

Jeff Evenson
connector
Canadian Institute of Planners
Ontario Professional Planners Institute
September 30, 2009



What is Culture?

	MEANING	CHANNEL
Values	Identity, customs and stories	Celebrations, festivals, heritage collections
Vibe	Buzz. The culture that pours out onto the street. Living culture of places & spaces	Shops, restaurants, cafés, clubs, public realm, historic design, contemporary design commercial lived culture
Virtuosity	Expressions of artistic excellence and appreciation of artistic merit.	Centres of artistic excellence Art galleries, theatres, music halls, dance studios



Cultural Planning

Definition:

The identification and use of cultural resources to achieve a range of strategic objectives in urban and community development

Terms:

- Cultural resources
- Cultural mapping
- Strategic leadership role
- Cross-sectoral strategies
- Networks and community engagement

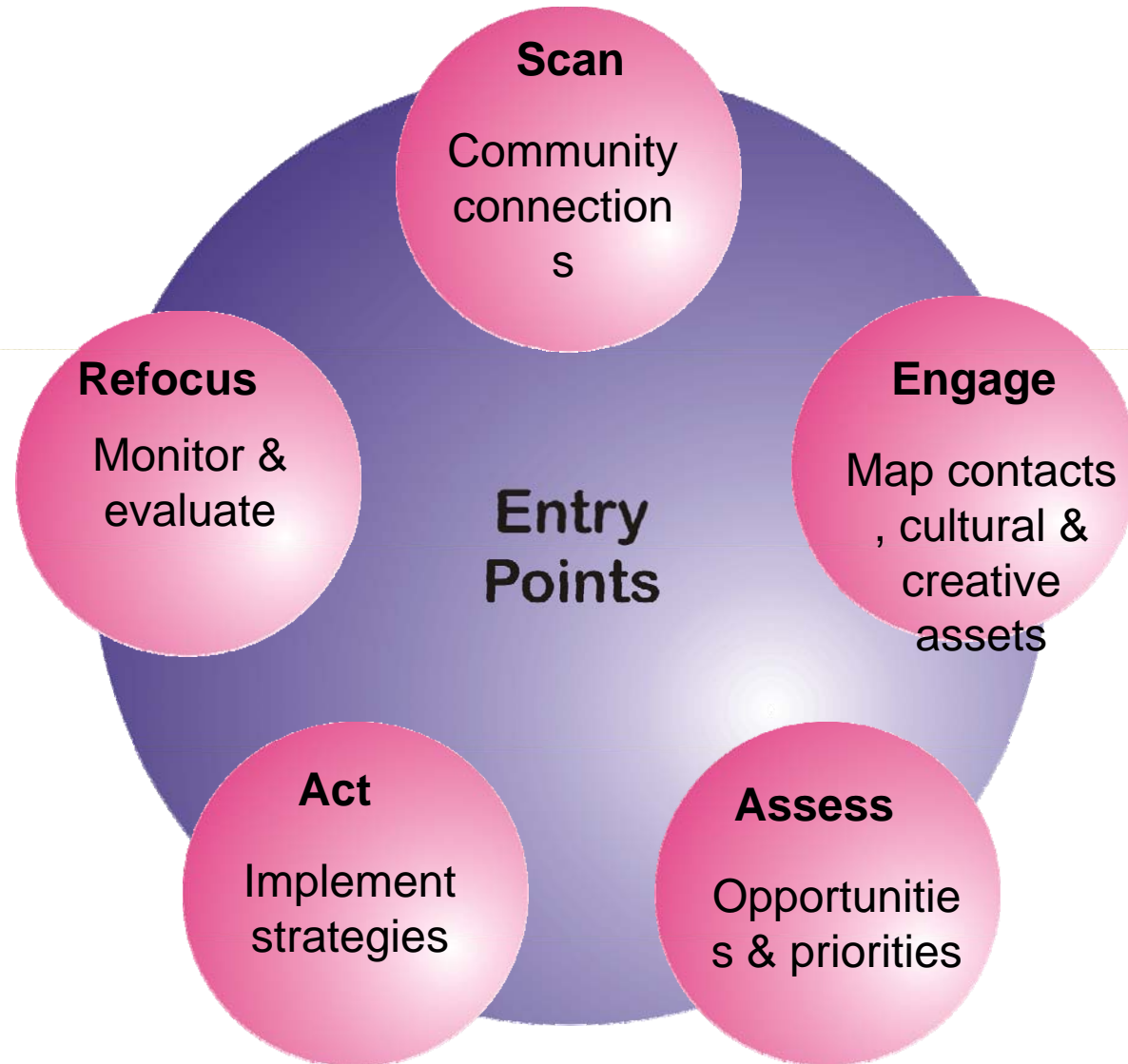


Cultural Planning Approach

- Understand the local cultural ecology
- Internal and external engagement
- Integrated planning
- Placed based creative strategies.



Planning Framework



Creative or Utilitarian?

Utilitarian Perspective	Creative Perspective
"Stretch tax dollars"	"Make beauty necessary and necessity beautiful"
Cost	Value
Generic and predictable	Original and unique
Homogeneous	Heterogeneous
Simplicity	Complexity
Efficiency of space	Experience & Quality of place
Formulaic	Artistic
Short term results	Long-term returns
Repetition	Innovation
Rigid systems	Ecology
Growth	Development
Separation	Integration
Build	Design



How to Help

- **See the Big Picture**
 - Integrate culture with other strategic municipal initiatives
- **Cluster & Connect**
 - To create a walkable environment
- **Support Strategic Partnerships**
 - Create linkages to other communities (ethno-cultural, business, academic)
 - Work collaboratively & strategically
- **Strengthen Cultural Sector**
 - Strengthen cultural organizations and create opportunities for artists

