



Racial Equality Community Public Art Project

September 8, 2020

**Heather Stewart
Senior Management Analyst
Community Development Dept.**

OVERVIEW

- July 20, 2020 City Council resolution affirming City's commitment to racial equality
- Council discussed request for community mural or other art project that would promote racial equity
- Identified the Civic Arts Committee to facilitate the process and community discussion
- Staff researched, is providing information, and is requesting further direction



ART IN PUBLIC PLACES PROGRAM



Art in Public Places Program

- Developments pay .5% of total permit valuation if \$3 million or more
- Install art or pay an in-lieu fee
- In-lieu fees for acquisition, installation, improvement, maintenance, program administration
- Civic Art Committee (CAC) implements the program
- Current fund balance \$202,000, reserve \$20,000 for art maintenance, maximum \$182,000 available.



Collaboration with Parks & Recreation

- Parks & Recreation Commission previously identified and prioritized locations suitable for public art
- Selected Parks locations most appropriate for 3-dimensional art forms
- No locations specifically identified as viable for large murals



MURALS & ALTERNATIVES



Mural Interests

High public access location

Maximize visibility

Community input

Long lasting

Public or private property



Large Mural Considerations

- Clearly identifying community involvement opportunities
- City-owned structure with appropriate conditions that meets interests are minimal or not existent
- Use of other publicly owned property extensively long & complicated, i.e. CalTrans
- Private property involves greater legal obligations
- Planning for “lifetime” of mural & maintenance needs



Private Property Considerations

- Many suitable locations could meet visibility & public access
- May help to foster sense of community with owner
- Finding a willing owner with desired location who controls building condition and access
- Desired location must be structurally appropriate to require minimal preparation costs
- Some limitations on building owner if maintenance impacts mural



ALTERNATIVE

Several smaller public murals on a limited number of selected City-owned utility boxes.

- Multiple opportunities for public engagement & expression
- Painting or vinyl wrap for easy repair or replacement
- Gives City direct control and oversight
- Lower cost per installation & easier maintenance
- Community funding opportunity to support effort, leverage funds



PROCESS OUTLINE & CITY COUNCIL GUIDANCE



General Process Outline

1. Identify key community and City stakeholders to work with CAC
2. Identify and secure the preferred location(s)
3. Identify interests in the type and theme of the art
4. Invite proposals for art that meets the design parameters
5. Review responses and identify the top artist candidates
6. Select artist(s) and recommend to City Council for approval
7. Implement the installation(s) and celebrate the art
8. Implement the plan for maintenance/replacement/art rotation



Guidance from City Council

- Preference for a single mural or multiple utility box murals?
- Concur with the general process outlined above?
- What process would be preferred to identify the community stakeholders willing to work with CAC to help shape the project?
- Additional ideas for best ways to involve the community?
- Preference for project funding?
 - Fully paid for via the AiPP fund
 - AiPP fund leveraging community fundraising
 - Fully community funded

