

# **Attachment A**

Final GPUSC/GPAC Draft Arts and Culture Element

# Arts and Culture Element



## PURPOSE

The Arts and Culture Element focuses on enriching the community by bolstering art and culture through facilities, educational programming and activities, and events and festivals.

## OVERVIEW

Art and culture play an important role in the social fabric of Newport Beach. The dedication and involvement of the City of Newport Beach (City) and the community have resulted in a wide range of art and culture organizations, resources, attractions, and activities that create a sense of community pride and enrichment. The Newport Beach Public Library offers robust art, culture, and literary programs, serving as a central hub for accessing and experiencing diverse forms of art and culture.

## GOALS, POLICIES, AND ACTIONS

### Engaging with Art and Culture

Art, culture, literary and educational opportunities, and opportunities to be creative can enhance quality of life for residents, improve visitor experiences, and contribute to the local economy. Art and culture bring a unique sense of identity to Newport Beach, and can connect residents to each other and their community by expanding creative opportunities, promoting art and culture activities, and facilitating partnerships that support art and culture.

**Art and Culture Opportunities:** Expanded art and culture opportunities can include new public art installations, culture events, culinary arts, and programs. Creating opportunities to engage with art and culture across Newport Beach can make art accessible to people of all backgrounds and generations.

**Promoting Art and Culture:** Raising awareness and generating enthusiasm for the arts and culture are key to increasing participation in programs, exhibits, and events. This entails distributing marketing materials throughout Newport Beach, initiating social media campaigns, and creating new ways for people to engage in the arts through interactive technologies. A multifaceted approach that includes both traditional and novel outreach and engagement methods can capture the attention of residents and visitors of all ages.

**Strategic Partnerships:** Partnerships are crucial for maintaining existing and realizing new opportunities to cultivate art and culture exhibits, programs, events, and funding. Strong coordination between City staff and private institutions, partner agencies, and local artist organizations can facilitate community involvement in art and culture, procurement of funding, and successful management of public art.

*Goal AC-1: A community enriched by and connected to the arts, culture, and education*

- **Policy AC-1.1: Public Places.** Promote arts and culture by incorporating art in widely used public places, such as parks, open spaces, public plazas, view sites, villages, and along corridors that attract visitors. (Imp. 1.1, 20.1, 20.3, 30.1)
- **Policy AC-1.2: Events and Programs.** Attract new and cultivate existing signature events and programs that add to the quality of life for residents, enhance Newport Beach as a hub for art and culture, and stimulate economic activity. (Imp. 23.3, 29.2, 30.1)

- **Policy AC-1.3: Public Projects.** Assess capital improvement projects for opportunities to incorporate public art in a manner that enhances community character and the built environment. (Imp. 1.1, 20.1, 23.3, 29.2, 30.1)
- **Policy AC-1.4: Private Projects.** Develop regulations or incentives for the incorporation of public art into larger commercial projects that enhance Newport Beach’s community character and its built environment. (Imp. 1.1, 8.1, 8.2)
- **Policy AC-1.5: Shared Spaces.** Acquire and display art in public facilities citywide to bolster civic pride and increase exposure to arts and culture. (Imp. 29.2)
- **Policy AC-1.6: Emerging Technologies.** Explore and implement new technologies in art and culture displays, such as augmented reality and smartphone applications, to engage the public, track engagement, and enhance education about art and culture in innovative ways. (Imp. 29.2)
- **Policy AC-1.7: Arts Engagement.** Incorporate artwork into the public realm that encourages interaction provides educational opportunities. This could include education for visitors in areas that attract tourists. (Imp. 1.1, 20.1, 23.3, 29.2, 30.1)
- **Policy AC-1.8: Planning Processes.** Consider integration of public art into other City planning efforts, such as Specific Plans and Corridor Plans. (Imp. 3.1, 20.1, 29.2)
- **Policy AC-1.9: Educational Programming.** Nurture creativity and artistic talent in local youth and adults through a rich offering of well-balanced and appropriately distributed arts, culture, and literary educational programs and services. (Imp. 23.3, 30.1)
- **Policy AC-1.10: Event Transportation.** Coordinate with the Orange County Transportation Authority to explore options for the expansion of transportation services, such as trolleys, event-specific bus routes, or reduced transit fees, for major community art and culture events. (Imp. 14.4, 30.1)
- **Policy AC-1.11: Musical Arts.** Continue to recognize and support musical performances as a vital community asset by providing increased opportunities for music in public spaces, signature music events, and other opportunities that highlight local talent and/or attract visitors. (Imp. 29.2, 30.1)

*Goal AC-2: Programs and exhibits in Newport Beach that are widely promoted, marketed, and attended*

- **Policy AC-2.1: Arts Tourism.** Promote reasonable tourism in Newport Beach to attract visitors and tourists interested in art, culture, and literary events to support and sustain local arts through coordination with the Chambers of Commerce and other community groups. (Imp. 24.1, 29.1)
- **Policy AC-2.2: Community Engagement.** Conduct marketing through the City’s various social media and communications platforms to build public awareness and encourage participation in City-affiliated arts, culture, and literary activities. Cultivate partnerships with local businesses and other groups for marketing efforts for cultural arts. (Imp. 29.1, 29.2)
- **Policy AC-2.3: Promotional Banners.** Develop and maintain regulations for the reasonable provision of banners on lights or other media materials in the public right-of-way to promote and advertise Newport Beach’s art and culture events across various villages and neighborhoods. (Imp. 8.1, 8.2, 29.1)
- **Policy AC-2.4: Arts Awareness.** Expand awareness of art and culture by integrating public art and culture tours as a regular component of community engagement. (Imp. 23.3, 29.1, 29.2, 30.1)
- **Policy AC-2.5: Library Services.** Improve and enhance existing library facilities, collections, and computer and related facilities, such as the Media Lab. (Imp. 23.2)

*Goal AC-3: Strong partnerships that support thriving arts, culture, and education*

- **Policy AC-3.1: Educational Partnerships.** Partner with the community and educational institutions to encourage and strengthen arts education for children, youth, adults, older adults, and people of all abilities throughout Newport Beach. (Imp. 14.2, 29.1)
- **Policy AC-3.2: Resources for Artists.** Where available, provide reasonable in-kind resources and services, such as advertisements, equipment, security, and space, to artists and organizations offering programs for the public and contributing to art and culture in Newport Beach. (Imp. 29.2)
- **Policy AC-3.3: Public Support.** Collaborate with local art and culture groups to pursue private and community sponsorships and donations for art and culture events and programs. (Imp. 29.1, 29.2)
- **Policy AC-3.4: Culinary Arts.** Cultivate the culinary arts into City programs through partnerships with local restaurants, educational institutions, and other private and public partners that offer culinary expertise. (Imp. 14.2, 29.2, 30.1)

## Financing Art and Culture

Investment from philanthropic organizations, the City, and community members can help the arts thrive by supporting local artists, providing new and upgraded facilities, and bolstering programs. Such financial contributions to the arts can increase the quantity and quality of art and arts programs in the community. Funding and investment should reflect the high value the community places on the arts.

*Goal AC-4: Funding that helps local artists and art programs flourish*

- **Policy AC-4.1: Funding Support.** Partner with, and reasonably support, non-profit, private, and community organizations in applying for public and private grants and promote community and business donations, fundraising, and sponsorships that support art, culture, and literary activities. (Imp. 29.1, 29.2)
- **Policy AC-4.2: Volunteer Support.** Promote and support volunteer opportunities for public involvement in City-affiliated arts, culture, and literary programs and events. (Imp. 29.1, 29.2)
- **Policy AC-4.3: Geographical Partnerships.** Utilize culture resources outside of Newport Beach through the promotion of programs, such as the Newport Beach Sister City Association and other cultural exchange programs. (Imp. 29.1, 29.2)
- **Policy AC-4.4: Grant Awards.** Evaluate the impact of City art grant awards periodically. This could include review of awardee-submitted progress reports. (Imp. 30.1)

## Providing and Maintaining Arts and Cultural Facilities and Assets

Facilities dedicated to the arts, such as galleries and performance halls (for example, Witte Hall), provide a place for the community to gather in appreciation of the arts and to promote Newport Beach as a regional destination for the arts. Additionally, integrating art into existing community centers, libraries, recreation facilities, parks and other open spaces, and private buildings plays a vital role in realizing Newport Beach as a community of the arts.

Such assets must be well-maintained, and they require a well-functioning system for accepting, maintaining, and rotating art and art-related activities/programs through public spaces and facilities to help sustain interest and ensure the high quality of exhibits. Developing guidelines and criteria for accepting art donations and acquisitions and dedicating staff to manage public art can ensure that the system for managing art is consistent and operates smoothly.

*Goal AC-5: State-of-the-art facilities to host art exhibits and programs*

- **Policy AC-5.1: Shared Venues.** Explore opportunities to accommodate current and emerging culture and arts programs within existing and new facilities by working with community groups to facilitate sharing of performance and exhibit space. Consider the potential for new facilities. (Imp. 9.1, 29.1, 29.2)
- **Policy AC-5.2: New Facilities.** Explore reasonable opportunities, as needed, to create a new, larger arts center to host performances and exhibitions. (Imp. 1.1)
- **Policy AC-5.3: Theaters.** Maintain the Newport Theatre Arts Center while exploring opportunities to enhance, expand, or relocate the facility based on community needs. (Imp. 9.1, 29.1, 29.2)
- **Policy AC-5.4: Temporary Displays.** Consider amendments to the Zoning Code, as needed, to facilitate the temporary or interim use of vacant ground-floor commercial or lobby space for art exhibits, display space, and “pop-up” art and culture activities. (Imp. 8.2)

*Goal AC-6: A wide collection of art exhibited throughout Newport Beach*

- **Policy AC-6.1: Public Art Policy.** Revise the City’s public art policy to (1) establish suitability criteria to guide the selection of sites for new and innovative public art installations in a manner that considers citywide needs and the balanced distribution of art throughout Newport Beach; (2) establish guidelines for the commissioning and conveyance of public art on private property; (3) refine guidelines and criteria for accepting art donations for display in public spaces, and consider establishing guidelines for storage and long-term maintenance; (4) consider an artwork acquisition plan for expanding the City’s permanent art inventory. (Imp. 8.2, 9.1)
- **Policy AC-6.2: Arts and Culture Plan.** Pursue the adoption and regular updates to the 2014 Newport Beach Arts and Culture Master Plan, and report periodically on implementation progress to City Council. Identify future locations for public art citywide. (Imp. 8.2)
- **Policy AC-6.3: Staffing and Resources.** Support the provision of reasonable staff resources for arts and culture programming, funding, arts management and maintenance, and coordination and communication with artists and City departments. (Imp. 30.1)

# **Attachment B**

Final GPUSC/GPAC Draft Historical Resources Element

# Historical Resources Element



HISTORICAL RESOURCES

## PURPOSE

This Historical Resources Element focuses on the identification, documentation, preservation, and celebration of historical resources.

## OVERVIEW

Historic preservation is essential for preserving the unique character, culture, and identity of Newport Beach. Efforts for historic preservation can strengthen resident ties to the community and enhance tourism for those who seek authentic cultural experiences and a deeper connection to Newport Beach's rich history. By having systems in place to identify, preserve, and protect historical resources, the City of Newport Beach (City) is able to balance growth and development with the preservation of cultural and historical heritage while providing tangible benefits to the economy, environment, and the City's residents and visitors.

## GOALS, POLICIES, AND ACTIONS

### Identification of Historical Resources

Documenting and protecting archaeological and paleontological resources are crucial for preserving the evidence of human history and life forms of the distant past. These resources inform our understanding of ancient ecosystems and cultures. This stewardship fosters a culture of respect and responsibility, ensuring that future generations can continue to learn from and appreciate this history.

#### *Goal HR-1: Recognize and protect historically significant landmarks, sites, and structures*

- **Policy HR-1.1: Historical Resources Inventory.** Maintain and update the Newport Beach Register of Historical Property for buildings, objects, structures, and monuments having importance to the history or architecture of Newport Beach. (Imp. 9.1, 10.1, 29.2)
- **Policy HR-1.2: New Historical Resources.** Encourage local residents to research and nominate properties for review by the City and/or Newport Beach Historical Society. (Imp. 29.1, 29.2)
- **Policy HR-1.3: Standards and Documentation.** Consider developing standards for the review of demolition, grading, and building permits prior to granting City approval based on potential effects on historical resources. If demolition is granted, require photo documentation (in conformance with the standards outlined by the National Park Service's Historic American Buildings Survey program) of inventoried historic structures prior to demolition. (Imp 2.1, 8.1, 8.2)
- **Policy HR-1.4: Preservation or Re-Use of Historical Structures.** Encourage the preservation of structures listed in the National Register of Historic Places, the list of California Historical Landmarks, and/or the Newport Beach Register of Historical Property. Provide reasonable incentives, such as waivers of application fees, permit fees, and/or any liens placed by the City, for properties listed in the National Register of Historic Places, California Register of Historical Resources, or Newport Beach Register of Historical Property in exchange for preservation easements, designation applications, and other related preservation options. Partner with and reasonably support non-profit, private, and community organizations to apply for public

and private grants to help preserve and maintain historical resources throughout Newport Beach. (Imp. 8.2, 29.2)

- **Policy HR-1.5: Historic Context Statement.** Consider preparing a Historic Context Statement to provide a consistent framework for evaluations and surveys. (Imp. 10.1, 29.2)
- **Policy HR-1.6: Citywide Survey.** Every 10 years, or as needed, consider completing and updating a citywide historical resources survey to identify historical resources. Include community, neighborhood, cultural, and historic preservation groups; property owners; land developers; and the building industry in planning and implementing historical surveys. (Imp. 10.1, 29.2)
- **Policy HR-1.7: Streamlined Regulations.** Consider provisions and policies related to historical resources under one ordinance in the Municipal Code to facilitate consistent application of the regulations and easier staff review. This may include the following:
  - Establish the National Park Service Secretary of the Interior’s Standards as the baseline City standard for project reviews, providing opportunity for certain projects to qualify for a categorical exemption under the California Environmental Quality Act (Class 31 Categorical Exemption).
  - Define categories of major and minor changes that would be subject to review, the review required, and the assigned decision-making body responsible for the associated determination.
  - Revise, consolidate, and better define the City’s classification system for historical resources to align with the Federal and State systems of classification. Streamline the process for how landmarks are considered for listing in the City’s classification system. One decision-making body (for example, the Planning Commission) should be given authority to review, conduct hearings, and make recommendations to City Council on the adoption of the historical resources designation. (Imp. 8.1, 8.2, 9.1)
- **Policy HR-1.8: Preservation Expertise.** Consider supporting the provision of staff resources to hire or train a preservation planner to advise staff on matters related to historical resources. (Imp. 30.1)
- **Policy HR-1.9: Certified Local Government.** Consider meeting the requirements for becoming a Certified Local Government, including adopting a historic preservation ordinance, establishing a qualified preservation review commission, providing adequate public participation in the historic preservation program, and completing other responsibilities identified by the State. (Imp. 29.2)

*Goal HR-2: Well-documented and protected archaeological and paleontological resources*

- **Policy HR-2.1: Historical Records.** Allow access to historical records among local preservation and cultural groups and among City departments and County of Orange agencies to the extent legally permissible. (Imp. 29.2)
- **Policy HR-2.2: Prehistoric and Ethnohistoric Context Statement.** Consider completing, and updating as needed, a Prehistoric and Ethnohistoric Context Statement to serve as a template for identifying, evaluating, and developing plans for the treatment of archaeological resources found within Newport Beach. (Imp. 10.1, 29.2)
- **Policy HR-2.3: New Development Activities.** Require that new development meet the applicable requirements of the California Environmental Quality Act with respect to paleontological and archaeological resources. (Imp. 11.1)

## Preservation of Historical Resources

Preserving the City’s history is essential for maintaining its unique identity and cultural heritage. By celebrating and safeguarding historically significant landmarks, sites, structures, and legacy businesses, the City can honor the stories and achievements of past generations. Further, by recognizing and celebrating those who have contributed to Newport Beach’s past, present, and future, our storied history can be captured. The recognition and protection of history not only enriches a community’s sense of place and continuity, but fosters civic pride and can attract tourism.

### *Goal HR-3: Celebrate, preserve, and protect local history*

- **Policy HR-3.1: Adaptive Reuse.** Encourage alternatives to demolition of historical sites and structures by promoting architecturally compatible rehabilitation or adaptive reuse. Consider incentives for maintaining historical sites and structures, such as permit and application fee waivers, flexible building requirements, and free technical advice by person(s) qualified in historic preservation. (Imp. 8.2, 29.2)
- **Policy HR-3.2: Historical Components within New Projects.** Encourage proposed development located on a historic site or structure to incorporate a physical link to the past within the site or structural design if preservation or adaptive reuse is not a feasible option. For example, consider incorporating historical photographs or artifacts within the new project or preserve the location and structures of existing pathways, gathering places, seating areas, rail lines, roadways, or viewing vantage points within the new site design. (Imp. 1.1, 29.2)
- **Policy HR-3.3: Mills Act.** Consider development of a voluntary local Mills Act program to offset the ongoing stewardship and care of historic properties through property tax savings. (Imp. 8.2)
- **Policy HR-3.4: Legacy Businesses.** Consider developing a legacy business program that aims to recognize, honor, and support longstanding businesses within the community that have made significant contributions to Newport Beach’s history, culture, and identity. The program may include the promotion of legacy businesses and potential grants. (Imp. 8.2)

## Celebrating Historical Resources

Education is a key tool for enshrining the City’s history and ensuring that future generations appreciate and understand this heritage. Integrating local history into programs and events sponsored by the City, library, and others, and promoting it through various media can create a well-informed community that values its roots. This awareness not only enhances residents’ connection to Newport Beach, but also helps future generations value the past.

The foundational history of tribal nations in the region provides unique insight into the importance of cultural places. Native American groups and individuals hold special interest in the protection of cultural places. Tribal views toward protection and preservation of cultural resources in Newport Beach should be respected, and the history of tribal nations should be recognized and acknowledged.

### *Goal HR-4: Enshrine local history through education*

- **Policy HR-4.1: Historical Landmarks.** Encourage the placement of historical landmarks, photographs, markers, or plaques at areas of historical interest or value. Consider creating a Landmark Plan that will recognize and designate culturally important heritage sites that are eligible for the placement of historical landmarks or plaques. The Landmark Plan may also identify funding opportunities to support the program, such as development fees, corporate or civic sponsorships, or donations, or by using the City’s General Fund. (Imp. 8.2, 9.1, 10.1, 29.2)

- **Policy HR-4.2: Local Interest.** Consider expanding interest in and knowledge of local history through historic landmarks, photographs, markers, and plaques, and/or through self-guided walking tours as a means to promote and celebrate historic preservation. Such information may be published on the City’s website and social media channels and be made available through local publications to encourage thoughtful conversation about the history of Newport Beach. (Imp. 1.1, 29.1, 29.2, 30.1)
- **Policy HR-4.3: Historic Preservation and Tourism.** Encourage collaboration with local preservation organizations, such as the Newport Beach Historical Society, to research, conduct outreach, and develop programs and activities to encourage and support historic preservation and tourism. (Imp. 14.16)
- **Policy HR-4.4: Educational Collaboration.** Encourage collaboration with local educational institutions on preservation programs, activities, and exhibits/collections. (Imp. 14.2, 29.2)
- **Policy HR-4.5: Information Sharing.** Consider encouragement of partnerships between local interested parties and historical societies to consolidate and share materials such as historical photographs, firsthand historical accounts and interviews, and any additional archival information. This may be done through the establishment of a City-recognized historical society or platform that welcomes representatives from various groups to share resources and collectively provide input to the City on historical resources. (Imp. 29.2)

*Goal HR-5: Celebrate tribal cultural resources*

- **Policy HR-5.1: Government-to-Government Relationships.** Encourage fostering government-to-government relationships with California Native American tribes in Newport Beach regarding issues of mutual concern. (Imp. 11.1)
- **Policy HR-5.2: Historic Themes.** Consider the use of foundational local history themes in public spaces that highlight California Native American tribes, in coordination with tribal representatives. (Imp. 29.2)
- **Policy HR-5.3: Environmental Analysis.** Require that new development meet the applicable requirements of the California Environmental Quality Act with respect to tribal cultural resources. (Imp. 11.1)