



Memorandum

TO: ARTS COMMISSION

FROM: Paul Krutko

SUBJECT: PUBLIC ART MASTER PLAN

DATE: February 8, 2007

Council District: City-Wide

RECOMMENDATION

Review and recommend that the City Council adopt the amended Public Art Master Plan

BACKGROUND

In January, 2006, the Office of Cultural Affairs (OCA) embarked on the development of a new Public Art Master Plan. Stimulated by the 2005 Public Art Audit, by anticipated changes in San José's capital funding, and by the City's Economic Development Strategy, OCA developed a Scope of Work for a Public Art Master Plan Consultant, issued a Request for Qualifications, and hired the firm of Brown & Keener Bressi and their associates, the Via Partnership, public art planners, to develop the plan. The team has been assisted by a Steering Committee that includes representatives from the business and development community, community representatives from each Council District, arts and cultural leaders, San José Redevelopment Agency and City Department representatives. On December 13, 2007, the Arts Commission recommended that City Council adopt the Public Art Master Plan with one revision and charged staff with incorporating the revision and making such changes as necessary to complete the draft for presentation to City Council.

ANALYSIS

Since December, 2006, OCA staff has been reviewing the Public Art Master Plan with internal City staff. The basic philosophical approach to the Plan remains the same. However, there are several changes to the funding strategy that require Arts Commission review and approval. The funding changes will provide a more flexible source of pooled funding to the Public Art Program and greatly simplify the way the public art funds are calculated by City departments and the Redevelopment Agency.

The basic premise is that for City projects, instead of applying 2% of the construction budget (i.e., not including land acquisition) for "eligible construction projects", all construction projects in the City's CIP will set aside 1% of their entire budget, including land acquisition. This allocation will not apply to non-construction projects (such as studies), projects that are primarily rehabilitation or maintenance of existing facilities, or affordable housing. Projects where art allocations are already programmed or appropriated (such as the Airport and Library Bond projects) would not be affected by the proposed change. This revised framework will simplify the budgeting and accounting of these funds.

ARTS COMMISSION

February 8, 2007

Subject: Approval of Amended Public Art Master Plan

Page 2

Redevelopment Agency public projects will continue to set aside 2% for art and will also calculate this on a program, rather than project, basis. SJRA will continue to exclude land acquisition, as land purchased by SJRA is often later sold to private developers for development that is then eligible for its own percent for art. Private development projects assisted by SJRA will be required to expend 1% for art on site. Developers can opt to pay 0.60 percent for art as an in-lieu fee for depositing into a pool of public art funds to be expended according to a Public Art Focus Plan.

The Executive Committee reviewed the proposed amendments and approved them at their February 5, 2007 meeting.

PUBLIC OUTREACH

The Office of Cultural Affairs has included public outreach as a key component throughout the development of the Public Art Master Plan. The following is a list of community meetings that occurred during the development of the draft plan.

<u>Date</u>	<u>Location</u>	<u>Purpose</u>
2/22/06	MLK Library	Steering Committee Mtg.
4/20/06	MACLA	Multi-Cultural Organizations Focus Group
4/21/06	MLK Library	Public Art Task Force Focus Group
6/20/06	City Hall	Public Art Committee Mtg.
6/21/06	City Hall	Steering Committee Mtg.
8/15/06	City Hall	Public Art Committee Mtg.
8/16/06	City Hall	Steering Committee Mtg.
9/27/06	City Hall	SNI Project Advisory Committee Mtg.
10/17/06	City Hall	Public Art Committee Mtg.
10/28/06	California Theatre	Arts Commission Retreat
11/8/06	City Hall	Arts Commission Mtg.
11/13/06	City Hall	Public Art Committee
11/27/06	City Hall	Driving a Strong Economy Committee Mtg.
11/29/06	Alma Senior Center	SNI Project Advisory Committee Mtg.
12/13/06	City Hall	Arts Commission review and approval of Public Art Master Plan draft

CEQA

Not a project.



PAUL KRUTKO
Chief Development Officer