



ITEM 8.A

MEMORANDUM

Planning Division

DATE: March 7, 2016
TO: General Plan Working Group
CC:
FROM: Andrea Ouse, Community and Economic Development Director
Dina Tasini, Planning Manager
Mark Hoffheimer, Senior Planner

SUBJECT: Draft Arts and Culture Element – Goals, Policies, and Actions

The attached Draft Arts and Culture Element is for consideration, review, and acceptance by the General Plan Working Group (GPWG) for incorporation into the City's Draft General Plan now under preparation.



Arts and Culture Element, Ad Hoc Committee, and Draft Document

On November 23, 2015, the General Plan Working Group (GPWG) voted to create an "Arts and Culture Element" ("Element") to the General Plan. The overall objective of the Element is to acknowledge and promote the importance of arts and culture in Vallejo. Arts and culture are an important part of Vallejo's legacy and future. The establishment of goals, policies and actions encompassing a broad range of people, activities, and levels of involvement will be critical in furthering Vallejo as a dynamic, diverse and vibrant community.

In order to provide a broad community perspective in the preparation of the Element, an Ad Hoc Committee of community and appointed GPWG members was formed in late 2015. After several meetings, the ad hoc committee provided City staff with a preliminary Draft Element on January 25, 2016. The draft was distributed to staff and the consultant team for review.

Review and Edits by City Staff

After receiving the Draft Element, staff initiated a thorough review of it for comprehensiveness, inclusiveness, legal compliance, fiscal and economic implications, and other considerations. The document was then refined by staff for review by a subset of the Ad Hoc Committee (discussed below). As part of this effort, as summarized in a Memorandum incorporated into the February 8th GPWG Agenda Packet, staff considered the following:

- Strengthen reference to public art;
- Consolidate and streamline;
- Strengthen policies and actions related to performing arts and non-traditional creative professionals (such as those focused on innovation, technology, creative place-making) and cultural events;
- Broaden and strengthen policies related to arts education;
- Clarify and add actions related to funding and implementation; and
- Refine policies and actions relating to public funding and surplus property

Review with Subset of Ad Hoc Committee

Based on direction from the GPWG at their February 8th meeting, staff met with a subset (four members) of the Ad Hoc Committee on February 11th, and then again on February 22nd, and completed a review of the proposed Draft Element. The attached document, for review by the GPWG, incorporates those edits, as agreed to by the subset of the Ad Hoc Committee.

Overview of the March 7th Meeting and Next Steps

At the meeting, staff will give a brief presentation summarizing the effort and the Draft Element. Following this, the General Plan Working Group (GPWG) and the community will be invited to comment and ask questions of staff and the Ad Hoc Committee, particularly the subset of the Ad Hoc Committee. The goal of the meeting is to accept the Draft Arts and Culture Element.

Once accepted by the GPWG, the Draft Element will be forwarded to the City's consultant team for incorporation into the Draft General Plan. As part of this effort, the consultant team will further refine the Draft Element to ensure internally consistency, and avoid contradictions and repetition, with the whole of the Draft General Plan. The Draft General Plan will be available for public review in the summer of 2016.

Attachments

- Attachment 1: Draft Arts and Culture Element – Goals, Policies, and Actions

Goal AC 1	Enhance the quality of life, raise cultural awareness, and celebrate the diversity of Vallejo residents through a variety of artistic programs and forms of expression.	Notes / Comments
POLICIES		
Policy 1.1	Monitor and address the needs of arts programs of all types and populations, including, but not limited to, the visual arts, theater, dance, music, multimedia and poetry.	
Policy 1.2	Encourage and promote regional, city-wide and neighborhood arts and cultural events, activities and educational endeavors.	
Policy 1.3	Incorporate all types of artistic expression in public places and create effective outreach for community programs, facilities and events.	
Policy 1.4	Support and promote affordable live-work and cultural spaces, especially in urban centers and villages where they are broadly accessible.	
Policy 1.5	Facilitate coordination and collaboration within and among Vallejo's diverse cultural community and representative arts organizations.	
Policy 1.6	Encourage and promote a thriving arts and cultural community through programs, services and facilities.	
ACTIONS		
Action 1.1.1	Encourage the establishment and sustainability of performing arts spaces and venues throughout the community.	
Action 1.1.2	Develop plans to increase city support for organization and develop supporting institutions that reflect the diverse cultural traditions of Vallejo.	
Action 1.1.3	Prepare an Arts and Culture Comprehensive Plan to: 1. Develop a vision, goals and strategies, using surveys and other data gathering means, for implementing a robust arts and culture program within the City; 2. Identify opportunities for arts and culture, particularly in the public realm; 3. Identify areas of potential increased collaboration within City arts and culture scene; 4. Develop procedures for securing, documenting, and maintaining City-owned public art; 5. Identify city mechanisms to support arts and culture as well as identify potential funding opportunities; and 6. Develop an art and culture implementation plan.	

Goal AC 1	Enhance the quality of life, raise cultural awareness, and celebrate the diversity of Vallejo residents through a variety of artistic programs and forms of expression.	Notes / Comments
Education and School		
<u>POLICIES</u>		
Policy 2.1	Improve access to arts education in all schools and outside the school setting.	
Policy 2.2	Provide arts and culture education offerings opportunities in the community and the schools to include art and artists from many cultures.	
<u>ACTIONS</u>		
Action 2.1.1	Survey the school district to identify opportunities to implement art enrichment into the curriculum.	
Action 2.1.2	Identify institutions, artists and other experts to participate in culturally diverse educational activities.	
Action 2.1.3	Support and advocate for opportunities to expose youth to the arts, including arts education programs and access to cultural events and activities.	
Action 2.1.4	Create and maintain a database of teaching artists and art instructors.	

Goal AC-2	Promote and utilize arts and cultural activities as a vital component of the local economy.	Notes/Comments
POLICIES		
Policy 2.1	Support and increase the role of arts and culture as a major economic benefit to community and economic revitalization.	
Policy 2.2	Encourage and promote the creative economy by providing opportunities for art-related enterprises, artists and the arts to contribute to the economic development of Vallejo.	
Policy 2.3	Cultivate the arts and cultural assets of Vallejo to establish a positive image and business environment.	
Policy 2.4	Develop a strategy that considers both city and external funding sources to ensure ongoing adequate support of arts and cultural programs, as part of the Arts and Culture Comprehensive Plan.	
Policy 2.5	Increase film production opportunities in Vallejo.	
ACTIONS		
Action 2.1.1	Maintain and support the Commission on Culture and Arts.	
Action 2.1.2	Support, promote and coordinate artistic and cultural festivals, events and activities.	
Action 2.1.3	Update and maintain a community arts resource database and calendar for businesses and developers to actively utilize the creative assets in Vallejo.	
Action 2.1.4	Seek opportunities for increased arts, performance and entertainment spaces throughout Vallejo, either through new construction or through the rehabilitation of existing structures.	
Action 2.1.5	Encourage and facilitate local artists and art and cultural organizations to be involved in community service projects that benefit Vallejo.	
Action 2.1.6	Explore dedicated city funding mechanisms for the arts, such as Percent- and Non-Percent-For-Art Programs, as well as funding through regional, state and federal sources.	
Action 2.1.7	Coordinate with other stakeholders to develop a strategy to increase film production in Vallejo.	

Goal AC-3	Enhance and promote Vallejo's strong identity as a regional arts and cultural tourist destination.	Notes/Comments
<u>POLICIES</u>		
Policy 3.1	Facilitate arts and cultural activities and events to draw commuters and other day visitors to Vallejo.	
Policy 3.2	Support coordinated promotion of cultural and artistic attractions and events with neighboring communities.	
Policy 3.3	Promote Vallejo's cultural and artistic assets to enhance the positive image of Vallejo.	
<u>ACTIONS</u>		
Action 3.1.1	Work with the hospitality and tourism industries and organizations to promote a positive image of Vallejo as a year-round arts destination.	
Action 3.1.2	Participate with regional, national and international arts and cultural organizations to cross promote and develop partnership opportunities.	
Action 3.1.3	Identify existing local cultural capacity with potential to expand and develop a plan to increase attendance at art events.	
Action 3.1.4	Explore partnership with other cities as well as regional, state and federal agencies for coordinated promotional activities and potential funding sources.	
Action 3.1.5	Develop strategies to capture commuters, day visitors and tourists to attend arts and cultural activities.	

Goal AC-4	Support and nurture the arts and cultural activity through City leadership.	Notes / Comments
<u>POLICIES</u>		
Policy 4.1	Create and implement a citywide Arts and Culture Comprehensive Plan.	
Policy 4.2	Create, maintain and support arts activities citywide including utilization of an Arts Commission.	
Policy 4.3	Recognize the positive economic impact of a full and rich arts environment that attracts businesses and customers.	
Policy 4.4	Strengthen city policies and codes to promote arts and cultural activities.	
Policy 4.5	Effectively and efficiently use City facilities for arts and cultural programs.	
Policy 4.6	Preserve assets of historic, artistic, architectural or cultural significance.	
<u>ACTIONS</u>		
Action 4.1.1	Create a citywide Arts and Culture Comprehensive Plan that recognizes the importance of the arts and establishes guidelines, criteria and processes.	
Action 4.1.2	Encourage individual and corporate philanthropic support of the arts and culture.	
Action 4.1.3	Support and maintain the City's Arts and Culture Commission.	
Action 4.1.4	Work with the City's Arts and Culture Commission and the Planning Commission to encourage and facilitate art-based uses throughout the city, especially in the City's Arts and Entertainment District.	
Action 4.1.5	Review and modify city policies and codes periodically to ensure they include processes that expedite review and support art-based uses and activities.	
Action 4.1.6	Proactively support the Architectural Heritage and Landmarks Commission in the preservation of historic resources.	

Goal AC-5	Recognize and support Vallejo artists, arts organization and cultural organizations.	
<u>POLICIES</u>		
Policy 5.1	Encourage opportunities for local artists and cultural organizations to contribute to and benefit from the economic development of Vallejo.	
Policy 5.2	Consider public-private partnerships that provide technological resources and utilities to artists, arts organizations and cultural organizations.	
Policy 5.3	Explore opportunities for arts organizations to own their buildings.	
Policy 5.4	Encourage recipients of city funding for arts and cultural programs to establish formal policies to compensate artists.	
Policy 5.5	Develop mechanisms to assist arts and cultural organizations and individual artists to access funding for their work.	
<u>ACTIONS</u>		
Action 5.1.1	Develop mechanisms for local artists and cultural organizations to be involved in economic development planning and projects.	
Action 5.1.2	Explore opportunities from local, regional and national agencies to purchase, rehabilitate and maintain arts and culture facilities.	
Action 5.1.3	Create and maintain database of arts and culture funding for use by Vallejo artists and cultural organizations.	