Art Implementation within the Tacoma Mall Subarea Plan

By: Kristine Coman
University of Washington Tacoma, Student

Art along South 38th Street
How will Art help with social, cultural, political & physical capital?

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

4 Quadrants

Tacoma Mall Neighborhood

Illustrative Vision Plan

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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?)

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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**

- 45th & S Lawrence Street
- 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.

**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

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Where to Implement Art

Proposed Bike & Pedestrian Networks

What is Art?

Art is site specific.

Art is attuned to social, economic & environmental contest.

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

Art can activate dialog.

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Questions

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