TO:        HONORABLE CITY COUNCIL
ATTN:      FINANCE COMMITTEE
FROM:      CITY MANAGER DEPARTMENT: COMMUNITY SERVICES
DATE:      JANUARY 19, 2005 CMR: 112:05
SUBJECT:   PUBLIC ART COMMISSION RECOMMENDATION TO ADOPT AN ART IN CITY PROJECTS POLICY

RECOMMENDATION
Staff and the Public Art Commission recommend that Council adopt an “art in City projects” policy, that includes a “one percent for art program,” and direct staff to implement the attached Policy and Procedure.

BACKGROUND
At its November 8, 1999 meeting, Council approved the policy statement, “All significant City capital construction/renovation projects should include an art element,” and directed staff to develop a plan to provide art in all City capital projects, to be integrated as part of the project proposal. The policy was not to be a “percent for art” proposal, but an effort to incorporate art into appropriate City projects via Council policy.

DISCUSSION
As developers come forward with projects, it has become commonplace for the Architectural Review Board or the Planning and Transportation Commission to impose a requirement that developers include art to mitigate the impacts projects may have on the aesthetic environment. Although the City of Palo Alto has had a Visual Arts in Public Places Fund since 1975, which is funded annually through the Capital Improvement Program (CIP), current CIP projects do not always address the impact that City projects may have on the surrounding environment. The purpose of this proposed policy is to correct the imbalance between what is required of some developers and what is imposed on City projects.

The proposed policy (Attachment A) intends that artists be included in projects that have a visual impact on the surrounding environment by altering a site through new construction or reconstruction, at the initial stages of design, thereby ensuring that art elements become an integral part of the overall design. As a policy the City will budget one percent of its construction costs, excluding design and contingency, to include public art in City capital improvement projects. The proposed policy will not apply to CIP projects that have minor or no
visual impact. Appropriate City staff will make such determination in cooperation with the Division of Arts and Culture. Past CIP projects that have included an art component are two downtown parking structures, at 445 Bryant and 544 High. Projects that receive government grants (state and federal) are excluded.

Implementation will require coordination between the Public Art Commission, the Division of Arts and Culture, the Infrastructure Management Committee and appropriate departments. Staff feels that including a “one percent for art” will clarify project budgeting and formalize the current practice of adding an art component to a City project.

**RESOURCE IMPACT**

Over a six-year period from 2001 – 2007 the total citywide cost of implementing this policy would have been approximately $41,932, a $6,989 annual average. This new policy would have an impact on the Infrastructure Management Plan budget and the Infrastructure Reserve. The costs related to approving this policy would change along with relevant project construction costs such as those associated with a library reconstruction or a new public safety building. Necessary maintenance costs will be funded from the one percent and added to the annual operating budget as one-time items.

**POLICY IMPLICATIONS**

This recommendation is consistent with and in response to Council direction.

**ATTACHMENTS**

Attachment A: Policy and Procedures, Art in City Capital Improvement Projects
Attachment B: Art in Capital Projects 10 year, 2001-2001 Qualifying Amounts

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