October 5, 2020
Recommendation

City Council review and discuss the report on the Public Art Program and:

1. Direct staff to return to City Council with an ordinance to amend the municipal code to temporarily suspend the one percent for public art in municipal projects and/or private development projects for two years, or

2. Provide other direction to staff.
History of the Public Art Program

1975  The City of Palo Alto adopted Municipal Ordinances 2.18 and 2.26 creating the Visual Arts Jury and establishing the Art In Public Places Program. The Visual Arts Jury was renamed the Public Art Commission in 1989). Greg Brown is the City’s first artist in residence funded by a CETA grant to create 9 murals throughout the downtown corridor.

1976  *Nude in Steel* by Hans Wherli is the first outdoor artwork acquired by the City. Currently installed at the Rinconada Library.

1983  Artworks by Bruce Johnson, Gale Wagner and Fred Hunnicutt were then acquired by the City and accessioned into the City Collection.

1983  Cubberley Artist Studio Program (CASP) founded
## History of the Public Art Program

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
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<tbody>
<tr>
<td>1991</td>
<td>149-acre Byxbee Park opens with installations and earthworks by Peter Richards and Michael Oppenheimer.</td>
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<td>1997</td>
<td>California Ave Businesses partner with Public Art Commission to create the Avenue of the Arts and commission multiple artworks and murals along Cal Ave over the next 6 years.</td>
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<td>2005</td>
<td>The City adopts a policy requiring 1% of City development projects be allocated to art.</td>
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<td>2014</td>
<td>Adoption of Private % for Art Ordinance.</td>
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<td>2015</td>
<td>% for Art policy is changed and an Ordinance adopted, increasing the funding available for muni public art projects and changing the way public art is budgeted and funds are managed. California Ave fountain by Mike Szabo dedicated.</td>
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<tr>
<td>2017/18</td>
<td>5 art awards from Americans for the Arts</td>
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Public Art Creates a Sense of Place and Reflects Neighborhood Identity
Community Engagement through Public Art
“Seeing this here makes me happy! … so many unique art experiences that enliven our town, turning it into a more interesting, intellectual, cultural, and arts-rich place.”

“Greg Brown is missed. Who is going to be the next Greg Brown for street/building art around Palo Alto?”

“Thank you @artistsofcasp and @cityofpaloalto for providing artists with space to thrive, grow, and contribute to our community. I’m grateful to be part of the magic.”

“Public art enhances our shared spaces in Palo Alto, and I love all your temporary installations as well as the permanent artworks.”

“Thank you!!! Your work makes our city such a beautiful town to live and work.”

“There is a feeling and sense of community in this event. Would like more of it!.” [re Code:ART festival]

“Love it! So fun for all ages and anyone can participate.”
Funding and Budgets Overview

- **General Fund** (City’s annual operating budget)
  - ✓ Public Art Maintenance Budget $30k

- **Capital Improvement Projects (CIP fund)**
  - ✓ 1% for Art Allocation from Municipal Projects
  - ✓ Annual allocation of $50K from City Council

- **Public Art Fund**
  - ✓ 1% for Art in Private Development
Funding and Budgets: Maintenance Budget

- General Fund (does not carry over)
- $30K annual allocation
- Repair, conservation and maintenance of permanently-sited artworks and portable collection.
Funding and Budgets: CIP Budgets

- Capital Improvement Projects (CIP fund)
  - Carries over
  - Used for Permanent Public Art commissions such as...
    - Municipal Golf Course
    - Fire Station 3
    - Junior Museum and Zoo
    - Charleston/Arastradero Corridor
    - Public Safety Building
    - Highway 101 bike/pedestrian bridge

*small allocation for project management

CIP Fund (1% for Art in Muni Projects)

Birdie, 2017 by Joyce Hsu
Welcome Wagon, 2019 by Pete Beeman
## Historic and Forecast Muni CIP Amounts

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>$$ Amount</th>
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<tbody>
<tr>
<td>FY15</td>
<td>$33,300</td>
</tr>
<tr>
<td>FY16</td>
<td>$153,116</td>
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<tr>
<td>FY17</td>
<td>$192,319</td>
</tr>
<tr>
<td>FY18</td>
<td>$284,198</td>
</tr>
<tr>
<td>FY19</td>
<td>$808,269</td>
</tr>
<tr>
<td>FY20</td>
<td>$202,442</td>
</tr>
<tr>
<td>FY21</td>
<td>$1,132,879</td>
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### Projected Allocations

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>$$ Amount</th>
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<tbody>
<tr>
<td>FY22</td>
<td>$190,124</td>
</tr>
<tr>
<td>FY23</td>
<td>$110,128</td>
</tr>
<tr>
<td>FY24</td>
<td>$33,045</td>
</tr>
<tr>
<td>FY25</td>
<td>$56,650</td>
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Potential Upcoming CIP Projects for art integration:

- Temporary art at the PSB construction site for construction mitigation
- Fire Station 4
- Newell Street Bridge
- Bike/Pedestrian Projects

Upcoming Temporary Initiatives Aligned with Uplift Local:

- Phase One microgrant projects for commercial corridors and neighborhoods
- Temporary murals phase 2
Funding and Budgets: CIP Budgets

- CIP Fund (Art in Public Places)
- Annual allocation of $50K
- Carries over
- Used for Temporary Public Art
Funding and Budgets: Public Art Fund

- 1% for Art in Private Development
- In-lieu funds used for Permanent Public Art and Special Projects
- Carries over

*allocation for staff (Program Director position)

Average Annual Revenue FY14 – FY20: $367,000
Public Art Commission Priorities 2020 -2021

1. Develop public art that aids in Palo Alto’s **recovery from the Covid-19 crisis** by supporting projects that encourage pedestrian traffic and the use of pedestrian-friendly streets, that are located near Palo Alto neighborhoods, as well as commercial corridors and storefronts, and that advance the Public Art Master Plan goals.
   1. Phase One microgrant funding approved by PAC in September
   2. Temporary mural pilot

2. Develop public art projects that will continue to **advance cultural inclusion and social and racial equity**.
   1. Evaluate gateways into Palo Alto for art integration, including transit stations

3. **Widen and strengthen education and advocacy for public art**, including through the adoption, roll-out and implementation of the California Ave District Master Plan and the Baylands Art Plan.
Recommendation

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1. Direct staff to return to City Council with an ordinance to amend the municipal code to temporarily suspend the one percent for public art in municipal projects and/or private development projects for two years, or
2. Provide other direction to staff.
If Council Decides to Suspend Percent for Art

• In order for staff to return to Council with amended municipal code language, staff will need clarification on:
  
  • Which ordinance to suspend
  • Projects in process, or approved by the PAC
  • Projects currently under contract with an artist
If Council Decides to Suspend Percent for Art

• Once staff gets clarification, then staff can return with:
  • Revised ordinance language that will require two readings
  • Report on staff implications
  • Any legal implications of existing obligations
  • Related items or issues
Questions?