

CHAPTER 381

AN ACT concerning the establishment of an “Artist District” designation and supplementing P.L.1996, c.214 (C.52:16A-25 et seq.).

BE IT ENACTED *by the Senate and General Assembly of the State of New Jersey:*

C.52:16A-26.11 “Artist District.”

1. a. In addition to the powers and responsibilities provided under any other law, the New Jersey State Council on the Arts shall establish an “Artist District” designation for a municipality or an area within a municipality.

b. The council shall establish criteria required for a municipality or area within a municipality to be designated by the council as an Artist District, including the minimum number of art related services and venues, such as businesses, galleries, museums, organizations, performance halls, studios, theaters, or other facilities, that must be located in the municipality or the area of the municipality. An Artist District may also constitute a concentration of certain types of art, such as dance, film, literature or writing, music, or performing or visual arts, or types of services and venues.

c. A municipality may apply to the council for designation as an Artist District or for designation of an area within the municipality as an Artist District. A municipality shall apply to the council for the designation on a standard form created by the council and made available on the council’s Internet site.

d. After receipt of an application for designation as an Artist District, the council shall, within 60 calendar days, review and approve, approve with conditions, or reject the application.

e. The council shall, in consultation with the Division of Travel and Tourism, adopt guidance or standards for an Artist District to advertise, market, or promote itself as a destination for artists and visitors. An Artist District may advertise or otherwise use its designation in accordance with the guidance or standards.

2. This act shall take effect immediately.

Approved January 21, 2020.