



MEMORANDUM

TO: City Council

FROM: Brian Pedrotti, Community Development Director

BY: Andrew Perez, Associate Planner

SUBJECT: Architectural Review Committee Appointment to the Public Art Panel

DATE: December 6, 2021

SUMMARY OF ACTION:

Appointing a member to represent the Architectural Review Committee on the Public Art Panel to review all public art proposals.

IMPACT ON FINANCIAL AND PERSONNEL RESOURCES:

No financial impact is projected.

RECOMMENDATION:

It is recommended the Architectural Review Committee appoint one Committee member and one alternate to serve as a representative on the Public Art Panel.

BACKGROUND:

In 2002, the City Council approved an Art in Public Places Program and Process. In 2004, Public Art Guidelines (Guidelines) were adopted to accomplish the following goals:

- Develop measures to promote art in the community;
- Establish a uniform process for review and selection of public art on private and public property that would be reflective of the community, while also limiting City government involvement; and
- Identify general guidelines and selection criteria that would promote creativity and freedom of expression, but also compatibility with the character, design, and environment of the surrounding area.

The Guidelines were originally a section of the Design Guidelines and Standards for Mixed-Use Districts, but a 2011 amendment created a standalone document, as it currently exists. Examples of public art include the mural on the eastern wall of the Mason Bar restaurant and the Japanese Lantern sculpture at 150 S. Courtland.

An Art Donation Program was approved by Council in 2006, creating a process by which an artist, or an individual or group commissioning an artist, may donate, gift or bequeath public art to the City of Arroyo Grande for location in a City-owned public place. The Guidelines were amended in 2011, and again in October 2021. A copy of the Guidelines with the most recent amendments is included as Attachment 1. The amendments made in October revised the Guidelines to limit their purview to public art proposals on non-residentially zoned property and account for the changes to the City's advisory bodies and those that provide consultation to the Council on public art projects.

ANALYSIS OF ISSUES:

City Council is the approving body for all public art projects with a recommendation from Arroyo Grande Public Art, the Community Development Director, and the Recreation Director if the art is proposed for a city park. The Public Art Panel reviews projects after they are approved by Council. The Public Art Panel consists of seven (7) volunteers, as described below:

- Two (2) representatives for the property owner
- Two (2) representative from Arroyo Grande Public Art
- One (1) representative from the Architectural Review Committee
- One (1) representative from the South County Chambers of Commerce
- One (1) representative from the Historical Society

The purpose of the panel is to obtain community input on the public art. The Public Art Panel convenes after an approval is obtained from Council. The Panel approves art projects by a majority vote.

ALTERNATIVES:

The following alternatives are provided for the Committee's consideration:

1. Appoint one Committee Member and an alternate; or
2. Provide other direction to staff.

ADVANTAGES:

Participation on the Panel will allow input on public art representative of the Architectural Review Committee.

DISADVANTAGES:

No disadvantages have been identified.

ENVIRONMENTAL REVIEW:

No environmental review is required for this item.

Architectural Review Committee**Item 9.a**

Architectural Review Committee Appointment to
the Public Art Panel

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The Agenda was posted at City Hall and on the City's website in accordance with Government Code Section 54954.2.

Attachments:

1. Public Art Guidelines and Public Art Donation Program