

September 7, 2017

MEMORANDUM

To: Members of the Civil Rights, Utilities, Economic Development & Arts Committee
From: Asha Venkataraman, Council Central Staff
Subject: Resolution 31766: Creation of an Arts and Cultural District in Uptown

The Civil Rights, Utilities, Economic Development, and Arts (CRUEDA) Committee plans to discuss and vote on Resolution 31766 on Tuesday, September 12. If Councilmembers choose to adopt the resolution, it will create a new Arts & Cultural District in the Uptown neighborhood. This memorandum provides background on how designation as an Arts & Cultural District can benefit a neighborhood and describes Uptown's specific designation.

Background

The Office of Arts and Culture (Arts) administers the Arts & Cultural District (District) program, created in 2014 by [Resolution 31555](#). The program governs creation of Districts to preserve and enhance arts and cultural spaces in recognition of the economic and cultural benefits these spaces bring to the city. It also allows the City to recognize and protect from displacement art-dense areas that already have gallery and studio space, theaters, art, music, and host cultural community events, and in doing so, attract new arts and entertainment businesses. Arts anticipates creation of one District per year. Establishing these Districts is also part of a strategy to maintain affordability for artists and arts workers. Arts has set out a formal process for stakeholders to apply for designation of their neighborhoods as Districts. Upon establishment, \$50,000 in the existing Arts budget for the District program becomes available to each District, which Arts will spend specifically on behalf of the District to take advantage of a Creative Placemaking Toolkit (Toolkit). Arts intends to use this Toolkit to activate the District to improve walkability, marketing, right-of-way improvements, and cultural preservation. Some of the projects and programs in the toolkit include zoning incentives, placing historic and educational markers to celebrate culturally important spaces, identifying rights-of-way through kiosks or crosswalk painting, activation of pop-up spaces or parklets, or landmarking.

The first Arts & Cultural District was Capitol Hill's Pike/Pine/12th Avenue neighborhood, designated in 2014. In 2015, the Council adopted [Resolution 31635](#) designating the Central Area as an Arts & Cultural District. If Council adopts Resolution 31766, the Uptown neighborhood designation would become the third Arts & Cultural District in the City.

Resolution 31766: Uptown Designation

The Uptown neighborhood, sometimes also referred to as Lower Queen Anne, has many arts and cultural spaces, including Seattle Center, galleries, studios, theater and music venues, and bookstores. As with the two other existing Arts & Cultural Districts, the Uptown District does not have formal district boundaries. Instead, Arts uses a "heat map" approach, which

recognizes a density of arts and cultural spaces, and associates impact with the presence of those spaces. The neighborhood and District boundaries do not have to be the same. As shown on the attached map (Attachment A), the District does not cover all of the Uptown neighborhood. Also, the boundary drawn on the map is not fixed, nor is it reflective of where the impact from these spaces end.

Stakeholders in Uptown submitted an application for designation as a District using these four guiding principles:

1. A cultural integration across the geography of Uptown from Seattle Center to the Heart of Uptown and beyond.
2. A commitment to racial and social equity.
3. The activation of cross-cultural and interdisciplinary collaboration.
4. The development and measurement of Uptown's creative economy.

The designation and implementation of these guiding principles is intended to allow the City to leverage Seattle Center and use the arts and culture in surrounding neighborhoods to make Uptown a regional arts and culture destination. The 2017 Adopted Budget funds the District program at a level sufficient to provide \$50,000 to the Uptown District to fund use of the Toolkit.

Relatedly, the Planning, Land Use, and Zoning (PLUZ) Committee is considering rezoning the Uptown neighborhood, allowing for higher heights and more development capacity throughout the urban center. The potential for redevelopment of current art and cultural spaces could be balanced by the preservation of these spaces that designation of District promotes. The rezone legislation would also change zoning regulations for arts and cultural institutions, providing an incentive to create arts and cultural spaces in new buildings.

Attachment:

- A. Uptown District Map

cc: Kirstan Arestad, Central Staff Director
Dan Eder, Central Staff Deputy Director

CHOOSE A LOCATION

SELECT A BOUNDARY AREA

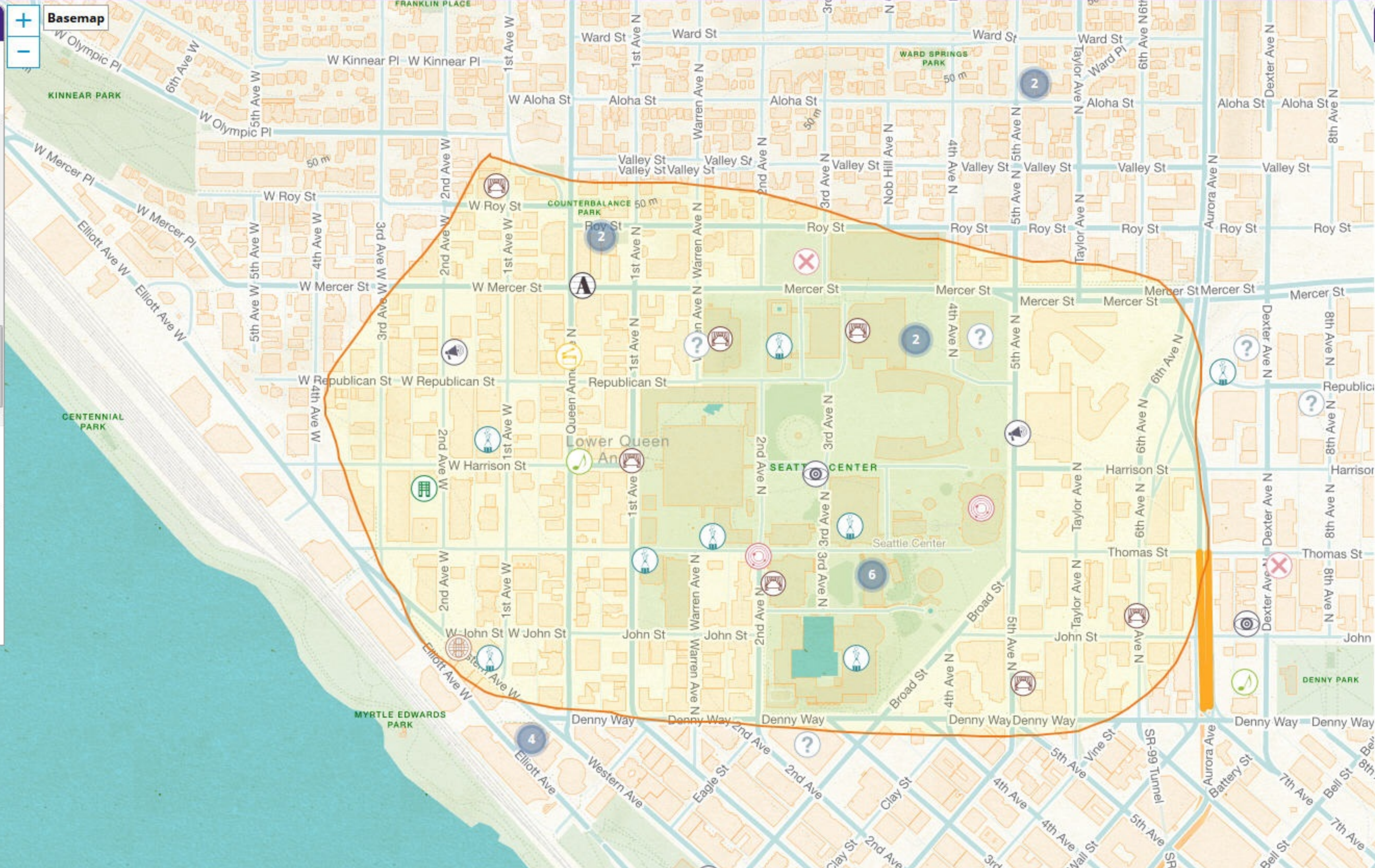
- NEIGHBORHOOD
- NORTH CAPITOL HILL
 - NORTH DELRIDGE
 - NORTHGATE/MAPLE LEAF
 - OLYMPIC HILLS/VICTORY HEIGHTS
 - PIONEER SQUARE/INTERNATIONAL ...
 - QUEEN ANNE
 - RAINIER BEACH
 - RAVENNA/BRYANT
 - RIVERVIEW
 - ROXHILL/WESTWOOD
 - SEWARD PARK
 - SOUTH BEACON HILL/NEWHOLLY
 - SOUTH PARK
 - SUNSET HILL/LOYAL HEIGHTS
 - UNIVERSITY DISTRICT
 - WALLINGFORD
 - WEDGWOOD/VIEW RIDGE
 - WEST SEATTLE/JUNCTION/GENESEE ...
 - WHITTIER HEIGHTS

ZIP CODE

COUNCIL DISTRICT

SELECT A CUSTOM AREA

circle rectangle freeform
clear area select



SELECTED AREA

Overview Organization Facilities

Culture People Econ Education Health

Total Cultural Spaces
36

Avg Stability Index
4.3



All Disciplines

Total Spaces: 36
Spaces per 10,000 People: 123.41

