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## **I. INTRODUCTION**

### **A. BACKGROUND AND INTENT**

The Arts Element of the General Plan recognizes that an aesthetic environment is an essential characteristic of a community which values its quality of life and wishes to be seen by its citizens, neighbors and visitors as an attractive and desirable place, addressing the needs of the human spirit. Factors, which are important to the achievement of an aesthetic environment for the City of Carlsbad, include the ready availability within the City of visual and performing arts and an esteem for aesthetics in all of the City's land forms, landscaping and architecture.

### **B. STATE LAW**

While the Arts Element is not one of the seven mandated elements, Section 65303 of the California Government Code (Planning and Zoning Law) indicates that the General Plan may include any other elements, which the community feels relate to the physical development of the City.

### **C. RELATIONSHIP TO OTHER ELEMENTS**

By recognizing the importance of encouraging an artistic environment, the Arts Element supports one of the overriding goals of the Land Use Element which is to have a balanced community where a full range of physical, social and economic opportunities exist for the residents of the community. The Arts Element also correlates with the Historic Preservation Element, which recognizes the aesthetic value of historic buildings, and the Scenic Roadways Element which promotes visual quality along certain designated, highly-traveled roads. Finally, the Arts Element relates to the Parks and Recreation Element in that all new parks include a public art component and address community needs for arts programming.

## **II. GOALS, OBJECTIVES AND IMPLEMENTING POLICIES AND ACTION PROGRAMS**

### **A. GOAL**

A city strongly reflecting the arts in its total environment with land and facilities permanently dedicated to performing and visual arts, together with an abundant range of on-going and special arts programs involving as many regular and visiting members of the community as possible, as active participants, audiences, and patrons.

### **B. OBJECTIVES**

- B.1 To provide one or more permanent facilities for exhibition, performance, rehearsal, discussion, or teaching of visual and performing arts and cultural endeavors.
- B.2 To provide works of art and other tangible things in public places.
- B.3 To have a city of residents and visitors practicing, participating in, attending, and observing artistic and cultural activities.
- B.4 To develop, modify, and improve, with a consideration for aesthetic issues (in addition to engineering, safety, cost, and other issues), city landforms, landscaping and architecture.

### **C. IMPLEMENTING POLICIES AND ACTION PROGRAMS**

- C.1 Designate a site (or sites) for the eventual development of a permanent facility (or facilities) for exhibition, performance, rehearsal, discussion or teaching of visual and performing arts and cultural endeavors.



- C.2 Proceed to build or cooperate with private foundations, improvement districts, other governmental agencies or citizen groups to build a permanent facility or facilities for the creation, exhibition, discussion or teaching of visual and performing arts and cultural endeavors.
- C.3 Provide, whenever possible, interim spaces within other facilities to offer arts programming.
- C.4 Provide, when possible, for the siting, selection, installation and maintenance of works of art and other tangible things within or upon public facilities and land.
- C.5 Encourage private businesses to install permanent and temporary works of art and other tangible things in their public places.
- C.6 Promote cooperative arrangements with other public or private agencies which facilitate the temporary or permanent display of works of art and other tangible things for display within or upon public or private facilities and land.
- C.7 Encourage individuals and organizations that provide experiences in the arts for citizens.
- C.8 Provide direction and support for continued development and presentation of a variety of arts in the City.
- C.9 Generate a wide range of programs that develop the skills of the participants at all levels of creative expression.
- C.10 Encourage residents to take advantage of the arts programming offered by agencies and institutions in the community.
- C.11 Provide financial assistance whenever feasible to groups or individuals who provide public arts programming to the residents.
- C.12 Promote school and community co-operation in the programming of artistic and cultural events and opportunities.
- C.13 Encourage cooperation and communication in areas of mutual benefit and corresponding programs between the City and local, regional, state, and federal government agencies.
- C.14 Consider aesthetics in reviewing the design of public and private development proposals.
- C.15 Actively seek and give preference to firms experienced in integrating aesthetics with functional design, who will include an artist on the design team, when contracting for professional services to assist with the planning and construction of public works.