

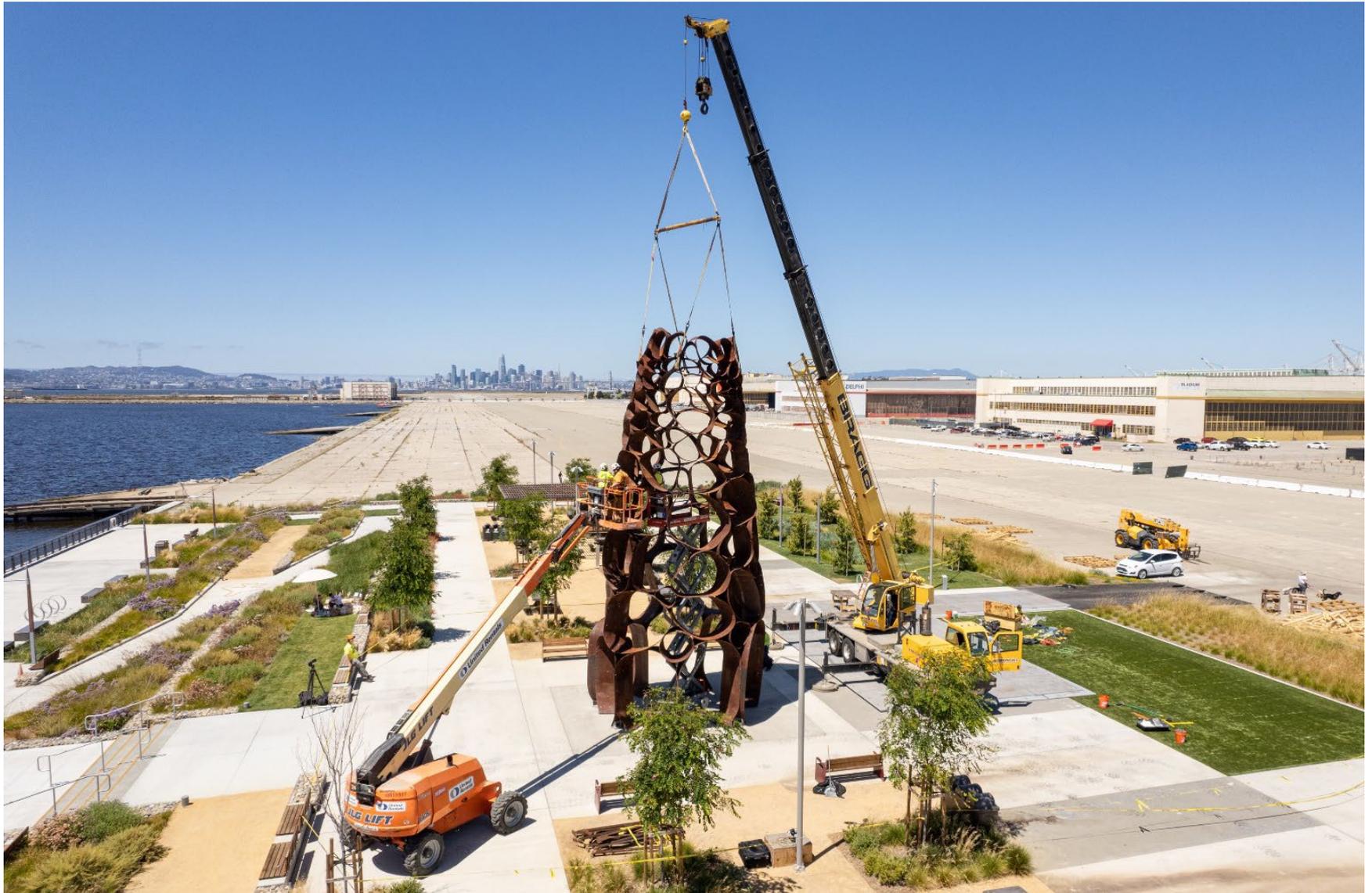


City of Alameda

Public Art Master Plan

December 19, 2023

Introduction



- The Public Art Master Plan:
 - **Promotes and supports public art** in the City of Alameda.
 - **Amplifies a sense of place and identity** for the City, helping to define Alameda's unique character and enhance its cultural and creative landscape.
 - Establishes **policies and procedures** that will help the City to effectively manage its Public Art Program and collection, **prioritize public art funding**, and create a cohesive approach to public art that is **accessible and inclusive**.

- Collaboratively developing a master plan is understood to be a **best practice** for guiding municipal public art programs.
- Ensures that the City's **limited resources** are being used to support the most important and impactful public art projects.
- Enables the City to create a strategic approach to **site and artist selection** for public art.
- Ensures that public art is reflective of the **diverse interests and identities** of the city's residents, and better distributed within, and integrated seamlessly into, the community.

Community Engagement



- PAC workshops
- One-on-one conversations
- Focus groups
- Community-wide survey



Community Engagement (continued)



- Creative pop up activities led by local artist Yolanda Cotton Turner to engage directly with community members
- Envisioning the future of public art in Alameda



Additional Input



- Public Art Commission
- Planning Board
- Senior Staff



1. **Create opportunities** for professional connections for artists, culture bearers, and creatives in Alameda.
2. Build **local artist capacity**.
3. Continue existing programming and find ways to increase **culturally relevant programming** while expanding cost-free offerings.
4. Develop **prioritized sites** for public art across the island.
5. Develop **opportunities for the community** to be involved in and to invest in public art.
6. Develop a **mix of artworks** in theme, form, and interactivity, ensuring that all public art is physically **accessible** by people of all abilities.
7. Further define **cultural equity, diversity, and inclusion** within the Public Art Program, and create an action plan around it.



Implementation



- Develop Biennial Plan with the Public Art Commission.
- Integrate with the budget cycle.
- Prioritize project(s) each year and the PAC's role in each.

- 5-year Action Plan Years 1 & 2:
 - Release grant applications for Cultural Arts and Arts Programming and Physical Artworks
 - Build resources for artists, developers, community members, Staff, PAC
 - Attend to the condition of artworks
 - Prioritize sites for future artworks

- Public Art Ordinance requires that major development projects include on-site public art pay an in-lieu fee.
- Any in-lieu fees collected are deposited in Public Art Fund, which can only be used to provide or support public art.
- **Public Art Fund balance of \$1,054,398** as of June 23, 2023

Staff recommends adoption of a resolution adopting the draft Public Art Master Plan

