



CITY COUNCIL STAFF REPORT

TO: Honorable Mayor and City Council **DATE:** July 15, 2019

FROM: Matthew Bronson, City Manager

PREPARED BY: Kathy Petker, Parks and Recreation Director

SUBJECT: Public Art Guidelines and Public Art Donation Program

RECOMMENDATION

Approve Public Art Guidelines for City Facilities and Rights-of-Way and Public Art Donation Program and receive information on proposed next steps including utility box art.

BACKGROUND

There are many social and economic benefits of including art in public places. Public art enriches a community by providing opportunities to open our imagination. Moreover, cities benefit by creating destinations that people want to visit while experiencing public art, especially when the art increases the walkability of a location. Public art is also an opportunity to enhance community engagement with residents, business partnerships, and visitors. The art currently within the city was installed on a case-by-case basis, including the ceramic tiles painted by local school children located in Grover Heights and Hero Parks, the latter funded by the La Serena developer. Additionally, a statue of a basketball player was installed several years ago at Mentone Basin Park as part of a donation from the Five Cities Men's Club along with the refurbishment of the sports courts and restrooms.

Over the past year, City staff has reviewed public art programs with local art agencies, artists and community members in an effort to gain insight on artists' professional opinions in developing a public art program in Grover Beach. A public art group (PAG) was created with representatives from the South County Chambers of Commerce, local artist community, and City officials. Additionally, the Parks, Recreation, Beautification Commission Public Art Ad Hoc Committee identified public art within the city as a Commission priority and worked with staff to present an initial overview to the Council on December 3, 2018 and a proposed framework and guidelines on April 1, 2019. Many cities around the state promote public art with nearby examples including Arroyo Grande, Pismo Beach, Morro Bay, San Luis Obispo, and Paso Robles.

At its April 1st meeting, the Council directed staff to establish guidelines and policies related to public art on public property and to begin with the implementation of art on 10 utility controller cabinet boxes owned by the City on West Grand Avenue as the initial City project. The Council also provided direction to include an initial budget of \$10,000 for the program in FY 2019-20 to fund utility box preparations and artists' stipends for supplies reimbursement. Furthermore, the Council recommended that the artwork for the utility boxes be determined on a case by case basis rather than through overall themes so as to not limit creativity.

Following the April 1st meeting, the next step in establishing a new public art program is to adopt guidelines that provide general parameters to allowing art on City facilities and rights-of-way

along with a public art donation program covering private donation of artwork for public facilities. Staff has developed a proposed set of Public Art Guidelines and a Public Art Donation Program (shown as Attachment 1) which were modeled after similar materials by the City of Arroyo Grande. Presented below is a summary of these Guidelines and related implementation processes:

Purpose and Process of Guidelines

The purpose of these Guidelines is to create a framework to facilitate and encourage outdoor public art on public property, including public right-of-ways. As defined in the Guidelines, "Public Art" shall mean art located on City property including parks, buildings, open space, medians, or other rights-of-way. Public art under these Guidelines does not include art on private property. Artwork may include free-standing pieces (e.g. a sculpture, painting, or water fountain) or may be integrated into its surroundings as an architectural element such as relief sculpture embedded in pavement or a wall, a mosaic or mural on a wall, decorative railings or lighting.

These Guidelines are intended to assist artists, community members, and City officials and staff understand the City's goals regarding art that is displayed in a manner that is available and accessible to the general public. The City recognizes that art and artistic expression is a protected activity and the Guidelines are not intended to unduly restrict creative expression or limit the types of public art possible. Rather, they are intended to facilitate and encourage the best possible combination of sites and artwork, and help to guide what is essentially a form of communication between the artist and the community.

These Guidelines are applicable to public art projects proposed to be located on City property as defined above which shall be considered and approved by the Council in consultation with the Public Art Group (PAG). The Guidelines do not cover instances where the City may choose to purchase artwork of a substantive amount (e.g. \$100,000) for placement at a City facility as additional provisions to the Guidelines and City's purchasing policies would be needed. The Parks, Recreation and Beautification Commission will also be involved if art is proposed to be placed within City parks which would be subject to the Public Art Donation Program to the extent applicable. The PAG has been established to solicit community input and involvement for promotion of public art throughout the city. The PAG is currently made up of the following representatives and will be convened as needed:

- SLO County Arts Council
- Parks, Recreation and Beautification Commission
- South County Chamber of Commerce
- Local artists
- City staff

The PAG will provide recommendations to the Council on public art pieces or plans for the purpose of obtaining community input into potential artwork including the utility box artwork described further below. The San Luis Obispo County Arts Council shall act in an advisory capacity to the Public Art Group.

Public Art Donation Program

In addition to the Public Art Guidelines, staff has developed a Public Art Donation Program to provide clarity around donation of art to the City. The program is intended as a means by which an artist, or an individual or group commissioning an artist, may donate, gift or bequeath public art to the City of Grover Beach for location in a City-owned public place. Attachment 1 provides

further information on submitting proposals and the process for considering acceptance which includes staff review (along with Parks, Recreation, and Beautification Commission review at park locations) and ultimately Council approval.

Next Steps with Implementation

The initial focus of the public art program will be artwork on the City-owned controller cabinets (utility boxes) along West Grand Avenue. Attachment 2 is a map showing the locations of these utility boxes. Pending Council adoption of the Guidelines, staff will work with the PAG to develop an application for submitting proposed artwork for these utility boxes and post on the City's website in early August. Staff would review submitted artwork with the PAG with a goal of bringing recommended artwork to the Council for approval this fall.

A second area of focus is the celebration of the City's 60th anniversary of incorporation as a city in 1959. Staff recommends a public art project be designated for commissioned art and design related to this anniversary which could include street pole banners and other artwork highlighting this important milestone in Grover Beach. Staff will work on these and other ideas as part of the 60th anniversary celebration activities.

FISCAL IMPACT

\$10,000 has been allocated in the City's operating budget in FY 2019-20 for public art with an initial focus on utility box art.

ALTERNATIVES

The City Council has the following alternatives to consider:

1. Approve Public Art Guidelines for City Facilities and Rights-of-Way and Public Art Donation Program; or
2. Do not approve Public Art Guidelines for City Facilities and Rights-of-Way and/or Public Art Donation Program; or
3. Provide alternate direction to staff.

PUBLIC NOTIFICATION

The agenda was posted in accordance with the Brown Act.

ATTACHMENT

1. Public Art Guidelines and Public Art Donation Program
2. Map of City-Owned Controller Cabinets on West Grand Avenue

PUBLIC ART GUIDELINES

Principles

The following guidelines developed are intended to facilitate and encourage public art that is proposed to be placed on public property or by a property owner on adjacent public right of way within the city:

1. Public art shall be of high artistic quality.
2. Public art shall be compatible with the immediate site and neighborhood in terms of social and cultural characteristics, architectural scale, materials, land use and geographical and environmental context.
3. Public art shall not impede pedestrian or vehicle traffic or conflict with public or private easements.
4. Consideration shall be given to any public safety or public health concerns related to, or created by, the artwork.
5. Public art shall be constructed of durable, high –quality materials and require minimal or no maintenance.
6. Public art shall be securely installed.
7. A wide variety of artistic expression is encouraged. However, expressions of obscenity, profanity, vulgarity, fighting words and incitement of criminal violence are inappropriate.

Selection Criteria

The following are consideration for the selection of public art:

1. Relationship to the social, cultural and historical identity of the area;
2. Evaluation of artistic excellence;
3. Appropriateness of scale, form, material, content and design relative to the immediate neighborhood;
4. Appropriateness of proposed materials as regards to structural and surface integrity protection against vandalism, public safety and weathering;
5. Ease of maintenance;
6. Public art shall be securely installed;
7. A wide variety of artistic expression is encouraged. However, expression of obscenity, profanity or vulgarity, fighting words and incitement of criminal violence are inappropriate.

Display of Public Art

1. A contract and necessary waivers shall be executed between the artist and the City establishing the terms of the proposed installation.
2. Artwork shall be displayed to include the artwork title, artist's name, patron's name if applicable and date of completion. The materials used and a short explanation of the work could be included as an option. Plaques and bricks may be used for donor recognition purposes but will not be used for advertising purposes.
3. Prior to accepting the project, the Public Works Department shall receive from the artist or donor a set of plans, specifications, and a copy of maintenance record, which identifies maintenance, installation and removal instructions. The transportation, installation and adjunct costs (such as engineering, a base for the artwork or other installation elements) related to artwork are the responsibility of the donor.
4. Once the art piece is installed (by the donor under the supervision of City staff with the artist's installation direction and donor installation funding), it will require inspection and sign off by a City Building Inspector.
5. Following inspection, the artwork shall become the property of the City and the City will be responsible for maintenance of the artwork in conjunction with the artist as warranted. A publicized dedication ceremony shall be held to present the art piece to the community.
6. Appropriateness of proposed method of installation and artwork and safety and structural factors involved in installation;
7. Artist's experience in working on comparable projects.

The City or Public Art Group may consider a revolving art program for a proposed location on an ongoing basis.

PUBLIC ART DONATION PROGRAM

Purpose

Public art can provide aesthetic, cultural and economic benefits to the community. The City of Grover Beach Public Art Donation Program is a means by which an artist, or an individual or group commissioning an artist, may donate, gift or bequeath public art to the City of Grover Beach for location in a City owned public place.

Definition

Public art can be defined as 'The engagement of an artist with public place involving original, creative work by an individual or a group'. This includes functional and original works of art that also serve as capital improvements, such as, but not limited to seating, fountains, lighting, and free-standing art forms. Pre-fabricated manufactured items such as bench, fountains, etc. are not considered public art.

Proposal

Proposals should include:

1. A donor application form
2. A contract and donation release form
3. The artist or donor's name
4. Title of the work and artist statement
5. Description of the work (such as a photograph, artist's rendering or computer-generated image)
6. The materials and size of the work
7. A preferred public location
8. The artist's resume if available
9. Estimated value of donated work
10. Recommended manner of installation
11. Estimated maintenance cost

Process

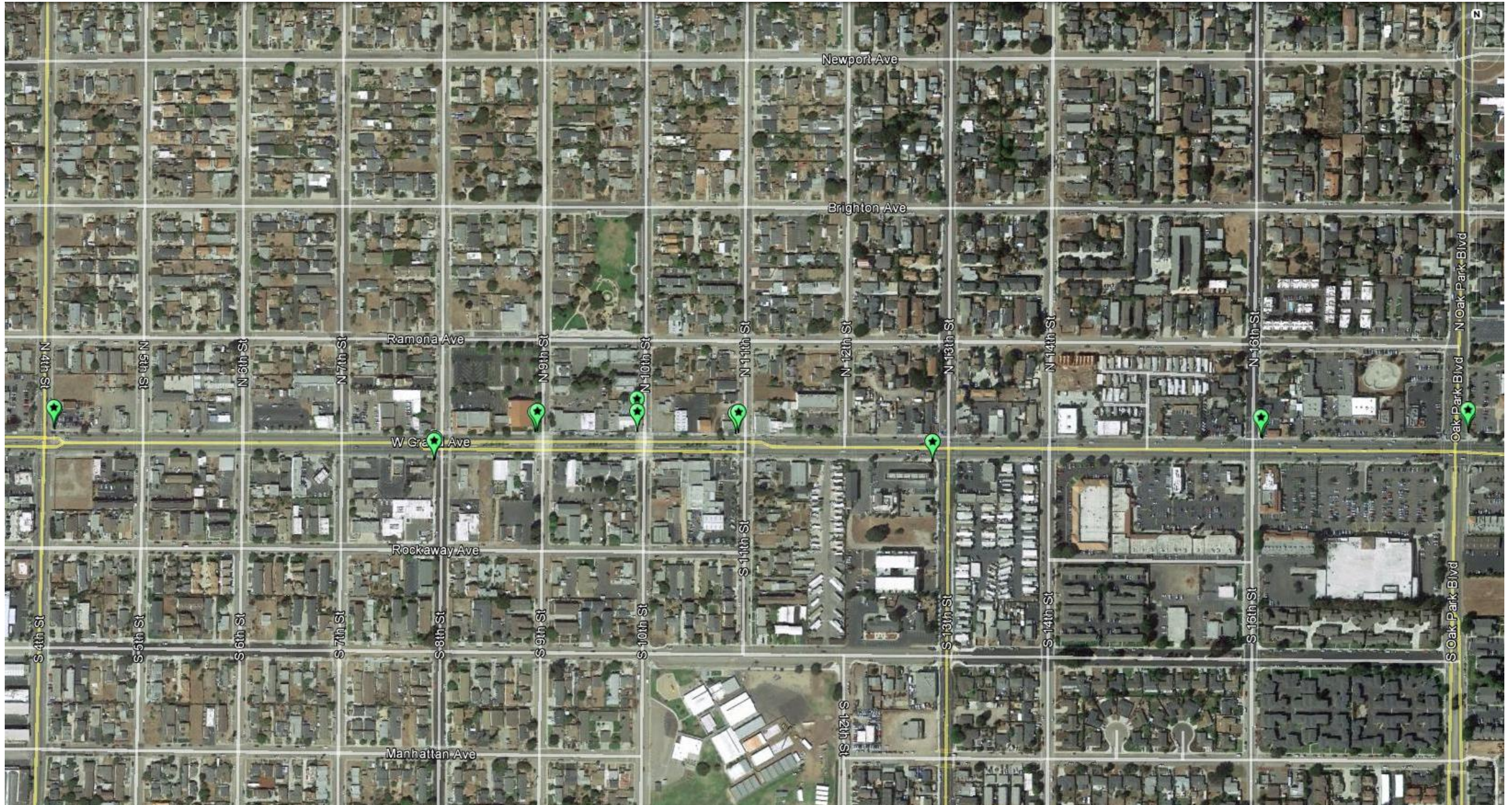
The following steps will result in the review and decision regarding a proposal:

1. The proposal would be submitted to the Public Works Department to review it to:
 - a. Determine ongoing and General Plan consistency, accuracy and appropriateness.
 - b. Ensure it would not create an undue risk or a safety problem.
 - c. Consider maintenance requirements
 - d. Determine durability
 - e. Identify any engineering concerns
2. The proposal will be reviewed by the Parks, Recreation and Beautification Commission if proposed to be placed on a park property.
3. Recommendations will be forwarded to the City Council for review and action during a public hearing. The Council would have final approval of the donation.

Guidelines for Review of the Proposal

The following guidelines would be used for review of art donations:

1. Public art shall be of high artistic quality.
2. Public art shall be compatible with the immediate site and neighborhood in terms of social and cultural/historical characteristics, architectural scale, materials, land use and geographical and environmental context.
3. Public art shall not impede pedestrian or vehicle traffic or conflict with public or private easements.
4. Consideration shall be constructed of durable, high-quality materials and require minimal or no maintenance.



**Double cabinets at all locations except at West Grand Avenue and South 13th Street*