Creative placemaking engages arts and culture to help shape the character and vitality of neighborhoods, cities, towns, and regions. Done well, it can enhance community identity, improve social and cultural cohesion, and address challenging community issues.

In 2018, the Metropolitan Area Planning Council (MAPC)'s Arts & Culture Division provided technical assistance to the town of Natick, Massachusetts, to help with the development of a Natick Center Creative Placemaking Strategy. The partnership produced a demonstration project as well as recommendations for new processes and strategies that Natick and Natick Center Associates can use to facilitate continued creative placemaking in Town Center.

**Funding**
The Natick Center Creative Placemaking project is funded by a grant from the MAPC Technical Assistance Program that was made possible with funding provided by the Barr Foundation. This project received additional funding from a Creative Placemaking Knowledge-Building grant award by the National Endowment for the Arts to the American Planning Association (APA). APA, MAPC, and Americans for the Arts (AFTA) were partners on this grant. Additional in-kind support was provided by the town of Natick and Natick Center Associates (NCA).

**Context**
Natick is about 17 miles west of Boston. Natick Center is the heart of the town, positioned near the Massachusetts Bay Transportation Authority commuter rail line. Natick Center has an active downtown core offering a mixture of retail, commercial, residential, cultural, and civic uses. The popular Morse Library, many independent stores, food venues, arts and cultural spaces, the spacious town common, and yearly active programming draw residents and visitors to the area. Natick Center was also recently designated a Cultural District through the Massachusetts Cultural Council, highlighting the town’s commitment to the strength and diversity of Natick Center.

MAPC’s Natick creative placemaking work builds on recently completed and ongoing planning projects, including the Natick Cultural Asset Catalog Project (2015) and the Natick Center Transit-Oriented Development (TOD) Plan (2016). The final Creative Placemaking strategy will include information about Natick Center’s arts and cultural assets and policy and programmatic
Case Study: Natick Center Creative Placemaking Project

recommendations to achieve the creative placemaking vision. The process has engaged Natick residents, business owners, and town staff to develop a values-driven strategy to promote cultural inclusion and accessibility and activate public spaces in Natick Center through arts, culture, and design.

Primary Partners
The Natick Center Creative Placemaking project is a collaboration between MAPC; the Natick Department of Planning and Community Development; NCA, which staffs the Natick Center Cultural District; NCA’s Public Art Committee; the Natick Center Creative Placemaking Advisory Group; and the Common Street Spiritual Center.

Goals and Anticipated Outcomes
Between 2019 and 2023, the goal of the Natick Center Creative Placemaking Project is to engage Natick residents, business owners, town staff, and the broader MetroWest community in a public process to explore and demonstrate how Natick Center’s public places and spaces can be activated through arts, culture, and design in ways that promote cultural inclusion, accessibility, and other civic priorities. Anticipated outcomes include:

- Enhanced community identity and social and cultural cohesion
- Changes in regulatory mechanisms and procedures that improve opportunities for arts and cultural experiences in Natick Center public places and spaces
- New resources that the town, NCA, and Advisory Group can use to continue to strengthen cultural vitality in Natick Center (more place-focused arts and cultural programming)

Creative Placemaking Values for Natick Center (Source: MAPC)

Process
This highly collaborative process began with a deep dive to understand the existing conditions of Natick Center, followed by a robust community engagement process and a creative placemaking demonstration. Early on, MAPC worked with the primary partners to create a Creative Placemaking Advisory group comprised of community members, town leaders, artists, business owners, and other local stakeholders. This group helped guide the project, gave input, and enabled greater community participation.

Through a set of creative placemaking workshops facilitated by MAPC, the advisory committee gained new skills and knowledge about the practice of creative placemaking, established the overall project values, determined locations for the demonstration projects within the town center, and identified priority issues to be addressed through the creative placemaking strategy. See Appendix A for more information on workshop materials.

In the next phase of the project, the primary partners focused on the execution of a creative placemaking demonstration. The goal of the demonstration was to test how the placement of art installations in three public locations prioritized for activation could advance the creative placemaking values for Natick Center. See Appendix B for a questionnaire used to evaluate sites for public art installations.

With guidance from project partners, the town of Natick released a Call for Creatives to invite artists to participate in the demonstration project. Artists responded to the Call for Creatives and were asked to draft a proposal in response to the values, issues, and sites identified in Natick Center. The Call included information on the stipend for selected artists as well as other project details such as the installation schedule and selection process. See Appendix C for more information about the Call. To promote the Call, MAPC deployed a “cozy living room” tent pop-up engagement strategy, appearing at five cultural events in Natick throughout the summer to engage people in a conversation about the town’s development of a creative placemaking strategy for Natick Center and the invitation to execute creative interventions during a fall demonstration project. After receiving
Case Study: Natick Center Creative Placemaking Project

submissions from more than a dozen artists, a selection committee, composed of town staff and representatives from the local business and arts and cultural community, narrowed the pool for the Public Art Committee to select six artists to create artworks for Natick Center.

The six artists were given a $2,000 stipend to develop and install their projects. Additionally, MAPC entered into a partnership contract with the Common Street Spiritual Center, a local community center adjacent located in Natick Center, which identified and commissioned five artists of color to produce mural panels that were added to a gazebo located in Natick Center. The artists for this project were Rohma Shirwani, Sepideh Golestani, Sofy Brinister, Fotios Mpouris, and Lewis Randa.

The six artists selected for the Natick Center Creative Placemaking Demonstration and their projects were:

- **Let’s Root for Each Other** by Beth Fagan, a series of aerial banners draped across Adams Street with images influenced by Tibetan flags.
- **Musical Bridge** by Sasha Kutnetsova, a two-part project including a series of light-based works hanging in Moran Park and artist-designed musical instruments placed along the Walnut Street pedestrian bridge. Made of recycled materials, the musical instruments included variety of drums, maracas, wind chimes, and rain sticks.
- **Wayfinding Floor Decal Stickers** by Shahreen Quazi, featuring a series of gothic quatrefoil painted tile sticker decals that were digitally printed and installed on the sidewalks in various locations around Natick Center to raise awareness of shops, restaurants, and attractions in the area.
- **Jump Natick!** by Eddie Bruckner, a digitally printed image of a painted hopscotch court designed to be used by the public that includes a social media presence with #JumpNatick! The project was installed on a pathway in Natick Common leading to the gazebo.
- **Creature Comfort** by Mark Favermann, a series of benches designed to look like silhouettes of different animals, including a hippopotamus and an aardvark, installed on a corner of Natick Common.
- **The Wishing Tree** by Rebecca Tuck, a six-foot metal tree installed on the opposite corner of Natick Common, that served as scaffolding for the public to fasten fabric ribbons with handwritten personal messages. Fabric ribbons, pens, and instructions were place in different areas around Natick Center, including the library and local galleries, to encourage public participation.

Jump Natick! and Wayfinding Floor Decal Stickers were installed as part of the Natick Center Creative Placemaking Demonstration (Source: MAPC)

The creative placemaking demonstration projects were installed the week of October 29, 2018, culminating in a weekend celebration on November 3 and 4 called “For the Love of Natick.” Throughout the weekend, Natick residents and visitors experienced a wide array of artworks throughout the town center. Artists engaged with many passers-by about their work. Dancers led a day-long celebration of dance in the Common Street Spiritual Center. On Sunday, there was a well-attended capstone event that included presentations from the artists and the primary partners.

The projects were well received by Natick residents, business owners, commuters, and others. The installations remained in Natick Center for two weeks following the event.
Throughout the process and the installation of the artworks, AFTA conducted an evaluation of the demonstration projects. Evaluations strategies included one-on-one conversations with artists and the primary partners and surveys targeted toward weekend attendees and the public.

MAPC will distill the experience of this unique creative placemaking process to craft a creative placemaking strategy for Natick scheduled to be released in 2019.

**Successes**

This project served as a prototype to establish a creative placemaking process. Some of the successes include:

- **Building town relationships and practicing new processes.** Partners obtained approvals from many different Natick agencies (i.e., Department of Public Works, Parks and Recreation, Board of Selectmen), and in the process learned the possibilities of activating various sites. Partners were also able to build new relationships or strengthen previous relationships with people in these departments.

- **Activating underused sites in the town center for new uses.** Through these collaborations, partner organizations in Natick were able to explore citizen perspectives on underused sites in the town center, as well as test out creative interventions to activate these spaces in new ways.

- **Cultivating a pool of local artists skilled in creative placemaking.** Participating artists were given an opportunity to create a work in the public realm and they responded to the key creative placemaking needs of the community. A couple of these works have since inspired other local venues to commission new iterations of their pieces, expanding public art sites and opportunities for local artists.

- **Expanding notions of creative placemaking.** Both visual and performing artists were invited to participate in the demonstration, which revealed the complementary role that permanent and ephemeral works can play in placemaking.


**About MAPC**

The Metropolitan Area Planning Council is the regional planning agency serving the people who live and work in the 101 cities and towns of Metropolitan Boston. Our mission is to promote smart growth and regional collaboration. Our regional plan, MetroFuture, guides our work as we engage the public in responsible stewardship of our region’s future. MAPC’s Arts and Culture Division delivers technical assistance in emerging practice areas including cultural planning, creative placemaking, creative community development, arts and cultural data collection and analysis, and cultural policy. We help cities and towns with policies, programs, and staffing that help arts and cultural assets grow and thrive by providing technical assistance with the full range of arts and culture planning issues—community development, economic development, public health, and the built and natural environment. The division’s services include municipal and regional planning work, research projects, and the delivery of trainings that build planner expertise in arts, culture, and creativity.

**About APA**

The American Planning Association provides leadership in the development of vital communities for all by advocating excellent in planning, promoting education and resident empowerment, and providing our members with the tools and support necessary to ethically meet the challenges of growth and change.

**About AFTA**

Americans for the Arts’ mission is to build recognition and support for the extraordinary and dynamic value of the arts and to lead, serve, and advance the diverse networks of organizations and individuals who cultivate the arts in America.

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This case study was written by Mallory Nezam, Daniel Koff, and Jennifer Erickson at the Metropolitan Area Planning Council.

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### Natick Creative Placemaking Workshop
Friday, April 6, 9 a.m.–12:15 p.m.

#### Agenda

**Goals:**
- Deepen participants' knowledge about creative placemaking.
- Develop a clearer understanding of the values and civic issues our project strives to advance.
- Engage participants in a conversation about visions of success for our project.
- Collect participants' creative ideas for the demonstration project, stimulating ideas through a site walk.

**MAPC Staff:** Jenn Erickson, Annis Sengupta, Mallory Nezam
**Natick Staff:** Ted Fields, Athena Pandolf

<table>
<thead>
<tr>
<th>Time</th>
<th>Item</th>
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<tbody>
<tr>
<td>8:45–9 a.m.</td>
<td>BREAKFAST &amp; NETWORKING</td>
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<tr>
<td>9–9:40 a.m.</td>
<td>INTRODUCTIONS &amp; OVERVIEW</td>
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<td>- Activity</td>
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<td>- Project Goals, Values, Outcomes, Deliverables</td>
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<td>9:40–10:10 a.m.</td>
<td>CREATIVE PLACEMAKING 101</td>
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<td>- Creative Placemaking 101</td>
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<td>- Inspiration &amp; Case Examples</td>
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<td>- Q&amp;A</td>
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<td>10:10–10:45 a.m.</td>
<td>CIVIC CHALLENGES &amp; OPPORTUNITIES IN NATICK CENTER</td>
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<td>- Discussion by Topic</td>
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<td>10:45–10:55 a.m.</td>
<td>ACTIVATING PUBLIC PLACES &amp; SPACES IN NATICK CENTER</td>
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<td>- Site Observation Survey &amp; Questions</td>
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<td>10:55–11 a.m.</td>
<td>BREAK</td>
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<td>- Meet at back entrance of Mutual One Bank to depart for site walk</td>
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<td>11–11:40 a.m.</td>
<td>NATICK CENTER SITE WALK &amp; ACTIVITY</td>
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<td>11:40 a.m.–12:10 p.m.</td>
<td>DEBRIEF OBSERVATIONS &amp; DISCUSS IDEAS</td>
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<tr>
<td>12:10–12:15 p.m.</td>
<td>NEXT STEPS &amp; WORKSHOP EVALUATION</td>
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Natick Center Creative Placemaking Values - DRAFT

This list of values was drafted with input from the Natick Center Creative Placemaking Advisory Group. The project team strives to honor these values at each step of the project, to integrate them into the design and implementation of the demonstration project, and to use them as guides in the preparation of the final action plan.

Inclusive: Engaging to an intergenerational, culturally diverse audience of all income levels, fostering connections in Natick Center’s public spaces and places between people who live and don’t live in Natick.
  - Relevant Values: Inclusive (6), Intergenerational (8), Economically Inclusive (3), Culturally Diverse (2), Relevant (connects with people who live and don’t live here) (6)

Engaging: Participatory and hands-on, engaging viewers as participants, and providing varied opportunities to engage a variety of senses in Natick Center’s public places and spaces (e.g., sight, hearing, taste, smell, and touch). Providing an interactive experience for the public to learn something new.
  - Relevant Values: Interactive (6), Participatory (3), Educational (3)

Bold: Demonstrative of an expansive definition of art and culture and transformative in its impact.
  - Relevant Values: Expansive definition of art and culture (3), Boldness (5)

Respectful: The human and physical environment in Natick Center are regarded with care: sustainable materials and processes are used, it is safe to interact with the project, and the artistic process and messages conveyed are expressive of and responsive to different viewpoints.
  - Relevant Values: Safe (3), Sustainable (6), Respectful (4)

Relevant: Mindful of the physical and human history and character of Natick Center’s past, present, and future. Grounded in and honoring of diverse histories but also forward-thinking and not constrained by adherence to unspoken rules or mainstream aesthetic norms.
  - Relevant Values: Not constrained (4), Grounded in history (4), Forward thinking (4), Honors the character of place (2)
CREATIVE PLACEMAKING ABRIDGED GLOSSARY OF TERMS
Adapted from Massachusetts Cultural Council’s Cultural Districts Glossary and National Endowment for the Arts (borrowed terms noted with *)

*Adaptive Reuse: A use for a structure or landscape other than its originally intended use, normally entailing some modification of the structure or landscape. Related terms: redevelopment

*Art: “An act of creative expression done within the confines of a set of known or emerging practices and precedence that is intended to communicate richly to others” (NEA). Art is the expression or application of human creative skill and imagination, which may come in various ephemeral and permanent forms and as a tangible product and/or process including the visual arts, music, dance, literature, design, theater, musical theater, opera, folk and traditional arts, and media arts including animation and digital art. The “arts” refers to subjects of study primarily concerned with the processes and products of human creativity and social life (adapted from the Oxford English Dictionary and the NEA).

Arts Entrepreneurship: Artists and cultural producers developing revenue streams and businesses through showcasing, marketing, and selling their art or creative services. Related terms: creative economy, creative industries, creative enterprises.

Art-washing: The use of art and the presence of artists and creative workers to add value to commercial development and make redevelopment more palatable to residents. (Source: CityLab, http://www.citylab.com/housing/2014/06/the-pernicious-realities-of-artwashing/373289)

Beautification: Efforts made to improve the appearance of the built environment through policy, grant programs (e.g., storefront improvement programs), design, infrastructure upgrades (e.g., sidewalk improvements, street tree planting), public art, etc. Related terms: revitalization, tactical urbanism, art-washing.

*Community Development Corporation (CDC): A geographically based nonprofit organization that provides services and programming to benefit, empower, and promote its community.

Community Engagement: The process of using multiple strategies to provide opportunities for all to be informed and to participate in public decision making. Related terms: Inform, Engage, Empower.

*Creative Economy: The sector that produces and distributes cultural goods, services, and intellectual property. Related terms: arts entrepreneurship, creative industries, cultural enterprise.

*Creative Placemaking: Activity in which “partners from public, private, nonprofit, and community sectors strategically shape the physical and social character of a neighborhood, town, city, or region around arts and cultural activities.” (NEA) The following terms used in the context of Creative Placemaking refer to strategies that seek to build up the foundations that already exist in community:
  • Placekeeping: honoring the arts and culture that is already going on. Lifting it up through strategic programming.
  • Placeholding: Holding space in an inclusive way, for people to engage in arts and culture activities that equitably engage and benefit all stakeholders.

*Cultural Resource: An aspect of a cultural system that is valued by or significantly representative of a culture or that contains significant information about a culture. A cultural resource may be a tangible entity or a cultural practice. Related terms: cultural asset, cultural facility, cultural organization, heritage, historic property, national historic landmark, public art, ephemera programming.

Culture: The customs, arts, social institutions, and other manifestations of human intellectual achievements of a particular nation, people, or other social group. Culture can also refer to attitudes, behaviors, and norms characteristic of a place as influences by the people who, live, work, play, and pass through a place. (Adapted from the Oxford English Dictionary)

Displacement: A change in neighborhood demographics in which long-time residents are compelled to leave due to rising housing costs (e.g., prices, rents, and property taxes) and a decline in availability of affordable goods and services due to redevelopment and/or an influx of new residents with advantages that may include age, income, education, or access to family resources. This is often an unintended consequence of Creative Placemaking. The possibility of displacement should be an integral part of planning for community engagement, implementation, and oversight.
*Ephemera Programming:* Events, marketplaces, celebrations, etc. that exist for a short period of time, from a few hours to a few days.

**Gentrification:** Refers to a particular type of neighborhood change defined by an increase in housing costs and an influx of new, higher-income residents; often coincides with lower-income residents moving out of a neighborhood due to rising housing costs. This is often an unintended consequence of Creative Placemaking. The possibility of gentrification should be an integral part of planning for community engagement, implementation, and oversight.

**Heritage:** A legacy, inheritance, tradition, or birthright passed on from previous generations. In legal terms, it denotes property—especially land—that devolves by right of inheritance. (Merriam-Webster and Dictionary.com)

*Historic Preservation:* The practice of safeguarding significant old buildings and neighborhoods from destruction or encroaching contemporary development in order to preserve community identity, stability, and orientation. Related terms: historic district, historic property, national heritage areas, national historic landmark, National Register of Historic Places, National Trust for Historic Preservation.

*Main Street® Program:* A preservation-based economic development movement led by the National Main Street Center that enables communities to revitalize downtown and neighborhood business districts by leveraging local assets.

**Permitting and Licensing:** Legal processes used to ensure that business and resident activities adhere to requirements determined at the local or state level. Examples: liquor licenses, parking permits, event permits, business permits, etc.

**Pop-Up:** A temporary artistic endeavor developed to enliven a space and generate interest in an area.

*Public Art:* Works of art in any media that have been planned and executed with the specific intention of being sited or staged in the physical public domain, usually outside and accessible to all. Types of public art include:

- **Site specific:** works of art or projects that take into account, interface with, or are otherwise informed by the surrounding environment. This includes the physical limitations of a site, weather conditions, history, audience demographics and usage, lighting and many other aspects. (https://forecastpublicart.org/toolkit/glossary3.html)

- **Site responsive:** works of art or projects that engage directly with the surrounding environment. The relationship between artistic expression and place evolves over time with regards to factors including social climate, cultural context, natural elements, time of day, season, and surrounding activities.

- **Place-based:** art that is designed for a specific context, generally responding to physical place.

**Public Safety:** In Massachusetts, the Executive Office of Public Safety encompasses a broad range of concerns related to protecting residents from harms related to crime; emergency medical response, public health, and medical services; building and infrastructure conditions; commercial activities and business practices; telecommunications; terrorism and threats to national security; and natural disasters.

**Revitalization:** Efforts to transform urban areas to reverse deterioration of the physical environment and increase access to services and amenities such as reliable transit, usable open space, and high-quality food, education, and employment.

*Social Capital:* The resources created by human interaction and connection, including trust, mutual understanding, and shared values.

**Social Practice Art:** An art medium that focuses on social engagement, inviting collaboration with individuals, communities, and institutions in the creation of participatory art.

**Tactical Urbanism:** The approach of implementing short-term, low-cost, and scalable demonstration projects that test alternatives to infrastructure, design, and uses in the public realm. Related terms: beautification, pop-up, urbanism.

**Zoning:** Zoning bylaws establish rules for built form (including height, massing, lot coverage, and density) and uses allowed on public and private properties, usually grouped into geographic districts; the procedures and criteria for granting exceptions (variances) or special permits (conditional allowances) and are used by municipalities and counties to encourage or restrict development in accordance with master planning goals, to preserve certain qualities of neighborhoods, or to protect existing residents or businesses from unwanted activities or development.
Appendix B

Natick Center Creative Placemaking—Site Walk Observation Questions

Group #: 

Site: 

☐ What do you see, smell, and hear in this space? 

☐ What do you notice about what is here? 

☐ Where is there art? Do you need to search for it or is it the first thing you notice? 

☐ What might you imagine in these spaces that would make it more enjoyable to spend time here? 

☐ What might you imagine in these spaces that would make it more enjoyable to pass through here?
Case Study: Natick Center Creative Placemaking Project

Appendix C

Natick Center Creative Placemaking Strategy

2018 Call for Creatives: Pitch Concepts to Transform Public Spaces in Natick Center

OVERVIEW
The Natick Center Cultural District, the Town of Natick, and MAPC are excited to announce a Call for Creatives to propose public works of art, design and cultural expression in Natick Center.

All works produced for the demonstration are considered to be temporary works. The long-term installation of projects beyond the demonstration period will be determined by the Town of Natick.

SITES
Creatives may propose to locate their projects in any one of the following three sites:

1. Moran Park and footbridge over railroad
2. Adams Street Alley
3. Town Common and intersection of Routes 135 and 27

GRANTS
The maximum possible support for selected proposals is $1,500.

Creatives will also have access to mentorship from experienced practitioners and fabricators who may provide guidance on design, construction, and installation of projects.

WHO CAN APPLY
The call is open to any creative resident of Massachusetts. Applicants of all ages, backgrounds, and level of experience are encouraged to apply.

Individuals, organizations, and teams are welcome. Respondents with similar or complimentary ideas may be introduced to each other during the selection process as collaboration and community participation are encouraged.

WHEN TO APPLY
The deadline to apply is September 5th, 2018 at noon. Finalists will be selected by mid-September.

TIMELINE
Applications will be evaluated during a two-step juried process involving members of Natick Center Associates’ Public Art Committee and members of the Natick Center Creative Placemaking Advisory Group.

Finalists must be available for a 30 minute interview in person or over the phone September 7-10. Awards will be announced during the second week of September.
Projects must be prepared to be exhibited the weekend of November 3rd and 4th, 2018.

HOW TO APPLY
Submissions will be received online at www.PublicArtist.org/call.cfm?id=1983.

If you would prefer to submit a physical copy, please deliver your materials to Athena Pandolf at Natick Center Associates, 20 Main Street, Suite 208, Natick, MA 01760.

For questions, or assistance in drafting your proposal, you may reach out to Daniel Koff at dkoff@mapc.org. Additional mentors are available if you need more assistance in drafting a proposal.

To find out more about the opportunity, connect with us at one of several Natick events where we will be popping up with information about the Call. Visit our website for the schedule of Natick summer events where you can find us: www.mapc.org/natick-creative-placemaking

REQUIRED APPLICATION ATTACHMENTS:
1. Application Form
   • Contact information (full name, email, phone number)
   • Project/Idea Title
   • Project Description (Max. 500 words)
   • Description of how it will engage the community
   • Bio (for you and/or your team)
   • Projected Budget

2. Idea Renderings/Sketches

BACKGROUND
This invitation comes out of the Natick Center Creative Placemaking Strategy & Demonstration Project that is being produced for the Town by the Metropolitan Area Planning Council (MAPC). The goal of the plan is to make Natick Center more navigable and welcoming to visitors by improving the number, breadth, and quality of arts and cultural experiences in public places within the area.

The demonstration projects that will arise from this call are just the start of this long-term initiative. Project partners will be documenting and evaluating the demonstration, and all information will inform the preparation of the Natick Creative Placemaking Strategy.

To learn more about the Natick Center Creative Placemaking Project, visit www.mapc.org/natick-creative-placemaking.

For questions and to discuss draft proposals, contact MAPC Regional Arts & Culture Planner Daniel Koff: dkoff@mapc.org

For one-on-one consultations regarding questions related to this call, contact the Placemaking Mentor, Archana Menon at archana.menon@yahoo.com.
Case Study: Natick Center Creative Placemaking Project

PROPOSAL DETAILS

LIST OF RECOMMENDATIONS AND CONSIDERATIONS

Below is a list of recommendations and considerations to help guide Creatives in the development of their proposals. This list was developed with input from the Creative Placemaking Advisory Committee and will be used by the selection committee during their review. While it is not required that projects address any or all of these recommendations, applicants are strongly encouraged to incorporate any that apply to their projects.

GENERAL RECOMMENDATIONS

- **Guide People to Find their Way.** Projects can be created to direct the viewer’s attention to notice certain aspects of Natick including directions to local landmarks, civic resources, places of interest, or more intangible features such as personal stories and historical narratives.

- **Be Accessible and Welcoming.** Natick Center attracts a culturally diverse population of people at all income levels and with different abilities. To be welcoming to all, projects should be accessible to an intergenerational audience and to people who may not necessarily live in Natick.

- **Engage the Public.** Projects that are participatory, hands-on, engage viewers as participants, and provide varied opportunities to stimulate a variety of senses in Natick Center’s public places and spaces (e.g., sight, hearing, taste, smell, and touch) are highly encouraged. Projects could provide an interactive experience for the public to learn something new.

- **Be Bold.** Projects may demonstrate an expansive definition of art and culture, taking a new twist on an old art form, or may invent new categories of experience.

- **Respect the Environment.** Projects should exemplify how the human and physical environment in Natick Center are regarded with care: sustainable materials and processes are used, it is safe to interact with the project, and the artistic process and messages conveyed are expressive of and responsive to different viewpoints.

- **Be Relevant to Local History.** Projects may be mindful of the physical and human history and character of Natick Center’s past, present, and future. They may be grounded in and honoring of diverse local, including Native histories, but also forward-thinking and not constrained by adherence to unspoken rules or mainstream aesthetic norms.

- **Address Planning Priorities.** Projects may call attention to new regulations that are being considered to ensure that new housing developments in Natick Center will include a mix of market-rate and affordable options.

SITE-SPECIFIC CONSIDERATIONS

Moran Park

- **Be Respectful to Veterans and Memorials on Site.** Moran Park and the adjacent bridge are home to many veteran memorials. Works of art should be respectful to the veterans and to the memorials themselves. i.e do not cover, block, or defame them in any way.

- **Think About How People Use the Space.** A majority of people that enter the park simply pass through on their way to the train station, so surveys have indicated that many people do not find Moran Park a comfortable place to sit and spend time. Your artwork may address these issues by either creating more space for people to pause and relax, and/or to enhance the park’s role as a gateway.
Case Study: Natick Center Creative Placemaking Project

- **Promote Improvements to Train Station.** Changes are being planned for the Commuter Rail Station to make it more accessible with the addition of an elevator which will take people from the street level to the platform. Works of art may promote these upcoming changes and help people envision the area as a new entrance to the Town.

**Adams Street Alley**

- **Capitalize on the Urban Aesthetic.** With its combination of murals and raw architectural features, this alley provides an urban oasis within Natick Center. Artwork here can enhance these qualities and provide additional opportunities for photographers who already frequent this area as a backdrop for their posts on social media.
- **Remember that this Space is a Loading Zone.** Adams Street is the back entrance to several businesses and restaurants, so projects here must maintain proper clearance for the trucks that use this space for loading and unloading.

**Town Common**

- **Think about Interaction.** Many people in community meetings wanted something to do in the Common. An artwork that is interactive may fill this gap in what the site has to offer residents. Interaction may be playful, or could engage people through their various senses.
- **Respect other Artwork.** Natick Common is already home to some public monuments, artworks, and shelters. New works of art should take these pieces into consideration and be mindful not to degrade, but to enhance the existing public amenities.
- **Make the Common more Welcoming.** People have commented on how the Common has a lack of seating, places to eat, and welcoming signage. Installations here may address these issues by making the Common more accessible and inclusive.

2018 SELECTION COMMITTEE
Natick Public Art Committee with support from the Natick Creative Placemaking Advisory Group

PROJECT PARTNERS
Town of Natick Department of Community and Economic Development (DCED)
Natick Center Associates (NCA)
Metropolitan Area Planning Council (MAPC)