section 13

Arts and Culture

Raleigh strongly values and celebrates its local artist community and homegrown cultural assets. Likewise, we value the relative ease of access to great artists, venues and works of art that visit Raleigh from around the globe.

In 2016, the City Council adopted the Raleigh Arts Plan, Creative Life, a ten-year blueprint for the city's cultural future. The plan, the first of its kind for Raleigh, was conceived as a "community cultural plan," rather than a "City cultural plan."

Raleigh is a community connected through arts and culture, where every person is empowered to lead the creative life they envision.

The plan lays out a bold and ambitious agenda for the future arts and cultural development in Raleigh with the Creative Life vision. It embraces eight goals and accompanying strategies. Taken together, they will fulfill City Council's vision that Raleigh become a nationally recognized leader in arts and culture. The goals include:

Goal 1. Promote an Active Arts and Culture Life Throughout the Community

Goal 2. Expand Youth Arts Participation

Goal 3. Ensure Equity, Access and Inclusion in All Cultural Programming

Goal 4. Support the Work of Raleigh's Artists and Arts and Cultural Organizations

Goal 5. Enhance the Vitality of Raleigh's Neighborhoods and Districts Through Thoughtful Placemaking

Goal 6. Enhance Arts Leadership and Governance

Goal 7. Strengthen Marketing, Promotion and Valuing of the Arts

Goal 8. Create a System of Sustainable Arts Funding

Arts and culture are an integral part of a city's enduring spirit and vitality. This is demonstrated

in Raleigh's thriving art galleries, entertainment venues, and cultural events. The plan's strategies offers further opportunities that will go anywhere—storefronts and strip malls, parking decks and community centers, streets and parks—to grow the creative network. Raleigh's continued commitment to growing arts and culture is essential to the health, well-being, and vitality of the City. It enriches the daily lives of all its residents by providing a deeper understanding, tolerance, and respect for diverse communities. Providing the opportunity to experience and cultivate an appreciation for arts and culture among new audiences is a City aspiration. This will help secure Raleigh's reputation as the region's premier center for arts and culture, and can help preserve Raleigh's heritage and define its legacy.

To provide the quality of life and entertainment opportunities desired by Raleigh's diverse population, the City has continued to invest in the construction of additional cultural facilities and venues. Most notably these investments can be seen in downtown Raleigh. The Raleigh Convention Center opened in September 2008, joined next door by the Red Hat Amphitheater, and the Raleigh Contemporary Art Museum's relocation to a new facility in downtown Raleigh's Warehouse District. In 2012, the City of Raleigh Museum reopened in the historic Brigg's Building on Fayetteville Street. There are a number of other

hubs for arts and culture outside of downtown, such as the Pullen Arts Center and Gregg Museum along Hillsborough Street, Midtown Park at North Hills, Lafayette Village in Northeast Raleigh as well as up and coming corridors throughout the city.

This Arts and Cultural Resources Element provides a consolidated framework to support and

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integrate the visual, performing and literary arts in Raleigh. Its recommendations address some of the primary findings that the City needs to focus on, including:

- *Revise the planning process for public and private projects that incorporates public art or cultural resources as an integral part of the process;*
- *Regional coordination among the numerous venues and cultural facilities;*
- *Need for Arts and culture should be present in every neighborhood and can provide opportunities to connect and collaborate across neighborhood boundaries;*
- *More public art and art integrated into daily life;*
- *Raleigh should serve and reflect the cultural interests of all its citizens and should become known for its open and inclusive access—physical, cultural and generational—to arts and culture;*
- *Raleigh needs a range of additional spaces and places for artists to collaborate, perform, rehearse and innovate;*
- *The arts should become more well-connected to innovators in other sectors;*
- *People want ready access to information on arts and cultural activities they desire, and can be encouraged to explore and experiment with new opportunities;*
- *The community strongly supports the continuation and expansion of City leadership in cultural development;*

A thriving arts and cultural scene in Raleigh will help the City to realize its vision theme of Economic Prosperity and Equity. Building opportunities for the local creative community by promoting art in public places and hosting cultural events such as film festivals, historical events, museum exhibits, music and dance festivals, and culinary events will further strengthen the industry and increase Raleigh's economic stability and appeal. Additionally, increasing opportunities for arts and culture in public spaces will bring an awareness and appreciation for the arts in the daily lives of all of Raleigh's residents, regardless of race, ethnicity, or income boundaries.

Policies and actions appear in the next sections. To track the efficiency of the these policies, numbers that relate to the City's six vision themes are used as follows:

1. Economic Prosperity and Equity
2. Expanding Housing Choices
3. Managing Our Growth
4. Coordinating Land Use and Transportation
5. Greenprint Raleigh
6. Growing Successful Neighborhoods and Communities

13.1 Public Art

Raleigh has a range of public art, including pieces of significant historic as well as commemorative importance on the grounds of the State Capitol. Colleges and universities have commissioned public art over the years, with some, like NC State University, continuing to add contemporary work. The Museum Park at the North Carolina Museum of Art presents a continuously changing outdoor exhibition of public art that is accessible via the Capital Area Greenway System

The City of Raleigh recognizes the value of public art to its residents and visitors. Public art is an essential building block for the creation of engaging, imaginative spaces that enliven the public realm, foster shared community interactions, celebrate both our unique stories and collective history and inspire us to experience the world with new eyes and fresh perceptions. Ultimately, we envision a city which successfully transforms and engages civic spaces with public works of art that will uniquely identify Raleigh as a destination place.

Joining the hundreds of public art programs across America, the City of Raleigh created a public art program to enhance the City's vitality and civic life in 2009. The public art program incorporates the work of artists and designers into public settings while creating connections between artists, project partners and communities. The City of Raleigh allocates funds for public art based on a percentage of the costs of construction (currently one-percent) of new projects. These site-specific works are located across Raleigh in the municipal facilities where construction enabled the funding, including the Buffaloe Road Aquatic Center, Halifax Park and Wilders Grove Solid Waste Services Facility. A primary goal of the public art program is to raise the public's awareness about the impact of public art as well as showcase the cultural and economic value these projects bring to Raleigh, including sustaining

jobs, promoting the City's identity and civic pride, attracting visitors, and developing vibrant, creative spaces.

The citizens of Raleigh expressed a strong desire for the public art to be more geographically distributed throughout the city. The city's parks and extensive and well-used greenway system offer excellent opportunities to spread public art throughout the city's neighborhoods. Public art should be incorporated into both public and private developments. As the City develops its network of complete streets, it should also explore innovative ideas for incorporating art in the public realm by creating art walks and cultural heritage trails along certain routes.

Policy AC 1.1 Public Art and Neighborhood Identity

Encourage the use of public art to create a neighborhood identity. (6)

Policy AC 1.2 Public Art in Public Spaces and Public Projects

Incorporate site specific art in public facilities, parks and greenway trails, and along key public corridors. Incorporate public art into the planning stages of publicly-funded projects and projects on City-owned land. (1, 6)

Policy AC 1.3 **Art and Facades**

Support the use of building facades for art exhibitions and murals. (1, 6)

Policy AC 1.4 **Public Art in Private Development**

Encourage the inclusion of public art in private development. (1,6)

Policy AC 1.5 **Public Art Funding**

Explore innovative public and private funding opportunities for public art. (1,6)

Action AC 1.1 **Public Art Master Plan**

Develop a public art master plan to determine future directions for art in public places, including an assessment of the existing public art program and collection.

Action AC 1.2 **Public Art Installations**

Work toward broader geographic distribution of public art throughout Raleigh's neighborhoods.

Action AC 1.3 **Public Art in Public Projects**

Involve public art artists at the planning stages of publicly-funded projects and projects on City-owned land.

Action AC 1.4 **Public Art on the Capital Area Greenway**

Utilize the City's Capital Area Greenway system as a venue for placement of public art as identified in the Capital Area Greenway Planning and Design Guide.

Action AC 1.5 **Public Art Policy**

Amend the existing city ordinance to increase incrementally the allocation for public art in City of Raleigh Capital Improvement Plan projects from 0.5% to 2% to allow for appropriately-scaled projects, for program support, and to broaden the types of capital projects receiving public art treatment.

Action AC 1.6 **Iconic Artwork**

Commission one or more bold, iconic works in Raleigh.

Action AC 1.7 **Private Development Incentives**

Amend the UDO to allow developers unable to meet site development requirements to include public art as a design alternative.

13.2 Art and Entertainment Districts

Raleigh's collection of museums, historic sites, art galleries, theaters, and other performance venues is impressive. Raleigh boasts numerous organizations, an above-average creative sector of the economy and a robust collection of municipal assets (cultural facilities, community and arts centers, public art and City art collection). The cultural asset inventory shows that Raleigh is a city with an extensive and varied collection of cultural resources. While many venues are located downtown, many citizens would like to see more program opportunities and venues provided closer to where they live. Growth Centers identified in this plan have the potential to serve as neighborhood arts and culture hubs. However, to support the demand and offer a diverse portfolio of arts opportunities, the City will need to grow new and different opportunities throughout the community.

Raleigh is faced with the challenge of leveraging its existing resources in response to the growing arts community and public demand for arts and cultural experiences, opportunities, and unique places. In order to realize the Creative Life vision, the first step is to make better use of a strong network of assets and prioritize needs or gaps in its cultural inventory for future investments, by the City or private sector. In addition, the public art program has set goals for expansion of its collection to new areas of the city. Also, some cultural leaders commented on the relative absence of organizations rooted in communities of color. Ethnically specific cultural programming appears to be provided now primarily through festivals and smaller or unincorporated organizations. Achieving greater cultural equity is a priority of the Raleigh Arts Plan and will likely require efforts to develop and support leaders of color, strengthen the capacity of communities-of-color-led organizations and ensure opportunities are inclusive of diverse populations.

Need has been expressed for a 1,500- to 1,800-seat state of the art performance venue, as well as for smaller, flexible performance venues (100 to 500 seats), a black box theatre, and informal performance spaces for dance, music and theatre. Creating a new performing arts theatre and other needed venues are long-term propositions, involving considerable planning to confirm the need and substantial costs. However, the development of new facilities would create a developmental path for Raleigh arts organizations to grow artistically and increase participation. New venues should also follow the principles of universal design to ensure accessibility by all.

Policy AC 2.1 **Supporting Arts and Culture**

Inventory, support and maintain existing cultural facilities, programs, and events. (1, 3, 6)

Policy AC 2.2 **New Arts and Culture Venues**

Develop a range of new arts and culture venues to meet increasing demands from new and existing residents. (1, 3, 6)

Policy AC 2.3 **Activate Non-Traditional Venues**

Encourage performances, exhibits, and events in nontraditional settings such as galleries and clubs in addition to traditional venues such as museums, historic sites, and concert halls. (1, 6)

Policy AC 2.4 **Encouraging Arts in Growth Centers**

Encourage venues to locate proximate to one another in Growth Centers and near to complementary uses such as coffee shops, dining establishments, and retail. (6)

Policy AC 2.5 **Acquisition of Performance and Program Sites**

Continue to explore opportunities to acquire sites for use by arts and culture. (1, 3)

Policy AC 2.6 **Public-Private Partnerships**

explore and utilize public-private partnerships to create additional cultural centers in Raleigh. (1, 3)

Policy AC 2.7 **Universal Access**

Ensure that all facilities and venues are universally accessible. (1)

Policy AC 2.8 **Live-Work Space**

Encourage developers to include artist live-work, studio, rehearsal and performance spaces as an active ground floor use. (1, 2, 6)

Action AC 2.1 **Venue Inventory**

Create and maintain an inventory of existing cultural venues and identify sites and partnerships for future venues. Develop an online, regional inventory of available venues and spaces.

Action AC 2.2 **Dorothea Dix Park**

In the long-range planning for the Dorothea Dix Park property, explore and plan for the opportunities for future arts venues and cultural programming.

Action AC 2.3 **Activate Non-Traditional Venues**

Utilize empty storefronts and other vacant commercial spaces for temporary arts venues such as pop-up galleries and murals, encouraging street activation by artists.

Action AC 2.4 **Cultural Venues in Growth Centers**

Include smaller indoor and outdoor cultural venues in Growth Centers throughout the city, including dance, theatre and music venues, exhibit spaces and gathering spaces.

Action AC 2.5 **Shared Facilities**

Develop shared facilities throughout the city that are universally accessible for art production and performances for the various artistic disciplines such as music, dance, theatre and media.

Action AC 2.6 **Partnerships**

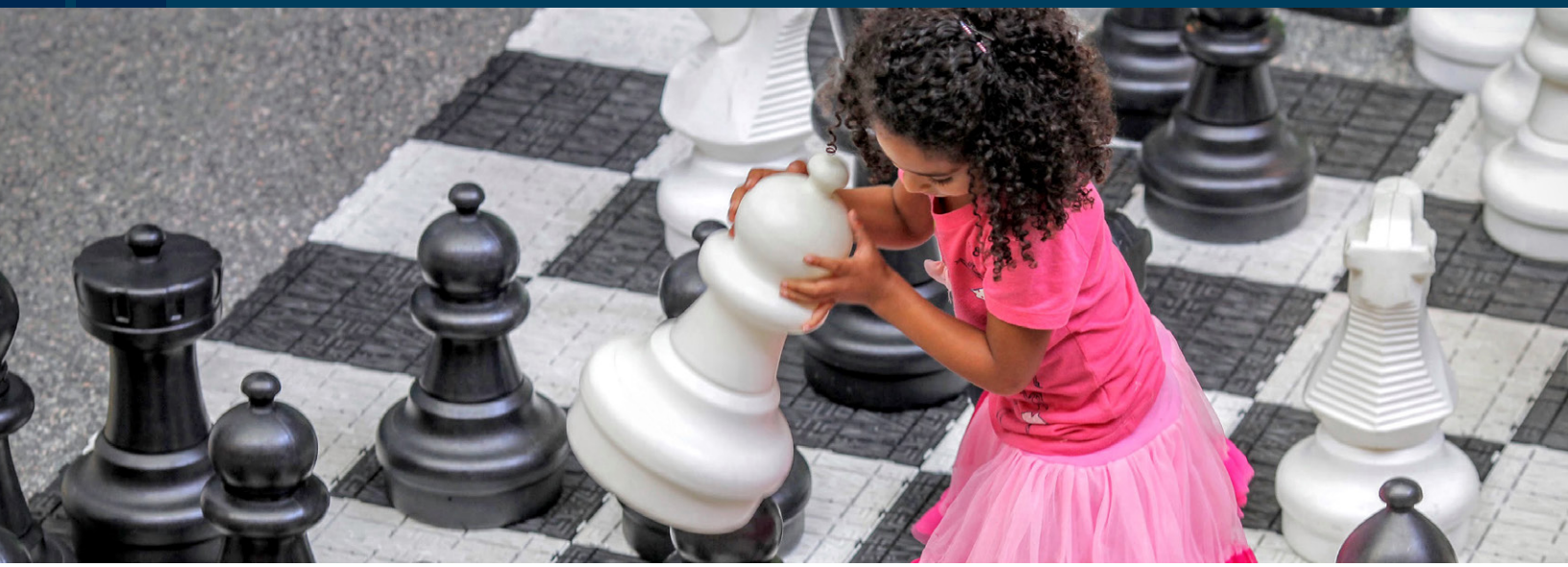
Partner with area agencies, groups, and institutions (including colleges and universities) to broaden the cultural facilities and programs available to the public.

Action AC 2.7 **Small Performance Venue**

Develop a 1,500- to 1,800-seat performance venue that is universally accessible.

Action AC 2.8 **Live-Work Space**

Identify areas where live-work spaces are allowed and provide direction for development to engage the Office of Raleigh Arts in planning.



13.3 Economic Development through Arts and Culture

A flourishing arts and culture industry in Raleigh impacts much more than the employment of artists and performers, and generation of arts and culture-based tourism revenue. Improving the quality of life through arts and culture attracts more knowledge workers to Raleigh. This, in turn, encourages creative industries to locate in the City. Economic generators for art and culture in Raleigh touches all facets of the industry including art galleries, theatre, museums, and movie series and also expanding to the culinary scene with global, eclectic and fine dining, brew pubs, coffee houses, and artisan craft foods.

An important perspective on the economic impact of nonprofit arts and culture organizations on Raleigh's creative economy is provided by Americans for the Arts, which conducts a national study of almost 200 communities and regions every five years. The most recent research, based on data from 2010 provided by 61 arts and culture organizations in Raleigh, measured a range of economic impacts by both the organizations and their audiences. During fiscal year 2010, aggregate nonprofit sector spending by both Raleigh nonprofit arts and culture organizations and their audiences totaled $143.5 million.

Even during a recessionary year, Raleigh nonprofit arts organizations and their audiences have an economic impact that is significantly above comparable regional and national medians. Direct expenditures, employment and government revenues are all substantially higher than their benchmarks. Further, given the continued growth since 2010 of both cultural organizations and the wider creative community in Raleigh, as well as increasing cultural tourism driven by events like IBMA Wide Open Bluegrass, it seems certain that the next study, which will be published in 2017 based on 2015 data, will show substantial gains in the economic impact of the nonprofit arts and culture sector in Raleigh.

See also Element D: 'Economic Development' for additional policies and actions.

Policy AC 3.1 **Arts and Culture Training**

Encourage partnerships with local universities to offer vocational training opportunities in arts, culture, and entertainment, such as graphic and web design, arts and culture management, stage design, and lighting. (1, 6)

Policy AC 3.2 **Private Support for Arts and Culture**

Encourage partnerships with the private sector and organizations to encourage monetary and non-monetary support for arts and culture. (1, 3, 6)

Policy AC 3.3 **Partnership for Arts and Culture Development**

Promote partnerships among arts and culture organizations, educational institutions, museums, historic sites, and charitable foundations to enhance programming, funding, and facility development. (1, 3)

Action AC 3.1 **Attracting Artists and Artisans**

Use such tools as incentives, start-up loans, and art incubators to encourage artists to locate in the City. Action

Action AC 3.2 **Arts and Culture Foundation**

Explore partnering with the private sector to establish a unified arts and culture foundation.

Action AC 3.3 **Cultural Directory**

Publish a Cultural Directory listing programs, services, and funding available from the City government and other public agencies.

Action AC 3.4 **Cultural Tours**

Work with the Convention and Visitors Bureau, Chamber of Commerce, and Downtown Raleigh Alliance to promote tour programs that increase awareness of the arts, culture, history, and architecture.

Action AC 3.5 **Connecting Artists and Businesses**

Connect artists, arts organizations and arts-related businesses with local business resources to grow the arts contribution to the local innovative and entrepreneurial culture.

13.4 Artistic and Cultural Identity

The Arts and Cultural Resources Key Focus Area of the City of Raleigh's Strategic Plan states, "Embrace Raleigh's diverse offerings of arts and cultural resources as iconic celebrations of our community that provide entertainment, community and economic benefit." Objectives to implement this focus area includes national recognition, protecting and enhancing character defining places, and fostering diverse opportunities for innovative arts, culture and tourism.

As the capital of North Carolina, Raleigh is already uniquely positioned to showcase the state's history and culture. The city is home to the State's history and natural sciences museums as well as the North Carolina Museum of Art. In the past five years both the natural sciences and art museum have built new additions to their current facilities. The art museum is currently in its next phase of construction and expanding its outdoor park space. The expansion will be transformative for the redevelopment of the Blue Ridge Road Corridor connecting to other culture venues, including the NC State Fairgrounds and PNC Arena. In addition, locally grown annual arts festivals, music festivals and cultural celebrations have been branded the Raleigh M.A.I.N. Event, comprising a month of music, art, innovation and noise, and has become a tourism generator of regional, national, and international renown.

Raleigh's distinguished neighborhoods and corridors also serve as curators of the City's cultural identity. The City's two existing cultural districts-the South Park-East Raleigh Cultural District and the New Bern Avenue-Edenton Street Cultural District-are models for identification and designation. These areas also warrant creative enhancement to maintain their identities. There are also centers identified for development in the City's 2030 Comprehensive Plan, and other areas of interest, including the Warehouse District downtown, the Blue Ridge Corridor and Hillsborough Street Business Improvement District (Live It Up on Hillsborough). Perhaps the largest-scale opportunity for Raleigh to expand its identity is through the City's acquisition of the Dorothea Dix property. Not only does it have buildings appropriate to repurpose as cultural facilities, but the property itself could be developed as an outdoor arts park, including both permanently-sited artworks as well as temporary installations. Other important opportunities include the development of new arts and cultural districts around the city, utilization of vacant storefronts, and street activation by artists in vibrant areas of the city and in downtown.

Policy AC 4.1 **Community Identity**

Encourage the use of public art to create an identity for the City of Raleigh and its many communities. (6)

Policy AC 4.2 **Arts and Cultural Events**

Promote and market events that support and encourage cultural and heritage tourism. Partner with art galleries, independent theaters, local universities and colleges, and the private sector in hosting and organizing annual festivals and arts events to establish a cultural identity for Raleigh. (1, 5, 6)

Policy AC 4.3 **Engaging the Arts Community in Planning**

Engage the arts community in local planning to understand how the City can support their activities and help them to expand and grow. (6)

Action AC 4.1 South Park-East Raleigh Cultural District and New Bern Avenue-Edenton Street Cultural District

Implement the planned Cultural Districts for South Park-East Raleigh and New Bern Avenue-Edenton Street.

Action AC 4.2 Community Arts Training Program

Develop a Community Arts Training Program for artists and other community members to develop their capacity to utilize the arts in community settings, to support cross-sector uses of the arts, and to foster a network of individuals engaged in community-based arts.Action

Action AC 4.3 Creative Districts

Include the formation of arts or creative districts, building on and promoting concentrations of arts facilities, creative businesses, activities and events in Growth Centers.Action

Action AC 4.4 Community Events

Remove barriers to all for informal placemaking and short-term arts events and programs arising from the community.

Action AC 4.5 Creative Placemaking Working Group

Convene a creative placemaking working group representing various City of Raleigh departments such as Planning, Economic Development, Housing and Neighborhoods, Public Works, Parks, Recreation and Cultural Resources and others to identify and promote cooperative efforts for creative placemaking. When appropriate, additional stakeholders and community groups should be involved in the working group.