
Chapter 12. Art and Culture

BACKGROUND

Davis' non-profit museums and art galleries include the Pence Galley, featuring regional art and archaeological displays; the Davis Art Center Gallery; the Hattie Weber Library Museum in Central Park at 445 C Street, which is a local history museum and meeting facility; and the Memorial Union Art Gallery, the Richard L. Nelson Gallery and Fine Arts Collection, the Design Gallery and the C.N. Gorman Museum, featuring contemporary Native American Art, all of which are located on the UC Davis campus. The city of Davis has an active public art program that is complemented by privately-funded public art and the university's public art. More than thirty-five pieces of publicly-accessible art are located around the community and on the university campus.

Other cultural facilities include numerous for-profit art galleries in the downtown area; The Artery, an artists cooperative; The Davis Art Center, a multi-purpose educational and performing center offering a wide range of art classes; International House; Explorit Science Center; the Veterans Memorial Theatre and the Varsity Theatre, two performing arts theaters managed by the city of Davis; and a variety of facilities on the UC Davis campus, including the Craft Center, the Main Theater and Wyatt Pavilion.

GOALS, POLICIES AND ACTIONS

GOAL A&C 1. Support, promote and enrich artistic, cultural and arts-educational endeavors in Davis.

Policy A&C 1.1 Encourage and promote regional, city-wide and neighborhood arts and cultural events, activities and educational endeavors.

Actions

- a. Facilitate the creation of a central visitors center in the downtown area where information on local arts and cultural events is available.
- b. Develop and update annually a comprehensive guide of local studios, galleries, performing arts events, festivals, and public art.

- c. Identify and obtain additional funds to be used to promote art and culture in Davis. This could include funds normally used for economic development if appropriate.
- d. List arts and cultural events in city calendars and publications without a fee.
- e. Support diverse art and culture activities that promote cultural pluralism.
- f. Provide fee waivers or other appropriate financial support to exemplary arts and cultural activities held for the community's benefit.

Policy A&C 1.2 Enhance the viability of Davis' art and cultural community.

Actions

- a. Develop and implement a marketing plan that promotes the arts and art-related businesses and promotes opportunities for local artists to market their creative efforts in the Davis community. Update as needed to ensure that evolving needs are met.
 - b. Offer technical assistance and business training programs to artists.
 - c. Assist artists in securing low cost studio, presenting and performance space.
 - d. Facilitate the development of clustered affordable artist studio and gallery space.
 - e. Develop a resource list of affordable materials, services, classes, business assistance and other assistance. Update as needed, a minimum of every three years.
 - f. Assist in educating artists on environmental health and safety issues and to develop environmentally safe practices.
 - g. Seek supplemental arts contract funds from all potential public and private sources to increase funding for arts programs including on-going support of established art organizations, as well as funding for special group and individual projects.
 - h. Maintain, update and disseminate information on public and/or private grant opportunities for cultural and arts programs.
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- i. Facilitate City/University art and cultural exchanges.

Policy A&C 1.3 Integrate publicly-accessible art and creative thinking of artists into the planning, design and physical development of the City.

Actions

- a. Expand the City of Davis' collection of art in public places, revising parameters as needed to incorporate new concepts of public art.
- b. Expand the use of artists in the City's facilities and infrastructure planning process to develop art plans for City capital improvement projects, including, but not limited to, new city buildings, parks, and plazas.
- c. Strongly encourage the provision of public art and publicly-accessible art in private development projects.
- d. Ensure that the Civic Arts Commission participates in review of proposed projects having the potential to impact public art.
- e. Update the city's design guidelines to include expectations for publicly-accessible art in private development projects.
- f. Establish a mini-grant program, funded by the Municipal Arts Fund, for temporary public art displays.
- g. Develop a murals program, with special emphasis on blank walls in downtown Davis.

Policy A&C 1.4 Enhance, promote and financially support educational opportunities in all the arts for all members of the community.

Actions

- a. Develop and distribute a directory of Davis artists to help organizations program art educational opportunities.
 - b. Develop and financially support educational opportunities through artist-in-residency programs in schools and in the community.
 - c. Provide technical assistance and other appropriate aid to encourage and support local organizations that offer educational art activities.
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- d. Continue to provide funds for exemplary arts education programs in school and community settings, to be matched by schools and/or the private sector.

Policy A&C 1.5 The City shall encourage the Yolo County to compensate for the increased demand in library space and materials by using various expansion techniques, including, but not limited to, book mobiles and satellite facilities.

Actions

- a. Encourage the private sector to fund library construction and book acquisition through corporate sponsorships and individual memberships.