

CITY OF SANTA MONICA PUBLIC ART PROGRAM ADMINISTRATIVE GUIDELINES

I. PURPOSE

The City of Santa Monica has a comprehensive Public Art Program that encompasses a number of different components and approaches. These include 'art in public places', works of art purchased or created for display in public places; 'art in architecture' projects, where the artist works as a member of the design team to create aesthetic enhancements to the project; murals; and temporary public art installations. The City's extensive public art collection comprises all of the works acquired through these diverse approaches as well as all works of art received by the City as gifts.

The Program has been remarkably successful, garnering national recognition for the many innovative projects the City has completed in which art has been fully integrated into new municipal infrastructure. Over the years, the program has also evolved. This document is intended to provide an updated reference for all entities involved in the planning, funding, creation, approval and maintenance of public art for the City of Santa Monica.

II. GOALS

The Program has the following goals:

- To bring contemporary art into the environment and life of Santa Monica.
- To enrich the lives of the citizens of the City by the exposure to art in various forms.
- To encourage both emerging and established artists living in Santa Monica by supporting and purchasing their work.
- To acquire a distinguished collection of works by artists from throughout the world for the City of Santa Monica.
- To integrate artists into the City's design process.

III. PUBLIC ART FUNDING

Core funding for the Program comes from the “Percent for Art (PFA) Program” adopted in 1986 (City Council resolution #7231). Additional funding comes from individual Capital Improvement Project (CIP) budgets as well as from grants.

A. Percent for Art Allocation

Per the resolution, the proposed annual PFA allocation submitted to City Council will be an amount equal to at least one percent (1%) of the total budget of all eligible¹ capital projects. It will be developed in accordance with the following procedures:

- The PFA allocations will be determined by the City Manager or designee and be contained in the Capital Improvement Budget submitted by the City Manager to the City Council.
- Any PFA allocation derived from a capital project funded by an enterprise fund will be allocated only for an art project related to the enterprise.
- Administrative expenses of the Cultural Affairs Division (CAD) in carrying out the PFA Program will be payable from the PFA account in an amount not to exceed fifteen percent (15%) of the amount of funds in the PFA account.

B. Fund Management

1. PFA Account

A CIP allocation and expenditure account will be established in the General Fund, and in relevant enterprise funds.

2. Other Funding Sources

The City recognizes that many Capital Improvement Projects with no PFA requirement or insufficient PFA funding may also benefit from the inclusion of an artist on the design team. City departments are therefore encouraged to allocate other funds to enhance facilities and other infrastructure projects. These funds may be identified separately in a project budget or may be integrated into more general project line items depending upon the degree of art integration for a specific project, and the nature of the funding. The Cultural Affairs Division will provide assistance in identifying projects most likely to benefit from the inclusion of an artist as part of the CIP planning process. Artist selection procedures, CAD staff support and the design review process are the same regardless of the funding source and are summarized in subsequent sections and detailed in the document “Procedures for Artist Selection”.

¹ Please see Attachment 1, Definitions, for clarification of this and other terms defined in Council Resolution #7231.

3. Use of PFA Funds

PFA funds in a PFA expenditure account may be expended on any project included in the Public Art Annual Work Plan (see section IV B) provided that the expenditure constitutes a lawful use of such funds. For example, public art monies contained within an Enterprise Fund may only be used for a public art project within the same Enterprise Fund.

IV. IMPLEMENTATION OF THE PUBLIC ART PROGRAM

A. Public Art Plan

A three-year Public Art Plan (Plan) will be developed as an integral component of the City's Capital Improvement Program plan and budget. The Plan will identify CIP projects with an arts component that will be undertaken over the subsequent few years and will allow the Program to be more closely coordinated with the City's long-range objectives for physical infrastructure improvements. As part of the Plan's development and to the extent known, specific project goals, potential stakeholders and the proposed artist selection method will be identified. The Plan will be developed by the Cultural Affairs Manager, in conjunction with the Assistant Director of the Community and Cultural Services Department (CCS), client departments, the CIP Committee, the Arts Commission, and its PAC.

Thereafter the Plan will be updated annually, as part of the Capital Improvement Program process, to address any new projects or allocations. The Cultural Affairs Manager and the Assistant Director of the Community and Cultural Services Department will meet with client departments and the CIP Committee to review the status of existing projects and discuss potential new ones, and will prepare a draft update. The review and approval process will be the same as for the rest of the Capital Improvement Program plan and budget.

In addition to the three-year Public Art Plan, CAD staff will prepare an Annual Work Plan that will identify all ongoing projects, new "art in architecture" as well as "art in public places" projects to be initiated that year, and any other public art activities to be undertaken by the Program, such as conservation projects, new acquisitions for the Art Bank, etc. The Annual Work Plan will be prepared with input from all affected city departments. Once prepared, the Annual Work Plan will be presented to the Director of CCS, the PAC and the Arts Commission for review and approval. The Annual Work Plan will be used to track project milestones.

B. Inter-departmental Coordination

In order to maximize the Program's benefits, support from and the involvement of CCS and its Cultural Affairs Division is critical to the City's

planning and design processes. The Assistant Director of CCS will represent the Program as a voting member of the CIP Committee and CAD staff will participate in the technical review of projects to ascertain opportunities for public art involvement.

The overall effectiveness of the Program will be further enhanced through an interdepartmental focus where the following types of information are shared:

- Planning studies or policy recommendations that affect public spaces with existing art.
- Planning studies or policy recommendations that may establish new municipal facilities or public spaces.
- Grant applications to funding sources for which public art might be an eligible component, such as federal transportation enhancement monies.

Cultural Affairs Division staff will serve as a “clearinghouse” for art related information and can also provide assistance with the following:

- The identification of projects that would be enhanced through artist involvement.
- The range of artist selection processes.
- Community initiated public art projects.
- Public art project management.

C. Artist Selection

Generally artists commissioned by the City will be selected through a public process using one of the following methods:

- Request for Qualifications (RFQ)
- Request for Proposals (RFP)
- Invitational Competition
- Pre-qualified list

Each of these methods is detailed in the document: *Procedures for Artist Selection*, and will vary depending upon the type of project and specific project requirements and goals. Any of these methods can be used to select one artist/team or to develop a pool of artists to be used for multiple projects over time. The method of selection shall be approved by the PAC and reported to the Arts Commission. The City and its Arts Commission are committed to ensuring that artists are selected in a well-documented and accountable fashion and are well matched to the project and that the process is flexible and responsive to the project's needs.

D. Project Review and Approvals

It is the goal of the City to develop art projects of the highest caliber that meet the diverse needs of the residents of Santa Monica. The public art review and approval process is designed to provide for substantial input and participation by representatives from the client department, sponsoring entity, stakeholder groups, the community at large including City Boards and Commissions, in order to ensure that each project accommodates the complex requirements of the public place in which it is sited.

The following factors should be taken into account in reviewing proposals for new works:

- Artworks will have reasonable maintenance requirements as specified by the artist and these requirements shall be compatible with routine city maintenance procedures.
- Artworks will be designed in consideration of public safety.
- The design of artworks will take into consideration issues associated with public spaces such as security, theft, vandalism, etc.
- The design of artworks will take into account the specific needs and use patterns of the public space in which they will be located. For example in parks, artworks will not block critical view corridors or impede public usage of key open space.

1. Preliminary Design

If the artist is selected on the basis of a proposal, the preliminary design is reviewed as part of the initial artist selection process.

If not, the preliminary design for the art component(s) will be presented by the artist and/or design team to the Arts Commission and PAC in a joint meeting for review and recommendations on direction. The representatives of the client department, artist selection panel, stakeholder groups, and/or sponsoring entity that participated in the artist selection process along with the Project Manager will be invited to attend the joint PAC and Arts Commission meeting and participate in the review as non-voting participants. It is expected that the artist and/or design team will have worked with any stakeholder groups in developing the preliminary design prior to bringing it to the Arts Commission/PAC.

Following this review, CAD staff (or the staff design committee in the case of "art in architecture" projects) will work with the artist and/or design team to refine the design. If the artist is not in agreement with the recommendations, the Cultural Affairs Manager will mediate discussions to arrive at a consensus among all parties.

2. Final Design

The artist's or design team's final design of the art component will be presented to the PAC for review and approval. The representatives of the client department and/or sponsoring entity that participated in the artist selection process, any stakeholder groups and the Project Manager will be invited to attend the PAC meeting and participate in the review. A status report summarizing the action of the Public Art Committee will be provided to the Arts Commission.

If applicable, the project will be forwarded to the Architectural Review Board, the Planning Commission, other relevant commissions and/or City Council, as appropriate.

3. Alterations during Fabrication/Installation

Some changes to the final design may become necessary during the fabrication or installation phases of the project. This may be due to changes in the availability of materials, changes to the underlying facility, etc. The artist's contract will contain language specifying that no change to the approved final design may take place without written authorization by the City's designated Project Manager in consultation with CAD staff and other city staff as necessary. If the Project Manager and CAD staff judge the changes to be substantive, then a meeting of the PAC will be convened to review and approve the proposed changes. CAD staff and the Project Manager will ensure that stakeholder groups are notified of any such meetings. A status report regarding the outcome of the meeting will be provided to the Arts Commission.

E. COLLECTION MANAGEMENT

The works of art created or purchased for the City's public art collection represent a significant asset that must be appropriately managed. The acquisition and display of works of art entail a commitment to care for and maintain the work adhering to the standards and practices of the art world. Some of these are codified in law, such as the Federal "Visual Artists' Rights" Act of 1990, others are based on policy decisions recommended by the Arts Commission and adopted by City Council.

Because of this commitment and the ensuing obligations, gifts of art need to be carefully considered prior to acceptance; professional standards need to be applied in handling, maintaining or restoring all the art in the collection; and a strict process needs to be adhered to prior to relocating or disposing of any work in the collection as fully detailed in the document "Collection Management Procedures".