

# Central City 2035:

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## Civic and Cultural Life Framework

### **Draft Goal:**

*Support the role of the Central City as the regional center for civic and cultural activities characterized by: easy affordable access, rich opportunities and attractions, a distinct identity, and as a place that stimulates the creative economy and artistic and artisanal activity where those benefits are shared by all.*

### **Draft Strategy:**

Focus investments and initiatives that foster unique, identifiable districts that facilitate and support diverse artistic and entrepreneurial activities in the Central City.

### **Draft Objectives:**

#### **Public Spaces and Venues:**

- Support current and develop future public spaces and venues which:
  - are safe, attractive, and accessible for both organizers and users, and
  - meet the programmatic needs of a broad array of activities and functions.

#### **Places and Districts:**

- Focus investments and efforts that foster the establishment of distinct districts, stimulate neighborhood and economic development, and maximize use of and connections to the Willamette River as a central focus for arts, entertainment, and cultural activities.

#### **Identity and Development:**

- Sustain and foster a culturally and artistically inclusive identity for the Central City which encourages economic development through:
  - increasing tourism opportunities,
  - stimulating activities and a sense of pride, and
  - supporting the creative economy.

#### **Artistic Infrastructure:**

- Support the work and livelihood of artists and artisans through public and private initiatives that:
  - enhance information sharing and communication through increased access to technological infrastructure,
  - make affordable housing, live/work options, studios, exhibit, and performance spaces available, and
  - address transportation and everyday needs.

### **Equity Statement:**

The CC2035 plan effort seeks to develop policies that:

- increase participation by individuals and groups from diverse racial, geographic, demographic, and socio-economic backgrounds, and
- ensure that all these individuals and groups have opportunities to access and benefit from civic and cultural amenities, activities, and resources in the Central City.

## Potential Actions:

- Identify regulatory improvements such as incentives, subsidies, credits or other means which support artist needs and combat gentrification and displacement.
- Identify important arts, entertainment, and culturally significant places and districts and establish strategies for targeted investments and actions that increase artist and entrepreneurial activities in these areas.
- Develop programs and other investment tools to support the creation of artist housing and work spaces.
- Coordinate with other bureaus, including PDC, Police, and the Housing Bureau to ensure development, safety, and housing needs are being met.
- Identify barriers and opportunities to increase giving and corporate sponsorship of the arts.
- Assist in the development or use of nontraditional venues that support participation by diverse communities.
- Identify places and facilitate the placement of both temporary and permanent large-scale art installations.
- Focus investments in areas that support existing and future transportation infrastructure and the mutual relationship with civic and cultural functions.

