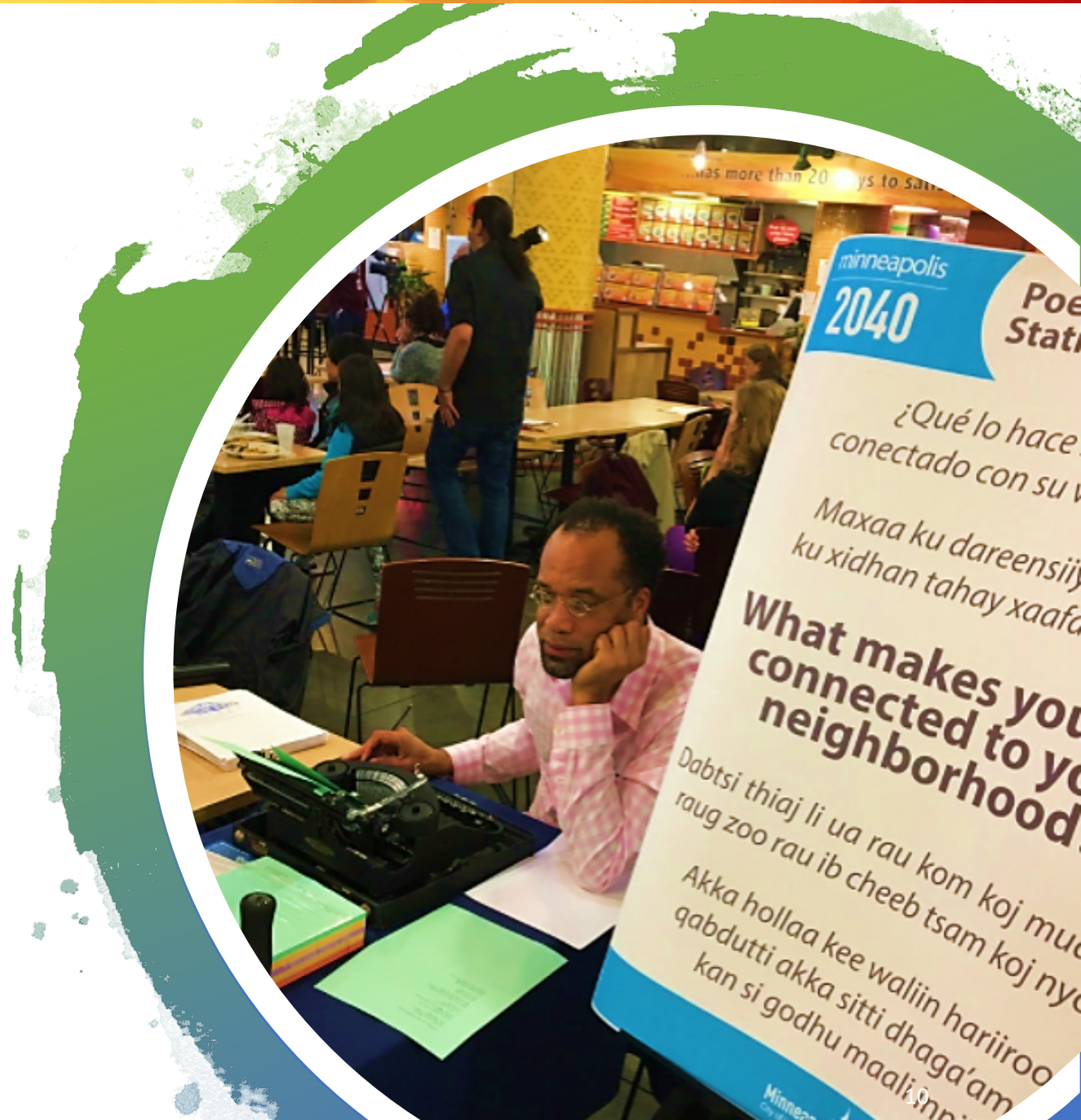
Photo Source: M-NCPPC. Department of Parks and Recreation. Largo Town Center Park. Photographed: 2019 By: Cassi Hayden

| | |
|-----------------|---|
| Explore | Explore how the arts, culture, and entertainment can play a role in shaping the lives of Prince George's County residents and their communities |
| Identify | Identify needed policy changes to ensure the cultural arts are included across all sectors |
| Ensure | Ensure that arts and culture are included throughout the County's infrastructure to advance cultural goals and creative placemaking |
| Increase | Increase opportunities for public art, community art projects, and infrastructure support for artists |
| Leverage | Leverage arts and culture as a game-changing urban revitalization strategy that will assist in improving the quality of life in our communities across the County |

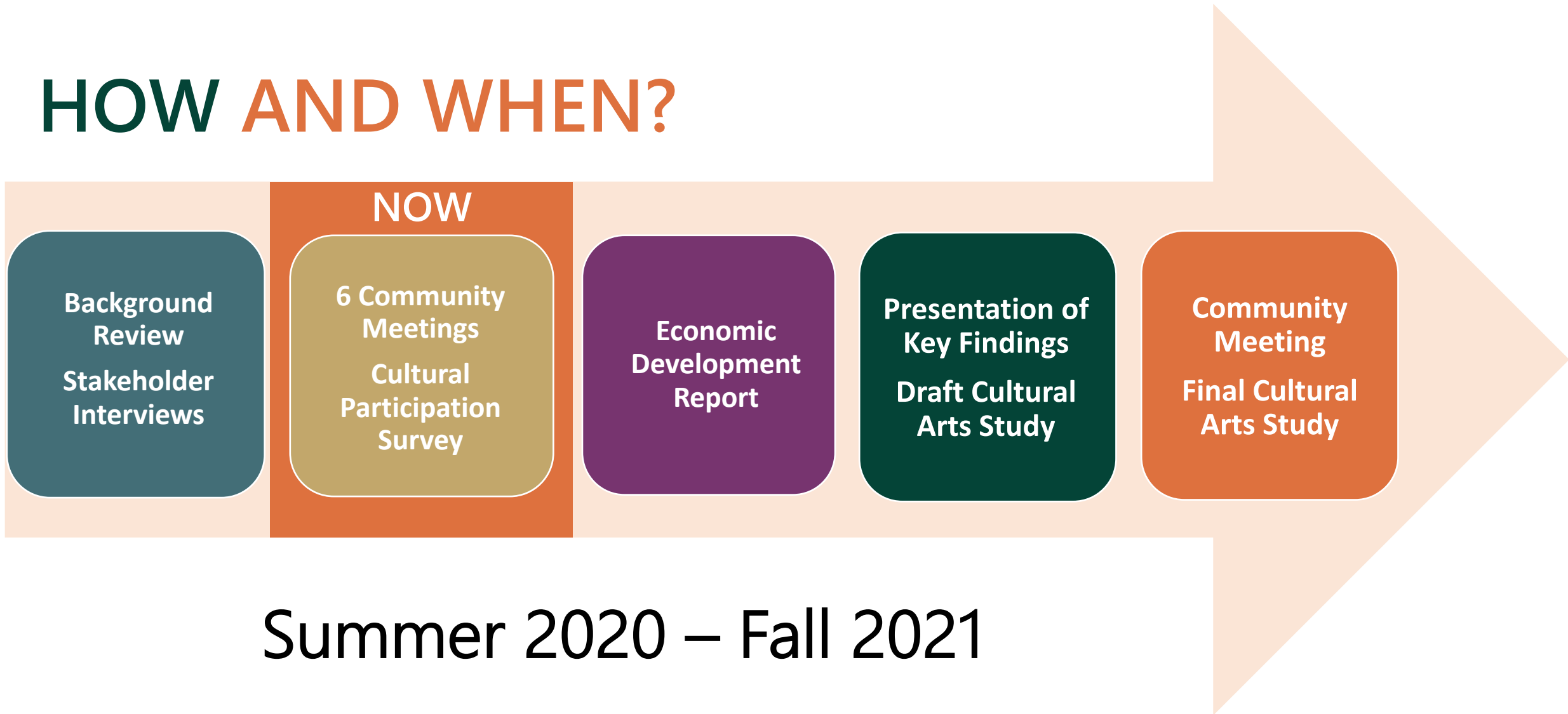
BUILDING WITH CULTURE

Arts & Culture can address many community needs including:

- Housing & Neighborhood Development
- Education
- Quality of Life
- Talent Development/Retention
- Economic Vitality
- Tourism & Live/Work



HOW AND WHEN?



ARTS AND CONNECTIVITY

- Challenge: Ensuring that neighborhoods **connect** to each other, and that residents and visitors **experience ease of mobility**.
- Arts and culture have an important role to play in aiding with connectivity.
- Transportation networks are ideal sites for creative projects, from art in subway stations, to artistically designed crosswalks and manhole covers, to bus shelter designs.
- Pedestrian and cycling trails offer additional opportunities for creativity, including public art, landscape design, and wayfinding.



Photo Source: Hyattsville Community Development Corporation. Hyattsville Annual Arts District.



FOCUS ON **PRINCE GEORGE'S** **COUNTY**

GATEWAY ARTS DISTRICT

- The desire to merge four communities as one Mount Rainier, Brentwood, North Brentwood, and Hyattsville has brought together what's officially known as the Art District.
- Through the Gateway Art District the community has been revitalized and redesigned as an artist's dream space to support living and working.
- The district is laid out in a two-mile corridor filled with galleries, coffee shops, and creative retail.



Image Source: Tanglewood Arts

GATEWAY ARTS DISTRICT

There's a great variety of attractions in the Gateway Art District.

- Pyramid Atlantic Art Center
- Vanadu Art House
- Busboys and Poets
- Artist & Craftsman Supply
- Frame Savvy
- Tanglewood Works



GATEWAY ARTS DISTRICT

- This is an area where four communities in Prince George's County coming together as one, leveraged an existing arts and culture presence to unite and define the Route 1 corridor and spark revitalization and new investment.
- Further potential to build upon this node by connecting to the arts and culture community at Mt. Rainier to the south and leverage arts and cultural assets at the University of Maryland to the north.



Image Source: Pyramid Atlantic Art Center

CASE STUDIES: Arts and Connectivity

Capital Hub Project: *Providence, RI*

The iQuilt Partnership: *Hartford, CT*

Atlanta Beltline: *Atlanta, GA*

The Underline: *Miami, FL*

Capital Hub Project : *Providence, RI*

- The Greater Kennedy Plaza (GKP) bus station serves as an important transportation hub.
- Despite its central location with a park on one side and the financial district on the other, the space was perceived as an uninviting place.
- The City of Providence created a new design concept and a series of city-funded arts programming events to introduce new vibrancy and character into this unappreciated urban space.



Image Source: City of Providence Department of Art, Culture, and Tourism

The iQuilt Partnership: *Hartford, CT*

- Hartford, Connecticut, has a rich variety of arts and cultural organizations. In its downtown area alone, there are **45 venues**, each with its own focus and audience.
- Over the years, changes to the downtown landscape have discouraged pedestrian activity, isolating the organizations from one another.
- Starting in 2007 with the iQuilt Plan, the iQuilt Partnership aimed to address these issues by **providing a network of pedestrian- friendly public spaces** with enhanced wayfinding that could link these groups into a shared, vibrant, and navigable landscape.
- The iQuilt Partnership is a 501(c)(3) non-profit that operates through public donations.



Image Source: iQuilt Partnership

Atlanta Beltline: *Atlanta, GA*

- The Atlanta BeltLine is one of the largest, most wide-ranging urban redevelopment programs in the United States.
- Understanding that both local and federal funding sources alone cannot complete the vast network of parks, trails and transit of the Atlanta BeltLine, the Atlanta BeltLine Partnership helps to fill this funding gap by developing relationships and soliciting investment from the private sector and the philanthropic community.
- To date, the organization has raised over \$60 million from these sources to support the Atlanta BeltLine Vision



Image Source: Atlanta BeltLine

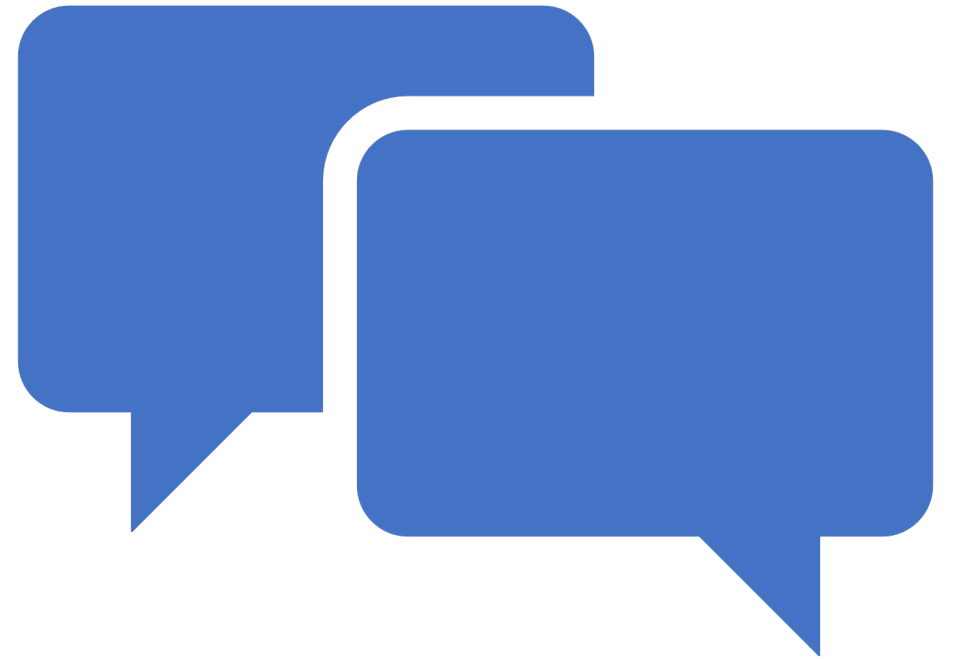
The Underline: *Miami, FL*

- The Underline is in its first phase of activating a 120-acre, linear park spanning 10-miles below Miami's Metrorail that will transform regional mobility and celebrate arts and culture.
- The Friends of the Underline is an 501(c)(3) non-profit committed to transforming the underutilized land below Miami's Metrorail into a public park, urban trail and public art destination.
- Through a partnership with Miami-Dade County, the Friends of the Underline has secured public and private donors and hundreds of volunteers to help realize this vision.



Image Source: The Underline

BREAKOUT ROOMS





DISCUSSION


**What public
transportation areas
are in greatest need
of support from arts
and cultural
projects?**





DISCUSSION


What are current barriers and challenges to connectivity in Prince George's County that can be addressed by arts and culture?





DISCUSSION

**What are the
opportunities for arts
and culture to
improve connectivity
in the County?**





Q&A

Please take yourself off
mute or enter
your questions in the
chat box now.

WHAT'S NEXT?

- Spanish Language Meeting
- Take and promote the cultural participation survey:
<https://www.surveymonkey.com/r/PGCCASurvey>
 - Survey will close June 25, 2021
- Go to <http://www.mncppc.org/4860/Cultural-Arts-Study> to follow the process
- **Volunteer** to host **Community Culture Circles** conversations with friends and family about the ways they are, and would like to, experience arts and culture in Prince George's County
- Spread the word to **everyone** in **YOUR** community!

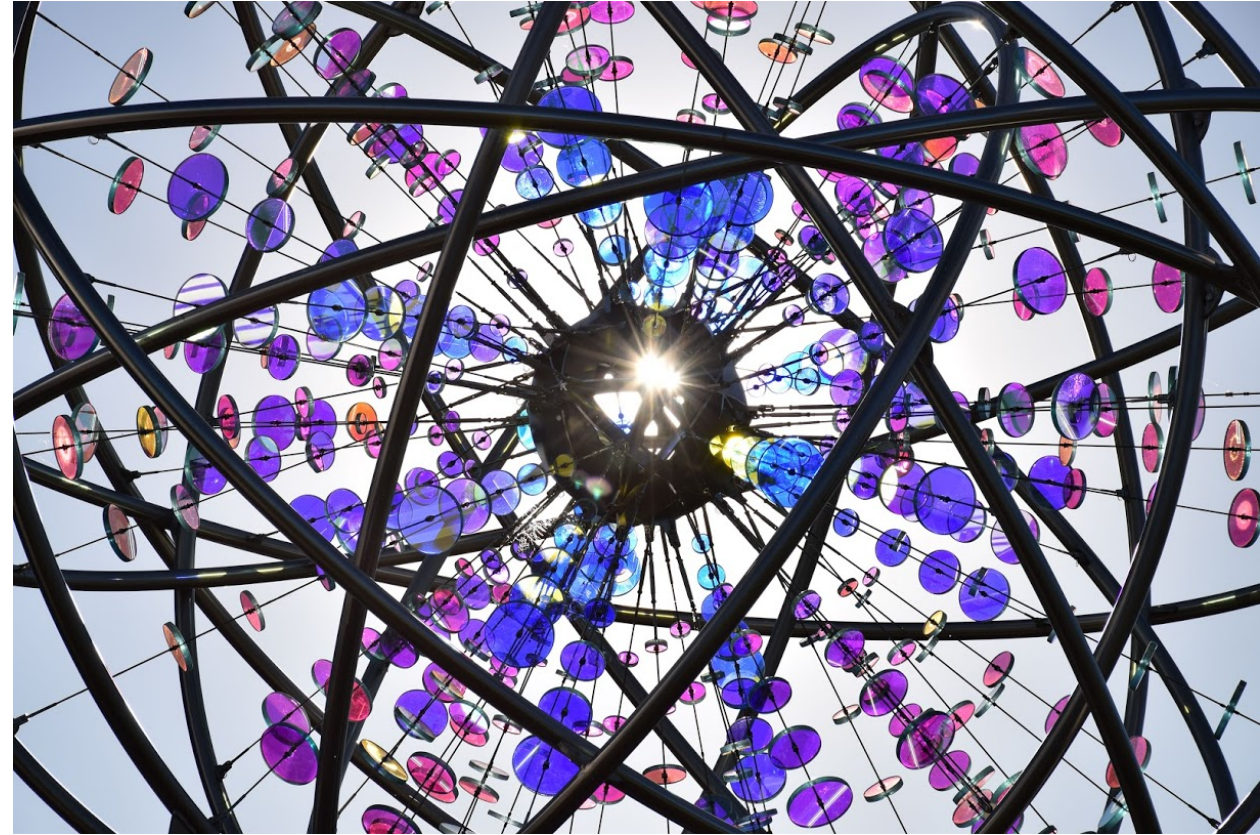


Image Source: MNCPPC. Planning Department. 2016



CONTACT US

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Prince George's County

CULTURAL ARTS STUDY

Art is what you make it...

THANK YOU FOR YOUR PARTICIPATION!

STAY INVOLVED!

<http://www.mncppc.org/4860/Cultural-Arts-Study>