

City of San Leandro Public Art Master Plan Draft

GAIL M. GOLDMAN ASSOCIATES

SEPTEMBER 5, 2017

Council Goals

- Support and implement programs, activities and strengthen communication that enhances the quality of life and wellness, celebrates the arts and diversity and promotes civic pride



Focus on Art in San Leandro

- November 16, 2013, the City hosted Arts and Culture Town Hall meeting prioritizing ideas for advancing artistic and cultural life in San Leandro.
- September 2, 2014, City Council established the San Leandro Arts Commission - Ordinance No. 2014-015.
- April 20, 2015, City Council appropriated funds from General Fund reserve for a Public Art Master Plan.
- March 21, 2016, City Council contracted with Gail M. Goldman and Associates to commence a Public Art Master Planning Process
- City Council approved \$200,000 in the FY 2018-19 Biennial Budget for enhanced arts and culture programs
- August 9, 2017 Draft Public Art Master Plan approved by the Arts Commission

Art Funding Allocations

Utility Box Art	\$ 63,790
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Mural Art Projects	160,137
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Decorative Banners	49,971
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Chime Way Contribution	45,000
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Public Art Master Plan	75,000
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2017-18 Commitments

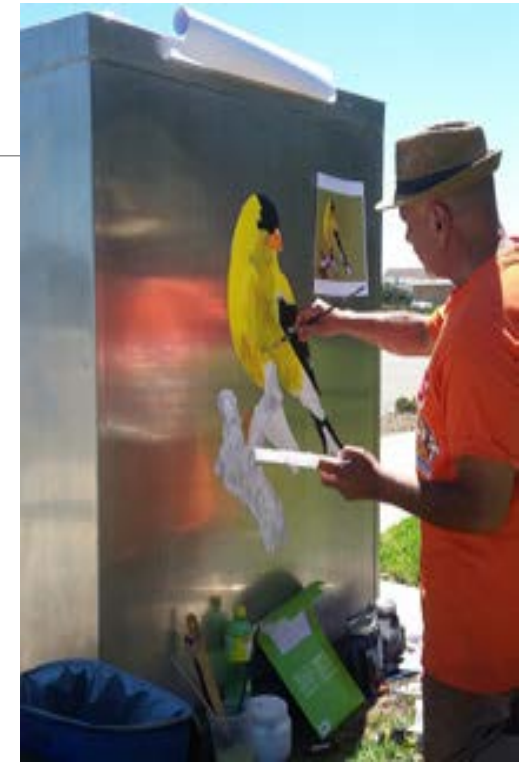
Decorative Banners	50,000
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Utility Box Art – Phase III	34,940
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Arts & Culture Program	100,000
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AC Transit /BART Station Artistic Enhancements	47,000
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Total City Council Funding = \$625,838





What is a Public Art Master Plan?

- Seeks to engage various community stakeholders in visioning the direction of arts and culture in San Leandro.
- Affords the opportunity to review administrative processes and procedures to ensure they reflect national best practices.
- Provides recommendations to strengthen shared goals of the City to support long term viability of arts and culture in San Leandro.



Engaging Community

July 2016 through May 2017

- Individual interviews
- Focus Groups: Artists, Developers, Young Professionals
- Community Forums

Arts and Culture in San Leandro should:

- Be distributed throughout all neighborhoods of the city, focusing on areas where people gather and in unexpected places that encourage exploration.
- Represent a broad variety of artistic and performing arts media and forms of expression.
- Strive for artistic excellence.

Arts and Culture in San Leandro should:

- Provide meaningful arts opportunities for youth and families, including activities and events that engage parents and their children.
- Recognize cultural diversity, language, and access as integral features of all programs and activities to broaden participation in the arts.
- Include both permanent and temporary artwork.
- Support and build the local and regional artist community by offering affordable space to work, display their art, and spend time together. Engage partners to build support for the arts by collaborating with community organizations, businesses, and corporations





RECOMMENDATIONS

1. **Adopt a 1% for art ordinance requiring private developers of new construction to allot 1%** of the building permit valuation of \$250,000 or more to on-site arts and/or cultural uses or to make a contribution in lieu of the project costs to a newly established Cultural Arts Fund to be used to support arts and culture in San Leandro.
2. **Adopt a 1% for art ordinance requiring the City of San Leandro to allot 1%** of the building permit valuation for new construction of \$250,000 or more to on-site arts and/or cultural uses or to make a contribution in lieu of the project costs to a newly established Cultural Arts Fund to be used to support arts and culture in San Leandro.
3. **Create an interest-bearing Cultural Arts Fund** to account for cultural arts donations whose purpose is to receive gifts, grants, and donations for cultural arts that are made to the City of San Leandro.



RECOMMENDATIONS

4. **Establish Cultural Arts Grants** to support local non-profit arts and culture organizations for community-based arts activities within San Leandro limits.
5. **Establish Artist Project Grants** to support local artists in the creation and production of high quality visual and performing arts projects.
6. **Adopt a Review and Acceptance of Gifts and Loans of Artwork Policy**, with review and recommendation by the San Leandro Arts Commission and approval by City Council.
7. **Adopt a Deaccession of Artwork policy** for the removal and disposition of artwork on city-owned land and in city-owned facilities for review and recommendation by the San Leandro Arts Commission and approval by City Council.

RECOMMENDATIONS

8. **Clarify the roles and responsibilities of the San Leandro Arts Commission.**
9. **Ensure ongoing and centralized support for successful administration** of the arts and culture program by establishing an Arts and Culture Program with designated staff and placing it directly under the City Manager's Office.
10. **Develop an annual Arts and Culture Work Plan** with the assistance of a consultant, as needed, for review and approval by the San Leandro Arts Commission.
11. **Establish new funding sources** for arts and culture in San Leandro.





RECOMMENDATIONS

12. **Develop artwork maintenance practices** to insure the public art collection is in good condition.
13. **Encourage partnerships and strategic alliances** to conceive and implement projects.
14. **Conduct an inventory of potential sites for temporary art** and art experiences on an annual basis.
15. Utilize vacant space to **create a Municipal Arts Center**.
16. **Create specific public art plans** for areas of San Leandro where development is taking place.



Menu of Projects for Consideration

- Temporary/Participatory Art
- Permanent Art & Special Project Initiatives
- Opportunities for Local Artists
- Demonstration Projects

Program and Project Implementation

- Administrative Guidelines
- Site, Artist, and Artwork Selection Processes
- Community Engagement
- Public Education
- Social Media
- Project Architect Selection
- Urban Design and Planning Framework for Arts and Culture
- Partnerships and Strategic Alliances



Questions?