

# **Attachment A**

Final GPUSC/GPAC Draft Arts and Culture Element

# Arts and Culture Element



ARTS AND CULTURE

## 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)