

**Cultural Arts
Element**

Goals, Objectives, and Policies
Approved June 18, 2001 • Amended August 28, 2017

POLICY DOCUMENT

THIS PAGE INTENTIONALLY LEFT BLANK

CULTURAL ARTS GOALS, OBJECTIVES, AND POLICIES

GOAL 1

To make Orlando a place for families and individuals to live, work and enjoy by fostering a rich cultural life, accessible to all residents and visitors, and by contributing to the economic development and vitality of the community through the provision of high quality cultural opportunities.

Objective 1.1 The City of Orlando shall maintain a comprehensive inventory and analysis of the community's cultural resources and amenities. The inventory of cultural resources and amenities shall be updated as needed throughout the planning period.

Policy 1.1.1 The City shall monitor existing and future cultural needs and requirements, and explore financially feasible methods of attaining the desired amenities.

Objective 1.2 Throughout the planning period, the City shall facilitate community access to the various cultural organizations which serve Orlando residents.

Policy 1.2.1 The City of Orlando shall continue to support the United Arts of Central Florida, Inc.

Policy 1.2.2 The City shall encourage individual cultural organizations to provide outreach programs which bring exhibitions and performances from traditional stages into the community in such non-traditional venues as schools, senior centers, businesses, parks, and streets. The City shall examine the possibility of providing both fee-reduced and fee-free space for programs held on City property, as coordinated through the Families, Parks & Recreation Department or other appropriate City Department.

In addition, the City advocated the development of integrated, collaborative and audience developing outreach programs. These programs should be designed to attract young people to the wide range of cultural amenities available to them, and ultimately to broaden the visibility and accessibility of the entire arts community.

(Amended June 8, 2009, Effective August 25, 2009, Doc. No. 0906081103)

Policy 1.2.3 The City shall encourage the sponsorship of Artist Residencies, where artists work directly with students, faculty and/or the community as a special guest within a school or community for a period of time ranging from several days to a full year. These activities may be coordinated with such agencies as the Orange County School Board, Rollins College, the University of Central Florida and/or other local colleges/schools.

GOAL 2

The City of Orlando, together with the residents of Central Florida, shall recognize the contributions made by the arts to the vitality of our community and the quality of our lives by supporting the tangible and intangible benefits that result from the strong growth, positive investment, energetic participation and activity of local arts organizations.

Objective 2.1 The City of Orlando shall, wherever possible, seek to improve cultural arts leadership, funding, management, marketing, and facilities.

Policy 2.1.1 The City shall support local arts organizations by encouraging all citizens to participate as board members and contributors.

Policy 2.1.2 The City shall encourage more broad-based financial support for the arts by continuing the City of Orlando's work-place contribution program in association with the United Arts of Central Florida, Inc., campaign, and by helping to identify new philanthropic sources.

Policy 2.1.3 The City shall provide technical assistance to the various art agencies in order to improve management practices, wherever practicable and as requested.

Policy 2.1.4 The City shall encourage local art organizations to utilize innovative marketing devices, such as special surveys to update consumer research, and development of shared cross-marketing databases for existing arts patrons.

In addition, the City of Orlando may assist the United Arts of Central Florida, Inc., in developing marketing programs which attract attention to the arts and the role they play in Central Florida. Such a program may be developed in cooperation with the Chamber of Commerce, Downtown Development Board, Visitors and Convention Bureau, Orange County Government, and/or other public or private offices.

GOAL 3

To preserve and enhance cultural pluralism and to create an atmosphere conducive to the nurturing and growth of ethnic art forms.

Objective 3.1 Throughout the planning period, the City of Orlando shall encourage the concept of cultural pluralism by promoting and preserving the production of art activities showcasing ethnically and culturally diverse people and groups.

Policy 3.1.1 The City shall examine the possibility of developing a technical assistance program that would support productions and/or events which focus on specific ethnic or cultural groups in our community.

Policy 3.1.2 The City shall, where able and appropriate, provide monetary and/or other support for minority-based arts organizations.

Policy 3.1.3 Public support for the major arts institutions may, where appropriate, be coupled with funds for independent and sustained ethnic and cultural activity in local neighborhoods. Coordination between arts organizations and appropriate City agencies shall be pursued, possibly culminating in joint programming efforts.

GOAL 4

To assist local artists by providing physical space suitable for creating, displaying, and presenting visual and performing arts.

Objective 4.1 The City of Orlando shall develop and implement strategies to identify and help resolve artist space needs, throughout the planning period.

Policy 4.1.1 The City of Orlando may assist local artists and arts organizations in their efforts to establish cooperative associations and by providing technical assistance in understanding the City's Building Codes, Land Development Code, and realty laws and procedures.

Policy 4.1.2 The City shall consider amendments to the Land Development Code that permit and/or incentivize joint living and work quarters for artists in both new and existing structures.

Policy 4.1.3 The City shall explore innovative public/private partnership funding methods to encourage the creation or expansion of cultural facilities within the City.

Policy 4.1.4 The City shall examine the viability of an experimental subsidized artist workspace project at or near one of the following locations: Loch Haven Park, the Dr. Phillips Center for the Performing Arts, the OUC Lake Highland area, Creative Village or any other site deemed acceptable and appropriate after substantive review.
(Amended August 28, 2017, Effective October 27, 2017, Doc. No. 1708281201)

Policy 4.1.5 The City of Orlando shall conserve and revitalize its existing cultural facilities, wherever practicable, by encouraging the rehabilitation and sensitive, adaptive reuse of historic properties with a particular focus on the Downtown Arts District and Cultural Corridor.

GOAL 5

To establish a nationally recognized Cultural Corridor and Downtown Arts District that serves the entire Central Florida region, as well as to provide a quality alternative cultural experience for Orlando's large tourist population.

- Objective 5.1** Throughout the planning period, the City of Orlando shall enhance cultural entertainment opportunities and experiences by implementing the Cultural Corridor and Downtown Arts District concepts, as depicted on Figure CA-1, CA-2 and CA-3.
(Amended June 8, 2009, Effective August 25, 2009, Doc. No. 0906081103)
- Policy 5.1.1 The City shall support and promote development of the Dr. P. Phillips Orlando Performing Arts Center as the cornerstone of the Cultural Corridor and Downtown Arts District.
(Amended June 8, 2009, Effective August 25, 2009, Doc. No. 0906081103)
- Policy 5.1.2 The City shall maintain and enhance the Mayor Bob Carr Performing Arts Centre and other existing cultural and performing arts facilities.
- Policy 5.1.3 The City shall continue to support the maintenance and preservation of the 1927 County Courthouse functioning as The Orange County Regional History Center, an important focus of public and cultural activity between the Church Street Station Complex and Lake Eola Park, and an important component of the Cultural Corridor and Downtown Arts District.
(Amended June 8, 2009, Effective August 25, 2009, Doc. No. 0906081103)
- Policy 5.1.4 The City of Orlando shall assist in the planning, development, and maintenance of physical spaces in which artistic activity can occur and be supported. Physical spaces may be located at the Mayor Bob Carr Performing Arts Centre, the Loch Haven Park, the Dr. Phillips Center for the Performing Arts, Creative Village, City neighborhood centers, and other future City facilities, particularly those located in the Cultural Corridor and Downtown Arts District.
(Amended August 28, 2017, Effective October 27, 2017, Doc. No. 1708281201)
- Policy 5.1.5 The City shall work with the Downtown Development Board, Orange County Government, University of Central Florida, local businesses and other organizations to develop incentives for rehearsal, studio and performing arts spaces, and gallery spaces, within the Cultural Corridor and Downtown Arts District.

- Policy 5.1.6 The City shall continue working with United Arts of Central Florida, Inc. and the Downtown Arts District nonprofit to enhance the performing arts aspect of the Downtown Arts District. The City will work with United Arts of Central Florida, Inc. and the Downtown Arts District nonprofit towards a Downtown Arts District eventually consisting of at least six theaters of varying size, technical, and staging capabilities that foster a variety of performance formats. The performance spaces within the Dr. Phillips Center for the Performing Arts serve as full-time anchor theaters offering performances throughout the year. These performance spaces and others located within the Downtown Arts District shall vary in seating capacity.
(Amended August 28, 2017, Effective October 27, 2017, Doc. No. 1708281201)
- Policy 5.1.7 The City shall encourage the placement of at least three art galleries in Downtown Arts District, and the City shall examine potential incentives to accomplish this policy.
- Policy 5.1.8 Downtown theater patrons shall be encouraged to utilize Lymmo and existing parking facilities, especially existing City parking garages. Theaters within the Downtown Arts District should be located within a five-minute walk of the Lymmo route.
- Policy 5.1.9 Pedestrian areas which extend between parking facilities, the Lymmo route, theaters, and the central ticket booth shall be designed using Crime Prevention Through Environmental Design Techniques, to the maximum extent practicable.
- Policy 5.1.10 Within the Downtown Arts District, the City shall consider developing flexible Land Development Code standards and/or incentives which acknowledge the unique needs of artists and performers. Such standards may address parking, crowd management, noise, and signage.
- Policy 5.1.11 Street signage shall be designed to easily identify the Arts District, and shall address pedestrian and vehicular directional needs within the Downtown Arts District.

GOAL 6

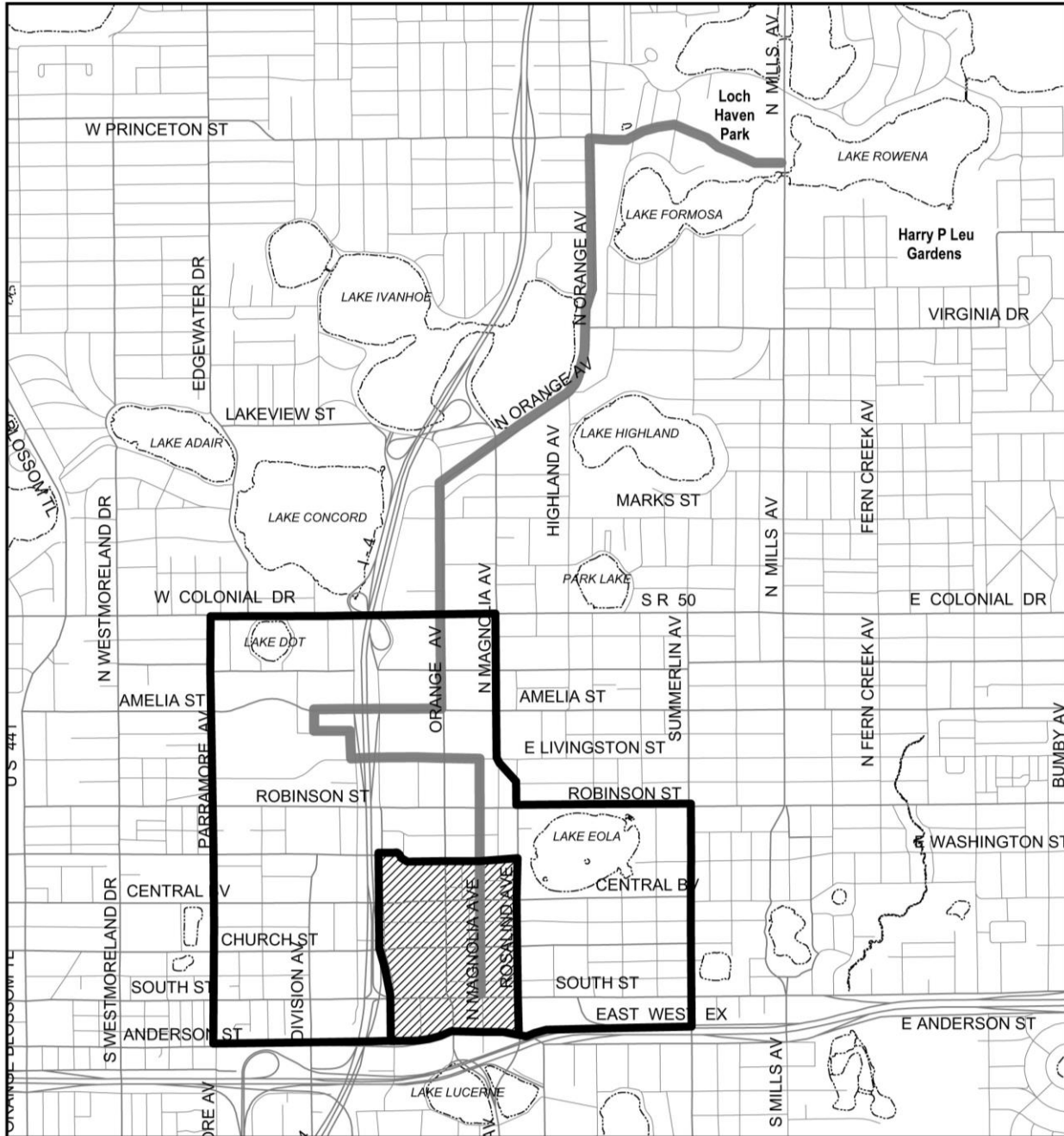
To promote the intellectual and aesthetic enrichment of the community through the acquisition and display of public art by the City of Orlando.






- Objective 6.1** Throughout the planning period, the City of Orlando shall continue to set aside 1% of its Capital Improvement Fund for the acquisition and maintenance of works of art through the City Public Art Program.

- Policy 6.1.1 The City, through its Public Art Advisory Board, shall select, on a yearly basis, a diversity of public art, including paintings, sculptures, prints, and mixed media such as photography, ceramics, fibers and crafts.
- Policy 6.1.2 The City's Public Art Advisory Board shall select works of art which have aesthetic and technical merit and are appropriate in context to the site.
- Policy 6.1.3 The Public Art Advisory Board shall follow established procedures for selecting artists. Artists shall be selected who are original, creative and express themselves in a manner utilizing the best qualities of their medium.
- Policy 6.1.4 The City's procedures for selecting artists shall include open and limited competition, by invitation, direct selection, mixed process and direct purchase.
(Amended June 8, 2009, Effective August 25, 2009, Doc. No. 0906081103)
- Policy 6.1.5 Public Art shall be dispersed throughout Orlando in such a manner that it is visible and accessible to the greatest number of people.
- Objective 6.2** The City shall continue to develop a collection of Florida Art throughout the planning period.
- Policy 6.2.1 This collection shall reflect artists living or working in the State of Florida. Works should be chosen based on originality, approach, demonstrated technical competence, reasonable maintenance and installation costs, size of edition, and appropriateness to the site.
- Objective 6.3** The City shall continue to support its trust fund for public art and cultural facilities throughout the planning period.
(Amended June 8, 2009, Effective August 25, 2009, Doc. No. 0906081103)
- Policy 6.3.1 Development located within the Downtown Activity Center future land use designation shall be required to pay a contribution to a trust fund established by the City for public art and cultural facilities as a condition to the award of any density or intensity bonus.
(Amended June 8, 2009, Effective August 25, 2009, Doc. No. 0906081103)

**Figure
CA-1**

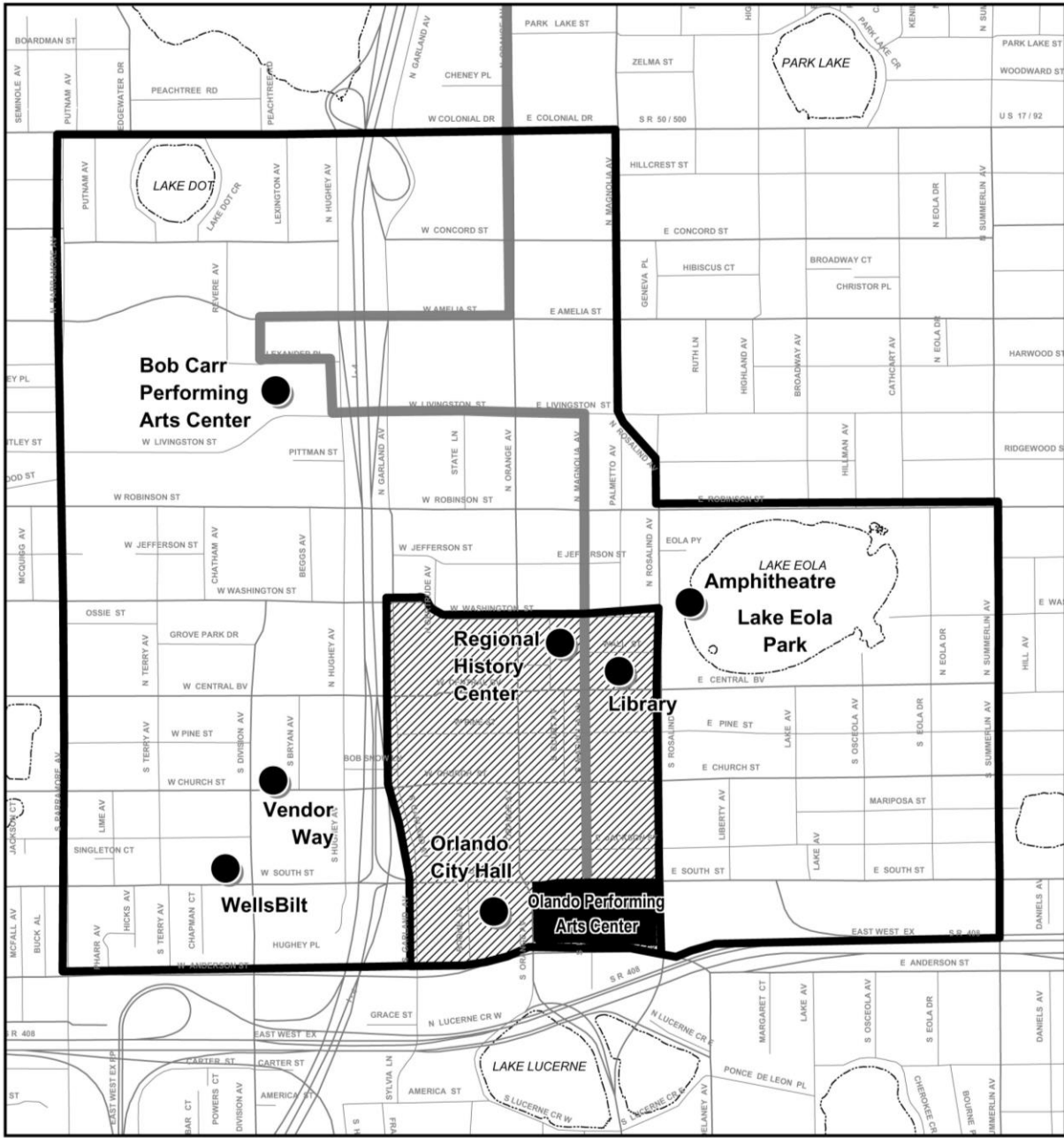
Cultural Corridor / Arts District



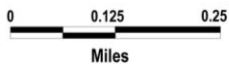
LEGEND		 NORTH
 <p>0 0.25 0.5 Miles</p>	 Arts District Phase - 1	
	 Ultimate Arts District	
	 Cultural Corridor	
<small>City of Orlando Economic Development Department City Planning Division July, 2008</small>		

**Figure
CA-2**

Cultural Corridor / Arts District



LEGEND



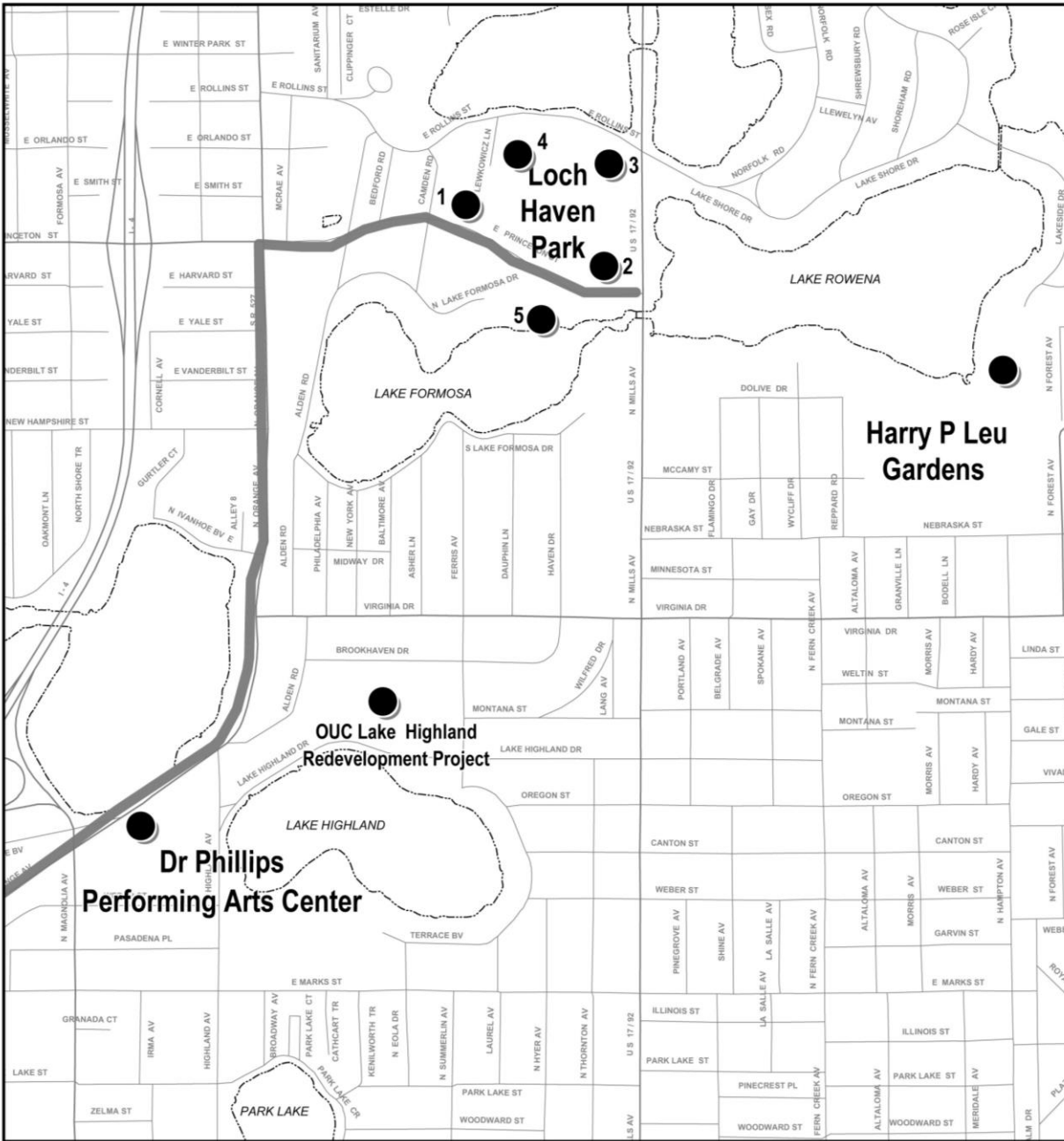
City of Orlando Economic Development Department
City Planning Division July, 2008

-  Public Facility
-  Arts District Phase - 1
-  Ultimate Arts District
-  Cultural Corridor

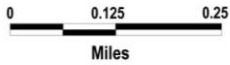


**Figure
CA-3**

Cultural Corridor / Arts District



LEGEND



City of Orlando Economic Development Department
City Planning Division July, 2008

— Cultural Corridor

Loch Haven Park Buildings

- 1 - Orlando Science Center
- 2 - Orlando/UCF Shakespeare Festival & Orlando Philharmonic Orchestra
- 3 - Orlando Museum of Art
- 4 - Civic Theatre
- 5 - Mennello Museum of Folk Art

