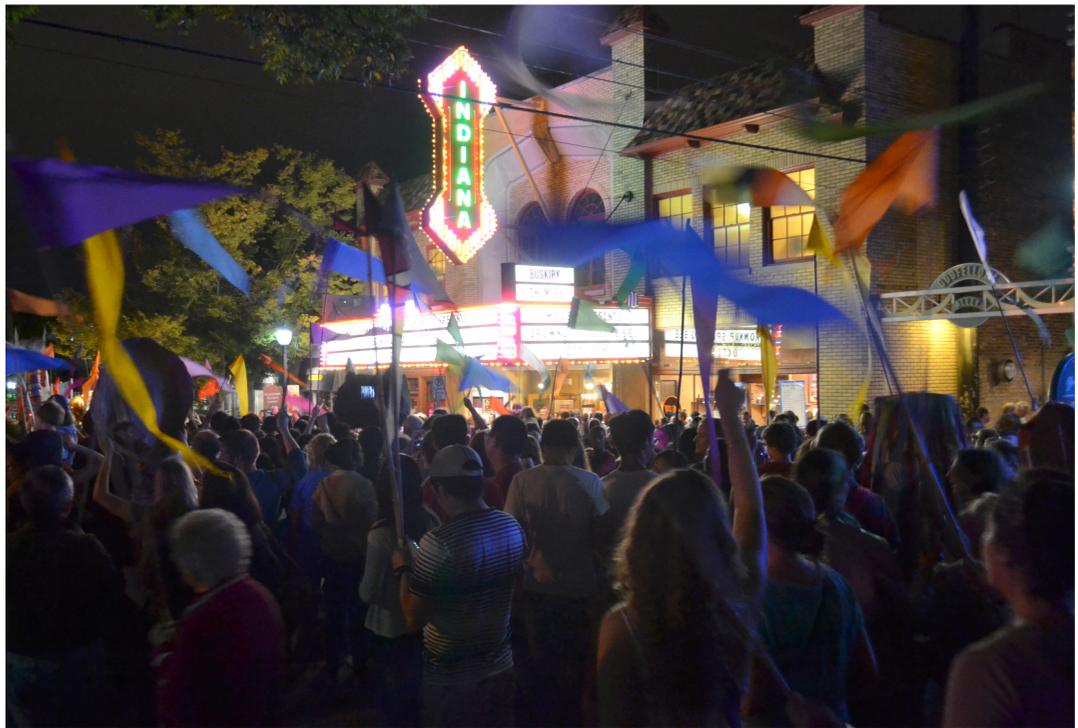




# Chapter 2 Culture & Identity

## Goal 2.1

- Support cultural spaces in all regions of Bloomington, especially urban centers and neighborhood villages, where they are accessible to a broad range of people and can help activate the public realm.
  - **Policy 2.1.1:** Utilize zoning amendments and incentives to place an emphasis on public space design within the private development realm including but not limited to the pedestrian and active transportation environments surrounding the sites, any opportunities for public art or engagement within the development, and how the development aesthetically blends in with its surroundings.
  - **Policy 2.1.2:** Ensure culturally significant places and spaces are preserved and celebrated
  - **Policy 2.1.3:** Encourage the designation of existing clusters of cultural spaces as cultural districts.
  - **Policy 2.1.4:** Encourage partnerships with the public, private and nonprofit sectors to engage in creative placemaking projects.
  - **Policy 2.1.5:** Encourage the use of public art to create a neighborhood identity.
  - **Policy 2.1.6:** Support the temporary re-use of vacant and/or underutilized building facades for art exhibitions and murals.
  - **Policy 2.1.7:** Create infrastructure and signage for better transportation connections to and among cultural venues.



## Goal 2.2

- Preserve assets of historic, architectural, archeological or social significance.
  - **Policy 2.2.1:** Continue to work with the department of Housing and Neighborhood Development (HAND) and the Historic Preservation Commission (HPC) to aid in the advocacy and monitoring of historic structures and places.
  - **Policy 2.2.2:** Continue to explore opportunities to enhance and expand the Bloomington/Monroe County Convention Center to create additional venue and activity space.



## Goal 2.3

- Ensure public spaces are of high-quality, engaging and active.
  - **Policy 2.3.1:** Incorporate a visual arts component into the planning, construction, or renovation of all city facilities as deemed feasible.
  - **Policy 2.3.2:** Consider the use of natural art and beauty through the preservation of trees, waterways, and other environmental features.

