



ADMINISTRATIVE REPORT

AGENDA ITEM #

2

MTG. DATE

4-4-88

TO: Redevelopment Agency of the City of
San Mateo

APPROVED BY:

BARBARA E. KAUTZ, Community
Development Director

DATE: March 29, 1988

SUBMITTED BY: Susan M. Loftus
SUSAN M. LOFTUS, Economic Development
Manager

RICHARD B. DELONG, City Manager

SUBJECT: Downtown Art in Public Places Program

RECOMMENDATION:

That the Agency: 1) Approve the proposed Downtown Art in Public Places Guidelines, 2) Authorize \$50,000 from the Downtown Beautification Funds (203) to the Downtown Art in Public Places Program (693) to fund the program; 3) Approve the locations, media, and selection procedures for the first two projects to be completed under the program.

THE ISSUE:

1. Guidelines

At the March 9, 1988 study session, staff was directed to bring forward the Greater Downtown Commission's (GDC) recommendations related to the Downtown Art in Public Places Program for formal review by the Council. Included in the attached guidelines are the recommendations related to the: 1) site selection criteria, 2) selection process, 3) composition of selection panel, 4) artist residency, 5) selection procedures for a specific art work, and 6) community education (see Exhibit A).

2. Site Selection:

The site selection priorities of the GDC are attached in Exhibit B. Based upon feedback by the Council at its study session, it is recommended that the first two projects consist of different media to allow for a variety in the art forms first initiated under this program: 1) a sculpture project on the northeast corner of 4th and B, and 2) a painting/trompe l'oeil on the bakery building wall at San Mateo and 3rd Avenue (see map Exhibit C). It is further recommended that an open competition process be used for these first two pieces and that the artist's residency be limited to San Mateo County.

EXHIBITS:

Downtown Art in Public Places Guidelines, Exhibit A
GDC Site Location Rankings, Exhibit B
Map of Initial Projects, Exhibit C

BUDGET IMPACT:

It is recommended that \$50,000 from the Downtown Beautification Fund (203) be transferred into the Downtown Art in Public Places project (693) to fund this program.

CEQA CLEARANCE:

The guidelines are not a project under CEQA. The projects are categorically exempt pursuant to CEQA Guidelines, Section 15311, Class II, accessory structures.

SML:0545H/12

cc: City Clerk
City Attorney
Public Works

DOWNTOWN ART IN PUBLIC PLACES GUIDELINESINTRODUCTION

The Downtown Art in Public Places Program has been designed by the City to promote the establishment of public art in the Downtown San Mateo. The City's goal is to develop a broad collection of high quality art work which will further stimulate the City's Downtown revitalization efforts. These guidelines will be used to direct the overall operation of the Downtown Art in Public Places Program. Upon availability of financing for an individual art project, a specific program will be prepared by the Greater Downtown Commission (GDC) which will be reviewed and approved by the City Council prior to initiation of the selection procedures. The program will include the City's decisions related to the site, art medium, selection process and budgeted amount for the individual project currently being proposed. The guidelines address the City's options related to these areas:

- A. Site Selection -- Selection criteria will include but not be limited to, consideration of:
 - 1. Visibility to drivers in the retail core, Gateway, commuters on train, along El Camino, etc.
 - 2. Relationship to other downtown revitalization objectives (i.e., capital improvements, improvements to garage designs, etc.)
 - 3. Accessibility to pedestrians
 - 4. Potential for permanency -- likelihood that art work will not be relocated due to long term plans for the area
 - 5. Public safety
 - 6. Site control and ownership
- B. Selection Process -- The following options are available for artist selection:
 - 1. Open Competition: Any artist is eligible to enter a proposal. Competition could be restricted, however, to artists utilizing certain media (i.e., graphics, sculptors, etc.) or artists from designated geographical areas.
 - 2. Invitational Competition: After reviewing the previous works of various artists, the GDC will specify a certain number of artists (usually 2 to 5) to submit proposals. Standard practice in these situations will be to pay the artists to prepare the proposals.

3. Commission: One artist is paid to prepare one or more Downtown Art in Public Places Program proposals for the site.
 4. Direct purchase: A completed art work is chosen for the site.
- C. Composition of Selection Panel -- The GDC will function as the selection committee which will provide its recommendations to the Council for final approval for the Downtown Art in Public Places Program. The GDC will review the potential artist's work at a public meeting noticed to the arts community. After input from this group, the GDC will provide its recommendations directly to the Council.
 - D. Artist Residency -- In light of the unlimited amount of quality art work and qualified artists available across the nation, the guidelines do not preclude, where appropriate, consideration of artists outside the local area. Consideration will be made, however, of local artists in the selection process.
 - E. Selection Procedure for a Specific Art Work -- These guidelines are designed to outline the options available for art selection. Once funds are available for a specific art project, a specific program will be developed by the GDC for approval by the Council. The program will include recommendations on the possible medium, selection method, artist residency and the schedule for completion. The proposed steps in the implementation of each art project are outlined in Exhibit 1.
 - F. Community Education -- An important component of the Downtown Art in Public Places Program is the development of an educational program for each commissioned art work. Communication with the media about the artwork and artist will be major component of this community education effort. Community education could include exhibitions of the artist's work, public appearances by the artist, presentations in schools and preparation of pamphlets and slide shows on the artist's work. These activities will be designed to bring the public in closer contact with the artist and his/her works which would hopefully lead to a greater understanding and appreciation of the project and the Art in Public Places Program.

PROPOSED STEPS IN DEVELOPMENT OF EACH ART PROGRAM

<u>Item</u>	<u>Responsible Party</u>
Draft program for consideration by GDC - site, possible medium, selection method, funding and schedule	Economic Development Staff
Finalize program, and recommend all to Council	GDC
Review and approve program	Council
Advertise program, notice GDC meeting	Economic Development Staff
Review artists' work at public meeting noticed to arts community and make recommendation for artist selection to Council	GDC
Approval of artist	Council
Finalize design of art project	Artist
Review artist's design and make recommendation to Council	GDC
Approve design	Council
Complete art work	Artist
Community education - Ongoing throughout process culminating in ceremony upon completion of project	GDC/Economic Development Staff

4661d/LT2

GREATER DOWNTOWN COMMISSION
PRIORITIES FOR DOWNTOWN ART IN PUBLIC PLACES PROGRAM
SITE LOCATIONS

POTENTIAL SITES	KALLIS	SINCLAIR	KRUPP	WEBER	RAISER	TOTAL	RANK
1. Wall of bakery next to First Interstate lot -- N/W corner 3rd/San Mateo	2	8	3	7	3	23	2*
2. Main Street Garage	5	5	8	9	6	33	5
3. Across from Thrifty Drugs	4	11	5	11	4	35	6
4. N/E corner of 4th & B	1	4	6	8	1	20	1
5. Gateway	10	1	11	1	5	28	3*
6. 4th & Railroad	6	2	4	3	8	23	2*
7. S/E corner Central Park	11	3	1	6	7	28	3*
8. In front of Planteen & Krogh	3	6	2	10	2	23	2*
9. Trompe L'oeil on back of Bldgs. at Central Parking Gar.	7	7	7	2	9	32	4
10. Roofs of garages	8	9	10	4	10	41	7
11. Old firehouse wall next to Main Street Garage	9	10	9	5	11	44	8

*Tie score

4517d/LT2

This is a detailed street map of the downtown area of Reno, Nevada. The map shows a grid of streets with various landmarks and features. Key streets include Tilton Ave, St. Matthew's Ave, Baldwin Ave, First Ave, Second Ave, Third Ave, Fourth Ave, Fifth Ave, Sixth Ave, Seventh Ave, Eighth Ave, and Ninth Ave. Other streets shown are El Cerrito Ave, Baywood Ave, West Third Ave, West Fourth Ave, W 5th Ave, El Camino Real, S. San Mateo Dr., S. Ellsworth Ave, S. B Street, S. Claremont St., S. Delaware St., S. Humboldt St., Idaho St., and Bayshore Freeway. Landmarks include Mills Hospital, Central Park, and the Southern Pacific Railroad. The map is oriented with North at the top.

//// PROJECT AREA BOUNDARY

EXHIBIT C