Comprehensive Plan Arts and Culture Element

Proposed Amendments

~~DELETIONS~~
ADDITIONS

1400 ~~**OVERVIEW**~~ **Overview 1400**

1400.1 The Arts and Culture Element provides policies and actions dedicated to the preservation and promotion of the arts **and culture** in **Washington, DC**~~the District of Columbia~~. Its focus is on strengthening the role of the arts **and culture** in shaping the physical form of **the District**~~our city~~. 1400.1

1400.2 The key issues facing the District ~~of Columbia~~ as it seeks to foster and enhance arts and culture include:

- **Expanding affordable arts and cultural production, presentation, and administration spaces;** ~~Improving the distribution of arts facilities throughout the city~~
- **Increasing the visibility and accessibility of arts and culture as a means of diversifying resident engagement and participation;** ~~public art in new and refurbished public construction~~
- ~~Retaining existing clusters of arts establishments and encouraging the designation of new Arts Districts~~
- ~~Creating a civic culture that attracts the creative class~~.
- **Enhancing arts and cultural organizations' capacity for strategic planning and partnerships;**
- **Building capacity through investments in historically underrepresented communities; and**
- **Celebrating community heritage through cultural spaces and programs.** 1400.2

1400.3 Washington**, DC** is ~~already~~ one of the country's leading cultural centers. Its breadth of artistic achievement encompasses many disciplines, cultures, individuals**,** and organizations. The District is home to the Smithsonian Institution, ~~several~~ museums of fine art, ~~and a world-class~~ symphony, ballet, and opera. From ~~the jazz clubs of~~ **music on** U Street~~,~~ NW to the daily literary events at local bookstores, ~~it's~~ **the District's** neighborhoods ~~also enjoy~~**celebrate the Washington, DC's distinct** ~~a~~ cultural legacy~~that is distinctly Washington's~~. **Together, these cultural organizations' contributions to Washington, DC have helped it grow as a national cultural epicenter.** ~~Over the past decade, the District has consistently ranked among the top states in per capita spending on the arts~~. Among American cities, Washington, DC **is particularly notable as a leader in performance theater, featuring signature venues, award-winning local productions, and top traveling performances.** ~~city is second only to New York in the number of live theater seats~~. 1400.3

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1400.4 **Data included in this Element precede the 2020 public health emergency. While the District's economic position may be substantially affected in the early 2020's, the District anticipates that economic trends highlighted in this chapter will hold in the long-term along with the policies contained in this chapter, which are designed to guide the District through both growth and recession cycles. Actions have been added to the Economic Development and Housing Elements of the Comprehensive Plan to address response to and recovery from impacts of the 2020 public health emergency that affect the arts and culture sector. 1400.4**

1400.~~4~~**5** The Arts and Culture Element **incorporates the DC Cultural Plan, which describes how the District will increase cultural creation, space, and consumption through shared stewardship, organizational innovation, and leveraged funding. The Cultural Plan introduces a new approach to cultural space that harnesses increased property values to generate more affordable cultural production, presentation, and administration space. This approach emphasizes strategies for shared spaces, such as studios and incubators, that will help position individuals and cultural organizations to better share in the benefits of the District's growth. 1400.5** ~~charts a course toward transforming the District into an even more vibrant cultural capital in the future than it is today~~.

1400.6 **The DC Cultural Plan presents an equitable policy framework that is inclusive of a broader array of creative works. Culture is the universe that encompasses the arts and many segments of the larger creative economy. Culture is comprised of heritage, practices, and traditions that are important to an individual, community, or society. Arts are creative practices based in skill and knowledge. Traditional art forms, such as the visual and performing arts, trace long trajectories throughout human history as means of expressing and sharing experience and emotion. Over time, additional art forms have emerged from cultures and technologies that present different ways of communicating. These additional art forms strengthen Washington, DC's cultural equity and facilitate its cultural evolution.** The **element's policies and actions** ~~Element~~ also **reinforce** ~~helps sustain the~~ arts **and culture** as **expressions** ~~an expression~~ of local values and **sources** ~~a source~~ of community identity. Fostering ~~the~~ arts **and culture helps to**~~can help make Washington a more "Inclusive City" by helping~~ **affirm all residents' cultural practices** ~~to express~~ and **increase opportunities for all residents to participate in and experience cultural and artistic expression** ~~realize their creative potential~~. **1400.6**

1400.7 **This element**~~It~~ acknowledges the contribution**s** of ~~the~~ art~~s~~ **and culture** to the **District**'s economy and supports investment**s that create**~~in the arts in order to provide~~ new jobs, goods, and services. **1400.7**

1401 **Arts and Culture Goal**

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1401.1 The overarching goal for arts and culture is~~:~~ **to facilitate a cultural environment in Washington, DC that is inclusive, equitable, and accessible. This type of cultural environment will increase artistic opportunities for individual and collective cultural development by supporting cultural programs and learning experiences in the District that inspire a vibrant cultural life for all residents. This element supports physical cultural infrastructure that advances arts and culture through exchanges that elevate art and cultural works beyond passive objects to active exchanges.** ~~Support and encourage arts and cultural venues, programs and learning experiences in the District of Columbia that inspire a vibrant cultural life for all segments of the population. Enhance the city's diverse artistic and cultural traditions through decisions affecting the physical environment.~~ 1401.1

1402 **Arts and Cultural Spaces 1402** ~~Policies and Actions~~

AC-1 Creating and Enhancing Arts and Cultural Spaces ~~Facilities~~

1402.1 **This element guides expansion and democratization of cultural space by emphasizing how social, informal, and formal cultural spaces are interconnected as a system. This approach elevates locally significant practices, with an emphasis on practices that are important to historically underserved communities. 1402.1**

1402.2 **Washington, DC's network of cultural spaces is strong and growing. Formal cultural spaces, including museums, performance theaters, and music venues, have undergone a period of growth since the early 2000s. Informal spaces, such as libraries and recreation centers, have been extensively renovated, in part to better serve as cultural anchors with spaces for displaying artwork, presenting performances, sharing learning, and creating art and cultural work. Social cultural spaces, including parks, open spaces, and private establishments, have also been improved and expanded. 1402.2**

1402.3 **However, many new cultural spaces house commercial entertainment and organizations that provide attractions oriented toward visitors or Washington, DC's high-income residents. Despite the addition of new cultural spaces, many established organizations have faced serious challenges adjusting to the increasing costs of space and living in the District. Going forward, additional low-cost cultural production, presentation, and administration spaces are needed to support growth of locally significant cultural practices. 1402.3**

1402.4 **Washington, DC is working to increase accessible, low-cost cultural spaces that enable cultural creators to connect with cultural consumers in a continuous process of imagining, testing, and scaling. This element envisions Washington, DC's formal, informal, and social cultural spaces collectively as**

the District's cultural infrastructure. Cultural infrastructure includes physical spaces, such as established theaters, shared-use production facilities, and public plazas, where arts and culture are produced and presented. The District has two primary objectives for this infrastructure: (1) increasing residents' access to cultural creation and consumption and (2) increasing high-quality spaces that support culturally relevant activities in historically underserved communities. 1402.4~~The ability of arts organizations and artists to thrive in our city is dependent on having suitable production, performance, and exhibition space. The required facilities include studios, rehearsal halls, theaters and concert halls, dance rehearsal and performance spaces, exhibition spaces, and galleries, multipurpose centers, classrooms, administrative offices, and art storage facilities, among others. Many of these facilities are completely absent in large parts of the city, especially in East of the River neighborhoods. Where they do exist, they may be threatened by rising rents and redevelopment pressure. 1402.1~~

1403 **AC-1.1 Expanding ~~Neighborhood~~ Arts and Cultural Facilities 1403**

1403.1 ~~In the last few years,~~**T**he District has made great strides in preserving, rehabilitating, and expanding arts **and cultural** facilities. **Since** ~~In~~ 2005**, numerous cultural venues have been established across the District, including** the GALA Hispanic Theatre, **which** moved into the ~~newly~~ refurbished Tivoli Theatre**; the Woolly Mammoth Theatre downtown; the Howard Theatre on U Street NW; The Edgewood Arts Center, Dance Place, and the Arts Walk have anchored revitalization near the Brookland-CUA Metro station; and organizations, such as the Anacostia Arts Center and the THEARC, that are leading a resurgence of community-oriented arts and cultural facilities in Wards 7 and 8.** ~~and the Woolly Mammoth Theater is housed in a opened the doors of its first permanent home - a new 265-seat, courtyard-style theater in the heart of Downtown~~. ~~Washington~~. ~~Even with the addition of such notable facilities, however, current supply may not meet demand.~~ **In addition, public space and facilities have become increasingly important venues for arts and culture. In particular, the public libraries are valuable creative hubs that connect residents to technology, books, and other media in support of local arts and culture. 1403.1**

1403.2 **Washington, DC's wide range of commercial cultural venues also have a growing role in increasing opportunities for District residents to present and experience cultural works. These spaces range from small art galleries to large concert venues that are distributed throughout Washington, DC. For residents, small and mid-sized venues are particularly important because they support formative opportunities to present arts and cultural work. Increasing awareness and the accessibility of these spaces is an important step toward reaching the District's cultural potential. 1403.2**

1403.3 **Yet Washington, DC's ability to sustain creators is threatened by its high-**

value real estate, which is driving higher costs for cultural facilities, as well as higher costs of living. As the District continues to grow and evolve, it faces a persistent need to preserve and enhance community-based arts and cultural facilities. 1403.3 ~~city faces a persistent need for the retention and further development of affordable neighborhood arts facilities.~~

1403.~~1~~**4** ~~A~~ **Looking forward, a collaborative approach is needed to reach the District's cultural potential that includes leveraged funding and financing for** ~~directed program of~~ facility ~~development,~~ maintenance**, development, and programming.**~~, and expansion is needed~~ **The collaborative approach will** ~~to~~ foster a more **equitable cultural** ~~stable arts~~ community. 1403.~~1~~**4**

1403.~~2~~**5** ***Policy AC-1.1.1: Enhancement of Existing Facilities***
Preserve and enhance existing District-owned **or controlled** neighborhood arts and cultural spaces. Assist in the improvement of arts **and cultural** organizations' facilities ~~in order~~ to enhance the quality**, diversity,** and **distribution** ~~quantity~~ of **cultural infrastructure** ~~arts offerings~~. 1403.~~2~~**5**

1403.6 ***Policy AC-1.1.2: Advance Libraries and Recreation Centers as Cultural Anchors***
Support and promote libraries and recreation centers as community anchors that support cultural learning, production, and presentation. The District's libraries and recreation centers are unique, community-oriented facilities that increase access to cultural space and programming. 1403.6

For additional guidance on policies for libraries, see the Community Services and Facilities Element for content pertaining to library facilities. Additionally, see the Parks, Recreation, and Open Space Element for information on parks and recreational facilities.

1403.~~3~~**7** ***Policy AC-1.1.3~~2~~: Development of New Cultural Facilities***
~~Develop new neighborhood~~ **Grow** cultural **organizations through shared and collaborative** facilities across the District~~, providing affordable space for grass roots and community arts organizations~~. Provide technical and financial assistance to organizations to help **secure or create new facilities when needed and as appropriate** ~~plan and build such facilities~~. 1403.~~3~~**7**

1403.~~4~~**8** ***Policy AC-1.1.4~~3~~: Distribution of Facilities***
Promote improved **access to** ~~geographic distribution of arts and cultural~~ facilities **that offer arts and cultural resources**, including development of arts facilities and venues **in Wards 7 and 8** ~~east of the Anacostia River~~ and in other parts of ~~the city~~ **Washington, DC** where they are in short supply ~~today~~. 1403.~~4~~**8**

1403.~~5~~**9** ***Policy AC-1.1.5~~4~~: Cultural and Artistic Diversity***
~~Ensure that n~~**N**eighborhood cultural facilities **should** accommodate a wide variety

of arts disciplines, cultures, individuals**,** and organizations. Facilities should also accommodate **persons** ~~the special needs of seniors and persons~~ with disabilities. **In addition, arts and cultural organizations are also encouraged to explore virtual and other types of digital programming that can reach residents who are unable to visit events in person.** 1403.~~5~~**9**

1403.~~6~~**10** ***Policy AC-1.1.6~~5~~: Siting of Facilities***
~~Support the~~ **Encourage** ~~siting of~~ arts **and cultural** facilities ~~in locations where impacts upon nearby uses can be most easily managed. Give preference to locations~~ **to locate** near public transit or sites where shared parking facilities are available. ~~Conversely, ensure that appropriate parking and transit access improvements are made when arts and cultural venues are developed~~. 1403.~~6~~**10**

1403.~~7~~**11** ***Policy AC-1.1.7~~6~~: Performance and Events in ~~Non-Traditional Settings~~ Public Space and Facilities***
Encourage the provision of spaces for performances and art events in neighborhood parks, community centers, **recreation centers,** schools, **libraries,** transit stations, streets, sidewalks, ~~residential developments~~ and public areas ~~in~~ **of** private **property** ~~development~~. ~~This~~ **These venues** can help reach new audiences and increase access to the arts for **all residents** ~~people in all parts of the city~~. 1403.~~7~~**11**

~~*Policy AC-1.1.7: Inclusion of Arts in DC Main Streets*~~
~~Support the inclusion of arts and cultural facilities and arts-supportive businesses as part of the city's neighborhood commercial revitalization programs. 1403.8~~

1403.~~9~~**12** ***Policy AC-1.1.8: Using District-Owned Facilities***
Encourage the shared-use of District-owned facilities, such as public schools, libraries, **parks,** and recreation centers **for cultural uses** ~~by artists and arts organizations~~. **This may be accomplished by incorporating programming and equipment into the facilities that support cultural activity. For example, the DC Department of Parks and Recreation offers a variety of equipment and facilities that support cultural events.** 1403.~~9~~**12**

1403.13 ***Policy AC-1.1.9: Cultural Uses in Transit Station Area Planning***
Encourage cultural facilities and publicly accessible cultural space in reuse plans for transit station areas. 1403.13

1403.14 ***Policy AC-1.1.10: Encourage Cultural Space in Planned Unit Developments***
Developing low-cost cultural space is an important priority for the District; it should be provided in addition to, not instead of, any affordable housing deemed appropriate for the project. 1403.14

1403.15 ***Policy AC-1.1.11: Partner with Community-Based Organizations to Increase Access to Cultural Facilities***

Encourage collaboration between cultural and community-based organizations, such as places of worship, to increase access to cultural opportunities. 1403.15

1403.16 ***Policy AC-1.1.12: Include Cultural Facilities When Large Sites Are Redeveloped***
When large sites are planned and developed, cultural facilities should be incorporated where feasible. Planning for these facilities should consider both their neighborhood-serving role and how they relate to the network of cultural facilities District-wide. 1403.16

1403.17 ***Policy AC-1.1.13: Cultural Incubators***
Support the development of facilities designed to incubate and grow arts and cultural organizations. These facilities should provide production space, technical assistance, and access to shared equipment. 1403.17

1403.~~10~~**18** *Action AC-1.1.A: Increase Public Spaces for Arts and Culture Presentation* ~~*Including Arts Spaces in Public Construction*~~
~~Consider regulatory changes that would~~ **E**ncourage the provision of space for ~~the~~ arts **and cultural presentation** in public **areas** ~~spaces~~ within and adjacent to new buildings ~~in new and refurbished public buildings~~. Examples ~~of such provisions would be the design of~~ **include** plazas ~~so that they can be used~~ **designed as** performance spaces or **incorporation of** gallery lighting ~~of~~ **in publicly accessible** lobbies **to provide** ~~so they can be used as~~ exhibition space. 1403.~~10~~**18**

See the Urban Design Element for policies and actions on streetscape and public realm improvements.

~~The tendency of cultural activities to cluster together is born out of the energy and excitement that is generated when there is more than one activity occurring in a limited area.~~

1403.~~11~~**19** *Action AC-1.1.B:* ~~*Theaters*~~ ***Cultural Facilities in Wards 7 and 8*** ~~*East of the River*~~
~~Pursue development of~~ **Encourage** additional arts and cultural establishments **that balance the distribution of facilities throughout the District, increase programming diversity, and improve residents' access to arts and cultural facilities.**~~,~~ including theaters and cinemas **in Wards 7 and 8**~~, east of the Anacostia River~~. 1403.~~11~~**19**

1403.20 ***Action AC-1.1.C: Increase Access to Public Facilities for Cultural Use***
Assess opportunities for increasing public access to government-owned cultural facilities, such as increased use of recreation centers for the production and presentation of cultural work by community organizations. 1403.20

1403.21 ***Action AC-1.1.D: Evaluate District Assets***

Evaluate vacant and unused District-owned or controlled properties for use as arts and cultural facilities. This includes underused portions of occupied buildings. 1403.21

1403.22 *Action AC-1.1.E: Consider Cultural Space in Master Facility Planning*
Explore the potential for increasing publicly accessible cultural space through the master facility planning processes for publicly-owned assets, such as libraries, schools, parks, recreation centers, and public safety facilities. 1403.22

1404 **AC-1.2 Arts and Culture in Every Community 1404** ~~Creating Arts Districts~~

1404.1 **A key concept in this element is culture everywhere, which is an approach for inclusive development that makes use of the cultural facilities and civic infrastructure distributed across the District as anchors for community equity building. Civic infrastructure includes the networks of libraries and recreation centers that can offer space for cultural programming and presentation. Culture everywhere is a collective impact model in which government, funders, and community members align their resources to create and sustain extensive networks of cultural clusters and arts districts that serve communities across Washington, DC. 1404.1**

1404.2 **Every community has its own cultural identity and cultural anchors. The District partners with place-based organizations, such as business improvement districts (BIDs), DC Main Streets, Advisory Neighborhood Commissions (ANCs), and others to strengthen community-based networks of cultural spaces, organizations, and programming. By building up each community's cultural networks, Washington, DC gains a more inclusive cultural environment with more opportunities for cultural expression and experiences that is reflective of its diversity. 1404.2**

1404.3 **Washington, DC encourages the development of community-oriented cultural clusters as an approach to expand the diversity of cultural practice while increasing residents' access to cultural opportunities. A key facet of the cultural clusters is shared-use cultural space, where performances are hosted in places of worship, restaurants, and stores. 1404.3**

1404.4 **Additionally, the District is also committed to sustaining three centrally located legacy arts districts: the Downtown Arts District, the Uptown Arts District, and the H Street NE Arts District. These districts were established to leverage arts as a catalyst for revitalizing underfunded commercial areas. Today, these arts districts are home to many of Washington, DC's leading arts and cultural institutions that have forged the District's current cultural identity. 1404.4**~~Arts Districts are identified, mixed-use areas of the city in which a high concentration of arts and cultural facilities serves as an anchor of attraction.~~

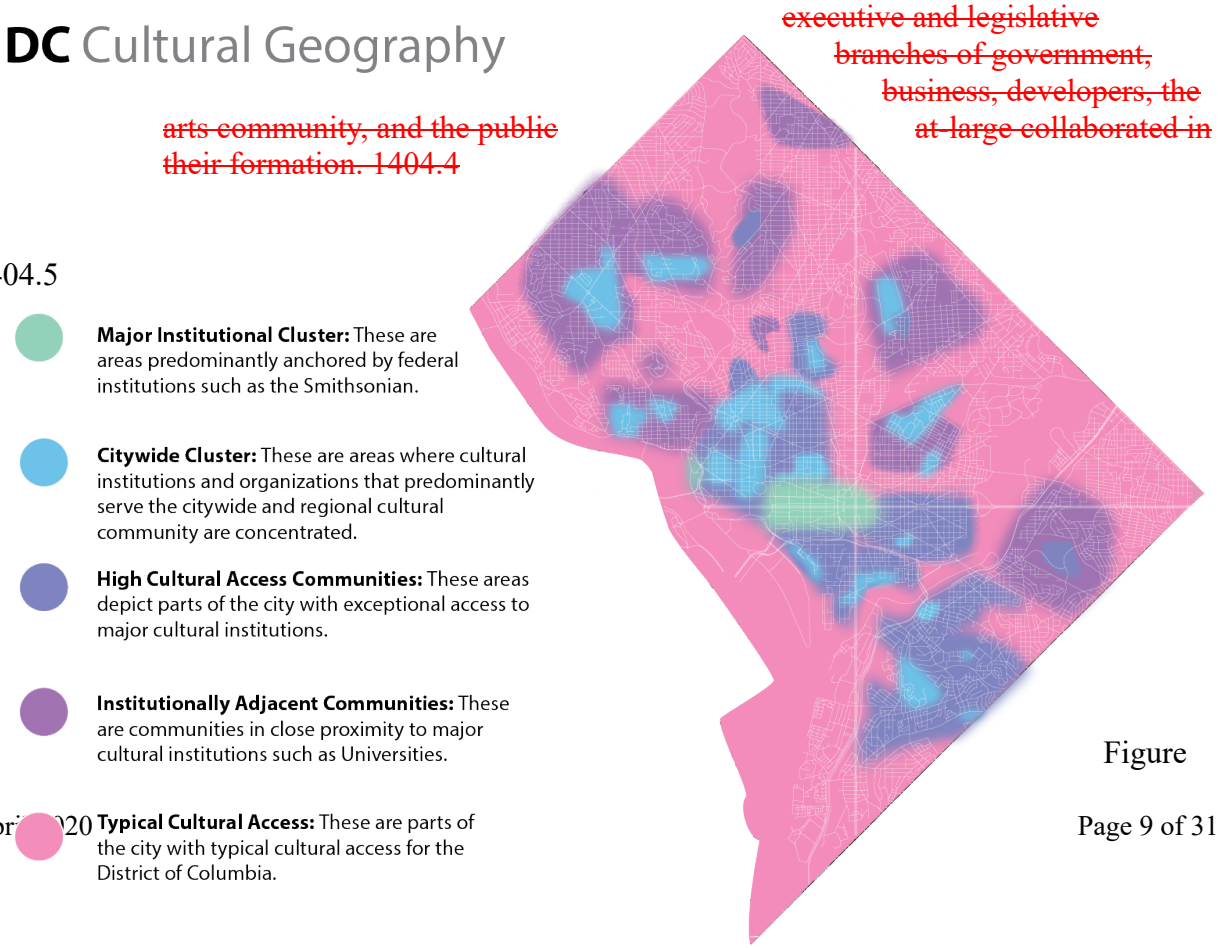
~~1404.1~~ ~~The tendency of cultural activities to cluster together is born out of the energy and excitement that is generated when there is more than one activity occurring in a limited area. Theater, music and visual arts audiences grow when the opportunity for exposure to various cultures and cultural events is present, especially when those opportunities take place in geographic clusters. 1404.1~~

~~1404.2~~ ~~Promoting the formation of such clusters by creating Arts Districts not only provides value to art patrons, it also spurs creative collaboration among arts organizations and artists. It can result in inventive artistic products as well as cost savings through shared facilities and/or shared administrative functions. 1404.2~~

~~1404.3~~ ~~Arts Districts also have an economic development value. Retail shops, restaurants, and hotels find a ready market for their goods and services in Arts Districts. More than 90 cities in the United States have planned or implemented such districts, positioning the arts at the center of their urban revitalization efforts. In the District, the 7th Street corridor, which includes a number of art galleries, the Shakespeare Theater and the new Woolly Mammoth Theater, is a good example. The corridor has attracted a mix of uses including a number of restaurants, and retail~~ establishments. 1404.3

~~1404.4~~ ~~Figure 14.1 shows the existing Arts Districts in Washington. These districts were established in the early 1980's as part of a District-wide strategy to use the arts to improve the social and economic well-being of the city. Representatives from the executive and legislative branches of government, business, developers, the at-large collaborated in arts community, and the public their formation. 1404.4~~

1404.5



Figure

14.1: **Washington, DC's Cultural Geography** 1404.5~~Arts Districts, 2005~~

1404.6 ***Policy AC-1.2.1: Culture Everywhere***
Partner with cultural organizations and private sector cultural funders to create community-based networks that leverage civic infrastructure with programming and spaces that are inclusive of the cultural practices that are significant in each community. Examples include DC Commission on Arts and Humanities (CAH) programming and support from focused agencies that provide support and funding for events across the District, including the Mayor's Office on Latino Affairs and the Mayor's Office of Lesbian, Gay, Bisexual, Transgender, and Questioning (LGBTQ) Affairs. 1404.6

1404.7 ***Policy AC-1.2.2: Using Civic Infrastructure as Cultural Infrastructure***
Seek opportunities to increase cultural use of civic infrastructure, such as libraries and recreation centers, through partnerships with cultural organizations. 1404.7

See also the Community Services and Facilities Element for additional information on civic infrastructure.

1404.8 ***Policy AC-1.2.3: Expand Community-Oriented Cultural Programming***
Continue expanding community-oriented cultural programming through grants and programming partnerships. 1404.8

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1404.9 ***Policy AC-1.2.4~~1.7~~: Inclusion of Arts and Culture in Business Improvement Districts and DC Main Streets***
Support the inclusion of arts and cultural **programming,** facilities**,** and arts-supportive businesses as part of the **District**~~city~~'s neighborhood commercial revitalization programs. ~~1403.8~~ **1404.9**

1404.~~6~~**10** ***Policy AC-1.2.5~~1~~: Arts Districts***
Sustain the Downtown**, H Street NE, and Uptown** Arts Districts as the preeminent locations in **Washington, DC** ~~the city~~ for region-serving arts **and cultural** venues, including theaters, **concert halls,** galleries, and museums.~~ and encourage the development of additional arts districts throughout the city.~~ 1404.~~6~~**10**

1404.~~7~~**11** ***Policy AC-1.2.6~~2~~: Support Arts and Cultural Clusters ~~Designate Arts Districts~~***
~~Identify, recognize, and~~ **S**upport existing **and emerging** clusters of arts **and cultural** establishments **through aligned public and private sector investments** ~~and encourage the designation of such areas as Arts Districts~~. 1404.~~7~~**11**

1404.12 ***Policy AC-1.2.7: Mitigate Cultural Displacement***
Reinforce and elevate existing cultural anchors, practices, and traditions in communities undergoing significant demographic change. Such efforts should reflect the history and culture of established communities in these neighborhoods and also embrace new residents. In addition, support cross-cultural programming that fosters a shared understanding of Washington, DC's history and culture among all residents. 1404.12

See also the Housing Element for more information about displacement mitigation.

1404.13 ***Action AC-1.2.A: Arts and Cultural Programming in Business Improvement Districts and DC Main Streets***
BIDs and DC Main Streets organizations should undertake arts and cultural programming when possible. These initiatives should reflect community identity, advance placemaking, and enhance commercial revitalization. 1404.13

1404.~~8~~**14** *Action AC-1.2.**B**~~A~~: ~~Arts Overlay~~ Zones **for Arts and Culture***
~~Use zoning overlays to promote and sustain Arts Districts.~~ Ensure that **the incentives in special zones for arts and culture** ~~Arts overlay zones are consistent with other District zoning regulations and that incentives for arts-related uses~~ are **fulfilling their intent** ~~not precluded by other provisions of zoning~~. 1404.~~8~~**14**

~~1404.9~~ ~~*Action AC-1.2.B: Arts District Along Rhode Island Avenue*~~

~~Explore the feasibility of designating an Arts District along Rhode Island Avenue, capitalizing on the designation along the US 1 corridor in Prince George's County (Mount Rainier, Brentwood, Hyattsville). Creation of such a district would include incentives for arts facilities and live-work housing, particularly in Northeast DC. Ensure that regulations associated with this district, if created, are consistent with other District proposals for this corridor (including those identified in the Comprehensive Plan).~~ **Obsolete – See Implementation Table.** ~~1404.9~~

~~1404.10~~ ~~*Action AC-1.2.C: Cultural Enterprise Zones*~~
~~Explore the feasibility of creating "Cultural Enterprise Zones" in which commercial and nonprofit cultural organizations have clustered office spaces, rehearsal and performance spaces, retail boutiques and galleries, and studio and living spaces for individual artists (see text box). Use tax incentives and subsidies to attract cultural organizations and private investors to such areas.~~ **Obsolete – See Implementation Table.**~~1404.10~~

~~1404.11~~ ~~*Action AC-1.2.D: Enforcement of Zoning Requirements*~~
~~Establish an inspection and enforcement program for Arts District zoning requirements, ensuring that such requirements (such as the display of art in store windows) are enforced after projects are constructed. This program should be part of the city's overall zoning enforcement efforts.~~ **Obsolete – See Implementation Table.** ~~1404.11~~

1404.15 *Action AC-1.2.C: Regulatory Process Support*
Explore new resources at permitting agencies that assist cultural creators and organizations navigate and successfully complete permitting processes. Resources could include permitting process navigators, technical assistance programs, and event planning toolkits. 1404.15

1404.16 *Action AC-1.2.D: Art Galleries in Public Buildings*
Explore the feasibility of using lobbies and corridors of public buildings as museum-style art galleries that feature works by local artists. The assessment should include options for curation, as well as evening and weekend operating hours. 1404.16

1404.17 *Action AC-1.2.E: Cultural Space Partnerships*
Encourage shared space arrangements that facilitate cultural presentation in commercial spaces, such as restaurants and bookstores. 1404.17

1405 AC-2 Making Culture ~~Art~~ More Visible 1405

1405.1 Culture reflects the practices and priorities of a society. The built

environment is one of the most important spaces where cultural expressions are exchanged. Making culture visible creates connection points in new and existing spaces that build social cohesion through shared experiences. Both temporary and long-term cultural installations communicate community heritage, identity, and aspiration. 1405.1

1405.2 **CAH and the Office of Cable Television, Film, Music and Entertainment (OCTFME) lead Washington, DC's initiatives to increase cultural visibility through public art, heritage programming, and creative economy exhibitions. The lead agencies partner with numerous government entities and community organizations to facilitate widely shared and authentic cultural experiences. These partnerships include wrapping Department of Public Works trucks with artwork created by local artists; hosting exhibitions of local filmmakers, musicians, and chefs; and supporting community heritage trails that highlight important narratives, including the civil rights movement, vibrant multicultural communities, and LGBTQ heritage. 1405.2**

1405.3 **Making culture more visible is particularly important as Washington, DC continues to grow because it helps build cross-cultural understanding in changing communities by elevating heritage and shared experiences. It also helps to create links between changes in the built environment and the events that preceded them. Most importantly, making arts and culture more visible symbolically states that even though the built environment is changing, the new spaces are intentionally welcoming of long-standing communities. 1405.3**

~~A large number of US cities and government agencies have adopted policies to make art more visible in the design of public buildings, infrastructure, and even private development. As public art projects have become more diverse and challenging, there has also been a shift from using art merely as an embellishment for architecture to using art to create a sense of neighborhood identity and to provide a connection to local history and culture. Art projects document, celebrate, and define communities. whose stories may once have been overlooked. This is particularly true in Washington, where public art tells not only the story of a city but also the story of a nation. 1405.1~~

~~Art of many genres has played an important role in building the civic culture of the District of Columbia. From monuments inspired by the Beaux-Arts movement to the evocative murals of Adams Morgan, art is an integral and visible part of our cityscape. We must continue to include public art as our city evolves not only in "federal" Washington but also in our neighborhoods. 1405.2~~

1406 **AC-2.1 Increasing Opportunities For Public Art 1406**

1406.1 Public art can provide beauty, visual interest, and a source of community pride. It

can contribute to cross-cultural understanding~~,~~ and become a source of community dialogue~~,~~ and **shared experiences** ~~participation~~. It also brings economic benefits in the form of tourism and ~~jobs~~ **work** for artists. While the most familiar forms of public art in the District are its more than 150 commemorative memorials, there are many other examples.~~ Traditional definitions of~~ **Public** art ~~have grown to~~ include**s** temporary installations, as well as permanent art forms, such as frescoes and ~~tile~~ murals. ~~New directions in public art should encourage a~~ **The District's public art represents diverse** ~~diversity of~~ **disciplines and** media**, reflecting Washington, DC's residents.**~~, so that all segments of the community~~ can participate and be represented. 1406.1

1406.2 **A large number of U.S. cities and government agencies have adopted policies to make art more visible in the design of public buildings, infrastructure, and even private development. Public art projects create a sense of neighborhood identity and provide a connection to local history and culture. These art projects document, celebrate, and define communities whose stories may once have been overlooked. 1406.2**

1406.3 **Art of many genres has played an important role in building the civic culture of the District. From monuments inspired by the Beaux-Arts movement to the evocative murals of Adams Morgan and the Metropolitan Branch Trail, art is an integral and visible part of the cityscape. As the District evolves, it should continue to include public art in all neighborhoods, not only in federal Washington, DC. 1406.3**

1406.~~2~~**4** Since 1986, **CAH** ~~the DC Commission on the Arts and Humanities~~ has maintained **the** ~~a~~DC Creates Public Art Program that purchases, commissions, and installs artwork for public sites throughout **Washington, DC**~~the city~~. The program was established by legislation that allocates up to one percent of the District's adjusted ~~Capital~~ **c**apital ~~Budget~~ **b**udget for the commission and acquisition of artwork. Despite this initiative, broader efforts are needed to increase public art communities where it is in short supply. 1406.~~2~~**4**

1406.~~3~~**5** ***Policy AC-2.1.1: Emphasizing Public Spaces*** ~~***Important Places***~~ ***with Art***
Use public art to strengthen **and reflect** the District's **diversity, including its** identity as a local cultural and arts center. Public art should accent locations such as Metro stations, sidewalks, streets, parks**,** and building lobbies. It should be used in coordination with landscaping, lighting, paving**,** and signage to create gateways for neighborhoods and communities. 1406.~~3~~**5**

1406.~~4~~**6** ***Policy AC-2.1.2: Funding Public Art in Capital Improvement Projects***
Continue to set aside funds from the capital improvement project budget for public art and arts-related improvements. **These improvements should enhance publicly-owned buildings with creative and aspirational works of art.** ~~Ensure that these funds are actually spent on physical improvements rather than~~

~~operations.~~ 1406.~~4~~**6**

1406.~~5~~**7** ***Policy AC-2.1.3: Reuse of Vacant ~~and/~~or Underutilized Buildings***
Support the temporary **use** ~~reuse~~ of **commercial buildings that** vacant ~~and/~~or underu**sed**~~tilized~~ ~~storefronts,~~ **or undergoing redevelopment for** ~~and other non-residential buildings for arts~~ **cultural** exhibition **and production, as appropriate**. 1406.~~5~~**7**

1406.~~6~~**8** *Action AC-2.1.A: Public Art Master Plan*
~~Develop~~ **Maintain** a Public Art Master Plan for the District. The Master Plan **sets** ~~would set out~~ a vision for public art~~, as well as~~ **and** basic principles for how public art can be integrated into the District's architecture, gathering places, and natural landscapes. 1406.~~6~~**8**

1406.9 ***Action AC-2.1.B: Small Parks for Public Art Assessment***
Assess the feasibility of using small parks that are owned or controlled by the District and federal governments for public art installation locations. The assessment should analyze how any artwork installed in the parks would be curated and maintained. 1406.9

~~1406.7~~ ~~*Action AC-2.1.B: Redevelopment of Old Convention Center*~~
~~Include substantial floor space for arts exhibition and outdoor space for the performing arts within the proposed redevelopment plans for the site of the\ former Washington Convention Center.~~ **Completed – See Implementation Table.** ~~1406.7~~

~~*See the Central Washington Area Element for additional recommendations on the site of the former Washington Convention Center.*~~

~~1406.8~~ ~~*Action AC-2.1.C: New District Museum*~~
~~Conduct a feasibility study on re-establishing a City Museum with public and private support to serve as a showcase of District art, culture, and history, including archival records for the District of Columbia. The study should determine ways to recoup public investment in such a museum, what business model would work best for its operation, where it should locate, and how it should be funded.~~ **Completed – See Implementation Table.**~~1406.8~~

1406.10 ***Action AC-2.1.C: Artwork and Cultural Presentation Space in EventsDC Facilities***
Encourage EventsDC to incorporate significant artwork and space for cultural presentation within any new or significantly renovated facility. 1406.10

1407 **AC-2.2 Using Art to Express Cultural Heritage 1407**~~Express Neighborhood Identity~~

1407.1 ~~Art and~~ **C**ultural **installations and** events ~~can~~ help **elevate and** preserve the distinct history and identity of **the District's communities** ~~local neighborhoods~~. For example, the Friendship Arch near the ~~Verizon Center~~ **Gallery Place-Chinatown Metro station** ~~accentuates~~ **celebrates** the unique identity of the Chinatown neighborhood. **Smaller installations, such as the District's network of 18 heritage trails, are also important. The trails are accessible engagement tools that communicate many of Washington, DC's important historical narratives. Cultural events, including Fiesta DC and the Caribbean Carnival, are another type of cultural program that elevates community-based cultural traditions. Together, the District's extensive and growing array of cultural installations and events contribute to an environment that is reflective of the people who live and have lived in the District.** ~~Similarly, "Recalling History: Mount Pleasant's Art on Call Boxes" recreates scenes from the neighborhood's history, starting with the area's Native Americans and moving through the arrival of today's immigrants. Art and culture should continue to be used to create civic pride and identity in this way.~~ 1407.1

1407.2 ***Policy AC-2.2.1: Affirm Civic Identity and Community Heritage Through Space***
Leverage the built environment to affirm civic identities and community heritage. Use historic preservation and adaptive reuse to maintain buildings and spaces that are culturally significant as the District continues to grow. 1407.2

1407.3 ***Policy AC-2.2.2: Support the Presentation of Community-Based Cultural Heritage***
Use interactive platforms, including cultural programming, interpretive signage, and murals, to help new and long-standing residents build community in innovative ways based on a foundation of heritage. 1407.3

1407.~~2~~**4** ***Policy AC-2.2.3~~1~~: Using Art to Convey ~~Create~~ Identity***
Use art as a way to help neighborhoods express unique and diverse identities, promoting each community's individual character and sense of place. 1407.~~2~~**4**

1407.~~3~~**5** ***Policy AC-2.2.4~~2~~: Neighborhood Festivals ~~Fairs~~***
Encourage neighborhood festivals of appropriate scale and location to showcase local culture **and increase connections among residents**. Such festivals should be planned and managed in a way that does not adversely affect neighborhood health, welfare, and safety. 1407.~~3~~**5**

1407.~~4~~**6** ***Policy AC-2.2.5~~3~~: Heritage Trails***
Create and maintain heritage trails in communities across Washington, DC, including historic districts, to provide historic context and infrastructure for cultural tourism promoting ~~promote~~ the diversity and history of the District~~'s unique neighborhoods through heritage trails~~. 1407.~~4~~**6**

See also the Urban Design Element for policies and actions on streetscape and public realm improvements that reflect cultural and architectural history~~.~~ ***and the Historic Preservation Element for content pertaining to expanding preservation knowledge.***

1407.7 ***Policy AC-2.2.6: Promote Local Cultural Identity and Traditions***
Promote the sharing of local cultural and community histories. These initiatives should be designed to expand access to resources that support the cultivation and expression of cultural identity. Examples of locally significant traditions include music, food, and art. 1407.7

1407.8 ***Policy AC-2.2.7: Community Heritage Storytelling***
Continue supporting organizations that highlight community heritage through storytelling. These initiatives capture and preserve first source accounts of lived experiences that help build shared identity among residents. 1407.8

See also the Historic Preservation Element for content pertaining to expanding preservation knowledge.

1407.9 ***Policy AC-2.2.8: Murals as Platforms for Community Building***
Recognize murals as platforms for expressions of community heritage and aspiration that provide inspiration for community dialogues. 1407.9

1407.10 ***Action AC-2.2.A: Explore a Festival Streets Program***
Analyze the potential for establishing a Festival Streets Program. Festival Streets programs provide master permits to a management organization, such as a BID or DC Main Street, that enables expedited event permitting within a defined area and scope of activity. 1407.10

1408 **AC-3 ~~Arts and the~~The Cultural Economy 1408**

1408.1 **The cultural economy is the system of individuals and organizations that produce and exchange cultural goods with consumers. This system facilitates cultural advancement by connecting cultural product development with revenue streams that enable creators to devote their time to refining cultural practices and producing creative works. 1408.1**

1408.2 **To get an accurate understanding of the size and composition of Washington, DC's cultural economy, the DC Office of Planning (OP) conducted an analysis as part of the DC Cultural Plan in 2016. The analysis found more than 156,000 people were directly and indirectly employed in the District's cultural economy and that they collectively earned $12.4 billion in wages that**

year. The workforce is employed in industries and occupations such as writing, graphic design, advertising, architecture, and media, as well as the visual and performing arts. 1408.2

1408.3 **This workforce helps distinguish Washington, DC's economy. According to the U.S. Bureau of Economic Analysis, the District has a high concentration of arts and cultural employment. The cultural workforce strengthens the District in two primary ways: growing arts and cultural industries and facilitating innovation in the broader economy. 1408.3**

1408.4 **The District offers a host of programs that support the personal and professional creative development for residents and organizations. CAH provides grant programs that include fellowships for artists, in addition to capacity building programs that combine technical assistance with grant funding for cultural nonprofits. Additionally, the Department of Small and Local Business Development (DSLBD) offers grants and technical assistance for aspiring and established local business owners, including cultural businesses. The Department of Housing and Community Development (DHCD) administers programs that produce and preserve affordable housing. The Office of the Deputy Mayor for Planning and Economic Development (DMPED) provides capital improvement grant funding on a competitive basis to businesses in Great Streets corridors. 1408.4**

1408.5 **The Mayor's Offices of Latino Affairs, Asian and Pacific Islander Affairs, African Affairs, and LGBTQ Affairs issue cultural grants and promote, preserve, and support the distinct cultures of their constituencies, often in consultation and partnership with their respective advisory committees. Likewise, the Mayor's Offices on Veterans' Affairs and Returning Citizens Affairs provide a variety of services and support programming to build community and support individuals and families in the veterans and returning citizens communities. The Mayor's Office of Religious Affairs, often in collaboration with the Mayor's Interfaith Council, engages communities and faith-based organizations in the creation of District-wide programs and initiatives across multiple disciplines, bringing distinct cultural voices to a range of topics. Still other commissions, task forces, and boards promote other elements of Washington, DC's tapestry of cultures. Together, these programs help advance the District's cultural economy. 1408.5**

1408.6 **The jobs, wages, and tax revenue created through the cultural economy are important; however, culture is not defined by, or limited to works that generate, financial returns. The District recognizes that less economically tangible cultural activities are also valuable. Analyzing the cultural economy has helped the District understand its size, structure, and composition. Through this analysis and numerous stakeholder interviews, the Cultural**

Plan identified affordable housing, business development, and cultural tourism as focus areas in the cultural economy. 1408.6

~~1408.1~~ ~~According to America for the Arts, America's nonprofit arts industry generates $134 billion in economic activity every year, including $53.2 billion in spending by arts organizations and $80.8 billion in event-related spending by arts audiences. These activities generated over $24 billion in local, state, and federal tax revenues. The Cultural Alliance of Greater Washington has estimated that the arts add $500 million to the area's economy each year, not including the $750 million expended annually by the Smithsonian Institution. Locally as well as nationally, art means business. 1408.1~~

~~1408.2~~ ~~Artistic expression arises from a creative workforce with unique needs. This workforce includes those in such fields as writing, graphic design, advertising, architecture, and media, as well as those in the visual and performing arts. Persons in the creative professions generate technological innovation, cultivate change, and bring new ways of thinking to the city's leading industries. Moreover, culturally diverse urban areas attract, retain and inspire talented people~~. ~~This can improve economic competitiveness as well as opportunities for artistic expression. Cities across the country have developed a variety of tools to support and retain their creative workforce.~~

~~From Business Improvement Districts (BIDs)~~**;** ~~to the adoption of artist-friendly zoning standards, planning practices can bolster the arts by supporting creative professionals. 1408.2~~

1409 **AC-3.1 Housing and ~~for~~ the Cultural ~~Creative~~ Workforce 1409**

1409.1 **Affordable housing is important for all residents, including members of the cultural workforce. Many members of the cultural workforce are self-employed or hold a series of jobs that balance income with creative freedom. As a consequence, many cultural creators have lower and less predictable incomes. Like many other residents, the creative workforce is facing increasing challenges securing and maintaining affordable housing as market rate housing has become more expensive. 1409.1**

1409.2 **Washington, DC is taking unprecedented action to mitigate the impact of increased housing costs through significantly increased funding and support for a system of housing programs that includes the Housing Production Trust Fund, Inclusionary Zoning, and the Home Purchase Assistance Program. Housing produced and preserved through these and other programs is available on the basis of need and availability. Combined, these programs offer a robust base of support for affordable housing. Members of the cultural workforce who need housing assistance are encouraged to use these programs to meet their housing needs. However, some programs have**

persistently high levels of demand that require sustained effort to receive support. 1409.2

See also the Housing Element for more information.

~~According to Census 2000, the District has a higher percentage of artists in its workforce than any other state in the country.~~

~~Yet the city's ability to sustain its artists is threatened by a lack of affordable real estate and suitable locations for studios, live-work space, and production facilities.~~

~~Some cultural enterprises have already left the city for cheaper space in the suburbs. Businesses in the cultural and non-profit sectors are particularly vulnerable to cost pressures~~ **.** ~~due to their low profit margins, specialized needs, and entrepreneurial nature~~. 1409.1

~~1409.2~~ ~~Live-work spaces traditionally have consisted of converted warehouses and industrial buildings, with open floor plans that offer large, flexible workspaces. Such spaces may house activities like film processing, welding, amplified music, fired ceramics, and other uses that are not compatible with traditional residential development. This is problematic in the District, since the city has a limited supply of industrial buildings and the competition for these buildings is fierce. 1409.2~~

~~1409.3~~ ~~While the District clearly has many groups in dire need of affordable housing, the needs of the arts community should not be forgotten~~. ~~Creative and effective solutions can be developed without diminishing the city's resources for broader affordable housing programs.~~

1409.3 ***Policy AC-3.1.1: Housing for the Cultural Workforce***
Encourage innovative approaches that remove barriers to housing for the cultural workforce, such as work-live housing, where the residential use is an accessory to production space. 1409.3

1409.4 ***Policy AC-3.1.2: Increase Awareness of Housing Programs***
Improve cultural creators' awareness of the District's housing programs, including through the provision of information on eligibility for self-employed residents. 1409.4

1409.~~4~~**5** ***Policy AC-3.1.3~~1~~: Affordable Artist Housing***
~~Include provisions~~ **Support** ~~for all~~ **affordable housing for residents with low-incomes who work in** arts ~~professionals~~ **and cultural occupations**~~in the District's affordable housing programs~~. **Housing provided specifically for residents with arts and cultural occupations should include dedicated**

facilities that support those occupations, such as loading docks, oversized doorways, and wash basins. 1409.~~4~~**5**

See also the Housing Element for additional policies and actions on affordable ~~and workforce~~ housing, including housing access.

1409.~~5~~**6** ***Policy AC-3.1.4~~2~~: Live-Work Spaces***
~~Ensure that t~~**T**he District's zoning and land use regulations **should** support the development of live-work space for creators in a variety of settings around the **District** ~~city~~. 1409.~~5~~**6**

1409.7 ***Action AC-3.1.A: Housing Toolkit***
Develop a toolkit that provides arts and cultural creators information about housing programs offered in Washington, DC. The toolkit should include information on rent supplements, affordable dwelling units, inclusionary housing, home purchase assistance, and homelessness assistance. 1409.7

1409.8 ***Action AC-3.1.B: Qualification for Affordable Housing Programs***
Conduct an assessment of barriers to affordable housing programs for residents who work in the arts and culture sector who are self-employed or have more than one source of employment. 1409.8

~~1409.6~~ ~~***Action AC-3.1.A: Zoning Amendments***~~
~~Conduct a review of planning, building, and zoning regulations as they relate to arts uses to:~~

~~a) permit and/or create incentives for joint living and work quarters for artists in new and existing structures; and~~

~~b) make it easier to use garages and accessory buildings on residential lots as studio spaces, provided that issues such as noise, fire safety, environmental protection, and parking can be addressed.~~

Completed – See Implementation Table. ~~1409.6~~

See the Housing Element for more information on affordable housing.
~~*See the Land Use Element for additional policies on home-based businesses.*~~

1410 **AC-3.2 Cultural Organization Development 1410**

1410.1 **Cultural organizations of all sizes help increase creative opportunities and produce diverse, culturally relevant expressions. These organizations affirm individual identities and create opportunities for residents with different backgrounds to build meaningful connections. Washington, DC had more than 600 cultural organizations and more than 4,000 self-employed artists and cultural creators in 2016. An analysis of 2014 information from SMU DataArts indicates that small and medium-sized nonprofits in the District**

spend a higher portion of their budgets on space and a smaller portion on employee compensation compared to larger cultural nonprofits. Further analysis determined that there are limited opportunities for increasing grant funding from the District government and local foundations to a level that is high enough to systemically reduce the financial burden of space costs. 1410.1

1410.2 **While Washington, DC's economic and population growth drive higher costs for many commercial spaces, the growth also increases the base of potential cultural supporters and patrons. To address the challenge of scalable and sustainable cultural organization funding, the DC Cultural Plan introduced models for leveraged funding sources. The approach builds on existing programs to foster stronger networks of cultural organizations that have high-quality business plans, financial plans, and management practices that enable organizational innovation through leveraged funding approaches. 1410.2**

1410.3 **Building capacity for organizational innovation and leveraged funding is designed to increase cultural equity by enabling grants from the District and other funders to achieve greater impact. Importantly, this approach empowers creators from historically underrepresented communities to present cultural works in enduring and public formats. This approach also highlights opportunities for programming partnerships, corporate partnerships, and mentoring that can provide supplemental support to the District government's base of technical assistance programming. 1410.3**

1410.4 ***Policy AC-3.2.1: Small Business Development***
Encourage individuals and organizations seeking to establish, strengthen, or expand cultural organizations to use the District's small business development resources. These programs help creators build high-impact organizations and increase access to technical assistance and funding. 1410.4

1410.5 ***Policy AC-3.2.2: Providing Goods and Services to the District***
Encourage arts and culture organizations to become Certified Business Enterprises (CBEs), which provides preferred status in the District's competitive contracting process for goods and services. 1410.5

1410.6 ***Action AC-3.2.A: Directory of District-Based Arts and Cultural Businesses***
Explore the feasibility of creating a directory of District-based arts and cultural businesses drawn from the District's list of CBEs to inform organizations such as EventsDC, BIDs, DC Main Streets, and other businesses that seek products from local arts and cultural organizations. 1410.6

14~~10~~11 **AC-3.3~~2~~ Promoting Cultural Tourism 14~~10~~11**

~~1410.1~~**1411.1** Cultural tourism "is travel directed toward experiencing the arts, heritage, and special character of unique places." This definition emerged from the 1995 White House Conference on Travel and Tourism, which declared ~~United States~~**U.S.** involvement in this worldwide phenomenon a national priority—a way to link support of American cultural institutions with economic development goals for the nation. ~~1410.1~~**1411.1**

~~1410.2~~**1411.2** ~~According to the Travel Industry Association of America, cultural tourism is the fastest growing segment of the tourism industry, representing 81 percent of domestic travelers. Based on survey data, 66 percent of the nation's cultural travelers want to visit historic places and museums, while 45 percent want to participate in arts and cultural events.~~ **In 2017, Washington, DC achieved its eighth consecutive tourism record with nearly 23 million visitors. Additionally, there are significant indicators that cultural tourism is increasing in the District, which includes annual attendance growth at Smithsonian Institution facilities from 23 million in 2006 to nearly 30 million in 2016 and steady growth in the number of people who visit the District each year.** ~~1410.2~~**1411.2**

~~1410.3~~**1411.3** The District is rich in the kinds of experiences and places ~~those~~ **cultural tourism** visitors are seeking. ~~While~~ **Although** some of these places**,** ~~are well known, including~~**such as** ~~— the streets of~~ Georgetown ~~or~~ **and** Capitol Hill, ~~for instance~~ **are well known,** ~~—~~ many are not. ~~Places, such as like the~~**For instance, the Civil War Defenses of Washington, otherwise known as the** Fort Circle Parks**;**~~,~~ Historic Anacostia**;**~~,~~ and Brookland are rich in landmarks that are **not well** known ~~to few~~ outside the **District**~~city~~. The visitor experience should be expanded to include the dozens of cultural attractions that exist beyond the monuments and museums of the National Mall. **Expanding the visitor experience beyond the Mall** ~~This~~ will bring more visibility and revenue~~s~~ to local cultural institutions and **an expanded customer base for many** ~~new dollars to~~ **of** the **District**~~city~~'s neighborhood~~s~~ **commercial areas**. **Alignments should be made to connect cultural tourism visitors with ecotourism in locations including the National Arboretum and Kenilworth Aquatic Gardens. In addition**~~Additionally~~, the development of new museums and cultural facilities beyond the Monumental Core, as called for by **the National Capital Planning Commission's (**NCPC's**)** Memorials and Museums Master Plan, can expand choices for visitors and provide growth opportunities for local tourism. ~~1410.3~~**1411.3**

~~1410.4~~**1411.4** ***Policy AC-3.3~~2~~.1: Promoting Cultural Amenities***
Promote the development of cultural amenities ~~"~~beyond the Mall~~"~~ in an effort to more fully capitalize on the economic benefits of tourism for District residents, businesses, and neighborhoods. ~~1410.4~~**1411.4**

1411.5 ***Policy AC-3.3.2: Partner with Diplomatic Organizations***

Increase cultural exchanges between residents and the international community by participating with embassy public diplomacy programs whenever feasible. 1411.5

1411.6 ***Policy AC-3.3.3: Commemorative Works***
Coordinate with NCPC and commemorative works sponsors to locate national museums and monuments on sites beyond the National Mall. 1411.6

~~1410.57~~ ~~*Policy AC-3.2.2: F Street Museum Corridor*~~
~~Encourage the siting of new museums and theaters along the F Street NW Corridor through Downtown, creating a second "tier" of cultural attractions that complements the National Mall and anchored by such attractions as the Spy Museum and the National Portrait Gallery. 1410.5~~

~~1410.6~~**1411.7** *Action AC-3.**3**~~2~~.A: Marketing Cultural Events*
~~Explore improvements to more effectively market cultural events in the city, for example, by partnering with the Cultural Alliance of Greater Washington to expand TICKETplace into a centralized box office for all arts performances and events in the city~~ **Partner with existing organizations that promote tourism to market cultural events to local, regional, and international audiences**.
~~14101.6~~**1411.7**

14~~11~~12 **AC-4 ~~Increasing~~ Shared Stewardship of ~~Support for~~ ~~the~~ Arts and Culture 14~~11~~12**

1412.1 **Shared stewardship is an approach that establishes an explicit role for all stakeholders through partnerships among institutional funders, individual funders, and participants. These partnerships help form alignment between stakeholders that yield long-lasting and high-impact cultural programs and facilities. 1412.1**

1412.2 **Through partnerships between the District and leading regional cultural funders, the number of performance theaters has increased substantially since the early 2000s. Many of the new theaters are thriving, but there are indications that Washington, DC's theater market is becoming saturated. 1412.2**

1412.3 **However, there is a need to increase opportunities to produce and present cultural works in communities that are underrepresented in Washington, DC's cultural landscape. Building on the District's and region's base of cultural supporters with a shared stewardship approach that enables the cultural community to achieve greater alignment among cultural funders, presenters, and consumers. This approach increases the amount, diversity, and equity of cultural presentation. 1412.3**

1412.4 **Through shared stewardship, the District partners with foundations, nonprofits, businesses, universities, and residents to collaboratively support arts and culture. This approach includes every resident and stakeholder as important contributors who provide support proportionately with their capacity. Increasing support for the arts also requires cultural organizations to focus on programming that is culturally relevant to Washington, DC's consumer base. 1412.4**

~~1411.1~~ ~~The nonprofit arts are not entirely self-supporting. The income generated through ticket sales or by sales of artwork rarely equals the costs of production, leaving arts enterprises to look for other income sources. Individual artists have limited access to funding, and non-profit arts organizations face tough competition for affordable space. Cities all over the United States confront these challenges and continuously seek new sources of arts funding. Expanded local government funding is one approach, but there are many non-traditional approaches being explored. 1411.1~~

~~1411.2~~ ~~Increasing support for the arts also requires that we instill an appreciation for the arts through education. Arts education can nurture the creative and artistic~~. ~~talents. of District residents, and can foster a love for the arts that may later translate into financial support and patronage. 1411.2~~

14~~12~~13 **AC-4.1 Public Funding 14~~12~~13**

~~1412.1~~**1413.1** In **Washington, DC,** ~~the District of Columbia~~, ~~the DC Commission on the Arts and Humanities~~ **CAH** is the primary public **arts and cultural** funding agency. **It provides programs and services, including grants, professional opportunities, and educational enrichment, to individuals and nonprofit organizations within the District**~~It provides grants to individual artists and a wide variety of nonprofit organizations~~. **All CAH initiatives focus on a four-part framework of advancing inclusion, diversity, equity, and access. CAH**~~The Commission~~ is supported primarily by District government funds**,** ~~and~~ **supplemented by** federal block grants and other special funds awarded by the National Endowment for the Arts **(NEA)**. **In addition, the Commission may receive contributions and donations through the District's Arts and Humanities Enterprise Fund.** ~~In addition, the Commission receives charitable contributions and donations through the Arts and Humanities Enterprise Fund. In recent years, revenues totaling close to $1.2 million have been raised through auctions and merchandise sales from special projects such as Party Animals and Pandamania.~~ The District also **provides the majority of CAH's funding as part of its annual operating budget**~~aintains a dedicated revenue stream from its capital budget to support the development of arts facilities~~. ~~1412.1~~**1413.1**

~~1412.2~~**1413.2** ***Policy AC-4.1.1: Making Funding Inclusive***
~~Ensure that~~ **District** ~~city~~ funding for the arts ~~occurs~~ **should be distributed**

through a fair and transparent process and supports the delivery of services to the broadest possible spectrum of the community, with a particular emphasis on underserved communities. ~~1412.2~~**1413.2**

1413.3 ***Policy AC-4.1.2: Grant Programs for Cultural Creators***
Continue to implement and refine CAH grant programs that support both individual creators and nonprofit cultural organizations. 1412.3

~~1412.3~~**1413.4** ***Policy AC-4.1.3~~2~~: Provide Clear Expectations for Licenses, Permits, and Taxes*** ~~*Granting Cost Reductions and Exemptions*~~
~~Reduce or eliminate, whenever~~**Whenever** possible**, the District will provide clear documentation for the production, presentation, and administration of the costs for licenses, permits and taxes that includes information on any reductions or waivers available.**~~, city-imposed costs associated with producing the arts by non-profit organizations and educational institutions. Explore off-setting costs for business licenses and permits, property taxes, insurance, and rents for the use of city facilities, among others. 1412.3~~**1413.4**

1413.5 ***Policy AC-4.1.4: Encourage Arts and Cultural Events***
Support a flexible permitting process for arts and cultural events that helps facilitate highly accessible engagement opportunities while continuing to ensure the public health and safety of the events. 1413.5

1413.6 ***Action AC-4.1.A: Sustain Grant Funding for Arts and Culture***
Continue providing grant funding through CAH and community affairs agencies. 1413.6

1413.7 ***Action AC-4.1.B: New Sources of Cultural Funding***
Explore new sources for cultural funding that increase the impact of the District's grant funding through a new form of support, such as the models and programs outlined in the DC Cultural Plan, including social impact investment, public-private partnerships, and leverage funds. 1413.7

14~~13~~14 **AC-4.2 Partnerships 14~~13~~14**

1414.1 **Partnerships are tools for organizational innovation and growth that cross-pollinate cultural organizations and consumers with new ideas and experiences. They bring two or more organizations together through a balance of investment and trust. The cultural community uses several types of partnerships, including those between the public and private sector, foundations and cultural organizations, large institutions and community-based organizations, economic development organizations and creative organizations, and cultural organizations with cultural consumers. Each type of partnership helps the cultural community create the space and cultural presentations that reflect the District's diversity and heritage. 1414.1**

1414.2 **Partnerships should be framed with a clear focus on goals, such as improving youth exposure and access to cultural experiences. Funding organizations, including corporations, foundations, government institutions, and individual funders, are important parts of many partnerships. Two of the most important funders are the NEA and National Endowment for Humanities. These organizations provide systemic and project funding programs that support high-impact cultural works District-wide. 1412.2**

1414.2a **202Creates**
The District's 202Creates Program is an innovative partnership model for promoting and supporting the District's creative economy through showcase events, technical assistance, and promotion. 1414.2a

~~1413.1~~ ~~Given the limits of public funding, support for the arts has increasingly relied on partnerships with the corporate and institutional sectors. This shift has been accompanied by a growing interest in the arts by the business sector. Audiences for the arts are often the very markets that businesses are trying to reach. 1413.1~~

~~1413.2~~ ~~The trend toward partnerships has provided the arts with new resources for programs and operations. These include both funding and contributions of in-kind goods and services. The District can help support and expand these links through its economic development programs and through the activities of the Commission on Arts and Humanities. It can also help build partnerships with organizations like the National Endowment for the Arts, local philanthropic organizations and foundations, and our colleges and universities. 1413.2~~

~~1413.3~~ ~~Here in the District there is a history of civic volunteerism. This extends to cultural leadership through diverse non-profit arts, cultural organizations, and regional advocacy organizations such as the Cultural Alliance of Greater Washington. Stronger collaboration among these organizations and other city and federal agencies is needed to maximize our resources and broaden the reach of arts and culture. 1413.3~~

1414.3 ***Policy AC-4.2.1: Collective Contribution Approach to Culture***
Advance a collective contribution approach to culture in which all cultural stakeholders, including funders, creators, and consumers, align time and resource contributions to generate the funding, space, and support necessary for Washington, DC's cultural sector to reach its full potential. 1414.3

~~1413.4~~**1414.4** ***Policy AC-4.2.2~~1~~: Private Sector Partnerships***
Develop partnerships with the private sector to encourage monetary and nonmonetary support for ~~the~~ arts **and culture**~~, as well as sponsorships of arts~~ organizations and events. ~~1413.4~~**1414.4**

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~~1413.5~~**1414.5** ***Policy AC-4.2.3~~2~~: Partnerships Among Organizations***
Promote the creation of partnerships among the District and federal governments, local businesses, arts organizations, schools, college and university art programs and departments, and charitable foundations to enhance arts programming, funding, and facility development. ~~1413.5~~**1414.5**

~~1413.6~~**1414.6** ***Policy AC-4.2.4~~3~~: Colleges and Universities***
~~Recognize the contribution of~~ **Collaborate with** local colleges and universities to **support their contributions to** arts and culture in the **District** ~~city~~ and ~~promote continued collaboration to~~ develop additional arts **and cultural** facilities ~~and programs~~ serving the broader community. **Universities are encouraged to offer cultural mentorship programs that support knowledge transfers between the institutions and the surrounding communities.** ~~1413.6~~**1414.6**

1414.7 ***Action AC-4.2.A: Innovative Cultural Business Models***
Explore how Washington, DC can partner with other cultural funders and stakeholders to advance innovative business models that lower barriers to forming financially sustainable cultural businesses. 1414.7

14~~14~~15 **AC-4.3 Engaging the ~~Arts~~ Cultural Community in Planning 14~~14~~15**

1415.1 **Incorporating arts and culture into community planning is part of building an inclusive District. Culture infuses new buildings and public spaces with works of art and cultural activities that are reflective of Washington, DC's heritage and cultural identity. The District government undertakes a range of initiatives to incorporate culture in planning, including Small Area Plans that identify community assets and place-based cultural opportunities, and the Public Art Master Plan. 1415.1**

1415.2 **Arts and culture provide context for community building in community planning. OP's creative placemaking practice area is a leading example of how showcasing cultural practices and community heritage builds common ground in changing communities. Creative placemaking programs have taken many different forms, including evocative art installations that help build a shared vision for community change, exhibitions designed to increase cultural understanding in multicultural communities, and recreations of historic spaces to help newer residents connect with community history. 1415.2**

~~1414.1~~ ~~Building a stronger constituency for the arts will require engaging the arts community more effectively in local planning. Since 1968, the DC Commission on Arts and Humanities (COAH has been a vehicle for artists and creative professionals from across the city to advocate for policies that expand cultural awareness and opportunity. Strengthened relationships between the COAH and other city agencies can lead to clearer, more integrated, and ultimately more~~

~~successful results. By organizing and mobilizing the arts community, the District can also work toward greater support from arts patrons from across the entire metropolitan area, and not just those living in the District. 1414.1~~

1415.3 ***Policy AC-4.3.1: Incorporating Arts and Culture into Community Planning***
Integrate arts and culture into the neighborhood planning that the District undertakes to promote inclusive, resilient, and vibrant communities. Approaches include screening for cultural assets; identifying opportunities to enhance cultural awareness, facilities, and programming; and identifying cultural priorities for sites with significant redevelopment potential. 1415.3

1415.4 ***Policy AC-4.3.2: Emphasizing Community Identity Through Creative Placemaking*** ~~Important Places with Art~~
Use creative placemaking as an arts and culture-forward platform for engaging the community by creating experiences that connect people, inspire action, support creativity, and celebrate the unique aspects of neighborhoods. 1414.4

1415.5 ***Policy AC-4.3.3: Partnerships to Support Creative Placemaking***
Support commercial management and revitalization organizations, such as DC Main Streets, BIDs, and other similar organizations in deploying creative placemaking interventions. 1415.5

~~1414.2~~**1415.6** ***Policy AC-4.3.4~~1~~: Engaging ~~Our~~the Arts and Cultural Communities ~~ty~~***
Increase the involvement of the arts **and cultural** communi**ties** ~~y~~ in the design of the physical environment~~, and include artistic considerations in local planning and redevelopment initiatives~~. ~~1414.2~~**1415.6**

~~1414.3~~**1415.7** ***Policy AC-4.3.5~~2~~: ~~Role~~ Roles of CAH ~~the Commission on Arts and Humanities~~ and OCTFME ~~Office of Cable Television, Film, Music, and Entertainment~~***
Maintain and strengthen **CAH** ~~the DC Commission on Arts and Humanities~~ **and OCTFME** so that **they** ~~it~~ can better serve the public through arts **and creative economic** policy coordination, planning, and programming. ~~1414.3~~**1415.7**

~~1414.4~~**1415.8** *Policy AC-4.3.**6**~~3~~: Collaboration with Historic Preservation Organizations*
Encourage ~~non-profit and private~~ arts **and cultural** organizations to work closely with historic preservation organizations to reuse historical buildings, including historic theaters, as cultural centers. ~~1414.4~~**1415.8**

1415.9 ***Policy AC-4.3.7: Equitable Community Development***
Encourage stakeholders in the government, nonprofit, and for-profit sectors, and particularly anchor institutions, such as universities, to use art and cultural facilities, combined with programming, to support vibrant neighborhoods and inclusive real estate development. 1415.9

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~~1414.5~~**1415.10** ***Policy AC-4.3.8~~4~~: Coordination with Other Jurisdictions***

Partner with ~~Encourage~~ other jurisdictions in the region to help sustain and enhance the cultural **promotion of the metropolitan area** ~~facilities located within the city that serve the region as a whole~~. ~~1414.5~~**1415.10**

14~~15~~16 **AC-4.4 Increasing Arts and Cultural** ~~**Awareness and**~~ **Education and Participation 14~~15~~16**

~~1415.1~~**1416.1** ~~The~~ **A**rts **and culture** play a crucial role in improving students' ability to learn and can have a significant effect on a child's overall success in school. Research **points** ~~studies point~~ to strong relationships between arts education and basic cognitive skills used in other core subjects, including reading, writing, and math. **All children benefit from an education in, through, and about the arts. A holistic approach to education contributes to cognitive development and academic achievement, in addition to the socio-emotional development of children.** ~~Experiencing art can be especially beneficial for students from economically disadvantaged neighborhoods and can provide intellectual, personal, and social development benefits~~. ~~Despite these benefits, arts programs are often the first to go when budgets are cut.~~ ~~1415.1~~**1416.1**

~~1415.2~~**1416.2** ~~The need for arts education is not confined to school children.~~ **A**rt**s and culture are** ~~is~~ critical at all levels of human development. Ongoing access to ~~the~~ arts **and culture** through classes, museum programs, tours, discussions, and other means **strengthens lifelong opportunities for personal growth and expression.** ~~can enrich one's quality of life. Lifelong~~ **P**articipation in the arts can create a broader understanding of the world ~~around us~~ and heightened awareness of other cultures and global issues. ~~1415.2~~**1416.2**

~~1415.3~~**1416.3** ***Policy AC-4.4.1: Arts and Cultural Education Programs***

Build a stronger ~~constituency~~ **foundation** for ~~the~~ art~~s~~ **and culture** in the District through ~~arts education in~~ **pre-**~~kK-~~K **through** 12 **education,** ~~schools~~ including global education, language education, attendance at arts performances and art exhibitions, and support of adult art programs for persons of all ages and backgrounds. ~~City resources should be used to help promote the strong and diverse arts programs offered by our public schools.~~ ~~1415.3~~**1416.3**

~~1415.4~~**1416.4** ***Policy AC-4.4.2: Partnerships with Educational Institutions***

Strengthen collaborations among artists, arts organizations, teachers, school administrators**,** and others to expand the resources of the arts community and broaden the reach of arts and culture. ~~1415.4~~**1416.4**

~~1415.5~~**1416.5** ***Policy AC-4.4.3: Arts and Humanities Education Through Inclusion, Diversity, Equity, and Access*** ~~*Arts Awareness for Special Populations Groups*~~

Provide accessible arts information resources to ~~special needs populations including~~**persons with disabilities**~~non-English speaking residents~~**, non-English**

speakers, **older adults, and other vulnerable communities and populations** ~~visuallyand hearing impaired populations~~. ~~1415.5~~**1416.5**

~~1415.6~~**1416.6** ***Policy AC-4.4.4: Participation of Artists***
Support and increase the participation of artists in the District's arts education programs. ~~1415.6~~**1416.6**

1416.7 ***Policy AC-4.4.5: Participation of Residents***
Support programs and events for all residents, including youth and older adults, to develop and present creative work. 1416.7

1416.8 ***Action AC-4.4.A: Partnerships for Advancement in Arts and Culture Education***
Seek opportunities to partner with cultural organizations to advance youth education through improved organizational infrastructure and support systems for arts and culture education providers. Examples include the Kennedy Center's Any Given Child initiative and CAH Education Collaborative. 1416.8

1416.9 ***Action AC-4.4.B: Increase Youth Exposure to Arts and Culture***
Explore opportunities to increase youth exposure to arts and culture through programming and events in public facilities, such as libraries and recreation centers. 1416.9