

Agenda Report

TO: City Council **DATE:** July 22, 2002

FROM: Cynthia Kurtz, City Manager

SUBJECT: Revisions to Private Development Public Art Guidelines;
CIP Public Art Guidelines;
Boundaries of the Downtown Cultural Trust Fund Dispersal Area: and,
New Application Guidelines for Trust Fund Monies

RECOMMENDATION:

It is recommended that City Council approve the proposed revisions to the:

- 1) Consolidation of two current sets of Private Development Public Art Guidelines;
- 2) Capital Improvement Program (CIP) Public Art Guidelines to pool CIP public art funds;
- 3) Downtown Cultural Trust Fund (DCTF) distribution area to include the entire City;
- 4) Downtown Cultural Trust Fund name to Cultural Trust Fund to reflect city-wide application;
- 5) Downtown Cultural Trust Fund application process.

RECOMMENDATION OF ARTS COMMISSION:

On June 12, 2002 the Arts Commission approved staff's recommendation and recommend to City Council the aforementioned revisions.

BACKGROUND:

In 1996 the City Council reviewed the public art guidelines and adopted several changes in an attempt to streamline and consolidate the program guidelines. Beginning in mid-2001, staff assessed the clarity of those guidelines by comparison to other programs nationwide, and review with City staff, art consultants, project managers and artists. The results are these recommended changes.

PRIVATE DEVELOPMENT PUBLIC ART: There are currently two sets of guidelines for Private Development Public Art. Staff recommends consolidating the two sets of guidelines into one.

CITY CONSTRUCTION PUBLIC ART PROGRAM: Staff recommends two changes to this program:

- 1) CIP Public Art Fund. Currently the fees that are paid for CIP projects are linked directly to the site in which the construction is happening. However, many CIP projects produce relatively small public art funds, resulting in concomitantly small pieces for the site and require a proportionately higher administrative cost. Therefore, staff is recommending that all CIP public art fees below \$300,000 per site be placed in a CIP Public Art Fund and that the Fund monies be used for public artworks or programs as the Arts Commission deems most appropriate, consistent with the General Plan, area plans, specific plans and the proposed Community Cultural Plan.
- 2) The Guidelines would be clarified to apply to renovation projects over \$250,000 in valuation.

DOWNTOWN CULTURAL TRUST FUND (DCTF): Staff recommends several changes to the administration of the DCTF:

- 1) Currently, DCTF monies are generated from private development projects city-wide. The funds are directed to art projects exclusively in the Downtown and Old Pasadena Redevelopment Areas. The recommendation is to expand funding opportunities for art, programming and art services citywide, so all areas of the City is eligible for public art projects.
- 2) Reflecting the change in the target area, the fund should be renamed the Cultural Trust Fund.
- 3) The allocation of the monies in the Cultural Trust Fund would be based upon the following categories:
 - Neighborhood Arts
 - Public Art
 - Special projects
 - Technical Mini-Service Grants

These categories are designed to complement the application categories in the Annual Grants Program (Art & Culture, Artists in the Schools, and Individual Artists). Neighborhood Arts would support community-based projects, Public Art would support creation of public artworks throughout the city, Special Projects would support one-time projects and Technical Service Mini-Grants are targeted at small organizations for training and organizational development.

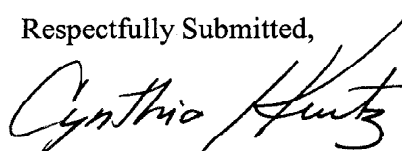
- 4) At this time the Private Development Public Art Guidelines do not apply to the Northwest Enterprise Zone as part of the fee relief/reduction program to serve as an incentive for economic growth. Staff proposes reconsidering that assumption with a nexus study, and if a nexus can be established between the requirement of Public Art and economic development, staff will return to the City Council with a recommendation to add the Public Art fee to development projects in Northwest Pasadena.

FISCAL IMPACT:

If the proposed revisions to the guidelines are adopted, the Private Development Public Art fee will apply to more private projects since renovation/remodeling and new construction will be considered as one project if they occur together on the same project. Based upon the types of projects that were submitted in FY 02, the revenue should increase by approximately \$10,000 per year.

The fees for CIP projects and the Downtown Cultural Trust Fund projects will remain the same. The area in which the monies may be expended will be expanded to the entire city.

Respectfully Submitted,



CYNTHIA J. KURTZ
City Manager

Prepared by:

Concurrence:



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Attachments:

Revised Private Development Public Art Guidelines
Revised CIP City Construction Public Art Guidelines
Cultural Trust Fund Grant Application Guidelines
City of Pasadena Public Art Program Proposed Revisions Summary City Construction (CIP) Projects