

Creative District Goals, Objectives, and Strategies

Goal

Have an epicenter for art and culture that provides opportunities for the creative community to live, develop, share, and teach their diverse skills for the benefit of Ogden's artists, citizens, and visitors.

Objectives and Strategies

Objective 1. Establish a defined area that creates positive impact to the broader community by means of generating creativity and collaboration.

Strategies

- 1.1. Support the development of places where artists and other creatives can live, work, exhibit, perform, and teach.
- 1.2. Support and promote affordable ownership and occupancy opportunities for both live and work spaces that will continue beyond the initial startup of the district. Tools that can be used to accomplish this goal may include development agreements, down payment assistance programs, and low-income housing tax credits.
- 1.3. Create a zoning district that allows flexibility in land use regulations and allows the diversity of creative activities and housing to happen in the Creative District.

Objective 2. Promote the development of unique places and wayfinding that make the District easily identifiable.

Strategies

- 2.1. Develop flexible, multi-purpose public places for the community to gather. These places should accommodate public art, performances, and other events. Design these places to attract activity even when not programmed for events.
- 2.2. Incorporate art installations and performance space throughout the public realm, with a special emphasis on interactive art.
- 2.3. Express the identity of the Creative District through the streetscape design, landscape treatments, street furniture, and lighting. Design the public realm to be a destination, even without the other activities proposed for the district.
- 2.4. Convey and promote the identity of the Creative District through signage, gateways, wayfinding and other place making elements.
- 2.5. Develop connections that create clear and simple ways to access the district by all forms of transportation from downtown and other locations, with a special emphasis on walkability, biking, and transit.

Objective 3. Establish the Creative District as a place where community members access resources that support collaborative and individual creative pursuits.

Strategies

3.1. Advocate, promote and support the development of physical facilities that provide needed resources such as co-working, maker, classroom, gallery, and performance spaces.

3.2. Develop programs and virtual networks that connect artists and other creatives with opportunities for collaboration and needed resources such as business training, marketing, and funding sources. Market these programs and networks to Ogden's artists and creatives.

3.3. Advocate for community institutions such as Weber State University to establish programs and facilities in the Creative District.

3.4. Offer creative programming for the community such as workshops, youth education, and artist-in-residence programs. Encourage artists and other creatives working in the district to engage with the public, e.g., through opening their studios to public visits, workshops for the public, etc.

Objective 4. Develop the Creative District as a safe, accessible, inviting, and economically sustainable area.

Strategies

4.1. Promote development of vacant or underutilized areas to increase activity in the Creative District to put more "eyes on the street".

4.2. Design the Creative District to be accessible through multiple modes of transportation, including transit, biking, and walking.

4.3. Support programs and physical improvements that welcome different forms of artistic expression and community members from all backgrounds.

4.4. Actively encourage projects that use the arts to bridge cultural, socioeconomic, or other differences.

4.5. Secure ongoing resources to ensure that the Creative District is well-maintained over time.

4.6. Develop opportunities for artists and other creatives to build equity in the Creative District, to ensure that it remains a place where they can live and work.

Objective 5. Recognize the Creative District as an evolving, dynamic area that can adapt to changing needs.

Strategies

5.1. Encourage flexibility and adaptation of the programming, activities, and uses in the Creative District to meet the changing needs of those living, working, and visiting the district. Changing displays and activities will also retain interest and discovery, supporting continued visitation to the Creative District.

5.2. Promote opportunities for the community to engage in the ongoing use and evolution of the Creative District, with projects initiated and/or implemented by community members.

5.3. Review the Creative District plan with the Steering Committee and other stakeholders each year. Measure progress made towards the defined objectives and strategies. Evaluate whether the objectives and strategies need to be modified and revise accordingly.

5.4. Support the formation of a coalition of artists and other creatives; this coalition will collectively determine how it can best serve the interests of artists and creatives in Ogden.