

CITY OF RANCHO CORDOVA



CONCURRENT MEETING CITY COUNCIL/SUCCESSOR AGENCY TO THE COMMUNITY REDEVELOPMENT AGENCY (CRA)/RANCHO CORDOVA FINANCING CORPORATION (RCFC)

City Hall
2729 Prospect Park Drive, Rancho Cordova

Tuesday, July 26, 2016

5:30 PM – Special Meeting
American River Community Room North

AGENDA

1. WORK SESSION - CALL TO ORDER/ROLL CALL

Council Members Budge, McGarvey, Skoglund, Terry and Mayor Sander.

2. PUBLIC COMMENT

At a special meeting, citizens wishing to address the Council for any matter on the agenda may do so at the time the matter is discussed. Under the provisions of the California Government Code, the City Council is prohibited from discussing or taking action on any item not on the agenda.

3. SPECIAL MEETING ITEM

3.1 **Subject:** Public Art Ordinance Discussion.

Recommendation: Consider background information, key considerations and preliminary recommendations for the Public Art Ordinance and provide direction regarding the preparation of Draft Public Art Ordinance for public review, notice and hearing by City Council.

Result of Recommended Action: Council provides input and direction on key components of a public art program so Cordova Community Council and consultant can prepare Draft Public Art Ordinance for the City's consideration and determination.

Staff Report: Shelly Blanchard, Cordova Community Council and Pam Johns, Michael Baker International.

Advances Goals: 1, 2.

4. ADJOURNMENT

ADDITIONAL INFORMATION

In compliance with the Americans with Disabilities Act, if you need a disability-related modification or accommodation, including auxiliary aids or services, to participate in this meeting, please contact the City Clerk's Office at (916) 851-8720 at least 48 hours prior to the meeting.

CERTIFICATION OF POSTING OF AGENDA

I, Mindy Cuppy, MMC, City Clerk for the City of Rancho Cordova, declare that the foregoing agenda for the Tuesday, July 26, 2016 Special Meeting of the Rancho Cordova City Council/Successor Agency to the CRA/RCFC was posted and available for review on Thursday, July 21, 2016 at City Hall of the City of Rancho Cordova, 2729 Prospect Park Drive, Rancho Cordova, California, 95670. The agenda is also available on the city website at www.cityofranhocordova.org.

Signed Thursday, July 21, 2016 at Rancho Cordova, California.


Mindy Cuppy, MMC, City Clerk

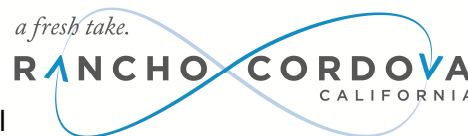
MEMORANDUM

DATE: July 26, 2016

TO: Honorable Mayor and Council Members

FROM: Shelly Blanchard, Cordova Community Council
Pam Johns, Michael Baker International

SUBJECT: PUBLIC ART ORDINANCE WORK SESSION



RECOMMENDATION

Consider background information, key considerations and preliminary recommendations for the Public Art Ordinance and provide direction regarding the preparation of Draft Public Art Ordinance for public review, notice and hearing by City Council.

RESULT OF RECOMMENDED ACTION

Council provides input and direction on key components of a public art program so Cordova Community Council and consultant can prepare Draft Public Art Ordinance for the City's consideration and determination.

BACKGROUND

Several years ago, an active and interested arts community gave rise to the Arts Committee. That committee organized a broad and diverse group of local artists and commenced a series of community events celebrating visual and performing arts. In 2015, the Arts Committee & Cordova Community Council (CCC) advocated to establish a local percentage for the arts program in Rancho Cordova. City Council approved Measure H 2015/2016 funds for the creation of a Public Art Ordinance and Toolkit. Cordova Community Council hired Michael Baker International (MBI) to work with the Arts Committee to draft a model Art Ordinance and Toolkit for City Council consideration.

The Arts Committee met with CCC staff and MBI team in January, February, March and April of this year to discuss their desires, consider research findings, and provide preliminary recommendations regarding percentage for the arts program options. This group also engaged stakeholders by hosting a Community Workshop at Artists Reception at City Hall January 28th. More than 75 participants provided input about the scope of art that should be funded and key opportunities needs for visual and performing arts in Rancho Cordova.

At this point, the Project Team (Arts Committee, CCC, and MBI) is requesting input and direction from City Council on key components of the Public Art Ordinance as follows:

1. What % should be set aside for the arts?
2. Who should pay into the Public Art Fund and who should be exempt?
3. What types of public art should be funded and where should the art be located?

4. Who should decide what public art is funded and by what process?
5. Who should administer the fund and provide administrative support for the program?

At the Work Session, we will present background information, framework for the key components, along with preliminary recommendations from the Arts Committee. We're looking forward to discussing these items with City Council. With input and direction from this meeting, we'll prepare a Draft Public Art Ordinance for public review, notice, and hearing with the City Council.

ATTACHMENTS

1. Draft PowerPoint Presentation on Public Draft Ordinance
2. Percentage for the Arts Program Comparison Chart



PROMOTING PUBLIC ART IN RANCHO CORDOVA

City Council
Study Session
July 26, 2016

INTRODUCTIONS

- ⌘ City Council
- ⌘ Cordova Community Council
- ⌘ Arts Committee
- ⌘ Michael Baker International



AGENDA

- Project Background
- What is a Public Art Ordinance?
- Regional Comparisons
- Results of Public Outreach
- Key Findings and Recommendations
- Study Session
 - Review Questions
 - Discuss Options
 - Committee & Council Comments



PROJECT BACKGROUND

- Active and interested arts community gave rise to the Arts Committee
- The Arts Committee & Cordova Community Council advocated for the Ordinance
- City Council approved Measure H 2015/2016 funds for the creation of a Public Art Ordinance and Toolkit
- Cordova Community Council hires MBI to work with the Committee to draft a model Art Ordinance and Toolkit for City Council consideration

PROJECT BACKGROUND

- Arts Committee met with CCC staff and MBI team in January, February, March and April
- Community Workshop at Artists Reception January 28th
- Arts Committee considered full breadth of issues associated with an Art Ordinance and developed recommendations on key components
- Once the Committee discusses recommendations with City Council at Study Session July 28th, MBI will prepare a Draft Art Ordinance for Art Committee review and City Council consideration

WHAT IS A PUBLIC ART ORDINANCE?



PUBLIC ART REGULATORY FRAMEWORK

1. ORDINANCE

- % for the Arts
- Public Arts Authority
- Arts Fund



Directs creation of

2. PLANNING DOCUMENT

- Vision
- Guidelines/Selection Criteria
- Procedures



Helps implement

PUBLIC ART ORDINANCE

3 KEY COMPONENTS

- ⌘ **Funding** – Sets up a % for the arts (usually between 1-2% of capital improvements projects over a certain \$ amount; sometimes also sets up a % for private development projects)
- ⌘ **Authority** – Sets up the designated arts authority and its responsibilities (e.g. Public Arts Commission, City Council, etc.)
- ⌘ **Fund** – Establishment of a Municipal Arts Fund (where the % for the arts money goes, and who administers it)

PUBLIC ART PLANNING DOCUMENTS

Characteristics/Content	Public Art Master Plan	Public Art Guidelines	Toolkit
Length	20-100+ pages	5-30 pages	2-100 pages
Intended Audience	Decision makers & community	Decision makers & community	Artists
Level of Detail on Program	High	Medium	Low (details pertain only to process for artists)
Vision & Goals			
Funding & Eligibility			
Program Management			minimal
Artist/Artwork Selection Criteria			
Site Selection Criteria			minimal
Acquisition & Removal		sometimes	
Maintenance		sometimes	
Donation Procedures		sometimes	
Potential Public Art Projects	(optional)		
Public Art Inventory	(optional)		
Process Guide for Artists			
Artist Resources			

WHAT DOES THE ART ORDINANCE FUND?

- Selection, acquisition, purchase, commissioning, placement, installation, exhibition, or display of public art
- Temporary, rotating, performative, or permanent art installations or displays
- Maintenance and conservation of public art
- Administration of the public art program
- Public art education programs
- Community engagement



VALUE OF A PUBLIC ART ORDINANCE

- ⌘ Establishes public art as a community priority
- ⌘ Streamlined process for approval and funding
- ⌘ Creates an earmarked fund for art that cannot be re-appropriated for other uses
- ⌘ Sets expectations up front for developers
- ⌘ Larger projects made possible by pooling funds



REGIONAL COMPARISONS



REGIONAL FUND THRESHOLDS

Sacramento:

- 2% of the total cost of any eligible capital improvement project
- Excluded:
 - *All funds involving properties undergoing historic restoration or located in the Old Sacramento redevelopment areas, or single detached housing as part of a planned unit development, and publicly assisted rehabilitation or private property.*

Davis:

- 1.5% of the total cost of any eligible capital improvement project
- No exclusions listed...

REGIONAL FUND THRESHOLDS

Other cities:

- **Roseville** is considering a % for the arts fund/ordinance
- **Woodland** is considering adoption of a 1% arts fee for commercial and industrial projects
- **Chico:**
 - 1% of total cost of any City project involving the construction, rehabilitation, remodeling, or improvement of a City building or facility
 - Only applies to projects >\$200,000



LESSONS LEARNED

- ⌘ Make sure that the fund is not limited to the purchase/acquisition of art. Part of the fund should also be allocated to maintenance and conservation
- ⌘ Pool funds/create one fund for all public art – do not tie or restrict funding to particular sites or buildings
- ⌘ Many artists like to donate art. Considerations and recommendations include:
 - Will this fit with the collection? Make sure there is a panel/commission to determine whether to accept the art.
 - Are funds available to maintain this new art piece?
 - Make sure to draft an accession and deaccession policy for public artworks
- ⌘ Consider private development contribution up front during establishment of the fund/program



RESULTS OF PUBLIC OUTREACH



ARTIST RECEPTION INPUT

- ❖ Vision for the future:
 - Public art for all
 - Community art space
 - Home-grown artists
- ❖ How we get there:
 - Build community art/theater facility & studios
 - Art walks
 - Contests and festivals
 - Art education
 - Fundraising
 - Pop-up art galleries



ARTIST RECEPTION INPUT

☼ **Top Art Types to Fund:**

- Visual (62)
- Music (52)
- Theater (42)

☼ **Artists to Fund:**

- Local and others (31)
- Local only (23)

☼ **Biggest Barriers:**

- Performance space (41)
- Display space (37)
- Classroom space (35)



KEY CONSIDERATIONS & RECOMMENDATIONS



KEY CONSIDERATIONS

Questions for Discussion:

1. What % should be set aside for the arts?
2. Who should pay into the Public Art Fund and who should be exempt?
3. What types of public art should be funded and where should the art be located?
4. Who should decide what public art is funded and by what process?
5. Who should administer the fund and provide administrative support for the program?



1. What % should be set aside for the arts?

Options:

- ⌘ Commonly 1%, but some cities go as low as ¼% or up to 2%
- ⌘ Same or different % from each source
- ⌘ Specific % defined for specific project types (e.g., residential vs. commercial development; public facilities vs. roads)
- ⌘ Threshold amount for projects to qualify (e.g., \$1M+)

Committee Recommendation:

- ⌘ 2% of annual Capital Improvement Program (CIP) budget
- ⌘ 1% of cost of private commercial, office, and/or industrial developments with building costs over \$300,000

2. Who should pay into the Public Art Fund and who should be exempt?

Options:

- ☞ Only public works projects
- ☞ Public works and private development
- ☞ Only private development
- ☞ Specific types of projects (e.g., only capital improvement projects; only new construction)
- ☞ Measure H funds

Committee Recommendation:

- ☞ Public works projects within City boundaries
 - *Exemptions:* non-construction costs, environmental review, maintenance projects
- ☞ Private development – commercial, office, and industrial; NOT residential

RANCHO CORDOVA LAST 5 YEAR SCENARIO

Public Art - Public Works CIP Review

	Total CIP Budget (With all exceptions)	CIP (Minus Maintenance Projects)	CIP (Minus Environmental Review ~ 12%)	Public Art (2% of CIP Budget)
2015/16	\$ 8,166,700	\$ 5,336,700	\$ 4,696,296	\$ 93,925
2014/15	\$ 6,115,300	\$ 4,671,300	\$ 4,110,744	\$ 82,214
2013/14	\$ 5,134,100	\$ 2,704,100	\$ 2,379,608	\$ 47,592
2012/13	\$ 15,669,700	\$ 8,096,700	\$ 7,125,096	\$ 142,501
2011/12	\$ 3,527,500	\$ 1,827,500	\$ 1,608,200	\$ 32,164

3. What types of public art should be funded and where should the art be located?

Considerations:

- ⌘ What does the community consider arts and culture to be?
There are many types of public art (e.g., visual, performance)
- ⌘ Is there a particular flavor or feel to the local community that expresses itself through cultural or arts uses and initiatives in the community?

Committee Recommendation:

- ⌘ Types: Broad range, including visual and performing arts, culinary arts, fashion, media, industrial arts, etc.
- ⌘ Location: public and/or private property

4. Who should decide what public art is funded and by what process?

Responsibilities:

- ⌘ Manage the Public Arts program
- ⌘ Purchase or commission art
- ⌘ Prepare a master plan/set of guidelines for the program

Options:

- ⌘ Arts Commission
- ⌘ Arts Committee
- ⌘ City Council/City department
- ⌘ Cordova Community Council

Committee Recommendation:

- ⌘ **Arts Commission** - manages program, sets up guidelines/ process, final approving authority for projects <\$1 million
- ⌘ **City Council** – appoints Arts Commission, allocates Measure H funds, final approving authority for projects >\$1 million

5. Who should administer the fund and provide administrative support for the program?

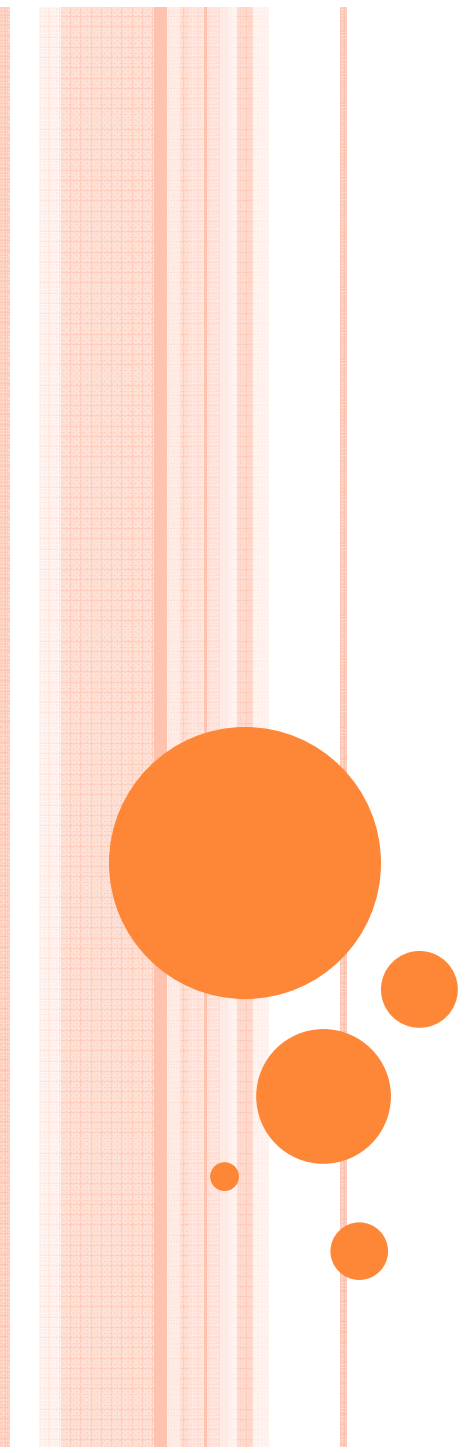
Options:

- ⌘ Arts Commission
- ⌘ Arts Committee
- ⌘ City Council
- ⌘ City Planning, Public Works, or other City Department
- ⌘ Cordova Community Council

Committee Recommendation:

- ⌘ Cordova Community Council
 - Administrative costs to be funded by a portion of the Public Arts Fund





QUESTIONS?
COMMENTS?

Rancho
Cordova 
Passion Happens!



Attachment 2 PERCENT FOR THE ARTS PROGRAM COMPARISON CHART

Program	City Size (population)	Authority	Public/ Private	Percent	Threshold or Constraints	Fund
Seattle, OR	652,405	Office of Arts and Cultural Affairs	Public - capital improvement project funds	1%	Some funds are restricted	Municipal Arts Fund
Denver, CO	649,495	Arts and Venues	Public – capital improvement project funds	1%	Capital projects over \$1 million	
Palm Springs, CA	46,281	• Palm Desert Civic Arts Committee • Art in Public Places Selection Subcommittee • Public Art Department • City Treasurer – administers fund	Public and Private	$\frac{1}{4}$ % for residential development $\frac{1}{2}$ % for commercial development 1% for public facilities	Applies to: • Individual residential units whose building permit is > \$100,000 • All commercial development • All public facilities, except street and drainage projects	Art in Public Places Fund
San Francisco, CA	837,442	Arts Commission They also have a Visual Arts Committee and Civic Design Review Committee (subcommittees of the Arts Commission).	Public and Private	2% - Public 1% - Private	Public – 2% of construction cost of building, parting structure, new park, or transportation project. Various exceptions to project types that qualify. Private – Applies to commercial developments in specified districts	Public Art Fund; Public Art Trust (PAT) or Arts Commission Public Artwork Trust Fund
St. Paul, MN	294,873	• Planning and Economic Development Dept. • Parks and Recreation Dept. • Public Art Committee	Public – capital improvement project funds	1%		

Program	City Size (population)	Authority	Public/ Private	Percent	Threshold or Constraints	Fund
Austin, TX	885,400	- Arts Commission - Art in Public Places Panel	Public – capital improvement project construction costs	2%	Applies to projects > \$100,000 An appropriation may not exceed \$300,000 for a water and wastewater treatment facility.	Public Art Fund
Eugene, OR	159,190	Public Art Committee	Public - construction and remodeling funds for public places	1%	Public place is any building, park, mall or other capital construction project >\$50,000 Excluded: streets, alleys, bicycle paths, and other public thoroughfares	Municipal Arts Fund
Sacramento, CA	479,686	Sacramento Metropolitan Arts Commission	Public - City and County capital improvement project budgets	2%		
Davis, CA	66,205	Civic Arts Commission	Public – capital improvement project funs	1%		
Pismo Beach, CA	7,861	Parks, Recreation and Beautification Commission (PRBC)	Public and Private	1%	Public and private non-residential construction projects ≥ \$250,000	