

CITY OF NAPA CITY COUNCIL
AGENDA REPORT

ADMIN CALENDAR
AGENDA ITEM 14.A.
Date: October 15, 2013

To: Honorable Mayor and Members of City Council
From: Rick Tooker, Community Development Director
Prepared by: Ken MacNab, Planning Manager
Subject: Downtown Art Bench Program

ISSUE STATEMENT:

Adopt a resolution authorizing a Downtown Art Bench program and appropriating funds from the Public Art Fund.

DISCUSSION:

Background

Since adoption of the Public Art Ordinance in 2010, the City has been imposing a 1% Public Art fee on building permits for certain projects that are subject to the fee and have elected not to design and install public art as part of the project. Collected fees are deposited into the City's Public Art Fund, which is designated for funding the acquisition, placement and installation of public art.

The Public Art Ordinance also establishes a Public Art Steering Committee. The Public Art Steering Committee is a five-member Council-appointed advisory committee that meets monthly to carry out its charge under the Public Art Ordinance. One of the Committee's primary responsibilities is to make recommendations to the City Manager/City Council on future expenditures of collected Public Art fees.

Downtown Art Bench Program

Over the past year, the Public Art Steering Committee (PASC) has been meeting to discuss a public art master plan that would include the vision, goals and core values of the City's public art program, prioritize sites for the location of public art, and set forth guidelines for management of the program (e.g., maintenance of public art, a policy for deaccession, documentation, etc.). The draft plan is nearly complete and will be scheduled for review by the City Manager and Council in the coming few months. However, with the upcoming two-way street conversion and sidewalks project as part of implementation of the Downtown Specific Plan, the PASC believes an opportunity exists to include public art in the street and sidewalk project. Specifically, the PASC recommends that a portion of the Public Art Fund, which is comprised of the in-lieu fees collected under the Public Art Ordinance and used by the City to commission public art,

be used for artist-designed street benches for placement on First Street in the downtown. The “Downtown Art Bench” program is envisioned to provide visually and physically engaging artistic street furnishings that can be enjoyed by residents and visitors alike and will enhance the cultural landscape in the downtown area. Details of the program are summarized below:

- Six to eight art benches would be commissioned from a single artist/design firm.
- Art benches would be installed in pre-determined locations on First Street between Main Street and School Street. The PASC has identified over 30 potential artists/design firms that could be solicited for this program (see Attachment 2). The PASC would provide input to the Public Works Department regarding appropriate siting in order to identify suitable locations based on post “two-way streets” sidewalk conditions and other known area projects. Staff would then incorporate this input into the development of a Request for Proposals (RFP) to solicit proposals from artists for the program.
- Following the issuance of the RFP, the City Manager would appoint a “selection committee” (which could include City staff, representatives from downtown businesses, the arts community and the PASC) to assist staff in reviewing submissions in light of the criteria identified in the RFP. The selection committee would make its recommendation to the City Manager, who would then in turn bring his recommendation for award of a contract to the City Council for final approval.

The Downtown Art Bench program would be managed by City staff. All benches acquired through this program would be owned and maintained by the City.

If supported by Council, next steps would be to finalize potential bench locations and prepare an invitational RFP.

FINANCIAL IMPACTS:

Program costs of approximately \$90,000 are estimated by staff, which includes a budget of up to \$10,000 per bench and consultant costs of \$10,000 to guide this program, such as assisting in the preparation of a Request for Proposals (RFP) and providing support during the invitational and selection process to ensure the highest degree of art quality. Program expenditures would be funded by the Public Art Fund. As of August 30, 2013, approximately \$330,000 is available in the Public Art Fund.

CEQA:

The Community Development Director has determined that the Recommended Action described in this Agenda Report is not in-and-of-itself a “project” (pursuant to CEQA Guidelines Section 15378) since it does not result in a physical change in the environment. However, the Recommended Action is a part of a larger “project” that will be subject to environmental review in accordance with CEQA at the “earliest feasible time” prior to “approval” consistent with CEQA Guidelines Sections 15004 and 15352. The larger “project” is the award of a contract for an artist to design street benches for installation along First Street in Downtown Napa, and staff plans to bring back a CEQA analysis of that project to Council prior to the City Council’s award of a contract to an

artist recommended following the completion of the RFP process, selection committee and City Manager recommendations.

DOCUMENTS ATTACHED:

1. Resolution authorizing a Downtown Art Bench Program and appropriating funds from the Public Art Fund.
2. PASC List of Suggested Artists/Designers for Downtown Art Bench Program.

NOTIFICATION:

Steering Committee Members

RECOMMENDED ACTION:

Staff recommends that the City Council move, second and approve each of the actions set forth below, in the form of the following motion. Move to:

Adopt a resolution authorizing the City Manager to solicit proposals for the design and fabrication of Downtown Art Benches and appropriating funds from the Public Art Fund.