



Art Implementation within the Tacoma Mall Subarea Plan

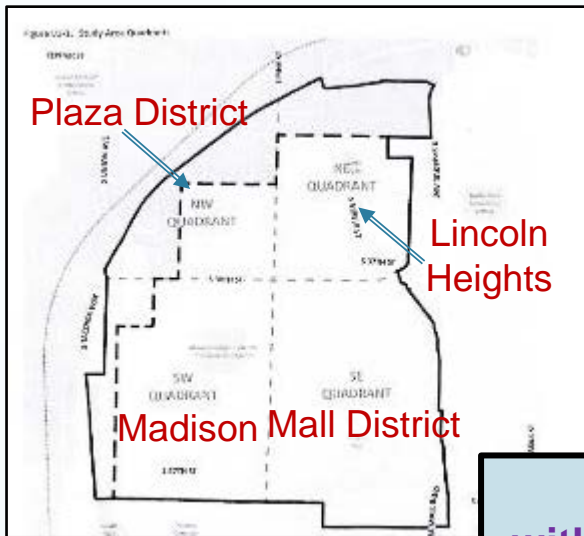
By: Kristine Coman
University of Washington Tacoma, Student



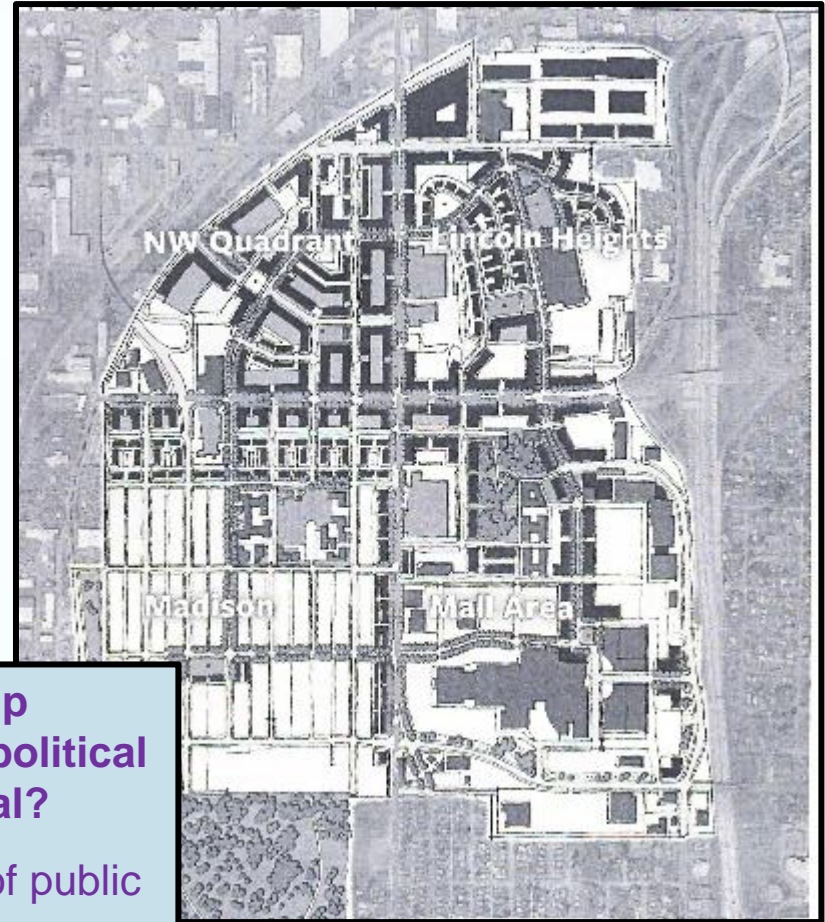
Art along South 38th Street

Tacoma Mall Neighborhood

Illustrative Vision Plan



4 Quadrants



How will Art help with social, cultural, political & physical capital?

It reaches all 5 levels of public participation:
inform, consult, involve, collaborate & empower.

University of Washington Tacoma

Community Development Course Concepts

7 Community Assets = Resources that contribute to the health and well-being of communities by reducing or preventing poverty, injustice and disparity.

People Based Community Assets:

HUMAN Capital – skills, education, physical health

SOCIAL Capital: interaction, network, who you know, richness of network

CULTURAL Capital: arts, expressions, dress, habits, shared symbols & events

POLITICAL Capital: collective voice of the people, organizations, influence on current system(s)

Place Based Community Assets:

FINANCIAL Capital: banks, access to capital, crowd funding

PHYSICAL Capital: schools, buildings, natural environment

ENVIRONMENTAL Capital: nature, care of the natural environment, sustainability

4 Tensions:

- **WHO** participates & owns the process
- **WHAT** are the desired outcomes, process or product (People or Place?)
- **WHERE** is the development situated historically and contextually
- **WHY** is development undertaken, who benefits from community change (Special Interest? Common Good?)

Why Art?

Key Stakeholder Input:

- Interested in re-branding the neighborhood
- Emphasized 3 themes:
 - Maintain ethnic & socio-economic diversity
 - Work for both current & future residents
 - Empower the community
- Places to play, gather & have fun for families
- Let art help the area's retail & activate empty parking lots
- Get the community involved

Illustrative Vision Plan:

- 38th, Pine & Steele become great urban boulevards
- Character, identity & focal points
- Internal connectivity
- Create neighborhood organizational structure
- Carefully leverage all public actions for multiple strategic & exponential benefits

Thru the Eyes of Community Development Course Concepts:

- **Social Capital:** interaction, network, who you know, richness of network
- **Cultural Capital:** arts, expressions, shared symbols & events
- **Political Capital:** collective voice of the people, organizing, influence on current system(s)
- **Physical Capital:** schools, buildings, natural environment

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Tacoma Mall Neighborhood – Current Conditions

Madison



S Junett Street – Current Site of Head Start, Previously was a Neighborhood Elementary School – Residents would like to see the site restored and utilized as a local school.

45th & S Lawrence Street

Lexington Heights



S 36th Street - Existing Park - Subarea Plan Supports Improvements



S 36th Street – Tacoma Fleet Operations – Possible Mural Location

**Montana Ave –
Currently a vacant
parking lot across from
the L.H. Athletic Center
– Possible Scenic
Overlook/Park Site**



How to Implement Art

- ~ Storefront Shops
 - Feeling of Ownership
 - Transformational Attitude
 - Voice (Action, Momentum & Involvement)
- ~ Creative Placemaking
 - Double & Triple Bottom Line Investments
- ~ Charrettes Workshops
- ~ Non-profit & CBO analysis
- ~ Reach out to resident & regional artists
- ~ Reach out to The City of Tacoma for Grants



WeAreOne
Neighborhood

Possible New
Neighborhood
Name?

Where to Implement Art



**Proposed Bike
& Pedestrian Networks**

What is Art?

Art is site specific.

Art is attuned to social, economic & environmental context.

Art is a shared vision for the community's public realm.

Art can activate dialog.

Questions

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