

REPORT

To the Honorable Mayor and City Council From the Civic Cultural Commission

September 24, 2007

SUBJECT

Redwood City Public Art Program

RECOMMENDATION

Approve by motion the recommendations from the Civic Cultural Commission (Commission) to establish a Redwood City Public Art Program (Program) and authorize the Commission to develop guidelines to implement the Program.

BACKGROUND

At the August 2007 Civic Cultural Commission meeting, the Commission voted to approve the concept of a public art program.

PROGRAM GOALS

The goal of the Redwood City Public Art Program is to bring more public art to Redwood City. Public art inspires civic pride, builds community, improves the quality of life, and enriches the city as a unique and cultural destination.

The priorities for the Redwood City Public Art Program are as follows:

- Create vibrant and appealing public spaces by integrating art into new development and existing sites.
- Contribute to Redwood City's evolving culture and image by ensuring high quality public art.
- Involve the community and support local artists wherever possible

Through these goals and priorities, the Redwood City Public Art Program will help make Redwood City a creative and desirable destination for both residents and visitors.

PUBLIC ART

Public art, as defined by this policy, is an artwork of any medium that is visually or physically accessible to the public and has been acquired by city funds, donated to the city, or provided by a private entity as a community benefit. Public Art may be situated on public or private property. Public art that is neither paid for with public funds nor accepted by the city is not governed by this policy.

PROGRAM STRUCTURE

The Redwood City Public Art Program is administered by the Redwood City Civic Cultural Commission. The commission, along with city staff, will develop detailed guidelines outlining the procedure for implementing this program, including the processes used to:

- Maintain an inventory of existing and approved public art
- Approve projects and sites for public art
- Request, select, and approve artwork
- Implement specific public art projects

PUBLIC ART SITES

Sites for public art covered by this program are prominent locations in Redwood City which are identified as suitable for public art projects and are physically and/or visually accessible to and by the public. Public art projects covered by this policy for which public money is utilized may be located on either public or private property. For a public art project to be located on private property, the owner must grant the city an easement for access, with a grant of all ancillary rights that the city deems necessary in order to implement the public art project according to this policy. Identification of a piece of property as a public art site shall not relieve the property owner from complying with all applicable city laws and regulations.

SITE SELECTION

The process used to select public art sites is dependent upon the type of project being executed.

Site selection should be a community planning process which provides ample and appropriate opportunities for public input into site identification.

The Civic Cultural Commission will maintain a prioritized list of projects and sites and will recommend those projects for implementation as funding allows. As much as possible, these projects should correspond with new construction or renovation projects planned in the city for that year.

Civic Cultural Commission representatives should be invited to attend architectural review meetings for large scale development to advocate for public art as part of new development or redevelopment.

Community group or neighborhood association may propose a public art project for a site and apply for city funds to implement their projects.

ELIGIBLE PUBLIC ART PROJECTS:

Public art projects may include:

- the commissioning of permanent works designed for specific public sites in Redwood City
- the loan, purchase or donation of art works deemed appropriate for public sites
- artists contracted to work as integral members of architectural, infrastructure, and urban design teams
- installations, artist-in-residence programs, and other short-term projects or planning activities that result in the creation of temporary or permanent public art.

COMMUNITY INVOLVEMENT

Each public art project created through this policy shall include an outreach program that will encourage community involvement in the implementation of the project as well as periodically inform and educate citizens about the specific project.

ARTIST SELECTION

Methods used for artist selection may include open competition, invitational competition, or direct selection but shall comply with all laws, regulations, and city policies governing purchasing. Community involvement in the development of any public art project is crucial and shall be part of the selection process. For public art projects attached to private or public construction, the artist selection and approval process must be integrated into the overall project timeline so as not to cause delays.

ART OWNERSHIP AND COPYRIGHT

In general, all physical permanent works of public art are owned by the city and copyrights shall be retained by the artist, with reproduction rights allowed the city for appropriate promotional and educational purposes. Legal title and copyrights in any work of public art obtained by the city shall be spelled out in a mutually agreeable contract between the city, the artist, and the owner.

FUNDING

Funding will likely dictate which projects are implemented. Possible funding sources include:

- Annual public art funding from the city
- Project based funding from the city
- Adoption of a percent-for-art program
- Private funding
- County, state, and federal grants
- City fund matching program for public art on private property
- Fundraisers and sponsorship of particular projects
- City fund matching for grants and private contributions

The Civic Cultural Commission will be active in applying for non-city public and private funds to support public art projects as appropriate. Individuals, businesses, private developers, and organizations will also be encouraged to make contributions to the city for public art projects.

All funds for public art received by the city shall be deposited into the city's "public art fund" and administered by the Civic Cultural Commission.

PROGRAM ADMINISTRATION

The Civic Cultural Commission is responsible for the administration of the city's public art program and the management of the city's public art inventory.

All operating costs of the public art program will be budgeted in conjunction with the total cost of the annual program. These operating costs may include: staffing, project consultant fees, administrative costs, programming costs, project implementation costs, promotional costs, and maintenance expenses.

MAINTENANCE

The city shall be responsible for the maintenance of city projects created through this program. All permanent public art projects must have a plan that projects both staff time and funding needed to properly maintain the work. Funds for the maintenance of city projects, as established through this program, will be allocated as a portion of the public art program's operating budget.

ALTERNATIVES

Direct the Civic Cultural Commission to consider other options for a Public Art Program

FISCAL IMPACT

Given that there are no specific projects associated with this program, there is no fiscal impact to adopting this Redwood City Public Art Program. In the future, the City Council may choose to fund the Redwood City Public Art Program as priorities allow. Once public art projects are implemented, modest funding for the program may be required to maintain existing Redwood City public art works.



Warren Dale
Chair, Civic Cultural Commission



Jason Newblanc
Commissioner, Civic Cultural Commission