



# Proposed changes to the Public Art Ordinance

Monday, March 13, 2017



Willie Stargell Baseball Monument  
Michael Bondi  
Alameda Landing

# Tonight's Discussion

- Overview and History
- Proposed Changes to the Public Art Ordinance



Portal I  
Jill Turman  
Grand Marina

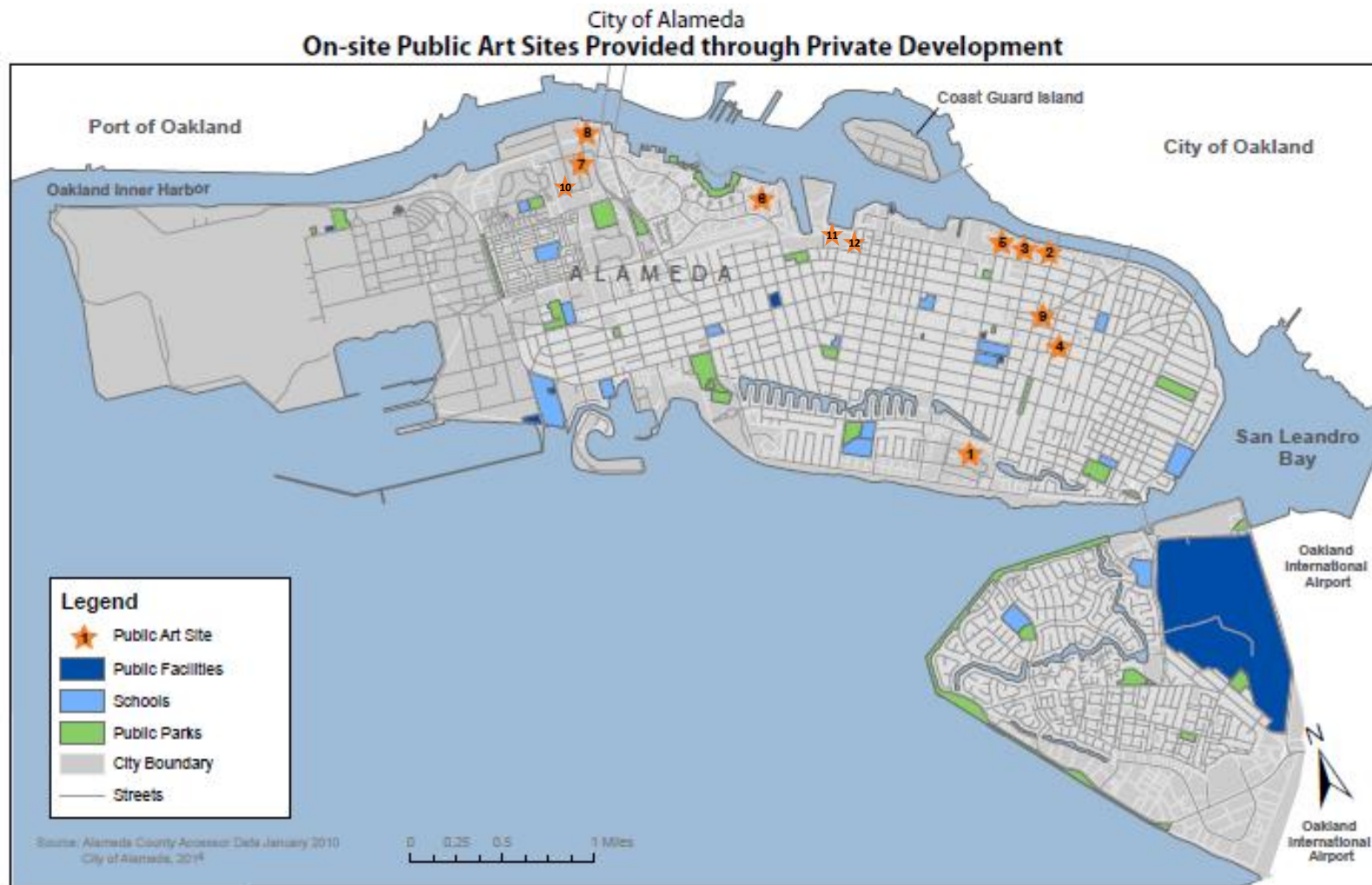
# Public Art Ordinance Overview

- 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

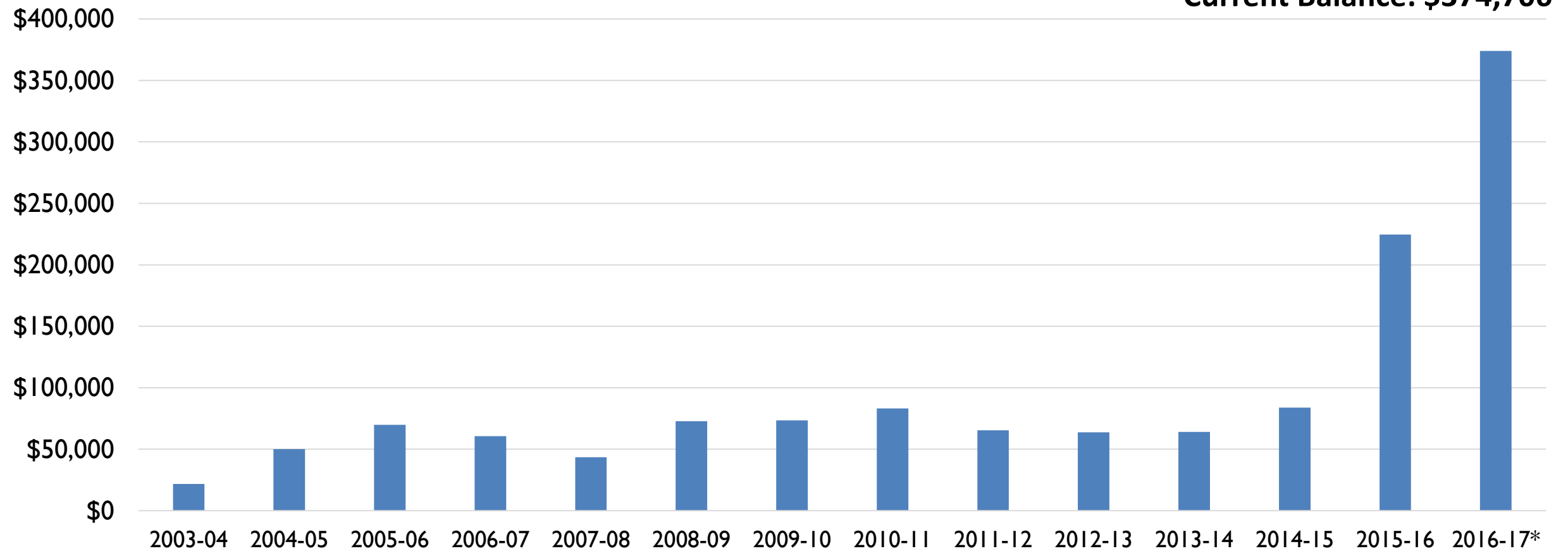
# On-Site Public Art



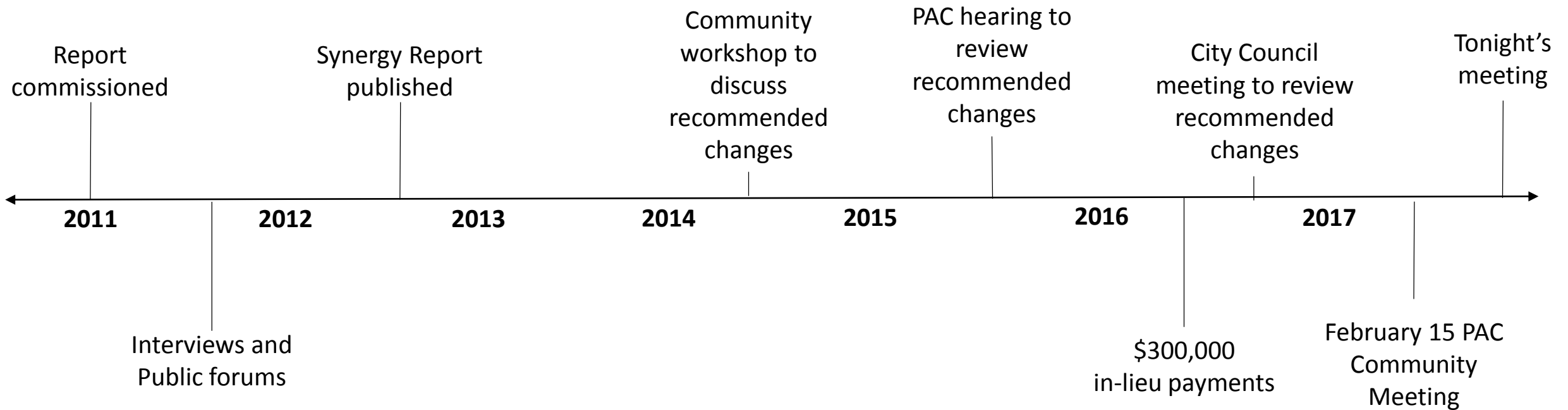


# Public Art Fund Balance

**Current Balance: \$374,706**



# 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

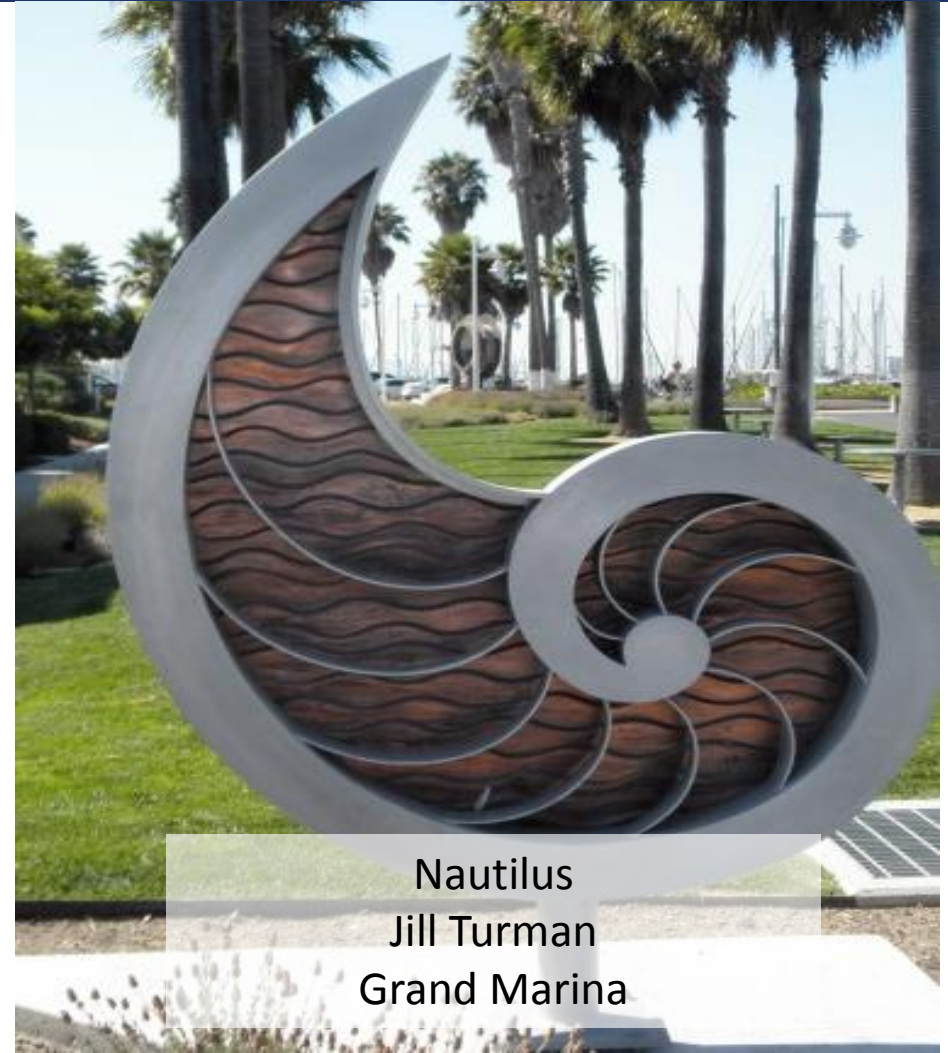
6. Admission fees for cultural arts funded by the Fund.
7. Cap on administrative costs for third party grantee organizations
8. 75%/25% allocation requirement.
9. Request for Proposals (RFP) process, including the process for defining the locations for physical public art.



Alameda Station  
Jerarde F. Gutierrez  
Walgreens

# 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.



Nautilus  
Jill Turman  
Grand Marina

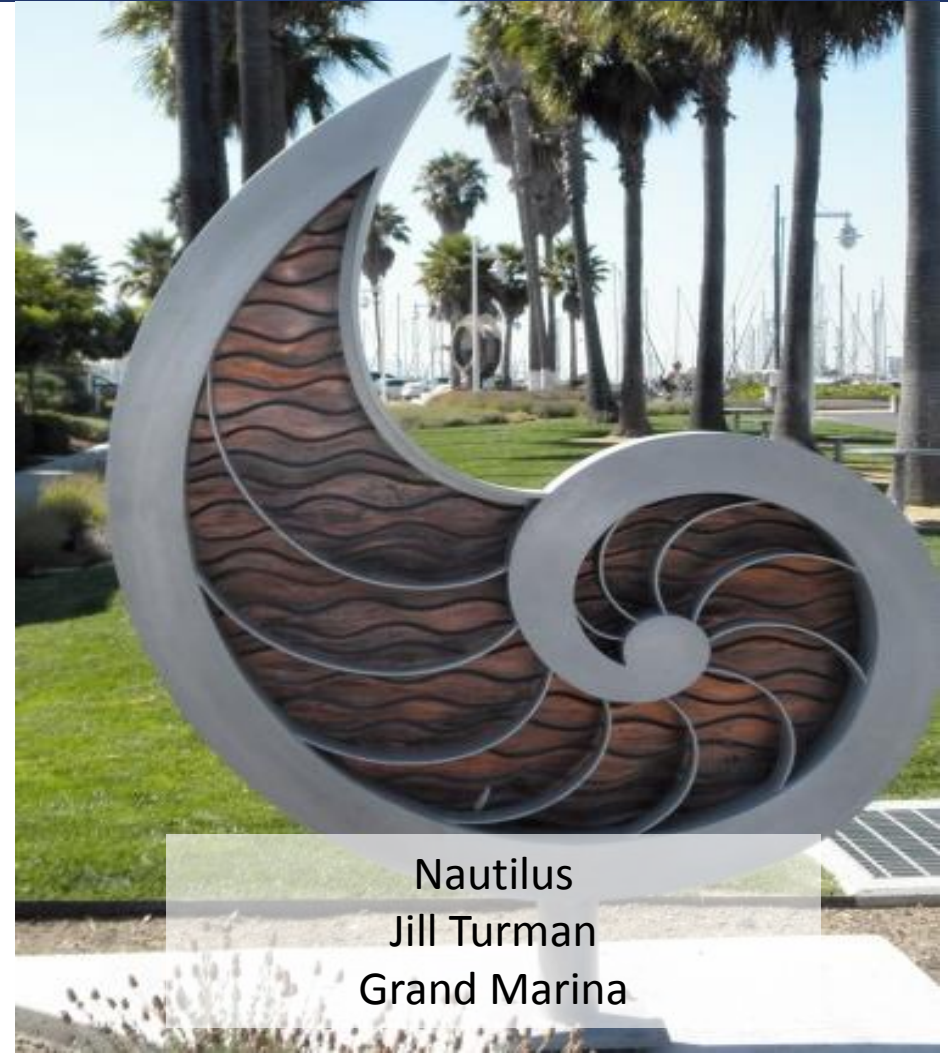


## Public Art Requirement Summary Select Bay Area Cities

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 <sup>st</sup> \$100 million, 0.9% thereafter	No
Alameda	1% (current)	\$150,000 (current)

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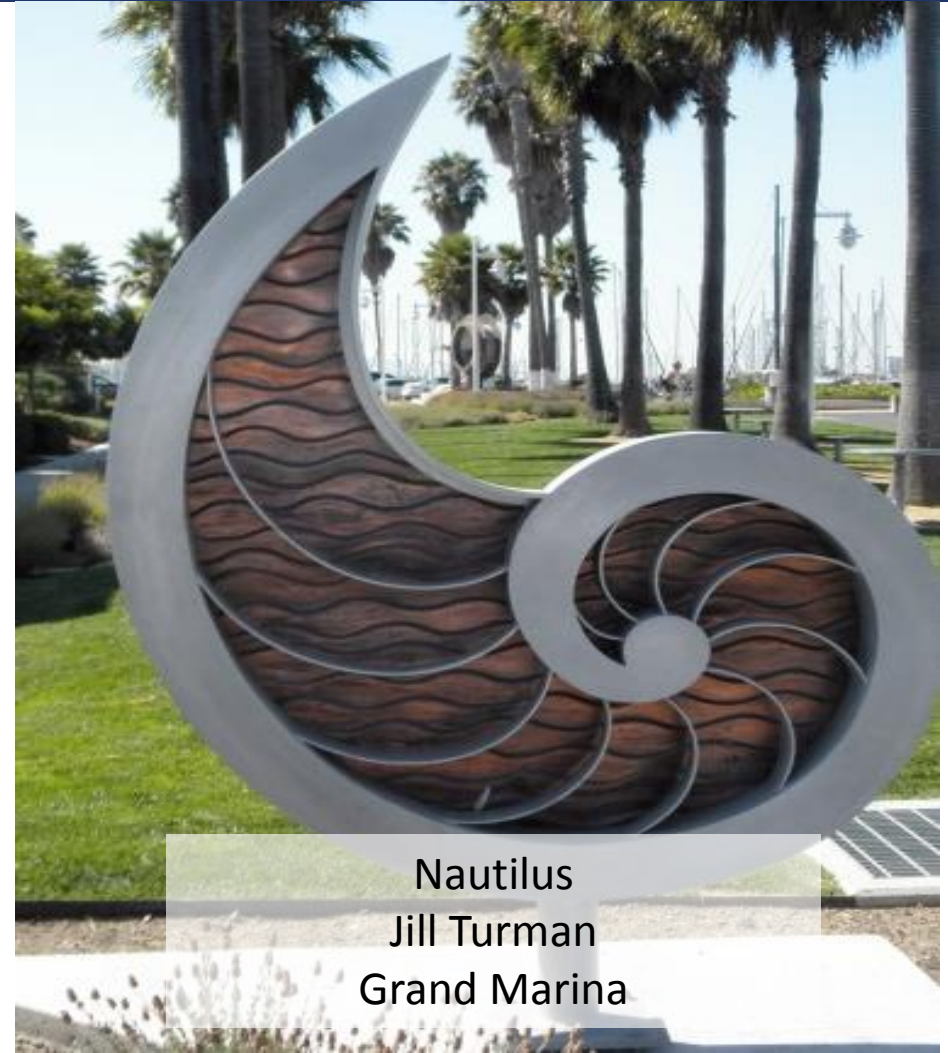


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# Proposed Changes to Ordinance

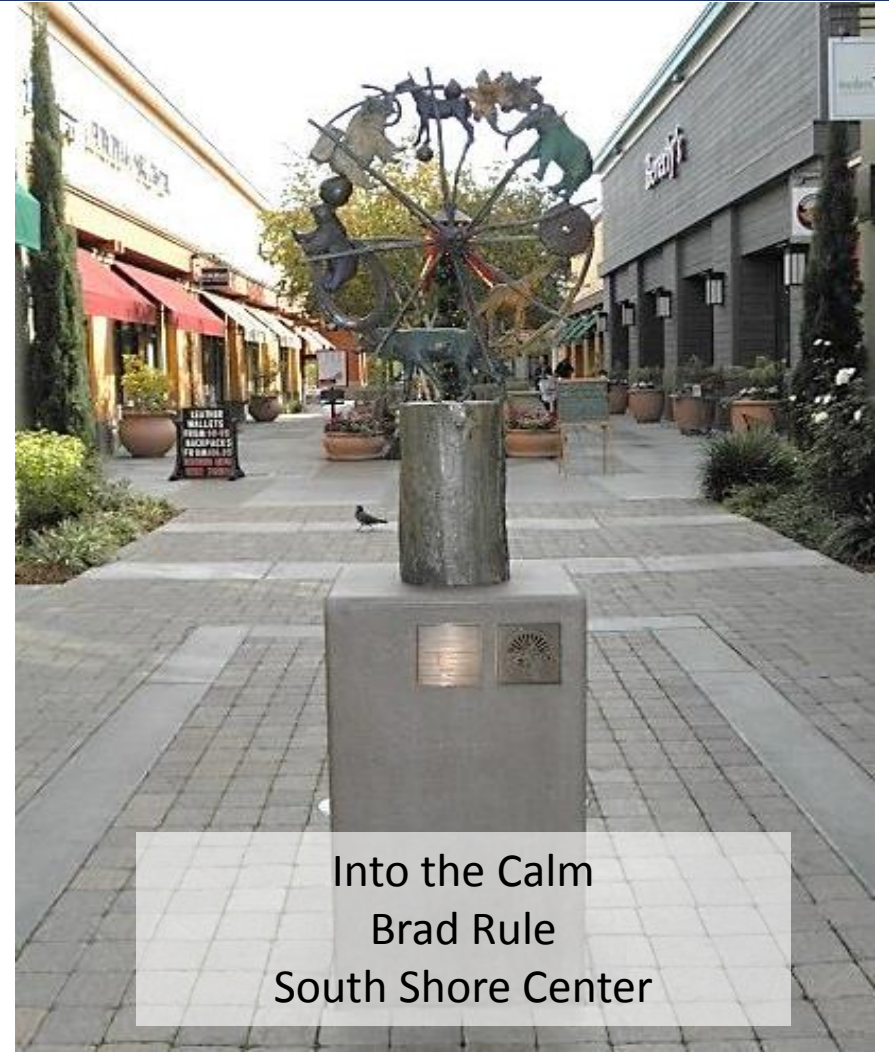
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# Proposed Changes to Ordinance

- 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.



Into the Calm  
Brad Rule  
South Shore Center

# 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?
<b>City Programs</b>	
San Francisco	10%
Los Angeles	No cap
Pasadena	15%
West Hollywood	No cap
<b>State/Federal Programs</b>	
California Arts Council	No cap
National Endowment for the Arts	Negotiated on a case-by-case basis.
<b>Foundations</b>	
Ford Foundation	No cap
Packard Foundation	No cap
Leshner Foundation	No cap
Rainin Foundation	No cap

# Proposed Changes to Ordinance

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Bright Ideas  
Delaine Hackney  
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# Examples of Artwork



Cloud Gate  
Anish Kapoor, 2006  
Chicago, IL  
**Budget: \$10,000,000+**

# Examples of Artwork



Morphous  
Lionel Smit, 2016  
New York, NY

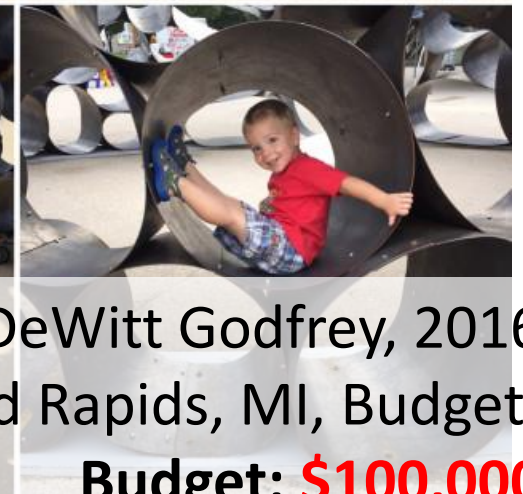
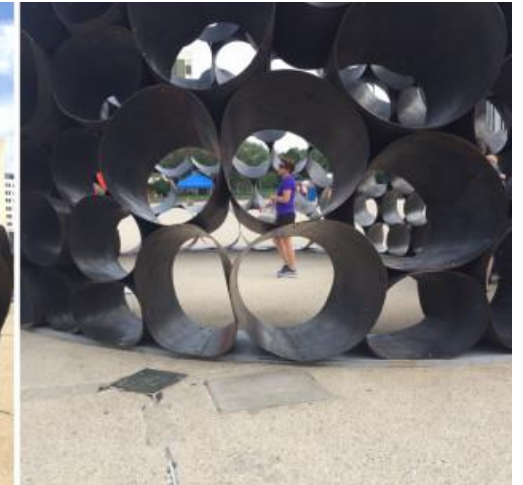
**Budget: \$280,000**

# Examples of Artwork



Luminothérapie – Loop, Quartier des Spectacles Partnership, 2016, Montreal, Canada, **Budget: \$215,000**

# Examples of Artwork



Louis, DeWitt Godfrey, 2016  
Grand Rapids, MI, Budget:  
**Budget: \$100,000**

# Examples of Artwork



GemTones,  
Jeff Zischke, 2015, Scottsdale, AZ

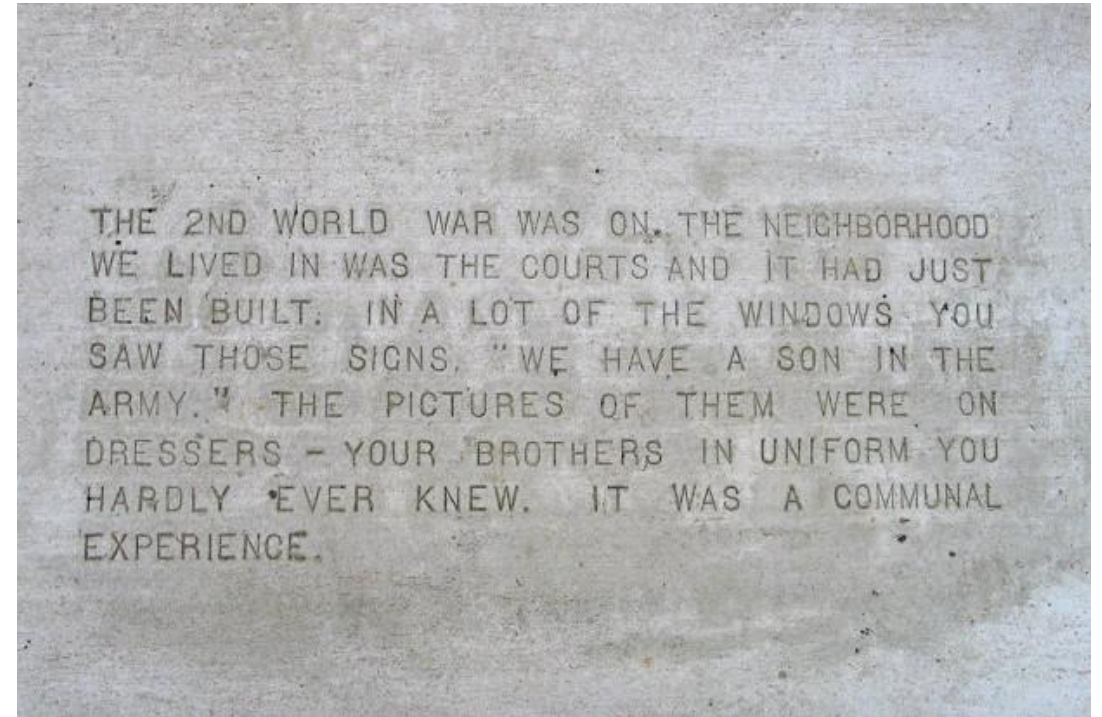
**Budget: \$35,000**

# Examples of Artwork



Wahpeton Downtown Mural,  
Shawn McCann, 2014  
Wahpeton, ND  
**Budget: \$20,000**

# Examples of Artwork



Sidewalk Stories, Anne Wallace

2009, Sheboygan, WI

**Budget: \$20,000**

# Examples of Artwork



Shifting Sand Land,  
Bobby Zokaite, 2015  
Scottsdale, AZ,  
**Budget: \$15,000**

# Examples of Artwork



Estacada Art Benches,  
Crystal Schenk & Shelby Davis, 2016  
Estacada, OR, **Budget: \$10,000**

# Examples of Artwork



Link, Heather Hancock & Sarah Liang  
2013, Chicago, IL  
**Budget: \$5,000**

# Examples of Artwork



Glimmer  
Variable Projects, 2016  
San Francisco, CA  
**Budget: \$2,500**



# Questions and Discussion

March 13, 2017



Willie Stargell Baseball Monument  
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## Topics for Recommendation Proposed Changes to the 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.
4. Remove maintenance costs as an allowable use of the Fund.



## Topics for Recommendation Proposed Changes to the Ordinance

5. Remove City staff administrative costs as an allowable use of the Fund.
6. Require that all cultural arts and arts programming be free of charge.
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
9. Other proposed changes listed in the staff report