



Civic Arts Commission Staff Report

June 6, 2005
Item 7A

SUBJECT: Review and Comment on Draft Goals, Policies and Programs for civic arts to be included in the City's General Plan

BACKGROUND

In 2003, the City Council directed staff to undertake an update of the City's General Plan, last revised in 1996. Goals, policies and programs related to civic arts are included in the Public Facilities Element of the existing General Plan. In 2004, staff met with the Civic Arts Commission to review planning background information related to its purview and to take public comment on the potential resolution of issues. This discussion is summarized in the attached *Public Services: Background and Alternatives Report, November 10, 2004* (Attachment 1). Staff has used the information in this report to draft revised Goals, Policies and Programs for review and comment by the Civic Arts Commission.

DISCUSSION

The Draft Goals, Policies and Programs (Attachment 2) are drawn from the existing General Plan where it is appropriate to carry them forward; from the Issues and Options discussion in the *Public Services: Background and Alternatives Report* (Attachment 1, pages 9 through 11); and from discussion with Parks and Community Services staff. Whereas the existing General Plan included one (1) policy and four (4) programs for civic arts, the new draft includes one (1) goal, four (4) policies and 14 programs covering the following areas: Supporting the work of the Civic Arts Commission; relating to new and existing arts facilities; relating to public art; and concerning programs and partnerships.

The Civic Arts Commission is being asked to review and comment on the proposed draft goals, policies and programs prior to inclusion in a Preliminary Draft General Plan, which will be reviewed by the Planning Commission and the City Council later this year.

STAFF RECOMMENDATION

Review and comment on the proposed draft goals, policies and programs related to civic arts as described in Attachment 2.

Respectfully submitted,



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Civic Arts Manager



Janice Stern
Principal Planner

- ATTACHMENTS:
1. Public Services Background and Alternatives Report
 2. Existing and proposed draft goals, policies and programs for Civic Arts

ATTACHMENT 2

Existing and proposed draft goals, policies and programs for Civic Arts

Existing 1996 General Plan

Policy 15: Promote the enhancement of the arts within the City.

Program 15.1: Support the Civic Arts Commission in its review and preparation of recommendations on public art projects, oversee the development of a City cultural plan, promote art within the City, guide future direction of cultural enhancement, and identify cultural art facility needs.

Program 15.2: Encourage commercial, office, and residential projects to incorporate art within the project design.

Program 15.3: Adopt an arts in public places ordinance.

Program 15.4: Explore with other jurisdictions the potential need for a regional performing visual arts center.

Proposed Draft Goals, Policies and Programs (to replace the above goals, policies and programs)

Goal X: Promote the enhancement of the arts within the City.

Policy 15: Continue to support the work of the Civic Arts Commission in reviewing public art, overseeing implementation of a City cultural plan, guiding future cultural enhancement, and identifying cultural art facility needs.

Policy 16: Maintain, improve, and expand existing facilities and develop new facilities to accommodate existing and future art and cultural programs.

Program 16.1: Renovate and improve the Cultural Arts Center in Amador Park and Amador Theater.

Program 16.2: Identify a site on the Bernal Property for a cultural/performing arts center that can accommodate large and small theater spaces, rehearsal space, an outdoor amphitheater, a community art gallery and classrooms.

Program 16.3: Periodically update the Arts Facilities Study and include more detailed information on potential sites and locations for facilities.

Program 16.4: Explore expanding the sharing of civic arts facilities with the Pleasanton Unified School District.

Program 16.5: Implement the Master Plan for recreational arts facilities, including the addition of a ceramic/arts studio at the Cultural Arts Center in Amador Park and at the Firehouse.

Program 16.6: Complete the development of the Firehouse Arts Center.

Program 16.7: Allow City facilities to be used as arts venues where and when appropriate and feasible to bring new art experiences to Pleasanton (e.g. Shakespeare in the Park and Women's Will performances in City parks).

Policy 17: Use public art to enliven and beautify the public realm

Program 17.1: Review and update as appropriate the Arts in Public Places ordinance.

Program 17.2: Encourage commercial, office and residential projects to incorporate art within the project design.

Program 17.3: Enhance Main Street and its environs as a "cultural concourse" using the Downtown Public Art Master Plan to create a coherent vision for sites and themes for public art.

Policy 18: Develop programs and partnerships to support a broad spectrum of cultural and arts interests within the community.

Program 18.1: Continue to work with the Pleasanton Cultural Arts Council and the Pleasanton Cultural Arts Foundation to enhance the cultural life of the community.

Program 18.2: Design and implement programs for the Firehouse theater, art gallery and workshops.

Program 18.3: Work with local non-profit organizations to further develop and implement the Pleasanton Arts Marketing Plan.

Program 18.4: Develop a marketing, programming and business plan for the Cultural/Performing Arts Center on the Bernal Property.