

Citizens' Institute on Rural Design

NATIONAL
ENDOWMENT for the ARTS
arts.gov



HAC

The Citizens' Institute on Rural Design™ is a National Endowment for the Arts leadership initiative in partnership with the Housing Assistance Council and buildingcommunityWORKSHOP

rural-design.org

Today's Presenters



Jen Hughes
National Endowment for the Arts



Evelyn Immonen
Housing Assistance Council

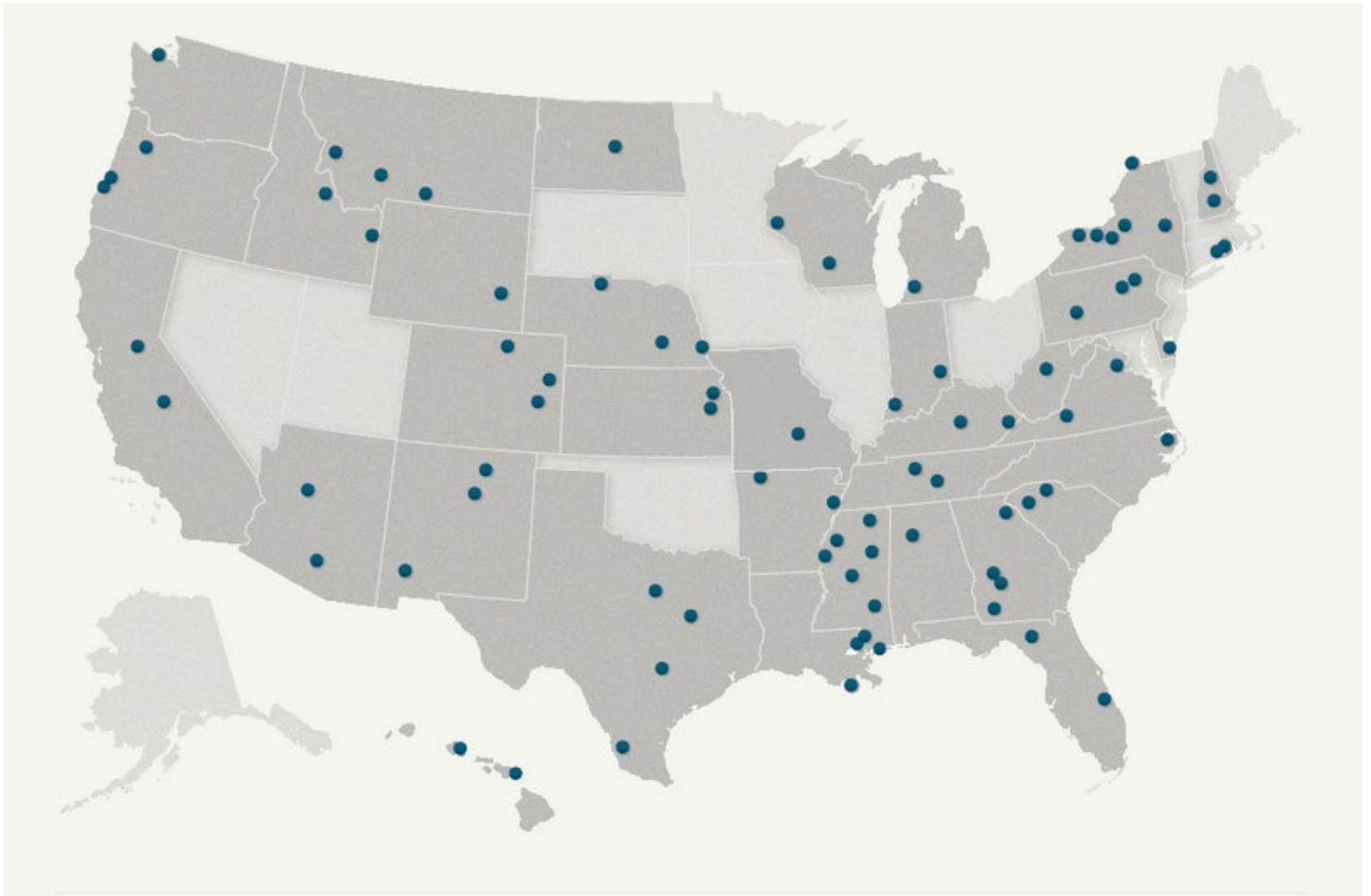


Lizzie MacWillie
buildingcommunityWORKSHOP

Webinar Agenda

- What is the Citizens' Institute on Rural Design?
- Introduction to CIRD Program Partners
- Past Workshops and Communities
- Request for Applications:
Including goals, eligibility, benefits, and expectations
- Describing your Design Challenge
- How to Apply
- Questions





Past Workshop Communities



THE NEA ANNUALLY SUPPORTS
~ 2,100 GRANTS IN ALL 50 STATES,
THE DISTRICT OF COLUMBIA, AND
U.S. TERRITORIES.



RURAL VOICES

SUMMER 2017 EDITION • VOLUME 2 • NO. 2

**RURAL PLACEMAKING:
MAKING THE MOST OF
CREATIVITY IN YOUR
COMMUNITY**





Gallinas River; Photo courtesy Project for Public Spaces



Las Vegas, NM workshop; Photo by Rick Hall



Gallinas River Park, Photo courtesy Hermits Peak Watershed Alliance

STORMWATER DRAINAGE

Problem: flat street distributes water + ice + puddles against curb

Goal: move water away from pedestrians + off the road + walkways

Options:

- ① Drain to curb
- ② Drain to mid-point of parking
- ③ Drain to point btwn street + parking
- ④ Divert runoff to rain gardens ←

4th + Main Intersection

L: Improve visibility for drivers, decrease damage from trucks, increase safety for pedestrians

S: trucks' turning radius + low visibility not enough traffic to warrant signal

we considered:

hunks out properties to more space

Would give extra room!

Property owners won't love the idea

a decent option for dealing with large turning vehicles

would require 90' radius... not technically feasible







What is the Citizens' Institute on Rural Design?

Program goals:

- **building capacity** in rural communities to plan comprehensive revitalization strategies
- introducing **creative placemaking, arts, culture, and design strategies** as drivers of economic development in rural America
- facilitating a **network of rural communities** for idea exchanges and peer learning
- preparing communities to be ready and competitive for **state and federal funding** opportunities



Two types of opportunities

Workshop Communities: (Up to 3)

- host an on-site rural design workshop.
- support from design, planning, and creative placemaking professionals to develop solutions to the community's specific design challenge.
- bring together local residents and local leaders from non-profits, community organizations, and government



Workshop in Las Vegas, NM; Photo credit: Project for Public Spaces

Participation Benefits

Local Workshop Communities:

- \$10,000 workshop stipend
- Site visit and workshop
- Continued technical assistance
- Travel stipend
- Conference registration
- Access to the Rural Design Summit, online resources, and peer exchange



Architect Jim Leggit; Photo credit: P&W Photography

Participation Expectations

Local Workshop Communities:

- Designate a local coordinator to work with CIRD staff
- Provide a cash or in-kind match of \$10,000
- Help organize site-visit and workshop
- Submit final documents and participate in broader CIRD network building



Ribbon cutting in Tuttle, ND; Photo courtesy Project for Public Spaces

Two types of opportunities

Learning Cohort Communities: (Up to 20) Rural community leaders from government, non-profits, local business, and civic organizations are invited to gather together for:

- peer learning
- training in design, planning, community engagement, and facilitation techniques
- support in navigating funding opportunities



Community meeting in Seguin, TX; Photo credit: Project for Public Spaces

Learning Cohort

Benefits:

- 2019 Learning Cohort Summit and other peer learning opportunities
- Travel stipend
- Online education and coaching
- National networking opportunities

Expectations:

- Attend Learning Cohort Summit and other peer learning opportunities
- Respond to a survey on learning outcomes



Epicenter in Greenville, Utah courtesy of Project for Public Spaces

Eligibility

Applicant Organizations must:

- Rural or tribal communities of <50,000, rural in character
- Specific design challenge in mind
- Commit to program Sept 2019 - Dec 2020

Eligible applicant organizations include:

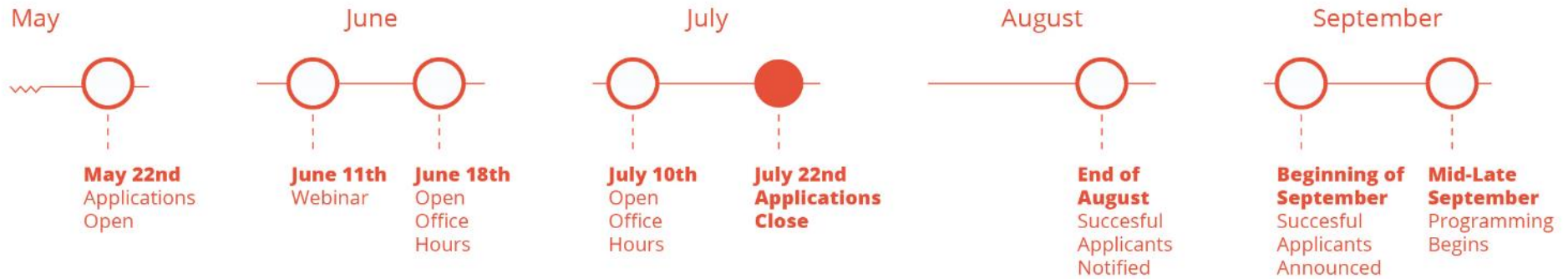
- Municipal, tribal, or county governments
- Local nonprofit organizations
- Regional planning organizations
- University programs working in rural areas



Thomasville, GA; Photo credit: Project for Public Spaces

Application Timeline

2019



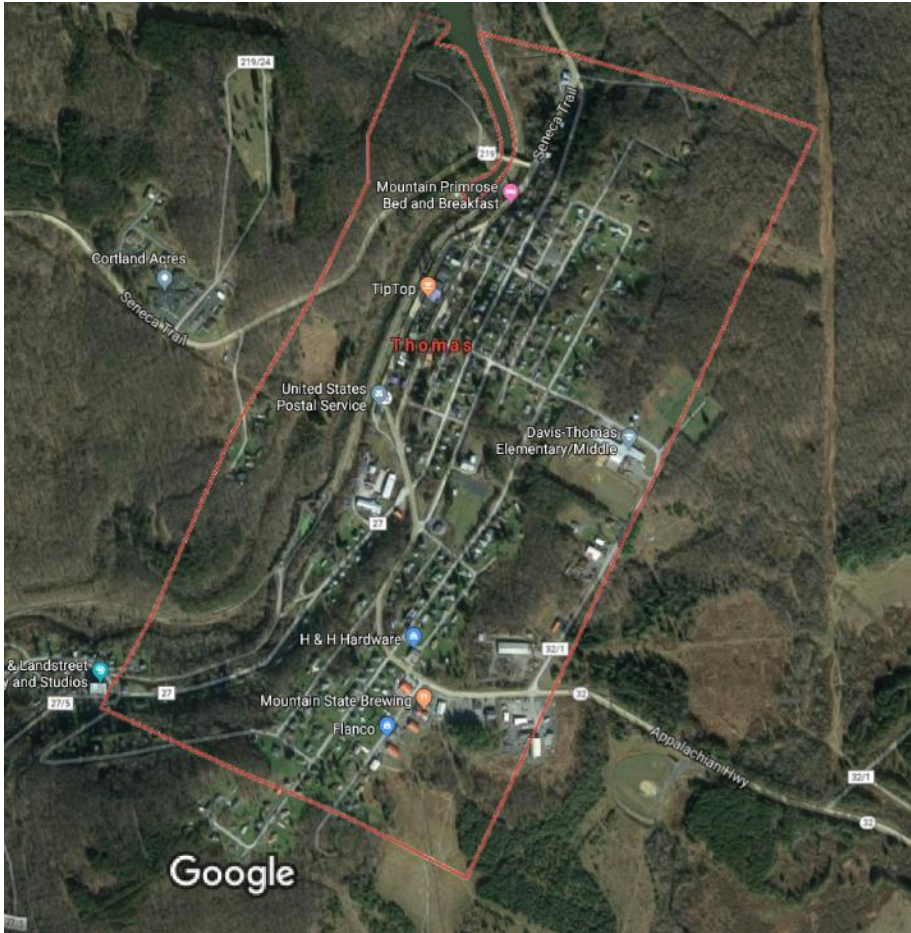
Describing your Design Challenge



Belden Trail; Photo credit: Omar Hakeem

Design challenge should be: **Specific; Public-facing; Feasible**

Supporting Materials



Aerial view of Thomas, WV courtesy of Google Maps

Supporting Materials



Photo of local architecture and context Thomas WV courtesy of bcWORKSHOP



- | | | | |
|--|--------------------|--------------------|--------------------|
| 1. City of Thomas | 11. The Green Room | 21. The Green Room | 31. The Green Room |
| 2. The National Bank of West Virginia | 12. The Green Room | 22. The Green Room | 32. The Green Room |
| 3. The National Bank of West Virginia | 13. The Green Room | 23. The Green Room | 33. The Green Room |
| 4. The National Bank of West Virginia | 14. The Green Room | 24. The Green Room | 34. The Green Room |
| 5. The National Bank of West Virginia | 15. The Green Room | 25. The Green Room | 35. The Green Room |
| 6. The National Bank of West Virginia | 16. The Green Room | 26. The Green Room | 36. The Green Room |
| 7. The National Bank of West Virginia | 17. The Green Room | 27. The Green Room | 37. The Green Room |
| 8. The National Bank of West Virginia | 18. The Green Room | 28. The Green Room | 38. The Green Room |
| 9. The National Bank of West Virginia | 19. The Green Room | 29. The Green Room | 39. The Green Room |
| 10. The National Bank of West Virginia | 20. The Green Room | 30. The Green Room | 40. The Green Room |

A map of local businesses in Thomas, WV courtesy of Woodlands Development Group

How to Apply

<https://www.rural-design.org/apply>

Please contact CIRD@bcworkshop.org if you have any questions about the application submission process.



Thomas, West Virginia courtesy of bcWORKSHOP

- Questions-

Go to: <https://www.rural-design.org/apply>

Deadline: July 22, 2019, 11:59PM EST

Questions? Contact: cird@bcworkshop.org

Facebook live open office hours:

June 18th 6-7 PM EST

July 10th 1-2 PM EST