

# ARTS AND CULTURE in Beaverton



Enlivening Main Street Through Arts and Cultural Strategies  
Amy Koski and Elaine Worden



# Beaverton in Context to Region

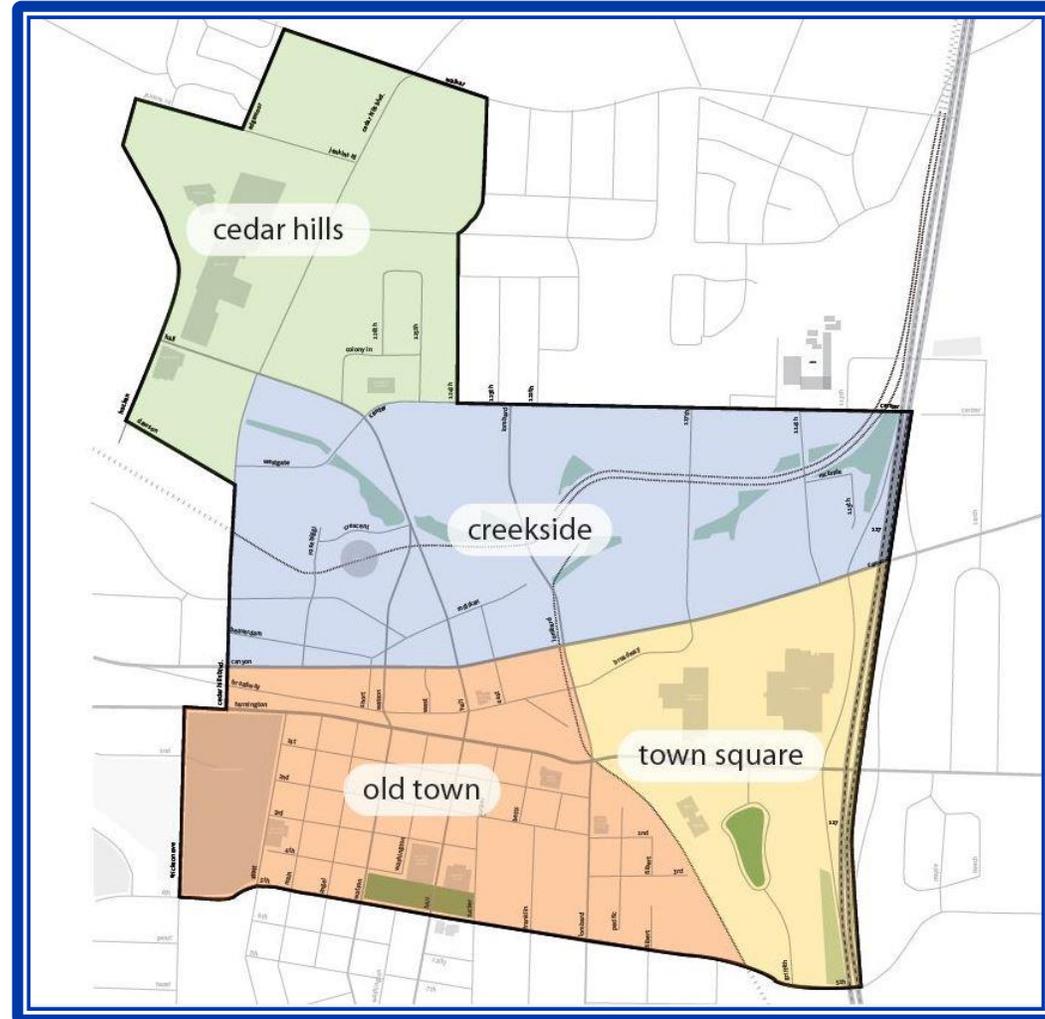


# About Beaverton

- Population of 94,000 (6<sup>th</sup> largest city in Oregon)
- Family-friendly city
- Busiest all-agricultural Farmers Market in the state
- Highly diverse city – 33% identify as a person of color
- 94 languages spoken throughout the school district



# Downtown Beaverton



# Beaverton Main Street Program

## Oregon Main Street



Beaverton Main Street



Beaverton Downtown Association



# Contributing Programs and Initiatives

# Economic Restructuring and Design

Laying the foundation for a vibrant downtown:

- Beaverton Community Vision
- Civic Plan
- Creekside Plan
- Downtown Retail Market Analysis



# Economic Restructuring and Design

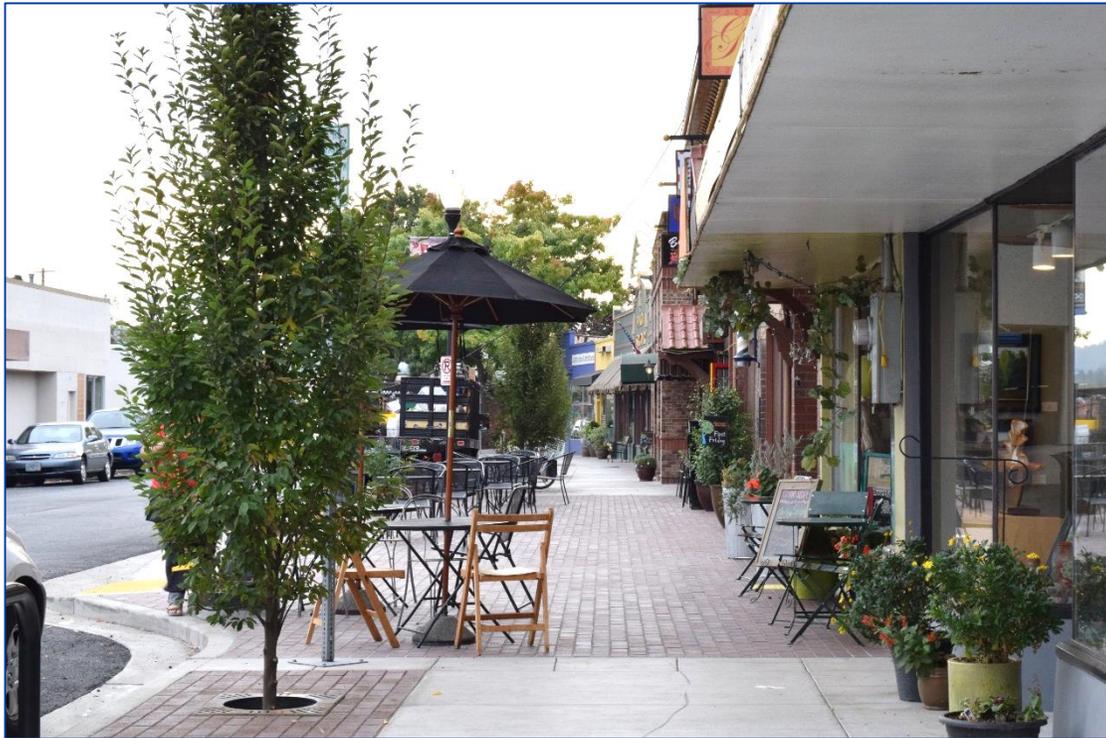


Photo by Aaron Lee

## Broadway Streetscape Project

- Improve walkability
- Create a Festival Street
- Enhance opportunities for public art

# Economic Restructuring and Design

## Downtown Beaverton Walking Map

- Define districts within Downtown
- Highlight public art, businesses, and sustainability features
- Promote Downtown as a destination



# Economic Restructuring and Design



Photo by Aaron Lee

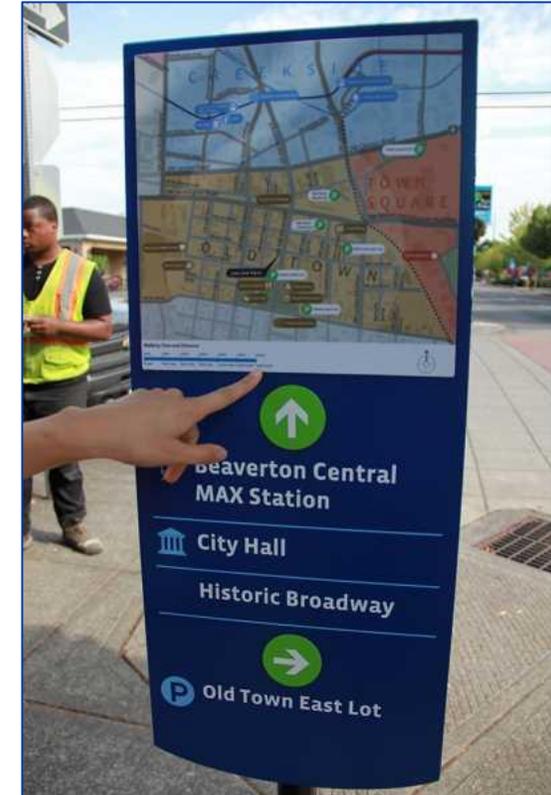
## Fisher/Rossi Building Signage Project

- Case study
- Unify Downtown's unique historic district
- Enhance business promotion and return

# Economic Restructuring and Design

## Wayfinding System

- Create identity
- Promote walkability and synergy between parks, trails, cultural areas, civic facilities, and businesses



# Promotion

- Farmers Market
- First Friday—art gallery as a catalyst
- Holiday events



# Community Opportunities

## Matching Grant & Seed Fund Opportunities

- Storefront Improvement funds
- Neighborhood Association Grants
- Beaverton Downtown Association seed fund
- Visioning seed fund
- Community Art Grants
- Matching Mural Grants



# Arts & Culture

## Guiding documents:

- Beaverton Community Vision
- Community Public Art
- Promote our Diversity
- Arts & Culture Events
- Public Art Master Plan



# Arts & Culture

- No current dedicated arts & culture facility
- This remains a highly sought after goal as shown in the Community Vision
  - Seek alternative spaces



# Arts & Culture



## Ten Tiny Dances

- Celebrate diversity through dance
- Arts in unexpected places that promote exploration and discovery
- Highlight public art & future development

# Arts & Culture



- ## Art in Public Places – Community Involvement
- Temporary sculptures
  - Murals
  - Permanent installations
  - Revolving art displays

# Cultural Inclusion

## Celebrating Our Diversity

- Involving all of Beaverton's citizens
- Cultural Inclusion Program
- Diversity Advisory Board
- 1<sup>st</sup> Annual Night Market





# Future Cultural Programs and Initiatives

# Challenges



- Suburban/auto-oriented development
- Identifying Beaverton as a unique destination separate from Portland and Hillsboro
- Funding uncertainties

# Opportunities

- Highly-involved community
- Increased diversity inclusion and outreach
- Connecting the two emerging districts
  - Old Town
  - Creekside
- Increased coordination between arts, culture, urban design, and placemaking



# Opportunities

## Beaverton Marketing Plan

- Recently completed
- Special highlight on the Arts & Economic Development
  - Beaverton is open for business
  - Resources for local artist community
  - Highlight current & future amenities



# Future Efforts

- More connectivity between Arts & Economic Development
- Grow Night Market event
- Temporary sculptures to complete Broadway Streetscape
- Beaverton Arts & Culture Center
- Expand Arts & Culture programming into Beaverton's neighborhoods
- More spaces for local music and artistic performance
- Temporary art (vinyl art wraps & sidewalk chalk)

# Questions?



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