

Attachment A

General Plan Update Ad Hoc Subcommittee Suggestions for the Arts and Culture Element and the Historical Resources Element of the General Plan Update

ARTS AND CULTURAL ELEMENT

The Subcommittee recommends the following additions to the Arts and Cultural Element:

1. Add a new policy regarding the periodic re-evaluation of City Arts Grants for impact.
2. Revise Policy AC-2.2 with the following addition: “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)”
3. Revise Policy AC-4.1 with the following addition: “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).”
4. Revise Policy AC-3.1 with the following addition: “Partner with the community and educational institutions to encourage and strengthen arts education for children, youth, adults, older adults **and for people of all abilities throughout the city.**”
5. Add a new policy about cultivating more culinary arts programs in the City
6. In the *Goals, Policies and Actions* section under *Arts and Culture Opportunities*, add “culinary arts” to the following sentence: **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.”
7. Revise Policy AC-6.1 with the following addition — “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), and **(4) consider an artwork acquisition plan for expanding the city’s permanent art inventory.**”

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HISTORICAL RESOURCES ELEMENT

1. Under the *Overview* section, add a sentence about tourism.
2. Make the following revision to Policy HR-4.3: “Encourage collaboration with local preservation organizations, like the Newport Beach Historical Society, to research, conduct outreach, and develop programs and activities to encourage and support historic preservation and **cultural historical** tourism. (Imp. 14.16)”
3. Revise Policy HR-1.4 with the following addition: “Encourage the preservation of structures listed in the National Register of Historic Places, and/or 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, State Register, or the Newport Beach Register of Historical Property in exchange for preservation easements, designation applications, and other related preservation incentives. **Partner with and reasonably support non-profit, private and community organizations in applying for public and private grants that would preserve and maintain historical resources throughout the city.**” (Imp. 8.2, 29.2)