

CALIFORNIA ARTS DISTRICTS

INITIAL ASSESSMENT

PREPARED BY CITY FABRICK



The discussion of arts-based place-making has been gaining popularity among public officials, policy makers, and communities across a wide range of geographic scales, as increasingly vital to community revitalization. The growth of place-based arts and cultural districts speak to the importance of such districts to their surrounding communities.

Arts and cultural districts [often used interchangeably and sometimes including the term “entertainment”] are typically defined as a specific, geographically-defined, area of a city or town in which a high concentration of art and cultural institutions and activities anchor the area and make it easily identifiable to visitors and residents. These districts are complex, usually developing over a period of time, and mainly fall into two broad categories: those that are institutionally-driven, “created almost exclusively through major redevelopment and comprised principally of large anchor organizations,” and those that emerge more organically, through grassroots efforts. The Americans for the Arts developed a list of the

types of cultural districts that exist, including cultural compounds, major cultural institution focus, downtown area focus, cultural production focus, arts and entertainment focus, and naturally occurring focus. They are increasingly utilized as a catalyst for place-based economic revitalization and community development, especially in cities, towns, and rural areas that have struggled with structural change, attracting investment, and out-migration.

Currently, there are 12 states that utilize state-level designation for arts and cultural districts. Many other states have arts and cultural districts established without state-level designation; those are typically developed

COMPONENTS OF AN ARTS DISTRICT



MURALS + PUBLIC ART

This category is made up of the cultural infrastructure and visual art that promotes civic pride and engagement, integrating throughout the city fabric through a variety of mediums. Displays range from murals, mosaics, sculptures, sidewalk installations, open-air film projects, or outdoor performance venues (either in parks, empty lots, streets, etc.). Public art is free and accessible to all and is often supported by initiatives from the local level either through percent-for-public art programs or guidelines for appropriate spaces and types of public art.



FINE ARTS + GALLERIES

This category denotes a clustering of galleries and/or studios displaying art. Art galleries, in either a traditional gallery or artist studio, offer a place for artists to display and sell their work and are important to arts and cultural districts. Concentrated galleries promote walkability and can engender art walks. Programs that support art galleries include window dressing and façade improvements.



ENTERTAINMENT + EVENTS

This category focuses more on musical performances. It encompasses live concerts, street festivals including street closures for music and art shows, musical festivals, and spoken word and poetry readings. These performances may be found at a café, a park, a street, a stage, or other locations.

DISTRICT SPOTLIGHT



ABOVE
A model wears an artist creation for the Trashique Fashion show in the Fresno Mural District
PHOTO COURTESY EPIC ARTS

at the local, municipal level where the state has no formalized role pertaining to the district. A previous report by City Fabrick, in collaboration with the California Arts Council, on state-designated arts and cultural districts includes comparisons between programs' selection criteria, application process, incentives and evaluation metrics. This current research attempts to provide a context of existing arts and cultural districts in California, which does not currently have a state-level policy for designation. It also starts to analyze the existing districts and to determine the differences between locally-developed, designated arts and cultural districts and state-level designation.

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THE ASHBY ARTS DISTRICT WAS BORN OUT OF THE DESIRE OF A GROUP OF ARTISTS TO REACH OUT TO THE COMMUNITY THAT THEY ARE ROOTED IN.

KATYA MADRID | CURATOR, TRIPTYCH GALLERY

The material gathered here is based on public information that was currently available; therefore, it should not be considered a comprehensive study. Instead, the intention of this research is to prompt future research and build a context for California to consider adopting a state-level system for designating and supporting qualifying arts and cultural districts. The material collected in this report represents districts from around California and from a variety of backgrounds. The report lists: the specific boundaries, if available; the organizational structure, if one exists; anchors; events and points-of-interest; and the general

history development of each district. At the same time, the report attempts to demonstrate both the successes and challenges of arts and cultural district development at the local level.

SUMMARY

While composing this report, the most noticeable challenge was the lack of consistency and clarity in presentation and definition of a particular district. This stems from a lack of a strong organizational structure. Some of the more developed or institutionally-driven arts and cultural districts, such as San Pedro's S.P.A.C.E. District, have a highly organized formal structure that is responsible for oversight, development, and maintenance of the district as well as stated goals, developed policies, and attempts to measure the impacts of the district. Other districts, especially those that have arisen organically, have struggled with faint institutional support and limited organizational structure. Some districts may have run into trouble by remaining organically-driven, especially when it came to affordable housing for artists, a well-established boundary, or a main website to market the district for tourists. One of the benefits of state-level designation is that it would incentivize organizational development through the application and selection process as well as reinforce the development through assistance programs.

On the other hand, strictly top-down designation may also not be successful if the district has not been historically recognized as

a creative community. Successful arts districts appear to have a well maintained balance between the arts and cultural community, which creates innovative businesses, events, and activities, and the support of local government. Additionally, existing anchors are important for a district to be successful. Attempting to create a district in a community that may not have existing art and cultural anchors and is not well-recognized for its cultural amenities, or one that lacks a critical mass of cultural and artistic institutions may fail to spur tourism and economic revitalization.

Other successes include funding support from both the public and private sectors. Foundational support and grants have generated large support for art institutions. Yet, some city-level districts have not been able to generate enough financial support-compounded by the recent recession- and have suffered key setbacks. For example, Fresno's arts district lost one of its most important anchors when the Fresno Metropolitan Museum [The Met] foreclosed in 2010. While states have been cautious with funding support and tax incentives, many have provided information to assist districts in locating specific foundations and grants through a specific department established for arts and culture, websites, or the application process.

When looking at establishing a state-level program, an important question to consider is how to integrate existing arts districts. The National Assembly of State Arts Agencies [NASAA] recommends that when starting a

new state-level initiative, "involved parties should assess the planning, marketing and financing systems that already may be in place at the local level." While developing qualifying criteria for the certification process, it is useful for state agencies to collaborate, both with local agencies and existing districts, and to remain sufficiently flexible within the standardization process.

One of the most discussed topics when it relates to art and culture districts is gentrification, or what has also been termed as "SoHoification". This topic has been controversial, and research has demonstrated both the positive and negative effects of gentrification. It will be important to further explore this topic in the future and build a conversation on how arts-based place-making can have a positive effect on community development while also considering ideas on how to mitigate some of the potentially harmful effects. An important piece to this conversation will be how to protect the artists and creative enterprises that invest their creative labor into a community from becoming priced-out of that same community.

As stated previously, this report attempts to compile a list of existing districts, but it is neither complete nor comprehensive. There are districts that are not included because they have either recently been established or have just undergone some significant changes. Also, there are cities that are currently exploring the option of establishing an arts district but are still in the policy development or general planning phase. For example, Santa Cruz



HISTORIC ARCHITECTURE

This category refers to a district that emphasizes its architecture including historical buildings and/or significant and creative modern architecture. Many programs that support this category include adaptive reuse and rehabilitation programs.



PERFORMING ARTS

Performing arts usually refers to an art form that conveys a content-based meaning in a drama-related sense to audience. While there may be some overlap between the categories of performance art, public art, and entertainment, in this category the focus centers on theater performances. This can be in the traditional theatrical-style, with scripted or unscripted plays, ballets, and similar venues or nontraditional performances in nontraditional locations.



ARTIST HOUSING

Artist housing usually focuses on the affordability and livability unique but not limited to artists. It can include programs such as tax credits, live/work ordinances, local initiatives, and affordable housing programs; adaptive reuse and rehabilitation of older buildings or warehouses for artist live/work space; or private or public-private partnership development with an emphasis on livable spaces for artists.

LOOK OUT FOR THESE SYMBOLS THROUGHOUT THE REPORT



determined this as one of their policies in their recently adopted Arts Master Plan. Riverside, in their Arts and Culture Element adopted in 2007, states that the city in 2002 implemented the Downtown Specific Plan which outlines ways that the city can revitalize the downtown area with arts and culture and work towards formally establishing the Downtown Arts & Culture District. Since 2002, they have developed the monthly Riverside Artswalk, renovated the Fox Performing Arts Center and promoted public art. They have been successful in growing and clustering arts and culture institutions with the goal of creating a distinct downtown district although they have not yet formally designated one. Oxnard and Boyle Heights are also in the process of shaping arts and culture districts out of areas with existing institutions.

Although there is a lack of evaluative data as quantitative tools are continually being refined, some research has been able to measure the impact of successful arts and cultural districts and creative industries on a macro-level. In January 2012, Maryland released an economic analysis of its Arts and Entertainment Districts, commissioned by the Maryland State Arts Council, and found that businesses within Maryland's 19 certified arts districts supported an annual average of 1,621 jobs, \$49.8 million wages, and an annual average of \$147.3 million in state GDP between 2008 and 2010. Tax revenue generated from new businesses and visitor spending was over \$37 million [Maryland State Arts Council]. The Otis College of Art and Design's Creative Economy

Report shows that 1.4 million jobs in California were directly, indirectly, impacted or induced by the creative industries and made up 10.4% of the Los Angeles region's total economic output in 2012. According to the Berkeley Civic Arts Commission's Arts and Culture Plan, the Downtown Arts District, established in 1996, generated an estimated \$68.5 million in direct organization expenditures and stimulated \$142.2 million of induced or direct impact on the local economy by 2004.

Creative place-making and place-based arts communities have demonstrated a vital role in community revitalization in ways where previous efforts have failed. As states, cities, and rural areas continually confront the challenges of economic transitioning, job development, out-migration, and quality of life, collaborating with the community to foster the arts and culture has shown extreme promise. City Fabrick presents this report in order to continue to explore the potential of arts and cultural districts both locally, in Long Beach, as well as statewide.

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NORTHERN CALIFORNIA



13 EUREKA | HISTORIC OLD TOWN



15 DAVIS | DOWNTOWN ARTS DISTRICT



17 SANTA ROSA | DOWNTOWN ARTS DISTRICT



19 BERKELEY | ASHBY ARTS DISTRICT



21 BERKELEY | ADDISON ST ARTS DISTRICT



23 OAKLAND | THE UPTOWN



25 OAKLAND | JINGLETOWN



27 OAKLAND | LOWER BOTTOMS



29 SAN FRANCISCO | YERBA BUENA GARDENS

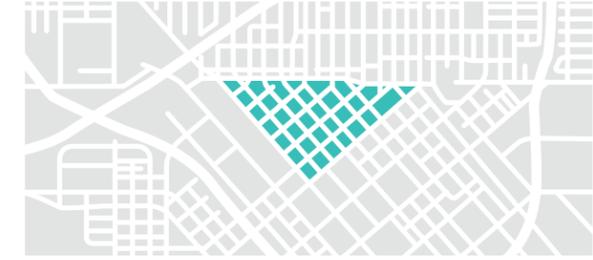


31 SAN FRANCISCO | CMCBD



33 SAN JOSE | SOFA DISTRICT

SOUTHERN CALIFORNIA



37 FRESNO | MURAL DISTRICT



39 SANTA BARBARA | THEATRE DISTRICT



41 SANTA BARBARA | THE FUNK ZONE



43 SANTA CLARITA | OLD TOWN NEWHALL



45 NORTH HOLLYWOOD | NOHO ARTS DISTRICT



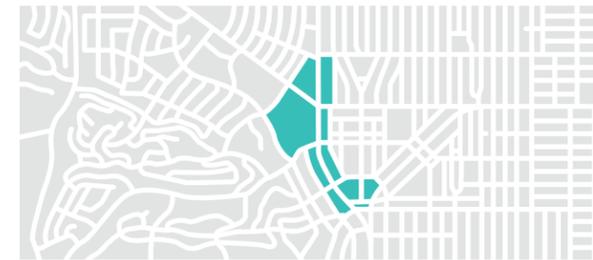
47 GLENDALE | MARYLAND OFF BROADWAY



49 LOS ANGELES | ARTS DISTRICT



51 LOS ANGELES | BROADWAY HISTORIC THEATRE



53 LOS ANGELES | LEIMART PARK VILLAGE



55 LOS ANGELES | BOYLE HEIGHTS



57 CULVER CITY | CULVER CITY ARTS DISTRICT



59 SAN PEDRO | S.P.A.C.E. DISTRICT



61 LONG BEACH | EAST VILLAGE



63 SANTA ANA | THE ARTIST'S VILLAGE



65 SAN DIEGO | NORTH PARK



67 SAN DIEGO | NTC LIBERTY STATION

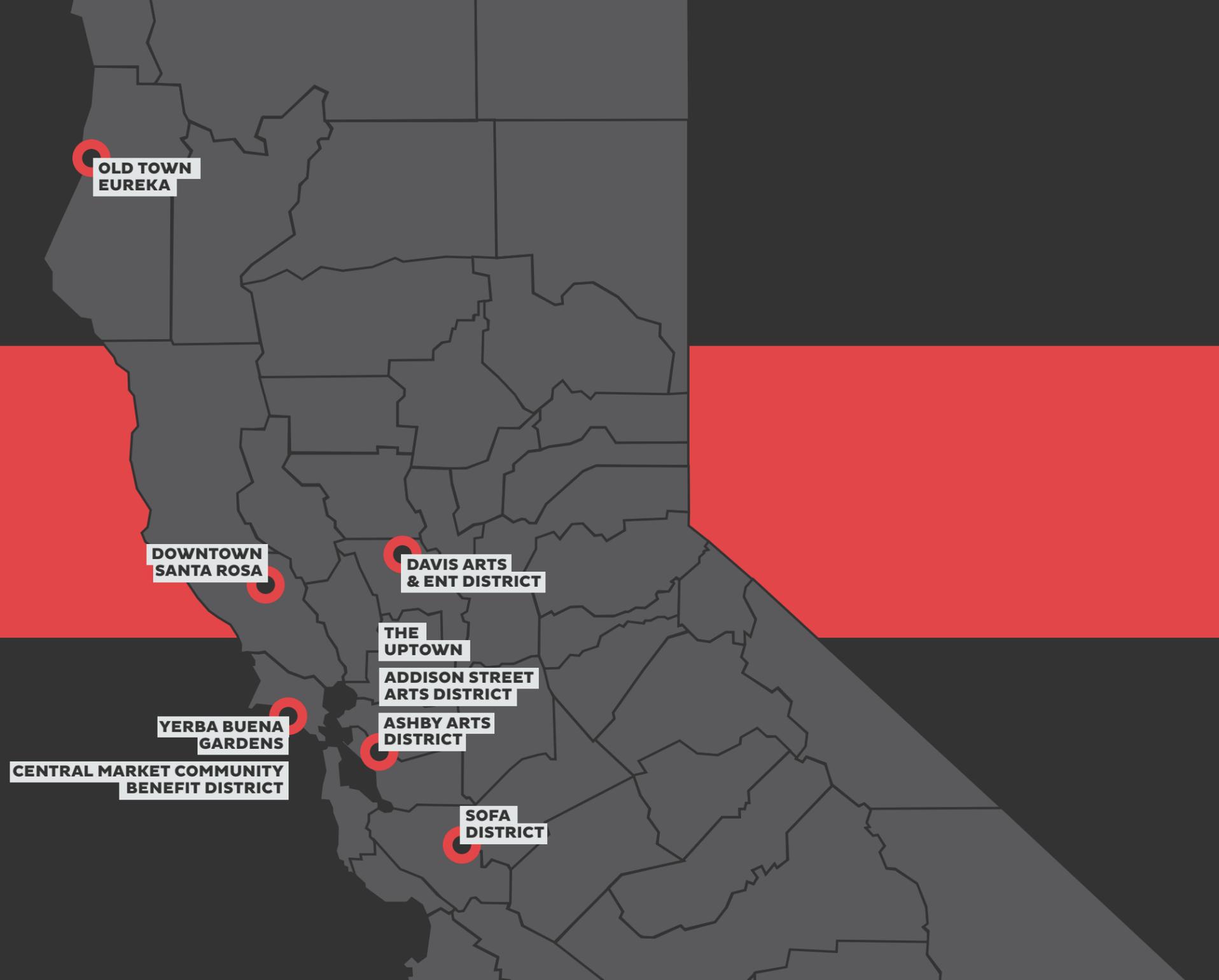


69 SAN DIEGO | I.D.E.A. DISTRICT





NORTHERN CALIFORNIA



OLD TOWN EUREKA

DOWNTOWN SANTA ROSA

DAVIS ARTS & ENT DISTRICT

THE UPTOWN

ADDISON STREET ARTS DISTRICT

ASHBY ARTS DISTRICT

YERBA BUENA GARDENS

CENTRAL MARKET COMMUNITY BENEFIT DISTRICT

SOFA DISTRICT



OLD TOWN EUREKA



CITY	COUNTY	ESTABLISHED
EUREKA	HUMBOLDT	1994

POPULATION
50,000

ANCHORS & EVENTS

ARKLEY CENTER FOR THE PERFORMING ARTS
Historic 1920s Theatre that was closed indefinitely in 2013 for repairs & maintenance.



THE INK PEOPLE CENTER FOR THE ARTS



ARTS ALIVE!
Monthly event with more than 80 galleries & shops displaying local art to the public in Old Town Eureka.

BLUES BY THE BAY
Two day outdoor Blues music festival at Eureka's Halverson Park.



REDWOOD COAST MUSIC FESTIVAL
Four day Jazz music festival in locations throughout town.



DISTRICT BOUNDARY

A 350-acre area between First and Fifth Streets from "C" to "M" Streets (the core of the district runs the length of First, Second, and Third Streets)



Eureka, the Humboldt County seat, is a historic waterfront commercial district on California's far northwest coastal region. Old Town consists of a 350-acre area and contains over 150 buildings from the Victorian era. In addition to being a Cultural Arts District, it is also listed on the National Register of Historic Places.

Redevelopment efforts began in the 1970s with some success. However, by the 1990s, the city was, once again, experiencing economic problems. During this time, the core of the city had empty storefronts and a vacancy rate of 18%. In 1992, the city successfully applied for recognition as a California Main Street Demonstration City. Together with the redevelopment agency, the City of Eureka Arts and Culture Commission, the Humboldt Arts Council, and Eureka Main Street envisioned a cultural arts district. In September 1994, the Eureka City Council unanimously passed a resolution officially designating the Main Street District as a Cultural Arts Resource District, making it a cultural tourist destination and center for the arts. In addition, during the



PHOTO COURTESY NEVA SWENSEN VIA FLICKR

mid-1990s, the California Arts Council set up 14 "phantom galleries" in the vacant storefronts which helped to attract renters.

40% OF BUSINESSES HAVE A DIRECT OR INDIRECT ARTS CONNECTION IN THE DOWNTOWN & OLD TOWN AREA.
LEAGUE OF CALIFORNIA CITIES

The city engaged with a number of organizations to help create projects to assist in its viability as an art & culture district. These efforts included organizing monthly Arts events like Arts Live!, creating an association of street artist and performers, initiating a Facade grant program, and aggressive marketing of the district to

attract more arts-based businesses. A 1993 California Arts Council grant was used to create a public mural project. The designation and adoption of a 'Live-Work Ordinance' on Main Street which, after altering some building and zoning codes, converted the vacant second floors of older Eureka buildings into units and lofts that were less expensive than traditional apartments.

According to the League of California Cities, as of 2013, Eureka's core commercial District has a vacancy rate of about 3%. In addition, 40% of businesses have a direct or indirect arts connection in the Downtown and Old Town area.



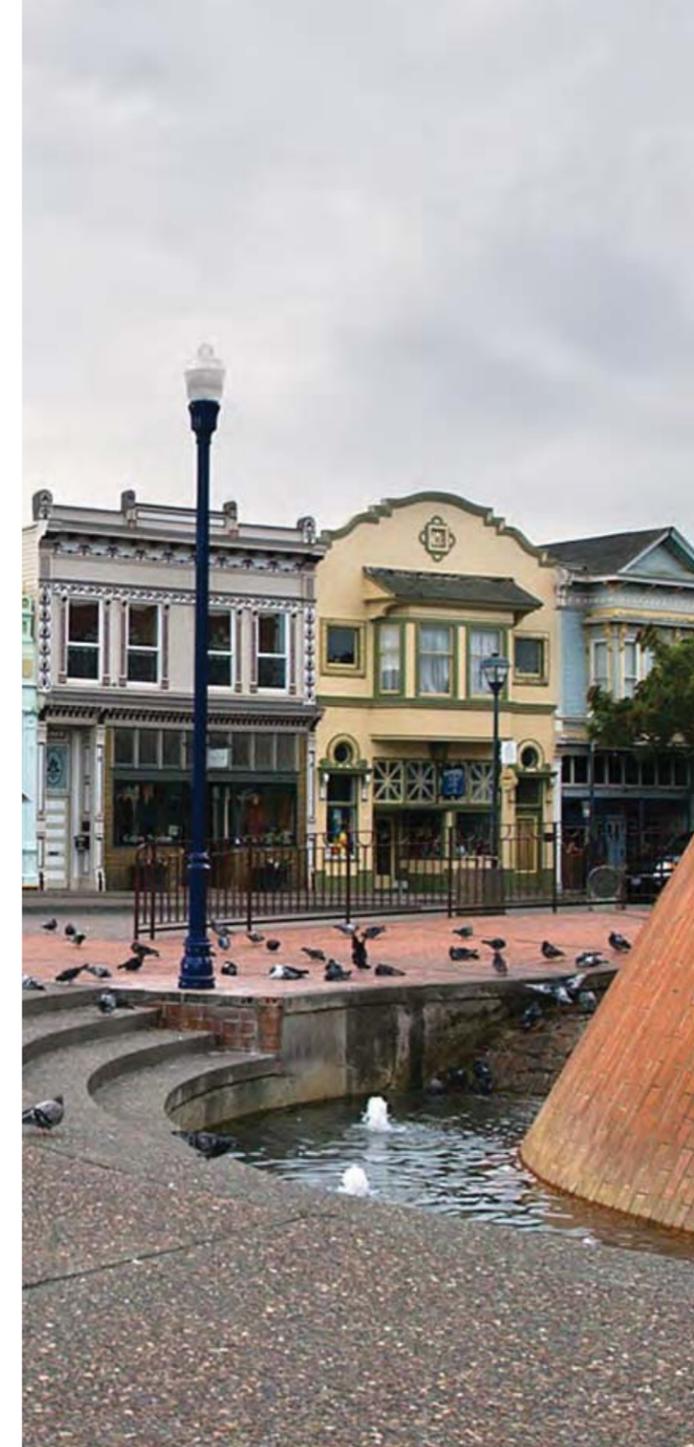
TOP LEFT A group of dancers perform at the Art Alive Festival in Old Town Eureka.
PHOTO CREDIT RON LUTE VIA FLICKR

ABOVE Singer Sony Rhodes performs at the Blues By the Bay Music Festival.
PHOTO CREDIT BOB DORAN VIA FLICKR

RIGHT Victorian Era Homes in Old Town Eureka.
PHOTO BY ARLEEN OLSON/HUMBOLDT WILD.

ORGANIZATIONAL STRUCTURE

EUREKA MAIN STREET A public-private partnership between the redevelopment agency and the Downtown and Old Town merchants began in 1992 and serves the 49-block area between "A" and "I" Streets (also known as Eureka's Core Business District). This program is governed by a Board of Directors and maintains a full-time staff. Its services include: promotion of the District through various media; a Redevelopment Agency funded facade improvement program; and advocacy and consultation for existing and new business owners and property owners. **THE EUREKA ART & CULTURE COMMISSION** According to the Eureka Economic Development & Housing Department (the succeeding organization to the redevelopment agency), the Arts and Culture Commission is the "driving force behind collaborating with staff and many other arts organizations to encourage Art in Public Places" **HUMBOLDT ARTS COUNCIL** Sponsors of the ongoing Arts Alive! Program.





DAVIS ARTS & ENTERTAINMENT DISTRICT



PHOTO COURTESY DUNAN SMITH VIA FLICKR



CITY	COUNTY	ESTABLISHED
DAVIS	YOLO	2012

POPULATION
65,000

ANCHORS & EVENTS

FLOURISH DAVIS MOVEMENT
A launch party and silent auction held to promote Art in Public Spaces



JOHN NATSOULAS CENTER FOR THE ARTS
Gallery, cafe, and rooftop sculpture garden.



DAVIS ART WALK



ARTABOUT



TRANSMEDIA SCULPTURE WALK
First-in-the-nation interactive art collection



DAVIS MUSIC FESTIVAL

DISTRICT BOUNDARY



Since Davis City Council's the 2012 approval to designate Downtown Davis as a "Cultural Arts and Entertainment District," the city, community members, and UC Davis have been working to build upon the existing arts, cultural, and entertainment institutions and destinations to make Davis into a premier small town art destination.

Two parties have been at the forefront of the creation of a cultural art and entertainment district in Davis. These include architects Bruce Playle and John Hammond, and gallery owner John Natsoulas who sent a letter to City Council outlining their distinct visions for downtown. Natsoulas opened his renowned gallery and center for the arts in Davis roughly two decades ago and maintained strong ties with the University of California, Davis' Art Department. He also initiated the innovative Transmedia Art Walk project, installed in February 2012, which has seen huge success in attracting tourists to the downtown area. Hammond and Playle initiated plans for a Greek Theater to be located in the newly formed district.

Following the official designation, City Council held several different arts forums in collaboration with arts groups, community organizations, and the UC Davis campus in order

“DAVIS, LIKE MANY OTHER CITIES, IS MOVING AWAY FROM PUBLICLY FUNDED ART PROGRAMS TOWARD A MORE HYBRID MODEL THAT ENGAGES BUSINESSES, NONPROFITS & OTHERS IN A COLLABORATIVE EFFORT TO WEAVE THE ARTS INTO THE FABRIC OF THE COMMUNITY AND ENHANCE TOURISM AND THE LOCAL ECONOMY

LUCAS FRERICHS | CITY COUNCIL MEMBER

to develop a joint action plan for development of an arts and entertainment district. Resulting

from these meetings was the establishment of the Cultural Action Committee. The organization is responsible for marketing, establishing parameters, creating a brand identity, providing support for local artists, locating funding, and providing City Council with suggestions for the Municipal Art Fund. The designation also came with an addition of 35 new sculptures & murals to further the use of public art. UC Davis students formed the Davis Mural Team, one of the top mural teams in the country, and are currently working with artists of all ages in the community to transform a parking garage into the Art Garage, a structure laden with murals of all kinds. The early success of the Cultural Art & Entertainment district has been notable among comparable cities in the area.

ORGANIZATIONAL STRUCTURE

CULTURAL ACTION COMMITTEE a 501(c)(3) nonprofit organization whose goals include promoting Davis as one of the top 20 small art cities in the US, fostering an art and education district through local businesses, and creating an Art in Public Places Fund in which an annual fundraiser is held to help a local artist create a piece of public art.



OPPOSITE, TOP LEFT
An exhibition at the John Natsoulas Gallery.
PHOTO COURTESY DUNCAN SMITH VIA FLICKR

ABOVE
Children getting crafty at the annual Davis Jazz Festival.
PHOTO COURTESY CULTURAL ACTION COMMITTEE

RIGHT
Deladier Almeida painting plein aire at the California Landscape Conference in Davis.
PHOTO COURTESY JOHN NATSOULAS GALLERY





DOWNTOWN SANTA ROSA ARTS DISTRICT



CITY	COUNTY	ESTABLISHED
SANTA ROSA	SONOMA	2006
POPULATION		
170,000		
ANCHORS & EVENTS		

ARTSTART
Non-profit educational arts organization providing support to Santa Rosa's youth.



LIVE AT JULIARD
A summer food and music festival at Santa Rosa's Julliard Park.



CIVIC ARTWALK
A self guided tour of over 35 public art sculptures in Downtown Santa Rosa.

FIRST FRIDAYS ON FOURTH
Monthly artwalk along the 4th street corridor through Downtown Santa Rosa.



DISTRICT BOUNDARY
It is bordered by College Avenue and Bennett Valley Road and Brookwood Avenue and west side of Railroad Square and A Street area



THE BIG HAND, A PUBLIC SCULPTURE IN DOWNTOWN.

Just 55 miles north of San Francisco, Santa Rosa sits as a vibrant small city surrounded by wine country & redwood forests. Since the 1990s, the City has endeavored to build a thriving downtown, researching other areas around the country that had seen transformation through the arts and developing a strategic plan to build upon their existing arts & cultural infrastructure.

The focus on transforming downtown began with establishing a successful public art program. Building upon this, the City conducted an initial study through the Art in Public Places Committee (APPC) on model cities that use arts-based placemaking as an economic and tourism tool. The APPC recommended that the City develop an arts district in the downtown center. The City was able to use funding from the Redevelopment Agency to provide seed money to launch the district. In 2009, the City adopted the City of Santa Rosa Arts District Business Plan. It identified ways that the district could develop and sustain as well as utilize its cultural and artistic attractions. The Arts District was designed to address three specific areas: Physical Environment, Cultural

Programming, and Sustainable Resources. The City has taken strategic steps to develop its arts district, including marketing tools, signage, and development of funding strategies including designation of 1% of commercial construction costs for art (called "1% for Art in Private Development Ordinance"), among many others. Despite the recession in 2008 and the loss of redevelopment funds in 2012, Santa Rosa continues to pursue the viability of its arts district. The city has since won awards for its efforts in the development of public art, including an economic development award from the California Parks and Recreation Society and an All-American City Award.



PHOTO COURTESY RUSS POWELL VIA FLICKR

ORGANIZATIONAL STRUCTURE

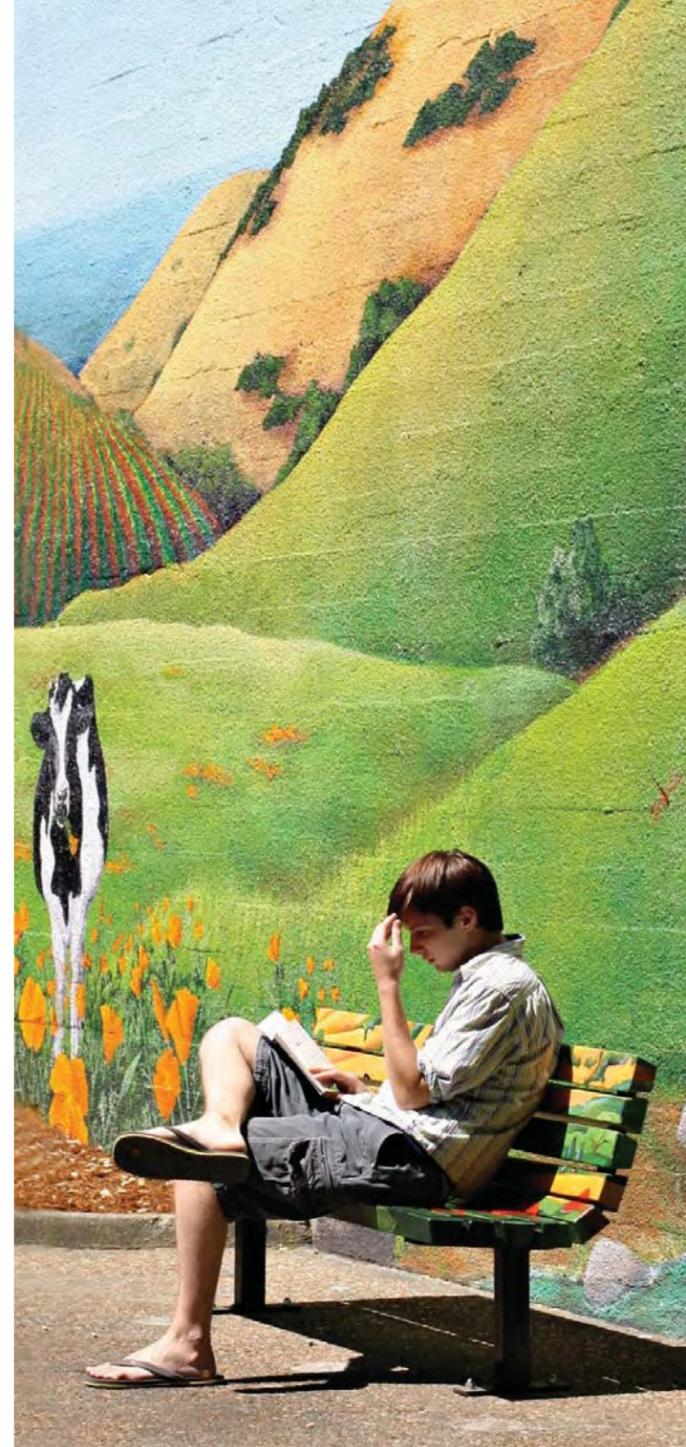
RECREATION & PARKS DEPARTMENT An Arts Coordinator position was established within the department to oversee the arts district. Funding is also provided through the department for various arts programs. **THE ART IN PUBLIC PLACES COMMITTEE** Oversees the Public Art Program in Santa Rosa. It conducted the initial studies for the city to establish public art, conduct events to promote the arts, and funding opportunities.



OPPOSITE, TOP LEFT
Wrangles and cattle parade through downtown as part of the Western Heritage Cattle Drive.
PHOTO COURTESY FRUVOUS2 VIA FLICKR

ABOVE
The Trailer Park Rangers perform at the annual Art Vine Festival.
PHOTO COURTESY FRED VEDDER VIA FLICKR

RIGHT
A farm scene is depicted in mural and painted bench by artist Mario Uribe.
PHOTO COURTESY TOBYM VIA FLICKR





ASHBY ARTS DISTRICT



CITY	COUNTY	ESTABLISHED
BERKELEY	ALAMEDA	2003

POPULATION
115,000

ANCHORS & EVENTS

- EPIC ARTS
- LA PEÑA CULTURAL CENTER
- ASHBY STAGE
- BLACK REPERTORY GROUP
- NOMAD CAFE
- NORTHERN CA LAND TRUST
- ARTIFY ASHBY
Mural Projects, Senior Center Project, Artify BART Project



OUR STORY
A collection of stories, art, photos, etc. from the district neighborhood

DISTRICT BOUNDARY

This 350-acre area is between First and Fifth Streets from "C" to "M" Streets (the core of the district runs the length of First, Second, and Third Streets)



TRAFFIC CALMING BOLLARDS ADORNED WITH TILE MOSAICS

The Ashby District, located in the heart of South Berkeley and bordering North Oakland near the Ashby BART station, is an area long known for its proliferation of artists, musicians, dancers, and other performers. With a diverse collection of cultures living side by side, one of the challenges this community faced was a lack of unified identity.

As the arts & entertainment in Downtown Berkeley began to flourish, artists in South Berkeley were being pushed out due to rising rents and lack of recognition. The Ashby Arts District was created (and given official city recognition in 2003) in order to unify the area's arts organizations and promote community development through the arts.

The district spans several diverse communities and is operated in partnership with an alliance of nonprofit organizations and performance venues including La Peña Cultural Center, Epic Arts, The Shotgun Players at The Ashby Stage, The Black Repertory Group, Nomad Café, Northern California Land Trust, and The Triptych Gallery.

The district also stands out among other arts districts in that it was formed from a grassroots efforts, instead of from the top-down level from City Council, although they have worked in

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KATYA MADRID | CURATOR, TRIPTYCH GALLERY

collaboration with City Council, the Civic Arts Commission, the City Manager, and the Office of Economic Development. The designation was headed by Epic Arts. In 2005-2006, the Ashby Arts District was awarded a Challenge America

Fast Track Grant by the National Endowment for the Arts. The funding went towards publishing a monthly district calendar, compiling a database of local artists, installing public art, and producing festivals and other live performances.



OPPOSITE, TOP LEFT
Felix "Liche" Oseguera as part of La Peña Cultural Center's Fandango Urbano workshops.
PHOTO COURTESY LA PEÑA CULTURAL CENTER

ABOVE
Children getting involved in the Artify Ashby Neighborhood Mural Project.
PHOTO COURTESY EPIC ARTS

RIGHT
Visions of Peace and Justice Mural adorning the Ink Works Building
PHOTO COURTESY TRUE COLORS MURAL PROJECT

ORGANIZATIONAL STRUCTURE

LA PEÑA CULTURAL CENTER Founded in 1975 by a multi-racial group of Latin Americans and North Americans as a community cultural center that promotes peace, social justice and cultural understanding through the arts, education and social action; it presents over 200 artist events each year. **EPIC ARTS** Nonprofit organization that was the catalyst for the Ashby Arts District; they have promoted collaboration and community development through the arts since 1997. **SHOTGUN PLAYERS AT THE ASHBY STAGE** Company of artists determined to create bold, relevant, affordable theatre as well as a commitment to making a difference in the community. **THE BLACK REPERTORY GROUP** Nonprofit church drama club that has developed into a cultural arts center with a commitment to the arts and the community. BRG has been acclaimed for its work with youth through performing arts. **NOMAD CAFE** Community café whose mission is to build an earth-friendly and art-friendly community with local organic foods, fair trade certified items, live musical entertainment, and rotating art installations. **NORTHERN CALIFORNIA LAND TRUST** Community-based nonprofit organization committed to making homes and community facilities permanently affordable through the community land trust (CLT) model.





ADDISON STREET ARTS DISTRICT



CITY	COUNTY	ESTABLISHED
BERKELEY	ALAMEDA	1996

POPULATION
115,000

ANCHORS & EVENTS

BERKELEY REPERTORY THEATRE
Tony Award winning regional theater with over 1,000 seats.



FREIGHT & SALVAGE
A nonprofit community arts organization that promotes and showcases live traditional music.



AURORA THEATER COMPANY
Originally established in 1992, this Theatre group is now housed in a 150 seat Theatre.



BERKELEY POETRY WALK
Features 128 cast-iron panels of poetry embedded into the sidewalk along Addison St.

DISTRICT BOUNDARY

Addison between Shattuck and Milvia Streets.



PHOTO COURTESY CARLETON COLLEGE

Berkeley's downtown revitalization efforts can largely be attributed to the formation of the Addison Street Arts District. The vibrant mix of art groups and businesses have spent over \$68 million in direct expenditures, resulting in a combined impact of over \$142 million on the local economy since its official formation in 1996.

Berkeley's Downtown Arts District (aka Addison Street Arts District) formed less organically than the Ashby Arts District. The idea for the district came out of a joint survey implemented by the City and the Berkeley Repertory Theatre which revealed that visitors were coming to the downtown area for arts and culture. In 1994, the city worked with UC Berkeley and the Downtown Berkeley Association to design a plan for urban improvements in downtown. The plan was officially adopted by the city in 1996, formalizing the designation of the arts district.

The arts district was built upon a concentration of a few small arts and cultural institutions, using a large public investment for street

improvements and grants to arts and cultural organizations including a Percent-for-Art Policy which allocates 1/5% of the city budget for public art. According to the Berkeley Civic Arts Commission's Arts and Culture Plan, by 2004 the Downtown Arts District generated an estimated \$68.5 million in direct organization expenditures and stimulated \$142.2 million of induced or direct impact on the local economy.

In 2002, the city was awarded the grand prize for the Awards of Excellence for California Cities in economic development by the California Association for Local Economic Development because of the role the arts district had had in revitalizing the downtown area. The area is

overseen by the Civic Arts Program, a service-based program that works with the Civic Arts Commission to support and strengthen the arts throughout the city. The Civic Arts Program serves the areas of public art, the Addison Street Windows Gallery, and the Civic Center Gallery as well as provides civic arts grants, technical assistance, fundraising, and marketing of the arts. In addition, staff represents and advocates on behalf of the Berkeley arts community.

Future projects include a new UC Berkeley Art Museum & Pacific Film Archive (BAM/PFA) building which will repurpose the former UC Berkeley printing plant and serve as the district's new anchor. The plan also set forth goals for increasing artist housing and live-work units.



OPPOSITE, TOP LEFT
Community mural on an Addison Street local market
PHOTO COURTESY UHOME

ABOVE
Freight and Salvage Ground breaking Ceremony
PHOTO COURTESY KATHY VIA FLICKR

RIGHT
Rendering of the upcoming UC Berkeley Art Museum & Pacific Film Archive (BAM/PFA)
PHOTO COURTESY UC BERKELEY

ORGANIZATIONAL STRUCTURE

THE BERKELEY CIVIC ARTS PROGRAM VIA THE CIVIC ARTS COMMISSION Established to advise City Council on all matters affecting the city's beauty and culture. They administer and develop projects in line with their goals such as encouraging programs for cultural enrichment, making city resources available to cultural groups, providing assistance to groups wishing to sponsor neighborhood events, coordinating and strengthening existing organizations in the arts, and developing connections with regional organizations.





THE UPTOWN



CITY	COUNTY	ESTABLISHED
OAKLAND	ALAMEDA	1997
POPULATION		
400,000		
ANCHORS & EVENTS		

FOX OAKLAND THEATRE
Historic Movie house that was purchased and restored by the city after decades of neglect.



PARAMOUNT THEATRE
Historic 1920s Art Deco Theatre that hosts headlining musical acts and home to the East Bay Symphony and the Oakland Ballet.



ART MURMUR
Evening art festival that draws 25,000 patrons monthly.



UPTOWN ART PARK
An urban park and outdoor gallery with over 8 sculptures and rotating exhibits.

DISTRICT BOUNDARY
Downtown Oakland, between 27th Street to the north, San Pablo Avenue to the west, City Center to the south, and Harrison Street to the east



Once an abandoned neighborhood plagued with crime, Oakland's Uptown District is now bustling with a monthly art walk, galleries, and historic theatres that house regional performing arts organizations as well as headlining national acts. This neighborhood just north of downtown represents the ever-changing urban scene of Oakland.

The neighborhood encompassing the Uptown Arts District has struggled with concentrated poverty, high crime rates, and several failed urban renewal attempts. As of 2002, the area was described as a "ghost town." However, for this very reason, artists were attracted to the empty, industrial warehouses that dotted the streets, centering on 23rd and Telegraph. The organically-developing arts district is attributed to a landlord who saw potential in creating live-work spaces in three empty buildings as well as to the artists who created a tight-knit community, meeting at a reopened café that served as their anchor. At the same time, new redevelopment efforts that were underway proved successful, indirectly

impacting arts in the area through efforts such as upgrades to the storefronts of some of the historic buildings.

i NUMBER OF SEATS IN THE UPTOWN'S TWO HISTORIC THEATRES **7276**

Specifically, under former Mayor Jerry Brown [1999-2007], the Oakland Façade Improvement Program and the 10K Downtown Housing Initiative began to change the physical and social landscape of Downtown Oakland, attracting new residents and new art and cultural organizations. Although sometimes controversial, this streamlined new



PHOTO COURTESY SERGIO RUIZ VIA FLICKR

development projects, shook up the planning department, and aided in the refurbishment of the Fox Theater all to attract people to the downtown area .

With the launch of Art Murmur in 2006, the area began to flourish as an art destination, prompting official city recognition. Crime rate has reduced by 44% from 1996 to 2006 . Today, new galleries, bars, restaurants, and luxury apartment complexes are continually popping up in the constantly evolving urban scene. Recently, the new Uptown Art Park opened with the help of the National Endowment for the Arts (and matched funding from the former Oakland RDA) to create outdoor sites that feature public art .



OPPOSITE, TOP LEFT
Children play with an interactive art installation at the monthly Art Murmur event.
PHOTO COURTESY PAULA SMITH VIA FLICKR

ABOVE
Music and Dance Stret performance during the monthly Art Murmur Event.
PHOTO COURTESY LYDIA GONZALES, SFAC

RIGHT
Public art incorporated into a plaza.
PHOTO COURTESY OUROAKLAND.NET

ORGANIZATIONAL STRUCTURE

CITY OF OAKLAND CULTURAL ARTS & MARKETING Supports the arts, culture, and entertainment communities by providing vital marketing tools to attract and development business and to revitalize neighborhoods. Additionally, the Cultural Funding Program provides competitive grant-funding for Oakland-based art and cultural activities. Other programs include the Public Art Program (est. 1989) which provides funding through the Public Art Ordinance and Measure DD for temporary and permanent installations. Currently, the Cultural Affairs Commission is on hiatus with its duties instead performed by the Public Art Advisory Committee and the Funding Advisory Committee.

OAKLAND ART MURMUR A nonprofit California public-benefit corporation run by a volunteer Board of Directors that organizes The Art Murmur, a free monthly First Friday gallery walk; the Saturday Stroll, a weekly gallery and mixed-use venue walk; a monthly Guided Walking Tour on the third Saturday of each month; printed maps of member galleries and exhibition spaces; and offers supporters access to special events and discounts



JINGLETOWN ARTS DISTRICT



CITY	COUNTY	ESTABLISHED
OAKLAND	ALAMEDA	LATE 1990S

POPULATION
400,000

ANCHORS & EVENTS

INSTITUTE OF MOSAIC ART

JINGLETOWN RECORDING

Music studio recently purchased and renovated by former client, Green Day

RUE DE MERDE

A one-block open street dog path bordered by a compilation of mosaics and murals that represents the community.

CHTHONIC THEATER

Emerging theater group under the direction of three sisters that collaborate & experiment with music, dance, theater, written word, & visual transformation of space through costumes & sets.

2ND FRIDAY JINGLETOWN ART WALK

DISTRICT BOUNDARY

Located in Fruitvale, East Oakland, adjacent to the Oakland Estuary and bordered by the I-880, Park St, and the Fruitvale bridges. It is between the boundaries of 23rd Ave to Fruitvale Ave, and 12th Street to Oakland/Alameda Estuary.



Jingletown, a pocket arts district in the North Kennedy Tract of East Oakland, is one of the fastest growing in the Bay Area. The community's success stems from a massive redevelopment effort and subsequent building rush beginning in 1998. The then largely Portuguese area saw an influx of Latinos during the 1960s and became an important center for the Chicano Movement.

The area's unique name originates from the large demographic of Portuguese mill workers who would jingle the coins in their pockets to proudly display their earned wages. By the 1950s and 1960s, urban renewal programs pushed many Latino families out of West Oakland, or the "Old West Oakland Latino community," and into the Jingletown area. With the emergence of the Chicano Movement in the late 1960s, Jingletown became an important center for Chicano activists, many who also used art for activism.

Largely industrial, Jingletown was rezoned in 1974 as a residential zone after concerns that the community would be displaced or destroyed by the proposed Del Monte cannery.

By the 1980s, the area began experiencing a rise in crime and gangs, similar to other urban areas around the country. However, residents began

JINGLETOWN RECORDING WAS HOME TO MAJOR LABEL PROJECTS FOR NEARLY A DECADE BEFORE OPENING ITS DOORS TO THE PUBLIC IN 2012. PAST CLIENTS INCLUDE GREEN DAY, IGGY POP, MACHINE HEAD, & RAPHAEL SAADIQ. GREEN DAY RECENTLY PURCHASED THE STUDIO COMPLEX AND HAS MADE ONE OF ITS THREE STUDIOS THEIR OWN.

to seek ways to redevelopment the community. In 1989, the community began to clean up a five-acre lot that had been filled with junk cars. The lot soon became the foundation for new,



PHOTO COURTESY GENE ANDERSON

affordable homes for first-time homebuyers. Jingletown was subsequently awarded with the State Housing Director's Award for Housing Development Excellence. Buttressed by redevelopment dollars, other building efforts soon evolved in Jingletown during the 1990s, including old factory buildings that were converted into artists' live-work spaces for the slowly emerging artist community.

Today, Jingletown has become a small arts center, reconnecting it to its past as well as forging a promising future for the community.



OPPOSITE, TOP LEFT
A local youth draws an interactive chalk mural in the neighborhood.
PHOTO COURTESY DAUD VIA FLICKR

ABOVE
The Chthonic Theater & the T-Sisters parade down the streets of Jingletown.
PHOTO COURTESY ZACHARY REISS DAVIS

RIGHT
Colorful mosaics adorn the wall of the Institute of Mosaic Arts.
PHOTO COURTESY CT YOUNG VIA FLICKR

ORGANIZATIONAL STRUCTURE

JINGLETOWN ARTS AND BUSINESS COMMUNITY (JABC) Grassroots assembly of neighborhood artists, musicians, merchants, businesses, and residents who come together to both foster and nurture community and to encourage and promote the exchange of ideas, creativity, resources, expertise, sponsorship, productivity, and patronage.





VILLAGE BOTTOMS



CITY	COUNTY	ESTABLISHED
OAKLAND	ALAMEDA	2000
POPULATION		
400,000		
ANCHORS & EVENTS		

- THE BLACK DOT CAFÉ**
Small café used for music poetry readings, plays, and jams since opening in 1998.
- PACIFIC CANNERY LOFTS**
The lofts are part of the historic Central Station that is being repurposed with townhomes, condos, lofts, and apartments.
- LOWER BOTTOM PLAYAZ COMMUNITY THEATER**
Founded in 1999, their purpose is to foster the creation, production, and presentation of quality theater in the tradition of the Black Arts.
- BLACK NEW WORLD**
Started by Diallo, the Black New World is used for live performances.
- THE VILLAGE BOTTOMS FARMS**



DISTRICT BOUNDARY
Mandela Parkway to the east, 7th St to the south, West Grand Ave to the north, and the former Oakland Army Base to the west. It also includes the "central station development" of the former 16th Street Train Station.



The Village Bottoms is a cultural district in the historic African American neighborhood located in West Oakland. The larger area is officially known by the city as Prescott, but those in Oakland's black cultural community with historic ties to the area prefer to call it the "Village Bottoms" and other names including "Lower Bottoms" or simply, the "Bottoms".

Currently, the area is experiencing through a cultural arts renaissance and revitalization largely attributed to poet and musician Marcel Diallo and a group of young, black artists who have formed a neighborhood collective. Beginning in 2000, Diallo and others envisioned a black cultural district analogous to Harlem during the 1920s & '30s. The desire was to have a cultural district that everyone would be interested in visiting but to keep it largely owned and operated by the artists and black residents in order to preserve the history and culture and to moderate against gentrification. Diallo has purchased several homes and lots along Pine Street, encouraging other artists and longtime residents help in this pursuit.

Once a bustling African American middle class community, the rail yards, shipyards, and other industrial plants closed or relocated and the area became an impoverished, blighted, and forgotten community. Additionally, the West Oakland BART station was constructed in 1971, cutting through the neighborhood along Seventh Street, the epicenter of the neighborhood, and isolating it from the larger West Oakland area.

IN 2009, CNN'S 'RECLAIMING THE DREAM' FEATURED THE 'REBIRTH OF THE VILLAGE BOTTOMS'

Today, this slowly revitalizing section of



PHOTO COURTESY PRESCOTT FAMILY CIRCUS THEATRE

Oakland is evolving into a cultural, art, and entertainment center. Using a bottom-up approach to urban planning, the Black Dot Artists Inc., Village Bottoms Neighborhood Association, Village Bottoms Community Development Corp, and Ecocity Builders all work towards a shared common vision for the future of Village Bottoms.

ORGANIZATIONAL STRUCTURE

BLACK DOT ARTISTS INC. Leading organization for the Village Bottoms Cultural District, a holistic initiative whose mission is to transform a section of the "Lower Bottoms (census tracts 4017 and 4018) to a healthy sustainable village fusing needs-based programs with the arts and culture.

ECOCITY BUILDERS Nonprofit that provides education for ecological design and also develops and implements policy, tools, and strategies to build thriving urban centers in order to reverse patterns of sprawl and excessive consumption.

VILLAGE BOTTOMS NEIGHBORHOOD ASSOCIATION



OPPOSITE, TOP LEFT
Thousands of colorful ribbons are tied to fencing to create a portrait of Dr. Martin Luther King, Jr.
PHOTO COURTESY OAKTOWNART.COM

ABOVE
Locals come out for a neighborhood cleanup and plant greenery in the Lower Bottoms.
PHOTO COURTESY IRIEB VIA FLICKR

RIGHT
An installation by Ras Terms and Safety First at the Peralta Junction Festival.
PHOTO COURTESY LARRY JONES VIA FLICKR





YERBA BUENA GARDENS



CITY	COUNTY	ESTABLISHED
SAN FRANCISCO	SAN FRANCISCO	1993

POPULATION
825,000

ANCHORS & EVENTS

YERBA BUENA CENTER FOR THE ARTS
Multi-disciplinary contemporary arts center housed in two landmark buildings



SAN FRANCISCO MUSEUM OF MODERN ART
Internationally recognized modern art museum with over 29,000 works



THE ESPLANADE
Central gardens and fountain system

CHILDREN'S CREATIVITY MUSEUM
Interactive art & tech museum for kids



THE METREON
A four-story shopping center overlooking Yerba Buena Gardens



DISTRICT BOUNDARY

2nd to 5th and Market to Harrison Streets



PHOTO COURTESY LA PRINCIPESSA ERRANTE

The 87-acre site of Yerba Buena Gardens was once a blighted San Francisco neighborhood but has since been transformed through urban redevelopment projects to become the cultural heart of the city. The two blocks of public parks enables cultural, social justice, and economic development needs to coexist in an inclusive urban environment.

During the 1940s, the site saw a sharp increase in workers in both war and port-related industries, and housing was hastily constructed with a lack of building codes or zoning regulations to accommodate the influx. By 1953, 20 blocks of the South of Market neighborhood had been designated as a redevelopment zone by one of the country's first redevelopment agencies in hopes of urban renewal efforts.

However, in 1961 port activity began to shift to Oakland, and South of Market suffered a huge decline. Over the next decade, numerous proposals for redevelopment in the area were proposed. In 1967, the homes of 4,000 residents were demolished to make way for the "Yerba

Buena Center," a multidisciplinary contemporary arts center. This drew opposition and many sued to challenge the relocation process. One lawsuit, the Tenants and Owners in Opposition

" THIS DEVELOPMENT ENABLES CULTURAL, SOCIAL JUSTICE, & ECONOMIC DEVELOPMENT AGENDAS TO COEXIST WITHIN A NETWORK OF COLLABORATIVE MANAGEMENT PRACTICES."

CHESTER HARTMAN | 'CITY FOR SALE. THE TRANSFORMATION OF SAN FRANCISCO'

to Redevelopment (TOOR) 1970-1973, was successful, and as a result, development in the area was suspended. In 1976 however, Mayor George Moscone appointed a Select Committee to revive revitalization efforts, this time through

a more inclusive process. The RDA required developers to set aside land and funds for cultural institutions and art centers.

In 1980, the SFRDA initiated a plan for a new neighborhood to be called Yerba Buena, and in 1993, the Esplanade and Yerba Buena Center for the Arts opened. Since then, the community has made a commitment to low- and moderate-income housing, low-return childcare centers, and open public space to the urban area. The area has been transformed to a unique public space and urban destination with increased cooperation with the city's art community. The project a positive economic impact on the community and has been a model of a public-private partnership.

ORGANIZATIONAL STRUCTURE

YERBA BUENA GARDENS CULTURAL CENTER, INC Built by SFRA using funds from private development in the Yerba Buena Gardens district. The agency supports the security, operations, and maintenance of the facilities, and YBCA is responsible for raising funds through contributed and earned revenue for its artistic and educational programs. The non-profit 501(c) (3) organization, originally incorporated as Yerba Buena Gardens Cultural Center, Inc., was created to operate and program the facilities.



OPPOSITE, TOP LEFT
A young man gets comfortable on the grass while taking in the sounds of the music Festival.
PHOTO COURTESY YERBA BUENA GARDENS MUSIC FESTIVAL

ABOVE
A group of musicians performing at the Yerba Buena Gardens Music Festival.
PHOTO COURTESY YERBA BUENA GARDENS

RIGHT
Looking out toward the meticulous grounds and fountains at Yerba Buena Gardens.
PHOTO COURTESY EVLEEN VIA FLICKR



CENTRAL MARKET COMMUNITY BENEFIT DISTRICT



CITY	COUNTY	ESTABLISHED
SAN FRANCISCO	SAN FRANCISCO	2006

DISTRICT ESTABLISHED
825,000

ANCHORS & EVENTS

THE WARFIELD



GOLDEN GATE THEATRE



THE ORPHEUM

AMERICAN CONSERVANCY



ARTERY PROJECT
A series of art events, fairs, & performances along Market Street between UN Plaza and Sixth Street



CENTRAL MARKET NOW
Live performances and promotion of the district's artists every second Friday



DISTRICT BOUNDARY

Fifth Street to 10th Street on Market Street and from Mason to Larken streets and up to O'Farrell Street in the Tenderloin



Until the 1970s, the location of the Central Market Community Benefit District (CMCBD) was the center of entertainment in the Bay Area. The CMCBD was established to revitalize the mixed-use district and restore its cultural and artistic character while alluring new retail and development to the area.

Early 20th century saw the CMCBD as the entertainment center of the Bay Area. From the 1930s to the 1970s, this location contained many restaurants and theatres including Paramount and Fox, and was nicknamed "The Great White Way" for the neon signs that lined the corridor.

After 25 years of economic decline and disinvestment, city leaders, especially former Mayor Gavin Newsom, pushed for an arts district and established the CMCBD to revitalize the mixed-use district and to restore its cultural and artistic character while attracting new retail and development. The CMCBC was established in 2006 to begin redevelopment but plans had repeatedly stalled. Mayor Gavin Newsom

announced a "do-over" in 2010, allocating \$11.5 million for low-interest loans to businesses and tax incentives for historic restoration projects in order to create a cultural district.

Finally, in July of 2013, a fifteen year plan of redevelopment was adopted. The San Francisco Arts Commission was awarded a \$250,000 grant by the National Endowment for the Arts Mayors' Institute on City Design 25th Anniversary Initiative (MICD25) supporting creative place-making projects that contribute to the livability of communities by transforming blighted areas using arts. The area was designated as an arts district and community benefit district (CBD),

a legal geographic area formed by property owners and other community members who pay assessments to fund services that benefit the community.

Current and future projects include the reopening and modification of The Strand Theater, which had been in operation from 1917 – 2006; Trinity Place, a four-tower residential project; and the reopening of the 1874 San Francisco Mint which will be transformed into a mixed-use cultural center and preserved for its architecture. Twitter also recently moved its headquarters to the area.

ORGANIZATIONAL STRUCTURE

THE CENTRAL MARKET PARTNERSHIP A public/private initiative launched by the San Francisco Office of Economic and Workforce Development that is taking the lead in a multiple city agency, nonprofit, and private sector collaboration



OPPOSITE, TOP LEFT
A bicyclist rides past one of the district's many murals.
PHOTO COURTESY LYDIA GONZALES, SFAC

ABOVE
San Francisco Blues & Boogie Duo Clangin' & Bangin' playing a set at the United Nations Plaza.
PHOTO COURTESY CLANGIN' & BANGIN'

RIGHT
Two artists work on an installation for a vacant storefront on Market Street.
PHOTO COURTESY LYDIA GONZALES, SFAC





SOUTH OF 1ST AREA ARTS & ENTERTAINMENT DISTRICT



CITY	COUNTY	ESTABLISHED
SAN JOSE	SANTA CLARA	1992

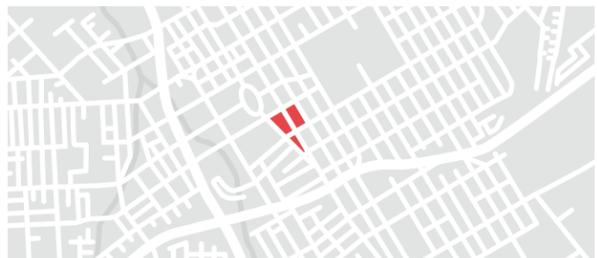
POPULATION
982,000

ANCHORS & EVENTS

- ICA
THE INSTITUTE OF CONTEMPORARY ART
 CITY LIGHTS
Nonprofit theatre company.
- SAN JOSE STAGE COMPANY
SAN JOSE STAGE
- ANNO DOMINI
ANNO DOMINI
Contemporary art gallery.
- SAN JOSE MUSEUM OF QUILTS & TEXTILES
SAN JOSE MUSEUM OF QUILTS & TEXTILES
- CALIFORNIA THEATRE
CALIFORNIA THEATRE
- SOUTH FIRST FRIDAYS
SOUTH FIRST FRIDAYS
- STREET MRKT
STREET MRKT

DISTRICT BOUNDARY

Along Market and 1st Street, It is bounded by San Jose State University to the east, the convention center and San Carlos Street to the west and north, and the I-280 to the south.



In the early 1950s, downtown San Jose was the cultural and civic center of the predominantly agricultural County of Santa Clara. However, with the technology boom and associated growth of Silicon Valley, the area's role shifted. Subsequently, Downtown San Jose became susceptible to aggressive development to transform the region.

For nearly 30 years, the San Jose Redevelopment Agency had been in charge of development in the downtown had attempted to recreate San Jose as an "art mecca" to fight against the loss of Downtown's central position in the South Bay. Although many historic buildings were demolished to make room for newer structures, the City was the first to adopt a public art ordinance at 2% of capital improvement building projects . This helped create several key art and cultural institutions in Downtown.

As the redevelopment agency dissolved, the arts and cultural groups in the community began to take on the role of improvement, development, and urban planning, through

the arts. They initially pooled over \$500,000 in grant money to revitalize one of its anchors, the Parque de Los Pobladores. Over the past few

“ **THE AREA WAS FIRST DUBBED SOFA IN 1989 WHEN THE CLUB DISTRICT BEGAN TO EMERGE. DURING THE 80S, THE AREA WAS BEGINNING A TRANSITION FROM A SEEDIER SIDE OF DOWNTOWN TO A MORE PROGRESSIVE, ECLECTIC ARTS, CULTURE, AND ENTERTAINMENT DISTRICT IT IS TODAY.** ”

RICK JENSEN | SJDA

years, the area has been the recipient of several grants, including 1st Act Silicon Valley, in order to build critical mass in arts and culture. In 2013, the City of San Jose and SoFA Latino Arts group,

MACLA, won a \$200,000 grant from the National Endowment of the Arts Our Town Grant designed to foster creative place-making in urban areas . The grant will go towards public art, including “pop-up” shops.

While the city is poised to finally become a popular urban destination with an arts and culture downtown core, a recent report highlighted that Downtown San Jose still lacks the popularity it is seeking . And just recently, the San Jose Repertory Theatre closed its doors and filed for bankruptcy .

ORGANIZATIONAL STRUCTURE

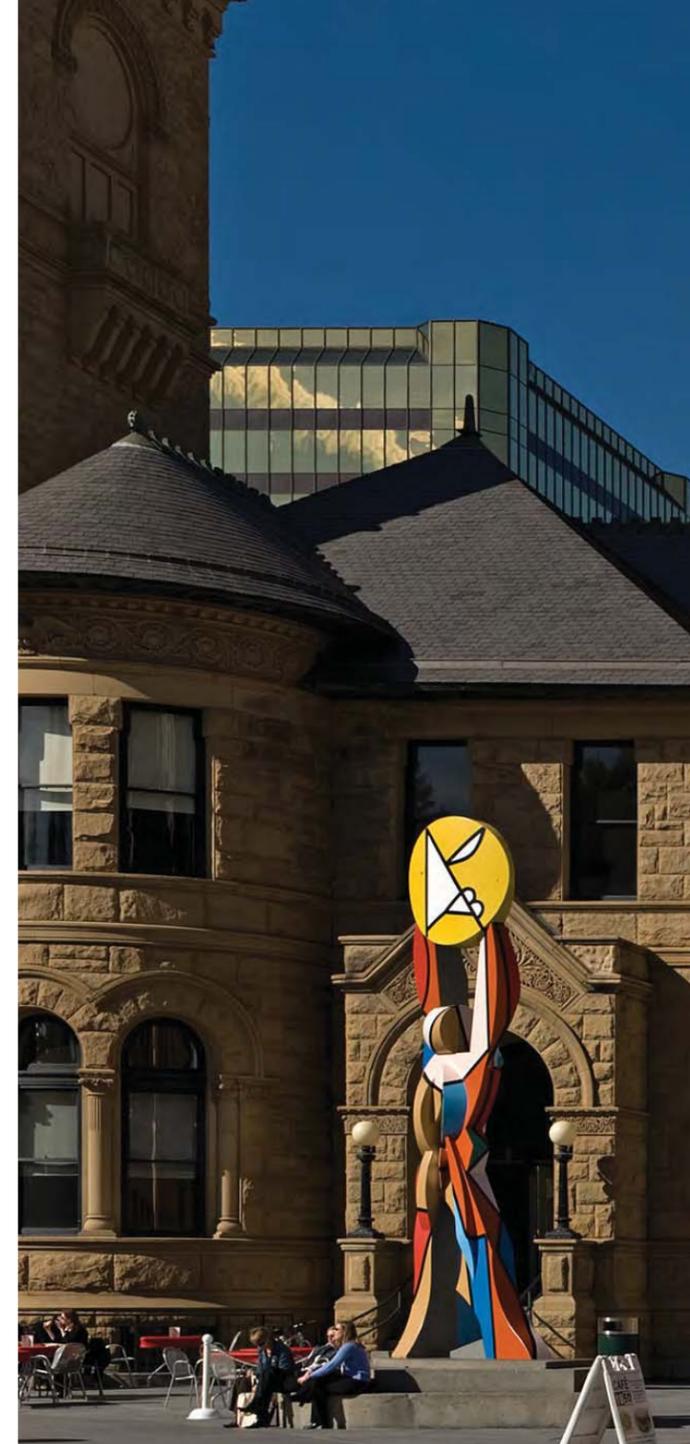
SAN JOSE DOWNTOWN ASSOCIATION A non-profit membership-based organization founded in 1986, it represents business and property owners and works to enhance downtown's vitality and livability.



OPPOSITE, TOP LEFT
Volunteers help 'yarn bomb' street poles at the annual SubZERO festival.
PHOTO COURTESY ATOMICMONK VIA FLICKR

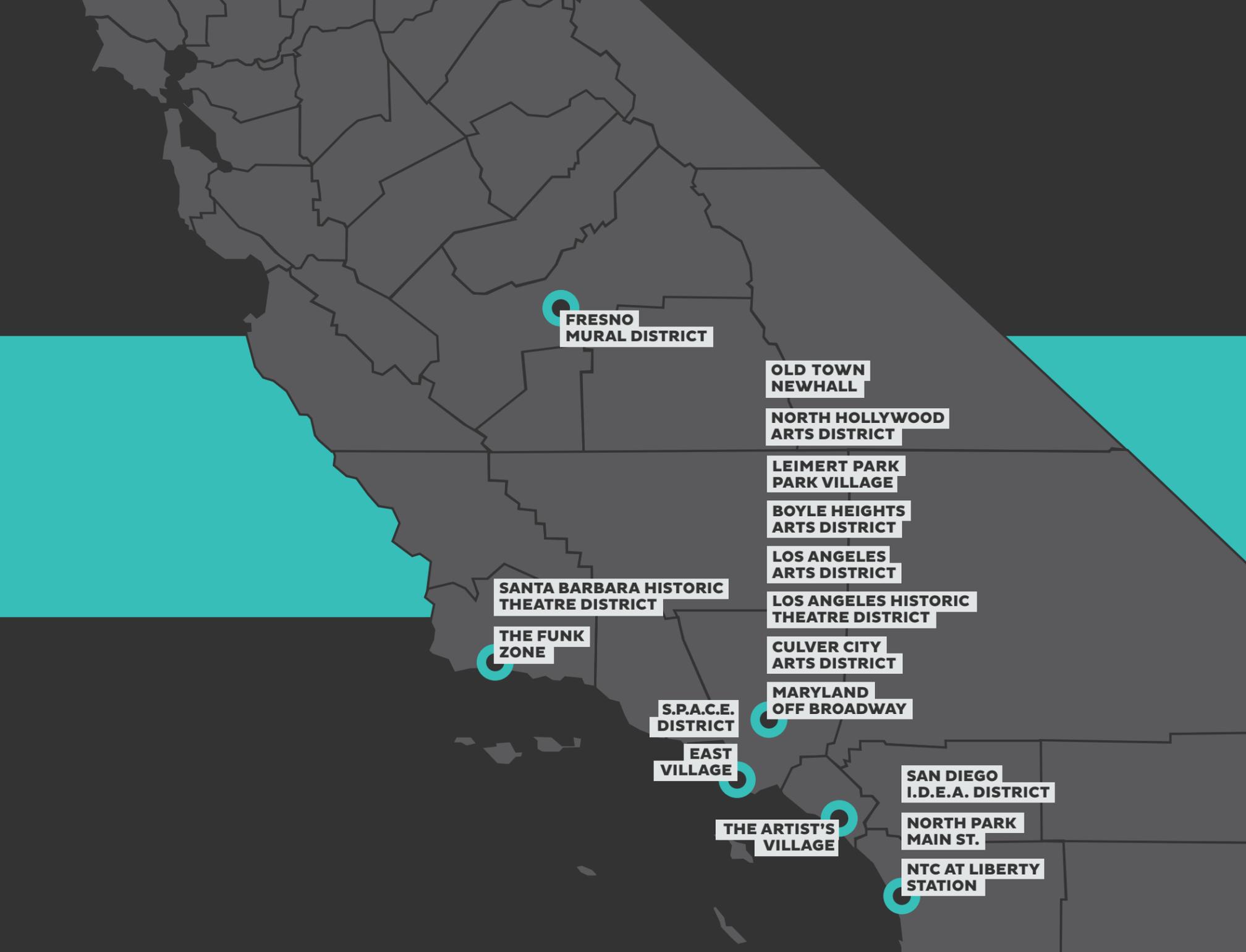
ABOVE
Artist participate in a live painting during an art event in the district.
PHOTO COURTESY ATOMICMONK VIA FLICKR

RIGHT
A modern monument compliments the historic architecture of the San Jose Museum of Art.
PHOTO COURTESY WIKIPEDIA COMMONS





SOUTHERN CALIFORNIA



FRESNO MURAL DISTRICT

OLD TOWN NEWHALL

NORTH HOLLYWOOD ARTS DISTRICT

LEIMERT PARK PARK VILLAGE

BOYLE HEIGHTS ARTS DISTRICT

LOS ANGELES ARTS DISTRICT

LOS ANGELES HISTORIC THEATRE DISTRICT

CULVER CITY ARTS DISTRICT

MARYLAND OFF BROADWAY

S.P.A.C.E. DISTRICT

EAST VILLAGE

THE ARTIST'S VILLAGE

SAN DIEGO I.D.E.A. DISTRICT

NORTH PARK MAIN ST.

NTC AT LIBERTY STATION

SANTA BARBARA HISTORIC THEATRE DISTRICT

THE FUNK ZONE



FRESNO MURAL DISTRICT



CITY	COUNTY	ESTABLISHED
FRESNO	FRESNO	1999

POPULATION
505,000

ANCHORS & EVENTS

ARTE AMERICAS
 Latino cultural center recognized as a key stakeholder for District



ART HOP
 Mural Projects, Senior Center Project, Artify BART Project



CULTURAL ARTS BUILDING
 Offers sites for small commercial businesses & studio space for artists

ARTHOUSE
 Artist run gallery and event space.



DISTRICT BOUNDARY

Downtown Fresno, between Divisadero, Tuolumne, "L", and "H" Streets.



PHOTO COURTESY PHOTOSBYPHET.COM

Today, Fresno is the state's fifth largest city. The once busy Downtown area has declined similar to other urban centers due to lack of investment, suburban sprawl, and blight. Downtown's Tower District is home to many historic theaters, including its namesake Tower Theatre, but many have deteriorated as visitors and residents moved out of the city.

Within the last decade, efforts to turn the district into a thriving arts community have struggled. The artistic anchor for the community, the Metropolitan, went into foreclosure in 2010 due to the recession as well as a three-year prolonged rehabilitation project. Yet, recently, one developer has taken on the lead role of revitalizing the area via arts and culture. Artist/developer, Reza Assemi, envisioned transforming the decayed urban center into a thriving arts community. According to his website, Assemi has "been trying to create an urban community by getting artists and businesses downtown in one centralized location" since 1999. His idea was to link the Art Hop venues together with

murals. He built community support and was able to rally community organizations that he had previously worked with, such as Creative Fresno, around his goals.

“ THE MURAL DISTRICT IS NOT OUTLINED BY STREETS & INTERSECTIONS, IT'S SIMPLY DEFINED BY ARTWORK. LARGE-SCALE, HAND PAINTED MURALS IS WHAT LITERALLY IDENTIFIES THE DISTRICT'S WALLS . . . IT IS THE DEDICATION OF THESE BRILLIANT ARTISTS, THEIR CREATIVE MINDS AND INTERPRETIVE ARTWORK THAT BRINGS THE MURAL DISTRICT TO LIFE. ”

MURALDISTRICT.COM

Eventually, the area became known as the

Mural District and began to attract artists, arts-related businesses, and new residential units. These included the Broadway Studios, 25 work-show studios that artists can rent located at the Cultural Arts Building; the Pearl Building, located in the former Red Cross building which transformed into four live/work studios with a back patio and sculpture garden used for art shows; the H Street Lofts, the Vagabond Lofts; and the Iron Bird Lofts. Supported by Creative Fresno, Assemi and other artists have been able to promote knowledge workers and place-making within the heart of Fresno.

ORGANIZATIONAL STRUCTURE

CREATIVE FRESNO A nonprofit 501(c)(3) organization that spun from the Creative Cities Movement. Creative Fresno is about using creative thinking to create a quality sense of place. Their goals include serving and creating connectivity among local creative professionals and knowledge workers.



OPPOSITE, TOP LEFT
 Volunteers help an artist install a large wall mural in the Downtown Mural District.
 PHOTO COURTESY FLICKR

ABOVE
 Locals chat over some food truck bites and take in the artwork at district event.
 PHOTO COURTESY MOORE VIA FLICKR

RIGHT
 A Mural adorns the exterior facade of the Broadway studio lofts in the Downtown Mural District.
 PHOTO COURTESY JOE MOORE VIA FLICKR





HISTORIC THEATRE DISTRICT



CITY	COUNTY	ESTABLISHED
SANTA BARBARA	SANTA BARBARA	2013
POPULATION		
505,000		
ANCHORS & EVENTS		

- MUSEUM OF CONTEMPORARY ARTS** 
- GRANADA THEATRE**
Historic Theatre that houses the Santa Barbara Center for the Performing Arts 
- LOBERO THEATRE** 
- ENSEMBLE THEATRE** 
- FIRST THURSDAYS ART WALK**
- SANTA BARBARA INTERNATIONAL FILM FESTIVAL** 

DISTRICT BOUNDARY
Covers most of the downtown area, on either side of State Street.

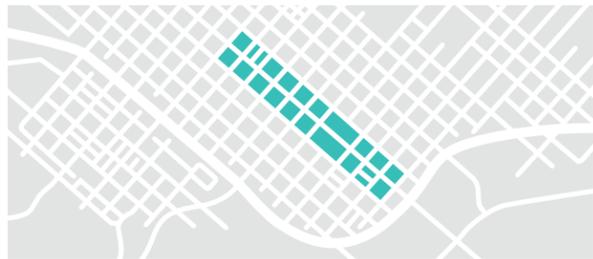


PHOTO COURTESY ROB_ORT VIA FLICKR

The Historic Theater District is a newly established arts district in Santa Barbara, only having formed in 2013. Three of Santa Barbara's historic theaters, The Granada Theatre, the Lobero Theatre, and Ensemble Theatre at the New Vic are collaborating in a unique partnership to further promote the thriving performing arts scene in Santa Barbara.

Because the theaters are concentrated in the downtown area, all within walking distance from each other, the city established a district with specific borders and a unique character. The establishment of the Historic Theatre District will help the foundations of these theaters develop community-wide performing arts initiatives. As the future unfolds for the district, more performances are on the horizon.

ORGANIZATIONAL STRUCTURE

THE DOWNTOWN SANTA BARBARA ORGANIZATION A membership driven, non-profit organization whose goal is to maintain and enhance the business and cultural activity in the downtown area.



PHOTO COURTESY SANTABARBARADOWNTOWN.COM



OPPOSITE, TOP LEFT
A lively night scene in front of the historic Granada Theatre on State Street.
PHOTO COURTESY SANTABARBARADOWNTOWN.COM

ABOVE
A captive audience fills the house for the Santa Barbara International Film Festival.
PHOTO COURTESY SCOTT LONDON

RIGHT
The Lobero Theatre, one of the historic theatres that make up this District.
PHOTO COURTESY LOBERO THEATRE





THE FUNK ZONE



CITY	COUNTY	ESTABLISHED
SANTA BARBARA	SANTA BARBARA	1990

POPULATION
505,000

ANCHORS & EVENTS

SANTA BARBARA SURFING MUSEUM
Opened in 1992 and features over 50 rare and noteworthy surfboards.



SANTA BARBARA ART FOUNDRY
Working art foundry where skilled craftsmen transform molten bronze into beautiful sculptures.

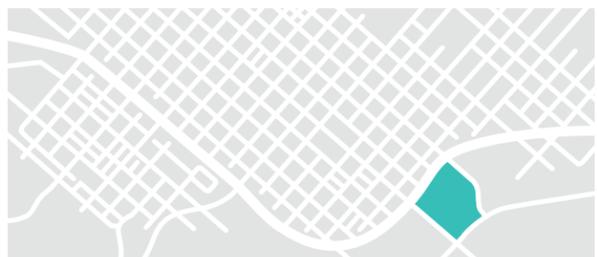


SECOND SATURDAYS
A monthly district-wide artwalk.



DISTRICT BOUNDARY

A 10 square-block area that crosses the train tracks to the east of lower State Street (between the freeway and the beach).



ARTIST RENDERING OF A FUTURE ART ZONE DEVELOPMENT

While most of Santa Barbara is dressed in red-tiled roofs of Spanish architecture, the Funk Zone is located in a former industrial and marina area that housed companies such as The Lockheed Corporation. Located east of State Street, the area slipped through the cracks of redevelopment efforts and after decades of decline, became a “warehouse wasteland.”

However, in similar fashion to other decayed urban areas, the Funk Zone appears to have allured visual artists and other types of artisans with its cheap property values and large warehouses to make and display their art. The organically-developing arts district was bolstered by the support of former arts commissioner, Patrick Davis, who led a public movement to support the arts through creating language-specific zoning regulations. Stumbling upon the “funky” waterfront region, the city decided to apply the art-friendly zoning code, and thus, the “Funk Zone” was born.

As artists were driven out of other areas in the city, the commissioner sought to preserve the

arts and keep the affordability of housing for the artists in the district.

“ART HAPPENINGS IN THE SOHO-IN-THE-1970’S-LIKE NEIGHBORHOOD NEAR THE BEACH NEXT TO STEARNS WHARF KNOWN AS THE FUNK ZONE ARE GROWING SO EXPONENTIALLY THAT IT’S HARD TO FIND A WEEKEND ALONE.”
STEVEN LIBOWITZ | MONTECITO JOURNAL

In 2000, the city rezoned the region to preserve some of its character while exploring some new development options that would satisfy the California Coastal Act’s land use codes.

Ultimately, the City adopted codes which required that development in the Funk Zone satisfy at least one of three purposes: tourist-serving, mixed-use residential/commercial units, or marine-oriented light manufacturing. While this controversial decision may eventually take out the “funk” in the Funk Zone, it is still thriving today as the city’s art district.

ORGANIZATIONAL STRUCTURE

SANTA BARBARA ARTS COLLECTIVE

The Santa Barbara Arts Collaborative (SBAC) is an inclusive group of artists and arts supporters committed to sustaining and growing all forms of arts in Santa Barbara. Their objectives include building a broad collective from all sectors of the community, serving as a ‘center of gravity’ for the Santa Barbara Arts community.



OPPOSITE, TOP LEFT
A group of artists add colorful murals to a building facade in the Funk Zone.
PHOTO COURTESY CHUCK PLACE PHOTOGRAPHY

ABOVE
Art goes sip on wine at the Municipal Winemakers tasting room.
PHOTO COURTESY CHUCK PLACE PHOTOGRAPHY

RIGHT
A typical scene in front of the Santa Barbara Surfing Museum.
PHOTO COURTESY SANTA BARBARA SURFING MUSEUM





OLD TOWN NEWHALL



CITY	COUNTY	ESTABLISHED
SANTA CLARITA	LOS ANGELES	2011

POPULATION
180,000

ANCHORS & EVENTS

- THE OLD TOWN LIBRARY
- NEWHALL COMMUNITY CENTER
- CANYON THEATRE GUILD
- REPERTORY EAST PLAYHOUSE
- WILLIAM S. HART PARK & MUSEUM
- WALK OF WESTERN STARS
The district's own walk of fame for westerns.
- THURSDAYS @ NEWHALL
From March to October, the district hosts events including Art SLAM, JAM Sessions, and Senses.



Canyon Theatre Guild



DISTRICT BOUNDARY

In Downtown Santa Clarita, a 271-acre mixed-use area, Main Street serves as its central corridor.

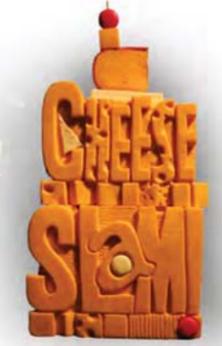


PHOTO COURTESY CITY OF SANTA CLARITA

Old Town Newhall, a historic neighborhood in the City of Santa Clarita, has served many purposes throughout its history. From the region's Western Film industry to America's quest for gold, Old Town Newhall has been an important historic point-of-interest in the heart of Santa Clarita.

However, beginning in the 1980s, Old Town Newhall, specifically Main Street, began to decline as suburban expansion and other economic factors caused the area to suffer. In response, the Santa Clarita City Council formed the Redevelopment Agency in 1989 and the subsequent Newhall Redevelopment Project Area in 1997 to revitalize the downtown area.

The Old Town Newhall Specific Plan was drafted and one of the guidelines was to establish a new code and zoning for the Old Town Area, for both business and property owners. After investing in pedestrian enhancements, a new community center, transit improvements, restoration of the Old Town Newhall Library,

mural installations, and the renovation of the Historic Veterans Plaza, Old Town Newhall once again became a desirable destination.

In 2010, SENSES, a rotating theme-based block party with food trucks, live music, drinks, and entertainment, drew over 20,000 people to the area. After the dissolution of RDAs in 2011, some of the projects were put on hold. However, the city collaborated with local merchants to reinvent Main Street into an arts and entertainment district.

In less than two years, the tax base increased by 60%, level-one crimes decreased by 11%, and 22 new stores opened. The city has received a

15-year designation as a California Enterprise Zone which provides funding and tax credits for the zone, with a focus on Newhall, to continue their efforts to revitalize the area. Most recently, the ribbon-cutting ceremony was held for the Newhall roundabout and for the Newhall Refinery, a craft beer and gastropub that recently opened its doors in the Old Town area.

ORGANIZATIONAL STRUCTURE

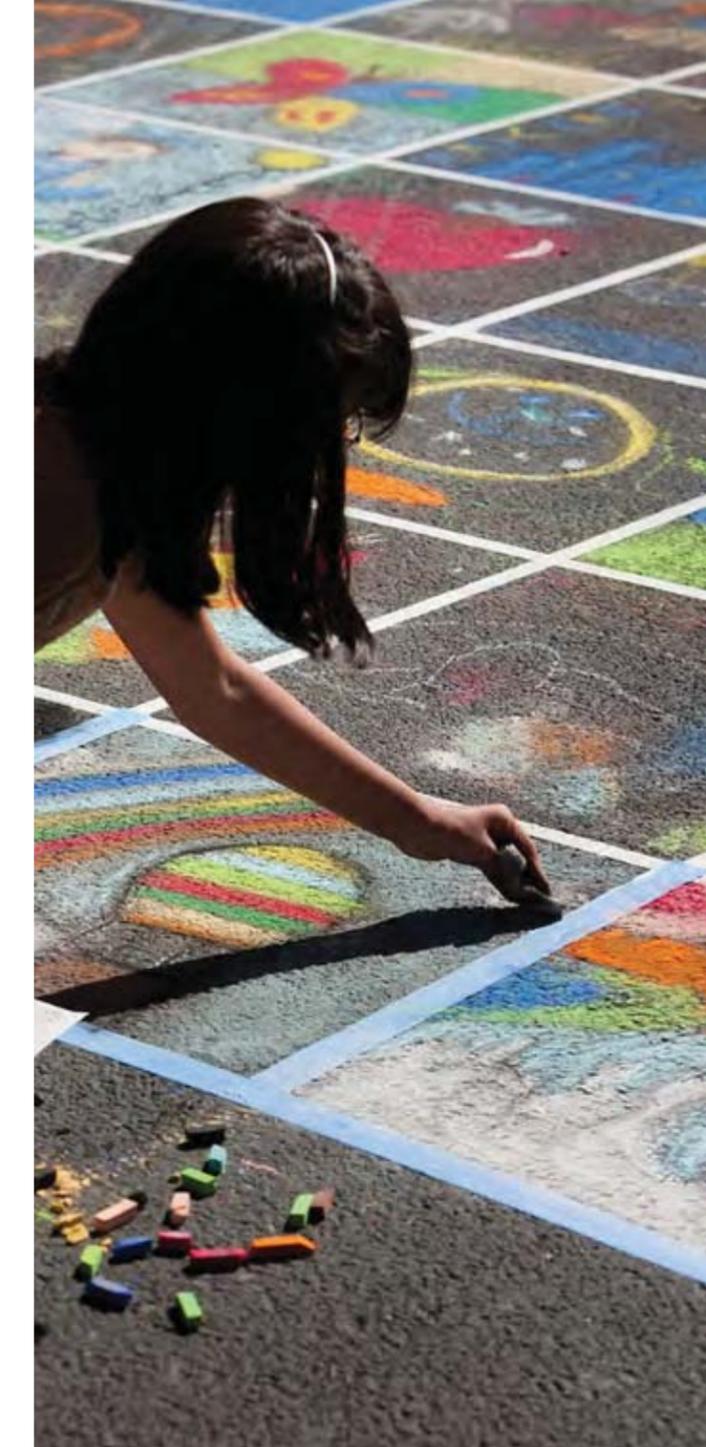
OLD TOWN NEWHALL ASSOCIATION (OTNA) A 501(c)(3) nonprofit organization that began in 2001 with the goal to revitalize and promote Old Town Newhall.



OPPOSITE, TOP LEFT
Locals come out to enjoy the Chills And Thrills Block Party, part of the Senses Block Party Series.
PHOTO COURTESY CITY OF SANTA CLARITA

ABOVE
An outdoor music festival calls for a street closure in Old Town Newhall.
PHOTO COURTESY ESTEBAN PALLARES

RIGHT
A young girl adds some color to a large chalk installation at the Santa Clarita Street Art Festival.
PHOTO COURTESY CITY OF SANTA CLARITA





NOHO ARTS DISTRICT



CITY	COUNTY	ESTABLISHED
NORTH HOLLYWOOD	LOS ANGELES	1992

POPULATION
78,000

ANCHORS & EVENTS

THE ACADEMY OF TELEVISION ARTS & SCIENCES



LANKERSHIM ARTS CENTER

EL PORTAL THEATER

A historical, art deco theater built in 1926 that originally showcased vaudeville and silent movies.

NOHO TOURS

An interactive tour to meet artists and even become an artist or dancer for the day



NOHO THEATRE AND ARTS FESTIVAL

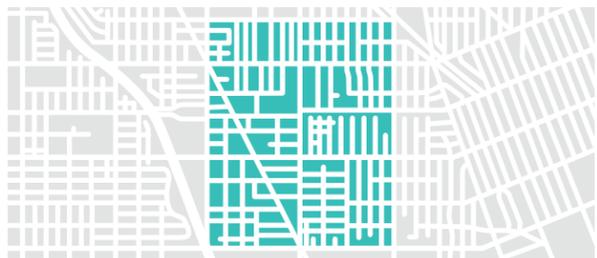
An annual, two-day live music, theater, and arts festival in May



NOHO SCENE FESTIVAL

DISTRICT BOUNDARY

Hatteras Street to the north, Cahuenga Blvd to the east, Tujunga Ave to the west, and Camarillo Street to the south.



LUCILLE BALL AND DESI ARNAZ STATUES AT THE ACADEMY OF TELEVISION ARTS & SCIENCES

The NoHo Arts District occupies one-square mile in North Hollywood and is home to many contemporary theaters, art galleries, public art displays, and dance studios. Since its formation in the 1980s, NoHo continues to burgeon as an eclectic and historic destination with a flourishing arts and music scene.

Beginning in the 1980s, North Hollywood had become a neglected and blighted urban area and local residents and business owners wanted a way to revitalize the neighborhood. In 1992, business and theater owners in the Universal City/North Hollywood Chamber of Commerce finally established a theater and arts district with support from the Los Angeles Department of Cultural Affairs. They chose NoHo as a nod to the well-established SoHo Arts District in New York City. The idea was to transform the area into a walkable urban village and use the arts district to spur economic development. The Community Redevelopment Agency (CRA) largely financed the early stages of redevelopment in the project area of the arts district. The community,

spanning one-square mile and continuing to expand, contains 22 live theaters, a diverse array

“
THE GREAT WALL OF LOS ANGELES IS A CULTURAL TREASURE FOR THE SAN FERNANDO VALLEY & ALL OF LOS ANGELES. AS THE LONGEST MURAL IN THE WORLD, IT IS ALSO ONE OF THE MOST IMPORTANT, SHOWCASING THE INCREDIBLE DIVERSITY THAT SHAPED OUR CITY.
 PAUL KREKORIAN | CITY COUNCIL MEMBER

of art galleries, dance studios, music recording studios, and “uber-eclectic” restaurants and shops. It also features the largest focus of music recording venues west of Mississippi. New

development and renovation are on the horizon, including large condominium projects such as the J.H. Snyder and a restoration of the historic North Hollywood train depot.

Today, the NoHo Arts District, and greater North Hollywood, is being transformed into a regional center as the construction of the Metro Stations for both the Red and Orange Lines have created a hub for the San Fernando Valley region.

ORGANIZATIONAL STRUCTURE

THE NOHO BID The North Hollywood Business Improvement District began in 2007 and has worked to make the area safer and cleaner as well as to attract new investments and businesses. It has generated positive publicity for the district and has created a unified lobbying voice for property owners.



OPPOSITE, TOP LEFT
 A whimsical gateway arch welcomes district visitors on Lankershim Blvd.
 PHOTO COURTESY LIFEABSORBED.COM

ABOVE
 Artist Levi Ponce working on his latest mural at Al's Discount Furniture in North Hollywood.
 PHOTO COURTESY TANJA BARNES

RIGHT
 Kaleidoscope, a commissioned art mural for the North Hollywood Metro Red line Station.
 PHOTO COURTESY METRO.NET





MARYLAND OFF BROADWAY



CITY	COUNTY	ESTABLISHED
GLENDALE	LOS ANGELES	2009
POPULATION		
194,000		
ANCHORS & EVENTS		

- ALEX THEATRE**
 Landmark theatre owned by the City of Glendale and operated by Glendale Arts.
 
- CENTRAL LIBRARY**
 Former site of Glendale Union High School and Glendale College
 
- MUSEUM OF NEON ART**
 Encourages learning and curiosity through the preservation, collection, and interpretation of neon art.
 

DISTRICT BOUNDARY
 In Downtown, two blocks along the Maryland Avenue corridor, between Harvard and Wilson



PHOTO COURTESY ROGER WILSON FOR GLENDALE NEWS-PRESS

Maryland off Broadway is an economic development, planning, and urban design strategy to reimagine the downtown area as a vibrant cultural district. Utilizing arts and entertainment, the city of Glendale has transformed its suburban image into a thriving downtown center and was recently named “Neighborhood of the Year” by CurbedLA.

In November 2009, the Glendale City Council and Redevelopment Agency began to address the effects of the changing economy on Downtown Glendale and to follow the path to arts district designation, similar to many other cities. Beginning with an art-in-vacant-storefronts program, they then also updated the Downtown Specific Plan, and out of that, the “Maryland off Broadway” was born. Their goals included developing empty parking lots and vacant stores, focusing on reconnecting the historic Alex Theatre to Maryland Avenue, renovating historic structures, and creating incentives that included a “creative sign” permit process, parking incentives and shared parking policies, façade and tenant improvement

grants, and district licensing procedures to ensure standards of quality by entertainment operators and promoters.

The Art Deco-styled Alex Theatre has been a landmark in the city since 1925 when it was a Vaudeville house and a preview house for Hollywood releases. It was closed in the 1980s due to decline until the Glendale Redevelopment Agency purchased the building in 1992 to restore it and put it to use. Currently, it is owned by the Glendale Successor Agency and operated by the nonprofit organization, Glendale Arts. The City has committed over \$18 million for initial public improvements and subsidies. Private investment has almost

doubled since then. Many future projects are still in preliminary stages as this arts district continues to grow. This includes the proposed Glendale Arts Colony which is currently moving through the development process in city council. The planned \$31.3 million affordable housing complex is a joint venture between the nonprofit Meta Housing Corp. and Glendale’s Housing Authority and includes 70 units and community space for artists to both create and display their work.

ORGANIZATIONAL STRUCTURE

THE CITY OF GLENDALE AND THE ARTS AND CULTURE COMMISSION Facilitates interaction among artists; promotes art activities and education; recognizes achievement in the arts; serves as an advisory group on the arts to the Council and City boards and commissions; and advises the Council on the need for inclusion of arts and the role it plays in economic development.




OPPOSITE, TOP LEFT
 A typical scene in front of the district's historic Alex Theatre.
 PHOTO COURTESY ALEX THEATRE

ABOVE
 The Glendale Pops Orchestra musical director Matt Catingub plays the saxophone.
 PHOTO COURTESY SMOOTHJAZZMAG.COM

RIGHT
 Los Angeles Chamber Orchestra dancing with kids from the YMCA of Glendale.
 PHOTO COURTESY LA CHAMBER ORCHESTRA VIA FLICKR



LOS ANGELES ARTS DISTRICT



CITY	COUNTY	ESTABLISHED
LOS ANGELES	LOS ANGELES	1990
POPULATION		
3,800,000		
ANCHORS & EVENTS		

ART SHARE LA
Nonprofit community arts with exhibit space, classrooms, and artist work/live studios.



ARTS DISTRICT CENTER FOR THE ARTS
Gallery/exhibition space, theater, and screening room opening in 2015



DOWNTOWN ART WALK
Free, self-guided, public art walk in & around the galleries predominantly on Spring and Main streets



SOUTHERN CALIFORNIA INSTITUTE OF ARCHITECTURE
Independent, non-profit architecture school.



DISTRICT BOUNDARY
Eastern side of Downtown; borders Alameda St on the west, the 101 freeway on the north, the LA River to the east, and 7th St to the south.



A MURAL ADORING THE ART SHARE LA BUILDING

Between San Pedro Avenue and the Los Angeles River sits the Arts District, where an adventurer named Jean-Louis Vignes planted grapes after arriving in 1831. The grapes were soon replaced by citrus trees that were later replaced by industrial warehouses, shaping the uniqueness of the area that would eventually house those who lived on the fringes of society.

Downtown Los Angeles was once a hub for railroad transportation in the 1880s. The area quickly developed into an industrial and manufacturing site, further driven by the Industrial Boom, as well as several working-class residential neighborhoods (which were later cleared when the city rezoned downtown to eliminate all residential housing to make the area consistently an industrial center). After World War II, the neighborhood began a period of transitioning, as industry began to spread out to other areas outgrowing its infrastructure and leaving behind an abandoned city center. In the late '60s, returning Vietnam Veterans joined those that had moved into the vacant warehouses of downtown- many of them

illegally- including artists that had been priced out of art centers such as Venice and Hollywood. By the 1970s, the area had become blighted and neglected.

Pioneering artist and activist, Joel Bloom, proprietor of Bloom's General Store- once the heart of the Arts District- was instrumental in the designation of the district and was recognized as its unofficial mayor. In 1981, the City implemented the Artist-in-Residence (AIR) program to legalize the residential use of former industrial buildings, briefly revitalizing the area. However, during the early 1990s regional recession, investment was on the decline, and once again artists and activists successfully

petitioned the City, this time to keep the "Arts District" designation. In 1999, the City passed a landmark Adaptive Reuse Ordinance (ARO), which relaxed zoning codes for converting pre-1974 industrial buildings into residential uses for non-artists. The District has continued to thrive as an artistic haven.

The recent integration of larger companies and of non-artists has caused some of the established artists to relocate—a balance that is difficult to maintain. Typical of other industrial-turned-art districts, gentrification, the loss of affordable artist lofts, the endangerment of iconic public murals, and other factors are all challenges that the Los Angeles Arts District faces today.

ORGANIZATIONAL STRUCTURE

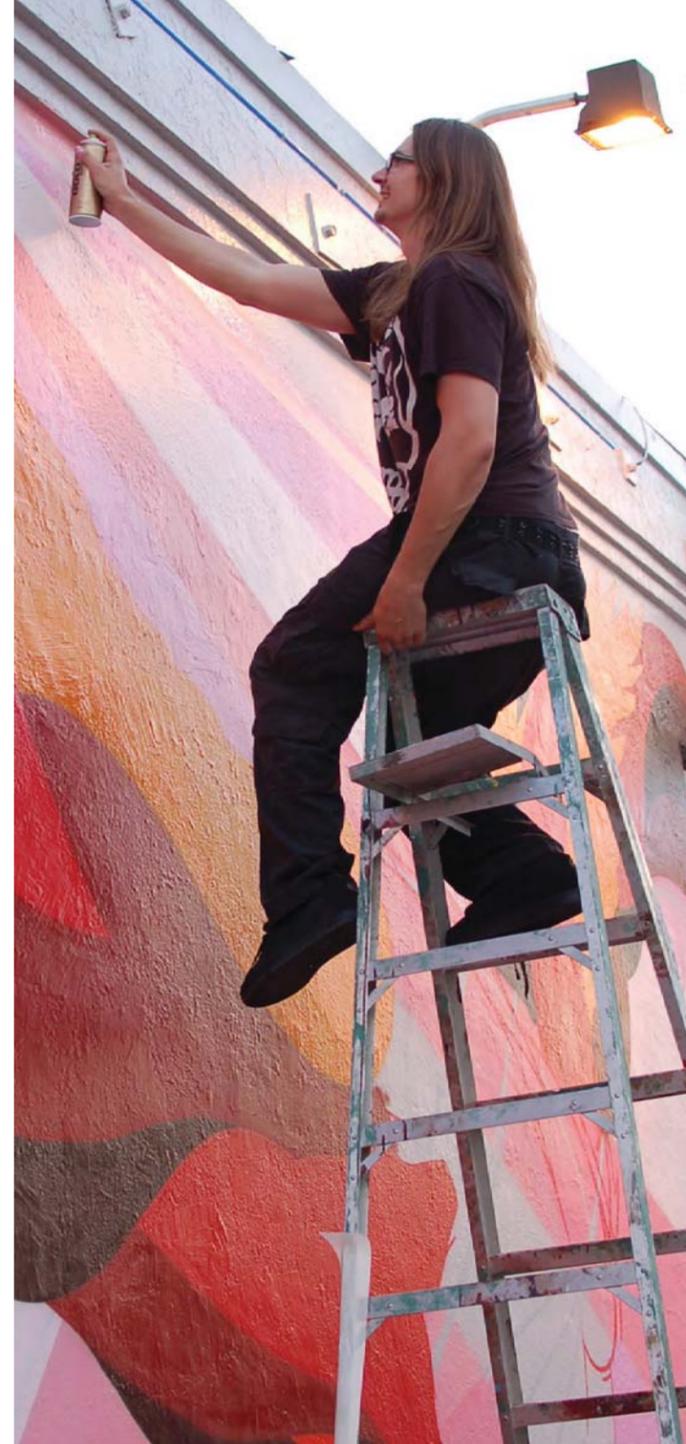
LADADSPACE A non-profit which has been promoting LA's Arts District as a true creative community for over 10 years. The organization supports established and emerging artists as well as infrastructure projects to keep artists thriving as the neighborhood flourishes.



OPPOSITE, TOP LEFT
A pedestrian walks by a contemporary street mural in Downtown Los Angeles.
PHOTO COURTESY VALERIO DOMENICHINI VIA FLICKR

ABOVE
Girl With Bubbles, a mural by street artist Kim West adorns a Third Street building.
PHOTO COURTESY CHRIS ALCORAN VIA FLICKR

RIGHT
A street artist works on painting a mural on a building facade in the district.
PHOTO COURTESY POKETO VIA FLICKR



HISTORIC THEATRE DISTRICT



CITY	COUNTY	ESTABLISHED
LOS ANGELES	LOS ANGELES	2008

POPULATION
3,800,000

ANCHORS & EVENTS

12 REMAINING HISTORIC MOVIE HOUSES
Including The Arcade, Roxie, Rialto, Palace, Cameo, State, Globe, Tower, Los Angeles, and Orpheum Theatres.

DISTRICT WALKING TOURS
Walking tours put on by the LA Conservancy that explores the social, cinematic, and architectural history of this unique street.

LAST REMAINING SEATS
Annual series of classic films and live entertainment in Broadway's historic theatres.

A DAY ON BROADWAY
A one day event that celebrated the ongoing improvements to the district.

DISTRICT BOUNDARY

Downtown, nine blocks along South Broadway corridor from Third to Ninth Streets



The Historic Broadway corridor was once considered the entertainment epicenter of Los Angeles and a popular place among cinema-goers in the early 20th Century, with seating capacity for more than 15,000 patrons by 1931. The great era of movie palaces and the decline of this district began after World War II and its subsequent suburban expansion.

As the market shifted, business on Broadway shifted as well, and the giant movie palaces were repurposed or demolished. By the 1980s, many of the Broadway theaters had become venues for Spanish-language movies, leading the LA Times to note that the Latino community kept Broadway alive. The district became a target for preservation and revitalization efforts by both the Los Angeles Conservancy's "Last Remaining Seats" program, and a delegation held by the Los Angeles Historic Theatre Foundation highlighted the importance of the historic movie palaces to the local community. While these efforts were mildly successful, many theaters had already been converted to other uses or demolished.

In 2008, the City of Los Angeles launched a \$40M campaign to revitalize the Broadway District, called "Bringing Back Broadway." This public-private partnership initiative, led by Los Angeles City Councilmember Jose Huizar,

“ THERE WAS A TIME, LONG AGO, WHEN THE STREETS OF DOWNTOWN LA WERE AWASH IN NEON—THANKS TO A CONFLUENCE OF MOVIE THEATERS THE WORLD HAD NEVER SEEN BEFORE. ”

THE LOS ANGELES TIMES

is a 10-year revitalization plan. Part of the plan includes a streetscape/Broadway road diet plan, entertainment overlay and design guidelines, a streetcar, and a signage program.



A QUIRKY BILLBOARD INSTALLATION AT THE ACE HOTEL

The plan highlights that while Broadway's commercial front remains active with small retail establishments, the area lacks complementary night-time uses to support the reuse of the corridor's historic theaters. Reactivating this purpose is one of the city's and LA Conservancy's key goals to achieving that vision. To support this, recent walking tours have been sponsored to highlight the area's history and architecture.

ORGANIZATIONAL STRUCTURE

BRINGING BACK BROADWAY This is a broad public-private partnership that includes a cross-section of public and private organizations. LA Councilmember, Jose Huizar, is the initiator and the Chair and Jessica Wethington McLean is the Executive Director.



OPPOSITE, TOP LEFT
Original signage adorn the rooftop of the historic Orpheum Theatre building.
PHOTO COURTESY DANIEL POULIOT VIA FLICKR

ABOVE
A Charlie Chaplin impersonator entertains pedestrians in the area.
PHOTO COURTESY CURT GIBBS VIA FLICKR

RIGHT
The historic Los Angeles Theatre is temporarily activated with a Bringing Back Broadway event.
PHOTO COURTESY MATTHEW LOGELIN VIA FLICKR



LEIMERT PARK VILLAGE



CITY	COUNTY	ESTABLISHED
LOS ANGELES	LOS ANGELES	2005

POPULATION
3,800,000

ANCHORS & EVENTS

THE VISION THEATRE



LEIMERT PLAZA PARK

PROJECT BLOWED



BARBARA MORRISON PERFORMING ARTS CENTER



FERNANDO PULLUM COMMUNITY ARTS CENTER



WORLD STAGE THEATRE

DISTRICT BOUNDARY

The majority of Leimert Park falls within the boundary, however Degnan Boulevard appears to be the district's main strip

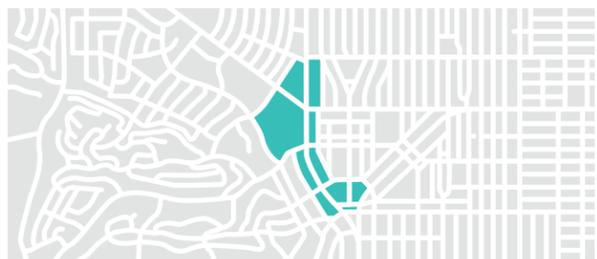


PHOTO COURTESY LA COMMONS VIA FLICKR

This 1.19 square-mile neighborhood in South LA was considered a “model of urban planning” when it was built in the 1920s. Today, Leimert Park is considered the West Coast center of African-American Culture and continues to attract new public & private investment with its flourishing blues, jazz, and hip hop music scene, poetry readings, and other performances and venues.

Initially a predominately white neighborhood, the area eventually became one of the largest black middle class enclaves in the country. By the 1960s, the neighborhood began to experience decline and “white flight,” and disinvestment was followed by a rise in crime and poverty and loss of employment. However the impact on Leimert Park was not as intense as other urban areas and remained a largely middle class, African American center for black-owned businesses and the cultivation of black arts. As the 1980s emerged, artists began relocating to the area and together with the community, began to envision a new image for the Leimert Park community as an “attractive village environment.” Long-term

investment and development, fostered by the community, revitalized the small neighborhood in South Los Angeles. The city later formed the Greater Leimert Park Village/Crenshaw Corridor Business Improvement District and designated it as a cultural district. The Los Angeles Redevelopment Agency purchased the historic Vision Theatre in 1999, and the city was awarded \$2.4M from the California Cultural Historical Endowment for its renovation.

However, not all residents are optimistic about the recent changes. There seems to be a schism between the future direction and identity of Leimert and the possible gentrification of the community one that prides itself on being the

soul of Black art and culture. Recently, groups came to the rescue of the iconic World Stage Theater that had received an eviction notice. The Metro Board approval for a Leimert Park Village station on the LAX Metro Green line has also divided the community. Yet, as it has done in the past, Leimert Park remains resilient. The city has proposed a new project called “People Street” that is pending approval as a more concentrated cultural district within the larger Business Improvement Districts. Stakeholders envision the area on 43rd Place between Degnan and Leimert Boulevard as a center for art shows, festivals, dances, and recreation relating to the African heritage.



OPPOSITE, TOP LEFT A bright and hand painted paper mask blends in with its green surroundings. PHOTO COURTESY LA COMMONS VIA FLICKR

ABOVE A young girl works on some concepts for the Leimert Park Mural Project. PHOTO COURTESY LA COMMONS VIA FLICKR

RIGHT A person dressed in a tall and colorful costume at the Festival of the Masks. PHOTO COURTESY LA COMMONS VIA FLICKR

ORGANIZATIONAL STRUCTURE

LEIMERT PARK VILLAGE COMMITTEE

Consists of property owners, businesses, residents, artists, musicians, special event planners, members of the Greater Leimert Park Village Crenshaw Corridor BID, and members of the Empowerment Congress West Area Neighborhood Council. They recently formed to create the 20/20 Vision Initiative to facilitate the goal to create a “Renaissance of Leimert Park Village.”

LEIMERT PARK BUSINESS IMPROVEMENT DISTRICT

This BID was formed in 2006 and is being renewed in 2014. The BID is operated under contract with the City of Los Angeles for the management services of the district.



BOYLE HEIGHTS ARTS DISTRICT



CITY	COUNTY	ESTABLISHED
LOS ANGELES	LOS ANGELES	2013

POPULATION
3,800,000

ANCHORS & EVENTS

MARIACHI PLAZA

SELF HELP GRAPHICS & ARTS

Longtime Latino community art center with exhibits & workshops focusing on printmaking.

CASA 0101 THEATRE

THE BOYLE HOTEL

PRIMERA TAZA COFFEE SHOP

CORAZON DEL PUEBLO

Youth led non-profit arts center.

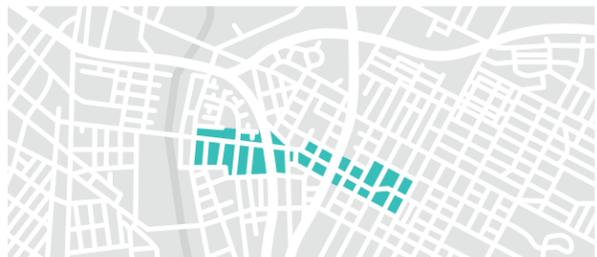
LIBROS SCHMIBROS

English & Spanish-language books can be bought or borrowed by locals at this shop & lending library.



DISTRICT BOUNDARY

Proposed district will run along a 1.5 mile stretch of First Street between Mission Road and Soto Street.



East of Downtown, Boyle Heights is one of Los Angeles' first suburbs. For decades, the community was the area's most heterogeneous neighborhood with Jewish, Japanese, Russian, and Mexican immigrants. Today, with a large working-class, Latino population, the community has developed a unique arts and cultural scene focused on community activism.

Over the years, Boyle Heights has experienced slow decline and artists and residents began envisioning ways to revitalize the city. From 2009 to 2012, neighborhood councils, artists, and community members discussed and collaborated on the establishment of an arts district in the city and its effects on the neighborhood. In 2013, the community decided to establish an arts district in hopes of preserving the identity of the neighborhood and emphasizing Latino arts and culture. Although still in its embryonic stage, the Boyle Heights Arts District has received a lot of attention recently as increased development and revitalization has had both positive and negative consequences.

Residents wanted positive change but fear gentrification. Since the arrival of the Metro Gold Line in 2009, revitalization has been on the uptick. However, Boyle Heights' residents have a history of activism and have taken on the

“ THERE'S 90,000 PEOPLE LIVING IN BOYLE HEIGHTS. THE MEDIAN INCOME IS \$25,000 A YEAR. THE 'WE' THAT TALKS ABOUT HOW TO DEAL WITH GENTRIFICATION . . . HAS TO INCLUDE THOSE PEOPLE.”

LEONARDO VILCHIS | COFOUNDER, UNION DE VECINOS

struggle to not gentrify. Some of the younger residents, who have left the area for college or employment, have come back to the area to reside



PHOTO COURTESY JOHN SEQUEIRA VIA FLICKR

and start new businesses. This has led to what one resident has called “gentefication,” or the people taking over the revitalization. Recently, Councilmember Jose Huizar, commissioned nine artists to paint murals on utility boxes on East First Street in Boyle Heights, which appears to be the heart of the budding arts district. Additionally, the city received \$1.6B in recent years for public improvement projects in the proposed district. Artists and new development have already created positive impacts on the physical environment in the city. It still needs to be seen if the community can preserve its character as the arts district evolves.



OPPOSITE, TOP LEFT
The bookstore and lending library Libros Schimbros is one of the district's anchors.
PHOTO COURTESY JOHN SEQUEIRA VIA FLICKR

ABOVE
A group of Hispanic dancers perform at the Mariachi Plaza.
PHOTO COURTESY JENNIFER MACIAS VIA FLICKR

RIGHT
A large mural is painted on a business wall within the Boyle Heights Arts District.
PHOTO COURTESY BOB NAVARRO VIA FLICKR

ORGANIZATIONAL STRUCTURE

BOYLE HEIGHTS NEIGHBORHOOD COUNCIL In 2002, the Boyle Heights Neighborhood Council received its certification from the City of Los Angeles establishing it as an advisory board to City Council. Since then, the BHNC has continued to serve more than 85,000 residents, stakeholders, and members. The BHNC serves as a bridge of communication between its stakeholders and City Hall.





CULVER CITY ARTS DISTRICT



CITY	COUNTY	ESTABLISHED
CULVER CITY	LOS ANGELES	1998
POPULATION		
40,000		
ANCHORS & EVENTS		

ACADEMY OF VISUAL AND PERFORMING ARTS
A "specialized secondary program" created in 1996 through a grant from the state of California with major support from Sony Pictures Entertainment.



ART WALK
Every 3rd Wednesday in late Spring and Summer



BLUM & POE
Museum and gallery operated by noteworthy art dealers Tim Blum and Jeff Poe.



THINKSPACE
Art gallery space that promotes and disseminates young and emerging art.



DISTRICT BOUNDARY
Washington Boulevard between Fairfax and National as well as La Cienega Boulevard between Venice and Fairfax



Culver City developed along railroads that connected Los Angeles to Venice. As LA began to sprawl due to growth after World War II, Culver City became somewhat isolated, giving it a unique character compared to the surrounding area. It has remained a significant location for the motion picture and television production industries since the 1920s.

Culver City developed along railroads that connected downtown Los Angeles to Venice. As Los Angeles began to sprawl as growth sprouted after World War II, Culver City became somewhat isolated. Its image has remained somewhat unchanged although some of its unique destinations such as the movie studios, its boxing stadium, and the dog track were being replaced by car dealerships, shopping centers, and big box retailers, giving this linear city a more "suburban vibe".

In 1988, a Public Art Program was established by an ordinance in order to enhance the quality of life, increase property values, and stimulate economic development by engaging



PHOTO COURTESY DAILYDUJOUR.COM

the urban landscape with cultural and artistic development. The purpose of the ordinance is to "protect the City's unique historical, architectural and cultural heritage as reflected in the City's architectural history and patterns of cultural development". In 1995, in a somewhat controversial decision, City Council added architecture to its Public Art Program.

Although many of the area's artists worried that developers would take away from the more traditional art, today, the Architecture as Art Program (which includes about five buildings) demonstrates the cultural and artistic significance it brings to the city. Further revitalization efforts went underway

in the early 2000s as an influx of art galleries and other related businesses came to the downtown area. Beginning with the Blum and Poe Gallery's opening in 2003, other artists soon followed, taking advantage of the vacant light manufacturing warehouses as space to develop a new arts scene.

While Culver City's Art District (CCAD) has been recognized by both the Los Angeles Times and the New York Times, it still has room for improvement and better organization.

ORGANIZATIONAL STRUCTURE

CCAD COUNCIL Promotes and markets the Culver City Arts District. The committee includes one city council member and three members from art and cultural organizations.

CULTURAL AFFAIRS DIVISION OF THE COMMUNITY DEVELOPMENT DEPT Responsible for the Public Art Ordinance, city-sponsored arts programming, historic building preservation initiatives, and advising the city on all cultural affairs



OPPOSITE, TOP LEFT
Ed Massey's colorful 'Syncopation' mural adorns a commercial building facade in the district.
PHOTO COURTESY EDMASSEY.COM

ABOVE
Mural by acclaimed international street artists Elmac and Retna.
PHOTO COURTESY THEDIRTFLOOR.COM

RIGHT
A 94 ft Rainbow at Sony Pictures pays homage to The Wizard of Oz and the city's filming roots.
PHOTO COURTESY DANIEL POULIOT VIA FLICKR





S.P.A.C.E. DISTRICT



CITY	COUNTY	ESTABLISHED
LOS ANGELES	LOS ANGELES	2009

POPULATION
3,800,000

ANCHORS & EVENTS

WARNER GRAND THEATRE
A 1,5000 seat historic art deco movie palace.



LITTLE FISH THEATRE
A repertory theatre in a converted garage.



THE LOFT STUDIOS
A three-story warehouse with a concentration of artists.



FINDINGS ART CENTER
Art gallery and workshops focused on empowering women through art.

1ST THURSDAY ART WALK & OPEN STUDIOS

DISTRICT BOUNDARY

Both sides of Pacific Ave from 4th to 10th St, both sides of 8th St from Pacific Ave to the Los Angeles Main Channel, the main channel from 4th to 8th St, and the South side of 4th St, from the main channel to Pacific Avenue.



PHOTO COURTESY SAN PEDRO

Once an independent and predominant fishing town, San Pedro is a working class, port-adjacent community within Los Angeles. The waterfront downtown has seen a creative renaissance after decades of decline and is now home to over 90 visual artists living in converted loft studios and full of galleries and art venues.

San Pedro is a historic community in the Los Angeles area adjacent to the Port of Los Angeles. In 2007, the Los Angeles Community Redevelopment Agency campaigned to designate Downtown San Pedro as an arts district. Local civic leaders, community members, and artists served on the committee to form the district. After the completion of a study by the AMS Planning & Research organization on the needs and conditions of the local arts community, the L.A. City Council unanimously adopted a resolution to form the arts district on February 13, 2009.

Today, the SPACE District is home to over 90 visual artists, as well as performing arts

venues, galleries, artists' live work spaces, and restaurants. The Advisory Board's 2011 plan included goals to create effective marketing and branding, signage and street element designs, and facilitate access via advocating

i NUMBER OF SEATS AT THE HISTORIC WARNER GRAND THEATRE **1500**

for appropriate zoning, regulations, and codes to support arts and arts-related businesses. San Pedro development has since taken off. The Palos Verdes-based Marymount University has recently moved its art college to downtown San

Pedro, and gastropubs are popping up along the once-decaying corridors of the city. San Pedro has had a long history of art and culture as part of their social fabric, intertwined with industry and blue-collar, union workers. The arts district has been a success story largely due to the existing concentration of artists and cultural institutions in the stretches of warehouses and historic buildings that populate the city.

ORGANIZATIONAL STRUCTURE

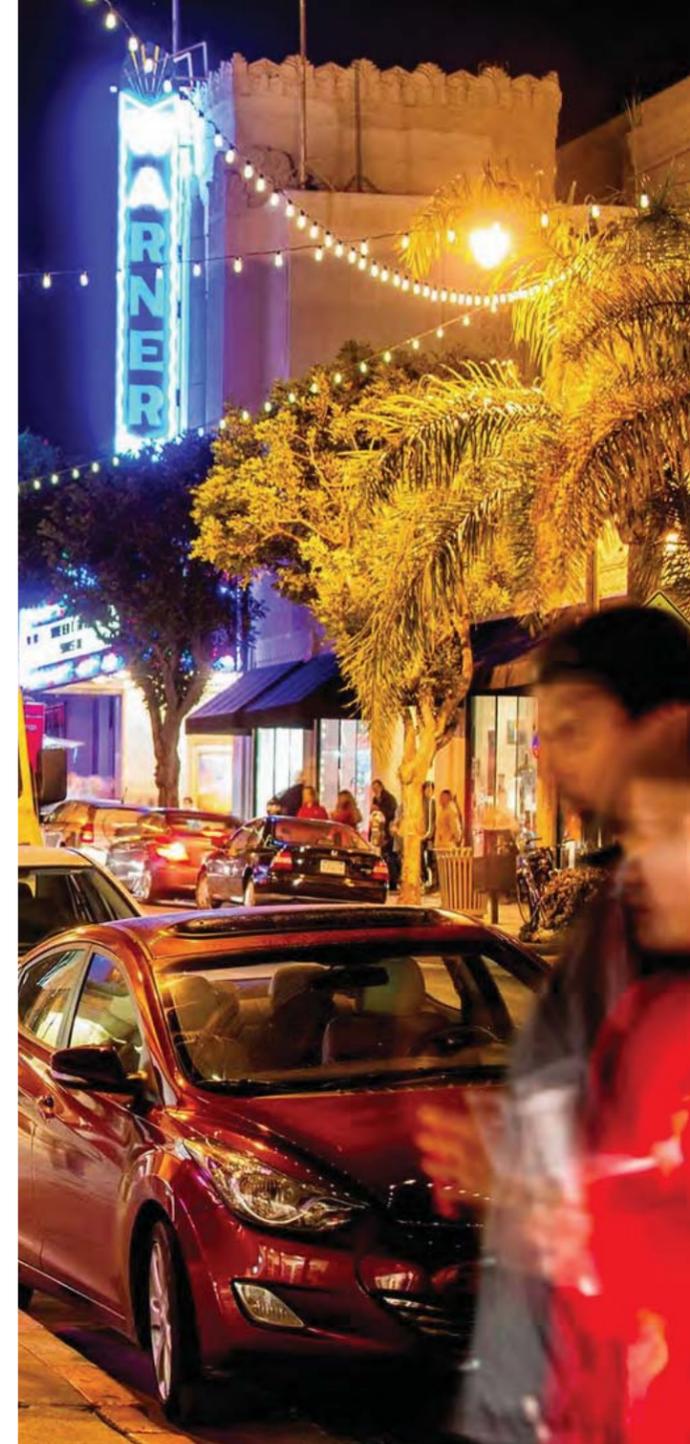
THE SAN PEDRO ARTS, CULTURE AND ENTERTAINMENT DISTRICT ADVISORY BOARD A subcommittee of the Pacific Corridor Redevelopment Area Citizens Advisory Committee (aka the ACE District Advisory Board or the SPACE collaborative).



OPPOSITE, TOP LEFT
Visitors stroll past vendors at the district's weekly farmer's market.
PHOTO COURTESY SAN PEDRO

ABOVE
Street performers liven up the sidewalk during the district's monthly artwalk.
PHOTO COURTESY SWAPMEET CHRONICLES

RIGHT
A lively night scene in front of the historic art deco Warner Grand Theatre.
PHOTO COURTESY SAN PEDRO HISTORIC DOWNTOWN PBID





EAST VILLAGE ARTS DISTRICT



CITY	COUNTY	ESTABLISHED
LONG BEACH	LOS ANGELES	1998

POPULATION
468,000

ANCHORS & EVENTS

MUSEUM OF LATIN AMERICAN ART
Only museum in the United States dedicated to contemporary Latin American Art.



ART EXCHANGE
An innovative visual arts center providing creative programming, artist studios, and galleries.



2ND SATURDAY ART WALK



TOUR DES ARTISTES
Annual street festival which features visual and performing artists.



SOUNDWALK
Annual sound art festival.



DISTRICT BOUNDARY

30-block area in the Eastern side of Downtown from Ocean Blvd to the south, Long Beach Blvd to the west, 10th St to the north, and Alamitos Ave to the east.



PHOTO COURTESY KOZMICDOG22 VIA FLICKR

The East Village is a mix of different housing styles including high-rise condos, artist lofts, small craftsman cottages, and Art Deco buildings. It is home to people from many different cultures, income levels, and professions and serves as the city's arts district with independent shops, galleries displaying Long Beach art, and new restaurants.

The eastern section of Downtown Long Beach was designated an arts district by the Long Beach Redevelopment Agency in 1998, with a pivotal role played by the Long Beach Arts Council. As with many downtowns in cities around the country, Downtown Long Beach had endured years of disinvestment and economic restructuring that left the area with blighted structures, high vacancy rates, poor housing quality, deteriorated commercial structures, and economic stagnation.

Redevelopment Agencies (RDA), now dissolved, have often received more attention for some of the negative aspects associated with their practices. However, one positive

use of redevelopment funds has been the revitalization of many blighted urban areas.

The area is home to public art and renovated 1920s Art Deco buildings. While the district has struggled to become truly flourish, many amenities to support arts and artists alike have been developed. For example, the Art Exchange was developed to provide studio space for artists located on the Tour de Arts, an annual street festival. With a great stock of arts and cultural infrastructure existing, East Village is poised to become a popular destination with further organizational development and marketing.



PHOTO COURTESY THOMAS WASPER VIA FLICKR



OPPOSITE, TOP LEFT
A colorful mural by Danish Street Artist Chase in and East Village Alley.
PHOTO COURTESY THEARTOFCHASE.COM

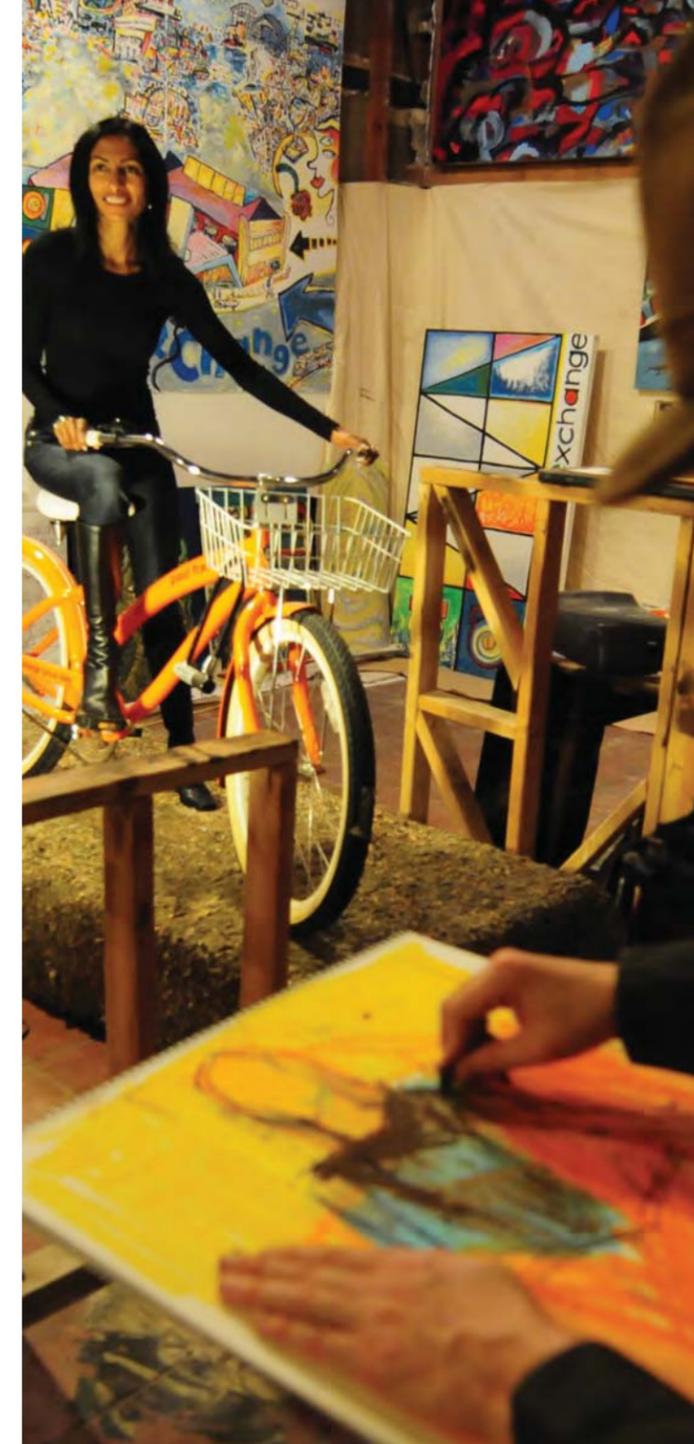
ABOVE
Local business owners chat in front of a temporary 'park' the annual Park(jing) Day event.
PHOTO COURTESY METRODUO.COM

RIGHT
A model poses on a bike for an artist during the East Village's monthly artwalk.
PHOTO COURTESY THOMAS WASPER VIA FLICKR

ORGANIZATIONAL STRUCTURE

ARTS COUNCIL FOR LONG BEACH A nonprofit established by the city in 1976 to respond to the needs of the growing local arts community and develop cultural resources.

EAST VILLAGE ASSOCIATION Community association addressing the concerns and visions of the District and implement actions to improve the quality of life for residents and businesses while creating opportunities for artists of all disciplines to flourish.





THE ARTIST'S VILLAGE



CITY	COUNTY	ESTABLISHED
SANTA ANA	ORANGE COUNTY	1989

POPULATION
330,000

ANCHORS & EVENTS

CAL STATE FULLERTON GRAND CENTRAL ART CENTER
A mixed residential, retail, and educational complex with a performance theater.



ORANGE COUNTY CENTER FOR CONTEMPORARY ART



SANTORA ARTS BUILDING
Spanish Ultra Baroque style building with galleries showcasing over 38 artists, studio work spaces, and new exhibits.



ART WALK

EMPIRE MARKET BUILDING

BOWERS MUSEUM OF CULTURAL ART



DISTRICT BOUNDARY

A ten-square block area in the heart of downtown; 2nd St Promenade between Broadway Ave and Spurgeon St (First St, Broadway, Third St, Spurgeon St)



A HISTORIC FOUNTAIN IN THE HEART OF THE DISTRICT.

Santa Ana, the government seat and second most populous city in Orange County, has been an important economic, political and cultural engine for the region. Downtown Santa Ana has a concentration of Latin artists, as well as a large quantity of historic structures in a 24.5-acre area known as the Historic Downtown District.

Throughout the last 20 years, Santa Ana has been committed to urban renovation in the Downtown historic districts and has focused over \$1 million in redevelopment efforts to create the Santa Ana Artists Village to serve as an artist and cultural space. The initial projects included the construction of the Santiago & Main Street Lofts and recent projects include \$9 million in improvements along the South Main Street Corridor between 8th Street and Columbine as well as the upcoming One Broadway Plaza Building.

While the arts have had a positive economic impact on the city, recently the tide has changed. The Historic Santora Arts Building

has been purchased by a Newport Beach-based developer who has started evicting longtime art residents and studios. A contract between the city and the building's previous owner that guaranteed at least 80 percent of the building be dedicated to the arts was never enforced and expired in 2011.

The City claims it is still committed to a flourishing arts community and has recently moved, in a historic vote, to establish an Arts Commission, consisting of artists and community members from various local organizations. The City Manager, having come from Phoenix and having experienced the benefits of a city that works closely with the

arts community, has also promised to fill one of the vacant city positions with an arts and culture specialist.

While many agree gentrification has accelerated in the district, some are divided as to whether the recent development as positive or negative. Some Latino residents and business owners fear that they will soon be ousted as hipsters and developers look to the district for the next big thing. Others like the newer infrastructure and claim it is boosting their own businesses. Of all the California Arts Districts, the gentrification debate appears to be most heated in Santa Ana. Thus the City should work closer with the artists that helped spur development.



OPPOSITE, TOP LEFT
An evening gallery opening at the Grand Central Art Center Building.
PHOTO COURTESY ANDREA HARRIS MCGEE

ABOVE
The Historic Santora Arts building anchors the burgeoning art district.
PHOTO COURTESY DON WHITLOW

RIGHT
A downtown street is shut off from traffic for the Fiesta Patrias.
PHOTO COURTESY BEN DAYHOE VIA FLICKR

ORGANIZATIONAL STRUCTURE

ARTS AND CULTURE COMMISSION

A recently established position within the City Council. This role has not been filled yet, so inquiries pertaining to art or the art district still go through the City Manager. **UNITED ARTISTS OF SANTA ANA** Organized when the Santora Building that so many occupied was under threat of redevelopment. They are currently working with the city to establish the Arts and Culture Commission





NORTH PARK MAIN ST



CITY	COUNTY	ESTABLISHED
SAN DIEGO	SAN DIEGO	1998

POPULATION
1,380,000

ANCHORS & EVENTS

BIRCH NORTH PARK THEATRE
A 1920s theatre purchased and restored by the City in 2005

ART ACADEMY OF SAN DIEGO

SAN DIEGO ART INSTITUTE

RAY AT NIGHT

QUEEN BEE

PARKING GARAGE ART PANELS

STONE PAPER SCISSORS

FESTIVAL OF THE ARTS

DISTRICT BOUNDARY

University Avenue from 28th to Florida Street and 30th Street from Howard to Redwood.



AN ART DECO SIGN GREETES DRIVERS AS THEY ENTER THE DISTRICT.

Once called the Ray Street Arts District for the concentration of art and cultural spaces on Ray Street, the area of North Park experienced changes similar to many other cities and urban centers, as the 1960s and '70s ushered in a period of commercial and industrial decline. However, beginning in the 1990s, North Park experienced a renaissance.

North Park was developed as a commercial district in the mid-1930s. It helped form one of the largest business districts in San Diego before it became devastated by the disinvestment and suburbanization that affected many urban communities in the 1970s in the United States. North Park was established by the City as the North Park Business Improvement District (BID) in 1985. In 1996, North Park was selected to be the pilot project for the national Main Street program in San Diego. The Main Street program is overseen by the National Trust for Historic Preservation which promotes revitalization of historic commercial districts while preserving their unique historic character. By 1998, North Park Main Street had experienced a period of

renaissance and officially declared itself an Arts, Culture, and Entertainment District to further stimulate economic development and celebrate its creative sector.

The North Park urban village is one of the oldest neighborhoods in San Diego, making historic preservation one of the core values of the district. North Park's downtown is a mixture of diverse and historic architecture styles including Art Deco, Beaux Arts, Spanish Revival, Spanish Renaissance, and Mission Revival while the nearby residential communities feature California Bungalow/Craftsman and Spanish Colonial Revival architecture, among several others.

Although it seems that the North Park Main Street was very much an organized city and regional effort, the Ray at Nights, San Diego's longest running monthly art walk, started organically, by several artists along the corridor. There have been some tensions, however, between the local artists and city attempts to stimulate local development (and what some have stated, gentrification of the area).

ORGANIZATIONAL STRUCTURE

NORTH PARK FOR THE ARTS (NPA) A community-based organization and a program of The San Diego Art Institute made up of businesses, artists, and community leaders dedicated to protecting and promoting arts and culture in North Park through exhibition, education, outreach, and local partnerships

NORTH PARK MAIN STREET (NPMS) A 501(c)(6) nonprofit that advocates for North Park's downtown business community, it administers the BID, champions historic integrity, and supports the Arts, Culture, and Entertainment District.



OPPOSITE, TOP LEFT
A band performs in a parking lot at the Ray at Night Festival.
PHOTO COURTESY MICHAEL KLAYMAN VIA FLICKR

ABOVE
Crowds gather around the North Park Festival Of The Arts Circus
PHOTO COURTESY NORTH PARK FESTIVAL OF THE ARTS

RIGHT
Acamonchi graffiti mural on a North Park Exterior Wall
PHOTO COURTESY ASHLEY ARTHUR VIA FLICKR



NTC AT LIBERTY STATION



CITY	COUNTY	ESTABLISHED
SAN DIEGO	SAN DIEGO	1998

POPULATION
1,380,000

ANCHORS & EVENTS

FRIDAY NIGHT LIBERTY
San Diego's largest monthly art walk



SUMMER CAMPS
Kids summer camps for art, music, dance and theater.



ART & EXHIBITS IN PUBLIC PLACES
Including Body Paint Exhibit and sculptures such as "She Dances"

ARTWALK NTC @ LIBERTY STATION

DISTRICT BOUNDARY
28 acres in former the Naval Training Center in Point Loma



PHOTO COURTESY JUSTIN HUDNALL VIA FLICKR

The former Naval Training Center (NTC) San Diego served as a military base for 70 years. The city engaged in an aggressive public planning effort to determine the fate of the site, and decided that the center would be “transformed into a new urban village called Liberty Station.”

The NTC contributed significantly to the local economy until 1993, due to the Federal Base Realignment and to the end of the Cold War and military downsizing, it was slated for closure. The Navy officially closed the NTC on April 30, 1997. Subsequent public planning included a 27-member NTC Reuse Committee formed by then-Mayor Susan Golding to determine a new purpose for the site. Several years of planning involving the former San Diego Redevelopment Agency/City Council and extensive public involvement culminated into a final Reuse Plan in October 1998. Without enough money to redevelop the base on its own, the city held a competition and awarded a private developer with redevelopment of the base.

Liberty Station is made up of several distinct districts with NTC at Liberty as the area's civic arts and cultural district. The city formed the NTC Foundation to oversee planning, developing, and managing the district. Their mission is to strengthen and build the Creative Community by designating the newly renovated former Naval Training Center for arts, science, culture, and technology in a collaborative setting. The NTC plans on restoring a total of 26 historic architecturally significant buildings within the 28 park-like campus to their original Spanish Colonial Revival style.



PHOTO COURTESY MARISOL APOSTOL

ORGANIZATIONAL STRUCTURE

THE NTC FOUNDATION Established in the year 2000 to renovate this signature community asset and transform it into a place where “Innovative Experiences” will inspire the lives for generations to come.

COMMISSION FOR ARTS & CULTURE Advises on promoting, encouraging, and increasing support for the region's art and culture assets, to integrate arts and culture into community life.



OPPOSITE, TOP LEFT
The former Command Center Building is now part of the district's central promenade.
PHOTO COURTESY ORIN BLOMBERG VIA FLICKR

ABOVE
Artists use a POD storage container as a temporary sound proofing recording studio.
PHOTO COURTESY JUSTIN HUDNALL VIA FLICKR

RIGHT
Locals come out to enjoy the sights and sounds at the Art Boxed San Diego Festival.
PHOTO COURTESY JUSTIN HUDNALL VIA FLICKR





SAN DIEGO I.D.E.A. DISTRICT



CITY	COUNTY	ESTABLISHED
SAN DIEGO	SAN DIEGO	2014

POPULATION
1,380,000

ANCHORS & EVENTS

THE NEW SCHOOL OF ARCHITECTURE & DESIGN

SAN DIEGO CENTRAL LIBRARY

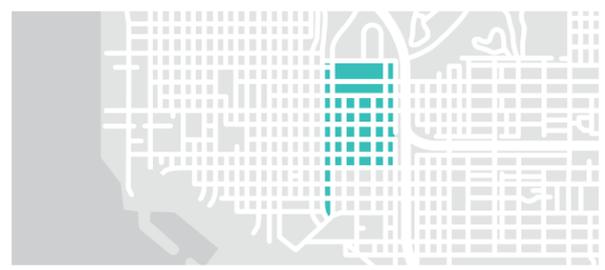
THOMAS JEFFERSON LAW SCHOOL

SAN DIEGO CITY COLLEGE

MAKERS QUARTER
Mixed-use neighborhood within the larger I.D.E.A. District

FASHION INSTITUTE OF DESIGN & MERCHANDISING

DISTRICT BOUNDARY
Proposed 35 city blocks in East Village



The East Village is the largest urban neighborhood in San Diego, encompassing 130 blocks, and is home to over 700 businesses. The I.D.E.A. district, which stands for Innovation, Design, Education, and Arts, is still just that- an idea. Proposed to help revitalize the East Village in Downtown San Diego, its aim is to build a creative industries hub in the area.

A thriving urban hub of artists, trendy restaurants, and new businesses, the East Village during the 1980s and early 1990s was home to industrial warehouses, vacant lots, crime, and blight. The area began to attract artists and social services during this period, but it was not until redevelopment took hold in the 1990s that it began a slow period of revitalization. Specifically, the 1992 Centre City Community Plan implemented through the Redevelopment Agency (and continued through Civic San Diego [CivicSD], the city-owned, nonprofit that is now in charge of all redevelopment projects approved prior to the statewide dissolution of redevelopment agencies) made vast improvements to revitalize

the area, with an emphasis on the rich artistic culture and history. The opening of PETCO Park in 2004 is cited as having sharply increased redevelopment in the area, specifically in attracting a residential sector, although some artists and related studios and businesses have had to move to neighboring communities due to an increase in market rents.

The full proposal includes a 35-block area in the Upper East Village; however, the first part of the proposed district, IDEA1, is just one city block and is just breaking ground. It entails a 1.37-acre site acquired by Lowe Enterprises and I.D.E.A. Partners LLC, a partnership of Pete Garcia and David Malmuth. The project is



PHOTO COURTESY MAKERS QUARTERS

a five-story, 225,000 square-foot, mixed use project that will include 63,000 square feet of creative office space; 10,000 square feet of retail and eateries; and 218 apartments. I.D.E.A. Partners are also working with local artists and architects, especially those from the New School of Architecture and Design [NSAD] to help develop ideas for the district.

ORGANIZATIONAL STRUCTURE

I.D.E.A. PARTNERS, LLC David Malmuth and Pete Garcia formed I.D.E.A. Partners to lead the creation of the I.D.E.A. District in Downtown. David Malmuth established his own firm with a focus on creating art-inspired places that transform communities. Pete Garcia spent his entire career as a builder, developer, and engineer of major public and private real estate projects in the United States and beyond. Together, with their team, Lowe Enterprises, and the city's approval, they are creating the I.D.E.A. District.



OPPOSITE, TOP LEFT
This can be a brief but descriptive caption of the photograph.
PHOTO COURTESY

ABOVE
This can be a brief but descriptive caption of the photograph.
PHOTO COURTESY S

RIGHT
This can be a brief but descriptive caption of the photograph.
PHOTO COURTESY



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