

CITY OF WEST SACRAMENTO PUBLIC ART STRATEGY

SECTION I - INTRODUCTION

1.1 History

The City of West Sacramento had its first formal introduction to public art as part of the first phase of the River Walk Park project in 2002. This project involved a number of public art pieces that are still on display today. Most prominently displayed is the “Tower”, a 40-foot high steel communications structure located near the Broderick Boat Ramp; it is adorned with various multi-colored sheet metal cutouts of fish and other objects that represent life on the Sacramento River. The river was also the inspiration for the first floor Galleria in West Sacramento’s City Hall, where the floor is designed with swirling hues of green and brown designed to represent the rivers in the region and all their wonder.

Other public art projects include the Riverpoint Marketplace Public Art Project at the Riverpoint Marketplace and the Washington Neighborhood Gateway Monuments. The gateway monuments were designed to reflect the unique nature of the Washington neighborhood, while at the same time representing the entire community of West Sacramento.

Public Art is a critical part of the West Sacramento community and has been encouraged and promoted through many different processes. The City of West Sacramento is taking significant steps to ensure a livable and sustainable community. The City Council is committed to sustaining this momentum, and envisions public art as a fundamental element, and ultimately a defining characteristic, for West Sacramento.

The West Sacramento Public Art Strategy outlines goals, objectives and implementation strategies to enhance and expand the public art program as administered by the City of West Sacramento’s Parks & Recreation Department and the City’s Arts, Culture and Historic Preservation Commission. Public art is referenced in many adopted policy documents and the Council has established a commission to address public art issues in the City.

1.2 Arts, Culture and Historic Preservation Commission

The West Sacramento Arts, Culture and Historic Preservation Commission, established on April 28th, 2003, is charged with providing guidance and making recommendations to City staff and the City Council on matters within their defined scope and duties; these duties were defined by the Council as:

- Recommending programs for the cultural enrichment of the City;
- Coordinating and strengthening existing cultural arts organizations;
- Encouraging private initiative in arts and culture;
- Increasing public understanding, appreciation and enjoyment of art forms and activities;
- Reviewing and making recommendations on all works of art under consideration by the City; and
- Creating an inventory of existing public art resources.

SECTION II - PROGRAM GOALS AND OBJECTIVES

2.1 Program Objectives

- To provide for a public expression that reflects the vitality of the cultural arts in our community.
- Establish guidelines for implementation of the Public Art Strategy, including selection, purchase, commission, placement, and maintenance of works of public art.
- Establish a donations policy to accommodate the acceptance of gifted works of art, or public art funds, to the City of West Sacramento.
- To recommend the nature, type, acquisition, and placement of works of art and art projects.
- Establish a mechanism for funding public art projects.
- To foster civic identity and pride.

2.2 Program Goals

- To develop a public art program that will be embraced by the community of West Sacramento.
- To generate works of art, excellent in both conception and execution, which enhance the community's environment for the enjoyment of its citizens and visitors.
- Provide opportunities for artists to work throughout the community in creating artwork which will be meaningful and appropriate to their settings.
- Encourage early collaboration among artists, architects, and engineers in the design of public facilities and spaces.
- Ensure appropriate signage, cataloging and ongoing maintenance of West Sacramento's public art collection.
- Provide educational materials and activities about the public art collection and incorporate public art as an element of community education.

- Ensure that public art is safe, accessible, durable, and compatible with community standards.
- Encourage and promote community involvement in the creation of community art projects.

SECTION III - ADMINISTRATION

Parks and Recreation Department staff will focus on project identification, requests for proposals, the selection process and proposal review. Staff will bring recommendations to the Arts, Culture and Historic Preservation Commission for consideration. Recommendations made by the Commission will be forwarded to the City Council for final consideration.

3.1 Overview of the public art selection and approval process

- Staff identifies projects and makes recommendations to the Arts, Culture and Historic Preservation Commission. Recommendation shall include site location and budget.
- Recommendation is forwarded to City Council for consideration.
- If approved by Council, staff will begin the “Request for Proposal” process.
- When feasible, staff will solicit artists that work or reside in West Sacramento.
- Staff, along with members of the Arts, Culture and Historic Preservation Commission, will review qualifications and proposals and make recommendations.
- Recommendations will be forwarded to City Council for consideration.
- If approved by Council, staff will enter into a contract with the artist for the creation and placement of the public art.

The City will likely acquire public art through other means which may include, but not be limited to:

Donated Art - From time to time the City may be offered donated art. It will be the responsibility of Commission to review the donated art and recommend acceptance or denial, as well as placement.

Commissioned Art - From time to time the Commission may recommend a specific work of art at a particular site with a particular theme.

Developer Provided Art – It is expected that development projects will provide public art either on private property along with new development or on public property adjacent to such developments. In the case of art on public property, developer proposals shall be brought to the Arts, Culture and Historic Preservation Commission for approval.

Specific Proposals by artists not initiated by City or Commission - The Commission may entertain proposals by artists provided the proposal meets the intent of the Public Art Policy. Creation and placement of the art will be subject to an artist selection process.

Purchase of Existing Art – Staff, or the Commission, may recommend the purchase of existing art. Purchases will be approved by City Council.

SECTION IV - FUNDING

4.1 Public Art Fund

- I. **Purpose** - The Public Art Fund will be established as a separate account set up by the City to receive revenue, including cash transfers, for the Public Art Program. The Public Art Fund shall include the following revenue sources:
 1. **Capital Improvement Program:** One percent (1%) of the project cost of a municipal or Redevelopment Agency public project as bid, contracted and accepted by the City. A municipal or Redevelopment Agency public project is defined as the construction, remodel or re-construction of any public buildings, decorative or commemorative structures, parking facilities and parks, belonging to the City. Upon acceptance, the one percent (1%) will be transferred from the CIP budget to the Public Art Fund. Unexpended monies not used for art on a specific project will remain in the fund and may be used for other qualifying art projects as recommended by the Arts, Culture and Historic Preservation Commission and approved by City Council. A project may have an art component integrated into its design for the sole purpose of enhancing the project. In this case, the City may waive the one percent art fee. However, the project must demonstrate that the cost of the enhancement was equal to or greater than one percent (1%) of the total project cost.
 2. **General Fund:** The City of West Sacramento may include an appropriation from the City's General Fund and/or the Redevelopment Agencies General Fund. This would allow for the funding of projects not tied to new public facility construction.
 3. **Public/Private Initiatives:** Public Art project funding may be leveraged through private donations and/or contributions. Any money received for the purpose of Public Art will be deposited in the Public art Fund.

4. **Local, State and National Grants:** The City of West Sacramento will actively pursue any opportunity to receive Local, State or Federal grants. Any grant proceeds received will be placed in the Public Art Fund.
5. The Public Art Fund shall be used solely for the selection, commissioning, acquisition, installation, maintenance, administration and insurance of the works of art. The Public Art Fund shall be administered by the Parks and Recreation Department.

II. **Appropriations of Funds**

1. All appropriations for municipal projects shall include an amount of not less than one percent (1%) of the project cost of a municipal or Redevelopment Agency public project as bid, contracted and accepted by the City, but not to exceed the sum of two hundred thousand dollars (\$200,000) for any single municipal or Redevelopment Agency public project; provided that the Arts, Culture and Historic Preservation Commission may recommend to the City Council an increased expenditure for those projects of exceptional size or unique function, however, in no event shall the appropriation exceed one percent (1%).
2. The Arts, Culture and Historic Preservation Commission shall recommend to the City Council the amount of monies for selection, commissioning, acquisition, and installation of individual works of art to be incorporated as a part of the municipal construction project for which the monies were appropriated.
3. Money appropriated as part of a project but not expended on the project may be utilized to supplement other appropriations for the acquisition of art or to place works of art at other City facilities or properties.

SECTION V - ART STRATEGY IMPLEMENTATION

5.1 Design Criteria

The following is a suggested set of design criteria which staff and the Arts, Culture and Historic Preservation Commission may use in the identification, selection and acceptance of public art:

- **Highest Quality Public Art:** The goal would be to acquire the highest quality art possible for the City of West Sacramento.
- **Authenticity:** Successful art projects that are authentic to the community

and its surroundings.

- Celebration: Art should be designed and installed to be connected to the community through celebration or should represent something about West Sacramento that may be celebrated on a regular basis.
- Creativity: Encourage creativity by suggesting that the art communicate in new ways and represent new thoughts and ideas. Art would be selected that represents a wide range of artistic styles.
- Other considerations might include: Safety, accessibility, durability and compatibility with community standards.

5.2 Artist Participation in Community Projects

Artist participation in community projects is strongly encouraged. The involvement should take place at the earliest possible stage. Private developers should also be encouraged to include artists on project design teams.

5.3 Site Selection

The City of West Sacramento public art program will be designed to celebrate our community as a cultural center with a strong appreciation for the arts. Proper site selection will assure that art is safe and accessible to both residents and visitors. City staff and the Arts, Culture and Historic Preservation Commission will consider all city-owned property and identify other locations that will maximize the public's interaction with art.

5.4 Community Involvement

The Arts, Culture and Historic Preservation Commission realizes the importance of public input in the establishment of a public art program. The Commission will hold public information meetings to solicit feedback and assess the community's vision for a public art program.

A public art component should be included in any form of public survey or public opinion poll that addresses general community issues.

5.5 Installation

The contracted artist will be responsible for all applicable permits and fees regarding installation of the public art. In some cases, the site may be improved, and only minor modifications may be necessary. Consideration should be given to unimproved sites well in advance of construction. All necessary materials, including mountings, anchorages, containments, pedestals, barriers, drains, lighting fixtures, etc., should be considered in the scope of work. The installation of the artwork should not detract from the artwork's function or aesthetics.

5.6 Maintenance

Public art should be designed so that minimal regular maintenance is required. To the extent that maintenance is necessary, the artist will be responsible for the maintenance of the art for at least one year from the time of installation. Consideration of a shorter maintenance period may be negotiated during the contract period. Regular maintenance includes removal of dirt, adjustment or lubrication of parts, and vandalism mitigation. Periodic maintenance could include reapplication of protective coatings, replacement or reapplication of parts, painting, or other items not anticipated. A schedule and specifications for regular or periodic maintenance will be suggested by the artist at the end of the maintenance period.

At the end of the maintenance period and during the life of the art piece, the artist will have first right to repair and restore the piece for a reasonable fee agreed upon by the artist and the City.

If for any reason the City should relinquish ownership of the art, the artist will be given the right of first refusal to buy and relocate the piece.