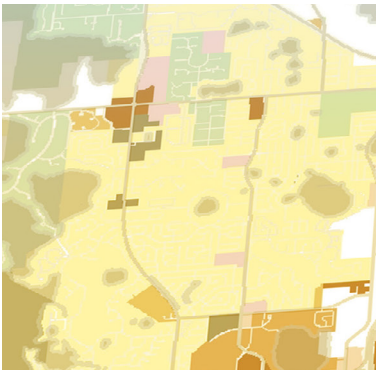
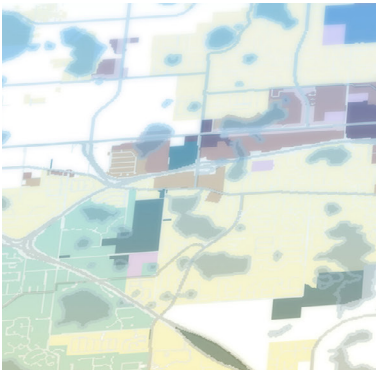


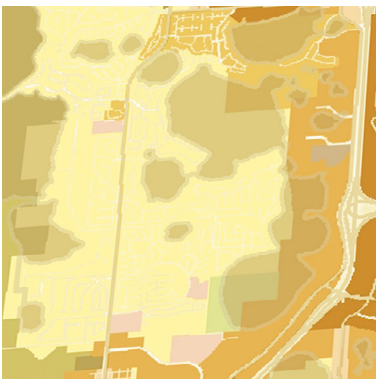


ORANGE COUNTY FLORIDA



COMPREHENSIVE PLAN 2020-2050 **GOALS, OBJECTIVES, & POLICIES**

CHAPTER 3 TOURISM, ARTS, AND CULTURE



DRAFT - 07/15/2022

PREPARED BY:

ORANGE COUNTY PLANNING, ENVIRONMENTAL
AND DEVELOPMENT SERVICES DEPARTMENT

ORANGE COUNTY PLANNING DIVISION

VISION 2050 DOCUMENT STRUCTURE

The Vision 2050 document is comprised of three parts: **PART I** introduces the Plan, including the County’s new Guiding Principles and Planning Framework. **PART II** contains the Plan’s ten chapter/subject areas, including elements required by Florida Statute §163.3177 and concurrency requirements in Florida Statute §163.3180 (denoted by *), as well as three optional chapters; and each chapter’s associated goals, objectives, and policies. The Plan has also identified six geographic planning areas in the County by defining characteristics, features, and community types. **PART III** contains Goals, Objectives, and Policies specific to these Market Areas.

PART I - INTRODUCTION TO VISION 2050

- About the Plan
- Vision 2050 and Guiding Principles
- Overview of the Planning Framework
- Market Areas
- Urban Service Area
- Sectors
- Place Types

PART II - ADOPTED POLICIES AND MAPS

- Chapter 1. Land Use, Mobility, and Neighborhoods*
- Chapter 2. Housing and Community Services*
- Chapter 3. Tourism, Arts, and Culture
- Chapter 4. Economy, Technology, and Innovation
- Chapter 5. Natural Resources, Conservation, and Resiliency*
- Chapter 6. Recreation and Open Space*
- Chapter 7. Transportation*
- Chapter 8. Public Schools
- Chapter 9. Community Facilities and Services*
- Chapter 10. Implementation and Property Rights*
- Map Series

PART III. MARKET AREAS

- Market Area Profiles
- Market Area-Specific Adopted Policies
(e.g. I-Drive, Horizon West, Innovation Way)



PART II - ADOPTED POLICIES AND MAPS

INTRODUCTION

1. LAND USE, MOBILITY, AND NEIGHBORHOODS

Chapter Overview

Goal 1: Growth Framework For Community Placemaking

Goal 2: Urban Place Types

Goal 3: Intended Sector Future Land Uses

Goal 4: Rural Sector Future Land Uses And Place Types

Goal 5: Countywide Future Land Uses

Goal 6: Land Use And Mobility

Goal 7: Neighborhood Character And Design

Goal 8: Sustainable And Resilient Development

2. HOUSING AND COMMUNITY SERVICES

Chapter Overview

Goal 1: Housing Choice and Affordability

Goal 2: Private Sector, Housing Production,
and Community Partnerships

Goal 3: Housing Programs, Grants, and Funding

Goal 4: Substandard Housing, Rehabilitation,
and Preservation

Goal 5: Access To Affordable and Attainable Housing,
Engagement and Collaboration

Goal 6: Public Health, Homelessness, and Social Services

Goal 7: Crime Prevention and Public Safety

Goal 8: Preservation of Residential Communities

3. TOURISM, ARTS, AND CULTURE

Chapter Overview

Goal 1: Arts and Cultural Resources

Goal 2: Tourism & Arts and Culture Venues

Goal 3: Arts and Cultural Education

Goal 4: Equity and Diversity

Goal 5: Art in Public Places

Goal 6: Caring for Our Creatives

Goal 7: Community and Cultural Tourism

4. ECONOMY, TECHNOLOGY, AND INNOVATION

Chapter Overview

Goal 1: Economic Diversification

Goal 2: Neighborhood-Scale Economic Development

Goal 3: Workforce and Quality of Life

Goal 4: Incentives, Grants, and Partnerships

5. NATURAL RESOURCES, CONSERVATION, AND RESILIENCY

Chapter Overview

Goal 1: Comprehensive Management of
Natural Resource and Systems

Goal 2: Air Quality

Goal 3: Water Resources

Goal 4: Ecosystems Preservation, Protection,
and Management

Goal 5: Wekiva Area

Goal 6: Soils and Minerals

Goal 7: Potential Pollutant Materials and Wastes

Goal 8: Areas of Special Concern

Goal 9: Hazard Mitigation, Resilience and
Sustainability, Recreation and Open Space

6. RECREATION AND OPEN SPACE

Chapter Overview

Goal 1: Parks and Recreation Areas

Goal 2: Bikeways and Trails

Goal 3: Passive Recreation and Public Open Space

7. TRANSPORTATION

Chapter Overview

Goal 1: Multimodal Transportation System

Goal 2: Major Transportation Thoroughfares
and Transportation Routes

Goal 3: Public Transit and Commuter Rail

Goal 4: Bicycle and Pedestrian Ways

Goal 5: Recreational Travel (Trails)

Goal 6: Inter-Regional Aviation, Interstate and Passenger Rail,
Freight, and Access to Intermodal Terminals and Ports

8. PUBLIC SCHOOLS

Chapter Overview

Goal 1: School Service and Programs

Goal 2: School Facility Siting

Goal 3: School Capacity

Goal 4: School Coordination

9. COMMUNITY FACILITIES AND SERVICES

Chapter Overview

Goal 1: Energy

Goal 2: Stormwater

Goal 3: Water Supply (Potable Water, Wastewater,
Reclaimed Water and Aquifer Recharge)

Goal 4: Solid Waste

Goal 5: Fire Rescue

Goal 6: Libraries

10. IMPLEMENTATION AND PROPERTY RIGHTS

Chapter Overview

Goal 1: Property Rights

Goal 2: Vesting and Nonconforming Uses

Goal 3: Citizen Engagement and Capacity Building

Goal 4: Regional Cooperation and
Governmental Coordination

Goal 5: Administration and Required Studies

Goal 6: Concurrency Management

Goal 7: Capital Improvements

Goal 8: Plan Performance and Monitoring

[PAGE INTENTIONALLY LEFT BLANK]

TABLE OF CONTENTS

TOURISM, ARTS, AND CULTURE

GOAL 1: ARTS AND CULTURAL RESOURCES	112
Goal 2: TOURISM & ARTS AND CULTURE VENUES	112
GOAL 3: ARTS AND CULTURAL EDUCATION	113
GOAL 4: EQUITY AND DIVERSITY	113
GOAL 5: ART IN PUBLIC PLACES	114
GOAL 6: CARING FOR OUR CREATIVES	114
GOAL 7: COMMUNITY AND CULTURAL TOURISM	115

TOURISM, ARTS, AND CULTURE

Local governments around the United State have recognized art and culture for its potential in revitalizing community and developing the economy, instead of merely contributing to the aesthetics of the city.

Orange County recognizes the need to enhance the quality of life for all residents on a daily basis, not just through traditional cultural facilities and programs. In order to nourish all of its residents regardless of race, location, income, education, nationality, or interest, the County will be innovative in how it expands community-based arts in its facilities and neighborhoods

Above all, the Central Florida community is recognized world-wide as a tourism destination. Orange County is dedicated to elevating its arts and cultural facilities to world-class status, providing varied experiences for local, regional, and international visitors, and diversifying its tourism economy. Orange County will continue to support its regional large-scale cultural centers that produce high caliber exhibits, sports teams, and shows that educate our youth, entertain our residents, and attract our visitors.





TOURISM, ARTS, AND CULTURE

GOAL 1: ARTS AND CULTURAL RESOURCES

Orange County continues to recognize that arts and culture are essential to Orange County's economic vitality and quality of life.

OBJ 1.1: Orange County will allocate resources to support and sustain cultural resources and a thriving arts community.

POL 1.1.1: The County will maintain a dedicated source of funding to support future arts and culture programs and spaces.

POL 1.1.2: The County will dedicate least one (1) percent of all private and public works projects to art in public places.

POL 1.1.3: Public works, including County buildings, and projects such as community parks, public plazas, sidewalks, sound walls and public plazas will incorporate significant art and design elements.

POL 1.1.4: Orange Code addresses art as an important component of neighborhoods and placemaking, ensuring its integration into the public realm through public works and infrastructure projects.

POL 1.1.5: Orange County will strengthen connectivity of its main streets, arts districts, cultural centers, and corridors through strategic placemaking initiatives.

POL 1.1.6: Orange County, in conjunction with the City of Orlando and other municipalities, will develop a strategic cultural plan that will inventory the existing arts and cultural offerings of the greater Orlando area, in order to improve the area's cultural image, determine resources for financial sustainability, and identify distribution of public art and community art organizations.

GOAL 2: TOURISM & ARTS AND CULTURE VENUES

Elevate the status of Central Florida's arts and culture to that befitting a world-class community.

OBJ 2.1: Create a strategic plan to increase the funding and resources of our arts and culture community in relation to the County's growing visitor and resident population.

POL 2.1.1: Orange County will collaborate with public and private partners to preserve and promote our tourist destinations as well as arts and cultural venues and organizations within the County.

POL 2.1.2: The County will work with public and private partners to develop marketing strategies to appeal to a variety of audiences that will help draw local, regional, and international visitors to our world-class community.

POL 2.1.3: The County will maintain an inventory of community venues that can provide space for performing and visual arts events, and will support the use of vacant and/or underutilized buildings, storefronts, and land for arts and culture exhibitions, workspaces, programming, and events.

POL 2.1.4: The County's museums will be representative of both the County's collective history and its current populations, and will be accessible by all residents and visitors.

POL 2.1.5: Orange County will support arts and culture festivals, education, and events by providing funding, venues, and other resources to nonprofit and arts education organizations.

POL 2.1.6: The County’s libraries will provide resources and venue space for community-based art and culture activities.

POL 2.1.7: The County will collaborate with United Arts of Central Florida and its other partners to promote and fund art, cultural events, and organizations to ensure access to funds for renovation, repair, and maintenance.

GOAL 3: ARTS AND CULTURAL EDUCATION

Orange County shall maintain an education system that provides opportunities for youth to explore their talents and interests for artistic expression through exposure and access to performing and visual arts from Pre-K through High School.

OBJ 3.1: In collaboration with Orange County Public Schools and other partner organizations, the County’s Arts and Cultural Affairs Office will periodically assess arts and cultural programs targeted to youth for their effectiveness and will create an inventory of where services are provided.

POL 3.1.1: The County will foster relationships between arts and culture organizations, arts institutions and youth-serving organizations to increase exposure and participation in music, visual arts, and performing arts.

POL 3.1.2: The County will support and consider funding organizations that bring music, visual arts and performing arts to underprivileged and underserved youths.

POL 3.1.3: The County will encourage expanding its arts community to provide paid internships and performance opportunities to the region’s artistic talent.

POL 3.1.4: Orange County will, in collaboration with its local partners, conduct an inventory and assessment of arts and cultural programs targeted to youth.

POL 3.1.5: Support youth programs at local community centers where young participants can learn from older generations.

POL 3.1.6: Create and fund safe, accessible spaces for adolescents and youth to develop their talents and find outlets for creative expression.

GOAL 4: EQUITY AND DIVERSITY

The County will ensure that all residents and visitors have access to creative, high-quality, and diverse arts and cultural opportunities.

OBJ 4.1: The County will engage a diverse set of communities and community leaders in the decision-making process for the development of County-wide arts and cultural programs, policies, and resources.

POL 4.1.1: The County will expand public art and cultural programs in underrepresented communities to foster and support neighborhood pride and identity.

POL 4.1.2: The County will collaborate with arts and cultural institutions to ensure that access and opportunity is provided to low income families, youths, seniors, and people with disabilities.

POL 4.1.3: Orange County will ensure that its community facilities (e.g., parks, schools, community centers, churches, senior centers, libraries) are available for public use to increase public involvement in visual and performing arts throughout the County.

POL 4.1.4: Orange County will strive to identify reliable funding mechanisms to support the long-term vitality of community-based arts institutions, which in turn will create opportunities, capacities, and partnerships that enable local arts entities to thrive.

POL 4.1.5: The County will develop criteria and performance measures to assist with the decision-making process for the County's equitable distribution of arts-related funding.

POL 4.1.6: The County will develop joint-use agreements to share and maximize use of existing public, performance, and gallery spaces.

POL 4.1.7: The County will ensure that underrepresented communities have reliable access to public transit with connections to tourism, arts, and cultural venues.

POL 4.1.8: The County Arts and Cultural Affairs Office will ensure that its arts and cultural affairs advisory council is comprised of a group of culturally diverse leaders from historically underrepresented communities to promote equitable opportunities for participation in County arts and cultural programs.

GOAL 5: ART IN PUBLIC PLACES

The County shall promote the creation of public art, finding that public art is interwoven into the fabric of the community, and contributes to and enhances vibrant neighborhoods while providing other social and economic benefits.

OBJ 5.1: The County will continue to evaluate and increase its investments and programs in public art.

POL 5.1.1: The County will continue to provide facilities and venues for free exhibitions of fine art, including exhibitions in the County Commission Chambers and through the County's Sculpture on the Lawn program.

POL 5.1.2: The County will continue to collaborate with United Arts of Central Florida to administer several funding programs.

POL 5.1.3: The County will continue its funding of commissioned art projects and will promote awareness of local public art programs.

POL 5.1.4: The County will increase the frequency public art found in low-income neighborhoods.

GOAL 6: CARING FOR OUR CREATIVES

Our creative class is valued, supported, and has a high quality of life.

OBJ 6.1: Ensure that local creators have access to affordable housing and transportation opportunities.

POL 6.1.1: The County will assess the demographics of its creative class (including metrics such as sex, race, income, type of work, housing costs, transportation modes, and commute times), and support those who are employed in an arts-related occupation.

POL 6.1.2: Encourage employers in creative industries to pay a living wage to their employees.

POL 6.1.3: Develop incentives for construction of affordable and attainable housing that is geographically proximate or accessible by transit to art and cultural districts and venues.

POL 6.1.4: Encourage and incentivize affordable and attainable housing in areas of the County that are close to premium transit

service (including live-work spaces). Ensure that these housing options are geared towards local creators and provide cooperative work spaces for visual and performing arts.

POL 6.1.5: The County will periodically review and update Land Development Regulations and building codes to permit and incentivize live-work units, including the use of garages and accessory buildings on residential lots as studio spaces.

OBJ 6.2: Ensure that seniors employed in creative industries have access to health food, transportation, and medical services.

POL 6.2.1: Support creative seniors that are currently or have been employed in the field who earn below 80% AMI. Specifically, the County may construct affordable senior housing that is near transit and services, such as hospitals and grocery stores.

POL 6.2.2: Build collocated community centers where senior creatives can teach and perform, thereby sharing their knowledge with younger generations.

GOAL 7: COMMUNITY AND CULTURAL TOURISM
Orange County encourages cultural tourism as a sustainable component to our tourism industry, and important sites, buildings, and venues are spread throughout the communities and neighborhoods of the County.

OBJ 7.1: Local residents and neighborhood leaders shall have the capacity to advocate for increased investment in heritage and cultural tourism in their neighborhoods.

POL 7.1.1: Orange County engages in neighborhood capacity building to develop and enhance heritage and cultural tourism and to attract outside investment.

POL 7.1.2: The County will work with Visit Orlando, the National Training Business Center, and the Small Business Organization to develop a program directed to train leaders from smaller neighborhoods and cities on how to promote tourism.

POL 7.1.3: Orange County will support connectivity of its arts and cultural venues through existing and potential strategic corridors, linking the City of Orlando’s cultural corridor to Orange County’s main streets, corridors, and other facilities.

POL 7.1.4: Orange County will leverage relationships with incorporated cities within the County’s jurisdiction and will pool resources to draw federal and corporate-oriented grant funding to support cultural tourism.

POL 7.1.5: Include arts and cultural venues in regional transit plans to provide access appropriate to the venue.

POL 7.1.6: Orange County will work with the Orange County Historical Society and the Florida Division of Historical Resources to identify historic and archaeological sites throughout the County.