ULI Washington
Land Use Leadership Institute
Mini-Technical Assistance Panel
Establishing a Cultural/Creative District in Southwest D.C.
May 21st, 2015
Establishing a Cultural/Creative District in Southwest D.C.

• Project Team
  – Samia Byrd
  – Joe Pace
  – Summer Salyer
  – Christina Sorrento
  – Alex Villegas
Establishing a Cultural/Creative District in Southwest D.C.

Presentation Overview

- Project Goals and Questions
  - Primary Goals
  - Secondary Goals
  - Key Questions for the study team
- Challenges/Opportunities
- Biography/Resources
- Q & A
Establishing a Cultural/Creative District in Southwest D.C.

Sponsor Key Questions for The Study Team

How do communities benefit from adopting the designation of a "cultural/creative district"?

- Establish a unique identity
- Foster local cultural development and innovation
- Foster civic/neighborhood pride
- Create social cohesion
- Increase Tax Base/Property Values
  - Attract new residents, business, tourists
  - Provide employment opportunities
- Complement adjacent businesses
- Preserve/repurpose historic landmarks and underutilized buildings
- Beautify and animate the area
- Make communities safer/ deter crime
Establishing a Cultural/Creative District in Southwest D.C.
Sponsor Key Questions for The Study Team

What are the critical steps in organizing a “cultural/creative district” for a city/neighborhood? How might these be applied to the study area?

Common Themes behind Successful Districts:

- Clear definition of the community
- Creation a brand/identity
- Design around distinctiveness
- Creation of a strategic marketing and communication plan
- Certification or accreditation through the local jurisdiction
- Establishment of cross-sector partnerships
- Engagement with the community in creating art
IDEAS

- Create an Events calendar
- Create a Heritage/Culture/Historic walking tour
- Create an Artist directory
- Use public space for art installations, gallery walks, art fairs
- Add murals on bridges/overpasses
- Create a live/work space for artists
- Engage the community in creating the public art (murals, art fairs)
Renaissance Square Artists’ Housing Initiative

- 44 unit apartment building located in Hyattsville, MD
- Low-income housing dedicated to artists
- Equipped with amenities, such as dance studio, high ventilation room, gallery space and music practice room
Renaissance Square Artists’ Housing Initiative
Renaissance Square Artists’ Housing Initiative
Renaissance Square Artists’ Housing Initiative
Establishing a Cultural/Creative District in Southwest D.C.
Sponsor Key Questions for The Study Team

What are the critical steps in organizing a “cultural/creative district” for a city/neighborhood? How might these be applied to the study area?

- Define your community
- Create a brand
- Obtain certification or accreditation through local jurisdiction
Establishing a Cultural/Creative District in Southwest D.C.

Sponsor Key Questions for The Study Team

What are successful examples of national or international “cultural/creative” districts? How are these districts similar or dissimilar to the study area?

National Examples:

- Shreveport Common – Shreveport, Louisiana
- Pittsburgh Cultural District - Pittsburgh, Pennsylvania
  - Manchester Craftsmen's Guild/Bidwell Training Center – Pittsburgh, Pennsylvania
Establishing a Cultural/Creative District in Southwest D.C.

Sponsor Key Questions for The Study Team

What are successful examples of national or international “cultural/creative” districts? How are these districts similar or dissimilar to the study area?

Local Examples:
- Silver Spring Arts and Entertainment District – Silver Spring, Maryland
- The Gateway Arts and Entertainment District – Prince Georgia’s, Maryland
Shreveport Downton Cultural District – Shreveport Common

Overview:
- Shreveport Common is a newly-named, historic, nine-block area at the western edge of downtown Shreveport, Louisiana.
- Now in the Implementation Phase, the Arts-driven Vision Plan fosters a process for transformational revitalization to a creative cultural neighborhood.
- The plan and process, built on the precepts of Creative Placemaking, puts the Arts at the helm of collaborative partnerships with City, Parish, property owners, stakeholder and the community-at-large.
- Shreveport Common has been highlighted as one of the nation's premier Creative Placemaking projects by MIT Dept of Urban Studies and Planning.

Shreveport Common – vision Plan 9/2011:
- To restore the historic Central Fire Station as the headquarters of the Shreveport Regional Arts Council.
- To provide the facility with expanded public spaces for performance, display, and artistic development.
- To leverage this public private partnership into a revitalization of the neighboring blocks as an urban cultural district.
- To create a new entrance gateway into downtown Shreveport via Common Street.
Outcomes to date:

- Shreveport Common’s 30 partners and 36 major projects have completed $38 million of $100 million public/private initiatives including the major restoration and preservation of historic building and places.

- The Central Fire station which was built in 1922 and since abandoned, was renovated in 2013 and has been transformed into the epicenter for the area and now includes an Arts Business Center, artist training center, emerging artist’s gallery and programming space.

- Since 2010, 19 building have been purchased in the area and new businesses have started to come to the area.

- The area has attracted more than 100 local and nationally acclaimed artists, 16 major art programming events, 31 smaller grassroots events and hosts events more than 64 days a year.
Overview:

- The Cultural District is a fourteen-square block area in Downtown Pittsburgh that has played a key role in the urban renaissance of the city.

- The Pittsburgh Cultural Trust, which runs the Cultural District, goal was to restore the theaters, buy and manage adjacent properties, ridding the area of its sleaze and ruin, constructing new performance spaces, commissioning public-art projects, developing new urban parks, and creating recreational spaces along adjacent riverfront areas.

Accomplishments:

- The Cultural District now features six theaters offering some 1,500 shows annually, as well as art galleries, restaurants, and retail shops.

- The District now attracts over two million visitors a year to its theaters, public-art installations, galleries and urban parks.

- The success of the Cultural District has resulted in a cleaning up the streets, the revitalization of old theaters and an increase in property values.

- The residential population in the downtown area has tripled in the past 10 years.
Manchester Craftmen’s Guild/Bidwell Training Center

Overview:
- Manchester Craftmen's Guild (MCG) is a nonprofit multi-discipline art, education, and music organization established in 1968 in Pittsburgh, Pennsylvania.
- It offers programs in ceramics, photography, digital arts, and painting to over 500 young people each year, as well as 3,400 additional students in the Pittsburgh inner-city school district.
- Started as a 62,000-square-foot vocational training and arts center in 1987, the facility has grown to include a 350-seat concert hall, an art gallery, classrooms, and workshops.

Key initiatives of the Manchester Craftmen's Guild include:
- MCG Jazz's mission is to preserve, present and promote jazz music
  - MCG Jazz hosts live musical performances, has a recording studio, and maintains its own record label which has won four Grammy Awards.
- MCG Youth offers various art courses and programs to Pittsburgh Public School students.
- The Denali Initiative is a program that teaches nonprofit executive directors from different areas of the country how to develop business and financing plans for new social enterprises.
Silver Spring Arts and Entertainment District

Overview:
- The Silver Spring Arts and Entertainment District was established in 2001 to help develop and promote community involvement, tourism and business revitalization through tax-related incentives that attract artists, arts organizations and other creative enterprises.
- Silver Spring is now home to over 50 arts and humanities organizations, 42 public arts displays, popular arts venues, 9 studios & Art Galleries, 7 theatre’s, 2 performance spaces.
- According to the Regional Economic Studies Institute, In FY13, the economic impact of Silver Spring’s festivals and public events generated $91,401,984 in visitor spending.
Silver Spring Arts and Entertainment District (Cont)

Business and Arts Incentives:
  o Arts venues and enterprises dedicated to visual or performing arts located within the Arts & Entertainment District are exempt from the collection of the State of Maryland’s Admissions and Amusement Tax.
  o The Property Tax Incentive credits are available for properties wholly or partially constructed or renovated to be capable for use by a qualifying artist or arts enterprise located within the Arts & Entertainment District.
  o In the Silver Spring A&E District, the majority of public art pieces have come into existence through the largess of private companies which have chosen to install public art to satisfy a public space requirement.
    • County receives public artworks as an amenity provided by private developers in exchange for increased density
The Gateway Arts and Entertainment District

Overview:
- The Gateway Arts District is comprised of the four municipalities of Hyattsville, North Brentwood, Brentwood, and Mount Rainier along Route One in Prince George's County.
- The District was funded in 2001 in order to revitalize neighborhoods and to develop an arts space designed to support artists’ living and working in Prince George’s County.
- The District is home to over 200 arts-related businesses, 350 artists, 28 art education outlets, 11 performance venues, 10 galleries’ and 3 museums.
Establishing a Cultural/Creative District in Southwest D.C.
Sponsor Key Questions for The Study Team

What are the regional implications for cultivating a “cultural/creative district” in SW DC?
Establishing a Cultural/Creative District in Southwest D.C.

Sponsor Key Questions for The Study Team

How can the public-sector be engaged in the launch and operation of a cultural/creative district? Are there incentives, tax breaks, funding, operational support, co-location, or other opportunities to establish and support such a district?

- Work with DC Commission on the Arts and Humanities to have the city pay for public art in the area. May require the BID to write the application and finance the design but then the city would pay for the art to be manufactured and installed.
- Petition the city to receive wayfinding signage for the cultural district in the area and/or request the opportunity to design public lights, trash cans, etc… to reflect the cultural district.
- Enter into an MOU with the Department of Recreation to allow the BID to run and maintain the duck pond. This will allow the BID to have a space to activate throughout the year with cultural district events and art
Establishing a Cultural/Creative District in Southwest D.C.
Sponsor Key Questions for The Study Team

How can the private-sector be engaged in the launch and operation of a cultural/creative district? Are there funding opportunities, operational support, or other partnerships and strategies that can be made available to such a district? Is there additional development that could occur?

- Reach out to CSX about allowing murals on the bridges to both engage local artists and add to the cultural identity of the neighborhood.
What is the appropriate mix of attributes that contribute to making a “cultural district” successful? What is the role of land use and place management in an “cultural/creative district”?
Establishing a Cultural/Creative District in Southwest D.C.
Sponsor Key Questions for The Study Team

What are placemaking and site planning ideas that can help establish a “cultural/creative district” identity and recognition that builds upon the history of the existing neighborhood?

• Possible informational kiosk locations
• Use QR Code for smart phones to link to Cultural District website, maps, calendar
• Graphic decorative panels commissioned by a local artist
• Panels to serve as a measure to channel pedestrians to crosswalks
District Identity

- **Existing Heritage Trail**
- **Possible Heritage Trail Extension**
- **Possible Informational Kiosk locations**: Equipped with QR Code for Smart Phones with a map of the trail system, and the history of various amenities.
- **Graphic decorative panels** commissioned by a local artist (TBD). Banner would have large colorful illustrations of area amenities. Panels would also serve as a measure to channel pedestrians to crosswalks, rather than crossing M street.

Concept: Decorative Panel
SOUTHWEST WATERFRONT
WASHINGTON, D.C.

An Inventory of Cultural, Creative and Artistic Assets

Image source: http://madisonmarquette.com
REGIONAL MAP

NEARBY AMENITIES
WASHINGTON NATIONALS STADIUM
EAST POTOMAC GOLF COURSE AND DRIVING RANGE
METRO STATIONS IN AND AROUND THE AREA

EVENTS & ATTRACTIONS
SPIRIT CRUISES
CHERRY BLOSSOM FIREWORKS
PARADE OF LIGHTED BOATS
WEEKLY FARM STANDS
NEIGHBORHOOD HAPPY HOURS
ANNUAL PET PARADE

FUTURE DEVELOPMENT
DC UNITED STADIUM
COMPREHENSIVE WHARF REDEVELOPMENT PLAN
SHAKESPEARE THEATRE
RANDALL ARTS CENTER

Urban Land Institute
Washington
Responsible Land Use | Sustainable Growth
Amenity Overview

• Parks and Attractions
• Theaters and Outdoor Performances
• Museums and the Arts
• Community Centers and Recreational Amenities
• Religious Institutions
• Libraries
Parks and Attractions

Town Center West Park (Duck Pond)
Establishing a Cultural/Creative District in Southwest D.C.

PARKS AND ATTRACTIONS
An Inventory of Cultural, Creative and Artistic Assets

REGULAR EVENTS INCLUDE...

Little Farm Stand (Saturdays May – December); Purchase Organic produce, honey and preserves directly from O’Rea family farm in Middleburg, VA.

Neighborhood Happy Hours (Monthly) Meetings at local venues including; Station 4; Gordon Biersch; Cantina Marina; Masala Art

Community Open House and Ice Cream Social (July) Nearly a dozen community volunteer groups offering information displays, giveaways and treats. Participants: Midon-Bowen Elementary School PTA, Arena Stage, Friends of SW Library, Neighbors of Southwest Duck Pond, PAWS of Southwest, Randall Recreation Center, Shakespeare Theatre Company, the Southwest Playground, SW Community Gardens, Waterfront Academy Montessori, and the Youth Activities Task Force.

Illumination and Dedication Concert (May) Performed by The Morphus Winds Quintet, audience invited to enjoy plant gardens underwritten by Mary Schmitt Memorial Fund.

Annual Pet Parade (November) Co-sponsored with PAWS of Southwest

Town Center West Park (Duck Pond)
COMMUNITY PARKS WITH CITY VIEWS...

This memorial park comprises the terminus of L'Enfant Plaza. The 200-foot wide elliptical park offers views to the south to the D.C. Waterfront and opens up to a wide grassy expanse.

Banneker Park
COMMUNITY GARDENS...

The SW Community Garden opened on July 31st, 2013 with the help of Fiskars, The Home Depot, and DC Department of Parks and Recreation.

Weekly “Garden Work” days on Wednesdays and Saturdays.

The Garden Group will run summer youth programs on sustainable urban farming for students attending Amidon-Bowen Elementary School and Jefferson Middle School,

The group will also hold garden parties, grow community requested crops, and offer volunteers an opportunity to exchange the time they work in the garden for free goods and services through time banking.

Southwest Gardens at Lansburgh Park
MEMORIALS THAT CONNECT US TO OUR HISTORY...

Located on P Street SW adjacent to the Washington Channel, the Titanic Memorial is a place a quiet and somber reflection.

The granite statue honors the men who gave their lives so that woman and children might be saved during the RMS Titanic disaster.
THE WATERFRONT EXPERIENCE...
Lunch and dinner cruises depart from the Southwest Waterfront and tours have breathtaking views of Washington D.C.’s iconic monuments and buildings.

Specialty themed cruises include: National Cherry Blossom Festival, Eat, Drink and B. Mary Brunch, Full Moon Cruises, Easter, 4th of July, Mother’s and Father’s Day, and more...
Establishing a Cultural/Creative District in Southwest D.C.

PARKS AND ATTRACTIONS
An Inventory of Cultural, Creative and Artistic Assets

FRESH SEAFOOD DAILY...

Maine Avenue Fish Market (The Wharf) – Open air seafood market with more than 10 stores offering fresh fish and other seafood specialties.

Maine Avenue Fish Market
Establishing a Cultural/Creative District in Southwest D.C.

PARKS AND ATTRACTIONS
An Inventory of Cultural, Creative and Artistic Assets

WORLD CLASS ACCOMMODATIONS...

One of the best known hotels in the D.C. metropolitan area. The Capital Skyline hotel also hosts frequent parties and social events.

Capital Skyline Hotel
Theatres and Live Performances
ARTISTIC EXPRESSION AND PERFORMANCE...

Arena Stage is alive as a center for American. The focus is on American artists.

Featured performances: Destiny of Desire, Oliver, Akeelah and the Bee, Sweat, The Lion, The City of Conversation, All the Way, Disgraced

Arena Stage Academy - A two-week training program for the serious student in American musical theater. Taught by expert faculty, company members train in singing, acting and dance technique in daily classes.

They then apply these skills in rehearsals, working toward a polished, final showcase, which is attended by members of Arena Stage's artistic team.
NURTURING TALENT IN THE PERFORMING ARTS...

Camp Arena Stage encourages the spirited pursuit of knowledge, self-discovery and joy through the arts. Campers create their own schedules, choosing from more than 75 options in theater, music, dance, visual art, filmmaking and writing. Two and Four Week sessions June 22 – July 31, 2015.

ARENA STAGE COMMUNITY ENGAGEMENT...

Voices of Now - An after-school drama program in which students gain physical discipline, writing and performance skills.

Moving Stories – A vibrant and interactive experience that brings stories to life in the classroom. Using song, movement, sign language and storytelling, Moving Stories explores a beloved children’s book through creative drama, promoting literacy skills – such as increased vocabulary and reading comprehension.
The company plans to develop the building that was formerly the campus of Southeastern University at 501 I street, SW. The company is partnering with Alexandria-based Erkiletian Real Estate on a mixed-use development.

This development will include residences for actors and apprentices, rehearsal and performance space, storage, classrooms and the company’s administrative headquarters.
Museums and
the arts
COMMUNITY CONNECTION THRU THE ARTS...
A non-profit Arts Club and Event Space providing a functional, organic art space for all to enjoy at no cost

Performances and live music

Art Exhibits

Community art programs and special events year round

Blind Whino Southwest Arts Club
Community Centers and Recreational Amenities
Randall Community Center

RECREATION CENTERS PROMOTING GOOD HEALTH TO ITS RESIDENTS...

The Randall Community Center offers a public outdoor swimming pool, sport fields and tennis and basketball courts.

Recreation center is metro accessibly and offers city residents and area for outdoor exercise and competitive play.

Jefferson Parks and Recreation Fields

King Greenleaf Recreation Center

INDOOR AND OUTDOOR ACTIVE AND PASSIVE RECREATIONAL AMENITIES...

D.C. Department of Parks and Recreation Center, open Monday through Saturday.

King Greenleaf Recreation Center has basketball courts, a computer lab, fitness center, gymnasium, playground, softball field, and tennis court.
Religious Institutions
Westminster Presbyterian Church

FAITH BASED COMMUNITY CONNECTIONS...

Westminster Presbyterian Church Calendar of Events

- Weekly Sunday Services
- Blue Monday Blues (launched by SW Renaissance Development Corporation)
- Tuesday and Thursday Food and Friends Pickup
- Wednesday Wellness Programs
- Friday Jazz Night in DC

Riverside Baptist Church

- Weekly Sunday Services

St. Matthew’s Lutheran Church

- Weekly Sunday Services

Christ United Methodist Church

- Weekly Sunday Services
- Kiwanis Club Meetings
- Stamp Clubs

Friendship Baptist Church

- Weekly Sunday Services
- Special Events include fish fry, feeding the homeless, joint church fellowships and more
Libraries
Establishing a Cultural/Creative District in Southwest D.C.

LIBRARIES
An Inventory of Cultural, Creative and Artistic Assets

EDUCATION AND COMMUNITY PROGRAMS...

Library Events include

- Book Clubs
- Films and education classes
- Exhibits
- Musical performances
- Lectures and poetry readings
- Children and teen activities
- Cultural events including
  Women’s History Ride

Image provided by: www.ppnetworkteam.com

Southwest Neighborhood Library
Bibliography

- http://artsfwd.org/arts-districts/
- http://www.fairfieldculturaldistrict.org/benefits.htm
- https://www.planning.org/research/arts/briefingpapers/vitality.htm
- http://createquity.com/2014/06/whats-next-for-state-designated-cultural-districts/
- http://muralarts.org/about
Bibliography

- http://www.southwestduckpond.org/
- http://swgardens.org/about/
- http://www.arenastage.org
- www.blindwhino.org/
- http://www.westminsterdc.org/
THANK YOU

Image source: http://madisonmarquette.com