



## MEMORANDUM

**TO:** Architectural Review Committee

**FROM:** Andrew Perez, Planning Manager

**SUBJECT:** Consideration of the Architectural Review Committee's Appointment to the Public Art Panel

**DATE:** May 1, 2023

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### **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 measures to promote art in the community, establish a uniform process for the review and selection of public art on public and private property that would be reflective of the community, and to identify general guidelines and selection criteria to promote creativity and freedom of expression, but also compatibility with the character, design, and environment of the surrounding area. The recommendations were prepared with the assistance of the San Luis Obispo County Arts Council.

In 2004, the City Council adopted a resolution approving Public Art Guidelines ("Guidelines") and an ordinance incorporating those Guidelines by reference into the Municipal Code as part of the Design Guidelines and Standards for Mixed Use Districts.

Additionally, in 2006, the City Council approved an Art Donation Program that created a process by which an artist, or an individual or group commission an artist, may donate, gift or bequeath public art to the City to be located in a City owned public place. . In 2011, the Public Art Guidelines were amended regarding the Art in Public Places Program and limited the process to public art projects on private property. During this update, public art on private property was defined as art that is displayed in an open area that is freely

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available to the general public or public accessibility is provided based upon the characteristics of the artwork or its placement on the site. Projects on public property would be considered by the City Council, with the recommendation of the former Parks and Recreation Commission if on park property.

In October 2021, the Guidelines were again amended again to:

1. Limit the purview of the Guidelines to public art proposals on non-residentially zoned private property;
2. Make clerical changes to account for changes to the City's advisory bodies and those that provide consultation to the Council on public art projects;
3. Change the consulting body that makes recommendations to the City Council from the San Luis Obispo County Arts Council (SLOCAC) to the Arroyo Grande Public Art (AGPA); and
4. Establish a seven (7) member Public Art Panel for the purpose of approving proposed art projects.

The currently adopted Guidelines have been included as Attachment 1.

Five (5) public art projects have been approved to date. The first public art piece approved was the mural at 303 E. Branch Street on May 2, 2014, and second was the Japanese Lantern sculpture located at the Peoples Self Help Housing apartments at 150 South Courtland Street. The third approved public art piece is located at 126 South Mason Street and 127 Short Street. That installation consists of two Chumash art pieces. The fourth approved public art project was the repainting of the Strother Park basketball court, located at 1150 Huasna Road. The most recent public art project involved the painting of four (4) City-owned utility boxes located throughout the City.

### **ANALYSIS OF ISSUES:**

In accordance with the City's Guidelines, public art projects shall be considered by the City Council, with community input as part of a public hearing, and in consultation with the Public Art Panel.

- 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 intent of establishing this review process is to ensure that public art projects are sensitive to community concerns, while also avoiding government censorship of art. The Guidelines are applicable to public art projects proposed to be located on non-residentially zoned private property or by a private owner in the adjacent public right of way. The Guidelines and criteria also apply to public art projects on City property. All donations for Public Art are required to be considered and approved by the City Council.

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The following criteria are used in the selection of public art:

1. Relationship to the social, cultural and historical identity of the area. If the public art is proposed to be located in the Village Core Downtown or Village Mixed Use Districts, the art piece shall be representative or evocative of the turn of the century historical period;
2. Evaluation of artistic excellence;
3. Appropriateness of scale, form, material, content and design relative to the immediate and general neighborhood;
4. Relationship to the social, cultural and historical identity of the area;
5. Appropriateness of proposed materials as regards to structural and surface integrity, protection against vandalism, public safety and weathering;
6. Ease of maintenance;
7. Appropriateness of proposed method of installation of artwork and safety and structural factors involved in installation;
8. Artist's experience in working on comparable projects.

Council will receive public comment and make a recommendation to the Arroyo Grande Public Art Review Panel at the public hearing. The Public Art Panel will then be tasked approving or denying the project subject to the findings listed above.

### **ALTERNATIVES:**

The following alternatives are presented for consideration:

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

### **ADVANTAGES:**

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

### **DISADVANTAGES:**

None identified.

### **ENVIRONMENTAL REVIEW:**

No environmental review is required for this item.

### **PUBLIC NOTIFICATION AND COMMENTS:**

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