



Proposed changes to the Public Art Ordinance

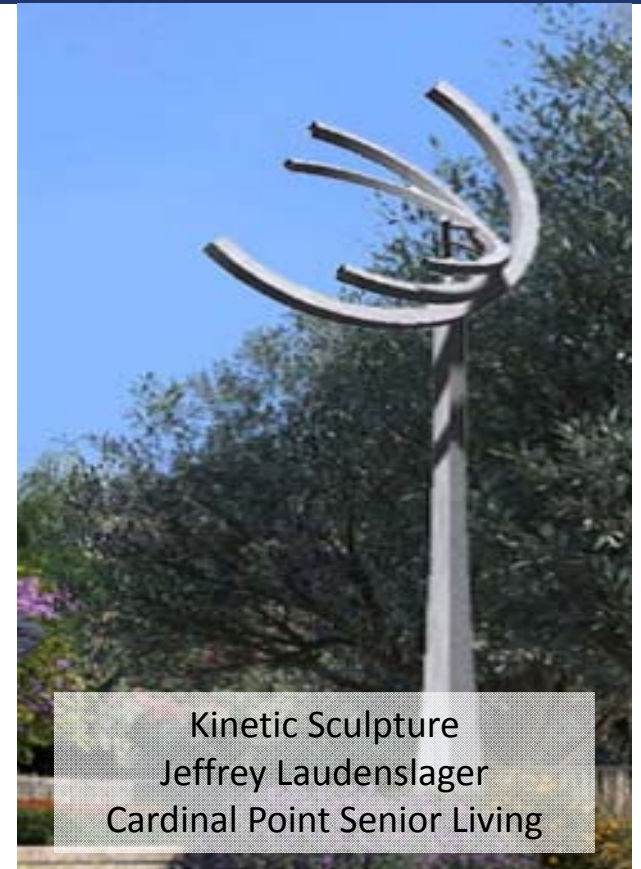
Tuesday, October 17, 2017



Willie Stargell Baseball Monument
Michael Bondi
Alameda Landing

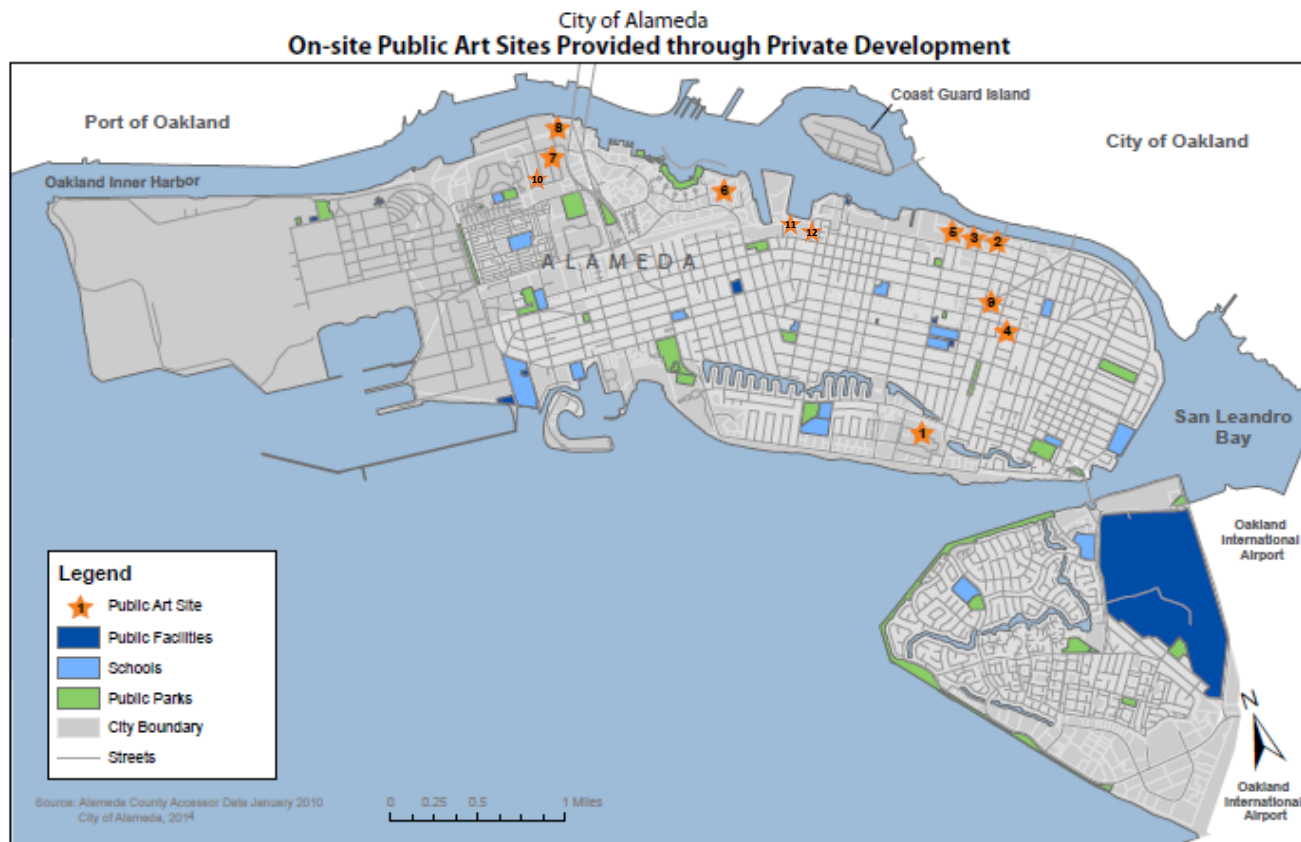
Public Art Ordinance Overview

- Adopted in 2003
- Requires major development projects to include public art on-site or contribute an in-lieu fee to the Public Art Fund



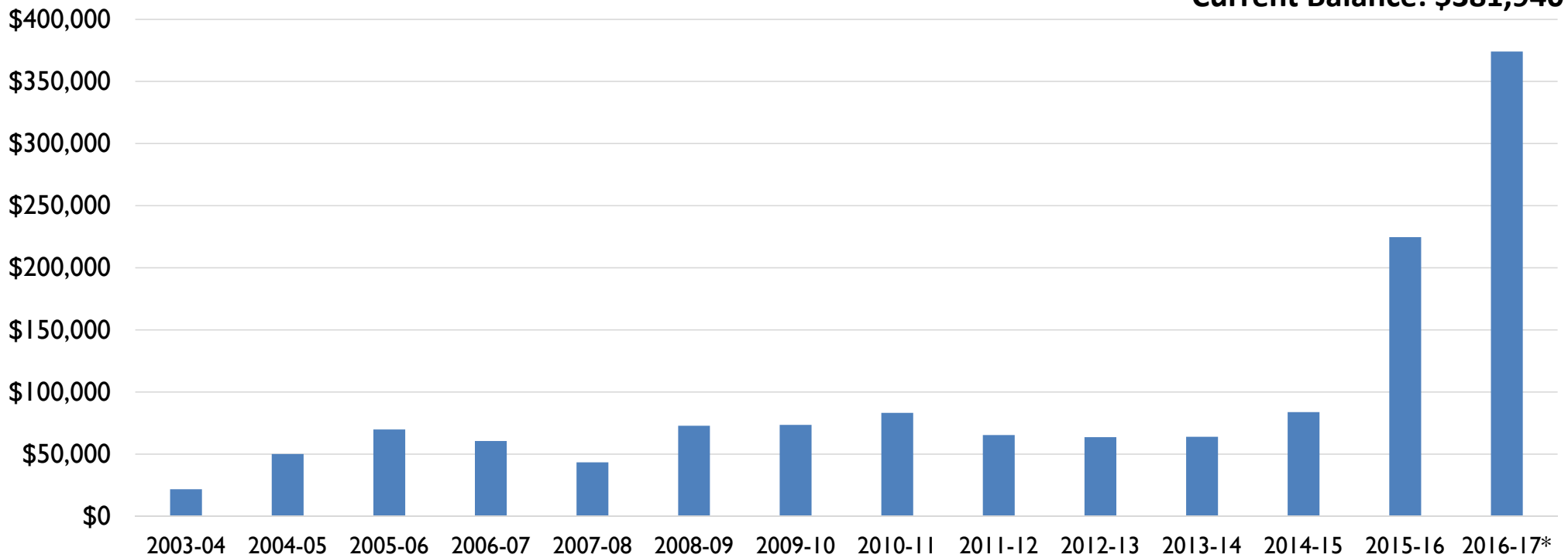
Kinetic Sculpture
Jeffrey Laudenslager
Cardinal Point Senior Living

On-Site Public Art

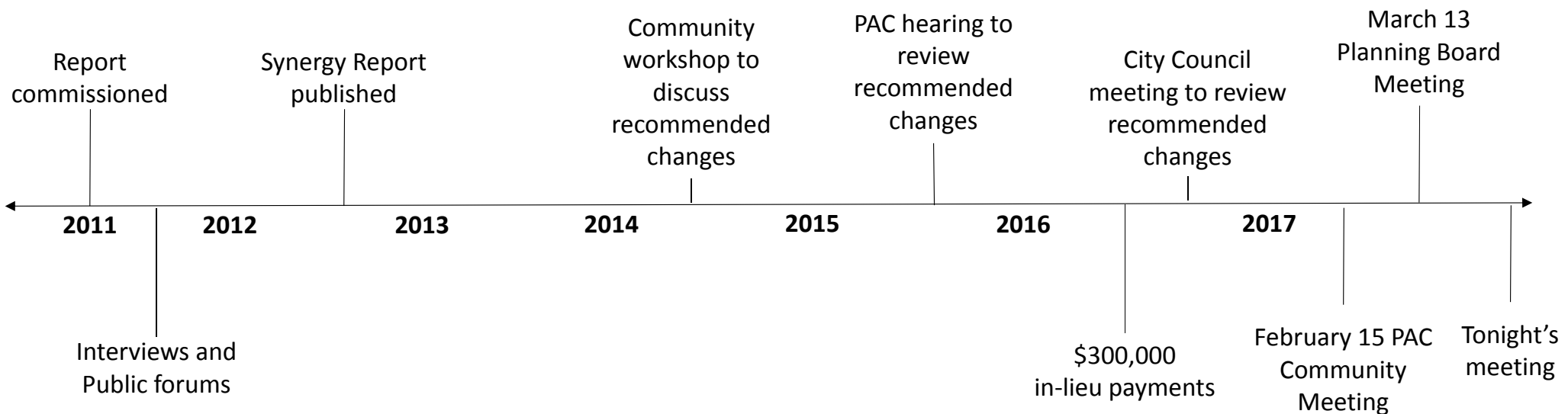


Public Art Fund Balance

Current Balance: \$381,940

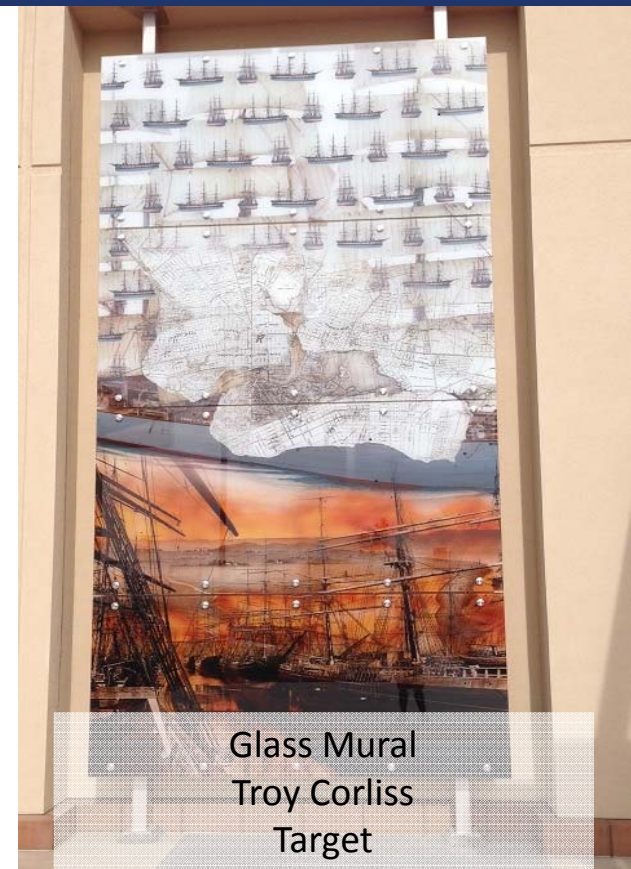


Public Art Ordinance Timeline



City Council Direction

1. Cap on developer contributions
2. Required public art contribution
3. Focus on Alameda's historic and maritime traditions
4. Maintenance costs as an allowable use of the Fund
5. Administrative costs as an allowable use of the Fund



Glass Mural
Troy Corliss
Target

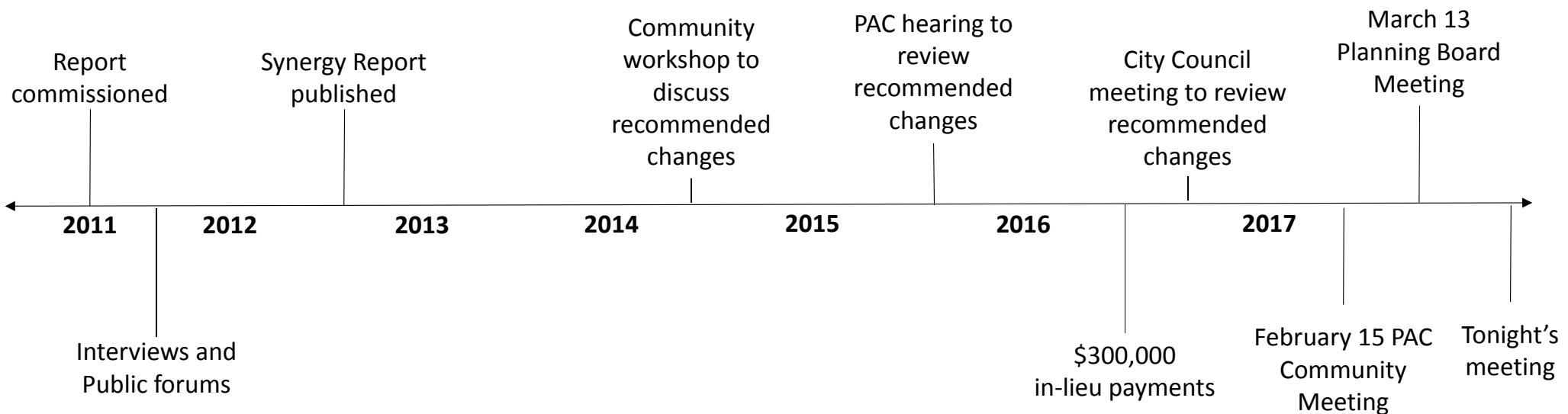
City Council Direction

6. Admission fees for cultural arts funded by the Fund.
7. Cap on administrative costs for third party grantee organizations
8. 75%/25% allocation requirement.
9. Request for Proposals (RFP) process, including the process for defining the locations for physical public art.



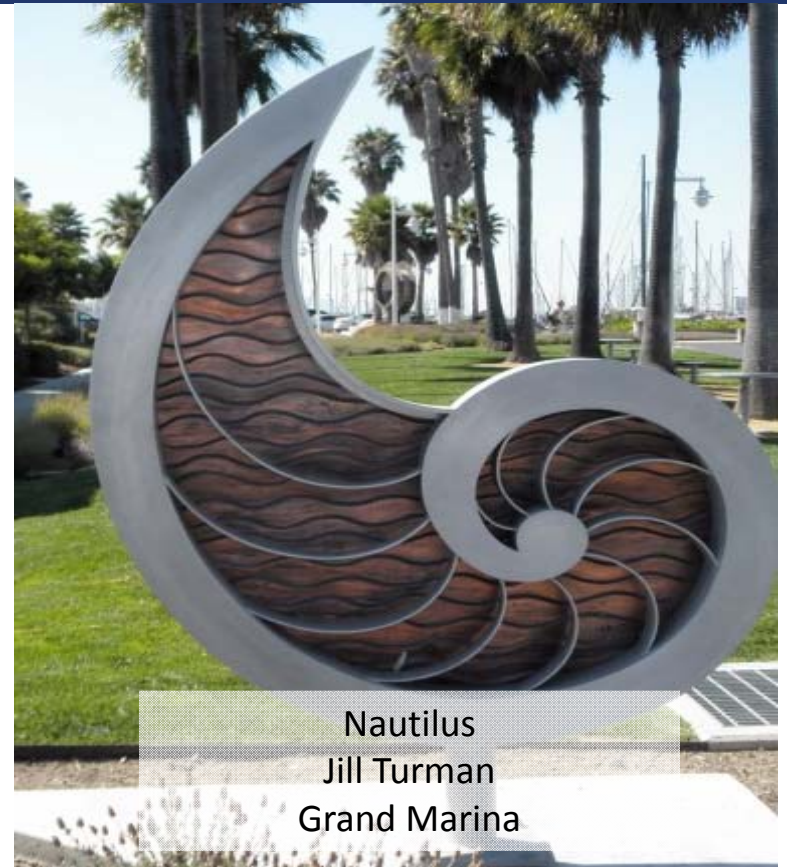
Alameda Station
Jerarde F. Gutierrez
Walgreens

Public Art Ordinance Timeline



Proposed Changes to Ordinance

1. Remove the cap on maximum public art contribution.
2. Maintain the required public art contribution at 1%.
3. Remove the requirement that public art focus on historic or maritime traditions.





Public Art Requirement Summary Select Bay Area Cities

City	Required Contribution (% of building development costs)	Cap on Contribution
Dublin	0.5%	No
Albany	1.75%	No
Berkeley	1% on-site/.80% in-lieu	No
Emeryville	1% commercial/ .5% residential	No
Oakland	1% commercial/.5% residential	No
Walnut Creek	1%	No
Palo Alto	1% for 1 st \$100 million, 0.9% thereafter	No
Alameda	1% (current)	\$150,000 (current)

Proposed Changes to Ordinance

1. Remove the cap on maximum public art contribution.
2. Maintain the required public art contribution at 1%.
3. Remove the requirement that public art focus on historic or maritime traditions.



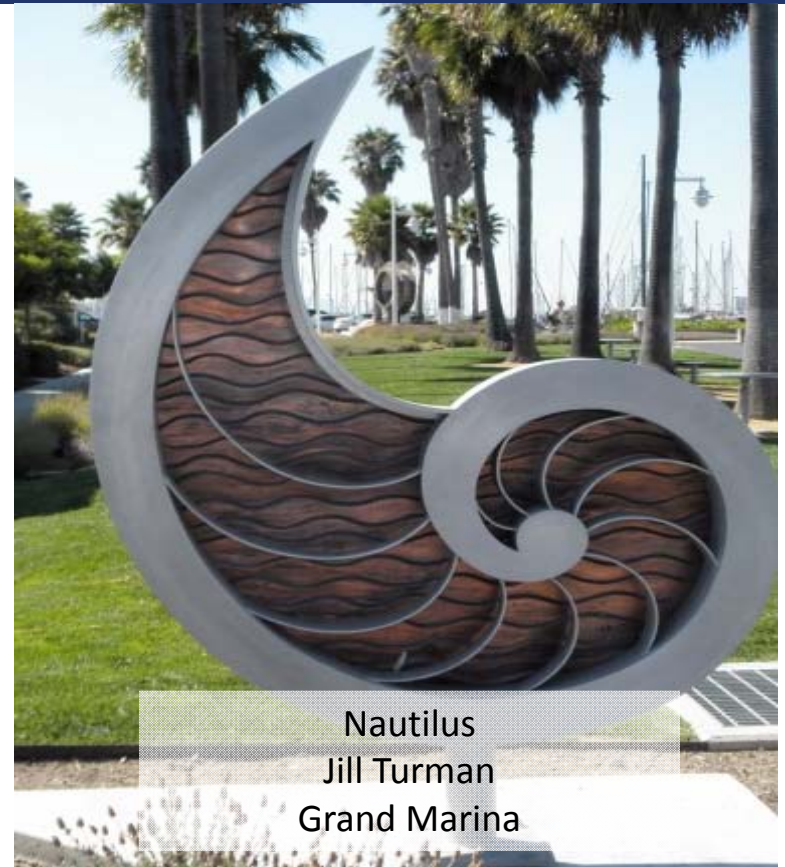


Public Art Requirement Summary Select Bay Area Cities

City	Required Contribution (% of building development costs)	Cap on Contribution
Dublin	0.5%	No
Albany	1.75%	No
Berkeley	1% on-site/.80% in-lieu	No
Emeryville	1% commercial/ .5% residential	No
Oakland	1% commercial/.5% residential	No
Walnut Creek	1%	No
Palo Alto	1% for 1 st \$100 million, 0.9% thereafter	No
Alameda	1% (current)	\$150,000 (current)

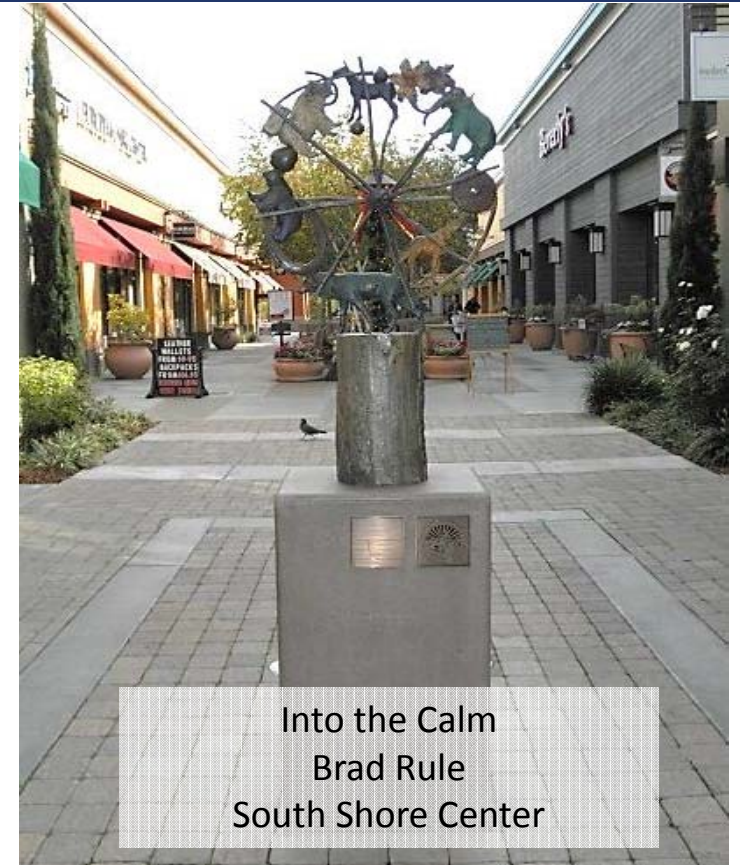
Proposed Changes to Ordinance

1. Remove the cap on maximum public art contribution.
2. Maintain the required public art contribution at 1%.
3. Remove the requirement that public art focus on historic or maritime traditions.



Proposed Changes to Ordinance

- 4. Remove maintenance costs as an allowable use of the Fund.
- 5. Remove City staff administrative costs as an allowable use of the Fund.
- 4. Require that all cultural arts and arts programming be free of charge.



Proposed Changes to Ordinance

7. Do not set a cap on third party administrative costs.
8. Change the requirement to specify that *no more* than 25% of funds be allocated to cultural arts and arts programming.



Bright Ideas
Delaine Hackney
Perforce Software



Summary of Administrative “Caps” for Arts and Cultural Grants Programs

Name	Cap on 3rd party administrative costs?
City Programs	
San Francisco	10%
Los Angeles	No cap
Pasadena	15%
West Hollywood	No cap
State/Federal Programs	
California Arts Council	No cap
National Endowment for the Arts	Negotiated on a case-by-case basis.
Foundations	
Ford Foundation	No cap
Packard Foundation	No cap
Leshner Foundation	No cap
Rainin Foundation	No cap

Proposed Changes to Ordinance

7. Do not set a cap on third party administrative costs.
8. Change the requirement to specify that *no more* than 25% of funds be allocated to cultural arts and arts programming.



Bright Ideas
Delaine Hackney
Perforce Software



Questions and Discussion

October 17, 2017

