



# STAFF REPORT

**Report To:** Board of Supervisors

**Meeting Date:** March 17, 2016

**Staff Contact:** Susan Dorr Pansky, Planning Manager (spansky@carson.org)

**Agenda Title:** For Possible Action: To approve a Master Plan Amendment request from the Carson City Parks and Recreation Department to adopt the Carson City Arts and Culture Master Plan as an element of the City's Master Plan. (MPA-15-181)

**Staff Summary:** Per the direction of the Board of Supervisors, the Carson City Cultural Commission and the Carson City Parks and Recreation Department have developed an Arts and Culture Master Plan to be incorporated into the Carson City Master Plan.

**Agenda Action:** Formal Action/Motion

**Time Requested:** 30 minutes

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## **Proposed Motion**

I move to approve a Master Plan Amendment request from the Carson City Parks and Recreation Department to adopt the Carson City Arts and Culture Master Plan as an element of the City's Master Plan, based on the findings contained in the staff report.

## **Board's Strategic Goal**

Quality of Life

## **Previous Action**

The Planning Commission adopted Resolution 2016-PC-R-1 recommending approval of the proposed Master Plan Amendment by a vote of 6 ayes, 0 nays and 1 absent.

## **Background/Issues & Analysis**

The Board of Supervisors is required to take final action on all Master Plan Amendments. Please see the attached staff report to the Planning Commission for further information.

## **Attachments:**

- 1) Planning Commission Resolution
- 2) Planning Commission Case Record
- 3) Planning Commission Staff Report
- 4) Carson City Master Plan – Revised Appendix A: Related Plans and Implementation Documents
- 5) Arts and Culture Master Plan – Final Document

## **Applicable Statute, Code, Policy, Rule or Regulation**

CCMC 18.02.070

## **Financial Information**

Is there a fiscal impact?  Yes  No

If yes, account name/number:

Is it currently budgeted?  Yes  No

Explanation of Fiscal Impact:

**Alternatives**

- 1) Deny the request, or
- 2) Refer the matter back to Planning Commission for further review.

**Board Action Taken:**

Motion: \_\_\_\_\_

1) \_\_\_\_\_

2) \_\_\_\_\_

Aye/Nay

\_\_\_\_\_

\_\_\_\_\_

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\_\_\_\_\_  
(Vote Recorded By)

**RESOLUTION 2016-PC-R-1**

A RESOLUTION RECOMMENDING TO THE BOARD OF SUPERVISORS APPROVAL OF MPA-15-181, A MASTER PLAN AMENDMENT TO ADOPT THE CARSON CITY ARTS AND CULTURE MASTER PLAN AS AN ELEMENT OF THE CARSON CITY MASTER PLAN.

WHEREAS, NRS 278.210 requires that any adoption of a Master Plan Amendment shall be by resolution of the Planning Commission; and

WHEREAS, the Planning Commission has given proper notice of the proposed amendment in accordance with the provisions of NRS and CCMC 18.02.070, and is in conformance with City and State legal requirements; and

WHEREAS, on January 27, 2016, the Planning Commission obtained public testimony and duly considered recommendations and findings for the proposed master plan amendment and approved Master Plan Amendment MPA-15-181 by an affirmative vote of a two-thirds majority of the Commission, at least five members of the seven-member Commission, pursuant to NRS 278.210, based on four findings of fact; and

WHEREAS, the proposed Master Plan element would be consistent with the existing Carson City Master Plan;

NOW, THEREFORE, the Carson City Planning Commission hereby recommends to the Board of Supervisors approval of the Master Plan Amendment to adopt the Carson City Arts and Culture Master Plan as an element of the Carson City Master Plan, as illustrated in the attached "Exhibit A", and;

ADOPTED this 27th day of January, 2016.

VOTE:	AYES:	Paul Esswein, Chairman
		Mark Sattler, Vice Chairman
		Elyse Monroy
		Walt Owens
		Daniel Salerno
		Monica Green
	NAYS:	None
	ABSENT:	Victor Castro

  
Paul Esswein, Chairman

ATTEST:

  
LEE PLEMEL, AICP  
Community Development Director

**CARSON CITY PLANNING COMMISSION**

**CASE RECORD**

MEETING DATE: January 27, 2016

AGENDA ITEM NO.: F-1

APPLICANT(s) NAME: Parks and Recreation Department  
PROPERTY OWNER(s): Carson City

FILE NO. MPA-15-181

ASSESSOR PARCEL NO(s):  
ADDRESS:

APPLICANT'S REQUEST: To adopt a resolution recommending to the Board of Supervisors approval of a Master Plan Amendment from the Carson City Arts and Culture Master Plan as an element of the City's Master Plan.

COMMISSIONERS PRESENT:     CASTRO             ESSWEIN             SATTLER  
  
                                  GREEN                     SALERNO             OWEN                     MONROY

STAFF REPORT PRESENTED BY: Lee Plemel  
 REPORT ATTACHED

STAFF RECOMMENDATION:     CONDITIONAL APPROVAL

APPLICANT REPRESENTED BY: Vern Krahn

**X\_ APPLICANT/AGENT WAS and PRESENT and SPOKE**

APPLICANT/AGENT INDICATED THAT HE/SHE HAS READ THE STAFF REPORT, AGREES AND UNDERSTANDS THE FINDINGS, RECOMMENDATIONS, AND CONDITIONS, AND AGREES TO CONFORM TO THE REQUIREMENTS THEREOF.

\_\_\_6\_ PERSONS SPOKE IN FAVOR OF THE PROPOSAL                    \_\_\_\_\_ PERSONS SPOKE IN OPPOSITION OF THE PROPOSAL

**DISCUSSION, NOTES, COMMENTS FOR THE RECORD:**

Amy Clemens – Supports this in Carson City.  
Dana Lee Freund, NV Day, Inc. – Support  
Jim Peckham, FISH exec. Director- Support  
Sharon Rosse, CCAI – Support  
Debbie Foster – Support  
Barbara Dineo, Cultural Commission Member - Support

**MOTION WAS MADE TO Adopt Resolution 2016-PC-R-1.**

**MOVED: Sattler    SECOND: Salerno    PASSED: 6 /AYE    0 /NO    /ABSTAIN    1 /ABSENT(Castro)**

## STAFF REPORT FOR PLANNING COMMISSION MEETING OF JANUARY 27, 2016

FILE: MPA-15-181

AGENDA ITEM: F-1

STAFF AUTHOR: Susan Dorr Pansky, Planning Manager

**MASTER PLAN AMENDMENT REQUEST:** To adopt a resolution recommending to the Board of Supervisors approval of a Master Plan Amendment from the Carson City Parks and Recreation Department to adopt the Carson City Arts and Culture Master Plan as an element of the City's Master Plan.

**APPLICANT:** Carson City Parks and Recreation Department

**RECOMMENDED MOTION:** "I move to adopt Resolution No. 2016-PC-R-1 recommending to the Board of Supervisors approval of MPA-15-181, a Master Plan Amendment from the Carson City Parks and Recreation Department to adopt the Carson City Arts and Culture Master Plan as an element of the City's Master Plan based on the findings contained in the staff report."

**LEGAL REQUIREMENTS:** CCMC 18.02.050 (Review); 18.02.070 (Master Plan)

### DISCUSSION:

On May 21, 2015, during the Cultural Commission's 2014/15 Annual Report and 2015/16 Work Plan presentation to the Board of Supervisors, the Board took action to have the Commission prepare an Arts and Culture Master Plan for Carson City. Since that time, the Cultural Commission and Parks and Recreation Department staff have been working to develop an Arts and Culture Master Plan. In July and August 2015, the Commission formed a subcommittee that met four times to refine the elements that were to become the basis of the master plan. During this time, the Parks and Recreation Department staff applied for and received a \$4,000 Nevada Arts Council Circuit Rider Grant to hire Ms. Kendall Hardin, Idea Factory, to take the subcommittee's work and create the master plan. On September 24, 2015, the Commission had a public workshop with Ms. Hardin to discuss the development of the master plan. On October 26 and November 23, the Commission held public meetings to vet the Arts and Culture Master Plan and provide the public the opportunity to provide comments. On December 17, 2015, the Board of Supervisors and public were given the opportunity to provide comments on the master plan. As a result of the Board of Supervisors' comments and public testimony, minor language changes have been incorporated into the attached Arts and Culture Master Plan.

To accomplish the incorporation of the Arts and Culture Master Plan into the overall Carson City Master Plan, staff has prepared a Master Plan Resolution for the Planning Commission to recommend approval to the Board of Supervisors, and has proposed an additional section in Appendix A of the Master Plan that discusses related plans and implementation documents.

### PUBLIC COMMENTS:

Pursuant to Section 18.02.070(8)(a) – Notice of Master Plan Amendments or Elements, a Master Plan Amendment that does not change the boundaries of the land use categories of the land use plan map, e.g. text change, shall not require property owner noticing as set forth in Title 18. As of the writing of this staff report, no comments have been received in support or in opposition of the proposed Master Plan Amendment. Any comments that are received after this report is completed will be submitted prior to or at the Planning Commission, depending on their submittal date to the Planning Division.

## **OTHER CITY DEPARTMENT OR OUTSIDE AGENCY COMMENTS:**

No comments or concerns were received from any city departments or outside agencies regarding the requested Master Plan Amendment.

**FINDINGS:** Staff recommends the following findings for approval of the Master Plan Amendment pursuant to the Carson City Municipal Code Section 18.02.070, Master Plan and 18.02.075, Zoning Map Amendments and Zoning Code Amendments.

### **Master Plan Amendment Findings**

1. ***The proposed amendment is in substantial compliance with the goals, policies and action programs of the Master Plan.***

The proposed amendment is in substantial compliance with the goals, policies, and action programs of the Master Plan. The Parks and Recreation Department believe the Arts and Culture Master Plan is in compliance with the City's Comprehensive Master Plan's goals and policies. They are as follows:

#### **Chapter 5: Economic Vitality**

**Support heritage tourism activities, particular those associated with historic resources, cultural institutions and the State Capital (5.4a).**

The arts are part of a well-diversified 21<sup>st</sup> century economy. Along with nonprofit arts organizations, creative enterprises make significant contributions to state and local economies, generate employment and tax revenues and provide goods and services to the public. In fact, according to the U.S. Census, in 2011 the value of arts and cultural production in America was \$504 billion, or nearly 3.2% of the gross domestic product (GDP). By investing in the arts, the public sector is fostering a skilled workforce of creative occupations that contribute to economic productivity. The arts employ artists, managers, technicians, designers, carpenters, professionals, and workers in a wide variety of other trades. Cultural tourism is a very large economic engine, comprising some \$129.6 million cultural travelers, whose participation in cultural and/or heritage activities contributes more than \$171 billion each year to the U.S. economy. Furthermore, cultural tourists spend more than twice as much as local arts patrons. Also, the arts are a magnet for businesses, attracting companies that want to offer their employees and clients a creative climate and an attractive community with high value amenity. This emphasis on the arts can boost employment and help diversify the city's economy by creating sustainable small businesses, improving quality of life for residents, and attracting visitors and investment.

#### **Chapter 5: Economic Vitality**

**Promote revitalization of the Downtown core (5.6a).**

Public art and cultural activities make downtown public spaces livable, attractive, distinctive, and engage residents in the creation of welcoming and sustainable place to live, work, play, and raise families. Carson City's downtown physical landmarks, its culture, traditions, and character are a part of this community's magnetism. Including arts and culture as part of the downtown's identity is an economic asset that can help the local businesses to prosper. There is a growing body of research that points to the arts as an engine for civic renewal. Citizen engagement in the arts creates a strong shared identity and instills pride in a city/state's cultural heritage. The arts contribute to the community's fabric by incorporating public art and cultural entertainment venues into the downtown that attracts both tourist and residents. Also, public art helps to create an

identity for the downtown by “place making” the urban fabric.

**Chapter 6: Livable Neighborhood and Activity Centers  
If located Downtown, incorporate appropriate public spaces, plazas, and other amenities (8.1d).**

As other communities have seen throughout the country, public spaces and plazas can enrich the quality of life for a community and its residents and become community gathering spaces. The City’s Comprehensive Master Plan requires compact, mixed-use activity centers and a vibrant downtown center for the community. This includes housing types as a part of mixed use development. The arts, especially public art can be one of those amenities that make downtown residential areas attractive places to live, work, and play. Also, the arts help to revitalize blighted areas and strengthen both commercial and residential housing markets. In many communities across the country, arts and culture plays a key role in urban revitalization and community renewal strategies.

- 2. *The proposed amendment will provide for land uses compatible with existing adjacent land uses and will not have detrimental impacts to other properties in the vicinity.***

This finding is not applicable, as the proposed Master Plan Amendment will not change any land uses.

- 3. *The proposed amendment is in response to changed conditions that have occurred since the plan was adopted and the requested amendment represents a more desirable use of land.***

This finding is not applicable, as the proposed Master Plan Amendment will not change any land uses.

- 4. *The requested amendment will promote the desired pattern of orderly physical growth and guides development based on the projected population growth with the least amount of natural resource impairment and the efficient expenditure of funds for public services.***

This finding is not applicable, as the proposed Master Plan Amendment will not change any land uses.

Attachments:

- Carson City Master Plan – Revised Appendix A: Related Plans & Implementation Documents
- Arts and Cultural Master Plan Document – Final Version

# Appendix A: Related Plans & Implementation Documents

*Following is a list of related plans and regulatory documents which are intended to be used in conjunction with the Master Plan. Although their broad policy intent is reflected within the citywide Master Plan and they are in most instances considered ‘elements’ of the citywide Master Plan, Related Plans provide more focused background information along with more detailed policies and actions that pertain to a specific area of focus. Regulating Documents serve as implementing mechanisms of the Plan (e.g., Zoning Code, Development Regulations).*

## RELATED PLANS

The public review process for the adoption of the Electric Master Plan is anticipated to begin shortly after the adoption of the Comprehensive Master Plan. The Electric Master Plan will be incorporated as an element of the Comprehensive Master Plan upon its adoption by the City.

### *ARTS AND CULTURE MASTER PLAN (2016)*

*The purpose of the Arts and Culture Master Plan is to provide access, leadership, opportunity and support to the cultural community and promote quality, diversity and economic growth benefiting the whole community. It is important to encourage life-long participation in arts and culture and make cultural events accessible to all Carson City residents through performances, exhibits, events and activities in neighborhoods throughout the community. The Arts and Culture Master Plan provides the following:*

- *Extending and Equalizing Access: Provide for sensitivity to changing demographics, and to economic, physical and cultural barriers;*
- *Conducting Ongoing Cultural Planning: Engage in ongoing cultural planning including neighborhood initiatives and comprehensive regional planning;*
- *Creating a Nurturing Cultural Environment: Support artists, arts organizations, arts-related businesses and*



*audiences throughout the urban, suburban and rural communities in and around Carson City;*

- *Improving Quality: Programs, services and events which serve to expand and advance artistic and administrative quality;*
- *Preserving Cultural Pluralism and Promoting Diversity: Nurture and support multicultural diversity of art, heritage and cultural traditions;*
- *Promoting Aesthetic Considerations in Local Decision Making: Focus on aesthetics of the built environment and urban “placemaking” as well as on the role of arts and culture in economic development, cultural tourism and community problem-solving.*

## **PARKS AND RECREATION MASTER PLAN (2006)**

The purpose of the Parks and Recreation Master Plan is to identify the parks and recreation needs of today’s residents, to anticipate those of tomorrow, and to assure they will be met through proper planning. The Parks and Recreation Master Plan provides the following:

- A broad-based vision of where we the City is today and where it wishes to go (with regard to parks and recreation);
- A planning tool to coordinate the development of parks and recreation in conjunction with other land use decisions in the City;
- A compilation of policies that guide future decision-making with regard to parks and recreation; and
- An action-oriented list of strategies that become the Parks and Recreation Department’s “to do” list for upcoming years.

## **UNIFIED PATHWAYS MASTER PLAN (2006)**

The Unified Pathways Master Plan was developed concurrent with this Master Plan and the Parks and Recreation Plan and provides an evaluation of pathway needs in Carson City, incorporates additions and improvements to the City’s existing pathways system, and also offers solutions to reduce conflicts and safety concerns. The Plan contains a map of existing and planned pathways facilities for the City.

There are currently several plans governing pathways in the Carson City area including the City’s Bicycle Systems plan, BLM trails plans, USFS trails plans and State trails plans. There is no one document that guides the design and implementation of the City’s sidewalk, bicycle facilities and off-street trail system. By

creating a consolidated pathways plan, the City will be able to consistently plan and update its pathways system. This Plan will direct the planning, development and management of Carson City's pathways. It is intended to serve as the guiding document for the expansion of Carson City's pathways system and will be incorporated into the City's overall Master Plan.

The Carson City's Unified Pathways Master Plan will show connections to other agencies' trails. It will also propose new trails and trail heads to be implemented in partnership with other agencies. While the Unified Pathways Master Plan will serve as the 'umbrella' document for guiding the development of Carson City's pathways system.

## WASTEWATER COLLECTION SYSTEM MASTER PLAN (2006)

The Wastewater Collection System Master Plan outlines capital improvements related to continued growth within the City as well as to provide a plan for rehabilitation and replacement of the existing City sewer collection system.

The final report is expected to be completed in the summer of 2006 and will provide the following:

- A computerized sewer system model based on land uses for existing developed areas, and build out based on the new land use plan. Average and peak flow rates for use in planning and forecasting will be determined.
- Flow monitoring is being conducted at 25 locations for 1 week to check zoning and land use flow rate calculations and to also produce diurnal curves for use in the computer model.
- Review and inventory of the existing collection system attribute data.
- Integration of attribute data with the Carson City GIS System.
- Review of existing force mains and lift stations capability and future requirements.
- Review of current system ordinances, standards, and guidelines and recommendations for updating.
- Recommendations for maintaining compliance with State and Federal Regulatory Agencies.
- Planning and forecasting sewer system improvements through build-out of the City.
- 5-year and 20-year capital improvement plans.

- Prioritized rehabilitation and replacement plan for the collection system.

## **WATER MASTER PLAN (2005)**

The Water System Master Plan is an integrated planning document that describes existing regulatory and legal commitments, water rights, supply sources, storage and distribution infrastructure and characterization of water use. In addition, minor capital improvements required through 2025 to meet projected demand and the addition of new service areas for a target population of 75,000 to 80,000 persons are presented in the Water System Master Plan.

The Water System Master Plan assumes that up to 80,000 persons will need to be served by the year 2025, although the actual year when this population occurs may extend well past 2025. The City currently has adequate water rights to serve the projected population. The anticipated maximum day demand for water is expected to increase by approximately 37 percent from 2005 to the “buildout” population of up to 80,000, from about 27 million gallons per day to about 37 million gallons per day. This increase will require additional supply sources and storage capacity, as well as upgrades to the City’s water distribution system.

Carson City must plan for maximum supply and storage capacity during the seasonal period when surface water flows and groundwater levels are at their lowest given that: 1) surface water and groundwater resources in its service area are subject to variable climatic variations; and 2) water supply and storage capacities must supply peak demands that occur for a relatively short duration during the summer months. Given that consecutive low-precipitation years can dramatically affect Carson City’s water resources, planning for drought conditions is a key factor in the City’s ability to continue to provide a high level of service to its customers.

## **STORMWATER MASTER PLAN (2005)**

The Stormwater Master Plan is integral part of a larger Stormwater Management Program currently being implemented by Carson City. The Program will guide the City through a number of challenging issues in managing stormwater, including recurring flooding in various areas of the City, increasing demands for infrastructure, and continued competition for funding to upgrade, operate, and maintain the existing drainage system.

The Plan is divided into three phases and will incorporate a majority of the urban area of the City, and will guide development and infrastructure for the next twenty years.

### **Phase 1 – Completed**

- Management and coordination between City staff and consultants on overall GIS data integration.
- Coordination with the City and the City’s Storm Drain Advisory Committee (SDAC) to establish Stormwater Utility.

### **Phase 2 – In progress**

- Gather and review existing stormwater data and reports
- Establish a comprehensive inventory of the existing stormwater infrastructure.
- Review and update existing hydrologic model
- Establish working system model
- Provide strategies to enable the City to meet NPDES Phase II requirements.

### **Phase 3 – Future work**

- Develop a series of infrastructure alternatives to mitigate the design storm.
- Assist the City in selecting the most appropriate alternatives.
- Establish accurate construction cost estimates.
- Provide a detailed Stormwater Master Plan document

## **CARSON AREA 2004 TRANSPORTATION PLAN**

Prepared for the Carson Area Metropolitan Planning Organization (CAMPO) and approved July 29, 2004, this plan details the future transportation needs of Carson City based upon population and employment growth estimates and previously established planning goals and visions of Carson City. The plan breaks down the transportation needs into six elements: streets and highways, public transportation, bicycle, pedestrian, airport, and financial.

## **AIRPORT MASTER PLAN (2001)**

The Carson City Airport Master Plan is an adopted element of the citywide Master Plan. The Airport Master Plan was cooperative effort between the Carson City Airport Authority (CCAA) and the Federal Aviation Administration (FAA). This Airport Master Plan

provides a comprehensive analysis of airport facility needs and alternatives with the purpose of providing guidance for the future development of the facility.

The preparation of the Airport Master Plan is evidence that the CCAA recognizes the importance of Carson City Airport to the community and the region, as well as the associated challenges inherent in accommodating future aviation needs. The cost of maintaining an airport is an investment which yields impressive benefits to a community. A sound and flexible Master Plan will ensure that the Carson City Airport continues to be a major economic asset for the region.

The primary objectives of the Airport Master Plan was to develop and maintain a long-term development program that will yield a safe, efficient, economical and environmentally acceptable air transportation facility. The accomplishment of this objective required the evaluation of the existing airport and a determination of what actions should be taken to maintain an adequate, safe and reliable airport facility that meets the needs of the area. The Airport Master Plan provides an outline of the necessary development and gives responsible officials advance notice of future needs to aid in planning, scheduling and budgeting.

### **OPEN SPACE PLAN (1999)**

The Open Space Plan was created largely in response to voter approval of ballot question #18, the Quality of Life Initiative, which authorized a .25% increase in the sales tax to raise funds for open space, parks, and pathways. The plan provided guidance on how these and other public funds were to be used to acquire properties for open space. The Plan also provides a framework that can be used to achieve certain open space objectives such as:

- Ground water recharge,
- Stormwater management,
- Protection of wildlife habitat,
- Preserving views, and
- Air quality improvement, etc.

### **CARSON RIVER MASTER PLAN (1996)**

The Carson River Master Plan is intended to help set the foundation for any future development along the river in order to protect, enhance, and restore the area's natural and cultural resources. The Plan is administered by the Carson River Advisory Committee and contains a number of goals specific to

the Carson River corridor, a number of which have been implemented during the life of the Plan.

## CARSON CITY HISTORICAL/ARCHEOLOGICAL PROPERTIES PRESERVATION PLAN (1996)

This preservation plan is meant to guide the implementation of the historical properties master plan element. This document has three goals regarding historical properties:

- Maintain an inventory listing historical, archeological and architectural properties.
- Preserve significant historical, archeological and architectural properties.
- Prevent the destruction or degradation of significant historical properties.

The plan recommends that these goals be pursued through the appropriate review of actions that may impact or destroy historical, archeological and architectural properties and suggests a variety of tools available to the City to aid in the preservation process. These tools include structure preservation, public purchase, easements, zoning, entombing, excavation and documentation, federal tax incentive for historic rehabilitations, and property tax incentives.

## TAHOE REGIONAL PLANNING AGENCY

The western-most portion of Carson City is located within the Lake Tahoe basin. Properties in the Lake Tahoe basin that are within Carson City boundaries are predominantly U.S. Forest Service or State of Nevada-owned, with very few parcels in private ownership.

Properties within the Lake Tahoe basin are subject to the regulations of the Tahoe Regional Planning Agency (TRPA), a bi-state (Nevada and California) regional planning agency, in addition to Carson City land use regulations. The boundary is generally defined by the geographic area where water runoff drains into Lake Tahoe. The TRPA was created to protect the Lake Tahoe environment.

TRPA regulations divide the Lake Tahoe basin into Plan Areas. Plan Area Statements provide a description of land use for particular areas in the Basin. For each Plan Area, a “statement” is made as to how that particular area should be regulated to achieve environmental and land use objectives.

The TRPA Regional Plan, Code of Ordinances and Plan Area Statements should be referred to for properties within the Lake Tahoe basin but are used separately from Carson City planning documents. Where Carson City and TRPA regulations are in conflict, the more restrictive regulation generally applies. More information on TRPA regulations can be obtained at [www.trpa.org](http://www.trpa.org).

## **SIERRA PACIFIC POWER COMPANY ELECTRIC MASTER PLAN**

The Sierra Pacific Power Company (SPPCo) worked concurrently with the Envision Carson City planning process on an Electric Master Plan as an element of the Carson City Comprehensive Master Plan.

To develop the Electric Master Plan, it is important to know not only how much growth is anticipated to occur in Carson City, but also where that growth will occur. This allows for the proper planning of future electric facilities, including substations and transmission lines, to serve the community in the future. SPPCo planners worked with City staff during the Envision Carson City process to ensure that electric plans will be consistent with the proposed land use development pattern in terms of where new residential, commercial and industrial growth will or may occur, and at what densities.

Based on the draft Land Use Map showing the “compact growth/mixed-use development” scenario, preliminary electric plans indicate the need for an additional “Envision” substation, similar in size to the existing substation on Fairview Drive, in the vicinity of the City corporate yard facilities on Butti Way. Detailed issues related to the future location and timing of the substation and the need for other facilities will be addressed more specifically in the Electric Master Plan.

## **IMPLEMENTATION DOCUMENTS**

### **CARSON CITY MUNICIPAL CODE—TITLE 18 ZONING**

Carson City Zoning Ordinance was created to aid in the implementation of the Carson City Master Plan. The ordinance not only gives descriptions and definitions of Use Districts and terms, it also contains the framework concerning procedures for appeal, amendment and permits, among others.



## DEVELOPMENT STANDARDS

The development standards document is a comprehensive resource for the design-oriented standards required by the city for the safeguarding and maintenance of community character, safety, and environment. The design guidelines address specifications for both private and public projects within the city. Key elements of the standards are summarized below:

### LAND USE AND SITE DESIGN

This section addresses elements pertaining to site design including architectural design, lighting, storage, screening, and storage.

- **Architectural Design Regulations-** are intended to unify the community character of Carson City to reflect an eclectic mix of harmonious styles. Emphasis is placed on development being human in scale, be compatible in scale, style, and appearance with surrounding buildings, and create visual interest in the built landscape.
- **Site Design Regulations-** address the quality, safety, consistency, and visual impact of the overall site plan from the street view. A primary focus is placed on development being oriented to the street, allowing for convenient and safe access to vehicles, pedestrians, public transit, and bicycles. Development that is clustered and interconnected, offering vegetated buffers and adequate pedestrian spaces is encouraged.
- **Other Regulations Addressed-** satellite dishes and antennae, personal storage, street vendors, outside storage including garbage, fences, walls, and hedges, cornices and uncovered porches and manufactured homes in single-family zoning districts.
- **Performance Standards-** were put forth for the following facilities: group care, child care, youth recreation, wireless telecommunication, and bed and breakfasts.

### PARKING AND LOADING

This set of guidelines deals with the facilitation of safe and convenient access and circulation, as well as the design and location of parking and loading facilities.

### LANDSCAPING

Landscaping guidelines establish minimum requirements for new or expanded multi-family residences of three or more units, office, commercial, industrial, institutional and public use



developments regarding landscaping. The overarching goals of the landscaping regulations are to enhance the aesthetic appearance of the community and of the streets, to compliment the visual appearance of buildings, enhance property values, buffer land uses, to offer protections against intense land use activities, to insulate from the effects of weather (e.g. sun/shade), and to assist with water conservation.

## **HISTORIC DISTRICTS**

This section pertains specifically to the Historic District established in May 1982, and regulated by the Historic Resources Committee. Several different eras of architectural style are described and the standards seek to recognize and protect the character-defining features of a structure through attention to type and proportions of the roof, windows, siding, ornamentation, and size of structure to ensure that new development and rehabilitations to older structures are compatible with and maintain the historical character of the architecture in the district.

## **DOWNTOWN BUSINESS DISTRICT**

The downtown business districts utilize many of the same regulations specified in the land use and site design section, but devote particular attention to how these relate to the business district. The overall theme is to have a visually consistent, pedestrian-friendly downtown business district.

## **HILLSIDE DEVELOPMENT**

This section applies to hillside development, which is defined as parcels having 15% slope or more (formula and definitions provided). Development on slopes in excess of 33% or more is strongly discouraged and requires a Special Use Permit. Further specifications are provided regarding cut and fill practices, fire and safety, roads, parking and driveways, and landslide/avalanche prevention.

## **PARK STANDARDS**

Park standards are intended to provide quality design and long term maintenance of public areas. They seek to offer the community distinctive site character in context with its surroundings, encourage neighborhood interaction and safety, provide human scale, visual detail, youth recreation equipment, gathering structures and landmarks, and pedestrian and bicycle ways. Particular attention is given to access, circulation, play zones, site drainage, landforms, landscape character, spatial

organization, visual elements, energy/water conservation, lighting, materials used, and maintenance.

Other topics also addressed in the Development Standards include: Transportation, Trail Standards, Mobile Home Parks, Health, Storm Drainage, Water, Sewer & Reclaimed Water Standards, Well Requirements and Specifications, Soils Engineering Reports, Easements, Improvement Plans Submittal Requirements, Permit Processing and Financial Security Requirements, Construction of Improvements Inspection and Testing Requirement Reports.

# CARSON CITY ARTS AND CULTURE MASTER PLAN

1 8 F e b r u a r y 2 0 1 6

**CULTURE** in the broadest sense is defined by and includes everything from language, oral traditions, history, ethnic heritage, music, visual arts, folk arts, media arts, film, dance, theatre arts, design, fashion, architecture, foodways, social customs, and community rituals and celebrations.

K e n d a l l H a r d i n - I d e a F a c t o r y  
C i r c u i t R i d e r C o n s u l t a n t

## **Key Commitments**

*"Plan your next moves carefully  
because every step contributes toward the goal."*

### **- PURPOSE -**

To provide access, leadership, opportunity and support to the cultural community and promote quality, diversity and economic growth benefiting the whole community.

### **- KEY GOALS -**

The following goals provide a solid philosophical foundation for the Carson City Cultural Commission's approach to sustainable programs, funding patterns, management operations and policies.

#### ■ **Extending and Equalizing Access**

The plan must be sensitive to changing demographics, as well as to economic, physical and cultural barriers throughout the City. It should also be committed to creating a more broad-based group of arts producers and consumers through increased options, exposure and educational opportunities benefiting all residents and visitors.

#### ■ **Conducting Ongoing Cultural Planning**

The CCCC should engage in ongoing cultural planning - from neighborhood initiatives to comprehensive regional planning - and involve broad-based public participation in the planning process.

#### ■ **Creating a Nurturing Cultural Environment**

The plan seeks to support artists, arts organizations, arts-related businesses and audiences throughout the urban, suburban and rural communities in and around Carson City. This support includes the development of cultural facilities and artists' spaces, information resources, technical assistance and training, initiatives for "underserved" and special populations, and infrastructure for new artforms.

#### ■ **Improving Quality**

At the heart of a good plan is its umbrella of programs, services and events which serve to expand and advance the artistic and administrative quality of individual artists and arts organizations in the Carson City area.

#### ■ **Preserving Cultural Pluralism and Promoting Diversity**

The plan should nurture and support multicultural diversity of art, heritage and cultural traditions, which include African-American, Hispanic, Native American, Asian and other ethnic and folk expressions of culture alongside traditional Eurocentric artforms.

#### ■ **Promoting Aesthetic Considerations in Local Decision-Making**

The plan focuses on the aesthetics of the built environment and urban "placemaking" as well as on the role of arts and culture in economic development, cultural tourism, and community problem-solving.

# **Carson City Arts and Culture Master Plan**

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# **Carson City Arts and Culture Master Plan**

27 January 2016

## **■ SECTION 1: Carson City Cultural Commission (CCCC)**

### **1.1 CARSON CITY CULTURAL COMMISSION (CCCC)**

The seven-member CCCC is charged with oversight for the Arts and Culture Municipal Agency, serving in an advisory role to the Board of Supervisors. Commissioners ensure that cultural policies, programs and services meet the needs of the community. They oversee that components of the Arts and Culture Master Plan are addressed and accomplished. The focus of the Commission includes ongoing cultural planning and assessment, data mining and economic impact analysis of the local cultural community, as well as updating the Master Plan.

### **1.2 CARSON CITY MUNICIPAL ARTS AND CULTURE AGENCY**

The CCCC will work through the Carson City Board of Supervisors to establish a designated agency or office for arts and culture with funding for start-up operations - created to meet the needs of the local community and to foster an environment in which individual artists, cultural organizations and arts-related businesses can flourish. Moreover, this agency will serve as a unified voice for the arts community, demonstrating the critical role that the arts play in the economic vitality of Carson City. The agency's activities fall into four major areas: programming, services, research and grantsmanship.

### **1.3 DESIGNATED MUNICIPAL ARTS AGENCY RESPONSIBILITIES**

1. Implement programs and services according to the priorities contained in the Carson City Arts and Culture Master Plan.
2. Be accountable to the City for record keeping, periodic progress reports, and meeting the schedule for products, programs and services required in contracts.
3. Be responsible for contracting personnel requirements, as well as organizing committees and task forces from the community.
4. Coordinate the efforts of the City with local cultural organizations, the private sector and other area nonprofit agencies.
5. Evaluate and monitor progress toward meeting the Arts and Culture Master Plan objectives and access tools to track data to measure the economic impact of arts and culture throughout the community.
6. Organize an annual public meeting to report on progress and invite ideas from the community regarding new initiatives and plan priorities.

***The intent of the Arts and Cultural Master Plan is to support, encourage, expand and celebrate cultural expression in Nevada's Capital City.***

***We must encourage life-long participation in arts and culture and make cultural events accessible to all Carson City residents through performances, exhibits, events, and activities in neighborhoods throughout the community.***

## ■ SECTION 2: **Facilities**

### **2.1 FACILITIES INVENTORY/DATABASE**

Annually update the City's inventory of cultural and heritage facilities, park amenities and city venues, including facility capacity, hours of operation, seating charts, architectural layout, on-site amenities and services, rental equipment, fee schedules, etc.

### **2.2 FACILITIES PLANNING GROUP**

Work with City departments to plan cultural facility development needs and policies in terms of public-private support; outline the priorities of a comprehensive 5-to-10-year facilities development plan for Carson City, that consolidates vision, avoids duplication of effort, and improves cost-effectiveness.

### **2.3 CENTRAL ARTS DISTRICT/CULTURAL CORRIDORS**

Promote the designation of official "arts districts" and "cultural corridors" within the downtown community and throughout city neighborhoods, while addressing the needs of burgeoning suburban-rural areas.

### **2.4 ARTS SPACES AND PLACES**

Compile an inventory database of potential private and public spaces for emerging arts groups and individual artists - maintained and updated by the municipal arts and culture agency - that includes information on exhibition and performance venues, landlord-tenant relationships, purchasing options, incubator space, and redevelopment grant opportunities. (Cf. *Beet Street's indoor and outdoor venues* in Ft. Collins, CO)

### **2.5 MULTICULTURAL AND HERITAGE FACILITIES/VENUES**

Support facility development such as the Stewart Indian School Cultural Center, Hispanic Centers, and other locales that showcase the rich cultural traditions that contribute to Carson City's diverse cultural traditions and rich history encompassing language, food, art, crafts, architecture, ethnic celebrations, customs, and historical events. Work cooperatively with the Nevada State Prison Preservation Society, Carson City Historical Society, Nevada Division of Museums and History, Nevada State Museum, Nevada State Railroad Museum, State Historic Preservation Society (SHPO), NAC Folklife Program, and other public and private heritage organizations.

### **2.6 NMA SATELLITE MUSEUM**

Work with the Nevada Museum of Art (NMA) to establish a satellite museum in Carson City's downtown area, if feasible.

### **2.7 ARTS INCUBATOR**

Work with the Brewery Arts Center to support and expand BAC's current technical assistance offerings for individual artists and cultural organizations. Explore the long-term feasibility of a stand-alone arts incubator facility (e.g. shared offices, training facilities, resource library, board room, access to legal and financial services, business center, exhibit gallery, etc.) through the redevelopment of facilities such as the historic Nevada State Prison complex, repurposed libraries, and other suitable properties.

*The most pressing needs found in the research were for cultural facilities and for additional coordination and management support from an agency other than, or in addition to, the Brewery Arts Center.*

*-- Creative Capital, 2002*

*If your dreams don't scare you, they're not big enough.*

*-- Ellen Johnson Sirleaf,  
2011 Nobel Prize Winner*

## **2.8 HERITAGE ARCHIVES AND PRESERVATION CENTER(S)**

Work with local Native American, Hispanic and Basque communities, as well as other ethnic/history/heritage organizations, including the State Museums and State Historic Preservation Office (SHPO), to ensure Carson City's cultural heritage is protected, shared and showcased for generations to come.

## **■ SECTION 3: *Communications and Marketing***

Each of the following recommendations should build upon, cross-promote and partner with current efforts already underway in the community.

### **3.1 CULTURAL ATTRACTIONS MAP**

Work with the Nevada Department of Tourism and Cultural Affairs, Visitors Bureau, Chamber of Commerce, and local cultural organizations on a cultural attractions map, that includes event calendars and joint advertising to promote the area's cultural activities, major events and resources. Continue to update the map via print, websites, interactive kiosks, electronic message boards, and special computer applications for mobile devices to be easily accessed by tourists, business visitors and local residents.

### **3.2 CULTURAL DIRECTORY**

Work with the Arts and Culture Coalition to produce an updated cultural directory on an annual basis and promote it year-round to government agencies, developers, relocation businesses, travel and tourism professionals, the hospitality field, and local residents.

### **3.3 TICKET SAMPLER SERIES AND ONLINE TICKET OUTLET**

Work with local arts groups to develop a number of "sampler" series to a variety of performances and cultural activities in the form of a downloadable cultural coupon book or passport series (offering discounts, two-fer tickets, incentives and premiums to consumers). Promote a ticket website that will become the one-stop-shopping, go-to outlet for handling ticket sales, corporate group sales, and "rush" tickets for seniors and students through downloadable vouchers. Coordinate with other organizations and agencies such as the Brewery Art Center, Western Nevada College, and Carson City Visitors Bureau which already offer ticket outlets and box office services.

### **3.4 ARTS AND CULTURE MASTER MAILING AND CONTACT LIST**

Provide an arts and culture master mailing list for direct mail and social media contacts at low cost to users through a local list manager.

### **3.5 ARTS & CULTURE ADVERTISING CAMPAIGN**

Organize a "Tiger Team" of advertising and design professionals to create an overarching promotional campaign for Carson City's "Capital Art Town."

### **3.6 HOT TIX PROGRAM**

Encourage local companies and philanthropies to invest in the *Hot Tix Program*, by purchasing blocks of tickets to be dispersed free or low cost to youth, low income families, special populations, and senior citizens as an audience building tool.

*If people don't know about you, they can't support you. The task is to market your heart and sell your impact to the community.*

*--Seth Godin, author of The Purple Cow*

*Every community needs to create an Arts and Culture Information and Referral Service to provide a centralized source of information and technical assistance.*

*-- Albuquerque Cultural Alliance*



# **Communications and Marketing, cont'd.**

## **3.7 KEY COLLATERAL PROMOTIONAL MATERIALS**

Work with the Chamber of Commerce, Visitors Bureau, and Arts and Culture Coalition to create a platform of key promotional materials in addition to the above (e.g. festivals brochure, tourist guides, cultural passport for youth, newcomers' guide to arts and culture, family stay-cations in Carson City, etc.)

## **3.8 CREATIVE DIRECTIONAL SIGNAGE**

Secure funding through grants and local private support to solicit competitive proposals and qualifications for design solutions to "animate creative spaces" and assist with directional signage throughout the city, employing banners, flags, markers, and street amenities (e.g. bike racks, bus stops, benches, sun shades and other street enhancements). Coordinate with local Downtown Business Association (DBA) and City departments.

# **SECTION 4: Technical Assistance, Training, Mentoring**

## **4.1 ADVANCEMENT TRAINING AND CAPACITY-BUILDING FOR GRASSROOTS AND EMERGING ORGANIZATIONS/GROUPS\***

Expand a comprehensive program of technical assistance and professional development for new and emerging cultural organizations in Carson City, which builds capacity, management stabilization, and business acumen in the cultural community (with grant support from the Nevada Arts Council, local businesses and foundations).

## **4.2 SPECIALIZED TRAINING AND NETWORKING FOR INDIVIDUAL ARTISTS**

Offer specialized programs of workshops, seminars, guest speakers, networking forums and grant opportunity announcements expressly for individual artists.

## **4.3 SKILLS BANK FOR ARTS AND CULTURE**

Create and promote a skills bank for the arts, including a roster of potential board members and volunteers, to strengthen and benefit arts programs and events.

## **4.4 BUSINESS VOLUNTEERS FOR THE ARTS/VOLUNTEER LAWYERS FOR THE ARTS**

Work with the private sector to establish a BVA and/or VLA to identify, recruit and train business leadership by tapping into corporate and professional counsel and skills. For the first few years, this activity could be developed by volunteer corporate staff who coordinate the program and deliver professional assistance to select cultural clients.

## **4.5 CULTURAL-HERITAGE-ECO TOURISM TRAINING\***

Initiate workshops for artists and cultural organizations on cultural tourism strategies, including packaging and promoting cultural products and services expressly for travelers and visitors to Carson City. Tap into training and professional development opportunities offered by the Nevada Arts Council. Cover data-tracking of cultural tourists' behaviors and spending patterns, as well as promotional strategies to attract more "experience seekers" to local events, festivals and programs. Coordinate and exchange findings with the Carson City Visitors Bureau and Chamber of Commerce on an ongoing basis.\*

\* Such training may be a required requisite for cultural groups and individual artists to qualify for specific grant applications (e.g. cultural tourism initiatives, emerging arts program grants, cultural diversity proposals, etc.)

**Social media is a contact sport.** -- Margaret Malloy, Expert in Social Media Marketing Strategy

**Empowering the arts with business tools and skills leads to new ways of thinking and doing.** -- Americans for the Arts

**Creativity is intelligence having fun.** -- Albert Einstein

## ■ SECTION 5: *Program*

### **5.1 ANNUAL ARTS CONGRESS**

Convene a cultural forum annually - ideally with a number of co-sponsors - involving artists and leaders from the cultural field, business, government, the third (nonprofit) sector, and the community in a one-day forum to explore needs and opportunities facing the future of arts and culture in Carson City.

### **5.2 ARTS WAREHOUSE**

Coordinate a center for nonprofit groups that offers free or low-cost furniture, equipment, supplies, and raw materials donated by business and industry.

### **5.3 FESTIVAL COLLABORATIONS**

Promote cooperation, collaboration and co-venturing among cultural and heritage festivals in the region to leverage increased cultural tourism, economic impact, and audience development, especially with annual events such as *Nevada Day, Jazz & Beyond, and Stewart Fathers Day Pow Wow* festival activities. One option is to encourage the development of a shared festival office or network co-op that results in lower costs, higher professional production standards, wider channels of promotion, and increased cooperation among community celebrations of arts, heritage, history and food ways that are staged throughout the year.

### **5.4 GRANTS PROGRAM(S)**

Establish a grants program to support and provide access for “all the arts for all the people”, complete with policies and procedures, grant amounts, adjudication methods and evaluation, as funding is available. Considerations include:

- Competitive grants for arts organizations
- Competitive grants for individual artists
- Special project grants
- Diversity grants
- Neighborhood grants
- Heritage and multicultural grants
- Festival grants
- \* Youth grants
- Cultural tourism grants
- Innovation grants
- Health and wellness grants
- Intergenerational grants

### **5.5 PUBLIC ARTS GRANTS PROGRAM(S)**

Work with the City to update and implement a public arts ordinance and identify appropriate funding criteria to institute a competitive program for artists to work in cooperation with developers, architects, builders, urban planners and neighborhood groups. Overarching policies, application processes, selection criteria, maintenance requirements, and other parameters are requirements for launching this important program to enhance the Capital City’s image and urban aesthetics. (Utilize best practices research and sample enabling legislation compiled by *Americans for the Arts*.)

### **5.6 “ZAP” PROGRAM**

Develop a program in cooperation with NV Energy, Carson City Public Works, and Carson City Parks and Recreation Department to select local artists to beautify utility boxes in the City’s downtown and neighborhood areas. (Cf. Las Vegas’ *ZAP Program*, started in 2005)

*It’s quite fun to do the impossible.*

-- Walt Disney

*“Imagination is more important than knowledge.”*

--Albert Einstein

*If you don’t know where you’re going, you’ll end up somewhere else.*

-- Yogi Berra

## **5.7 ANNUAL RECOGNITION CELEBRATION**

Host an annual awards celebration, in partnership with the private sector, to honor those who have advanced the cultural arts and City's heritage. (Cf. *Encore Awards* hosted by ArtServe for Broward County, Florida)

## **■ SECTION 6: Individual Artists**

### **6.1 COMPREHENSIVE STUDY OF INDIVIDUAL ARTISTS**

Include and evaluate the specialized needs of individual artists in all disciplines as part of the ongoing research regarding programs, services and facility needs of local artists.

### **6.2 PROJECTS EXPRESSLY FOR INDIVIDUAL ARTISTS**

Consider special project categories for programs that involve and employ local individual artists, such as neighborhood and city street murals, banner competitions, video documentaries, street furniture and signage, artist residencies, and community problem-solving artist teams.

### **6.3 ARTISTS REGISTRY**

Ensure that a roster of local artists in all disciplines, as well as arts-related industries, be included in the Cultural Directory, updated annually and accessible as an online resource. (Cf. example of *St. Augustine Arts Directory*)

### **6.4 ARTISTS "OPEN STUDIOS" AND TOURS**

Work with local visual artists, musicians, literary artists, dancers, actors, and media/film artists to establish a network of studios/offices/exhibition spaces open to the public to visit on certain dates as an "Open Studio" community project - bringing artists and arts consumers directly in touch with each other. Participating artists' locales gain special branded signage and advertising promotion. (cf. New Orleans' *Open Studios Program*)

### **6.5 ARTS-RELATED BUSINESSES & CREATIVE INDUSTRIES PROFILE**

Inventory arts-related businesses in the cultural registry and cultural economic impact study for Carson City (e.g. architects, graphic designers, apparel designers, publishers, film makers, printers, bands, advertising professionals, agents, etc.) Employ Americans for the Arts (AFTA) survey tools to evaluate the number and economic impact of Carson City's creative industries.

SEE ALSO :

#### **2.6 NMA SATELLITE MUSEUM**

#### **2.7 ARTS INCUBATOR**

#### **3.4 ART PLACES AND SPACES**

#### **3.9 STREET SIGNAGE, BANNERS AND MARKERS**

#### **4.2 SPECIALIZED TRAINING AND NETWORKING FOR INDIVIDUAL ARTISTS**

*When members of a society wish to secure that society's rich heritage, they cherish their arts and respect their artists.*

-- *Maya Angelou, writer*

*Dear artists, if aliens ever landed here on earth - chances are, you'll be the first people they'll want to talk to.*

-- *Kzure, visual artist*

## **5.5 "ZAP" PROGRAM**

## **7.2 ARTS TEAM ON LOAN TO SCHOOLS**

## **7.3 MUTICULTURAL ARTS ACTIVITIES**

# **■ SECTION 7: Arts-in-Education**

## **7.1 CARSON CITY ARTS EDUCATION INITIATIVES**

Collaborate with current Arts-in-Education organizations to plan, secure resources and advocate for an integrated program of fine arts and arts enrichment in the schools and in the community - with an innovative emphasis on STEAM (science, technology, engineering, *arts* and math). Join forces with initiatives spearheaded by local cultural organizations and associations, public and private schools, Western Nevada College, community organizations, and parents in a community-wide partnership effort.

In support of the benefits of arts in education, the National Endowment for the Arts identifies four purposes served by such a curriculum.

1. To give young people a sense of civilization
2. To foster creativity
3. To teach effective communication
4. To provide tools for critical assessment of what one reads, sees and hears

## **7.2 ARTS TEAM ON LOAN TO SCHOOLS**

Consider initiating a special "arts team on loan to the schools" program to demonstrate the evolving role of the arts in childhood and teen development, and help schools adopt effective arts education goals in the curriculum - both inside and outside of the classroom.

## **7.3 MULTICULTURAL ARTS ACTIVITIES**

Increase multicultural arts activities in schools, recreation programs and arts organizations by offering coordination and securing financial support for successful diversity outreach programs through grants and philanthropic support. Support Western Nevada College's annual Multicultural Festival and other multicultural programs in the City.

## **7.4 ARTS EDUCATION EXCELLENCE**

Establish an annual "Awards for Excellence in Arts Education" recognition program for local leaders and innovators in this major field.

*We are raising today's children in sterile, risk-averse and highly-structured environments. In so doing, we are failing to cultivate artists, pioneers, map-makers and entrepreneurs - and instead, we are creating a generation of children who can follow the rules of organized sports games, sit for hours in front of screens and mark bubbles on standardized tests.*

-- Darrell Hammond, American actor and comedian

*When I went to the gallery and saw my skyscraper in the window, I felt proud - like a famous person!*

-- Fourth-grade student on her experience with an architect-in-residence program at her school

*Every child is an artist. The problem is how to remain an artist once he grows up.* -- Picasso

*Our overall goal is to provide the BEST arts education possible for young people in the Carson City community.*

## ■ SECTION 8: *Special Populations and Diversity*

**Definition:** *Individuals characterized by unique traits, legal status and/or diminished environment - to include, but not be limited to age, physical and mental challenges, institutionalization, ethnic heritage, low income, geographic isolation, giftedness, and gender - all of which create special needs or inhibit their participation in the cultural arts.*

### **8.1 OUTREACH TO A VARIETY OF SPECIAL POPULATIONS**

Encourage and co-sponsor opportunities to make cultural programming more accessible to individuals within special populations through new program initiatives, linkages between cultural groups and social service agencies, as well as by encouraging artists and culture organizations to increase accessibility of their programs through outreach and targeted programs.

### **8.2 INITIATIVES FOR THE LOCAL NATIVE AMERICAN COMMUNITY**

Work with the Carson and Stewart colonies to create cultural enrichment opportunities, programs and marketing channels to showcase their own Washoe, Paiute and Western Shoshone culture and foster pride in their unique heritage. Focus special attention on tribal customs and festivals, Native American artists, youth collaborations and intergenerational programs with elders in both colonies. (Cf. the following *SECTION 9: Social Entrepreneurship and Community Development*)

SEE ALSO:

### **2.5 MULTICULTURAL AND HERITAGE FACILITIES/VENUES**

### **2.8 HERITAGE ARCHIVAL PRESERVATION CENTER**

### **7.3 MULTICULTURAL ARTS ACTIVITIES**

## ■ SECTION 9: *Social Entrepreneurship and Community Development*

### **9.1 YOUTH-AT-RISK COLLABORATIONS THROUGH ARTS AND CULTURE**

Encourage cultural groups and social service agencies to collaborate on projects geared to building self-esteem and multidisciplinary skills for at-risk youth and teenagers. These arts programs help deter crime and drug use, while offering creative alternatives during after-school hours, on weekends, during holidays and summer break.

### **9.2 INTERGENERATIONAL PROJECTS WITH THE ARTS**

Collaborate with current intergenerational initiatives and foster innovative project opportunities to bring seniors and youngsters together around the arts, with special emphasis on media arts, oral histories, heritage events, and festival activities.

*The cultural arts provide a direct route to the heart, and it is only with an open heart that prejudice can be set aside. Heritage and multicultural arts preserve and encourage open hearts in people. As a result, they enrich everyone's life.*

*-- Albuquerque Arts Plan*

*"We made quilts to keep our children from freezing - but we made them beautiful to keep our hearts from breaking."*

*--Elderly Quilt-Maker*

### **9.3 ARTS & HEALING INITIATIVES**

Work with area hospitals, clinics, healthcare agencies and wellness business to launch innovative arts initiatives that promote health and well-being.\*

Today's research in neuroscience shows benefits not only for improved academic performance and cognitive growth in children, but also underscore that the healing arts contribute to healthy aging and provide effective treatment for wounded warriors and trauma survivors. Such programs improve medical environments (e.g. hospitals, rehabilitation centers, hospices, etc.) not only for patients, but also for caregiver professionals and families of patients.

Research demonstrates that these programs have healing benefits to patients evidenced by shorter hospital stays, better pain management and less medication. Current programs, for example, already employ the arts in programs for cancer survivors, diabetes patients, and for those who struggle with an array of mental and emotional health issues, such as depression and anxiety.

## **■ SECTION 10: Government**

### **10.1 CULTURE AND ECONOMIC DEVELOPMENT TASK FORCE**

Engage artists and arts management professionals with local consortiums and task forces in both the public and private sector to focus specifically on the role and impact of local arts and culture on economic development, tourism, international trade and commercial applications in Carson City. Challenge individual artists and arts professionals to be integral parts of the creative process of designing innovative solutions and successful economic outcomes.

### **10.2 AESTHETIC DESIGN STANDARDS AND BRANDING FOR THE ARTS DISTRICT(S)**

Work with the City and design professionals to establish architectural design standards for the Carson City Arts District(s) and special branding for artists studios and other amenities in the cultural corridor(s). (See also New Orleans' *Artists District* and Seattle's *Bye Crackie Program*.)

## **■ SECTION 11: Funding and Resource Development**

### **11.1 THE PLANNING MATRIX**

Evaluate the planning priorities and budget costs of each recommendation listed in the matrix of the plan's recommendations on an ongoing basis.

### **11.2 MODELS RESEARCH**

Investigate and identify other successful funding models created by cities and counties across the country, and build criteria for the best funding models and approaches for Carson City.

\* Findings cited in *American Journal of Public Health*, George Washington University Center on Aging, National Center for Creative Aging/National Guild for Community Arts Education, and Americans for the Arts independent studies.

***The arts generate employment, income and tax revenues in addition to their critical role of enhancing quality of life, public safety and community aesthetics - all indicators of livable cities.***

***- National Governors Association (NGA) Center for Best Practices***

***The money always follows the vision - not the other way around.***

***-- Timeless funding axiom***



### **11.3 DESIGNATED FUNDING SOURCE(S)**

Work with the City to secure a long-term designated funding source(s) (e.g. fixed percentage of a tax, impact fee or special tax district plan) to support the new municipal agency for arts and culture as it grows and demonstrates success.

### **11.4 ADVOCACY CASE FOR SUPPORT**

Work with the cultural community to promote ongoing funding support for the Carson City Municipal Arts Agency as its programs and research initiatives grow and demonstrate success. (Cf. "Forty Action Strategies" on the National Association of State Arts Agencies website - [nasaa-arts.org](http://nasaa-arts.org).)

### **11.5 PRIVATE SECTOR ENGAGEMENT**

Launch an arts-specific program to increase awareness among businesses of the strategic importance of arts and culture, with partnership and funding opportunities for supporting key initiatives of the Arts and Culture Master Plan, as well as the individual artists and cultural organizations the plan serves. (Cf. Palm Beach County Cultural Council's "SmART Biz" program, which brings together leaders from cultural organizations and the business community to explore the vibrancy of business and art relationships and how these partnerships can be a driving force in the local economy.)

### **11.6 EVALUATION AND ANNUAL REPORT**

Monitor and evaluate the Carson City Arts and Culture Master Plan as it is implemented, noting accomplishments, benchmarks, revisions and updates - to be summarized in the Commission's Annual Report and shared online with City government, Visitors Bureau, Chamber of Commerce, local businesses, social service agencies and residents (cf. San Diego's "A Measure of Our Success").

***A goal without a plan is  
just a wish.***

*-- Antoine de St. Exupery,  
author of The Little Prince*

***The best way to predict  
the future is to invent it.***

*-- Apple Computer Company*

# *With Special Appreciation*

to All Who Participated in the  
Carson City Arts and Culture Master Plan

## **Carson City Cultural Commission (CCCC)**

Elinor Bugli, Chair  
Terri McBride, Vice Chair  
Karen Abowd  
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## **Americans for the Arts (AFTA)**

Graciela Kahn, Research Coordinator

## **And All Who Contributed**

at Carson City Cultural Commission Public Meetings

***We are a city built on  
possibilities.***

***We are a city powered  
by ideas and originality.***

***We are a city shaped by  
our spirit of community.***

***And we are proving  
creativity and prosperity  
are one.***

*-- Beet Street Brochure*