

Proposed Central City Theater, Art, and Events District Project (Feb 2025)

The Central City Theater District, a collection of large historic theaters, rundown smaller commercial buildings, and a scattering of new residential developments, holds immense potential. The immediate surrounding neighborhoods, though neglected over time and declining with the pandemic, can be transformed. The theatre district, once a popular and colorful destination for local, regional, and even national visitors, can regain its former glory. Revitalizing the Central City Theater District is crucial and a promising opportunity to preserve its legacy and contribute to the City's vibrancy.

NEW APPROACHES TO CONSIDER:

Time to RECLAIM THE THEATRE DISTRICT?

The Historic Theatre District's key venues (Orpheum, Golden Gate, and Warfield Theaters) are recovering from the pandemic, as evidenced by milling crowds before and after performances. How can audiences be persuaded to linger and explore the surrounding neighborhoods?

What appropriate establishments can fill current vacancies and resonate with the community's needs and preferences? This question is not just about filling spaces, but about creating a vibrant and engaging environment that the community can call its own.

What can jump-start emerging niche theater, performing arts, and exhibition spaces?

What additional support could be provided to encourage or sustain businesses/establishments to stay?

Time to RENEW STREETSCAPES?

Over the last two decades, the Tenderloin—and, to a lesser degree, the South of Market—has seen changes to its streetscapes. However, rerouting and traffic calming measures have not alleviated public safety concerns.

What measures or interventions promote pedestrian safety and animate sidewalks?

What will entice patrons to venture beyond the theaters and patronize surrounding retail, eating, and art spaces? What will make for a safe and pleasant shopping and dining experience?

What short—, mid-, and long-term interventions can revitalize the Central City area (please refer to the map)?

Private and public partnerships are critical to revitalizing the proposed Central City Theater, Art, and Events District.

What street activation events or programs can highlight the neighborhoods' assets? These could include regular art walks, street performances, and cultural festivals that showcase the area's unique character and attract visitors.

What complementary activities, events, and venues will invigorate the Taylor, Mid-Market, and 6th Street corridor?

What is your long-term vision for the proposed Central City Theater, Art, and Events District? This question is not just about the district's future but about the potential to create a lasting legacy that will inspire generations to come.

Our goals for the Central City Theater, Art, and Events District Project are clear and impactful!

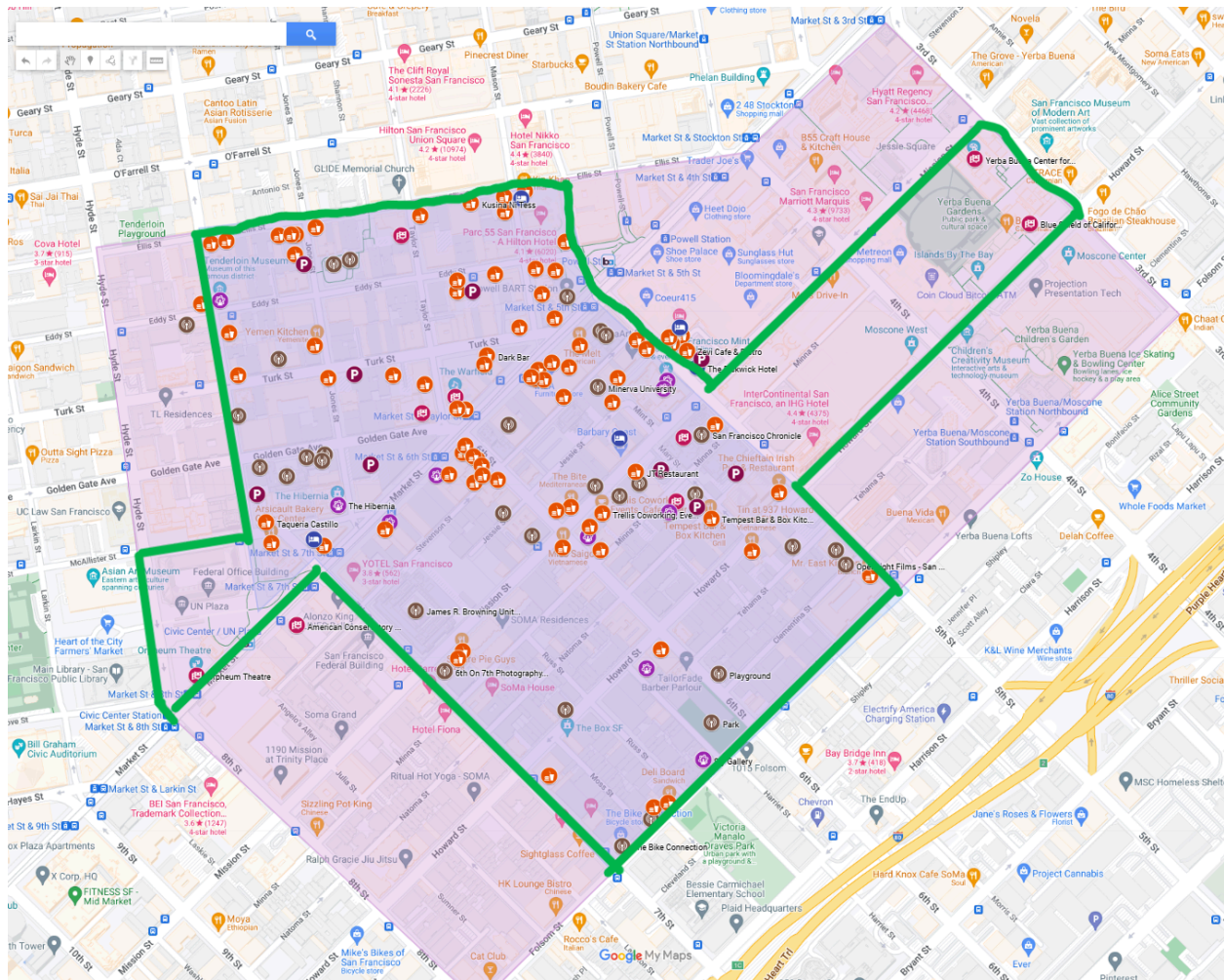
Here's a summary of our purpose/outcomes:

1. Reclaim: Transform the area into a vibrant theater, art, and events district that includes specific streets, enhancing the cultural landscape from Ellis Street to Folsom, between Cyril Magnin and 5th Street, and connected to the Yerba Buena convention area, as well as from 7th Street to Leavenworth, linking to the newly improved civic center and the Orpheum Theater.

2. Renew Streetscape: This plan focuses on infrastructure improvements, including enhanced lighting, pedestrian-friendly sidewalks, slow streets, upgraded store facades, spaces for local artists to perform and hold events, and support for new businesses. A key goal is to provide housing solutions to ensure the streets are homeless-free.

3. Revitalize: Establishing an engaging retail environment that aligns with the theater, art, and events atmosphere, providing diverse and positive activities to invigorate the street life.

This multifaceted approach will elevate the area's cultural essence, create an active small business corridor, and improve its overall quality of life, including street safety and cleanliness.



Map of the proposed Central City Theater, Art, and Events District

INTERACTIVE MAPS BY REBECCA PAN:

<https://www.google.com/maps/d/u/0/viewer?mid=1Q0Vj252d8JnMV9alp2n181C7OnfV57Y&ll=37.779983968670294%2C-122.40331869085134&z=15>