

Arts and Culture

16



GOALS

- 16 (A) Victoria is a place where artists are able to thrive and where people from all walks of life enjoy formal and informal opportunities to create and enjoy the arts, culture and entertainment activities.
- 16 (B) Victoria's cultural and natural resources are protected and celebrated.
- 16 (C) Lifelong learning opportunities that are culturally appropriate are available for diverse learners of all ages, lifestyles and income levels.

OVERVIEW

The arts and culture are central to social sustainability and attributes of community well-being and quality of life. **Culture** can be defined as practices and values, heritage and place, the **arts**, diversity and social history. As an element of culture, the arts include visual media (e.g. painting, print-making, drawing, sculpture, crafts, pottery and ceramics, photography, film and video), theatre, music, song, spoken word, literary arts and dance. **Cultural industries** is an umbrella term for areas of creative work and cultural production, such as: advertising, architecture and interior design, art and antique markets, artisan crafts, fashion design, industrial design, performing arts, print media and publishing, radio and television and visual media.

The idea of the creative city is a common way of connecting cultural policy and community planning. Sustainable cities seek to develop into centres of creativity with thriving professional artists, citizen-led arts and culture initiatives, and significant cultural sectors of the economy. Two and a half percent of Victorians were employed in information and culture industries in 2021, and another three percent had jobs in arts, entertainment and recreation, representing four to six percent of Victoria's economy.

An adequate supply and a mix of affordable spaces for the arts and cultural industries in the Urban Core, Town Centres and Large Urban Villages is a long-term objective of this plan **Plan**. While Victoria is the regional centre for arts and culture, and many facilities serving the region are downtown, the greatest challenges for the arts community are the relatively high costs of rental space and the limited availability of suitable venues. There are also funding issues with fewer senior government programs than in the past and few prospects for new programs in times of economic constraint. The City has a central role in cultural plans, policies, programs and incentives. It owns and partly owns the McPherson Theatre and the Royal Theatre respectively, and manages the use of parks and open spaces for festivals, celebrations and special events. Many facilities, venues and other cultural spaces are owned by institutions, agencies, organizations, community groups and local businesses.

This plan includes policies for the creative city through the development and regular update of a Cultural Plan, coordination of art in public places initiatives, community public art and events in public space, and support for facilities and access to commercial space. Planning and delivery of arts and cultural programs and spaces will depend on funding and innovative solutions to increase and diversify the future supply of facilities and venues to perform, exhibit, create, work and live.

BROAD OBJECTIVES

The arts and culture policies of this plan collectively address seven broad objectives:

- 16 (a) That Victoria is a creative and vibrant city.
- 16 (b) That the Urban Core remains the primary centre for the arts and culture in the Capital Region.
- 16 (c) That cultural diversity and cultural heritage are celebrated and sustained.
- 16 (d) That the arts are accessible to a broad diversity of people and groups.
- 16 (e) That a wide range of **cultural spaces** are available and affordable.
- 16 (f) That art in public places is supported and enabled as a public good and an expression of community identity.
- 16 (g) That creativity and cultural development are fostered through public dialogue and lifelong learning.

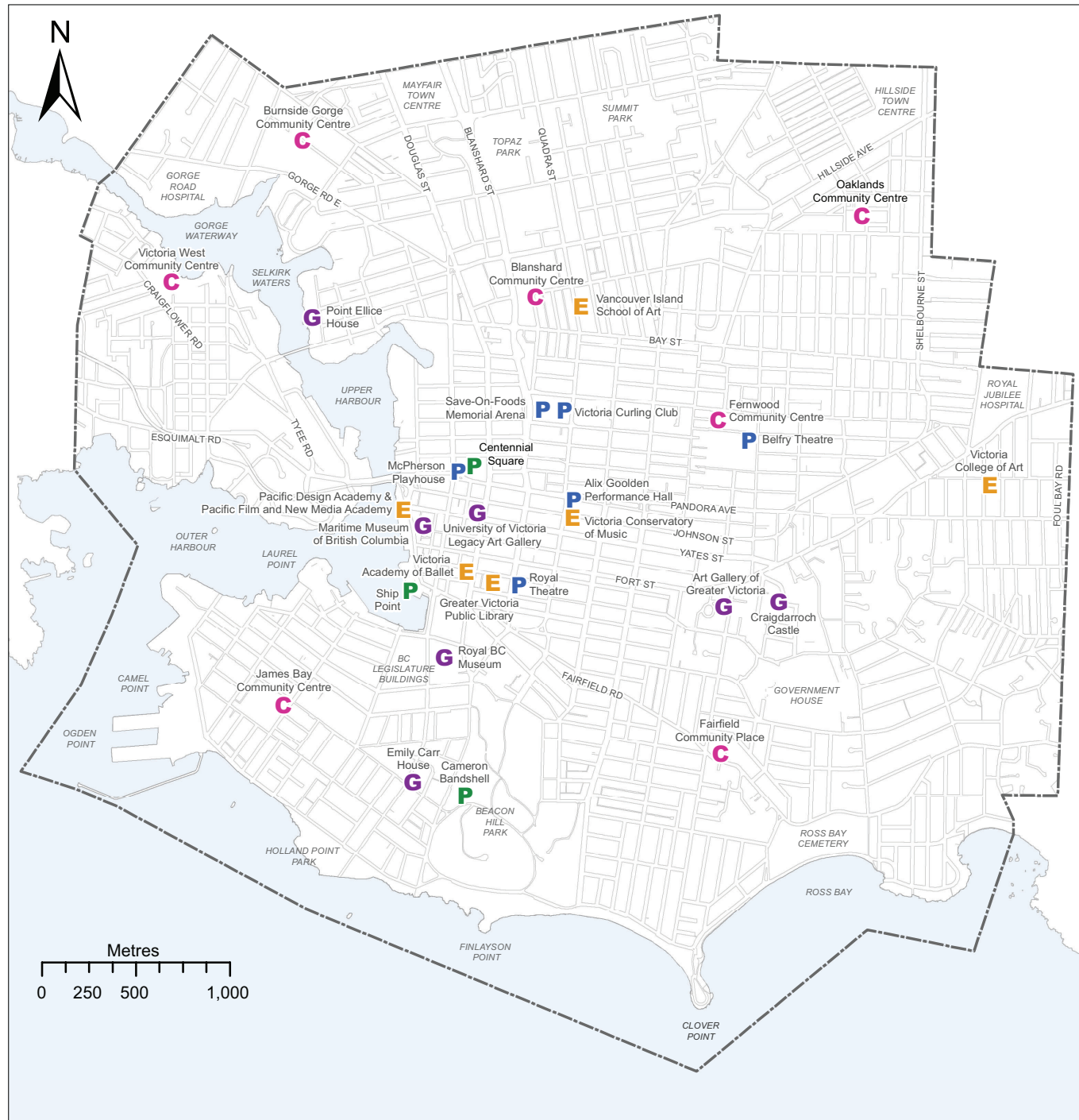
CREATIVE CITY

- 16.1 Maintain and enhance partnerships to market Victoria as a creative city that attracts visitors, businesses and new residents to increase the growth of cultural sectors in the economy, and to enable cultural development [SEE ALSO SECTION 14 – ECONOMY].
- 16.2 Work with regional partners on the development and implementation of an arts strategy for the region.
- 16.3 Support the efforts of government, public agency, community and private sector partners to attract, diversify and expand the audiences for professional arts as part of the programming of civic facilities.

- 16.4 Continue to support artists, organizations and community partners through City cultural policies, planning and regulatory processes.
- 16.5 Continue to promote arts and culture facilities, programs, services and events including those available through civic support and the efforts of governments, public agencies and community and business partners.
- 16.6 Encourage broad access to arts and culture facilities, events and activities for people of all ages, incomes, backgrounds and lifestyles.
- 16.7 Encourage education, training and informal learning opportunities in the arts, design and culture.

CULTURAL PLANNING

- 16.8 Continue to foster community-led arts and culture programs that engage local residents, organizations and business owners.
- 16.9 Seek opportunities to partner and collaborate with the Songhees and Esquimalt First Nations on initiatives that acknowledge and celebrate the traditional territory and cultural values of First Peoples.
- 16.10 Provide direction for cultural planning through the development, implementation and regular update of a Cultural Plan, that:
 - 16.10.1 Establishes a vision and action plan for arts and culture in Victoria;
 - 16.10.2 Seeks opportunities for partnership with the public, private and non-profit sectors;
 - 16.10.3 Maintains, develops and enhances the delivery of City arts and culture programs;
 - 16.10.4 Enhances support to local, non-profit groups engaged in arts or culture programs;
 - 16.10.5 Sets targets for future cultural spaces, including new or upgraded civic, institutional and private facilities; and,
 - 16.10.6 Identifies tools to secure new cultural spaces, including: senior government funding,; land donations,; developer contributions, private donations; and,; changes to regulations.
- 16.11 Maintain and regularly update an inventory of cultural resources.



PUBLIC ART

- 16.12 Secure and maintain art in public places through:
 - 16.12.1 Civic funding;
 - 16.12.2 Voluntary provision by private sector; and,
 - 16.12.3 Community initiatives.
- 16.13 Encourage and enable community-led public art programs with support from City staff and professional artists.
[SEE ALSO SECTION 14 – ECONOMY].

FACILITIES

- 16.14 Participate in a regional arts facility assessment study to identify existing opportunities, and create a long-term plan for future facilities.
- 16.15 Consider opportunities for new arts and culture facilities as part of a capital plan for visitor destination development in partnership with senior governments, organizations and private developers.
- 16.16 Maintain and enhance performance space in the Royal Theatre and McPherson Playhouse.
- 16.17 Maintain and enhance the use of community centres and a Core District Public Library as facilities for arts and culture programs [SEE ALSO SECTION 9 – PARKS AND RECREATION].
- 16.18 Work with community partners to develop a new Core District Public Library in the Downtown Core Area, and to retain and enhance non-civic arts and culture facilities through initiatives, that:
 - 16.18.1 Encourage and assist the expansion of exhibition space at the Royal British Columbia Museum and the Art Gallery of Greater Victoria;
 - 16.18.2 Develops a new Core District Public Library in the Downtown Core Area;
 - 16.18.3 Explore opportunities for private arts schools and cultural centres to use their facilities for public arts and culture programs; and,
 - 16.18.4 Consider property tax exemptions for eligible arts and culture facilities.

OUTDOOR VENUES

- 16.19 Work with partners to develop a performance location for major outdoor events in a permanent and highly accessible public space.
- 16.20 Establish and maintain partnerships with professional artists and arts and cultural organizations to program the use of public space.
- 16.21 Continue to permit festivals, celebrations and special events in public spaces, such as streets, parking lots, plazas, civic squares and other open space [SEE ALSO SECTION 8 – PLACEMAKING].
- 16.22 Increase the use of parks for festivals, celebrations and special events [SEE ALSO SECTION 9 – PARKS AND RECREATION].
- 16.23 Continue to support and enable local, non-profit groups to host festivals, celebrations and special events through services, incentives and regulations.
- 16.24 Encourage the film and television industry to use public spaces as locations through city marketing and efficient regulatory processes.

COMMERCIAL SPACE

- 16.25 Support the efforts of senior governments, public agencies, organizations, individuals and the private sector to fund or otherwise enable affordable and appropriate commercial space for visual art, theatre and dance studios, galleries and non-profit offices.
- 16.26 Consider innovative ways to increase the supply of live/work space that is affordable for artists, and work/live space for industrial design and related activities that are normally not permitted in residential zones [SEE ALSO SECTION 6 – LAND MANAGEMENT AND DEVELOPMENT, SECTION 13 – HOUSING AND HOMELESSNESS AND SECTION 14 – ECONOMY].
- 16.27 Consider the use of City property for clustering of arts organizations through shared spaces for visual art and rehearsal studios, exhibitions and offices [SEE ALSO SECTION 9 – PARKS AND RECREATION].