

Proposed General Plan Update Goals, Policies, and Implementation Actions



Arts and Cultural Development

The arts and culture in San José connect people, provide rich opportunities for participation and foster creativity.

San José has its own distinct culture. Cultural pluralism in San José is a demographic fact and a long-held civic commitment; diversity has shaped its arts and cultural community. San José's position as a global center of the technology sector reflects its spirit of innovation and creativity. Its residents' cultural activities are highly participatory, whether personal and informal or provided through community-based organizations. San José has made a long-term investment in its own cultural development, creating a vital community of non profit arts and cultural organizations, artists, and arts-related businesses.

Fostering cultural development builds on both community and economic development goals, resulting in great public value. A celebration of heritage and diversity, quality education, healthy neighborhoods, and an innovative economy are among the community goals to which the arts contribute. The sector spurs the economy by providing jobs, attracting a talented work force, supporting business development and generating fiscal impact through visitor attraction and audience spending. Planning for San José's cultural growth, with an emphasis on spaces and places for cultural participation, is integral to its future.

Arts and Cultural Development Goals, Policies, and Implementation Actions support the Vibrant Arts and Culture element of the City's Vision. The desired outcome of these Goals, Policies and Implementation Actions will include: full integration of arts and cultural activities in San José's neighborhoods; a thriving arts community citywide; a downtown that is the cultural center of Silicon Valley; high impact public art throughout the community; and the cultivation of San José as a cultural destination.

Goal AC – 1 Integrate arts and cultural activities into San José's neighborhoods and foster a thriving arts community citywide.

AC-1 Policies

Policy AC-1.1 Encourage active and personal participation by San Jose community members in arts and culture by nurturing the success of community arts and cultural groups.

Policy AC-1.2 Encourage the availability of diverse cultural spaces and places throughout the community that can be used for arts and cultural education, rehearsals, production, performance, and other programming.

Policy AC-1.3 Consider opportunities to include spaces that support arts and cultural activities in the planning and development of the Downtown, new Village areas and other Growth Areas.

Policy AC-1.4 Promote arts and cultural activities as part of the operations of public facilities including parks, libraries and community and recreation centers.

Policy AC-1.4 Encourage and provide spaces to support neighborhood based cultural activities such as workshops, festivals, celebrations, and other events.

AC-1 Actions

Action AC-1.5 Explore development of spaces for cultural participation in San José neighborhoods. Space to explore could be City, other publicly-owned spaces, or private spaces, with the City facilitating the use of these private spaces by arts and cultural groups.

Action AC-1.6 Create a public/private artists' space initiative to identify and assess available space for living, working and presentation.

Goal AC – 2 Strengthen Downtown San José as the cultural and creative urban center of Silicon Valley.

AC-2 Policies

Policy AC-2.1 Continue to support Downtown arts and cultural activities and pursue additional opportunities to enhance or expand arts and cultural offerings there.

AC-2 Actions

Action AC-2.2 Support and promote downtown as the creative urban center with sub areas or districts with a specific focus, such as SoFA and the Historic District. Explore funding mechanisms that may reinforce this concept.

Action AC-2.3 Continue to revitalize and activate SoFA as downtown's chief creative arts district.

Action AC-2.4 Explore opportunities for the creation of a permanent Downtown San José festival site.

Goal AC-3 Integrate high impact public art throughout the community.

AC-3 Policies

Policy AC-3.1 Site public art in key locations. Prioritize innovative public art in three regional destination areas: Downtown, North San José, and the Airport. Place public art at transportation hubs: pedestrian, bike and transit improvements in pedestrian priority areas; encourage the inclusion of public art at VTA and BART stations, including Diridon Station; and integrate a broad range of art projects into the trail network to connect neighborhoods and bring people closer to nature. Integrate public art into bond-funded park, library, community facility and public safety projects. Cultivate community-based art projects that support neighborhood revitalization goals

Policy AC-3.2 Integrate planning for public art in other City planning efforts, including area-specific planning processes, and Village and Urban Corridors master planning processes.

AC-3 Actions

Action AC-3.3 Explore opportunities to address cultural amenities as part of the private development process, including: the incorporation of on or off site public art, facilities and activities that support art and culture through a private development funding contribution.

Goal AC-4 Establish San José as a regional center for arts, and as a widely recognized cultural destination.

AC-4 Policies

Policy AC-4.1 Attract new and cultivate existing signature events that add to the quality of life for San José residents, enhance the image of San José, and stimulate economic activity.

AC-4 Actions

Action AC-4.2 Working in collaboration with non-profits and private businesses, develop and maintain a cultural destination strategy that encourages economic growth, the growth and health of the City's cultural organizations and promotes a positive image of San José.

Action AC-4.3 Continue to market San José's arts and cultural activities in the greater Bay Area and expand the marketing of key events to audiences across the state and country.