



MANAGEMENT SERVICES DEPARTMENT

MEMORANDUM

DATE: May 20, 2014

TO: The Honorable City Council

FROM: Donald E. Penman, Interim City Manager 
By: Brian Haworth, Asst. to the City Mgr./Economic Dev. Mgr.
Chelsea Pitcher, Management Analyst

SUBJECT: FISCAL YEAR 2014-15 PUBLIC ARTS ANNUAL PLAN

RECOMMENDATION:

The City Council is requested to approve the fiscal year 2014-15 Public Arts Annual Plan contained herein.

BACKGROUND:

1. On August 21, 2012, the City Council adopted Ordinance No. 12-960 (Ordinance), which formalized the Arts in Public Places Program and established a Public Arts Commission (Commission). Section 2636 of the Ordinance requires the City Council to adopt a Public Arts Annual Plan (Annual Plan) with preparation assistance from the Commission to develop program goals and an implementation strategy.
2. On November 6 and December 4, 2013, the Commission discussed preliminary Annual Plan recommendations for final consideration on January 22, 2014.
3. On December 13, 2013, the Rosemead Boulevard Improvement Project Standing Committee (i.e., Mayor Blum and Councilmember Yu, collectively known as the Standing Committee) recommended for next year the installation of additional Rosemead Boulevard mosaic pavers to provide a more extensive art walk. This recommendation is included as priority two of this Annual Plan.
4. On January 7, 2014, the City Council approved a development agreement with the Olson Company to construct Linden Walk, a 74 unit single-family residential project on Lower Azusa Road. Negotiated terms include \$50,000 to fund a public art enhancement on-site, as well as an incremental \$150,000 contribution into the City's public art fund. This project is referenced as priority five of this Annual Plan.

5. On January 22, 2014, the Commission recommended its initial Annual Plan for City Council consideration on February 4, 2014 (Attachment "A"). The action was unexpectedly delayed by an employment termination of the former City Manager and the City Council's immediate need to identify interim organizational priorities.
6. On April 15, 2014, Mayor Blum (with City Council concurrence) requested the Commission bring forth its recommended Arts Annual Plan for City Council consideration on May 20, 2014. The timing is imperative, as the City Council will consider recommended projects and the allocation of resources as part of the upcoming fiscal year (FY) 2014-15 City Budget process.
7. On May 7, 2014, the City Council Budget Ad Hoc Committee (i.e., Mayor Blum and Mayor Pro Tem Chavez, collectively known as the Budget Ad Hoc) reviewed staff's proposed City Budget for FYs 2014-16. The Budget Ad Hoc moved to present the proposal for City Council consideration on May 21, 2014, which includes \$55,000 in requested General Fund allocations for priorities one, two and six of this Annual Plan (i.e., public art consulting services, copywriting and design services, and an "art-in-the park" installation). The proposal also includes part-time staffing to support anticipated Annual Plan implementation, which is exclusive of the aforementioned \$55,000 General Fund allocation.
8. On May 7, 2014, subsequent to the aforementioned Budget Ad Hoc meeting, the Commission revised its initial Annual Plan to better coincide with unknown project externalities and emerging public art priorities (Attachment "B"). The Commission unanimously recommended the following Annual Plan for City Council consideration, with an understanding that it be somewhat flexible to accommodate new priorities as they arise. The advisory body also recommended a \$15,000 General Fund appropriation in the proposed FY 2014-15 City Budget to support priority three of this Annual Plan (i.e., the rotating mural program).

ANALYSIS:

The Commission recommends the following Annual Plan to realize artworks and establish long-term policies essential for a successful public art program. Items below are prioritized from high to low, and include an implementation timeline with necessary resource allocations for FY 2014-15.

PRIORITY ONE

Establish a Percent for Art Ordinance and administrative guidelines.

Timeline: July-December 2014

Resources: Public art consulting services and staff support.

Summary: The percent for art ordinance will provide a sustainable funding source for future cultural programming and the acquisition, installation and maintenance of public art. Most city public art ordinances allocate one to two percent (1-2%) of total building valuation from applicable public capital improvement projects and/or private developments towards artwork and cultural programming, or into a municipal public art fund. The City Council and Commission will conduct a joint study session in July 2014 to collectively assess the potential impact of such an ordinance, with possible adoption by year-end.

Allocation: A \$20,000 General Fund appropriation for public art advisory services is included in the proposed FY 2014-15 City Budget to assist the Commission in completing necessary guidelines for public art program administration.

PRIORITY TWO
Complete the Rosemead Boulevard art walk.

Timeline: July 2014-February 2015

Resources: Staff support, and copywriting and design services.

Summary: Staff resources for the next eight months will continue to focus on the completion of Rosemead Boulevard public art installations pursuant to executed artist agreements. Activities include the oversight of tile murals and interpretive panels on the corridor's directory monuments; and collaboration with the Homestead Museum to complete educational narratives for the *Temple City Routes* artwork series (Phase I). The Commission proposes to consider the Standing Committee's recommendation in January 2015 to install additional mosaic sidewalk pavers after Phase I of the art walk is complete.

Allocation: A \$10,000 General Fund appropriation for professional services is included in the proposed FY 2014-15 City Budget to finalize descriptive copy and design of the interpretive panels. Funds will also be used to realize an interactive Quick Response (QR) code sign program that, when scanned, provides further information on the *Temple City Routes* artwork series.

PRIORITY THREE

Revive the Rotating Mural Program.

Timeline: August 2014-May 2015

Resources: Artist services, materials and staff support.

Summary: In July 2011, the former Public Arts Advisory Group installed a mural on the west wall of Temple City Library. The artwork was originally proposed as part of a rotating mural program, where murals were relocated from the library wall to another public location twice each year. Program development and execution was temporarily stalled in 2012 by the Commission's formation and recruitment process.

Consideration: To revive the program, the Commission has requested a \$15,000 General Fund appropriation in the FY 2014-15 City Budget. Funds will be recommended for appropriation upon City Council approval of the Commission's finalized program guidelines and intent, as well as a defined project scope for mural development and rotation in FY 2014-15. Presentation of the Commission's finalized concept and project pricing is scheduled for City Council review no later than fall 2014.

PRIORITY FOUR

Amend the Community Profile and participate in the General Plan process.

Timeline: October 2014-June 2015

Resources: Staff support.

Summary: Creating a vision for public art—whether short or long-term—will further the Commission's goal to make public art a force for placemaking. The Commission will undertake a revision of its Community Profile, a timely document that informs commissioned artists of the community's history and current conditions, as well as themes and design sensibilities that should be considered for near-term public art projects.

The Commission has also requested involvement in the upcoming General Plan process to help define a long-term vision for public art, ensuring that future artworks (and

possibly cultural programming) set the stage for vibrant public places. The scope and role of the Commission is unknown at this time, but should be confirmed by September 2014.

PRIORITY FIVE

Review the Linden Walk on-site public art installation.

Timeline: July-December 2014

Resources: Staff support.

Summary: Pursuant to an executed development agreement, the Commission will review submission materials developed by the Olson Company for a public art installation at the soon-to-be constructed Linden Walk housing subdivision. The Commission's review, albeit critical, will be somewhat limited as the artwork is privately funded. Artwork installation is scheduled for December, upon release of the subdivision's first housing release.

PRIORITY SIX

Conduct a mid-year Annual Plan review and draft the FY 2015-16 Annual Plan.

Timeline: January-June 2015

Resources: Staff support.

Summary: Before the Commission drafts the FY 2015-16 Annual Plan, it will conduct a mid-year review to reassess current priorities and possibly consider pending initiatives including: hiring an artist for the proposed Las Tunas Streetscape Improvement Project (Las Tunas Project); realizing an "art-in-the-park" installation; and developing a public art funding strategy. Realizations of these initiatives are dependent upon possible revenues from the proposed percent for art ordinance and other City Council actions. Any Commission involvement in the Las Tunas Project is dependent on the City Council's decision to move the initiative forward.

Allocation: A \$25,000 General Fund appropriation for an "art-in-the-park" installation is included in the draft FY 2014-15 City Budget. The project, which has been previously budgeted, will most likely begin in April after specific plans are completed for Temple City and Live Oak parks.

CONCLUSION:

Approval of this Annual Plan allows for the continuation of public art installations, as well as the establishment of essential policies to guide future growth and sustainability of the City's inaugural Art in Public Places Program. Implementation of the Annual Plan—if funded as part of the FY 2014-15 City Budget—will commence in July with a joint City Council/Commission discussion on the proposed percent for art fee ordinance (i.e., priority one of this Annual Plan).

FISCAL IMPACT:

This item does not have an impact of the FY 2013-14 City Budget.

Financial resources are required for Annual Plan implementation in FY 2014-15. Referenced items total \$70,000 in requested General Fund appropriations, exclusive of recommended part-time staff support. These possible line items will require further discussion by the City Council at its May 21, 2014 budget study session.

ATTACHMENTS:

- A. Initial Public Art Annual Plan (January 22, 2014)
- B. Updated Context for Public Art Annual Plan Reconsideration (May 7, 2014)



MANAGEMENT SERVICES DEPARTMENT

MEMORANDUM

DATE: January 22, 2014

TO: Public Arts Commission

FROM: Brian Haworth, Asst. to the City Manager/Economic Development Mgr.
Chelsea Pitcher, Management Analyst

SUBJECT: APPROVAL OF FY 2014-15 PUBLIC ARTS ANNUAL PLAN

RECOMMENDATION:

The Public Arts Commission (Commission) is requested to:

1. Approve the FY 2014-15 Public Arts Annual Plan (Annual Plan); and
2. Request staff to present the Commission's recommendations to the City Council (Council) on February 4, 2014.

BACKGROUND:

1. On August 21, 2012, the Council adopted Ordinance No. 12-960, which formalized the Arts in Public Places Program and established a Public Arts Commission. Section 2636 of the Ordinance requires Council to adopt a Public Arts Annual Plan with preparation assistance from the Commission to identify program goals, and prepare an implementation and resource allocation plan.
2. On November 6, 2013, the Commission discussed preliminary Annual Plan recommendations in preparation for their December meeting, recognizing community involvement, outreach and funding as high priority objectives.
3. On December 4, 2013, the Commission prioritized Annual Plan objectives for their final review on January 22, 2014.
4. On December 13, 2013, the Rosemead Boulevard Improvement Project Standing Committee (Standing Committee), comprised of Mayor Pro Tem Blum and Councilmember Yu, recommended installing additional mosaic pavers along Rosemead Boulevard in the 2015 calendar year to provide a more extensive art walk.

The Committee's recommendation is included in Annual Plan priority two contained herein.

5. On January 7, 2014, the Council approved a development agreement with the Olson Company to construct a 74 unit single-family residential project on Lower Azusa Road. Part of the terms include \$50,000 to fund a public art enhancement on an architectural sound wall, as well as an incremental \$150,000 contribution into the City's public art fund. This project is referenced in Annual Plan priority three contained herein.

ANALYSIS:

The Commission has proposed the following Annual Plan to enhance civic life and the built environment with artworks and other initiatives that celebrate local history and current affairs. Through its objectives, the Annual Plan also establishes long-term financial and administrative policy foundations essential to sustaining a successful public art program.

The proposed Annual Plan, as follows, summarizes public art priorities for implementation between January 2014 and June 2015 (to be referenced as FY 2014-15). Items listed below are prioritized from high to low, and include an implementation timeline and a plan for allocating staff and funding resources.

Proposed Annual Plan

1. Establish a Percent for Art Ordinance and Administrative Guidelines *January – September 2014; Project Funded*

The percent for art ordinance will provide a sustainable funding source for future cultural programming and the acquisition, installation and maintenance of public art. Most city public art ordinances allocate one to two percent (1-2%) of total building valuation from applicable public capital improvement projects and/or private developments towards artwork and cultural programming, or into a municipal public art fund. The Council and Commission will conduct a joint study session in February 2014 to collectively assess the potential impact of a percent for art ordinance, which could possibly be enacted by Council in May 2014.

If enacted, administrative guidelines will be established by September 2014, to outline requirements set by the percent for art ordinance. Among other things, the guidelines will define a design review process for the Commission, outline restrictions for public art fund expenditures, set procedures for artwork acquisition and de-accession, and further clarify the Commission's official roles and responsibilities as the Council's advisory body.

2. Complete the Rosemead Boulevard Art Walk
Spring 2014 – July 2015; Phase I Funded, Phase II Requires Funding

The Commission will continue its review of the Rosemead Boulevard Art Walk by approving text art associated with 24 mosaic pavers, and selecting design concepts for the installation of five tile mosaic murals (Phase I). Furthermore, with expertise from the City's public art consultant, the Commission will consider the Standing Committee's recommendation of developing a scope and direction for, and fabricating additional mosaic sidewalk pavers in the 2015 calendar year (Phase II).

3. Complete Design Review for the Olson Company's Public Art Sound Wall
Spring 2014 – July 2015; Project Funded

Consistent with Ordinance No. 12-960 and pursuant to a development agreement, the Commission will review submission materials developed by the Olson Company for the approval and recommendation of a public art project on an architectural sound wall. Staff and the City's public art consultant will identify a "best practices" process for the Commission to review and approve the presented art concepts by an artist selected by the Olson Company (using the City's prequalified artist short-list).

4. Participate in City Planning Efforts and Establish a Public Art Visioning Plan
Spring 2014- July 2015; Project Funded

The Commission's involvement in the City Strategic and General Plan processes is to solicit community interest and identify public art as a key objective in enhancing quality of life and incorporating arts and culture into the built environment. As part of these efforts, the Commission will establish a long-range vision to identify future opportunities and strategies for public art and cultural programming. Although the General and Strategic Planning calendar has yet to be finalized, staff recommends coinciding this schedule with the public art visioning process.

To kick-off the visioning process, the Commission will finalize a community outreach strategy to collect public input and engage targeted audiences at citywide events such as the Camellia Festival on February 23, 2014. The City's public art consultant will include public input in the continually updated Community Profile that is given to commissioned artists for assessing local cultural needs and opportunities.

5. Identify an artist for the Las Tunas Project Design Team
July – December 2014; Requires Funding

Dependent upon funding, the Commission will select an artist from the City's prequalified artist short-list to collaborate with an interdisciplinary design team and

determine appropriate public art opportunities for the upcoming Las Tunas Safety Enhancements and Beautification Project (Project). The selected artist would collaborate with the Project's landscape architect to holistically develop public art opportunities by determining potential artwork locations, identifying potential materials for artworks, and reviewing street furnishings and amenities to create a unique look for the downtown corridor.

6. Strategize Public Art for Parks
May – November 2014; Project Funded

As parks are one of the most widely used public spaces, they could be perfect venues for functional public art installations, or serve as an outdoor museum to exhibit temporary artworks. Two options have been proposed; the first being a stand-alone public art project, or the development of a formal art in the park program. Both options would require the Parks and Recreation Commission's input in determining the type and scope of public art, and the Commission would assist with artist selection and design review. This initiative could potentially be funded with a budgeted and minimum allocation of \$25,000.

7. Identify Additional Funding Opportunities
May – September 2014; Does not require funding at this time

The Commission intends to research available grant opportunities and application requirements as an additional future funding source for the Arts in Public Places Program. The Commission will present their findings to Council in September 2014. It is anticipated that staff and the Commission will pursue grant funding in FY 2015-16 to allow sufficient time in preparing application requirements and associated documentation.

8. Formalize the Rotating Mural Program
December 2014 – July 2015; Requires Funding

In July 2011, the former Public Arts Advisory Group installed a mural on the west wall of Temple City Library. The artwork was originally proposed as part of a rotating library mural program, where murals were relocated twice each year to another publically accessible location. To revive the program, the Commission will need to formally specify the program's intent, objectives and mechanisms to justify a new General Fund budget allocation for FY 2015-16.

9. Draft the FY 2015-16 Annual Plan and Funding Priorities
April – June 2015; Does not require funding at this time

Funding for future public art projects and programs will be budgeted and prioritized in the FY 2015-16 Annual Plan based primarily on revenues collected through the

proposed percent for art ordinance. The Commission is scheduled to begin drafting the FY 2015-16 Annual Plan in April 2015 for Council approval in June 2015.

CONCLUSION:

The Annual Plan provides an essential policy foundation for the future growth and sustainability of Temple City's public art program, and should therefore be revisited periodically to ensure the Commission remains on track to fulfilling its goals.

The Commission is also requested to approve the Annual Plan for Council's final approval on February 4, 2014 to ensure timely development of necessary policy frameworks that will provide a majority of needed funding and staff resources.

FISCAL IMPACT:

This item does not have an impact on the FY 2013-2014 City Budget.

ATTACHMENTS:

None.



MANAGEMENT SERVICES DEPARTMENT

MEMORANDUM

DATE: May 7, 2014
TO: Public Arts Commission
FROM: Brian Haworth, Asst. to the City Manager/Economic Development Mgr.
SUBJECT: FY 2014-15 PUBLIC ARTS ANNUAL PLAN

RECOMMENDATION:

The Public Arts Commission is requested to review and revise (if needed) the draft FY 2014-15 Public Arts Annual Plan for subsequent City Council consideration on May 20, 2014.

BACKGROUND:

On January 22, 2014, the Commission recommended for Council approval the FY 2014-15 Public Arts Annual Plan. That document, provided as Attachment "A", was scheduled for Council consideration on February 4, 2014. The action was unexpectedly delayed by an employment termination of the former City Manager and the Council's immediate need to identify interim organizational priorities.

Last month, both the Mayor and interim City Manager requested the Commission bring forth its recommended Arts Annual Plan for Council consideration on May 20, 2014. The timing is imperative, as the Council will consider recommended projects and the allocation of resources as part of the upcoming FY 2014-15 City Budget process.

ANALYSIS:

Tonight's discussion will focus on the Commission's review of its draft Arts Annual Plan and any necessary revisions regarding scope and priority rankings. To facilitate dialogue, the following provides updated context on initially proposed Arts Annual Plan initiatives.

- Re: Item 1 of the Arts Annual Plan: Consideration of a percent for art fee ordinance is scheduled for a joint Council and Commission meeting in July. Furthermore, a \$20,000 appropriation for advisory services has been proposed for next fiscal year to assist the Commission in completing necessary guidelines for public art program administration.

- Re: Item 2 of the Arts Annual Plan: Staff resources for the next eight months will continue to focus on the completion of Rosemead Boulevard public art installations pursuant to Council directives and executed agreements. Activities include the oversight of tile murals and interpretive panels on the corridor's directory monuments; and collaboration with the Homestead Museum to complete educational narratives for the *Temple City Routes* artwork series.
- Re: Item 3 of the Arts Annual Plan: A Council approved development agreement with the Olson Company requires Commission input on a public art installation at the soon-to-be constructed Linden Walk housing subdivision. The Commission's review, albeit critical, will be limited as the artwork is privately funded. The installation is anticipated for completion by December; more information on project timing and scope will be provided at the Commission's July meeting.
- Re: Item 4 of the Arts Annual Plan: The City's Strategic Plan is nearing completion and will incorporate recommendations of the Council-adopted Arts Annual Plan. Additional community input is not warranted as the Strategic Plan workshops (held last Fall) identified public art as a community desire. As for the General Plan, that initiative will formally launch this summer. There is no information yet on the Commission's involvement or role in the General Plan public art visioning process.
- Re: Item 5 of the Arts Annual Plan: The proposed Las Tunas street improvement plan is on-hold pending a traffic study and uncertainty of funding at the State level. If the project moves forward, it most likely will begin the design phase in FY 2015-16.
- Re: Item 6 of the Arts Annual Plan: As recommended in the recently adopted Parks and Open Space Master Plan, staff is planning to move ahead next fiscal year in the development of specific plans for Temple City and Live Oak parks. These plans will comprehensively identify where future amenities will be placed, including provisions for public art. A \$25,000 "art-in-the-park" appropriation will be proposed for next fiscal year; if approved, the artwork process will begin as early as Spring 2015.
- Re: Item 8 of the Arts Annual Plan: It has come to staff's attention that the former Public Arts Advisory Group developed preliminary concepts specifying intent and mechanisms of the proposed rotating mural program. This information has been requested and upon presentation, may assist the Commission in furthering consideration of the program's possible reprioritization.

CONCLUSION:

The Commission is requested to review and revise (if needed) the draft FY 2014-15 Public Arts Annual Plan. Input received will be culled into a final Arts Annual Plan for Council consideration on May 20, 2014.

FISCAL IMPACT:

This item does not have an impact on the FY 2013-2014 City Budget.

ATTACHMENTS:

A. Draft Public Art Annual Plan (January 22, 2014)

April 1990

May 7, City Council Budget At the

renewed budget

Allocate the staff's
proposed budget
for 14-16.

Council study session
next Wednesday.