
DOWNTOWN HISTORIC PLACERVILLE CULTURAL DISTRICT

GENESIS OF PROJECT:

In April 2016, Arts Council completed a Cultural Master Plan for El Dorado County. This plan contained 22 recommendations and proposed partnerships and resulted from an 18-month process that included review of 25 reports, maps, plans and other foundational documents, over 100 interviews, and extensive research into the cultural assets in El Dorado County.

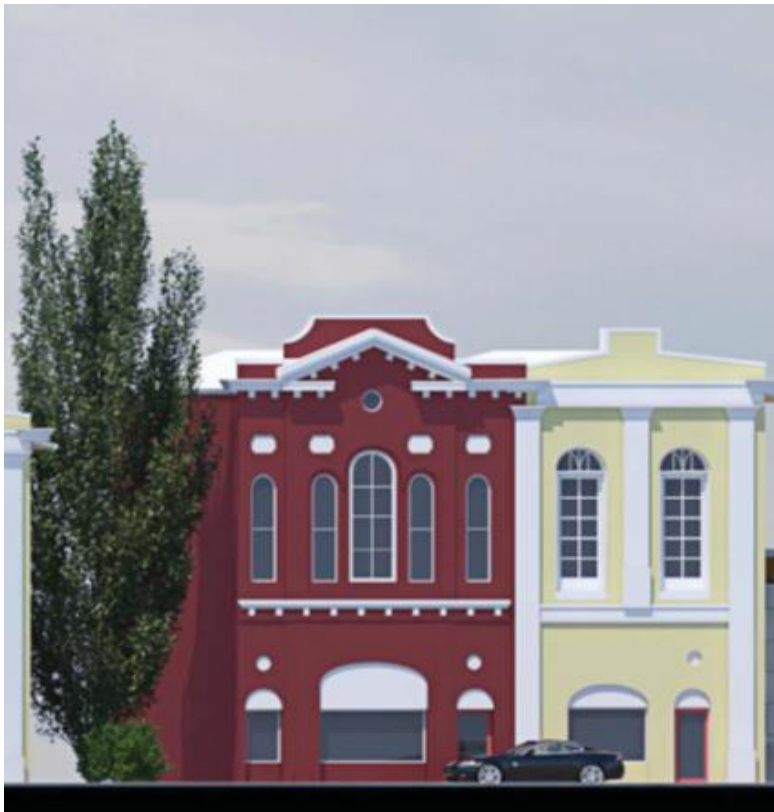
One recommendation was to consider the planned Courthouse reuse as part of a potential Cultural District.

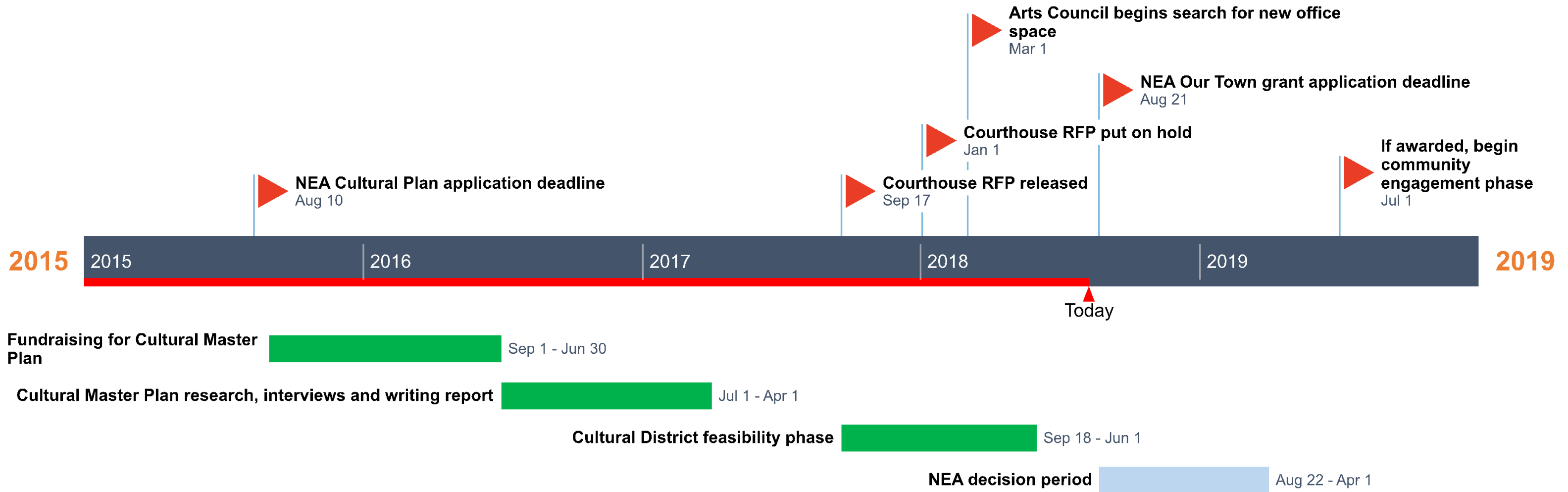


In late 2016, the City began to consider reuse of the Courthouse, and solicited ideas for repurposing this historic building. In order to be ready to respond to a Request for Proposals, the Arts Council embarked on preliminary design work and feasibility studies. However, funding for a new Courthouse is on hold and **plans for repurposing the historic Courthouse are now years down the road.**



During the feasibility study, as the consultant engaged in interviews (110 in all), it was recommended that we further test the potential of a cultural district. **We began to develop a roadmap** that included space for performing and visual arts, a cultural community center that would serve as a true community resource, an arts “flex space,” offices for the Arts Council, residential apartments for artists, and a unique Arts & Agriculture building.



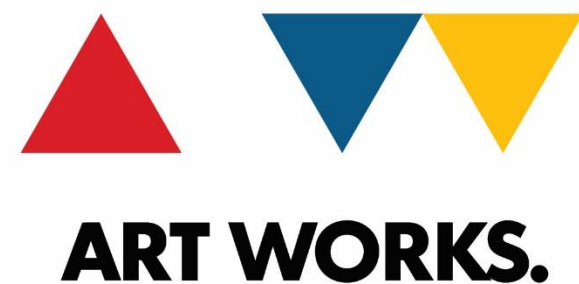




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OUR TOWN: Place-Based Projects - Grant Program Description

Our Town is the National Endowment for the Arts' creative place-making grants program. Through project-based funding, we support projects that integrate arts, culture, and design activities into efforts that **strengthen communities by advancing local economic, physical, and/or social outcomes**. Successful Our Town projects ultimately lay the groundwork for systemic changes that sustain the integration of arts, culture, and design into strategies for strengthening communities. These projects require a partnership between a local government entity and nonprofit organization, one of which must be a cultural organization; and should engage in partnership with other sectors (such as agriculture and food, economic development, education and youth, environment and energy, health, housing, public safety, transportation, and workforce development).



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Projects

We encourage applications for artistically excellent projects that:

- Bring new attention to or elevate key community assets and issues, voices of residents, local history, or cultural infrastructure.
- Inject new or additional energy, resources, activity, people, or enthusiasm into a place, community issue, or local economy.
- Envision new possibilities for a community or place - a new future, a new way of overcoming a challenge, or approaching problem-solving.
- Connect communities, people, places, and economic opportunity via physical spaces or new relationships.

The National Endowment for the Arts plans to support a variety of projects across the country in urban, rural, and tribal communities of all sizes

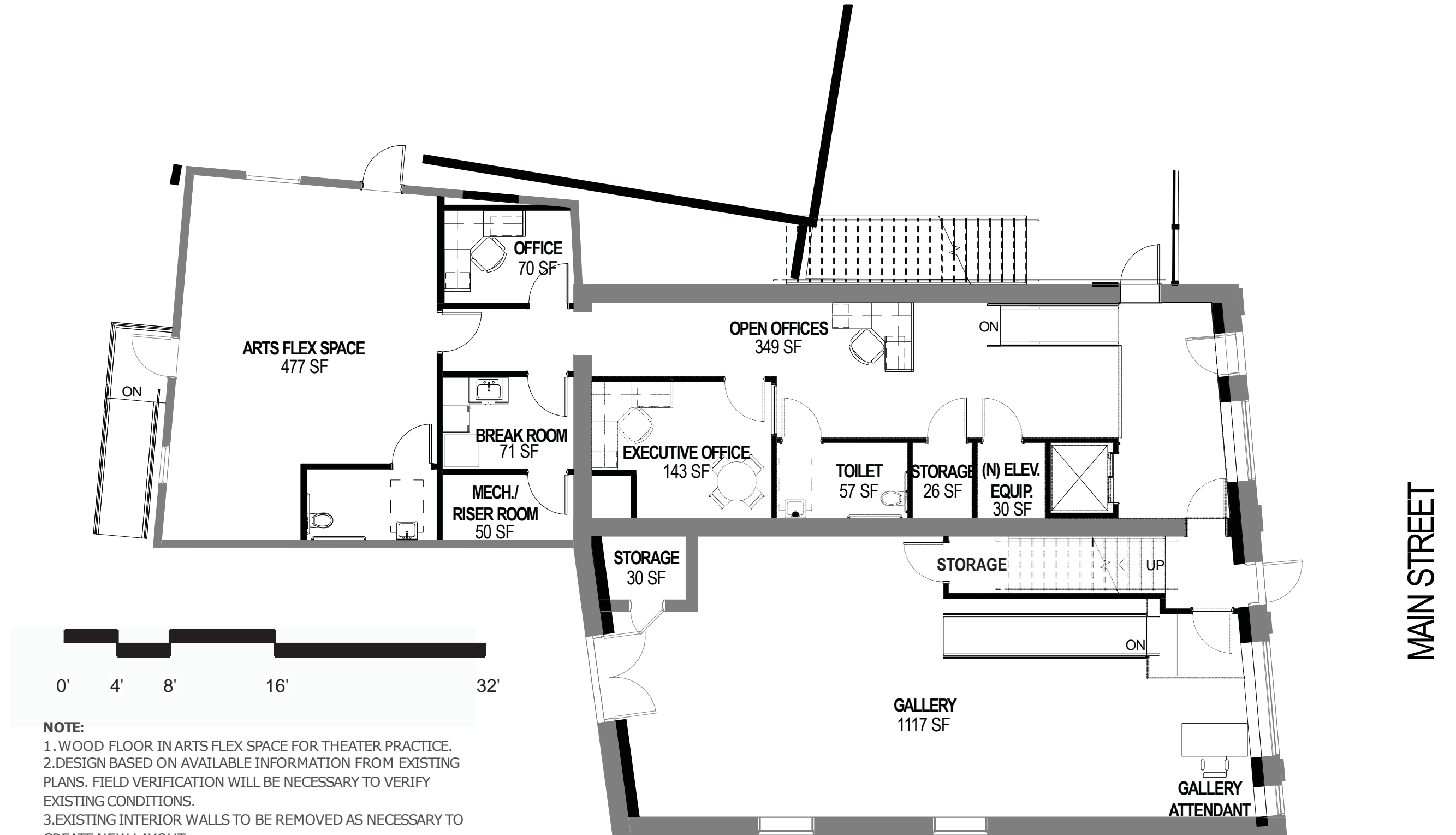
Old City Hall (Confidence and Emigrant Jane)

The ground floor of Confidence will become the Confidence Gallery, where a rotating exhibition series will celebrate the unique culture of El Dorado County. The ground floor of Emigrant Jane will become Arts Council offices; at the back of the offices an Arts Flex space will be available for meetings, rehearsals and other public use.

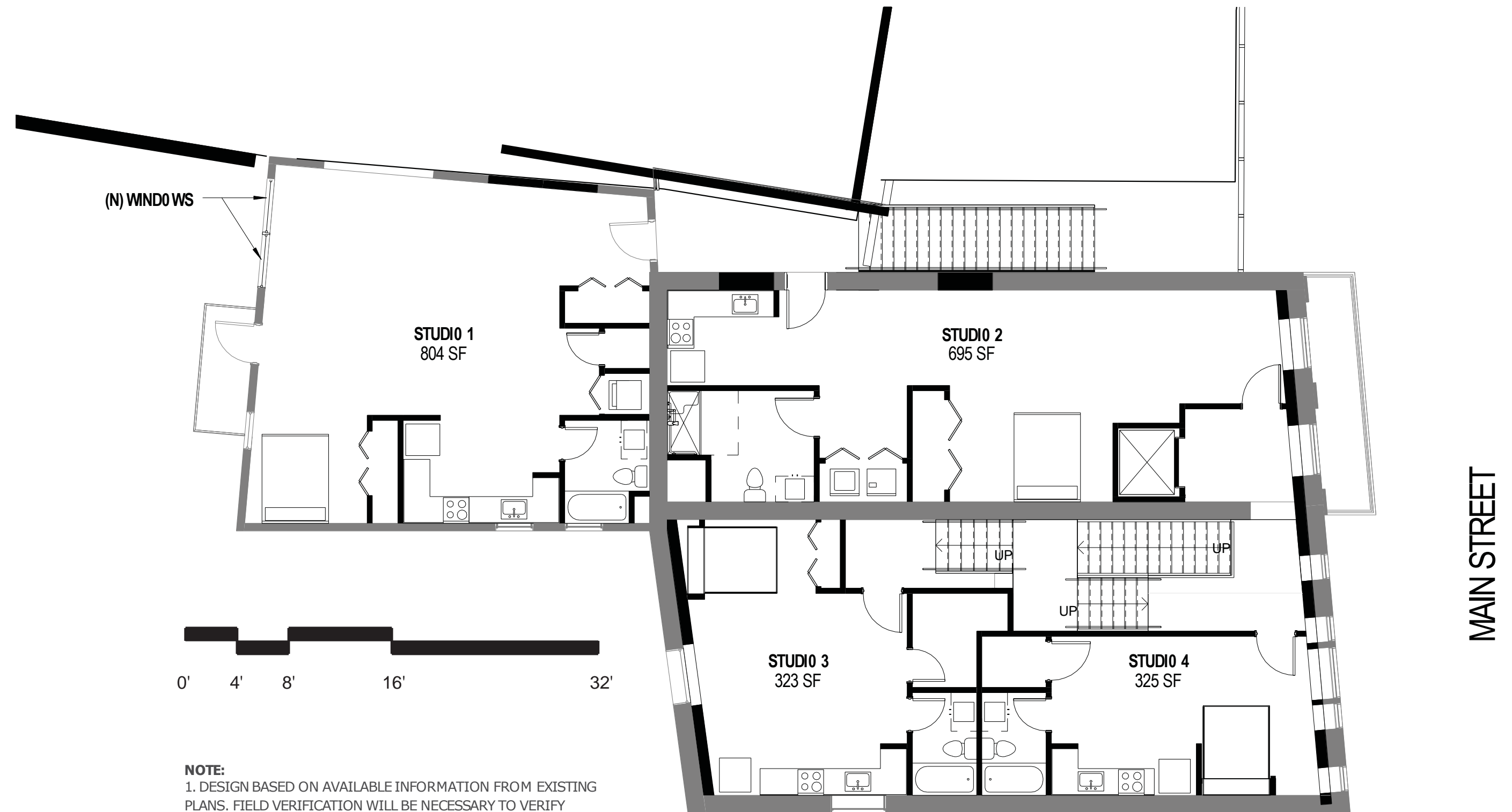
The second floors of both buildings would become artist studio apartments. Residents of these live-work spaces would take shifts as gallery attendants in the gallery downstairs.



CONFIDENCE & EMIGRANT JANE BUILDINGS 03

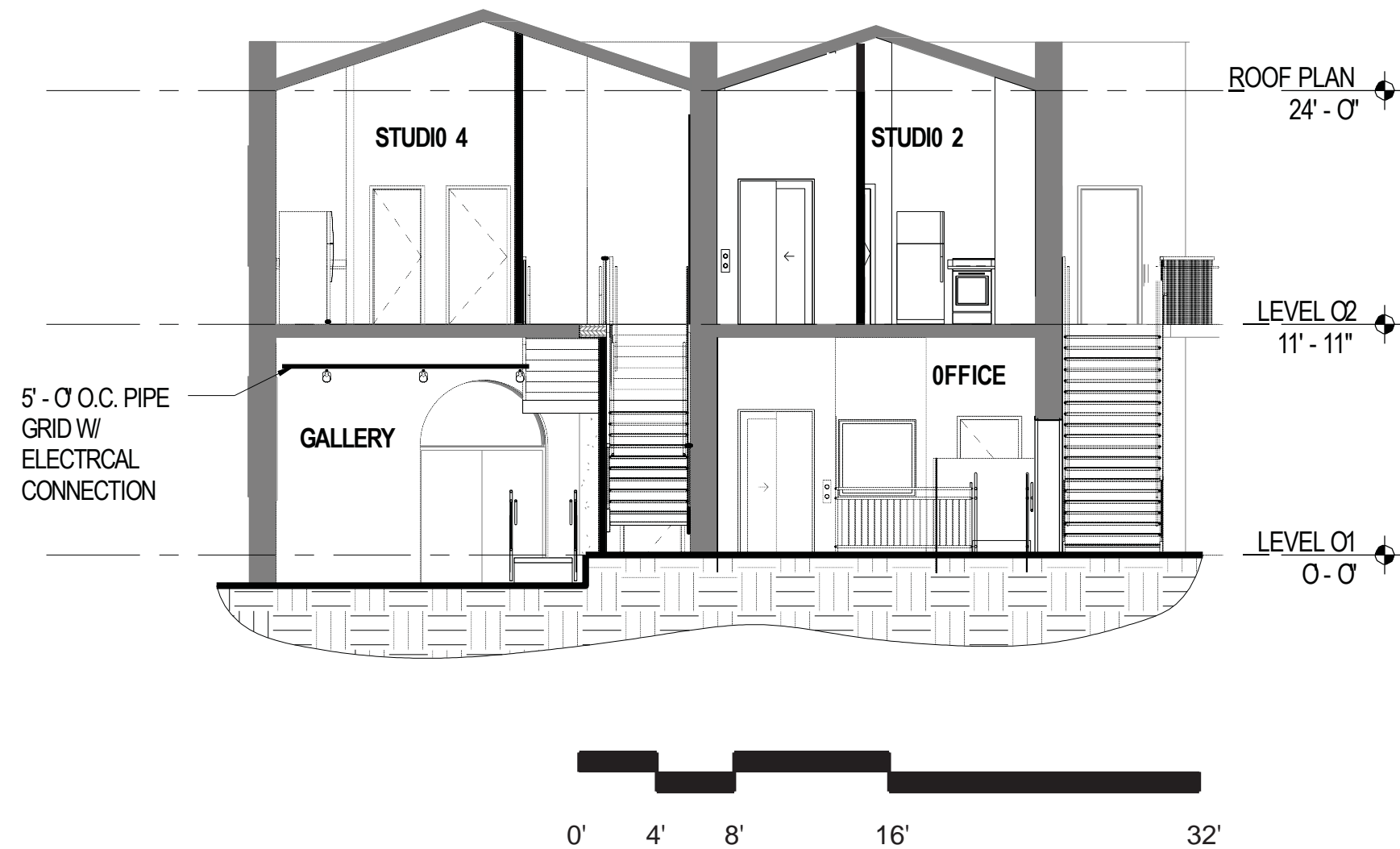


CONFIDENCE & EMIGRANT JANE BUILDINGS - LEVEL 01
GALLERY, OFFICE, AND ARTS FLEX SPACE - THEATER & DANCE REHEARSAL SPACE, OPTION 1



NOTE:
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 2. EXISTING INTERIOR WALLS TO BE REMOVED AS NECESSARY TO CREATE NEW LAYOUT.

CONFIDENCE & EMIGRANT JANE BUILDINGS - LEVEL 02
 STUDIO APARTMENTS



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SECTION

Historic Post Office

The historic Post Office building (formerly the D.A. offices) would be converted to a Cultural Community Center. Among the many proposed uses are a winter farmers market, high school proms, cabaret and social dancing, lectures, conferences, workshops, fundraisers, exhibition space, luncheons and banquets, a film series, small performances, and many other possibilities.

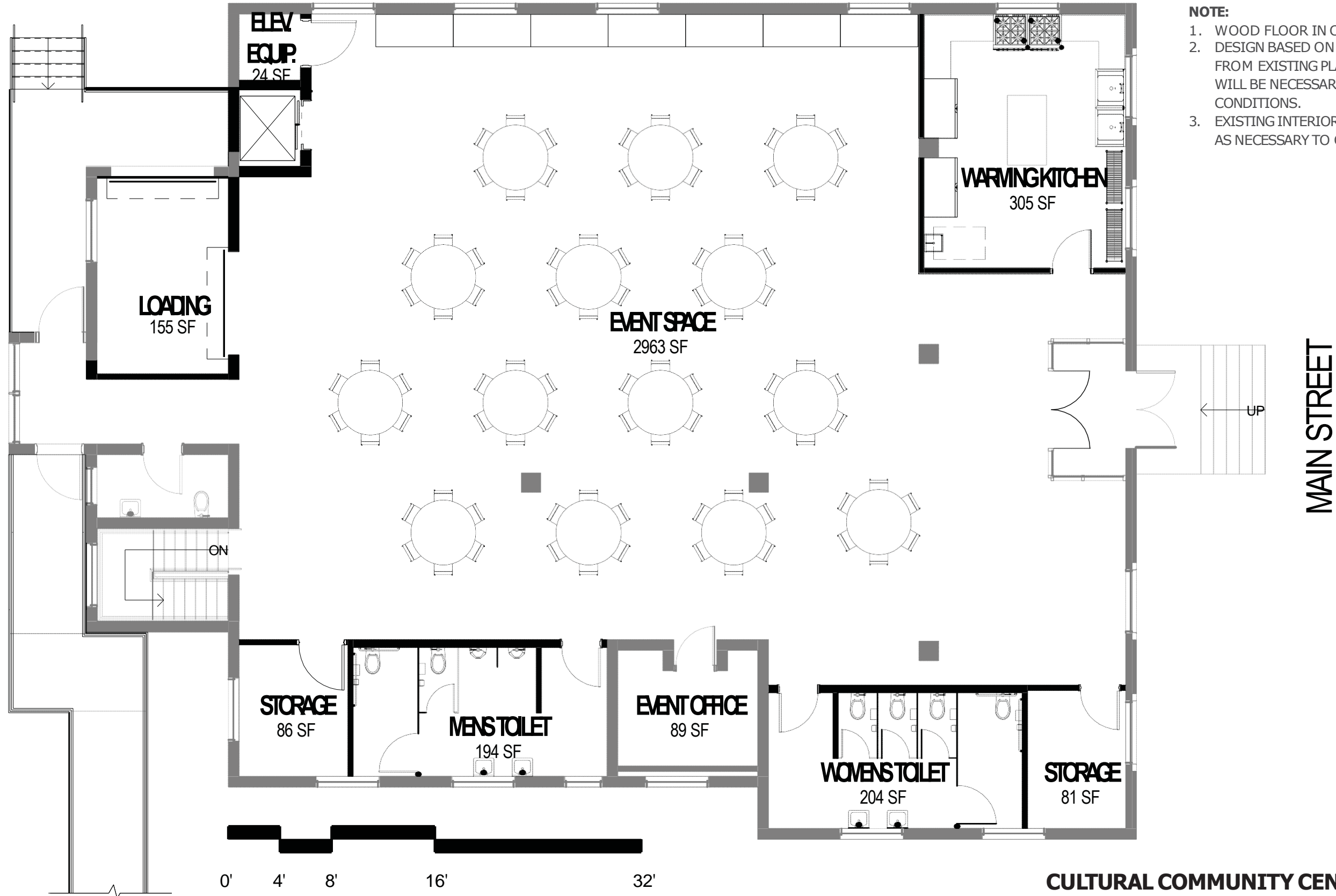




- NOTE:**
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**CULTURAL COMMUNITY CENTER - OPTION 2
WORKSHOP**

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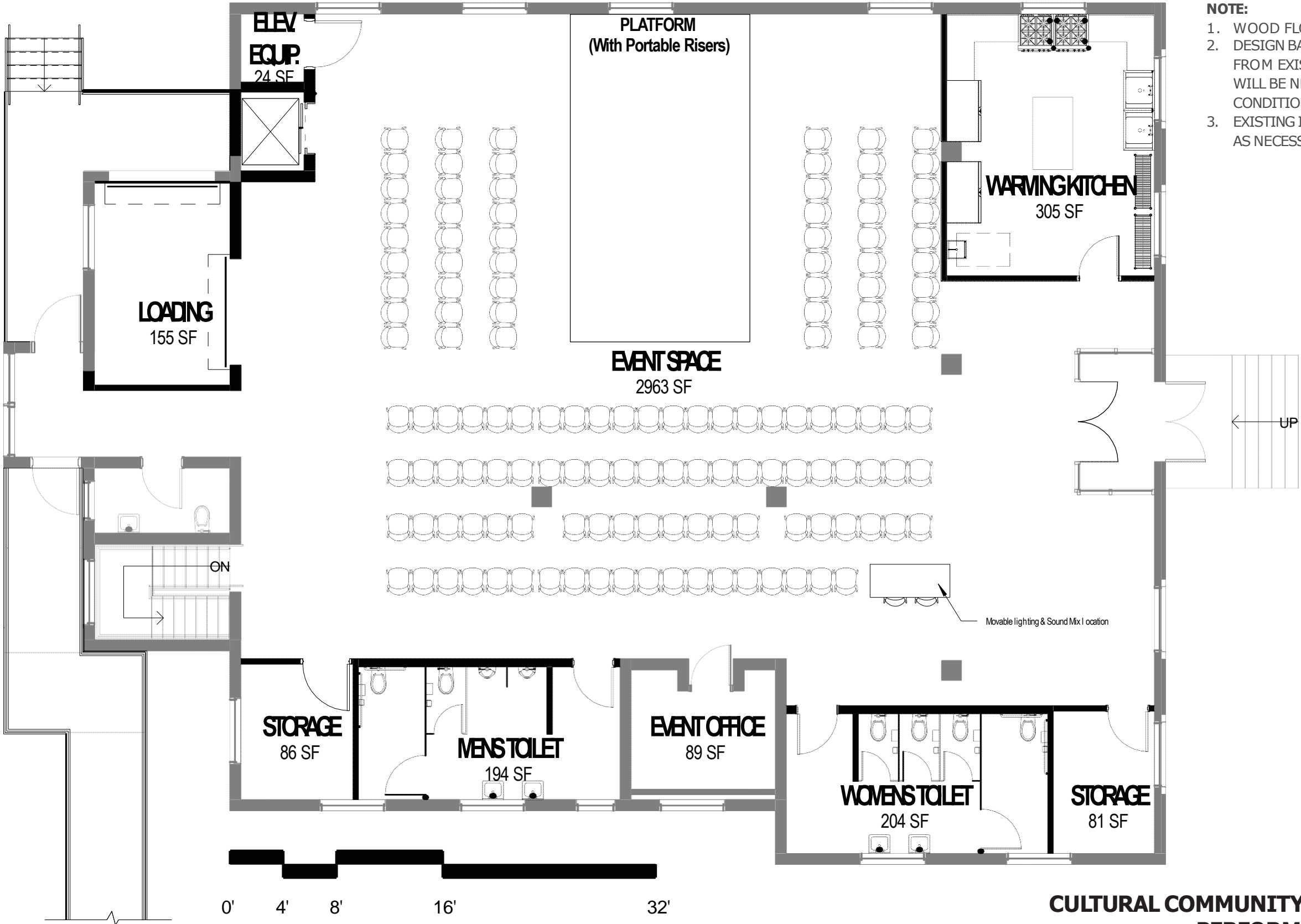


**CULTURAL COMMUNITY CENTER - OPTION 3
CABARET / LUNCHEON / FUNDRAISER**



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**CULTURAL CENTER - OPTION 4
FARMERS MARKET**

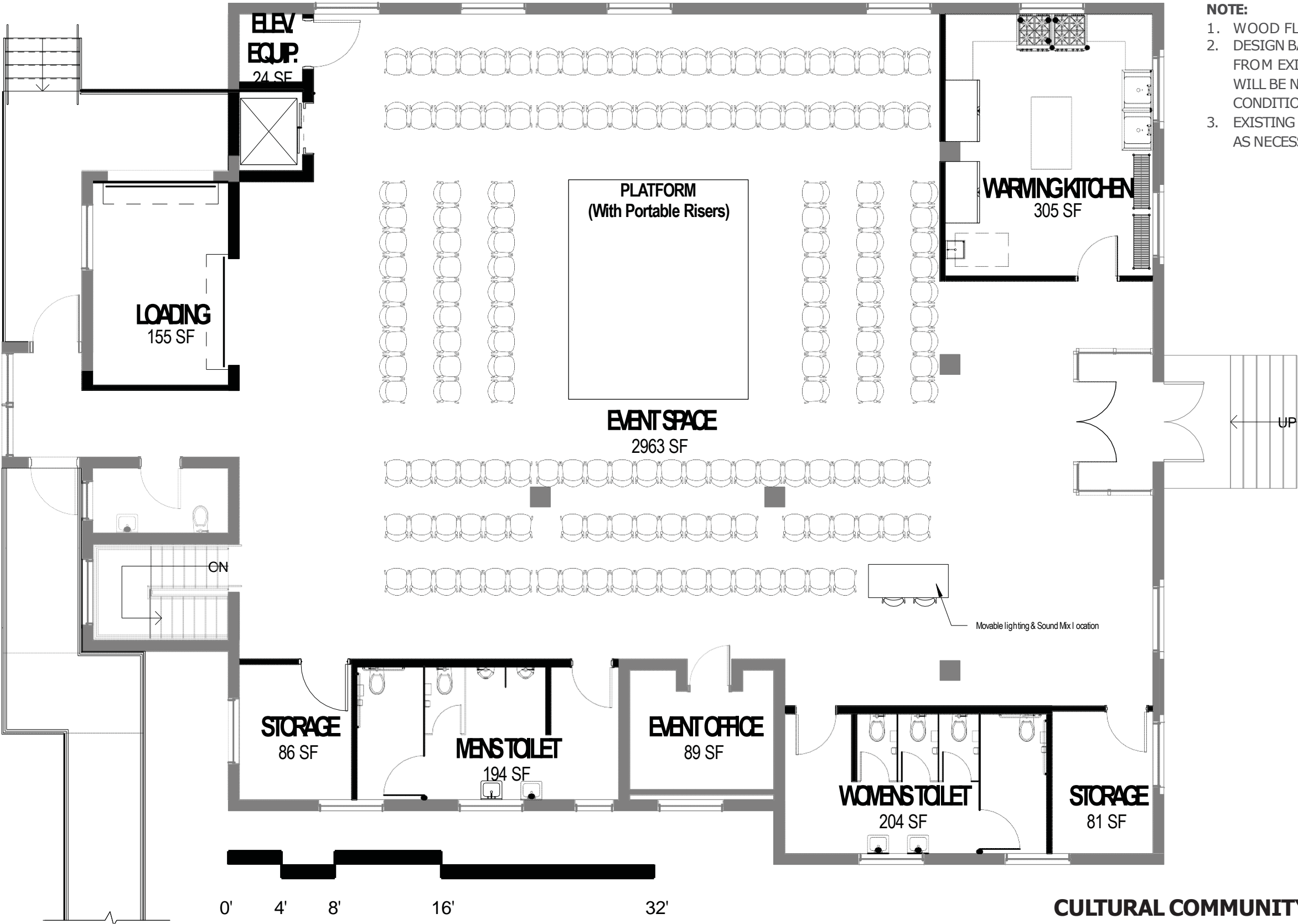


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MAIN STREET

**CULTURAL COMMUNITY CENTER - OPTION 6
PERFORMANCE, THRUST STAGE**



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MAIN STREET

**CULTURAL COMMUNITY CENTER - OPTION 7
PERFORMANCE, IN THE ROUND**

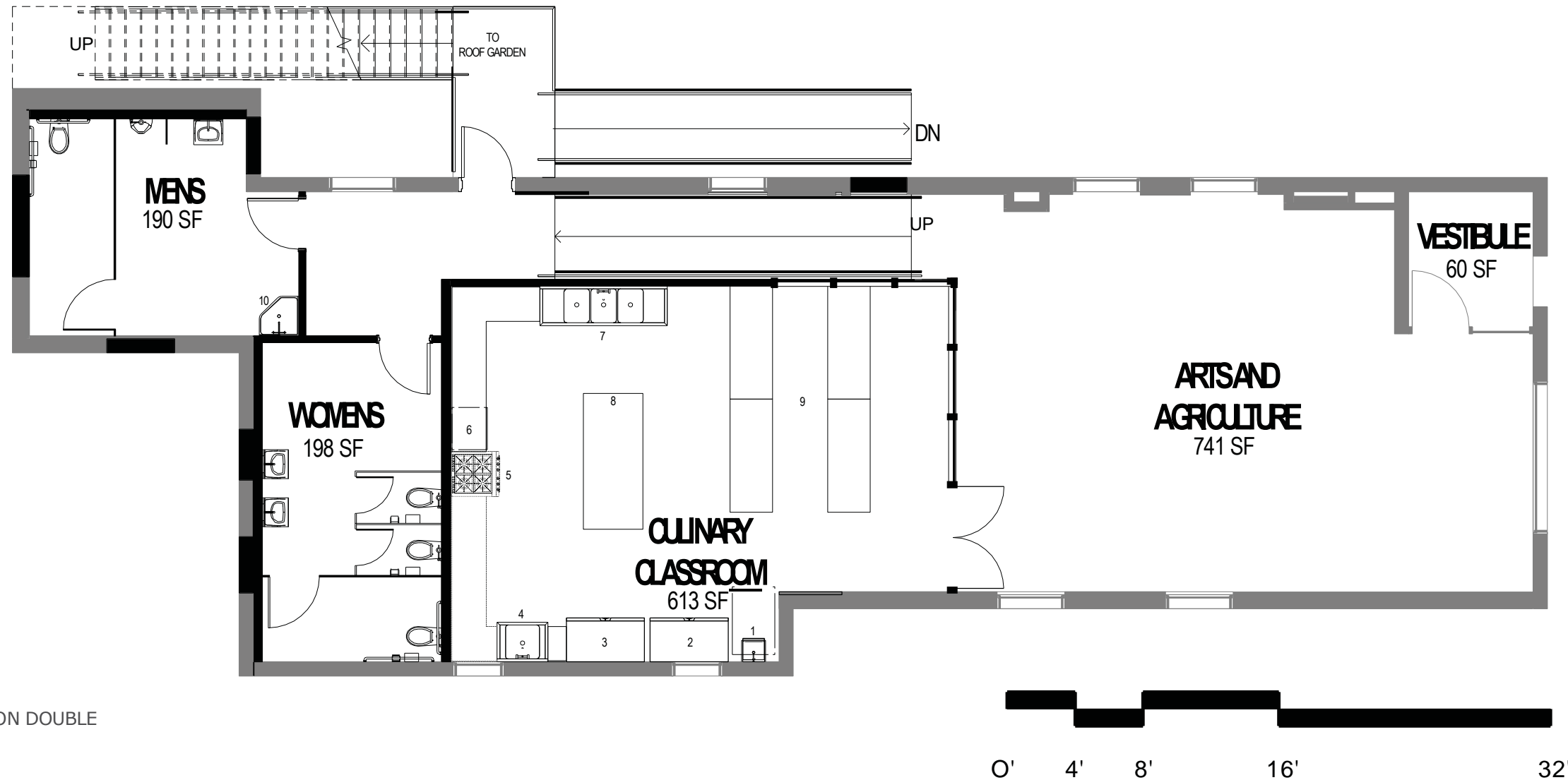
Annex Building

The small Annex Building east of the Historic Post Office would become a space for the intersection of art and agriculture.

Possible partners for this space are Ag in the Classroom, Public Health Department's SNAP program, UCCE Central Sierra, Institute of Forest Genetics, Apple Hill Growers, and EDWA. Amenities will include a demonstration kitchen and rooftop garden, and the space is seen as a gateway for agritourism and an educational resource for the community.



ANNEX 06



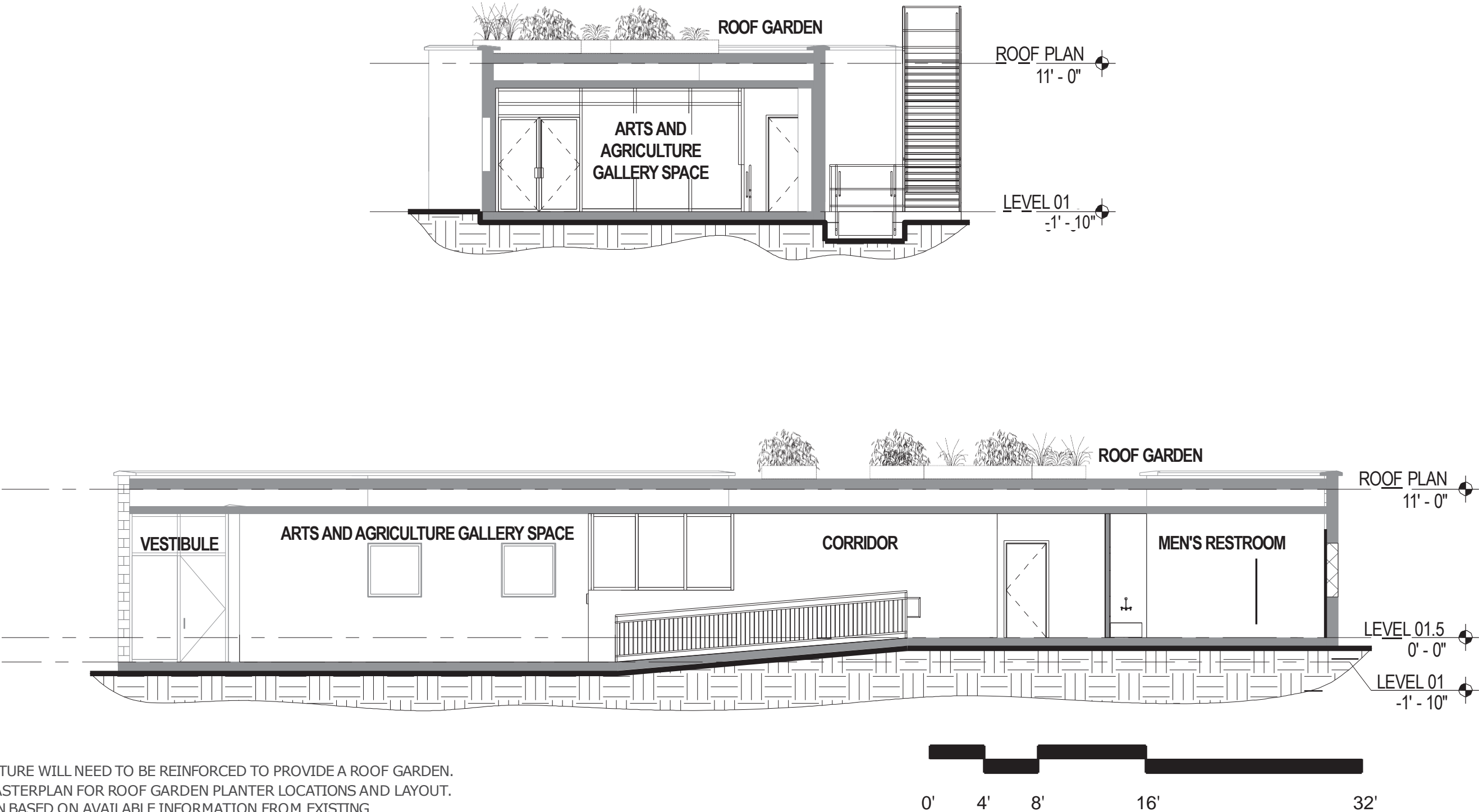
LEGEND:

1. HANDWASH SINK
2. REFRIGERATOR
3. FREEZER
4. VEGETABLE WASH SINK
5. FOUR BURNER RANGE ON DOUBLE CONVECTION OVENS
6. CONVECTION OVEN
7. THREE COMPARTMENT SINK
8. PREP ISLAND ON CASTERS
9. CLASSROOM WORK AREA

NOTE:

1. WOOD FLOOR IN ARTS AND AGRICULTURE GALLERY SPACE.
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ARTS & AGRICULTURE – OPTION 1



- NOTE:
- 1. STRUCTURE WILL NEED TO BE REINFORCED TO PROVIDE A ROOF GARDEN.
 - 2. SEE MASTERPLAN FOR ROOF GARDEN PLANTER LOCATIONS AND LAYOUT.
 - 3. DESIGN BASED ON AVAILABLE INFORMATION FROM EXISTING PLANS. FIELD VERIFICATION WILL BE NECESSARY TO VERIFY EXISTING CONDITIONS.

WHERE WE ARE NOW

- Working on a roadmap to consider potential of Cultural District.
- Early discussions about funding sources.
- First grant opportunity: National Endowment for the Arts “Our Town” Program. This grant would give us the opportunity to hold further community discussions and continue the design development process.

