



Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Jim McBride

SUBJECT: 2004 PUBLIC ART WORKPLAN

DATE: March 12, 2004

Approved

Date

COUNCIL DISTRICT: City-Wide

RECOMMENDATION

Acceptance of the *2004 Public Art Workplan*.

BACKGROUND

In accordance with Title 22 of the Municipal Code, the San José Arts Commission, through the Office of Cultural Affairs (OCA), presents a Public Art Workplan to the City Council each calendar year. The City Council adopted the first Public Art Workplan in February 1992.

At its May 13, 2003 meeting, the City Council accepted the Three-Year Plan for Maintenance and Conservation of the City's Public Art Collection. Implementation of the plan is dependent upon funding sources.

ANALYSIS

Funds to support the Public Art Program elements covered in the *2004 Public Art Workplan* are provided from 2% funds for Art in Public Places and 1% from private developers. Community-based projects are supported by community-based sponsors, while the artist training program, the public art website and speakers bureau activities are funded by the OCA operating budget.

The *2004 Public Art Workplan* includes 36 projects: 30 City of San José capital projects, including Libraries, Parks, and Public Safety Bonds Projects; 1 San José Redevelopment Agency (SJRDA) capital project; and 5 public art projects associated with private developers' public art contributions to the City.

At its January 14, 2004 meeting, the Arts Commission reviewed and recommended acceptance of the *2004 Public Art Workplan*.

Conservation and Maintenance

The Three-Year Plan for Maintenance and Conservation of the City's art collection was based upon recommendations arising from a comprehensive review and assessment of the City's entire public art collection. The Three-Year Plan estimated roughly \$160,000 - \$200,000 in costs (over a two-year period) for repair of artworks needing immediate attention, and structural review and assessment of potentially unstable artworks. No source of funds for this work has been identified.

Since the first Public Art Workplan was initiated in 1992, the Arts Commission has raised the importance of maintenance and conservation. Therefore, from its operating budget, OCA has expended \$5,000 - \$30,000 annually for public artwork repair, restoration and maintenance. These limited funds are used to address only the most critical repairs and maintenance.

PUBLIC OUTREACH

Community involvement in the public art process is encouraged at all levels. Working with the City Council offices, the City capital project teams and the community, the Public Art Program convenes a unique community-based Public Art Task Force (PATF) for each art project related to public construction funds. Participants on a PATF include project stakeholders- Council District-appointed members who commit to attend at least five meetings over the 2-5 year period of an art project - and any other interested community member willing and able to commit to at least four meetings.

Each PATF serves as the community's organized voice for a specific project by overseeing the project from its inception, including determining the artwork's goals; selecting an artist from the OCA pool of pre-approved artists; reviewing and commenting on the artwork design at concept, schematic, and design development phases; and providing insight to the Public Art Program staff about appropriate avenues for outreach in individual neighborhoods.

In addition to the PATF, Public Art Program staff seeks broad participation by the general public. Therefore, staff develops an outreach database for each project, using multiple sources to gather names: Council District offices, neighborhood associations, service organizations, churches, school district offices, and other stakeholder groups that are specific to the proposed project (for example, Friends of the Library, Audubon Society, Sharks Foundation, Cambrian Community Council, etc.). The communication database is used to invite the widest possible range of participants to community meetings, using postal mail, email and personal phone calls to solicit and coordinate their participation.

Each public art project entails an average of eight meetings - and often many more. The four key formative meetings are held in neighborhood venues - goal setting, artist selection, concept

development with the artist, and design concept review. Depending on the base project meeting schedule, public art-related discussion items may be incorporated into base project meetings, or may be the focus of meetings called specifically by the Public Art Program, or may be a combination of both.

The 2004 Public Art Workplan has been reviewed by the Public Art Committee and the Arts Commission at publicly noticed meetings.

COORDINATION

The *2004 Public Art Workplan* is coordinated with the Budget Office, the Department of Public Works, the City Attorney and the San José Redevelopment Agency.

COST IMPLICATIONS

The public art projects are funded from several sources. The City's various capital funds provide the largest source of funding, as a portion of many construction projects are allocated to public art in accordance with the City's Public Art ordinance.

This memorandum is consistent with the City Council's Budget Strategy adopted February 4, 2003, Section A. 4: maintenance and conservation will continue to emphasize prevention and expenditures that reduce costs to the City; and Section B.3: these capital projects have a neutral impact on the General Fund, and spur construction spending to help local economic recovery.

CEQA

Not a project.

JIM McBRIDE

Acting Director, Conventions, Arts and Entertainment

Attachment