

# Center for Creativity in Redwood City



## UPDATE ON PHASE 2 OF THE FEASIBILITY STUDY

*by AMS Planning & Research  
September 2023*

In September 2023, the arts consulting firm AMS Planning & Research completed a comprehensive feasibility study to assess the community need for a permanent arts center in the Redwood City area and to inform its activity, location, size, and operations.

The AMS study found that there is a perceived and documented need, by artists and arts organizations, for accessible, affordable, and dedicated space to create, teach, learn, exhibit, rehearse, and perform.

There was a stated need for collaboration among the local arts community, and the Center was seen as a place to cultivate partnerships toward a vibrant, inclusive, and culturally rich community. Further, stakeholders shared that the Center should:

- Be accessible and enticing to locals
- Prioritize underserved populations and youth
- Collaborate within Redwood City and with surrounding SMC communities
- Bring the community together through arts education programming
- Bridge the demographic divide
- Improve local quality of life

Outcomes from AMS's research and analyses were framed around context analysis (market demand, supply, user needs, and qualitative input) and emerging strategy. These approaches helped guide the analysis toward clarifying a purpose for the Center and its underlying story, resulting in a working vision: a central hub of activity, gathering, and collaboration.

**The study concluded that an ideal facility to meet the needs and aspirations of the community in San Mateo County would consist of a large, flexible multi-purpose performing arts room, multiple visual art studios, classrooms, shared work areas and makerspace, gallery and exhibition spaces, a generous public lobby, and suitable storage and office spaces totaling approximately 30,000 square feet.**

The Phase 2 results have been shared with the Center for Creativity Steering Committee and is in the process of being presented to Civic leaders and community members for wider feedback.

The complete Feasibility Study, including an Executive Summary, is available at <https://www.rwccfc.org/resources/>

Questions? [info@rwccfc.org](mailto:info@rwccfc.org)

### CENTER FOR CREATIVITY STEERING COMMITTEE

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