

Attachment A

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 that support art and culture.

OVERVIEW

Art and culture play an important role in the social fabric of Newport Beach. The dedication and involvement of the 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, ACTIONS

Engaging with Art and Culture

Art, culture, literary and educational opportunities, and creativity 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, 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 the city, 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: Promote arts and culture by incorporating art in widely used public places such as parks, open space, public plazas, view sites, villages, and along corridors that attract visitors. (Imp. 1.1, 20.1, 20.3, 30.1)

- Policy AC-1.2: 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. 29.2, 23.3, 30.1)
- Policy AC-1.3: 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: Develop regulations or incentives for the incorporation of public art into larger commercial projects that enhance the City's community character and its built environment. (Imp. 1.1, 8.1, 8.2)
- Policy AC-1.5: 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: 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 the educational experience of art and culture in innovative ways. (Imp. 29.2)
- Policy AC-1.7: Incorporate artwork into the public realm that encourages interaction while providing 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: 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: 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. 30.1)
- Policy AC-1.10: 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: 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.

Goal AC-2: Programs and exhibits within the city are widely promoted, marketed, and attended.

- Policy AC-2.1: 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: 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. (Imp. 29.1)
- Policy AC-2.3: Maintain and develop 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: 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: Improve and enhance existing library facilities, collections, computer and related facilities, such as but not limited, to the Media Lab. (Imp. 23.2)

Goal AC-3: A City with strong partnerships that support thriving arts, culture, and education

- Policy AC-3.1: Partner with the community and educational institutions to encourage and strengthen arts education for children, youth, adults, and older adults in the City. (Imp. 14.2, 29.1)
- Policy AC-3.2: 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: 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)

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 both 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: Partner with, and reasonably, support non-profit, private, and community organizations in applying for public and private grants and promote community and business donations that support art, culture, and literary activities. (Imp. 29.1, 29.2)
- Policy AC-4.2: 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: Utilize culture resources outside of Newport Beach through the promotion of programs such as the Newport Beach Sister City Association and other culture exchange programs. (Imp. 29.1, 29.2)

Art and Culture Facilities and Assets

Facilities dedicated to the arts, such as galleries and performance halls including but not limited to 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, as well as in private buildings, plays a vital role in realizing Newport Beach as a city 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: Explore opportunities to accommodate current or emerging culture and arts programs within existing and new facilities by working with community groups to facilitate sharing of performance and exhibit space, as well as consider the potential for new facilities. (Imp. 9.1, 29.1, 29.2)
- Policy AC-5.2: Explore reasonable opportunities, as needed, to create a new, larger arts center to host performances and exhibitions. (Imp. 1.1)
- Policy AC-5.3: 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: 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 the City

- Policy AC-6.1: 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 the city; (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. (Imp. 8.2, 9.1)
- Policy AC-6.2 Pursue the adoption and regular updates of the 2014 Newport Beach Arts and Culture Plan and report periodically on implementation progress to City Council. Identify future locations for public art citywide. (Imp. 8.2)
- Policy AC-6.3: 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)