

Plan NH

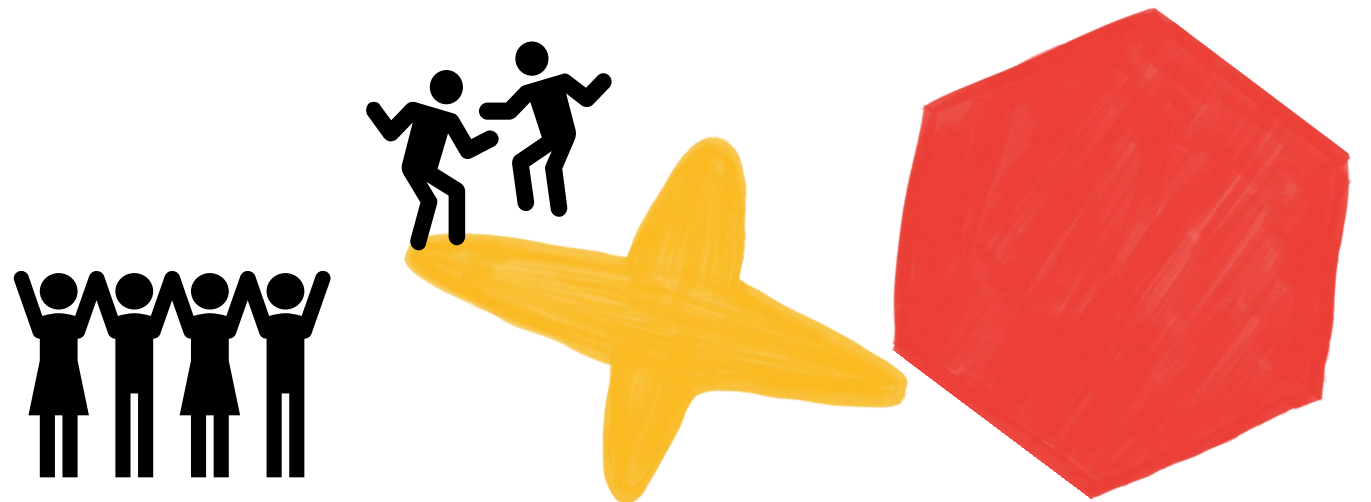
Fall Conference

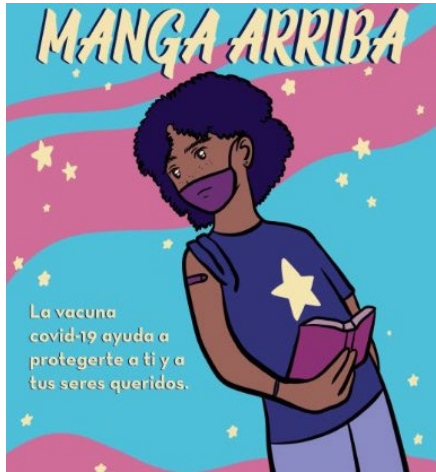
September 17, 2024

Annis Sengupta, PhD
MAPC Director of Arts & Culture

Culture Shift

Why making space for arts and culture builds healthy, prosperous places



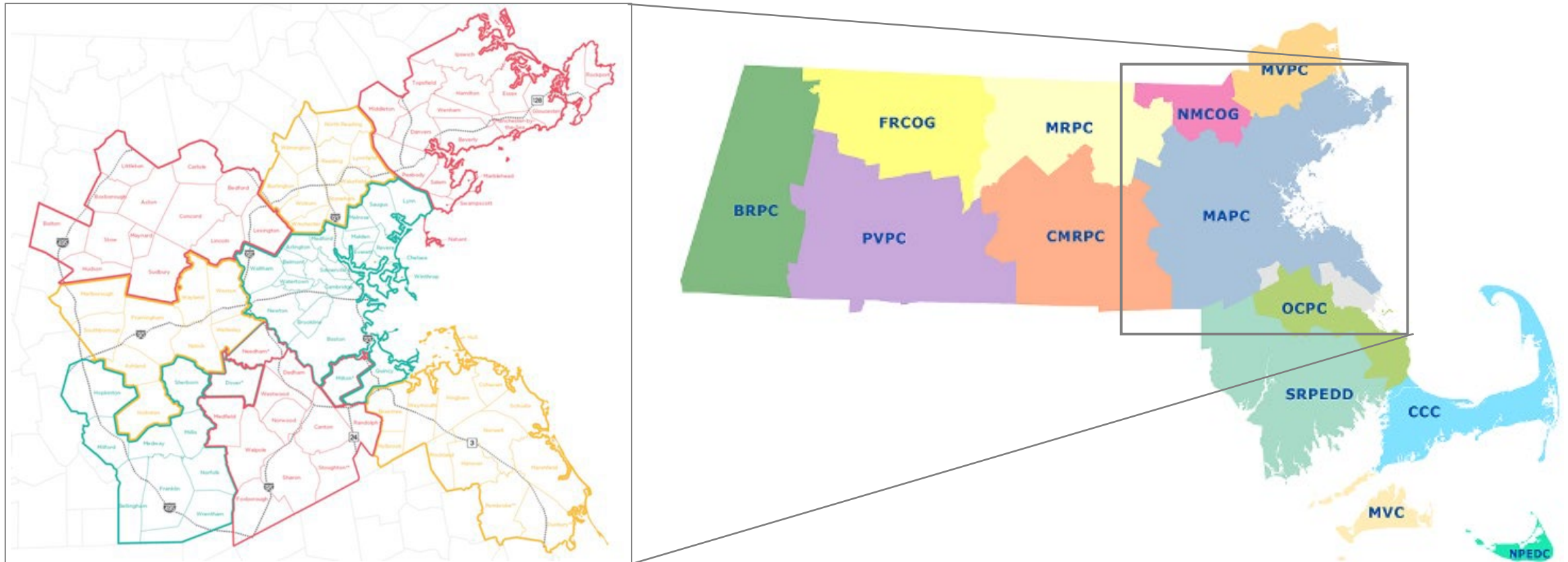


Metropolitan Area Planning Council (MAPC)

One of 13 Regional Planning Agencies in Massachusetts

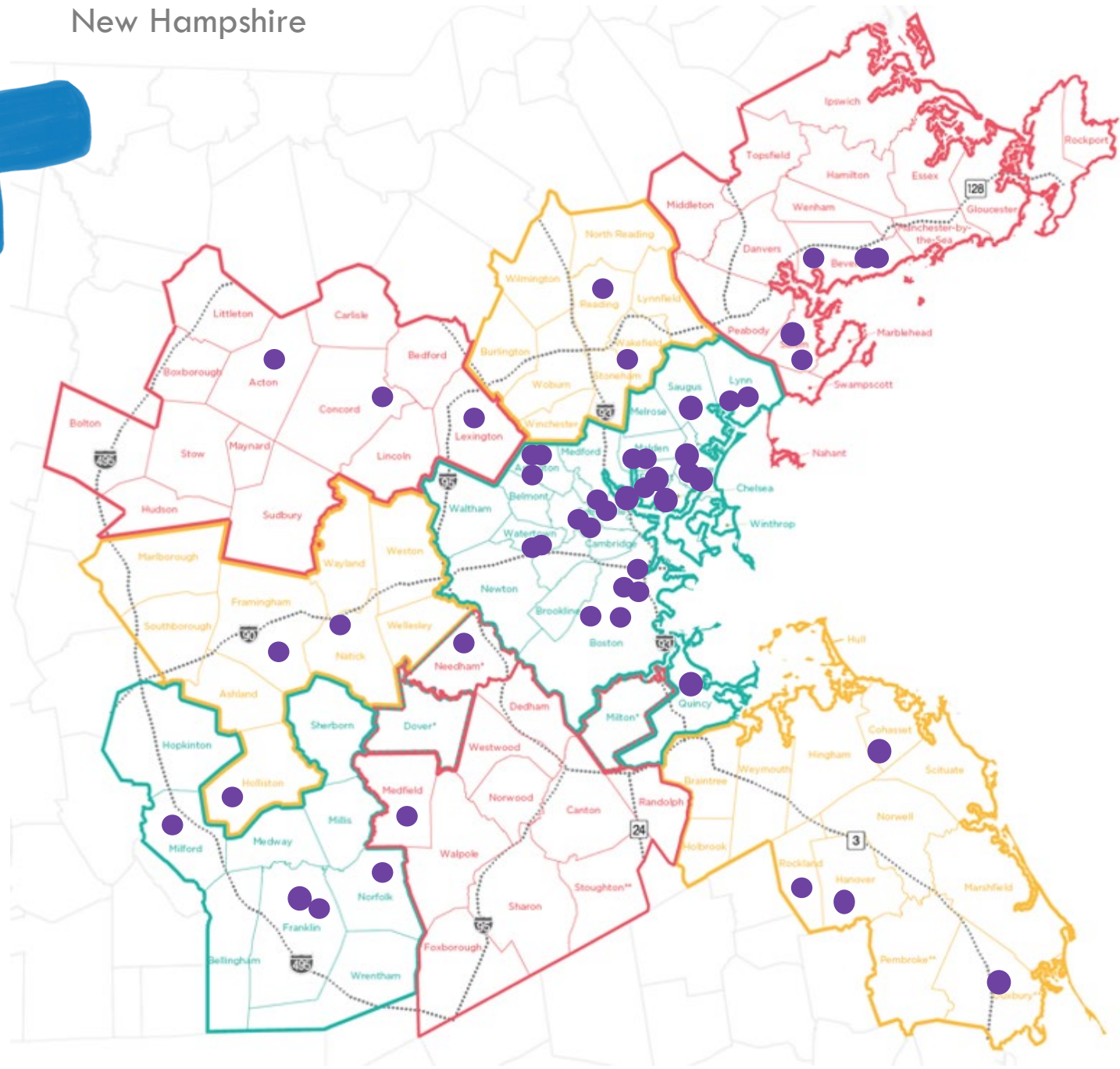
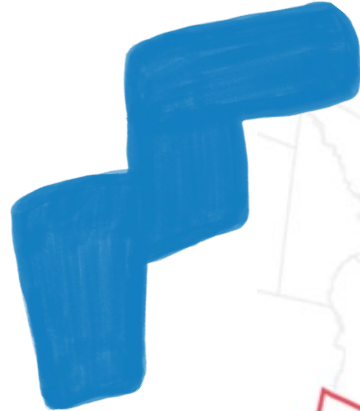
Vermont

New Hampshire





New Hampshire



WHO WE ARE

MAPC Arts and Culture Department

Launched in 2017

Work in all 8 MAPC Subregions





About me...

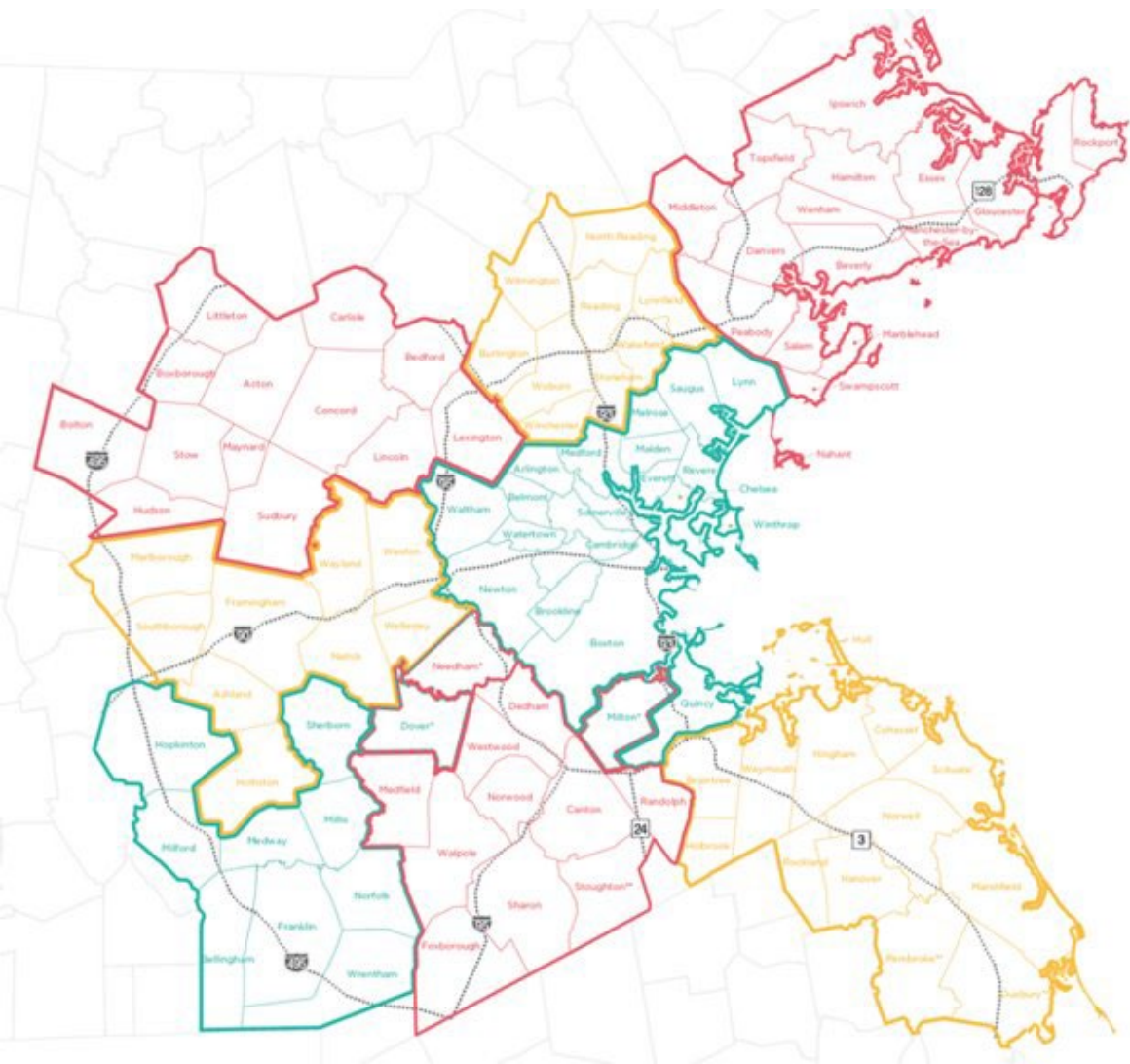


Driven by curiosity about the connections among people and places.

Trained in architecture and planning.

15+ years teaching, researching & practicing.

New Hampshire

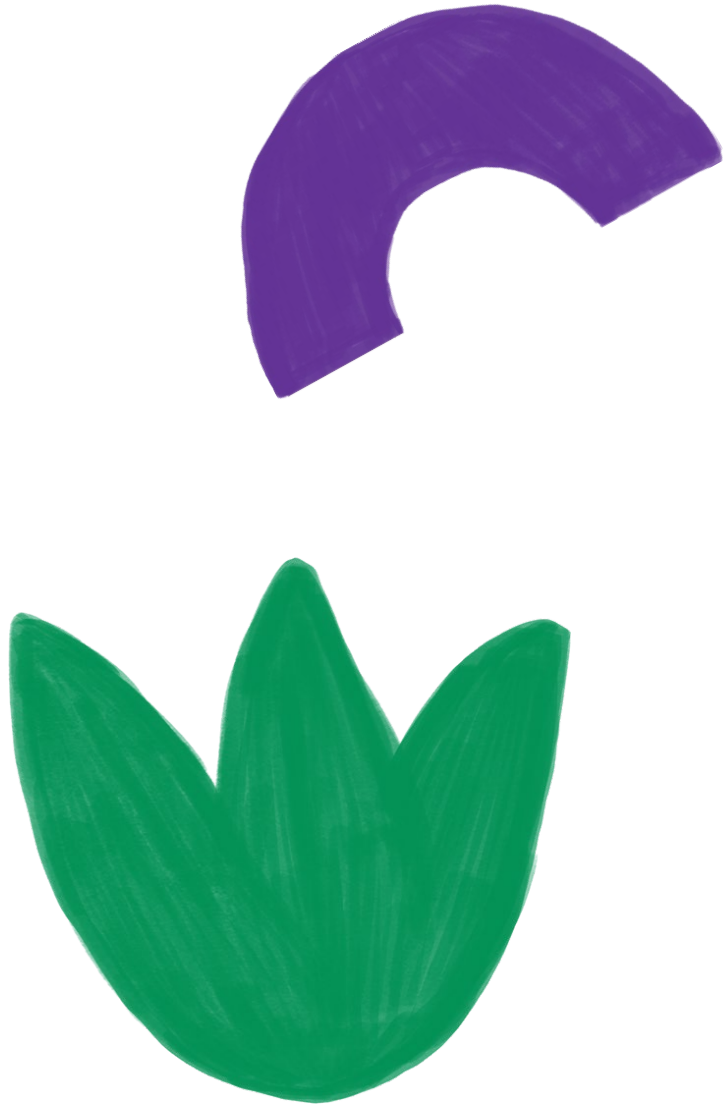


Arts & Culture in Regional Planning

Metropolitan Area Planning Council



MAPC A&C TEAM



Arts & Culture
Planning and
Policy



Annis Sengupta, PhD
Director of Arts
and Culture

History,
Heritage and
Humanities



Abbey Judd
Senior
Regional Arts
and Culture
Planner



Lindsay Randall
Senior Regional
Humanities
Specialist

Creative
Placemaking



Archana Menon
Arts and
Culture Fellow

WHAT WE DO

- Work with municipal staff, subregions, arts and culture stakeholders, and others to support **cultural planning, creative placemaking, public art, and policy-making** to ensure that arts and culture can thrive
- Advocate on issues at the **state level** and work in collaboration with other **regional planning agencies** and **statewide partners**



WHY WE DO THIS WORK

- Arts, culture, and creativity are essential to **healthy, resilient, vibrant** communities.
- The **challenges we face as a society today require creativity** and require changes to how we understand what is possible
- Government must ensure that **creative and cultural career paths are available and equitable** for all and provide opportunities for the arts and culture sector to engage in planning efforts.



DEFINITIONS

- **ART** is an *expression of human creative skill and imagination* generating works to be appreciated primarily for their beauty or emotional power.
- **CULTURE** encompasses *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 influenced by the people who, live, work, play, and pass through a place.

Adapted from the Oxford English Dictionary

ARTS & CULTURE BRINGS ECONOMIC IMPACT



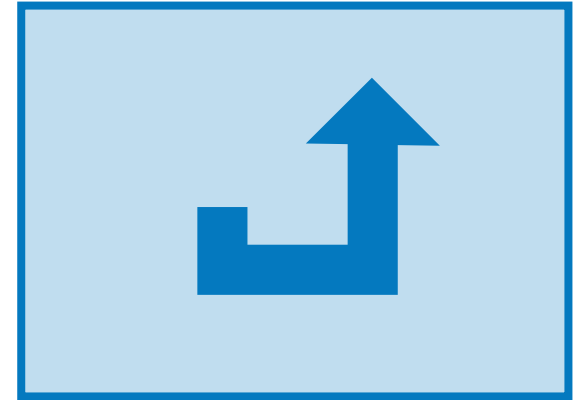
Arts & culture organizations are businesses.



The arts drive commerce to local businesses.

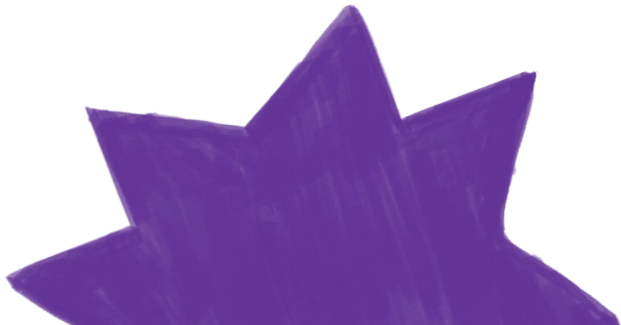


Arts travelers stay longer and spend more.

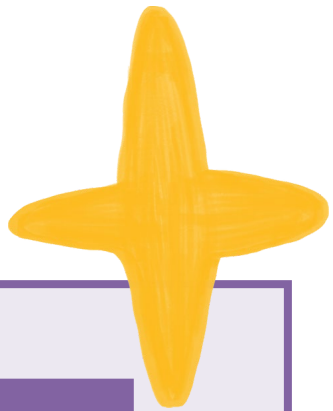


Small investments yield big returns.

Source: Americans for the Arts, "Arts & Economic Prosperity 6," n.d.



ECONOMIC IMPACT: MASSACHUSETTS (2022)



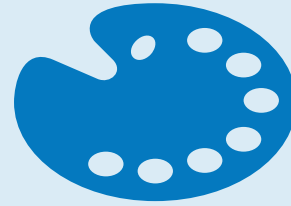
\$28.6B

Value added to
MA economy by
the arts



\$15.6B

Arts worker
compensation



133,773

Arts
employment



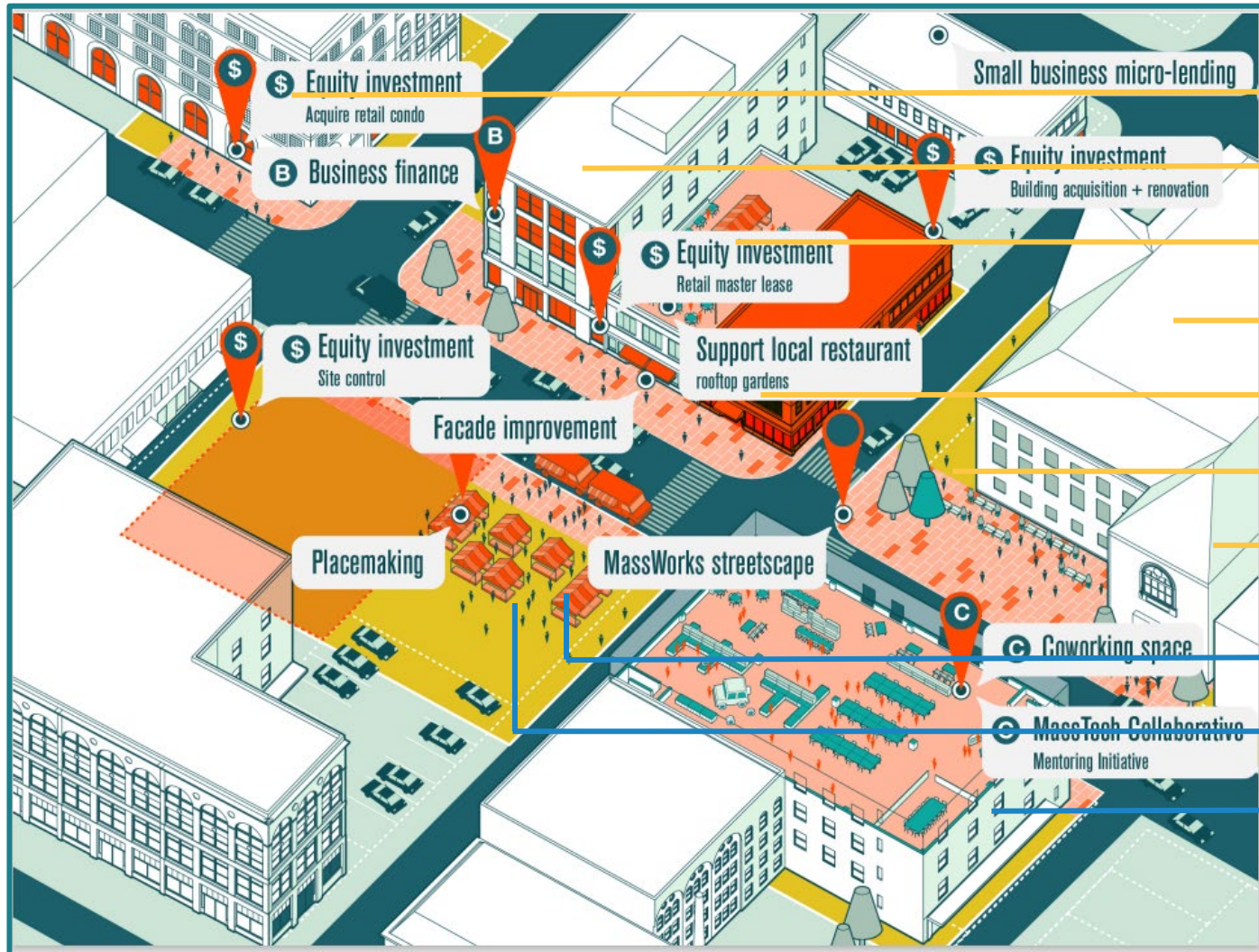
4.1%

Arts value
added as share
of MA economy

ECONOMIC IMPACTS ARE TIED TO PLACE

Facilities & Amenities

Programming

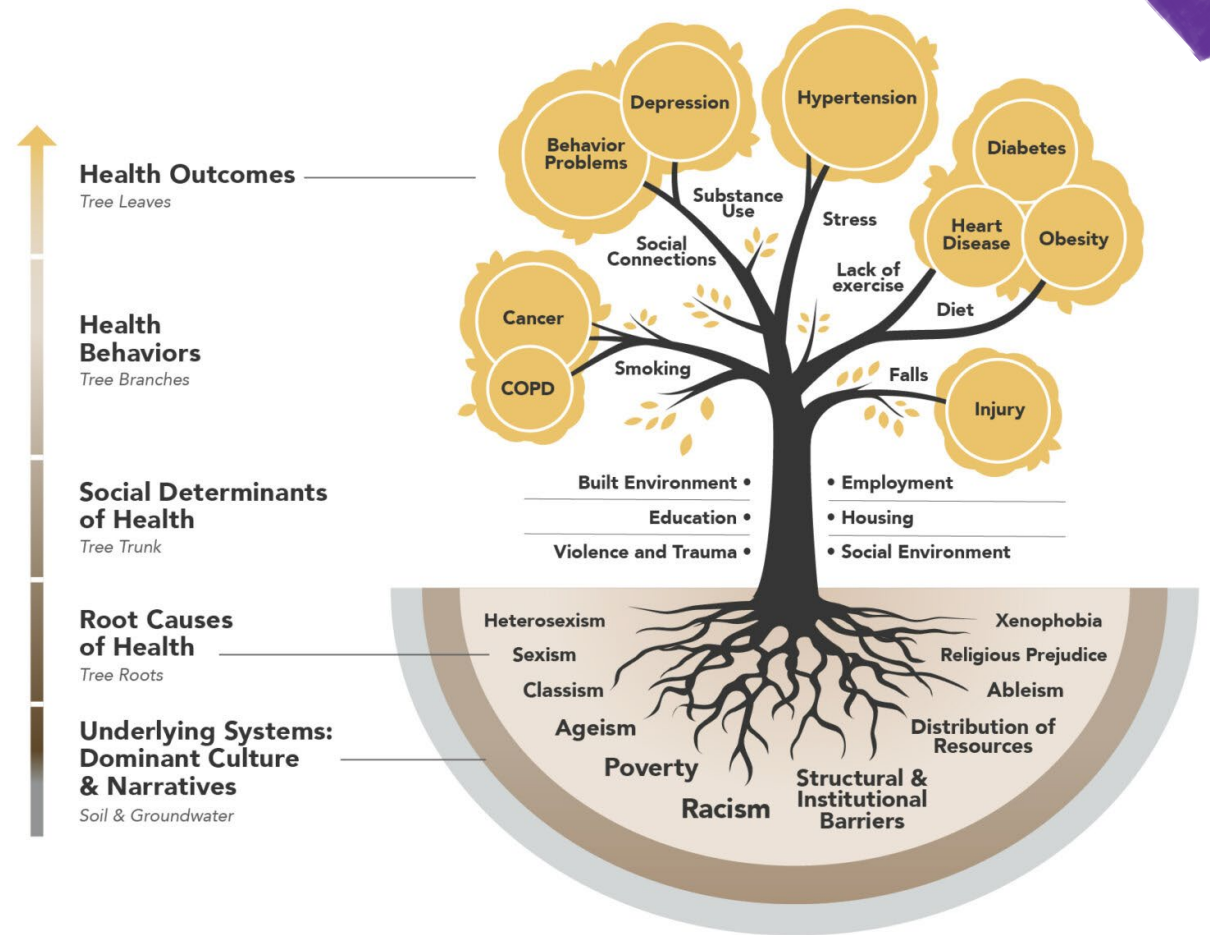


- ① PERFORMANCE SPACES
 - ② MUSEUMS & GALLERIES
 - ③ ARTIST STUDIOS & SHOPS
 - ④ LIBRARIES & SCHOOLS
 - ⑤ MURALS & PUBLIC ART
 - ⑥ GARDENS & OPEN SPACES
 - ⑦ HISTORIC ASSETS
-
- ① CREATIVE PLACEMAKING
 - ② EVENTS & FESTIVALS
 - ③ ARTISTS IN RESIDENCE
 - ④ CAPACITY BUILDING

Source: MassDevelopment, "Transformative Development Initiative: Building a Culture of Co-Investment in Small Cities." Annotations added.

ARTS & CULTURE IMPACTS HEALTH OUTCOMES

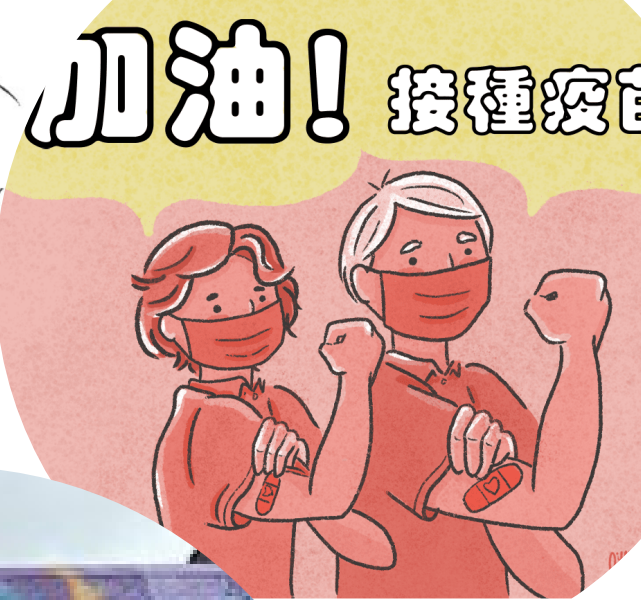
- "the arts have been shown to help build social cohesion and support conflict resolution."
- "The arts are powerful tools for health communication."
- "There is promising... evidence... that people who engage with the arts are more likely to lead healthier lives... irrespective of their socioeconomic status and social capital."



The Health Tree is adapted by Health Resources in Action from the Human Impact Partners

CULTURALLY RESONANT COMMUNICATIONS

Artist-designed, multi-lingual
communication materials to
reduce spread of COVID-19





MEDFIELD STATE HOSPITAL CREATIVE PLACEMAKING

Art and storytelling allow for
growth and change



The Medfield Anthology
Hortense Gerardo

Somerville's ONCE Lounge And Ballroom Announces Permanent Closure

November 25, 2020 By [Jim Sullivan](#)



In Somerville, Affordable Studio Space For Artists Is Rapidly Disappearing

Wednesday, March 15, 2023

CAMBRIDGE DAY

News Business + Money Arts + Culture Opinion About this site About Cambridge SUPPORT LOCAL

Board decision will dismantle Starlight Square after three years of outdoor Cambridge events

By [Marc Levy](#)
Friday, March 10, 2023



THE BOSTON GLOBE

Atwood's Tavern in Cambridge announces it will close its doors at the end of March



Home // Local Coverage // Arts & Culture

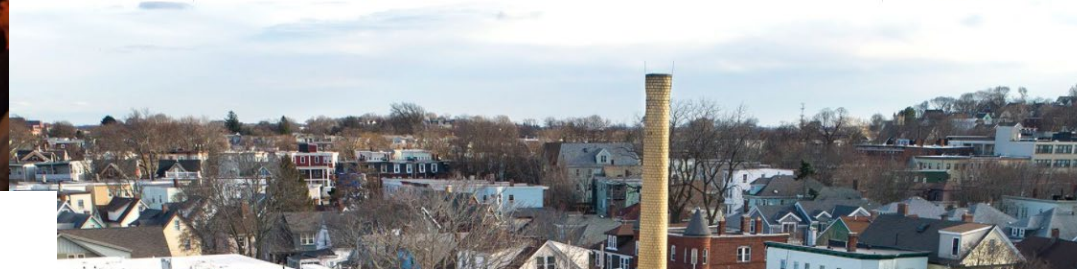
'Wiped out by biotech': Musicians to lose giant practice haven in Allston-Brighton

Updated January 04, 2023 By [Amelia Mason](#)



Pending Sale Of Dorchester Studios Awakens Fears Of Artist Displacement

May 13, 2021 By [Amelia Mason](#)



Home // Local Coverage // Arts & Culture

Charlestown Rehearsal Studios has an uncertain future and unclear past

January 25, 2023 By [Olivia Deng](#)

Boston's Indie Music Venues Are Disappearing

Boston's music scene has always been defined by the small clubs that provide a platform for everyone from rising artists to local legends. But, in recent years, they are disappearing even outside of pandemic-related challenges. The latest closure is Atwood's, a revered bar, restaurant, and music ...

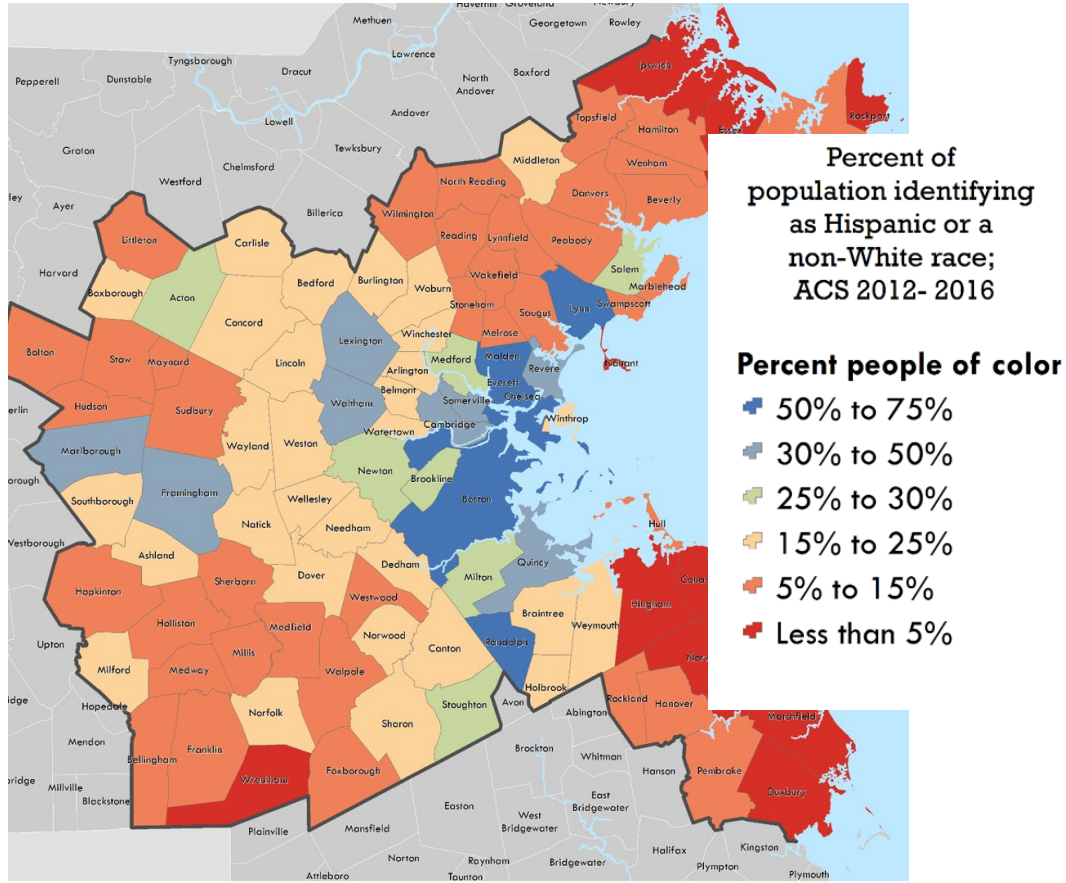
Eater - Jennifer Henry • 1d

[Read more on eater.com](#)

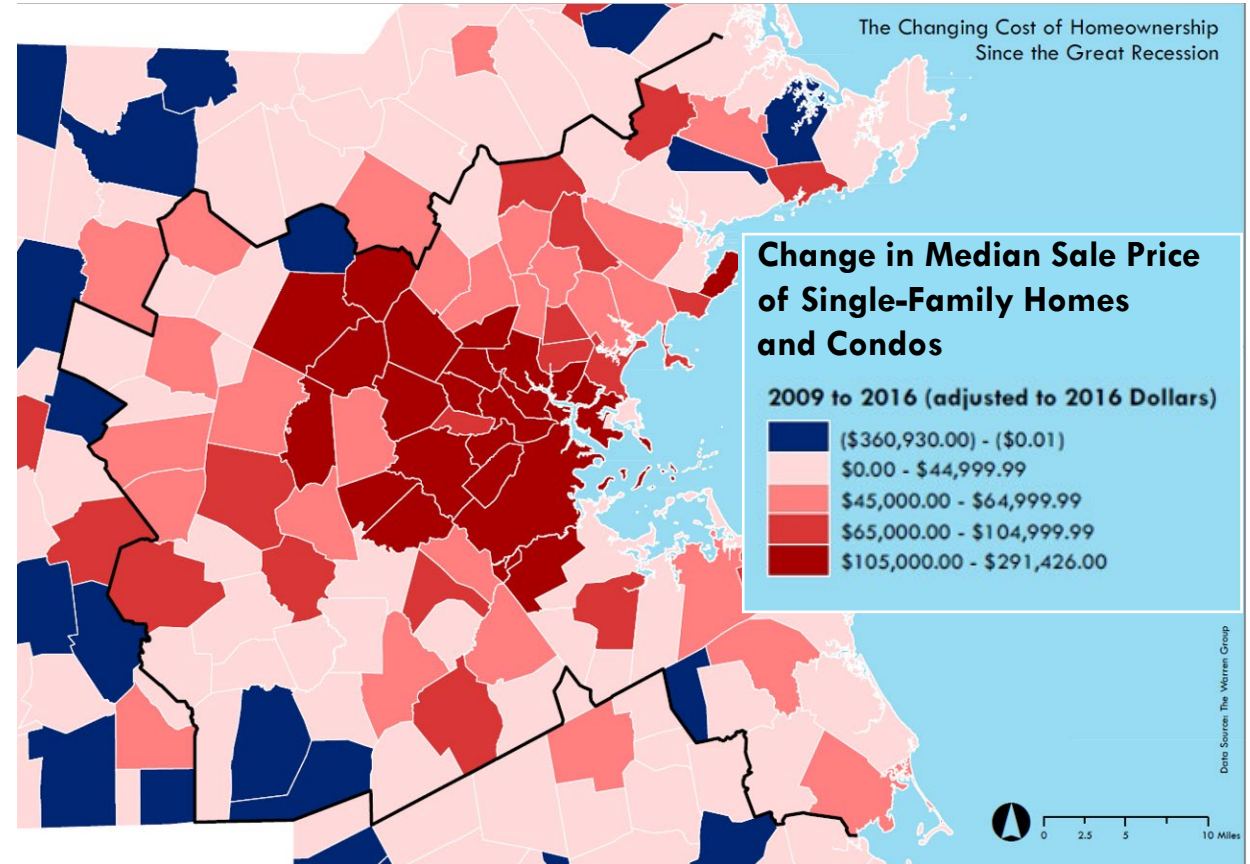
50 TERMINAL CHA...

DISPATCH FROM METRO BOSTON

GROWING ECONOMY, GROWING DIVERSITY, GROWING INEQUALITY

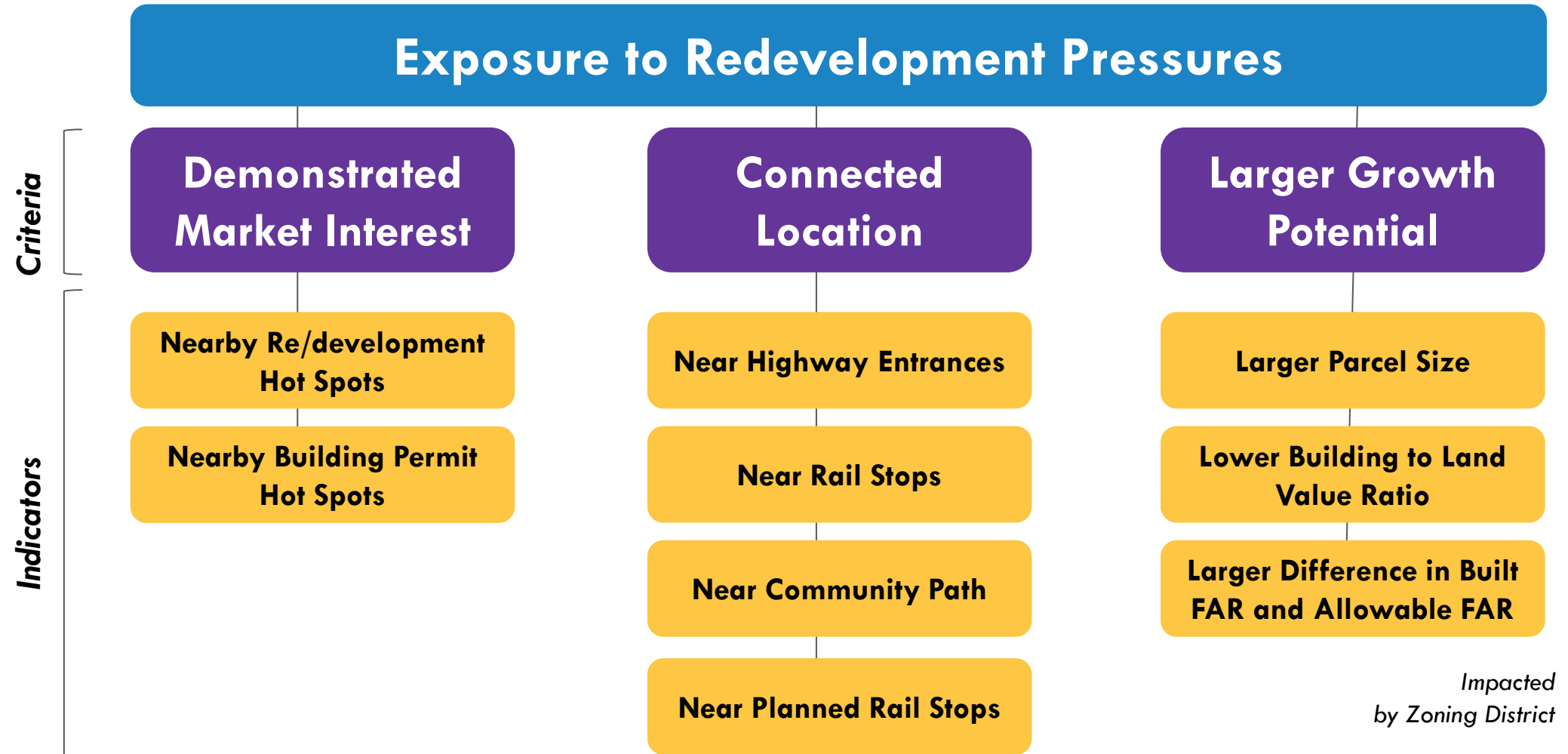


Six municipalities are **majority people of color**, with eight more set to join them.



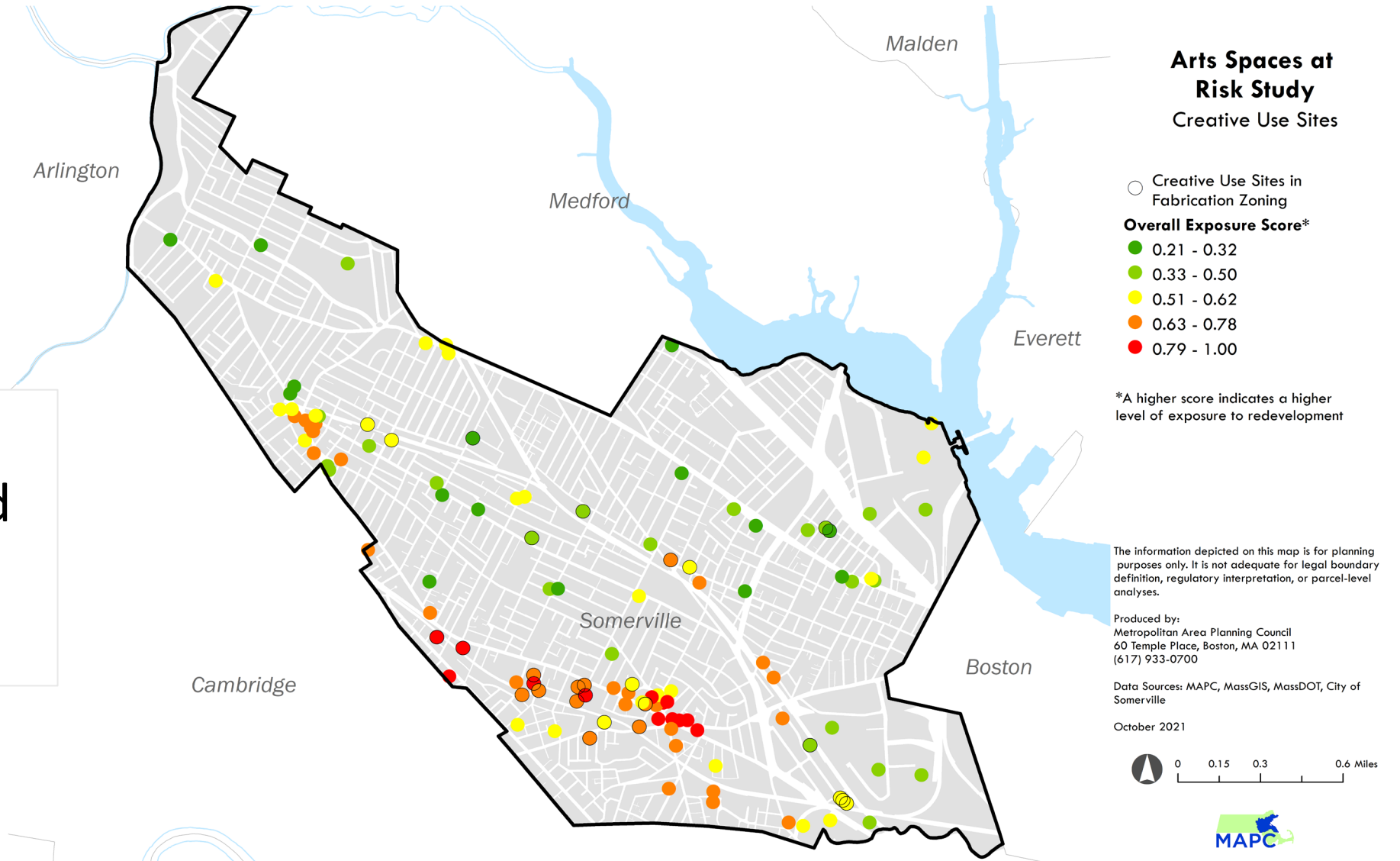
Nearly every municipality in the region's Inner Core saw home prices rise **by more than \$100,000**.

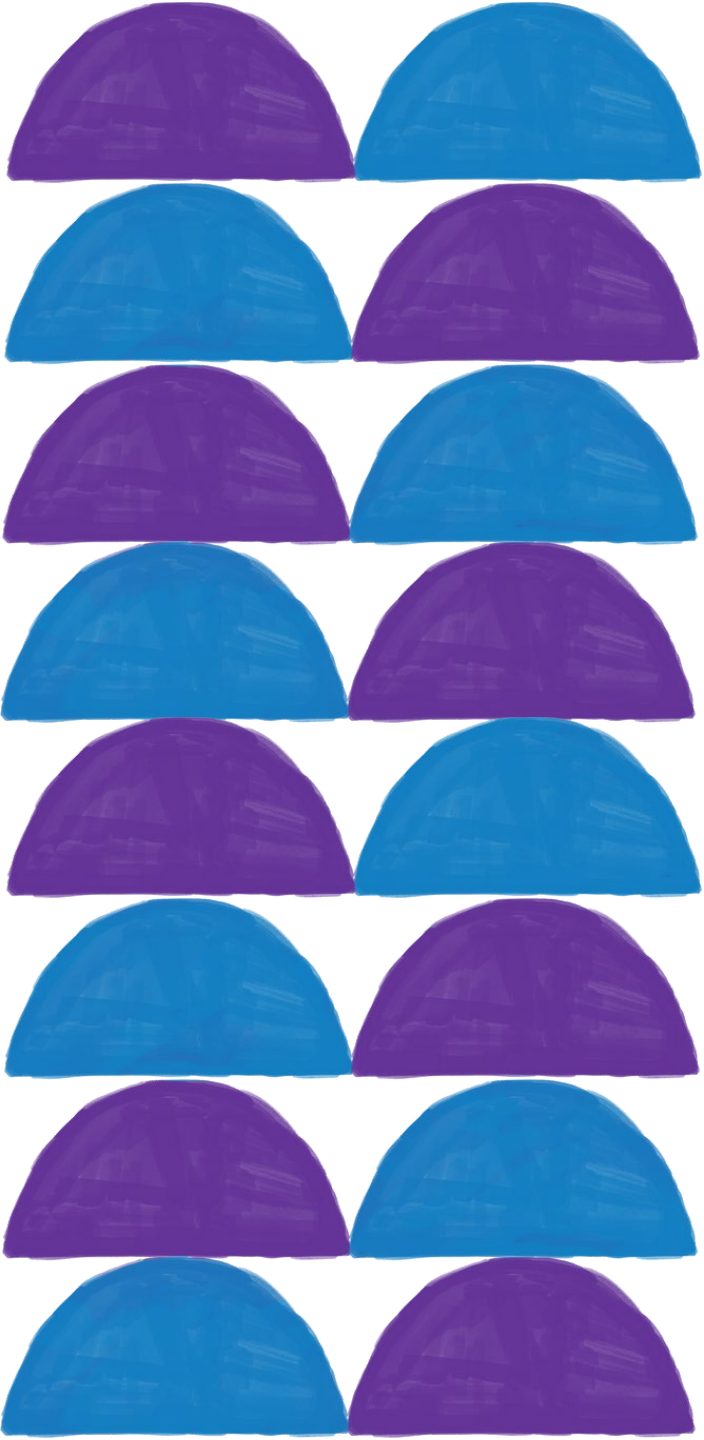
WHAT MAKES ARTS SPACES VULNERABLE?



HOW MUCH SPACE IS AT RISK?

Total Building Area of High and Highest = **2,786,383 sf**





MAKING SPACE FOR ART:

Securing Cultural Infrastructure in Boston, Cambridge & Somerville

Municipalities can support cultural spaces through local policies and data

- Mapping and tracking cultural spaces to inform planning decisions
- Incorporating data into local planning and zoning (e.g., Fabrication District, Arts and Creative Enterprise as a use category)
- Identifying policies to protect and preserve existing spaces and incentivize new spaces (e.g., Agent of Change policies and set asides for arts and culture in new development)

*Informed by **30 interviews** and **7 focus groups** with cultural space stakeholders*

WHY ARE WE LOSING SPACE?

Arts and culture often lives in vulnerable 'leftover' space

77 artists

18 staff

SPACE IS EXPENSIVE

ARTS SPACES SUPPORT
MANY USES

ARTS SPACE IS NOT
DOCUMENTED

ARTS SPACE IS VULNERABLE
TO 'NUISANCE' COMPLAINTS

SPACE IS EXPENSIVE

1

Arts space struggles to compete with other uses.

We are dealing with the sustainability of our community – the whole area is being torn down and being rebuilt with **biotech**.

Non-profits aren't focused on this because there's no money. Lots out there for affordable **housing**. It's hard to do these things without resources.

Some **universities** had spaces for artists to use but these have disappeared.

Studio owners and managers have hard time keeping prices down because they don't own spaces.

We need affordable housing too! But don't make it a competition between housing projects and arts projects.

ARTS SPACES SUPPORT MANY USES

2

Each use has separate rules and regulations

Restaurant

Bar

Gallery

Studio

School

Event Space

Theater

Music Venue

We are not zoned for this use. It has been difficult.

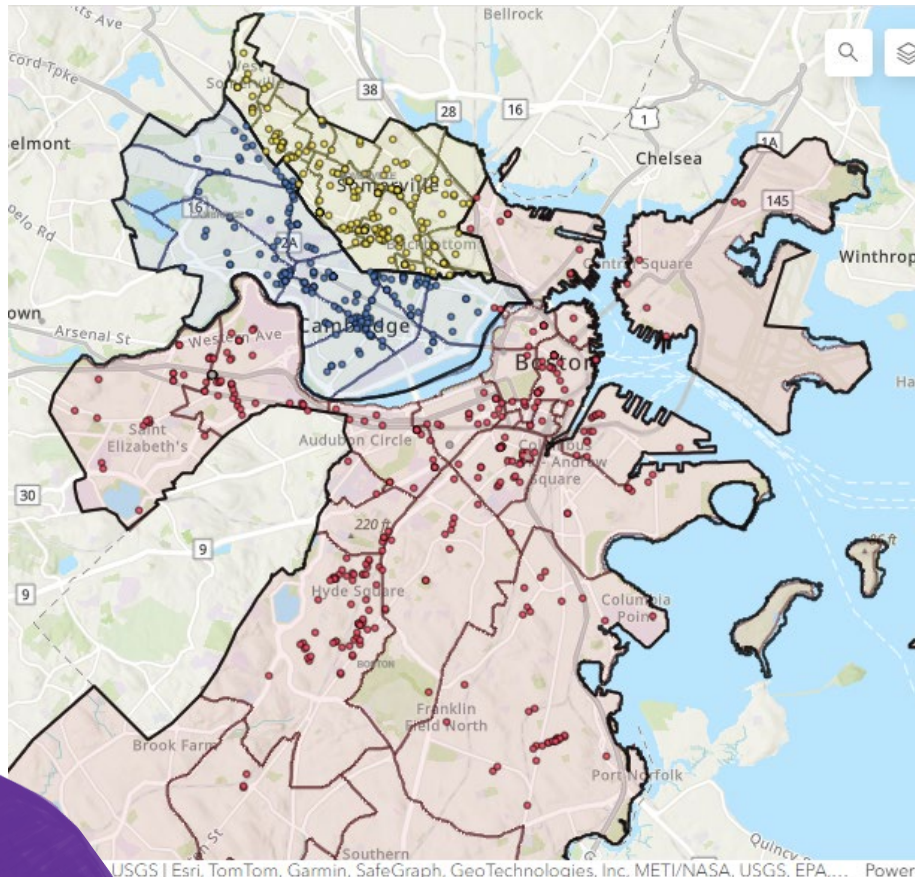
We needed a special permit to do a theater – theater spaces are always some kind of special exemption.

You have to go to all the different departments individually – the City doesn't help connect applicants and departments

ARTS SPACES ARE NOT DOCUMENTED

3

Planners cannot assess impacts of development on arts space.



[Cities] demand that the informal economy adapt in burdensome ways.

People don't want [cities] to regulate these spaces and condemn the building and lose their space

ARTS SPACES DRAW COMPLAINTS

Noise and parking are frequent points of conflict

4



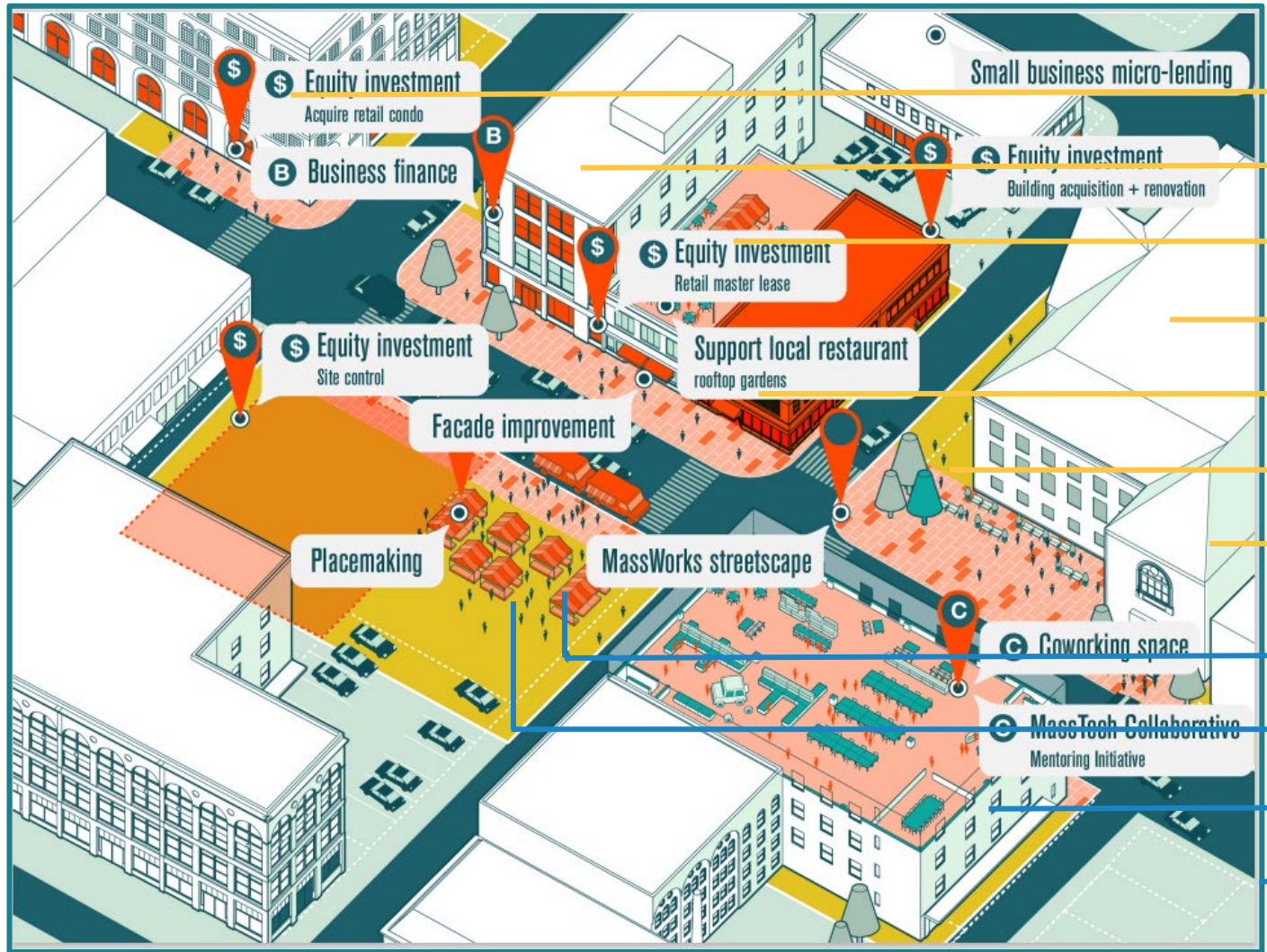
Noise ordinances
[are a challenge].

Theaters have loud
people and parking
problems.

ARTS SPACES MAKE MEANINGFUL PLACES

Facilities & Amenities

Programming



- ① PERFORMANCE SPACES
- ② MUSEUMS & GALLERIES
- ③ ARTIST STUDIOS & SHOPS
- ④ LIBRARIES & SCHOOLS
- ⑤ MURALS & PUBLIC ART
- ⑥ GARDENS & OPEN SPACES
- ⑦ HISTORIC ASSETS

- ① CREATIVE PLACEMAKING
- ② EVENTS & FESTIVALS
- ③ ARTISTS IN RESIDENCE
- ④ CAPACITY BUILDING

Source: MassDevelopment, "Transformative Development Initiative: Building a Culture of Co-Investment in Small Cities." Annotations added.

IN SUMMARY

- **ARTS & CULTURE** are foundations of meaningful, prosperous, healthy places.
- **SPACE** is critical to ensure that **ARTS & CULTURE** is an active and thriving part of our built environment.
- **REGULATIONS** and **FINANCIAL INCENTIVES** create barriers to building and maintaining space for **ARTS & CULTURE**.
- **PLANNERS** and **ARCHITECTS** have influence to change that.

Plan NH

Fall Conference

September 17, 2024

Annis Sengupta, PhD
MAPC Director of Arts & Culture

Thank you!

Questions? Comments? Rebuttals?

Asengupta@mapc.org

