

Dania Beach Community Arts Plan

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Enhance community vitality and encourage economic opportunity through a portfolio of arts and culture initiatives that capitalizes on Dania Beach's distinctiveness and creative potential.

*10 Year Strategic Plan
Created for the Community
Redevelopment Agency by
Wentworth Creative
Management, Inc.*

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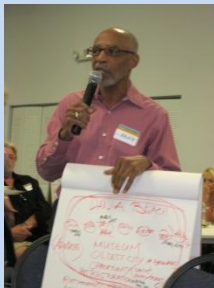
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Executive Summary

In May 2012 the Dania Beach City Commission formed the Dania Beach Creative Arts Council Advisory Board (DBCAC) to capitalize on the potential of the arts as a means of stimulating economic vitality and becoming a driver of economic revitalization. This fulfilled a recommendation of the Dania Beach Economic Development Blueprint-2012 and Broward 2020 Cultural Plan. The strategies in the plan are the result of emerging themes from community input, recommendations made in recent local economic and cultural studies and researching successful creative placemaking activities around the United States.

Feedback during the Community Arts Plan Workshop and during community presentations and one-on-one interviews revealed the following most often recommended goals: historic preservation, developing arts venues especially artist/live/work space and an arts center, empty lot beautification, public art especially murals, empty store front revitalization, art/design/antique “walks” and arts education programs.



The strategic plan has been created with overarching goals, strategies and initial action steps. Research confirmed that extremely valuable information and recommendations that are outlined in previous studies are important to this study. Many will be included and referenced in the Dania Beach Community Arts Plan. Those studies include: Dania Beach Redevelopment Plan (DBRP), 2012 Dania Beach Economic Development Strategic Blueprint (DBEDSB), Dania Beach CRA Marketing Plan (CRAMP), 2012 Six Pillars Community Strategic Plan (SPCSP), 2006 Dania Beach Art and Antique Design Plan (DBAADP), CreativeBROWARD 20-20 (CB2020), Cultural Builds Florida’s Future (CBFF) and A Historic Preservation Plan for the City of Dania Beach-2002(HPP).

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Financing these initiatives will take innovation in developing unique programs with bold and original elements that will attract grants from public and private arts funding organizations, foundations and public agencies. Working with the city and its many partners the DBCAC should recommend goal priority and provide the motivation and impetus for implementing action. The study begins with short term goals and progresses to the larger more challenging initiatives. Yet the short term goals can be ongoing and the initial steps for the longer term goals can begin to create a sense of place and build a stronger more connected community. The pace of implementation will depend on resource constraints easing as the economy improves.

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- Vision** To transform the community with art and culture programs that drive vibrancy through creative placemaking , capitalizing on the city’s distinctiveness and leveraging its creative potential recognizing that arts, culture and creativity are central to an improved quality of life.
- Mission** Attract private and public support to develop a portfolio of arts and culture initiatives that increase community vitality, spur economic growth and enhance tourism.

Goal 1	Continue To Preserve the City’s Cultural Heritage
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Strategy *To celebrate the city’s history and build on its significance as Broward’s First City continue to take measures to preserve landmarks and historical information and resources. Revisit the HPP for valuable recommendations and action.*

Action: **Join the Cultural Heritage Landmarks Project:** The History section of the City’s website lists the historically designated properties. The city should participate in the county’s Cultural Heritage Landmark Program to honor these important sites with commissioned markers and take advantage of the resulting tourist interest.

Action: **Expand Memorabilia Collection:** Working with the Dania Beach Historical Society expand the current collection of historical memorabilia, photos, artifacts, and collateral by mounting a campaign to encourage pioneers and pioneer families to donate these materials to the City.

Action: **Set-up Heritage Displays:** Create exhibits of the collected materials to be displayed at the Library, City Hall and possibly in a future Dania Beach Historical Museum.

Action: **Record and Document:** Encourage local organizations to host “History Sharing Story Circles” and document by recording and/or videotaping the sessions. Also, interview and video-tape Dania Beach’s oldest and long-time residents for their reflections on the City’s history.

Note: Currently the City Commission is designated as the city’s Historic Preservation Board and there is a preservation ordinance that promotes the identification, evaluation, rehabilitation and adaptive use of the City’s historic and architectural heritage (Chapter 8 Buildings, Article IX, Historic Preservation – Dania Beach Code of Ordinances).

Goal 2	Create Highly Visible and Participatory Art Programs
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Strategy: *Design a mural arts program as a way to pass on culture and tradition through a collaborative grassroots process*

Action: **Launch a Mural Arts Program:** Develop a grant-worthy program that utilizes murals and public art installations through-out the City uniting artists and community and telling the story of Dania Beach from its beginnings to the present. This grassroots project would tie visual art, local history, tourism, culture and community participation together. Walking, bicycling, trolley tours can be coordinated once the art is in place to boost tourism and city pride.

Reference: <http://www.indio.org/index.aspx?page=72> , www.muralarts.org

Strategy *Create an empty storefront program to promote a better image, create visual interest and eliminate the perception of a rundown business district with the proven goal of improved foot traffic , property values and occupancy rate increase.*

Action: **Establish Blight Cover Program:** Establish guidelines for storefront blight covers that will screen empty storefront windows with artistic or photographic murals. The city should provide a selection of prints – artwork produced by local artists or photographers- that owners can use while their property is vacant. The prints would add to the branding of Dania Beach. Similar programs are funded through grants or by the City requiring owners to screen their storefronts.

Action: **Encourage Storefront “pop-up” Art Installations:** Design a plan that encourages empty storefront owners to understand the value of bringing new life to empty storefronts by using their space for temporary art displays, installations, studios, demonstrations, or performances. Form collaboration between City departments, merchants and the arts community that engages the community, develops funding for the program and identifies spaces and projects that can make the largest impact.

Reference: <http://storefrontsseattle.com>, www.fallriverstorefrontartist.org

Strategy: *Create an arts identity for the city by adding artwork to traffic signal control boxes, or utility boxes to showcase a neighborhood or business district’s distinctiveness or to pay tribute to the community’s heritage.*

Action: **Support Signal/Utility Box Art Wrap:** Support and expand a high impact/low cost program that is currently being developed through the Community Development Department, a signal box or utility box “art wrap” program. Broward County has already approved wrapping of traffic signal boxes in all of its 31 cities through

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the efforts of the Fort Lauderdale Downtown Development Authority. Utility companies have also been cooperative in other cities. Traffic signal boxes are at every intersection that has a traffic light.

Action: **Involve Creative Community:** Involve the creative community in designing different art expression themes. An example would be to use art that “fits” the location of the box such as historical, home design, antique, art, marine, ocean, etc. Artistic wayfinding signs will be appropriate at some locations. The Fort Lauderdale DDA has completed the groundwork for wrapping signal boxes and financed the first program in Broward County with federal grant money.

Reference: <http://www.ddaftl.org/view/pdf/PRutilityboxwraps0312.pdf>

<http://dsmpublicartfoundation.org/local/neighborhood-utility-box-its-a-wrap/>

<http://www.lyndale.org/sites/default/files/LNA%20Box%20Wrap%20Artist%20RFQ.pdf>

Strategy ***Produce Art/Design/Antique/Lifestyle Walks by working with local studios, galleries, retail businesses, boutiques, restaurants in Downtown and the Dania Beach Design District. Plan and coordinate regularly scheduled walks to increase customer/client base through socializing in a festive environment. (Recommended in both CRAMP and the DBEDSB)***

Action **Identify Partners for “Walk” Collaboration:** The CAC first must identify partners who will have a vested interest and can help organize, identify sponsorship, coordinate and define a “Walk”.
Examples: Dania Beach Chamber of Commerce, CRA Merchants Association, Dania Beach Design District, Clubs, Recreation Department.

Action: **Assess Merchant Interest:** Assess the interest from merchants to determine the best location, day and type of walk to begin the program that will offer opportunities to experience original art, crafts, antiques and design. Momentum will build as walks are proven successful.

Action: **Include Local Art & Entertainment:** Include local artists’ exhibition/demonstrations and musical performances to make the events authentic Dania Beach experiences with open door receptions where attendees will meet the artists/designers/owners and view current inventory.

Reference: <http://www.firstthursdayseattle.com/>,

http://communityartscreate.org/Community_Arts_Create/Art_Walk.html

Strategy ***Revitalize selected vacant lots with art, design and landscaping until development begins. This would help to eliminate a sense of decay or an offensive view.***

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Action: Transform unsightly vacant lots in strategic locations by planting trees, landscaping, lighting, and artistically painting fencing or structures on the property. Require owners to clean up lots and engage artists in design, solicit sponsorship and in-kind supplies and enlist volunteers to provide the labor.

Goal 3 Incorporate Art into Neighborhoods

Strategy *Build neighborhood cohesion through projects that engage neighbors in designing art projects that add interest to public spaces. Neighborhood Associations should take the lead to create a sense of neighborhood ownership and identification with the residents of their sections of the City.*

Action: **Celebrate Character of Neighborhood** : Integrate public artwork into neighborhood parks, greenbelts and other public locations as a way to celebrate, reflect and enhance the character and history of a neighborhood for residents and visitors.

Action: **Plan and coordinate cultural activities.** Some suggestions: art appreciation classes, art designs on trash cans, art exhibits, art workshops, artistic neighborhood & wayfinding signs, “Better Block Programs”, book clubs, children’s art and crafts classes, adult craft workshops, murals on private buildings, music jam sessions, performance based arts and social change programs, poetry/spoken word classes and contests, art and craft contests, storytelling-in- the –park, street festivals, yard art.

Action: Continue the privately established “Wallscape Project”, an outdoor movie program for which a format has been developed. The one- time event was successful in attracting an audience of 70 people and building camaraderie among residents.

Goal 4 Continue to Support and Develop Signature Events

Strategy *Continue to nurture festivals and large events because they promote civic pride, volunteerism and increased civic engagement while attracting more unique audience members per year than most arts events. A well-planned and highly creative event will increase interest in the city year-round.*

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- Action:** **Nurture Current Signature Events:** Continue to support and advance the events that are already or have the potential to become signature events for the City.
Examples: Marine Flea Market, Vintage Motorcycle Show, Design District Tribute to Veteran’s Celebration.
- Action:** **Develop and Grow the Art and Seafood Celebration:** Collaborate with local organizations and churches, historic and unique businesses and the creative community to develop and then grow the inaugural Dania Beach Arts and Seafood Celebration so that it becomes a signature event.
- Action:** **Evolve Concerts on the Green:** Continue and evolve “Concerts on the Green”, currently a program of the Dania Beach Chamber of Commerce to a community supported and nurtured event.
- Action:** **Participate in Regional Events:** Participate in regional events that include multi-venues or to celebrate well established events. *Examples: New proposed Broward County Signature Event for 2014, Week of the Ocean, Winterfest, South Florida Fashion Week, Art Basel, National Arts and Humanities Month.*

Goal 5	Provide Additional Support to Local Artists and Arts Businesses
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Strategy *Support local artists and creative businesses to enrich the community and strengthen the local economy.*

- Action:** **Set Up the Dania Beach Arts Website:** Design and populate the newly purchased website/domain name, www.daniabeacharts.com with a directory of artists and creative businesses, art activities, classes, performances, exhibits, venues.
- Action:** **Develop On Line Creative Directory:** Create the online directory for Dania Beach artists, musicians, writers, performing artists, and creative businesses. The online form has been created and will be placed on the Dania Beach Arts website. A beginning inventory has been compiled.
- Action:** **Coordinate Local Artists’ Exhibitions:** Identify exhibit space for local artists and coordinate an exhibition program that encourages exhibits in public buildings as well as private businesses. *(Example: City Hall, Community Centers, Hotels, Design Businesses)*
- Action:** **Local Art Competitions:** Inaugurate “En Plein Aire” - or painting in the outdoors - events. The self-funded event will have local artists painting throughout the city with a time limit and competing for prizes in a number of categories generating the art vibe of a creative city.

Goal 6 Increase Access to Arts Education in the Community

Strategy *Develop initiatives to improve arts/cultural experiences and outreach for all income levels and diverse populations especially children*

Action: **Arts Programming:** Support and expand arts and culture participation and educational programs in community based settings by local creatives and creative businesses. Examples: art appreciation, drawing, dance, knitting, painting, quilting, drama, film, pottery, poetry.

Note: Currently the Dania Beach Friends of the Library coordinates a line-up of cultural programming and any continued partnerships with the organization and support will help further the goal.

Action: **Youth Mentoring:** Establish a mentoring program for youth with professional local talent, artists, musicians, digital artists, photographers, etc.

Action: **Produce Art Exhibits:** Create a two separate art exhibit spaces in the public area of City Hall . . . one for student art and one for adult art. Student art can be selected from the local elementary, middle, and high schools and coordinated with the schools' principals and art instructors. Local adult artists can apply and exhibit on a rotating basis. The displays should be portable or easily disassembled to use in other public space when needed.

Action: **Reinforce Support for School Art Programs:** Meet with our local school's art instructors and principals to see what is missing from the student's art education and to see how the CAC might supplement what the City is already achieving in the local schools.

Goal 7 Attract More Film Industry Production to Dania Beach

Strategy *Expand "Film Friendly" initiatives to take advantage of the increased film production coming into South Florida due to the State legislated film industry financial incentive currently in place.*

Action: **Boost Film Industry Service :** Continue a "can do – film friendly" attitude when filmmakers request film permits from the city which is already popular with filmmakers. Filming brings economic impact to the city through location fees, off-duty police hires, resident crew hires, local film support businesses and any food, supplies or even gifts purchased in the city during the time crew is filming here.

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Action: **Assemble a Film Locations' Library.** With the cooperation of local organizations develop a "Photograph Dania Beach" Campaign to assemble a portfolio of possible Dania Beach film locations i.e. homes, parks, churches, neighborhoods, offices, businesses, buildings, streets, etc. Send the photos to the Broward Film Commission to include on their locations website that will also automatically make them available on the State Film Commission's website. Photo locations should also be sent to south Florida location managers and scouts to be included in their reference libraries, the perfect method to bring more shoots to the city.

Goal 8	Create a Public Arts Program
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Strategy *Employ a public arts program as an investment in the City's infrastructure, a neighborhood revitalization tool and to enhance the city's identity and its attractiveness to visitors and residents alike. Public art elevates mood and can be historical, memorial, themed, random or for wayfinding or location designation signage. Public Art can be temporary or permanent and can include lighting, benches, or design of any municipal structures. DBAADP gives the guidelines for creating a public art program in the downtown area only. (pg.32)*

Action: **Set Up a Public Art Committee:** Create a Public Art Committee as outlined in the DBAADP and recommended in CB20-20.

Action: **Public Art Ordinance:** Create a public art ordinance that requires an assessment on private development and redevelopment projects using information in the DBAADP. CB20-20 recommends levying a 1% assessment to permit valuations for all private development and redevelopment projects in excess of \$1 million. Explore other methods of sustained funding.

Action: **Update DBAADP Recommendations:** Create the public art program by first securing a grant to update and expand the recommendations in the DBAADP. In that plan public art locations have been carefully selected and recommended for downtown only. When funding has been established, the recommendation is to place public art in locations throughout the community.
Note: In planning for the future, provisions for displaying art was included in the Dania Beach Design District Overlay.

Goal 9	Develop Creative Arts/Entertainment District
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Strategy *Arts and Entertainment districts have proven to be an effective approach for a city to become a destination for visitors and citizens by creating a cluster of innovative galleries, restaurants, and other creative establishments. This type of district encourages people to gather, create, learn and participate in many art forms i.e. art, music, performing arts, sculpture, film.*

Action: **Follow Recommendation of the DBEDSB:** Develop an Arts District near Downtown as recommended in the DBEDSB (pg. 30) which includes defining a location for designation and marketing the location as a Creative Arts District. As a starting point, the DBAADP recommends and gives details on the development of a cultural and historical district downtown including recommendation for the district's boundary.

Action: **Adopt New City Policies:** Put into place government policies, tax and zoning incentives and permitting methods that will encourage arts and business growth in the Arts District.

Reference: <http://bluffviewartdistrict.com/>, www.wynwoodmiami.com

<http://www.artistlink.org/?q=spacetoolbox/formunicipalities/zoningforartists/artdistrictoverlays/urbandesign>

Goal 10	Develop Arts Facilities/Venues
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Strategy *Create an Arts Center in the Creative Arts District as a place where creativity is nurtured, knowledge is shared and capacity in the arts is built through performance, exhibition and education.*

Action: Determine the location for the Arts Center, visit other Arts Centers in the region and pursue funding as recommended in the DBEDSB (pg. 16). The plan referenced the Art Center in Miami and the Arts Garage in Delray Beach.

Reference: <http://artsgarage.org/>, <http://www.artcentersf.org/>, www.artspaceherndon.com

Strategy *Create Outdoor Performance Spaces that will enhance quality of place and sustain vibrancy.*

Action: **Include Performance Space in Current Development:** Take advantage of opportunities for outdoor arts venues by including bandshells, bandstands, gazebos, or more innovative performance space in the redevelopment plans for beach and the city center.

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Action: **Underutilized Urban Spaces:** Make a study of underutilized urban spaces that could also be transformed into vibrant community places for outdoor exhibits, performances and events.

Strategy ***Develop Artist/Live/Work/Studio Space as a key component to accomplishing a new arts-friendly identity.***

Action: **Create Incentives to Attract Artists:** Put incentives in place to attract artists to relocate or retain current artists as recommended in the DBEDSB (pg. 31). The Artist Relocation Program in Paducah Kentucky was referenced where the city created an innovative financing arrangement with a locally owned bank for artist home ownership loans, something the city should pursue.

Reference: <http://www.paducahalliance.org/artist-relocation-program>,
http://createhere.org/projects/arts_move/

Action: **Commission Artspace USA Visit:** Contract for a two-day Artspace consulting visit. The Artspace consulting services would be the first step in developing an Artspace or independent artist studio/ live/work project for Dania Beach. Artspace’s mission is to create, foster, and preserve affordable space for artists and arts organizations. Fort Lauderdale’s Sailboat Bend Artists’ Lofts is a project of Artspace. Prior to the consulting visit conduct a tour of Sailboat Bend Artist Lofts and Pembroke Pines Studio 18.

Reference: www.artspace.org, <http://www.ppines.com/studio18/>, <http://artspacebuffalo.info/>,
<http://hga.com/work/artspace>

Action: **Structure Zoning Changes:** Create dual zoning to allow artists to use their homes as both studios and galleries. Although this may be included in the development of an arts district there is a need to find a way to accommodate artists already living in the downtown area and will encourage other artists to relocate to Dania Beach.

Strategy ***Establish a Dania Beach Historical Museum where the city’s history and culture is preserved and available to educate our diverse community and its visitors.***

Action: **Select Possible Real Estate:** Identify property in the Arts District that could potentially become The Dania Beach Historical Museum.

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Action: **Raise Funding Support:** Pursue grant funding and benefactors to acquire, renovate and fund an operating budget for the property. Historical funding sources are identified on the City's History website and the HPP plan and in the DBAADP.

Conclusion

The plan encompasses a wide range and number of arts initiatives and is meant to provide a guide for what can be accomplished over the next 10 years. Many goals can be acted upon right away and with a minimum of funding. While other goals will take intense urban planning, grant identification and success in acquiring art, design, heritage, and placemaking grants. Also critical to accomplishing the goals of the Dania Beach Community Arts Plan is to continue to cultivate partners, advocates and collaborations with as many local and regional creative people, organizations and businesses as possible. City planning and urban design will play a major role to accomplishing many of the plan's goals.

When the Dania Beach Creative Arts Council Advisory Board has developed ample support and leadership from the community it should progress into a not-for-profit organization that will be able to take advantage of a wider range of funding opportunities. As soon as the city budget can support it, a full-time cultural director should be engaged who has the expertise to secure funding, develop programming and work with the DBCAC.

Building leadership for this ambitious program is the key and will require working partnerships, cultural advocates and city leaders working together. The Arts program will complement the city's other economic engines: the marine industry, home design, vintage and tourism. The result will be a vibrant downtown, lively neighborhoods, well-preserved historic structures, increased tourism and economic strengthening. Dania Beach has the implicit opportunity to become a city that is "home to the arts" and at the same time preserve its small town character and charm.