



Address Blight

Why we're here...

To talk about how public art has been utilized

Equity
CPTED-Based
Strategy

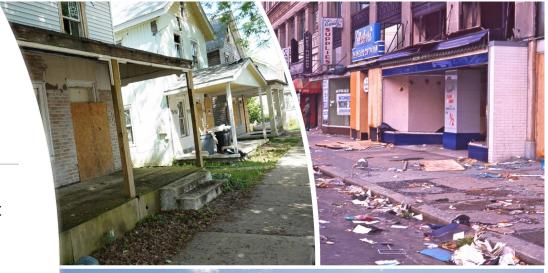
Engaging Youth & Cross-sector Collaboration

Current Research & Evaluation Efforts

How Public Art Addresses Blight

Abandoned Buildings and Graffiti – if not addressed can pose:

- Serious safety and health risks
- Disinvestment: Diminish the value of surrounding homes and businesses
- Create a haven for criminal activity
- Suggests less police activity or more permissive police control





Public Art Benefits

- Beautify the urban landscape
- Create economic interest in a community
- Increase civic engagement and public safety
- Graffiti can be utilized as a mode for cultural and artistic expression





Public Art Benefits

- Successful community-based projects showcase the artistic style of neighborhoods and help refresh aging business corridors
- Employ local artists
- Murals can be created to highlight local business owners with artistic elements that showcase their trade or service
- Represent community leaders and residents

"Thought provoking murals or sculptures create an experience for the resident and the visitor alike, potentially drawing attention and dollars to a community."

- Jacobs J. (1961375) The Death and Life of Great American Cities. New York, Vintage Press.

Public Art Benefits

"Public art has the potential to help urban residents better understand their community overall by developing a sense of collective urban experience through publicly placed murals or sculptures; it can put more 'eyes on the street' as residents feel more comfortable walking their block, and it can offer insight on healthy roles for residents within the community. Residents take greater care of their area and become more willing to report vandalism."

- Sampson RJ. 2012. Great American City: Chicago and the Enduring Neighborhood Effect. Chicago, University of Chicago Press.



Crime Prevention through Environmental Design (CPTED) Strategy

What is CPTED:

Crime prevention philosophy that proper design and the effective use of the built-in environment can lead to:

- Reduced criminal activity
- A reduction of the fear of crime
- Improved quality of life

CPTED Criticism:

- Blighted and high-crime areas focus on target hardening
- Decades of disinvestment and neglect in BIPOC communities
- Driven by long-standing structures of systemic racism
- Encourages suspicion toward those "deemed illegitimate users of public space"











Utilizing Public Art as an Emerging Crime Prevention Technique

- Murals
- Sculptures
- Utility boxes
- Decorative facades

A Case Study: Creating a Community Mural

- Aligning public art projects with funder deliverables
- Envision Broadway
- Data Collection: Business Safety Perception Survey
- Community Organizing: Meeting with coalition members (including business owners)
- Securing funding
- Securing MOUs
- Design submittal
- Coalition approval
- Engaging youth









Sponsorship Package

Muralist - \$1,000

- Logo placement on mural
- Logo placement on Envision Broadway website as a muralist sponsor
- Muralist sponsor at the Mural Unveiling In-person event
- Mention on all Envision Broadway social media posts and future promotions of the mural
- Recognition in Envision Broadway email blasts with project updates
- Recognition and award given at Envision Broadway Business Mixer

Impressionist - \$500

- Logo placement on mural
- Logo placement on Envision Broadway website as a Impressionist sponsor
- Mention on all Envision Broadway social media posts and future promotions of the mural
- Recognition in Envision Broadway email blasts with project updates

In-Kind any value

- Donations are welcome in any manner. However, the most needed are:
 - Advertising space/promotional opportunities
 - Volunteering time at the event
 - Others Let's chat!

Designs submitted





Challenges and Victories





- · Corporate approval
- Securing funds
- Payment for muralist
- Corporate donations
- · Community outreach
- Sustainability (understanding the political, economic & geographic scope of art projects)

Final Mural



Engaging Youth
In Public Art as
Alternatives to
Drug and Alcohol
Use





- Enrichment opportunities
- Authentic engagement
- Youth have the power to make a difference
- Healthy alternatives
- Expanded mural project into an annual Art Walk

Chula Vista Art Walk



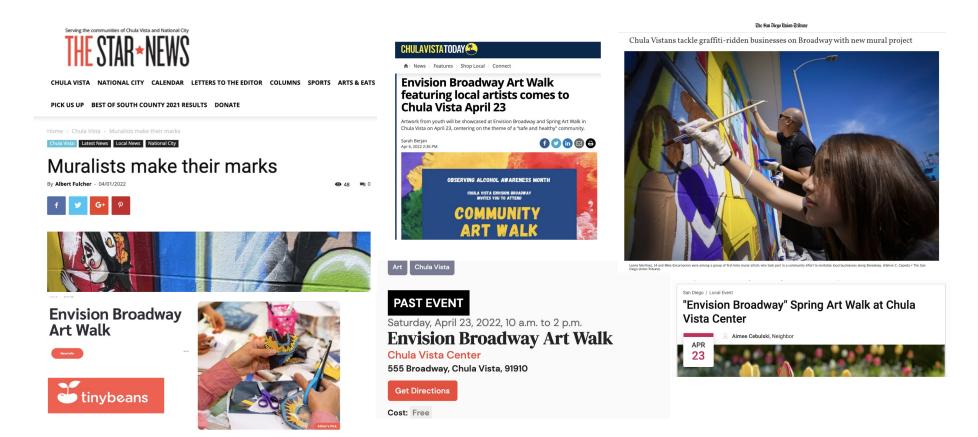








Media Advocacy: Mural Project and the Art Walk



Advancing cross-sector collaboration to fund public art projects and healthier communities

IPS is committed to obtaining \$60,000 in funding from the *Create Chula Vista Arts Grant* to create six more murals along the declining corridor

IPS and the San Diego Art Society are partnering with Envision Broadway Mural Project to bring the history of Broadway into the future murals

City Council and County Supervisor Discretionary Funds

Banks: Community Development Grants & Sponsorships

Current research and evaluation efforts to strengthen public art as an evidence-based practice











Creating Healthy Communities: Arts + Public Health in America

Current research and evaluation efforts to strengthen public art as an evidence-based practice

Positives:

- Arts and culture are increasingly being recognized as important catalysts in creating solutions to promote health and wellbeing
- Awareness of the direct impacts that the arts, and artists, have on the health and wellbeing of individuals and communities have grown over the past three decades

Challenges:

- Guiding frameworks for assessing outcomes
- Developing priority outcomes
- Establishing standardized modes of measurement
- Classifying and reporting outcomes (creating a core outcomes set)
- Inconsistency and ambiguity in how arts programs are documented and interpreted by policy-makers and practitioners
- Inability to effectively synthesize evidence across programming
- There's a need to develop core outcomes to guide research and evaluation efforts and to strengthen the evidence base for advancing arts in public health work
- Lack of advancement in arts in public health programming and research
- Creating and expanding an equity-based peer-review process in the research of public art and public health

Thank You!

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Survey (Thank you!)



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