



CITY OF SALINAS COUNCIL STAFF REPORT

DATE: FEBRUARY 11, 2020
DEPARTMENT: LIBRARY & COMMUNITY SERVICES
FROM: KRISTAN LUNDQUIST, DIRECTOR
TITLE: PUBLIC ART MASTER PLAN

RECOMMENDED MOTION:

A motion to approve a resolution adopting the Public Art Master Plan.

RECOMMENDATION:

Staff recommends the City Council approve a resolution adopting the Public Art Master Plan.

BACKGROUND:

On May 16, 2017, the City Council adopted an Ordinance establishing a Public Art Program. The Ordinance created a Municipal Art Fund which is funded exclusively from contributions made by public construction projects. The Ordinance imposes upon the City the requirement to contribute an amount not to exceed one-half percent (0.5%) of the total project cost of each eligible capital improvement program project to a Municipal Art Fund.

A Public Art Commission was formed through the adoption of the Public Art Ordinance. One of the Public Art Commission's primary activities is the preparation of an annual Public Arts Plan which describes the funding sources, budgets, and descriptions of proposed and ongoing public art projects and establishes budgets and descriptions for new public art projects. Per Ordinance, the Public Arts Plan will be submitted to the City Council annually no later than April 1.

On October 9, 2018, the City Council approved an expenditure of up to \$56,600 from the Municipal Art Fund for the purpose of contracting with a consultant to facilitate the creation of a Public Arts Master Plan for the City. The purpose of the Master Plan is to create a unified vision and 10-year strategic plan that will support and operationalize the Public Art Program and Ordinance. The Master Plan establishes a well-defined vision and brand for public art in Salinas, a menu of themes or project types that are a priority for the community, a general process by which artists are commissioned and selected, standards for maintenance and upkeep, a process for prioritizing the annual Public Art Plan, and guidelines for outside funding sources.

Following the approval of this expenditure, the City contracted with RRM Design Group (RRM). In January 2019, the Library & Community Services Department in collaboration with the Public

Art Commission and RRM Design initiated a community engagement effort aimed at getting feedback from residents regarding what types of public art they would like to see within the community and identify opportunity sites for public art. The community input phase included: electronic and paper surveys, a bus tour of existing art/opportunity sites within the City, 12 stakeholder group meetings, 3 community forums and 12 pop-up engagement events. RRM compiled the data from the community input phase and used this information to prepare the Public Art Master Plan.

Staff received the draft Master Plan in August 2019 and a sub-committee of the Public Art Commission was identified to review the draft, provide feedback, and recommend changes. The sub-committee met three times between August and November 2019 to review the draft Public Art Master Plan. Feedback from the sub-committee and staff was provided to RRM and the draft document was updated accordingly. An updated draft Public Art Master Plan was received on December 6, 2019.

On January 31, 2020, the Draft Public Art Master Plan was presented to the Public Art Commission. In this session, the plan goals, curatorial framework, “creative zones” and implementation recommendations were reviewed. Following the discussion, the Public Art Commission endorsed the Draft Public Art Master Plan and recommended that it be presented to the City Council for adoption. Following the presentations to the Public Art Commission and City Council, RRM will incorporate any necessary revisions to incorporate decision maker comments.

CEQA CONSIDERATION:

Not a Project. The City of Salinas has determined that the proposed action is not a project as defined by the California Environmental Quality Act (CEQA) (CEQA Guidelines Section 15378).

STRATEGIC PLAN INITIATIVE:

The creation of a Public Arts Master Plan supports City Council Strategic Plan Goal: Quality of Life

DEPARTMENTAL COORDINATION:

Representatives from the City Manager’s Office, Community Development and Public Works participated in stakeholder discussions and staff from Community Development also participated in the community forums.

FISCAL AND SUSTAINABILITY IMPACT:

Public art projects identified or suggested in the Public Arts Master Plan are expected to be funded through the Municipal Art Fund or through grant funding.

ATTACHMENTS:

Draft Public Art Master Plan